



Media coverage of Internally Displaced Persons in the Ukrainian mass media
Autonomous Republic of Crimea, Kherson, Mykolayiv, Odessa, Zaporizhya regions
Funded by the European Union

Media coverage of IDPs in the Ukrainian mass media

South of Ukraine
June 2016

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1. INTRODUCTION

This is the third of the monitoring reports which will be published in the framework of the project 'Regional Voices: Strengthening conflict sensitive coverage in Ukraine's regional media', funded by the European Union. The project is implemented by a media consortium led by the Thomson Foundation, and consists of the European Journalism Centre, 'Spilnyi Prostir' Association, MEMO 98 and the International Institute for Regional Media and Information.

The total 24 regional monitoring reports on coverage of IDPs in the local Ukrainian media (regional monitoring reports, comparative cross-regional monitoring reports, comparative monitoring reports by monitoring periods and final report) will be prepared in between 2015 - 2017. The first media monitoring report assessed the findings from 1 to 23 October 2015¹ and the second monitoring report assessed the findings from 15 to 28 February 2016².

The overall objective of the project is to decrease any potential areas of conflict through the balanced coverage of events in the regional media, thereby contributing to a decrease in communal tensions, specifically between internally displaced persons (IDPs) and their host communities. This will be achieved by strengthening regional media's ability to respond to the conflict through enhanced independence and quality of content as well as by strengthening regional media access to networks, both within Ukraine and beyond its borders.



¹All the reports covering first monitoring period are available at <http://regionalvoices.eu/en/monitoring> and http://www.prostir-monitor.org/reports/wave1_region_pdf.html. The second period reports are available at [http://www.prostir-monitor.org/reports/en/wave2_region_pdf.html\(regional\)](http://www.prostir-monitor.org/reports/en/wave2_region_pdf.html(regional)) and http://www.prostir-monitor.org/upload/reports/final-reports-wave-2/Summary_W2-en.pdf (final)



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The project envisions development of an early warning capacity of incendiary coverage of conflict-related issues through consistent media monitoring and evaluation, including on election coverage, of participating regional media. 'Spilnyi Prostir' Association and MEMO 98 jointly prepared methodology of monitoring the media coverage of IDPs and trained 65 regional analysts (in Kyiv, Lviv, Kharkiv, Dnipropetrovsk and Odessa) to conduct quantitative and qualitative analysis of the regional media coverage in connection with the above-mentioned topic.

Between 1 – 14 June 2016, the monitoring team conducted a third wave of a media research, with a special focus on how the topic of IDPs is reported in a normal, out-of-election period. The monitoring sample consisted of a total of 203 monitored media (50 TV channels, 66 print media and 87 online media outlets) in 24 regions of Ukraine divided into four main parts:

- ★ East (Donetsk, Luhansk, Kharkiv oblasts);
- ★ North/Centre (Sumy, Chernihiv, Zhytomyr, Vinnytsya, Dnipro, Kirovohrad, Poltava, Cherkasy);
- ★ South (Odessa, Kherson, Zaporizhyya, Mykolayiv, Autonomous Republic of Crimea);
- ★ West (Volyn, Zakarpattia, Ivano-Frankivsk, Lviv, Rivne, Ternopil, Khmelnytsky, Chernivtsi).

The sample of monitored media in the Southern regions of Ukraine included 35 media outlets in the region (3 TV channels, 5 newspapers and 24 online media outlets).

In comparison with the first October period for both second and third periods there were two minor changes caused by the facts that media had either to terminate its activity or that it entirely ignored IDPs-related issues.³

2. EXECUTIVE SUMMARY

★ Media in Southern regions, similarly with previous periods, provided marginal and rather superficial coverage of the IDP topic, mostly in the context of other topics and problems. The indifference was particularly significant in television with cases, for instance in Odessa oblast, where TV channels omitted the topic of IDPs entirely.

★ Overall, there was a lack of analytical and investigative reporting. While qualitative informing was in general rare, there were few media, such as MART channel and Mykolayiv State Channel, which showed

good examples of human approach in their reporting. Overall, however, such stories were very scarce.

★ Specifics of the Southern mass media entail active coverage of the so-called IDP-media – media outlets that were forced to relocate their offices from the occupied territories. At the same time, there were several instances when the Crimean media omitted to mention the IDP status of reported persons, in particular with activists and athletes, thus often misleading the audience.

★ Media, in general, used correct language and terminology when addressing IDPs, avoiding sensationalism. However, in Zaporizhyya and Odessa oblasts there were a few instances of misusing the terms when IDPs were referred to as the refugees.

★ Monitored media reports were mainly balanced. Nevertheless, there were some cases of one-sided coverage of the IDPs-related events, an approach often seen in Mykolayiv - when reporting about the authorities the issues were presented from their perspective without opinions from the IDPs.

★ The reports of derogatory comments were rare, however, the monitoring still revealed such cases in one Kherson and Mykolayiv-based media.

3. QUANTITATIVE ANALYSIS

The sample of monitored media in the Southern regions of Ukraine included 35 most popular and top-rated outlets in the region, divided as follows:

- ★ 10 local TV-stations – one state-owned and one or two major private channels per oblast;
- ★ 11 newspapers - at least one state-owned publication, several major private ones per oblast;
- ★ 14 online media – most visited news-oriented websites in each oblast.

The monitoring findings revealed that the IDPs-related topics, as previously, did not attract particular media attention - the share of allocated time and space ranged between 0.7 per cent in monitored TV channels (it was 1.4 and 0.9 per cent in previous October 2015 and February 2016 periods, respectively) through to 1 per cent in print media (it was 0.5 and 0.8 per cent in previous periods, respectively).

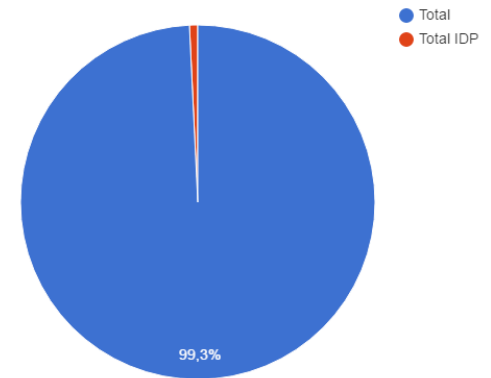


CHART 1 (ABOVE) Share of IDPs-related coverage in the news programmes of monitored regional TV channels in the third monitoring period (June 1-14, 2016)

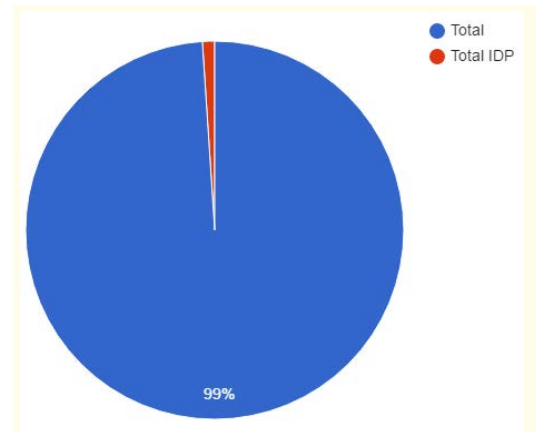


CHART 2 (ABOVE) Share of IDPs-related coverage of the monitored regional newspapers in the third monitoring period (June 1-14, 2016)

²All the reports covering second monitoring period are available at http://www.prostir-monitor.org/reports/en/wave2_region_pdf.html and http://www.prostir-monitor.org/upload/reports/final-reports-wave-2/Summary_W2-en.pdf

³Both changes concerned Kherson oblast: 'Khersonskiyi Visnyk' newspaper was replaced by 'Vhoru' newspaper; and online media 'Khersonskiyi Vesti' was replaced by 'Khersonskiyi Fakty'



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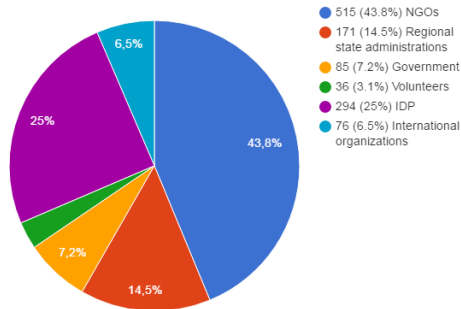


CHART 5 (ABOVE) Share of subjects within the IDPs-related coverage in monitored regional TV channels

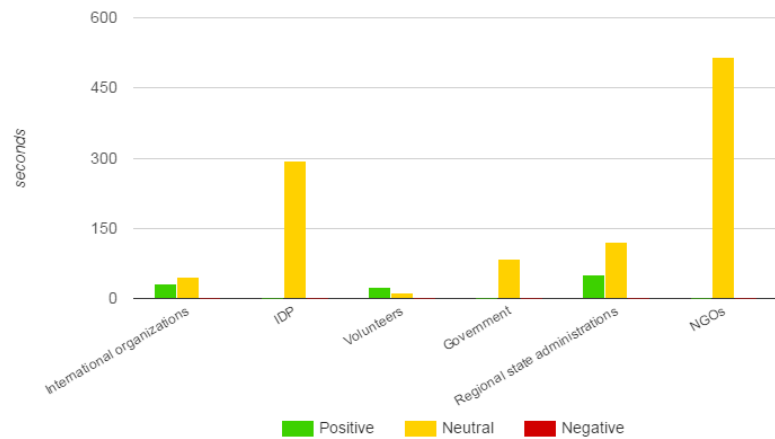


CHART 6 (ABOVE) Tone of air time dedicated to the subjects within the IDPs-related coverage in monitored regional TV channels

3.2 PRINT MEDIA

Overall, local monitored newspapers showed similar indifference as far as the IDP-related stories are concerned to TV channels. Nevertheless, in comparison television the tendency over monitored periods is different - while the share of IDPs-related coverage was 0.5 per cent in October 2015 (and 0.8 per cent in February 2016), it amounted to 1% during last phase in June of total volume of the information provided by the monitored publications.

Among the most covered topics were such topics as social adaptation and community life (60.4%), state aid (20%) and other less relevant themes combined in one category 'other' (16%).

Some categories related to daily life of IDPs – accommodation, employment or charity – were given minimum exposure (less than 3% together).

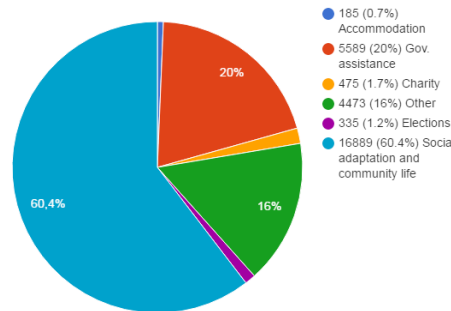


CHART 7 (ABOVE) Share of topics within the IDPs-related coverage in monitored regional newspapers

Overall, local monitored newspapers showed similar indifference to TV channels as far as the IDP-related stories are concerned...



²Marshrutka is a form of a share taxi service used in the CIS and some other countries

³Article 'Arrived!' in the 'Dnepr Vechernii' newspaper from June 7, 2016

⁴Article titled 'In Dnipro a minibus driver dropped children of benefit recipients on the track'. 'Dniprohrad' online media, published on June 7, 2016 at: http://dniprohrad.org/2016/06/07/u-dnipri-vodiy-marshrutki-visadiv-na-trasu-ditey-pilgovikiv_46426

⁵Article titled 'IDPs will be checked at their places of residence' published at 0564.ua online resource 14 June, 2016 : <http://www.0564.ua/news/1260123>



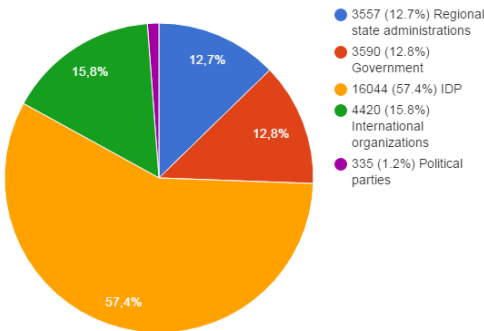
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As for the monitored subjects, IDPs themselves received a predominant share of print media coverage (57.4%). Less coverage was provided to international organizations (15.8%) and the central and local authorities that received nearly equal coverage (12.8% and 12.7% respectively). Insignificant references were dedicated to the political parties (1.2%).

CHART 8 (BELOW) Share of subjects within the IDPs-related coverage in monitored regional newspapers



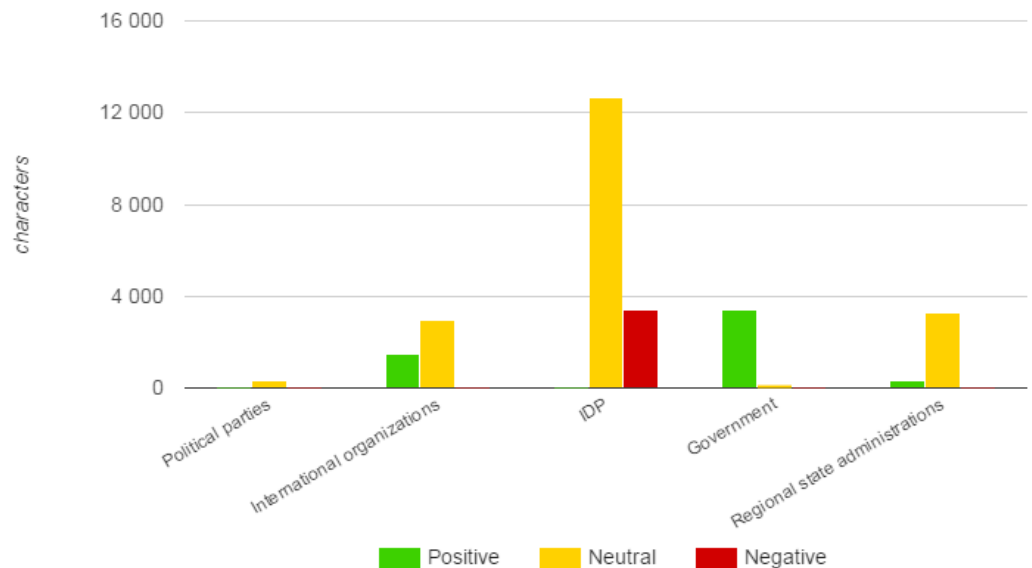
As for the tone of the coverage, less covered subjects, namely political parties, international organizations and local state administrations were covered in both positive and neutral tone. At the same time, the most presented subjects – IDPs per se – was shown with significant portion of negative tone (21% of total volume of information on IDP as a subject). Such coverage was partially caused by Kherson-based newspaper ‘Novyj den’ (New Day)⁴ as well as by Mykolaiv-based newspaper ‘Vecherniy Nikolaev’ (Evening Nikolaev)⁵ that reflected a speech of Mr, Andriy Parubiy, Speaker of the Ukrainian parliament, where he compared the IDPs from the Soviet period to the population of Ukraine living in South-Eastern parts of Ukraine⁶. In the current political context, such comparison spurs negative emotions towards the current group of IDPs.

3.3 ONLINE MEDIA

The monitored online media devoted to IDP-related stories a total of 121,582 characters (a little more than in the previous monitoring wave in February when it amounted to 121,273 characters, but significantly less than in October 2015 when the amount was 141,602 characters). This volume represents approximately 67 standard A4 pages.



CHART 9 (BELOW) Tone of the coverage dedicated to subjects within the IDPs-related materials in monitored regional newspapers



⁴Novyj den, 8 June 2016, article ‘Parubiy puts Ukraine and its citizens down before Europe’.

⁵Vecherniy Nikolaev, 9 June 2016, article ‘Parliament Speaker called all residents of South-East displaced’.



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Among the monitored subjects, state aid (37.5%) and themes combined under 'other' category (28.8%) received the widest coverage. Social adaptability and community life was presented on 13.3% of monitored information. Other topics, such as the role of church (5.9%), social tensions (4.8%), charity (3.1%) or employment (2.6%) received only minimal coverage.

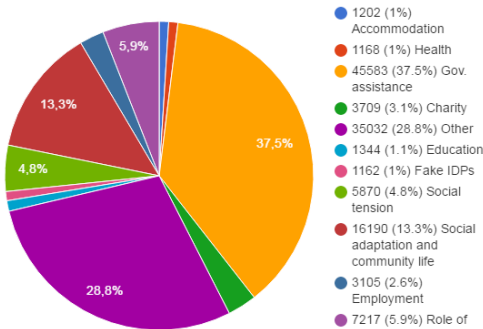


CHART 10 (ABOVE) Share of different topics in coverage of IDPs in monitored regional online media

In the Southern online media, top three subjects received the most significant and relatively comparable coverage: IDPs per se (29.3%), government (28.7%) and NGOs (28.3%). Other subjects, namely, church (4%), the President (3.6%), international organizations (3.3%) or local administration (2.3%) received rather marginal coverage.

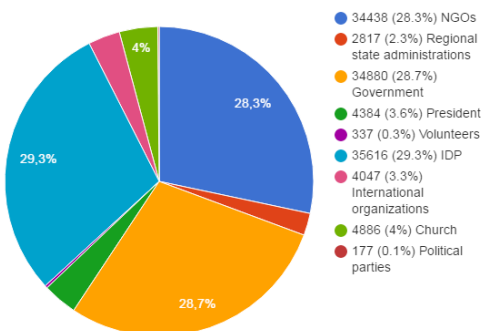


CHART 11 (ABOVE) Share of different subjects in coverage of IDPs in monitored regional online media

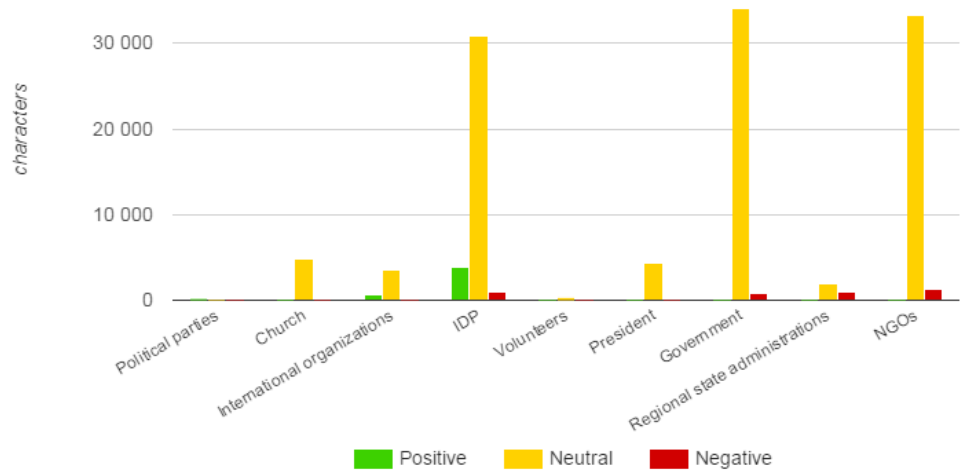


CHART 12 (ABOVE) Tone of the coverage dedicated to subjects within the IDPs-related materials in monitored regional online media

In online media publications, the overwhelming portion of monitored information was presented in a neutral manner. Some subjects, namely the IDPs per se, the government, the local state administration, as well as the NGOs, were slightly covered also in a negative tone. At the same time, the IDPs per se was the only subject that was presented also in a positive manner.

4 QUALITATIVE ANALYSIS

The qualitative analysis of the third monitoring period revealed that in the [Crimea](#) the 'IDP-media' (media outlets which were forced to relocate their offices outside of occupied territories) were most active. The monitoring team did not notice any cases of biased terminology or misuse of language when referring to IDPs. Monitored content of the coverage was overall balanced. It was also noticed that a number of reports, in particular in Kyiv-based online media 'Crimea.Realita' were dedicated to the Crimean activists and athletes who left the peninsula – those reports, however, did not provide any specifications whether the persons are IDPs or not, i.e. when exactly they left the peninsula: before the annexation of Crimea or afterwards⁷.

The media of the [Zaporizhya](#) oblast provided rather passive coverage of IDPs. All the coverage was exclusively factual and informative, lacking any analytical or investigative effort. The journalists of the local media seemingly neither aimed to

Meanwhile, there was a noteworthy life-story covering the IDPs aired on 1 June, by the municipal TV channel 'MART' (Municipal Agency for Radio and Television) – it provided insights of the IDPs' life in the context of 'The International Children Day'

⁶PMr. Parubiy referred to the Soviet period when lot of Russians was moved to the South-East of Ukraine. He said that people on the South and East of Ukraine cannot say anything against renaming of their cities, towns and streets (it is being made now due to the Law on Decommunisation), because they are settlers, not original citizens. And that lot of Ukrainians is killed in Donbas nowadays by the former IDPs inheritors.



create broader public platform that could discuss the problems faced by IDPs, nor they informed on either success life-stories or civic projects implemented by IDPs. Overall, the media did not present any politically or socially significant topics concerning the IDPs. In preparation of reports, the journalists did not take any commentary from IDPs. Media in general avoided sensationalism and used various terminology - 'displaced people', 'citizens of the occupied territories' but there were also the cases when this group of citizens was incorrectly referred to as 'the refugees'. For instance, 'IPNews' online media for its article from 10 June 2016 used a following headline: 'In Zaporizhya refugees be poisoned with mushrooms from tree-planting'.⁸ As revealed by the findings, it was regrettably not the only case when this media outlet used incorrect terminology.

In [Mykolayiv](#) oblast, during the third monitoring wave there was observed imminent lack of reports on IDPs, let alone that there were neither investigative, nor analytical reports offered. The journalists did not intend to research and provide the coverage of the problem of IDPs. In addition, when reporting on IDPs, media used incorrect language and terminology, although tried to avoid sensationalism at the same time. Nearly all the reports were imbalanced and one-sided as the journalists referred to the official sources of the local authorities only.

Meanwhile, there was a noteworthy life-story covering the IDPs aired on 1 June, by the municipal TV channel 'MART' (Municipal Agency for Radio and Television) – it provided insights of the IDPs' life in the context of 'The International Children Day' when two kindergartens of the Solyani micro-district opened additional groups for 100 children. The report presented a woman-IDP whose child attends this kindergarten.

Media in [Odessa](#) oblast provided only limited coverage of IDPs. Television did not offer any more human life-stories, analytical or investigative reports, nor did it informed about media monitoring project or its findings. Overall, there were only three IDPs-related reports in the monitored period - the website [Dumskaya.net](#) on 3 June informed⁹ that, due to the International Children Day, the President's Petro Poroshenko's Party 'Solidarity' collected the stationery for the IDP children; and the newspaper 'Odeski visti'¹⁰ published two brief articles. The first one from 4 June¹¹ was dedicated





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to humanitarian aid provided to IDPs, however, an incorrect term 'refugees' was noticed. The second article from 14 June reported on the round-table dedicated to activities of the Ukrainian Migration Service and its canceled authority to pay social benefits to the IDPs.

Media in the **Kherson** oblast also covered the IDPs rather marginally, with no analytical or investigative reporting. Meanwhile, the monitoring team revealed an article that covered IDPs in an overall negative context, with the components of hate-speech. In the newspaper 'Novyj den' ('New Day') from 8 June, an article 'Parubiy puts Ukraine and its citizens down before Europe' was published. The manner in which the text was constructed created a controversial perception of the IDPs in general - the article referred to the citizens who, in the times of the Soviet Union during Communist repressions, were relocated by the totalitarian power from current Russia to the lands of the annihilated Ukraine, and as a result, the inheritors of such IDPs oppose to the 'genuine' Ukrainians. Additionally, an artificial association was created between the said Soviet citizens (the IDPs of those times) and the current IDPs, creating a negative context for the latter.

recommendations how to improve the IDPs-related coverage in the regional media of the Southern oblasts is offered:

- ★ To increase the overall level of IDPs-related coverage, including analytical and investigative reports.
- ★ To publish more concrete 'life-stories' of IDPs.
- ★ To arrange the editorial meetings and trainings concerning correct terminology and related vocabulary to avoid derogatory comments and hate-speech.
- ★ It is encouraged to analyse the instances of the reports where the hate-speech was used and present them as the prohibitive cases-studies.

Implementation of these recommendations would raise the professional level of media content, including adherence to some of fundamental journalistic standards, such as impartiality and balance. As a result, increased quality manifested by the comprehensive and in-depth coverage of events in the regional media would limit potential sources of social tension between the internally displaced persons (IDPs) and their hosts.

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⁷Crimea.Realia, 10 June 2016, 'Crimean gymnast to represent Ukraine in the Israeli tournament', available at <http://ru.krymr.com/content/news/27790799.html>

Crimea.Realia, 10 June 2016, 'Crimean 'spoil' reception at Russian Embassy with campaign 'Bloody hospitality', available at <http://ru.krymr.com/archive/news-ru/20160610/16898/16898.html?id=27791089>

Crimea.Realia, 15 June 2016, 'Usyk, Ukrainian boxer from Crimea, to meet Hlovatskiy on 17 September in Poland', available at <http://ru.krymr.com/content/news/27799307.html>

⁸IPNews, 10 June, 'In Zaporizhzhya refugees be poisoned with mushrooms from tree-planting', available at <http://www.ipnews.in.ua/index.php/2016/06/10/v-zaporozhe-bezhentsyi-otrvilis-gribami-iz-posadki>

⁹Dumskaya.net, 3 June 2016, 'Due to the Children's Day Petro Poroshenko Bloc in Odessa presented stationery for young IDPs (policy)', available on <http://dumskaya.net/news/ko-dnyu-zashchity-detey-odesskiy-bpp-peredal-mal-059008>

¹⁰Odeski visti, 14 June 2016, 'The era of wandering passes', available at <http://izvestiya.odessa.ua/uk/2016/06/14/era-skitaniy-prohodit>

¹¹Odeski visti, 4 June 2016, 'Joint project discussed', available at <http://izvestiya.odessa.ua/uk/2016/06/03/vid-dunayu-do-bugu-vid-bugu-do-dunayu>