

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

***REPORT ON THE MAIN RESULTS OF THE AUP ACTIVITIES
2022***



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 2022
7. Information about donors
8. 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

The 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 2022 the Academy of Ukrainian Press:

- held 149 events: webinars, presentations, round tables, online bridges, live broadcasts, which were attended by 272,309 people;
- since the beginning of the invasion has made 202 trips to hot spots and the front line, showing to 72 foreign journalists the realities of war;
- has published 11 publications, including manuals, programs, collections and a comic book;
- implemented 4 competitions, which were joined by 672 participants;
- reached 433,127 views on Facebook.

In 2022, 44 events were held with the support of the Friedrich Naumann Foundation for Freedom and the Konrad Adenauer Foundation.

In cooperation with the Friedrich Naumann Foundation for Freedom, we honored the memory of the fallen media heroes by capturing their stories in a physical 17-meter Memorial "[Carriers of Memory. Fallen Journalists - 2022](#)".

The project video: <https://www.facebook.com/watch/?v=546583730812676>

On August 21, 2022, the Ministry of Education and Science of Ukraine presented [recommendations](#) on the organization of the educational process for the 2022-2023 academic year. The methodological part includes a large number of materials developed by the Academy of Ukrainian Press with the support of Internews Network.

According to the Minister of Education and Science of Ukraine Serhiy Shkarlet in his [telegram](#), as of May 2022, there are almost 12 thousand schools in Ukraine, where more than 3.5 million children study.

Therefore, this is the number of students who will master the knowledge and skills of critical thinking based on the AUP materials in the 2022/2023 academic year. The list of these materials **includes**:

1. Exercise lessons, classes on the elements of [media literacy](#).
2. Exercises on war topic that develop [critical thinking](#).
3. ["The vaccination ABC: from A to Z"](#)
4. Lecture classes for parents, students, [teachers](#).
5. Comic book for students of [1-2 grades](#).
6. Graphic novel for students of [5-6 grades](#).
7. Manual for [teachers](#).
8. Media literacy in [primary school](#)
9. Media literacy and critical thinking in [primary school](#).
10. Media literacy for [librarians](#).
11. Practical media literacy for [libraries](#)

In the context of the Russian-Ukrainian war and Russia's information aggression, media literacy occupies a special place, so the Ministry of Education and Science recommends

teachers to use [the methodological resource AUP>](#) and the portal "[Media Education and Media Literacy](#)".

In the course of studying the course "Civic Education", according to the Ministry of Education and Science, the manuals "[Media Literacy in Social Studies Lessons](#)" and "[Media Literacy and Critical Thinking in Social Studies Lessons](#)" will be helpful.

The Ministry of Education and Science believes that when studying history teachers should use: "[Essays on the history of Crimea of the XVIII - early XIX centuries](#)", "[History of Crimea of the first half of the XX century. Essays.](#)", "[Essays on the history of Crimea in the XX century: 1939-1990](#)". The recommendations also include: "[Ukrainian history in films: a guide for teachers](#)" and "[Educational practices to prevent infodemic, or How not to isolate yourself from the truth. Study guide](#)".

In general, more than 20 references to the AUP product were included in the list of recommendations of the Ministry of Education and Science on teaching subjects in general secondary education institutions. They are published in [first](#) and [second](#) official documents on the website.

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**.

In 2022, the Academy prepared **11 methodological publications**.

Five educational and methodological manuals:

- [Media education in the State Standard of Basic Secondary Education \(grades 5-6\);](#)
- [Essays on the history of Crimea in the XX-XXI centuries: 1990-2014: additional material for teachers for 11th grade of general secondary education;](#)
- [Media education of preschool children in the information society;](#)
- [Media education guide for vocational education teacher. Educational and methodological manual;](#)
- [Interactive forms and methods in the process of teaching journalism disciplines.](#)

Two practical cases:

- "Life safety and media literacy" ([1-4 grade](#)) and ([5-7 grade](#)).

Two curricula

- "[Fundamentals of Visual Media Literacy](#)" for 9th grade of general secondary education institutions.
- "[Fundamentals of Media Literacy](#)" (grades 7-8) for general secondary education institutions.

Collection of materials

- [Methodology of integration in the project "Learn to discern: info-media literacy"](#).

Comic book

- [We'll be back soon](#).

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/](http://medialiteracy.org.ua/). The coverage of the Portal is 430 thousand people per month.
- **The AUP website of** [/aup.com.ua/](http://aup.com.ua/), focused primarily on journalists, has a coverage of 52 thousand visitors.
- **AUP Facebook page** [/facebook.com/aupfoundation/](https://facebook.com/aupfoundation/), which is followed by more than 9 and a half thousand subscribers, and the coverage of the page is more than 430 thousand visitors.
- **Media literacy lessons Toolbox** [/https://toolbox.medialiteracy.org.ua//](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.

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
2022**

PROJECT NAME	PERIOD	DONOR
SG-R-UA-1854-13	01.01.2018 – present	Internews Network
Learn to discern: info-media literacy	01.10.2017 – 15.03.2022	IREX
Press tours for European journalists in Ukraine (Kyiv-Donbas)	01.09.2019 – present	FOUNDATION FOR DEMOCRACY PROMOTION Press, Education and Culture Section of the U.S. Embassy in Ukraine
Project "Ensuring effective work of Ukrainian journalists and media in wartime conditions"	03.10.2022 – 03.10.2023	FOUNDATION FOR DEMOCRACY PROMOTION Press, Education and Culture Section of the U.S. Embassy in Ukraine
Increasing the qualification level of journalists and media literacy level among the population	12.01.2020 – present	Friedrich Naumann Foundation for Freedom
Series of online discussions "Features of journalistic work during the war. Presenting information about the war, debunking fakes, fact-checking"	05.05.2022 – 30.06.2022	Konrad Adenauer Foundation in Ukraine (Kyiv)
Development of media education exercises to debunk fakes and counter disinformation for students	11.07.2022 – 15.09.2022	Konrad Adenauer Foundation in Ukraine (Kyiv)
A series of online events "Countering information manipulation through the prism of journalism and media literacy" for journalists.	05.12.2022 – 29.12.2022	Konrad Adenauer Foundation in Ukraine (Kyiv)
Webinar series "Expert Games. Manipulations: the empire strikes"	23.11.2022 – 15.12.2022	Konrad Adenauer Foundation in Ukraine (Kharkiv)

DONORS OF THE ACADEMY OF UKRAINIAN PRESS

Projects are implemented with financial support:

[USAID](#)

[Internews](#)

[British Embassy in Ukraine](#)

[IREX](#)

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

[Representative Office of Friedrich Naumann Foundation For Freedom in Ukraine](#)

[Representative Office of Konrad Adenauer Foundation in Ukraine](#)

[Embassy of the USA in Ukraine](#)

[Embassy of the Federal Republic of Germany](#)

[Goethe Institute](#)

[MYMEDIA](#)

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

[International Renaissance Foundation](#)

[ISAR / UNITER](#) - Initiative Center for Promotion of Activity and Development of Public Initiative "Ednannia" (abbreviated ISAR "Ednannia")

[Embassy of France in Ukraine](#)

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

[Eurasia Foundation](#)

[Polish Institute in Kyiv](#)

[Swiss Cooperation Office \(SDC\) in Ukraine](#)

[United Nations Development Programme in Ukraine](#)

[Hanns Seidel Foundation \(Germany\)](#)

[Friedrich Ebert Foundation \(Germany\)](#)

[Heinrich Böll Foundation \(Germany\)](#)

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

[Organization for Security and Cooperation in Europe \(OSCE\)](#)

[Deutsche Welle Academy](#)

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 (CeGrin)
- Donbas Public Television

INTERNATIONAL PARTNERS of the ACADEMY OF UKRAINIAN PRESS

- Swedish Institute FOJO
- Media Initiatives Center (Armenia)
- Internews Network Representative Office in Central Asia
- Ion Creanga State Pedagogical University (Chisinau, Moldova)
- Belarusian School Association (AUP provides consultations on the implementation of media education)
- Frankfurter Allgemeine Zeitung (FAZ) newspaper
- International Center for Journalism (Berlin)
- Free University of Berlin
- Finnish Association for Media Education
- Dortmund International Education and Meeting Network (IBB Dortmund GmbH)
- 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)

The ACADEMY OF UKRAINIAN PRESS

CONTACT

**Kyiv, 41419, Yuriy Illienko str. 9, 1st floor
Tel: (+38 067) 372 27 33**

E-mail: info@aup.com.ua

Facebook: facebook.com/aupfoundation

Web site: aup.com.ua

Media literacy Portal: medialiteracy.org.ua