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# СПЕКТР

Четверг, 02 июня 2016 \$66.71<sup>-0.39</sup> €74.71<sup>-0.36</sup> 48.02<sup>-0.12</sup>

## Российский «туман» над Европой. Как эхо пропаганды отзывается в ЕС

Вадим Штепа подробно изучил доклад Финляндского института международных отношений «Туман фальши» о том, какой отклик российские СМИ получают в Германии, Эстонии, Финляндии, Швеции, Венгрии, Польши, Чехии и Словакии.

### ПОСЛЕДНИЕ НОВОСТИ

[Родственники членов экипажа сбитого Boeing подали в суд на Malaysia Airlines](#)

12:10, 02.06.2016

[В Северной Ирландии ребенок нашел наркотики в «киндер-сюрпризе»](#)

12:01, 02.06.2016

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11:51, 02.06.2016

[Три тысячи сотрудников «Уралвагонзавода» отправлены в вынужденный отпуск](#)

11:15, 02.06.2016

[Турция ввела визовый режим для российских дальнбойщиков](#)

10:37, 02.06.2016

[СМИ узнали об аварийных посадках перед крушением самолета A320](#)

10:21, 02.06.2016

[Директора Хованского кладбища обвинили в организации убийства](#)

09:50, 02.06.2016

[Россияне назвали главных врагов России](#)

09:42, 02.06.2016

# Information Ecology

by СПЕКТР.PRESS



# Latvia under pressure

- Russian-speaking Latvians are used to be encompassed into the informational environment of Russia
- While enjoying entertainment programmes on the Russian TV they watch news and analytical programmes as well.
- Over 700 000 people in Latvia are likely to form their perception of world's events through the perspective of the Russian Media.
- They do not live in Russia and have no opportunity to compare the image they get from the TV screen with what they see in their everyday life.

# Media environment in Russia

## Trend 1 — Huge Government support

- State-owned Media: Over 1,1 Billion EUR of government support in 2016, including 320 Million EUR for ВГТРК (owns RTR-Planeta)
- Annual budget of «Russia Today» exceeds \$300 Million

## Trend 2 — Independent Media under attack

- Independent Media in Russia — РБК, Forbes, Lenta.Ru, RIA Novosti, «Gazeta.Ru», «Kommersant» — owners changed and/or editorial management sacked
- Online Media Blocked — «Grani.Ru», «Kasparov.Ru», «EЖ.py»

**Overall narrative of the Media in Russia can hardly be called ‘objective’ or ‘well-balanced’**



# Narrative of fake images

- Renaissance of the Strong state in the centre of 'Russian world' with traditional family values, strong economy based on vast resources, social-oriented, protecting compatriots wherever they are.
- Decay of Europe, shattered by the masses of immigrants, gay-agenda, no traditional values, total control by the USA, suppression of the Russian-speakers in the Baltic states.

# Media environment in Latvia

## Trend 1 — Huge influence of the Russian media

- Viewers share of PBK in April 2016 — 9,4% (It's the second most watched TV channel in the country)
- Viewers share of RTR-Planets (owned by BГTPK) in January 2016 — 9,1%
- Viewers share of NTV Mir Baltia — 8,7%

## Trend 2 — Local TV in Russian?

- Public information space is dissolved into separate communities
- A Russian-language Latvian TV Channel has never been launched
- TV5 had viewers share of 4,1% and was closed in march 2016
- Estonian experience — ETV+ has been launched in Estonia, but it's viewers share is only 0,5%



# Official reaction = weak solution

- RTR-Planeta has been suspended in Latvia for 5 months. — short-time solution
- Sputnik.lv — only gained more popularity after it's domain had been blocked in Latvia
- Employees of Russian government-controlled Media were prohibited from entering Latvia.

All these inevitably raise questions on freedom of press and expression in Latvia

# What needs to be done

- How to win minds? — THE ONLY adequate measure to protect from propaganda is Fair journalism of facts
- Reestablish connection between Latvian-language and Russian-language Media
- Support independent (non-government) voices and sources of information from and about Russia
- No need to invent anything new. Strengthen influential Russian-language media that already exist in Latvia — Delfi, LTV7, LSM, Baltkom, LR4 etc.



# One example — SEKTR.PRESS

- Spektr is a non-government and non-commercial organisation
- It was created by Rus.Delfi.Lv in 2014 as one of the sections of the portal — now its a stand-alone project.
- Responds to high demand for information from and about Russia
- Provides independent view and alternative source of information in the Russian language
- 70+ Russian and Latvian professionals and experts as Spektr's authors and reporters
- Fair Journalism, fact-based, professional work

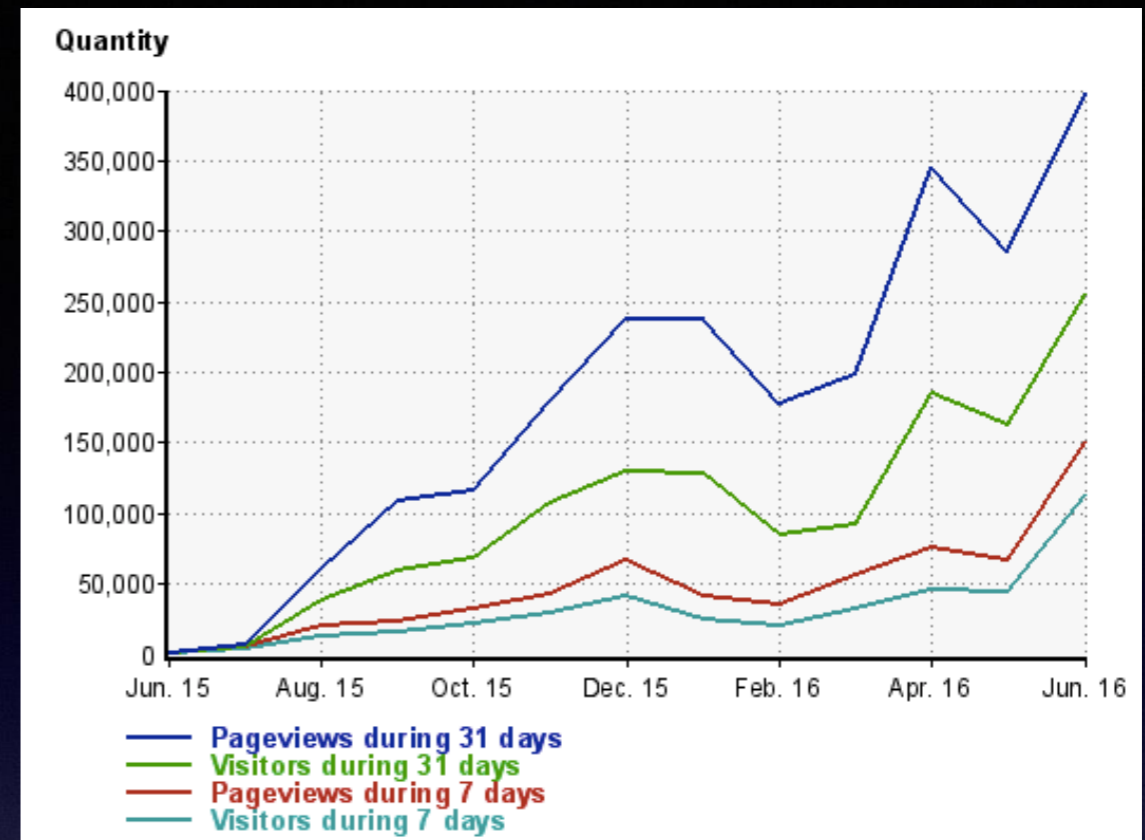


The screenshot shows the Spektr website interface. At the top, there are social media icons for Twitter, ВКонтакте, and YouTube. The main header features the word "СПЕКТР" in large, bold letters. Below the header, there is a date and time: "Четверг, 02 июня 2016 16:31, 24.05.2016". There are also some financial indicators: "\$67.37", "€75.1", and "48.02-0.12". The main article title is "«Денег нет, но вы держитесь!». Ответ Медведева пенсионерам Крыма обогатил соцсети". Below the title, there is a photo of Dmitry Medvedev walking outdoors, surrounded by a crowd of people. The photo is credited to "Sputnik/Scanpix". Below the photo, there is a short paragraph of text: "Премьер-министр России Дмитрий Медведев вновь стал объектом многочисленных мемов, фотожаб и шуток в Сети после того, как он с необычной для чиновника и подкупающей прямотой объяснил пенсионерам Крыма, что их пенсии проиндексировать невозможно ввиду отсутствия в бюджете страны средства." Below this, there is another paragraph: "Во время этого диалога одна из пожилых участниц импровизированной встречи на улице 23 мая пожаловалась главе российского правительства на то, что на пенсию прожить очень трудно." Below this, there is a quote: "«Что же такое восемь тысяч? Ноги об нас вытираете! Мы по 45 лет проработали, нам нечем платить. Вы же сказали, индексация будет, где она в Крыму, индексация?» — спрашивала женщина."



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# Summing up

- People in Latvia (especially Russian-speakers) need to be protected from subjective and fake images and misinformation.
- Unfortunately, It's not likely that independent and objective Media in Russia will recover soon.
- Direct Government measures are not effective in the long run — only independent and professional Media can do this job.
- There are Russian-language Media in Latvia that already have their audience, they only need support.
- Focusing on local agenda is good, but it's not enough — The FAKES NEED TO BE DECONSTRUCTED.
- Re-establishing co-operation between the Russian-language and Latvian language Media professionals is essential.
- NGOs could play a meaningful role in exposing misinformation, raising general information and media literacy, monitoring journalistic standards and providing analysis.
- Independent and professional Media will inevitably fight fakes and form fact-based agenda. This is what the Russian-language readers and viewers need the most.