

TUKE.TV, z.s. and Preserving its Unique Identity

TUKE.TV, z.s. is an independent Roma video production and platform that supports a positive media image of Roma and helps young talents develop.

Thanks to the project from the **OPZ+ no. 42**, the organization hired **new employees**, **strengthened its PR**, and **developed a strategy** to preserve its **original values, vision, and ideas** with new staff. It also improved **financial management and overall development** to adapt to the changing audiovisual environment.

Key project activities:

- Strategic planning and organizational development
- Development of financial and project management, and fundraising
- Human resources development
- Marketing and PR

MAIN FINDINGS

PROJECT BENEFITS:

The implementation team is creating **a strategic plan** that will support the organization's development and ensure that, even with leadership changes, new arrivals will build on its **unique identity**.

The project is also linked to the creation of the **TU+KINO film festival**. Without the project, it would not have been possible to carry out the festival on such a large scale.

The team **continues to grow**. Project funding supports **knowledge development**, enabling the organization to respond flexibly to evolving industry demands.

The project helps **build the organization's long-term sustainability** by revising financial management processes, developing individual donations, and creating a fundraising plan.

“ Strategic planning would have been more difficult without the project and more affected by the lack of staffing capacity and budget for expert support – which the project provided. This made it possible for us to focus on it calmly, knowing that we have the opportunity and that it's an integral part of the project. ”

(Co-founder of the organization on the stability gained)

STABILITY AND PEACE OF MIND FOR DEVELOPMENT

Strengthening the team

hiring new people and increasing capacity

Strategic planning

Preparing the organisation for the future

Employee Development

support for growth and fulfilment of their potential

Financial stability

effective financial management

Public presentation

visibility of your activities



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FINANCIAL MANAGEMENT

The project helped the organisation to adjust **financial processes** that are necessary with a growing budget.

Its members value **the space, experience and confidence** that the project has given them. They are then using this to strengthen sustainability and prepare the organisation for the future.

At the same time, they focused on fundraising and created **a new position of Fundraising Manager**. She is dedicated to fundraising grants and developing individual giving.

IMPLEMENTATION EXPERIENCE

Thanks to the project and strengthened PR, the organization saw **an increase in viewers**, especially among younger audiences, and gained a better understanding of its target group, including **the need for more content for Roma women**.

The project brought new opportunities but also challenges, particularly **the pressure to formalize its structure** and manage growing administrative demands. TUKE.TV had **to establish essential processes and documents** for proper functioning.

As a community media and non-profit organization, it faces unique challenges that require **a tailored management and strategy approach**, unlike commercial media.

Another key challenge is **balancing long-term vision with daily operations** to achieve its goals within realistic capabilities.

PR DEVELOPMENT

Thanks to the project, TUKE.TV was able to create **a dedicated PR role**, which significantly improved its communication with the public. For example, it set up a TikTok account to reach a wider audience.

The project supported **the creation of the TU+KINO festival**, which would not have been possible on such a large scale without it.

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If we hadn't had this project, we wouldn't have been able to organize the Tu+kino festival – certainly not on the scale it happened. We wouldn't have managed to create the Tu+kino website or communicate with the media as extensively. The festival received very positive feedback from the press, not only local media. There was a lot of outreach and awareness, and that was only possible thanks to the capacity of the PR team made available through the project.

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(co-founder of the organisation on the contribution of the project to the TU+KINO Film Festival)



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