

2022 PROGRAMMING STRATEGY
RADIO FREE UKRAINE

EDUCATE

COLLABORATE

PROLIFERATE

IDEATE

COMMUNICATE



www.radiofreeukraine.com

2022 PROGRAMMING STRATEGY: LEVERAGE TRUTH AND STRATEGIC COMMUNICATIONS TO SUPPORT UKRAINE'S WAR EFFORTS VIA NONKINETIC TACTICS, TECHNIQUES AND PROCEDURES.



STRATEGIC RESULTS MATRIX

QUANTITATIVE

Projects produce measurable results that can be adapted and replicated across Ukraine based on current conditions.

ACTIONABLE

Information without action is overhead. Every volunteer, every project, and every meeting contributes to the war effort.

QUALITATIVE

Small group interactions between Subject Matter Experts volunteering their time and talents to mentor and coach Ukrainians.

EXPERIENTIAL

We learn as we go and flow to the work, with a feedback loop for improvement of lessons learned. Plan Do Check Act PDCA. Ukrainians are the customer; Westerners are the strategic partners and suppliers.



Radio Free Ukraine is an all-volunteer group of netizens, unaffiliated and independent from any government or funding source, with a common mission of helping Ukraine's war efforts in non kinetic ways. We do this by leveraging subject matter experts and available "open source" and unclassified information from the public domain. Strategic Communications is our primary tool for helping Ukraine counter Russian Psychological Operations and Disinformation Campaigns.

Truth Makes us Free!



FIVE STEPS TO SUCCESS

LEVERAGING STRATEGIC COMMUNICATIONS IN SUPPORT OF WAR EFFORT



1

EDUCATE

Subject Matter Expert (SME) led small groups; Ukrainians Trained as the Trainers; Auxiliary Force Learning Library; Resistance Operating Concept

2

IDEATE

Brainstorming Sessions on practical applications of nonviolent Resistance tactics, techniques and procedures; Case Study reapplications beneficial to Ukraine's war effort.

3

COLLABORATE

Collaborate to solve specific problems; Identify resources and SMEs to assist as needed; Defense - Civil Infrastructure - Economic Development & Reconstruction - Humanitarian & NGO networks; Volunteer mentor protégé relationships between Westerners & Ukrainians.

4

COMMUNICATE

Leverage language as a tool to solve problems, have fun, and create fellowship between Ukrainians and Westerners; Small groups of Ukrainians and Westerners via online collaboration.

5

PROLIFERATE

Ukrainians trained to become Trainers of other Ukrainians, and then recruit and grow their own networks; leverage Radio Free Ukraine social media footprint as communications portal.

Technology Footprint

Leveraging technology in innovative ways to support the War effort.

COLLABORATIVE

Social Media platforms encourage interaction, so we leverage our global digital footprint and network of volunteers to produce engaging content that encourages participation of others.

BENEFICIAL

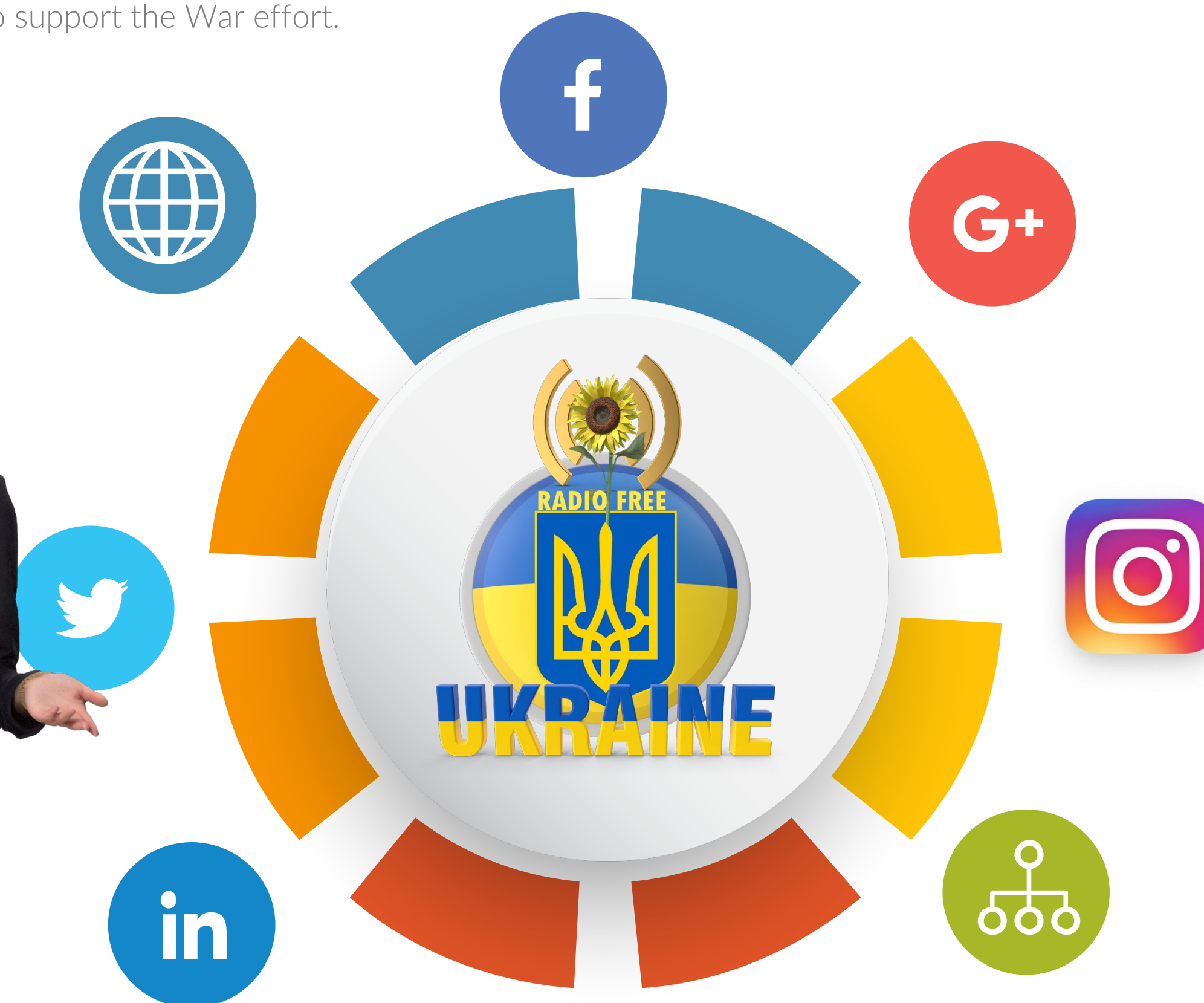
Everything we do has a purpose and reason for being. Time is of the essence to help Ukraine defeat Russian aggression, so we focus on work that leads to beneficial and measurable results.

PUBLIC COMPONENT

Everyone is invited to participate in our public forums and share their insights, or just observe others as we dialog and examine multiple perspectives. Our language learning sessions and regular newsfeeds are examples. Another example are the motivational and inspirational videos our network produces and distributes.

COMPARTMENTED COMPONENT

Some information is on a “need to know” basis, for operational security reasons. Ukrainians are at war, and they need more than weapons and money. They need to know “how-to” do things related to irregular and unconventional warfare. We provide subject matter experts and information on “how-to” function as a noncombatant Auxiliary force to support Irregular warfare. Resistance Operating Concept and more.



www.radiofreeukraine.com

MultiTech footprint includes the main website, a collaborative workspace, digital learning library of training and reference materials, and various social media and business networking platforms such as Facebook, Instagram, Twitter, Radio Free Ukraine YouTube channel, LinkedIn and other digital assets.

LANGUAGE STRATEGY

Communications are key to problem solving.



SUSTAINABLE

Plan to avoid gaps in programming by intermixing recorded sessions with livestreams. Recorded sessions are easier to manage but livestream, live chat or other realtime engagement is desirable. Remember we are all volunteers so hard deadlines don't always happen.



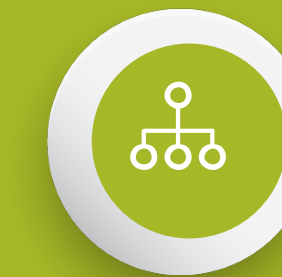
ENGAGING

Include elements of the program that are interactive and engaging for all parties involved. Help Ukrainians interactively practice English skills with American volunteers, and vice versa.



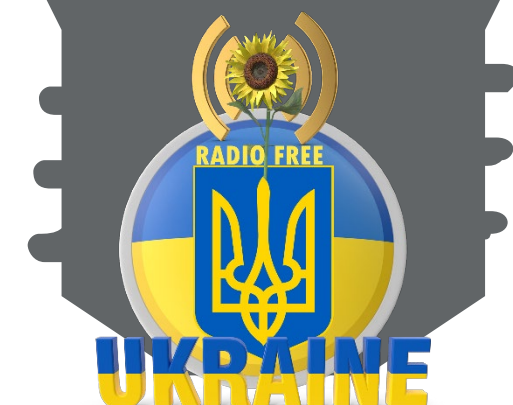
APPLICABLE

Include learning objectives that are applicable to the current situation in Ukraine, and meaningful to participants. Establishing a feedback loop is important.



FOUNDATIONAL

Cover the basics of Ukrainian and Russian language for English speaking Westerners. Uses language to build goodwill and friendship across geographical and societal boundaries. If new friendships are made, we all win. Truth is our weapon and communication is critical to success. Help Ukrainians improve their English by interacting, so that new friendships are created as well as learning.



RADIO FREE UKRAINE



PROFILES IN COURAGE

Inspirational stories about Ukrainians during wartime.



AUXILIARY 101 LEARNING LIBRARY

Resistance Operating Concept +More



LANGUAGE FORUM

Expert led small group chats with Ukrainians and Westerners, using language to help break down barriers and create fellowship.



STRAIGHT TALK about War

Experts give advice and insights directly to Ukrainian people - Unfiltered.



AUXILIARY FORUM

Experts train the Ukrainians as Trainers. By invitation only.



2022 PROGRAMMING STRATEGY: LEVERAGE TRUTH AND STRATEGIC COMMUNICATIONS TO SUPPORT UKRAINE'S WAR EFFORTS WITH NONVIOLENT TACTICS, TECHNIQUES AND PROCEDURES.

ABOUT RADIO FREE UKRAINE

NETIZENS DOING THE RIGHT THING FOR THE RIGHT REASONS

What is RFU Mission ?

Radio Free Ukraine grew out of necessity of war when the Russians invaded Ukraine and savagely attacked the sovereign state of Ukraine. Although the technologies and tactics have changed since the Cold War, the underling purpose remains the same as our predecessors; to speak truth to power by ensuring the world knows the truth about the war in Ukraine.

Why do we do it?

Because Truth makes us FREE!

Where does RFU operate?

Everywhere in the known universe, 24x7. Also on Facebook, Twitter, Instagram, YouTube, and the local cafes. We are everywhere.

Who operates RFU?

We are an all-volunteer Army of human beings who care. Above all, we care enough to do something.

Are you funded by the Government?

No.

What are your terms and conditions?

Russia stops their war and faces the consequences of the world tribunal for war crimes against humanity.

Radio Free Ukraine is an independent, grassroots, and all volunteer organization of Netizens. We are not affiliated with any government, media, corporation or NGO. Our name is rooted in the concept of Radio Free Europe, but we are not affiliated with them or any media.

Our **MISSION** is to use our talent and networks to help Ukraine counter Russian Disinformation and Psychological Operations (PSYOP) by leveraging TRUTH to POWER.

Radio Free Ukraine began the minute the Russian aggression began in 2022 and will stay operational through a worldwide network of volunteers, from many countries, speaking many languages and with many cultures. Today we have no relationship with the CIA or any other government or NGO entity, nor are we journalists or credentialed media - although we have media executives and experts, as well as former military, Special Forces, Psychological operations, as well as journalists and other professionals in our network of volunteers.

WHO ARE WE? WE ARE YOU.

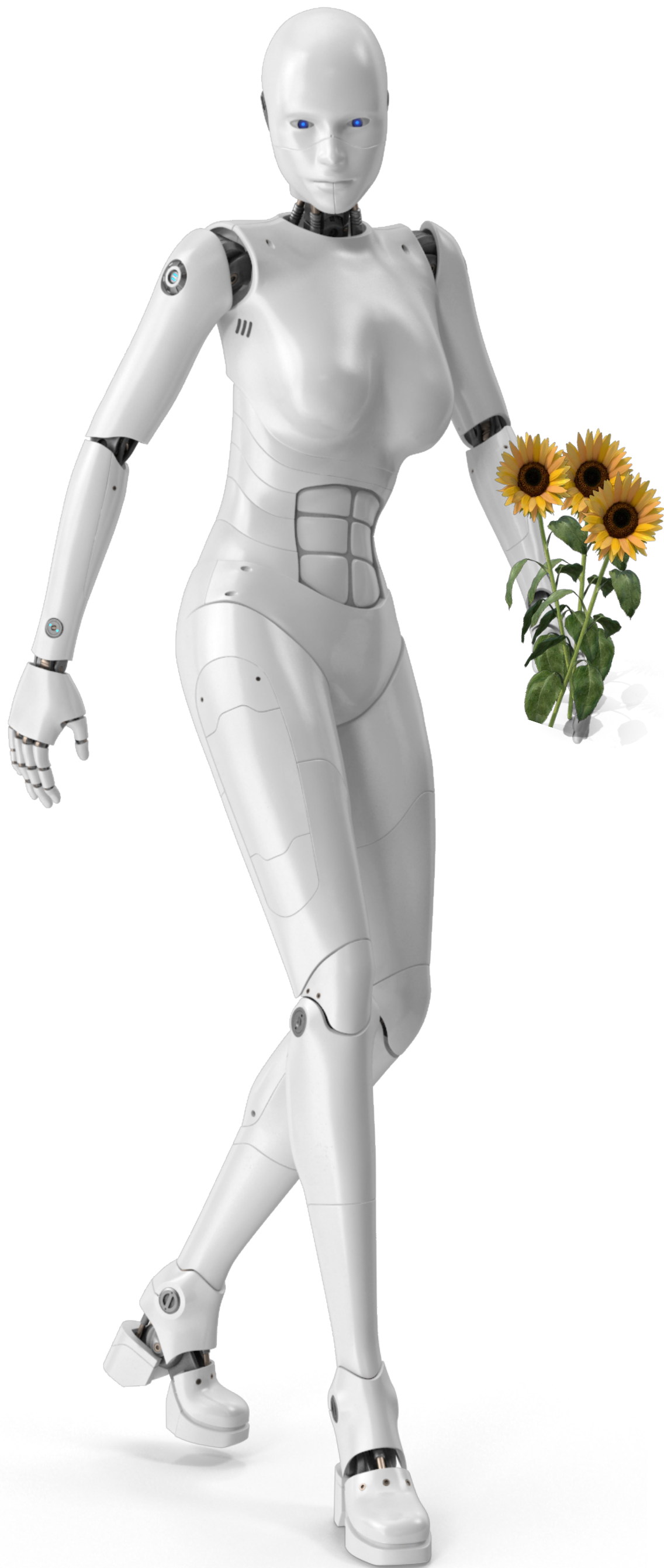


RADIO FREE UKRAINE TALENT POOL

NETIZENS DOING THE RIGHT THING FOR THE RIGHT REASONS

- Netizens
- Patriots
- Laypeople
- Great Grandparents
- Engineers
- Teachers
- Healthcare Professionals
- Professional Athletes
- Retired Special Forces
- Truck Drivers
- IT Professionals
- HR Experts
- Finance Gurus
- Former Conventional Forces
- Linguists
- Chefs
- Interpreters & translators
- Survival Experts
- Nuclear Nonproliferation SMEs
- Architects
- Artists
- Copywriters
- Videographers
- Photographers
- Politicians
- Musicians
- Faith Based Leaders
- Mothers, Fathers, Sisters and Brothers
- Truth tellers
- Friends, and friends of friends...it's a beautiful thing!

WHO ARE WE? WE ARE YOU.



WWW.RADIOFREEUKRAINE.COM