

# U.S.-UKRAINE POLICY DIALOGUE

## A Discourse Among Partners



### Partner in Ukraine



### U.S. Partner



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[www.usukraine.org/dialogue.shtml](http://www.usukraine.org/dialogue.shtml)

### Information & Media Task Force: Action Plan

#### **Goal: Optimization and improvement of functions of National Council on Television and Radio (NCTR)**

##### Ukrainian side:

- Expand the functions of NCTR in regards to the transparent ownership of mass media in order to increase social responsibility of the owners before society.
- NCTR should monitor the implementation of license obligations by media outlets.
- NCTR should establish guidelines on providing equal access to media for political parties and candidates.

##### American side:

- Collect reference materials on other models of state media organization and regulation (Corporation for Public Broadcasting-United States, BBC-United Kingdom) and translate into Ukrainian. Translate websites into Ukrainian which provide content on media laws and information from around the world.

#### **Goal: Adherence to ethical and professional standards in journalistic work**

##### Ukrainian side:

- Introduce practice of signing an agreement on editorial policies between owners and staff of media entities.
- Introduce practice of providing balanced, unbiased coverage of political parties and candidates.
- Identify Ukrainian journalists and editors for short-term training with U.S. journalism experts.

##### American side:

- Secure funding assistance to train Ukrainian journalists and editors on current media laws to enable them to apply legislation to fight censorship and undue political influence.
- Secure funding assistance for training exchanges for senior editors to work in U.S. newsrooms for two to four weeks, to be followed by visits of U.S. trainers in Ukraine to help editors develop strategic plans for their own newsrooms.
- Secure assistance funding for training-of-trainer programs for key

Ukrainian journalists so that they can continue to train staff in their newsrooms.

- Provide materials on ethical codes for print and television media in the United States, and possibly other countries. Translate such materials into Ukrainian.

**Goal: Provide training for government employees who work with media and public relations issues**

- Organize a series of training seminars in the U.S. Congress, FCC, and leading U.S. political, informational and analytical centers for Ukrainian government media employees.
- Bring U.S. government and media experts to Ukraine to conduct seminars and lectures for Ukrainian government and media employees on the U.S. perspective on creating a modern and democratic model of media governance and building relationships between the media and the government.

**Goal: Develop and support institutions of radio and television public broadcasting in Ukraine**

Ukrainian side:

- Change the status of NTCR, reform regional (oblast') TV and radio companies; remove journalists' status as state employees in order to reduce their economic dependence on the state and limit opportunities for shady payment schemes.
- Define principles and sources of funding for public broadcasting (membership fees, budget subsidies, taxes on commercials for commercial television channels, and sale of broadcasting programs).
- Develop a plan to establish a Board of Supervisors (Governors) over public broadcasting, i.e. its functions and its oversight of programming.
- Secure support for an informational campaign on public broadcasting in Ukraine, using leading national and foreign media outlets.
- Create a coalition of public organizations to promote public broadcasting.
- Conduct an informational mass media campaign to increase citizens' understanding of and appreciation for the role of journalism in the development of democracy in post-totalitarian society.

American side:

- Garner support for technical assistance in the U.S. Government and Congress for the above recommendations. Organize congressional delegations to Kyiv; place an op-ed article by a major policymaker in support of public broadcasting in Ukraine; provide American or European panelists to appear in the informational campaign in Ukraine, as described above.
- American members sign declaration in support of Ukrainian side's goals and actions.