

ANALYTICAL REPORT

STUDY ON STATE OF MEDIA DEVELOPMENT IN UKRAINE AUDIENCE: EXPERT JOURNALISTS

Prepared for



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RESEARCH TASKS AND OBJECTIVES

- Journalist understanding of standards of journalism
- Interaction, study of audience
- Journalists perception of freedom of speech state
- Study of external and internal factors, influencing quality of journalists work and implementation of their role in society, including labor relations, job salary level, ethical principles of journalism
- Level of journalist professional knowledge
- Knowledge of media legislation regarding access towards public information, defamation, handling of personal data.

RESEARCH DESIGN

Method

- Online poll

Geography

- All Ukraine

Fieldwork:

- First wave: October – December 2012
- Second wave: May – July 2014
- Third wave: June – August 2015

Total sample : wave 1 – 243 respondents
 wave 2 – 300 respondents
 wave 2 – 300 respondents

	Wave 1	Wave 2	Wave 3
Regional media	76%	73%	71%
Nationwide media	24%	27%	29%
Press	49%	44%	38%
Web-based	34%	36%	42%
Television	14%	17%	16%
Radio	3%	3%	4%
Reporter/Journalist/Freelancer	42%	40%	35%
Editor/Editor and reporter/Journalist	49%	53%	56%
Executive editor	3%	3%	5%
Columnist / Blogger	1%	1%	2%

There are no significant differences between key characteristics of target audience in all waves. It allows concluding that dynamics of indicators is related to real processes in journalist environment.

ROLE OF JOURNALISM IN SOCIETY AND ITS STANDARDS

Journalists inform the society. Journalist perception of their role in society remains steady during latest years. Like before, Ukrainian journalists mostly see their role for purposes of presentation of information (81%). Proactive social functions (control of authorities, development of society) are almost not specific for them, moreover since 2014 the indicator of interpretation of journalist role as the power protecting democracy has declined (from 11% to 4%).

Key journalism standard is reliability of information presented (82%). Also journalists point to importance of objectivity (71%) and truth (67%) of information presented. Noteworthy that since 2014 journalists oftener name «Impartiality» and «Presumption of innocence» as key standards (increase from 38% to 47%; from 42% to 50% respectively).

Journalists are familiar to the ethics code (79%). For the past year the share of nationwide media having accepted the ethics code and completely following its principles has grown (from 34% to 50%).

Number of editorials studying audience opinion is declining. In 2015 share of those who have indicated that their editorial studies audience opinion made 62% (which is 7% less when comparing to the previous year). Like before, nationwide media oftener than regional ones, order surveys to receive the feedback from their audience (25% versus 8%). The basic method to study opinion of their audience remains receiving of feedbacks, moreover, this method has grew even more popular comparing to 2014 due to editorials of nationwide media (from 64% to 80%).

CENSORSHIP

Influence of authorities decreases. Since 2014 positive changes in degree of influence of authorities on editorial policy took place, both in nationwide and in regional media. On one hand, the share of facts of exercising influence has declined (from 51% to 37%). On the other hand, those who have experienced facts of directions indicate that the number of similar instances has reduced, namely: there are now fewer prohibition on coverage of certain topics / personalities (from 36% to 23%), directions on how and when to cover a certain topic (from 35% to 21%). Directions to terminate development of certain materials / investigations completely stopped coming in.

The management now rarer limits selection of topics. Since 2012 positive dynamics in reduction of media management influence on selection of topics is observed. During the last year this improvement took place exactly in regional media – 50% of journalists indicate that they have not faced this kind of limitations (versus 41% in 2014).

Editing and cutting of texts now happen rarer. This positive tendency having been discerned last year, is confirmed this year as well: since 2012 the level of inner censorship is gradually decreasing. 32% of respondents indicated that they have never experienced situations when their texts underwent edition or cutting for the «peace of mind» of the editor / editorial (which is 7% more than in 2014 and 13% more than in 2012). Moreover, during latest years not only number of cases of inner censorship declines, but also the frequency of limitations, «polishing» of materials – now these are rather sporadic cases than regular ones.

MEDIA OWNERS

Owner influence remains high. For the year the evaluation of owner influence on media editorial policy has not changed considerably. Like before, journalists know who owns their media and evaluate the level of their influence as rather high.

LABOR RELATIONS

The share of honorarium for the number of material has reduced. When comparing to 2014 journalists now rarer receive honorarium for the number of materials (from 44% to 36%). This tendency is observed both in regional and in nationwide media.

The share of «envelope» wage is high. Since 2014 no improvements took place in practice of paychecks – the share of journalists receiving official paycheck remains stable: these make a little more than half of employees. When combining paycheck method, the practice of larger share made by unofficial payments keeps prevailing, this is especially typical for nationwide media (63%).

JOURNALIST PROTECTION

Perception of social protection is low. No improvement happened within the year – only one fifth of journalists fell themselves really socially protected.

Number of violation of labor rights remains high. 35% of journalists state that they have faced violation of labor rights. Among basic violations the share of illegal dismissals has increased (from 13% to 23%), especially in nationwide media.

Only one third of journalists accomplishing a visit to ATO have received means of protection. 61% of surveyed journalists say that they have visited ATO for the purpose of covering events. Nationwide media have considerably better provided protection for their journalists comparing to regional media: provision with protection means (steel pots, armor vests): 48% versus 19%, provision with equipment (radio set, cell phone): 36% versus 17%.

EDUCATION

Journalists have a need in trainings. During the year the need of journalists to get trained did not change considerably – this need was claimed by every other journalist. The range of needs of new knowledge remains wide enough, this year the need of training devoted to media activity during elections has grown (from 23 % to 37%).

PAID PUBLICATIONS / HIDDEN ADVERTISEMENT (JEANSA)

Journalists are tolerant towards paid materials / hidden advertisement (jeansa). Since 2014 journalist attitude towards paid materials / hidden advertisement has not changed – one third of them are neutral about it and find a justification to those who practice this kind of publications. Spreading of paid materials / hidden advertisement remains high, but in nationwide media a tendency to reduction is noted: 40% of journalists acknowledge that they have experience in doing paid materials / hidden advertisement (versus 53% in 2014). In regional media a reverse tendency is observed (65% versus 55% in 2014).

Frequency of «orders» on materials keeps on reducing. Since 2012 the share of those who have never been offered to do such publications slowly, but growing (16% versus 9% in 2012). Those journalists who have yet been offered this job, oftener remark that these were sporadic cases rather than regular. Like before, paid materials / hidden advertising are oftener done by editorial commitment (43%).

LAW LITERACY

Journalists personally monitor changes in legislation (70%). Share of those who state monitoring at least of any changes in legislation reaches 90%. 42% note that they visit free trainings, however paid trainings are not popular (only 2%).

Journalists spontaneously name two laws that they are familiar to – Information Act of Ukraine and Printed Media (Press) in Ukraine Act. During the year unaided awareness of the Information Act of Ukraine has grown (from 68% to 77%). Like before, being unaided, journalists recollect few laws / acts that regulate their rights and duties, – on average each journalist names only 3 laws / acts.

Journalists name the Constitution of Ukraine the essential law protecting human rights and dignity. At this perception of the Constitution as such law is growing (from 75% to 81%) due to reduction of perception of the Civil code as the law protecting human honor and dignity (from 41% to 34%).

Journalists rarer mention that defamation and violation of copyright are subject to administrative responsibility. Journalists are poorly aware of the responsibility for publication of paid materials / hidden advertisement: only 10% of journalists know that publication of similar materials are subject to as much as only civil responsibility .



STANDARDS OF JOURNALISM

Journalists understand their role as informing society

Journalist perception of their role in society did not undergo any considerable changes. Of changes one may be mentioned: interpretation of journalist role as a power protecting democracy has reduced.

Role of journalism

Role of journalism	All media			Regional			Nationwide		
	2012	2014	2015	2012	2014	2015	2012	2014	2015
Informing society / To inform objectively	83%	82%	81%	83%	83%	81%	81%	80%	82%
To develop / improve / educate / foster / purify	23%	18%	21%	22%	18%	22%	26%	18%	20%
Control of the authorities	13%	11%	13%	12%	11%	15%	16%	13%	9%
Forming the public opinion	23%	15%	12%	22%	15%	12%	26%	14%	13%
Information analysis	6%	11%	6%	7%	10%	7%	3%	14%	5%
Democracy protection	8%	11%	4%	7%	13%	5%	10%	5%	2%
Entertainment	1%	2%	0%	1%	2%	0%	2%	1%	0%

Question: How do you think, what is the key role of journalism in society? (open-ended question)

Reliability, objectivity and truth are the key standards

Since 2014 journalists oftener mention «Impartiality» and «Presumption of innocence» as the key standard of journalism.

Standards required to be complied – ALL	All media		Regional		Nationwide	
	2014	2015	2014	2015	2014	2015
	Reliability	82%	82%	80%	81%	89%
Objectivity	69%	71%	70%	73%	69%	66%
Truth	66%	67%	66%	66%	69%	70%
Presumption of innocence	42%	50% →	46%	50%	33%	52% →
Social responsibility	40%	38%	44%	40%	28%	34%
Respect towards personal life of publication personalities	39%	43%	41%	46%	31%	35%
Impartiality	38%	47% →	39%	47% →	35%	47% →
Responsibility	34%	38%	37%	35%	38%	45%
Independence	33%	35%	29%	32%	44%	42%
Respect towards cultural and social values	32%	37%	37%	39%	20%	32% →
Fairness	25%	30%	26%	33%	24%	25%
Tactfulness	19%	20%	20%	23%	18%	13%

Question: How do you think, which of professional journalism standards a journalist must never violate under any conditions? (all options)

The essential standard of journalism – reliability of the information being provided



Understanding of the essential standards remains as before: reliability, objectivity and truth. Responsibility, social responsibility keep failing to become key standards of journalism. Independence is far more important for journalists representing nationwide media.

Standards required to be complied – TOP 3

	All media			Regional			Nationwide		
	2012	2014	2015	2012	2014	2015	2012	2014	2015
Reliability	52%	66%	→ 61%	53%	62%	→ 59%	50%	78%	→ 65%
Objectivity	52%	54%	52%	52%	54%	50%	52%	53%	56%
Truth	32%	39%	→ 40%	32%	36%	40%	34%	46%	→ 42%
Presumption of innocence	27%	20%	← 22%	26%	22%	23%	29%	15%	← 22%
Impartiality	21%	18%	18%	19%	17%	18%	28%	23%	17%
Social responsibility	15%	17%	19%	17%	21%	23%	10%	8%	11%
Respect towards personal life of publication personalities	28%	16%	← 15%	29%	17%	← 17%	24%	11%	← 11%
Responsibility	16%	16%	12%	17%	16%	10%	12%	16%	16%
Independence	16%	15%	13%	15%	11%	10%	19%	24%	20%
Respect towards cultural and social values	11%	10%	10%	12%	12%	11%	7%	4%	8%
Fairness	8%	8%	6%	9%	8%	6%	7%	6%	6%
Tactfulness	7%	3%	← 4%	7%	4%	6%	7%	3%	1%

Question: How do you think, which of professional journalism standards a journalist must never violate under any conditions? (up to 3 options).

Journalists are familiar to the ethics code

During the past year the share of nationwide media having accepted the ethics code and fully adhering to its principles has increased. Amount of such media is now larger even when comparing to 2012.

Knowledge of the ethics code	All media			Regional			Nationwide		
	2012	2014	2015	2012	2014	2015	2012	2014	2015
Yes, we are familiar to the ethics code	73%	80%	→ 79%	71%	83%	→ 81%	79%	71%	75%
No, we're not familiar to it	27%	20%	← 21%	29%	17%	← 19%	21%	29%	25%

Question: Are you personally familiar to the ethics code of Ukrainian journalist?

Usage									
Yes, the editorial has accepted the ethics code, every journalist and editor should follow its standards	34%	38%	→ 42%	31%	40%	→ 38%	45%	34%	→ 50%
Yes, the editorial apply some of these standards, but all the decisions are made by the media editor in chief / owner	42%	42%	41%	46%	42%	47%	28%	43%	→ 25%
No, it is not used	24%	20%	18%	23%	19%	15%	28%	24%	25%

Question: Does your editorial apply principles of ethics code of Ukrainian journalist or their own editorial code of ethics?

Objectivity is the leader among principles of the code being used

One third of journalists state that they use all of the code principles. At this, while in 2014 nationwide media were more «selective» when using the principles, nowadays the difference between regional and nationwide media has become less noticeable.

Code principles that are in use	All media		Regional		Nationwide	
	2014	2015	2014	2015	2014	2015
All	28%	30%	31%	29%	17%	35% →
Objectivity	24%	23%	23%	24%	25%	23%
Respect towards personal life of publication personalities	20%	19%	20%	20%	20%	17%
Truth	19%	21%	18%	25%	22%	12%
Impartiality	18%	15%	17%	17%	20%	11%
Presentation of different points of view	14%	11%	15%	10%	13%	14%
Not to publish unverified information	14%	6% ←	17%	6% ←	5%	9%
Presumption of innocence	12%	12%	12%	14%	12%	6%
Respect towards cultural and social values	10%	10%	13%	11%	3%	8%
Anonymity of sources of information	10%	8%	11%	9%	8%	6%
Freedom of speech	10%	6%	9%	7%	13%	5% ←
Absence of plagiarism	8%	6%	9%	5% ←	5%	9%
Tactfulness	6%	2% ←	6%	2% ←	8%	3%
Social responsibility	6%	2% ←	6%	3%	8%	0%
Responsibility	5%	1% ←	5%	2%	7%	0%
Independence	3%	2%	2%	3% ←	7%	2%
Prohibition of jobbery	3%	7% →	4%	7%	0%	8%
Freedom of author's position	3%	0%	3%	0%	2%	2%
Used informally	2%	0%	1%	0%	7%	0%
Fairness	2%	2%	2%	2%	0%	0%

Question: Please specify, which principles of the ethics code of Ukrainian journalist are applied in your editorial? (open-ended question)

STUDYING AUDIENCE OPINION



Amount of editorials studying audience opinion is getting less



The most popular method to study opinion of the audience remains getting feedbacks. Moreover, this method has grown even more popular comparing to 2014 due to editorials of nationwide media. As previously, nationwide media oftener than regional ones order surveys to get the feedback from their audience.

Studying audience opinion	All media			Regional			Nationwide		
	2012	2014	2015	2012	2014	2015	2012	2014	2015
Yes, it studies	71%	69%	62%	72%	68%	61%	67%	70%	64%
No, it doesn't	7%	12%	13%	9%	15%	15%	2%	5%	7%
Probably it does, but I'm not aware of it	12%	14%	16%	10%	12%	11%	21%	20%	26%
Hard to say / don't know	9%	5%	9%	9%	6%	12%	10%	5%	3%

Question: Does your media study opinion of your audience (readers / viewers / listeners)?

Study methods

We take into account the audience feedbacks – mail, feedbacks on the website, editorial mail, etc.	81%	76%	84%	86%	80%	85%	64%	64%	80%
Internet-surveys conducted by own efforts	37%	35%	33%	36%	38%	35%	38%	27%	30%
Open data of sociological and other types of researches	24%	25%	23%	20%	24%	23%	36%	27%	21%
We order surveys bat research companies	17%	13%	13%	15%	8%	8%	26%	25%	25%
Other	9%	9%	8%	8%	10%	7%	10%	5%	11%

Question: How does your media study the opinion of your audience?

The share of those who follow their policy disregarding on the opinion of the audience, remains steadily low.

Focus on audience interests	All media			Regional			Nationwide		
	2012	2014	2015	2012	2014	2015	2012	2014	2015
Our editorial policy is based only on the opinion and interests of our audience	24%	16% ←	20%	22%	26% ←	18%	28%	18% ←	24%
Editorial, when possible, takes into account interests of the audience, however still follows its own editorial policy	67%	72%	69%	70%	72%	71%	59%	71% →	64%
All journalists follow clearly determined editorial policy, regardless of the audience opinion	7%	8%	6%	6%	8%	5%	9%	8%	8%

Question: How do you think, to which extent does your editorial consider interests of your audience when choosing subjects and way of presentation of the content?



PAID PUBLICATIONS / HIDDEN ADVERTISEMENT (JEANSA)

Journalists are tolerable towards paid publications

Since 2014 journalist attitude towards paid publications has not changed – one third of them are neutral about it and still find justification for those who practice publication of such materials.

Attitude towards paid publications

	All media			Regional			Nationwide		
	2012	2014	2015	2012	2014	2015	2012	2014	2015
Extremely negative , it's unacceptable to deceive the audience	23%	23%	22%	19%	24%	21%	36%	23%	25%
Negative , it taints the image of media	28%	32%	33%	30%	29%	30%	22%	41% →	41%
Neutral , if there's a demand for such services – therefore, journalists are allowed to do that	18%	13% ←	12%	20%	13% ←	13%	12%	13%	8%
Neutral , the editorial is free to make money any method available	14%	12%	15%	13%	13%	17%	17%	9%	10%
Positive , it's a good method to make additional money for a journalist or an editorial	3%	3%	3%	3%	14%	3%	2%	0%	2%
Positive , because none of readers / viewers / listeners have ever complained	0%	1%	0%	0%	1%	0%	0%	1%	1%
Other	10%	14%	12%	11%	16%	13%	7%	11%	9%
Hard to say / don't know	4%	2%	3%	4%	2%	3%	3%	3%	3%

Σ = 55%

Σ = 27%

Σ = 3%

Question: What is your attitude towards the problem of paid publications/ hidden advertisement (jeansa) in media?

Paid materials are a widespread practice

Outspread of paid materials remains steadily high and even has increased among journalists of regional media. In editorials of nationwide media a reverse tendency is observed: the amount of paid materials has reduced since 2014.

Personal experience in doing paid publications	All media			Regional			Nationwide		
	2012	2014	2015	2012	2014	2015	2012	2014	2015
Yes, I did that	51%	54%	57%	54%	55%	65%	41%	53%	40%
No, I never did that	40%	39%	36%	38%	41%	29%	48%	34%	52%
Refusal	9%	6%	7%	8%	4%	7%	10%	14%	8%

Question: Have you personally ever done paid publications / hidden advertisement (jeansa)?

Experience of colleagues / familiar journalists in doing paid publication

Yes, my colleagues / familiar journalists did that	80%	86%	85%	81%	85%	86%	79%	88%	81%
No, they never did that	12%	11%	9%	12%	11%	8%	10%	13%	9%
Refusal	8%	3%	7%	8%	4%	5%	10%	0%	10%

Question: Has any of your colleagues / familiar journalists ever done paid publications / hidden advertisement (jeansa)?

Frequency of «payment» for materials keeps reducing

Like before, paid materials are prepared oftener by the editorial commitment. Since 2012 slowly, but still growing is the share of those who have never experienced an offer to do such publications. Those journalists who still have faced an offer like that, tend to note that these were rather sporadic cases than regular ones.

How often paid publications are offered to be done	All media			Regional			Nationwide		
	2012	2014	2015	2012	2014	2015	2012	2014	2015
Several times a month	33%	10%	10%	31%	11%	11%	36%	8%	7%
More than 10 times	10%	12%	8%	11%	13%	9%	7%	8%	7%
Up to 10 times	14%	27%	16%	15%	25%	18%	9%	31%	10%
1-2 times	9%	17%	22%	9%	16%	26%	9%	23%	13%
Never been offered	9%	13%	16%	8%	13%	13%	12%	13%	22%
Hard to say / Refusal	26%	21%	28%	26%	22%	22%	28%	19%	42%

Question: How often have you personally or your colleagues been offered or committed to produce and publish paid publications / hidden advertisement (jeansa) within the last year?

Who receives offers to do paid publications	2012	2014	2015	2012	2014	2015	2012	2014	2015
Most often by editorial commitment	45%	44%	43%	46%	43%	44%	40%	45%	42%
Sometimes by editorial commitment, sometimes it's a personal order	31%	36%	37%	32%	36%	35%	29%	38%	42%
Most often by personal orders	11%	7%	8%	11%	8%	10%	10%	5%	5%
Hard to say, don't know	11%	11%	9%	8%	11%	9%	19%	10%	10%

Question: How do you think, doing «paid publications / hidden advertisement (jeansa)» most often happens by commitment of the editorial, or is this ordered personally to journalists?

According to journalist estimations ~40% materials are paid



Average evaluation of amount of paid materials remains at the 40% level. For the last year in regional media the amount of «uncertain» journalists who have difficulties evaluating the share of paid materials, have reduced.

Share of paid publications in media	All media			Regional			Nationwide		
	2012	2014	2015	2012	2014	2015	2012	2014	2015
0%	0%	1%	0%	0%	1%	0%	0%	0%	0%
1-20%	16%	22%	→ 22%	17%	24%	→ 23%	14%	18%	22%
21-40%	14%	27%	→ 23%	14%	26%	→ 22%	14%	33%	→ 25%
41-60%	31%	14%	← 21%	→ 29%	14%	← 23%	→ 38%	16%	← 17%
61-80%	15%	9%	← 13%	→ 15%	10%	14%	14%	6%	← 11%
81-100%	1%	3%	3%	2%	3%	3%	0%	3%	1%
Hard to say	23%	24%	17%	← 24%	24%	14%	← 21%	25%	24%
Share of paid publication in media									
Average estimation	45%	38%	← 42%	45%	38%	← 43%	46%	37%	40%

Question: In your opinion, what is the percentage of paid publications/ hidden advertisement (jeansa) in Ukrainian media, when taking for 100% all materials that are published and aired?

Paid materials mainly cover politics

For the year the amount of paid materials covering politics has reduced due to regional media. This tendency may change by the end of 2015 because of the upcoming regional elections.
 At the tendency level «paid» materials in nationwide media more often contain «commercial jeansa / hidden advertisement» and rarer «politics» when compared to regional media.

Subjects of paid publications	All media		Regional		Nationwide	
	2014	2015	2014	2015	2014	2015
Politics	76%	68% ←	81%	70% ←	61%	61%
Business / product promotion / services	35%	38%	31%	37%	46%	46%
Image	27%	19% ←	30%	19% ←	17%	18%
Election	16%	12%	18%	11%	11%	14%
Negative campaigning	11%	7%	8%	8%	17%	4% ←

Question: Please, specify, what is the most common subject matter of paid publications / hidden advertisement (jeansa)? What is covered in paid publications?(open-ended question)



INFLUENCE OF MEDIA OWNERS, CENSORSHIP

Influence of authorities on editorial policy is reducing

Influence of authorities on editorial policy keeps reducing (both in regional and nationwide media). Journalists indicate that among facts of directions from authorities there is now fewer prohibitions to cover certain topics and directions to terminate development of materials / investigations.

Influence of authorities on editorial policy	All media			Regional			Nationwide		
	2012	2014	2015	2012	2014	2015	2012	2014	2015
Yes, I am aware of such facts (of authorities directions)	37%	30%	22%	41%	33%	27%	22%	23%	10%
I have only heard rumors, I do not know for sure	18%	21%	15%	17%	20%	15%	22%	24%	15%
No, I am not aware of such facts	35%	42%	52%	33%	39%	48%	41%	49%	60%
Hard to say / don't know	8%	5%	9%	6%	6%	8%	12%	5%	11%

Question: Are you aware of calls / mails / verbal directions given by authorities (or persons close to authorities), that would influence editorial policy of your media («forbidden subjects», directions to do presentation of events, etc.)

Demonstration of the influence on authorities

Prohibition of certain subjects / persons	14%	36%	23%	15%	37%	29%	12%	31%	0%
Direction on how/when certain subject must be presented	46%	35%	21%	48%	39%	24%	38%	23%	9%
Direction to prepare publications on certain subjects	19%	14%	21%	21%	14%	21%	12%	11%	23%
Prohibition of criticism	6%	14%	17%	6%	18%	16%	8%	3%	23%
Direction to terminate development of materials / investigations	10%	14%	0%	11%	12%	0%	4%	20%	0%
Refusal, no comments	11%	7%	15%	10%	5%	13%	12%	11%	23%

Question: Exactly, what kind of directions given by authorities have you personally or your editorial faced? (open-ended question)

Influence of owners on editorial policy remains high

For the year evaluation of owners' influence on the editorial policy of media has not undergone any considerable changes. Just like before, journalists know who owns their media and evaluate the level of their influence as being quite high.

Awareness of media owner	All media			Regional			Nationwide		
	2012	2014	2015	2012	2014	2015	2012	2014	2015
Yes, I know	88%	95%	→ 93%	91%	95%	→ 95%	78%	94%	→ 86%

Question: Do you know who owns your media?

Influence of the media owner on editorial policy	All media			Regional			Nationwide		
	2012	2014	2015	2012	2014	2015	2012	2014	2015
Owners entirely define the editorial policy	25%	22%	21%	26%	26%	25%	19%	11%	11%
In order to solve questionable issues, the editor in chief consults the owner	31%	31%	32%	33%	31%	33%	22%	33%	31%
Owners do not interfere the editorial job, they are only interested in the business profitability	16%	14%	12%	14%	13%	12%	22%	18%	13%
There's no influence at all	13%	15%	16%	14%	16%	17%	10%	13%	14%
Hard to say, don't know	15%	12%	13%	12%	11%	9%	24%	16%	20%

Question: How strong, in your opinion, is the influence of the owners on editorial policy of your media?

Principal influence of media owners is realized through selection of topics for materials and placing desired focuses

Owners also influence the editorial policy by promoting materials that are advantageous for their business / their other activities.

	All media		Regional		Nationwide	
	2014	2015	2014	2015	2014	2015
Influence of owners on media editorial policy: share of complete or partial influence¹	54%		57%		44%	
Demonstration of influence²:						
Selection of publication topics (publication personalities, comments) and placing focuses	26%		24%		32%	
Promotion of materials advantageous for owner's business / other activities	12%		12%		12%	
Determination of overall focus of the media, editorial policy	11%		10%		15%	
Control of materials devoted to politics	7%		7%		6%	
Control of quality, journalistic ethics, security	4%		4%		6%	
Funding / focus on profitability for editorial	3%		3%		0%	
Owner is an editor-in-chief	13%		15%		6%	
Total influence, determination of content of every edition	8%		9%		3%	
Rare, sporadic consultations in the most critical situations	4%		5%		0%	
Hard to say	11%		9%		18%	

¹Question: How strong, in your opinion, is the influence of the owners on the editorial policy of your media? («owners entirely define the editorial policy» + «in order to solve questionable issues the editor in chief consults with the owner»)

²Question: What exactly is the influence of owners / the group of owners of your media on the editorial policy? (open-ended question)

Number of limitations regarding selection of topics has reduced

From 2012 to 2015 the amount of journalists having faced limitations from their management in regard of topics selected has reduced (from 67% to 50%). An improvement has occurred in regional media during the last year.

Limitations from management	All media			Regional			Nationwide		
	2012	2014	2015	2012	2014	2015	2012	2014	2015
Yes, I constantly face such limitations	11%	7%	6%	11%	9%	8%	10%	3%	2%
I sometimes face different kinds of limitations, but they cannot be considered regular	21%	20%	18%	23%	21%	17%	12%	20%	18%
I do face them, but they are sporadic	34%	27%	23%	31%	29%	22%	41%	24%	26%
No, I do not face such limitations	33%	44%	50%	33%	41%	50%	34%	50%	51%

Question: Have you faced limitations from your management when choosing topics and writing-style for your content or experts to comment on the matter within the past year?

Manifestation of limitations									
Prohibition of writing publications on certain topics / about certain people	37%	41%	39%	37%	40%	41%	35%	47%	34%
Requirement to adhere editorial policy (rejection to publish)	20%	19%	22%	21%	18%	18%	14%	22%	32%
Prohibition of critics	15%	12%	9%	16%	14%	8%	11%	6%	10%
Editor / chief changes the emphases / smoothes away critical points of material	9%	9%	4%	6%	8%	5%	19%	14%	0%
To prefer specific topic, party, official	8%	8%	7%	7%	7%	8%	11%	11%	5%
Forced writing of material on certain topic, paid materials	5%	6%	2%	7%	7%	3%	0%	0%	0%
Socially significant materials are not published	5%	4%	4%	3%	5%	4%	11%	3%	2%
Selection of heroes, speakers, limitation on publication of certain people's opinions	4%	11%	13%	5%	13%	15%	3%	6%	10%
Threats, pressure, limitations in work and access towards information	5%	3%	4%	7%	4%	4%	0%	0%	5%
Forced estimation of events / authorities in a positive way	2%	1%	1%	2%	0%	1%	3%	3%	2%

Question: Please, specify the kind of limitations you have faced within the last year (open-ended question)

Level of internal censorship keeps reducing

From 2012 to 2015 number of journalists who have faced censorship from his editorial has reduced. Reduction takes place both in regional and nationwide media.

Censorship for the «peace of mind» of the editor-in-chief	All media			Regional			Nationwide		
	2012	2014	2015	2012	2014	2015	2012	2014	2015
Yes, I have faced censorship for the editor's - in -chief peace of mind	44%	26%	23%	45%	27%	24%	41%	23%	22%
No, I have not, but I have heard of such situations in other editorials	25%	38%	35%	25%	36%	38%	26%	43%	27%
No, I have never faced that	19%	25%	32%	19%	26%	30%	21%	24%	38%
Hard to say, don't know	10%	8%	8%	10%	8%	7%	9%	9%	10%

Question: Within the last year, have you faced situations when your text / material was edited and published incomplete for the «sake» of peace of mind of the chief editor or newsroom in general?

Censorship for journalist's safety

Yes, I have faced censorship for my own safety	24%	18%	15%	27%	18%	16%	12%	19%	13%
No, such situations never happened	63%	74%	77%	61%	74%	77%	71%	75%	76%
Hard to say / don't know	11%	6%	6%	11%	7%	6%	12%	3%	8%

Question: Within the last year, have you faced situations when your text / material was edited and published incomplete for your personal safety?

Frequency of editing publications keeps reducing

For the last years reduction applies to not only the number of journalists having faced the inner censorship, but often also to limitations, «polishing» of materials – now these are rather sporadic cases, not regular ones.

Censorship Frequency of limitations	All media			Regional			Nationwide		
	2012	2014	2015	2012	2014	2015	2012	2014	2015
Faced it 1-2 times	33%	44%	49%	38%	45%	49%	20%	42%	50%
Up to 10 times	29%	27%	14%	27%	26%	13%	34%	31%	18%
Half of materials undergo such process	7%	4%	3%	7%	5%	4%	7%	0%	0%
Almost every material is «polished» following the principle of «zero consequences»	6%	4%	9%	7%	5%	12%	2%	0%	0%
Hard to say, don't know	19%	13%	18%	18%	12%	16%	24%	15%	23%
Refusal	6%	9%	7%	4%	8%	6%	12%	12%	9%

Question: Within the last year, how often have you faced the situation when your texts / materials were edited or published incomplete for the «peace of mind» / prevention of problems to the editor, editorial and you personally?

Only a quarter of journalists have faced rejections of «problematic» topics during the last year

Rejection of «problematic» topics by editors is rather not a widespread practice. Those who have yet faced it, mention that these are sporadic cases, not regular ones.

Rejection of material	All media			Regional			Nationwide		
	2012	2014	2015	2012	2014	2015	2012	2014	2015
Yes, such cases (of rejection) have happened	n/a	n/a	25%	n/a	n/a	27%	n/a	n/a	19%
No, such situations have never happened	n/a	n/a	63%	n/a	n/a	64%	n/a	n/a	61%
Hard to say, don't know	n/a	n/a	8%	n/a	n/a	5%	n/a	n/a	14%

Question: Have there been any cases in your professional experience when the editor refused the subject matter you offered because it could cause «troubles» for the editorial?

Frequency of rejection of material

1-2 times within the last year	n/a	n/a	60%	n/a	n/a	57%	n/a	n/a	71%
Up to 10 times	n/a	n/a	15%	n/a	n/a	14%	n/a	n/a	18%
Half of materials undergo such process	n/a	n/a	11%	n/a	n/a	14%	n/a	n/a	0%
Almost every material is «polished» following the principle of «zero consequences»	n/a	n/a	7%	n/a	n/a	9%	n/a	n/a	0%
Hard to say, don't know	n/a	n/a	7%	n/a	n/a	5%	n/a	n/a	12%

Question: How often have you faced cases when the editor refused the topic you offered because it could have caused «troubles» for the editorial?

Number of dismissals due to «disobedience» is steadily low

Like before, dismissals because of refusal to do a «paid» material happen rarely. At this journalists of nationwide media are less decisive in denying the dismissal facts and they admit that such cases may have happened.

Dismissal because of refusal to publish paid materials	All media			Regional			Nationwide		
	2012	2014	2015	2012	2014	2015	2012	2014	2015
Yes, such cases (of dismissal when disobeying) happened	3%	2%	2%	3%	3%	2%	2%	1%	1%
Even if such cases ever happened, I am not aware of them	7%	8%	8%	3%	6%	6%	17%	16%	13%
No, such cases never happened	82%	79%	82%	86%	85%	84%	67%	65%	76%
Hard to say / don't know	10%	8%	7%	8%	6%	7%	14%	16%	7%

Question: Have there been cases in your editorial when a journalist was dismissed because of him/her not agreeing to publish paid publications / hidden advertisement (jeansa) upon the request of the editorial?



LABOR RELATIONS

Majority of journalists are officially employed

The structure of labor relations of journalists and media remains stable. Labor relations are mainly official – either full-time employment or freelance.
 Comparing to 2014 journalists rarer receive honorariums for the number of materials.

Employment	All media			Regional			Nationwide		
	2012	2014	2015	2012	2014	2015	2012	2014	2015
Official employment	61%	62%	63%	61%	62%	62%	62%	61%	65%
Unofficial employment (no work record book and official documents)	14%	13%	13%	15%	14%	15%	14%	10%	8%
Freelancer / employment for a project / part-time work	20%	23%	21%	20%	21%	20%	21%	29%	24%
Other	4%	2%	3%	4%	3%	3%	3%	0%	3%

Question: Please choose the statement which best describes your labor relations with the media you currently work in

Structure of salary															
Fixed monthly salary	54%	64%	→	65%	54%	63%	→	64%	55%	65%	→	66%			
Honorarium for the number of materials	44%	44%		36%	←	41%	44%		35%	←	52%	45%		36%	←
Official additional payments: bonuses, incentives, benefits, etc.	25%	26%		24%		25%	27%		25%		24%	24%		23%	
Unofficial additional payments: bonuses, incentives, benefits, etc.	12%	10%		7%		14%	11%		8%		5%	9%		5%	
Other	7%	6%		6%		8%	7%		6%		5%	1%		6%	

Question: What does your monthly salary consist of?

Share of «envelope» wages is steadily high

Share of journalists with official («clean») paycheck remains stable: such make a little higher than a half of employees. In combined paycheck type prevailing is the practice with larger share of unofficial payments, this is especially typical for nationwide media.

Payment practice	All media			Regional			Nationwide		
	2012	2014	2015	2012	2014	2015	2012	2014	2015
Official paycheck	55%	55%	52%	52%	56%	51%	64%	55%	52%
Part of the salary is official, the rest is «envelope» wage	23%	17%	24%	25%	17%	22%	17%	18%	27%
The salary is entirely «envelope» wage	10%	9%	10%	11%	9%	12%	5%	10%	3%
Refusal	12%	18%	15%	12%	18%	14%	14%	18%	17%

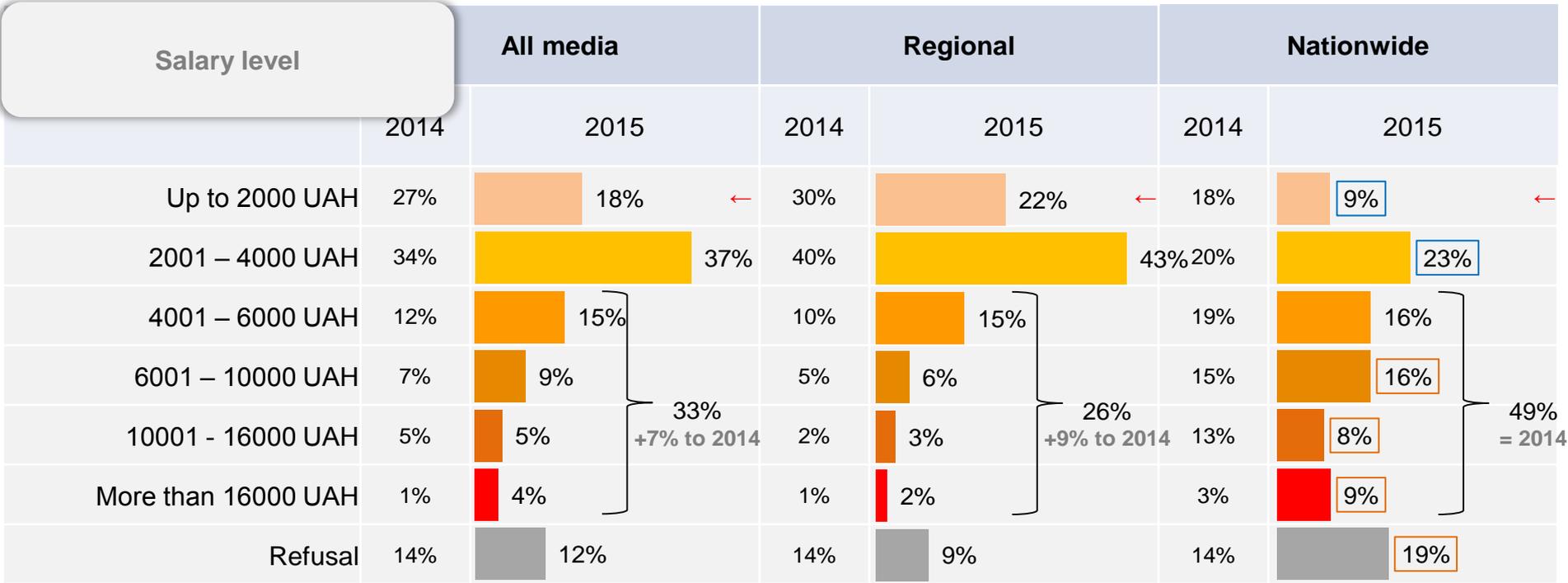
Question: What is the job compensation in your editorial?

Proportion of official and «envelope» wage	All media			Regional			Nationwide		
	2012	2014	2015	2012	2014	2015	2012	2014	2015
Most of the salary I receive as the «envelope» wage, least part I receive officially	43%	35%	45%	39%	32%	36%	60%	43%	63%
50/50 – half of the salary I receive officially, the other half – as the «envelope» wage	25%	25%	24%	24%	29%	34%	30%	14%	4%
More than a half of the salary I receive officially, the rest I get as the «envelope» wage	25%	29%	23%	30%	29%	26%	0%	29%	17%
Refusal	7%	12%	8%	7%	11%	4%	10%	14%	17%

Question: What is the ratio of the official part of the salary to the «envelope» wage?

Journalist incomes have only grown a little comparing to 2014

Income of journalists in nationwide media, like before, are considerably higher comparing to regional media. For one year the share of journalists getting salary lower than 2000 UAH per month although have reduced, but still remains quite high at the level of ~20%.



Question: Please specify which of the stated intervals best corresponds the level of your income that you receive from your journalist activity per month.



JOURNALIST PROTECTION

Journalists do not feel anyhow socially protected

Journalist perception of their social protection has steadily low values.

Social protection	All media			Regional			Nationwide		
	2012	2014	2015	2012	2014	2015	2012	2014	2015
1 - very low level of social protection	15%	21% →	17%	15%	23% →	17%	16%	15%	15%
2	13%	10%	9%	14%	10%	10%	10%	10%	7%
3	11%	15%	17%	11%	15%	17%	12%	15%	17%
4	18%	15%	15%	18%	14%	14%	17%	19%	17%
5	21%	20%	20%	19%	19%	20%	26%	23%	20%
6	11%	11%	12%	12%	11%	11%	7%	10%	14%
7 - very high level of social protection	11%	9%	10%	11%	9%	10%	12%	9%	10%

Question: How would you evaluate the level of social protection (insurance, paid sick leaves, official maternity leave, paid vacation, etc.) of employees in your editorial?

Number of labor rights violations remains high

Among key violations the number of illegal journalist dismissals has increased. The dynamics is caused due to nationwide media, in this group this reason has become second in frequency of occurrence.

Violation of labor rights	All media			Regional			Nationwide		
	2012	2014	2015	2012	2014	2015	2012	2014	2015
Yes, I have faced violation of my labor rights	35%	37%	35%	33%	39%	35%	41%	34%	34%
My rights have never been violated, while there have been violations in regards of other people's rights	15%	14%	12%	16%	12%	13%	14%	20%	10%
I don't know because I am not familiar with the labor legislation	4%	2%	4%	4%	1%	4%	3%	5%	5%
No, I haven't	39%	41%	43%	40%	45%	43%	36%	33%	43%
Refusal	7%	5%	6%	7%	4%	5%	5%	9%	8%

Question: In your journalist experience have you ever faced cases of violation of your labor rights?

Manifestation of labor rights violation

Excess of duration of the working day	42%	45%	43%	43%	44%	42%	41%	45%	44%
Non-payment / incomplete payment of wages / payment delay	37%	35%	32%	38%	34%	36%	31%	38%	21%
Reduction of vacation / refusal to provide a vacation	31%	23%	24%	33%	20%	25%	28%	31%	21%
Unfair dismissal / pressure to dismiss	16%	13%	23%	17%	17%	18%	13%	5%	38%
Non-payment of sick leaves	17%	9%	16%	15%	10%	14%	22%	7%	21%
Harassment / humiliation	9%	16%	15%	10%	16%	17%	6%	17%	10%
Unpaid work outside normal working hours	7%	9%	9%	7%	9%	12%	6%	7%	3%

Question: Could you please state what cases of violation of labor legislation have you faced? (open-ended question)

Dismissal of pregnant female employees is not typical for Ukrainian media

Like before, journalists of nationwide media are less sure about the given question: probably because of a large number of female employees in editorials.

Dismissal of pregnant employees	All media			Regional			Nationwide		
	2012	2014	2015	2012	2014	2015	2012	2014	2015
Yes, such cases happened	2%	2%	1%	3%	2%	0%	0%	3%	2%
Such cases may have happened, but I have never heard of them	8%	9%	7%	5%	7%	5%	17%	15%	13%
No, such cases never happened	78%	79%	77%	83%	84%	82%	62%	68%	66%
Hard to say, don't know	12%	8%	14%	9%	6%	12%	21%	15%	18%

Question: Have there been cases of dismissals of female journalists during pregnancy or maternity leaves in your editorial?

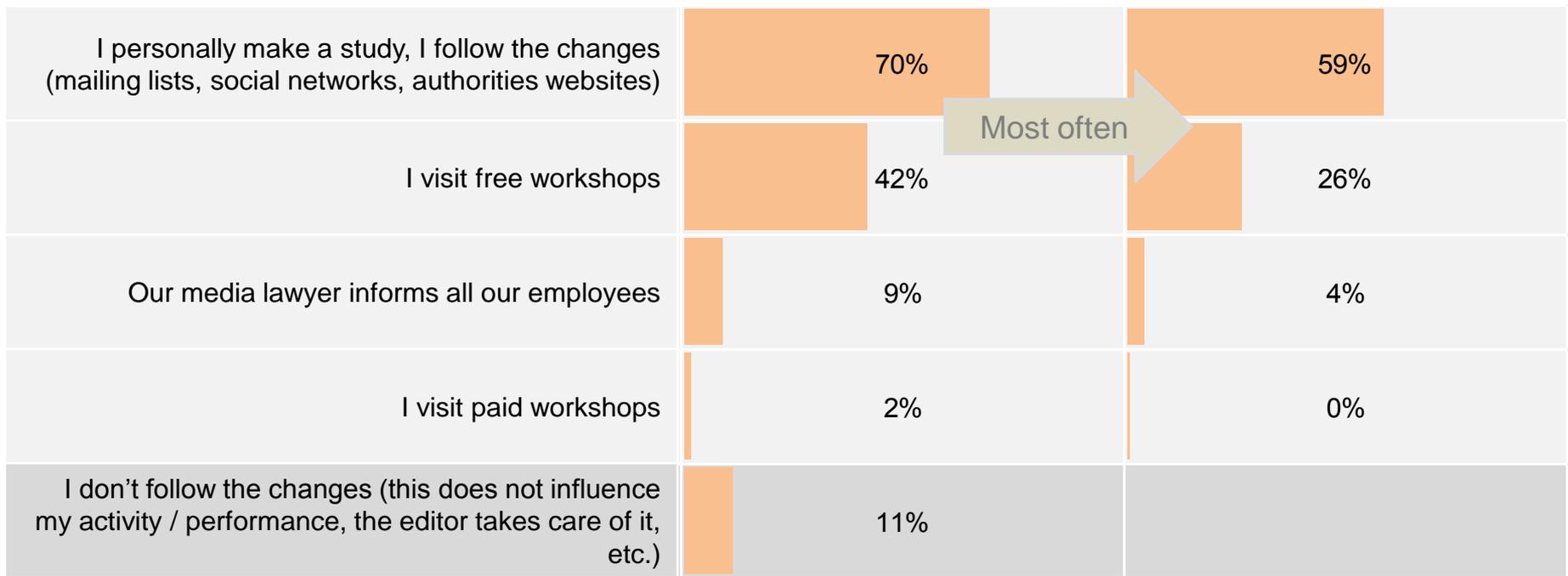


LEGAL LITERACY

Journalists follow law changes on their own

90% of journalists state that they monitor changes in legislation. 42% note that for that purpose they visit free trainings, workshops; however paid workshops are not popular (only 2%).

How they monitor changes in legislation



¹Question: How do you monitor the changes in legislation that regulates media activity?

²Question: How do you monitor the changes in legislation that regulates media activity most often?

There are no significant differences between regional and nationwide media

Most often journalists name two laws – Information act and Printed Media act



For the year spontaneous awareness of the «Information Act of Ukraine» has grown. Like before, being unaided journalists recollect few laws and acts that regulate their rights and duties, – on average each journalist names only 3 laws and/or acts.

Spontaneous awareness of acts regulating journalists' rights and duties	All media			Regional			Nationwide		
	2012	2014	2015	2012	2014	2015	2012	2014	2015
Information Act of Ukraine	68%	68%	75% →	70%	70%	77% →	64%	61%	68%
Printed Media (Press) In Ukraine Act	61%	67% →	65%	61%	67% →	69%	62%	66%	55%
Television and Radio Act of Ukraine	29%	38% →	37%	29%	36% →	36%	29%	44% →	39%
Constitution of Ukraine	31%	31%	30%	31%	31%	28%	33%	30%	35%
Access to Public Information Act of Ukraine	29%	26%	29%	31%	27%	29%	24%	25%	28%
State Support of Media and Social Protection of Journalists Act of Ukraine	22%	21%	23%	22%	21%	25%	22%	20%	18%
Information Agency Act of Ukraine	15%	21% →	20%	15%	19%	21%	17%	28% →	17%
Coverage of the Activities of State and Local Government Bodies in Ukraine in Mass Media Act of Ukraine	13%	17%	16%	11%	17%	17%	19%	16%	16%
Advertisement Act of Ukraine	5%	11% →	11%	6%	12% →	11%	2%	9% →	10%
Criminal Code	9%	10%	8%	12%	11%	8%	2%	9%	7%
Civil Code of Ukraine	6%	7%	7%	5%	6%	7%	7%	9%	8%
Protection of Personal Data	3%	4%	6%	4%	6%	6%	2%	0%	8%
Copyright and Related Rights Act of Ukraine	7%	5%	5%	7%	5%	4%	9%	8%	7%
Elections of People's Deputies Act of Ukraine	2%	1%	4%	2%	1%	4%	2%	0%	3%
National Security Information Act of Ukraine	2%	2%	2%	2%	2%	2%	5%	1%	2%
Protection of Public Morals	1%	2%	2%	1%	3%	2%	3%	0%	1%

Question: Please, name the main laws of Ukraine that regulate rights and responsibilities of journalists (open-ended question)

Awareness of the «State Support of Media and Social Protection of Journalists Act of Ukraine» has grown

At the same time awareness of a range of acts, including awareness of «Access to Public Information Act» from the top group, has reduced.

Overall awareness of acts regulating journalists' rights and duties

	All media			Regional			Nationwide			
	2012	2014	2015	2012	2014	2015	2012	2014	2015	
Top-4	Information Act of Ukraine	85%	90% →	91%	84%	92% →	92%	86%	84%	89%
	Access to Public Information Act of Ukraine	83%	89% →	81% ←	82%	90% →	81% ←	86%	86%	82%
	Constitution of Ukraine	86%	83%	79%	85%	84%	82%	88%	80%	73%
	Printed Media (Press) In Ukraine Act	70%	74%	79%	70%	77%	82%	69%	66%	73%
Advertisement Act of Ukraine	58%	61%	56%	61%	64%	59%	48%	54%	50%	
Elections of People's Deputies Act of Ukraine	67%	60% ←	53%	66%	63%	56%	69%	51% ←	48%	
Copyright and Related Rights Act of Ukraine	52%	59%	43% ←	51%	56%	41% ←	55%	65%	49% ←	
Television and Radio Act of Ukraine	44%	48%	52%	39%	45%	52%	57%	56%	53%	
Civil Code of Ukraine	40%	43%	32% ←	38%	43%	30% ←	48%	43%	39%	
State Support of Media and Social Protection of Journalists Act of Ukraine	36%	37%	44% →	35%	40%	46%	40%	28%	39%	
Coverage of the Activities of State and Local Government Bodies in Ukraine in Mass Media Act of Ukraine	38%	36%	38%	38%	39%	40%	36%	30%	34%	
Information Agency Act of Ukraine	31%	35%	36%	29%	36%	37%	36%	35%	34%	
National Security Information Act of Ukraine	35%	30%	22% ←	32%	29%	18% ←	43%	35%	31%	
Law on Amendments...concerning Protection of Honor, Dignity and Business Reputation of Individuals...	21%	23%	17% ←	21%	25%	18% ←	22%	19%	15%	
Public Television and Radio Broadcasting in Ukraine Act of Ukraine	18%	18%	17%	17%	16%	17%	21%	21%	18%	
National Council of Ukraine on Television and Radio Broadcasting Act of Ukraine	21%	15% ←	16%	21%	15% ←	15%	22%	14% ←	19%	
Publishing Business Act of Ukraine	17%	14%	12%	16%	14%	11%	17%	15%	15%	
Professional Creative Workers and Creative Unions Act of Ukraine	13%	13%	11%	10%	13%	10%	22%	15%	14%	
Security of Information in Automation Systems Act of Ukraine	11%	12%	6% ←	10%	11%	8%	14%	14%	3% ←	
Broadcasting Act of Ukraine	12%	4% ←	5%	11%	2% ←	5%	12%	8%	3%	
Scientific and Technical Information Act of Ukraine	7%	4% ←	2%	7%	3% ←	2%	7%	5%	2%	

Question: Statements of which of the following Acts of Ukraine are you familiar with?

Journalists name Constitution of Ukraine the key Act protecting human honor and dignity



At this perception of Constitution as such Law is increased due to reduction of perception of Civil code as the Law protecting human honor and dignity.

Spontaneous awareness of acts protecting human honor and dignity	All media			Regional			Nationwide		
	2012	2014	2015	2012	2014	2015	2012	2014	2015
	Constitution of Ukraine	74%	75%	81% →	73%	77%	80%	76%	70%
Civil Code of Ukraine	30%	41% →	34% ←	30%	43% →	36%	28%	36%	31%
Information Act of Ukraine	10%	12%	11%	11%	13%	11%	9%	11%	9%
Protection of Personal Data	5%	7%	8%	5%	8%	9%	2%	5%	7%
Criminal Code	10%	11%	8%	10%	10%	10%	12%	13%	5% ←
Protection of Public Morals	4%	8% →	6%	4%	7%	6%	2%	10% →	7%
Printed Media (Press) In Ukraine Act	4%	6%	5%	3%	6%	6%	5%	5%	1%
Declaration on the Human Rights	-	-	5%			5%			5%
Administrative code	3%	0%	3%	3%	0%	3%	3%	0%	2%
Access to Public Information Act of Ukraine	4%	4%	2%	4%	4%	3%	3%	3%	1%
Copyright and Related Rights Act of Ukraine	2%	1%	2%	2%	1%	2%	5%	1%	1%
Law on Amendments...concerning Protection of Honor, Dignity and Business Reputation of Individuals...	1%	3%	2%	2%	4%	2%	0%	0%	2%
Television and Radio Act of Ukraine	2%	4%	2%	2%	5%	2%	3%	1%	0%

Question: Please, name the main laws and regulative acts of Ukraine that protect human honor and dignity (open-ended question).

Acts protecting human honor and dignity	2012	2014	2015	2012	2014	2015	2012	2014	2015
Information Act of Ukraine	84%	88%	87%	84%	88%	91%	83%	90%	80% ←
Civil Code of Ukraine	64%	67%	64%	63%	69%	64%	67%	60%	66%
Criminal Code	62%	51% ←	42% ←	60%	49% ←	40% ←	67%	58%	49%
Elections of People's Deputies Act of Ukraine	58%	49% ←	45%	59%	51% ←	48%	57%	43% ←	40%

Question: Statements of which of the following Acts or Bylaws protecting human dignity, are you familiar with?

Key request elements – What? From whom?

Since 2014 such elements of request as «essence of request» and «information about addresser» are more often to be mentioned.

Elements of informational request to the authorities	All media			Regional			Nationwide		
	2012	2014	2015	2012	2014	2015	2012	2014	2015
The essence of the request	39%	45%	56% →	42%	46%	54% →	31%	41%	63% →
Information about the addresser	42%	40%	51% →	46%	40%	48% →	31%	39%	57% →
Information about the recipient	42%	42%	39%	45%	42%	39%	33%	43%	40%
Link to the normative documents giving permission to receive information	17%	31% →	28%	15%	33% →	29%	21%	26%	26%
Hard to say	38%	36%	34%	40%	35%	35%	29%	38%	32%

Question: Please name the key elements of informational request towards authority bodies and other establishments? (open-ended question)

Journalists rarer mention that defamation and violation of copyright are subject to administrative responsibility

Journalists are poorly aware of responsibility for publishing paid materials: only 10% of journalists are aware that publication of such materials is subject to as little as civil responsibility.

Responsibility for defamation	All media			Regional			Nationwide		
	2012	2014	2015	2012	2014	2015	2012	2014	2015
Civil responsibility via the courts	67%	71%	69%	65%	75%	73%	71%	60%	61%
Administrative responsibility	49%	50%	37%	48%	49%	36%	52%	51%	40%
Criminal responsibility	28%	27%	23%	28%	27%	21%	29%	25%	26%

Question: Do you know what measures of punishments are provided for media / journalists for defamation and publication of misinformation in mass media?

Responsibility for copyright violation

Civil responsibility via the courts	54%	57%	58%	51%	59%	61%	62%	53%	49%
Administrative responsibility	45%	49%	38%	46%	49%	39%	41%	51%	38%
Criminal responsibility	35%	37%	35%	34%	39%	33%	38%	33%	39%

Question: What responsibility is provided by Ukrainian legislation for violation of copyright?

Responsibility for placement of paid publications

No responsibility / It is not provided in the law	29%	29%	28%	29%	29%	27%	31%	30%	30%
Administrative responsibility / penalty	28%	28%	23%	30%	28%	23%	21%	28%	23%
Civil responsibility via the courts	6%	8%	10%	5%	8%	11%	7%	8%	7%
Criminal responsibility	13%	5%	4%	13%	5%	5%	12%	3%	2%
Don't know	26%	24%	30%	29%	24%	30%	19%	24%	31%

Question: What responsibility of media / journalists is provided by Ukrainian legislation for placement of paid publications / hidden advertisement (jeansa) (open-ended question)?



EDUCATION

Journalists need trainings

From 2012 to 2015 journalist need of trainings has not considerably altered – such need is stated by every other journalist. Optimal location of the event – either Kyiv or their native city.

Need in education	All media			Regional			Nationwide		
	2012	2014	2015	2012	2014	2015	2012	2014	2015
1 - no need at all	7%	7%	6%	5%	7%	6%	14%	6%	8%
2	7%	6%	7%	6%	4%	8%	10%	13%	6%
3	11%	11%	11%	12%	11%	9%	7%	10%	15%
4	22%	17%	16%	22%	16%	16%	21%	19%	16%
5	23%	26%	23%	22%	25%	21%	24%	30%	26%
6	12%	14%	17%	13%	16%	17%	10%	10%	16%
7 - very strong need	18%	19%	21%	19%	22%	24%	14%	13%	14%

Question: How strong is the need for additional professional education (trainings, seminars, short courses) that you feel?

Form of education	BASE	All media	Regional	Nationwide
Training based in Kyiv	n/a	62%	64%	75%
Training based in your city	n/a	60%	55%	38%
Distance education (a set of online lectures on the subject, home tasks)	n/a	39%	40%	30%
Webinar (1-2-hour online seminar with connection via Internet)	n/a	33%	36%	24%
Training based in neighbor region	n/a	32%	39%	26%
Video-taped tutorial	n/a	24%	23%	18%
Training based in the editorial	n/a	19%	24%	18%

Question: What type of education would be best suiting for you?

The need in training devoted to media activities during elections has grown.



	2014	2015	Total	Transfer	Food	Accommodation	Education	Nothing	
New media									
Promotion of new media, use of social networks, monetization of web sites	64%	63%	2%	42%	35%	9%	7%	37%	N=190
New media: tools to create multimedia contents	48%	51%	2%	40%	36%	15%	4%	35%	N=154
Management and development of media									
Monetization of media – how to attract money to editorial	57%	60%	3%	43%	33%	12%	7%	37%	N=180
Civil journalism: engagement of audiences into creation of contents	45%	42%	2%	42%	35%	10%	8%	39%	N=126
Study on audiences, marketing	41%	40%	5%	43%	33%	9%	4%	35%	N=120
Management of convergent editorial	29%	28%	4%	37%	45% →	14%	5%	36% ←	N=83
Security trainings									
Training on digital (informational) security	56%	52%	2%	39%	34%	12%	7%	36% ←	N=157
Training of physical security of a journalist	37%	38%	4%	37%	30%	10%	6%	42%	N=115
Journalistic proficiency									
Journalistic investigation	51%	48%	3%	43%	33%	13%	6%	40%	N=143
Proficiency in coverage and how to create high quality news	44%	48%	5%	48%	32%	10%	8%	39%	N=145
Professional standards of journalism, ethics	22%	19%	2%	47%	40%	10%	5%	36%	N=58
Media legislation									
Legal protection of journalists and editorials	51%	43% ←	2%	38%	30%	6%	7%	43%	N=129
Media legislation – rights and responsibilities of journalists, editorials	35%	32%	3%	47%	29%	9%	6%	40%	N=97
How to use the Access towards Public Information Act	27%	24%	1%	36%	32%	13%	3%	53%	N=72
Operation of media during elections	23%	37% →	2%	40%	33%	11%	5%	42%	N=111

Question: Which of the following subjects for education are interesting for you at the moment?

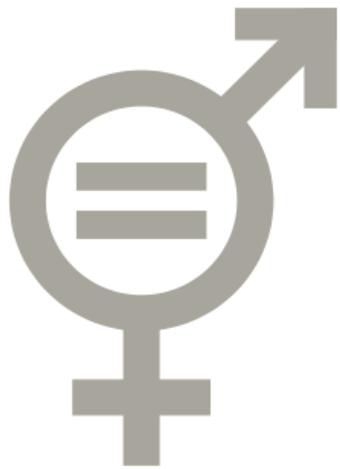
Question: On each of the topics please state, what part of participation expenses are you or your editorial ready to cover?



PHYSICAL SECURITY OF A JOURNALIST



Top Quality Research



GENDER EQUALITY



Top Quality Research

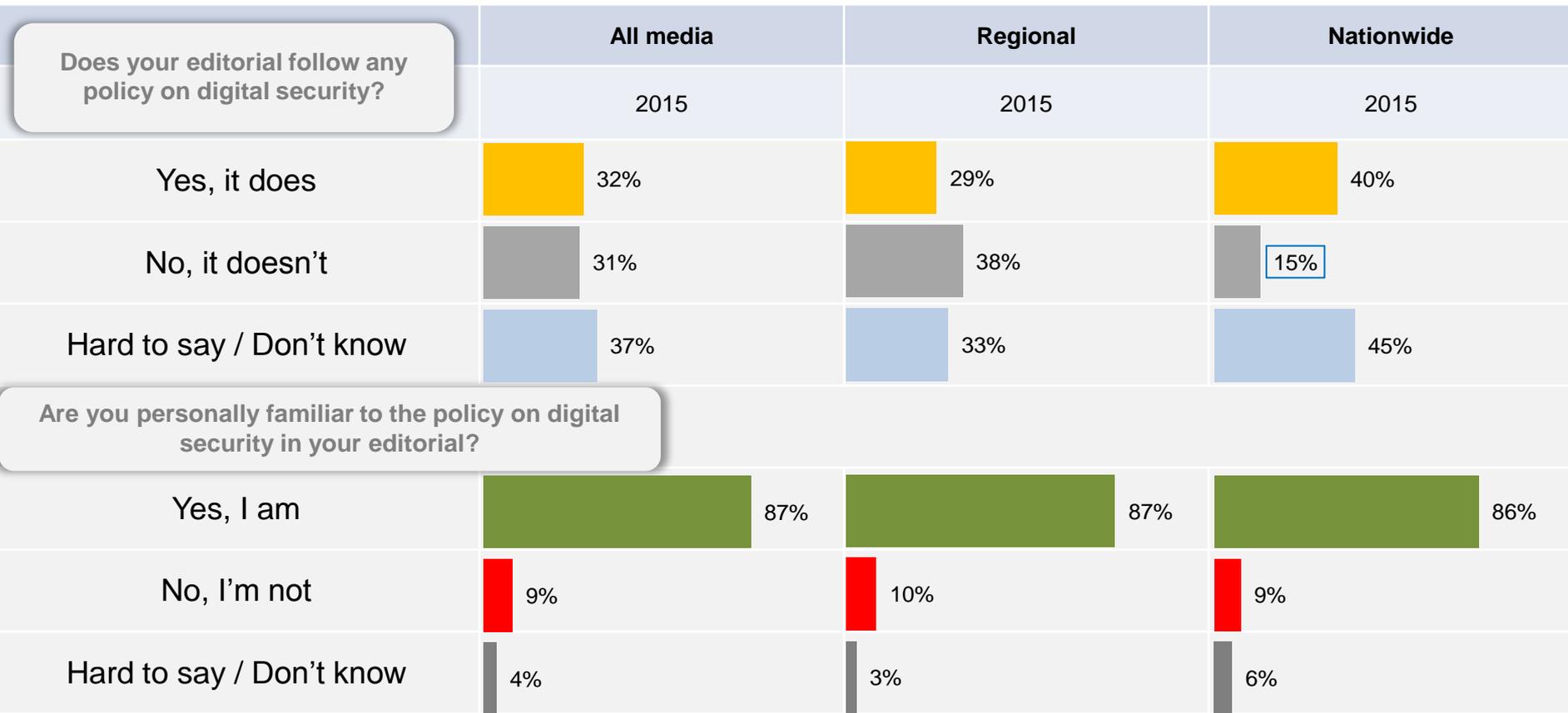


DIGITAL SECURITY

2/3 of journalists state that their editorials do not follow any policy on digital security or that they are not aware of that



Those journalists working in editorials that follow policy on digital security are familiar to its guidelines (87%).





DEMOGRAPHICS

		Total TA	Type of media					Position	
			Regional	Nationwide	Web-based	Printed	TV	Journalists	Editors
Type of media	Web-based media	42%	40%	48%				39%	41%
	Print media	38%	43%	25%				36%	43%
	Television media	16%	14%	19%				20%	11%
	Radio	4%	3%	8%				6%	4%
	Regional media	71%			67%	81%	64%	69%	80%
	Nationwide media	29%			33%	19%	36%	31%	20%
Topics for the contents	Social and political	80%	82%	75%	83%	78%	77%	81%	81%
	Social	50%	53%	43%	48%	44%	62%	56%	48%
	Culture, science, education	30%	32%	26%	25%	28%	40%	30%	31%
	Advertising, publicity, greetings	8%	12%	0%	5%	13%	4%	10%	8%
	Entertainment	7%	9%	3%	6%	6%	9%	10%	7%
	Other	9%	7%	15%	13%	9%	2%	7%	8%
Position in media office	Editor and reporter / journalist	30%	36%	15%	29%	29%	32%	52%	49%
	Reporter / journalist	28%	20%	47%	24%	26%	40%	48%	0%
	Editor	26%	28%	20%	24%	37%	9%	0%	42%
	Executive editor	5%	5%	7%	7%	4%	4%	0%	9%
	Columnist / blogger	2%	1%	2%	3%	0%	2%	0%	0%
	Freelancer	7%	7%	7%	11%	4%	4%	0%	0%
Responsibilities	Preparation of materials	67%	61%	82%	76%	57%	71%	79%	57%
	Collecting and processing of information	25%	24%	28%	32%	17%	24%	33%	14%
	Editing of materials	20%	20%	20%	26%	20%	7%	14%	28%
	Planning of edition, assortment and selection of m	16%	16%	17%	14%	14%	24%	12%	21%
	Newspaper editing / duties of newspaper editor	14%	15%	11%	9%	22%	11%	8%	21%
	Management of the editorial	14%	18%	2%	13%	16%	9%	7%	22%
	Journalistic investigations	6%	6%	6%	6%	5%	9%	8%	3%
	Promotional activities	4%	5%	1%	4%	4%	2%	4%	5%
	Newspaper layout	2%	2%	0%	1%	4%	0%	2%	2%
	Administrative functions	1%	2%	0%	1%	2%	0%	1%	2%
	Communication with readers	0%	0%	0%	0%	0%	0%	0%	0%

		Total TA	Type of media					Position	
			Regional	Nationwide	Web-based	Printed	TV	Journalists	Editors
Gender	Male	44%	44%	43%	44%	48%	34%	39%	50%
	Female	56%	56%	57%	56%	52%	66%	61%	50%
Age	Under 25 y.o.	9%	8%	13%	11%	5%	11%	11%	8%
	25 to 35 y.o.	36%	33%	42%	40%	22%	55%	46%	29%
	36 to 45 y.o.	28%	30%	23%	29%	29%	23%	24%	32%
	46 to 55 y.o.	19%	20%	16%	16%	27%	6%	13%	20%
	56 y.o. and older	9%	9%	7%	3%	17%	4%	7%	11%
Education	Vocational training	0%	0%	0%	0%	0%	2%	1%	1%
	Higher incomplete	3%	3%	3%	4%	3%	0%	3%	3%
	Higher	95%	95%	94%	95%	96%	94%	96%	95%
Specialization	Journalism	41%	34%	57%	30%	45%	51%	43%	39%
	Linguistics	21%	21%	19%	25%	16%	23%	22%	20%
	Technical / engineer education	12%	12%	13%	14%	11%	9%	9%	11%
	History	8%	9%	5%	9%	10%	2%	7%	7%
	Economics	4%	4%	5%	4%	4%	2%	5%	6%
	Political science	3%	5%	0%	3%	3%	4%	5%	3%
	Philosophy/ cultural studies/ literature	2%	1%	3%	2%	1%	0%	2%	1%
	Law	1%	1%	1%	2%	1%	0%	1%	1%
	PR	1%	1%	1%	2%	1%	0%	1%	1%
Other	14%	15%	10%	16%	12%	13%	13%	16%	
Professional experience	Less than 1 year	1%	1%	1%	2%	0%	0%	1%	0%
	1-3 years	10%	12%	5%	10%	8%	15%	16%	9%
	4-10 years	30%	27%	36%	33%	22%	38%	40%	25%
	More than 10 years	52%	53%	50%	49%	62%	38%	39%	61%
	This is a mere hobby	1%	1%	2%	2%	0%	2%	0%	1%

	Total TA	Type of media					Position	
		Regional	Nationwide	Web-based	Printed	TV	Journalists	Editors
AR Crimea	1%	0%	1%	0%	1%	2%	0%	1%
Vinnitska region	4%	6%	0%	5%	4%	0%	5%	5%
Volynska region	4%	5%	1%	2%	6%	2%	5%	5%
Dnipropetrovska region	6%	5%	7%	3%	5%	15%	7%	4%
Donetska region	5%	4%	7%	5%	6%	2%	5%	4%
Zhytomyrska region	3%	4%	2%	1%	6%	2%	4%	3%
Zakarpatska region	1%	2%	0%	1%	3%	0%	1%	1%
Zaporizka region	5%	5%	3%	5%	4%	6%	6%	5%
Ivano-Frankivska region	2%	2%	1%	2%	3%	0%	1%	2%
Kyiv	14%	4%	40%	21%	5%	19%	13%	11%
Kyivska region	3%	2%	7%	2%	4%	4%	3%	4%
Kyrovogradska region	3%	4%	2%	2%	5%	4%	2%	4%
Luhanska region	3%	4%	1%	4%	2%	6%	3%	4%
Lvivska region	5%	5%	7%	6%	5%	0%	3%	6%
Mykolayivska region	2%	3%	0%	4%	2%	0%	2%	3%
Odeska region	5%	6%	2%	4%	4%	9%	5%	4%
Poltavska region	2%	3%	0%	3%	1%	0%	1%	2%
Rivnenska region	3%	4%	0%	5%	2%	0%	2%	2%
Sumska region	7%	8%	3%	5%	10%	6%	8%	5%
Ternopil'ska region	4%	5%	2%	4%	5%	2%	4%	4%
Kharkivska region	6%	6%	6%	5%	5%	11%	5%	7%
Khersonska region	2%	3%	1%	4%	2%	0%	3%	3%
Khmelnyska region	3%	2%	3%	2%	3%	4%	2%	3%
Cherkaska region	1%	1%	1%	2%	0%	2%	1%	2%
Chernihivska region	2%	3%	0%	2%	3%	2%	3%	2%
Chernivetska region	4%	5%	1%	4%	5%	0%	4%	4%

InMind

+38 044 220 0042

office@inmind.com.ua

www.inmind.com.ua

