



Kennan Institute,
Woodrow Wilson International Center for Scholars

Task Force Members

Co-Chair: Nick Daniloff, Professor of Journalism, Northeastern University, former Washington and Moscow correspondent for United Press International and U.S. News & World Report
Vera Andrushkiw, Vice President for External Relations, U.S.-Ukraine Foundation
Adrian Karmazyn, Chief of Ukrainian Service, Voice of America
Michael Keating, Visiting Fellow, Center for Democracy and Development, McCormack Graduate School, University of Massachusetts Boston
Renata Kosci-Harmatiy, Program Associate, Woodrow Wilson International Center for Scholars
Marta Kolomayets, Kyiv Director, Community Partnerships Project
Eileen O'Connor, Counsel, Orrick, Herrington & Sutcliffe LLP
Elzbieta Olechowska, Editor-in-Chief, International Training, Canadian Institute for Training in Public Broadcasting CBC/Radio-Canada

Co-Chair: Halyna Usatenko, Director of Civil Society Programs, Europe XXI Foundation
Olena Bondarenko, Deputy of the Verkhovna Rada of Ukraine, Party of Regions
Tetiana Danylenko, Reporter-Presenter, Channel 5 Television
Valeriy Ivanov, President, Academy for Ukrainian Press
Dmytro Krykun, Development Director, Internews Ukraine
Kateryna Myasnykova, Executive Director, Independent Association of Broadcasters
Taras Petriv, Head of Information Service, Secretariat of the President of Ukraine
Andriy Shevchenko, Deputy of the Verkhovna Rada of Ukraine, Yulia Tymoshenko Bloc

Information & Media Task Force: ACTION PLAN

Ensuring access to information
Introducing public broadcasting
Introducing digital broadcasting
Privatizing state and communal press
Strengthening the mass media market

ENSURING ACCESS TO INFORMATION

- For the **Verkhovna Rada of Ukraine and Cabinet of Ministers** to approve a set of laws that normalizes the mechanism of access to information.
- For **local self-governance bodies** to develop and implement standard rules for interaction with the mass media (accreditation of journalists, procedure for forming pools, reaction to informational inquiries).
- For **project participants** to prepare trainings for Ukrainian press secretaries and their managers with the engagement of American journalists, press secretaries and PR specialists.
- To initiate the creation of a national press club taking into consideration the American experience.

INTRODUCING PUBLIC BROADCASTING

- For the **Cabinet of Ministers** to create a working group with partners from the U.S., Canada, Great Britain, and Central Eastern European countries to become experts on the introduction of public broadcasting in Ukraine. To initiate and conduct an informational campaign on the introduction of public broadcasting in Ukraine. To pass a moratorium on the privatization of state television and radio companies and long-term rent of their assets before creating public broadcasting.
- For the **Verkhovna Rada of Ukraine** to adopt the Law on Public Broadcasting. To pass a moratorium on the privatization of state television and radio companies and long-term rent of their assets before creating public broadcasting.

For more information, please contact the U.S.-Ukraine Foundation at:
1701 K St., NW, Suite 903
Washington, D.C. 20006
Phone: 1-202-223-2228 | Fax: 1-202-223-1224
www.usukraine.org/PD06/index.shtml



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- To recommend for **State Television and Radio** (with engagement of the National Council on Television and Radio Broadcasting, the Verkhovna Rada Committee on Freedom for Expression, the Secretariat of the President of Ukraine and representatives of NGOs) to develop a complex plan on switching to public broadcasting, taking into consideration:
 - public broadcasting created on the basis of all state television and radio companies;
 - the management system anticipates transparent and effective public control.

INTRODUCING DIGITAL BROADCASTING

- For the **National Council on TV and Radio Broadcasting** (with engagement of the State Committee on TV and Radio Broadcasting and Ministry of Communication) to develop a complex plan on substituting analogue broadcasting with digital broadcasting, taking into account:
 - Ukraine's international obligation to switch to digital broadcasting by 2015;
 - opportunities for technically combining digital broadcasting with expanding Internet access, mobile connection and other advanced technologies;
 - necessity for reclaiming near-border areas and territories poorly covered by analogue broadcasting;
 - expediency of giving priorities to Ukrainian broadcasters;
 - principles of transparent licensing on a competitive basis.
- For the **President of Ukraine and the Verkhovna Rada** to ensure quick ratification of the European Convention on Transborder Television
- For the **Verkhovna Rada of Ukraine** to adopt amendments to the Law on Television and Radio Broadcasting that would ensure unhampered and effective introduction of digital broadcasting.
- For the **Cabinet of Ministers of Ukraine (via the State Committee on Television and Radio Broadcasting, Ministry of Communications and RRT Company)** to develop a technical resolution necessary for signal propagation, and to set up necessary technical equipment.
- To recommend the **Ukrainian government and the National Council** to engage American and other foreign experts in developing a technical resolution on introducing digital broadcasting.

PRIVATIZING STATE AND COMMUNAL PRESS

- For the **Verkhovna Rada of Ukraine** to adopt amendments to the Law on Print Mass Media (press) or to adopt a separate law, which will:
 - determine the procedure for privatizing state and communal press on the basis of fair competition and transparency;
 - establish a deadline for privatization;
 - ensure adherence to social guarantees with regard to workers of state and communal press undergoing privatization.
- For **all state and self-governance bodies** to refuse from establishing new mass media.
- For the **Cabinet of Ministers and self-governance bodies** to develop a methodology for effectively informing the public about their work by conducting informational campaigns through private mass media. With engagement of Ukrainian and foreign professionals, to ensure consultative support (elaboration of a business plan, marketing strategy, profitability, effective management system) for editorial offices undergoing privatization.



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STRENGTHENING THE MASS MEDIA MARKET

- For **project participants** to prepare a comparative analysis of the state of the media market in Ukraine and the U.S. that will provide the opportunity to determine priority directions for strengthening the competitiveness of the market, to create a joint working group for the preparation of a concept on a national informational strategy.
- For the **Verkhovna Rada of Ukraine, the National Council on Television and Radio Broadcasting and Cabinet of Ministers** to ensure:
 - including foreign broadcasters in Ukraine into the national legal framework;
 - adjusting the normative base for activity of cable broadcasting operators;
 - strengthening priorities for the successful work of domestic mass media;
 - bringing the advertising market to civilized standards, in particular, by restricting advertisement of alcohol and tobacco products;
 - improving antimonopoly legislation on mechanisms of implementing antimonopoly restrictions in the mass media field;
 - further diversification of the market with regard to ownership and formats in order to provide the audience with the broadest choice.
- To strengthen the Internet segment of the market by:
 - increasing Internet access, particularly at schools and other educational establishments, libraries, etc;
 - development of the Ukrainian sector of the Internet.