

## DEVELOPMENT OF HROMADSKE RADIO'S RADIO BROADCASTING: A BRIEF 2024-2025 CONCEPT

In the next two years, Hromadske Radio intends to develop its radio audience actively. To do this, the team wants to increase its FM network to 15-20 transmitters. One of the team's priorities is to develop broadcasting in the frontline, de-occupied, and border areas. At the same time, Hromadske Radio intends to increase the network's sustainability through installing new transmitters in regional cities, including the locations near the frontline and those constantly under Russian military rocket attacks.

The strategic document developed by the Hromadske Radio team in late summer 2023 states, "Hromadske Radio is part of positive changes in Ukraine." It also emphasizes that the radio is "a **useful** public medium: we do not just provide in-depth analysis of news and events, but also encourage action and change."

In the coming years, Hromadske Radio will primarily work for victory, increase the resilience of its audiences in times of war, promote social unity and trust, and counteract hostile Russian narratives. During and after the war, the radio also contributes to reforming the country, eradicating corruption, and promoting democracy.

As a result, the editors want to promote the following positive changes:

- increasing the level of patriotism and support for the Ukrainian army,
- support for the restoration of the de-occupied territories,
- broadcasting to the occupied, frontline, and border areas,
- development of critical thinking, the ability to question fakes and hostile narratives,
- increasing the use of the Ukrainian language,
- support for anti-corruption reforms in Ukraine, etc.

Editors and management want to continue increasing their radio audience to fulfill these overall objectives. To this end, the Hromadske Radio plans to expand its radio network by both winning frequencies in tenders and obtaining temporary broadcasting permits.

**Picture 1. Radio broadcasting network of Hromadske Radio as of November 2023 (including the transmitters lost in early 2022).**



After eight Hromadske Radio transmitters were stolen or destroyed by Russians during the full-scale invasion, the radio team gradually resumed broadcasting in the frontline areas. This year, we launched three new frequencies - Nikopol, Mykolaiv, and Kherson. From Nikopol, we broadcast in the temporarily occupied Enerhodar, and from the transmitter in Kherson, we broadcast on the temporarily occupied left bank of the Kherson region.

During 2018-23, Hromadske Radio has been actively cooperating with the Ministry of Reintegration of the Temporarily Occupied Territories of Ukraine, producing radio programs for the frontline, de-occupied, and temporarily occupied territories at the Ministry's request. Another essential function of the radio is to maintain information communication between internally displaced persons and refugees and their native lands under attack by Russian troops or under occupation.

Hromadske Radio is ready to provide its content to other Ukrainian radio stations for distribution in the occupied and de-occupied territories. In particular, the radio team intends to provide its programs for the Radio of Crimean Communities, which is going to launch a powerful AM transmitter to broadcast throughout the entire Crimean peninsula (now colleagues from the Radio of Crimean Communities are solving technical issues with the launch of broadcasting, including the demining of the territory for the transmitter).

## THE CURRENT BROADCASTING NETWORK OF HROMADSKЕ RADIO

1. Hirnyk
2. Kyiv
3. Kramatorsk
4. Mykolaiv
5. Nikopol

## 6. Kherson

### What are the sources for the development of the Hromadske Radio network?

The team is trying to support extending its FM network in frontline regions by advertising sales in large and more safe cities. The radio also raises funds from the Ministry of Reintegration, the Ukrainian Cultural Foundation, and international donors.

However, the company's advertising activities are limited due to the war. Many of the radio's broadcasting locations are experiencing the devastating effects of the war: population outflow, destruction of infrastructure, bombing, drop in production, etc. That is why Hromadske Radio is trying to expand the list of cities where it could successfully sell advertising, aiming to bring its advertising revenues to UAH 4,000,000 – 6,000,000 per year.

Broadcasting in such cities gives the company the funds to broadcast in essential places like Hirnyk, Kramatorsk, Mykolaiv, Nikopol, and Kherson. For example, Hromadske Radio started broadcasting in Kherson within days of receiving a temporary permit. It was possible due to the advertising funds and the pre-arranged transmitter purchase.

Picture 2. Planned development of the Hromadske Radio network in 2024-25.

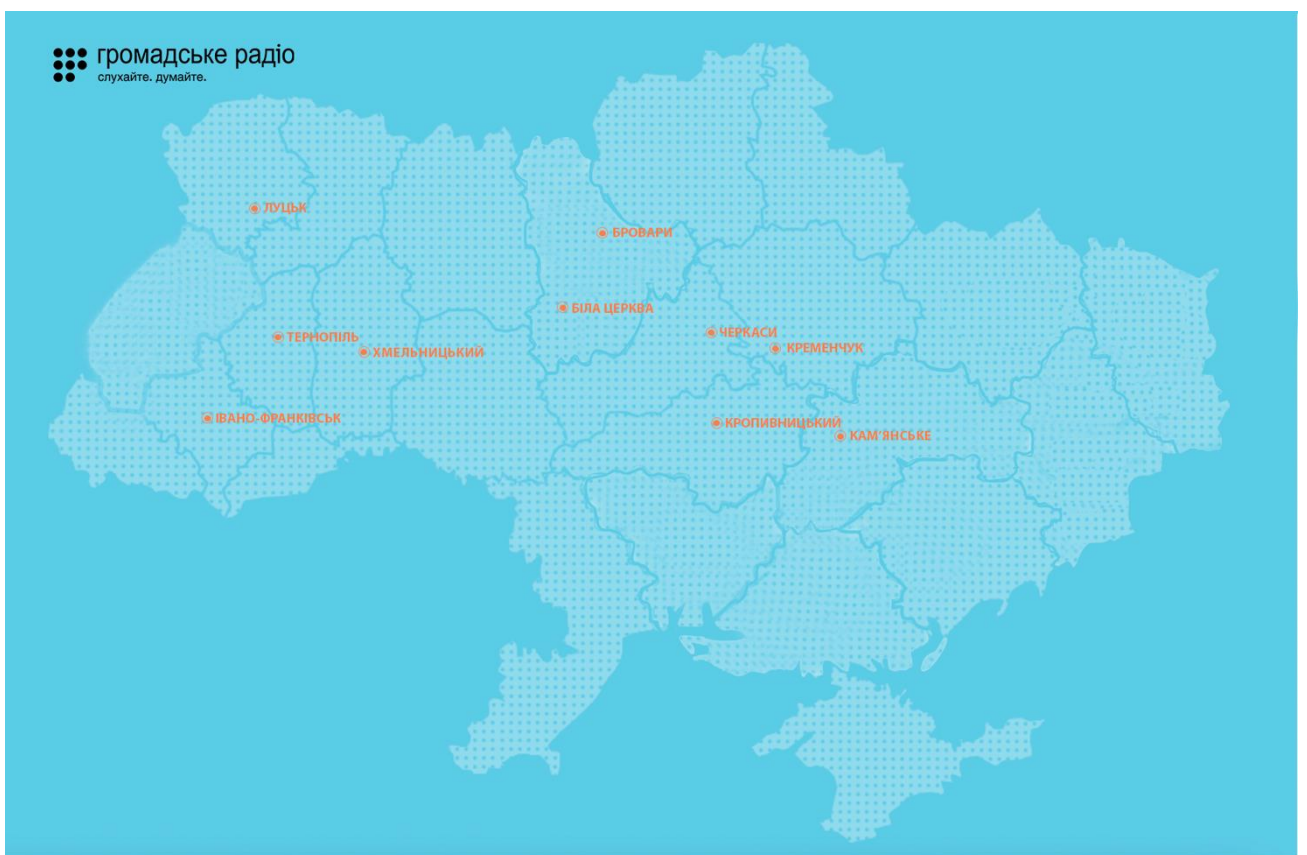


### PRIORITY PROMISING CITIES FOR PUBLIC RADIO BROADCASTING (2024-25)

7. Vinnytsia
8. Dnipro
9. Zhytomyr
10. Zaporizhzhia

11. Kryvyi Rih
12. Lviv
13. Odesa
14. Pavlohrad
15. Poltava
16. Rivne
17. Sumy
18. Uzhhorod
19. Kharkiv
20. Chernivtsi
21. Chernihiv

**Picture 3. Prospective development of the Hromadske Radio network in 2026-27.**



In the longer term, the radio intends to start broadcasting in other major cities to make it accessible to most of the Ukrainian population.

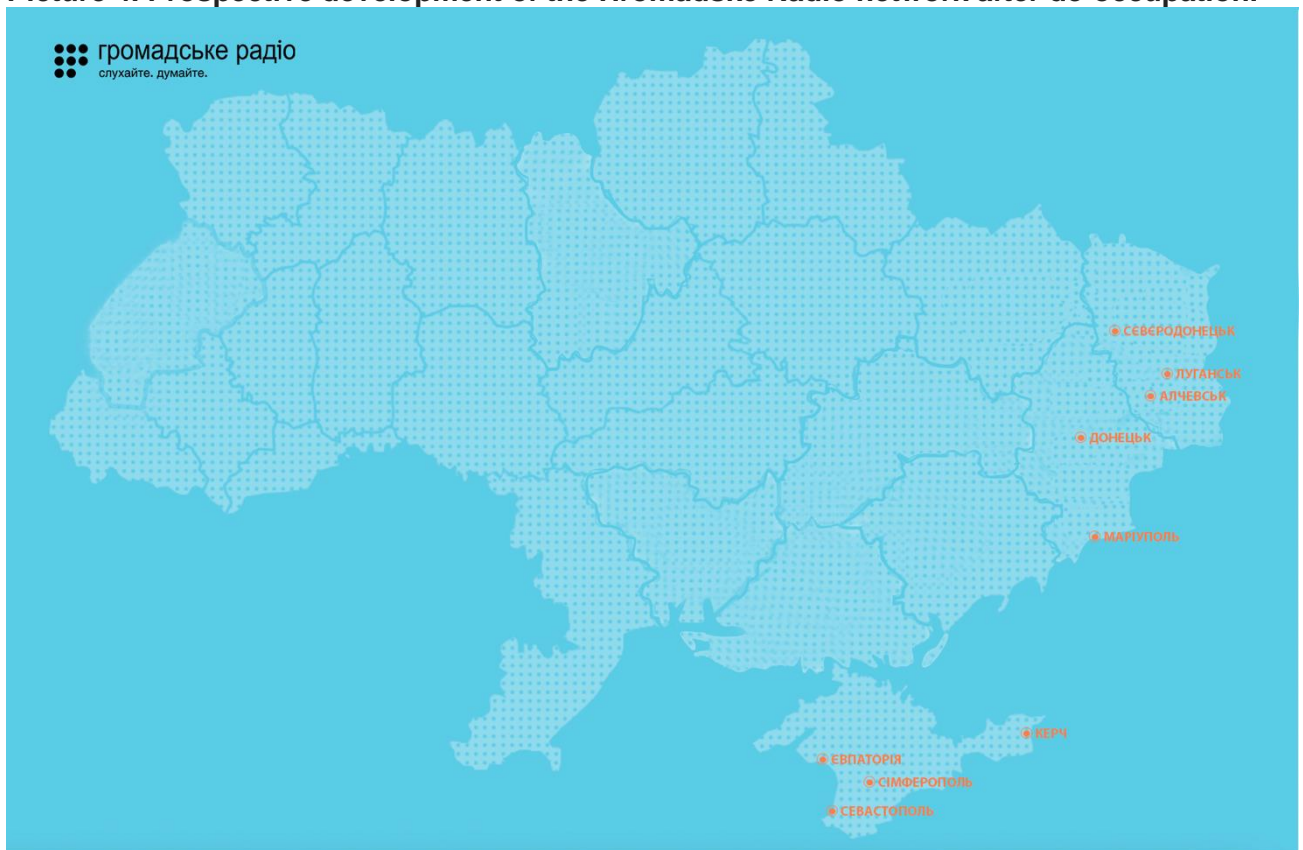
**PROMISING BROADCASTING CITIES IN 2026-27.**

17. Brovary
18. Bila Tserkva
19. Ivano-Frankivsk
20. Kamianske
21. Kremenchuk
22. Kropyvnytskyi

23. Lutsk
24. Ternopil
25. Cherkasy
26. Khmelnytskyi

After the de-occupation of Ukraine territories, Hromadske Radio would like to start broadcasting in the liberated towns as soon as possible, helping to establish everyday life, rebuild these regions, and bridge the information gap created by the Russian occupiers. First, the radio would like to resume broadcasting in the cities where it was present before the full-scale war, such as Sievierodonetsk and Mariupol, but also to increase its presence in other locations.

**Picture 4. Prospective development of the Hromadske Radio network after de-occupation.**



#### **PROMISING BROADCASTING CITIES OCCUPIED AS OF 2023**

27. Alchevsk
28. Donetsk
29. Evpatoria
30. Kerch
31. Luhansk
32. Mariupol
33. Sevastopol
34. Severodonetsk
35. Simferopol

