



Media Freedom

Ukraine Brief – Association Directors 06/04/2022

Continued support to media:

In response to offers of financial assistance from members, WAN-IFRA launched a fund to support independent media.

'[We, the Media](#)' has allowed us to send over 100,000€ out of a total of over 115,000€ so far to Ukraine to directly support media organisations.

Most of the funds have been split between our two Ukrainian associations. Working under severe pressure themselves, the associations are transferring cash directly to their members:

- **AIRPU:** Support to regional media members from Odesa, Kherson, Vinnytsia and Chernihiv.
- **UAPP-UMBA:** 65 print and digital outlets have received funds to continue their operations.

WAN-IFRA also directly assisted Ukrainska Pravda and VN.

Support is primarily channelled to the payment of salaries and basic needs assistance of media professionals - many of whom are continuing despite the obvious hardships to report on the ongoing invasion. We are in regular contact with our Association partners to assess the nature and viability of ongoing support.

Funds for exiled Russian media:

As specifically requested by certain contributors to the 'We, the Media' campaign, we have allocated some funds to supporting Russian colleagues we know who have been forced to leave the country.

Regional/international collaboration:

- Active within the [Global Forum for Media Development](#) coordination group for Ukraine – information sharing, updating activities, coordinating offers of support and assistance.



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- Agreed to coordinate with [IPI](#) any offers of newsrooms willing to host Ukrainian (and Russian) journalists forced into exile.
- We are coordinating with the [Gazeta Wyborcza Foundation](#) and their partners on how best to channel support if there is an influx of journalists to Poland. Several WAN-IFRA members have also expressed willingness to be involved in efforts to support displaced colleagues, should the need arise, from hubs in Poland using existing networks and infrastructure.

Newsprint:

AIRPU has requested assistance in sourcing and paying for newsprint. Approximately **40 tonnes per-month** is required to keep regional papers printing. UAPP also flagged this as a critical issue, amongst their membership and broadly throughout Ukraine.

On top of the shortage of newsprint generally, logistics are obviously very difficult to organise safely. If supplies can be shipped to Poland, Oksana at AIRPU is confident of being able to provide transport over the border and to distribute it to her members.

We have also discussed this with Gazeta Wyborcza, who stand ready to assist (and have already facilitated some deliveries to other media in need).

We are hopeful that 30 tonnes (donated via a Belgian company via our colleagues at the [Media Development Investment Fund](#) – MDIF) will soon make its way to Oksana and AIRPU.

Insurance:

Insurance for journalists in conflict zones has been very difficult – and costly - to purchase. In recent years, a few schemes have been touted and launched specifically for journalists, and particularly aimed at freelancers or those uninsured by their regular employers.

Via our partners at the [ACOS Alliance](#) and Hugh Brumfitt, MD at [InsuranceForLocalMedia.com](#), we have negotiated to establish AIRPU as an Insurance for Local Media Organisation to be able to provide day-by-day coverage for those most at risk. WAN-IFRA has transferred €10,000 to begin this initiative.

Unfortunately, given the events of recent days, the policy has drastically increased. Per-head, we are looking at 153€ per-person, per-day for coverage - up from \$7.50 at the end of last week.



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WAN-IFRA statements:

- [In support of women journalists in Ukraine](#)
- [Call to protect journalists](#)
- [Sharing resources for covering the conflict](#)
- [Back independent journalism in Russia](#)
- [Call to support independent media fund](#)
- [Table Stakes Europe publishers share thoughts on how to cover the conflict](#)

WAN-IFRA also republished and widely shared statements/news from:

- [Norwegian press](#)
- [Schibsted](#)
- [Nordic publishers](#)
- [BDZV](#)

To those of you who have contributed, and whose members have reached out with donations and offers of assistance - your support is greatly appreciated by the WAN-IFRA community. Our sincere thanks.

For as long as funds are available, we will continue to support our Ukrainian associations and their members and will continue to be advised by them as to the best use and allocation of the remaining contributions to provide emergency assistance and relief.

We are also highly conscious of the need to support journalists forced into exile, even temporarily, as well as the eventual need to provide assistance once peace has been restored to the rebuilding of the independent media in Ukraine.

This will be an ongoing and long-term process that WAN-IFRA will engage in alongside its Ukrainian associations and relevant regional and international partners, in coordination with donors/funders who already support our Media Freedom portfolio. Our experience in leading multi-million Euro media capacity building and support programmes will make WAN-IFRA an attractive potential partner in any collaborative or coalition-based work.

To reiterate, right now our focus for fundraising continues in order to provide:

- **[Continued support to pay salaries and maintain a functioning independent press](#)**
- **[Newsprint](#)**
- **[Insurance for journalists](#)**