



**PUBLIC AFFAIRS SECTION  
EMBASSY OF THE UNITED STATES OF AMERICA**

**ВІДДІЛ ПРЕСИ, ОСВІТИ І КУЛЬТУРИ  
ПОСОЛЬСТВО СПОЛУЧЕНИХ ШТАТІВ АМЕРИКИ**

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**SUPPORTING REGIONAL MEDIA, MEDIA NGOs AND INDEPENDENT BLOGGERS IN THE  
EASTERN UKRAINE**

The U.S. Embassy's Media Development Fund invites independent media outlets, registered Ukrainian non-governmental organizations and independent bloggers from Luhansk, Donetsk, Kharkiv, Zaporizhzhia and Dnipropetrovsk oblasts to participate in an open grant competition. The goal of the competition is to enable the media, especially those in and adjacent to the conflict zone, to provide objective coverage of events in the conflict zone and entire Ukraine, promote peaceful dialog and ensure social reintegration of IDPs and ATO participants.

Proposals may include, but are not limited to the following activities:

- Increase quality and balanced news reporting from the conflict zone; support local bloggers and media outlets that promote fact-checking and refute inaccurate information.
- Create local media products, including analytical reports and journalism investigative materials focusing on implementation of reforms on the local level and anti-corruption initiatives.
- Use new media tools such as YouTube, social networks and blogging in order to raise issues related to fighting corruption, promoting reforms on the local level and helping local volunteers to attract attention to their activities.
- Prevent hate speech and promote conflict resolution through interactive TV and radio shows, DVCs with other regions and series of in-depth materials featuring real life stories of IDPs and ATO participants.
- Promote cooperation between media, local governments and volunteer organizations working to re-integrate IDPs and ATO participants into society.
- Help traditional local media outlets relocated from ATO zone to go online; train their staff and improve the quality of the content.

Some of the above mentioned activities may include a training component for the local journalists.

Proposed budgets may include expenses for equipment however the amount may not exceed 30% of the overall budget.

#### COMPETITION REQUIREMENTS

- Grants can be given only to Ukrainian independent media outlets (print and electronic) and NGOs registered in accordance with Ukrainian law;
- Grants to the bloggers can be issued both individually and as part of the bigger projects submitted by Internet publications;
- All project activities are to take place in Ukraine;
- Applicants are encouraged to seek funding from other donors and to offer some type of cost sharing (volunteer time, space, equipment, etc.);
- ALL APPLICANTS SHOULD BE NON-PARTISAN. They cannot represent or be affiliated with a political party, or appointed or elected officials. State-owned media or media outlets that belong to, or are supported by, political parties are not eligible to apply.

The U.S. Embassy expects to fund quality and results-oriented projects. The duration of programs may vary depending on the proposals but the length of the project should be no greater than 12 months. **Maximum funding available for a single grant is \$24,000.** The winners of this grant competition will be notified in July 2016.

**DEADLINE: NO LATER THAN June 3, 2016, 6:00 p.m.**

#### HOW TO APPLY

- ✓ **TO THE MEDIA DEVELOPMENT FUND SMALL GRANTS PROGRAM**

Send project proposals marked “SUPPORT FOR EASTERN MEDIA” electronically to the address: [KyivMDF@state.gov](mailto:KyivMDF@state.gov)

In all correspondence, please refer to the “SUPPORT FOR EASTERN MEDIA.”

***Please do not archive your documents. Send them as separate files.***

**Application forms with instructions are available at:** <http://ukraine.usembassy.gov/programs-grants.html>. All applicants will be notified (by phone or e-mail) of their application’s receipt.

**Please note that late or incomplete applications will not be considered.**

*Applications received before June 3, will receive priority consideration.*

*Applicants are encouraged strongly to review the information on the U.S. Embassy Media Development Fund prior to submitting their proposals.*