



# AUP REPORT 2024

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The Academy of Ukrainian Press (AUP) promotes informed and critical media consumption within Ukrainian society and upholds the standards of socially responsible journalism in Ukraine.

AUP is a non-profit, non-governmental, and independent organization, founded in 2001 based on the Center for Free Press (established in 1995).

[www.aup.com.ua](http://www.aup.com.ua)





Since 2010, AUP has been the first non-governmental organization in Ukraine to initiate the development and implementation of media education in the country.

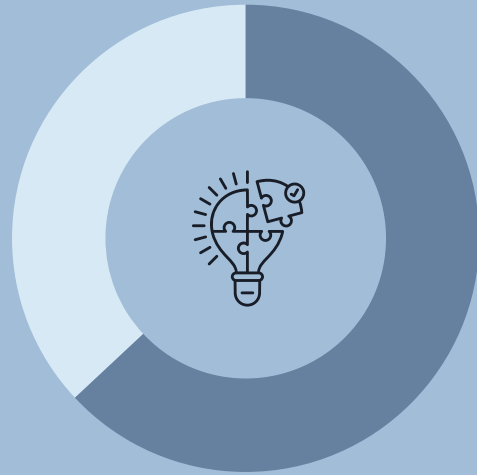
Over the years, AUP has become a widely recognized leader in the post-Soviet region in the field of journalist and media educator retraining. This is evidenced by the numerous training sessions conducted by AUP experts with journalists and specialists in Azerbaijan, Belarus, Armenia, Georgia, Kazakhstan, Kyrgyzstan, Moldova, Uzbekistan, and Tajikistan.

## ORGANIZATION'S GOALS:

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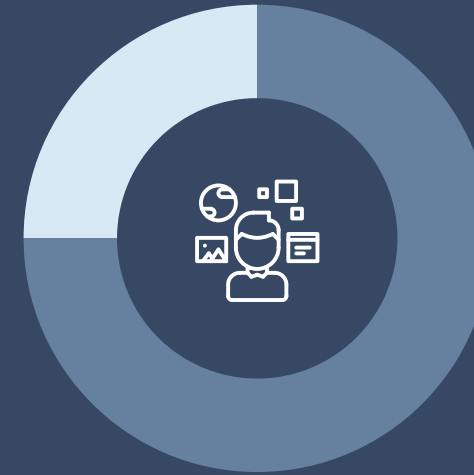
- 1 Professional development of Ukrainian journalists
- 2 Monitoring the content of leading Ukrainian media
- 3 Implementation of media literacy in Ukraine
- 4 Translation and publication of journalism and media literacy manuals

# MAIN AREAS OF WORK



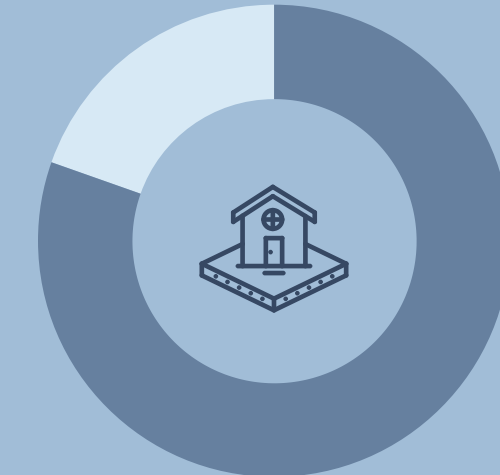
## Support for Journalists and Media Professionals

- Supporting the publication and distribution of frontline newspapers.
- Organizing training sessions for media professionals on professional standards, fact-checking, and media ethics.
- Holding discussions with international experts on current challenges in journalism.
- Providing psychological support for media representatives working in difficult conditions.



## Development of Media Literacy

- Educational activities for students and schoolchildren on media content analysis.
- Collaboration with educators to integrate media literacy into the educational process.
- Promoting information culture through social media and events.



## Support for Democratic Institutions

- Collaboration with educational institutions on the implementation of media literacy.
- Consulting for civil society organizations on information security.
- Analytical work and research on the information space.
- Honoring the memory of media professionals who lost their lives in the Russia-Ukraine war.



# ORGANISATIONAL STRUCTURE



THE ACADEMY  
OF UKRAINIAN  
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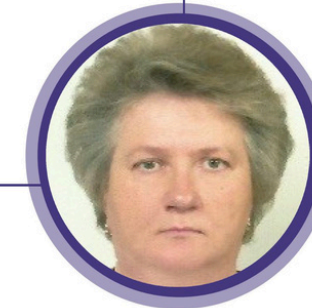
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## Key Achievements of 2024

- **249,470 participants engaged** in educational and training activities.
- **305 events** aimed at enhancing media literacy and professional skills of journalists.
- **485,000 views** on Facebook and YouTube.
- **4 online discussions** with international experts from Moldova, Italy, Japan, and the USA.
- **11 manuals** published for journalists and educators.
- AUP's educational program for 10th-11th grades successfully passed expert evaluation and received the official approval of the Ministry of Education and Science of Ukraine for use in the educational process.
- **A five-year memorandum of cooperation signed** with the Ministry of Education and Science of Ukraine to develop media literacy.
- **2,906 educators and students** successfully completed online courses on the AUP+ platform.
- At AUP's request, the sociological company SociInform conducted research on the state of media literacy implementation in Ukrainian schools.
- **10 mini-projects** implemented to improve media literacy integration in rural communities.
- **4 forums** held for educational administrators and teachers in different regions.



# GEOGRAPHY AND COVERAGE

- Offline events in different regions of Ukraine and abroad.
- Online events with hundreds of thousands of participants.
- Support for regional media and journalistic communities.



# DONORS AND PARTNERS

**We thank our partners who support our mission!**

- Ministry of Education and Science of Ukraine.
- Media programme in Ukraine, Internews.
- IREX in Ukraine.
- The US Embassy in Ukraine.
- Embassy of the Federal Republic of Germany in Ukraine.
- Representative office of the Friedrich Naumann Foundation for Freedom in Ukraine.
- Konrad Adenauer Foundation.
- Free University of Berlin.
- Other international and national organisations.





# CONTACT



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## Conclusions

2024 was a milestone year for the Academy of Ukrainian Press. We have not only strengthened our initiatives, but also managed to reach an even wider audience, expanding the horizons of media education and support for the journalistic community.

We have new challenges and ambitious projects ahead of us, and we are confident that our work will continue to change Ukraine's information space for the better. Together, we are building a media-literate future where quality journalism and critical thinking become the norm, not the exception. We thank everyone who has been a part of this journey: our partners, participants and donors for their support!