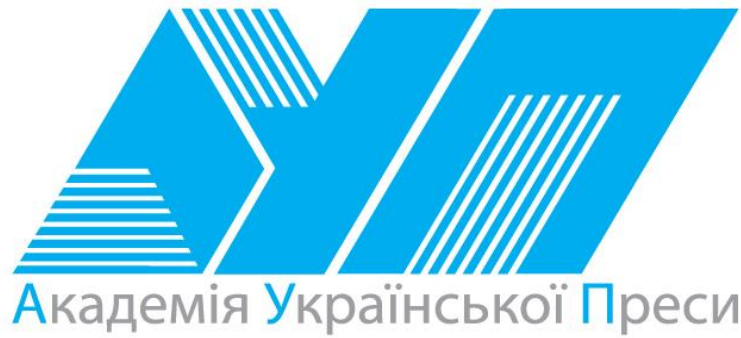


**INTERNATIONAL CHARITABLE FOUNDATION  
"ACADEMY OF UKRAINIAN PRESS"**

***REPORT ON THE MAIN RESULTS OF THE AUP ACTIVITIES  
2021***



## CONTENT

1. The mission of the organization
2. Goals of the organization
3. Services provided by the organization
4. Main achievements (briefly about the main successful projects&concrete facts)
5. Organizational structure: collective governing body, founders, team
6. Main projects of 2021
7. Information about partners (coalitions, networks, movements)
8. Information about donors
9. Contact information

## 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

## SERVICES

### **ACADEMY OF UKRAINIAN PRESS offers:**

- Training on improving the qualifications of journalists.
- Training for media activists.
- Press tours for journalists of leading Western mass media in the conflict zone in Eastern Ukraine.
- Translation and development of manuals on journalism and media literacy within the "Library of Mass Communication and Media Literacy".
- Summer schools and courses for teachers of institutions of all levels of education, who implement elements of media education and media literacy in the teaching of their disciplines.
- Development of media educational games (online and offline).
- News monitoring of the leading Ukrainian TV channels.

## MAIN ACHIEVEMENTS

In 2021, the Academy of Ukrainian Press held 394 events, most of which were devoted to media literacy.

**With the beginning of the war, special attention of the AUP was paid to activities in the conflict zone.** AUP was the first to start holding events there for journalists and media activists. During the hot phase of the conflict (from the beginning to the Minsk agreements), the AUP conducted 52 events in the Donetsk and Luhansk regions and continues to actively work there now. In particular, **from 2018 to 2021**, in partnership with the US Embassy in Ukraine, 14 press tours to Ukraine (Kyiv-Donbas) were held for 54 journalists from leading European media.

**From 2018 to the present**, with the support of the Friedrich Naumann Foundation for Freedom and the Konrad Adenauer Foundation, more than **90 professional development pieces of training have been held for 1,700 regional journalists.** In addition, in partnership with **IREX and StopFake**, training was provided in 2015-2016 for 15,010 media activists, and from 2017 to 2020 in partnership with DW Akademie for 34,400 media activists.

For three years (since 2018), the students of the pilot schools of the New Ukrainian School (3,000 people) have been studying according to manuals in which media education is integrated (Ukrainian language, integrated course "I explore the world").

**84% of teachers** who teach media education and media literacy **studied at AUP events** (Internews-Network survey, 2016).

**Since 2002**, the research teams of the Academy of the Ukrainian Press and the Institute of Sociology of the National Academy of Sciences have been carrying out content analysis projects of television and radio programs, materials of central and regional print publications, and Internet media. To date, the AUP has conducted **more than 60 waves of monitoring studies** based on content analysis.

**"Library of mass communication and media literacy of the AUP"** (existing since 2003) has more than **100 publications for journalists and media educators**, of which **about 50 are translated publications.**

**The Academy** has prepared **23 manuals on media literacy, 12 of which are recommended by the Ministry of Education and Science of Ukraine** (history, art, geography, biology, physics, chemistry, special courses on media literacy for preschool education, primary and general secondary school, for extracurricular studies, for parent education, etc. ).

Also, **the Academy of Ukrainian Press** pays great attention to the spread of media education and media literacy using modern means, creating meaningful web resources, including:

- **Media education and media literacy portal /medialiteracy.org.ua/**, which has 50,000 regular visitors, most of whom are teachers, lecturers, and media literacy activists. The reach of the Portal is 150-200 thousand people per month.
- **The AUP website of /aup.com.ua/**, aimed primarily at journalists, reaches 25-30 thousand people per month, among whom 7 thousand are regular visitors

- **AUP Facebook page** /[facebook.com/aupfoundation/](https://facebook.com/aupfoundation/), which is followed by 7 thousand of subscribers, and its reach is more than 100 thousand people per month.
- **Media literacy lessons Toolbox** /<https://toolbox.medialiteracy.org.ua/>, which publishes exercises with integrated media literacy elements. These exercises are easy to apply to the existing school and extracurricular activities.

### **Media-educational games of the AUP.**

The media educational online games "Mediaznaiko" <https://www.aup.com.ua/Game/index.html> and "Adventures of Literatus" <https://www.aup.com.ua/mediaosv/onlayn-gra-prigodi-literatusa> are adapted to Ukrainian realities

Offline games have been developed - "**365° on the scale of media literacy**" <https://www.aup.com.ua/365-game/> (can also be used online) and "**Media Literacy Mafia**" - [https://drive.google.com/drive/u/1/folders/1PYBOqmtj4g\\_Oo8E3fvdkBLuP38MxEmA](https://drive.google.com/drive/u/1/folders/1PYBOqmtj4g_Oo8E3fvdkBLuP38MxEmA)

# ORGANIZATIONAL STRUCTURE OF THE ACADEMY OF UKRAINIAN PRESS

## Організаційна структура Академії української преси



Київ, вул. Межигірська, 24, 2 поверх, оф. 4, ☎ +38 067 372 27 33, 🌐 <https://www.aup.com.ua/>, 🌐 <http://www.medialiteracy.org.ua/>, 📺 <https://www.facebook.com/aupfoundation>

Академія Української Преси





**MAIN PROJECTS  
OF THE ACADEMY OF UKRAINIAN PRESS  
2021**

<b>PROJECT NAME</b>	<b>PERIOD</b>	<b>DONOR</b>
<b>SG-R-UA-1854-13</b>	01.01.2018 – present	Internews Network
<b>Learn to discern: info-media literacy</b>	01.10.2017 – 15.03.2022	IREX
<b>Press tours for European journalists in Ukraine (Kyiv-Donbas)</b>	01.09.2019 – present	US Embassy
<b>Increasing the qualification level of journalists and media literacy level among the population</b>	12.01.2020 – present	Friedrich Naumann Foundation for Freedom
<b>Training program for media literacy trainers</b>	1.06.2021 - present	Konrad Adenauer Stiftung

**DONORS**  
**OF THE ACADEMY OF UKRAINIAN PRESS**

Projects are implemented with the financial support of:

[USAID](#)

[Internews](#)

[Embassy of Great Britain in Ukraine](#)

[IREX](#)

[N-OST - Netzwerk für Osteuropa-Berichterstattung \(Berlin\)](#)

[Friedrich Naumann Foundation for Freedom in Ukraine](#)

[Konrad Adenauer Stiftung in Ukraine](#)

[Embassy of the United States in Ukraine](#)

[Deutsche Botschaft Kiew](#)

[Goethe-Institut](#)

[MYMEDIA](#)

[Embassy of the Kingdom of the Netherlands in Ukraine](#)

[International Renaissance Foundation](#)

[ICAP / UNITER](#)

[Ambassade de France en Ukraine](#)

[Embassy of the Republic of Poland in Ukraine](#)

[Eurasia Foundation](#)

[Polish Institute in Kyiv](#)

[Swiss Cooperation Office in Ukraine](#)

[UN Development Program in Ukraine](#)

[Hanns Seidel Foundation](#)

[Friedrich Ebert Foundation](#)

[Heinrich Boell Foundation](#)

[Delegation of the European Union to Ukraine](#)

[Organization for Security and Co-operation in Europe](#)

[Deutsche Welle Akademie](#)

[The International Foundation for Electoral Systems \(IFES\)](#)

**PARTNERS (Ukraine)**  
**of the ACADEMY OF UKRAINIAN PRESS**

- 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
- M.T. Rylsky Institute of art studies, folkloristics, and ethnology of National Academy of Sciences of Ukraine
- 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; pedagogical colleges
- Regional institutes of postgraduate pedagogical education
- General educational institutions
- Internet Association of Ukraine (InAU)
- National Platform of the Civil Society Forum of the Eastern Partnership
- Mariupol State University
- National Union of Cinematographers of Ukraine
- Ukrainian Association of Media Business (UAMB)
- Independent Broadcasters Association
- The "Dzerkalo Tyzhnya" newspaper
- Center for Civic Initiatives
- Donbas Public Television

**INTERNATIONAL PARTNERS  
of the ACADEMY OF UKRAINIAN PRESS**

- FOJO: Media Institute (Sweden)
- Center for Media Initiatives (Armenia)
- Internews Network Office in Central Asia
- Ion Kriange State Pedagogical University (Chisinau, Moldova)
- Society of the Belarusian School (AUP provides consultations on the media education implementation)
- Frankfurter Allgemeine Zeitung (FAZ)
- International Journalism Center (Berlin)
- Free University of Berlin
- Finnish Media Education Association
- Dortmund International Network of Education and Meetings (IBB Dortmund GmbH)
- Factcheck.kz | The right to the truth
- Medianet (International Center of 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)

## ACADEMY OF UKRAINIAN PRESS

### CONTACTS

Kyiv, 04053, 24, Mezhyhirska street  
2<sup>nd</sup> Floor, office 4

Phone: (+38 067) 372 27 33

E-mail: [info@aup.com.ua](mailto:info@aup.com.ua)

Facebook: [facebook.com/aupfoundation](https://facebook.com/aupfoundation)

Web site: [aup.com.ua](http://aup.com.ua)

Media literacy Portal: [medialiteracy.org.ua](http://medialiteracy.org.ua)