

Activity report

2022/23

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In conditions of constant stress and misinformation, local media providing verified news and crucial day-to-day survival instructions are a shield against Russian propaganda and a source of reassurance and hope for the Ukrainian people.

Ludmila Dykhtyarenko, newspaper "Berezan",
Berezan, Mykolaiv region

INTRODUCTION

It has been over a year since the full-scale Russian invasion on Ukraine. A brutal, unprovoked aggression on a sovereign country that violates international laws and agreements and reminds us that peace and national security is fragile and cannot be taken for granted. It is therefore crucial to stand by Ukraine and the Ukrainian people as long as it takes.

In response to this vicious attack on Ukraine, Bonnier Media (Sweden), Danske Medier (Denmark), Gazeta Wyborcza Foundation (Poland), Medialiitto (Finland), Mediebedriftene (Norway) and Tidningsutgivarna (Sweden) established the **Ukrainian Media Fund** to support local media outlets, journalists, and photojournalists in Ukraine by providing both financial and material assistance.

We focus on local and regional media because they were hurt stronger than national press outlets having seen a 40 to 80% drop in their income, loss of offices and equipment as well as their ability to pay wages to their staff.

Within a year, the UMF has raised 879,583 Euro and we hope to reach 1 million Euro soon. We present you a short report on our activities to date.

THE IMPORTANCE OF LOCAL MEDIA

The Ukrainian Media Fund focuses on local and regional media because they were hurt stronger than national press outlets. Local media have seen a 40 to 80% drop in their income and many of their offices and equipment were occupied, destroyed, or looted. Editorial staff was often dispersed and left with no means - both financial and technical - to live and function.

“Because of the war, our media was on the verge of survival. We worked for three months without a salary but did not stop updating the website and publishing the printed newspaper.

After the Russian attacks on the energy system of Ukraine, the temperature in the office barely reached two degrees. Sometimes we had to work from the premises of the Bolgrad Multidisciplinary Hospital. The hospital has uninterrupted power sources. Nearby are people with illnesses, injuries, pain - and we write articles and edit a newspaper.”

Tetyana Terzi, website "Mahala", newspaper "Druzhba", Bolgrad Odesa region



Local media play a crucial role in providing truthful information and emotional support to local communities and residents who also need practical instructions and recommendations.

To our readers our newspaper
is like a breath of Ukraine.
Not everybody has access
to the Internet.

”

Vasyl Myroshnyk, newspaper "Zorya", location: Zolochiv, Kharkiv region

“It is very important to have support in such dark, terrible time in life. I told hundreds of important stories: about tireless volunteers, about the horrors experienced by refugees from the occupied territories, about fallen heroes.

I wrote hundreds of instructions that saved human lives. People are very grateful to us. There are dozens of Facebook posts in which they tell us how much they need our work. Thanks to the equipment we have received, even during power cuts, we will be in touch with our readers”.

Halyna Davydova, Gard.City website, Pervomaysk, Mykolaiv region



It is also hugely important to document the atrocities committed by Russian aggressors against the people and the land of Ukraine. Local media are also a valuable source of first-hand reporting for the outside world.

“We are the media of a small community of 20,000 inhabitants, but our sites are read by more than 200,000 people. They come to us for verified news, for quality analytics, for survival instructions, for stories of people who inspire to fight and not lose heart. We write texts that are reprinted by such media as, for example, The Guardian. We have collected information about the most famous collaborators of the South of Ukraine.



We write a lot about environmental crimes against the nature of Ukraine and the impact of the war on Europe's ecology. Now we are working on a series of human stories about those, whose lives were destroyed by the war: young widows, orphans, families who were deprived of housing, property, health and most importantly their beloved ones by the Russian army. Our last text was about 50,000 orphans whose parents died in the war or during the bombing of Ukrainian cities.

From the bottom of our hearts, we thank our patrons and benefactors who support Ukrainian journalism in such a terrible time and allow us to convey the truth about the war to the world.”

Notes from Halyna Halimonyk's interviews with journalists from Bilyayvka.City and Open.Dniester websites, Bilyayivka, Odessa region

UKRAINIAN MEDIA FUND'S MISSION

The Fund was launched in solidarity with the journalists and photographers reporting every day from the frontlines in Ukraine. Its main goal is to mobilize international support - both financial and material - for local media outlets in Ukraine.

TYPE OF PROVIDED SUPPORT

01.

Financial support

To ensure that the local media outlets in Ukraine, especially in war zones, have sufficient operational budgets to continue their work.

- Cash assistance for local journalists
- Payments for co-working spaces for journalists
- Covering relocation costs of editorial offices and journalists

02.

Provision of equipment

To equip journalists and editorial offices with protective gear and communication equipment.

- Protective equipment (body armour, helmets, first-aid kits)
- Equipment for remote work (laptops, telephones, power banks and mobile internet)
- Equipment for local newsrooms (such as power stations)

03.

Advocacy

To support cooperation between Ukrainian and other European media.

- Advocating for international support for Ukrainian local media
- Organising international visits and networking opportunities for Ukrainian journalists

04.

Reconstruction

To provide training, long-term financing and infrastructure to rebuild independent Ukrainian media in post-war reality.

- Providing professional training for journalists and editors
- Restoring or upgrading editorial infrastructure

DESCRIPTION OF PROVIDED SUPPORT

Ukrainian Media Fund has adopted a flexible approach in providing assistance to meet the changing needs of its beneficiaries.

Following the invasion the UMF delivered personal gear such as helmets, body armour, goggles, and first aid kit, as well as technical equipment such as laptops, power banks.

In November 2022, as part of another large humanitarian aid convoy to the war-torn regions in Eastern Ukraine we organized a delivery of thermoactive clothing to Ukrainian families from Kharkiv, Kupiansk, and Dvorichna identified with the help of local journalists.

Since the beginning of our activity we have established grant and cash-assistance programmes that subsidize media outlets and individual journalists. Until now, we have helped over 500 journalists from 161 different media outlets with monthly cash payments from 175 to 360 Euro amounting to 361,611 Euro.

Ukrainian local media outlets received in-kind support worth over 89,903 Euros in grants that allowed them to keep working and publishing.

The cost of Ukrainian journalists study tours to Europe was 17,000 Euro.

Direct targeted support to media and other foundations in 2022 were worth 52,500 Euro.

Through AgoraDruk, the UMF brokers the purchase of paper for Ukrainian newspapers from German and Finnish producers.

At the beginning of March 2023 another batch of over 50,000 Euro worth of equipment left Warsaw and was delivered to Lviv and nearby Truskavec in Western Ukraine. It was then distributed to media outlets all over the country by three UMF's local partners.

The transport consisted of 200 top of the class portable power banks that will allow journalists and photojournalists – often those reporting directly from the front line or working in remote areas - to work throughout frequent power cuts.

Another vital part of equipment delivered are 36 power stations that can be fully charged within an hour and are strong enough to provide electricity to small editorial offices. What is important in the current situation, is that the power stations can be charged using solar panels.





Russia is a terrorist country that is fighting with Ukraine and Ukrainians beyond the battlefield, attacking the population and civilian infrastructure. That is why the issue of energy independence is very acute for the Ukrainian media.

The batch of power banks and chargers provided by the Ukrainian Media Fund is a guarantee that dozens of Ukrainian journalists and editorial offices will remain unbreakable and continue their work despite the blackouts.”

Sergiy Tomilenko, president of the National Union of Journalists of Ukraine (NUJU), one of the beneficiaries of UMF.



The chargers and power banks were distributed through – amongst others - the network of NUJU Journalists' Solidarity Centres which respond to requests from editorial offices and individual journalists. As a priority, this equipment is delivered to those working in the de-occupied and frontline areas. It will allow them to sustain the functioning of their servers in order to prepare both on-line and paper editions of the news.



“We work from shelters, from bomb shelters - that's why it's very important to have power banks with you. We often work from the sites of rocket attacks, where we must be with charged equipment all the time in order not to miss an important shot, to take a video interview.

Photos and videos are important evidence of the crimes of the Russians and the Russian army. Many thanks to the benefactors for your help!”

Nataliya Stina, newspaper "Chervonnyy promin", location: Zaporizhia

“In the last year, a large part of our work has been devoted to the search for electricity.

If you look at our office, you will see that it is full of extension cords and power banks. We have also received a power station. There were periods when we worked without electricity for 2-3 days. Our colleagues from abroad are amazed how we can work in such conditions. But we must do it because our audience needs us.

Thanks to the support of foreign colleagues, we remain in the profession.”

Gennadiy Czabanow, newspaper Odessa Life, location: Odessa



Ukrainian Media Fund also helps to raise awareness, both inside Ukraine and internationally, about the conditions and the challenges Ukrainian media have to face on a daily basis.

This is done by supporting such projects as “Journalist matter!” or by providing Ukrainian journalists with an international platform to voice their stories. We finance their attendance at various international conferences and gatherings as well as facilitate their meetings with politicians and decision-makers in different European countries.

Another type of support delivered by the UMF are training programmes for Ukrainian journalists. The aim is to keep them up to date with the latest developments, especially in digital media and tools, as well as business models and solutions that will help them to boost their incomes once the war is over.



SUMMARY OF PROVIDED SUPPORT

UMF Funds and Expenditures March 2022 - March 2023	
Description	Amount in Euro
IN	
capital received	879 583
<i>incl.grants</i>	<i>187 000</i>
OUT	
in-kind support for media outlets	89 903
grant-in-aid (installments I-VI) for Ukrainian journalists	361 611
<i>monthly payments per person: EUR 175-360</i>	
<i>number of people received financial support at least once: over 500</i>	
direct targeted support to media and other foundations (in 2022)	52 500
Ukrainian representatives international study visits	17 000
UMF operating cost inc. transport	62 482
TOTAL SPENT	583 496
REMAINING	296 086

Equipment sent by UMF 2022-2023	
Type	Quantity
flack jackets	85
helmets "Press" for rent in Kyiv	8
first aid kits inc. tourniquets	400
walkie-talkies and binoculars	40
power banks for laptops and mobile	200
solar power banks	60
powerstation for mid size newsrooms	15
powerstation for small newsrooms	21
iphones, laptops etc	70

UMF contributors by country (share in %)	
Sweden	63,50%
Finland	13,20%
Denmark	8,60%
EU Funds	5,70%
Norway	4,60%
Poland	3,30%
USA	1,00%

LIST OF MEDIA RECIPIENTS OF UMF SUPPORT (ABBREVIATED)

"21st channel" Kropyvnytskyi 1
ACC media agency, Chernivtsi
„Berezan", Mykolaiv region
„Bilyaivka.info", Odesa region
"Chernihiv's'kyi visnyk" , Chernihiv
„Chervonyi promin", Zaporizhzhia region
"Desnyanska pravda", Chernigiv
"Dlia domu i simi" Kremenchuk
"Dolynski novyny" Dolynska (Kirovograd region) 1
„Druzhba", Odesa region Ecoflow Delta MAX Power Station
„Gard.city" Mykolaiv region
gorod.cn.ua
gorod.sumy.ua
"Hryvna grivna.ua", Kherson
Information agency "Rayon.in.ua", Lutsk
Information Agency „Glavcom", Kyiv
Informator.ua Dnipro
"Karachun", Slovyansk Donetsk region
"Karavan", National media
"Khazyajin", hozjain.ua
„Kolos", Kharkiv region
„Kreminshchyna" Lugansk region (relocated to safe area)

"Leopolis, Lviv
"Mayak" Bogodukhiv (Kharkiv region) 1
„Mezhivskyi merydian", Dnipro region
"Molodyi bukovynets", Chernivtsi
My - reportery photo agency frontliner.com.ua
mynizhyn.com
NUJU Central Office & Kyiv Journalists' Solidarity Center
"Na pensiji", Odessa
"Nadrossya", Cherkasy region
„Nash kraj", Sumy region
„Nashe zhyttya", Zaporizhzhia region
„Nove zhyttya" Kharkiv region
„Novynar", Odessa region
„Novyny Rokytnivschyny", Rokytni (Rivne)
"Narodna trybuna", Balta (Odesa region) 1
„Narodna trybuna" Poltava region
„Nostalgy", Nikopol (Radio station)
"Novyi den" Kherson
"Obozrevatel"
"Obrii Izumshchyny" , Izum, Kharkiv region
"Obriy Izyumshchyny" Izyum (Kharkiv region)
„Orbita" TV company, Pokrovsk (Donetsk region)

„Pektoral”, Kharkiv region
„Pershotravenski novyny”, Dnipro region
Persha mis'ka kompaniya Odessa
"Pivdenna zorya", Dnipropetrusk region
popasnaya.city, Popasna Luhansk region
"Prapor peremogy", Okhtyrka Sumy region
primorka.city, Berdyansk, Zaporizhya region
"Procherk", Cherkasy
„Procherk.info”, Cherkasy Dnipropetrovsk region
"Pryorilska pravda", Tsarychanka, Dnipro region
„Pryvatna gazeta”, Poltava region
rayon.in.ua hyperlocal online[]editions
"Reni-Odesa" & YouTube-channel "News of Reni" Reni (Odessa region)
RIA Koziatyn, Vsim.ua
RIA Media Ternopil
RIA Media Vinnytsia
„Rodnoi gorod" Donetsk region (relocated to safe area)
"Santars" mig.com.ua Zaporizhzhya 2 6
"Sil'ska novyna", Valky Khatkiv region
"Sil'ski novyni", Valky Khatkiv region
"Simejna hazeta", ye.ua Khmelnytskyi
slavutich.cn.ua Chernihiv, Sumy, Slavutych and
„Slobidkyi krai" Kharkiv region
"Slovo Pravdy", Volodymyr Volynskiy, Volyn region
„Slovo Varvynshchyny”, Chernigiv region Ecoflow Delta MAX Power Station every day 2
"Smila" Cherkasy region
"SPEKA" The Page
"Tatarbunarskyi visnyk" Tatarbunary (Bilgorod-Dnistrovskiy sistrict)
„Telegraf”, Kyiv
"Toloka", National med
"Trium" magazine from Dnipro 1

"Troitske.city", Luhansk region
"Trybuna pratsi" Ivankiv (Kyiv region)
"Trybuna trudiashchykh", Kharkiv region
Tsentr mediA "Odesskaya zhyzn" odessa-life.od.ua
TV & Radio Broadcasting Company „Nadiia”, Kharkiv region
TV & Radio Broadcasting Company „RAI”, Ivano-Frankivsk
TV & Radio company TAK TV, Mykolaiv
"Tviy Romaniv" Romaniv (Zhytomyr region) 1
"Ukrayins'ki Novyny"
„Ukrayinski novyny" Kyiv
"Vil'nyy holos", Ivano-Frankivsk region, Kolomyia
„Visnyk Ch”, Chernihiv
"Visnyk Ch" Chernihiv 1
„Visnyk Kupyanshchyny”, Kharkiv region
"Visti Snigurivschyny" Odessa 1
„Vpered", Mykolaiv region
„Vysokyi Zamok”, Lviv
"Volya narodu" Busk (Lviv region) 1
"Volyn' post", Lutsk
"Vorskla" Velyka Pysarivka (Sumy region)
"Vorskla", Sumy region
Vydavnychiy dim "Pryvatna hazeta"
Vydavnychiy dim "Ogo" ogo.ua, volyninfo.com, newspaper OGO Rivne and Lutsk
www.0462.ua
"Zaporiz'ka Pravda", Zaporizhzhia
„Znayanski visti" Kirovograd region EcoFlow River 2 Max Power Station
"Zorya" Lyman (Donetsk region)
"YA TV", Kherson
„Yampil.info" Sumy region
Павлоград.dp.ua , Pavlograd, Dnipro region

UPCOMING SUPPORT AND EXPENDITURES (2023)

In the coming months we plan to deliver the following support:

- Cash payments for Ukrainian journalists (7th instalment in May/June) => EUR 60 000
- 50 New laptops delivering (June) => EUR 30 000
- Technical support (software, cloud cost) => EUR 17 000
- Technical consultancy (media digitalisation) => EUR 8 000



ABOUT THE UKRAINIAN MEDIA FUND FUNDERS:

Bonnier Media, part of Bonnier Group is the holding company for a corporate group made up of the Nordic region's leading media companies, with over 200 years of experience. Our companies span a broad range of media, with a strong historic core in independent journalism and book publishing. Through journalism, storytelling, knowledge and entertainment, we aim to make for a more open, interesting, entertaining and well-informed society.

Danske Medier is a trade organization for the private Danish media. We stand behind almost 300 media companies, which have one thing in common: the aim to provide citizens with information, insight, background and news.

Gazeta Wyborcza Foundation was funded by Agora, the publisher of Gazeta Wyborcza, leading opinion daily in Poland. It promotes media freedom and integrity. We want to develop independent journalism through broadly understood educational and cultural activities. Agora SA is a Polish entertainment and media group created in 1989.

Medialiitto is an umbrella organization for media and graphic industry companies in Finland. We represent approximately 650 companies in the areas of news media, magazine media, book and educational material publishing and printing, radio and TV operations and distribution.

Mediebedriftene (Norwegian Media Businesses' Association) is a member of the Confederation of Norwegian Business, and is the main negotiator vis-à-vis the labour unions in the media industry.

Tidningsutgivarna (Swedish Media Publishers' Association) is the trade association for Sweden's newspapers and other media companies. Its members are publishing newspapers and editorial sites, as well as tv and radio broadcasters. It has around 120 members throughout Sweden.

THANK YOU!

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In particular, we would like to extend our gratitude to our major sponsors:

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- Tidningsutgivarna
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- Polaris Media
- Sonoma

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