**Region covered:** Eurasia

**Timeframe:** 2016–2018

**Partners:** International Center for Journalists (ICFJ) (lead partner), Media Diversity Institute, and local partners

With countries in the region neighbouring Russia facing the growing trends of state- and oligarch-controlled media, fake news, and propaganda, Eurasian audiences are being increasingly exposed to biased information. At the same time, they also face many common challenges, from financial woes to global health issues and the threat of radicalized groups, which require quality objective coverage. The millions of people affected by these challenges need to understand them in order to make better decisions, strive for better lives, and call for change. New and more creative ways of informing people and broadening the audience for entertaining but informative, high-quality content must be found.

The International Center for Journalists (ICFJ) and the Media Diversity Institute (MDI) with selected partners and experts from the region will help talented local individuals, media, civil society representatives and others, to develop new ways to inform and engage audiences with entertaining, locally-relevant, high-quality content.
This program will offer grants to successful applicants who propose innovative and entertaining projects to provide quality news and information to Russian-speaking populations in Eurasia. Genres could include factual entertainment series, youth-focused content that utilizes new technologies, humour/satire, cultural programs, and documentaries. Selected applicants will receive the funds needed to cover the costs of their projects, expert mentoring both live and online, and technical assistance to support their projects’ development.

Program objectives

- Program grantees create innovative video, mobile and other projects with attractive content and information on important issues and trends in the region.
- Projects in novel formats draw and engage audience members, an important potential catalyst for positive change.
- Project creators are linked in networks for mutual support and regional collaboration, an element of sustainability.