MEDIA PLANNING FOR INVESTIGATIVE JOURNALISM: A CASE STUDY

STARKOVA Hanna[1], PhD (Cultural Studies), Associate Professor,
ORCID – https://orcid.org/0000-0002-2424-7732;
DUDCHENKO Maksym, Second-year Master's Student,
ORCID – https://orcid.org/0009-0006-3875-1047.
Simon Kuznets Kharkiv National University of Economics, Kharkiv, Ukraine.
[1] Corresponding author Starkova H., e-mail: anna.starkova@hneu.net.

Introduction. In today's information environment, media planning can be a key tool for disseminating journalistic content and increasing its impact on the audience. Its importance is growing significantly in the context of information warfare and the need to counter disinformation.

Relevance of the study. In the context of Russia's full-scale invasion and war crimes in Ukraine, effective communication strategies are essential to promote information and attract international attention. This study aims to quantify the organic dissemination of socially important information and test the hypothesis that Systematic Journalistic Processing of raw activist data, paired with a formal media plan, increases the reach and institutional impact. This research seeks explicitly to calculate the degree of dissemination (RQ1), identify optimal future media strategies (RQ2), and measure the resulting visibility and impact on official institutions (RQ3).

Methodology. This study employs a single case study methodology focusing on developing and implementing a media plan for the KibOrg investigation series on child abduction from the temporarily occupied territories of Donetsk and Luhansk Oblasts. The research uses a mixed-methods approach: Quantitative analysis was applied to measure reach and engagement, while Qualitative analysis was used to assess the strategic effectiveness and impact on law enforcement, validating the study's central hypothesis.

Results. The implemented media plan achieved a measurably high degree of organic dissemination. Key results demonstrate that the systematic journalistic processing of raw data, coupled with strategic synergy between media channels, significantly increased the organic reach and public interest. The investigation results led to direct interaction with Ukrainian law enforcement and international organisations, confirming the heightened impact.

Conclusions. This study confirms the hypothesis that the journalistic processing of data dumps, amplified by strategic media planning, significantly enhances activist information's organic dissemination and institutional impact. The success confirms that media planning is critical to achieving high public visibility, catalysing action, and facilitating cooperation with key institutions.

Keywords: *media planning, journalistic investigation, media strategy, target audience, content dissemination, case study, information warfare.*

Introduction. Investigative journalism represents a complex field that transcends routine reporting. It is a story founded on the journalist's original, self-initiated work, aimed at exposing systemic problems or hidden transgressions rather than isolated incidents. These investigations synthesise multiple information-gathering methods, including observation, interviews, and detailed document analysis, relying on various sources [1].

The theoretical foundation and changes of the genre are researched in detail by scholars like Fredrik Bjerknes (2024). He emphasises that stakeholders constantly negotiate the conceptual boundaries of investigative journalism. While technological integration has blurred these boundaries with areas like data journalism and counter-forensic practices, the genre's unifying core remains its rigorous epistemology: independent fact-finding and the verifiable justification of knowledge claims [2]. Bjerknes concludes that by strategically adopting new methodologies from external disciplines (e.g., science and intelligence), investigative reporters actively reinforce the media's self-proclaimed role as the Fourth Estate.

However, the evolving digital landscape presents a dual challenge. On one hand, new technologies, including artificial intelligence, facilitate and accelerate the investigative process [3]. On the other hand, the shift to a multichannel model necessitates the adoption of new content formats for platforms like TikTok and Instagram to engage younger audiences [4]. This context is further complicated by the ethical dilemmas introduced by algorithmic control over news dissemination [5] and the strategic exploitation of digital tools for disinformation campaigns during wartime [6]. This environment is symptomatic of the post-truth era, defined by researchers as a breakdown of social trust, where misinformation and emotional appeals often supplant verifiable facts [7].

In Ukraine, the context for investigative journalism has been historically complex, characterised by political control over many media outlets and threats against independent journalists [8; 9]. However, the professional field has adapted, notably with blurring boundaries between journalism and activism [10]. The genre's current development requires more empirical data to assess its trajectory during wartime [11].

Research Gap and Study Rationale. Despite extensive research into the impact of social networks on news dissemination [4; 12; 13], the strategic role of media planning in effectively distributing specific journalistic investigations remains under-examined. While PR and SMM are established communication disciplines [14], their direct integration into the investigative workflow by journalists themselves is rarely analysed. Addressing this research gap is vital for understanding how journalists can maximise their social impact and public resonance. This is especially relevant when dealing with raw intelligence and data dumps from activist groups (such as KibOrg), where the conversion of raw data into verified journalistic narratives must be strategically amplified to maximise its organic reach and influence.

Study Aim and Hypothesis. This study aims to quantify the degree of organic dissemination of socially important information and test the hypothesis concerning the increased effectiveness of processed journalistic content compared to raw activist data. Based on the action-research context of our case study [15; 16], we hypothesise that the Systematic Journalistic Processing (decryption, data verification, and narrative writing) of raw data dumps, when paired with a formal media plan, will significantly increase the organic dissemination, public resonance, and institutional impact of the material beyond what the raw data alone achieves.

Research Questions. Our main research questions are:

RQ1 (Dissemination/Reach): What is the calculated degree of organic dissemination (measured by reach and engagement) achieved by the media plan in promoting the KibOrg investigative materials?

RQ2 (Strategy/Learning): How did the analysis of the media plan's implementation contribute to the formation of an optimal media strategy for future investigative projects by identifying the most effective channels and content types?

RQ3 (Impact/Visibility): How did the strategic media plan, following the journalistic processing, help increase KibOrg's visibility in the professional media environment and among relevant law enforcement and international institutions?

Research Methods and Analytical Tools. This study employed a mixed-methods approach [17] to analyse the strategic dissemination of the KibOrg investigation.

Quantitative analysis: Statistical data on reach and engagement (views, shares, comments, reactions) were collected via native platform analytics (Meta Business Suite, Telegram Channel Insights) and Google Analytics. This was used to measure Key Performance Indicators (KPIs) and evaluate the absolute popularity of the content.

Qualitative analysis: Content analysis examined the narrative strategies and the synergy between different publications. The Contextual Analysis framework was applied to interpret the impact of external factors (e.g., prior media coverage, information fatigue) on publication performance. Analysis of internal reporting and stakeholder feedback provided evidence of the investigation's impact on law enforcement and media partners.

Since both authors are practising journalists, it was appropriate to refer to the theory of action research [18] to highlight the professional approach to projects and place the results in a broader scientific context.

Case Study Context: The KibOrg Project and the Action Research Model. The discipline «Media Planning» is compulsory for students majoring in Journalism at the S. Kuznets Kharkiv National University of Economics. Students must develop a media plan as part of their coursework. Since it is studied in the 4th year and in the context of student-centred education, it is advisable to provide an opportunity to apply practical experience in a new field. The requirements for the coursework are detailed in the methodological guidelines, which serve as the primary resource for its creation [19].

Since students study educational and professional programmes in Media Communications and Advertising and PR, they are developed within the framework of communication strategies for various businesses. Considering that the media business does not always understand the importance of media planning for the journalistic stories it produces, it was decided to highlight the results of developing and implementing a media plan for a journalistic investigation.

The media plan analysed in this article originated as an applied coursework project for the second author. This practical integration of academic theory into a real-world setting positions the study within the framework of Action Research, where the student acts as a researcher-practitioner. By analysing the development and implementation of this plan – a direct intervention into the dissemination strategy of the KibOrg investigation series – we aim to provide empirical data on the efficacy of formal media planning in wartime journalism.

KibOrg is a project run by journalists and IT professionals (hacktivists) under «Cyborgs». The word «cyborg» (Ukrainian: кіборг, romanised: kiborh) is used to refer to the Ukrainian defenders of the Donetsk airport in the battle from September 28 2014, to January 21 2015. The term was taken from intercepted radio communications of Russian proxies. They referred to Ukrainians as «I don't know who's sitting there, but they're not people — they're cyborgs» [20].

KibOrg was founded in early 2022. Their IT specialists carry out hacker attacks on the Russian power in the occupied territories of Ukraine and Russian government organisations. Then they share data dumps and use them for journalistic investigations. The only public person is journalist Maksym Dudchenko.

He, a bachelor's student (4th year) at the time of the project implementation, presented his coursework, «A media plan for a journalistic investigation into the abduction of children from the occupied Donetsk and Luhansk Oblasts», in late December 2023. The study presented an opportunity test the hypothesis concerning the efficacy of media planning in the context of journalistic stories. The metrics below represent the cumulative dissemination data collected up to mid-November 2023, serving as the empirical endpoint for the effective-

ness evaluation. The study was specifically designed to check for changes in organic (rather than funded) dissemination through the journalistic processing (decryption, data verification, and writing investigative narratives) of KibOrg's raw data dumps.

Ethics and Safety. We follow public-interest journalism standards for handling leaked and hacked materials (necessity, proportionality, harm minimisation, verifiability) [21]. Child-related data were de-identified where feasible; sensitive personal information not essential to public interest was redacted.

While we acknowledge the potential security risks associated with Telegram, including its non-default end-to-end encryption for most chats and its distributed server network, which could make it vulnerable to surveillance [22], we have chosen to use it due to its undeniable popularity in Ukraine. According to recent surveys, Telegram remains the most used news source for Ukrainians, with over half of the population relying on it for information [23]. We recognise the need to communicate through platforms where the target audience is most active to ensure the dissemination of socially important information, such as the findings of this investigation.

Results and Discussion. The research mechanism involved a multi-stage process to ensure comprehensive data collection and analysis.

1. Analysis of Media Planning Stages:

During the development of the media plan, the optimal media mix was determined, as well as six key stages:

Stage 1: Situation Analysis and Goal Setting. This involved thoroughly reviewing the current media market, competitive landscape, consumer behaviour, and trends. Specific goals and objectives for the investigation's dissemination were established, along with key performance indicators.

Stage 2: Media Channel Selection. An analysis of various traditional and digital media channels (television, radio, online platforms, social media, messengers, etc.) was conducted. The selection was based on target audience characteristics and channel effectiveness.

Stage 3: Media Plan Strategy Development. Based on the analysis, a detailed strategy was formulated, including content placement, timing, publication frequency, and other aspects crucial for achieving set goals.

Stage 4: Budget and Resource Allocation. The budget for implementing the media plan was determined, and resources were allocated across different channels, aiming for an optimal cost-benefit ratio.

Stage 5: Implementation and Monitoring. The media plan was implemented, and the results of publications and audience reactions were continuously tracked and analysed for real-time adjustments and optimisation.

Stage 6: Effectiveness Evaluation. Upon completing the media planning cycle, a comprehensive analysis of the achieved results was performed, assessing the fulfilment of goals and objectives and the investigation's impact on the target audience.

2. Defining the Target Audience: A critical step involved defining the target audience, including:

Demographic characteristics: Law enforcement agencies, governmental structures, parents and relatives of abducted children, professional journalists and activists, and specialists/researchers in human rights.

Psychological characteristics: Emphasis on emotional connection to the issue, the desire to help, and shared values (child protection, human rights, activism).

3. Analysis of Dissemination Methods: Various channels were used for content distribution:

Official project website (KibOrg): For detailed articles, documents, facts, and video materials.

Censor.NET blog: To reach a broader Ukrainian audience interested in current events. In May 2023, journalist Maksym Dudchenko launched a blog on the popular Ukrainian news site Censor.NET with the aim of promoting the dissemination of KibOrg materials. Initial

experiences revealed that articles based on leaked data attract hundreds of readers. However, they do not compare in popularity to the tens of thousands of views achieved by contributions from well-known journalists, such as Yurii Butusov and Vitaly Portnikov.

YouTube: For video content to reach visually-oriented audiences. The YouTube channel was created to host a single video investigation. No budget was allocated for its production.

Telegram: For instant information sharing, audience interaction, and updates.

Facebook: For announcements, article links, and direct audience engagement.

Collaboration with other media: Partnerships with projects like «InformNapalm», «24 Kanal», «Schemes (Radio Svoboda)», «The Kyiv Independent», and «Ukrainska Pravda» for co-publication and information exchange.

Search Engine Optimisation (SEO) and Paid Advertising: Including keyword optimisation and paid ads on Meta platforms to increase visibility.

4. Markers of Popularity: Key indicators of success included:

High number of views and shares on social media.

Collaboration with other media outlets.

Engagement from law enforcement agencies and international institutions.

This multi-faceted approach allowed for a systematic and targeted strategy for promoting the journalistic investigation, aiming for maximum effectiveness and impact on the audience.

1. Publications and Their Dissemination

The media plan implementation involved a series of four key publications, strategically distributed across various digital platforms. The effectiveness of each publication was meticulously tracked, providing valuable insights into audience engagement and overall impact.

Publication 1: The Deportation of Children to Belarus (June 6, 9:00 AM)

This story aims to present key facts about the deportation of children to Belarus, expose the methods used by those responsible, and provide evidence of the problem. A 9-minute video was a crucial component [24].

YouTube: 250 views.

Censor.NET (blog): 1,500 views.

KibOrg website: 1,500 views.

Telegram channel: 60,000 views.

Analytical Conclusion: The significant reach of Telegram highlights its effectiveness in rapid dissemination and immediate audience interaction, which is crucial for urgent social issues. The lower YouTube views for this initial publication may indicate that a standalone video, without a broader content strategy, had limited organic reach on this platform.

Interim Content: Yevhen Volnov's Prank Video (July 8). Before the second leading publication, a video exposing a hacked closed conference gained significant popularity through the Telegram channel of Ukrainian prankster Yevhen Volnov. This post included a link to KibOrg's team and work [25].

KibOrg's Telegram channel has almost 4,000 views, over 500 reactions, and dozens of comments.

Yevhen Volnov's Telegram channel: 309,000 views, approximately 2,500 reactions, and almost 250 mostly positive comments.

Broader impact: This prank was widely reposted on other platforms like TikTok and YouTube, potentially reaching over a million views. This unexpected attention significantly enhanced the credibility and interest in the journalists' work, demonstrating the power of viral content and psychological influence on perpetrators.

Publication 2: The Abduction of Children from Occupied Luhansk Oblast (July 20, 9:00 AM)

This publication detailed the findings of our investigation into child abductions from Luhansk Oblast [26].

Censor.NET: 450 views.

KibOrg website: 1,850 views.

Facebook post: 4,200 views, 1,500 interactions (77 reactions, 553 link clicks, 13 shares, 823 other interactions).

Telegram channel: 33,600 views (achieved through partner reposts).

Analytical Conclusion: The high engagement on Facebook and consistent performance on Telegram suggest these platforms are highly effective for content requiring audience interaction and sharing. The context of the media landscape was crucial; before this publication, major media outlets, like «Schemes (Radio Svoboda)», had also released related content, mentioning KibOrg. This created a synergistic environment, increasing public interest and amplifying the stories' reach. Following this publication, the team was invited to a live broadcast on Suspilne–Kyiv, which indicated significant media recognition.

Publication 3: The Abduction of Children from Occupied Mariupol (August 23, 7:00 AM)

This third publication was pivotal in the series [27]. It was published as a longread on the same platforms (KibOrg website, Censor.NET, Telegram channel).

KibOrg website: over 6,100 views.

Censor.NET: 317 views (comments highlighted the extensive teamwork).

Facebook post: over 7,800 views, 1,784 interactions (62 reactions, 862 link clicks, 32 shares, 823 other interactions).

Telegram channel: almost 94,000 views.

Analytical Conclusion: Despite the challenges of the long-read format, this publication was the most successful, creating a significant information catalyst by revealing details from the «Children of Donbas» database. This unique data sparked wide attention from national and international media. Qualitative outcomes included direct outreach from the Office of the Prosecutor General, National Police, UN, SSU, and the Ukrainian Commissioner for Children's Rights. Professional journalists praised the work, and online communities actively shared the content. This publication also acted as a catalyst for previous stories, leading to additional views for earlier posts. KibOrg learned how the individuals labelled in their publication reacted through internal closed sources. Qualitative insights from internal sources indicated that the targets of the investigation perceived the team as «hackers of clearly American origin», which underscores the work's perceived security threat and impact.

Publication 4: International Committee of the Red Cross Aid to Collaborators (August 25, 8:00 AM)

Released one day after the third publication, this story focused on the International Committee of the Red Cross's alleged aid to Mariupol collaborators involved in child abductions [28].

Censor.NET: 400 views.

KibOrg website: 250 views.

Telegram channel: 4,500 views.

Analytical Conclusion: This publication garnered less attention than anticipated. This could be attributed to the already damaged reputation of the International Committee of the Red Cross, making the information less shocking to the public, or potentially information fatigue following the highly impactful third publication. This highlights the importance of audience perception and organisational reputation in media planning.

2. Overall Impact and Strategic Insights

A follow-up Telegram post after the third article served as additional intelligence, enabling the identification of five more individuals involved, based on subscriber input. This information was then used to update the third publication, enhancing its accuracy and completeness. The post itself gained traction with reposts and reader appreciation.

Successful investigations drove the overall effectiveness of the media plan, robust interaction with law enforcement, and extensive media coverage. Key findings include:

Audience Engagement: The Telegram channel proved exceptionally effective for instant information sharing, with posts reaching tens of thousands of views and generating active discussions. Facebook campaigns also demonstrated strong engagement in views and interactions, indicating their utility for targeted promotion.

Synergy with Other Media: Collaboration with established media outlets (24 Kanal, Radio Svoboda, UNIAN, 0629.com.ua, Report, InformNapalm) significantly amplified the reach

and credibility of the investigations [29; 30; 31; 32; 33; 34]. Positive feedback from «Schemes (Radio Svoboda)» journalists further underscored the project's impact.

Impact on Law Enforcement and International Bodies: The investigations led to engagement with representatives from the National Police, SSU, Prosecutor General's Office, UN, and the Commissioner for Children's Rights in Ukraine. While official confirmation of all interactions is pending, initiating investigative actions based on facts and preparing materials for submission to the International Criminal Court demonstrates these investigations' profound importance and influence.

In November 2023, on behalf of the Human Rights Subcommittee, a workshop was organised focusing on the deportation of Ukrainian children by Russia. The organisers used the KibOrg investigation to prepare the report, among other things [35].

Role of Paid Advertising: Facebook advertising campaigns significantly boosted views and interactions by precisely targeting specific audiences. While the full scope of this impact warrants a separate study, its contribution to broadening the audience was evident.

Conclusions and Prospects for Further Research. The modern information space offers journalists extensive opportunities to create and promote investigations that influence society's deepest social and cultural aspects.

This study examined a crucial aspect of modern journalism: the strategic dissemination of materials concerning the deportation of Ukrainian children. We explored methods of distributing journalistic content through a detailed case study analysis. We identified key markers of popularity achieved by the implemented media plan.

The research demonstrated that materials exposing child deportation possess significant potential for broad dissemination in the media landscape. The topic's growing relevance, high viewership, and repost rates signify profound public interest. A key factor in successful dissemination is collaboration with other media outlets and human rights organisations, which amplify and utilise information in their advocacy and investigative work. The active engagement from law enforcement agencies and international institutions, which leverage these materials for investigations and to address human rights violations, further underscores their popularity and impact.

The developed media plan proved operationally effective and fulfilled its primary communication objectives. Quantitative results (measured as tens of thousands of views on Telegram and high engagement on Facebook) empirically confirm the hypothesis that systematic journalistic processing of data and strategic planning significantly enhance the organic dissemination of socially important information. Strategic planning for collaboration with other journalistic teams and the judicious selection of media channels (especially the high-impact Telegram platform) were instrumental in achieving such public resonance and contributing to the discourse on child abductions from Ukraine.

Limitations of the Study. Due to the unavailability of baseline metrics (pre-implementation data on views and engagement), this study's analysis of the media plan's effectiveness is primarily descriptive rather than comparative. Therefore, the findings demonstrate the high public resonance of the topic. Still, they cannot definitively quantify the causal increase in effectiveness attributable solely to the planning process.

We also understand our selection bias (a high-salience topic), platform metric opacity, confounding by exogenous news cycles, and action-research reflexivity (researcher as practitioner).

Prospects for Further Research. Developing a Universal Media Planning Model: Establishing a flexible and evidence-based model of media planning that can be adapted for other socially significant topics, considering diverse cultural and political contexts and varying levels of resource availability.

Studying the Long-Term Impact and Counter-Reactions: Analysing the protracted effects of the investigation on public discourse, the reactions of the investigated subjects (including their counter-strategies and reputational damage), and the resulting long-term behavioural changes in the target audiences.

Comparative Analysis of Planned vs. Unplanned Investigations: Conducting a dedicated quantitative study that compares the dissemination metrics (reach, engagement, impact) of journalist investigations that used formal media planning against those that did not, isolating and measuring the specific value added by the planning process.

1. Guide: Introduction to Investigative Journalism. *Global Investigative Journalism Network.* URL: https://gijn.org/resource/guide-introduction-investigative-journalism/ (date of access: 29.09.2025).

2. Bjerknes F. Exploring Investigative Journalism. Boundaries, Epistemologies and Visibilities: Thesis for the degree of Philosophiae Doctor (PhD). Bergen, 2024. 142 p. URL: https://hdl.handle.net/11250/3125376 (date of access: 30.09.2025).

3. Yaroshchuk O. New forms of investigative journalism in the XXI century: what to expect soon. Visnyk of the Lviv University. Series Journalism. 2019. № 45. URL: https://doi.org/10.30970/vjo.2019.45.10002 (date of access: 28.09.2025).

4. Vázquez-Herrero J., Direito-Rebollal S., López-García X. Ephemeral Journalism: News Distribution Through Instagram Stories. *Social Media + Society.* 2019. № 5 (4). URL: https://doi.org/10.1177/2056305119888657 (date of access: 27.09.2025).

5. Paik S. Journalism Ethics for the Algorithmic Era. *Digital Journalism.* 2022. № 13 (4). P. 696–722. URL: https://doi.org/10.1080/21670811.2023.2200195 (date of access: 30.09.2025).

6. Virostková L. Investigative Journalism at Times of War and Propaganda. *Central and Eastern European Online Library.* URL: https://www.ceeol.com/search/article-detail?id=1058320 (date of access: 30.09.2025).

7. Harsin J. Post-Truth and Critical Communication Studies. *Oxford Research Encyclopedia of Communication.* URL: https://oxfordre.com/communication/view/10.1093/acrefore/9780190228613.001.0001/acrefore-9780190228613-e-757 (date of access: 30.09.2025).

8. Ianitskyi A. Ukraine. *Media Landscapes.* URL: https://medialandscapes.org/country/ukraine (date of access: 27.09.2025).

9. Starkova H. V., Yaresko K. V. Rozsliduvalna zhurnalistyka v Ukraini ta yii vplyvy [Investigative journalism in Ukraine and its influences]. *Scientific notes of Taurida National V.I. Vernadsky University, Series Philology. Social communications.* 2020. Vol. 4, no. 2. P. 222–229. URL: https://doi.org/10.32838/2663-6069/2020.2-4/34 (date of access: 27.09.2025).

10. Yaroshchuk O. Ukrainian Investigative Journalists After the Euromaidan: Their Role Conceptions and Worldviews. *Kyiv-Mohyla Humanities Journal.* 2020. № 7. P. 101–121. URL: https://doi.org/10.18523/kmhj219660.2020-7.101-121 (date of access: 28.09.2025).

11. Vasilenko M. Journalistic investigation in wartime conditions. Development or decline? *Scientific Notes of the Institute of Journalism.* 2023. № 1 (82). P. 33–43. URL: https://doi.org/10.17721/2522-1272.2023.82.2 (date of access: 27.09.2025).

12. Westlund O. Mobile News: A review and model of journalism in an age of mobile media. *Digital Journalism.* 2012. № 1 (1). P. 6–26. URL: https://doi.org/10.1080/21670811.2012.740273 (date of access: 27.09.2025).

13. Sixto-García J., Silva-Rodríguez A., Rodríguez-Vázquez A. I., López-García X. Redefining journalism narratives, distribution strategies, and user involvement based on innovation in digital native media. *Journalism.* 2022. № 24 (6). P. 1322-1341. URL: https://doi.org/10.1177/14648849211062766 (date of access: 27.09.2025).

14. Chandler D., Munday R. Media planning. *Dictionary of Media and Communication.* Oxford University Press. 2020. URL: https://www.oxfordreference.com/view/10.1093/acref/9780198841838.001.0001/acref-9780198841838-e-1678 (date of access: 27.09.2025).

15. Yin R. K. Case Study Research: Design and Methods (Third). United States America: Thousand Oaks, Sage Publication. 2003.

16. Eisenhardt K. M., Graebner M. Theory Building From Cases: Opportunities and Challenges. Academy of Management Journal. 2007. № 50 (1). P. 25–32.

17. Creswell John W., Vicki L. Plano Clark. *Designing and Conducting Mixed Methods Research.* 3rd ed., SAGE Publications, 2017.

18. The SAGE handbook of action research / Eds. Reason P., Bradbury H. SAGE Publications Ltd. URL: https://doi.org/10.4135/9781848607934 (date of access: 01.10.2025).

19. Mediaplanuvannia: metodychni rekomendatsii do vykonannia kursovoi roboty dlia zdobuvachiv vyshchoi osvity spetsialnosti 061 «Zhurnalistyka» osvitnoi prohramy «Media-komunikatsii» pershoho (bakalavrskoho) rivnia [Media planning: methodological recommendations for completing

coursework for higher education students majoring in 061 «Journalism» in the educational programme «Media Communications» at the first (bachelor's) level]. Kharkiv: S. Kuznets Kharkiv National University of Economics, 2024. 46 p. URL: https://repository.hneu.edu.ua/handle/123456789/33405 (date of access: 27.09.2025).

20. Kyryliuk O. «Vohnekhreshche» abo neolohizmy yak vidobrazhennia viiskovoho protystoiannia [«Baptism by fire» or neologisms as a reflection of military confrontation]. Scientific Notes. Series: Philological Sciences: [collection of scientific works]. Kirovohrad. 2015. URL: https://core.ac.uk/download/pdf/83099744.pdf (date of access: 27.09.2025).

21. Recommendations on Ethical Standards for Investigative Journalists. Organisation for Security and Co-operation in Europe. URL: https://www.osce.org/osce-secretariat-exb-support-programme-for-ukraine/597489 (date of access: 01.10.2025).

22. Coppock J. Is Telegram safe for the average user? *Norton*. URL: https://uk.norton.com/blog/privacy/is-telegram-safe (date of access: 28.09.2025).

23. Ukrainians, trust in media, and disinformation. *Rating Group*. URL: https://www.ratinggroup.ua/en/news/media-aug2025 (date of access: 28.09.2025).

24. Maksym Dudchenko. Bilorus krade ukrainskykh ditei || KibOrg [Belarus steals Ukrainian children || KibOrg], 2023. *YouTube*. URL: https://www.youtube.com/watch?v=yAtRw73sBm0 (date of access: 29.09.2025).

25. Volnov E. Ukrainski khakery KibOrg zlamaly zakrytu konferentsiiu kolaborantiv, na yakii vony obhovoriuvaly kradizhky ukrainskykh ditei ta deportatsiiu yikh na moskoviiu [Ukrainian hackers KibOrg hacked into a closed conference of collaborators, where they discussed the theft of Ukrainian children and their deportation to moscovia]. URL: https://t.me/prankota_ch/22140 (date of access: 29.09.2025).

26. Dudchenko M. Ministerky-ministervy: khto prychetnyi do vykradennia ditei na Luhanshchyni [Ministers-minibitches: who is involved in the abduction of children in Luhansk region.]. *KibOrg*. URL: https://kiborg.news/2023/07/20/ministerky-ministervy-hto-prychetnyj-do-vykradennya-ditej-na-luganshhyni/ (date of access: 29.09.2025).

27. Dudchenko M. Baza danykh «Dity Donbasu»: khto prychetnyi do vykraden ditei u Mariupoli [Database «Children of Donbas»: who is involved in the abduction of children in Mariupol]. *KibOrg*. URL: https://kiborg.news/2023/08/23/baza-danyh-dity-donbasu-hto-prychetnyy-do-vykraden-ditey-u-mariupoli/ (date of access: 29.09.2025).

28. Dudchenko M. Chervonyi Khrest dopomahaie mariupolskym kradiiam ditei? [Is the Red Cross assisting child abductors in Mariupol]. *KibOrg*. URL: https://kiborg.news/2023/08/25/chervonyj-hrest-dopomagaye-mariupolskym-kolaborantam/ (date of access: 29.09.2025).

29. Hema M. Kolyshni predstavnyky OPZZh i ne tilky: khto prychetnyi do vykraden ditei u Mariupoli [Former representatives of the Opposition Platform – For Life party and others: who are involved in the abduction of children in Mariupol]. *24 Kanal*. URL: https://24tv.ua/zmi-opublikuvali-spiski-zradnikiv-yaki-prichetni-do-vikraden_n2377835 (date of access: 29.09.2025).

30. Sych M. «Dity Donbasu»: khakery diznalysia novi detali vykradennia mariupolskykh ditei [«Children of Donbas»: hackers uncover new details about the abduction of Mariupol children]. *Radio Svoboda*. URL: https://www.radiosvoboda.org/a/children-donbas-kiborg-deportation/32568152.html (date of access: 29.09.2025).

31. Andalitska I. Aktyvisty otrymaly dostup do rosiiskoi «derzhavnoi» bazy danykh vsikh vykradenykh ditei [Activists gained access to the Russian «state» database of all abducted children]. *UNIAN*. URL: https://www.unian.ua/society/viyna-v-ukrajini-aktivisti-otrimali-dostup-do-rosiyskoji-bazi-danih-vikradenih-ditey-12368967.html (date of access: 27.09.2025).

32. Ukrainski khakery vstanovyly, khto prychetnyi do vykraden ditei u Mariupoli, – FOTO, SPYSKY [Ukrainian hackers have identified those involved in the abduction of children in Mariupol – PHOTOS, LISTS]. *0629.com.ua*. URL: https://www.0629.com.ua/news/3649143/ukrainski-hakeri-vstanovili-hto-pricetnij-do-vikraden-ditej-u-mariupoli-foto-spiski (date of access: 27.09.2025).

33. Ogtay N. Ukrainian media publish data on those involved in kidnapping children in Mariupol. *Report*. URL: https://report.az/en/other-countries/ukrainian-media-publish-data-on-those-involved-in-kidnapping-children-in-mariupol (date of access: 27.09.2025).

34. Baza danykh «Dity Donbasu»: khto prychetnyi do vykraden ditei u Mariupoli [Database «Children of Donbas»: who is involved in the abduction of children in Mariupol]. *InformNapalm*. URL: https://t.me/informnapalm/18566 (date of access: 27.09.2025).

35. Umland A., Ioffe Y. Forcible transfer and deportation of Ukrainian children: Responses and accountability measures. *Think Tank | European Parliament*. URL: https://www.europarl.europa.eu/thinktank/en/document/EXPO_STU(2024)754442 (date of access: 30.09.2025).

МЕДІАПЛАНУВАННЯ ДЛЯ ЖУРНАЛІСТСЬКИХ РОЗСЛІДУВАНЬ: КЕЙС-СТАДІ

Старкова Ганна[1], кандидатка культурології, доцентка,
ORCID – https://orcid.org/0000-0002-2424-7732
Дудченко Максим, магістрант,
ORCID – https://orcid.org/0009-0006-3875-1047
Харківський національний економічний університет імені Семена Кузнеця, Харків, Україна.
[1] Кореспондентний автор Старкова Г., e-mail: anna.starkova@hneu.net.

Вступ. У сучасному інформаційному середовищі медіапланування може стати ключовим інструментом для поширення журналістських матеріалів та посилення їхнього впливу на аудиторію. Його важливість значно зростає в умовах інформаційної війни та необхідності протидії дезінформації.

Актуальність і мета. В умовах повномасштабного вторгнення Росії та її воєнних злочинів в Україні, ефективні комунікаційні стратегії є життєво важливими для поширення інформації та привернення міжнародної уваги. Це дослідження має на меті кількісно оцінити органічне поширення соціально важливої інформації та перевірити гіпотезу, що систематична журналістська обробка здобутих активістами даних у поєднанні з медіапланом збільшує охоплення та інституційний вплив. Також планується обчислити ступінь поширення (RQ1), визначити оптимальні майбутні медіастратегії (RQ2) та виміряти отриману видимість та вплив на офіційні інституції (RQ3).

Методологія. У дослідженні застосовано методологію кейс-стаді, що зосереджується на розробці та впровадженні медіаплану для серії розслідувань KibOrg про викрадення дітей з тимчасово окупованих територій Донецької та Луганської областей. У дослідженні використано змішані методи (mixed-methods approach). Кількісний аналіз застосовувався для вимірювання охоплення та залученості, якісний аналіз – для оцінки стратегічної ефективності та впливу на правоохоронні органи та медіапартнерів.

Результати. Реалізований медіаплан продемонстрував досягнення вимірно високого ступеня органічного поширення журналістського контенту. Ключові результати демонструють, що систематична журналістська обробка сирих даних, у поєднанні зі стратегічною синергією між медіаканалами, значно підвищила органічне охоплення та суспільний інтерес. Результати розслідування призвели до безпосередньої взаємодії з українськими правоохоронними органами та міжнародними організаціями, що підтверджує посилений вплив.

Висновки. Дослідження підтверджує гіпотезу, що журналістська обробка масивів даних, посилена стратегічним медіаплануванням, суттєво підвищує органічне поширення та інституційний вплив інформації, отриманої активістами. Успіх підтверджує, що медіапланування має вирішальне значення для досягнення високої суспільної видимості, стимулювання дій та сприяння співпраці з ключовими інституціями.

Ключові слова: *медіапланування, журналістське розслідування, медіастратегія, цільова аудиторія, поширення контенту, кейс-стаді, інформаційна війна.*

1. Guide: Introduction to Investigative Journalism. *Global Investigative Journalism Network.* URL: https://gijn.org/resource/guide-introduction-investigative-journalism/ (date of access: 29.09.2025).

2.	Bjerknes F. Exploring Investigative Journalism. Boundaries, Epistemologies and Visibilities: Thesis for the degree of Philosophiae Doctor (PhD). Bergen, 2024. 142 p. URL: https://hdl.handle.net/11250/3125376 (date of access: 30.09.2025).

3.	Yaroshchuk O. New forms of investigative journalism in the XXI century: what to expect soon. Visnyk of the Lviv University. Series Journalism. 2019. № 45. URL: https://doi.org/10.30970/vjo.2019.45.10002 (date of access: 28.09.2025).

4.	Vázquez-Herrero J., Direito-Rebollal S., López-García X. Ephemeral Journalism: News Distribution Through Instagram Stories. *Social Media + Society*. 2019. № 5 (4). URL: https://doi.org/10.1177/2056305119888657 (date of access: 27.09.2025).

5.	Paik S. Journalism Ethics for the Algorithmic Era. *Digital Journalism*. 2022. № 13 (4). P. 696–722. URL: https://doi.org/10.1080/21670811.2023.2200195 (date of access: 30.09.2025).

6.	Virostková L. Investigative Journalism at Times of War and Propaganda. *Central and Eastern European Online Library*. URL: https://www.ceeol.com/search/article-detail?id=1058320 (date of access: 30.09.2025).

7.	Harsin J. Post-Truth and Critical Communication Studies. *Oxford Research Encyclopedia of Communication*. URL: https://oxfordre.com/communication/view/10.1093/acrefore/9780190228613.001.0001/acrefore-9780190228613-e-757 (date of access: 30.09.2025).

8.	Ianitskyi A. Ukraine. *Media Landscapes*. URL: https://medialandscapes.org/country/ukraine (date of access: 27.09.2025).

9.	Starkova H. V., Yaresko K. V. Rozsliduvalna zhurnalistyka v Ukraini ta yii vplyvy [Investigative journalism in Ukraine and its influences]. *Scientific notes of Taurida National V.I. Vernadsky University, Series Philology. Social communications*. 2020. Vol. 4, no. 2. P. 222–229. URL: https://doi.org/10.32838/2663-6069/2020.2-4/34 (date of access: 27.09.2025).

10.	Yaroshchuk O. Ukrainian Investigative Journalists After the Euromaidan: Their Role Conceptions and Worldviews. *Kyiv-Mohyla Humanities Journal*. 2020. № 7. P. 101–121. URL: https://doi.org/10.18523/kmhj219660.2020-7.101-121 (date of access: 28.09.2025).

11.	Vasilenko M. Journalistic investigation in wartime conditions. Development or decline? *Scientific Notes of the Institute of Journalism*. 2023. № 1 (82). P. 33–43. URL: https://doi.org/10.17721/2522-1272.2023.82.2 (date of access: 27.09.2025).

12.	Westlund O. Mobile News: A review and model of journalism in an age of mobile media. *Digital Journalism*. 2012. № 1 (1). P. 6–26. URL: https://doi.org/10.1080/21670811.2012.740273 (date of access: 27.09.2025).

13.	Sixto-García J., Silva-Rodríguez A., Rodríguez-Vázquez A. I., López-García X. Redefining journalism narratives, distribution strategies, and user involvement based on innovation in digital native media. *Journalism*. 2022. № 24 (6). P. 1322-1341. URL: https://doi.org/10.1177/14648849211062766 (date of access: 27.09.2025).

14.	Chandler D., Munday R. Media planning. *Dictionary of Media and Communication*. Oxford University Press. 2020. URL: https://www.oxfordreference.com/view/10.1093/acref/9780198841838.001.0001/acref-9780198841838-e-1678 (date of access: 27.09.2025).

15.	Yin R. K. Case Study Research: Design and Methods (Third). United States America: Thousand Oaks, Sage Publication. 2003.

16.	Eisenhardt K. M., Graebner M. Theory Building From Cases: Opportunities and Challenges. Academy of Management Journal. 2007. № 50 (1). P. 25–32.

17.	Creswell John W., Vicki L. Plano Clark. *Designing and Conducting Mixed Methods Research*. 3rd ed., SAGE Publications, 2017.

18.	The SAGE handbook of action research / Eds. Reason P., Bradbury H. SAGE Publications Ltd. URL: https://doi.org/10.4135/9781848607934 (date of access: 01.10.2025).

19.	Mediaplanuvannia: metodychni rekomendatsii do vykonannia kursovoi roboty dlia zdobuvachiv vyshchoi osvity spetsialnosti 061 «Zhurnalistyka» osvitnoi prohramy «Media-komunikatsii» pershoho (bakalavrskoho) rivnia [Media planning: methodological recommendations for completing coursework for higher education students majoring in 061 «Journalism» in the educational programme «Media Communications» at the first (bachelor's) level]. Kharkiv: S. Kuznets Kharkiv National University of Economics, 2024. 46 p. URL: https://repository.hneu.edu.ua/handle/123456789/33405 (date of access: 27.09.2025).

20.	Kyryliuk O. «Vohnekhreshche» abo neolohizmy yak vidobrazhennia viiskovoho protystoiannia [«Baptism by fire» or neologisms as a reflection of military confrontation]. Scientific Notes. Series: Philological Sciences: [collection of scientific works]. Kirovohrad. 2015. URL: https://core.ac.uk/download/pdf/83099744.pdf (date of access: 27.09.2025).

21. Recommendations on Ethical Standards for Investigative Journalists. Organisation for Security and Co-operation in Europe. URL: https://www.osce.org/osce-secretariat-exb-support-programme-for-ukraine/597489 (date of access: 01.10.2025).

22. Coppock J. Is Telegram safe for the average user? *Norton*. URL: https://uk.norton.com/blog/privacy/is-telegram-safe (date of access: 28.09.2025).

23. Ukrainians, trust in media, and disinformation. *Rating Group*. URL: https://www.ratinggroup.ua/en/news/media-aug2025 (date of access: 28.09.2025).

24. Maksym Dudchenko. Bilorus krade ukrainskykh ditei || KibOrg [Belarus steals Ukrainian children || KibOrg], 2023. *YouTube*. URL: https://www.youtube.com/watch?v=yAtRw73sBm0 (date of access: 29.09.2025).

25. Volnov E. Ukrainski khakery KibOrg zlamaly zakrytu konferentsiiu kolaborantiv, na yakii vony obhovoriuvaly kradizhky ukrainskykh ditei ta deportatsiiu yikh na moskoviiu [Ukrainian hackers KibOrg hacked into a closed conference of collaborators, where they discussed the theft of Ukrainian children and their deportation to moscovia]. URL: https://t.me/prankota_ch/22140 (date of access: 29.09.2025).

26. Dudchenko M. Ministerky-ministervy: khto prychetnyi do vykradennia ditei na Luhanshchyni [Ministers-minibitches: who is involved in the abduction of children in Luhansk region.]. *KibOrg*. URL: https://kiborg.news/2023/07/20/ministerky-ministervy-hto-prychetnyj-do-vykradennya-ditej-na-luganshhyni/ (date of access: 29.09.2025).

27. Dudchenko M. Baza danykh «Dity Donbasu»: khto prychetnyi do vykraden ditei u Mariupoli [Database «Children of Donbas»: who is involved in the abduction of children in Mariupol]. *KibOrg*. URL: https://kiborg.news/2023/08/23/baza-danyh-dity-donbasu-hto-prychetnyy-do-vykraden-ditey-u-mariupoli/ (date of access: 29.09.2025).

28. Dudchenko M. Chervonyi Khrest dopomahaie mariupolskym kradiiam ditei? [Is the Red Cross assisting child abductors in Mariupol?]. *KibOrg*. URL: https://kiborg.news/2023/08/25/chervonyj-hrest-dopomagaye-mariupolskym-kolaborantam/ (date of access: 29.09.2025).

29. Hema M. Kolyshni predstavnyky OPZZh i ne tilky: khto prychetnyi do vykraden ditei u Mariupoli [Former representatives of the Opposition Platform – For Life party and others: who are involved in the abduction of children in Mariupol]. *24 Kanal*. URL: https://24tv.ua/zmi-opublikuvali-spiski-zradnikiv-yaki-prichetni-do-vikraden_n2377835 (date of access: 29.09.2025).

30. Sych M. «Dity Donbasu»: khakery diznalysia novi detali vykradennia mariupolskykh ditei [«Children of Donbas»: hackers uncover new details about the abduction of Mariupol children]. *Radio Svoboda*. URL: https://www.radiosvoboda.org/a/children-donbas-kiborg-deportation/32568152.html (date of access: 29.09.2025).

31. Andalitska I. Aktyvisty otrymaly dostup do rosiiskoi «derzhavnoi» bazy danykh vsikh vykradenykh ditei [Activists gained access to the Russian «state» database of all abducted children]. *UNIAN*. URL: https://www.unian.ua/society/viyna-v-ukrajini-aktivisti-otrimali-dostup-do-rosiyskoji-bazi-danih-vikradenih-ditey-12368967.html (date of access: 27.09.2025).

32. Ukrainski khakery vstanovyly, khto prychetnyi do vykraden ditei u Mariupoli, – FOTO, SPYSKY [Ukrainian hackers have identified those involved in the abduction of children in Mariupol – PHOTOS, LISTS]. *0629.com.ua*. URL: https://www.0629.com.ua/news/3649143/ukrainski-hakeri-vstanovili-hto-pricetnij-do-vikraden-ditej-u-mariupoli-foto-spiski (date of access: 27.09.2025).

33. Ogtay N. Ukrainian media publish data on those involved in kidnapping children in Mariupol. *Report*. URL: https://report.az/en/other-countries/ukrainian-media-publish-data-on-those-involved-in-kidnapping-children-in-mariupol (date of access: 27.09.2025).

34. Baza danykh «Dity Donbasu»: khto prychetnyi do vykraden ditei u Mariupoli [Database «Children of Donbas»: who is involved in the abduction of children in Mariupol]. *InformNapalm*. URL: https://t.me/informnapalm/18566 (date of access: 27.09.2025).

35. Umland A., Ioffe Y. Forcible transfer and deportation of Ukrainian children: Responses and accountability measures. Think Tank | European Parliament. URL: https://www.europarl.europa.eu/thinktank/en/document/EXPO_STU(2024)754442 (date of access: 30.09.2025).