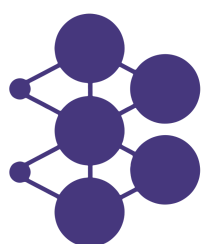


INTERNATIONAL CHARITABLE FOUNDATION
«ACADEMY OF UKRAINIAN PRESS»

**REPORT ON THE MAIN RESULTS OF THE AUP ACTIVITIES
in 2023**



**THE ACADEMY
OF UKRAINIAN
PRESS**

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MISSION

The Academy of Ukrainian Press promotes informed and critical consumption of media by Ukrainian society and compliance with the standards of socially responsible journalism in Ukraine.

The charitable foundation «Academy of Ukrainian Press» (AUP) is a non-profit, non- governmental and independent organization founded in 2001 based on the Free Press Center (1995). Since 2010, AUP was the first among non-governmental organizations in Ukraine to initiate **the development and implementation of media education** in the country.

The Academy of Ukrainian Press was created to retrain journalist personnel. Over the years of its existence, the Academy has become a recognized leader in the post- Soviet space in the field of retraining journalists and media educators, as evidenced by the fact that AUP specialists have conducted numerous pieces of training with journalists and specialists in **Azerbaijan, Belarus, Armenia, Georgia, Kazakhstan, Kyrgyzstan, Moldova, Uzbekistan, and Tajikistan.**

PURPOSES

- Improving the qualifications of Ukrainian journalists
- Content monitoring of leading Ukrainian media
- Implementation of media literacy in Ukraine
- Translation and publication for the Library of Mass Communication and Media Literacy

AREAS OF ACTIVITY

The Academy of Ukrainian Press carries out the following initiatives and programmes:

- Conducting professional development trainings for journalists with a focus on professional and ethical media standards;
- Organising training for media activists and civic leaders on media literacy and critical thinking;
- Conducting press tours for journalists from leading Western media in the conflict zone in eastern Ukraine;
- Translation, development and publication of manuals on journalism and media literacy within the framework of the Library of Mass Communication and Media Literacy;
- Organisation of summer schools, seminars and courses for teachers of all levels of education who implement elements of media education and media literacy in the teaching of their disciplines;
- Developing and implementing media education games (online and offline) to develop critical thinking skills and analyse media content;
- Monitoring the news of leading Ukrainian TV channels to analyse information standards and identify manipulative technologies;
- Conducting research on the Ukrainian media market and the impact of the information environment on public opinion;
- Organising international conferences, forums and exchanges for the development of independent journalism and media education;
- Cooperation with educational and cultural institutions to promote media literacy among the general public;
- Information and advisory support for journalists on compliance with professional and ethical standards in their work;
- Creating and supporting online resources for the dissemination of materials on media literacy, analytics and journalistic ethics;
- Development of volunteer initiatives in the field of media literacy and support for public projects aimed at raising the level of critical thinking in society.

KEY ACHIEVEMENTS

During 2023, the Academy of Ukrainian Press (AUP) implemented large-scale initiatives that helped to increase the level of media literacy among teachers, schoolchildren, students, journalists and civic activists.

Overall results:

- **Over 150 000 people** reached
- **536 events (online and in-person)** held
- **10 publications (8 manuals and 2 comics)** were prepared
- **11 online discussions** held, viewed by **90 000+ people**
- **YouTube channel, Telegram channel and AUP+ online platform** launched

Training materials

AUP has released **8 new training manuals**:

1. [Media education on fire. Methodological recommendations for teachers](#)
2. [Techniques for decoding russian propaganda in history and civic education classes](#)
3. [History of Crimea: 2015-2022. Materials for teachers](#)
4. [Information hygiene and media literacy in the context of information wars](#)
5. [Media literacy in times of war: theory, methodology, interactive](#)
6. [Media pedagogy](#) (translation from German)
7. [How to create a media education comic book](#)
8. [Media education comics in secondary and higher education classes](#)

«Your publications and resources play an important role in raising the level of media literacy of the nation. In today's information environment, this is even more important», wrote Yevheniia Stochka, a preschool teacher from Dnipro (participant of the online event [«Planning the School Year with AUP: Media Education Publications and Resources»](#)).

Media literacy events and trainings

In 2023, the Academy of Ukrainian Press (AUP) held **536 events** for educators, librarians, students, journalists and civic activists.

One of the key areas was **11 online discussions** with Ukrainian and international experts, which were viewed by more than **90 000 people**.

- **The largest discussion** «Media Education on Fire: New Challenges - New Resources or How to Destroy Russian Propaganda» reached **44 600 viewers**;

- **Another 10 discussions** with foreign experts from Poland, Armenia, Finland, Lithuania, the United Kingdom, Kazakhstan, Tajikistan, Germany and Sweden brought together **47 802 participants** and became a platform for sharing experiences and implementing best international practices.

Raisa Yevtushenko, Chief Specialist of the Directorate of Preschool, School, Extracurricular and Inclusive Education of the Ministry of Education and Science of Ukraine, emphasised the significant contribution of the AUP to the development of media literacy:

«The most dramatic changes in the field of basic secondary education have occurred thanks to the AUP. The Standard of Basic Secondary Education had no media literacy component until 2011, but today the standard contains more than 500 mentions of the word 'media' - and this is the result of the AUP's efforts to improve the level of media literacy of citizens and schoolchildren».

In 2023, the **Academy of Ukrainian Press (AUP)**, in partnership with **IREX**, implemented **101 events** as part of the project **«Learn to Discern: Infomedia Literacy in Education»**.

- ✓ **1197 participants** joined the program;
- ✓ **569 new schools** became part of the project.

The AUP, with the support of the **Friedrich Naumann Foundation for Freedom**, has also developed a **manual and curriculum called «Historical Paradox»**.

□ **The aim of the programme** is to demonstrate how the same event can have different interpretations, as well as to develop **critical thinking skills** based on historical events that have caused a public outcry.

A series of webinars under the «Historical Paradox» program

Discussion of **four historical events**:

- Who killed Princess Diana?
- Could the «Titanic» have avoided sinking?
- How many times was John F. Kennedy shot?
- What's wrong with Marilyn Monroe?

- ✓ **16 webinars** were held;
- ✓ **466 participants** took part.

Expanding the network of media literacy trainers

As part of the **training project** «Countering Disinformation in the Context of the Russian-Ukrainian War as a Tool for Bridging the Trust Gap», five intensive trainings were held to train **105 media literacy trainers**.

- **Result:** The trainers passed on their knowledge to **9 549 citizens**, teaching them how to critically evaluate information and counteract disinformation.
- **Additional stage:** a special **final meeting** was held for the 20 most active trainers.

The Academy of Ukrainian Press continues to expand its network of trainers, strengthening the information resilience of society and helping as many citizens as possible to make informed decisions in the digital world.

The project partner was the **Centre for Media and Digital Literacy at the Institute for Media and Communication Studies at the Free University of Berlin (Germany)**.

In addition, **7 active participants** took part in a week-long study [visit to Berlin](#), where they had the opportunity to exchange experiences with German experts and deepen their knowledge in the field of media literacy.

Key results:

- ✓ **105 trainers were trained;**
- ✓ **9 549 citizens** received media literacy knowledge;
- ✓ **7 activists** took part in a study visit to Berlin.

Competitions for teachers and students

- **All-Ukrainian [competition](#) for the best media literacy integration exercise** for students in grades 9-10. Out of 154 exercises submitted to the competition, 17 were selected as winners. The exercises that received a score above 30 out of 160 points were posted on the Toolbox of Media Literacy Lessons for Teachers, and their authors received certificates from the Ministry of Education and Science of Ukraine and the Academy of Ukrainian Press.
 - The winning exercises have been viewed 40 748 times.

- **[Media creativity competition](#) «My School is Media Literate»**. Out of 222 applications, 6 works were selected as winners, and they are posted on the AUP resources.
 - The winners' works were viewed 28 659 times.

- **[Media creativity contest](#) «Magic of the Media Education Contest: Draw a sequel with your favourite characters»** as a continuation of the comic book «We'll be back soon» for preschoolers (4-6 years old), schoolchildren (7-10 years old) and teachers in partnership with students. A total of 58 works were submitted to the competition, and 6 works were selected as winners.
 - The winners' works were viewed 12 317 times.

Support for regional initiatives on media education and media literacy

In March 2023, the Academy of Ukrainian Press (AUP) announced a [call for mini-projects](#) entitled **«Wartime Media Education: New Challenges, Resources and Audiences»**. The aim of the competition was to support initiatives aimed at developing media literacy in times of war.

- Applications submitted: 95

- Winners: 7 mini-projects
- Reached: 2800+ participants (teachers, pupils, students)
- 100+ events held
- Online courses, methodological materials, video lessons developed
- Community resilience to information threats strengthened

Educational comics

AUP actively uses comics as an educational tool. As part of the Educational Platform, the «Media Education Comic Strip in the Classroom: How to Resist Disinformation and Propaganda» was created:

- [«How to Create a Media Education Comic»](#) is the first educational and methodological manual about the comic.
- [The media education comic strip is used in classes at secondary and higher education institutions.](#) The publication allows discussing pressing topics in society that may arise from conflicts, and draws attention to the means of expression of the comic book.
- The comic book [«My Home on the Palms of My Hands»](#) (1000 copies), which is a continuation of the previous comic book [«We'll Be Back Soon»](#), which was also translated and published in English in Canada.
- The comic book [«Through My Eyes»](#) (1000 copies) is intended for an audience of 12-14 years old, where the main character is a girl who lives through the events of the war.
- A [poster](#) with a list of media literacy tips shared by its main characters (400 copies).

In an easy-to-understand comic book form, the AUP highlights the main media education messages and suggests ways to solve various life situations that arise because of the war through exciting stories.

Key results:

- ✓ 24 online and offline events
- ✓ 550 participating educators
- ✓ 5503 views of the broadcasts

Debunking fakes

In 2023, the AUP published materials as part of the [«Anatomy of Fakes»](#) project to debunk russian fakes. The materials are intended to help counter the main narratives of pro-russian propaganda, understand how it works, and provide fake news refutations for the general public. As part of the section, 10 materials were published and viewed by over 15 000 people.

Professional development of journalists

✓ School of Military Journalism

The AUP organised **four [Schools of Military Journalism](#)**, which were attended by **82 journalists from 21 regions of Ukraine**.

Topics of training:

- **Tactical medicine** – how to provide first aid in combat zones
- **Journalism in war** – rules of conduct and information security
- **Working with the military, police and international organisations**

✓ **Psychological safety training**

21 journalists from 16 regions of Ukraine took part in a [psychological self-help training](#). Participants learned how to recognise stress, manage emotions and prevent professional burnout.

✓ **Training for journalism students**

The AUP [organised](#) online trainings for journalism students called «**House of Fakes: Take the Fake to the Bricks**», which were attended by **177** students and teachers of journalism departments.

✓ **In 2023, 27 events** were held for journalists, students and teachers of journalism departments with the support of the Friedrich Naumann Foundation for Freedom.

□ Two-day «[STOPmanipulator](#)» trainings in Kyiv, Poltava and Chernihiv brought together 69 journalism students. The events were an important step in raising media literacy among Ukrainian students. Participants gained valuable knowledge and skills necessary for critical perception of information and countering manipulation in the media.

Supporting journalists in times of war

In cooperation with the U.S. Embassy in Ukraine, AUP conducted an analysis of media outlets operating in the de-occupied territories and in the war zones. Ten of them were selected for technical, financial and mentoring support. These were media outlets from Dnipropetrovs'k, Donetsk, Zaporizhzhia, Kyiv, Luhansk, Mykolaiv, Kharkiv and Kherson regions. As a result, more than **2500 materials** were published both online and in print.

In addition, [30 technical kits](#) (laptop, smartphone, camera, flash drives) were prepared and delivered to journalists working in the de-occupied territories or combat zones.

The AUP has created a **media hub to support journalists** at its office. During the blackout period (October 2022 - February 2023), the hub worked offline. In the office, journalists could work on their own laptops or on the AUP's laptops, charge their own devices, get hot drinks or heat up food.

Since the beginning of 2023, the media hub has been helping journalists and newsrooms with the implementation and configuration of digital security and computer support elements for the equipment (laptops and smartphones) provided to journalists and newsrooms.

Special attention was paid to creating a system of secure data transmission via the Internet (VPN, TOR) and a secure messenger for communication (DOBER) for journalists, newspaper editorial offices, heroes of journalistic materials and sources of information.

During the project, **22 media organisations** were involved on a regular basis.

Honouring the memory of journalists

In cooperation with the Friedrich Naumann Foundation for Freedom, we honoured the memory of the fallen media heroes by capturing their stories in a physical 17-metre-long Memorial [«Memory Bank. Journalists who died in the Russian-Ukrainian war»](#). The exhibition was presented at 6 locations: Kyiv (3 locations), Cherkasy, Lviv, Ternopil.

Expansion of online presence

✓ Platform for online courses “[AUP+](#)” created
1943 users registered. **889 graduates** completed the course “**Express Media Literacy for Teenagers**”. The [AUP+](#) platform is an **innovative solution** for media literacy training that combines an **interactive approach, practical knowledge and gamification**.

□ AUP has created the [test](#) «**How Media Literate Are You?**». The test consists of 6 questions to the article. It is designed to allow participants to test themselves, learn something new, try to apply their knowledge in practice, and understand what other skills they lack.

✓ **Launch of the AUP [Telegram channel](#)** (450 subscribers)

✓ **Creation of a [YouTube channel](#)** (600 subscribers)

Conclusions and future plans

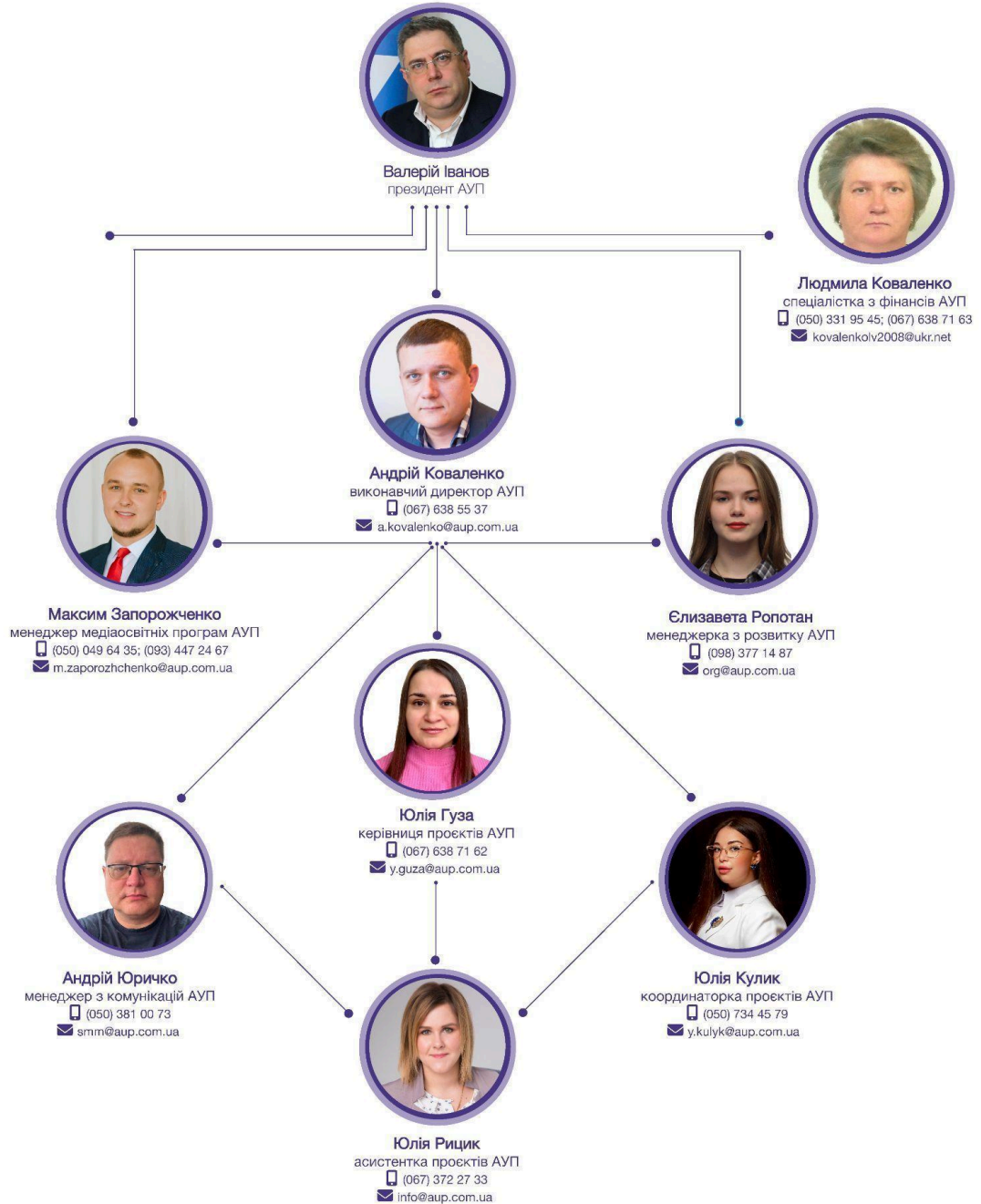
- Expanding curricula in schools and universities
- Reaching new audiences
- New online courses on media literacy
- Conducting trainings for educators and journalists
- Expansion of AUP+ activities and YouTube channel

**AUP remains a leader in the field of media literacy
and will continue to work in 2024!**

ORGANIZATIONAL STRUCTURE OF THE ACADEMY OF UKRAINIAN PRESS

Організаційна структура Академії української преси

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- IREX
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- International Renaissance Foundation
- ICAP / UNITER - Initiative Center for Promotion of Activity and Development of Public Initiative "Ednannia" (abbreviated ISAR "Ednannia")
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- Ministry of Education and Science of Ukraine
- National media literacy project «Filter»
- The committee on Ethics of Journalism
- Institute of Journalism of Taras Shevchenko Kyiv National University
- National Union of Journalists of Ukraine
- «BezBrekhni» Factcheck project Stopfake.org
- Independent Media Trade Union of Ukraine
- Pedagogical universities; classical universities where teachers are trained
- Regional institutes of postgraduate pedagogical education
- General educational institutions
- Libraries
- Internet Association of Ukraine (InAU)
- National Platform of the Civil Society Forum of the Eastern Partnership
- Mariupol State University
- Ukrainian Association of Media Business (UAMB)
- Independent Broadcasters Association
- The «Dzerkalo Tyzhnya» newspaper
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- Factcheck.kz | The right to truth
- Medianet (International Center for Journalism) (Kazakhstan)
- The European Foresight Monitoring Network (EFMN)
- Center for the Development of Modern Journalism of the Republic of Uzbekistan
- Media Development Fund (MDF) (Georgia)
- Media Support Center (Kyrgyzstan)
- Baltic Centre for Media Excellence (Moldova)
- Outride.rs (Poland)

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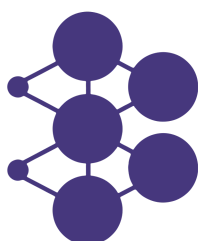
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Web site: aup.com.ua

Media literacy Portal: medialiteracy.org.ua

AUP Telegram channel: https://t.me/aup_info

YouTube channel: <http://www.youtube.com/@aup-foundation>



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