



Media coverage of Internally Displaced Persons in the Ukrainian mass media
Chernivtsi, Ivano-Frankivsk, Khmelnyts'ky, Lviv, Rivne, Ternopil, Volyn, and Zakarpattya regions
Funded by the European Union

Media Monitoring Report

West of Ukraine
October 2016

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Media Monitoring Report

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 2015, the second monitoring report assessed the findings from 15 to 28 February 2016, and the third monitoring report assessed the findings from 1 to 14 June 2016¹.

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

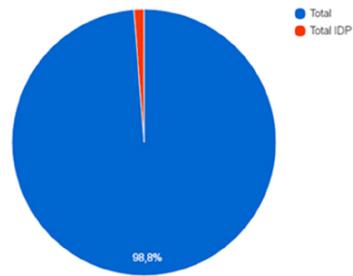


CHART 1. The share of IDPs-related coverage of the total monitored coverage in all monitored TV channels during the fourth monitoring period. WestTv

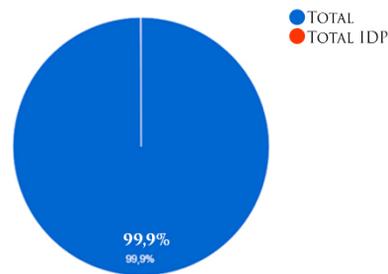


CHART 2. The share of the IDPs-related coverage of the total monitored coverage in all print media during the fourth monitoring period WestPr



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



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.

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, Zaporizhya, Mykolayiv, Autonomous Republic of Crimea);
- * **West** (Volyn, Zakarpattia, Ivano-Frankivsk, Lviv, Rivne, Ternopil, Khmelnytsky, Chernivtsi).

The sample of monitored media in the Western regions of Ukraine was extensive and included 66 media outlets in this region (Television - 19, Print media - 26, Online media - 21). In comparison with the previous three monitoring periods, there were some minor changes in the sample.

2. EXECUTIVE SUMMARY

- * There was a decrease in the amount of IDPs-related coverage in comparison with the previous monitoring periods.
- * The trend of the lack of analytical reports on IDPs-related problems continues.
- * There were a few instances of better quality reports on IDPs, particularly in the media from Volyn, Lviv and Rivne oblasts.
- * Language and terminology concerning IDPs were correct, non-humiliating and non-abusive. The tone of the coverage on the majority of materials was neutral.
- * The journalists predominantly used official sources and generally did not question statements by state officials or ask them probing questions.
- * There were also a few examples where specific TV channels generally ignored the IDP-related issues.

3. QUANTITATIVE ANALYSIS

The sample of monitored media in the Western oblasts included 65 outlets (19 TV stations, 26 newspapers and 21 online media outlets). The sample included at least one TV station and one state-owned newspaper from each of the eight oblasts, with the remaining media chosen for the sample being privately owned.

The results of the previous monitoring periods revealed that the IDPs-related issues formed only a marginal part of the media coverage. In the fourth monitoring period, the share of allocated time and space ranged from 1.2 per cent of total news airtime devoted to IDP-related stories on monitored TV channels (the same as in the third monitoring period) and 0.1 per cent in the newspaper (it was 0.3 during the third monitoring period).

There was posted a publication that, while being directly related to IDPs, did not create any negative association with them².

3.1 TV CHANNELS

The monitored TV channels in the Western part of

² The coach of FC 'Ternopil' left millions of dollars in debts and fled to the occupied Crimea' at 'Za Zbruchem' online news portal of 17 October 2016, available at <http://zz.te.ua/skandalnyj-trener-fk-ternopil-zalyshyv-pislyya-sebe-milijonni-borhy-i-vitik-do-okupovanoho-krymu>.



Ukraine provided a total of 1.2 per cent of their airtime to the IDP-related coverage (in terms of total time, this amounted to less than one hour of coverage on the 19 monitored TV channels altogether out of the total volume of monitored airtime – 75 hours or approximately 15 seconds of daily coverage on each channel. By comparison, during the third monitoring period, the IDP-related coverage amounted to 1.2 per cent of the coverage (in terms of total time it was a combined total of one hour of the IDP-related coverage on all 19 monitored channels out of the total volume of monitored news time which was 82 hours).

The most covered topics in this monitoring period were social adaptation and community life (55.8%), state aid (14.4%), education (10.1%), charity (5.5%), health (5%), accommodation (4.6%) and employment (1.6%).

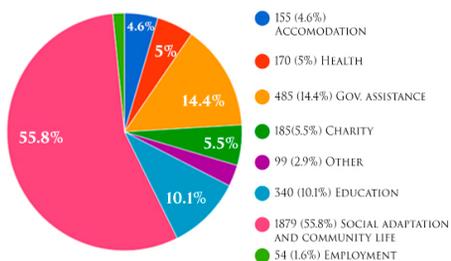


CHART 4. The share of the coverage on all monitored TV channels devoted to different topics in the IDP-related stories.
WestTVTopics

Concerning the monitored subjects, the coverage focused mainly on IDPs (50.4% of total volume of IDP-related coverage), NGOs (33.6%), and regional state administrations (11.6%). The coverage of international organizations and volunteers was limited to only 4.2% and 0.3% respectively.

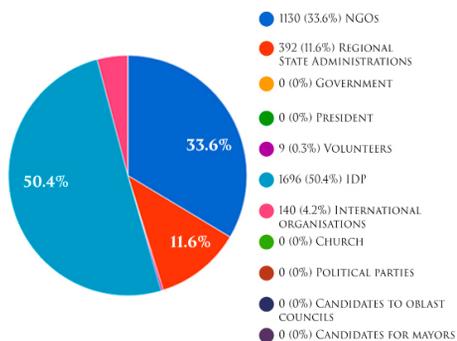
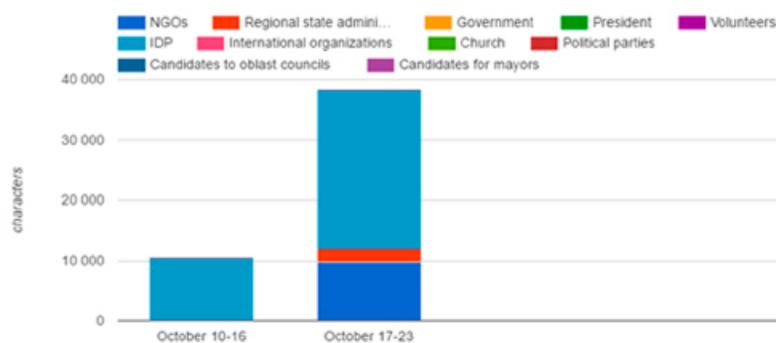


CHART 5 The share of the coverage devoted to different subjects (entities) monitored in the framework of IDP-related stories on all monitored channels.
WESTTVSUB



CHART 3. The share of IDPs-related coverage of the total monitoring coverage in monitored regional online media in the fourth monitoring period, weekly WestInt





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In terms of tone, the monitored TV channels portrayed the subjects mostly in a neutral and positive manner. The only two subjects to receive some negative coverage were regional state administration (18 %) and IDP (3%). More specifically, IDPs received some negative coverage in the framework of the coverage by two Ivano-Frankivsk channels³. These TV items featured discussion during the IDP-related round table organized by 'The Tolerance League' Foundation that took place in Ivano-Frankivsk on October 19, 2016⁴. In the framework of the news items, a well-known Lviv journalist Ostap Drozdov expressed a position that most IDPs are responsible for a humanitarian disaster in Donbas. According to him, every person who lived in the Donbas caused the tragedy, because of laziness, irresponsibility, thoughtless voting. The Chernivtsi region TVA private channel presented regional authorities negatively accusing them of the lack of desire and skills in matters of resolving IDPs problems. This criticism of the authorities came from an NGO that takes care of IDPs in the region⁵.

The monitored local newspapers devoted even less coverage of IDP-related stories than television. As mentioned above, the coverage devoted to IDP-related issues on all monitored newspapers combined was only 0.1% of the total coverage which is a decrease in comparison with the previous periods (for example, in the second monitoring period, the IDP related coverage on all newspapers was 0,4 %). As for the coverage of topics, the most covered ones were health (35.2%), social adaptation and community life (20.1%), state aid (18.8%), employment (12.6%), charity (8,8%) and education (4.4%).

3.2 PRESS

The monitored local newspapers devoted even less coverage of IDP-related stories than television. As mentioned above, the coverage devoted to IDP-related issues on all monitored newspapers combined was only 0.1% of the total coverage which is a decrease in comparison with the previous periods (for example, in the second monitoring period, the IDP related coverage on all newspapers was 0,4 %). As

³ News item 'Conflict at the round table "Sustainable development of rights and freedoms of IDPs" on TRC 'Karpaty' on 19 October, 2016, available at <https://www.youtube.com/watch?v=n-zU-nNQmUf8>

⁴ News item 'Ostap Drozdov: Tell that you are involved in a humanitarian disaster in the Donbas', '3rd Studio' TV Channel on 20 October 2016, available at <https://www.youtube.com/watch?v=M5Z3-w-kdxQ>

⁵ News spot 'About 700 IDPs left Bukovyna during this summer' at TVA channel of 22 October 2016, available at <https://www.youtube.com/watch?v=Hh4v2VGX6AM> (from 7:01 minute).

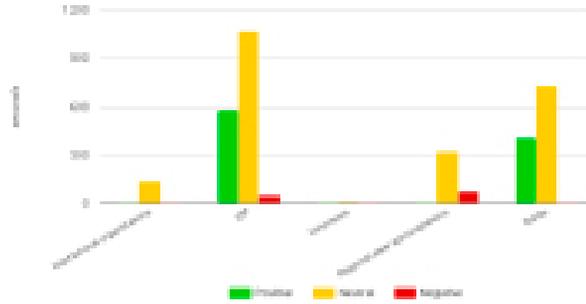


CHART 6. The coverage of the tone in which the monitored subjects (entities) were portrayed in the framework of IDP-related stories on all monitored channels of the region WESTVTVTONE

for the coverage of topics, the most covered ones were health (35.2%), social adaptation and community life (20.1%), state aid (18.8%), employment (12.6%), charity (8,8%) and education (4.4%).

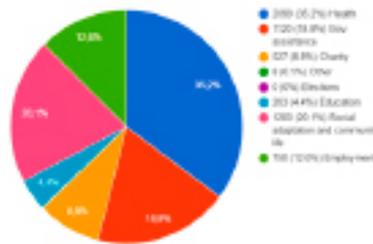


CHART 7. The share of space allocated to IDP-related topics in all monitored print media. WestPressTopics

As for the monitored subjects, IDPs themselves received the bulk of the coverage (90% of the total volume of IDP-related coverage) followed by volunteers (9%), and the government (1.1%).

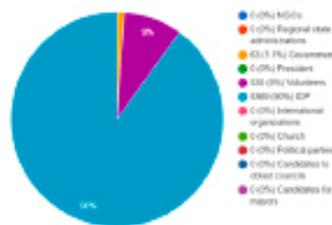


CHART 8. The share of the coverage on all monitored print media devoted to different subjects (entities) monitored in the framework of IDP-related stories. WestPressSub

In general, the tone of the coverage of monitored subjects was mainly neutral or positive. The coverage of IDPs was exclusively neutral. As for the tone of the coverage of volunteers, they only received positive evaluations.

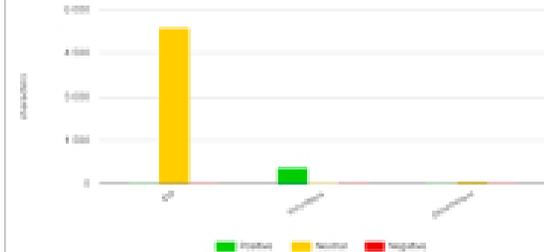


CHART 9. The coverage of the tone in which the monitored subjects (entities) were portrayed in the framework of IDP-related stories in all monitored print media. WestPressTone

3.3 ONLINE MEDIA

The monitored 21 online media outlets devoted to IDP-related stories a total of 48 695 characters (approximately 27 standard pages A4) which is less than in the third monitoring period when such coverage amounted to 50 408 characters. The online media devoted most of their attention to the following topics: social adaptation and community life (22.7%), state aid (10%), social tension (9.8%), and business (9.5%). As much as 40.6% of the information was marked as 'Other' topics. These news items were about IDP-related cultural events.

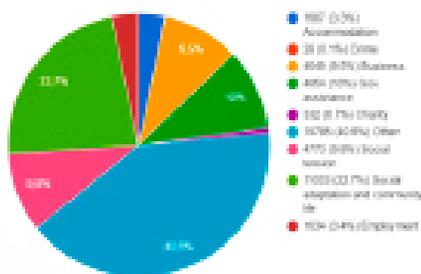


CHART 10. The share of the coverage on all monitored online media devoted to different topics in the framework of IDP-related stories. WestIntTopics

As for the monitored subjects (entities), IDPs received the bulk of the coverage (75.4%), followed by NGOs (20.1%) and regional state administrations (4.3%). The other subjects received only a limited coverage.

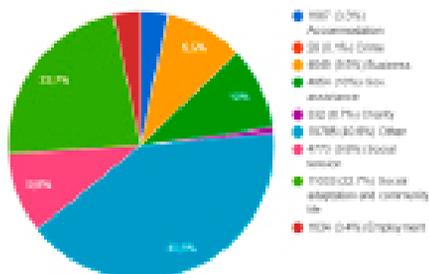


CHART 11. The share of the coverage devoted to different subjects (entities) monitored in the framework of IDP-related stories in all monitored online media. WestIntSub

As for the tone of the coverage, IDPs per se were covered predominantly in a positive and neutral manner. However, they also received negative coverage (32%). This negative coverage included IDPs accused of animal abuse as well as for being the reason for the conflict in Donbas. Moreover, 74% of the coverage devoted to the regional state administrations was negative. The sources of this negative coverage were Ivano-Frankovsk online media 'Firtka' and 'Kurs' which criticized the inactivity of regional state administrations in solving IDP problems. This was done in the framework of a theatrical performance by IDP women who played

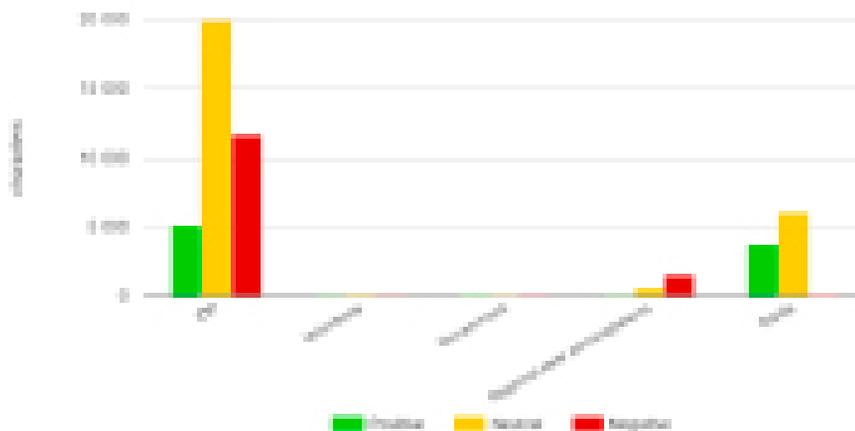


CHART 12. The coverage of the tone in which the monitored subjects (entities) were portrayed in the framework of IDP-related stories in all monitored online media. WestIntTone



different roles as actresses⁶. There is a dialogue between an IDP woman with a child and a woman representing a regional state administration in which the IDP woman asked for a permission to launch a business - trade in environmentally friendly ice cream. An official ignored her and told her to come in a month saying, "I'll think". In this news item, there is also a comment from an NGO 'Ukrainians of Donbas and Crimea' "Officials in general rarely are good, especially if you come to them with a problem". It is to be mentioned that in the framework of the news item, no representative from among state officials was given a possibility to react.

4 QUALITATIVE ANALYSIS

The trend of a very small number of stories on IDPs continues. Irrespective of this fact, similar to the previous monitoring periods, the **Volyn** media continue to provide some examples of success stories on IDPs. For example, the newspaper 'Visnyk' informed IDPs on how not to lose money in carrying out the social payments⁷. The majority of monitored materials were balanced and neutral. For instance, an e-edition of Volyns'ki novyny of 11 October was dedicated to the debt holders from the ATO-zone and annexed Crimea as well as suggestions how to get rid of their previous debts⁸.

However, the monitoring team noticed a very negative item on IDPs which was published by Volyn Post. 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 IDP⁹.

Similar to the previous periods, the **Zakarpattia** mass media, continued to pay little attention to the problems of IDPs. When covering IDPs, the main focus was on three main issues: accommodation, social adaptation, and employment.



By contrast to 2015, the monitoring team noticed a lack of stories focusing on human aspects of IDPs. The topics of accommodation and employment were making the headlines due to the fact that household inconveniences caused big problems for IDPs in the Zakarpattia, forcing many of them to leave the oblast. The majority of the reports were based on reprints of press announcements and press releases. For instance, 'Zakarpattia IDPs intend to build a multi-apartment house and to complain of unemployment'¹⁰, 'Uzhhorod and Lviv citizens to discuss IDPs' problems'¹¹, 'Over 4 thousand IDPs on records in the Zakarpattia, 200 IDPs managed to find an official employment'¹².

Similar to the above-mentioned regions, **Ivano-Frankovsk** media also provided a limited coverage of IDPs. For example, there was not a single report on IDPs during this monitoring period on OTB 'Halychyna'. The majority of monitored materials on IDPs generally met the journalist standards and used correct terminology when it comes to reporting on IDPs. The monitoring team noticed an item on ODTRK 'Karpaty' of October, 19, which focused on the roundtable titled 'Sustainable development of rights and freedoms of IDPs'. In the framework of the discussion during the roundtable, Mr. Ostap Drozdov, a journalist of ZIK-TV channel, made a statement in which he blamed IDPs for having their share of responsibility for the situation in the

Eastern part of Ukraine. At the same time, an IDP Mrs. Iryna Mahrytska spoke about some instances when Ivano-Frankovsk citizens showed a lack of perception towards IDPs. With the view to the lack of analytics, the story did not provide any response regarding the solutions to conflicts in different regions.

Not only did the media provide limited coverage of IDPs, but the reports were mainly not going very deep in trying to help in identifying and resolving the IDP problems – let alone creating a civil forum to deal with the issues. Similar to the media from Ivano-Frankovsk, the stories that did focus on IDPs in **Lviv** media were mainly presented in a neutral tone and were mainly based on the statements from state officials. Journalists did not ask any probing questions or verify facts related to the official statements of the government and local self-governance authorities. Generally, there were no analytical publications. At the same time, there were at least a few instances of useful materials which had certain information value. More concretely, Zahid.net informed that 'IDPs leasing accommodation and people living at non-registered addresses will receive subsidies for utilities'¹³. Besides, the references were made to the Ministry of Social Policy of Ukraine to prove that State social welfare agencies are to give subsidies for the heating period on time and the families of IDPs will be able to use this aid during the year. However, this important topic was not explained in more details in the edition, lacking any meaningful analysis.

6 News item 'Theatre for dialogue: in Frankivsk a remarkable performance on women and war in the East shown' at 'Kurs' online source of 23 October 2016, available at http://kurs.if.ua/news/teatr_dlya_dialogu_u_frankivsku_pokazaly_nezvychnu_vysstavu_pro_zhinok_i_viynu_na_shodi_45746.html
7 'IDPs not to lose their social benefits if they are real, not fake' at 'Visnyk' newspaper, #341/2 of 12 October 2016.
8 'Banks want to cancel old loans for the residents of Donbas, e-edition of 'Volyns'ki novyny' of 11 October 2016, available at: <http://www.volynnews.com/news/economic/banky-khochut-spysaty-stari-kredyty-meshkantsiam-donbasu/>.
9 News item 'A delay of "Luts'k skinflints" case caused picket of Avakov' Volyn Post online media of 1 October 2016, available at: <http://www.volynpost.com/news/76253-cherез-zatiaguвання-spravy-luckyh-shkuroderiv-piketuvaly-avakova-video>. It is one of the series of publications about IDPs that started with on 20 September 2016 with the news item 'A girl who tortured a cat in Luts'k turned to be a fan of 'Russian world', available at: <http://www.volynpost.com/news/75195-divchyna-iaka-v-lucku-znuschalas-nad-kotom-viyavylas-pryhylnyuceyu-russkogo-mira-foto>

10 'Zaholovok' e-edition of 17 October 2016, available at: <http://zaholovok.com.ua/zakarpatska-birzha-pratsi-vlashtuvai-na-robotu-maizhe-200-pereselentsiv>.
11 'Zaholovok' e-edition of 17 October 2016, available at: <http://zaholovok.com.ua/uzhgorodtsi-ta-lviviani-obgovoryat-problemi-pereselentsiv>.
12 'Zakarpattia Online' of 18 October 2016, available at: <http://zakarpattia.net.ua/News/162217-Na-obliku-na-Zakarpatti-perebuviut-ponad-4-tysiachi-pereselentsiv-znaiyu-robotu-ofitsiino-vdalo-sia-200-VIDEO>.

13 Zahid.net of 12 October, available at: http://zahid.net/news/showNews.do?pereselentsi_mozhut_pretenduvati_na_subsidii_yu__minsotpolitiki&objectId=1406376



The media in **Rivne oblast** allocated marginal coverage to IDPs too. When comparing the previous with this monitoring period, there were even fewer materials in the last period. It appears that the IDP-related issues are not placed very high on the agenda of the Rivne media as they often only copy-pasted the information from press releases of the regional state authorities and failed to provide any more substantial analysis of the situation or. Moreover, journalists did not ask probing questions or did not verify information received from regional state authorities. With these obvious shortcomings on the side of the media, it is important to say that the monitoring team did not detect any incorrect language or other forms of discrimination against IDPs including superficial coverage based on a hunt for sensations. On the other hand, some media succeeded in providing more informative coverage. For instance, 'Visti Rivnenshchyny' of 11 October informed IDPs on receiving subsidies (referring to the web-site of the Rivnens'ka ODA). Some media focused on the human side of the IDP problems and tried to offer some solutions to the problems. For instance, a special report by 'Sfera TV' channel featured a positive story of a woman who temporarily left her village and started a publishing of a small-scale newspaper 'Dorohy Donbassa' ('Roads of Donbass') disseminated in the front-line territory¹⁴.

The media of **Ternopil oblast** were no exception to the general trend of limited IDP-focused coverage. On October, 20, the web-site 'Za Zbruchem' published a material titled 'How to combat unemployment in the Ternopil oblast', dedicated to achievements of the Ternopil unemployment service for the last half a year¹⁵. There is also a story of an IDP who worked in Crimea for a long time and then moved to Ternopil (where he comes from) after the Russian occupation of Crimea in 2014 (so, in fact, he became an IDP). Under his command, the Ternopil football club went bankrupt after which the IDP returned back to Crimea¹⁶.

The coverage by Khmelnyts'k oblast media of IDPs was limited to only one story on local television and a few articles in a local state funded internet-newspaper (that was a reprint from another web-site).



¹⁴ 'What is the life of internally displaced persons living in Dnipro region', at 'Sfera' TV channel of 11 October 2016, available at: <http://sfera-tv.com.ua/index.php?m=news&d=view&nid=62110>.

¹⁵ Available at: <http://zz.te.ua/yak-na-ternopilschyni-bo-ryutsya-z-bezrobittiam-tsyfry-i-fakty>.

¹⁶ 'Skandalous coach of FC 'Ternopil' left behind millions of dollars in debts and fled to the occupied Crimea' at 'Za Zbruchem' of 17 October, 2016 available at: <http://zz.te.ua/skandalnyj-trener-fk-ternopil-zalyshyv-pislya-sebe-miljoni-borhy-i-vtik-do-okupovano-ho-krymu>



Similar to the previous monitoring periods, the **Chernivets'ki** media paid very little attention to IDP-related issues. Overall, when reporting on IDPs, journalists used correct terminology and appear to have understood the difference between IDPs and refugees. The coverage of IDPs problems was marked by a lack of more diverse sources. Local journalists quite seldom made proper fact-check and mostly referred to IDPs-related information provided by the nationwide information agencies, materials of their colleagues from other regions or limited themselves to providing basic information without making any attempt to scrutinize the problems and analyze the information. Only TVA channel made an attempt to analyze the current situation and the IDPs-related problems in Bukovyna. TVA released a detailed plot about IDPs' plans to build a multifamily house for IDPs and ATO warriors in Chernivtsi and about obstacles in the form of bureaucracy and authorities indifference these IDPs faced. A problem of legal illiteracy of the IDPs and local authorities was initiated¹⁷.

In conclusion, it can be said that the monitoring team unveiled a number of problems, including the violations of journalist standards. The team also observed the usage of abusive terminology towards IDPs such as 'she-slaughterer', 'she-supporters of Rus'kyj mir' (she-supporters of the Russian world)', slaughterer and sensationalism like coverage. In addition, journalists did not sufficiently dwell on IDP problems, failing to ask probing questions or verify the information received from the state administration. Moreover, the trend identified in the previous monitoring periods of very limited coverage devoted to IDP-related issues continues. Some monitored channels completely ignored this topic during the monitoring period. The following are some recommendations to the regional media from the Western part of Ukraine on how to improve their coverage of IDPs':

* To increase the number of IDPs-related materials, analysis and investigations.

* To carry out the meetings of editors and carry out training to prevent breaches of journalist standards and to use a greater variety of resources as well as to do fact-checking.

* To ensure more active broadcasting of positive examples of successful IDP integration which would help in resolving the problems of IDPs.

* To focus more on human stories in the coverage of IDPs.

The media monitoring team maintains that implementation of the recommendations will prevent bias coverage and improve the quality of media content which will weaken potential sources of the social tension specifically, by decreasing the social tension between the internally displaced persons (IDPs) and their hosts.

¹⁷ "Themes of the Week" news release of TVA channel of 22 October 2016, available at <https://www.youtube.com/watch?v=Hh-4v2VGX6AM>, watch from 7:10 to 11:00 min