

ISSN electrónico: 1885-5210

DOI: <https://doi.org/10.14201/rmc.25812>

## FEATURES OF COVERAGE OF THE SARS-COVID-19 CORONAVIRUS PANDEMIC IN THE UKRAINIAN AUDIOVISUAL MEDIA (ON THE EXAMPLE OF NEWS RELEASES OF CENTRAL AND REGIONAL TELEVISION CHANNELS AND PUBLIC SERVICE BROADCASTERS OF UKRAINE)

*Características de la cobertura de la pandemia de coronavirus sars-covid-19 en los medios audiovisuales ucranianos (en el ejemplo de los comunicados de prensa de los canales de televisión centrales y regionales y as emisoras de servicio público de Ucrania)*

Pavlenko LIUDMYLA 

Department of Information Broadcasting. Interregional Academy of Personnel Management (Kyiv, Ukraine).

Author for correspondence: Pavlenko Liudmyla

Email: [ukrradioinform@gmail.com](mailto:ukrradioinform@gmail.com)

**Received:** June 18<sup>th</sup>, 2023

**Accepted:** June 26<sup>th</sup>, 2023

### Abstract

This paper explores some patterns of coverage of the coronavirus pandemic in the news programs of television and radio channels of the National Public Television and Radio Company of Ukraine. The process of pandemic coverage is reflexive and does not have a clear strategy or policy. The study is the first in this direction, and this is its scientific novelty. The most stable characteristic of vaccination coverage by Ukrainian Radio news is informing the audience about everything related to COVID-19 vaccinations.

**Keywords:** coronavirus pandemic; news programs; television and radio channels; media; Ukraine; public service broadcasters.

### Resumen

Este artículo explora algunos patrones de cobertura de la pandemia de coronavirus en los programas de noticias de los canales de radio y televisión de la Compañía Nacional de Radio y

FEATURES OF COVERAGE OF THE SARS-COVID-19 CORONAVIRUS  
PANDEMIC IN THE UKRAINIAN AUDIOVISUAL MEDIA  
PAVLENKO LIUDMYLA

Televisión Pública de Ucrania. El proceso de cobertura de la pandemia es reflexivo y no tiene una estrategia o política clara. El estudio es el primero en esta dirección, y esta es su novedad científica. La característica más estable de la cobertura de vacunación de las noticias de la radio ucraniana es informar a la audiencia sobre todo lo relacionado con las vacunas contra el COVID-19.

**Palabras clave:** pandemia de coronavirus; programas de noticia; canales de radio y televisión; Ucrania emisoras de servicio público.

## Introduction

Recently, researchers have shown an increased interest in coverage of the coronavirus pandemic in the news programs of television and radio channels. Therefore, we decided to analyze the coverage of the coronavirus pandemic in the news programs of the National Public Television and Radio Company of Ukraine and to identify certain patterns. The main study period is six months – from April 14, 2020 to October 14, 2020: from the height of quarantine restrictions in Ukraine to the gradual stabilization of the situation. Also, a separate part of the study is devoted to covering the start of mass vaccination against coronavirus in Ukraine.

The aim of the study is to identify the quantitative patterns of coverage in the public broadcast news of the coronavirus pandemic SARS-COVID-19. Analysis of the dynamics of changes in the number of information messages on selected topics, the presence or absence of a connection with the number of patients with coronavirus and the number of deaths from complications of the disease.

One of the main objectives of this study is to determine with specific examples whether the coverage of the pandemic was statistically adequate to the situation; demonstrate a pattern that confirms that the intensity of coverage of the problem in the media, even in the case of Public Broadcasting channels, which aims to satisfy the public information interest, but is determined not so much by the actual severity of the problem as its public resonance. Which are not always synchronous processes.

The scientific issue of coronavirus coverage in the media, as well as the topic itself, is quite new. However, the study of this topic has already been addressed by the authors of numerous analytical studies in publications that do not have the official status of scientific and which are cared for by international NGOs to study the work of the media. As well as the topic has been studied in some scientific articles of domestic media researchers, more widely the topic has been developed by the international scientific community.

In particular, researchers of the NGO Institute of Mass Media pay considerable attention to this topic in Ukraine in their works – its thorough analytical calculations study mainly the coverage of the coronavirus pandemic by Ukrainian TV channels and online resources. The topic of coverage of the coronavirus pandemic in the news of Public Broadcasting has not been objectively developed, our study is the first in this direction and this is its scientific novelty.

## Methodology

In the study on all platforms, we counted the amount of material – individual information messages, plot + eyeliner, synchrony + eyeliner in the news releases of all TV and radio channels of the public broadcaster. In research on vaccination, the news of the Ukrainian radio mentioned coronavirus – the word "vaccination", counted the amount of material on the topic of vaccinations against coronavirus, counted the number of materials on specific topics of general coronavirus vaccination.

## Results

The subject of the study is information that covers various aspects of the spread of coronavirus in Ukraine and the world, the object of study – informational messages on selected topics, which were on the news of various television and radio channels of the National Public Television and Radio Company of Ukraine from April 14 to October 14, 2020 – from the period of actualization to the period of stabilization of information saturation of the topic. As well as information messages of the First Channel of Ukrainian Radio on the course of mass vaccination in Ukraine in the periods from February 24 to March 5, 2021 – the start of vaccination and a month after the start – from March 24 to April 2, 2021.

It should be clarified that news content for all branches and platforms of Public Broadcasting is produced by a single division of the National Public Television and Radio Company of Ukraine – the Information Programs Directorate, which is based in the company's Central Directorate in Kyiv and has an extensive network of news offices in all regional administrative centers. This unit is a convergent newsroom that produces news for digital platforms, for UA: First TV channel, for several Public Broadcasting radio stations, in particular for Ukrainian Radio – First Channel of Ukrainian Radio and rebroadcasts these issues on Radio Culture – Third Channel of Ukrainian Radio.

And also separately produces news for Radio Ray – the Second Channel of Ukrainian Radio. At the same time, separately in the regions, in close cooperation with the Central Directorate, news is prepared for regional radio stations and regional TV channels – branches of Public Broadcasting. Production of this product for different platforms is made according to uniform Information standards. This is one of the main editorial documents approved by the Board of the National Public Television and Radio Company<sup>1</sup>. Information standards, in particular, provide for mandatory

efficiency, accuracy, reliability, completeness of presentation, balance, separation of facts from opinions, accessibility of information. And the ethical principles of presenting information on the air of NSTU channels provide for the mandatory publication of socially significant news. Any news that the editorial board considers to be socially important and significant must be aired. Undoubtedly, news about the spread of coronavirus in Ukraine and in the world is evaluated by public journalists as socially powerful information<sup>1</sup>.

Regarding the time frame of the study, it should be noted that although the coronavirus outbreak was first recorded in December 2019 in China, and it was recognized by the WHO as a pandemic on March 11, 2020 and the Public Broadcaster carefully covered all these and related events, however, the author intentionally did not resort to the study of the initial period of the pandemic. Considering that this period is a separate topic of study, which should pay special attention to such issues as misunderstanding of society, which was clearly reflected in the attack of the local population of the village of Novi Sanzhary in Poltava region on tourists who came to the sanatorium for isolation; problems of spreading fakes, etc. The same article, as already pointed out, has other purposes, which are to demonstrate some patterns of coverage of the coronavirus in a period of relative stabilization, when the world is already aware of the issue and its scale, and journalists should realize their social responsibility in countering a proliferation Pandemic.

We will first consider some aspects of the coverage of the topic of coronavirus around the same time by others, in particular, online media. According to IMI monitoring, in March 2020 the national online media very actively covered the situation with the spread of COVID-19 and the consequences of the infection both in the world and in Ukraine<sup>2</sup>. Since, in our study, partial

FEATURES OF COVERAGE OF THE SARS-COVID-19 CORONAVIRUS  
PANDEMIC IN THE UKRAINIAN AUDIOVISUAL MEDIA  
PAVLENKO LIUDMYLA

attention is paid to the coverage of the topic of coronavirus in regional news, it is interesting to see how this coverage occurs in other regional editions outside the network of branches of the Public. However, research on such content is currently lacking. Among the available ones is L. Pisarenko's research "Coverage of the COVID-19 coronavirus pandemic in Odesa media. For monitoring, the authors chose materials on dumskaya.net, "First city", "Odessa life" for the period March-April 2020, which were studied for the presence of signs of manipulation on this topic. That is, the focus of the study is different from that chosen in this article. In the course of the analysis of 200 materials connected with a coronavirus are revealed. Of these, about 70 with manipulations<sup>3</sup>. VoxUkraine also analyzed the news feeds of Ukrainian online media and found out which topics about Covid-19 dominated the information space, published the following conclusions: "Most media wrote about international and Ukrainian statistics, quarantine measures and the state of the country's medical system. The greatest interest in coronavirus was in March, after which the amount of news on this topic is steadily declining... The peak of interest in covid came in March-April, when the first case of Covid-19 was detected in Ukraine and quarantine restrictions were introduced. Compared to February, the share of news with the mention of coronavirus has tripled: from 11% to 37% (37,310 news in March against 9,850 in February). In April, news with the mention of covid became a little less – 32% (34,204 news), but interest in it still remained – perhaps due to the discussion of quarantine restrictions, which were extended several times. During the two months of quarantine, the society was tired not only of following the rules of social distance, but also of reading news about the coronavirus. Thus, in the May news feeds, coronavirus reports were 20% (19,655), and in June – 13% (11,387)"<sup>4</sup>.

Similar trends were found in our study, which covers a six-month period starting from April 14, 2020 inclusive. As of this day, 3,764 patients with coronavirus (+ 392 on this day) and 108 deaths from the pandemic coronavirus strain (+ 10 on this day) were recorded in Ukraine. And already on April 30 the incidence statistics increased ten-fold and amounted to 10,861 (+455 on this day), and the mortality statistics – several times and amounted to 272 (+11 on this day). The number of reports on the topic of coronavirus remained stable<sup>5</sup> (Table 1).

For some time, these statistics have remained stable, although the incidence and mortality from coronavirus complications are growing rapidly in the world and in Ukraine in particular. Then the decline begins. So. On May 11, 416 cases of infection were detected in Ukraine per day, a total of 15,648 people<sup>5</sup> (Table 2).

As of June 10, there were 28,831 cases of infection in Ukraine and a daily increase in patients – 525. On June 20, the situation in the country significantly deteriorated – 841 people were infected per day. As of June 14, 2020, Ukraine ranked 16th in the world (8-th in Europe) in the number of recorded cases of infection and 18th in the world (8-th in Europe) – in the number of deaths. The number of infected per 1 million population is 51,145 people (70-th in the world and 35th in Europe), and the number of deaths from COVID-19 per million population is 1189 people (42-nd in the world and 29th in Europe)<sup>5</sup>. At the same time, the number of reports on the topic of coronavirus in the studied media steadily decreased, although not at a rapid pace (Table 3). The number of coverages concerning coronavirus within the media under the analysis in July 2020 is reflected in table 4.

On August 7, Ukraine updated the record for the number of new cases for the previous day – 1,453 and the number of daily deaths – 33<sup>5</sup>. The number of coronavirus reports has only decreased (Table 5).

FEATURES OF COVERAGE OF THE SARS-COVID-19 CORONAVIRUS  
PANDEMIC IN THE UKRAINIAN AUDIOVISUAL MEDIA  
PAVLENKO LIUDMYLA

**Table 1.** The number of coverage concerning coronavirus within the media under the analysis, April 2020

	UA News: The first	News in the regions of TV	Radio news in the regions	Radio news (UR1, Ray, Culture)
April				
14 April	46	341	221	70
15 April	48	362	235	88
16 April	29	359	250	73
17 April	46	365	233	89
18 April	22	15	without issues	70
19 April	21	9	without issues	63
20 April	15	110	59	91
21 April	32	310	188	107
22 April	38	361	209	90
23 April	32	383	223	98
24 April	49	345	203	98
25 April	25	40	without issues	102
26 April	22	12	without issues	92
27 April	40	365	225	85
28 April	39	342	210	75
29 April	47	328	203	95
30 April	60	335	213	98

On September 4, 2723 new cases of coronavirus infection were recorded in Ukraine – a record number of new patients per day<sup>5</sup>. However, the news did not respond synchronously – the number of reports of a pandemic did not increase (Table 6).

On October 3, Ukraine ranked 11th in the world in terms of the number of new infections, with 4,633 infected per day. The total number of infected on this day was 217,661 people<sup>5</sup>. News content is almost unresponsive to record numbers – the number of reports on the subject of coronavirus remains at the lowest levels for the entire study period (Table 7).

Similar trends are observed during the coverage of the coronavirus vaccination campaign. The materials of the First Channel of the Ukrainian Radio about vaccination in the selected period were studied according to the following characteristics:

- Total mentions – how many times in one air day (issues every hour from 6.00 to 1.00 inclusive) the words “vaccine”, “vaccination”, “vaccination” sounded on the air of Ukrainian radio news.
- Total materials on the topic – how many materials in one air day aired, including stories,

FEATURES OF COVERAGE OF THE SARS-COVID-19 CORONAVIRUS  
PANDEMIC IN THE UKRAINIAN AUDIOVISUAL MEDIA

PAVLENKO LIUDMYLA

**Table 2.** The number of coverage concerning coronavirus within the media under the analysis, May 2020

May	UA News: The first	News in the regions of TV	Radio news in the regions	Radio news (UR1, Ray, Culture)
1 May	28	58	46	74
2 May	32	48	without issues	90
3 May	20	10	89	10
4 May	55	328	223	125
5 May	55	315	226	106
6 May	40	302	201	120
7 May	54	320	197	106
8 May	29	311	202	70
9 May	9	4	without issues	95
10 May	21	8	without issues	97
11 May	16	90	70	99
12 May	47	322	207	103
13 May	43	307	198	87
14 May	40	307	205	85
15 May	44	287	198	93
16 May	22	12	without issues	102
17 May	13	15	without issues	78
18 May	34	307	204	63
19 May	34	307	195	45
20 May	18	177	163	42
21 May	31	190	145	48
22 May	23	200	170	66
23 May	8	15	without issues	53
24 May	7	24	without issues	62
25 May	33	225	121	88
26 May	25	153	183	91
27 May	28	245	139	60
28 May	19	220	168	77
29 May	30	123	156	58
30 May	20	4	without issues	54
31 May	14	4	without issues	87

FEATURES OF COVERAGE OF THE SARS-COVID-19 CORONAVIRUS  
PANDEMIC IN THE UKRAINIAN AUDIOVISUAL MEDIA

PAVLENKO LIUDMYLA

**Table 3.** The number of coverage concerning coronavirus within the media under the analysis, June 2020

June	UA News: The first	News in the regions of TV	Radio news in the regions	Radio news (UR1, Ray, Culture)
1 June	47	283	182	56
2 June	20	253	134	64
3 June	14	146	132	66
4 June	15	154	147	52
5 June	28	211	136	56
6 June	7	2	without issues	44
7 June	13	without issues	without issues	65
8 June	5	6	10 (without issues)	57
9 June	23	173	123	58
10 June	23	165	129	52
11 June	20	206	125	45
12 June	15	86	73	54
13 June	9	26	without issues	68
14 June	6	without issues	without issues	35
15 June	16	189	118	59
16 June	32	170	95	56
17 June	33	93	56	56
18 June	27	138	120	48
19 June	27	148	118	64
20 June	21	18	without issues	53
21 June	10	without issues	without issues	21
22 June	21	114	89	43
23 June	17	140	83	36
24 June	24	131	118	44
25 June	18	104	97	38
26 June	18	76	79	36
27 June	11	39	without issues	36
28 June	7	without issues	without issues	38
29 June	15	without issues	without issues	51
30 June	20	85	47	48

FEATURES OF COVERAGE OF THE SARS-COVID-19 CORONAVIRUS  
PANDEMIC IN THE UKRAINIAN AUDIOVISUAL MEDIA  
PAVLENKO LIUDMYLA

**Table 4.** The number of coverage concerning coronavirus within the media under the analysis, July 2020

July	UA News: The first	News in the regions of TV	Radio news in the regions	Radio news (UR1, Ray, Culture)
1 July	28	78	63	46
2 July	32	105	75	35
3 July	30	80	64	39
4 July	5	4	without issues	40
5 July	5	without issues	without issues	45
6 July	18	80	63	48
7 July	15	78	49	37
8 July	16	64	80	30
9 July	13	78	55	34
10 July	4	83	63	43
11 July	6	3	without issues	38
12 July	8	7	without issues	37
13 July	6	62	75	30
14 July	21	93	83	36
15 July	18	102	80	42
16 July	10	93	79	37
17 July	9	62	34	18
18 July	6	62	without issues	27
19 July	3	6	without issues	31
20 July	6	78	50	27
21 July	9	68	53	27
22 July	13	124	85	36
23 July	2	94	78	30
24 July	3	50	25	57
25 July	2	13	without issues	32
26 July	3	6	without issues	25
27 July	9	69	75	29
28 July	22	73	67	25
29 July	19	79	73	22
30 July	14	86	75	28
31 July	10	73	58	25

FEATURES OF COVERAGE OF THE SARS-COVID-19 CORONAVIRUS  
PANDEMIC IN THE UKRAINIAN AUDIOVISUAL MEDIA  
PAVLENKO LIUDMYLA

**Table 5.** The number of coverage concerning coronavirus within the media under the analysis, August 2020

August	UA News: The first	News in the regions of TV	Radio news in the regions	Radio news (UR1, Ray, Culture)
1 August	7	6	without issues	55
2 August	7	3	without issues	67
3 August	21	52	76	57
4 August	18	74	75	50
5 August	25	56	71	62
6 August	16	41	45	33
7 August	10	73	58	25
8 August	7	6	without issues	40
9 August	8	81	without issues	33
10 August	18	76	60	31
11 August	5	92	50	27
12 August	5	82	58	25
13 August	5	88	50	25
14 August	5	87	55	23
15 August	4	73	without issues	23
16 August	4	69	without issues	17
17 August	6	96	55	23
18 August	6	89	58	34
19 August	7	76	47	28
20 August	7	128	56	24
21 August	6	128	63	32
22 August	4	64	without issues	27
23 August	6	64	without issues	30
24 August	5	83	without issues	50
25 August	7	224	55	43
26 August	6	79	35	68
27 August	7	98	70	57
28 August	8	168	40	55
29 August	4	92	without issues	48
30 August	7	92	without issues	26
31 August	7	130	45	30

FEATURES OF COVERAGE OF THE SARS-COVID-19 CORONAVIRUS  
PANDEMIC IN THE UKRAINIAN AUDIOVISUAL MEDIA  
PAVLENKO LIUDMYLA

**Table 6.** The number of coverage concerning coronavirus within the media under the analysis, September 2020

September	UA News: The first	News in the regions of TV	Radio news in the regions	Radio news (UR1, Ray, Culture)
1 September	7	134	45	28
2 September	8	129	40	23
3 September	8	140	25	29
4 September	8	161	31	20
5 September	8	159	without issues	25
6 September	6	127	without issues	31
7 September	7	162	40	28
8 September	8	179	40	25
9 September	8	168	35	23
10 September	7	176	42	23
11 September	8	168	45	26
12 September	3	69	without issues	30
13 September	5	95	without issues	21
14 September	9	176	35	20
15 September	8	192	36	19
16 September	10	230	25	19
17 September	19	76	23	21
18 September	9	179	35	24
19 September	4	97	without issues	23
20 September	4	97	without issues	25
21 September	12	276	40	23
22 September	10	203	30	28
23 September	14	278	35	23
24 September	13	279	32	26
25 September	14	284	58	46
26 September	6	94	without issues	40
27 September	4	54	without issues	44
28 September	7	149	25	38
29 September	10	223	28	41
30 September				

FEATURES OF COVERAGE OF THE SARS-COVID-19 CORONAVIRUS  
PANDEMIC IN THE UKRAINIAN AUDIOVISUAL MEDIA  
PAVLENKO LIUDMYLA

**Table 7.** The number of coverage concerning coronavirus within the media under the analysis, October 2020

October	UA News: The first	News in the regions of TV	Radio news in the regions	Radio news (UR1, Ray, Culture)
1 October	12	276	25	41
2 October	10	149	27	33
3 October	8	143	24	36
4 October	5	95	without issues	40
5 October	6	53	without issues	38
6 October	9	178	26	35
7 October	9	165	24	33
8 October	11	130	24	42
9 October	14	182	27	38
10 October	10	178	25	30
11 October	4	92	without issues	33
12 October	4	52	without issues	39
13 October	12	193	28	26
14 October	11	201	24	23

short information messages and short audio messages with text eyeliner-synchronous.

- About the vaccination process in Ukraine – how much material was related to the vaccination process in Ukraine and its various aspects.
- About vaccines – how many materials related to specific vaccines and their features.
- About complications – how much material was reported on side effects, effects on well-being and death after vaccination, with the extent of the consequences of vaccination itself.
- About the process of vaccination in the world – reports on the course of vaccination campaigns in other countries and news from international organizations.
- Vaccination certificate – notification of plans or steps taken by governments and international organizations to introduce documents

that indicate that a person has been vaccinated against coronavirus and may provide such a person with preferences for traveling around the country, attending public events, etc.

Thus, during the two studied periods, we have the following results (Table 8):

The dynamics of the study period shows that the number of materials on the topic of vaccination is kept in approximately the same range. At the same time, the most stable characteristic of vaccination coverage by Ukrainian Radio news is informing the audience about everything related to COVID-19 vaccinations in Ukraine. The extent and frequency of information on possible complications and deaths are related in one way or another to vaccination, but are not always its consequences and this is emphasized separately, remaining at about the same quantitative level.

FEATURES OF COVERAGE OF THE SARS-COVID-19 CORONAVIRUS  
PANDEMIC IN THE UKRAINIAN AUDIOVISUAL MEDIA  
PAVLENKO LIUDMYLA

**Table 8.** The study of the number of mentions of coronavirus vaccination during the campaign in the period February-March and March-April 2021

UR-1	24.02	25.02	26.02	27.02	28.02	01.03	02.03	03.03	04.03	05.03
Total mentions	106	135	60	72	108	54	55	33	52	93
Total materials on the topic	26	33	29	32	34	17	19	14	18	25
About the vaccination process in Ukraine	25	26	18	12	17	15	14	10	4	12
About vaccines	1	4	3	–	7	2	2	3	13	5
About complications	–	–	4	14	1	–	–	–	–	–
About the vaccination process in the world	–	–	1	4	9	–	–	1	1	5
About the vaccination certificate	–	3	3	–	–	–	–	–	–	3
UR-1	24.03	25.03	26.03	27.03	28.03	29.03	30.03	31.03	01.04	02.04
Total mentions	64	97	66	11	113	28	47	17	37	9
Total materials on the topic	50	30	28	5	68	12	17	7	11	5
About the vaccination process in Ukraine	13	21	22	3	41	5	10	4	10	–
About vaccines	2	–	1	1	4	1	2	1	–	–
About complications	20	3	–	–	–	–	–	–	–	–
About the vaccination process in the world	9	6	4	1	10	5	4	1	–	5
About the vaccination certificate	7	–	1	–	13	1	1	–	1	–

The number of notifications of vaccination in the world has significantly decreased during the study period, and the possible introduction of any documents that would indicate the vaccination received. Instead, the number of materials about each of the vaccines used in Ukraine and around the world has increased.

### Conclusion

The level of coverage of the coronavirus topic does not correspond to the level of urgency

of the problem. After all, the incidence rate is rising, and the number of reports on this topic, on the contrary, is declining. How to explain it? In our opinion, the explanation is that the topic loses its resonance, ceases to be of interest to society as a priority and recedes into the background in the interests of the audience, the editors try to focus on the information request of the audience.

At the same time, the process of pandemic coverage is reflexive and does not have a clear

FEATURES OF COVERAGE OF THE SARS-COVID-19 CORONAVIRUS  
PANDEMIC IN THE UKRAINIAN AUDIOVISUAL MEDIA

PAVLENKO LIUDMYLA

strategy or policy that should be developed by the media in cooperation with public health authorities, relevant NGOs, especially when it comes to the activities of the Public Broadcaster, which has the first priority of satisfaction of public interest and their protection.

### References

1. The Public Broadcasting Company of Ukraine. Standards of information broadcasting of the public joint-stock company "The Public Broadcasting Company of Ukraine". October 2020.
2. [Institute of Mass Information. COVID-19 covered by online media.](#)
3. Pisarenko L.M. Coverage of the topic of the COVID-19 coronavirus pandemic in the Odessa media. Proceedings of International Conference Legal life of modern Ukraine, 1(3); 2020 May 15. Odesa, Ukraine. p. 442-445.
4. [Ott M. VoxUkraine, Hit parade of viral news. How did the media write about COVID-19?](#)
5. [COVID-19 Dashboard by the Center for Systems Science and Engineering \(CSSE\) at Johns Hopkins University \(JHU\).](#)



**Pavlenko Liudmyla** (PhD) is an Associate Professor of social communications at the Interregional Academy of Personnel Management (Kyiv, Ukraine); for many years she was the author of the “Results of the Week” program at the World Radio Broadcasting Service and the analytical program “Ukraine. Today.” at Ukrainian Radio, now she is chief editor of the Directorate of Information Programs of the Department of Information Broadcasting and a teacher of radio journalism in higher educational institutions. The field of scientific interests is the study of the activity of public radio broadcasting and television, the influence of public broadcasting on the development of civil society in Ukraine.