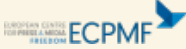


WOMEN LEADERS IN MEDIA —

Ukraine-EU Support Program



women in media.



Organized by the NGO Women in Media, in cooperation with the European Centre for Press and Media Freedom (ECPMF) and with the support of the Federal Foreign Office of Germany within the frame of #CivilSocietyCooperation.

The media remains a sector where most employees are women. Women significantly predominate in creative professions, but not in media management. For example, there may be 70–80% women among journalists, but just over 50% in media management.

Annual data from the Gender Profile of Ukrainian Media, prepared by the NGO Women in Media in cooperation with the media regulator

The goal of the program is to strengthen the role of women in media, promote inclusion and diversity, build partnerships with EU-based media and organizations, offer support through the power of sisterhood and solidarity, and collaboratively develop policies for gender equality and women's leadership in Ukrainian media.



Gender Profile of the Ukrainian Media research

PROGRAM PARTICIPANTS:

MARIYA FREY,

Board member of Ukraine's Public Broadcasting Company



Medialeader. She has over a decade of experience in strategic media development, management, and community engagement. She successfully implements institutional transformation projects, safeguards editorial independence, and advances the principles of diversity and inclusion within Suspilne. A key focus of Mariya's work is promoting gender equality.

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OKSANA OSTAPKO,

Deputy Director for Legal Affairs at «Starlight Media» LLC



She has 15 years of experience in the media sector. She has been providing legal support for the creation of documentaries and socially important projects covering events of the full-scale war, gender-based and domestic violence, and the fight against Russian propaganda. She is a member of the Working Group of the National Council on Television and Radio Broadcasting of Ukraine on the development of rules for child-sensitive content. She is also a representative of «Channel CTV» LLC in the Joint Regulation Body in the field of audiovisual media services and a member of the Board.

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YELYZAVETA NECHYPORUK,

Head of Social Media
at the Kyiv Independent



She worked for three years at the social media marketing agency RANOK, promoting Ukrainian charitable organizations, non-profits, investment funds, and startups. At the Kyiv Independent, Yelyzaveta leads the social media strategy that connects Ukraine's stories with the world. She manages and expands the outlet's presence on Instagram, Facebook, Twitter/X, LinkedIn, Telegram, Reddit, and Bluesky, shaping how news from Ukraine reaches a global audience during at of the most critical moments in the country's history.

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RUSLANA BRIANSKA, Executive Director of Hromadske Radio



She assumed this position in the midst of a funding crisis for independent media, it was a challenge that pushed her to act quickly. Before this role, Ruslana had been working as a journalist and editor for 12 years, including 7 years at Suspilne.media. Hromadske Radio broadcasts to frontline and border regions, with its signal reaching even the temporarily occupied territories.

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KATERYNA SEREDA,

Editor-in-Chief of the NikVesti
(Mykolaiv city)



She has been working as a journalist for over ten years, and for the past two years Kateryna has been leading the newsroom of Mykolaiv online media outlet and driving its development. Among the key achievements is the transformation of NikVesti into the leading regional online outlet with the strongest editorial team in the area, the launch of donor-funded projects (particularly in the fields of safety, recovery, and government transparency), as well as consistent coverage of issues that directly affect the lives of local communities.

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ANASTASIA RAVVA,

General Producer at Espresso TV



Journalist, editor, and media manager. With over 20 years of experience in media, since 2010 she has been working with national Ukrainian TV channels. Since 2014, she has been part of Espresso, where she launched the channel's most popular programs and talk shows, led the development of documentaries and educational projects. In 2022, she became Editor-in-Chief of the channel, and in 2023 – General Producer of Espresso Media Group. She oversees the creation and production of content across all platforms: television, web, and digital.

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MARYNA SYNHAIVSKA,

Deputy Editor-in-Chief of the online media outlet LB.UA

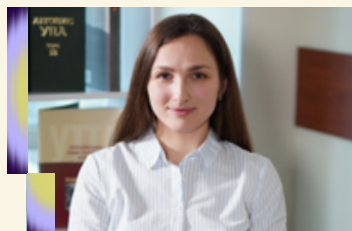


A journalist and media manager. She has 28 years of experience in Ukrainian national media, specializing in political journalism, analysis, and multimedia projects. She previously served as Deputy Director General of the Ukrainian National News Agency Ukrinform, and Head of the News Department at UNIAN. Honored Journalist of Ukraine and a member of the Independent Media Council.

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MARHARITA BUHAICHUK,

Editor-in-chief of Ukrainian week



She has been working in the media for 8 years. Her career began with an internship at one of the Ukrainian news websites, where she stayed on: managed the news feed, wrote briefs, articles, and interviews for print editions. Marharita continued working even during maternity leave, but as a freelancer. Later, she joined Ukrainian Week as a journalist. Now she's the Editor-in-Chief.

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VIKTORIYA BEHA,

Deputy Editor-in-Chief at Hromadske



Media manager and editor with over 8 years of experience in journalism. Mentor for regional and local media. Lecturer in journalism at the National University of Ostroh Academy. Specializes in online media development, team management, and process building. Started her career as a news editor and has since held several positions, giving her a broad perspective on editorial work.

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ALYONA YATSYNA,

CEO at Kordon.Media



She holds a leadership position at an independent regional media outlet that emerged and grew during the full-scale invasion, covering news from Sumy region and the border areas. Alyona's experience includes team management, crisis communications, and building effective processes and strategies. She has worked at the intersection of media, government, and civil society, ensuring public safety and informing communities during the most challenging periods. Among her achievements are establishing successful organizational structures, developing systematic approaches to information management, and representing the region at both national and international levels.

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ABOUT ORGANIZATIONS

Women in Media is a non-governmental organization founded in Ukraine in 2019. Our mission is to unite women journalists into a community built on the values of mutual support, feminism, and professional development. We promote the creation of gender-sensitive newsrooms and media free from stereotypes and discrimination.

Website wim.org.ua/

ECPMF – The European Centre for Press and Media Freedom (ECPMF) is a non-profit organisation that was founded in Leipzig, Germany, 2015. It operates on the basis of the European Charter on Freedom of the Press and the Charter of Fundamental Rights of the European Union.

Website www.ecpmf.eu/

PROJECT TEAM



DENİZ BOZKURT,

IJ4EU Programme and Event Manager at European Centre for Press and Media Freedom

The event and IJ4EU programme manager at the European Centre for Press and Media Freedom since 2022, Deniz organises the UNCOVERED Conference and IJ4EU Impact Award. Previously, she worked as a research associate at various interdisciplinary institutions in Leipzig. She holds a doctorate degree in American Studies from Leipzig University.

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DAMLA ÇALIK,

Intern at European Centre for Press and Media Freedom

As an Event Support Intern, Damla is contributing to the ongoing study tour in Berlin. Her background includes work with international NGOs on conflict, migration, and gender equality. She holds a Master's degree in Social Policy from Türkiye and is currently pursuing a Master's in Social Protection in Germany.

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OLHA SYROTIUK,

Voices of Ukraine Programme Coordinator at European Centre for Press and Media Freedom

The Programme Coordinator of Voices of Ukraine at the European Centre for Press and Media Freedom, Olha Syrotiuk has over five years of experience working with media in the Ukrainian market. Before joining ECPMF, she worked in Ukrainian non-profit organisations, leading communication strategies and partnerships with the media, and engaging with topics such as gender equality, culture and history. Her current work focuses on supporting independent Ukrainian national and regional media and journalists during the war. Olha holds a degree in Journalism and Communications.

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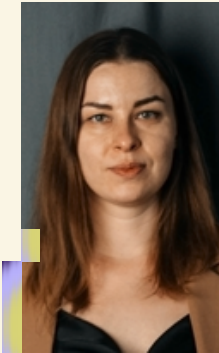


LIZA KUZMENKO,

Head of NGO Women in Media

Media expert and trainer in gender equality and non-discrimination, member of the Commission on Journalistic Ethics, national consultant for media and gender projects of the Council of Europe in Ukraine and International Media Support (IMS).

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OLEKSANDRA HORCHYNSKA,

Project coordinator at Women in Media

Journalist for the NV website, specializing in social issues. She writes about vulnerable population groups, gender equality, combating domestic violence, fighting discrimination, health, and medicine. She is the author of the online course «Sensitive Journalism» with the support of the Media Development Foundation and serves as a mentor and lecturer.

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OLENA ALCHANOVA,

Communications Manager at Women in Media

Ex-Editor-in-Chief at DIVOCHE.MEDIA with over 10 years of experience in working with editorial content for media, NGOs, and businesses. Author of publications on mental health for the MH4U project. Lead editor of the educational course for medical professionals, “Communication with People Traumatized by War.” Experienced editorial lector, mentor, and writer.

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