

Ukrainian & (Exiled) Russian Media: Sustainability Beyond Fact-Checking

“Avoid censorship, dilute fake news, with quality content”

(Founder)

The logo for EURACTIV, featuring a stylized yellow star icon to the left of the word "EURACTIV" in white, bold, uppercase letters, all set against a solid yellow rectangular background.

(Chair)

The logo for EUROPE'S MEDIALAB, with "EUROPE'S MEDIALAB" in blue, bold, uppercase letters and "Fondation EURACTIV" in yellow, italicized, uppercase letters below it. A yellow swoosh with a star at the end is positioned below the text.

(Initiator)

The logo for STARS4MEDIA, with "STARS4MEDIA" in yellow, bold, uppercase letters. A yellow swoosh with a star at the end is positioned below the text.

Christophe Leclercq, EDMO Annual Conference, Brussels, June 2022

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Russian Media Landscape: Hope outside

- Official media: propaganda, pro-war (oops: pro “military special operation”), pro-kremlin
- Free media inside Russia: all gone or underground/undercover/social media)
- Independent media:
 - Most moved, eg. Novaya Gazeta, Meduza, Moscow Times, etc...
 - Several launched English versions + crowdfunding
 - Many are created, can't keep track, eg. The bell, Dron, Repost, etc...
 - Western broadcasters maintain information in Russian online (BBC, Radio Free Europe, Deutsche Welle, etc...)
- Intelligentsia and middle class in Moscow & St Petersburg still access free information via VPN, Telegram, etc...
(Difficult to block internet without hindering the economy)

Ukrainian Media Landscape: Adapting Fast. Sustainable ?

- State broadcasters, plus TVs owned by oligarchs: persist and seek Western support
- Independent newspapers: try to diversify, eg. Ukraïnskaya Pravda
- New ventures grow quickly, eg Kyiv Independent (ex- Kyiv Post)
- Innovative side projects, eg. Info Point agency: advertising saleshouse, offering visibility to Western brands*
- Some daring cross-border attempts, eg. February Morning, TV channel in Kyiv, created by former Russian MP

*also towards Russian-speaking audiences in Belarus, Georgia, etc...

Many Sources of Subsidies & Gifts

→ Coordination & Flexibility

“Flexibility given the War”

- Many Programmes
- Extend from media cooperation & literacy to straight help
- Simplify admin
- Allow subcontracting to organisations outside official footprint, eg. outside EU

Examples:

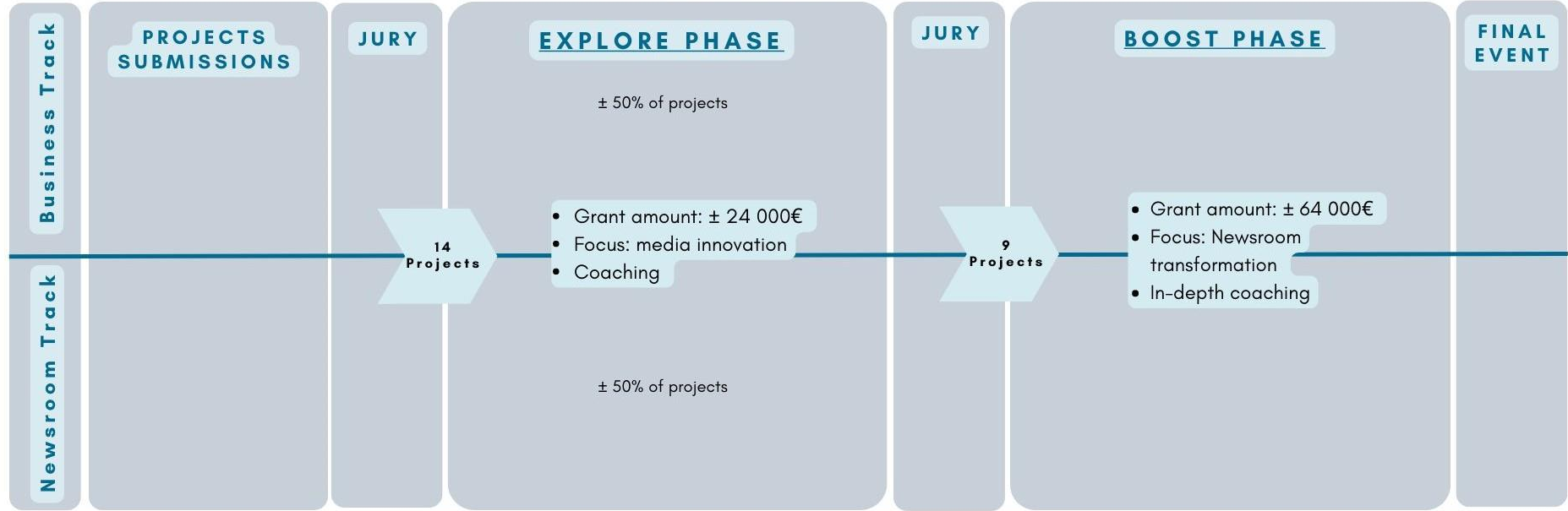
- Corporate: notably Meta and Google News Initiative
- Philanthropy:
 - Many large NGOs, eg. Open Society, Fritt Ord, German foundations, etc...
 - Reporters Sans Frontières “JX” fund (new)

● Public:

- National (not all may be known?)
- European:
 - EUR: Endowment for democracy
 - High politics: “European Political Facility”
 - Existing programmes, eg. Creative Europe
 - Third party financing (cutting admin burden), eg.  on media transformation

- Newsroom and Business Transformation
- Media Innovation
- Cross-border Cooperation

Stars4Media NEWS



References: Other Programmes and Enquiries

Further References:

- Stras4Media NEWS [Call for Projects](#)
- Press releases: complementary with other programmes ([European Journalism Centre Solutions Journalism Accelerator](#), [Local Cross-Border investigative journalism project](#), [European Media and Information Fund](#) 4 open calls)
- [Video](#) of Stars4Media NEWS' launch event (4:21 min)

Contact Us:

1. Christophe.leclercq@euractiv.com, Communicationmedialab@euractiv.com
2. Stars4Media enquiries: info@stars4media.eu
3. Websites europemedialab.eu, stars4media.eu