

INSPIRING PUBLIC DEMAND FOR PUBLIC BROADCASTING

**Action Plan by John Smith Fellow 2010
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ACTION PLAN

- **GOAL: Increase public awareness in order to support launching Public Broadcasting in Ukraine**

TIMEFRAME: 1 year

6 months – to generate debates;

6 months – to start legislation process

- **ULTIMATE GOAL: Launch Public Broadcasting**

TIMEFRAME: 3 years

MOMENTUM

- **UKRAINE ACHIEVED CONSIDERABLE PROGRESS IN BUILDING DEMOCRATIC STATE AND CREATING FREE MEDIA, BUT WE DON'T HAVE INDEPENDENT PUBLIC BROADCASTING**
- **NO MECHANISM TO SECURE FREEDOM OF SPEECH IN CASE SITUATION DETERIORATES**
- **PUBLIC BROADCASTING – INSTITUTIONAL CHANGE**

EXISTING PROBLEMS

- **INFLUENCIAL TV OWNED BY OLIGARCHS,
NON-TRANSPARENT TV OWNERSHIP,
NON-WORKING EDITORIAL GUIDELINES AT TV,
GROWING PRESSURE ON THE MEDIA,
NEW CASES OF MEDIA CENSORSHIP,
SELSENSORSHIP, ETC.**
-
- **NO PUBLIC UNDERSTANDING OF THE ROLE OF
UNBIASED MEDIA FOR DEMOCRACY**

OUTPUT: INFORMATION CAMPAIGN

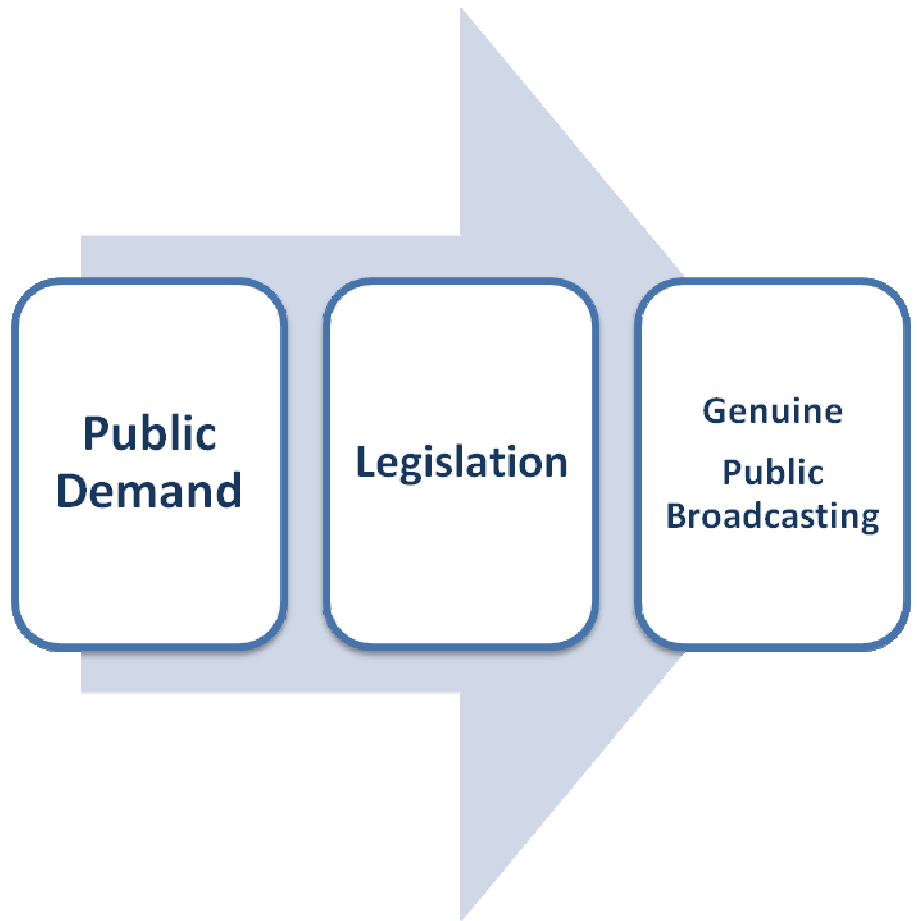
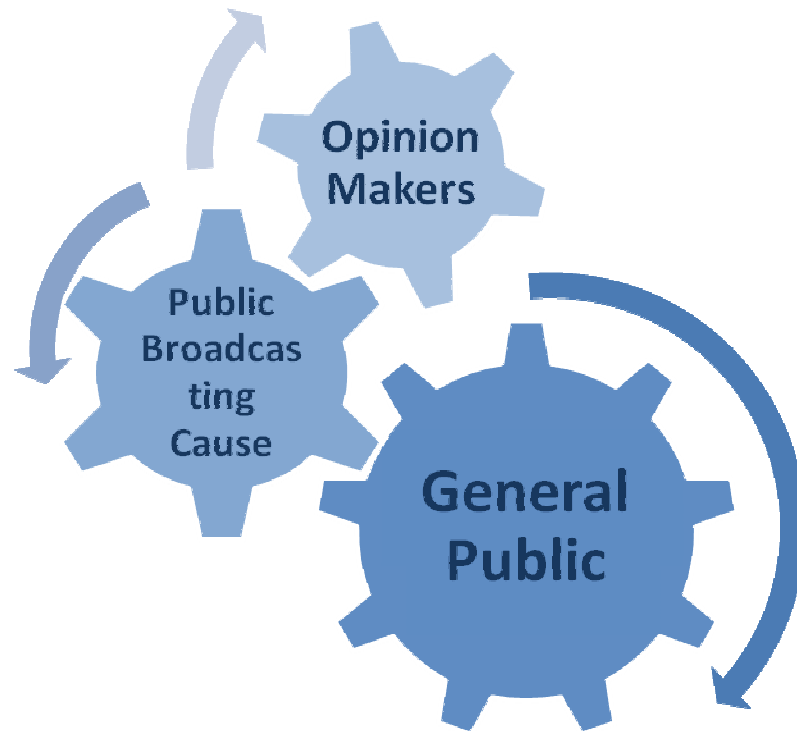
**Information Campaign –
increasing civil participation in
protection of freedom of
speech in Ukraine**

**Information Campaign - raising
public awareness concerning
importance of Public
Broadcasting**

**to enable the notion of the
media as a watchdog**

**to set the agenda “ Public
Broadcasting - public right for
unbiased information not just
demand of media professionals”**

STRATEGY: CONVERT CRITICAL MASS OF OPINION FORMERS/MAKERS TO ADVOCATE OUR CAUSE



TARGET AUDIENCE

- **NGOs** - stress on the importance of unbiased information for all the spheres of life: ecology, human rights, migration, etc.
- **MPs, Politicians**
- **Academics**
- **Media Students**
- **Culture and Art**

PARTICIPANTS AND ALLIES

- **Civil Movement “Stop Censorship”:**
- Famous journalists / Faces
- Journalists from various media, including regional
- Media NGOs, Legal Media NGOs
- Media scholars, media students
- A number of Independent On-Line Media
- Civil Campaign “New Citizen” (50 NGOs)

MPs friendly to the cause

METHODOLOGY 1

- **Conference on PB on the highest level of expertise;**
- **Series of round tables, lectures, public discussions;**
- **Campaigning and Advocacy (NGOs, Artists, Media, Scholars);**
- **Endorsements;**
- **Petition;**
- **Media product: a)outreach; b)promoting success cases how media forced governments to be accountable, promoting Public Broadcasting best practices**

METHODOLOGY 2: MEASURING OUTCOME

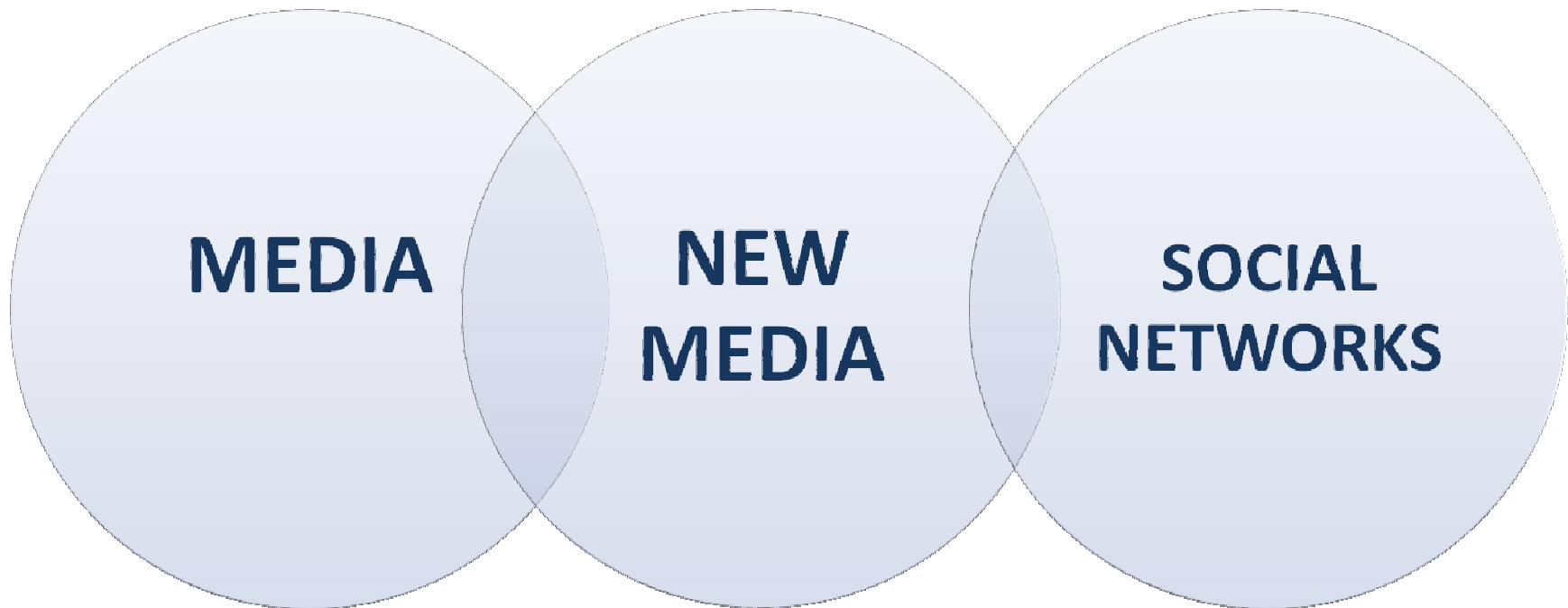
BEFORE

- **Focus group**
- **Monitoring: media, conferences participation**
- **Support amongst MPs**

HALF A YEAR AFTER

- **Focus group**
- **Monitoring: media, conferences participation**
- **Support amongst MPs (450)**
- +
- **Petition (number of supporters)**
- **Civil society involvement in the legislative process**

INFORMATION TOOLS



EXPECTED OUTCOME

First year

- **Opinion Makers advocate PB**
- **Generation of public debates**
- **Drafting legislation**

Second year

- **Adoption of the legislation proposed by the civil society**

Third year

- **Genuine Public Broadcasting**

WHAT NEXT?

- Public Broadcasting should be impartial indeed, work according highest professional principles and standards;
- Society should be critical and ensure Public Broadcasting accountability

