



# Media Monitoring Summary Report

East, North-Centre, South,  
West of Ukraine

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Prepared by  
Spilnyi Prostir (Ukraine)  
MEMO 98 (Slovakia)

Thomson Foundation  
+44 20 3440 2440  
46 Chancery Lane  
London WC2A 1JE

[thomsonfoundation.org](http://thomsonfoundation.org)



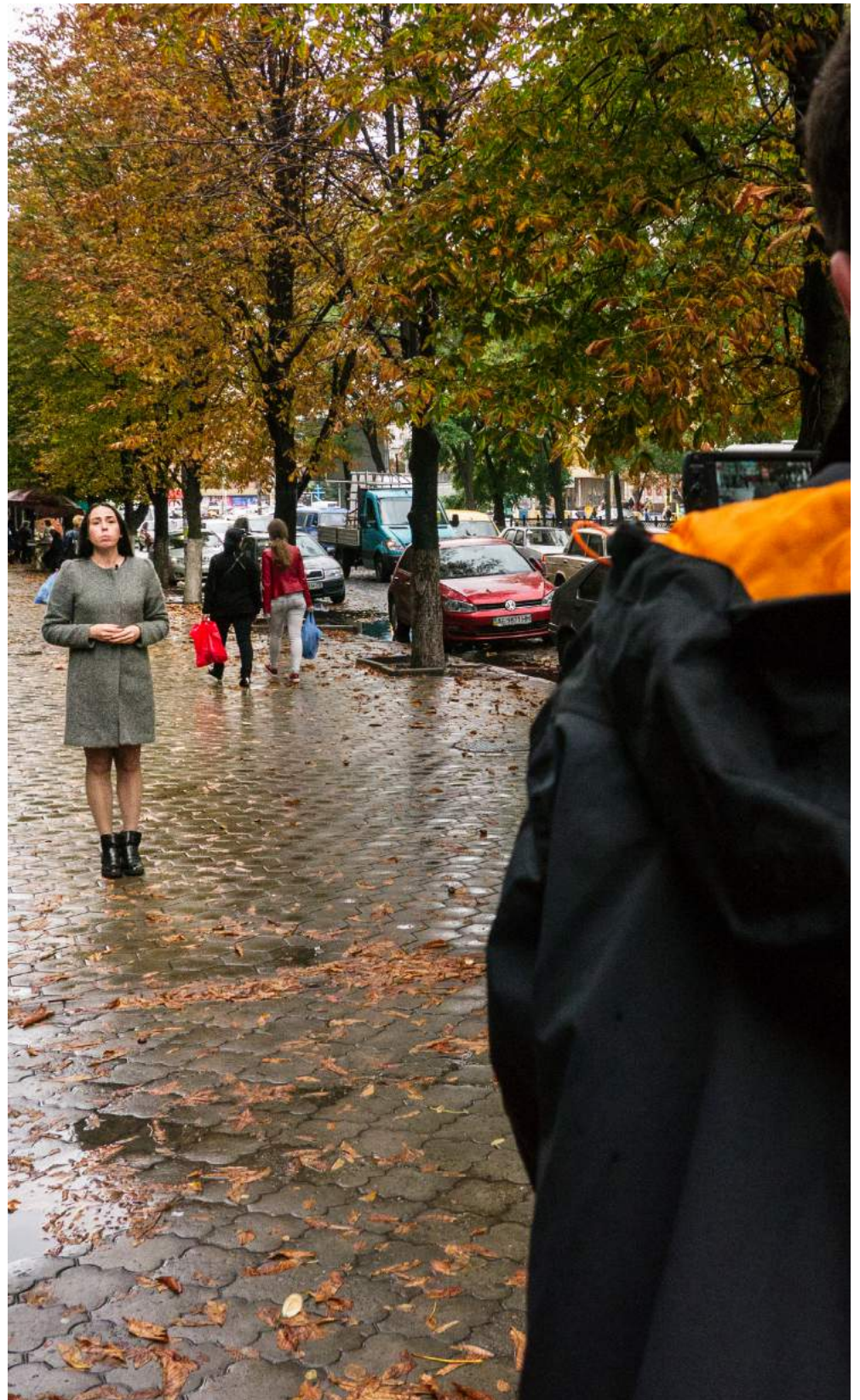
# Media Monitoring Summary Report

## 1. INTRODUCTION

This is the fourth 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<sup>1</sup>.

The overall objective of the project is to decrease any 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 through strengthening regional media's ability to respond to conflict through enhanced independence and quality content as well as by strengthening regional media access to networks, both within Ukraine and beyond its borders.

The project envisions the development of an early warning capacity of incendiary coverage of conflict-related issues through consistent media monitoring and evaluation of participating regional media. Spilnyi Prostir and MEMO 98 jointly prepared methodology of monitoring the media coverage of IDPs and trained 65 regional analysts to conduct a quantitative and qualitative analysis of the regional media coverage in connection with the above-mentioned topic.



<sup>1</sup> All the previous reports can be found at <http://regional-voices.eu/en/monitoring> or <http://www.prostir-monitor.org/reports>.





coverage in connection with the above-mentioned topic.

Between 10 - 23 October 2016, the monitoring team conducted the fourth and final monitoring with a special focus on how the topic of IDPs has been reported. The monitoring sample consisted of a total of 204 monitored media (51 TV channels, 65 print media, and 88 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, Zaporizhzhya, Mykolayiv,

- Autonomous Republic of Crimea);
  - \* **West** (Volyn, Zakarpattia, Ivano-Frankivsk, Lviv, Rivne, Ternopil, Khmelnytsky, Chernivtsi).
- The sample of monitored media in the northern and central regions (oblasts) of Ukraine was sufficiently representative and included 72 media outlets in the region (18 TV channels, 23 newspapers and 31 websites). In comparison with the previous monitoring period there was a change - due to technical causes a newspaper from Kryvyi Rih (Dnipro region), namely Western Donbass, was not included.

## 2. EXECUTIVE SUMMARY

\* The October monitoring revealed similar findings to those observed in the previous monitoring

periods. There was a general lack of IDP-focused stories in the monitored regional media.

- \* Similar to previous three monitoring periods, there was also a general lack of stories with a more analytical and investigative approach.
- \* Journalists appeared to have 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.
- \* There were a few examples of materials that looked like they were paid for as well as some stories that lacked some basic journalistic standards.
- \* Notwithstanding the general lack of IDP-related stories, there were a few instances of a more systemic coverage of IDPs.
- \* Some publications were initiated in the framework of different international projects.
- \* There were a few instances of better quality stories on IDP-related issues as well as materials that provided useful information to IDPs on social benefits.
- \* 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 three 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 204 mass media, divided as follows:

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

The monitoring findings of the fourth period revealed that the IDPs-related topics were covered in a similar manner as during the former monitoring periods. Some media provided more active and some more passive coverage. The share of allocated time and space ranged between 4.2 per cent in monitored TV channels to 2.6 per cent in print media in the Eastern regions; between 0.1 per cent on television to 1.1





per cent in print media in the North-central regions; between 1.2 per cent on television to 0.1 per cent in print media in the Western regions; and between 1.7 on television to up to 1.3 per cent in print media in the Southern regions.

Similar to previous periods, the media in Eastern part of Ukraine devoted the biggest share of the IDP-related coverage whereas the media in the Western part of the country allocated the smallest share.

The most covered topics were the social adaptation and community life, whereas the least covered topics were 'the fake IDPs', education and crime.

The most covered subjects in all monitored media were IDPs and the least covered subjects were the political parties and volunteers.

### 3.1 TV CHANNELS

As for the coverage of the IDP-related issue on television, it was less than during the third monitoring period. While during the third monitoring period the monitored channels devoted a total of approximately four hours to IDP-related coverage, during the fourth monitoring period it was some three hours. It amounted to 1.2 per cent of total 213 of news programs, what represents roughly 11 minutes per day for all 50 monitored TV channels altogether, or some 13 seconds per channel a day.

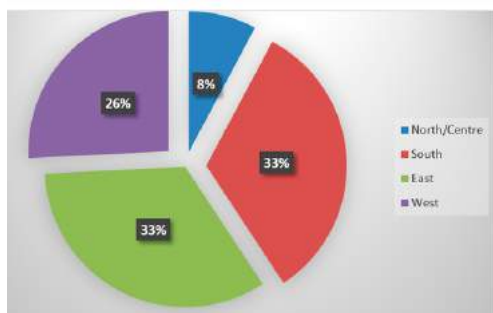
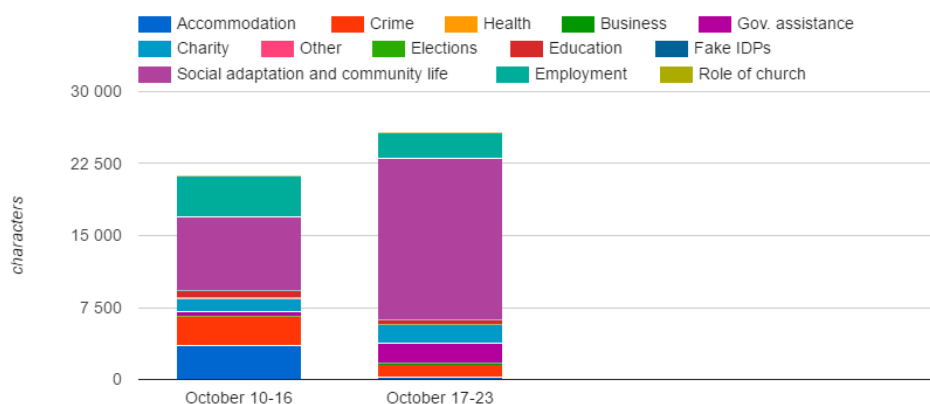


CHART 1. The share of the coverage on all monitored TV channels devoted to IDPs in IDP-related stories divided by four regions during the fourth monitoring period (10-23 October 2016).

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 56 minutes; in the Southern part it was more than 45 minutes; in the Eastern part it was approximately 34 minutes and in the Northern and Central part it was only 18 minutes.



CHART 3. The share of IDPs-related coverage in total monitored coverage in print and online media divided according to the topics covered





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The most covered topics were social adaptation and community life (39.3% of total volume of IDPs-related coverage) and accommodation (23.7%). The least covered topics were education (8.4%), state assistance (7.1%), charity (5.4%), health (4.9%), 'fake IDPs' (2.9%), business (2.1%) and employment (1.4%).

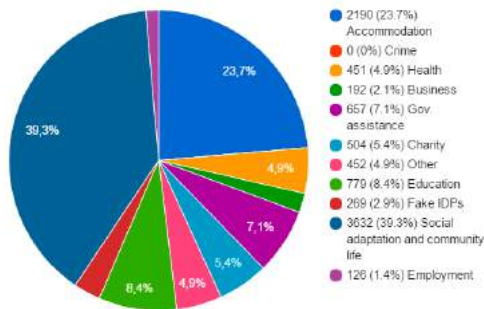


CHART 2. The share of the coverage on all monitored TV channels devoted to different topics in the IDP-related stories.  
SumTVTopics

The most covered subjects in all monitored channels were IDPs (58.8%), followed by NGOs (16.3%), regional state administrations (11.3%), volunteers (7.3%), international organizations (5.4%), whereas the least covered subject was the government (0.7%).

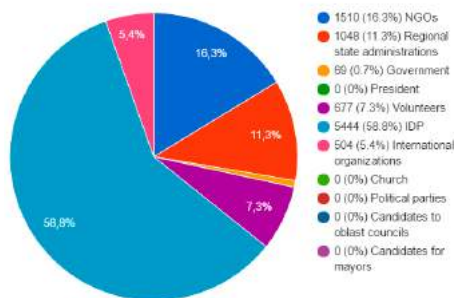


CHART 3. The share of the coverage on all monitored TV channels devoted to different subjects (entities) in the IDP-related stories.  
SumTVSub

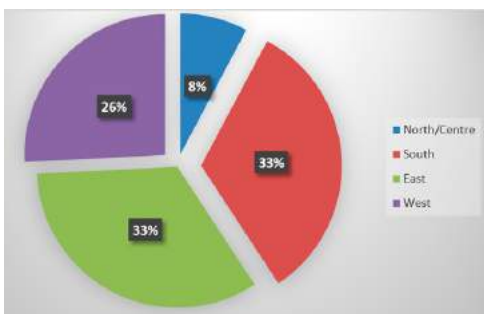


CHART 4. The share of the coverage on all monitored TV channels devoted to IDPs in IDP-related stories divided into four regions.

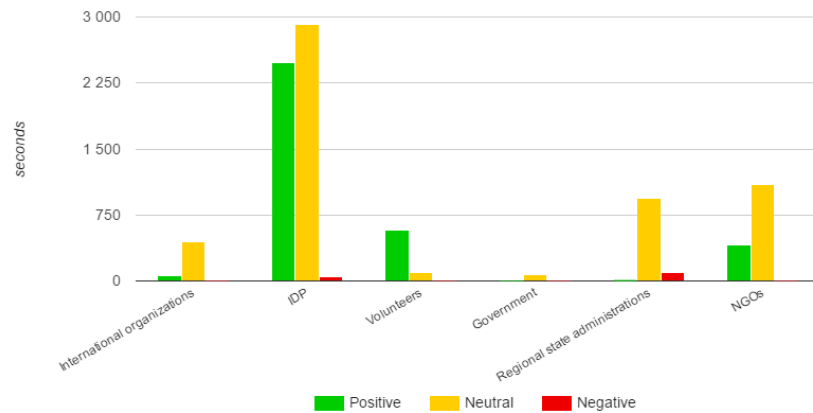


CHART 5. The coverage of the tone in which the monitored subjects (entities) were portrayed in the framework of IDP-related stories on all monitored TV-channels  
SumTvTone

Chart 4 shows the share of the coverage on all monitored TV channels devoted to IDPs from a regional perspective. Most of the coverage was dedicated by TV channels in the South and East with 33 % respectively followed by the West (26 %) and the North/Centre (8 %).

In terms of tone, IDPs as well as the majority of other subjects were presented mostly in a neutral and positive manner. The only two subjects to receive some negative coverage were regional state administrations and IDPs.

### 3.2 PRESS

The print media provided less coverage to IDP-related issues than that during the third monitoring period.

The total space of newspapers (counted in the number of characters) devoted to IDP-related stories in four different regions was distributed as follows: in the Western part it was a combined total of 5,967 characters (about 2 newspaper pages of A3 format); in the Northern and Central part it was 57,087 characters (approximately 16 newspaper pages of A3 format); in the Eastern part it was 6,873 (little more than 2 newspaper pages), and in the Southern part it was 30,977 characters (or nearly 9 newspaper pages).

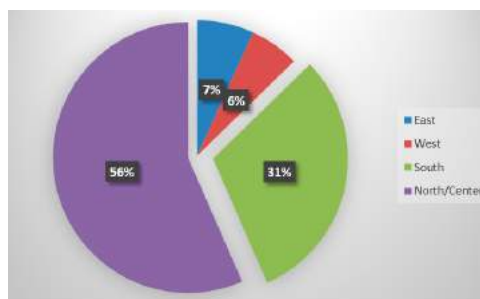


CHART 6. The share of the IDPs-related coverage in all monitored print media divided by four regions.

The most covered topics were social adaptation and community life (29.3%), followed by government assistance (16.3%), education (8.8%), health (8.7%), charity and accommodation (7.2 each%), and employment (5.4%). The least covered topics were business (0.7%) and social tension (0.5%).

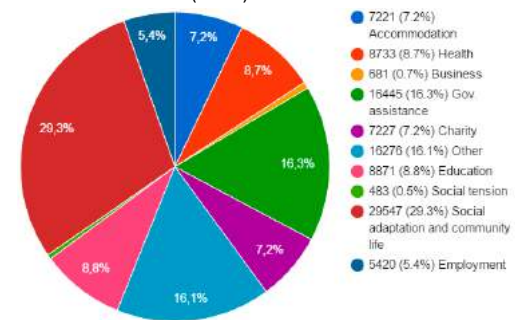


CHART 7. The share of the IDPs-related coverage in regional print media devoted to different topics in the IDP-related stories  
SumPrTopics

From among the subjects, IDPs received as much as 61.6% of the total volume of IDP-related coverage, followed by regional state administrations (16.4%), NGOs (11.7%), government (5.3%), and volunteers (4.7%). By contrast, the international organizations received the smallest share of the coverage (0.2%).

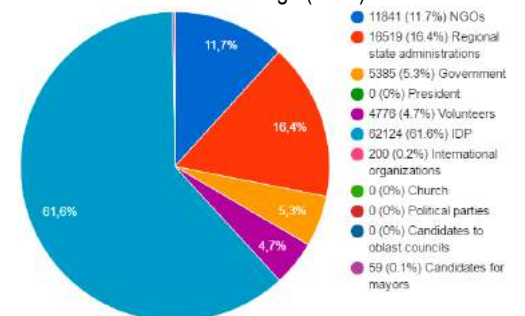


CHART 8. The share of the coverage devoted to different subjects (entities) monitored in the framework of IDPs-related stories on all monitored newspapers.





In terms of tone, IDPs were mainly represented in a neutral and positive manner and received only a very marginal share of negative coverage.

### 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 48,695 characters (or an equivalent of 27 pages of A4-format); in the Northern and Central part it was 47,040 characters (or an equivalent of 26 pages of A4-format); in the Eastern part it was 224,487 characters (or an equivalent of 124 pages of A4-format); and in the Southern part it was characters (or an equivalent of 27 pages of A4-format).

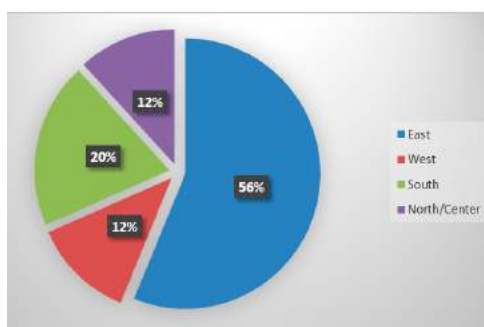


CHART 10. The share of the IDPs-related coverage in all monitored on-line media divided by four regions.

The most covered topics in the regional online media were social adaptation and community life (44.3%), followed by 'others' (human rights, statistics data on IDPs, cultural events) (19.1%), accommodation (7.8%), healthcare (4.7%), business, state aid, social tension (4.4% respectively), crime (3.6%), and employment (2.9%). The least covered topics were education (0.4%) and 'fake IDPs' (0.3%).

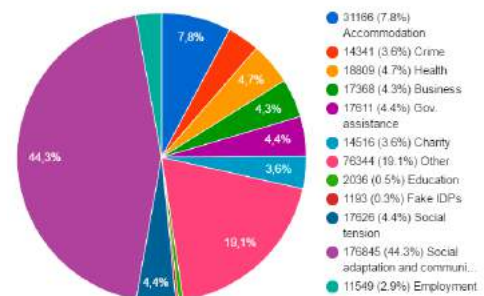


CHART 11. The share of the coverage in all monitored online media devoted to different topics in the IDP-related stories.

SumIntTopics

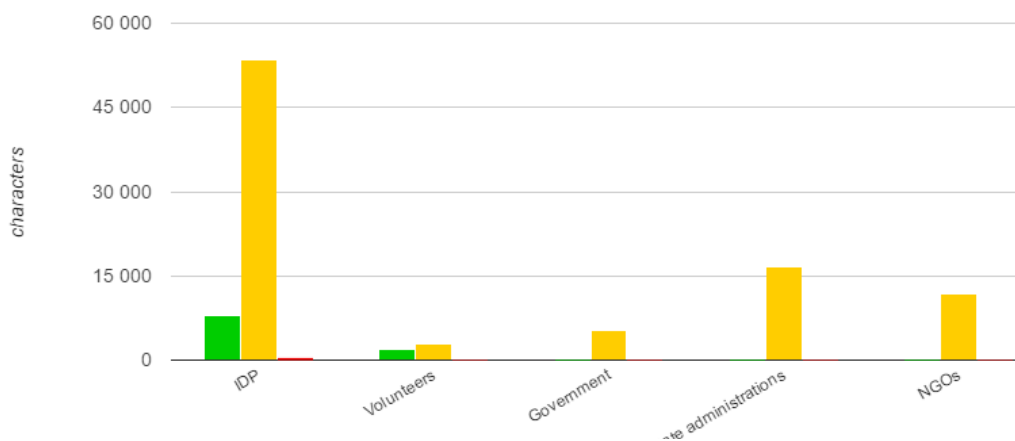


CHART 9. The coverage of the tone in which the monitored subjects (entities) were portrayed in the framework of IDP-related stories on all monitored newspapers.

SumPrSub

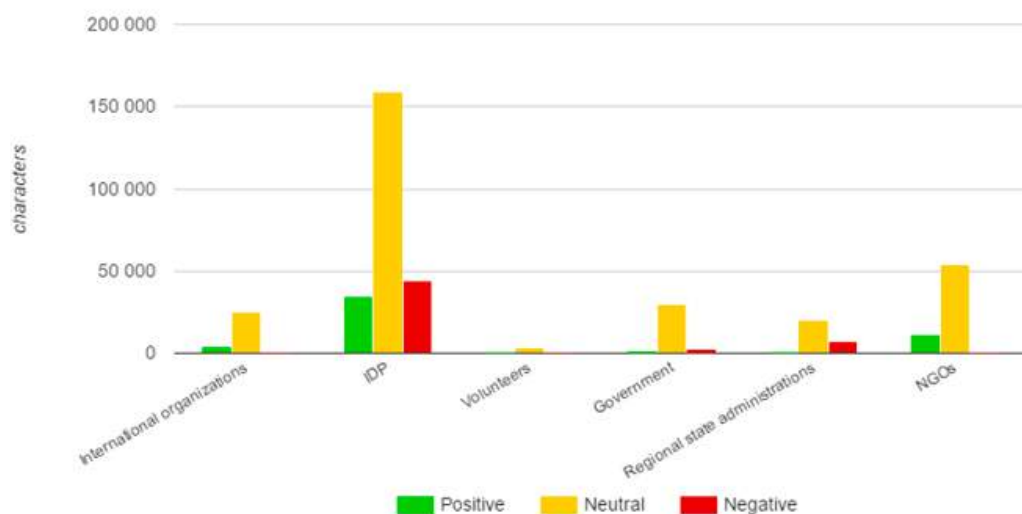


CHART 14. The coverage of the tone in which the monitored subjects (entities) were portrayed in the framework of IDP-related stories in all monitored media outlets of all four regions.

SumIntTone

As for the coverage devoted to IDPs, it ranged from 76.1% in the South down to 48.4% in the East.

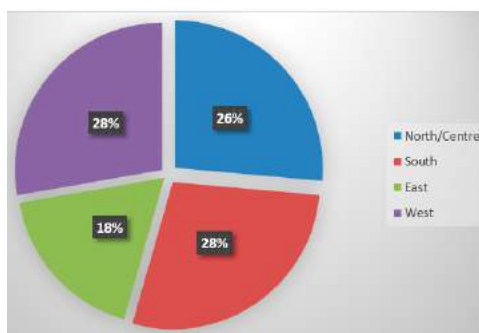


CHART 12. The share of the coverage on monitored online media devoted to IDPs in the IDP-related stories divided by four regions.

The most covered subjects in all monitored channels were IDPs (59.5% of the total volume of IDP-related coverage), followed by NGOs (16.4%), government (8.3%), international organizations (7.1%), and regional state administrations (7%). The least covered subjects were volunteers (1%), political parties (0.4%) and church (0.2%).

In terms of the tone, the majority of subjects were presented in a neutral and positive way. The only subjects to receive some negative coverage were IDPs



(18% of the total coverage on IDPs coverage) and nearly 27% of the total coverage on the regional state administrations.

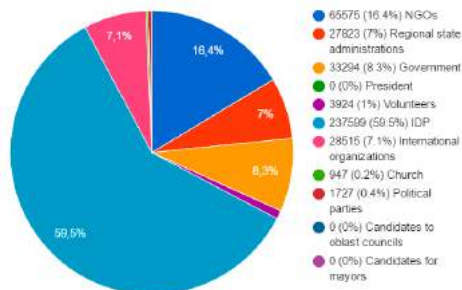


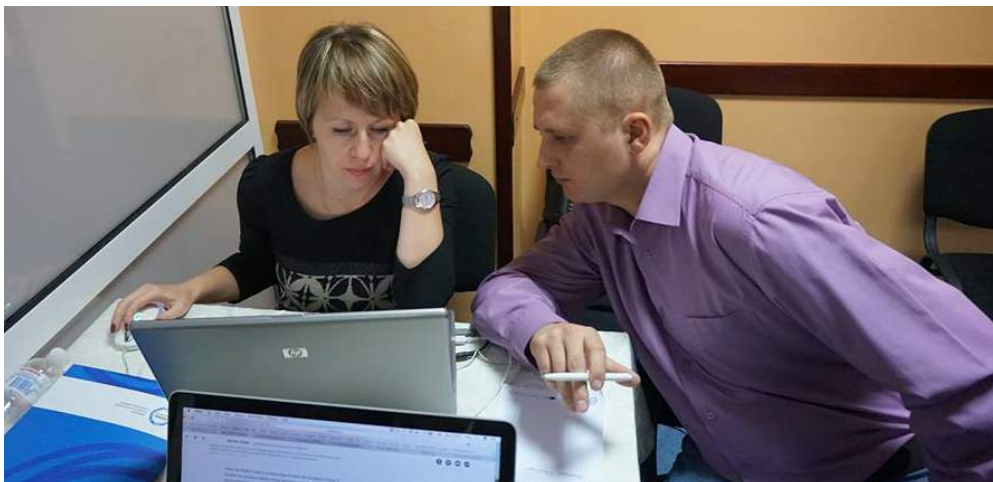
CHART 13. The share of the coverage devoted to different subjects (entities) monitored in the framework of IDPs-related stories on all monitored on-line media.  
SumIntSub

#### 4 QUALITATIVE ANALYSIS

Similar to the previous monitoring periods, the total coverage of IDPs in the monitored media was not substantial and the trend of general lack of any more in-depth analysis of IDP-related issues continued. In the majority of publications, journalists mainly reflected on the current situation with IDPs without aiming for a long-term vision or a more profound public discussion on how to resolve problems of IDPs in a particular region. In addition, journalists generally did neither question any official statements made by authorities nor did they properly verify the facts. Another trend identified in the course of the monitoring with media republishing materials without proper sourcing continued.

Notwithstanding the general trend of a limited number of IDP-related stories, there were some exceptions. For example, the newspaper 'Nova doba' ('The New Day') from the Western part of Ukraine continued to publish information on IDPs (on page number 10)<sup>2</sup>. The monitoring team noticed the appearance of materials about different international projects aimed to help with the IDP-related problems. For example, the media group 'Objective' featured a story titled 'Training for rehabilitation physicians from Kharkiv and medical treatment for IDPs in Prague' on 19 October 2016. Another example is a story featured on TV Objective on 15 of October, 15 titled 'Hobby to bring salary'. New occupations for IDPs

<sup>2</sup> For more information see the article 'Long life between both wars', in newspaper 'Nova doba' (translated as 'The New Day'), # 41 on October 13, 2016: <http://novadoba.com.ua/32683-dovgezhyttya-mizh-dvoma-viynamy.html>



to master in Kharkiv oblast<sup>3</sup>. Moreover, newspaper 'Sumshchyna' on 20 October 2016 informed about a project conducted by the Thomson Foundation in cooperation with IRMI Ukraine in the framework of which a five-day workshop for Ukrainian regional journalists<sup>4</sup>. In general, monitored media mainly presented IDPs in a balanced manner and avoided sensationalism. There were neither deliberate manipulations with videos or pictures used in the framework of IDP-related stories nor there were any instances of information distortion or manipulation.

Notwithstanding the general lack of materials on IDPs, there were also some instances of better quality materials – for example, a story featured on Poltava TV channel Ltava dedicated to the social adaptation of the ATO military soldiers, their families, and the IDPs<sup>5</sup>. Another example of such a material was a report on Vintera TV channel broadcast on 11 October 2016 featuring IDPs in the Dnipropetrovsk oblast. In the framework of the report, there were various sources interviewed and the problems raised were given a multi-fold coverage with the cameraman David Hantz doing a very good job<sup>6</sup>.

The monitoring team identified some materials focusing on IDP-related problems, including on practical challenges IDPs have to face on a daily basis. While not specifically focusing on IDPs but generally on local citizens who live in Zaporizhzhya, the regional state company informed about the

<sup>3</sup> <http://www.objectiv.tv/151016/134183.html>

<sup>4</sup> 'Journalists to learn at training' published at Sumshchyna newspaper on 20 October 2016. This monitoring is also conducted in the framework of the same project.

<sup>5</sup> Report 'Man live not by theater alone', 'Poltava TV news' on 'Ltava' TV channel of October 18, 2016: <https://www.youtube.com/watch?v=chKngLmXe4o>, from 16.45 to 18.40 min.

<sup>6</sup> 'Vinnytschyna TV news', 'Vintera' TV channel of October 11, 2016: <https://youtu.be/0HNIDWbBFSs?l=8m3s>

eyes related diseases local citizens in the oblast face and the fact that the free-of-charge services apply also to people from other regions, including from Donetsk<sup>7</sup>. Another example covers the case of Odessa: 'Odessa oblast state administration to help 'civilized' eviction of IDPs from 'Kuyalnik' sanatorium. The Odessa oblast authorities in 2014 dedicated the Kuyalnyk' sanatorium for IDPs. However, the facility suffered continuous problems with debts for facilities amounting to 11 million Grivnas. As a consequence, the IDPs were forced to move to other regions or return to the occupied territories<sup>8</sup>.

Similar to previous monitoring periods, the majority of materials were presented in a neutral and positive tone. There were also stories focusing on the human side of IDP-related stories. For example, a story featured on the Kirovohrad oblast state broadcasting company on 20 October. It focused on Olga Mahazinova, an IDP from Horlivka (a city from the Donetsk oblast), the mother of six kids who moved to the Kirovohrad oblast. In the framework of the story, she spoke about how her family was helped to evacuate from Donetsk to start a new life in Kirovograd. In addition, Valentyna Kulachko, an advisor to the Ministry of Social Policy in the Kirovograd region, also commented on the situation of the family. Following the evacuation from Horlivka, the family first lived in a hotel and then was offered a medical examination in the Kirovohrad hospital. In about 10 days, local authorities found a room for the family

<sup>7</sup> Oblast state company of Zaporizhzhya of 13 October 2016, watch from 21:37 to 23:54 min at <https://www.youtube.com/watch?v=M5D6bineKoA>

<sup>8</sup> 'Odessa Oblast state administration to help evict IDPs from 'Kuyalnik' sanatorium' at Trassa E95 online media of 11 October 2016, available at <http://trassae95.com/all/archive/2016/10/11/odesskaya-oga-pomozhet-civilizovanno-vyseltitj-pereselencev-iz-sanatoriya-kuyalnik-34295.html>



on the former hostel in the village Shestakivka. Prior to the arrival of the family, farmers prepared the beds, toys and school materials for the kids. In December 2016, a new hostel for IDPs is to be launched and the family will be first on the list to receive a new accommodation there<sup>9</sup>.

In another example, the Donetsk regional state broadcasting company featured a story on an IDP-hostel in Kramatorsk which was opened on October 12. The hostel was previously used as a rehabilitation center for addicts and then repaired by IDPs with the help from the 'Life Charity' NGO to be used as a hostel for IDPs. There are currently four families who already live there and the place can accommodate up to 30 people<sup>10</sup>. Similar materials were noticed in Zaporizhya, Poltava, Mykolayiv. The monitoring team also acknowledged the appearance of publications which are useful for IDPs, specifically those in Rivne oblast which described the rules for the formalization of subsidies for the IDPs leasing accommodation<sup>11</sup>.

By contrast, similar to the previous monitoring periods, there was a general lack of good quality journalistic stories and investigations. Moreover, there were some negative materials about IDPs such as the one published on 11 November 2016 featuring an IDP from Donbass who nearly stabbed a woman from Poltava<sup>12</sup>. At the same time, the monitoring team did not come across materials with using hate speech but there were a few instances when IDPs were addressed in a negative way, as mentioned above. In another example, the Donetsk regional state broadcasting company ran a story on 20 October 2016 titled "Apart from IDPs, pseudo-inspectors be there" in which 'fake IDPs' were compared to 'fake inspectors' who allegedly tested IDPs homes on the subject of whether these people need government subsidies on gas and other payments and in fact were robbers who just wanted to check what can be stolen<sup>13</sup>.

In another example, the website 'Ostrov-Luhansk' featured a story on citizens from Alchevsk who intended to arrive at Kremennaya illegally to



9 Kirovohrad oblast state company, 20 October (live broadcasting), report 'She-IDP', available at <https://www.youtube.com/watch?v=s1B17M0sq64>

10 'In Kramatorsk, a shelter hostel for IDPs opened' at DoTB of 12 October, available at <https://www.youtube.com/watch?v=l-ywvfOb4c4c>

11 Rivne Oblast State Administration website of 18 October 2016, available at <http://www.rv.gov.ua/sites/new/main/ua/news/detail/43294.htm>

12 '38-year-old IDP from Donbass nearly stabs she- Poltava-citizen', web-site 0532.ua of October 11, 2016: <http://www.0532.ua/article/1399426>

13 <https://www.youtube.com/watch?v=Tz6XMjnx97k>





formalize pensions (published on 20 October). It described the abuse of an IDP status as well as criminal schemes created to abuse the current system “Make out a pension in Ukraine for one day”<sup>14</sup>.

The monitoring team observed a number of cases when the term refugee was used instead of an IDP. For example, in the ‘Telegraf –Kremenchuh’, issue of 23 October, 2016 titled ‘Yanukovych’s dogs and Kremenchuh paws’<sup>15</sup>. The monitoring team noticed a discriminatory item against an IDP in the ‘Volyn POST’<sup>16</sup>. It described a torture by a teenager of

a cat with the author of the article hinting that this teenager is so cruel because she is an IDP. There were a few materials which looked like they were paid for. For example, on 20 October newspaper ‘Desnyanka’ suggested the coverage provided to the IDPs by The Ukrainian Perspective foundation chaired by Olexander Vilkul, deputy for Oppositional Bloc, appeared to have been paid for. An informational value of such material in the Chernihiv newspaper was dubious since it was dedicated to the IDPs in Dnipropetrovsk and other regions, but was not related to the Chernihiv region.

With the view to the findings of violations for a number of media standards, specifically, certain instances of negative terminology, including a discriminatory item against an IDP; using of the term refugees instead of IDPs; examples of paid for material; the monitoring team would like to propose the following recommendations for the coverage of IDPs:

- \* To provide more analytical reports and investigations.
- \* To avoid sensationalism, unbalanced and uncritical attitude of journalists towards the official sources, particularly from 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 organize editorial meetings and training on the use of negative terminology and on using correct terminology when it comes to IDPs.
- \* To avoid paid for materials
- \* 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.

<sup>14</sup> ‘Ostrov – Luhansk’ of 10 October 2016, available at <http://www.ostro.org/lugansk/society/news/511073>

<sup>15</sup> News item ‘Yanukovych’s dogs and Kremenchuh paws’ on ‘Telegraf –Kremenghuh’ web-site of October 23, 2016: [http://www.telegraf.in.ua/topnews/2016/10/23/sobaki-yanukovi-cha-ta-kremenchuck-choirilap\\_10057357.html](http://www.telegraf.in.ua/topnews/2016/10/23/sobaki-yanukovi-cha-ta-kremenchuck-choirilap_10057357.html)

<sup>16</sup> The news item ‘A delay of “Lutsk skinflints” case caused picket of Avakov’ Volyn Post online media of 1 October 2016, available at <http://www.volynpost.com/news/76253-cherез-zatiaguvannia-spravy-luckyh-shkuroderiv-piketuvaly-avakova-video>. It is one of the series of publications about IDPs that started on 20 September 2016 with the news item ‘A girl who tortured a cat in Lutsk turned to be a fan of ‘Russian world’, available at: <http://www.volynpost.com/news/75195-divchyna-ia-ka-v-lucku-znuschalas-nad-kotom-v-ya->