

Funded
by the European Union
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Implemented
by the Council of Europe



EU and CoE Joint Project "Strengthening Information Society in Ukraine"



The National Endowment for Democracy
Supporting freedom around the world



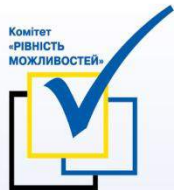
Association Spilnyj Prostrir / Equal Access Committee implement synergetic projects on media monitoring, voter education, improving standards and quality of communication for the development of democracy and strengthening the information society in Ukraine with support of the Council of Europe and the European Union, National Endowment for Democracy (NED) and the US Embassy

INTERIM REPORT ON THE RESULTS OF NATIONAL AND REGIONAL MEDIA MONITORING OF PARLIAMENTARY CAMPAIGN

**Oleksandr Chekmyshev,
Head of Equal Access Committee,
Coordinator of monitoring projects at Association "Spilnyi Prostrir"**

**Kyiv
September 30, 2014**



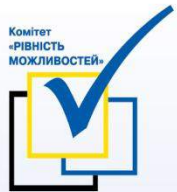


Our monitoring is an independent, civic initiative in the sphere of freedom of speech and information expression.

We implement monitoring of information necessary to make a conscious choice

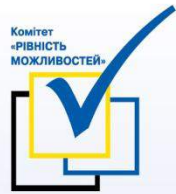
During the elections we inform the Ukrainian and international community, authorities, journalists, politicians and regulator bodies about media activity





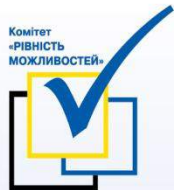
We implement monitoring in Kyiv and 24 regions





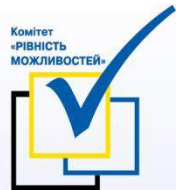
Selected by regions (North, South, East, West, Center)





And specifically by oblasts



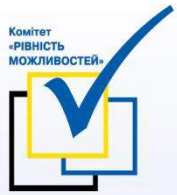


We monitor



**8 national
and 45 regional TV channels
(the newscasts and final
news programs in prime-
time)**



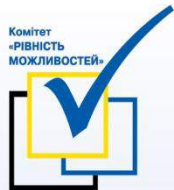


We monitor



**6 national and 76 regional
newspapers
(the news and analytical
content)**



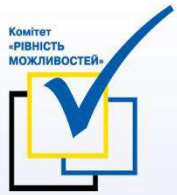


We monitor



**4 national and 68 regional
Internet-sites
(the news and analytical content)**



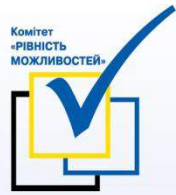


We monitor

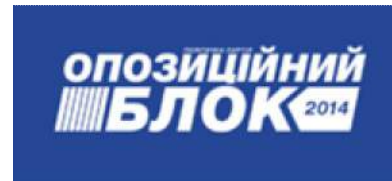


**3 national radio stations
(the newscasts and final
news programs in prime-
time)**



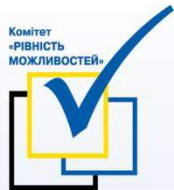


Subjects of monitoring



and other political parties and blocs, registered by Central Electoral Commission. In the regions the subjects of monitoring are also the majority election candidates





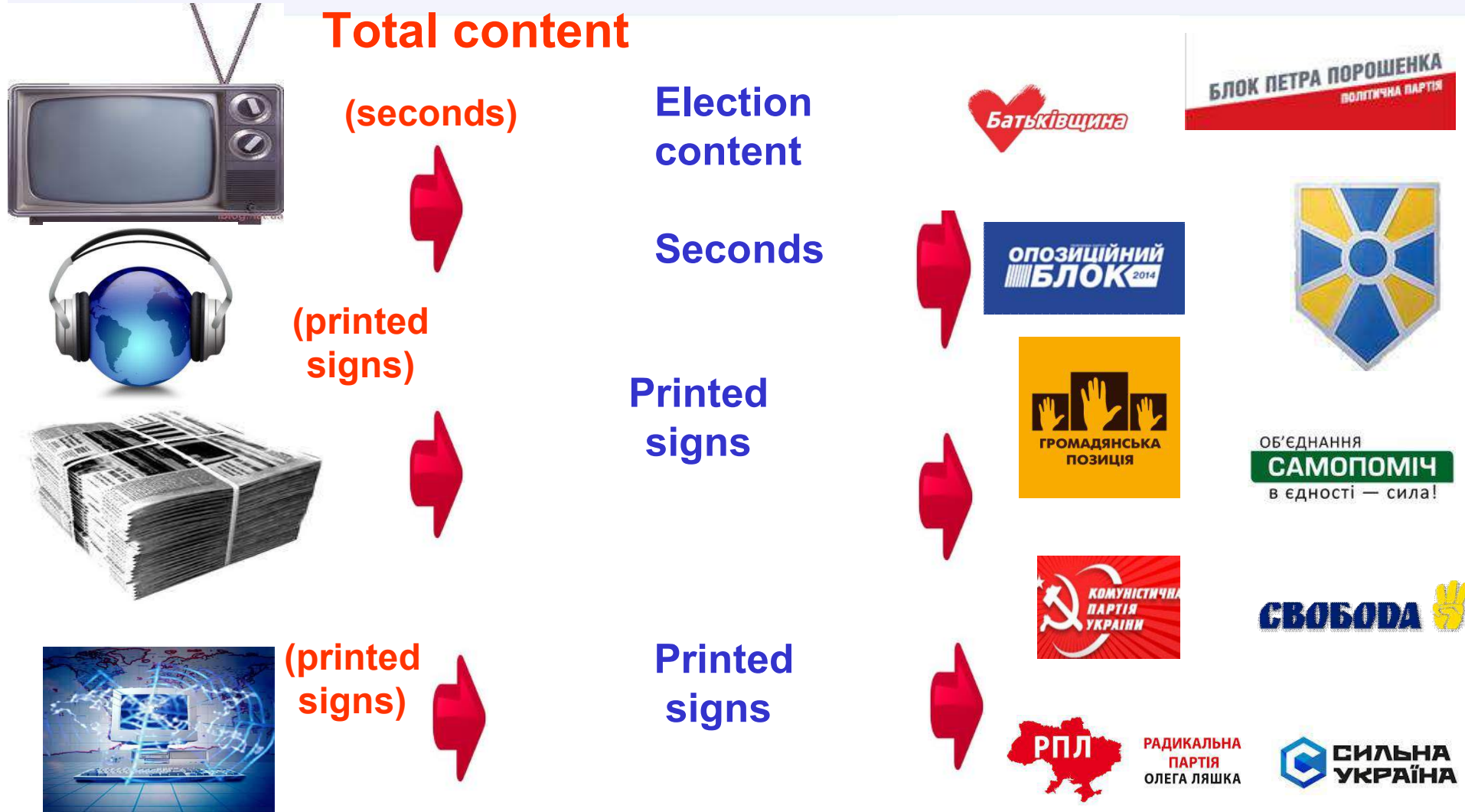
Also the subjects of monitoring are



- **President**
- **Government** (all relevant government ministers)
- **Speaker**
- **Local Government** (Mayors and Governors) - as executors of official duties and as direct or indirect agitators.



Methodology

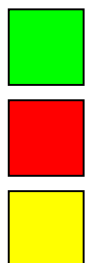


Methodology

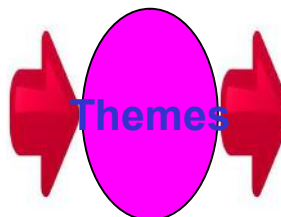
Election content of each party (subject)



Amount
of
seconds



positive
negative
neutral



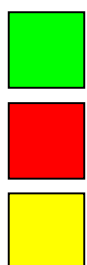
speakers,
including
in discharge of
functions by
President,
Speaker
Prime-Minister,
Government



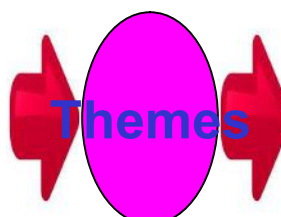
Direct or
indirect
speech or
in the first
news
?



Amount of
printed
signs



positive
negative
neutral



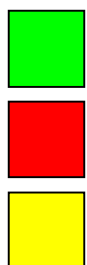
speakers,
including
in discharge of
functions by
President,
Speaker, Prime-
Minister,
Government



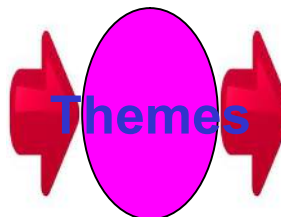
What
page,
whether
there is
photo?



Amount
of signs



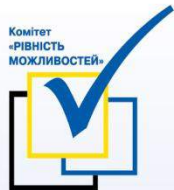
positive
negative
neutral



speakers,
including
in discharge of
functions by
President,
Speaker, Prime-
Minister,
Government



Priority of
representin
g, whether
there is
photo?



What we tell with the help of our analytical reports



- General trends.
- Level of balance.
- Access to the media.
- Has the voter received information sufficient for a conscious choice?
- Do media analyze the previous Parliament's term, as well as realism of the promises?
- Are there real debates between the main political players and how successful they are?
- How the highest officials are presented as performers or their duties and representatives of political forces).
- Who is represented most actively and passively, in what tone.
- Who provide the most (least) direct speech.
- In the context of what topics the subjects of monitoring are presented.
- Who the speakers of the political parties and blocs are.
- How media (monitoring data) and voters sympathies (public opinion ratings) correspond.
- Examples of "jeans", fakes, manipulation and media effects.

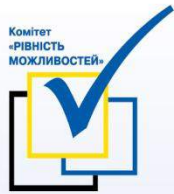


Why are we unique?

I. We combine formal method for analyzing digital performance (content analysis) and descriptive methods of analysis of content, context and media effects



#	ITEM TIME	TYPE of PROGR.	Subject/Affiliation	TOTAL TIME	Direct/Indirect	TONE

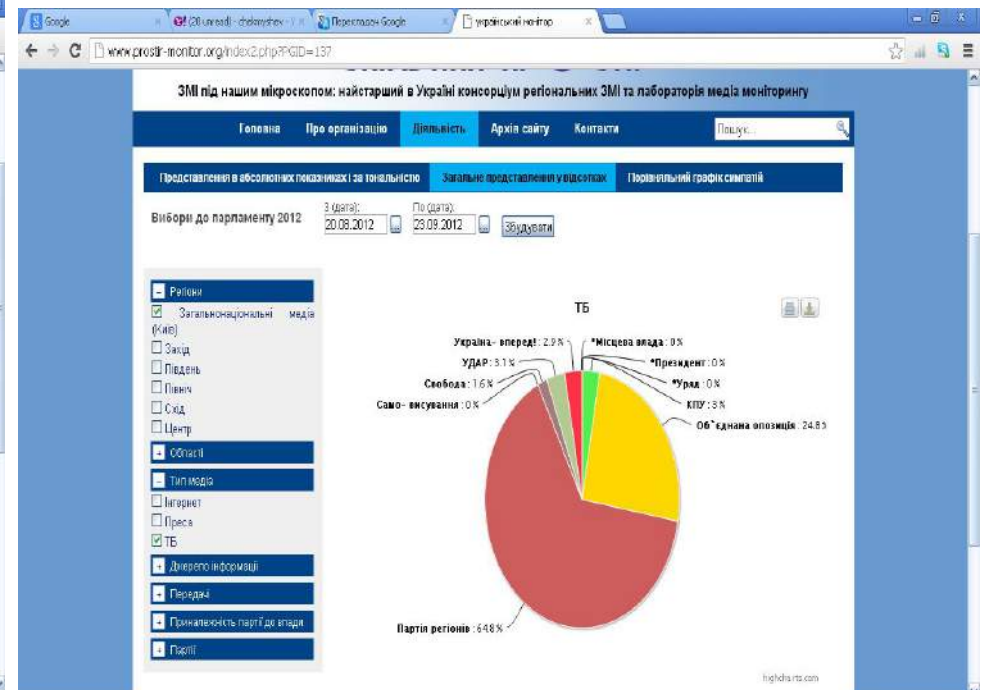
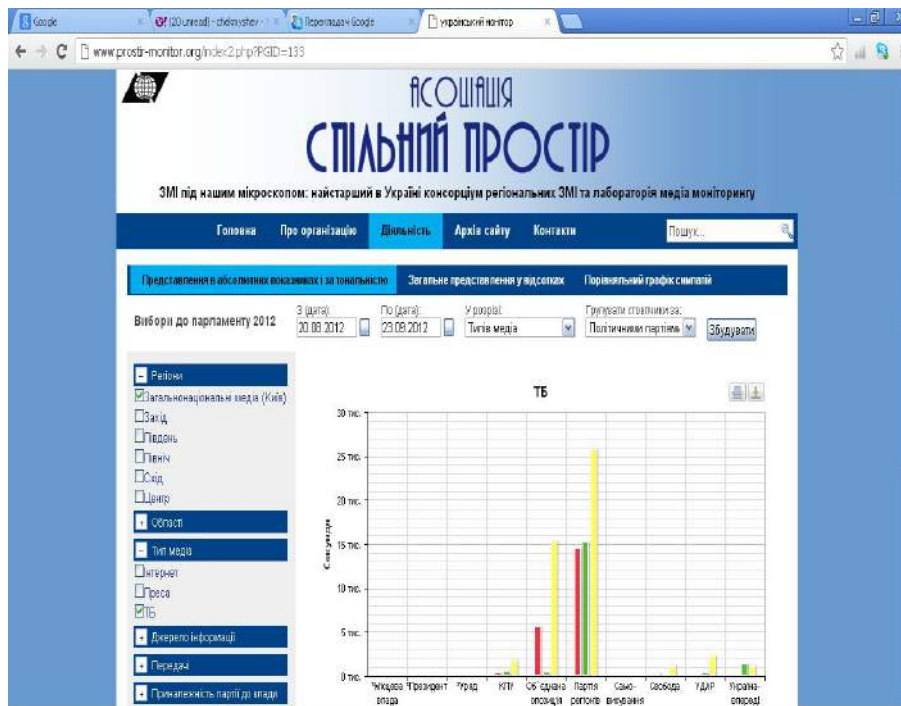


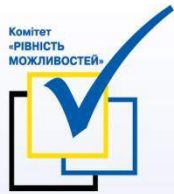
Why are we unique?



II. We have a unique, specially designed for us interface, which provides a daily online revenue of monitoring results on the site and their conversion by the sample you chose (temporal, object-subjects)

<http://www.prostir-monitor.org/index2.php?PGID=133&PROJECT=4&SETFP=1>





Why are we unique?



III. We do not wait for the reaction of authorities, media or citizens - monitoring results are the basis for our research, public information actions and campaigns for media literacy



ПРОБЛЕМАТИКА	Учасники позачергових парламентських виборів 2014		БАЧЕННЯ І ПРОПОЗИЦІЇ
	ПОЛІТИКИ	ПАРТІЇ	
Безпека і оборона	Громадянська позиція	Громадянська позиція	До переговорного процесу по Донбасу мають долучитися Європа й Америка Читати далі
Політичні реформи	Громадянська позиція	Громадянська позиція	Державний апарат має бути реформований у першу чергу. Негайна модернізація усієї системи, яка гальмує впровадження прогресивних змін у країні. Читати далі
Безпека і оборона	Громадянська позиція	Громадянська позиція	Україні потрібна контрактна професійна армія Читати далі
Безпека і оборона	Громадянська позиція	Громадянська позиція	Україні треба мати активний мобілізаційний резерв. Читати далі

ГРОМАДЯНСЬКА ПЛАТФОРМА НОВОГО УКРАЇНСЬКОГО ПАРЛАМЕНТУ

2012 рік

Шановні читачі!

1. Чому ваша газета хвалить тільки одну партію, зважаючи на те, що в Україні є багато партій, які борються за краще майбутнє України? **2. Бо так легше відволікати увагу від зростаючої ціни і корупції, саме порівняно з убитими, Вам не так важко погано. Гр-р-р-р!**

1. Шукаю грошей на незалежне радіо, бо має донедавна улюблене радіо, тепер хвалить тільки одну партію і постійно бреше **2. То активно протестуйте проти брехунів і вимагайте створення суспільного телерадіомовлення!**

Читаючи газети, думайте, чи варто платити гроші брехунам!

Слухаючи радіо, думайте, чи варто піднімати рейтинги брехунів!

Незалежний громадський проект

Що вам говорять ЗМІ і політики?

Оцініть наскільки об'єктивно Вас інформують.

Дивлячись телевізійні новини чи ток-шоу, Ви знаходите інформацію, яка свідчить:

1. Політики говорять і поведінка людей, таких самих як Ви, а журналісти звертають на це увагу. Це означає, що цей телеканал намагається відобразити інтереси своїх глядачів, а значить об'єктивний і правдивий.
2. Знаходите відповіді на запитання, які Вас цікавлять і це допомагає Вам вирішувати Ваші проблеми. Це означає, що цей телеканал намагається відобразити проблеми і труднощі своїх глядачів, а значить об'єктивний і правдивий.
3. Замість того, щоб говорити про проблеми і їх аналізувати, телеканал запровадив настрійно Вам рекламу та оповідки-жахми. Це означає, що цей телеканал існує не для Вас, а лише для зароблення грошей.
4. Замість того, щоб представляти і освідомити Вас як Ви і проблеми таких як Ви, телеканал хвалить одних політиків та ласкає інших, не представляючи інформацію про їх діяльність об'єктивно. Це означає, що цей телеканал існує не для Вас, а для тих, хто йому платить. Не дивіться таких телеканалів, бо навіть коли Ви з ними не згодні, Ваш улюблений телевізор збільшує його рейтинг, а значить і прибуток.
5. Бачите, що телеканал намагається розбратити: що обіцяти кандидатам під час попередніх виборів, що вони виконають те що обіцяють тепер. Коли Ви з ними згодні, це означає, що цей телеканал незалежний. Якщо ні - він просто служить за гроші.

Чи Ви можете як на увазі свої проблеми та цю ситуацію? **2. Ми вже показали, не тільки те, що наш власник і влада, яка має фінансує, дають нам на увазі як Вас, так і Ваші проблеми, а й те, що завтра буде повна стабільність, вибухи і трупи, трупи...**

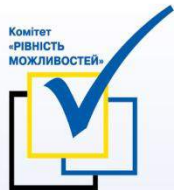
Інвлячись телевізор, думайте, чи варто піднімати рейтинги брехунів!

Тест для телеканалів підготовлено Асоціацією «Стильний простір» та Комітетом «Рівність можливостей» за сприяння Національного фонду підтримки демократії.

Тест використано на основі матеріалів організації «Арткеш-19».

Ми не працюємо на жодну партію. Наш проект не є політичним, бо його мета: навчити критично сприймати інформацію та розуміти про що ЗМІ інформують, а що замовчують. Тому будь-які агітаційні матеріали, реклама чи антиреклама, поширена від нашого імені, є підробкою!





Why are we unique?

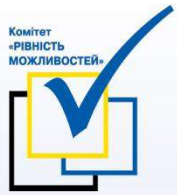


IV. The consultant of our project is Council of Europe expert Rast'o Kužel, the most experienced specialist in media monitoring during the election campaigns

Rastislav Kužel is a media analyst and expert with over 12 years of international experience. Since 1998, Rast'o has been the Executive Director of MEMO 98, a proficient media institution with extensive experience of delivering media monitoring on behalf of international institutions as well as technical assistance to civil-society groups. He has worked as media analyst, consultant and trainer, participating in 26 OSCE/ODIHR election observation missions, most recently in Serbia, Croatia, Georgia and Azerbaijan.

Rast'o has also worked in more than 50 election and media-related projects and missions in the framework of the UN, Council of Europe, IFES, NED, NDI and IMS, most recently in Moldova and Burma. In 2008, Rast'o worked for the OSCE's Freedom of the Media Representative and is also a contributor to the OSCE/ODIHR Guidelines on Media Analysis for Electoral Observation Missions.

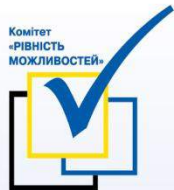




Monitoring period:

**September 1-15 – overview;
September 15-26 – strictly formalized
monitoring taking into account all the
numeric data**

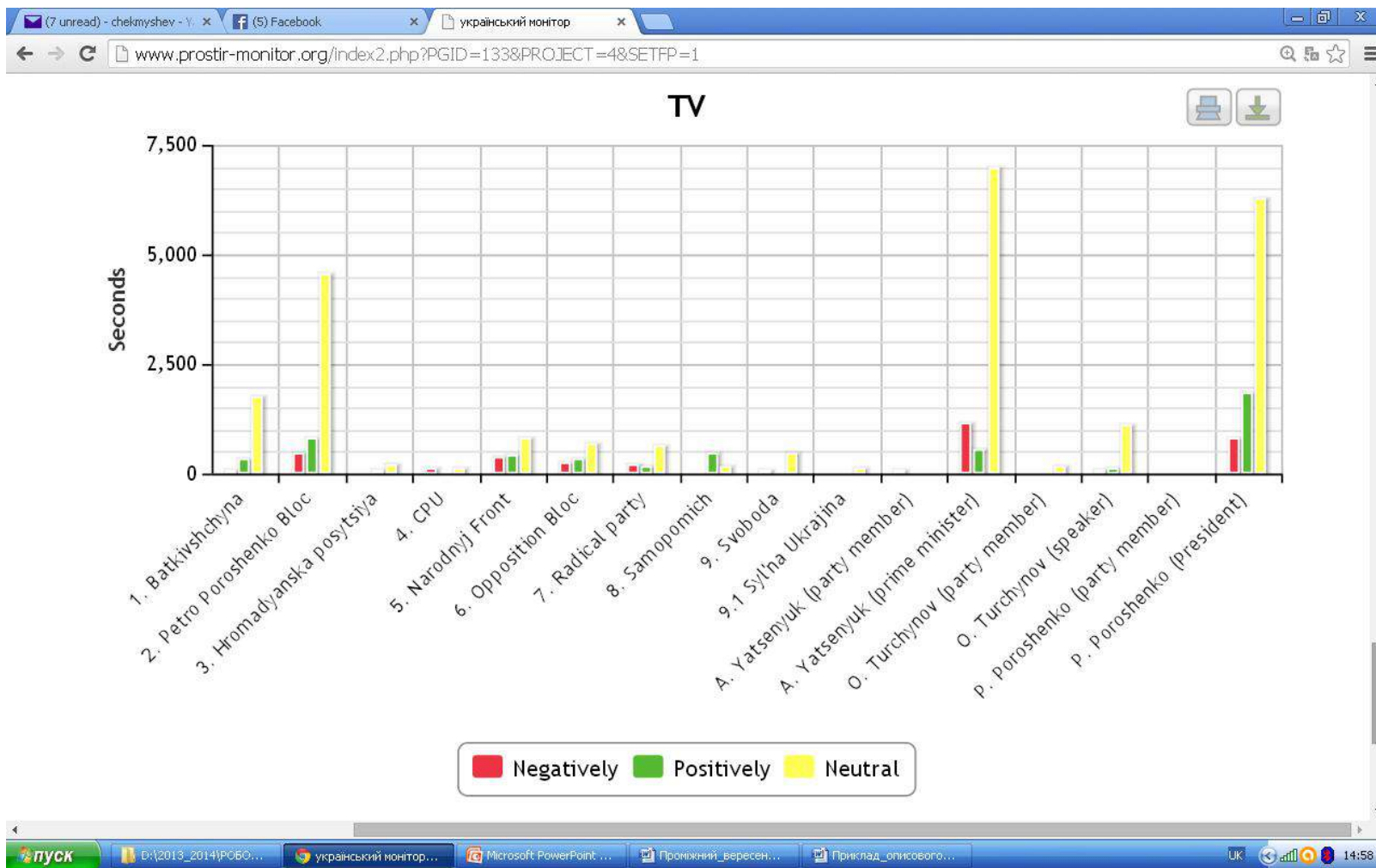


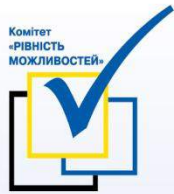


General trends :



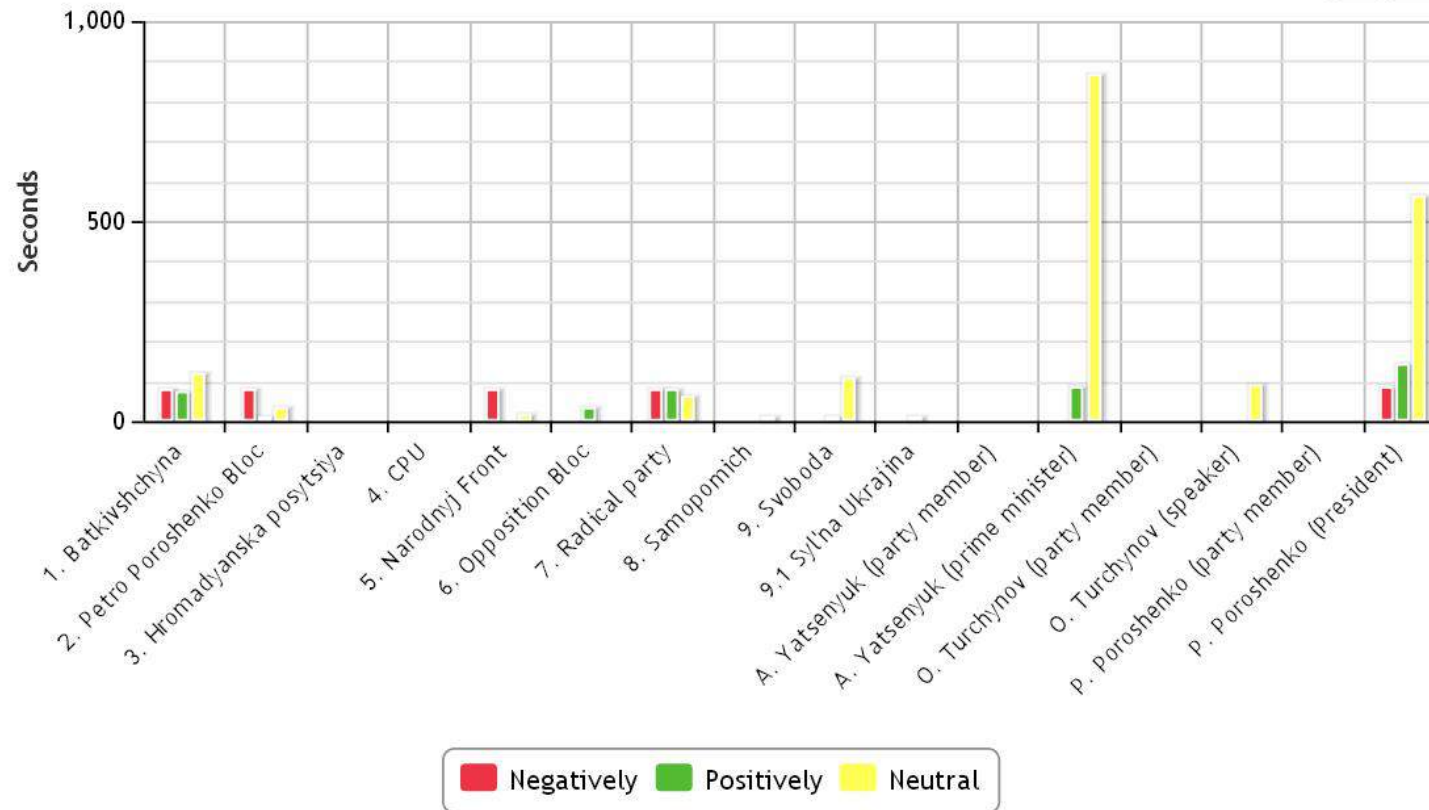
The national television channels represented the top officials significantly more active than the subjects of election campaign: most often - as the executors of their duties, much less - as the representatives of their political parties.





(7 unread) - chekmyshev - Y. x (5) Facebook x український монітор x
www.prostir-monitor.org/index2.php?PGID=133&PROJECT=4&SETFP=1

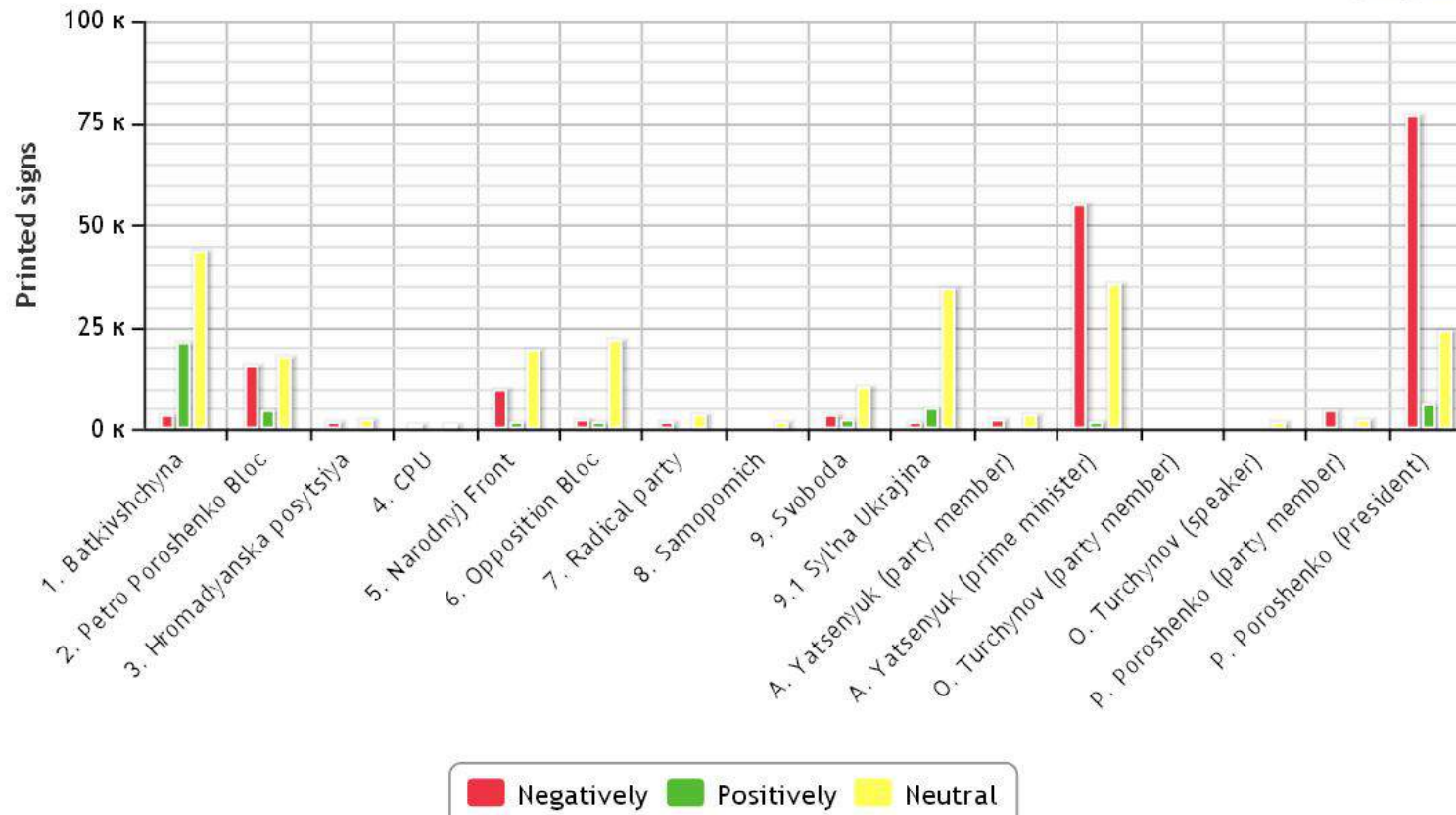
Radio

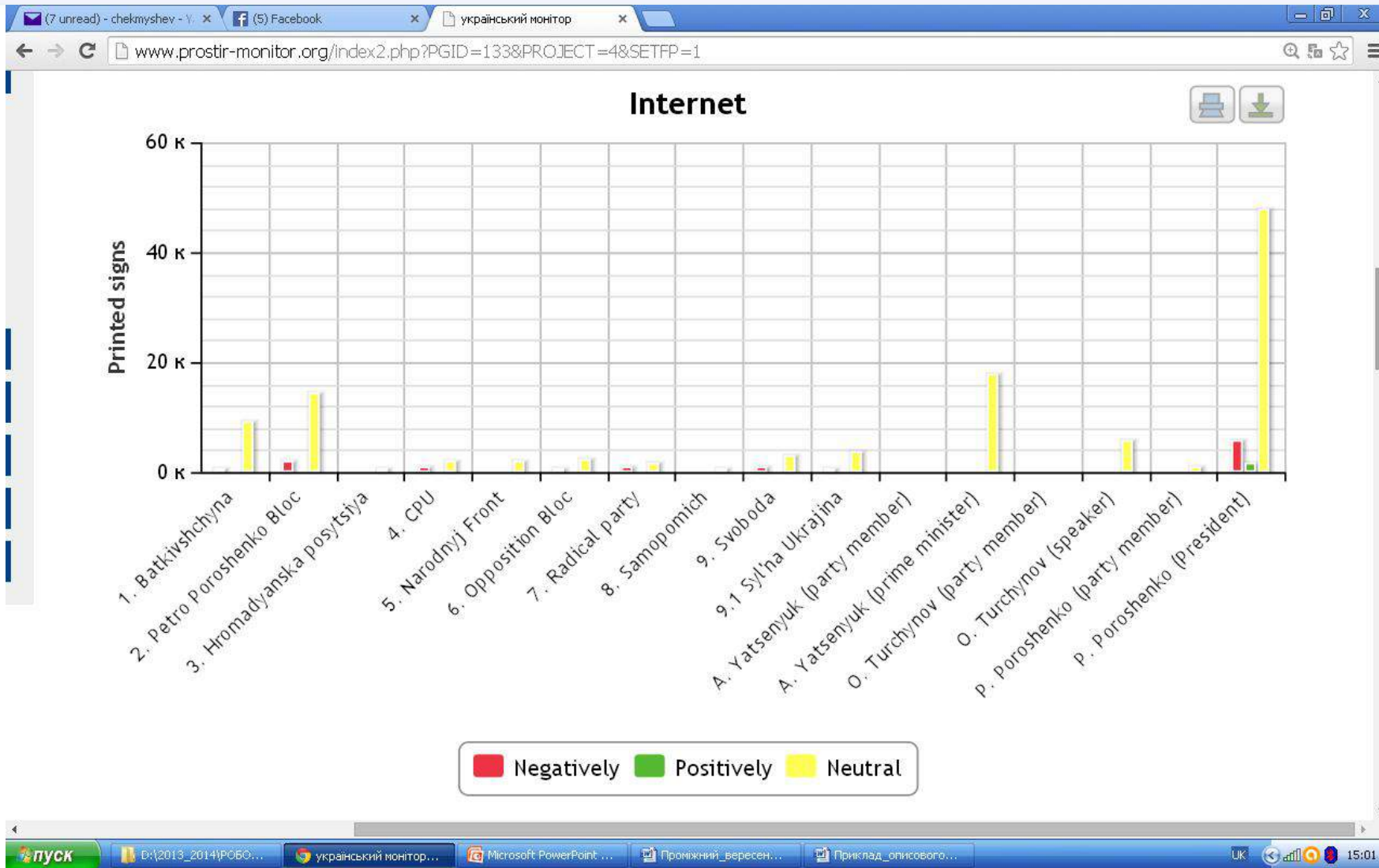


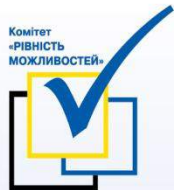
пуск 0:\2013_2014\РОБО... український монітор... Microsoft PowerPoint... Проміжний_версен... Приклад_описового... UK 14:59



Press

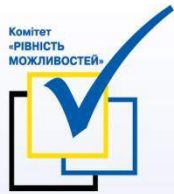




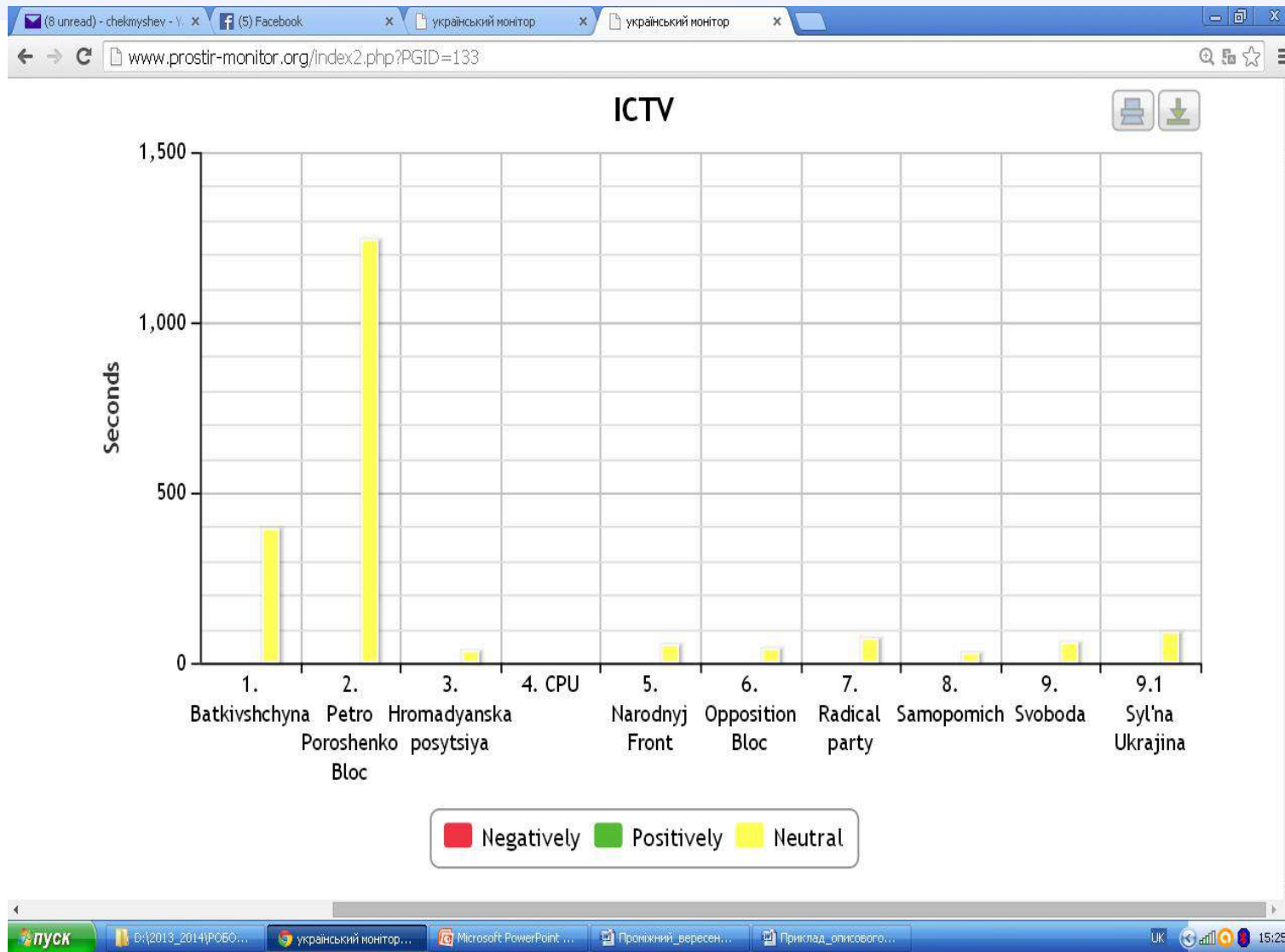


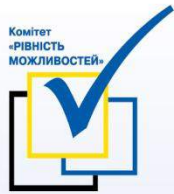
- Election news had mainly reactive nature in background of information about the course of ATO, foreign policy and the state of economy
- The candidates and experts had no barriers in access to the media
- The beginning of the election campaign was hard, the preferences of the channels became visible; evaluation and manipulative techniques, news items with the signs of “black PR” appeared in the media content. However, in comparison with the election campaign of 2012 such examples were noted much less.
- The most notable was the war of damaging information between the media which were associated on one hand, with Ihor Kolomoiskyi, and on the other – with Liovochkin-Firtash.
- The largest volumes of paid materials were represented by the regional media.



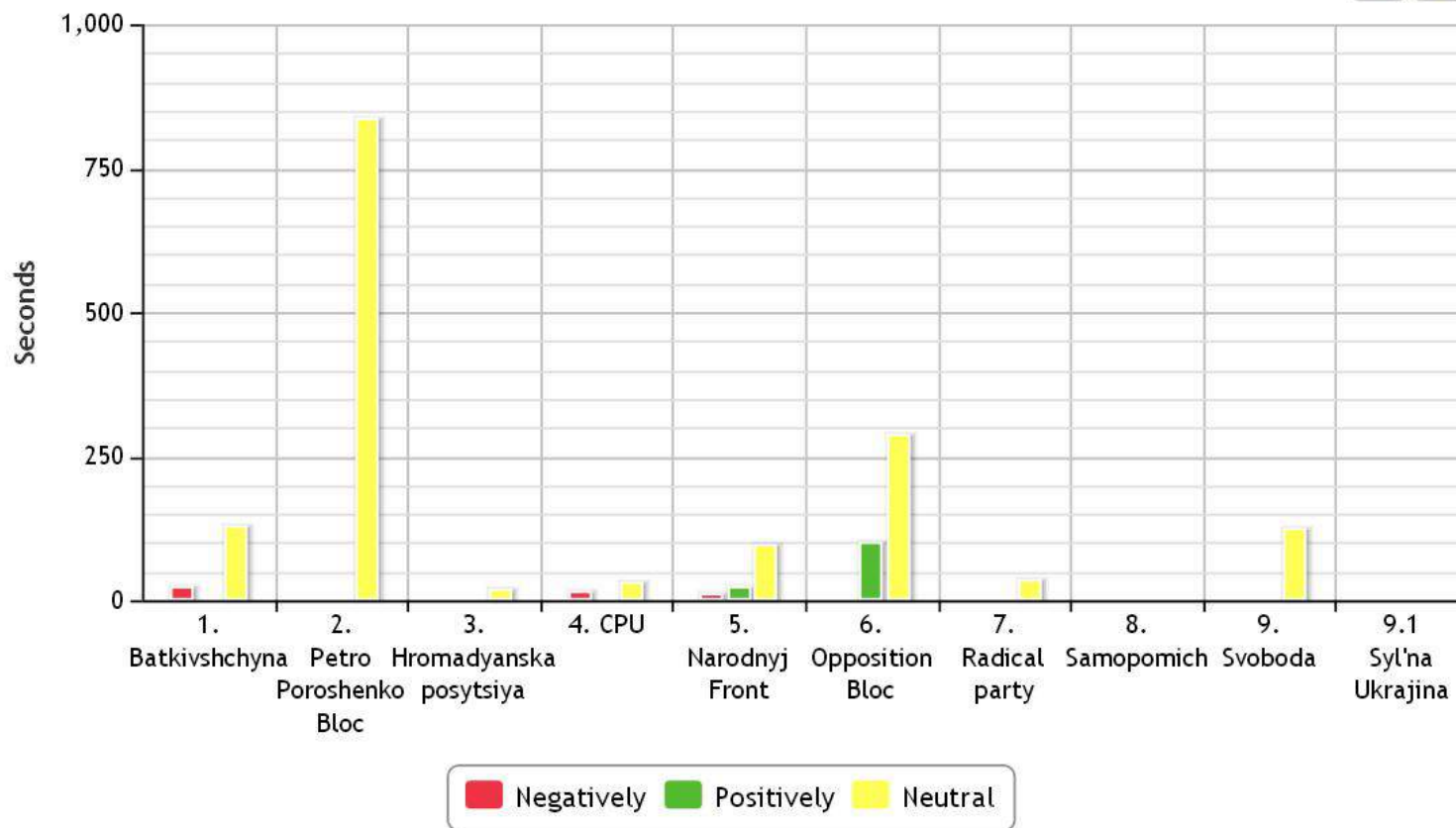


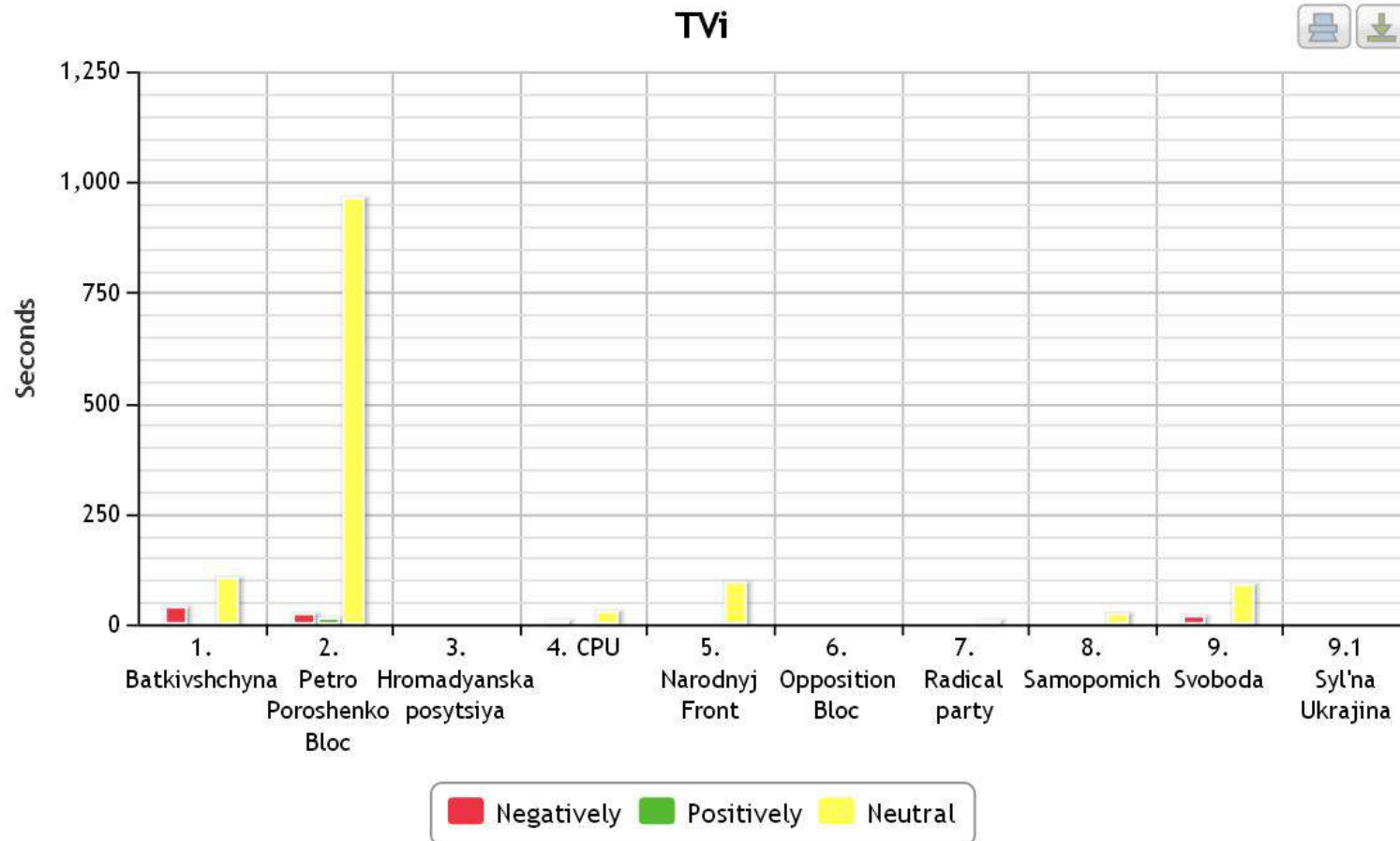
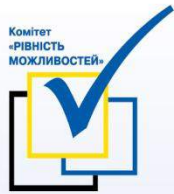
Channels: ICTV, Ukrayina, TVi provided a significant advantage to Petro Poroshenko Bloc:

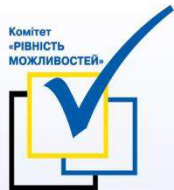




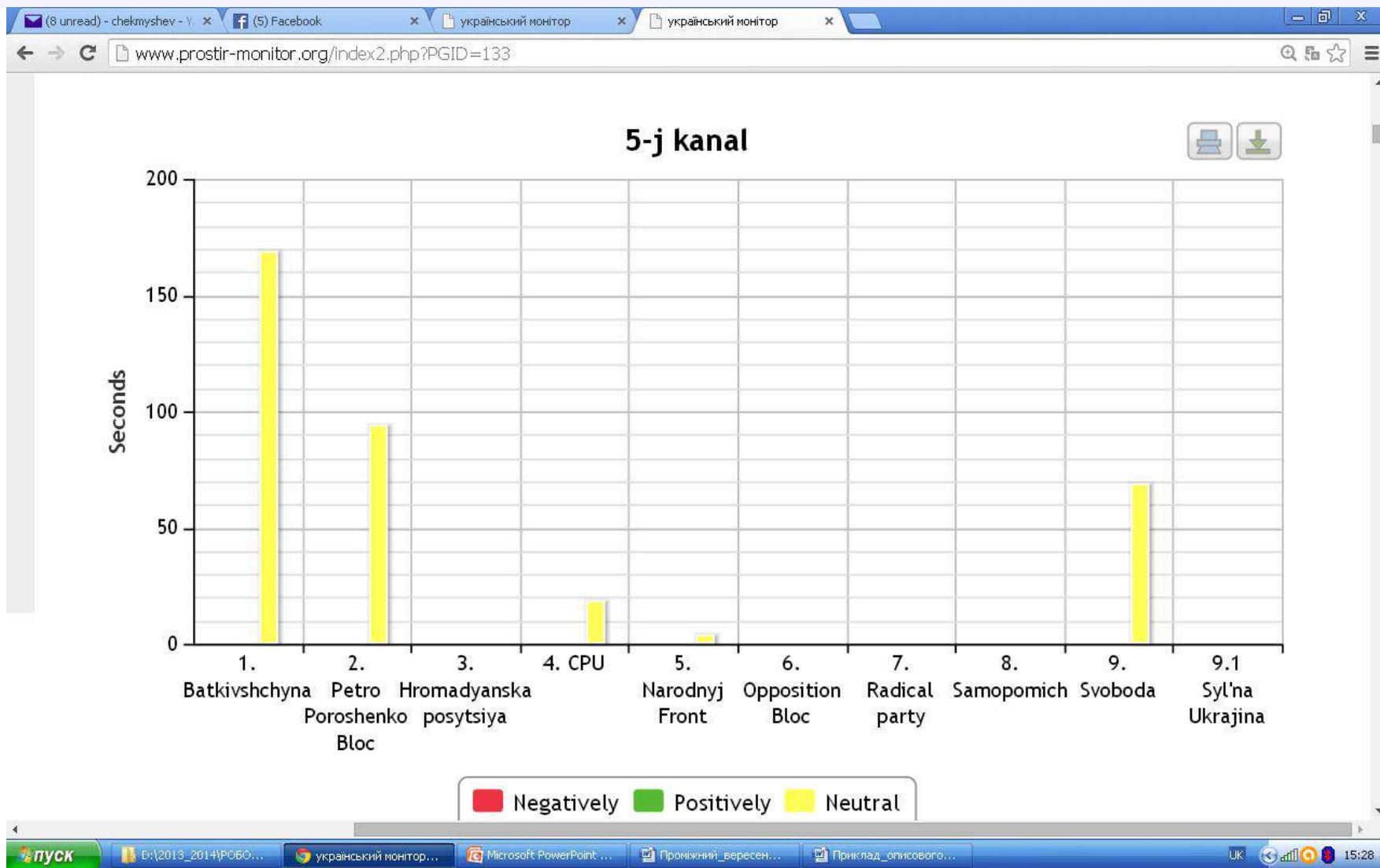
TRC "Ukraina"



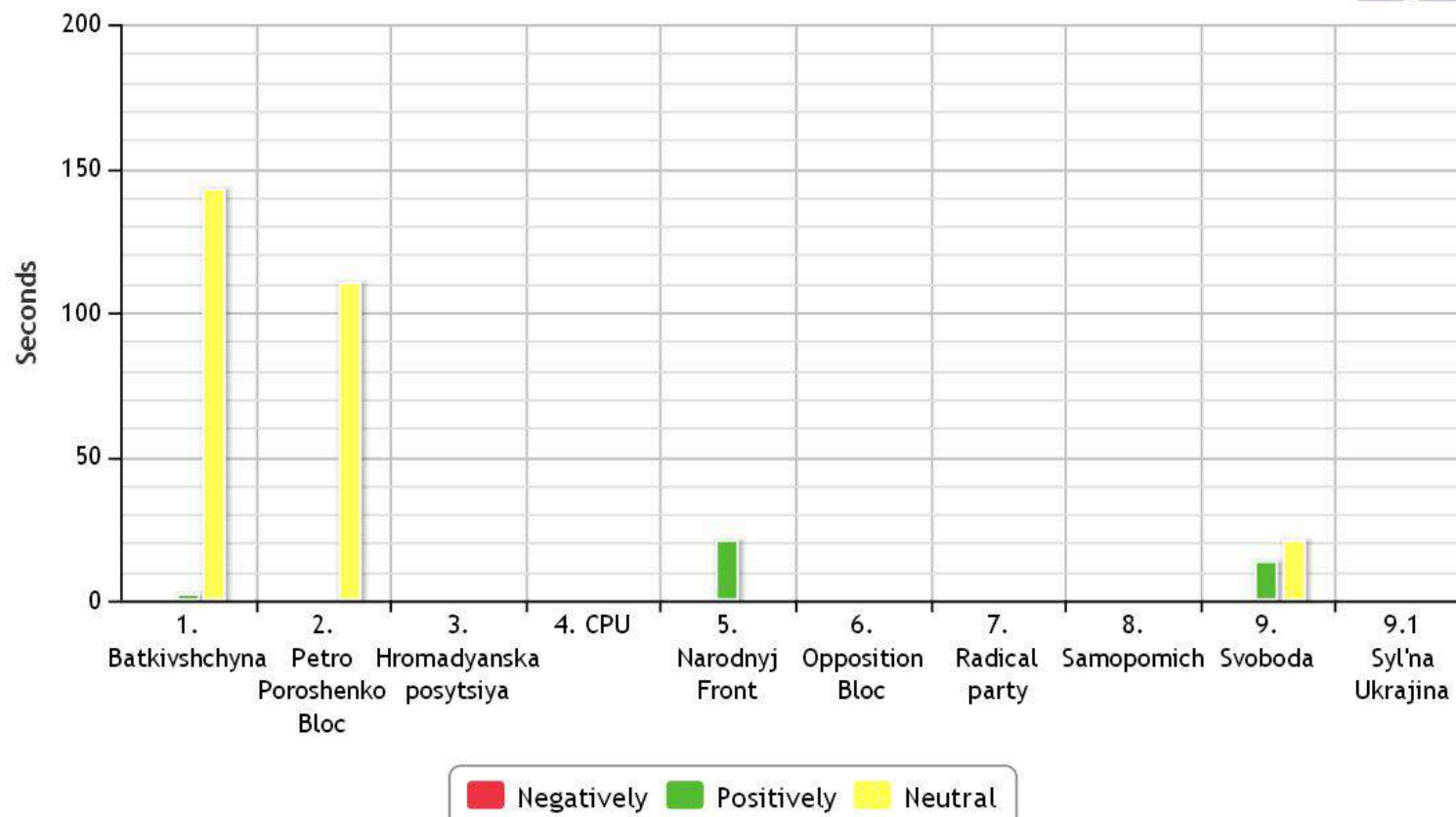


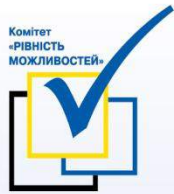


5 kanal and Pershyj Natsionalnyj provided some advantage to Batkivshchyna:

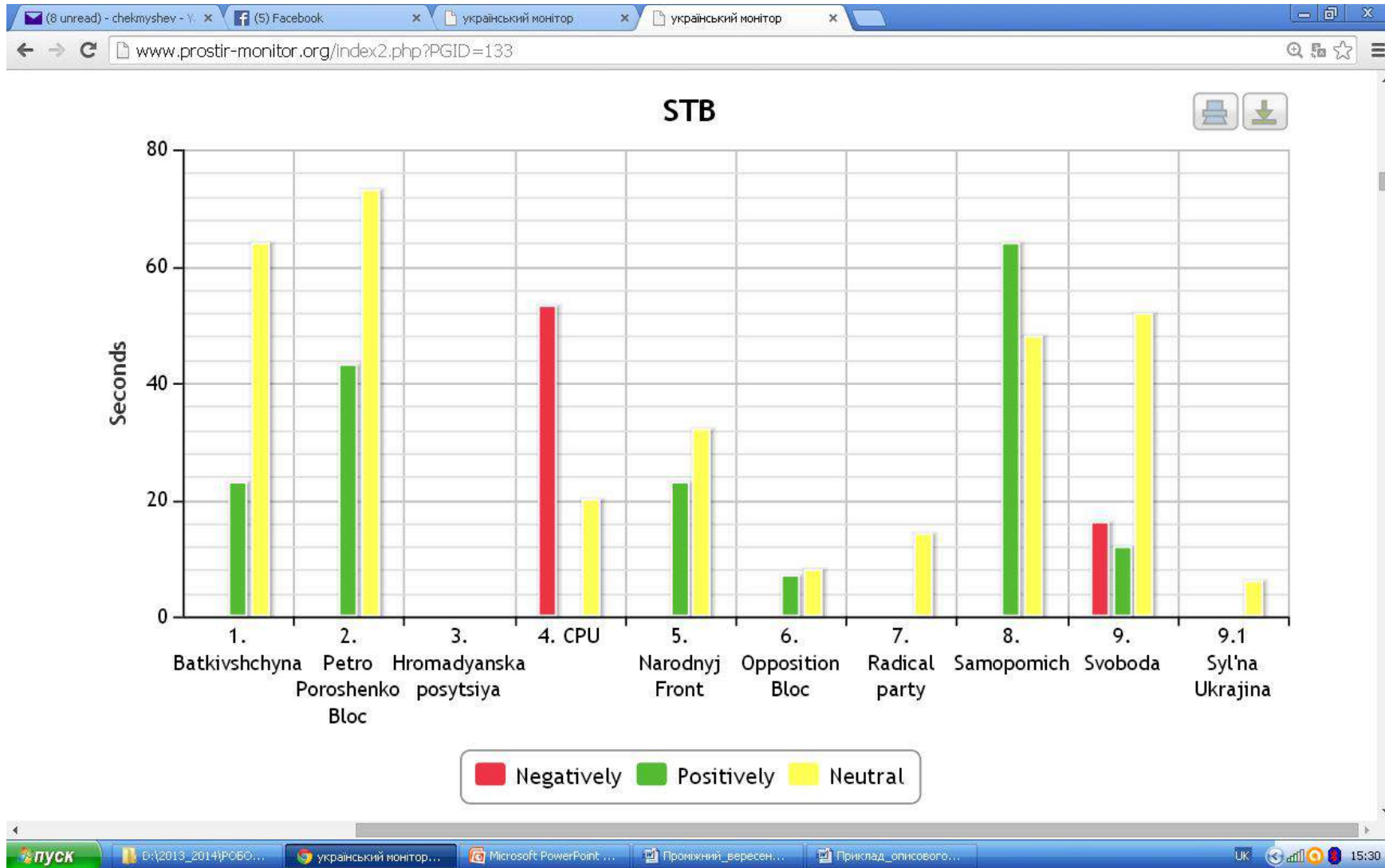


Pershyi Natsionalnyi

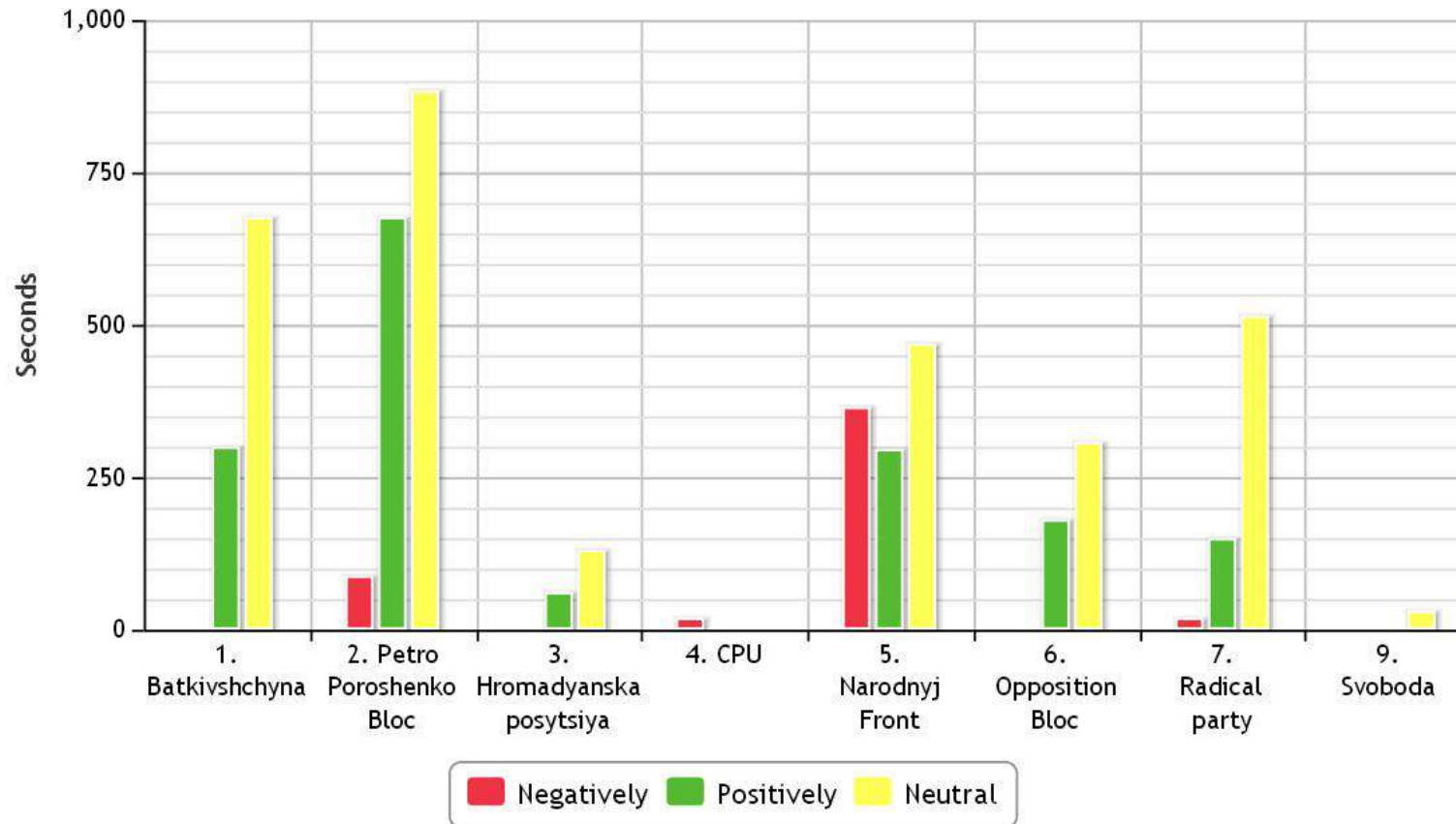


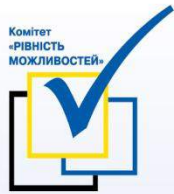


STB and Inter demonstrated some kind of balance

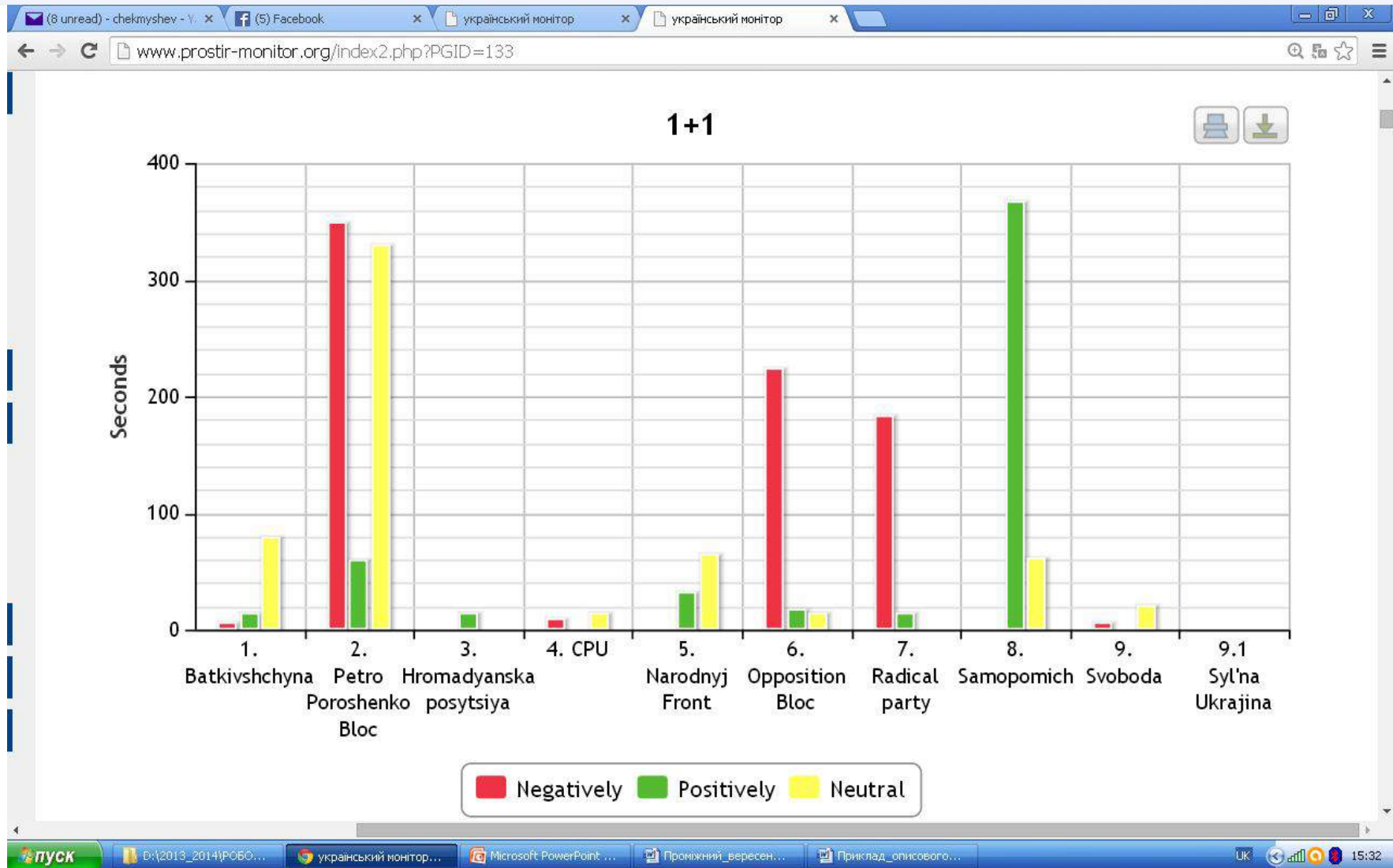


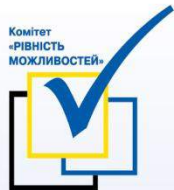
Inter





1+1 was the most critical to both the campaigners and the authorities representatives



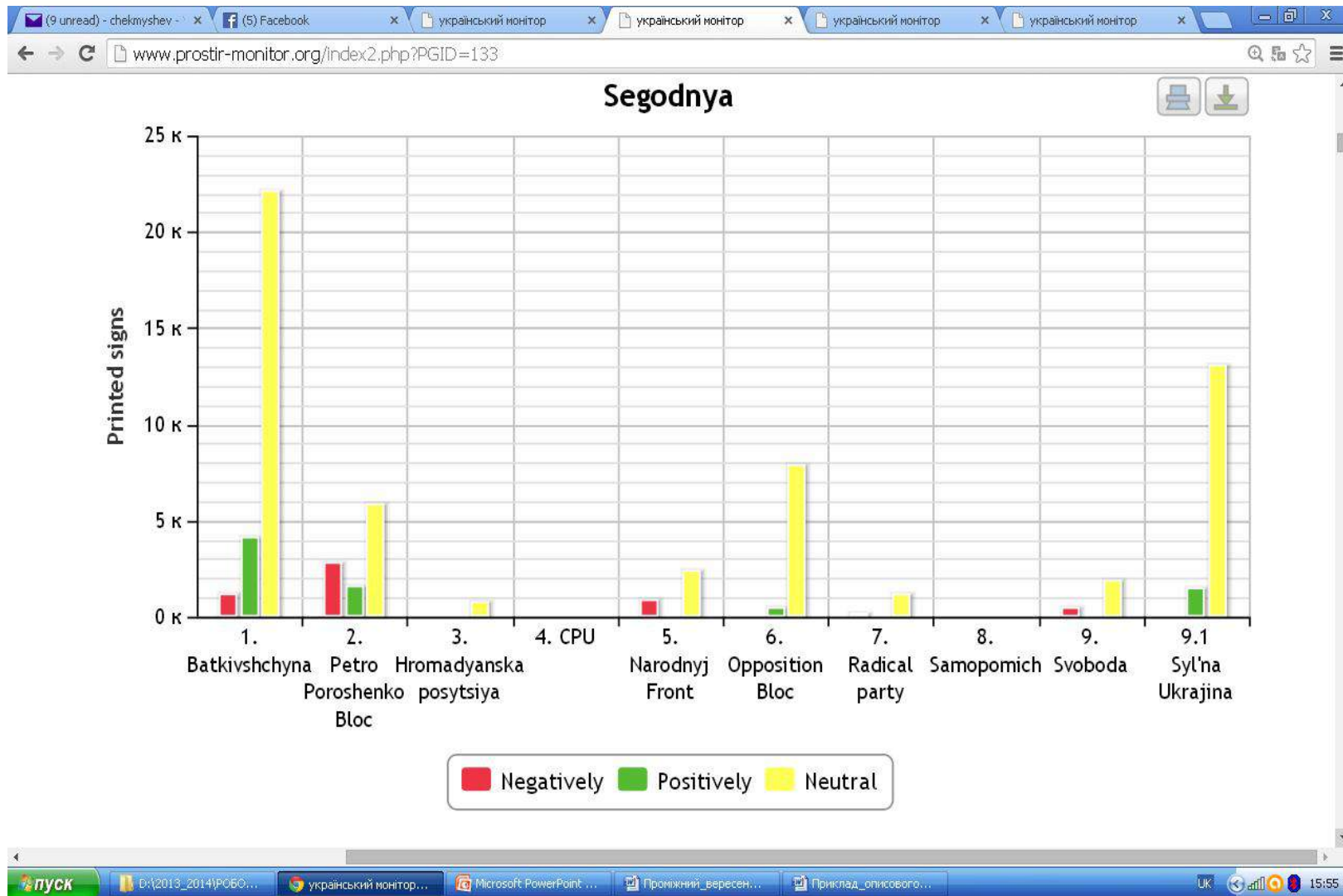
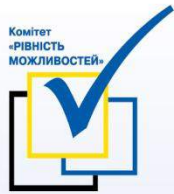


National press

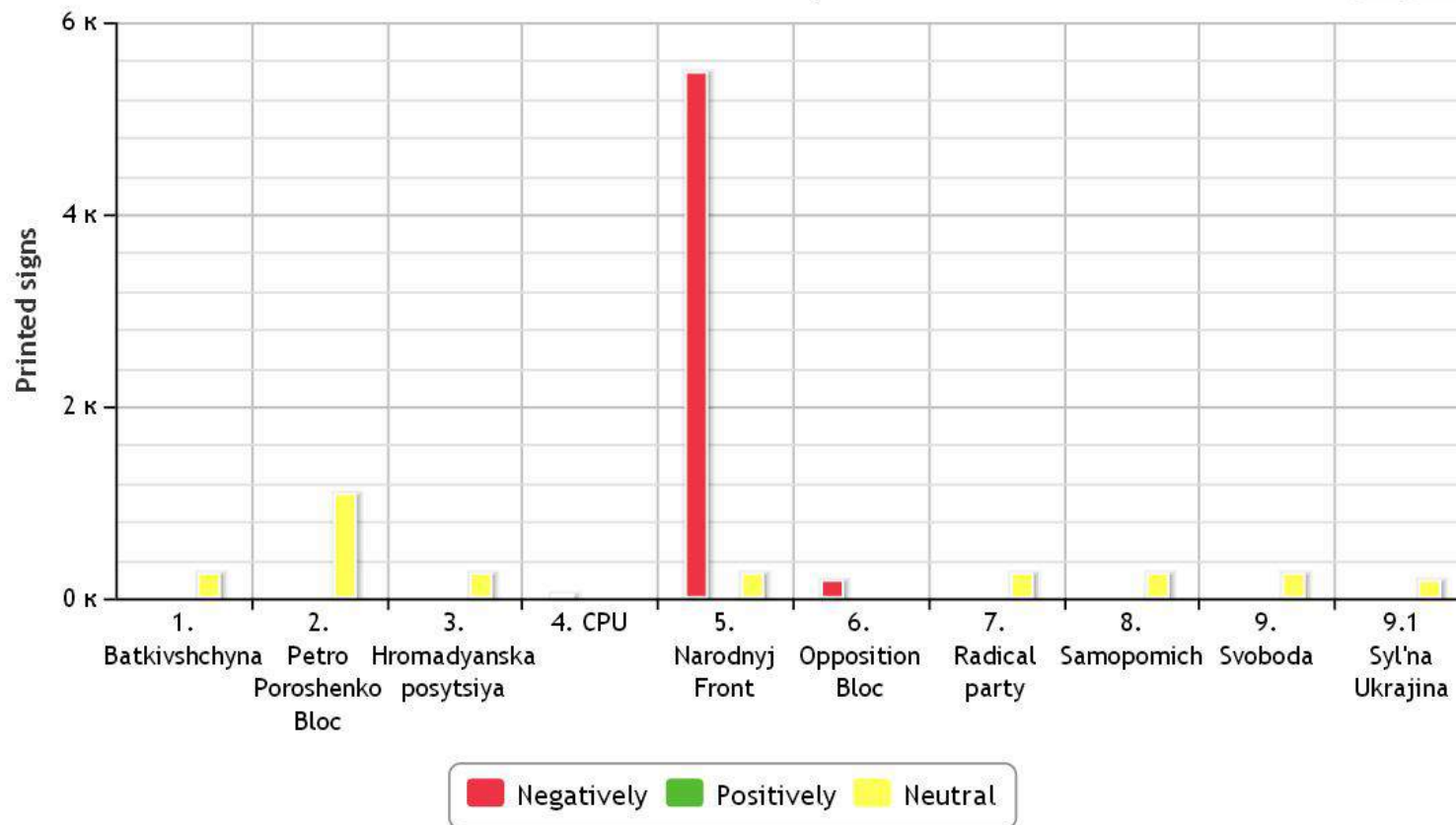


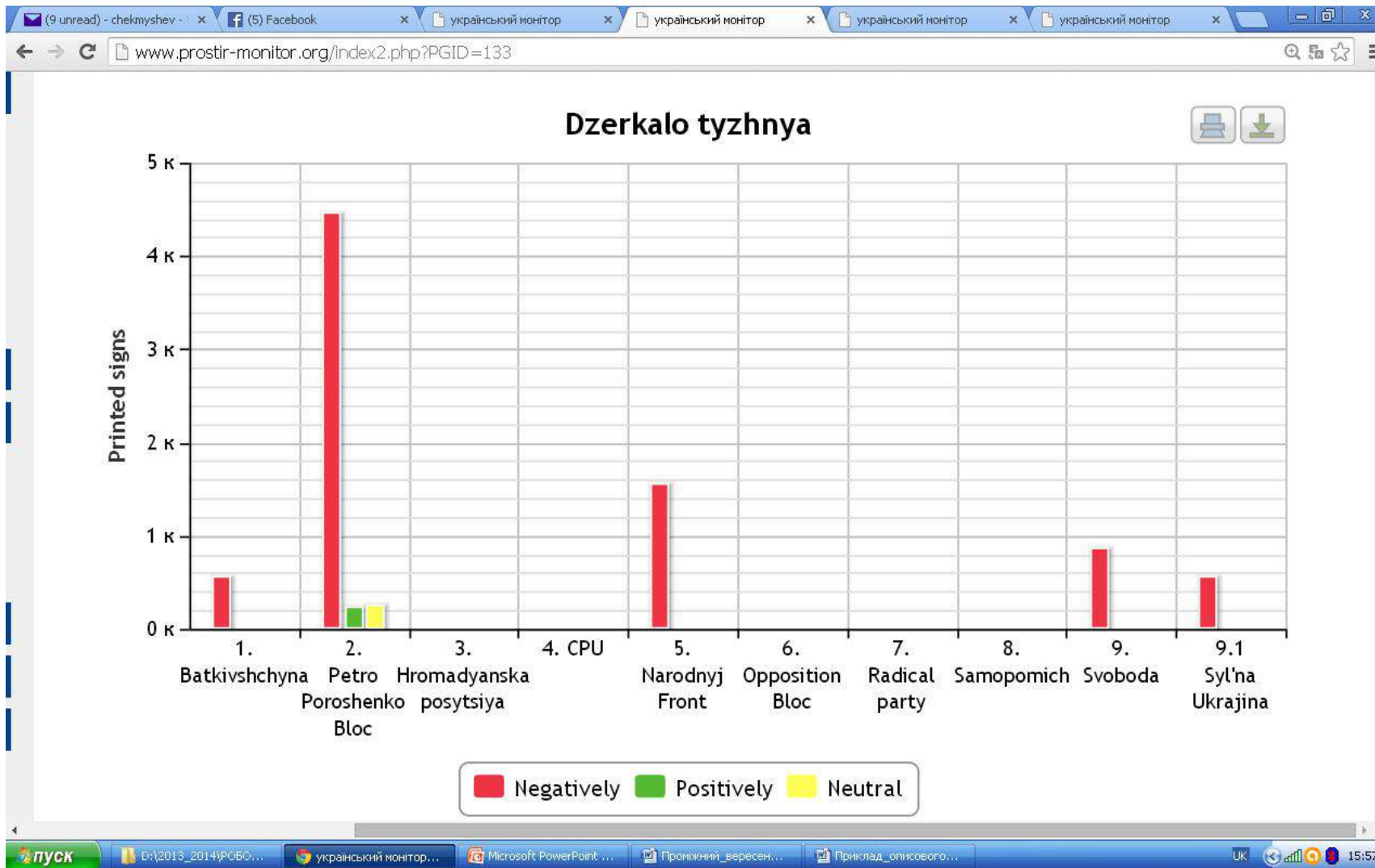
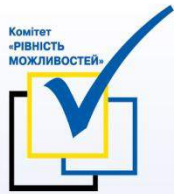
- The share of election content in the national press was from 16% “Hazeta po-ukrainski” till 7% (the newspaper “Vesti”).
- The most qualitative attention to the election campaign was devoted by the newspapers “Segodnya”, “Kommentarii”, “Hazeta po-ukrainski”, “Dzerkalo tyzhnya” where except of the paid materials (“jeans”) it was represented the author’s materials and the experts’ comments.
- The leader of “jeans” materials in the ratio to the election content was “Fakty i komentarii”.
- The most manipulative newspaper was “Vesti”.
- The impact of the owners on the editorial policy was most notable in the newspapers “Segodnya” and “Fakty i komentarii”.

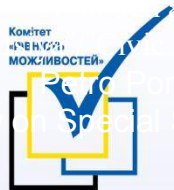




Komentariyi







Petro Poroshenko as the President received the most positive tone to his address. And among the parties "Petro Poroshenko's Bloc" was represented most actively in negative tone.

Law on Special Status of Donbass.

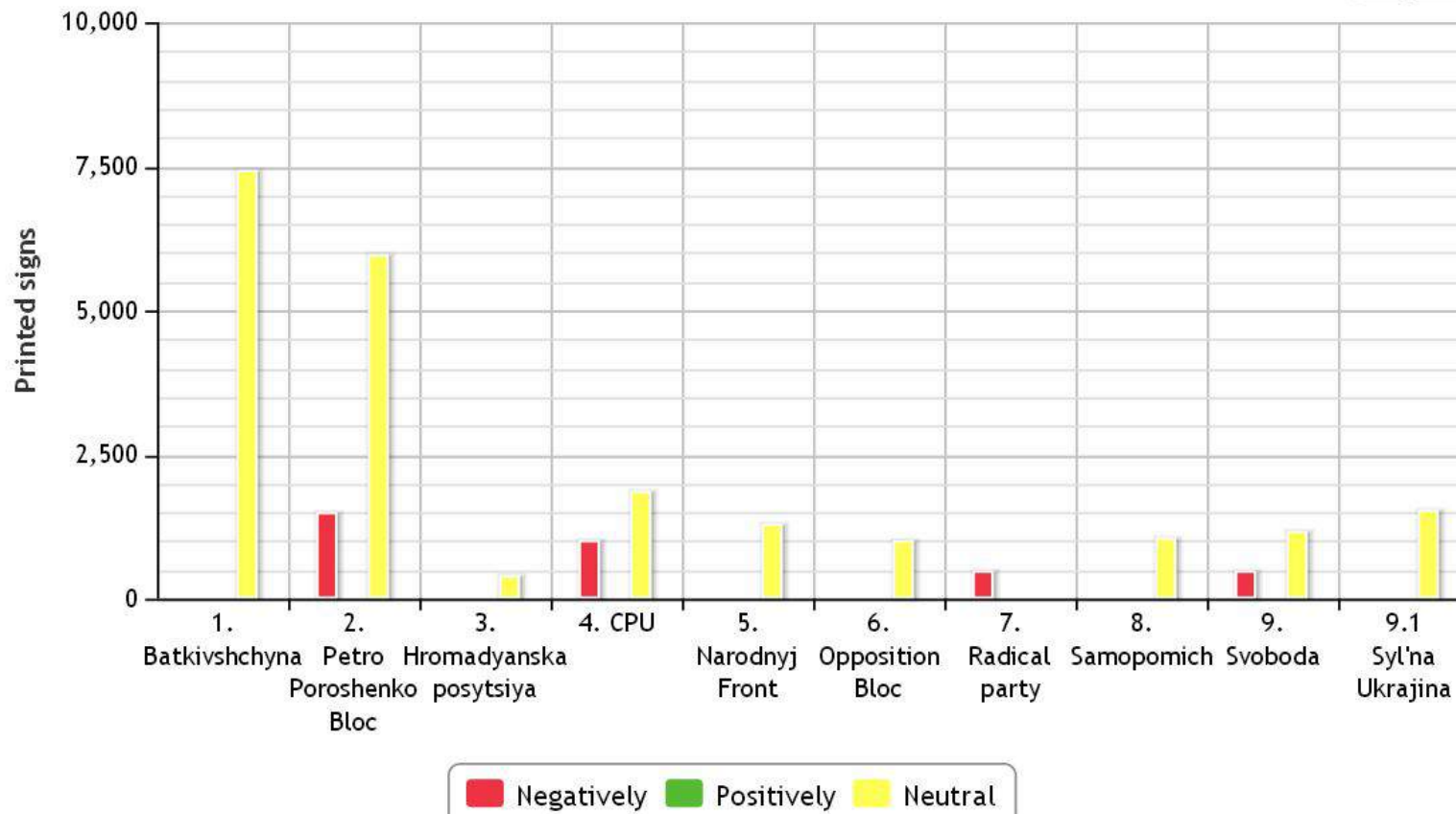
Internet



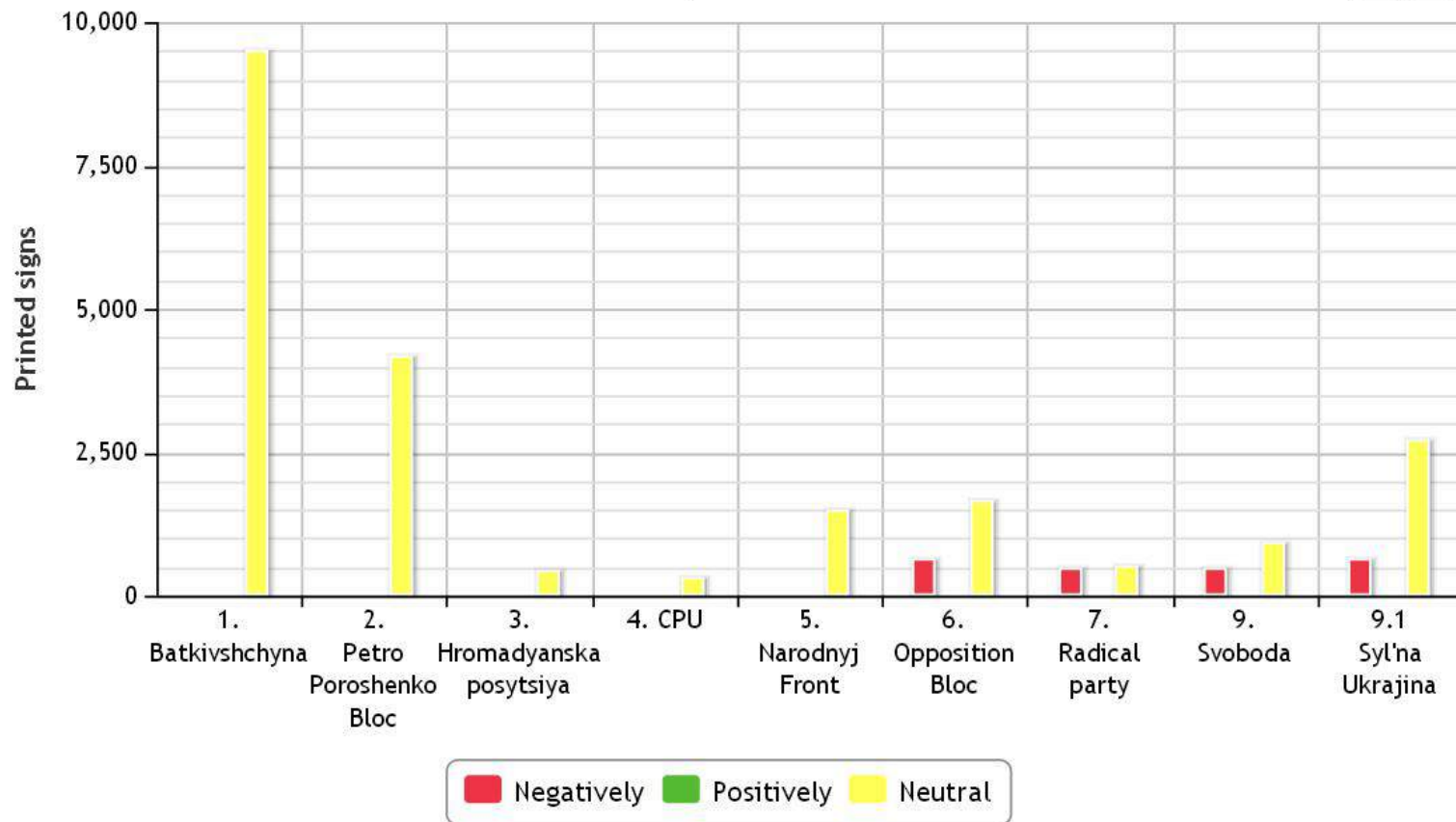
- The imbalance of representing of political forces at this stage of the election campaign prevented the Internet sites to provide the satisfactory access.
- The voters could not also get enough information to make an informed decision as the Internet media paid more attention to analysis of the 100-day rule of the new President of the state and the Mayor of Kyiv than to the analysis of election programs.
- All Internet sites of the monitoring sample represented the officials mainly as the performers of their official duties.
- Although all parties of the sample were mentioned by Internet media, but most actively – the activity of the parties “Petro Poroshenko’s Bloc” and “Batkivschyna”.
- Instead, a minimum of information was represented about the parties “Samopomich”/”Self-help”, “Hromadyanska posytsiya”/”Civic position” and “Oposytsiinyi bloc”/”Opposition bloc”.
- Petro Poroshenko as the President received the most positive tone to his address. And among the parties “Petro Poroshenko’s Bloc” was represented most actively in negative tone.
- The party “Batkivschyna” was represented often in the context of criticism of the Law on Special Status of Donbass.

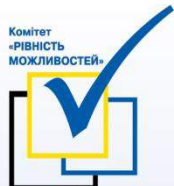


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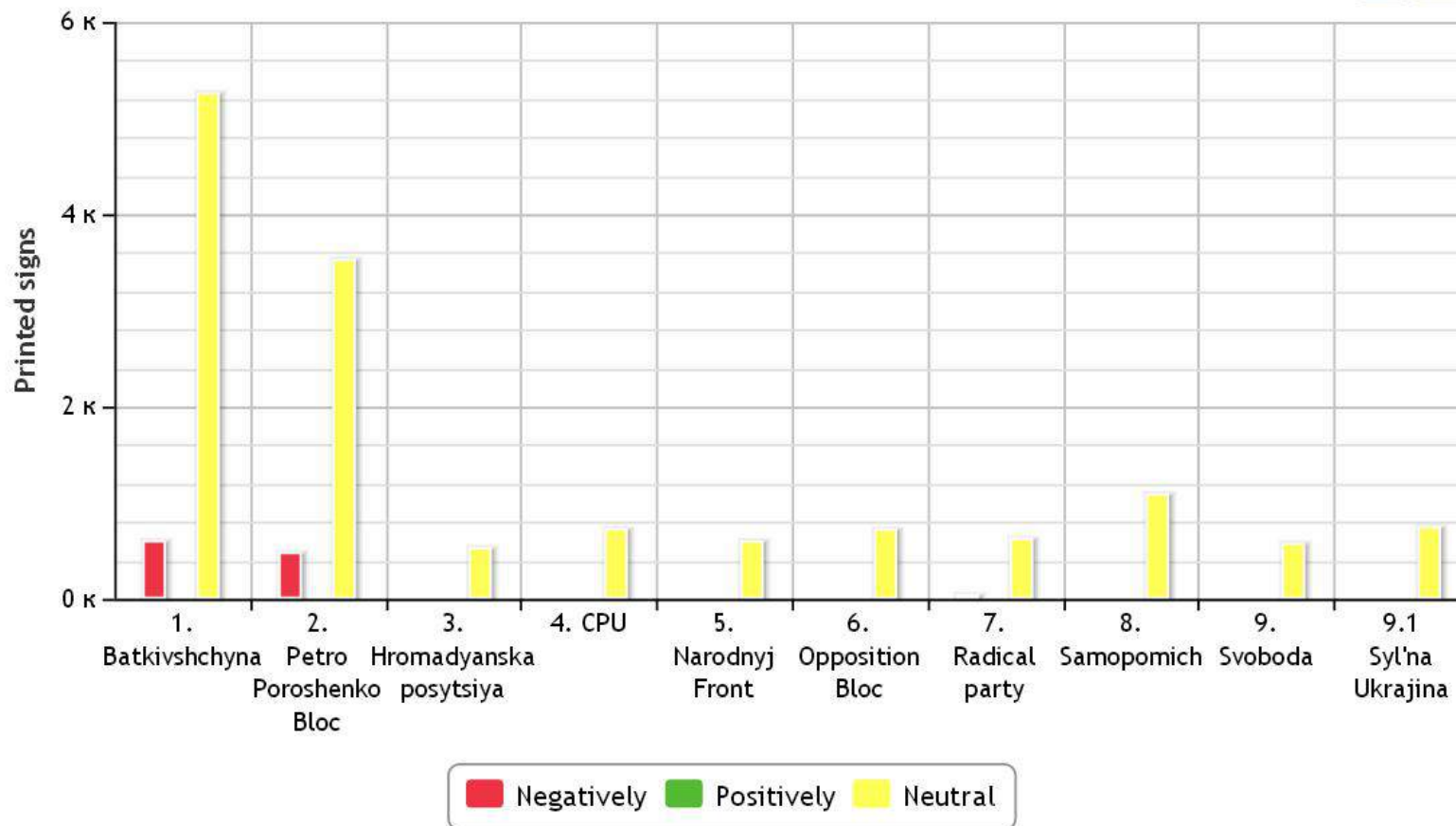


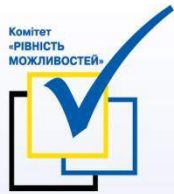
Livi bereh



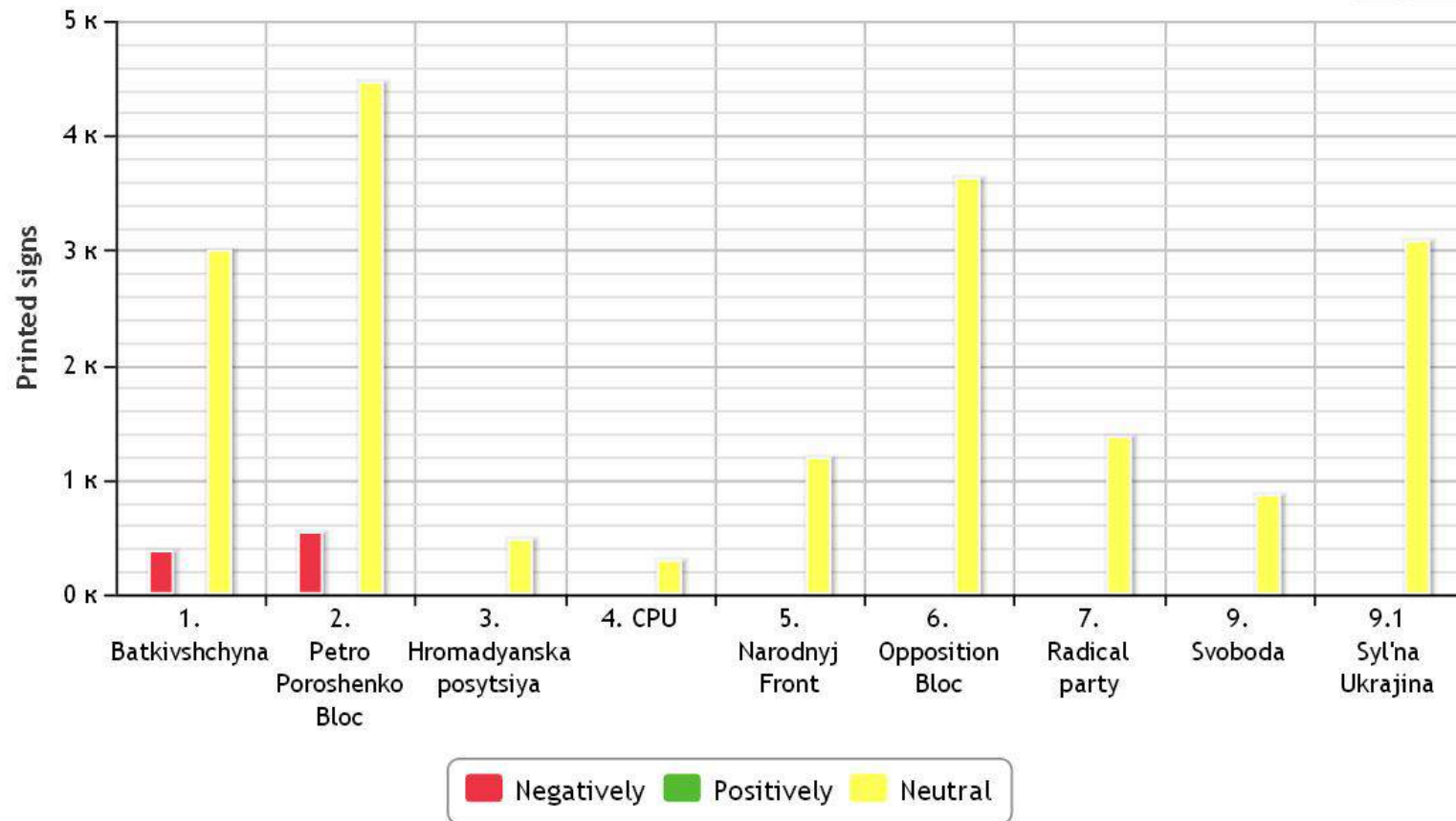


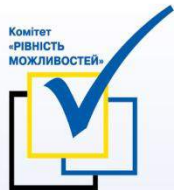
Ukrainska pravda





Korrespondent.net





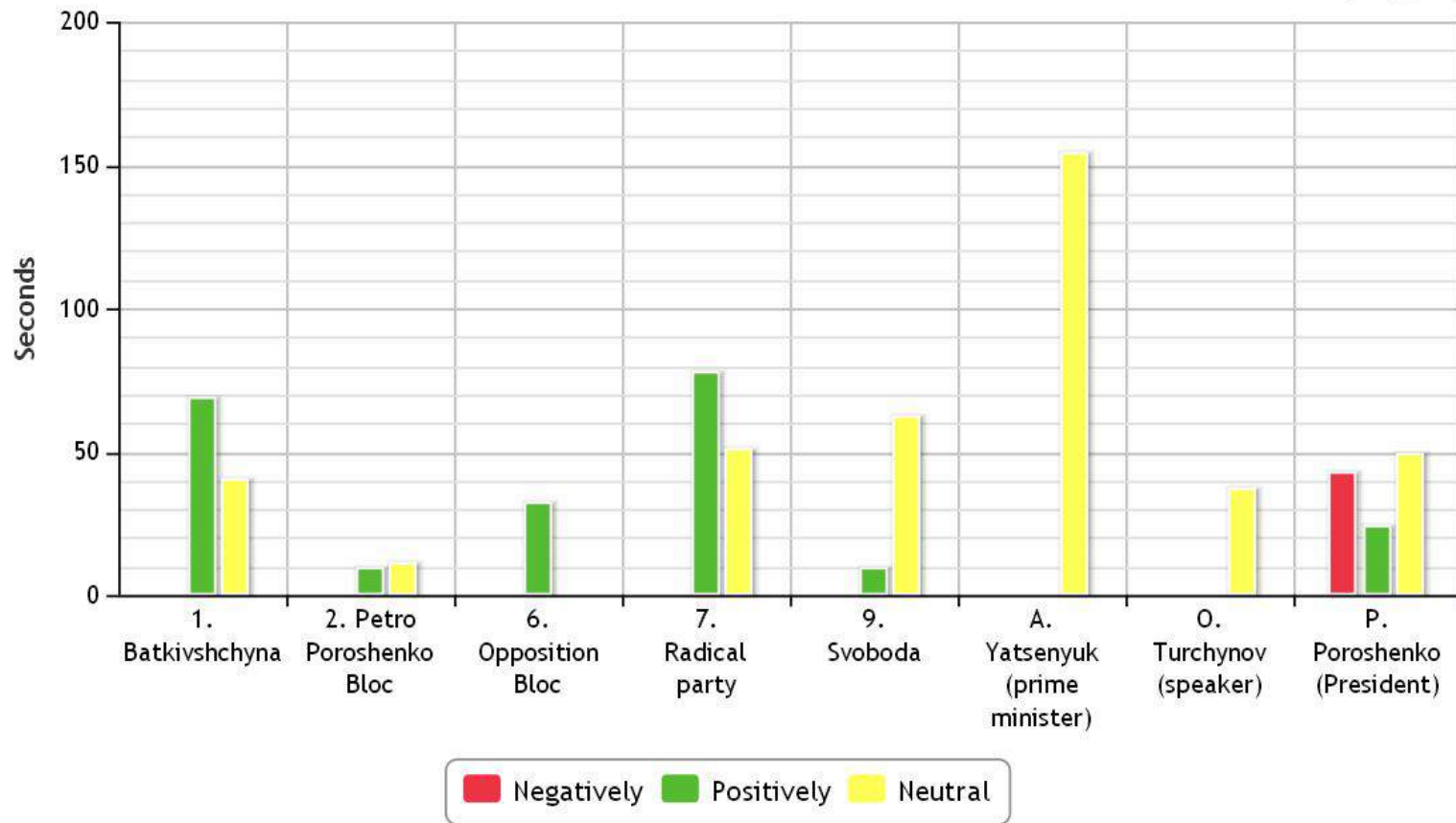
Monitoring results of national radio stations



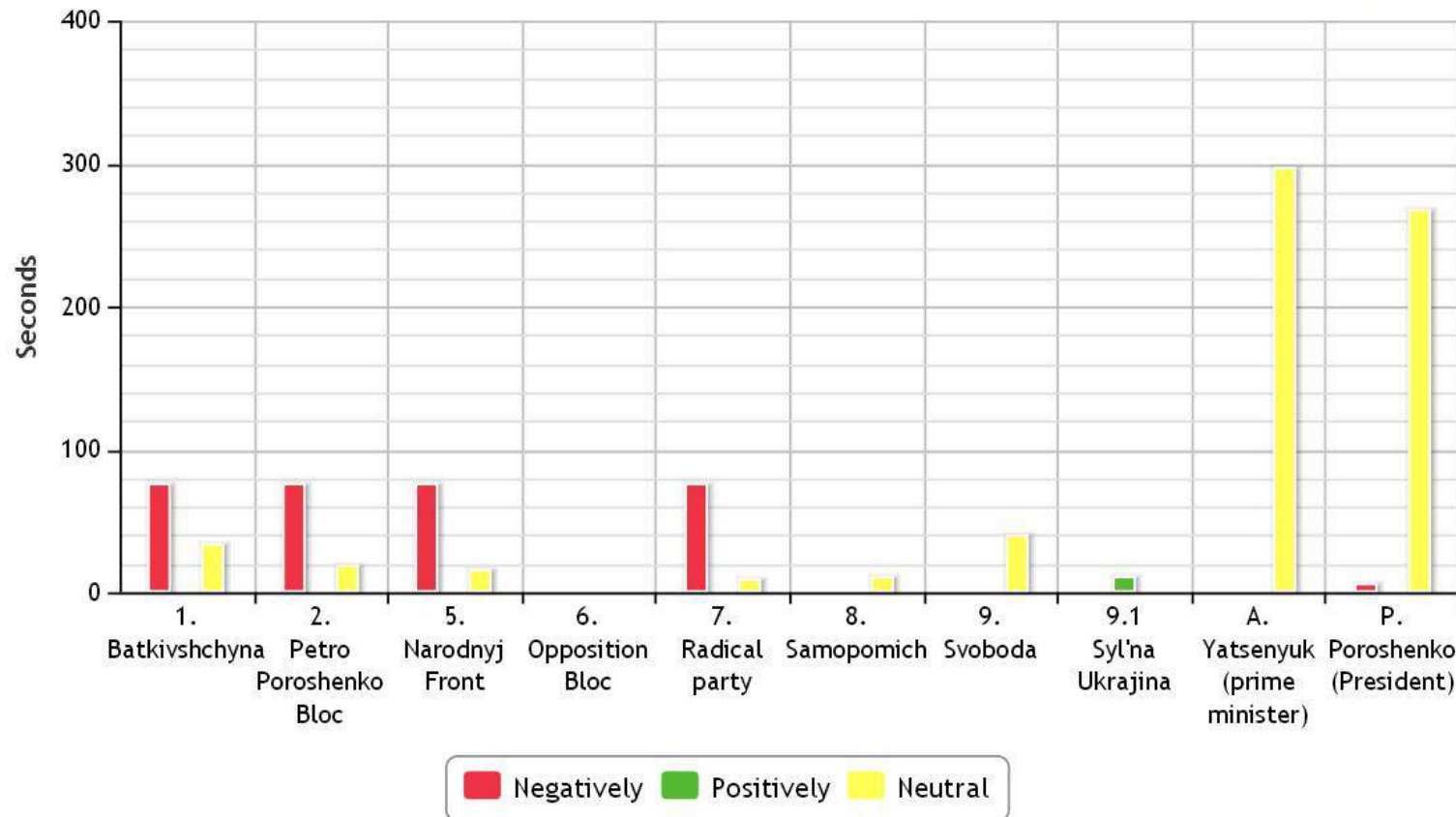
- Radio covered elections relatively passively.
- The information was mostly reactive and was not balanced.
- Mostly covered were not the parties run for Parliament, but the preparations for the election.
- Batkivshchyna, Svoboda and Radical Party of Oleh Lyashko were mostly presented.
- The majority of parties were covered in the context of their electoral lists and media people presented in them.
- Leader in the media effects and manipulations usage was radio Vesti. It used the technique of silence, humor, fostering the negative and positive image, allowing to interpret information in a favorable light for them.
- On radio Era duplicate information and fostering a positive image were used.
- The least manipulated was UR-1.
- Presenting sociological data, all the media did not maintain professional standards and did not pointed, for example, the number of people surveyed or the statistical error.

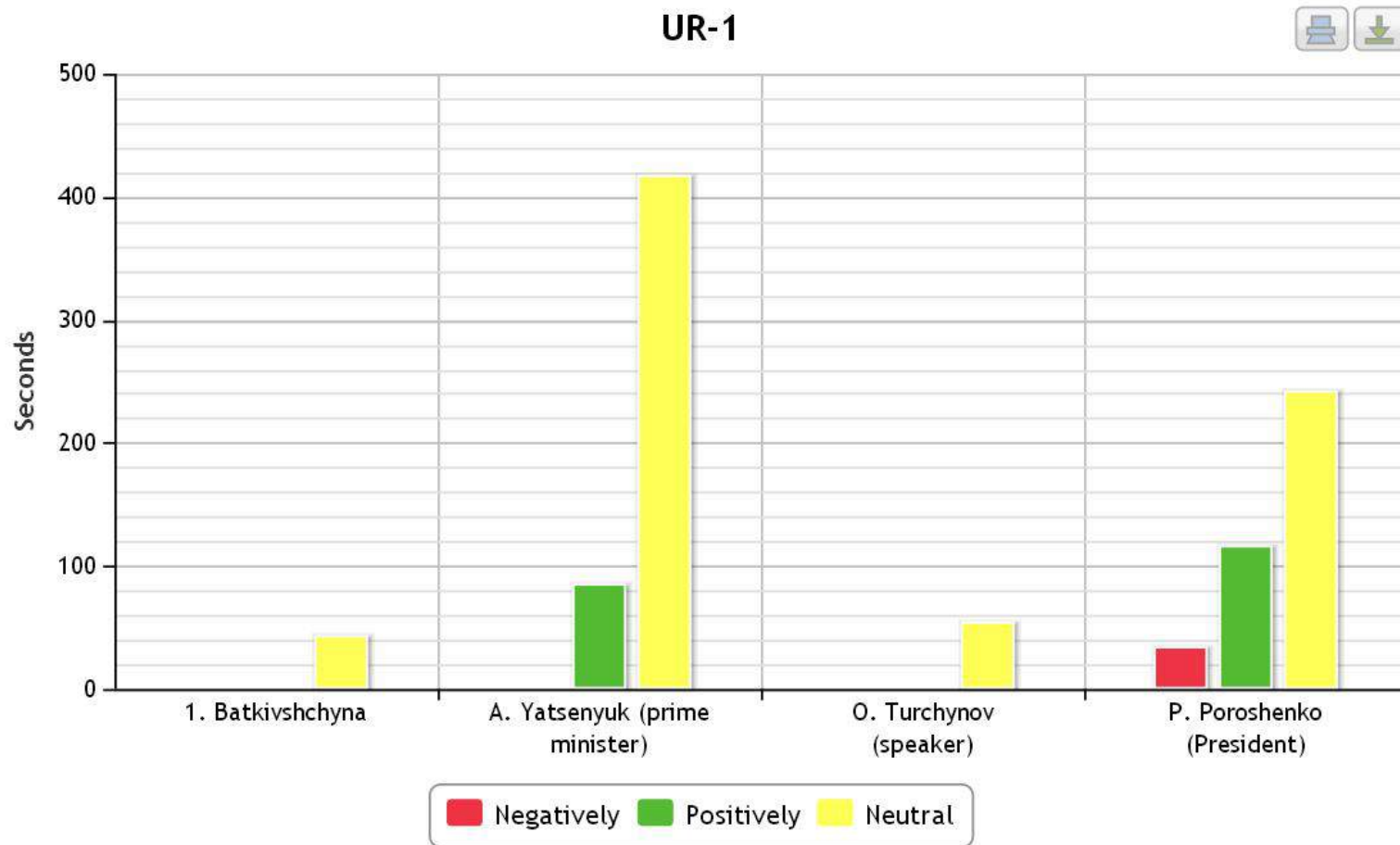


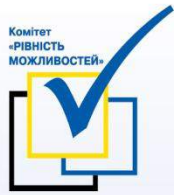
Radio "Era"



Radio "Vesti"







Regional mass media Regional Television



The television channels of the western regions were more sympathetic to the parties “Svoboda”/”Freedom” and “Narodnyi front”/”Popular Front”.

The top officials of the country were also represented, but they did not dominate and it was mainly about the performance of their duties.

In the south, “Petro Poroshenko’s Bloc” had the total advantage. The power representatives were not covered most actively.

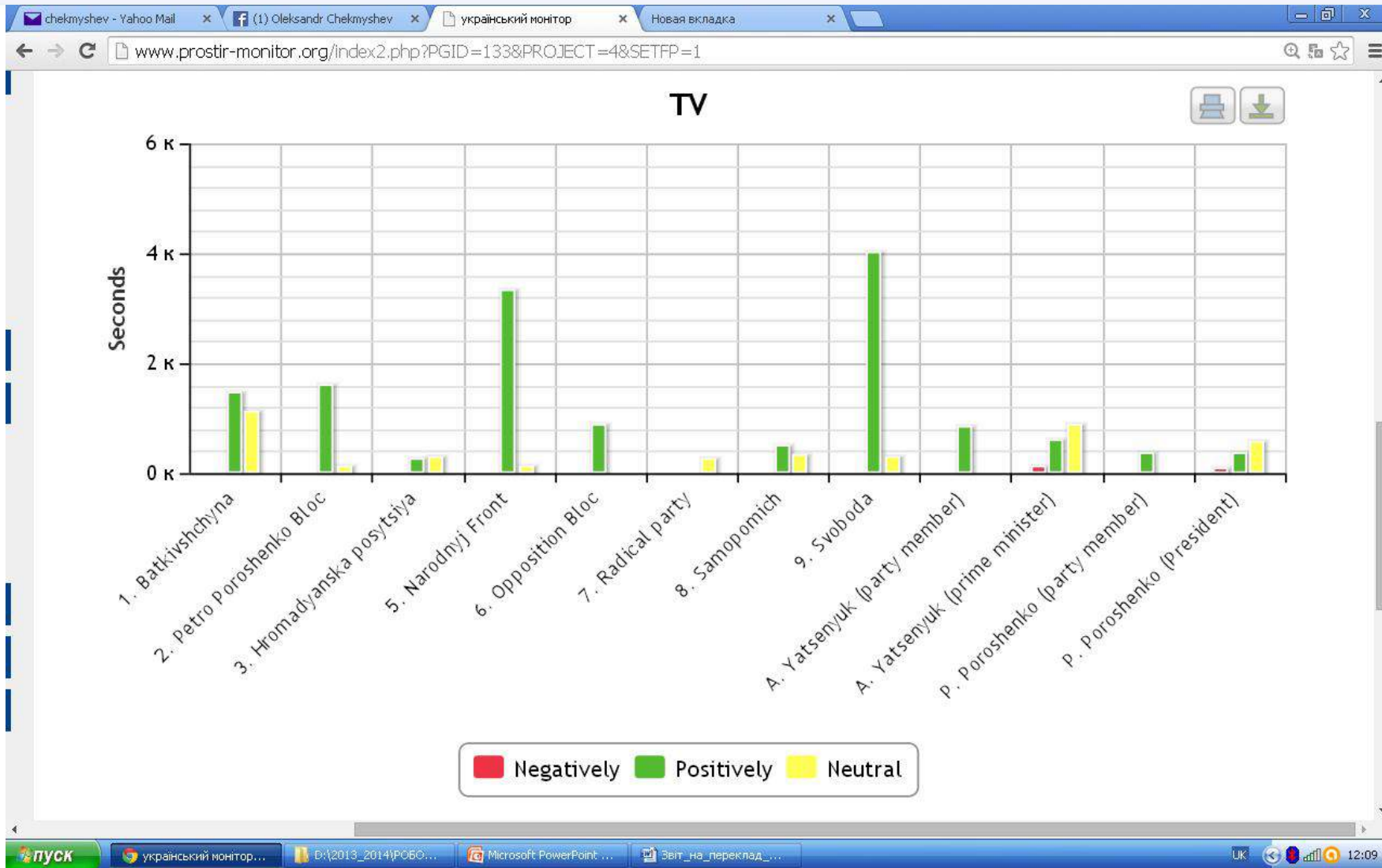
In the north it was the total advantage of Petro Poroshenko as the President, and among the election subjects - “Narodnyi front”/”Popular Front” and “Batkivschyna”.

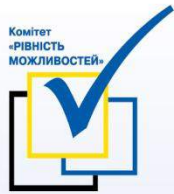
In the East, the local Ukrainian TV in Donetsk and Luhansk almost did not work. As for Kharkiv television, the majority of attention was received by heads of state (Prime Minister, President, Speaker). Among the parties, only by CPU and Batkivshchyna were presented.

In the center there was the total advantage of Petro Poroshenko as the President, and among other subjects of the elections – “Svoboda”/”Freedom”, “Batkivschyna” and “Oposytsiinyi Bloc”/”Opposition Bloc”

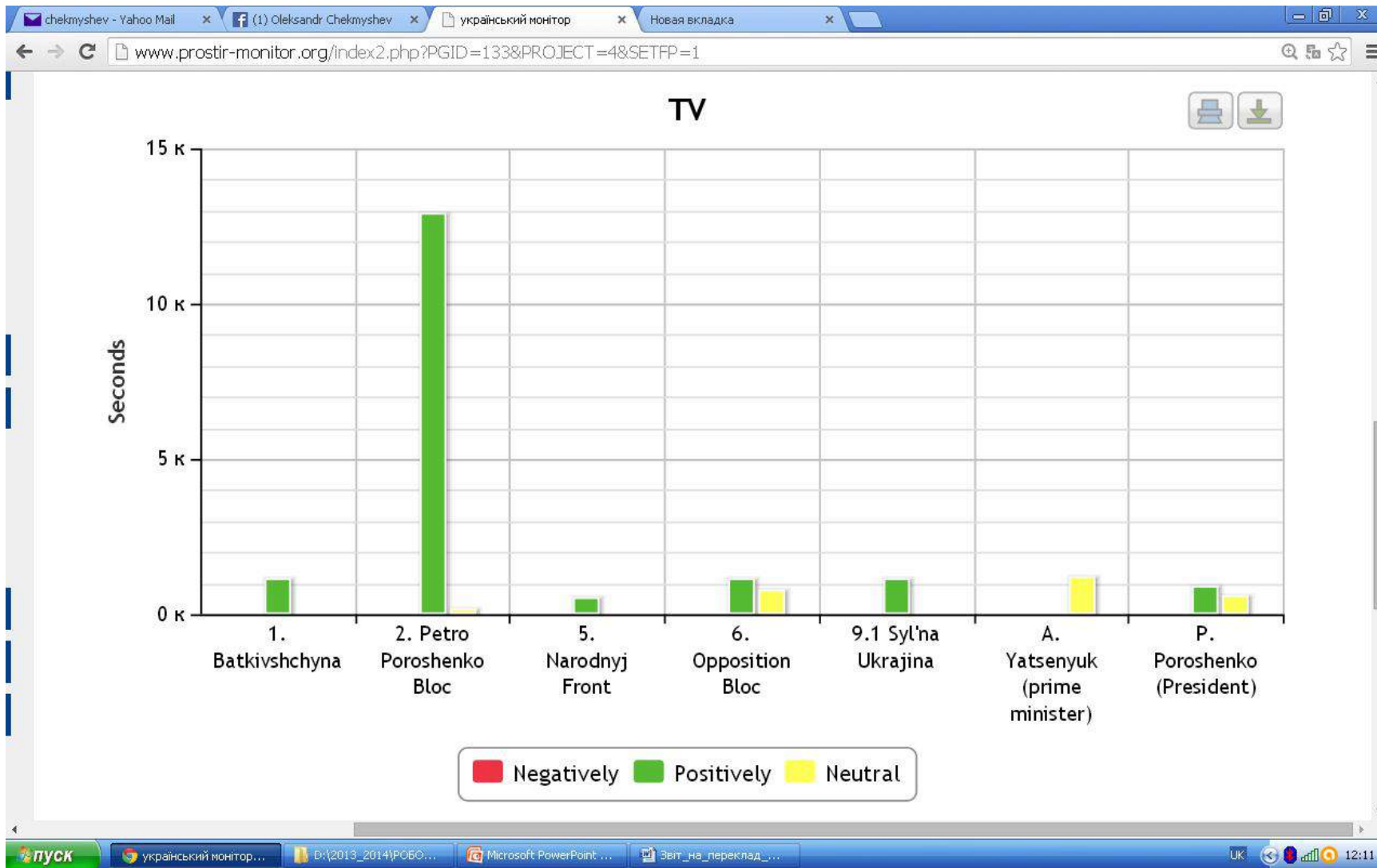


West

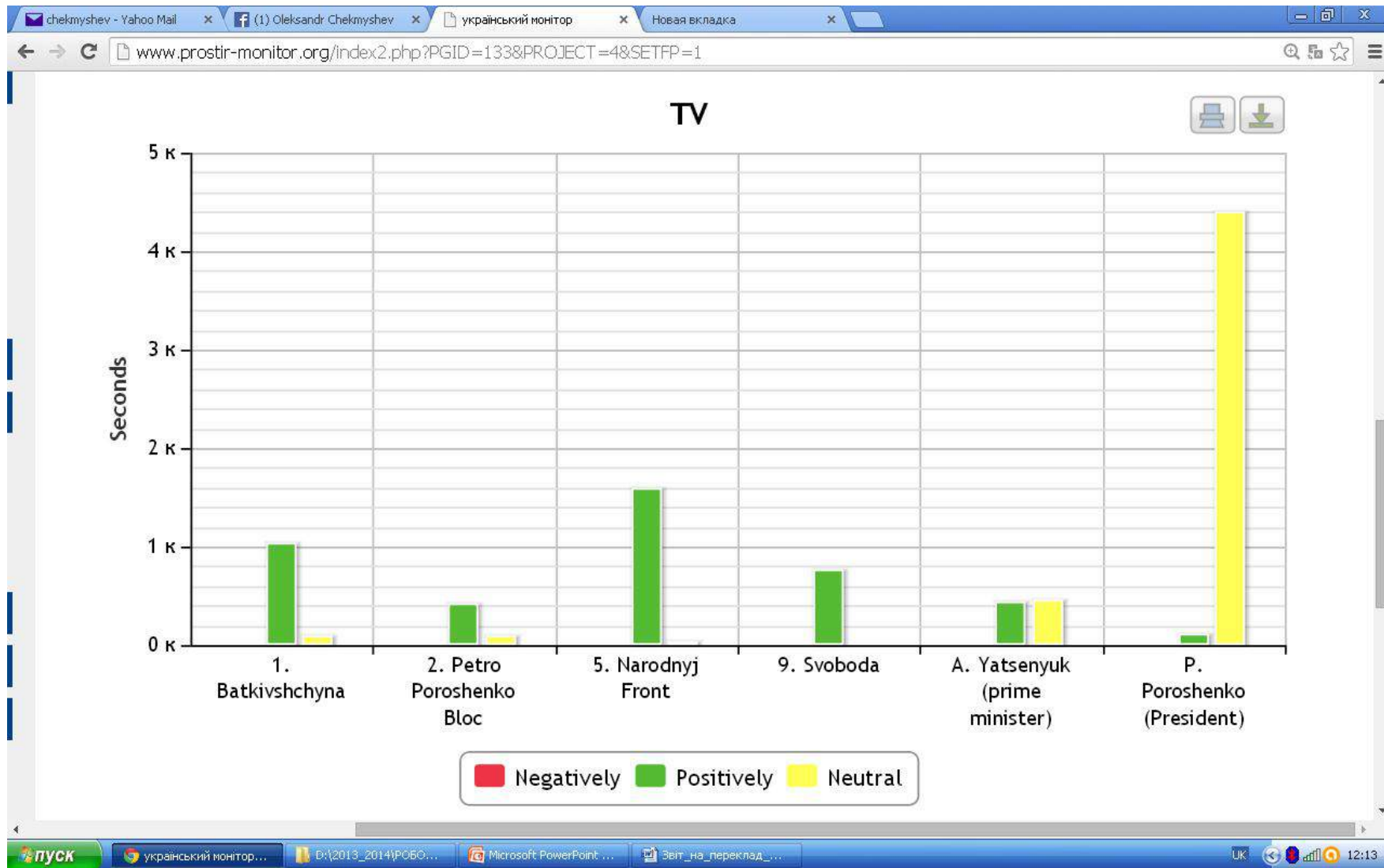


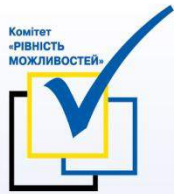


South

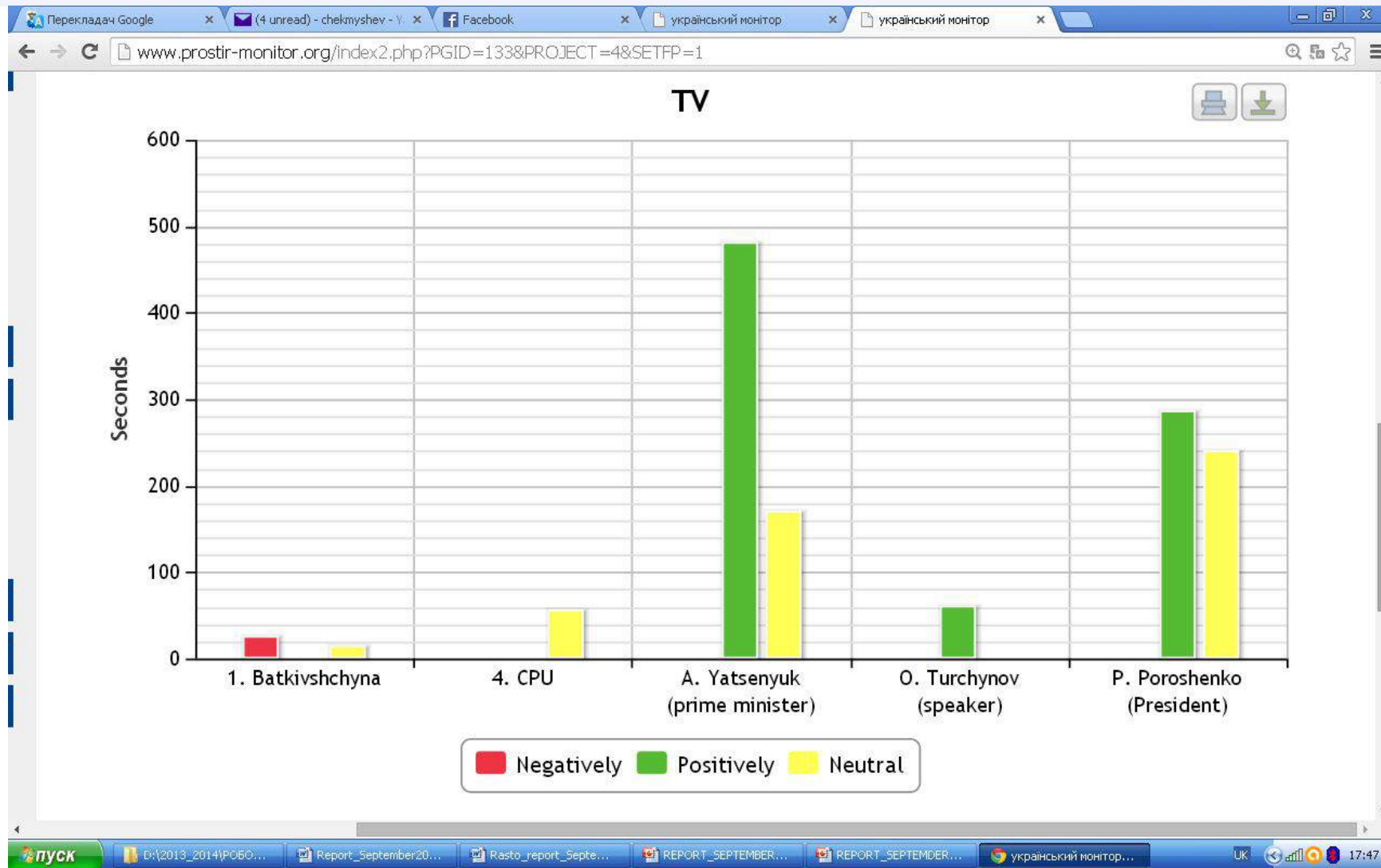


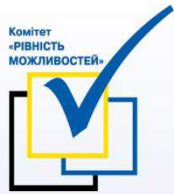
North



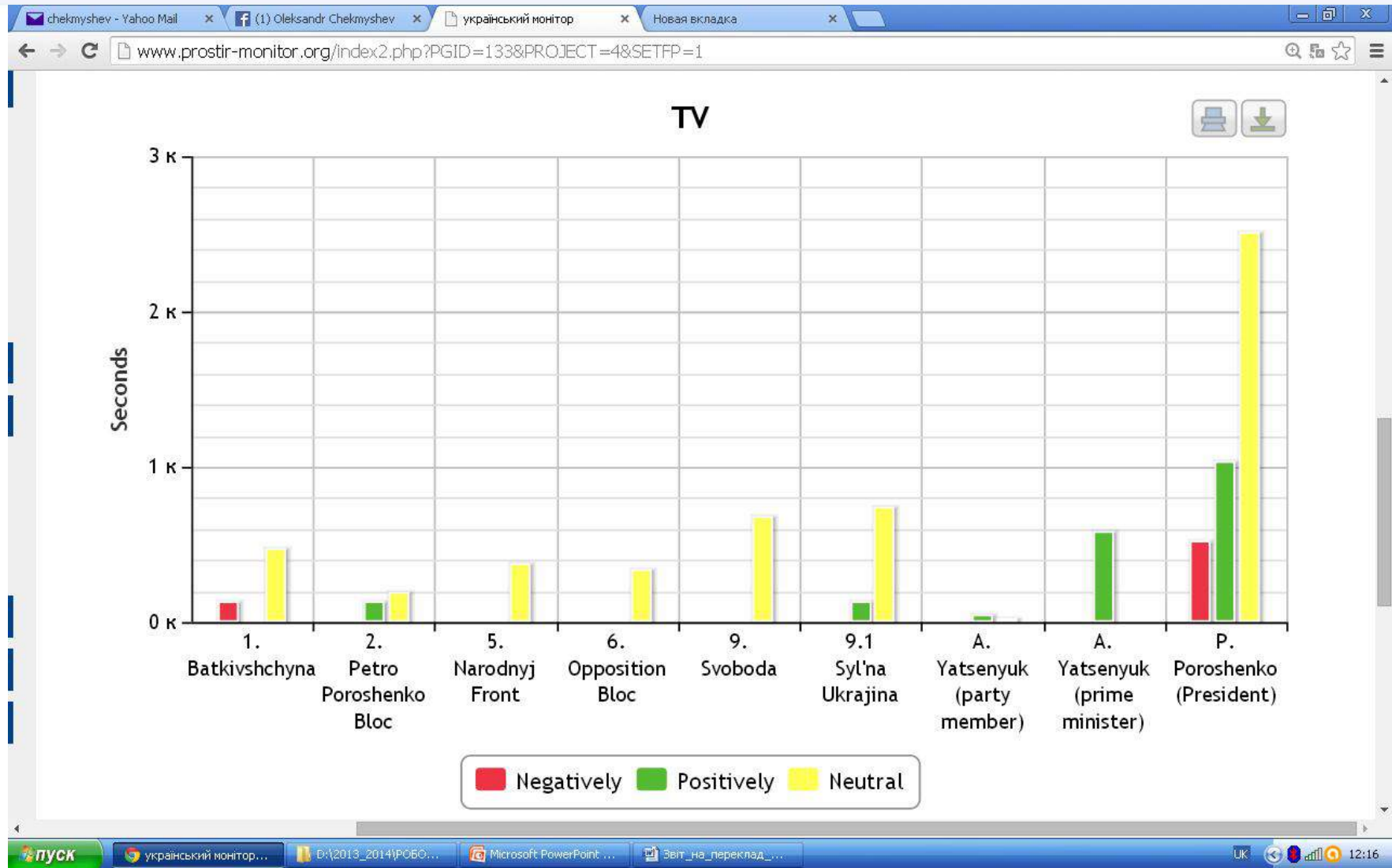


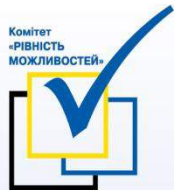
East





Center





Regional Press



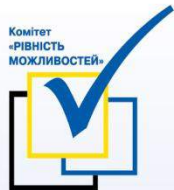
Instead, **the western press** supported most actively “Batkivschyna”. The ruling power (ie the top officials) - at the level of such major players as “Petro Poroshenko’s Bloc”, “Oposytsiinyi Bloc”/“Opposition Bloc”, “Svoboda”/“Freedom”. **In the south region** “Petro Poroshenko’s Bloc” and “Batkivschyna” had the full advantage. The Government was represented not much actively.

In the north the leaders of “Petro Poroshenko’s Bloc” and “Batkivschyna” were represented almost at the same level. Radical Party took the 3rd place. The Government was represented not much actively.

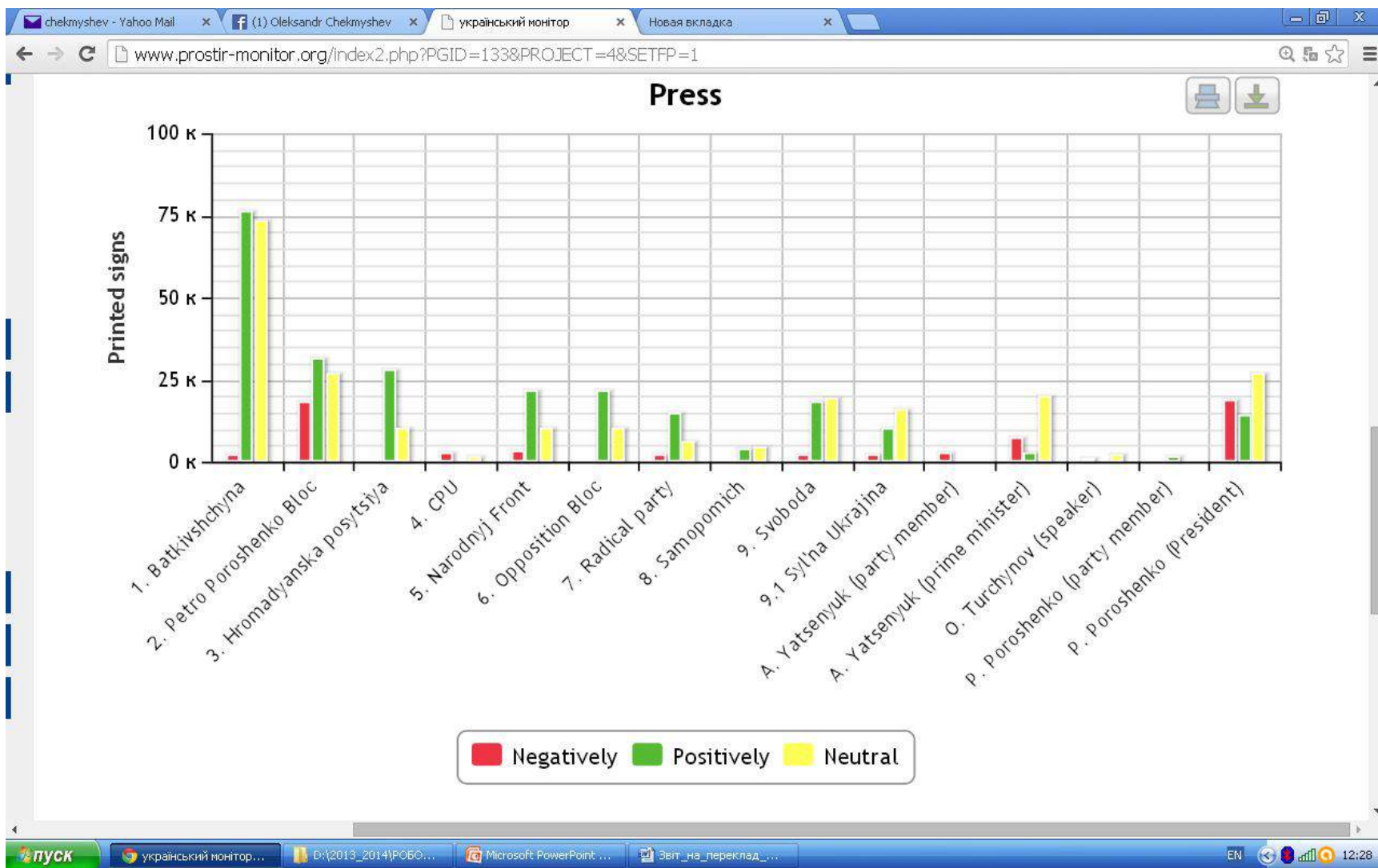
In the east “Oposytsiinyi Bloc”/“Opposition Bloc” was represented most actively among the political subjects in terms of full advantage of the power (Petro Poroshenko as the President).

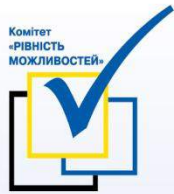
In the center Radical Party and “Batkivschyna” were the leaders. The Government was represented not much actively.



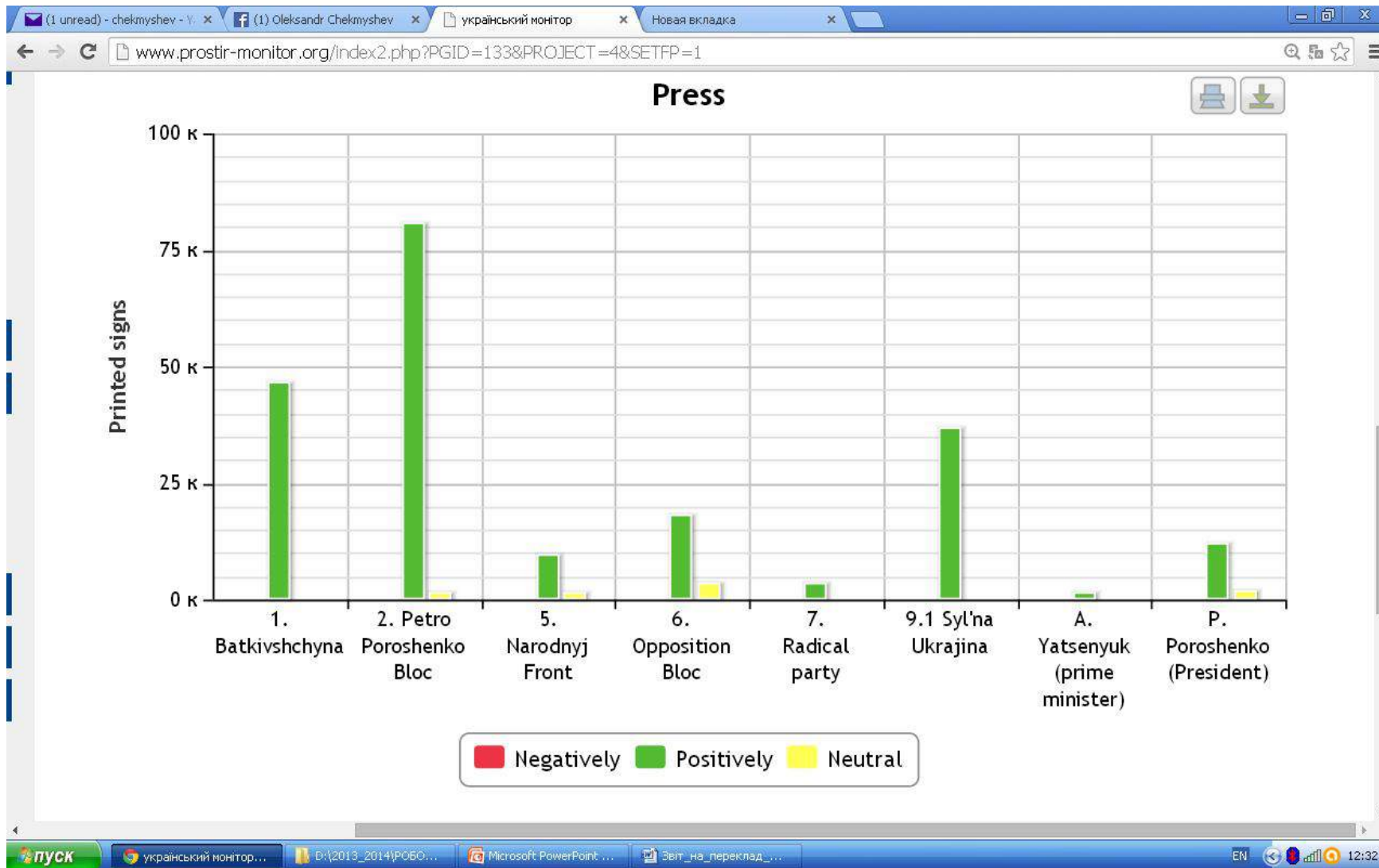


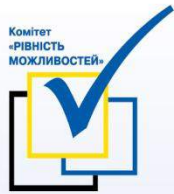
West





South

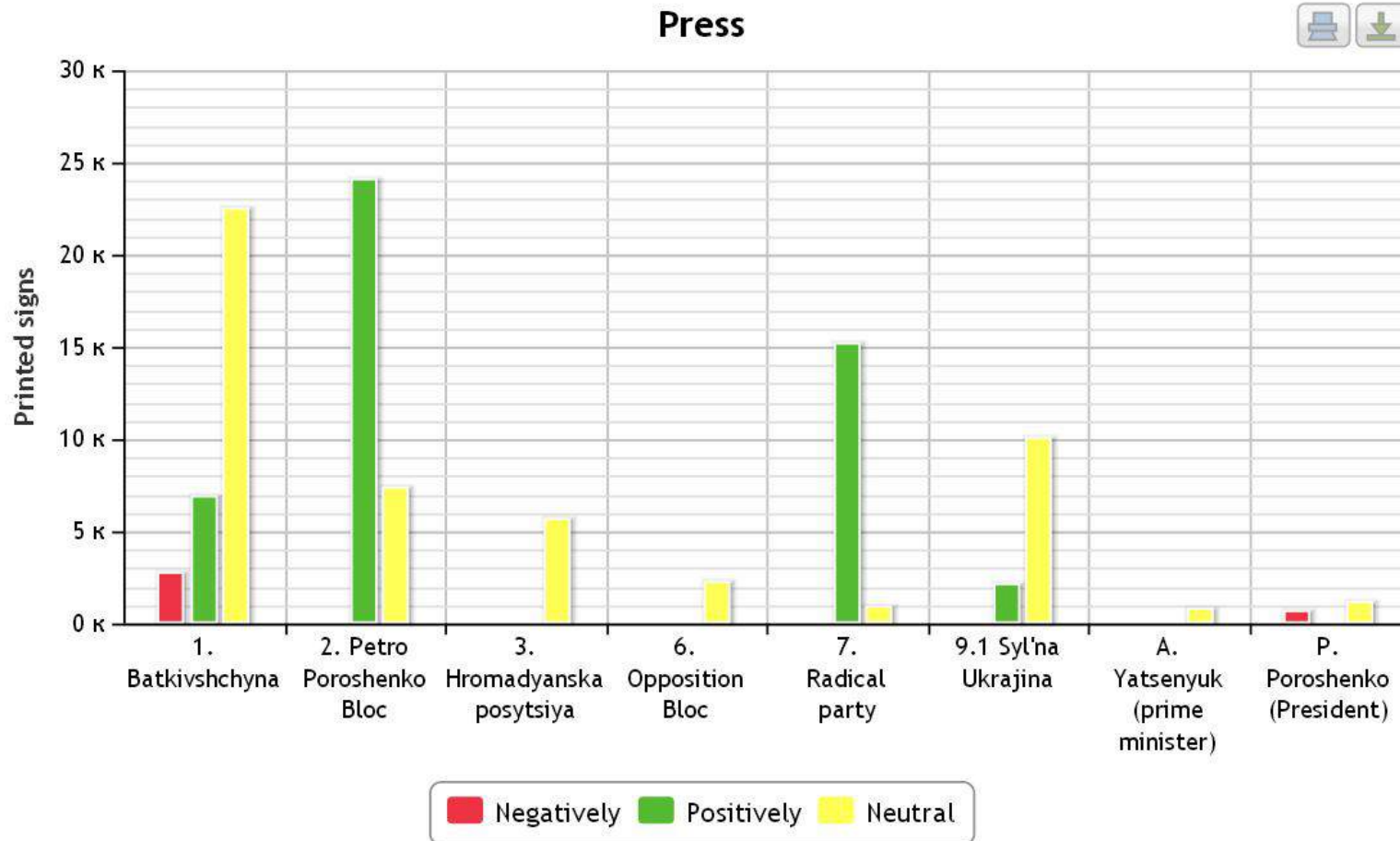




North

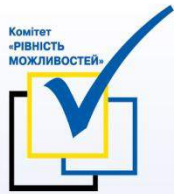


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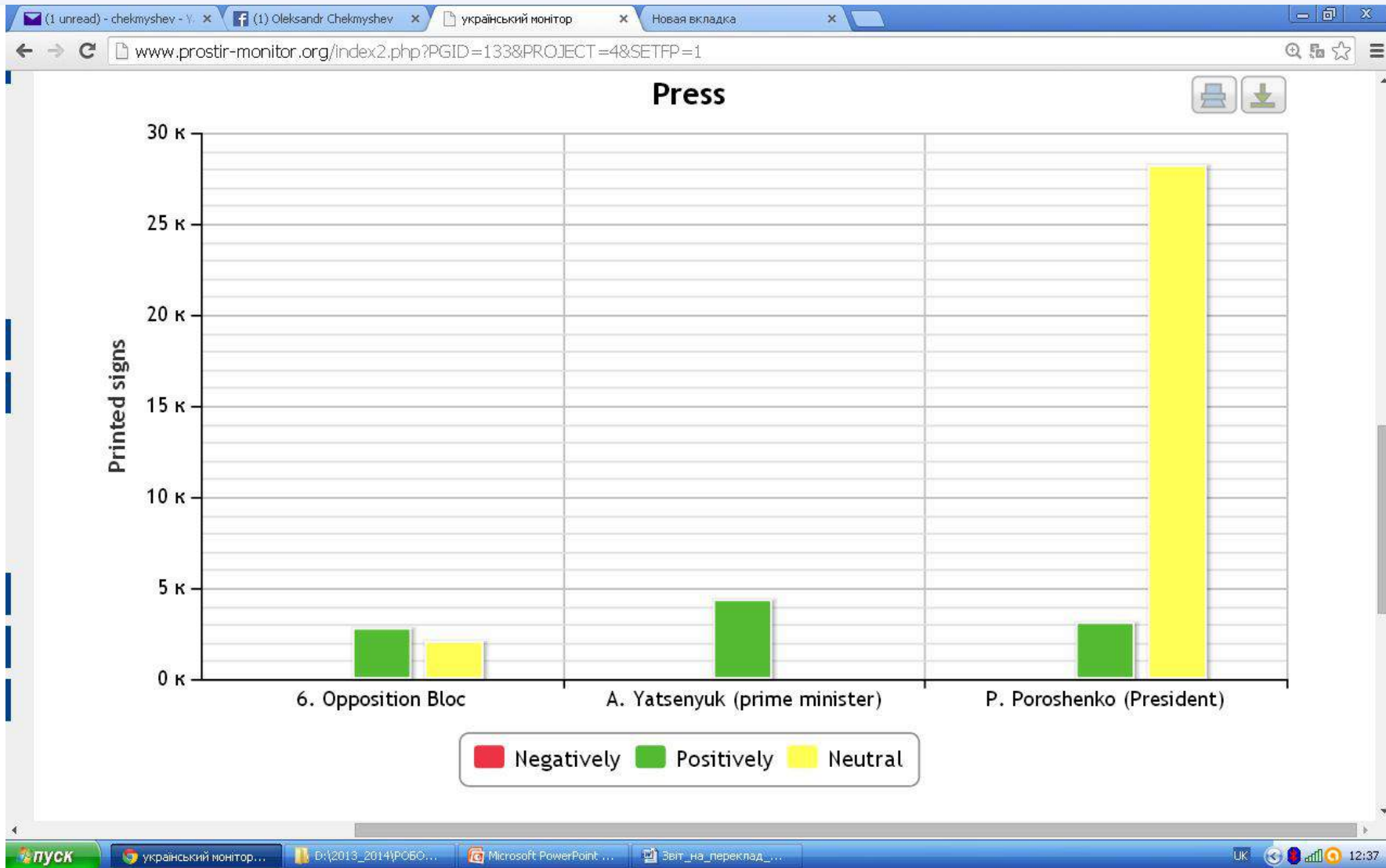


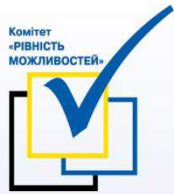
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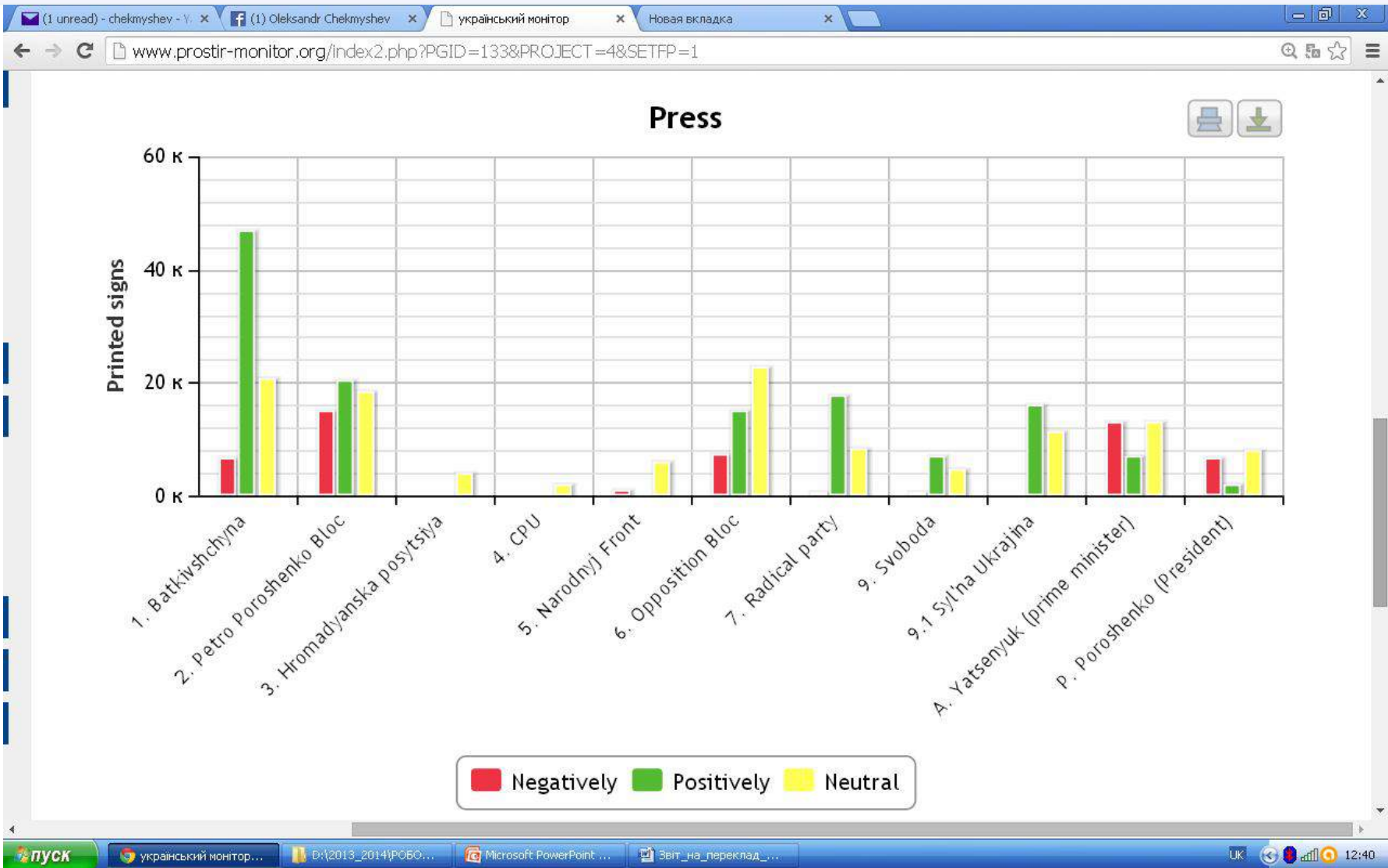


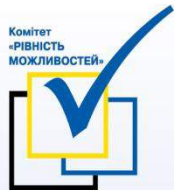
East





Center





Regional Internet



In the west the Internet sites gave their preferences to “Batkivschyna” and the President.

In the south the leaders were “Batkivschyna”, “Sylna Ukraina”/”Strong Ukraine” and the President (simultaneously the criticism took the significant part).

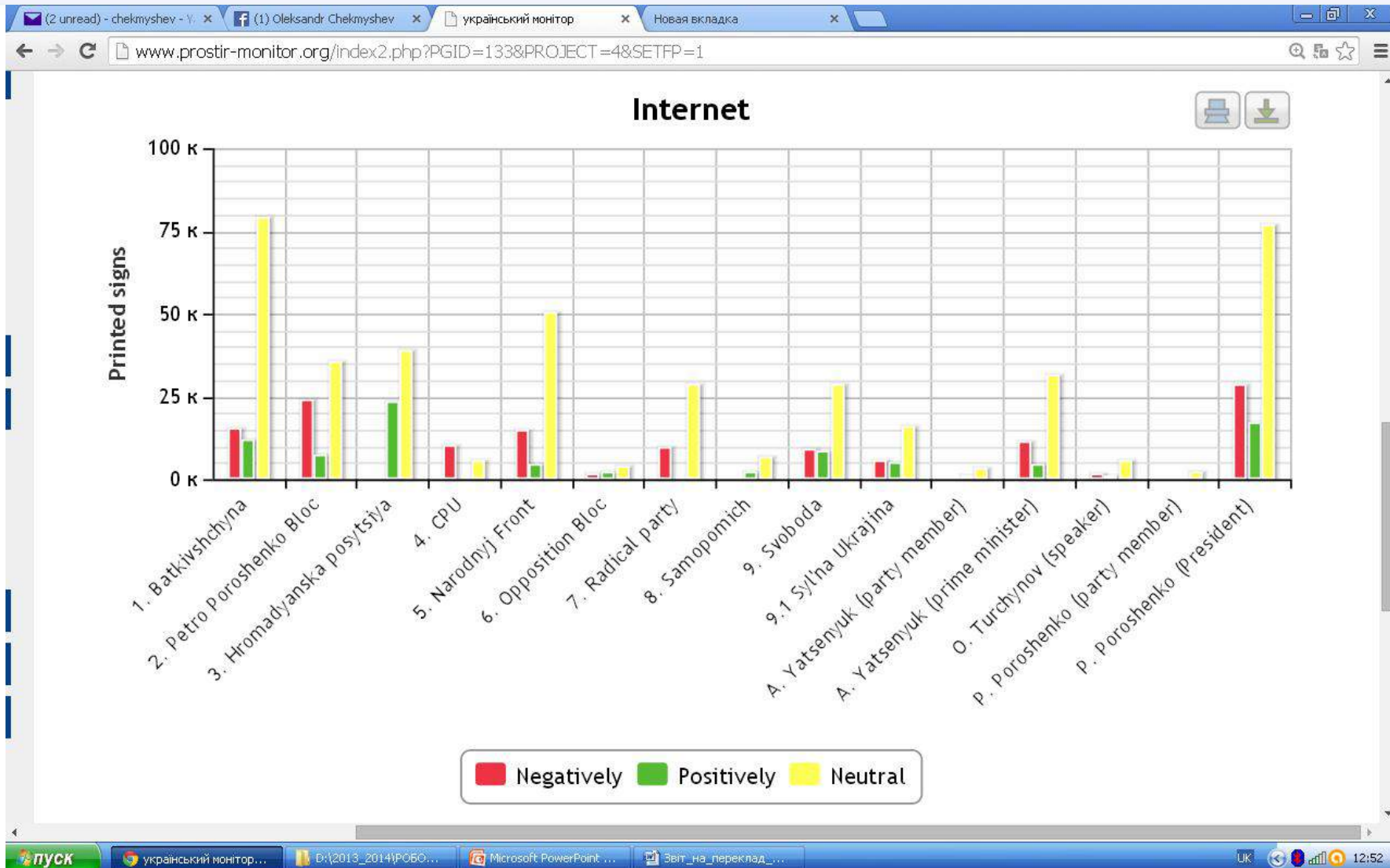
In the north the Internet site gave their preferences to “Batkivschyna”, “Narodnyi front”/”Popular Front” and the President.

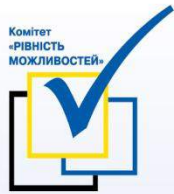
In the east the President was the leader though he was represented in some critical tone and also “Petro Poroshenko’s Bloc”, “Svoboda”/”Freedom”, “Sylna Ukraina”/”Strong Ukraine”, Arseniy Yatsenyuk (as the Prime-Minister).

In the center the leader was the President (sensibly in critical tone), “Petro Poroshenko’s Bloc”, “Batkivschyna”, “Narodnyi front”/”Popular Front”, “Oposytiinyi Bloc”/”Opposition Bloc”, “Sylna Ukraina”/”Strong Ukraine”.

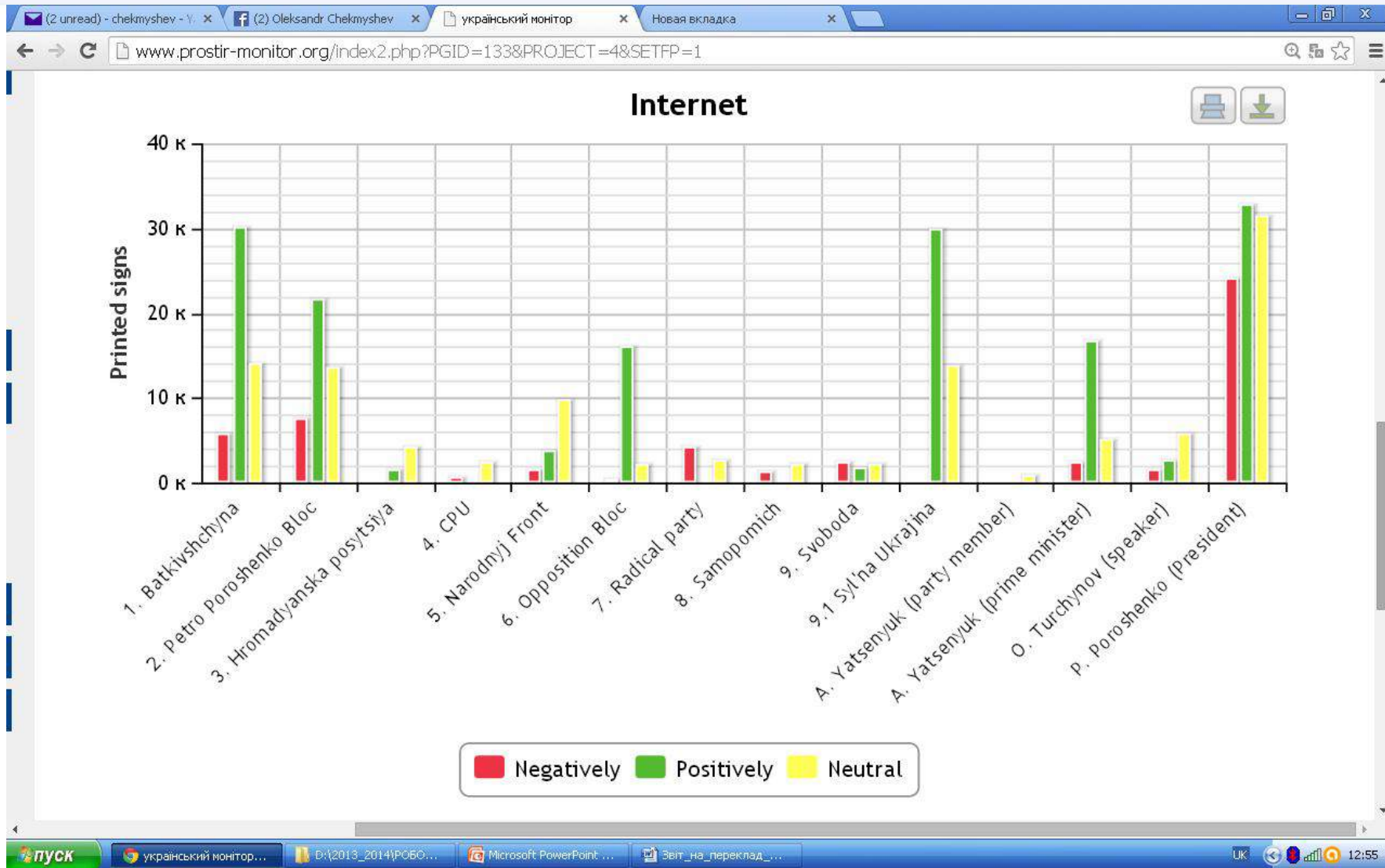


West

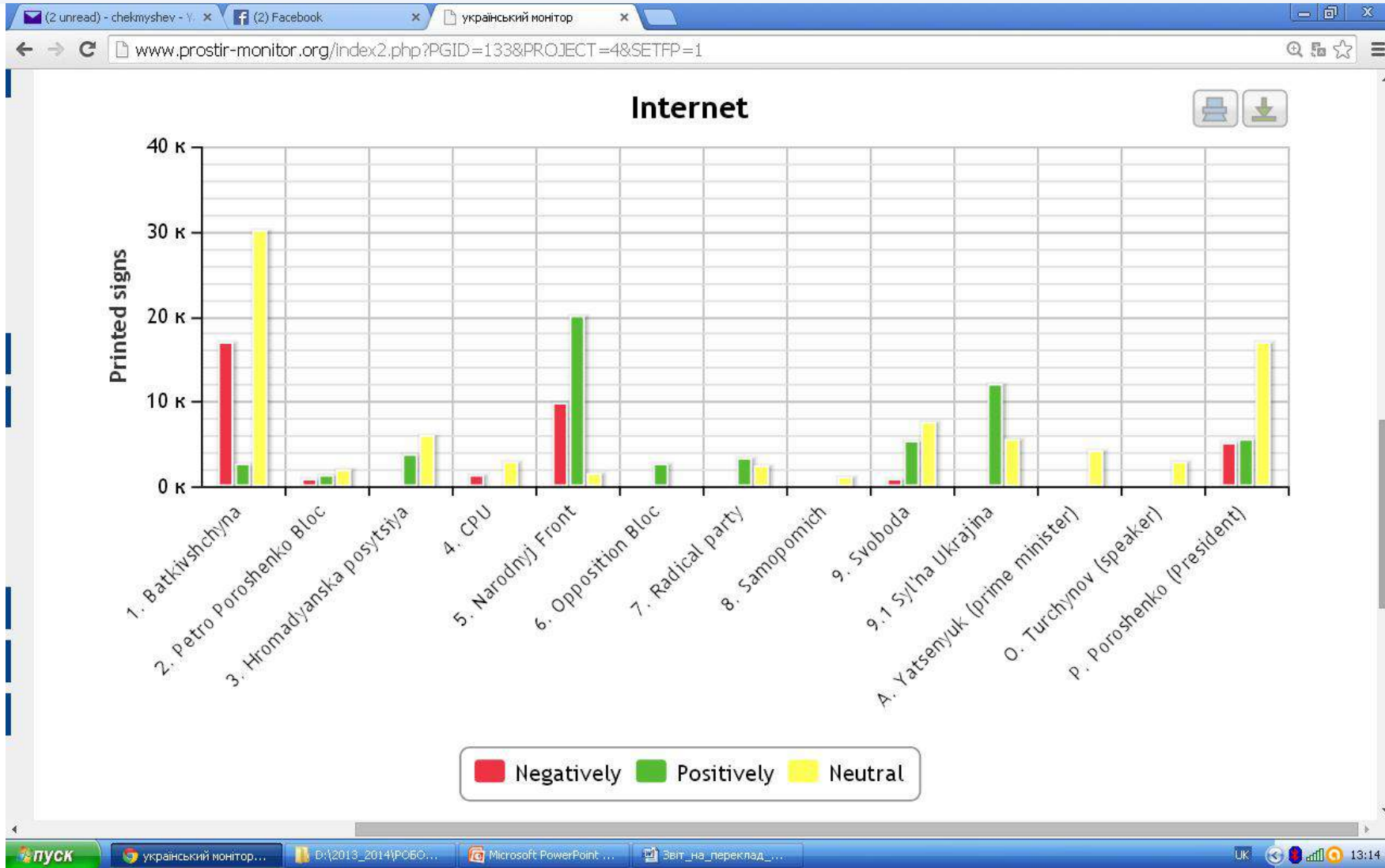


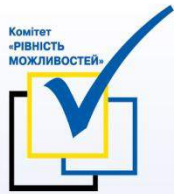


South

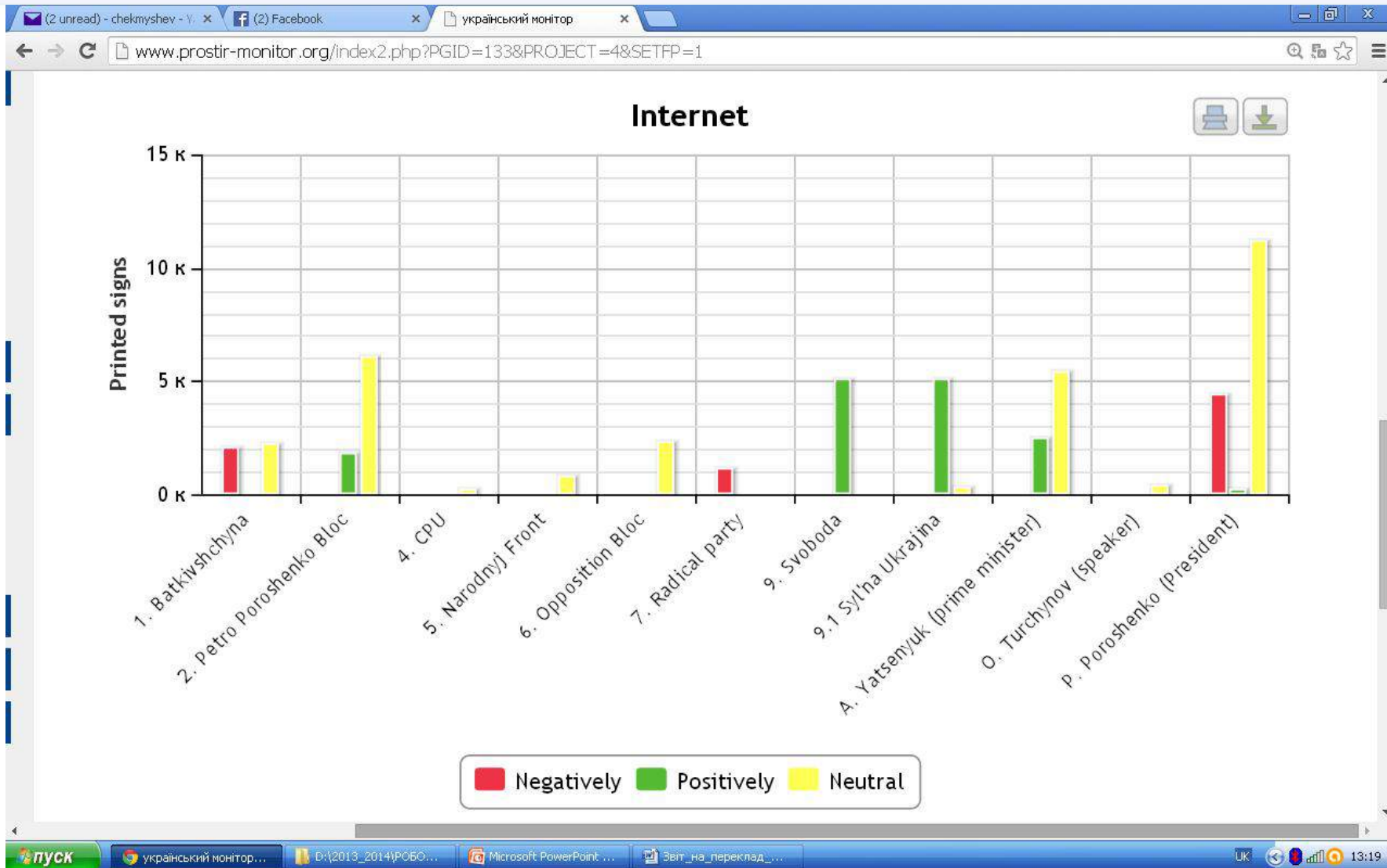


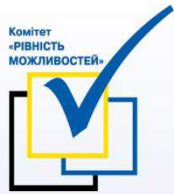
North



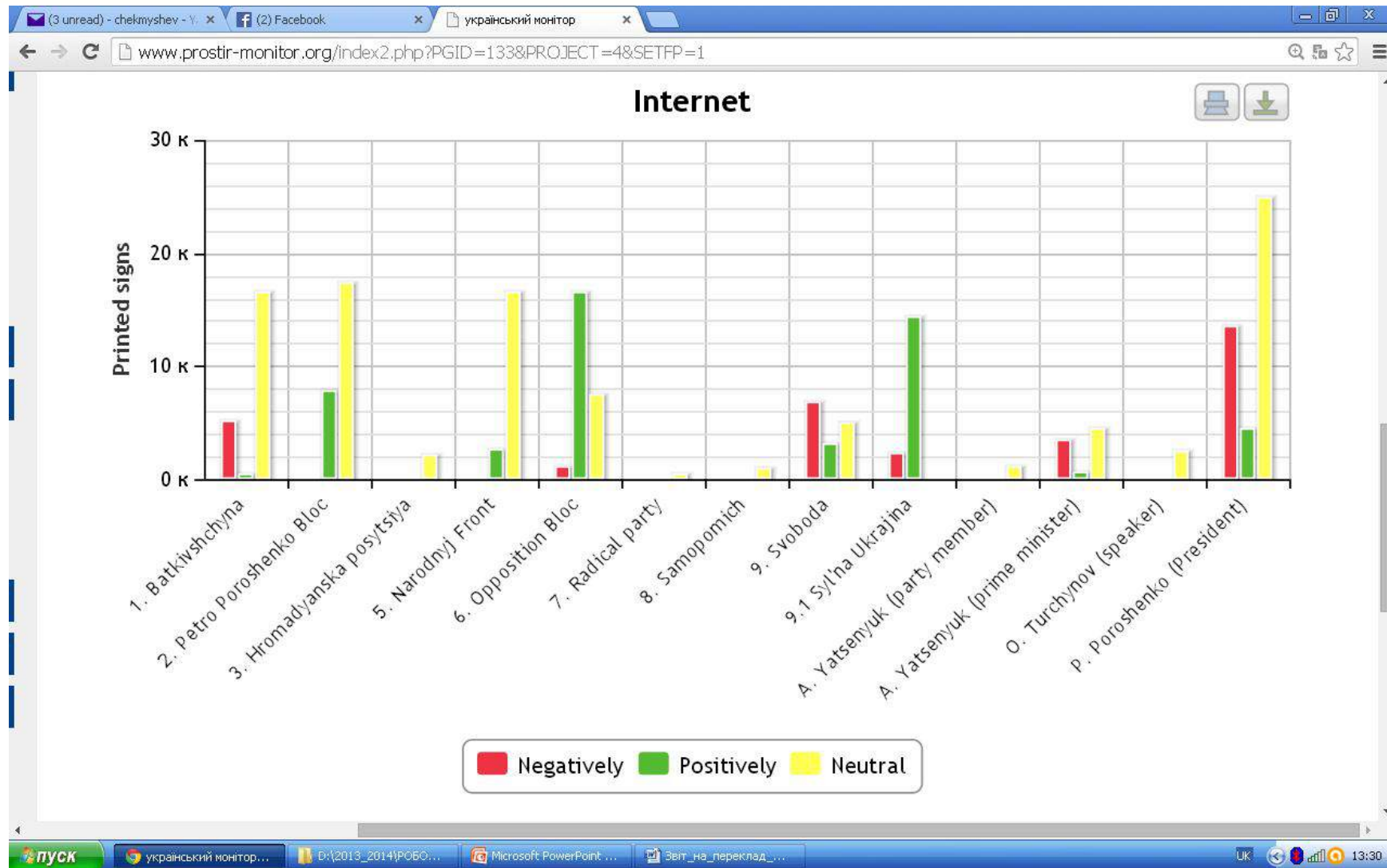


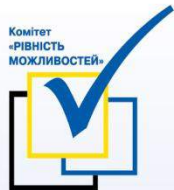
East





Center





Thank you!

More detailed information on the web-site
“Ukrainian monitor” –

Welcome:

www.prostir-monitor.org

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