

**Krisztina Kudlotyák**

## **Kárpátalja.ma news portal and magazine**

### **1. Best practice selection criteria**

The operation of the news portal Kárpátalja.ma has had an impact on the whole Subcarpathia since 2011. This is a cultural media project with the objectives of reinforcing identity and informing. Its impact can be measured by reader and visitor numbers. The project elements can be adapted to other regions as well.

### **2. Organization(s) / person(s) the best practice can be related to**

The organizations establishing and operating Kárpátalja.ma (hereinafter: KMA) are the non-governmental organization Pro Cultura Subcarpathica and II. Rákóczi Ferenc Hungarian College of Subcarpathia.

### **3. Stakeholders and beneficiaries of the best practice**

Beneficiaries of the project comprise Subcarpathian users, readers, news editors, public personalities, etc. interested in public life, cultural, education and church issues.

### **4. Objectives and activities of the best practice**

On weekdays, KMA operates as a news portal with the aim of fast, objective and non-tabloid style information dissemination; on weekends it operates as a cultural, public life and educational magazine the primary goals of which are to explore the values of the county, inform about its events, present successful people and careers, explore opportunities.

Activities related to the best practice:

- the operation of a news portal
- the exploration and presentation of successful institutions and civil initiatives
- the exploration and presentation of successful Subcarpathian Hungarians' lives
- the exploration and inclusion in the programme offer of Subcarpathian programme opportunities
- the publication of articles affecting the Subcarpathian community in the Ukrainian and English languages
- media support for activities important from the community aspect
- the training and preparation of young media experts

## **5. Area(s) affected by the best practice**

The project has an impact in cultural knowledge dissemination and identity enhancement, considering which this is a best practice affecting the field of culture primarily. It teaches especially conscious citizenship, political and community activity and religious consciousness.

## **6. Territorial scope of the best practice**

The direct territorial scope of kárpátaljai.ma is Subcarpathia but considering it is online it is accessible and possible to read in other areas as well, so there are users in Australia, Austria, the United States and several European countries as well.

## **7. The conditions (human, financial, technical) required for the best practice**

The best practice requires high-level technical and human resources. Raising and training these require financial resources, which can be attained partly from grants and partly by applying a good advertisement policy, operating advertisement surfaces and widening the offer of the news portal.

## **8. Results and short-, mid- and long-term impact of the best practice**

The programme has been running continuously since 2011. It has a reader audience of 4 thousand persons per day via direct request and 10 thousand per day via indirect online request.

35-60 items (articles, interviews, reports, videos, recipes, programmes, etc.) per day are added to the online surface. Several types of interviews are also published in books or interview volumes with the aim to reflect family values. In the long run the project is aimed to become an influential and objective news source reflecting minority life in the Ukraine.

## **9. Sustainability of the best practice**

The sustainability of the project and the attainment of the long-term objectives require financial and human resources.

## **10. Adaptability of the best practice**

It can be used very well by smaller communities for disseminating, preserving and communicating values. By establishing the human resource and technical background it has an identity reinforcing effect.