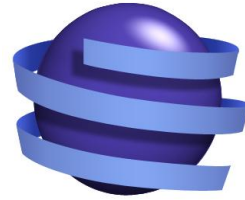




USAID
FROM THE AMERICAN PEOPLE



5 December 2008

Dear friends, colleagues and journalists,

Internews Network is pleased to announce the extension of its U-Media Project, the expansion of its staff and its first outreach to partners about the goals of new projects it will fund.

On Oct. 1, 2008, USAID extended the project with an overall mission to help consolidate democratic governance in Ukraine by developing a more professional media. The U-Media project has three goals, two of them focused on the growth of democracy and strengthening media's role in its development and citizens' connections to government and civil society. The third is to support and build the capacity of a vibrant supporting infrastructure for Ukraine's media industry.

Over the next three years, U-Media aims to continue building the technical and organizational capacity of Ukrainian media-support organizations and to use the increasing skills and resources of these organizations to assist the further development of independent media. Through grants to these organizations, the U-Media program is committed to addressing the most acute challenges to media development, with a core set of guiding principles to maximize effectiveness and sustainability and a highly competent technical support and managerial team. We have just released an annual program statement to a core group of potential U-Media partners, seeking concept papers as a preamble to multi-year proposals.

We are very proud to present the expanded Internews Network U-Media team:

In Kyiv:

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At the heart of the U-Media Project is the vital and growing need to improve, influence and enhance media's role in society through innovative, unusual and unique projects. All over the world, the role of media is changing dramatically and the demands of the media audience are growing geometrically. Helping to prepare for this coming wave of change is one of the most important services that U-Media partners can provide to the independent media of Ukraine.

Despite its simple objectives, the project encompasses problems that are complex and require partnerships, creative ideas and locally developed solutions that bypass old approaches and rely on networks of private and public partners to accomplish them.

The Internews Network team looks forward to working together with its Ukrainian, international and journalistic partners as it launches this project extension.

For more information, contact us at: umedia@internews.org