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# Introduction

Maryna Prykhodko, Razom *RazomForUkraine.org*

# Presentations

Kyrylo Loukerenko & Ira Solomko, Громадське Радіо *hromadske.radio*

Artem Zakharchenko, *Центр Контент Алалізу ukrcontent.com*

# Q & A

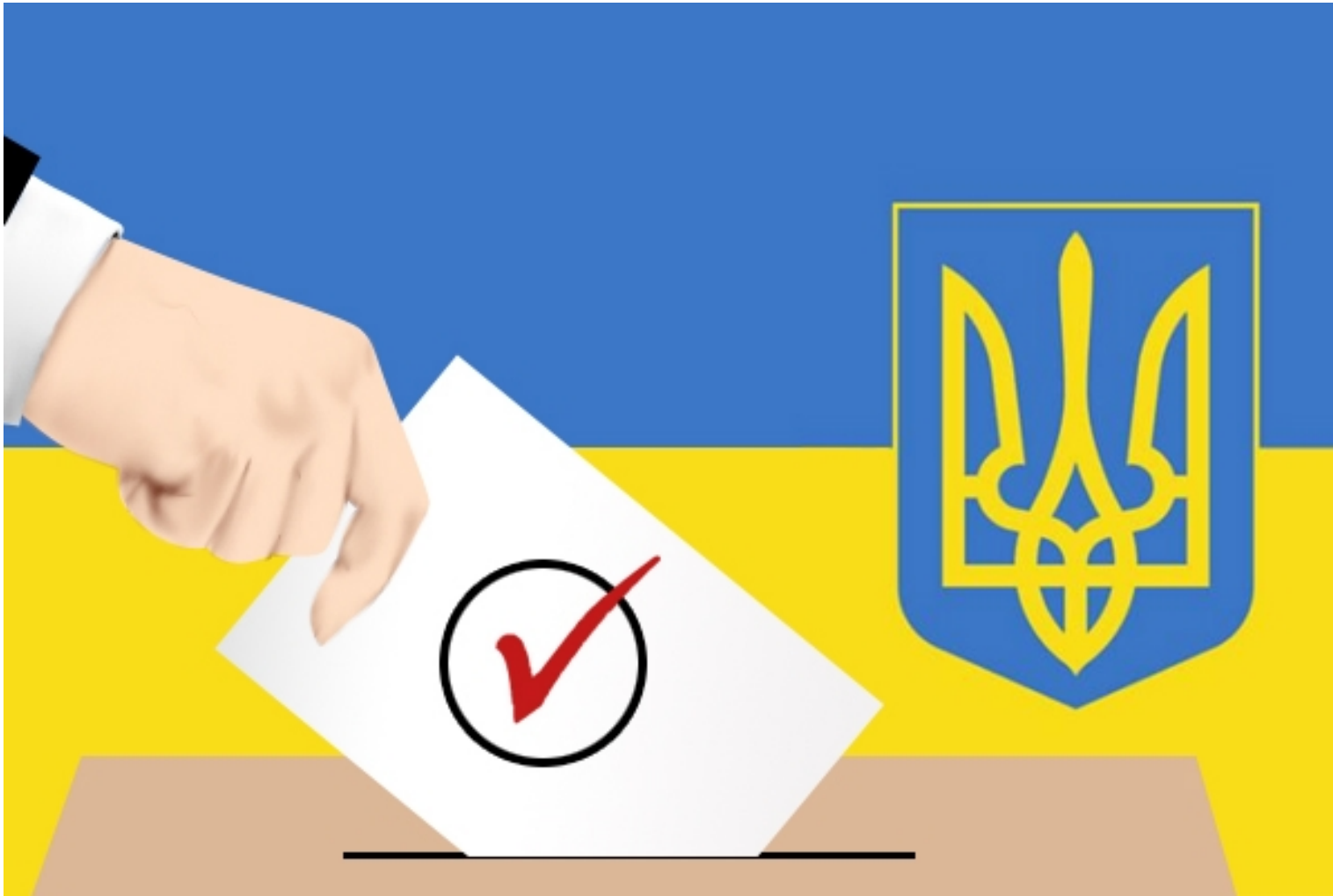




New York City, February 9, 2019

**Ira Solomko**

**Kyrylo Loukierenko**



# **Ukraine Presidential Election**

**March 31,  
2019**



**?? CANDIDATES**



**44 CANDIDATES**

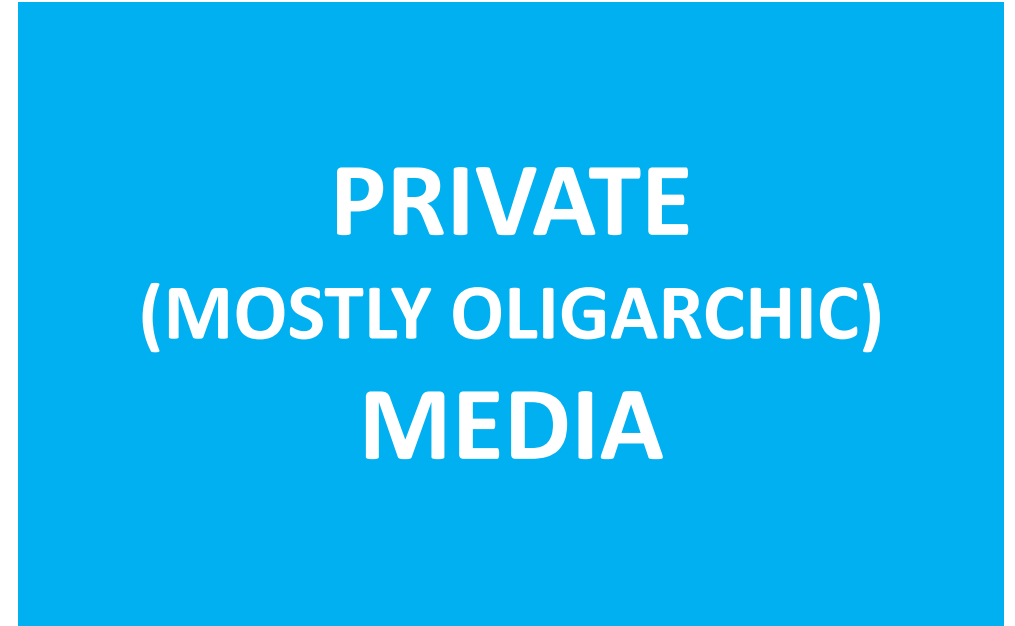
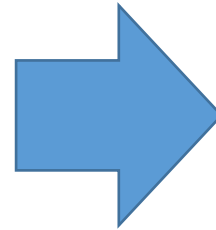




# Background. Ukrainian Media Transition



**1991**



**2019**



# TOP 5 TV CHANNELS



**UKRAYINA**      **16,70% share**



**1+1**      **9,70% share**



**ICTV**      **7,30% share**



**INTER**      **7,00% share**



**STB**      **5,90% share**

January 2019

# TV OLIGARCHY



**Victor PINCHUK**



**Ihor KOLOMOYSKIY**



**Dmytro FIRTASH**



**Rinat AKHMETOV**





# RADIO OWNERS

**40%**



**Victor Pinchuk**

**31%**

**Serhiy Kurchenko**



**12%**



**Anatioliy Yevtuhov**

**10%**

**Kateryna Kit-Sadova**



**5%**



**Tomas Fiala**

# TOP 10 NEWS SITES

Site	Real users	Coverage
<b>obozrevatel.com</b>	6 508 703	27,59%
segodnya.ua	4 663 728	19,77%
<b>tsn.ua</b>	4 658 713	19,75%
24tv.ua	4 570 556	19,37%
<b>RBC_ROS</b>	4 160 215	17,63%
unian.net	2 807 736	11,90%
<b>nv.ua</b>	2 480 772	10,52%
ictv.ua	1 681 505	7,13%
<b>fakty.ictv.ua</b>	1 493 904	6,33%
bigmir.net	1 443 761	6,12%

Source: Gemius

Site	Coverage
<b>obozrevatel.com</b>	19%
24tv.ua	18%
<b>segodnya.ua</b>	17%
tsn.ua	15%
<b>rbc.ua</b>	13%
unian (.net/.info/.ua)	12%
<b>politeka.net</b>	12%
znaj.ua	11%
<b>korrespondent.net</b>	9%
strana.ua	9%

Source: Ukrainian Internet Association

# Petro POROSHENKO



**Yulia TYMOSHENKO**



# Volodymyr ZELENSKY







# Andriy SADOVYI



# Vadym RABYNOVYCH



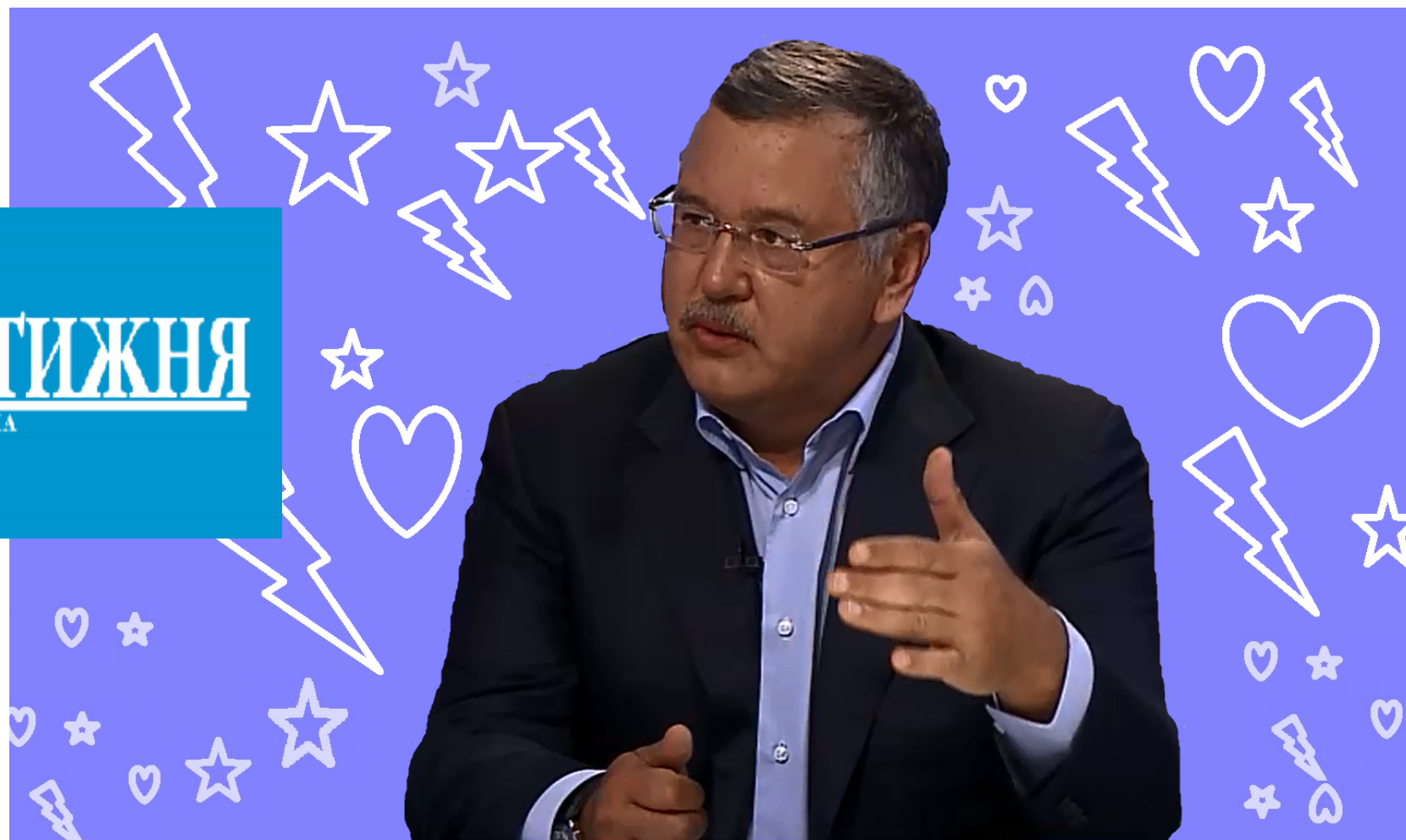
**NEWSONE**



# Yevhen MURAYEV




# Anatoliy HRYTSENKO



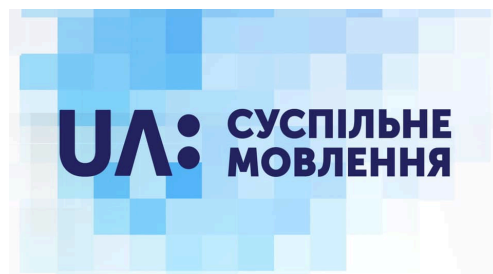
## SOME OTHER SOURCES OF INFORMATION



Kyiv  
Post

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 hromadske



**ЛІГА.net**





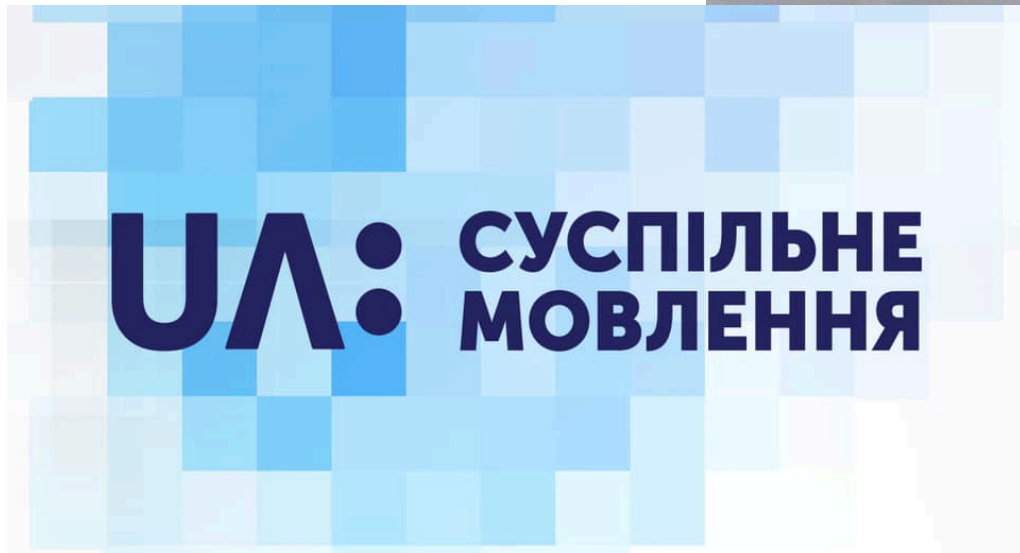
**[hromadske.radio](http://hromadske.radio)**

**[twitter.com/K\\_Loukerenko](https://twitter.com/K_Loukerenko)**

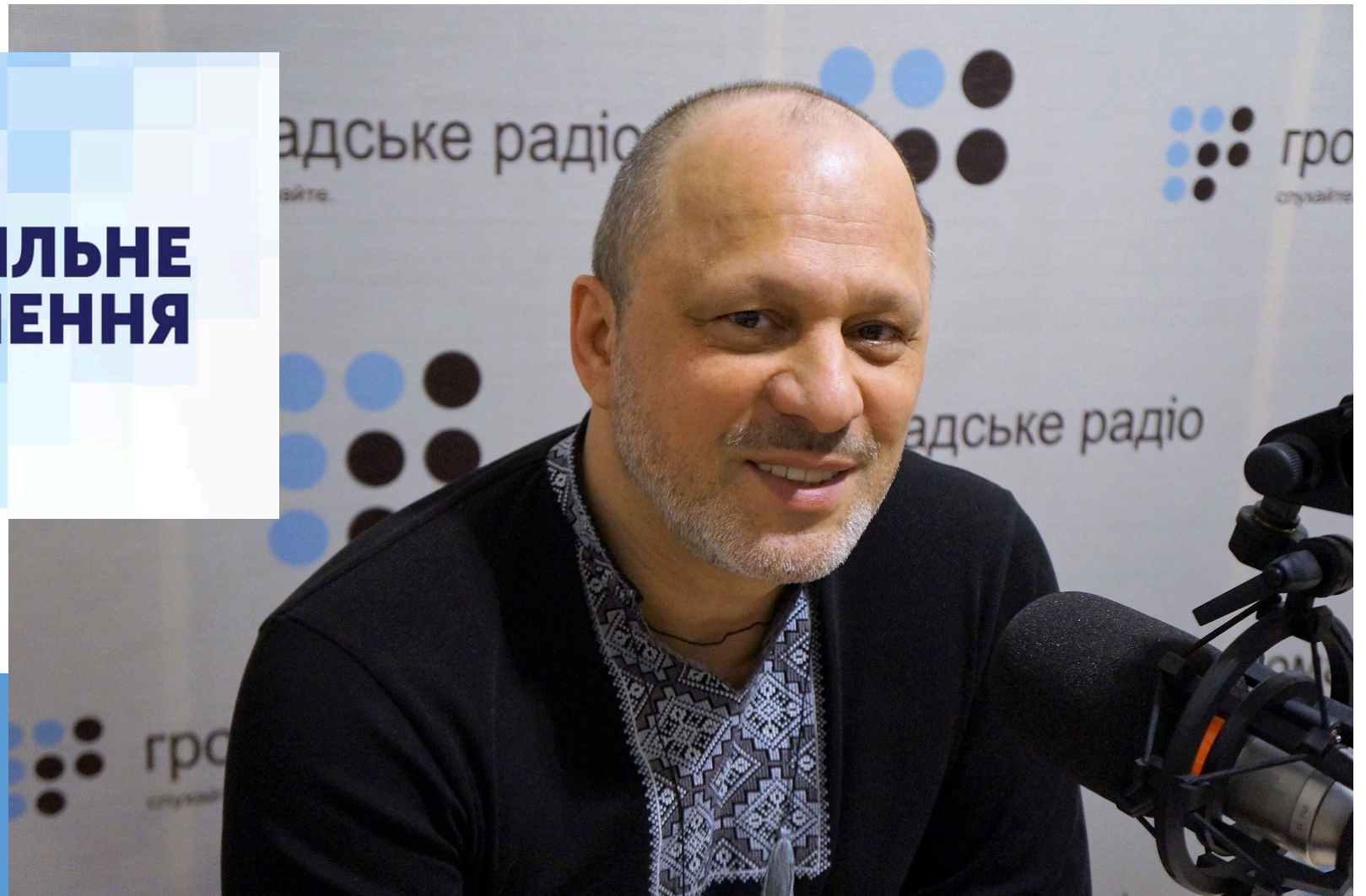
**[facebook.com/kyrylo.loukerenko](https://facebook.com/kyrylo.loukerenko)**



# UA:PBC. Public Service Broadcaster



Zurab ALASANIA  
UA:PBC Head of  
the Board





Electoral zrado-metric

# Media coverage of topics uncomfortable to Petro Poroshenko

## 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, Ukrainska 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.

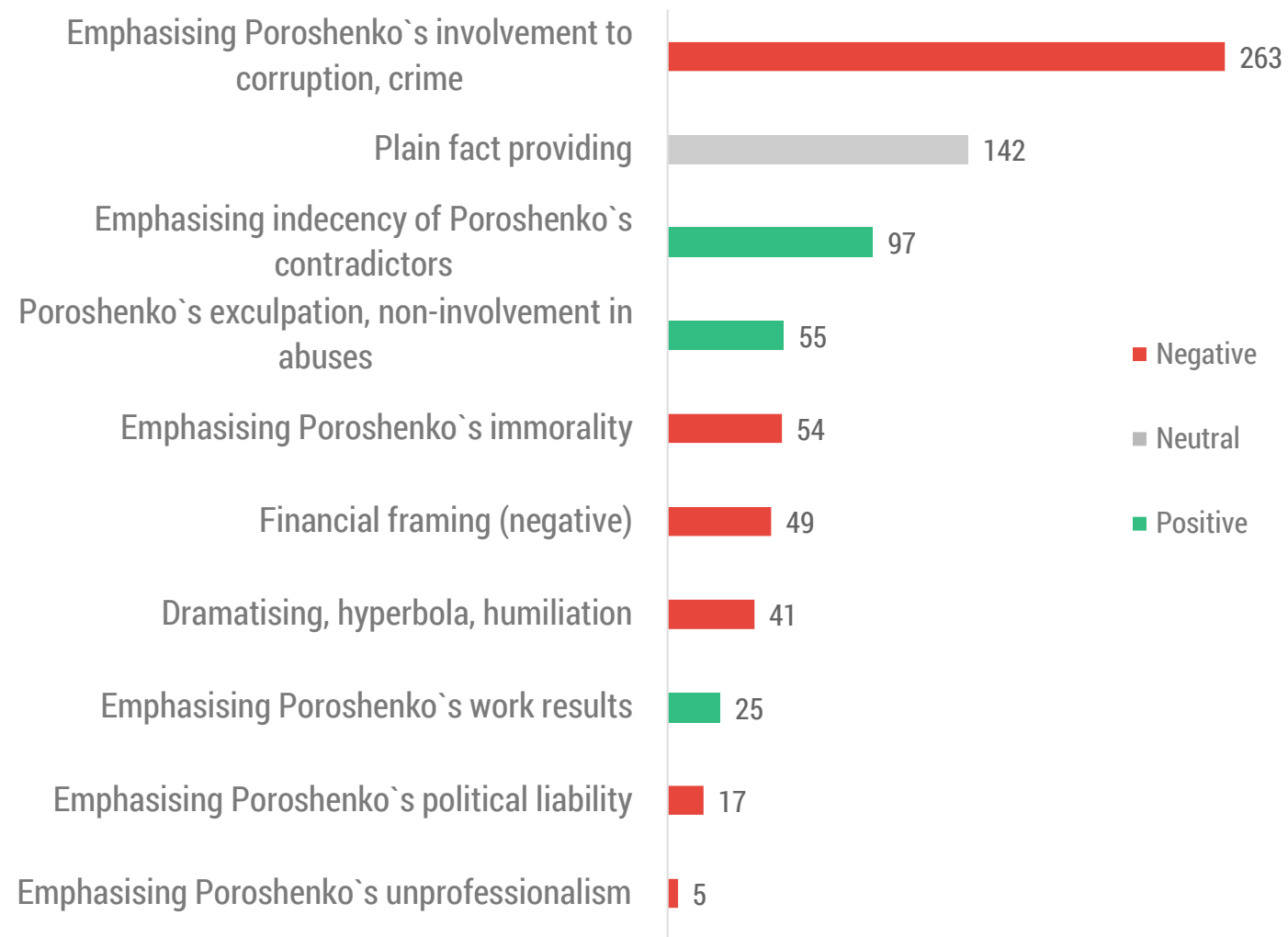
## CODING

- Level of coverage or suppression of topics listed above;
- Sentiment of coverage
- Publications framing

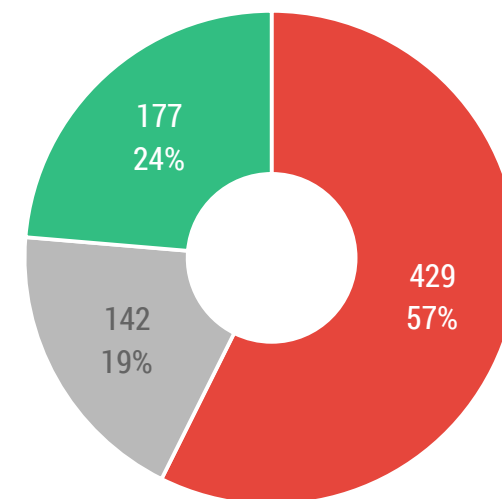
# PREVALENCE OF FRAMING TYPES IN TOP UKRAINIAN MEDIA

Number of publications about topics, uncomfortable to P.Poroshenko

The most popular framing patterns in media

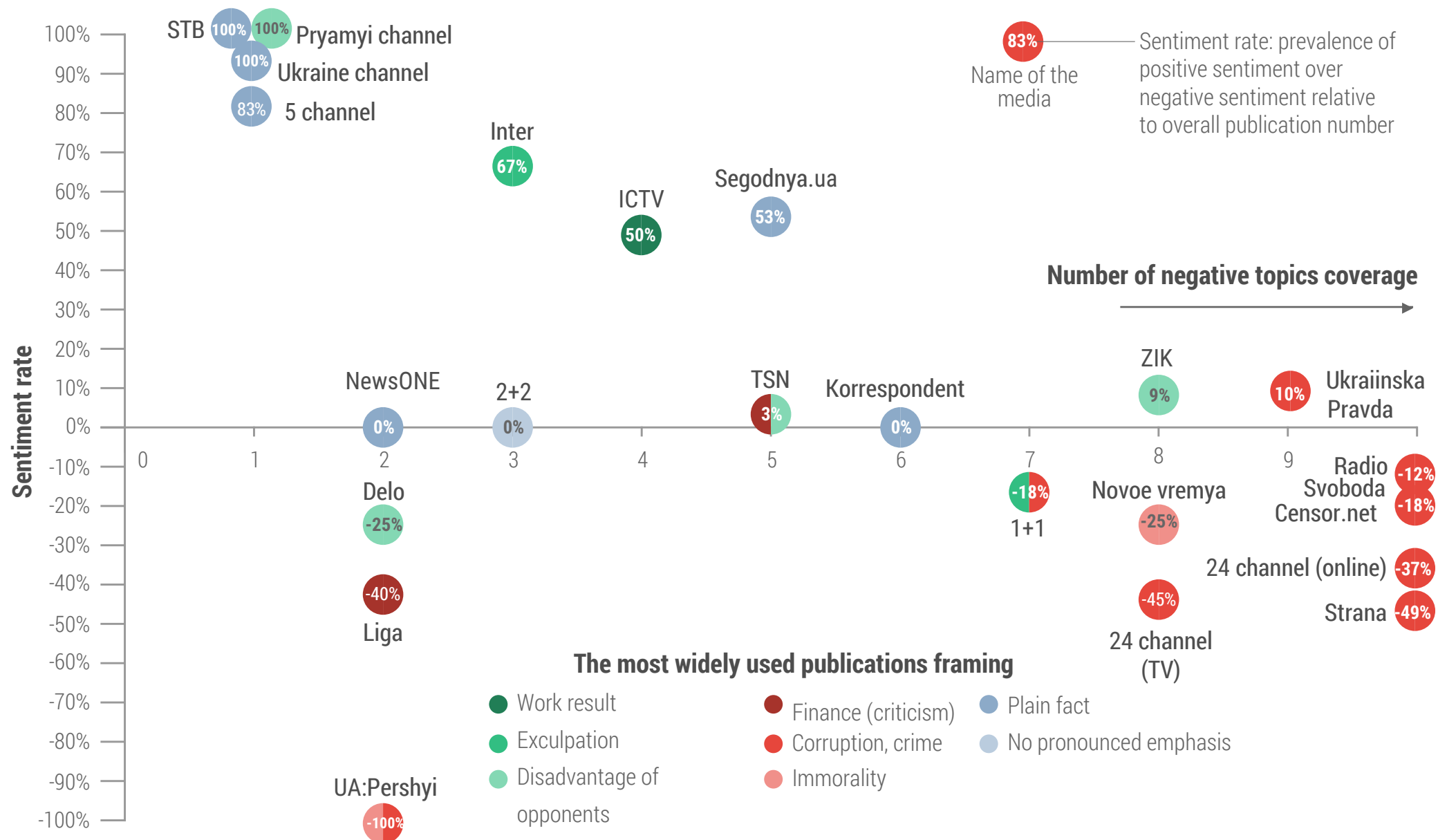


Framing's sentiment distribution





# STANCE OF TOP MEDIA





# 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 Sadovyi'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 DISLOYALTY

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

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