

UKRAINE PUBLIC BROADCASTING STUDY QUESTIONS

1. Does Ukraine need an independent broadcaster at all? Why or why not? What is the overall role of independent media? (Results should be written out on a whiteboard)
2. What are the interests of various stakeholders at this stage? Who are the allies and who are the opponents? How should you get them to buy-in or what should the communication strategy for each of the stakeholders look like? (Split students into groups and fill out a stakeholder matrix)
3. What politically feasible governance would allow the PSB to remain autonomous and sustainable at the same time? (Draw an organizational chart)
Would transformation of the state broadcaster into a public independent one be a solution? Under which conditions?
 - How to balance the conflicting interests of the government and the public
 - How to obtain stakeholder buy-in depending on momentum
 - How to overcome political resistance to build a sustainable autonomous institution in the long run
 - Role of leadership in this process and leader personality