



PRELIMINARY RESULTS OF MEDIA MONITORING OF THE PRESIDENTIAL ELECTION CAMPAIGN IN THE NATIONAL AND REGIONAL MASS MEDIA

The period: March 1 – May 18, 2014.

Media monitoring has been implemented from March 1, 2014. Beginning from May 1, 2014 it was conducted in more ample format.

Monitoring sample:

National TV: 13 TV programs on 8 channels:

National print media: 6 newspapers.

National online media: 4.

Radio: 6 program on 4 radio stations.

Regional TV: 46 TV channels.

Regional print media: 55 newspapers (+2 Crimean newspapers in review report)

Regional online media: 47 (+2 Crimean online media in review report).

Total: 54 TV channels, 4 radio stations, 61 newspapers and 51 Internet-sites.

The main conclusions:

The coverage of election campaign in mass media in March and in the first half of April was quite sluggish being accompanied by informational dominance of events related to the Crimean autonomy and southeastern regions of the country, namely the Crimea annexation, the activity of pro-Russian separatists and reaction of the Ukrainian authorities to it. In the second half of April and May the agitation intensified significantly.

The journalists have to cover the elections of 2014 in terms of unprecedented information war with Russia and the brutal anti-Ukrainian propaganda which uses the instruments like both traditional TV channels and trolling by the bots in social and new media as well as the leaflets (which were widespread mainly in the Donetsk and Luhansk regions). In particular the separatists capture the local TV studio or broadcasting transmitters, switch the Ukrainian television channels, turn the Russian channels instead them (Pervyi kanal, Rossiya 24, Russia Today, NTV, RTR-Planeta) or begin their own “broadcasting” inviting the local population to join in their councils, to take up the arms, to help also with money and not to go to the electoral districts on May 25. The leaflets contain also the similar appeals.

The events in the East influenced on the election coverage, pushing the campaign themes in the background. Upon that the candidates represented not so much the summaries of their programs as expressed their attitudes and proposals to solve the crisis. In general the news items about the events in the East took at least one third of all news content.

Nevertheless in general the elections of 2014 have more democratic and balanced character in the media mirror predominantly with neutral presentation and simultaneously minimum negative or clear positive coverage in comparison with all previous presidential and parliamentary campaigns.

Such candidates as Petro Poroshenko, Yulia Tymoshenko, Serhiy Tihipko, Mykhailo Dobkin and Petro Symonenko are represented most actively. These candidates are represented quite equally in direct and indirect speeches. The experts have not traced any clear preferences to any candidates who could be represented systematically in the first news items or on the front pages of mass media.

Taking into account the above-mentioned specific circumstances of this election campaign the leading mass media, namely the national television channels try to provide the voters with much more straightforward information necessary for conscious choice than it was in 2010 and 2012 due to involvement of the broad range of experts whom they invite to their programs. These experts explain in details the special features of electoral campaign in the context of the events in the country and the international reaction to them. Also these experts represent less information about the differences between the candidates and their recipes on the country's reforming; and much less they analyze the very content of election programs. The range of experts' and politicians' opinions in the media is quite pluralistic, though sometimes it provides more opportunities for widespreading of separatists' views .

It should be noted that during the 2014 electoral campaign the Ukrainian voters are able to watch the fully-featured debates between the candidates, particularly at the independent platform, which was created by the national public broadcaster together with public activists.

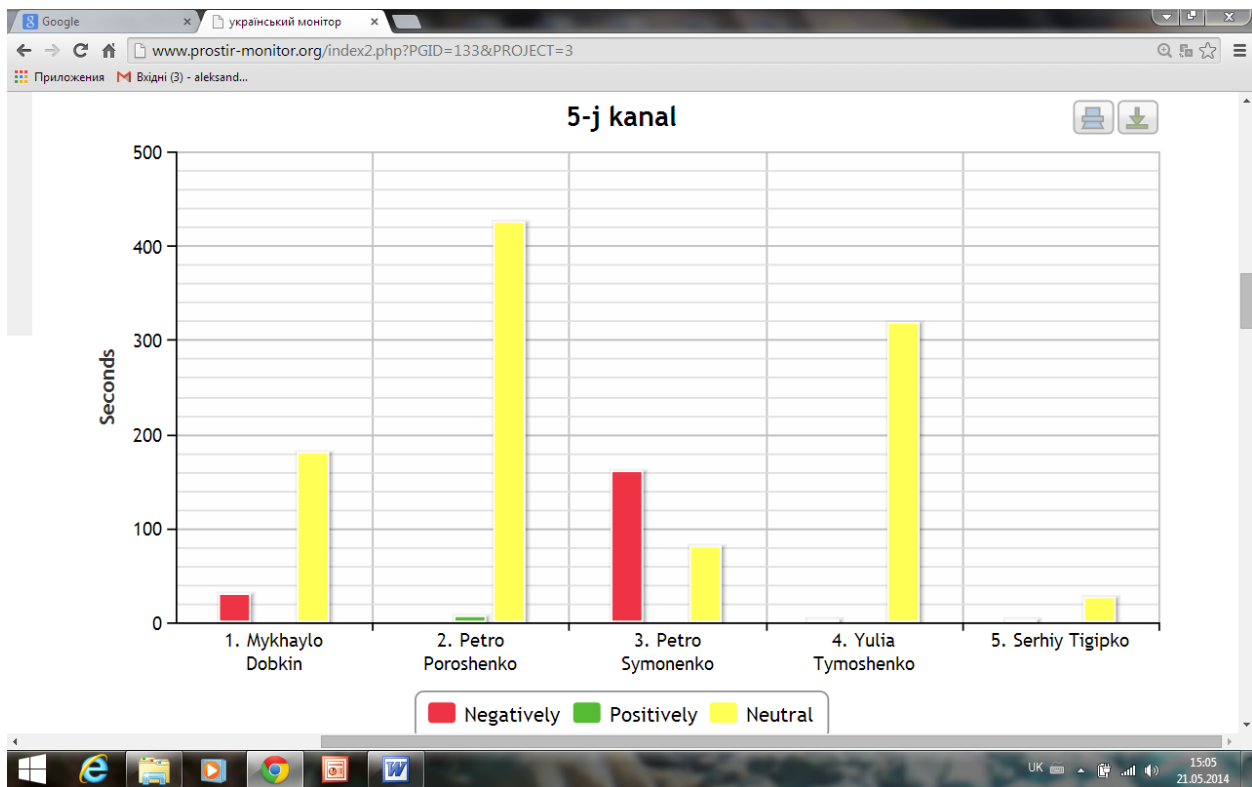
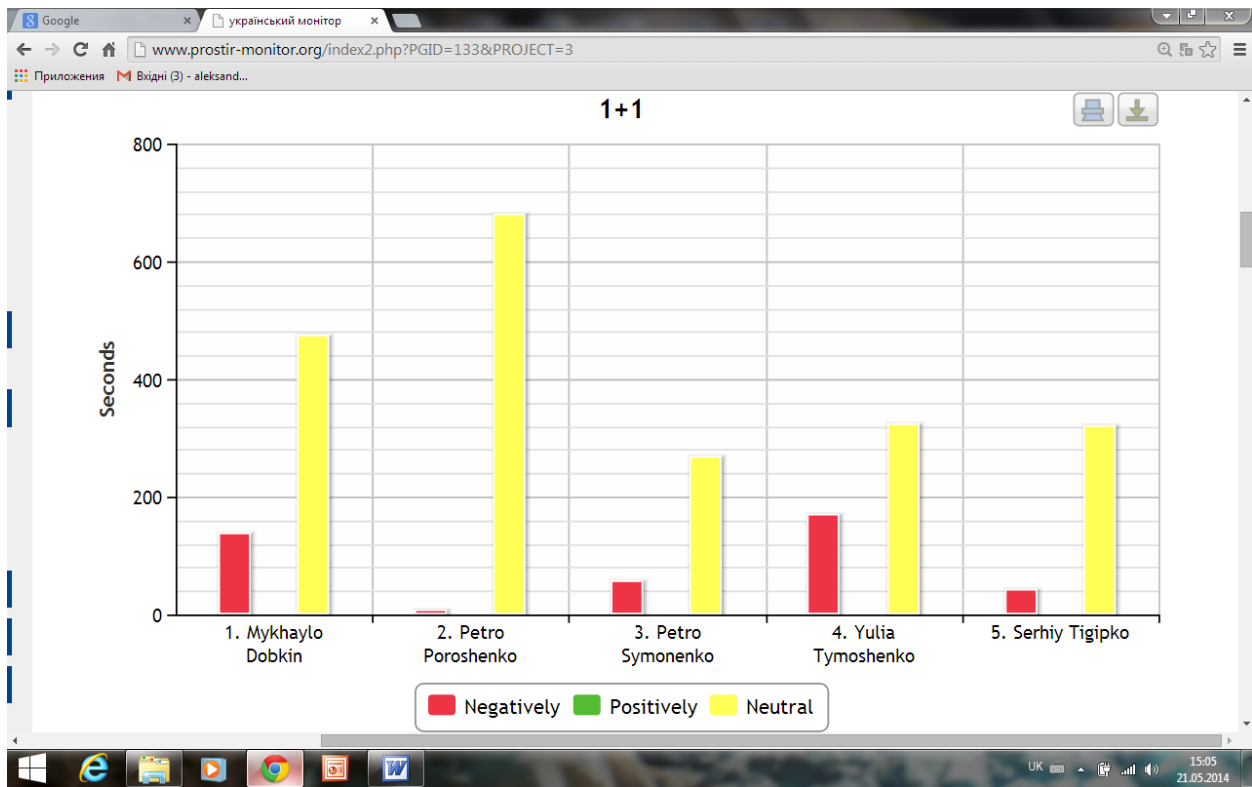
The Regulations of "National Debates" stipulate that three candidates for the post of the President of Ukraine at one time will participate in one "National Debates". The duration of "National Debates" is 90 minutes of continuous running time. The duration of "National debates" in the second round is 100 minutes. The moderator of the Debates monitors (by means of appropriate technical tools) the compliance of candidates' speeches time, questions and answers determined by the Regulations. The moderator presents the candidates for the post of the President of Ukraine, gives them the floor for presentations, questions and answers. According to the Regulations the candidates for the post of the President of Ukraine should follow the next regulations during "National Debates": comply with the order of the Debates established by law and these regulations; comply ethical standards of behavior, not discourage expressions degrading the honor and dignity of other candidate-participant of Debates; follow requirements of the moderator of "National Debates" according to the regulations of speeches, questions and answers. The Debate audience in studio consists of representatives of the universities communities, public opinion leader, journalists.

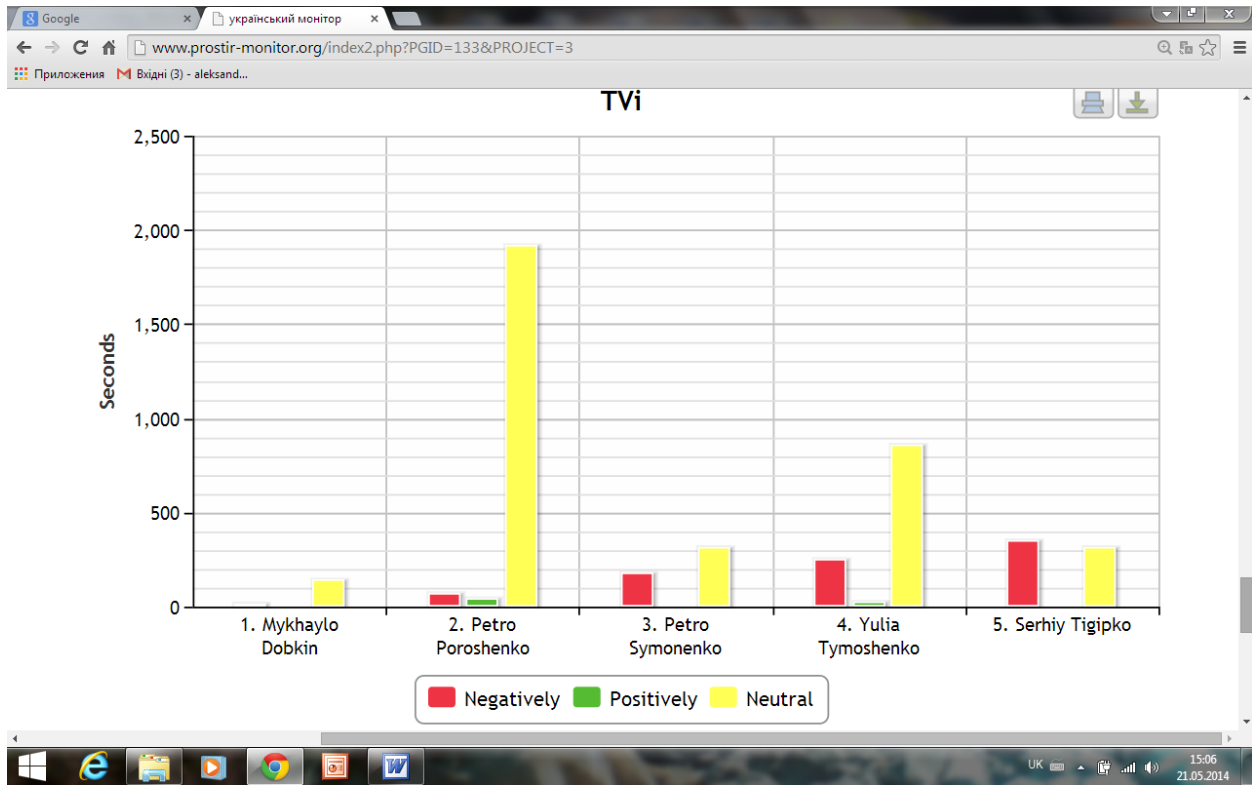
So in spite of the fact that the Law on Public Broadcasting was adopted by the Parliament already in the course of the electoral process on April 17, 2014 and on May 13, 2014 the Acting President of Ukraine signed this Law, the emergence of public broadcasters had a positive impact on the character of the campaign, particularly on providing the public with information necessary for conscious choice and also equal access of the candidates to the media.

Another positive findings is that unlike of previous election campaigns, in 2014 the leading national channels do not also have the list of taboo and prohibited experts or politicians. In this sense the editorial policy of channels has become more pluralistic, independent and neutral.

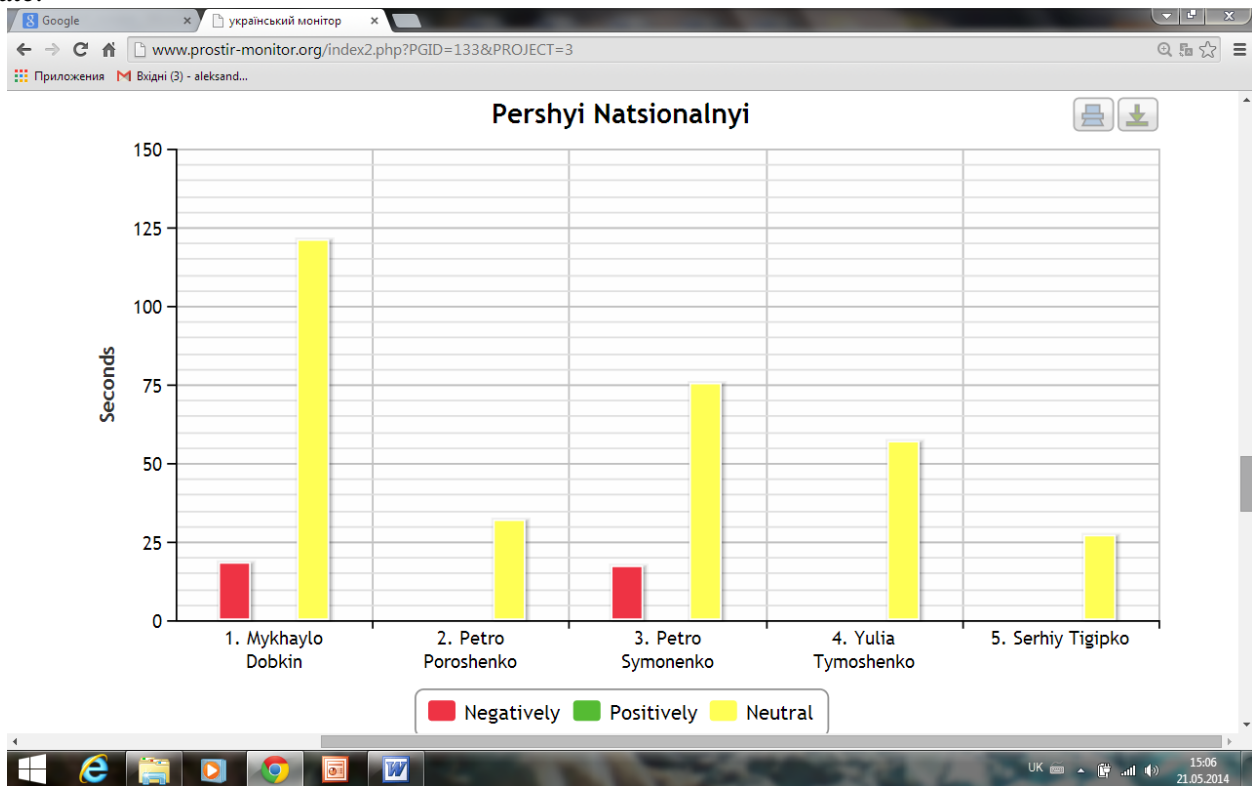
Simultaneously the TV channels still show the certain preferences for certain candidates though not so openly and brutally as it was in 2010 or 2012. This is caused by the fact that some candidates have direct or indirect connections to one or another television channel or its owner.

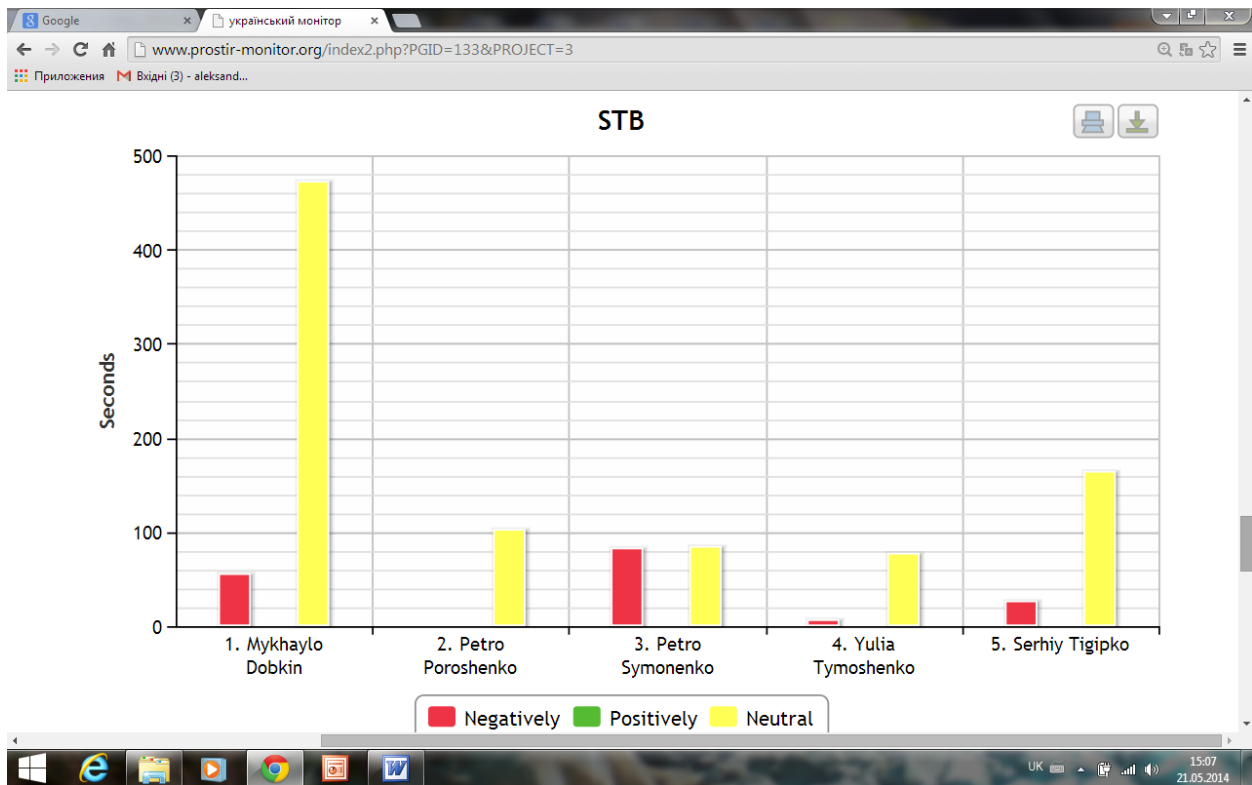
Accordingly such channels as 1+1, 5 kanal, TVi provided some preferences to Petro Poroshenko:



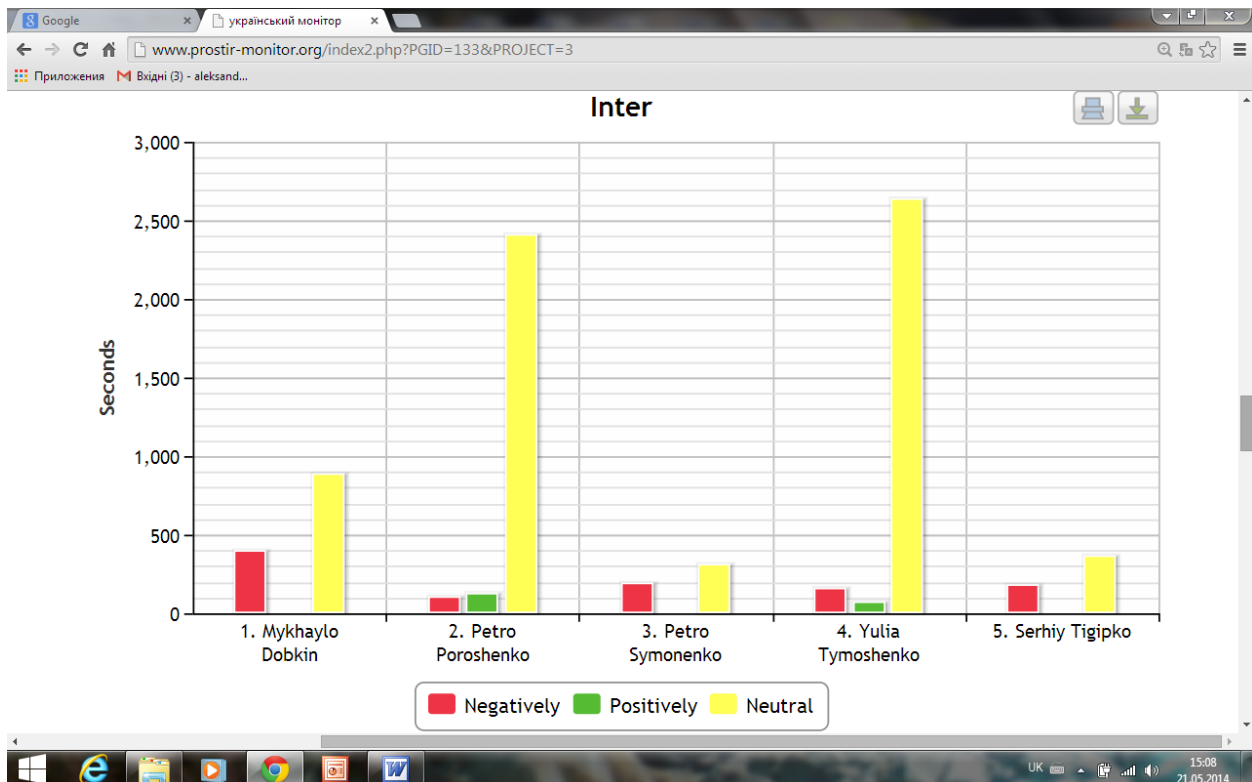


Although Pershyi Natsionalnyi and STB provided Mykhailo Dobkin with greater amount of information in neutral tone, but simultaneously these channels actively criticized this candidate.

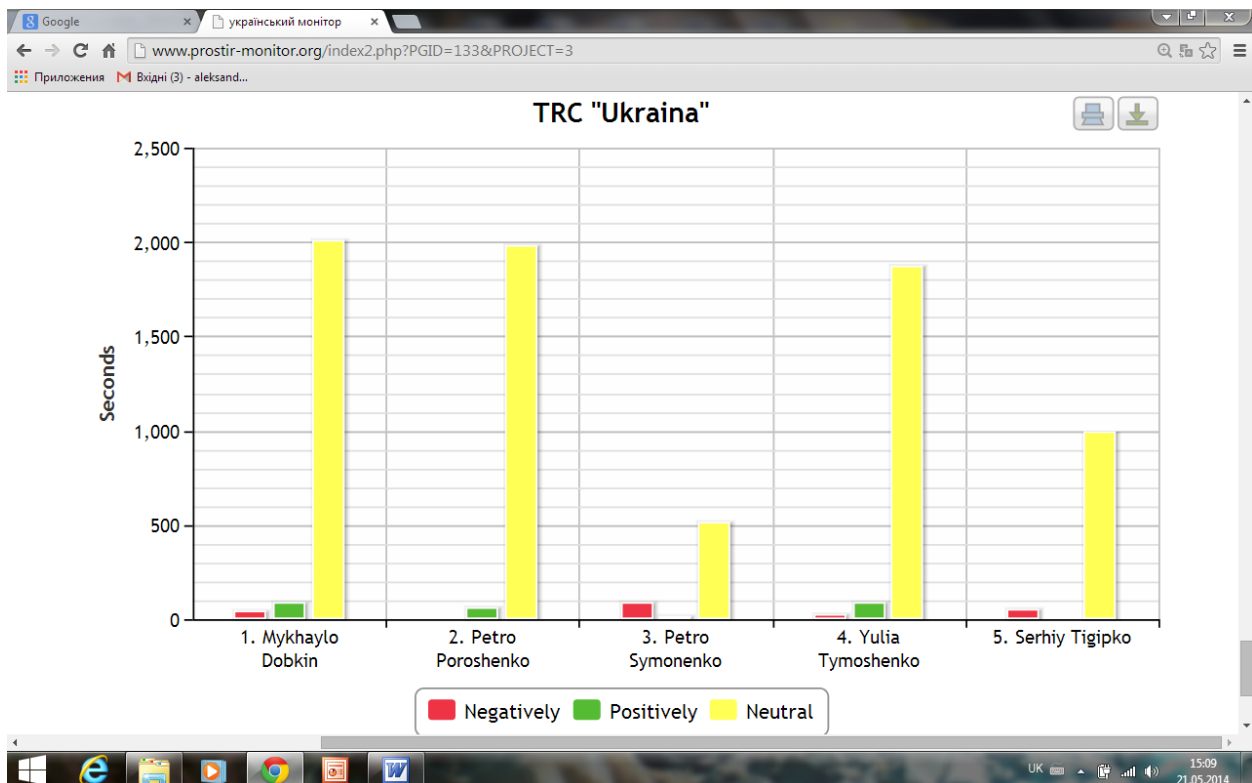
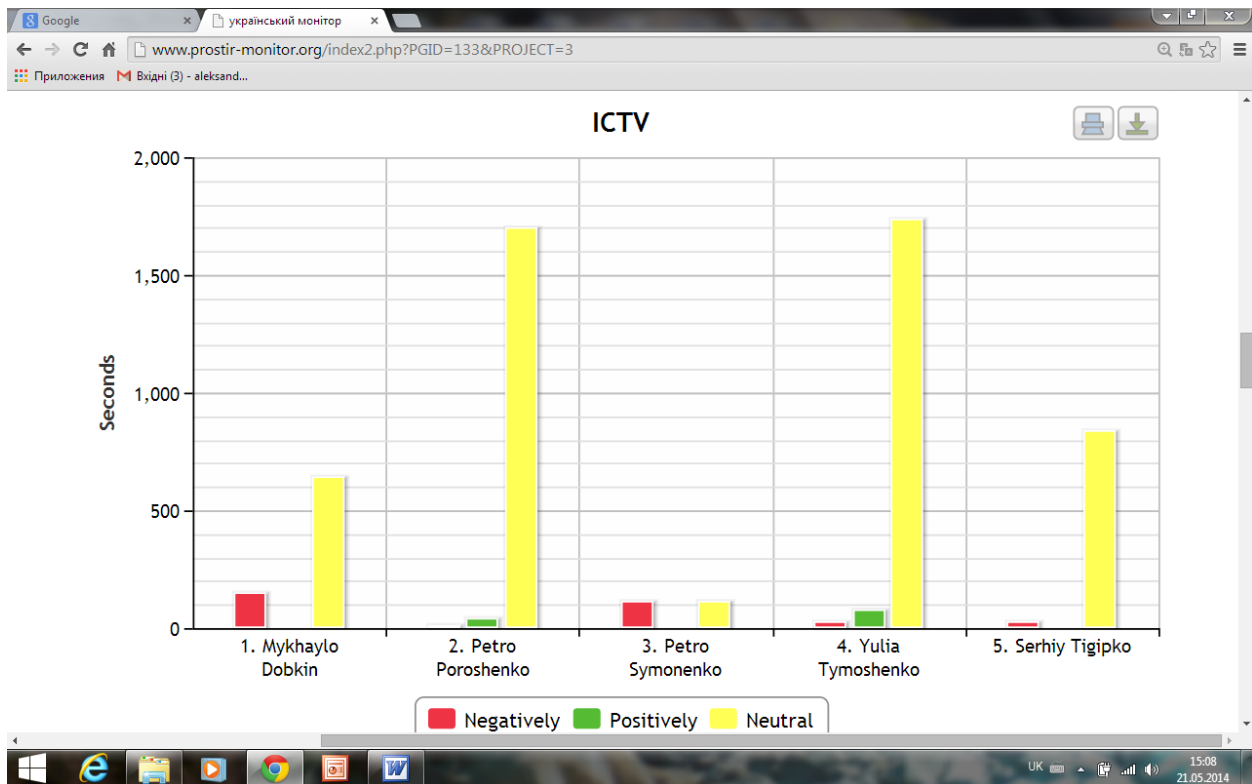




The television channel Inter demonstrated the certain balance. But it related only to the figure indexes because in its news content the experts traced the regular use of false neutrality technique directed against Yulia Tymoshenko:

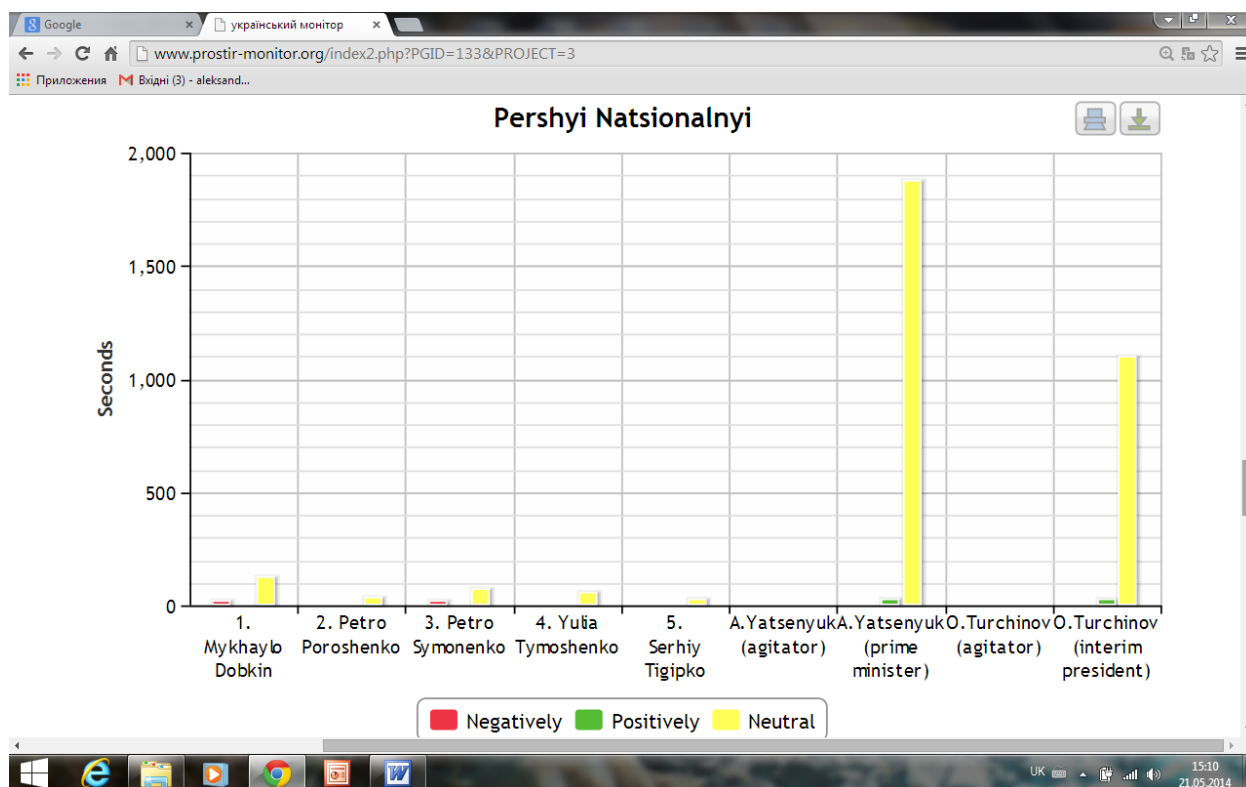


The most balanced channels were ICTV and TRK Ukraina – the first channel balanced the ether time of two major candidates (Petro Poroshenko and Yulia Tymoshenko), and the second channel balanced the ether time of three candidates (Petro Poroshenko, Yulia Tymoshenko, Mykhailo Dobkin):



The most critical to the candidates were the following channels: TVi channel (Serhiy Tihipko, Yulia Tymoshenko), Inter (Mykhailo Dobkin), 1 +1 (Yulia Tymoshenko, Mykhailo Dobkin) and 5 kanal (Petro Symonenko).

As to the channel Pershyi Natsionalnyi, except the obvious positive fact of the debates, in the news content of the channel the information related to the activities of Arseniy Yatsenyuk, Oleksandr Turchynov and other officials dominated over the information about the elections and the candidates representing:



The experts trace the examples of manipulations and use of media effects significantly less in comparison with the previous campaigns. The most abuse is a great number of news messages with the features of pre-paid materials. One of specifics is small, unimportant news topic with senseless comments. Thereat “jeans” materials are generally adapted to the style of the channels being almost indistinguishable from the regular news items. Herewith the materials which had the features of “jeans” were traced almost on the major channels. The exceptions were Pershyi Natsionalnyi as there was not practically information about the candidates - only a few references; and also STB where during the campaign there was a maximum 2-3 political reviews. Instead in the most news items there was no information about the candidates. As to the certain politicians the most “jeans” materials were presented about Tymoshenko and Tyhipko.

In comparison with the previous campaigns the current election campaign is the least dirty in terms of "black PR". Most actively it is used by the supporters of Tymoshenko against Poroshenko (Russian business, business in the Crimea) and by some politicians (like Taras Chornovil) against Yulia Tymoshenko (the agent of Kremlin). In general during the electoral campaign there were 2-3 news itmes (on Inter and 1+1) which can be considered as ones that were directed against Yulia Tymoshenko.

In the course of media monitoring along with the candidates to the post of President, the experts monitored the activities of the acting President Oleksandr Turchynov, the Prime Minister Arseniy Yatsenyuk and the government. The preliminary conclusion: the use of administrative resources in favor to certain candidates is not traced.

The mentions that as if Oleksandr Turchynov and Arseniy Yatsenyuk as the party members can help Yulia Tymoshenko took place only in the materials with the signs of media

effects and in the form of synopses of political experts. However it was only hypothetical assumptions. Instead none example of direct or indirect expression of support for any candidate, and namely Yulia Tymoshenko, in direct or indirect speech of Oleksandr Turchynov, Arseniy Yatsenyuk or the members of the government were not traced.

The main trends in mass media of different types

The national television media

In whole the campaign took place sluggishly. The 2014 pre-term presidential elections as a subject of the television channels was not override. It was substituted by more resonant social and political events: in particular, the tense situation in the east, takeover of public buildings, police departments and facilities of the Security Service of Ukraine by the armed pro-Russian rebels, conducting of anti-terrorist operations in the Donetsk and Lugansk regions.

Information about the candidates is represented in relatively balanced manner within several groups mentioned below.

Media effects or manipulations of public opinion does not have a massive character. They are but it is the exception rather than the rule.

Did the candidates have access to mass media?

In general the most candidates had access to mass media. The top rated candidates who made the opinion polls data were presented on the television channels.

First group. The position of the top rated candidates is represented most actively: Petro Poroshenko and Yulia Tymoshenko.

The second group. The candidates who are represented less, but still actively: Serhiy Tyhipko and Mykhailo Dobkin.

The third group. The position of these candidates is represented less actively, the messages appear occasionally: Petro Symonenko, Yuri Boyko, Oleh Lyashko, Anatoliy Hrytsenko, Oleh Tyahnybok, Olga Bohomolets, Valeriy Konovalyuk, Renat Kuzmin, Dmytro Yarosh.

The fourth group. These candidates are paid the least attention being mentioned quite rarely on the television media: Mykola Malomuzh, Vasyl Tsushko, Volodymyr Saranov, Oleksandr Klymenko, Vasyl Kuibida, Andriy Hrynenko, Vadym Rabinovych.

Did mass media provide enough information about the candidates?

Partially. The position of the candidates concerning the current events in the country is presented actively. However their election programs are presented blurry being not accented.

The most television news used the limited set of journalistic techniques and genres in coverage of the election campaign:

- information cutting with the thesis of statements of the different candidates (the most channels used this technique);
- the candidates were invited to the studio: as a rule this was an mini interview conversation by the genre. It lasted less than 10 minutes where the most of the ether time it was a discussion about the actual events of the day, not the candidate's program;
- full-scale political interviews: there were a few full-scale political interviews with the top rated candidates.

Did the television channels provide the presidential candidates with opportunity to have a speech?

90% of the news items which dealt with the position of the candidates contained their direct speeches.

Disadvantages of the television campaign

The biggest violations in coverage of the election campaign are “jeans” which are the news items with the features of pre-paid materials. These materials do not differ practically from normal information by duration or by style. **Examples!!**

Features of the prepaid news items: absence of socially relevant news topic; comments of the candidates which are little informative and often separated from the main topic; information which is represented untimely; generally positive tone of the news items. **Examples!!**

Manipulations

Manipulations do not have absolute manner. Simultaneously mass media use the media techniques: fostering likes and dislikes, creating the right impression due to a sequence of news items, assumption, irony.

No channel supported a single candidate. But in some cases we can talk about certain preferences:

TVi has preferences to Petro Poroshenko.

TRK "Ukraine" does not have the obvious preferences to one candidate. However it represents more information about Mykhailo Dobkin and Yulia Tymoshenko.

5 kanal represents little the electoral campaign in news items. The preferences are not traced.

Inter fosters the antipathy to Yulia Tymoshenko. The obvious preferences are not traced.

STB covers the election topics very little. The preferences are not traced.

ICTV represents actively the elections news. The obvious preferences are not traced.

Pershyi natsionalnyi does not provide practically the information about the candidates. The preferences are not traced. Simultaneously the position of the Government and the Acting President are represented very actively. During the week in the news items practically all ministries may be mentioned.

1 +1 has preferences to Petro Poroshenko. In the past two weeks it fosters the antipathy to Yulia Tymoshenko.

Representing of the government activities

In the given presidential campaign the administrative resources is not available and is not used. It is impossible for several reasons. The tense situation in the eastern Ukraine does not allow to represent the success of the Government as such efforts would look ridiculous in terms of actual civil war.

The authorities do not use the administrative resources in favor of one candidate. In the recent weeks, on the contrary, the channels used criticism of the government for fostering the negative attitudes towards Yulia Tymoshenko (the Acting President Oleksandr Turchinov, Minister of the Interior Arsen Avakov, Prime Minister Arseniy Yatsenyuk are the members of Yulia Tymoshenko's party and her political partners).

The Government activities on television are not associated with the presidential candidates.

The current Cabinet of Ministers was formed after the events of Maidan. It includes the representatives of the "Batkivschyna" (the leader of this party is Yulia Tymoshenko), the party "Svoboda" (whose leader is Oleh Tyahnybok) and the representatives of Maidan (which are not the representatives of political parties).

There were a lot of news about the Government. The members of the Cabinet of Ministers appeared in the news items in quite motivated manner.

The information about Arseniy Yatsenyuk related to his official visits abroad, the negotiations with the European and American politicians, granting of the IMF credit for Ukraine, as well as domestic policy such as the discussion on amendments to the Constitution of Ukraine, the power decentralization, solution to crisis in the eastern regions of Ukraine. The criticism of the Prime Minister was performed mainly on the part of opposition politicians.

In April Oleksandr Turchinov was represented mainly as the Acting President: the television channels represented his appeal to the Ukrainian people on the events in the eastern

regions of Ukraine, conduct of the antiterrorist operation. In May Turchynov appeared often as a speaker. In particular, the negative information dealt to the initiative of "Party of Regions" and the Communists to dismiss Turchynov.

Due to the events in the country the television channels cover actively the activities of the Interior Minister Arsen Avakov and the Defense Minister Mykhailo Koval.

Information on the Minister of Fuel and Energy concerned mainly the themes of price of the Russian gas.

Information on the Foreign Minister Andriy Deschtytsya related to the international meetings and negotiations on solution of the crisis in Ukraine.

The position of the Justice Minister Pavlo Petrenko was highlighted in terms of the amendments to the Constitution, legality of conduct of pseudo-referendums, the status of the regions in the Donetsk and Lugansk oblasts.

Information on the Economy Minister Pavlo Sheremet was connected with the granting of the IMF credit for Ukraine, a sharp rise of the dollar rate.

Approximately 70% of the information about the Government is neutral and in whole positive.

According to 10-point scale the electoral campaign can be assessed by 7 points.

Positives:

- no channel supported only one candidate
- representing of the candidates was sufficiently balanced
- important public information was not concealed
- administrative resources were not used.

Negatives:

- "jeans"
- in the last two weeks of the campaign it was traced the black PR
- lack of creativity and the limited genre palette in coverage of the campaign
- use of media effects for fostering of sympathies and dislikes to the candidates.

The national print media

The election campaign in mass media differs qualitatively from the earlier campaigns, primarily by its fragmentation and dependence on the rapid events in the country. If the start of the campaign and the candidates' nomination were overshadowed by the events in the Crimea, its subsequent course was pushed to the sidelines by the separatist movement in the Donbas regions, conduct of the antiterrorist operation and the tragic consequences of riots (massive loss of life in Odessa and Mariupol during the May holidays). Accordingly the press focused more attention on socio-significant events and the election topics were often covered in the light of the situation in the east of the country and in the Crimea.

The feature of the campaign is nomination of a significant amount of technical candidates who are unknown to the society. All candidates can be divided into 4 groups:

1. The top rated candidates under the results of exit polls (Petro Poroshenko, Yulia Tymoshenko, Serhiy Tihipko).
2. The popular second-tier candidates (Mykhaylo Dobkin, Petro Symonenko, Oleh Tyahnybok, Oleh Lyashko, Olha Bohomolets, Anatolyi Hrytsenko, Dmytro Yarosh).
3. The known but unpopular candidates (Yuri Boiko, Valeriy Konovalyuk, Vadym Rabinovych).
4. Unknown candidates (Mykola Malomuzh, Vasyl Tsushko, Volodymyr Saranov, Oleksandr Klymenko, Vasyl Kuibida, Andriy Hrynenko).

Did the candidates have access to the media? In general, yes. The papers highlighted the information more or less about all candidates after their final registration. However, the intensity of representing was determined also by the intensity of conducting of the campaign in

whole. Thus, a group of the unknown candidates did not create practically the news topics for being highlighted and did not attract mass media's attention .

Within these groups, we can say that **the candidates were represented in balanced manner**. More information was represented about the top rated candidates, less information was represented about the less rated candidates but relatively equally within its subgroups. In this case the editorial staffs were directed by the public demand for information. The low rated candidates who were interesting for the readers (Olha Bohomolets, Dmytro Yarosh, Anatoliy Hrytsenko, Oleh Tyahnybok) had their places in the press for the interviews and investigative reporting.

Did the media provide enough information about the candidates to make an informed choice?

Relatively, yes. The candidates' positions were covered in the light of crisis events in the Donbas and concerned the settlement of the situation. But there was lack of information related to announcement of the candidates' programs and their opinions on development of the country. However, a number of the papers («Segodnya» , «Hazeta po-ukrainski», «Kommentarii») analyzed the programs of the candidates and published also the interviews with the candidates (Petro Poroshenko, Yulia Tymoshenko, Serhiy Tihipko, Oleh Tyahnybok, Dmytro Yarosh, Olga Bohomolets, Vadym Rabinovych), where it was paid attention to the development prospects of the country and the vision of the candidate. However, in general it can be said that there was lack of qualitative campaign and discussion on the part of the very candidates. Preferably the discussion was conducted in terms of the expert comments on the candidates.

The papers used a diverse **set of genres and modes of highlighting**:

1. «mini-dossiers» for the candidates (the summarized statement of officially known facts about the candidates).
2. Interviews and comments (both on the current events and more informative and deep ones).
3. Journalistic analysis (the programs of candidates).
4. Experts' comments (about the candidates, their prospects and potential on the post).
5. Playful forms of analysis of the candidates which are interesting for the readers (characteristics of psychologists, predictions of astrologers, numerologists, fortune-tellers).

Disadvantages of the campaign in the press :

“Jeans” – the materials with the pre-paid features. Such materials differ slightly by the style from the editorial content. You can recognize them because they are published in other newspapers. This becomes more obvious because some newspapers (“Segodnya”) labels such materials by specific headings indicated in the masthead as advertising materials, but for the reader it is not obvious. Repetition of such material in other newspapers gives grounds to consider them as pre-paid materials.

Serhiy Tihipko:

Serhiy Tihipko: “If we do not take into account the opinion of citizens in different regions, we will have the Yugoslavia scenario: split, victims, bloodshed” (“Fakty i kommentarii”, 15.05)

Serhiy Tihipko: “It is time to sit down to the talks” (“Segodnya”, 15.05, the heading “Aktualno” – the hidden advertising).

Petro Poroshenko:

“Petr Poroshenko has already conducted the presidential visits» (“Segodnya”, 12.05, heading “Aktualno” - the hidden advertising)

“Petr Poroshenko: “We need the real security mechanisms for Ukraine, which would replace the powerless Budapest Memorandum” (“Fakty i kommentarii”, 14.03)

Yulia Tymoshenko:

Yulia Tymoshenko: “Referendum in the east is the fake” (“Fakty i kommentarii”, 16.05)

“Referendums in Luhansk and Donetsk oblasts are the fakes of Putin”(“Hazeta po-ukrainski”, 16.05)

Manipulations. In general the manipulations do not have a total character in the most papers, except for the newspaper “Vesti”, which represents mainly all political materials in manipulative manner. The main manipulative technique is fostering the negative image of one candidate and the positive image of another candidate.

Sympathy and antipathy are divided as follows:

- “Vesti” – antipathy to Petro Poroshenko. Sometimes it represents neutral not-guilty attitude toward Yulia Tymoshenko.
- “Hazeta po-ukrainski” shows the certain sympathy towards Petro Poroshenko (but simultaneously it uses the criticism)
- “Dzerkalo tyzhnya” shows none sympathy.
- “Kommentarii” shows none sympathy.
- “Segodnya” shows its sympathy to Mykhailo Dobkin, antipathy to Yulia Tymoshenko and Serhiy Tihipko.
- “Fakty is komentarii” shows the certain sympathy to Mykhailo Dobkin.

However some striking examples of manipulations have taken place:

1. Manipulation by photos – “Kommentarii”, “Segodnya”.
2. Artificial negatively toned news topic – “Segodnya”.
3. Unsubstantiated assertions, half-truth, anonymous authority, false neutrality, psychological distress (negative fomenting using the topic of war) - “Vesti”.
4. Irony.

Representing the government activities

In the current campaign the use of position by the officials for the political campaign were not traced. The Acting President Turchynov, the Prime Minister Arseniy Yatseniuk and the Ministers of the Cabinet appeared frequently in the media, but always within the limits of their duties. Moreover, the association with the candidate (they are the party follows of Yulia Tymoshenko) is currently unprofitable, basing on the tense situation in the country and the inability of the authorities to control it. Their relationship is rather anti-PR than PR.

Oleksandr Turchynov is represented in the press as the Acting President (his statements on the ATO and settlement of the situation in the east of the country) and as the Speaker (the Report on the work of the Verkhovna Rada). His appearance is quite motivated because he expresses the official position of the current Government on the situation. Except a lot of news materials there are a significant share of criticism to his address.

The Government was covered mainly due to the visits of Arseniy Yatsenyuk abroad and the negotiations with the western politicians about settlement of the situation and financial assistance to Ukraine. These reports can hardly be called as PR, as such information is on public demand as the population of Ukraine has high expectations for the assistance of the West. In spite of a significant amount of neutral information messages it was traced the active criticism to the address of the Prime-Minister and the Government for the governmental anti-crisis program and the certain actions. In general, the press represents often the critics or analysis of the very Government activities in whole (mainly on economic issues), the press distinguishes occasionally the activities of the ministers. It summarizes rather the activities of the Government represented by Arseniy Yatsenyuk.

The activities of the Minister of Foreign Affairs A.Deschytsya was represented most actively (which is motivated in the given situation), the Interior Minister A.Avakov (mostly in negative tone) and Y.Prodan due to the gas issues (mainly in neutral tone). In the recent weeks the Minister of Justice P.Petrenko appeared in connection with discussion of constitutional matters.

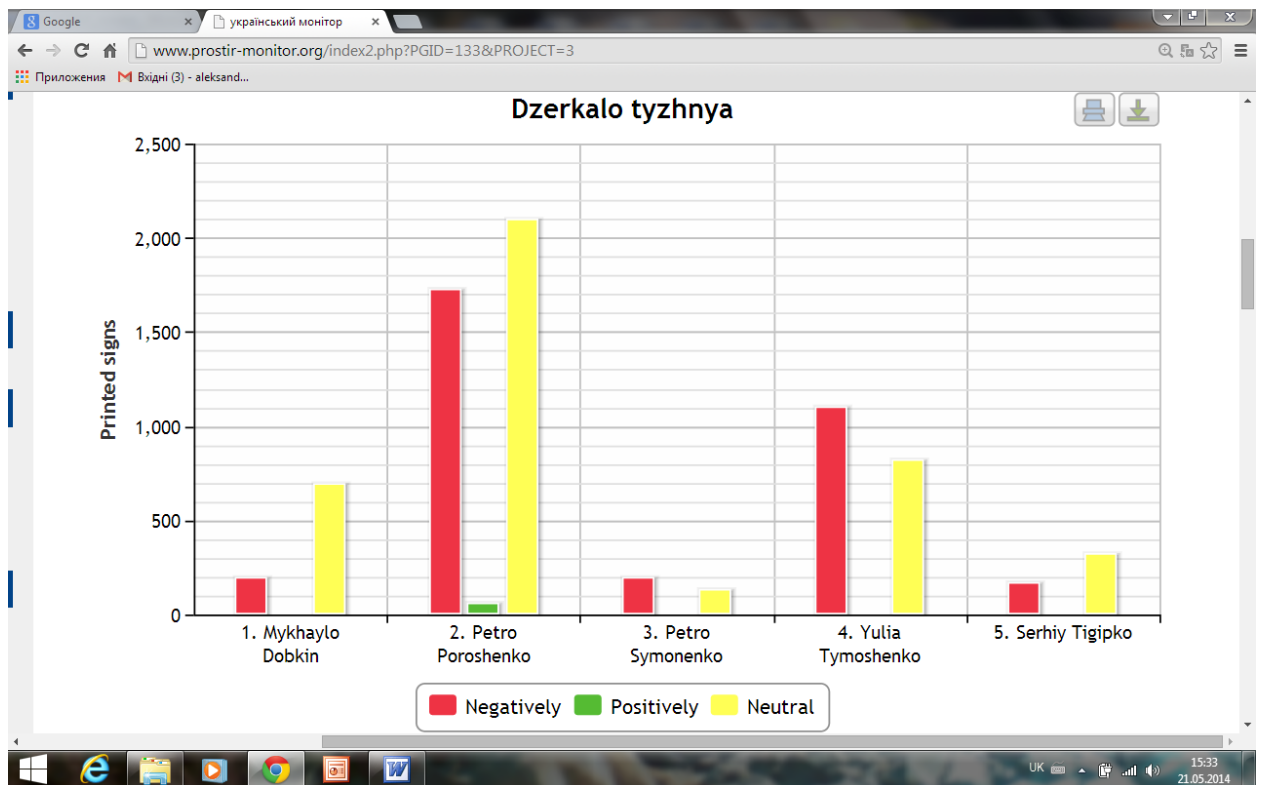
According to 10-point scale the electoral campaign in the press can be assessed by 8 points.

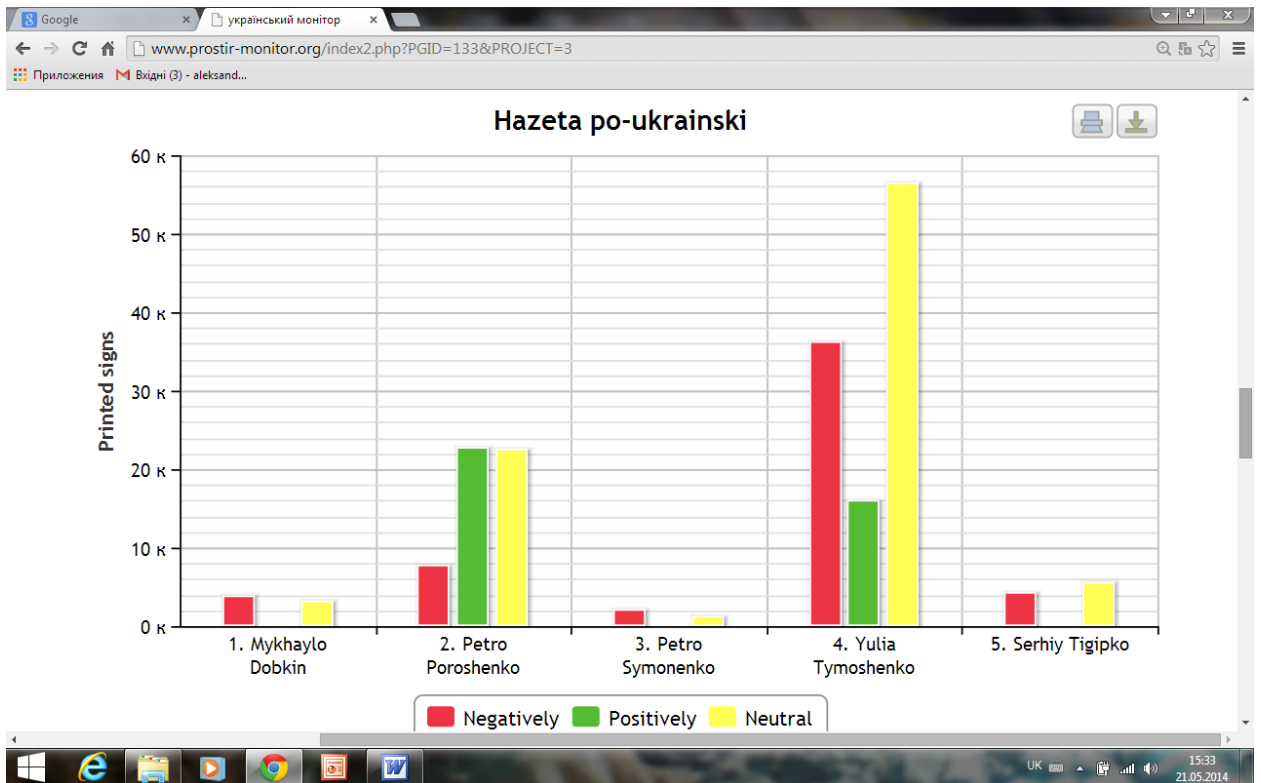
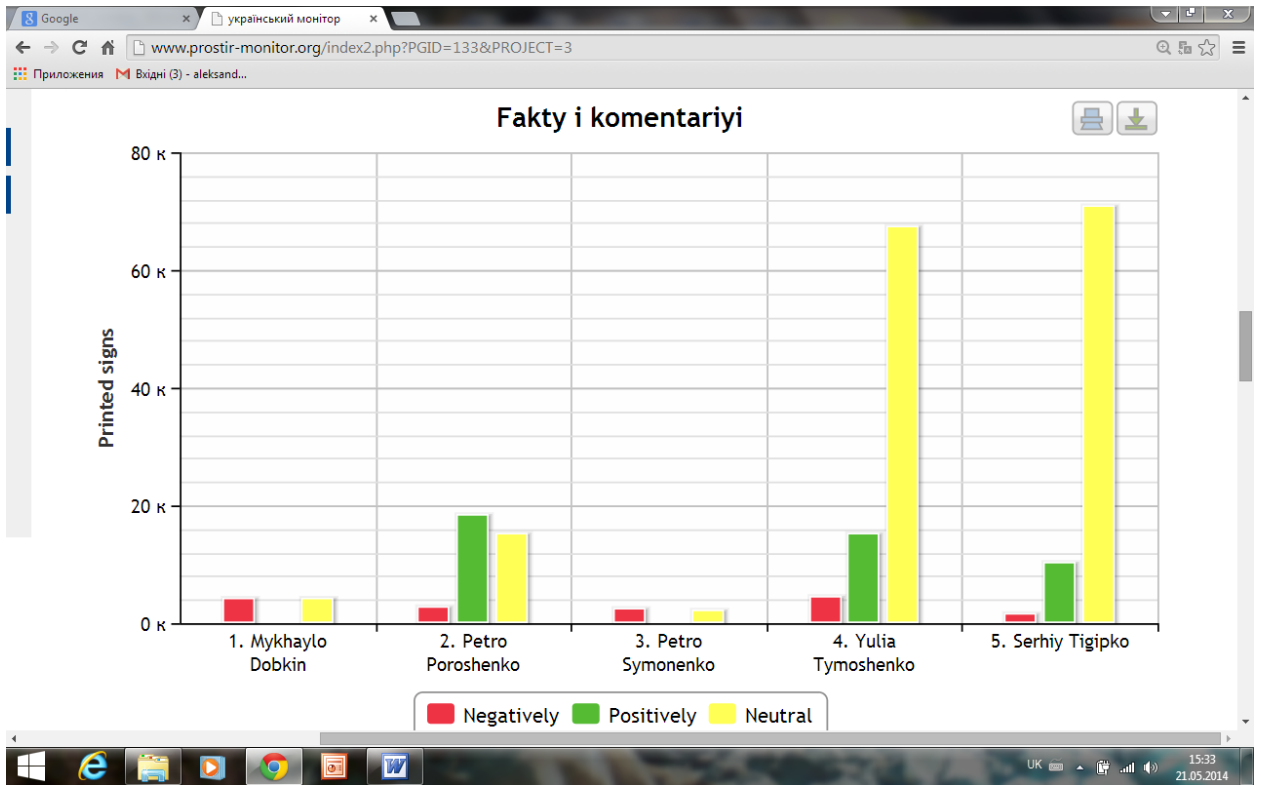
Positives:

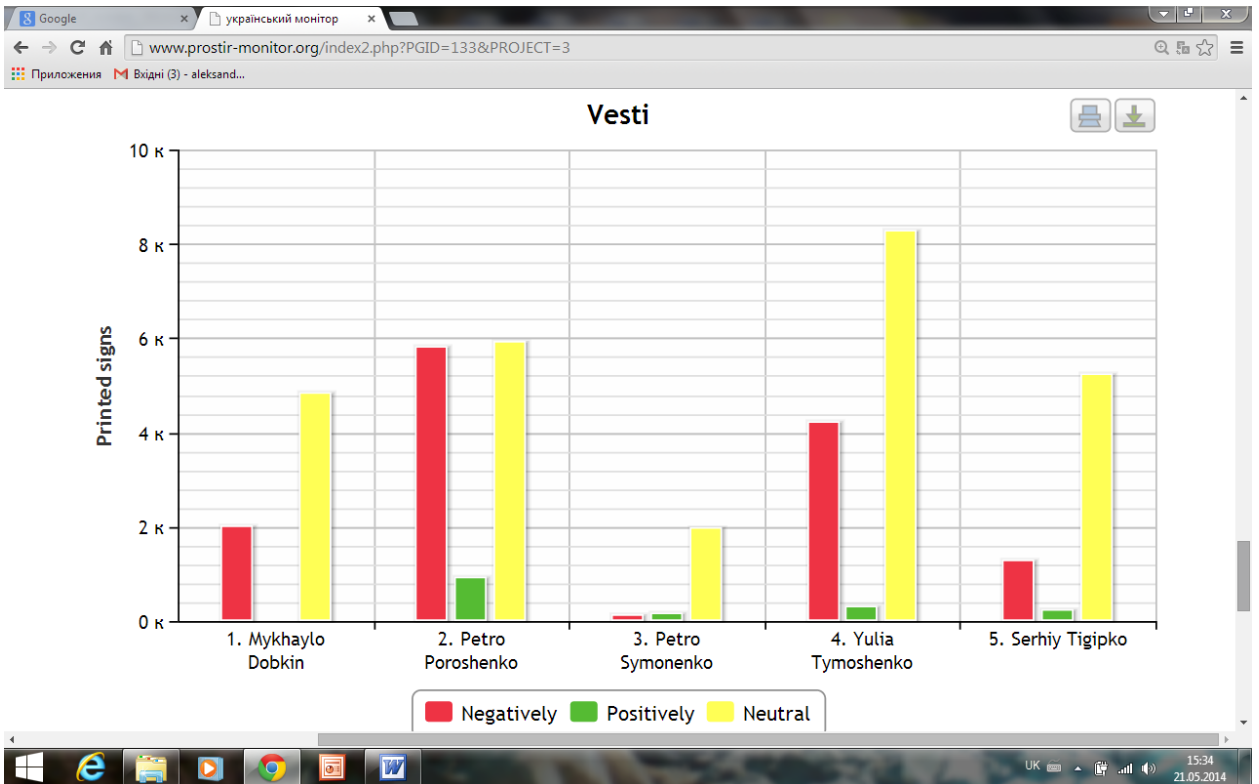
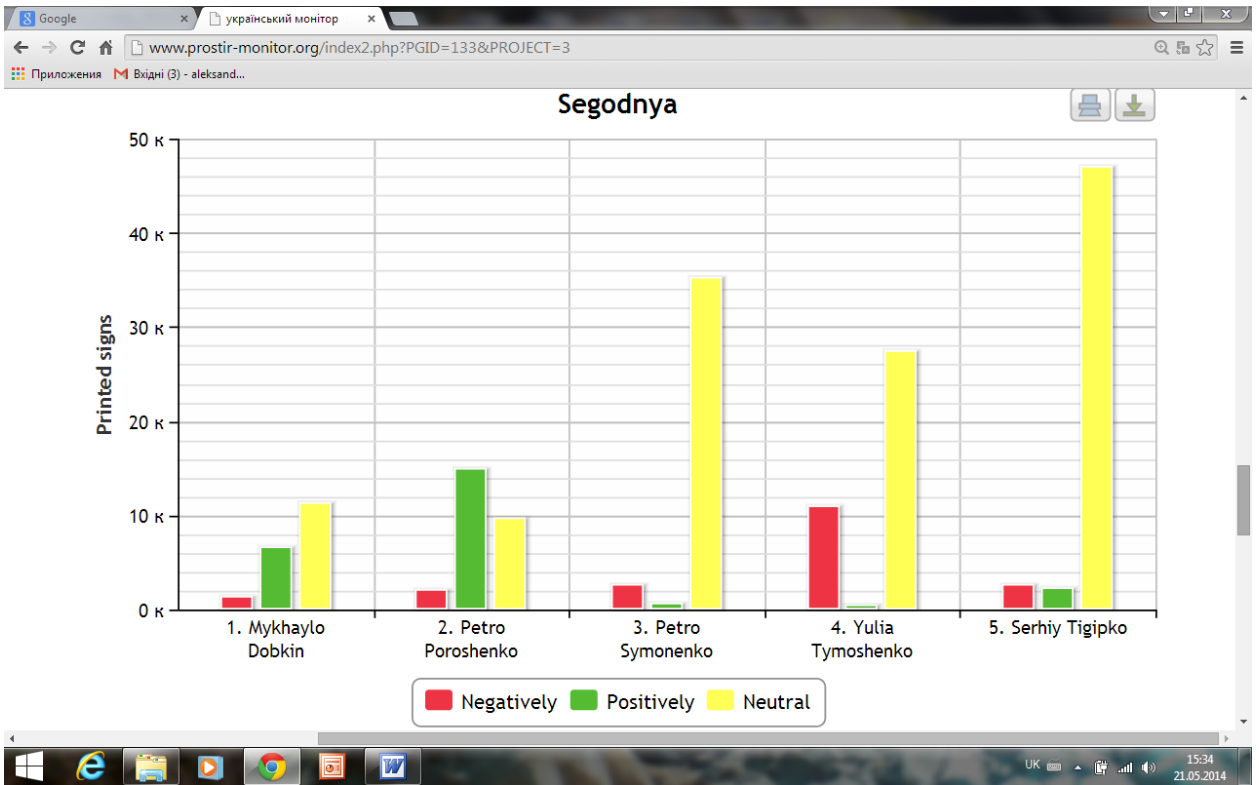
1. the daily newspapers represented the positions and informed the readers mainly about all candidates.
2. the weekly newspapers conducted the professional analysis of the electoral campaign and the activities of the authorities in the format which the daily newspapers could not manage to do.
3. creative approach towards the topics and coverage of the campaign.
4. important public information was not concealed.
5. administrative resources were not used.

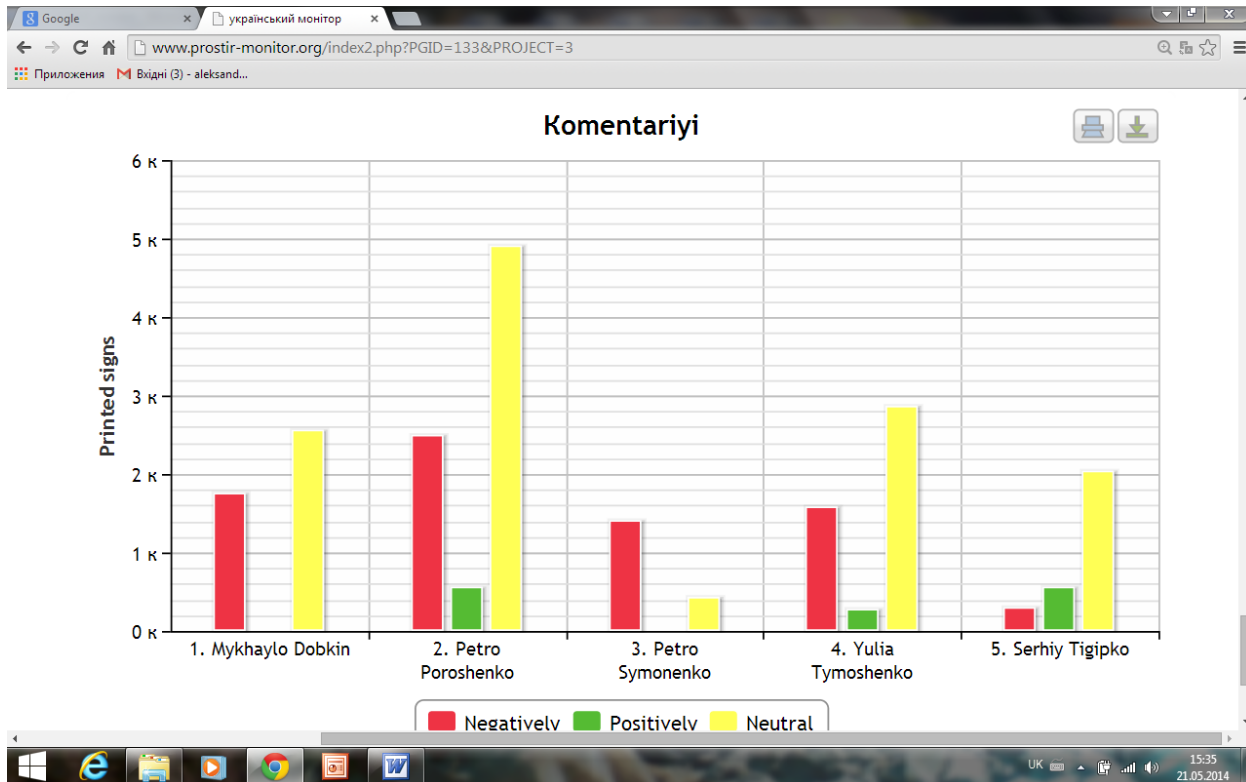
Negatives:

1. “Jeans”
2. Manipulation techniques.









The national radio

The main topics on the radio are the separatist actions in the eastern Ukraine and the course of the counterterrorist operations, socio-economic activities of the Government, the Russian-Ukrainian conflict, preparations for the elections, the Round Table of National Uniqueness, the explosion in Mykolayiv and others.

The references to all officials appeared only in the context of implementation of their official duties. The activities of Oleksandr Turchynov and Arseniy Yatsenyuk were presented most actively.

The coverage of the state authorities is traced mainly in neutral and positive tone. The exception is here the radio “Vesti”, which represented the news related to Oleksandr Turchynov in negative tone almost in twice than in neutral tone.

In the news releases the presidential candidates were represented not enough. All radio broadcasters mentioned only Petro Symonenko in the context of his conflict speech in the Parliament and withdrawal of his candidature. The least information was represented about the candidates in the newscasts on UR1. Once in ironical and negative light Mykhailo Dobkin and Oleh Lyashko were mentioned on the radio “Vesti”. But on “Holos stolitsy” information about Petro Poroshenko and Oleh Lyashko was highlighted in a positive tone. On “Era FM” the information about Yulia Tymoshenko, Oleh Lyashko, Serhiy Tihipko was presented in positive tone, and the information about Oleh Tyahnybok was neutral.

Most manipulations and media effects were on the radio “Vesti”: value judgments, fostering antipathy, irony, substitution of concepts.

The radio “Vesti”, “Vecherniye novosti”, 18.00-19.00 (the radio program is broadcasted only in weekdays)

Oleh Lyashko and Mykhailo Dobkin were mentioned in the negative aspect in the radio story “Vesti” (on May 15, 2014). In the story about the most creative and strange political advertising campaigns of the pre-term presidential elections in Ukraine, the deputies of the Kyiv

City Council and the Kyiv City Mayor it was said the following information about Mykhailo Dobkin:

"The billboards cause often the negative reaction among the people. For example, in the capital the political advertising of Party of Region to the post of President of Ukraine is often painted and written by the unrepeatable words, and sometimes it is just broken, - then the author mentions the political campaign of Mykhailo Dobkin in the previous years, namely its quite famous incident. - By the word this very candidate recorded his speech to the voters during the election campaign of 2005. Later this film footage appeared in Internet and gathered the thousands of visits". Here it was the citation.

After the description of the political campaign of Mykhailo Dobkin, the author began reporting about Oleh Lyashko:

"Non-traditional approach to political advertising was demonstrated by Oleh Lyashko else on the parliamentary electoral campaign. The future deputy recorded the videos with cows, dogs and eggs". Then it was represented the part of spiel.

However more manipulative techniques were used during the coverage of the activities of Oleksandr Turchynov. For example in announcement of the news, which was broadcasted twice at the beginning of the release on May 15: *"The final stage and the endless circle. Oleksandr Turchinov says, that the counterterrorist operation will be completed, when the rebels ground arms and release hostages".* Thereat the very news item was represented in neutral tone.

UR1, Information-analytical program, 19.05-19.30 (the radio program is broadcasted only in weekdays)

Only Petro Symonenko was mentioned as the candidate (in the context of the conflict in the Parliament), the other candidates were not mentioned. However, all candidates for presidency have 15 minutes for election campaign after the program. Regularly between the sports news and the weather forecast it is broadcasted the political advertisement of Petro Poroshenko, Yulia Tymoshenko and Oleh Tyahnybok at the end of the program.

There is a trend of positive coverage of the government. For example, in the program of May 13 it was presented the meeting of Arseniy Yatsenuk with the representatives of the European Commission in Brussels. In this story it was informed not only about the positive results of the meeting, but it was said the phrase: "By the way they came to the Belgian in economy class".

"Holos stolitsy", news 20.00-21.00 (each 15 minutes).

In general the share of political news on the radio is negligible. More news are related to economic and social issues. Among the represented candidates for the elections only Oleh Lyashko, Petro Poroshenko and Petro Symonenka were mentioned. The information was in the context of current events, mostly in positive tone: Petro Poroshenko in the regions, Oleh Lyashko in Kyiv. The information about Petro Symonenka was presented in all tones (withdraw of the candidate).

Manipulations and media effects have not been traced. Due to the format of the program the information was highlighted as small messages with value judgments, fostering sympathies or antipathies. The information was mainly presented on various sides, showing different viewpoints.

"Era FM", Information Program, "Vikhy tyzhnya", 19.00-19.30

Yulia Tymoshenko was represented most actively often in a positive tone and also in the form of the direct speech of the candidate. Her position on the particular issues was discussed in details. Of course Petro Symonenka was also mentioned, namely the withdraw of his candidate. Particular it was broadcasted his speech in the Verkhovna Rada: "This armed zonder-bands which are paid by the oligarch and directed to kill the people, and moreover they burnt a score of men in Odessa like the inquisitors" which caused the conflict in the parliament.

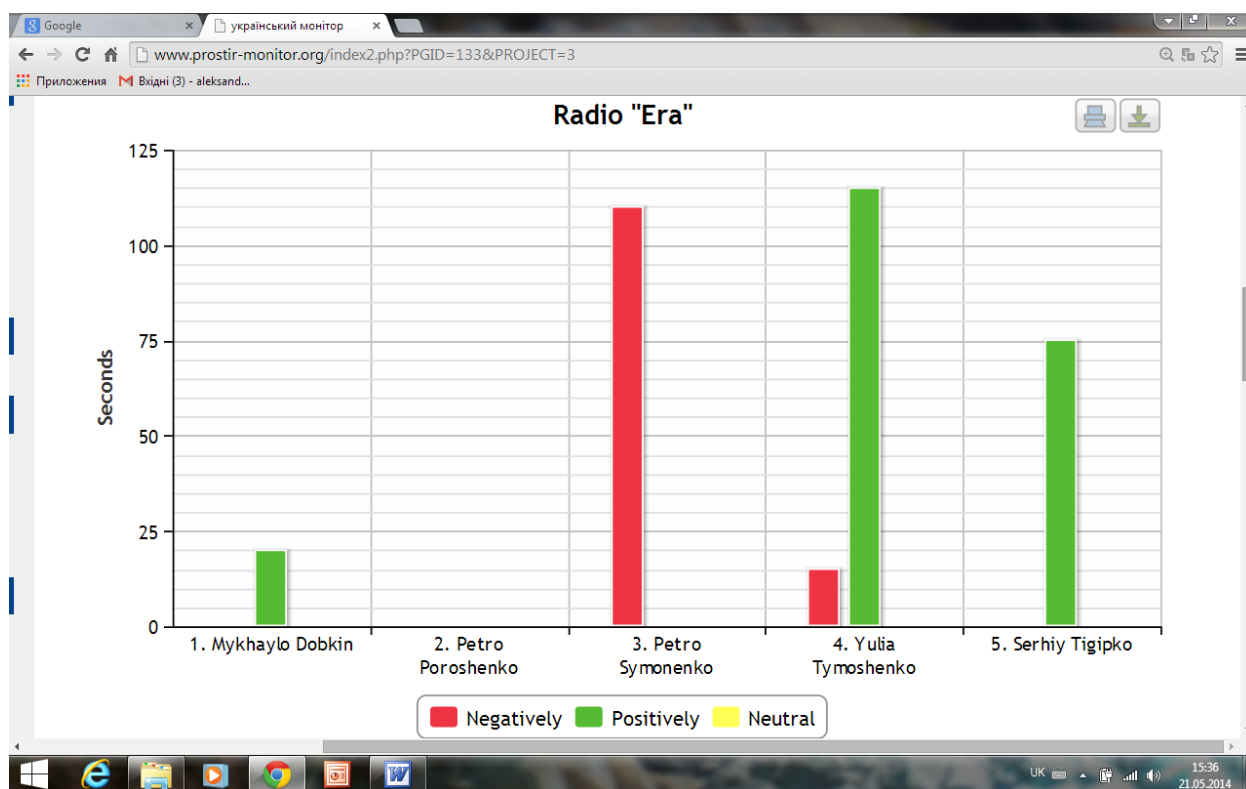
Oleh Lyashko received the most positive. Also in positive tone it was broadcasted about Yulia Tymoshenko, Nataliya Korolevska, Serhiy Tihipko. Also Oleh Tyagnybok was represented in neutral tone.

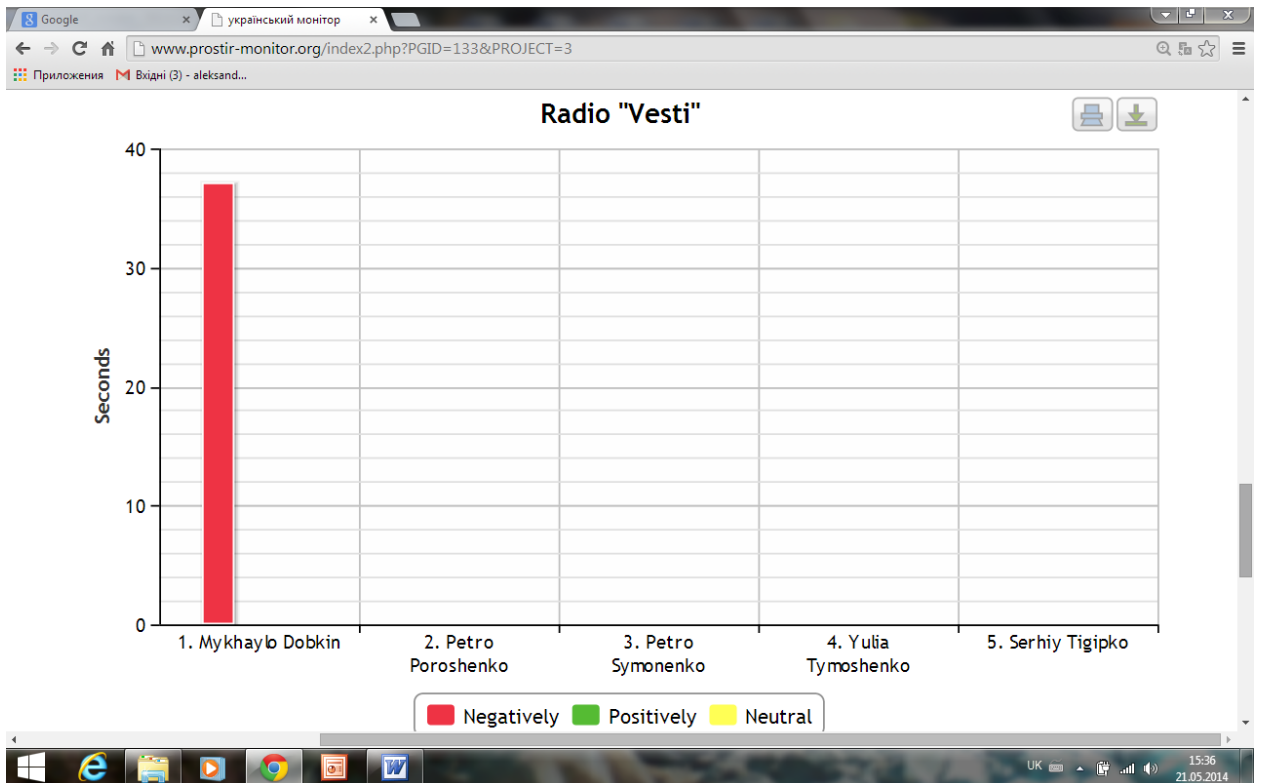
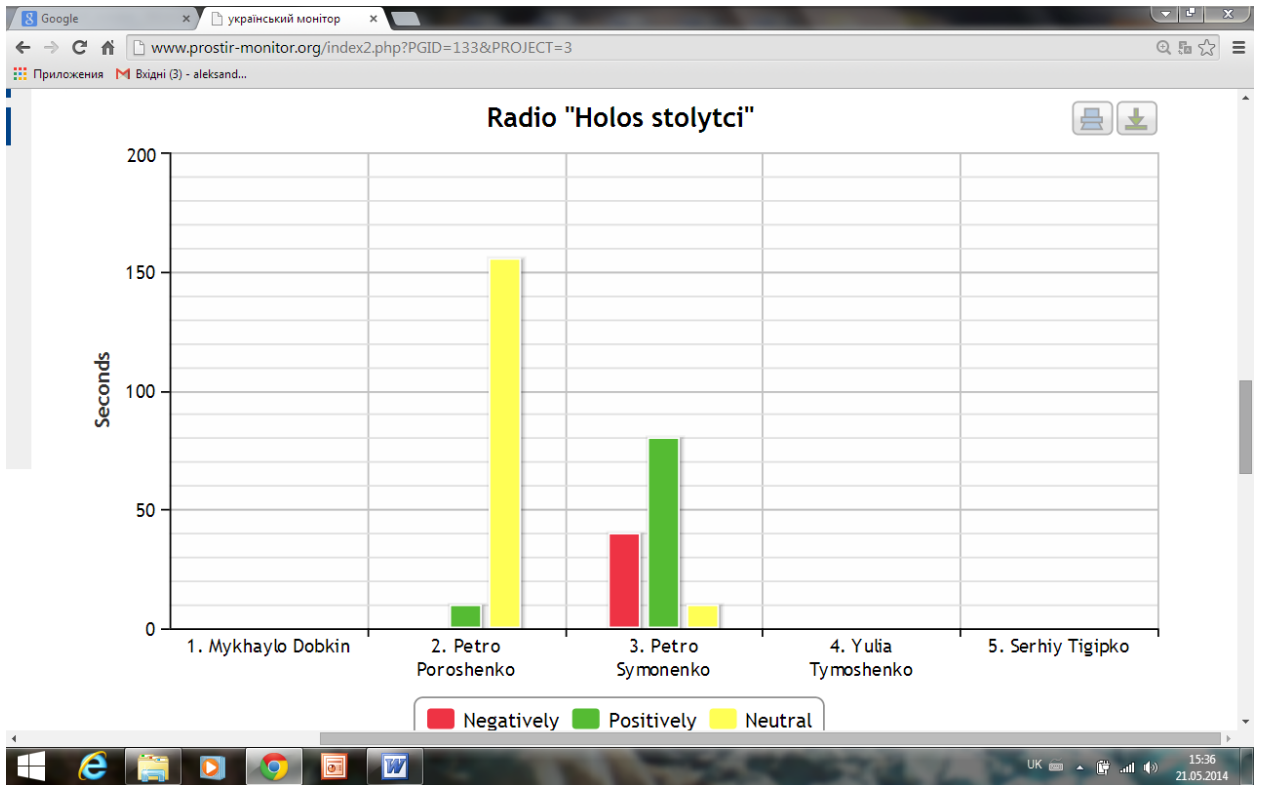
The activity of authorities was represented in very detailed manner and meticulously. Almost each program mentioned Oleksandr Turchynov, his duties as the Acting President both in positive and in negative context. Neutral tone to his address was less.

Arseniy Yatsenyuk was mentioned less, but in 90-95 % it was in positive tone. Also there is his direct speech.

The media effects and media manipulation are not particularly traced on the radio station. There is the prejudice towards the Russian government and the separatist movements. In general the information is represented from different angles showing both one or the other point of view. As for the candidates, they were usually mentioned in the context of the event that they organized themselves which is practically the PR-technology.

The “right” priorities for the audience are arranged by the repeats of the “right” quotes in the announcement of the program at the beginning and in the course of the news report. But in general we can say about objective presentation of information, without the bright assessments, without irony from the journalists. Also there was no fostering of sympathy and antipathy.





The national Internet media

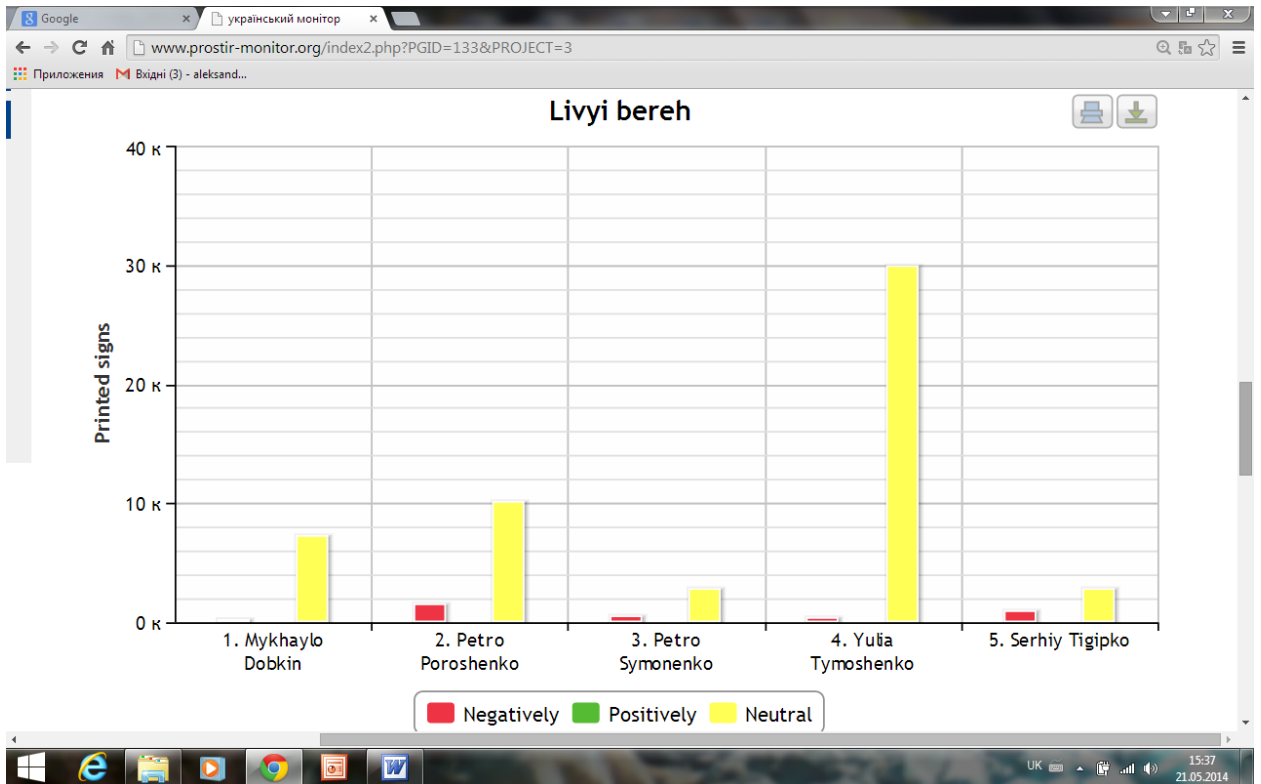
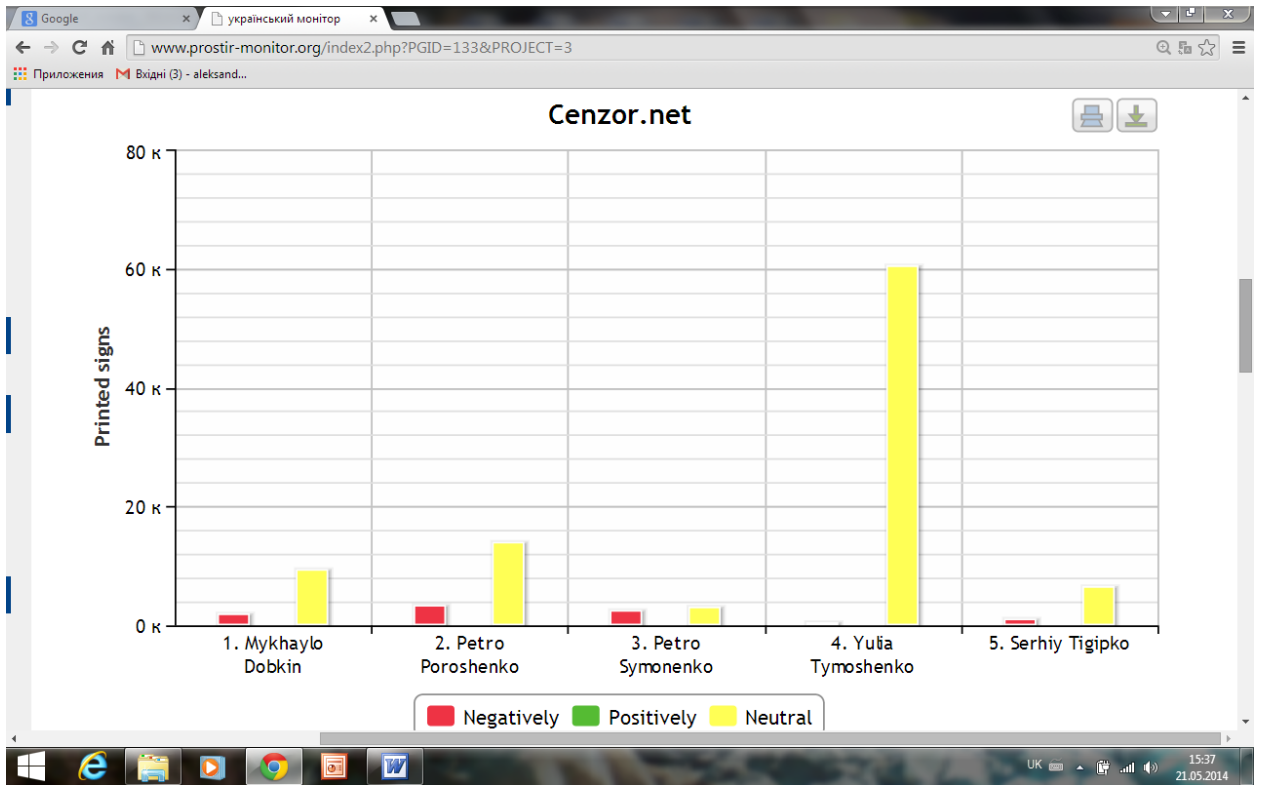
In the course of a brief electoral presidential campaign the leading online media covered much actively the events in the Crimea and in the east and the south of the country than the very political race. It should be noted that the most part of the statements of the candidates was associated with this information background: the visits of the candidates in the eastern regions of the country; the promises to return the Crimea to Ukraine; the proposals to settlement of the situation in the east; counterterrorism operations and their consequences.

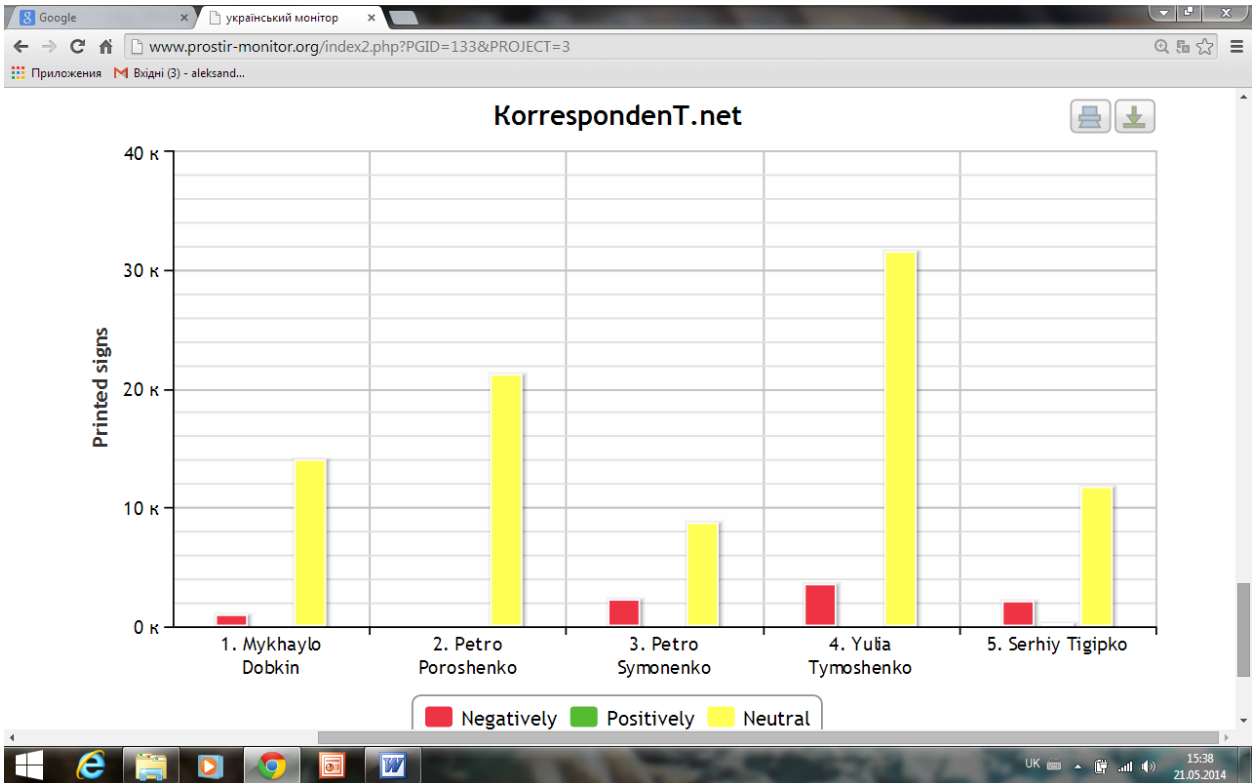
At the time of the official start of the election campaign, the Central Election Commission registered 23 candidates to the post of the President of Ukraine, who can be classified into those that have the highest ratings according to the polls (Petro Poroshenko, Yulia Tymoshenko, Serhiy Tihipko); the candidates with less rating, but who are popular among the voters (Anatoliy Hrytsenko, Oleh Lyashko, Mikhailo Dobkin, Oleh Tyahnybok ,Olha Bohomolets, Petro Symonenko); the known and not very popular candidates (Yuri Boiko, Valeriy Konovalyuk, Dmytro Yarosh, Vadym Rabinovych), and also almost unknown candidates (Mykola Malomuzh, Vasyl Tsushko, Volodymyr Saranov, Oleksandr Klymenko, Vasyl Kuybida, Andriy Hrynenko).

In general it may be noted that during the election campaign the candidates had access to the new media - internet media to a greater or a lesser extent, but represented the information about all candidates. Of course the most information was represented mainly about the most rating candidates. Other candidates are mentioned rather less, mainly in the materials related to the polls of the citizens. None online media pays attention on the electoral program of the candidates. In general the position of the candidates on the current events of the county is represented. Not all online media which are included in the sample covered on an even basis the preparations for the electoral process – the web-site "Ukrainska Pravda" and "Korespondent.net" represented the materials on the election in the most balanced tone and the site "Tsenzor.net " showed clearly its sympathy to Yulia Tymoshenko.

The experts of monitoring have not detected the use of administrative resources. Likely because of the tragic events in the country it was inappropriate to assign the positive news. The representatives of "Batkivschyna" who are in the Government do not associate their activities with Yulia Tymoshenko as the inability to resolve the tension in the country will rather serve as an anti-PR for her. The activities of the Government are mainly represented as fulfillment of their duties: the news about the Acting President Oleksandr Turchinov are caused by the fact that he expresses the position of the current Government; the Prime Minister Arseniy Yatsenyuk is associated with the news about economic situation of the country; many reports on the actions of the Minister of Defense and the Interior Ministry Michailo Koval and Arsen Avakov are connected with the events in the east of the country. In general the information about the Government has neutral tone. The negative information about the representatives of the Government appear often on the part of the candidates.

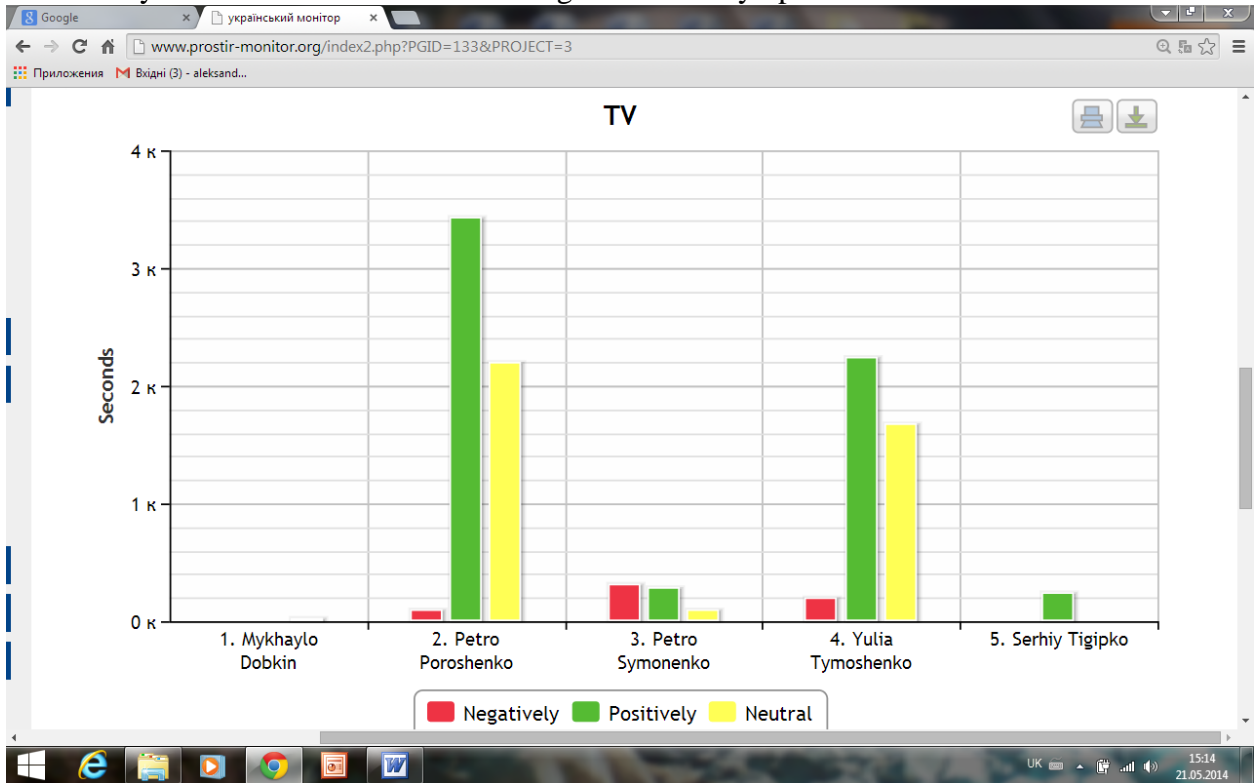
According to 10-point scale the electoral campaign in the national Internet media can be assessed by 7 points.



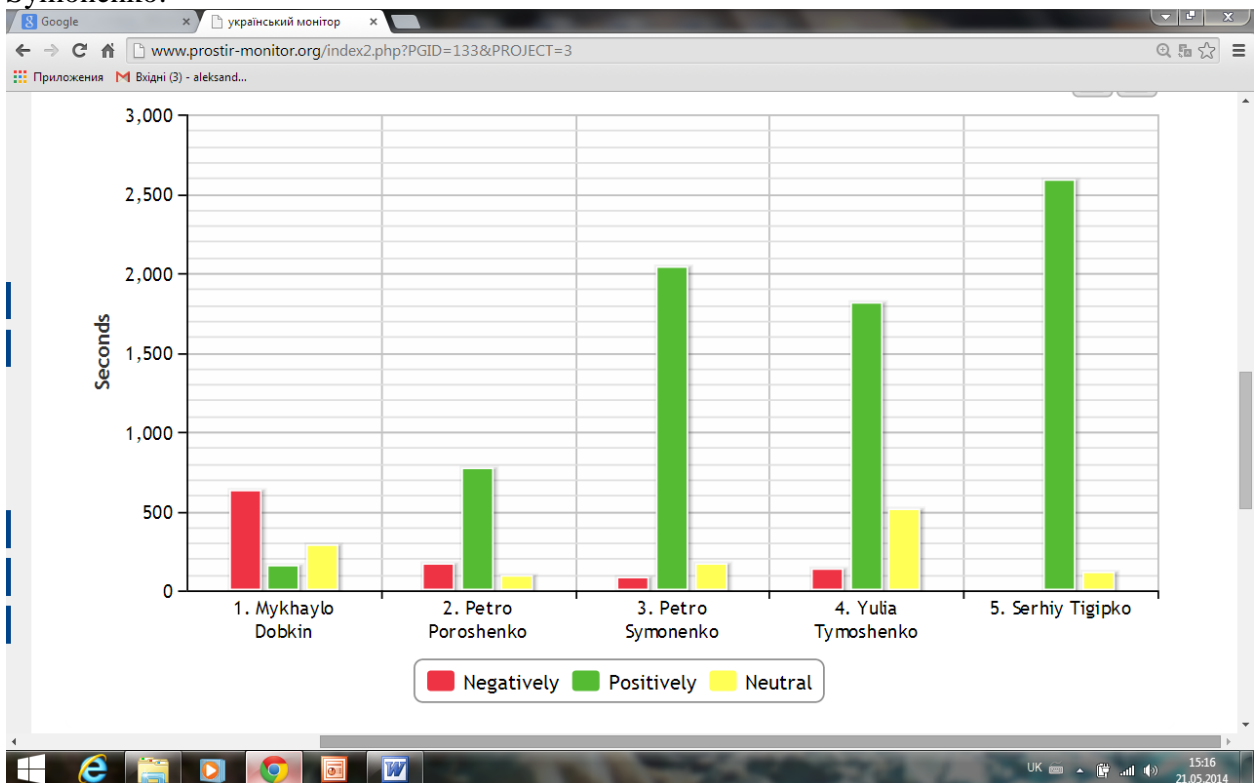


Preliminary conclusions under the results of media monitoring of the presidential election campaign in regional mass media

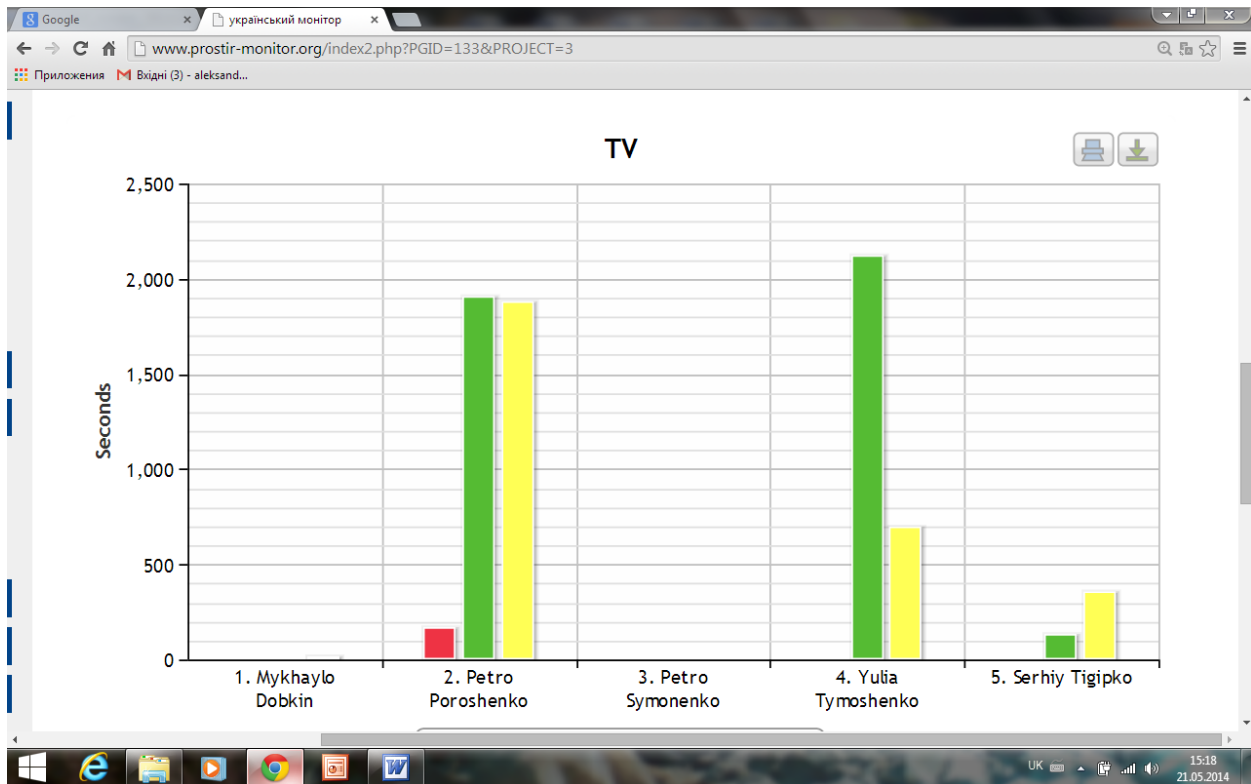
The coverage of election campaign in the regional media has mainly also pluralistic features, although it is traced the certain regional sympathy for the certain candidates. Particularly the television of the western region is more sympathetic to Petro Poroshenko:



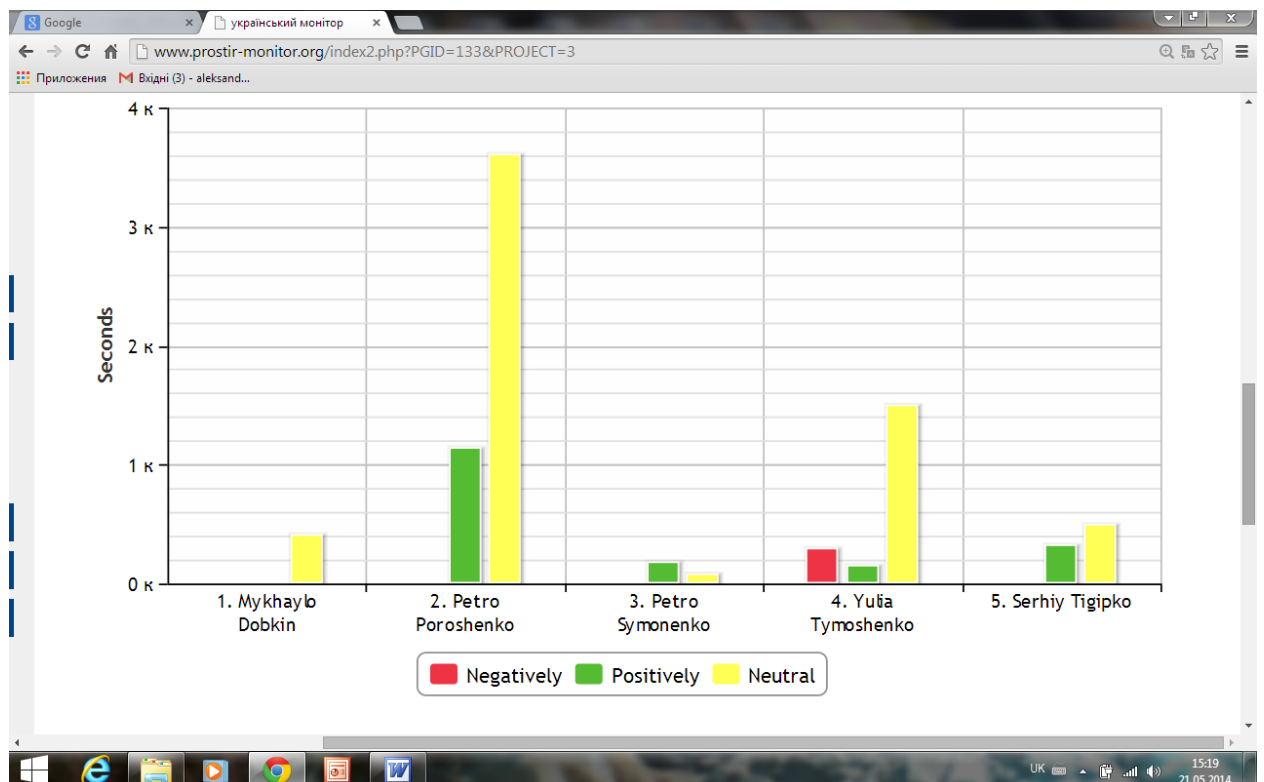
In the southern region mass media represented some actively Serhiy Tihipko and Petro Symonenko:



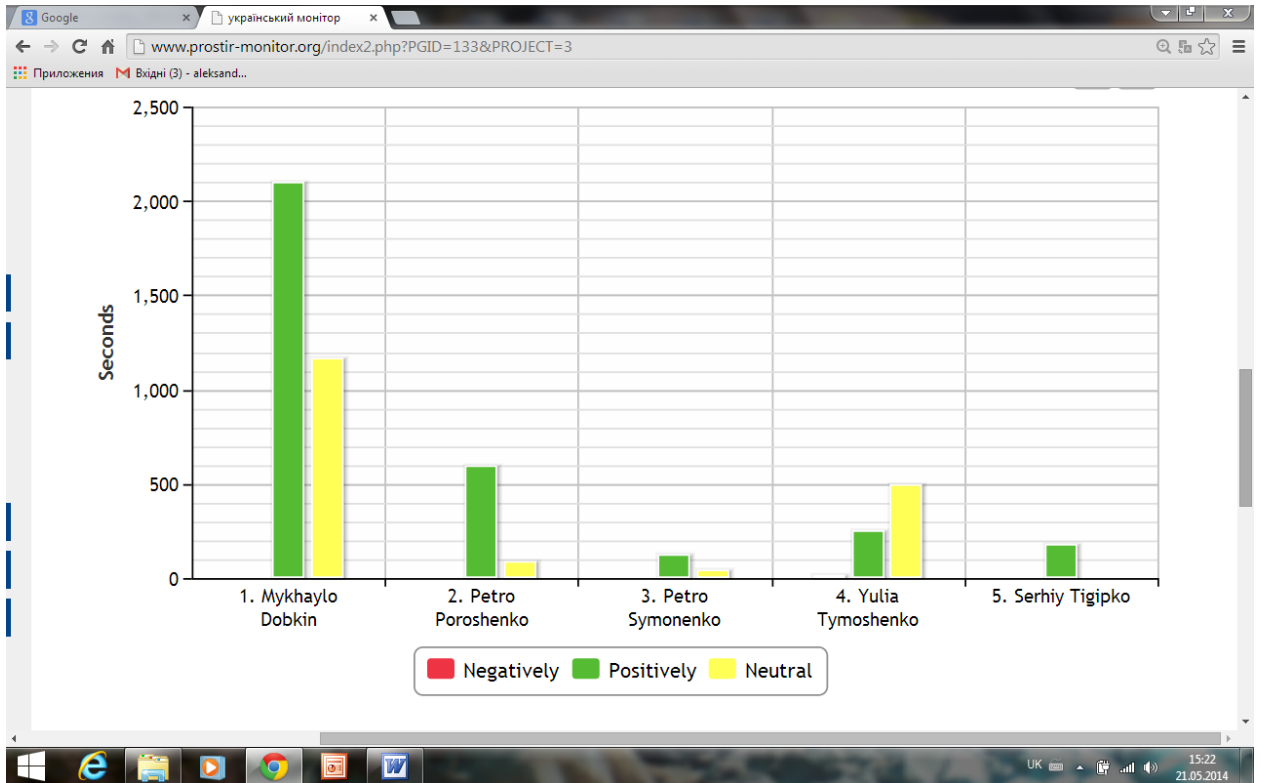
The northern region has represented Yulia Tymoshenko somewhat actively for a long time, however due to the materials that have appeared recently, there is the relative balance of representation of the major candidates with the small advantage of Yulia Tymoshenko:



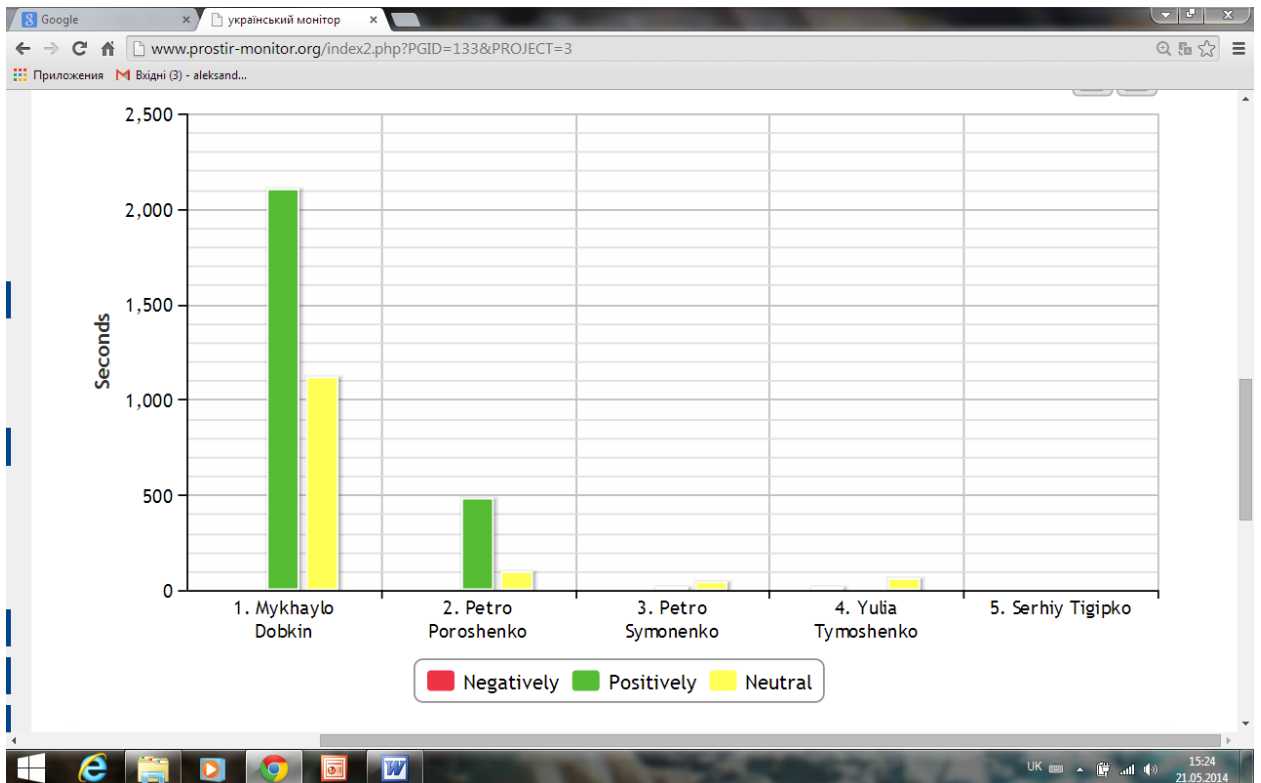
The television channels of the central regions show their open sympathy to Petro Poroshenko:



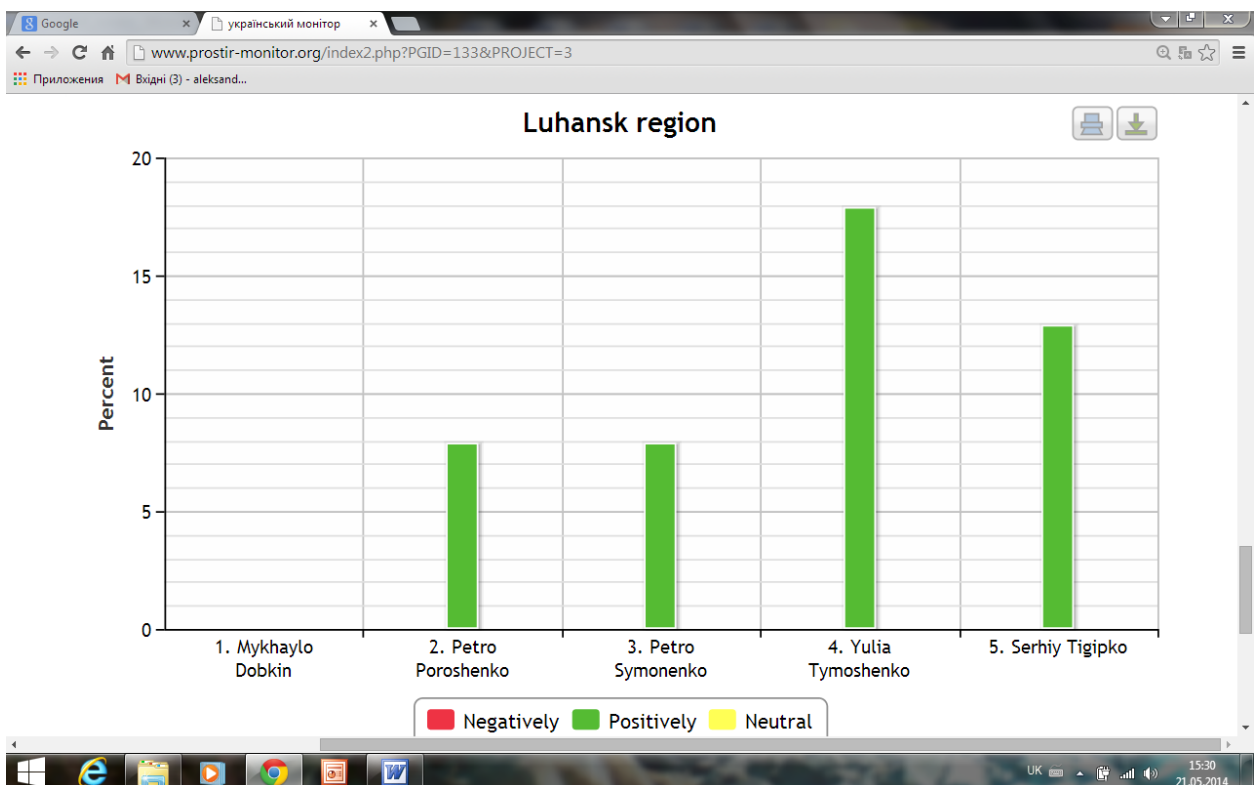
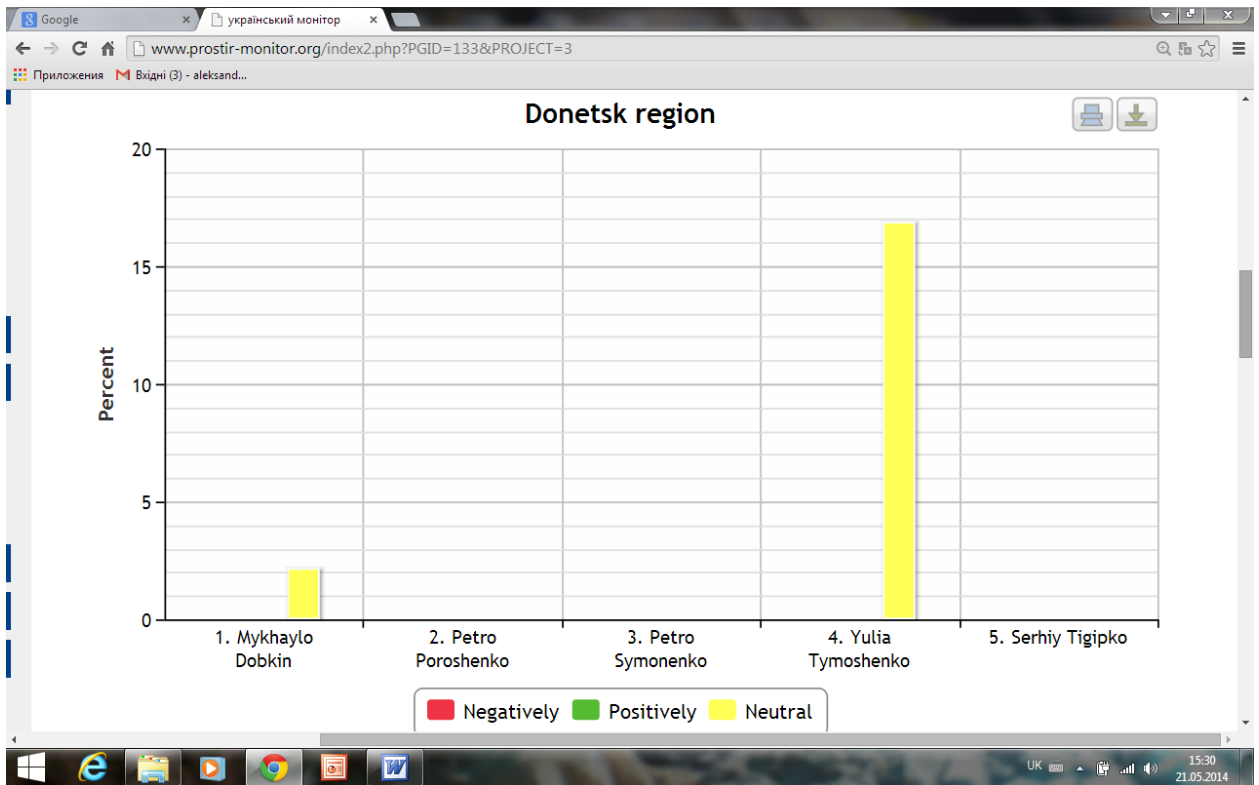
As to the situation in the eastern region Mykhaylo Dobkin dominates here in mass media:



But this advantage is mainly due to the Kharkiv region:



However in the Donetsk and Luhansk regions the election campaign was covered quite sluggishly. This is mainly caused by the fact that in Donetsk the state 27-j kanal was captured by the rebels. Simultaneously if we consider the whole election campaign, the candidates have still received the certain access to mass media. Moreover Yulia Tymoshenko was represented most actively in Donetsk and Luhansk:



Most actively the election campaign was covered by the local newspapers and Internet web-sites. It takes place in the atmosphere of unprecedented pressure on the journalists: they are interfered with work, persecuted and threatened.