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MONITORING OF PUBLIC SERVICE ADVERTISING IN CURRENT TV AND RADIOSPACE OF UKRAINE

Abstract

Research results concerning the state of social advertising broadcasted by state television and radio stations of Ukraine in 2013 are presented in the paper. The structure of social advertising by such aspects as: thematic directions, orders, regional distribution, duration and frequency are analyzed in the paper. Analysis of the responses from the Ministry of Social Policy of Ukraine and 18 institutions and organizations managing by the State Committee for Television and Radio Broadcasting of Ukraine from 16 regions of Ukraine led to the following conclusions. First, to inform the public of the important problems a lot is done, but in relation to specific thematic areas measures are not always coordinated, they are rather scarce in nature. This is the reason why we think that seems that financial and time resources are spent significant but there is no focused approach. Second, the main customers of PSAs are government authorities. Third, the structure of social advertising by thematic aspects little corresponds to the most important priorities of Ukrainian society. The survey finds out a lag between the priorities of Ukrainian society defined by national and international researchers and thematic directions of social advertising. Unfortunately, social advertising broadcasting was not based on the priorities. Fourth, in the social advertising ordered by NGOs and foundations and broadcasted on television and radio stations, the topics in cultural and educational fields dominated. Fifth, the analysis has been found that broadcasting of PSAs through regions was unequal. On basic of the conclusions some recommendations are offered in the article.

Key words: public service advertising, social advertising, civil society, non-profits, television and radio stations.

Introduction. The relevance of investment in human capital, especially in solving social problems in the areas of health, education and labor market initiatives is confirmed by initiatives of international organizations, governments and the expert community. Unfortunately, numerous studies concerning Ukraine indicate the existence of a number of significant problems largely caused by the tendency to unhealthy lifestyles and a large prevalence of risk factors. What makes the situation worse is disturbing and extremely low dynamics of Ukraine in the index of human development and life expectancy. In 2013 the tendency has worsened, the figure was lower than the average around the globe [1].

This is caused by low birth rates, high mortality, especially among male of working age, the high prevalence of chronic non-transmittable diseases, little physical activity, unhealthy and unbalanced diet, factors of antisocial behavior. International experience confirms the ability of social (public, non-profit) advertising to help solve national problems of high priorities through changing behavior of target audiences towards friendly

to the environment, health, society, etc. The Law "On Advertising" defines social advertising as follows: "information of any type disseminated in any form aimed at reaching of generally useful purposes and whose dissemination does not aim at gaining of profit" [6]. There is the term "social advertising" used abroad which corresponds to the notion of 'public service advertising' and 'public service announcement' most commonly used as PSA. According to [3] social advertising in Ukraine today is the least developed area of marketing and public policy communications. Thus, the total cost spent on social advertisement in Ukraine is in 9-12 times lower than in the EU. In Ukraine, the share of social advertising on billboards is only 5-10%; the share in the total social advertising information space is only 0.5%. In addition to this, experts also point to a nearly invisible influence of public authorities in development of PSAs [2].

Various aspects of social advertising in Ukraine have been studied by L.Khavkina, O.Aharkov, H.Horbenko, A.Strelkovs'ka, O.Svatenkov, L.Berezovets', A.Tymoshenko, S.Artykutsa and others. In the works of

these scholars the conceptual framework of basic principles and approaches to solving some of the problems by means of social advertising, the features of its formation and functioning in Ukraine, current problems, challenges and prospects of development of modern social advertising have been highlighted. Analysis of the scientific researches has found out that most of the research is theoretical in nature. So there is a need for empirical research of the state of social advertising broadcasted by state television and radio stations of Ukraine in 2013.

The aim of our research is to explore the scope, priority areas and regional specificity of social advertising transmitted through television and radio stations managed by the State Committee for Television and Radio Broadcasting of Ukraine.

The methods of the research are written surveys of television and radio stations managed by the State Committee for Television and Radio Broadcasting of Ukraine, written survey of the Ministry of Social Policy of Ukraine according to the Law of Ukraine “On Access to Public Information”.

The research statements. Research concerning the state of social advertising broadcasted by state television and radio stations of Ukraine during 2013 was initiated by the author in October 2014. For this purpose letters of request were created and sent to the State Committee for Television and Radio Broadcasting of Ukraine, to the Ministry of Social Policy of Ukraine according to the Law of Ukraine “On Access to Public Information”.

Responses from the Ministry of Social Policy of Ukraine and 18 institutions and organizations managed by the State Committee for Television and Radio Broadcasting of Ukraine from 16 regions of Ukraine were received. Among of them are National Television Company of Ukraine, National Radio Company of Ukraine, Volyn regional state television and radio company (RSTRC), Zhytomyr RSTRC, Zakarpattia RSTRC, Ivano-Frankivsk RSTRC, Kiev RSTRC, Lviv RSTRC, Poltava RSTRC, Rivne RSTRC, Ternopil RSTRC, Kharkiv RSTRC, Kherson RSTRC, Khmelnytskyi RSTRC, Cherkasy RSTRC, Chernivtsi RSTRC, Novhorod-Siversky RSTRC, Kryvyi Rih RSTRC. During research there were some difficulties in providing adequate comparative analysis because, unfortunately, the responses of some organizations were not complete, did not contain the requested information. However, we have identified PSAs priorities, major customers and structure of PSAs by regional and thematic aspects.

As provided in Article 12 of the Law “On Advertising”: “Mass media – advertising disseminators – whose activity is fully or partially financed from the state or

local budgets shall place social advertising of bodies of state power or bodies of local self-government, of public organizations free of charge in amount of at least 5 percent of air time, printed space allotted for advertising” [6]. The analysis of the data obtained from 16 investigated regions makes possible to draw the following conclusions. The broadcasted in 2013 social advertising concerned different directions such as: educational and cultural, health care, military-patriotic advertisements, human rights movement, popularization digital television, life safety, charity (Fig. 1).

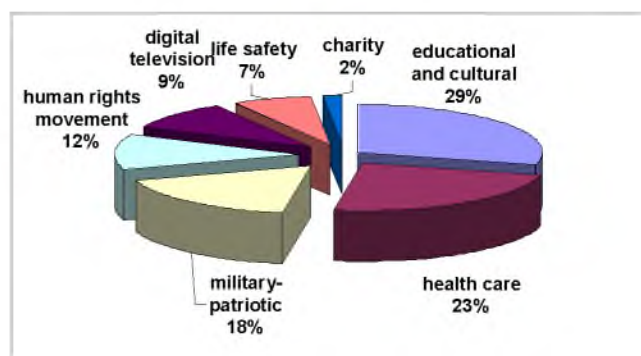


Fig.1. The thematic directions of PSAs in Ukraine (based on data from National Television Company of Ukraine, National Radio Company of Ukraine, Volyn RSTRC, Zhytomyr RSTRC, Zakarpattia RSTRC, Ivano-Frankivsk RSTRC, Kiev RSTRC, Lviv RSTRC, Poltava RSTRC, Rivne RSTRC, Ternopil RSTRC, Kharkiv RSTRC, Kherson RSTRC, Khmelnytskyi RSTRC, Cherkasy RSTRC, Chernivtsi RSTRC, Novhorod-Siversky RSTRC, Kryvyi Rih RSTRC).

The analysis of the data obtained from 16 investigated regions [7-25] makes possible to note that priority direction of social advertising **was educational and cultural** (855.3 hours, i.e. 29.2% of the total PSAs). The top airtime is public service announcement regarding **health care** (682.1 hours, i.e. 23.3% of the total PSAs). The third position is occupied by **military-patriotic advertisements** (518.8 hours, i.e. 17.7% of the total PSAs). The fourth place in terms of television and radio PSAs popularity is ranked by the advertisements on **human rights movement** (349.0 hours, i.e. 11.9% of the total PSAs). Social advertising aimed at **popularization digital television** was 274.4 hours, i.e. 9.4% of the total PSAs. Social advertising devoted to **life safety** was 204.4 hours, i.e. 7% of the total PSAs. **Charity** social advertising was broadcasted 49.5 hours, i.e. 1.7% of the total PSAs. Some RSTRCs have mentioned **religion and the environment** PSAs, but their volume was negligible. Thus, ecological PSAs broadcasted only 4 minutes per year.

At the beginning of the new century the United Nations determined the following goals for Ukraine up to 2015 [4]: reduce poverty, provide quality education for life, ensure gender equality, reduce child mortality, improve

maternal health, reduce the spread of HIV/AIDS and tuberculosis and initiate to reverse their spreading as well as to ensure environmental sustainability. Another report [5] indicated similar national development priorities of Ukrainian society, but in the context of social, economic and political change. It has been suggested to provide equality of opportunity and social justice, effective and transparent government, effective health care system, decent work, modern economy, environmental health, accessible and quality education and infrastructure. Thus, analysis of PSAs found that thematic directions of PSAs were not based on the most important priorities of Ukrainian society.

Important aspects affecting the effectiveness of social advertising are **duration and frequency** of advertising. The analysis of the data obtained from 16 investigated regions makes possible to note that duration of broadcasted PSAs was different - from 15 seconds to 3 minutes, the average duration of advertising was 1 minute. The average number of PSAs per ordered period was 2-3 times a day. However, as a sample of PSAs some television stations broadcasted a film that lasted for 27 minutes. On our opinion, this type of commercials did not really belong to the category of “advertising”.

The average period of broadcasting of social advertising was 62 days, but it depends on the regions. The longest period of broadcasting time was dedicated to advertising that consisted of 11 videos and its purpose was to create a positive image of the country (it broadcasted 62-70 days, three times a day).

The analysis of the data obtained from 16 investigated regions makes possible to note unequal geographic dissemination of social advertising. Thus, in 2013 PSAs were distributed among the national and regional public service broadcasters as follows: Rivne RSTRC 791.0 hours, i.e. 25.64 % [18], Poltava RSTRC 733.8 hours, i.e. 23.78% [17], Chernivtsi RSTRC 352.3 hours, i.e. 11.42 % [8], Volyn RSTRC 210.8 hours, i.e. 6.83% [23], Khmelnytskyi RSTRC 168.3 hours, i.e. 5.45% [12], Kryvyi Rih RSTRC 165.8 hours, i.e. 5.37 % [14], Lviv RSTRC 152 hours, i.e. 4.93% [15], Zhytomyr RSTRC 125.0 hours, i.e. 4.05 % [25], Novhorod-Siversky RSTRC 101.3 hours, i.e. 3.28% [16], Kiev RSTRC 82.6 hours, i.e. 2.7 % [13], the National Radio Company of Ukraine 81.7 hours, i.e. 2.7% [21], Ternopil RSTRC 47.2 hours, i.e. 1.5 % [19], the National Television Company of Ukraine 45.6 hours, i.e. 1.48% [22], Kherson RSTRC 10.8 hours, i.e. 0.35% [11], Ivano-Frankivsk RSTRC 8.0 hours, i.e. 0.26% [9], Zakarpattia RSTRC 5.6 hours, i.e. 0.18 % [24], Cherkasy RSTRC 3.9 hours, i.e. 0.13 % [7]. Total amount of PSAs: 3085.6 hours.

On the one hand, such an unequal geographic dissemination of social advertising can be explained by different amounts of airtime allocated for advertising in various RSTRCs. Unfortunately, the investigated RSTRCs did not specify the total amount of airtime allocated for advertising, so it is impossible to compare the proportion of airtime allocated to social advertising with total advertising time of investigated RSTRCs. On the other hand, the unequal dissemination can be explained by different marketing activities of local government authorities and NGOs from different regions. The customer profile of PSAs is shown in fig. 2.

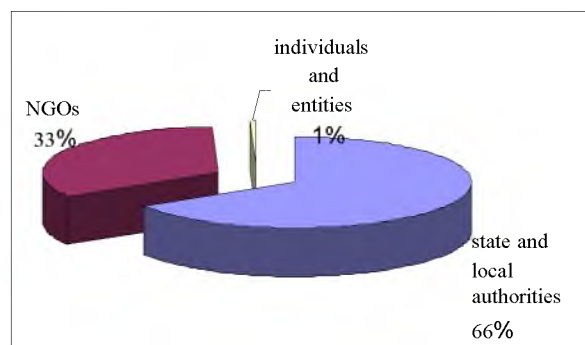


Fig. 2. Customer profile of PSAs (based on official answer letters from RSTRCs [7-25])

The figure 2 shows that in 2013 the most widely broadcasted were PSAs ordered by state and local authorities (66% of the total airtime, which was reserved for social advertising). Social advertising, ordered by NGOs, foundations was 2062.4 hours or 33 % of the total PSAs. Customers of PSAs were also individuals and entities (less than 1% of the total PSAs).

The analysis of the data obtained from 16 investigated regions makes possible to note government authorities' dominance. On the one hand, it is makes possible centralized and systematic distribution of PSAs orders, to forms address priority issues for Ukrainian society and to implement national standards for the development of social advertising and social welfare campaigns. However, today there is no concept of development of Ukraine in the sphere of social advertising. It is published on the website of the Ministry of Social Policy of Ukraine [3], but has not yet been approved. The unresolved question of systematic and centralized approach to social advertising in Ukraine can confirms the letter-answer from the Ministry of Social Policy of Ukraine. Unfortunately, the Ministry of Social Policy of Ukraine has presented a list, schedules and timing only of PSAs that were related to combating human trafficking [20]. We assume that the approval of the National Programme on Social Advertising in Ukraine would solve problems of lack of consistency and unclear understanding of what topics and tasks are of prior importance for the Ukrainian

society. This will increase the efficiency of collective influence (government and civil society) on the behavior of target social audiences.

The study has found out that in 2013, most broadcasted PSAs were ordered by central government authorities (3535.8 hours or 82% of the total PSAs, ordered by authorities) and by local authorities (639.8 hours or 15% of airtime). The rest reserved for social advertising, ordered by local government authorities (142.2 hours or 3%). This presents inactivity of local governments and local authorities in informing of the public through public service announcements. Customer profile of PSAs (government authorities) is shown in fig. 3.

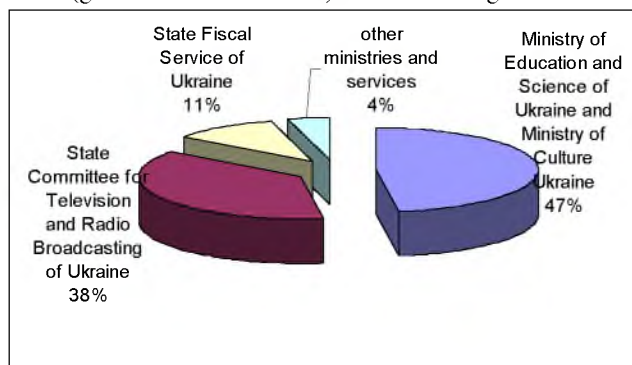


Fig. 3. Customer profile of PSAs, government authorities (based on official answer letters from RSTRCS [7-25])

As can be seen in fig. 3, the most amount of PSAs was ordered by the Ministry of Education and Science of Ukraine and the Ministry of Culture of Ukraine – 1685 hours or 25.2% of total broadcasted social advertising. Social advertising, ordered by the State Committee for Television and Radio Broadcasting of Ukraine comprised 1327.8 hours or 19.9%. 375.8 hours or 5.6% of airtime was devoted to social advertising, customized by the State Fiscal Service of Ukraine. Social advertising, ordered by other ministries and services totalled 147.3 hours or 2.3%.

The lion's share (2027.6 hours or 98%) of PSAs broadcasted by the National Radio Company of Ukraine. In PSAs ordered by NGOs dominates cultural and educational thematic direction (1514.3 hours or 95% of total social advertising, ordered by NGOs), the rest of air time is given to health (58.3 hours or 3.7%) and legal areas (8/6 hours or 0.5%).

Conclusions

Analysis of the responses from the Ministry of Social Policy of Ukraine and 18 institutions and organizations managing by the State Committee for Television and Radio Broadcasting of Ukraine and representing 16 regions of Ukraine led to the following conclusions.

First, to inform the public of the important problems a lot is done (through video and audio clips, ads, short films, scrolling tape, clips between the programs), but in relation to specific thematic areas measures are not always coordinated, they are rather scarce in nature. This is the reason why we think that seems that financial and time resources are spent significant but there is no focused approach.

Second, the main customers of PSAs are government authorities. On the one hand, it is makes possible centralized and systematic distribution of PSAs orders, to forms address priority issues for Ukrainian society and to implement national standards for the development of social advertising and social welfare campaigns. However, today there is no concept of development of Ukraine in the sphere of social advertising. There were no results of monitoring of the effectiveness of social advertising in 2012-2013 from the Ministry of Social Policy of Ukraine.

Third, the structure of social advertising by thematic aspects little corresponds to the most important priorities of Ukrainian society. Analysis of the responses presented that priority areas of social advertising in 2013 were educational and cultural (855.3 hours, i.e. 29.2% of the total PSAs). The top airtime is public service announcement regarding **health care** (682.1 hours, i.e. 23.3% of the total PSAs). The third position is occupied by **military-patriotic advertisements** (518.8 hours, i.e. 17.7% of the total PSAs). The fourth place in terms of television and radio PSAs popularity is ranked by the advertisements on **human rights movement** (349.0 hours, i.e. 11.9% of the total PSAs). Social advertising aimed at **popularization digital television** was 274.4 hours, i.e. 9.4% of the total PSAs. Social advertising devoted to **life safety** was 204.4 hours, i.e. 7% of the total PSAs. **Charity** social advertising was broadcasted 49.5 hours, i.e. 1.7% of the total PSAs. Some RSTRCS have mentioned **religion and the environment** PSAs, but their volume was negligible. Thus, ecological PSAs broadcasted only 4 minutes per year. The survey finds out a lag between the priorities of Ukrainian society defined by national and international researchers and thematic directions of social advertising. Unfortunately, social advertising broadcasting was not based on the priorities.

Fourth, in the social advertising ordered by NGOs and foundations and broadcasted on television and radio stations, the topics in cultural and educational fields dominated.

Fifth, the analysis has been found that broadcasting of PSAs through regions was unequal. On the one hand, such an unequal geographic dissemination of social advertising can be explained by different amounts of airtime allocated for advertising in various RSTRCS.

Unfortunately, the investigated RSTRCs did not specify the total amount of airtime allocated for advertising, so it is impossible to compare the proportion of airtime allocated to social advertising with total advertising time of investigated RSTRCs. On the other hand, the unequal dissemination can be explained by different marketing activities of local government authorities and NGOs from different regions.

Based on the conclusions we could propose some recommendations:

- To develop and approve the National Programme on Social Advertising in Ukraine. This would solve problems of lack of consistency and unclear understanding of what topics and tasks are of prior importance for the Ukrainian society. This will increase the efficiency of collective influence (government and civil society) on the behavior of target social audiences;
- To order PSAs according to the priorities of Ukrainian society and its priority issues;

- Require the institutions and organizations managed by the State Committee of Ukraine to keep records of broadcasted public service announcements in terms of topics, customers, **duration, frequency** and period of social advertising;
- To systematize the interactions of civil society and entities managed by the State Committee for Television and Radio Broadcasting of Ukraine, in particular by strength RSTRCs to comply with the Law of Ukraine “On Access to Public Information”;
- To stop the practice of disseminations of a small number of advertising materials, because it scatters resources and has little influence on the behavior of target social audiences;
- To develop a system of involving local authorities and NGOs into ordering PSAs.

The suggested empirical research has confirmed the feasibility of organized cooperation between NGOs and government agencies. Such cooperation is a precondition for the optimal allocation of resources to achieve the priorities of Ukrainian society.

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