“Support for Ukrainian Refugees through Media” project

Launched in February 2023 for the duration of one year, the project aimed to assist governments in their refugee response through media in the **Republic of Moldova, Romania, and Slovakia.**

The project encourages the production, reinforcement, and broadcast of programmes tailored for and co-created with refugees and reinforces host-country media’s capacities for conflict-sensitive reporting and ethical coverage of refugees and related matters.

Key targeted outcomes

1.Targeted host-country broadcasters (national and local TV and/or radio) serving public interest reinforce news segments or create programmes for and with refugees.

2. Media help improve reciprocal knowledge and understanding between refugees and host populations.

“Support for Ukrainian Refugees through Media” project

Regional Partners

UNHCR The UN Refugee Agency

EBU OPERATING EUROVISION AND EURORADIO

NRC NORWEGIAN REFUGEE COUNCIL

Implementing Partners

Host-country media outlets

Moldova

Romania

Slovakia

Activities

- **Baseline study and survey:** A comprehensive baseline study and survey with nearly 700 Ukrainian refugees were conducted on their media habits and topics of interest in the three project countries using both quantitative and qualitative approaches. The findings were provided to the project partners and beneficiary media to inform and guide the media production activities.

- **Integration of displaced media professionals:** The project is helping the integration of displaced Ukrainian media professionals into the editorial teams of host-country media to participate in the preproduction and production processes. At the same time, they receive on-the-job training and coaching to enhance their skills.

- **Media content for, with, and by refugees:** The project provides support and mentoring to media outlets to produce and diffuse media programmes with content designed for and with refugees on key topics of interest guided by the baseline study such as education, livelihoods, health services, and psychosocial support.

- **Media capacity development:** Workshops and mentoring sessions on solutions journalism and ethical and conflict-sensitive reporting are conducted to strengthen the editorial practices of host-country media in covering refugees and related issues.

Results

- **More than 15 Moldovan, Romanian, and Slovak beneficiary media** have reinforced their broadcasting schedules and editorial content regarding refugee-related programmes, producing and airing weekly or monthly programmes or news segments since August 2023.
- **More than 100 news segments or programmes** were planned, produced and aired by, with, and for refugees from Ukraine in Ukrainian language, by means of direct Ukrainian voices, sub-texting, interpretation or other.
- **Over 30 displaced Ukrainian media professionals have been integrated** into the media's editorial teams to work in the production processes, assuming various positions such as cameraperson, editor, reporter, and narrator, and receive mentoring and on-the-job training, helping them enhance their skills.
- **Two rounds of workshops** were conducted for beneficiary media in three project countries on ethical and conflict-sensitive reporting, which has proven successful in enhancing media outlets' capacities to address refugee refugee-related subjects, strengthening the delivery of quality information.
- **Regular mentoring sessions** were organised to offer media outlets continuous feedback and guidance, enabling them to apply the competencies acquired during the training in their content production. Over 25 sessions have been conducted across three project countries, both by national mentors and international experts.

Teleradio Moldova
Displaced Ukrainian media professionals at TRM are creating programmes for and with refugees
Watch later
Olena
Prysiazhniuk
translator
My name is Olena
MORE VIDEOS

“These reports served as a reply to the misinformation spread by the press about refugees from Ukraine in Moldova” ***Local expert and mentor of project***

“We intended to fill in the informational gap related to integration of Ukrainian citizens who settled in Causeni and Stefan Voda Districts into society. We have managed to reach approximately 15 urban and rural localities to identify the refugees and to cover their life stories.” ***Studio-L editor-in-chief***

The war in the neighbouring country was an immense challenge for the media in the Republic of Moldova, and the lack of experience in covering sensitive topics and armed conflicts correctly was obvious. Thanks to this training session, we have had an opportunity to learn from the best specialists how to properly cover the topics about refugees.”

Journalist from Jurnal TV, Moldova

“We have also tried to invite the representatives of various state institutions to the studio to hear some answers to the issues and challenges faced by Ukrainians in the Republic of Moldova.” ***Producer at Elita TV***

Links:

Global Compact on Refugees Good Practice: Support for Ukrainian Refugees through Media - https://globalcompactrefugees.org/good-practices/support-ukrainian-refugees-through-media

TeleRadio Moldova Project Page: https://www.facebook.com/proiectTRM

Independent Journalism Center: https://cji.md/en/four-newsrooms-share-their-experience-of-covering-topics-related-to-the-situation-of-refugees-from-ukraine/

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As part of its mandate to foster media development, UNESCO supports media in crisis preparedness and response. For more information about UNESCO activities, pleas visit: https://www.unesco.org/en/media-crisis/refugees-media

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