

Support of independent local media in the liberated and temporarily occupied territories, strengthening their capacity and stability

Period of implementation: 13.03.2023 - 13.03.2025

EaP countries:
Ukraine



**Funded by the
European Union**

Social media account links:

Project website: drive.google.com/file/d/1Unh1eB71jOh9shsL96YTeeqPgAATIGbi/view?usp=d

Project description link

The media outlets should continue fighting the disinformation and Russian propaganda on the local level as they clearly understand how Russian propaganda works in the eastern and southern parts of Ukraine and how to resist it effectively, providing the local communities with verified information and blocking Russian fakes and hate speech.

Most of the communication channels available to the Ukrainian media are highly competitive. The only way not to lose your audience is to create your style, including the tone of communications. This guide is a step-by-step guide to creating a tone of communication.

It tells in detail about the most important stages, rules, and tools for working with the tone of media communication. Plus, we've collected real-life media examples of their mistakes and best practices that will come in handy when you're writing.

Expected results:

1. 25 media outlets became community leaders on liberated and temporarily occupied territories.
2. 10 media outlets were re-launched on liberated and temporarily occupied territories.
3. 5 media outlets were launched in the regions called news deserts.
4. The strong media community with up to 60 media outlets was built, and the number of partnerships between European and Ukrainian media increased.
5. 15 media outlets joined the MDF Coordination Centre to build new partnerships and receive assistance in setting up new workplaces in Chernivtsi, which proved to be the safest regional center in Ukraine.