



**SOVEREIGNTY  
PROTECTION OFFICE**

# **REPORT**

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## **The role of Internews in influencing the media in Hungary**

19 March 2025



## REPORT

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### THE ROLE OF INTERNEWS IN INFLUENCING THE MEDIA IN HUNGARY



## SUMMARY

In the course of the inquiry into the media funding of the US Agency for International Development (USAID), **the Internews Foundation came to the attention of the Sovereignty Protection Office**. Its history goes back to the early 1980s, the beginning of the new US national security doctrine, the **era of overt intervention operations**. Although there is surprisingly little publicly available information about Internews, it is clear that it is **one of the most influential US foundations**, which has been influencing media relations in countries and regions for decades, and thus public opinion and political and economic decision-making.

Research into the history and activities of Internews has shown that the organisation has been equipped with the **latest technological developments** in media and mass communication since its establishment, and has continuously **researched and analysed** media consumers' habits and reactions to news and propaganda campaigns. It also makes **its equipment and knowledge base** available to the global network of corruption serving the interests of the US deep state, **providing it as a service in addition to financial support to network members**. This involves **thousands of editorial offices and tens of thousands of journalists** worldwide. Only part of the financial support comes from Internews, and in many cases it is provided or complemented by other donor organisations of the deep state network. And it is not only the editorial offices that are paid, but also **the journalists themselves**, who sometimes receive a substantial amount of money, up to several thousand dollars, for a single article. The organisation also has programmes where it provides media content, i.e. articles already written and edited news items, to its contracted press products for publication, and other programmes where Internews tells the journalists it supports which topics to cover and stipulates that they involve other media and journalists in their region.

Complex and heavily funded media outlets have to represent **the values and messages of the network linked to the US Democratic Party** and be active on the designated issues. Through funding and the expectations attached to them, they ensure that the **narratives set by the American progressive elite become the primary public narratives** in the target countries and regions under pressure. The network's media outlets, in accordance with donor expectations, inculcate what is good, morally correct behaviour, which public figures are on the right side, and which ones are bad.

The media supported by Internews, USAID and other network donors **seem to operate according to a sustainable market model**, because the outside observer does not know their true financial background, **their dependence on the US deep state network**. This dependency is also due to the fact that Internews takes advantage of the financial instability of the media it supports in a complex way and the network's power to shape public opinion, and uses a **forum**

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**reserved directly for potential media donors to determine which media companies and editorial offices are worth funding and which are not.** Internews also puts pressure on market operators in deciding where to spend their advertising budgets. All one can see from the outside is that market advertisers are merely rewarding media content with their purchases, when their decision is more a **consequence of the power of Internews and the vast network of corruption behind it.** Internews effectively intimidates many advertisers by saying that if they do not spend their money with the media designated by it, they will face the network's revenge for supporting what they believe is the wrong side.

**Overall, the media support model developed by Internews and operated for the network of the American progressive elite is both strengthening their own network partners and driving out of the market competitors who are independent of them and sometimes hostile to them.** The model is particularly relevant in an era dominated by the internet, social media, influencers and video-sharing, as a number of studies show that traditional editorial media are becoming less and less sustainable in market terms. Therefore, the position and role of media belonging to the American progressive pressure network in the public sphere is becoming more and more significant and their dependence on the network's donor organisations is increasing.

A review of the activities of Internews provides further details of the process that the Sovereignty Protection Office has uncovered in previous reports. That means that **the global deep state pressure network dominated by the American progressive elite has "moved" to Europe a few years ago and has taken strategic positions in the European Union's institutional system and policy-making.** In the context of the exploratory efforts led by US President Donald Trump and the efforts to end the Russia-Ukraine war, it is already apparent that the **US Democratic Party** and its associated progressive elite **are attacking pro-peace, patriotic forces,** and anyone who stands in their way, from Europe, **using European taxpayers' money** and the institutions of the continent's federal system.

Already during Donald Trump's first term as president, the political pressure network controlled by the progressive elite linked to the Democratic Party, using government funds, has tried to intervene more intensively in Hungary's media relations to influence public opinion in its own interests. The effort was blocked by the Republican President. In 2020, however, the operation was back on the agenda, with several Hungarian network media outlets now benefiting from and implementing it through several programmes, with the support of the European Commission. As described above, Internews plays a key role in the US network's support scheme, now complemented by funds from Brussels, and its media strategy, and is thus indirectly involved in all media communication support. In addition, Internews itself has directly launched two programmes in Hungary (SERAPH and EPIC) to ensure the functioning of the methodology described in detail below. For this purpose, it opened a local office in 2023.