


Media Program in Armenia



\$15 million



2023 - 2028

PROGRAM FACT SHEET

LEARNING THROUGH RESEARCH

Four types of complementary research and studies under the Media Program in Armenia provide insight into media and information ecosystem, audience trust and consumption habits, and the business capacity of media in the country.

>>> Freedom of Expression and Media Consumption Research

Conducted at inception and annually by Internews, delivers deep insight into how information consumers in Armenia find, share, assess, and trust information.

>>> Media Market and Consumer Research

Conducted at inception, midway, and in the last year of the program by Zinc Network, assesses the advertisement and media market in Armenia. The study will be a useful tool for media in formulating their business development strategies.

>>> V6: Vulnerability to Malign Narratives Study

Conducted as a baseline, midline and endline study by Zinc Network, assesses media audiences' critical thinking skills and vulnerability to mis- and disinformation.

>>> Comprehensive Needs Assessment for Educators and Media & Information Literacy Community

Organized by Media Initiatives Center, informs the program strategy on the institutionalization of Media & Information Literacy.

PROJECT CONTEXT AND SUMMARY

Armenia has a vibrant media ecosystem that nevertheless faces serious challenges. Resource-strapped public interest media struggle to consistently produce high-quality coverage that reaches broad audiences, including youth, minorities, and residents of rural areas. Few independent media outlets in Armenia are financially viable, which poses a threat to their long-term sustainability.

The USAID-funded Media Program in Armenia aims to strengthen the integrity of the information space in the country.

Implemented by Internews and its partners, Media Initiatives Center, Yerevan Press Club, and Zinc Network, the program will enhance journalistic standards, catalyze the financial viability of public interest media, and foster an enabling environment for a society that is more resilient to disinformation.

PROMOTING JOURNALISTIC EXCELLENCE

The Media Excellence Accelerator, run by Media Initiatives Center, provides on-demand practical training and mentorship for media and content producers. The Accelerator helps newsrooms develop and adapt guiding policies on ethics and editorial quality and produce competitive media products. The Accelerator helps media professionals improve their storytelling and production skills for content in a variety of innovative formats and across all major distribution channels.

In parallel, Internews delivers grants to media and content producers to create quality content on high-priority themes identified by cross-cutting research. Media Initiatives Center supplements this support with individually tailored consulting to bolster the content products' quality, reach, and continuity. Internews' Distribution Desk team provides support and training to expand the beneficiaries' impact and reach.

FINANCIAL VIABILITY OF PUBLIC INTEREST MEDIA

The program provides tailored business management support to media by co-designing context-relevant media business plans to achieve audience and revenue growth and build the foundations for sustainability.

Internews provides Strategic Development and Technical Development Grants to media and content producers to improve their business and operational capabilities, while Zinc Network delivers consulting support to help beneficiaries advance their market positioning and adopt robust monetization strategies.

The program also aims to support the institutionalization and functioning of an independent and transparent Media Support Fund that will uphold the sustainable operation of public interest media.

SUPPORT PROVIDED TO MEDIA

- Tailored consulting
- Digital security
- Physical security
- Legal
- Financial
- Psychological

ADVOCATING FOR IMPROVED MEDIA CLIMATE

Yerevan Press Club monitors media-related laws, state policy, and media freedoms. Focus areas include the Law on Media, new provisions in the Audiovisual Law, mechanisms for harmonizing self-regulation, and other new legislative initiatives that could advance or hinder media freedoms in the country. Yerevan Press Club develops policy recommendations and advocates for them with the representatives of the government, National Assembly, and regulatory authorities.

The program also supports the independence of media oversight bodies by engaging with the Council of Public TV and Radio and strives to institutionalize the role of media ombudsman.

Yerevan Press Club also advocates with the government to make self-regulation a permanent and consistent part of the state policy on media, while working to ensure the YPC-run Media Ethics Observatory plays an active role in the institutional development of the media self-regulation system in Armenia.

MEDIA LITERACY

Through comprehensive work with the Ministry of Education, Science, Culture and Sports of Armenia, the program will support the institutionalization of media literacy education in preschools and schools of the country. Simultaneously, the program will improve the media literacy skills of various demographic groups, including youth, educators, and youth workers.

GRANTS PROVIDED WITHIN THE PROGRAM

CONTENT DEVELOPMENT	TECHNICAL DEVELOPMENT	STRATEGIC DEVELOPMENT	ADVOCACY	MEDIA LITERACY	EMERGENCY
At least 70 grants for quality specialized reporting, investigative journalism, election coverage, and more	At least 21 grants for organizational goals: newsroom convergence, workflow optimization, and more	7 grants to enact complex changes in organizational structure, business models or editorial culture	5 grants to aid freedom of expression in the information ecosystem	Grants to support media literacy training and grassroots initiatives	Rapid response funding to address operational, digital security & physical threats to media, content producers, and CSOs