



# Media Monitoring Summary Report

(East, North-Centre,  
South, West of Ukraine)

June 2016

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# Media monitoring methodology

## Monitoring of media coverage of Internally Displaced Persons

### 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 Prostrir' Association, MEMO 98 and the International Institute for Regional Media and Information<sup>1</sup>.

The overall objective of the project is to decrease potential areas of conflict through balanced news output 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.

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

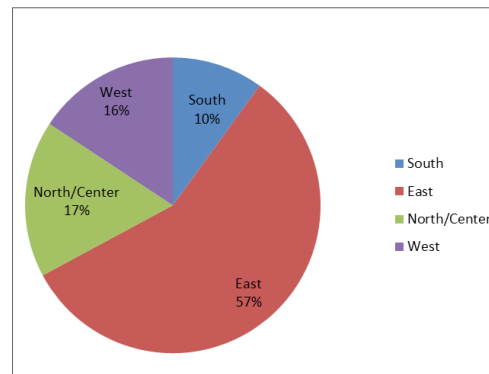
Between 1 - 14 June 2016, the monitoring team conducted the third monitoring of a number of monitoring exercises, with a special focus on how the topic of IDPs has been reported. The monitoring sample consisted of a total of 203 monitored media (50 TV channels, 66 print media and 87 online media outlets) 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, Zaporizhya, Mykolayiv, Autonomous Republic of Crimea);
- ★ West (Volyn, Zakarpattia, Ivano-Frankivsk, Lviv, Rivne, Ternopil, Khmelnytsky, Chernivtsi)

### 2. EXECUTIVE SUMMARY

- ★ There was a lack of IDP-related stories in general and those with a more analytical and investigative approach in particular.
- ★ In most of their stories, journalists merely reflected on the current situation with IDPs, without aiming for a long-term vision or more profound public discussion on how to resolve problems of IDPs in a particular region.
- ★ The monitoring team identified a number of violations of professional standards.
- ★ Journalists mainly avoided verification of the information submitted by the state authorities.
- ★ There were a few examples of materials that looked like they were paid for as they lacked some basic journalistic standards.
- ★ Media in general used correct language and

CHART 1 The share of IDP-related coverage of the total monitored coverage in all monitored TV channels during the third monitoring period divided by regions (1-14 June 2016)



terminology when addressing IDPs, without any clear attempt to discriminate and used pictures and videos in a correct way, in line with the portrayed topics and issues.

- ★ There were, however, a few examples when media discriminated IDPs, featuring them in a negative way or referring to them as 'refugees'.
- ★ There were instances of using somebody else's stories and their republishing in some local media.
- ★ Media in general avoided sensationalism when reporting on IDPs.
- ★ There were some positive examples when media focused on human side of IDP stories.

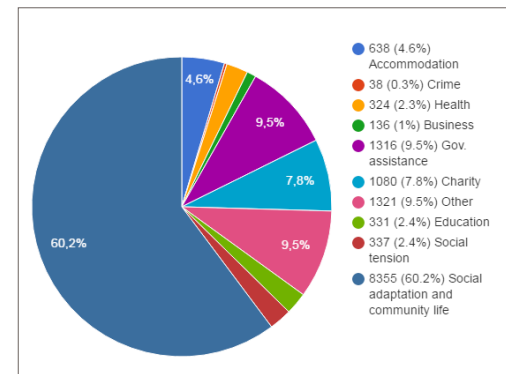
### 3. QUANTITATIVE ANALYSIS

The overall sample of monitored media in all regions of Ukraine was rather extensive, with the media ownership, potential impact, and ratings as the criteria of selection. In comparison with the previous two monitoring periods there were some minor changes in the sample. The changes were mainly due to the fact that some media ceased their activities, lost popularity, or did not pay attention to IDP-related issues or resumed broadcasting on the Ukrainian government controlled areas.

As a result, the sample composed of 203 most popular mass media, divided as follows:

- ★ 50 local TV-stations – one state-owned and one or two private channels per oblast;
- ★ 66 newspapers – at least, one state-owned publication and several major private ones per oblast;

CHART 2 The share of the coverage on all monitored TV channels devoted to different topics in the IDP-related stories



<sup>1</sup>All 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](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](http://www.prostir-monitor.org/upload/reports/final-reports-wave-2/Summary_W2-en.pdf) (final)



★ 87 online media – most visited news-oriented websites in each oblast.

The monitoring findings of the third period revealed that the IDPs-related topics were covered in a similar manner as during the second monitoring period with some media providing more active and some more passive coverage. The share of allocated time and space ranged between 2.5 per cent in monitored TV channels to 2.9 per cent in print media in the North-central regions; between 1.1 per cent on television to 0.3 per cent in print media in the Western regions; between 0.7% on television to up to 1% in print media in the Southern regions; and between 4 per cent in monitored television to up to 4.9 per cent in print media in the Eastern regions.

The media in Eastern part of the country gave the

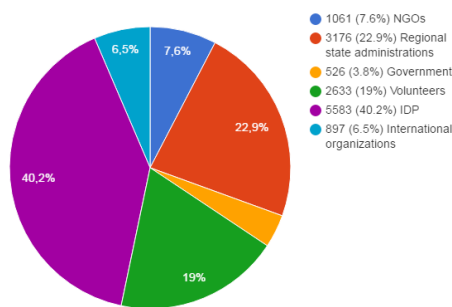


CHART 3 The share of the coverage on all monitored TV channels devoted to different subjects (entities) in the IDP-related stories

biggest share of the IDP-related coverage whereas the media in the Southern part devoted the smallest share.

The most covered topics were the state assistance, social adaptation and community life and social tension, whereas the least covered topics were the fake IDPs, and role of church.

The most covered subjects in all monitored media were IDPs and the central government, whereas the least covered subjects were the incumbent president and political parties.

### 3.1 TV CHANNELS

As for the coverage of IDP-related issue on television, it was comparable to the second monitoring period. While during the second monitoring period the monitored channels devoted a total of proximately 3,6 hours to IDP-related coverage, during the third monitoring period it was some 4 hours. It amounted to 1.7 per cent of total 222 hours of news programmes, what represents more than 16 minutes per day for all 50 monitored channels altogether, or some 19 seconds per channel a day.

The total time devoted to IDP-related stories by TV channels in four different regions was distributed as follows: in the Western part it was a combined total of 53 minutes; in the Northern and Central part it was some 2 hours; in the Eastern part it was some 32 minutes; and in the Southern part it was 19 minutes. In comparison with the second monitoring

period, the monitored channels in the Western part of Ukraine decreased their coverage (from 67 minutes during the second period) whereas North and Central and Southern parts decreased (as for the East it was almost the same as during the second period). The most covered topics were in particular social adaptation and community life (60.2% of total volume of IDP coverage), state assistance (9.5%), charity (7.8%) and accommodation (4.6 %). The least covered topics were the health issues (2.3%), business (1%) and crime (0.3%). The TV channels from the Eastern part of Ukraine devoted more significant coverage to problems related to abuse of the status of IDPs (fake IDPs).

The most covered subjects in all monitored channels were IDPs themselves (29.9% of the total volume of IDP coverage), followed by government (22.4%), regional state administrations (18.7%). Volunteers (6.5%) and NGOs (4.7%) were covered more passively.

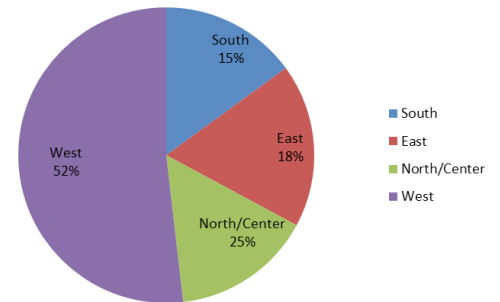


CHART 4 The share of the coverage on all monitored TV channels devoted to IDP themselves in IDP-related related stories divided by four regions

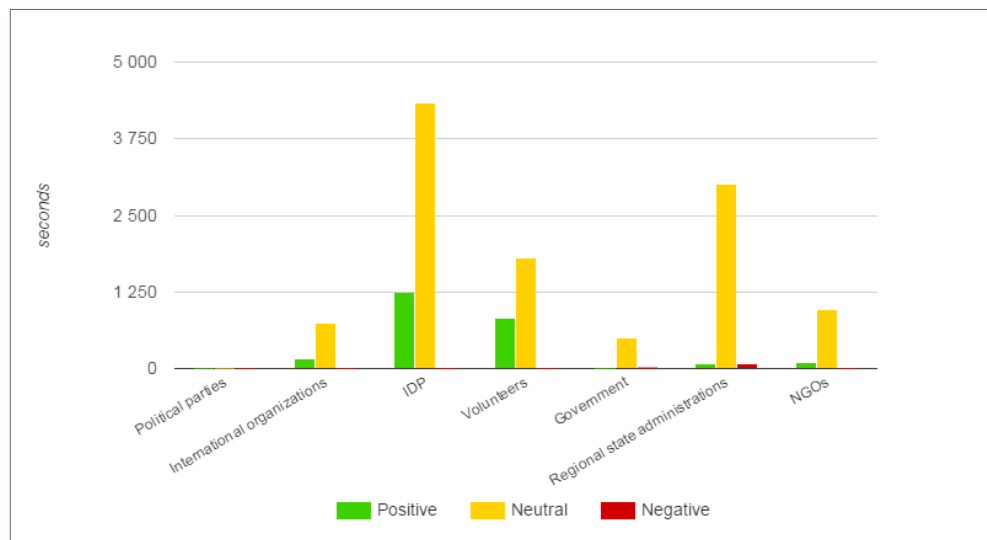


CHART 5 The coverage of the tone in which the monitored subjects (entities) were portrayed in the framework of IDP-related stories on all monitored channels.

Chart 4 shows the share of the coverage on all monitored TV channels devoted to IDPs themselves from a regional perspective. Most of the coverage was devoted by channels in the Western part of Ukraine followed by other three regions, with channels from the Southern part allocating the smallest share of the coverage. When looking at the share of the coverage given to IDPs themselves in comparison with other subjects in individual regions, it ranged from 86.6 % of the IDP-related coverage in the Western part of Ukraine to 25 % devoted to IDPs in the Southern part of Ukraine.

In terms of tone, while IDPs were presented in mostly neutral and positive manner. The other subjects were also mainly portrayed in a neutral or positive way. Only the regional state administrations received a small portion of negative information.





### 3.2 PRINT MEDIA

Apart from the Eastern part of Ukraine, the print media provided more coverage to IDP-related issues than during the second monitoring period.

The total space (counted in the number of characters) devoted to IDP-related stories by newspapers in four different regions was distributed as follows: in the Western part it was a combined total of 33 373 characters; in the Northern and Central part it was 171 632 characters; in the Eastern part it was 19490 characters; and in the Southern part it was 27 946 characters.

The most covered topics were government assistance (31.7 %), social adaptation and community life (29.5%), accommodation (9.5%), employment (8.5%) and social tension (8.5%). The least covered topics were charity (4.4%), role of church (3.7%), business (0.6%) and 'fake IDPs' (0.3%).

The share of the coverage devoted to IDPs themselves (in correlation to other monitored subjects) in the IDP-related stories ranged from 57.2% of the coverage (devoted to IDP-related stories) in the Western part of Ukraine to 12.6% in the Eastern part. When looking at the coverage of monitored subjects in all four regions combined, the most covered subjects were IDPs themselves (39.8% of total volume of IDP-related coverage), followed by government (18%), regional state administrations (13.7%), and volunteers (12.1%).

In terms of tone, the majority of subjects were mainly represented in a neutral and positive manner. However, three subjects were also provided negative coverage: IDPs per se received some 17% of negative coverage and the government and regional state administrations received some 3% of negative coverage respectively.

### 3.3 ONLINE MEDIA

The total space (counted in the number of characters) devoted to IDP-related stories by online media in four different regions was distributed as follows: in the Western part it was a combined total of 50,408 characters; in the Northern and Central part it was 53,383 characters; in the Eastern part it was 237,015 characters; and in the Southern part it was 121,582 characters. During the second monitoring period, the coverage was the following: in the Western part it was a combined total of 46,695 characters; in the





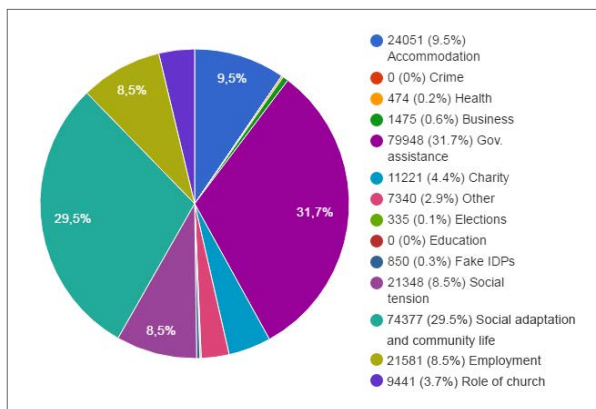


CHART 6 The share of the coverage on all monitored print media devoted to different topics in the framework of IDP-related stories

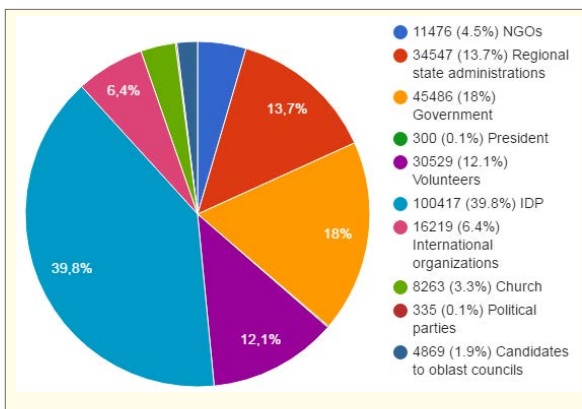


CHART 7 The share of the coverage devoted to different subjects (entities) monitored in the framework of IDP-related stories on all monitored newspapers

Northern and Central part it was 89,079 characters; in the Eastern part it was 230,769 characters; and in the Southern part it was 121,273 characters

The most covered topics in the regional online media were government assistance (30.1%), social adaptation and community life (25.3%), accommodation (7.1%) and 'other' category (18.6%). Other top-ics including social tension, crime, health, education, employment and business received less attention.

The share of the coverage devoted to IDPs themselves in the IDP-related stories ranged from 70.6% of the coverage (devoted to IDP-related stories) in the Northern/Central part of Ukraine to 29.3% in the Southern part.

The most covered subjects in all monitored channels were IDPs themselves (46.3% of total volume of IDP coverage), followed by government and NGOs (27.6% and 14.2% respectively), regional state administrations (5.4%) and international organizations (2.5%). President received (1.7 %), volunteers and church around 1% each.

In terms of tone, while IDPs were presented mostly in a neutral and positive way, their coverage amounted also to a small portion of negative information (some 10% of all). Similarly, while other subjects were also mainly portrayed in a neutral manner, four of them received also some negative coverage: gov-ernment (7.8%); regional authorities (6.5%); NGOs (2%).

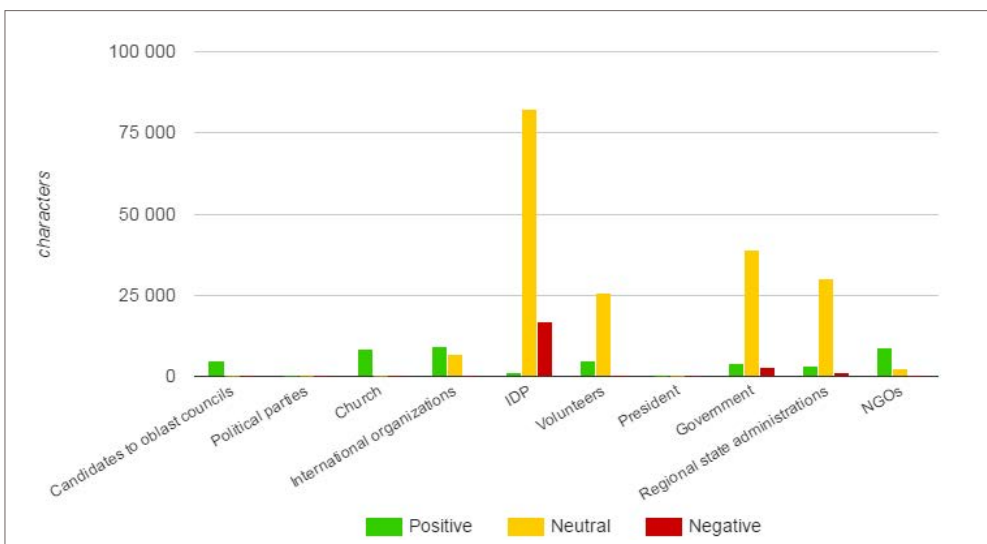


CHART 8 (ABOVE) The coverage of the tone in which the monitored subjects (entities) were portrayed in the framework of IDP-related stories in all monitored newspapers

#### 4. QUALITATIVE ANALYSIS

Similar to previous periods, there was a general lack of IDP-related stories across the monitored media. At the same time, however, comparing to the second monitoring period, print and online media increased their coverage of IDP-related topics and issues. Similar to the previous two monitoring periods, materials providing analytical and investigative approach were largely missing. In the majority of publications, the journalists reflected on the current situation with IDPs, without aiming for a long-term vision or more profound public discussion on how to resolve prob-

The most covered subjects in all monitored channels were IDPs themselves...

<sup>2</sup>[http://tv.sumy.ua/23157-2/plot's time code:11.36-14.02](http://tv.sumy.ua/23157-2/plot's%20time%20code:11.36-14.02)

<sup>3</sup>Our director - Best investment into village!, 'Hrt' newspaper of 2 June 2016. The publication is available at the web-address: <http://pro.cn.ua/ua/press/8291>



lems of IDPs in a particular region. In addition, journalists generally did neither question official statements by authorities nor properly verified the facts.

Generally, the majority of reports lacked the facts required. For instance, in the story featured on the Sumy state television channel on the occasion of event for the children of IDPs on 1 June<sup>2</sup> lacks some basic information: the organizer of the event (notion 'civic activists' is extremely wide), the place of its conduct, the frequency of such meetings, the number of kids and mothers covered. The balance of sources was formally maintained in the story: the story features IDPs (kids and adults) and volunteers. However, the coverage was marginal, with a journalist providing a brief and limited coverage of what happened, not focusing on the current problems of social adaptation for this category of population.

At the same time, however, there is a need to mention that there were also some positive examples when media focused on human side of IDP stories. For example, such stories were featured on newspapers 'Ostrov' ('Island'), 'Donetskiye novosti' ('Donetsk news'), 'Donbas', '062'. The newspaper 'Hart' in its issue on 2 June also published a story focusing on human side of IDPs featuring a 46-year old Lithuanian Svayunas Iachunskas<sup>3</sup>, who in the end of 2014 together with his family had to leave an occupied Donetsk city. The IDP did not only move to live to the Koryukivka of the Chernihiv oblast but also started the plywood production in the Sakhutivka village of the Koryukivskiy district.

There were also stories focusing on human side of IDP-related problems on television. There was one such example on 'Ltava' Television and Radio Broadcasting Company. A two-minute report titled 'IDP be evicted from hostel due to debt for utilities'<sup>4</sup> revealed how Mr. Boris Lytvynenko, a single father of two, became homeless and how his neighbor helped him by offering him a shelter. Therefore, the theme of illegal eviction and employment were raised up<sup>5</sup>.

While there were stories which included diverse sources and points of views, there were also occasions where stories lacked balance and breached other professional standards. For instance, the story on the Television and Radio Broadcasting Company 'Vintera' on funds provided by the EU for IDP' entrepreneurs to restart their business in Vinnytsia oblast<sup>6</sup>. There was a problem with balance as two representatives of the EU project were given an opportunity to speak directly whereas an IDPs' position was pre-

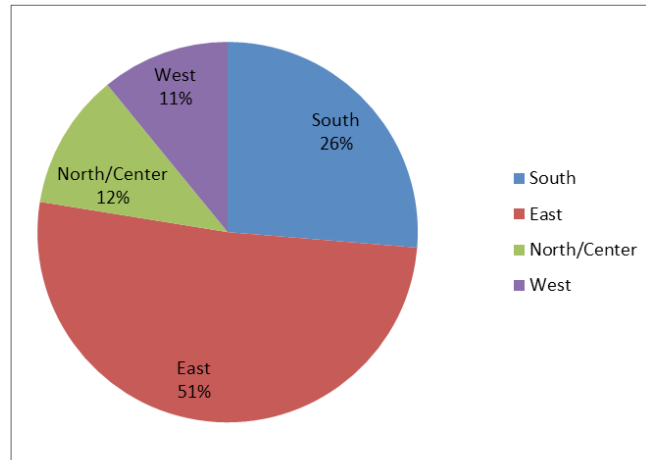


CHART 9 (LEFT) The share of the IDP-related coverage of the total monitored coverage in all online media divided by four regions

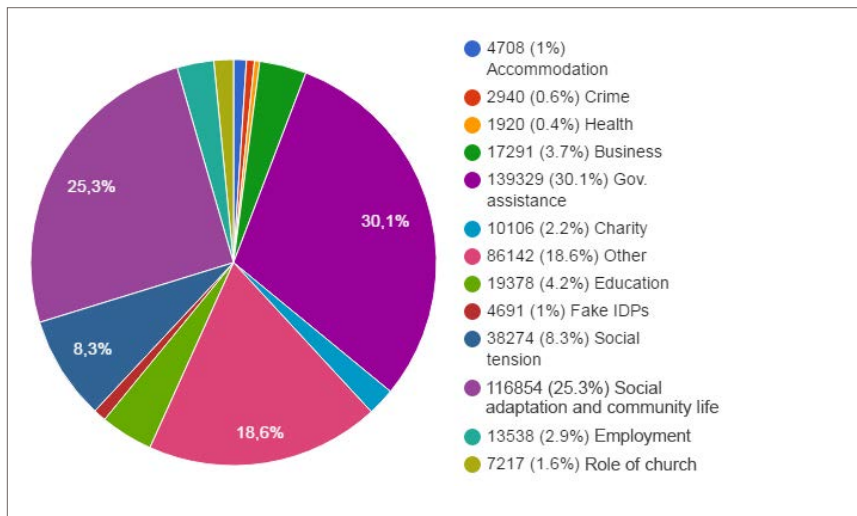


CHART 10 (ABOVE) The share of the coverage in all monitored online media devoted to different topics in the IDP-related stories divided by four regions

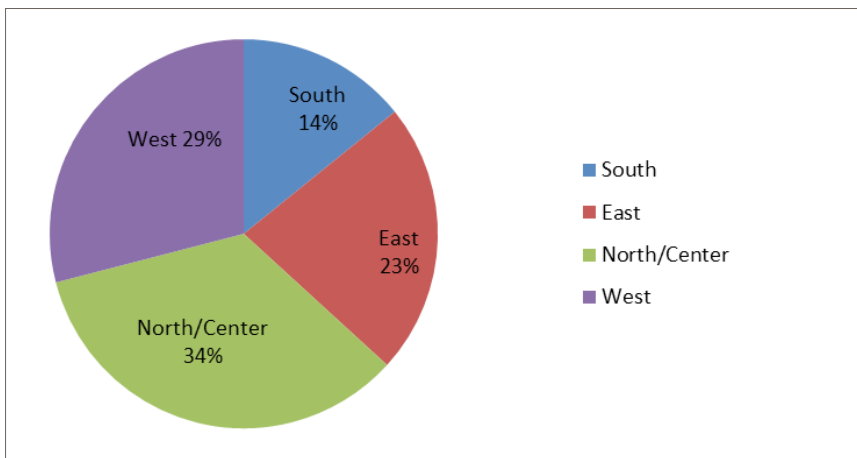


CHART 11 (ABOVE) The share of the coverage on all monitored online media devoted to IDPs per se in the IDP-related stories divided by four regions

<sup>4</sup>Television and Radio Broadcasting Company 'Ltv', of June 3, 2016, repeated issue of June 4, 2016. Web-address: <http://www.ltava.poltava.ua/news/7450>

<sup>5</sup>Mr. Lytvynenko lived in a special hostel for IDPs which is state owned. Due to the agreement, an IDP can use it during three months. In the framework of the item it was mentioned that the hostel is designed for 120 inhabitants, but only 30 lived there - and that for many people it was better to rent a room for money 'not to be dependent'



sented only in the form of a brief cry of a woman who appears to be dissatisfied with the project. As such, a viewer might get an impression that all IDPs are dissatisfied with the assistance and they demand more.

While the monitoring team did not notice any cases of plagiarism or reprinting of reports made by someone else, there were cases when rather similar stories were featured on TV Channel 'VITA'<sup>7</sup> and 'VINTERA'<sup>8</sup> on identical topic.

Experts identified a number of cases when IDPs were directly or indirectly covered in a very negative and discriminatory tone. For example, in the newspaper 'Novyj den' ('New Day') on 8 June 2016, an article titled 'Parubiy puts Ukraine and its citizens down before Europe' was published. The article suggested that the IDPs who in the times of the communist repressions were relocated by the totalitarian power to the South and Eastern part of Ukraine lands nowadays oppose to the rest of Ukraine.<sup>9</sup> The article further hinted that fake association is created between the said IDPs of the communist repressions and the current IDPs which creates negative context for the latter. In another example, on 2 June, there was an article 'Ternopil citizen stabs a woman from Crimea' in the style of criminal chronicles revealing the story of a citizen of Ternopil oblast who stabbed a 42-year old citizen of the AR of Crimea<sup>10</sup> in the neighboring city of Ivano-Frankivs'k'.

In a positive development, the monitoring team noticed an increase of stories which more actively raised some of the IDP-related problems and focused on human side of IDPs. While during the first two pe-

riods most of the publications were more reflecting on what was published by news agencies, there was a growing number of independent reports produced by regional media. For example articles published in 'OstroV' and 'Donets'ki novosti' ('Donetsk news') referring to the primary sources of information, i.e. statements of activists, showing human side of IDP-related problems. It should be noted that journalists were directly participating at the campaigns (both in Kyiv and Donetsk oblasts). Often, the text content of the news is amended with a big number of the on-the-fly pictures and videos.

In contrast to the second monitoring period, the Donetsk media provided some unique coverage of the so-called 'fake IDPs' or 'tourist pensioners'. In particular they highlighted the fight of IDPs for their civic rights in general but not so much on specific issues as social welfare and benefits and issues related to employment. The regional media also provided a detailed picture of the requirements of IDPs to revoke the government's resolution which strictly regulates the procedure for registration of IDPs from Crimea or the area of military action<sup>11</sup>.

In general, the media used correct language and terminology when referring to IDPs. However, there were some cases when IDPs were referred to as 'refugees'. For instance, in the news of 10 June 2016 'IPNews' internet media made public the news titled as: 'In Zaporizhya refugees be poisoned with mushrooms from treeplanting'<sup>12</sup>. In addition, also newspaper 'Odes'ki visti', used the same term 'refugees' when referring to IDPs.<sup>13</sup>

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<sup>7</sup>The Television and Radio Broadcasting Company 'Vintera', 7 June 2016, available at: <https://youtu.be/2IWu6O2v3i0?t=7m1s> (timecode 7.00 – 9.40)

<sup>8</sup>TV Channel 'V', 6.06.2016: <https://youtu.be/hKLRJDRHHtY?t=13m10s>

<sup>9</sup>Television and Radio Broadcasting Company 'Vntr' of 11.06.2016: <https://youtu.be/O56QA-zWvRWQ?t=46m>

<sup>10</sup>Parubiy meant that in the Soviet period lots of Russians were moved to South East of Ukraine. Parubiy told that people on the South and East of Ukraine can't 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 lots of Ukrainians are killed in Donbas nowadays by the former IDPs inheritors.

<sup>11</sup>News portal 'Beyond Zbruch', 2.06.2016, web-address of publication: <http://zz.te.ua/zhytel-ternopilschyny-zarizav-krymchanku>

<sup>12</sup>IDPs under the Cabinet of Ministers of Ukraine demand restoring their rights of citizens of Ukraine', on-line-media 'DonbassUA' of 14 June 2016, web-address of publication: <http://donbass.ua/news/region/2016/06/14/perese-lency-pod-kabminom-trebujut-vosstanovleni-ja-svoih-prav-kak-grazhdan-ukrainy-foto.html>.

<sup>13</sup><http://www.ipnews.in.ua/index.php/2016/06/10/v-zaporozhe-bezhentsyi-otravili-gribami-iz-posadki>





With the view to the findings of violations for a number of media-standards, specifically, certain instances of sensational coverage in Cherkassy; unbalanced coverage of IDPs problems, specifically, in Vinnytsya; the attitude of journalists to the official information provided by the local state administrations, the issues of hidden advertising, unverified use of the official information provided by the state authorities, no criticism towards the official statements of government and local authorities, the use of incorrect terminology and the use of discriminatory language towards IDPs, the monitoring team would like to propose the following recommendations to improve the coverage of IDPs in the media:

- ★ To focus more on analytical reports and investigations.
- ★ To avoid sensationalism, unbalanced and uncritical attitude of the journalists towards the official information of the local state administrations.
- ★ To concentrate more on the specific 'human stories' illustrating the instances of successful co-existence of IDPs in the local communities and their problems.
- ★ To apply correct language on IDPs.
- ★ To address the security issues when the reports on IDPs on the Ukrainian television channels might threaten their families on the occupied territories of Donbass.
- ★ To increase the quantity and quality of reports on IDPs
- ★ To broadcast more actively the cases of positive solutions to IDP-related problems.
- ★ To organize editorial meetings and trainings to apply correct terminology when it comes to reporting IDP-related issues and problems
- ★ To avoid broadcasting very negative and discriminatory stories on IDPs
- ★ To produce more original IDP-focused stories rather than rebroadcasting or republishing articles and statements provided by news agencies or official sources.
- ★ To pay attention to following and observing professional standards
- ★ To create a platform for discussion on how to resolve problems of IDPs in the regions.

Implementation of the recommendations could improve the quality of reporting and could weaken the potential sources of social tension through the balanced coverage of events in the regional media, specifically, by not increasing the social tension between the internally displaced persons (IDPs) and their hosts.

