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Lessons and challenges of **WCFDavos|Kyiv**



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“Ukraine keeps upgrading internal politics



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“ But Ukraine still suffers from the
crisis of trust



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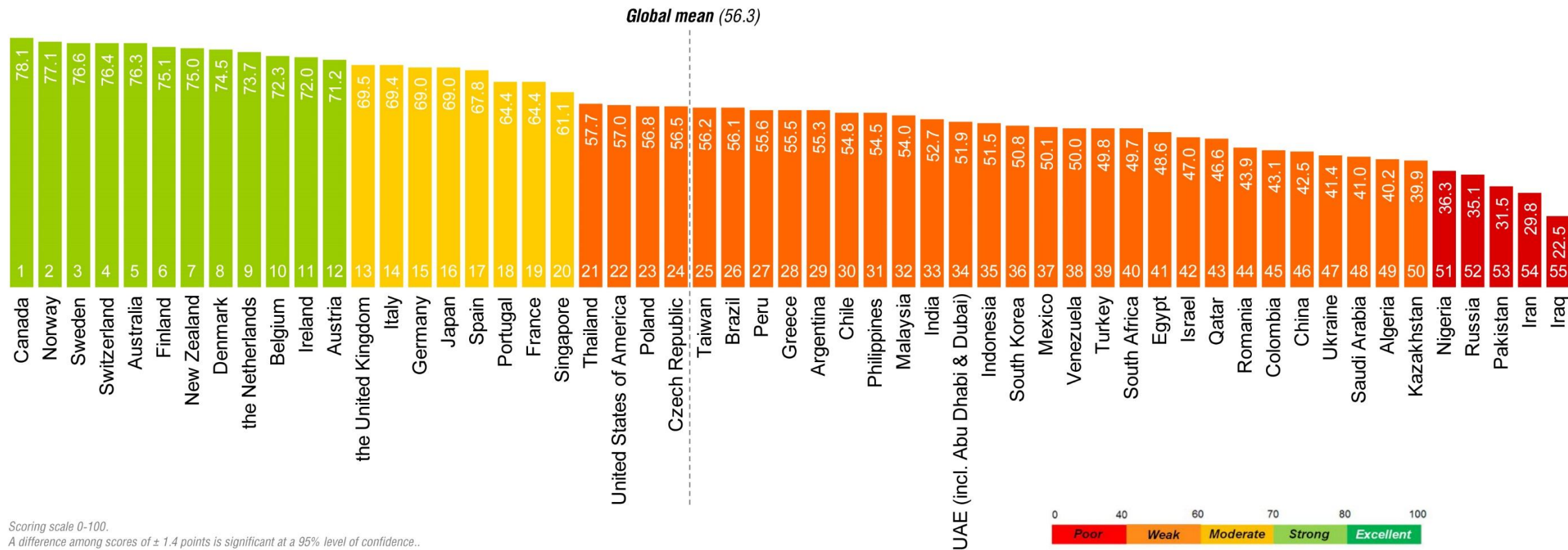
Crisis of trust inside

Social Institutions	Trust	Distrust	Trust-distrust balance (difference)
Volunteers	57.6	13.5	44.1
Church	58.8	18.4	40.4
NGOs	34.5	21	13.5
Armed Forces of Ukraine	45.3	32.9	12.4
Internally Displaced People	24	25	-1
Ukrainian Mass Media	32.3	38.9	-6.6
Patrol Police	20.7	35.1	-14.4
National Police (former Militsiya)	14.9	46.1	-31.2
Security Service of Ukraine	16.3	49.7	-33.4
Ukraine's President	16.8	64.9	-48.1
Opposition	8.7	65	-56.3
Ukrainian Government	8.7	75	-66.3
Ukrainian Parliament	6.2	78.6	-72.4
Russian Mass Media	4	77.6	-73.6

Source: Kyiv international Institute of Sociology

Crisis of trust inside

2015 Country RepTrak®



“ The vision of WCFDavos in Kyiv is to become a platform for recovering trust between officials, business and media, Ukraine and countries abroad



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“ Three lessons of WCFDavos | Kyiv 2015

How to raise trust



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Jurgis Vilcinskas,
Head of Press and Communication at the EU Delegation in Ukraine

“ Without arranging clear internal communications, without creating transparent and consistent informational policy, it’s hard to make effective external communications

Sources: business.ua, 1tv.com.ua



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“Communication is viewed as just one-way directed “words”, which have to build trust by themselves, without dialogue entailing real “actions”



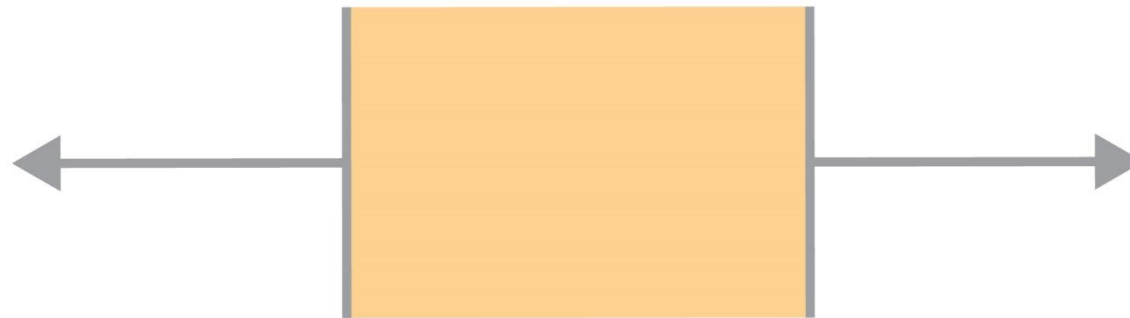
Solution #1: Win-Win strategy through dialogue and compromise

New Model of symmetry as Two-Way Practice

Dominant Coalition's Position



Win-Win Zone



Public's Position



Communication used to move public, dominant coalition's position, or both to acceptable win-win zone

Source: "Manager's Guide to Excellence in Public Relations and Communication Management",
David M. Dozier, Larissa Grunig, James E. Grunig, 1995



Solution #1: Win-Win strategy through dialogue and compromise



Aivaras Abromavičius,
Minister of Economic Development and Trade of Ukraine

“ *To ensure success of the reforms we need a clear information policy, a frank conversation with the business, proving that the time of negotiated solutions, serving various stakeholders, has passed. We're saying to the business: come with your problems, but specify them before, and offer a solution.* ”

Source: www.business.ua



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“ *Mass Media in Ukraine belong mainly to oligarchs and are used as a tool of political influence* ”

Who has the biggest influence on the content of information programs on leading Ukrainian TV channels?

54% Instructions from the oligarchs, media owners

36% Informal instructions by representatives of public authorities

29% Representatives of political parties and movements, which use hidden political advertising on air

22% It's hard to say

6% Journalists and employees of these channels

2% Comments, complaints and suggestions of viewers

Source: GfK Ukraine, December 2015



Solution #2: community media

w.hromadske.tv

hromadske.tv

h. int.hromadske.tv

ПОВТОР 23.02.2016

14:16:08 телеканалу «Інтер» • Тандіт не виключає обмін полоненими за формулою «25 на 50» • Адвокат

Tweets

Hromadske.TV @HromadskeTV 16m

Так виглядає засідання в апеляції щодо Олійника
pic.twitter.com/kaHKc8VZ2W

Tweet to @HromadskeTV



Trust killer #3

Symmetrical response to propaganda

- *Xenophobia*
- *Information war*



Solution #3: analytics exposing media fakes



The screenshot shows a web browser displaying the StopFake.org website. The URL in the address bar is www.stopfake.org/en/fake-criminal-case-launched-against-saakashvili/. The page features the StopFake.org logo, which consists of the word "STOP" in red, "FAKE" in large black letters with a red horizontal line through it, and ".ORG" in black. Below the logo is the text "Struggle against fake information about events in Ukraine". A navigation menu includes links for HOME, ABOUT US, OPINIONS, CONTEXT, VIDEOS, MEDIA ABOUT US, and TOOLS. The main article title is "Fake: Criminal Case Launched Against Saakashvili", dated February 14, 2016, at 09:37, categorized as News. Social media sharing buttons for Facebook (19), Twitter, Google+, Pinterest (0), VK (0), and Email are visible. The article text states: "The Russian newspaper [Novaya Gazeta](#) and other Russian and Ukrainian media reported that a criminal case had been launched against Odessa governor Mikheil Saakashvili because of his trips to the eastern Ukrainian war zone." At the bottom of the screenshot, the Novaya Gazeta logo is visible, along with a search bar and a navigation menu with links for Политика, Расследования, Колумнисты, Экономика, Комментарии, Общество, Культура, Спорт, Приложения, Фото, Новая ТВ, Реклама, and Подписка.

Source: stopfake.org

Solution #3: asymmetric response to propaganda



Dr. Gerlinde Niehus,
Public Diplomacy Division, NATO

“ We can’t and will not respond by information war to the information wars waged around us. And we will not fight with the propaganda by spreading new propaganda in order not to add fuel to the fire of radicalism, which burns around us. We can’t allow ourselves to be forced to pay back in their own coin.”

Source: www.business.ua



LET US DISCOVER UKRAINE FOR YOU



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2016

Win-win as an alternative to conflict in business,
politics and society

September, 19-20