

# FROM EMERGENCY MEASURES TO STRATEGIC DECISIONS

Study of critical needs of local media  
in Ukraine under crisis and war



Results of the survey "Key Areas of State Support for Local Media in Ukraine: Emergency Measures and Long-term Priorities"

March, 2025

Conducted by the National Union of Journalists of Ukraine team at the request of the Ministry of Culture and Strategic Communications of Ukraine

# Critical Situation of Local Media: Results of Systematic Research

The results of the survey «Key Areas of State Support for Local Media in Ukraine: Emergency Measures and Long-term Priorities» were obtained following a large-scale meeting between media representatives and the leadership of the Ministry of Culture and Strategic Communications of Ukraine, held on March 3, 2025. During this online meeting, over 80 representatives of local media shared their problems with government agencies and requested assistance in the context of a crisis that has significantly deepened after the sudden termination of American aid.

At the meeting, Deputy Minister of Culture and Strategic Communications of Ukraine for European Integration Andriy Nadzhos emphasized the importance of finding international support for Ukrainian local media and reported on negotiations with the European Union regarding critical financial support for the media sector. To strengthen the arguments in these negotiations, the ministry asked media outlets to provide specific examples of needs and problems

they face after the termination of American assistance.

**In response to this request, the National Union of Journalists of Ukraine conducted an in-depth survey involving 81 media outlets from 21 regions of Ukraine. A distinctive feature of this study was its focus on identifying both short-term emergency measures to rescue media outlets in critical condition and long-term strategic priorities to ensure the viability of the industry during wartime.**

Notably, 40% of the surveyed media represent frontline communities, where the issue of information security is particularly acute. The vast majority of study participants (84%) are print publications, which proved to be most vulnerable to the economic crisis and the termination of international assistance.

The study found that one-third of the surveyed regional media (33.3% or 27 outlets) received support from USAID as of January 2025, while two-thirds (66.7%) did not have such support. This support was predominantly (80%) provided through project imple-

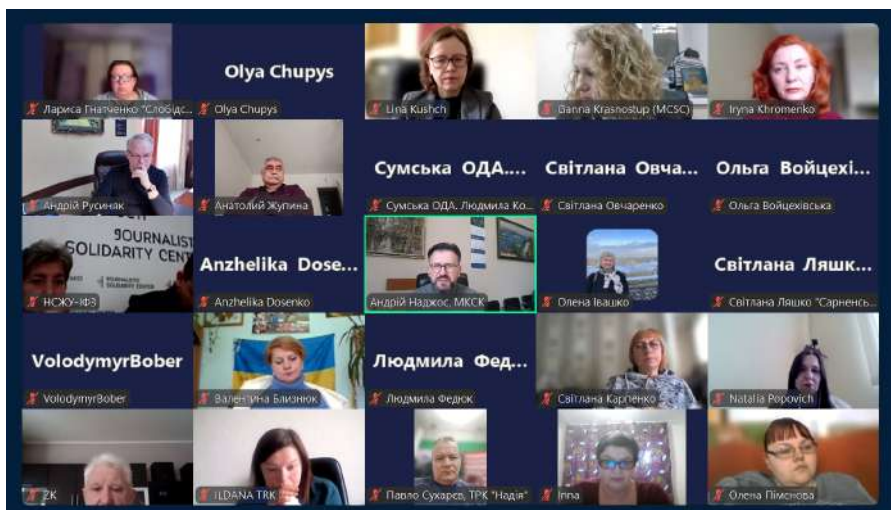
mentation, while 20% received institutional support. At the time of the survey, only 15% of regional editorial offices had active grant support.

During the meeting, media representatives, particularly from frontline regions, emphasized that **supporting local publications is not merely an economic issue but a matter of national security.** As noted by Tetiana Velyka, editor of the newspaper «Voice of Huliaipillia,» «Already in 2022, Russian media frequencies began to cover Huliaipole, and Russian slogans started to appear. This cannot be allowed.» This alarming trend confirms that the absence of Ukrainian media in frontline regions creates an information vacuum that is quickly filled with Russian propaganda.

The systematic survey, the results of which are presented below, has become an important tool for formulating specific proposals for state support of local media and presenting them in negotiations with European partners regarding urgent financial assistance.

One-third of the surveyed regional media (33.3% or 27 outlets) received support from USAID as of January 2025, while two-thirds (66.7%) did not have such support. This support was predominantly (80%) provided through project implementation, while the remaining 20% received institutional support.

Of the surveyed regional editorial offices, **only 15%** currently have active grant support.





# Analysis of the Impact of USAID Funding Freeze on Ukrainian Media

## 1. Critical Threat to the Survival of Regional Media

The freezing of American funding has placed some local media on the verge of closure. The situation is particularly threatening for publications that received systematic donor support and have no alternative sources of income. For such editorial offices, this support was extremely critical:

- Some media outlets noted that grant support constituted up to 80-90% of their budget
- For frontline publications, this was often the only stable income due to the absence of advertising and the impossibility of subscription services
- Without urgent resolution of funding issues, there is a risk of losing an entire network of local media that provide information to citizens under the most challenging conditions

*The freezing of funding from USAID has put our publication on the brink of extinction! The support was so important that without it, we cannot publish our newspaper.*

Poltava region

*Currently, the media's position is critical. We are on the verge of closure!!! There is no financial support, which is needed urgently and now.*

Donetsk region

## 2. Problems with Salary Payments

Most editorial offices directed grant funds primarily to employee wages. Without this funding, journalists are often forced to work without pay or for minimal rates, creating a risk of losing professional staff.

***The freeze led to non-payment of salaries** to employees for January-February 2025*

Donetsk region

*In December, January, and February, we worked at 0.5 salary rate. **Since March, we have been working for free.***

Donetsk region

*We planned to use project activity funds to pay salaries to editorial staff. Since we did not receive the funds, we paid minimum wages to employees from our own funds – we took them from subscription funds that were intended for other needs.*

Kharkiv region

### 3. Debt Obligations and Financial Problems

A significant number of editorial offices were left with debts:

- Debts to printing houses - most frequently mentioned (from 95,000 UAH in one case)
- Unpaid salaries to employees for January-February 2025
- Debts to contractors for already completed work
- Spent own funds (one editorial office mentions 580,000 UAH that were to be reimbursed)

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*We were not reimbursed for expenses from December-January in the amount of 580,000 UAH, which the editorial office incurred at its own expense.*

Kharkiv region



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*For one program – we fully met the conditions of the main contract (creation of 6 materials), for the additional agreement (creation of 3 materials in a short time), but we still have not received the money. We have debts to contractors.*

Poltava region



### 4. Problems with Printing and Distribution of Newspapers

Printing newspapers remains the most costly part of local media operations, and these expenses were covered by grant funds. Reducing circulation or completely stopping printing creates an information vacuum, especially in areas with limited internet access and in frontline zones.

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*Funds were also provided to the printing house for printing special issues of 'Slobidskyi Krai' for de-occupied territories.*

*The debt to the printing house is 95,000 UAH.*

Kharkiv region



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*We have debts for printing services for 2024 and planned to partially cover them with grant funds so that they would not refuse to print us, but now the situation is critical!*

Poltava region



### 5. Consequences for Editorial Operations

The funding freeze has led to:

1. Staff reductions
2. Salary cuts (some working at 0.5 rate or completely without pay)
3. Reduction in newspaper frequency (from weekly to monthly)
4. Decreased circulation (from 6000 to 1000 copies in one case)
5. Complete cessation of some print publications from March 1
6. Risk of editorial office closures (several indicate they have funds for only 1-2 months of operation)

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*We reduced the newspaper publication to 1 issue per month.*

*This leads to an information vacuum for residents of the frontline zone.*

Donetsk region



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*We have been forced to reduce staff.*

*But this is cold comfort: funds remain for a month or two. And then, most likely, the editorial office's work will be suspended.*

Kharkiv region



## 5. Technical Support

Many editorial offices planned to use grant funds to purchase technical equipment, especially important in conditions of unstable electricity supply

*As part of the project, we were supposed to purchase a charging station, which is necessary in our conditions.*

Sumy region



*We expected scholarships for journalists, or funds for purchasing equipment – technical and energy-related, to enable uninterrupted publication and distribution of the newspaper in border communities.*

Sumy region



## 6. Disruption of Regional Information Resilience

The most serious consequence of the funding freeze is the threat to information security in frontline and liberated territories. The space left by Ukrainian media is quickly filled with Russian propaganda.

*As soon as we left Huliaipole in 2022, Russian frequencies immediately began operating there. That is, if Ukrainian media disappear, their place is taken by Russian propaganda.*

*This should not happen. We are fighting not only for the survival of editorial offices but also for the information security of Ukraine.*

Zaporizhzhia region



*Some settlements do not have internet coverage, so 'Nove Zhyttia' is the only source of verified Ukrainian-language information for residents*

*of these villages.*

Kharkiv region



## Conclusion

The freezing of USAID funding has exacerbated the crisis for local media in Ukraine, especially in frontline territories. **Without urgent support measures from the state and international partners, the country risks**

**losing a significant part of its media infrastructure**, which will have serious consequences for information security and democratic development.

The situation is especially critical for print publications in

frontline and de-occupied regions, where they are often the only source of reliable information for local communities due to problems with electricity supply, communications, and internet access.





Every week, journalists Oleksiy and Natalia Pasiuha deliver the latest issue of their newspaper Vorskla to their fellow countrymen in the Velykopysarivska community of Sumy region under conditions of increased danger.

Photo by Olga Ivashchenko

## Critical Financial Position Forces Media to Resort to Harsh Austerity and Unpopular Measures

Along with the abrupt termination of American funding and considering the economic crisis in the media space caused by the war, Ukrainian local media report harsh austerity measures and forced unpopular steps for survival.

According to the survey results, almost half of the editorial offices (46.8%) are forced to reduce employee salaries. Over 40% of editorial offices plan staff reductions, which will inevitably lead to a decrease in quality and quantity of content. More than a third of media outlets (36.4%)

report reducing the volume of materials, and 35.1% are forced to abandon planned projects and initiatives.

Particularly alarming is that **more than a quarter of the surveyed editorial offices (26%) continue to work without pay**, sustained only by the enthusiasm of journalists. Almost 17% of media have reduced the frequency of their publications, creating an information vacuum, especially in frontline regions.

Despite the difficult situation, editorial offices are looking for ways to survive: 16.9% have

applied for assistance from various organizations, 11.7% have found new partners, and 7.8% are trying to increase advertising revenues, although this is an extremely difficult task in wartime conditions.

Some media have introduced remote work, switched to minimal payments, or temporarily suspended activities. These results indicate a systemic crisis in Ukraine's local media space, which without urgent support measures could lead to irreversible consequences for the country's information security, especially in frontline and de-occupied regions.

**26%** of the surveyed newsrooms continue to work **without pay**, relying only on the enthusiasm of journalists.

## Critical Needs of Local Media to Continue Operations

The vast majority of respondents (91.6%) identified **funds for salaries** as the highest priority need. This confirms that human resources remain the foundation of the media industry, especially at the local level.

**Printing house service costs** rank second — 72.3% of editorial offices noted this.

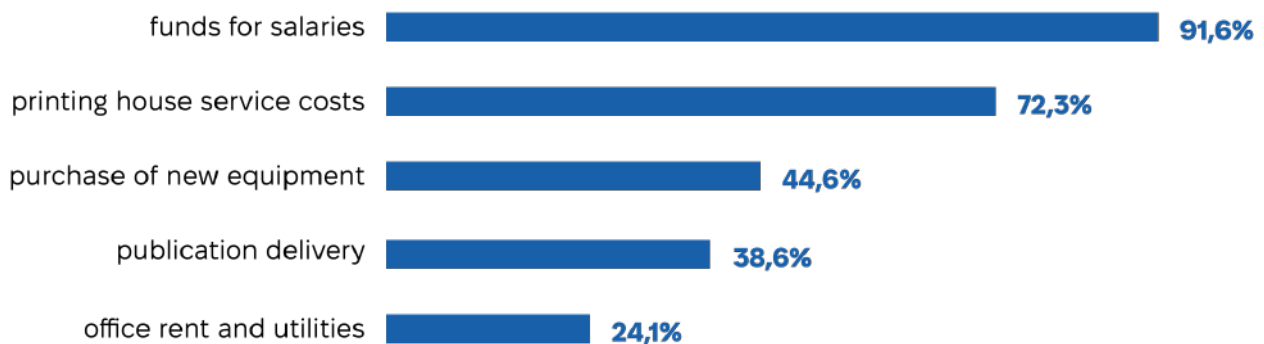
Almost half of the surveyed media (44.6%) reported the **need**

**to purchase new equipment**, indicating problems with technical support for editorial offices in conditions of frequent power outages and unstable electricity supply.

For 38.6% of editorial offices, **publication delivery** services are relevant — this problem is particularly acute for frontline territories, where regular distribution of print media is

complicated due to security risks.

Among other needs, 24.1% of editorial offices mentioned **office rent and utilities**. Individual responses also mentioned needs for **payment for domains and hosting, energy carriers, addressing debts for already printed issues, and transportation costs**.



## Financial Capacity of Local Media is Extremely Low

The survey results from 81 editorial offices regarding the duration of possible work without grant support demonstrate an extremely limited financial buffer for Ukrainian media.

**Only 18.1% of the surveyed editorial offices indicate they can work for more than six months without external financial**

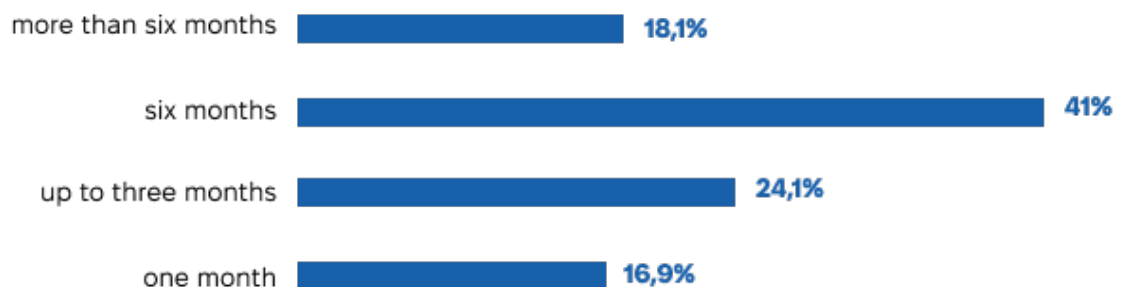
**assistance**. This is the smallest group of respondents, indicating critical dependence of most media on grant support.

The largest proportion of respondents — 41% — estimate their financial resources at the level of six months of operation. Almost a quarter (24.1%) of editorial offices expect to last only

up to three months.

**Of particular concern is that 16.9% of media have a buffer of only one month.** These publications are on the verge of closure and without urgent financial support may cease to exist in the very near future.

### Duration of possible work of the surveyed editorial offices without grant support



## Local Media Actually Have Small Budgets

The largest group consists of editorial offices with a budget of up to 50,000 UAH per month — 38.6% of respondents. The same percentage (38.6%) represents editorial offices that need from 50,000 to 100,000 UAH monthly for their activities.

Only a small fraction of media has larger needs: 6% require

from 100,000 to 200,000 UAH, and the smallest group — 7.2% of respondents — have monthly budgets exceeding 200,000 UAH. And 9.6% of editorial offices operate with a budget of up to 15,000 UAH.

That is, the vast majority of real local media in Ukraine (over 77%) function with quite limited

monthly budgets — up to 100,000 UAH.

This level of funding often only covers basic needs: minimum salaries for employees, payment for printing and distribution of publications, as well as utility payments, and leaves no opportunities for development and improving content quality.



## Regional Media Expectations Regarding State Support

**Most Ukrainian local media expect support from the state in conditions of critical economic situation. According to the study, 50.6% of surveyed editorial offices advocate for direct financial assistance from the state.**

The second largest group of respondents (34.9%) sees the state's role in creating favorable conditions in the media market, which would allow publications to develop organically, without risks of direct intervention in their editorial policy.

Among less common but important proposals, media professionals expressed support for:

- Support in the form of grants for coverage or research on specific issues
- Funding conditional on covering the activities of communities, government services, and institutions
- Creation of a specialized state fund for media support
- Establishment of an independent organization that would administer targeted subsidies for media

It is noteworthy that only two editorial offices expressed opposition to state support for media during wartime. This emphasizes the difficulty of independent survival for local media in current economic conditions, especially in frontline and de-occupied regions.

## Priority Measures to Ensure Sustainability of Local Media

Editorial offices consider **the mandatory publication of information by local authorities in registered media as the most critical factor** — 75.9% of respondents supported this measure. This refers

to the financial stability of local publications through ensuring stable contractual relations with authorities.

In second place is the **improvement of Ukrposhta's work,**

which was noted by 63.9% of respondents. This emphasizes the critical dependence of print publications on an effective distribution system, especially in remote and frontline regions.



Third place is occupied by **the inclusion of measures to restore local media in regional recovery programs** (59%), indicating an understanding of the need for a systematic approach to supporting media as part of comprehensive recovery of affected territories.

Next are economic instruments: **reducing the tax burden** (49.4%) **and compensation for the delivery of print publications** (45.8%). These measures are seen as important mechanisms for reducing

operational costs of media.

A significant portion of editorial offices (32.5%) emphasizes the need to **create equal conditions for state (United Television Marathon, Public Broadcasting, communal TV and radio companies) and non-state media**, indicating a problem of unequal competition in the market.

Among important measures: centralized procurement of newsprint (22.9%), centralized printing of newspapers (19.3%), rent and

utilities subsidies (18.1%), zero duty on newsprint imports (15.7%), and exemption of editorial staff from mobilization (14.5%).

It is necessary to implement a comprehensive approach to supporting local media, which would combine administrative, economic, and infrastructural measures to ensure their sustainability in conditions of war and economic crisis.

## Critical Issues of Local Media: Editorial Perspective

Analyzing the responses of Ukrainian editorial offices regarding issues not covered in previous questions, several key areas can be identified that require special attention.

### Problems with Ukrposhta and the Distribution System

The most acute issues remain those of interaction with Ukrposhta, manifested in several aspects:

- Disproportionate distribution of subscription funds:  
*"The subscription cost of our newspaper is 600 UAH per year. From this amount, Ukrposhta takes 264 UAH. The printing house charges 4.50 UAH for printing one issue – that's 234 UAH per year. Thus, the editorial office receives only 102 UAH from one annual subscription amount – one-sixth (!!!) part. This is catastrophic!"*
- Inefficiency of mobile offices:  
*"Ukrposhta's mobile offices are very disconnected from potential subscribers. Corporate phones in such offices are absent, and people have no way to consult... The prices for newspaper delivery are sky-high."*
- Lack of infrastructure in rural areas:  
*"Return stationary Ukrposhta offices to highland villages, restore or renew mail carriers at work."*

### Personnel and Technical Problems

- Lack of qualified personnel and opportunities for staff expansion:  
*"Due to lack of money, it is impossible to expand staff, develop media."*
- Need for technical modernization and ensuring energy independence of editorial offices (laptops, power banks, charging stations)
- Need for mental health support for journalists, especially those working in frontline areas

### Social Protection and Working Conditions

- Need for improved social protection
- Medical insurance and psychological support for journalists, especially those working with sensitive topics

### Interaction with Authorities and Legislative Initiatives

- Problems in relations with local authorities:  
*"Local authorities very often refuse to give comments. They simply ignore or postpone the conversation indefinitely."*
- Need for legislative initiatives regarding mandatory payment for social information

from government services

- Need for systematic support from local self-government bodies and clear regulation of this cooperation

#### **Information Support for the Population of De-occupied Territories**

- Lack of possibility for free distribution of publications in de-occupied territories:  
*"There is currently no Ukrainian print press in our de-occupied territories and humanitarian hubs. We cannot afford to print copies for free distribution at our own expense. But this is critically important activity."*

In addition to direct financial support, local media also need legal consultations, mentoring support, training in digital technologies, assistance with marketing and content promotion, as well as methodological support for adapting to new working conditions in the digital environment.

## **Additional Needs of Local Media: Analysis of Detailed Responses**

Based on the analysis of additional 50 responses from editorial offices regarding non-financial needs, several key areas can be identified that complement previously identified problems:

#### **Specific Technical Needs**

- Video production support:  
*"We would like to hire a video operator to create quality video content», «Equipment for video content production."*
- Protection in emergency situations:  
*"In our editorial office on December 19, 2019, a perpetrator committed arson, resulting in all equipment being destroyed; we work on technology that is long outdated"*
- Infrastructure problems:  
*"Office repairs, heating"*

#### **Specialized Training and Consultations**

- Monetization and marketing:  
*"Training programs, workshops on how to monetize content"*
- Grant management:  
*"Training in... grant management"*
- Mentoring support:  
*"Mentoring consultations from specialists"*
- Digital security:  
*"Training in digital security, work in crisis conditions"*
- Methodological support from professional associations:  
*"Methodological - NUJU online seminars about new trends are very important"*

#### **Specific Problems of Frontline Media**

- Limited access to information:  
*"Access to information in Kherson region (frontline zone)"*
- Work in combat conditions:  
*"Part of the team did not leave the city even during the blockade in February-March 2025"*
- End of war as a condition for normalization of work:  
*"Victory in the war"*

#### **Reader Audience Support**

- Help with subscription:  
*"Help with subscription"*
- Restoration of print version:  
*"Financial support will significantly improve the state of the newspaper, as well as restore"*

*the print version, which, as our readers say, they feel a need for"*

- Demand support programs:  
*"Programs to support local journalism through advertising or state orders for socially important content"*

#### **Systemic Changes in the Media Sphere**

- Clear differentiation of functions between state and private media:  
*"If communal media are financed from local budgets, which are filled by us as taxpayers, then their function is only information and education without a single minute for advertising"*
- Fair competition:  
*"In the advertising market, there are enough abuses and various kinds of preferences, both political and financial, which dump prices, making fair competition impossible"*

#### **Social Package and Special Status**

- Ensuring basic needs:  
*"Providing journalists, regardless of the form of activity, with new and modern office equipment, means of transportation, etc. free of charge"*
- Recognition of social role:  
*"We have been working as information volunteers since the beginning of the war to the best of our ability, not receiving a salary"*

## **Optimal Frequency of Communication Between Regional Media and the Ministry of Culture and Strategic Communications**

Analysis of responses from 81 editorial offices regarding the desired frequency of communication with the Ministry of Culture and Strategic Communications demonstrates clear industry preferences:

- 54.2% of media consider quarterly meetings optimal
- 26.5% prefer communication twice a year
- 18.1% advocate for monthly consultations
- 1.2% are ready for annual communication

**It is noteworthy that in total, over 80% of surveyed editorial offices would like to meet with Ministry representatives at least once every six months, indicating a high demand from the media community for regular dialogue with the relevant government body.**

over  
**80%**

would like to meet with representatives  
of the Ministry of Culture and Strategic Communications  
of Ukraine **at least once every six months**

## Voices of Regional Media: Direct Testimonies from the Epicenter of the Crisis

“ We had 2 projects for which we received support. But not a single penny had time to arrive. We fully implemented one with our own resources and now owe contractors, which we somehow need to pay. The other, more significant project was meant to support the editorial office for 3-4 months, from February to May. Also, within this project, we were supposed to purchase a charging station, which is necessary in our conditions. The support was critical for us, as there are no other grants or institutional support. So, **money for paying employees and printing the newspaper will last for a maximum of six months.** ”

“Putyvl'ski Vidomosti,”  
Sumy region

“ Our editorial office participated in two grant programs funded by USAID. Both were frozen at the end of January, causing **us to not receive even the payments already earned for January.** The loss of support from these projects became critical for us, as it was the calculated budget for the entire editorial office for almost 4 months. ”

“Karpaty,”  
Chernivtsi region

“ This was the only grant that should have supported the editorial office's newspaper publication and website. We worked on this project for 24 days in January, and were supposed to work until June. **At the organization's request, we returned a significant portion of the funds.** We have no debts, but the outlook doesn't look joyful. We have been forced to reduce staff. But this is cold comfort: funds remain for a month or two. And then, most likely, the editorial office's work will be suspended. ”

“Novyi Den,”  
Kherson region

“ The grant was for reimbursing expenses (part of salaries, community discussions, weekly printing of newspapers for de-occupied communities and humanitarian hubs) in stages. **We were not reimbursed for expenses from December-January in the amount of 580,000 UAH,** which the editorial office incurred at its own expense. The last period of the project (February-March) has been suspended. Funds were also provided to the printing house for printing special issues of “Slobidskyi Krai” for de-occupied territories. **The debt to the printing house is 95,000 UAH.** We are now in a critical situation: there are debts for current activities to the printing house and for the office, we don't understand if we'll be able to collect funds for March salaries. ”

“Slobidskyi Krai,”  
Kharkiv region

“ As part of last year's project, we created a coalition of employees from several editorial offices and created content that covered all eight communities of the Kupiansk district. Some worked remotely, but most of the project performers remained in frontline communities. We all worked closely with local military administrations, which helped distribute 6,000 copies in frontline territories, thus addressing the information needs of citizens in conditions of no electricity, communication, and internet. This allowed us to keep the information space Ukrainian and close it off from Russian propaganda, which is accessible in border territories. **Now the amount of Ukrainian content has significantly decreased** because we work only within one editorial office. There is no possibility to print 6,000 copies either. However, we managed to close everything, and we have no debt obligations. ”

“Visnyk Kupianschchyny,”  
Kharkiv region



Currently, the media's position is critical. We are on the verge of closure!!! There is no financial support, which is needed urgently and now. Participation in Grants has ended or been frozen. We are in a frontline, de-occupied territory. Constant shelling from Russia (10-15 km from the demarcation line) makes it impossible to conduct subscription campaigns (mail carriers do not deliver mail) and advertising is almost non-existent (businesses have relocated). The print publication is distributed free of charge by volunteers, editorial staff, and city council executive committee employees. A huge amount of work was also done to launch the "Zoria Info" website and social networks: Instagram, Facebook, Telegram, Viber. This was deliberately done to reach an audience that moved to safer regions of the country and abroad and wants to maintain a strong information connection with their community. In August 2023, we started all this from "0" and achieved certain results. If we stop the work of the website and pages on social networks, all our efforts to unite Lyman residents in the information field will be in vain. Currently, the editorial staff consists of 5 employees (chief editor, journalist, SMM manager, layout designer, accountant). In December, January, and February, we worked at 0.5 salary rate. Since March, we have been working for free. We reduced the newspaper publication to 1 issue per month. **This leads to an information vacuum for residents of the frontline zone** of Lyman. The editorial office of the newspaper "Zoria" in Lyman, Donetsk region, needs immediate state financial support. We hope for understanding and help.

"Zoria,"

Donetsk region



The project was supposed to last 6 months (December 2024 - May 2025), with a total funding amount of 120,000 UAH, which was distributed in equal parts throughout the project duration. The entire project amount was directed towards partial salary payments for 3 editorial employees and the purchase of a printer (scanner). Unfortunately, **we managed to implement the project only partially**, using 50,000 UAH, and our media was obliged to return the rest. The project was suspended on January 25, 2025. Since then, we had no right to use the project funds. Today, our media had to use the editorial reserve fund to pay employees' salaries on time and pay for newspaper printing.

"Holos Huliaipillia,"

Zaporizhzhia region



We received payments for articles. It was a small grant. But every penny is important for us, considering that we are a media relocated from temporarily occupied territory, which has almost no advertising. **We are 90% dependent on grant support.**

"RIA-Pivden,"

Zaporizhzhia region



We only started work, working for a month. During this time, from the funds that came to the editorial account, we were able to pay salaries to editorial staff for January and pay for newspaper printing. We returned the other amount. We have funds from subscriptions for three months. What happens next is unknown. The community where our media operates is located on the border with Donetsk region. Some settlements do not have internet coverage, so "Nove Zhyttia" is the only source of verified Ukrainian-language information for residents of these villages. Is the suspension of USAID funding critical for us? Yes! After all, **we have long been sitting on just the minimum wage, and we print the newspaper where it's cheaper**, and currently - in Chernivtsi (!!!). There is virtually no advertising, as the area is in the frontline. As part of the newspaper's volunteer activities, newspapers were also delivered to the front. But now we only print the subscription quantity - 1,000 copies, saving costs.

"Nove Zhyttia,"

Kharkiv region





“ For one program - we fully met the conditions of the main contract (creation of 6 materials), for the additional agreement (creation of 3 materials in a short time), but we still have not received the money. **We have debts to contractors.** For another program: **50% of the work has been completed, money not received.** We also have debts to contractors.

“Dlya domu i sim'yi,”  
Poltava region

”

“ The project was frozen at the initial stage. Of course, **we were really counting on financial support**, developed an appropriate project, planned many activities regarding content expansion. With the allocated money, we only managed to purchase equipment. Now at the stage of returning the money.

“Vechirniy Mykolaiv,”  
Mykolaiv region

”

“ Our media did not have USAID support. However, the termination of funding affected us as well. 1. We were in the process of negotiations with organizations that provided sub-grants from USAID. **This grant support was supposed to ensure the activities of our publication for at least six months.** 2. Since the beginning of the year, we have submitted applications for 14 grant programs of various directions. However, due to the termination of funding from USAID, some even European donors reoriented these competitions to support those who lost American funding. Even now, I am filling out a form for those affected by USAID. We can provide 80 % of media needs with our own resources. However, we urgently need co-financing for 20 %.

“Visnyk Ch,”  
Chernihiv region

”

“ The assistance was intended to finance the work of those who still remain working in the editorial office (three people). This was life support, because surviving is difficult due to a significant reduction in advertising against the background of the deteriorating situation in Kostiantynivka (Donetsk region). We are the only media in the community. We have been working without days off for two years now, as we need to update the news feed every day, maintain social networks. Every day there is news about the work of utility services, or closing the city to entry, or water delivery, or closing post offices, etc. **We returned almost the entire amount sent from USAID.** We lost a lot of time preparing documents but did not receive the help we were counting on.

“Zl.ua,”  
Donetsk region

”

“ In December 2024, we received positive approval from IMI about a won project in quite intense competition. The mini-grant provided for 120,000 UAH for six months of stable funding. For a frontline local editorial office, these are quite significant funds, which could be used to: pay salaries, taxes, printing services, purchase office equipment. On January 24 this year, colleagues from IMI reported the termination of the grant. And a little later, we were informed that unused funds needed to be returned. **The editorial office returned 91,000 UAH.** Imagine with what heart we did this. Fortunately, there are no debts, because expenses are maximally reduced.

“Nashe Zhyttia,”  
Zaporizhzhia region

”

“ The freezing of funding from USAID has put our publication on the brink of extinction! The support was so important that without it, we cannot publish our newspaper. We worked January on the project (planned for 3 months), fulfilled the conditions, **produced content, but did not receive the funds we were waiting for and hoping for**. Our editorial office operates on several platforms (newspaper, website, social networks), of course, the most expensive is the publication of the print newspaper. **We have debts for printing services for 2024 and planned to partially cover it with grant funds so that they would not refuse to print us, but now the situation is critical!** Another project, which was financed through USAID, and in which our editorial office participated, was also frozen. Funding was supposed to be in May. It would have provided for the work of the editorial office for several months... In the editorial office of “Visti Plus” media, according to the staffing table, only one person remains (editor), who has not received a salary since December 2024, has not been on vacation for three years, and continues to work exclusively on enthusiasm, because she understands how important our Ukrainian information struggle is right now! And we have no right to lose it!

“Visti Plus,”  
Poltava region

”

“ We expected scholarships for journalists, or funds for purchasing equipment - technical and energy-related, to enable uninterrupted publication and distribution of the newspaper in border communities. **The support was quite critical**, because without external financial support, even today, the possibility of the newspaper being published until the end of the year cannot be calculated.

“Hlukhivshchyna,”  
Sumy region

”

“ The support was very significant. We used the funds to pay for newspaper printing. **Yes, we have debts to the printing house.**

“Vilnyi Holos,”  
Ivano-Frankivsk region

”

“ Until January 1, 2025, the editorial office of the newspaper “Vpered” printed 20,000 copies of a special issue once a month and distributed it free of charge in the frontline territories of Donetsk region, in communities whose territory is under Ukrainian control. We won the tender this year as well. But **the project funding was suspended** for known reasons. Fortunately, the editorial office has no debts due to these circumstances.

“Vpered,”  
Donetsk region

”

“ **There remain debt obligations for work already completed** in November 2024-January 2025. In addition, the project is frozen until May 2025. The freeze led to non-payment of salaries to employees for January-February 2025. The situation remains extremely difficult with funding for printing and distribution of the newspaper both in the frontline territory - in the Myrnodol community of Pokrovsk district, Donetsk region, and hubs of centralized residence for IDPs from Myrnodol in Dnipropetrovsk, Poltava, and Kirovohrad regions.

“Ridne Misto,”  
Donetsk region

”



**In the survey conducted by NUJU online in March 2025, 81 media outlets participated.**

These included 9 media outlets from Kharkiv Region, 8 from Poltava Region, 8 from Sumy Region, 7 from Ivano-Frankivsk Region, 5 from Rivne Region, 5 from Donetsk Region, 4 each from Zaporizhzhia, Kirovohrad, Mykolaiv, and Dnipropetrovsk Regions, 3 each from Odesa, Kyiv, Kherson, Cherkasy, and Lviv Regions, 2 each from Chernivtsi and Chernihiv Regions, and 1 each from Volyn, Zhytomyr, Ternopil, and Khmelnytskyi Regions. No responses were received from media in Vinnytsia, Zakarpattia, and

Luhansk Regions, or from the Autonomous Republic of Crimea.

32 (40%) of the surveyed media operate in frontline communities.

95% of the surveyed media are registered as entities in the media sector in accordance with the Law "On Media"

For 68 (84%) media outlets, the main activity is publishing a print edition, 8 (10%) of the surveyed media are online publications, 4 (5%) are television, and 1 (1%) is radio broadcasting.



photo by Andriy Andriyenko

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