Introduction

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Presentations

Kyrylo Loukerenko & Ira Solomko, Громадське Радіо hromadske.radio

Artem Zakharchenko, Центр Контент Аналізу ukrcontent.com

Q & A
New York City, February 9, 2019

Ira Solomko

Kyrylo Loukerenko
Ukraine Presidential Election

March 31, 2019
?? CANDIDATES
44 CANDIDATES
Background. Ukrainian Media Transition

STATE-CONTROLLED MEDIA

PRIVATE (MOSTLY OLIGARCHIC) MEDIA

PUBLIC MEDIA

1991

2019
## TOP 5 TV CHANNELS

<table>
<thead>
<tr>
<th>Channel</th>
<th>Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>UKRAYINA</td>
<td>16.70%</td>
</tr>
<tr>
<td>1+1</td>
<td>9.70%</td>
</tr>
<tr>
<td>ICTV</td>
<td>7.30%</td>
</tr>
<tr>
<td>INTER</td>
<td>7.00%</td>
</tr>
<tr>
<td>STB</td>
<td>5.90%</td>
</tr>
</tbody>
</table>

January 2019
TV OLIGARCHY

22% ICTV

Victor PINCHUK

20% 1+1 media

Ihor KOLOMOYSKIIY

21% 1ІНТЕР

Dmytro FIRTASH

13% Ukraina

Rinat AKHMETOV
RADIO OWNERS

40%  Victor Pinchuk

31%  Serhiy Kurchenko

12%  Anatioliy Yevtuhov

10%  Kateryna Kit-Sadova

5%   Tomas Fiala
# Top 10 News Sites

<table>
<thead>
<tr>
<th>Site</th>
<th>Real users</th>
<th>Coverage</th>
</tr>
</thead>
<tbody>
<tr>
<td>obozrevateli.com</td>
<td>6 508 703</td>
<td>27.59%</td>
</tr>
<tr>
<td>segodnya.ua</td>
<td>4 663 728</td>
<td>19.77%</td>
</tr>
<tr>
<td>tsn.ua</td>
<td>4 658 713</td>
<td>19.75%</td>
</tr>
<tr>
<td>24tv.ua</td>
<td>4 570 556</td>
<td>19.37%</td>
</tr>
<tr>
<td>RBC_ROS</td>
<td>4 160 215</td>
<td>17.63%</td>
</tr>
<tr>
<td>unian.net</td>
<td>2 807 736</td>
<td>11.90%</td>
</tr>
<tr>
<td>nv.ua</td>
<td>2 480 772</td>
<td>10.52%</td>
</tr>
<tr>
<td>ictv.ua</td>
<td>1 681 505</td>
<td>7.13%</td>
</tr>
<tr>
<td>fakty.ictv.ua</td>
<td>1 493 904</td>
<td>6.33%</td>
</tr>
<tr>
<td>bigmir.net</td>
<td>1 443 761</td>
<td>6.12%</td>
</tr>
</tbody>
</table>

Source: Gemius

<table>
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<tr>
<th>Site</th>
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<tr>
<td>obozrevateli.com</td>
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<tr>
<td>24tv.ua</td>
<td>18%</td>
</tr>
<tr>
<td>segodnya.ua</td>
<td>17%</td>
</tr>
<tr>
<td>tsn.ua</td>
<td>15%</td>
</tr>
<tr>
<td>RBC.ua</td>
<td>13%</td>
</tr>
<tr>
<td>unian.net</td>
<td>12%</td>
</tr>
<tr>
<td>politeka.net</td>
<td>12%</td>
</tr>
<tr>
<td>znaj.ua</td>
<td>11%</td>
</tr>
<tr>
<td>korrespondent.net</td>
<td>9%</td>
</tr>
<tr>
<td>strana.ua</td>
<td>9%</td>
</tr>
</tbody>
</table>

Source: Ukrainian Internet Association
Petro POROSHENKO
Yulia TYMOSHENKO
Volodymyr ZELENSKY
Andriy SADOVYI
Yevhen MURAYEV
Anatoliy HRYTSENKO
SOME OTHER SOURCES OF INFORMATION
UA:PBC. Public Service Broadcaster

Zurab ALASANIA
UA:PBC Head of the Board
Electoral zrado-metric

Media coverage of topics uncomfortable to Petro Poroshenko
RESEARCH DESIGN

SAMPLE

12 top national TV channels and 11 online media:
1+1, 2+2, UA:Pershyi, STB, 24 channel, 5 channel, ICTV, NewsOne, ZIK, Inter, Pryamyi, Ukraine channel.
Censor.net, Ukraiinska Pravda, TSN, Strana, Segodnya.ua, Radio Svoboda, Novoe Vremya, Liga, Korrespondent, Delo, 24 channel

TOPICS

10 topics which became communication crises for President:
President`s Maldives vacations, lobbying military boats of “Kuznya”, Onyshchenko`s recordings, accident involving the Poroshenko`s cortege, bargains with Kernes, affiliation with Semochko, affiliation to Gandziuk murder, abuse with the President`s Fund, meetings with Medvedchuk, presence of so called crime lord “Narik” on the Tomos signature ceremony.

CODING
- Level of coverage or suppression of topics listed above;
- Sentiment of coverage
- Publications framing
## Prevalence of Framing Types in Top Ukrainian Media

### Number of publications about topics, uncomfortable to P. Poroshenko

#### The most popular framing patterns in media

<table>
<thead>
<tr>
<th>Framing Type</th>
<th>Number of Publications</th>
</tr>
</thead>
<tbody>
<tr>
<td>Emphasising Poroshenko`s involvement to corruption, crime</td>
<td>263</td>
</tr>
<tr>
<td>Plain fact providing</td>
<td>142</td>
</tr>
<tr>
<td>Emphasising indecency of Poroshenko`s contradictors</td>
<td>97</td>
</tr>
<tr>
<td>Poroshenko`s exculpation, non-involvement in abuses</td>
<td>55</td>
</tr>
<tr>
<td>Emphasising Poroshenko`s immorality</td>
<td>54</td>
</tr>
<tr>
<td>Financial framing (negative)</td>
<td>49</td>
</tr>
<tr>
<td>Dramatising, hyperbola, humiliation</td>
<td>41</td>
</tr>
<tr>
<td>Emphasising Poroshenko`s work results</td>
<td>25</td>
</tr>
<tr>
<td>Emphasising Poroshenko`s political liability</td>
<td>17</td>
</tr>
<tr>
<td>Emphasising Poroshenko`s unprofessionalism</td>
<td>5</td>
</tr>
</tbody>
</table>

#### Framing`s sentiment distribution

- **Negative**: 429 papers (57%)
- **Neutral**: 142 papers (19%)
- **Positive**: 177 papers (24%)
STANCE OF TOP MEDIA

Name of the media: Sentiment rate: prevalence of positive sentiment over negative sentiment relative to overall publication number.

Number of negative topics coverage

The most widely used publications framing:
- Work result
- Exculpation
- Disadvantage of opponents
- Finance (criticism)
- Corruption, crime
- Plain fact
- No pronounced emphasis
- Immorality

Sentiment rate: prevalence of positive sentiment over negative sentiment relative to overall publication number.

- Work result
- Exculpation
- Disadvantage of opponents
- Finance (criticism)
- Corruption, crime
- Plain fact
- No pronounced emphasis
- Immorality

Name of the media:
- STB: 100%
- Pryamyi channel: 100%
- Ukraine channel: 100%
- 5 channel: 83%
- Inter: 67%
- ICTV: 50%
- Segodnya.ua: 53%
- NewsONE: 2+2
- 2+2: 0%
- TSN: 3%
- Korrespondent: 0%
- ZIK: 9%
- Novoe vremya: 8%
- 24 channel (TV): -37%
- 24 channel (online): -37%
- Radio Svoboda Censor.net: -12%
- Ukrainska Pravda: -18%
- UA:Pershyi: -100%
- UA:Pershyi: -100%
- UA:Pershyi: -100%
KEY CONCLUSIONS

NEGATIVE VS SUPPRESSION
We see prevalence of negative coverage in these topics. Media loyal to Poroshenko prefer to keep silent about such topics rather than propagate his exculpations.

TWO DIFFERENT NEGATIVE PROVIDERS
Two media were the most active in the negative messages dissemination. Pro-Russian ‘Strana’ and Lviv mayor Sadovyj’s ‘24 channel’. They use very different framings. ‘Strana’ and ‘Radio Svoboda’ were two main topic-starters of ‘zrada’.

ONLINE MEDIA IS MUCH MORE CRITICAL THAN TV
Only three TV channels afford to be critical to Poroshenko in some topics. In return, most of online media were more or less critical including niche websites. The most popular framing was related to corruption and crime unlike former president Yanukovych who was criticized for unprofessionalism and finance abuse.

SILENCE OF OLIGARHS
Media belonged to leading Ukrainian oligarchs (Akhmetov, Firtash, Pinchuk, even particularly Kolomoyskiy) are very loyal to Poroshenko. NewsOne channel, controlled by Putin’s companion Medvedchuk, also used particularly loyal framing.

PATRIOTIC POSITION OF ‘QUALITATIVE’ MEDIA
Media focused on smart audience usually provide balanced coverage of these topics, a bit more critical than lauditive. They ignore only issues harmful to national security.

UA:PERSHYI’S DISLOYALITY
Recent scandal regarding to Ukrainian public channel become more understandable when we see it’s coverage of ‘zrada’ topics. It’s dramatically biased against the President.
Q & A

Maryna Prykhodko, Razom RazomForUkraine.org

Kyrylo Loukerenko & Ira Solomko, Громадське Радіо hromadske.radio

Artem Zakharchenko, Центр Контент Аналізу ukrcontent.com
www.RazomForUkraine.org/donate