



# **Standards of Media Coverage of Elections in Ukraine**

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# **1. The role of mass media at election time**

- primary sources of information**
- contribute to shaping public perceptions**
- gatekeepers in political communication**

# **2. Implications of electoral coverage for media system and political system of the country**

# **3. Standards of unbiased coverage of elections by the mass media**



**1. Media coverage of elections in Ukraine throughout independence – Change of patterns**

**2. Kuchma presidency: control over mainstream mass media (2002 and 2004 election campaigns)**

**3. The legacy of the Orange Revolution: transformation of media system**

**4. Shift towards paid-for coverage – 2006 and 2007 election campaigns**



## **2009-2010 presidential election campaign**

### **Results of the monitoring of news coverage conducted by Telekrytyka and IMI under the Internews Network “U-Media” project:**

- paid-for news widely used**
- paid-for materials largely  
represented by short news about  
election events of candidates (e.g.  
meetings with voters, electoral  
promises etc.)**
- violations of concept of balance and  
news value criteria**



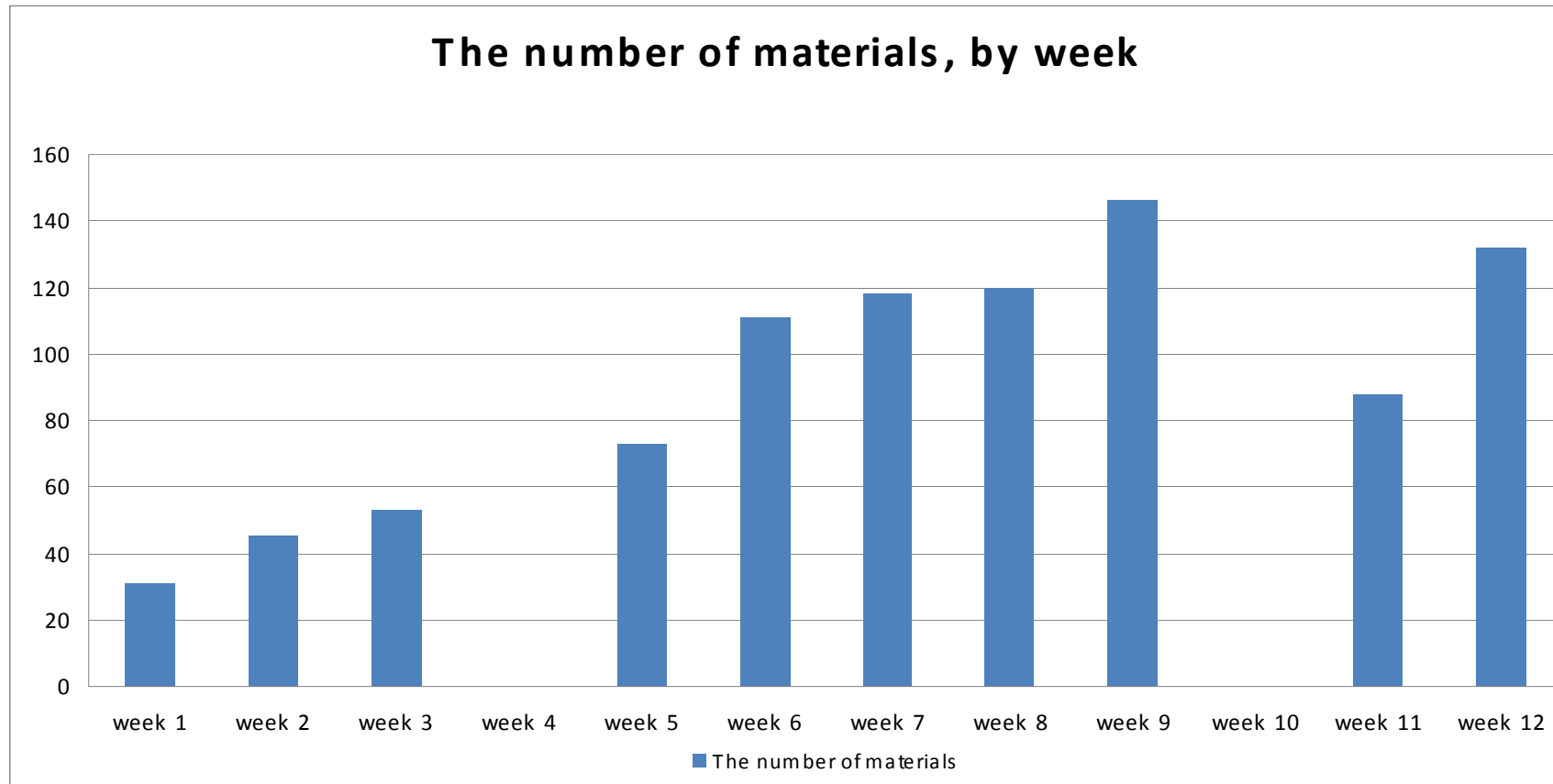
**The number of materials containing violations of standards that evidence about possible 'paid-for' status of the materials in major news programs of nation-wide TV channels**

<i>week</i>	ICTV	«Inter»	Novyi	First National	«1+1»	«Ukraina»	STB	5
19.10.-24.10.	7	3	7	7	4	1	2	0
26.10.-31.10.	12	4	6	5	8	3	3	4
02.11.-07.11.	15	6	4	7	9	5	6	1
09.11.-21.11.	<i>Data absent due to technical reasons</i>							
23.11.-29.11.	17	18	9	7	9	8	5	0
30.11.-05.12.	28	27	13	11	13	14	5	0
07.12.-12.12.	33	26	14	15	11	9	7	3
14.12.-19.12.	29	30	18	17	6	9	9	2
21.12.-26.12.	30	32	21	19	18	9	10	7
28.12.-03.01.	<i>Data absent due to technical reasons</i>							
04.01.-09.01.	20	21	10	8	7	12	-	10
11.01.-16.01.	26	27	21	19	17	12	10	-
<b>The number of materials</b>	<b>217</b>	<b>194</b>	<b>123</b>	<b>115</b>	<b>102</b>	<b>82</b>	<b>57</b>	<b>27</b>

**Source: Results of the monitoring conducted under the project of the non-governmental organization Internews Network «U-Media» (Monitoring of compliance with journalism standards and increasing media literacy of Ukrainian citizens) by Telekrytyka and Institute of Mass Information.**



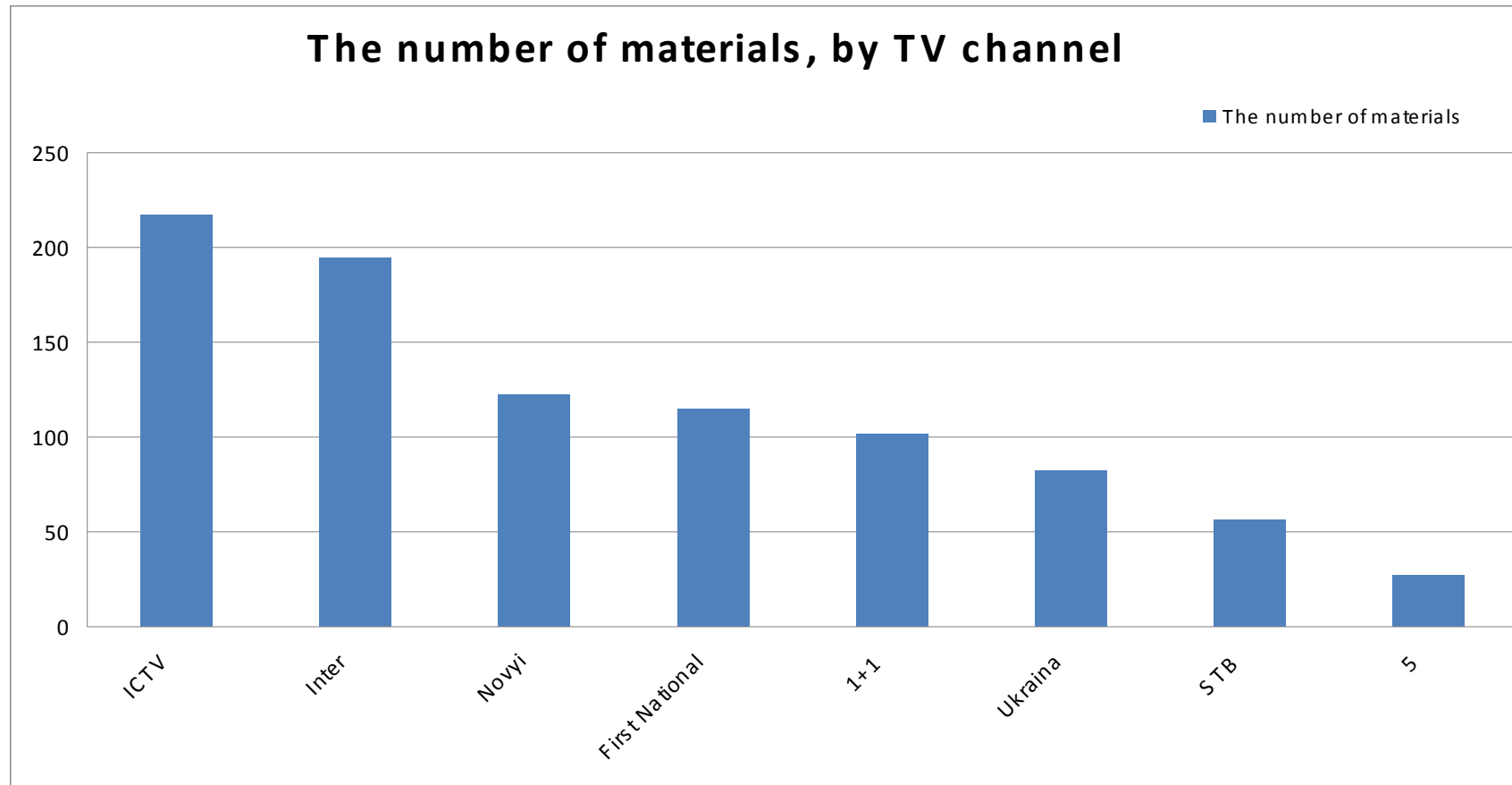
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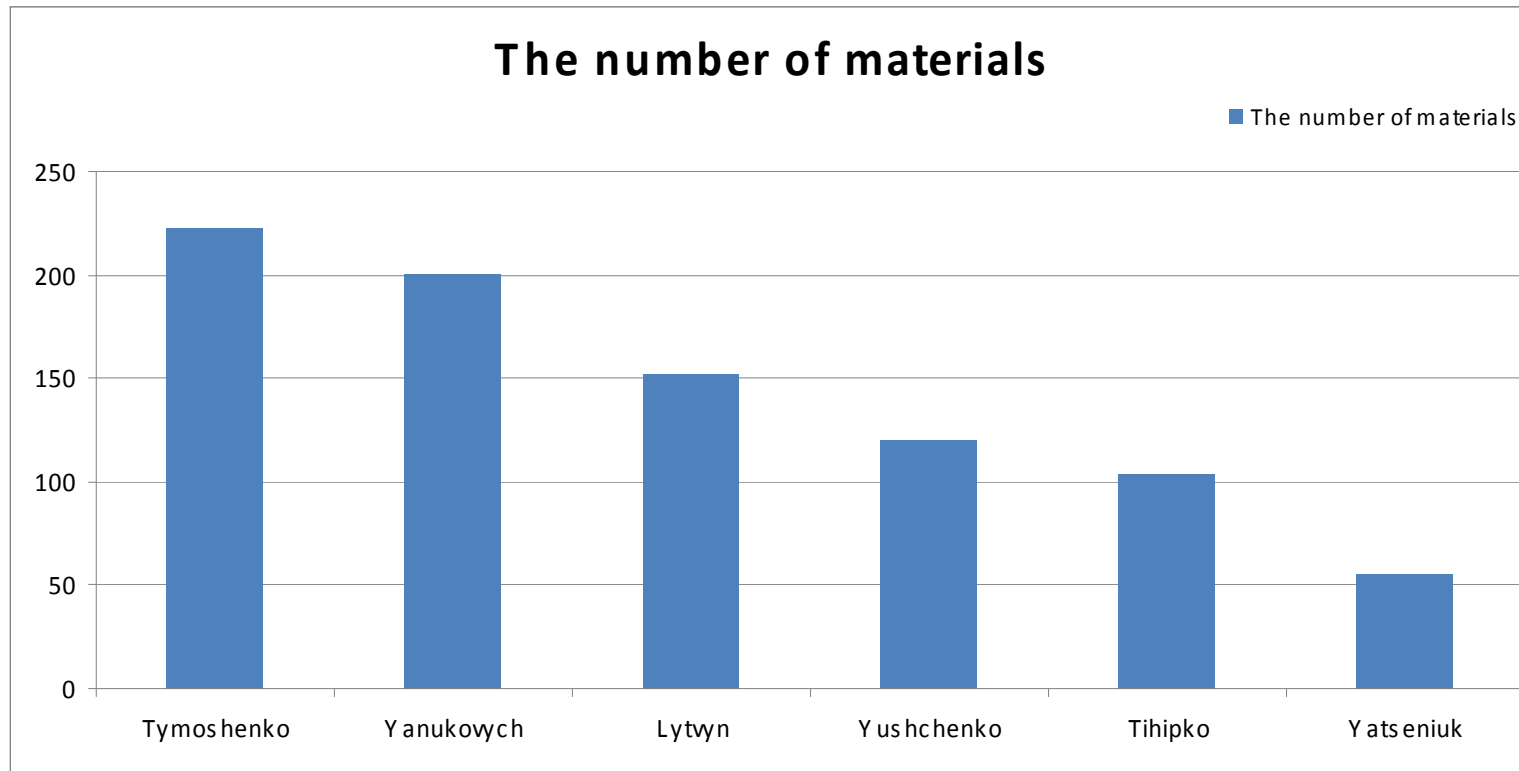
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- **lack of journalists' critical approach to politicians**
- **the notion of 'paid-for pluralism'**
- **unequal access of all candidates to mainstream news programs**



- **relatively small number of materials with negative coverage among those news that had traits of paid-for news**







**Thank you**