



**Monitoring Regional Television Broadcasters
Presidential Election 2013**

Subagreement # S-13-238

Report for: October 28 - November 3, 2013

Main findings of the fifth phase of monitoring:

- Most of the TV companies tended to devote airtime to very few of the monitored subjects;
- Government, Georgian Dream Coalition and United National Movement enjoyed the bulk of TV coverage;
- Some of the TV companies dedicated a fair amount of airtime to reporting on the activities carried out by local authorities; Reporting was essentially neutral in tone.
- Most of the TV companies provided shallow coverage of events; Journalists tended to report on facts rather than posing critical questions;
- Direct reporting prevailed over indirect when covering monitored subjects;
- Within the reporting period no manipulation through music/sound was identified

Background

The report represents the results of the survey carried out by the Internews Georgia monitoring team within the period of October 28 - November 3, 2013.

Media monitoring helps raise standard of professionalism and is conducive to the development of independent unbiased journalism.

The goal of our survey is to identify, through the monitoring of evening news outlets (19:00 - 24:00) and public-political programs aired on Georgian regional TV broadcasters, the proceeding of regional media coverage of pre-election campaign and key trends.

Analysis and Methodology

Monitored TV broadcasters include 12 regional TV companies *Channel 25 (Batumi), Rioni (Kutaisi), Kvemo Kartli TV-Radio Company (Rustavi), Odishi (Zugdidi), Tanamgzavri (Telavi), Channel 9 (Akhaltikhe), Trialeti (Gori), Guria (Ozurgeti), Imervizia (Chiatura), Gurjaani (Gurjaani), Mega TV (Khoni) and 9th Wave (Poti).*

Monitoring was conducted on the regional broadcasters' main evening news programs, public-political talk shows and PSAs during so-called prime time when the number of viewers is at its peak.

Monitoring of News Programs

The technique applied in the project is based on quantitative and qualitative research. Quantitative monitoring determines quantitative indicators that can be counted and analyzed. While qualitative monitoring is applied to evaluate the efficiency of media outlets' activities in relation to the indicators such as ethical or professional standards whose quantitative measurement is complex. In particular, the distortion of news, unbalanced coverage, bias or anything else that might affect quality news was focused on.

Quantitative data includes the running time (seconds) of the stories produced about our preselected subjects or making a mention of them. Time is counted when either a news reader or a journalist or any of the respondents of the story is speaking about the monitored subject. The time is being counted when the monitored subject is on the TV screen, either his/her photo, poster or any kind of visual material is shown on the screen (in case s/he is not spoken about).

The monitoring focuses whether the subject is speaking on his/her own or is being spoken about either by a journalist or a respondent. When a monitored subject is speaking (the voice is audible) time is being counted as direct reporting; When a monitored subject is spoken about by others, either by journalists or respondents time is being counted as indirect reporting.

Reporting tone is attributed to every monitored subject. To assess the reporting tone three categories are applied: positive, neutral and negative. Always when the time dedicated to a monitored subject is calculated the tone is evaluated as well, this is to say the running time, seconds/minutes, of the monitored subject being spoken about in a certain tone is calculated. When evaluating the tone both the content as well as context is focused on.

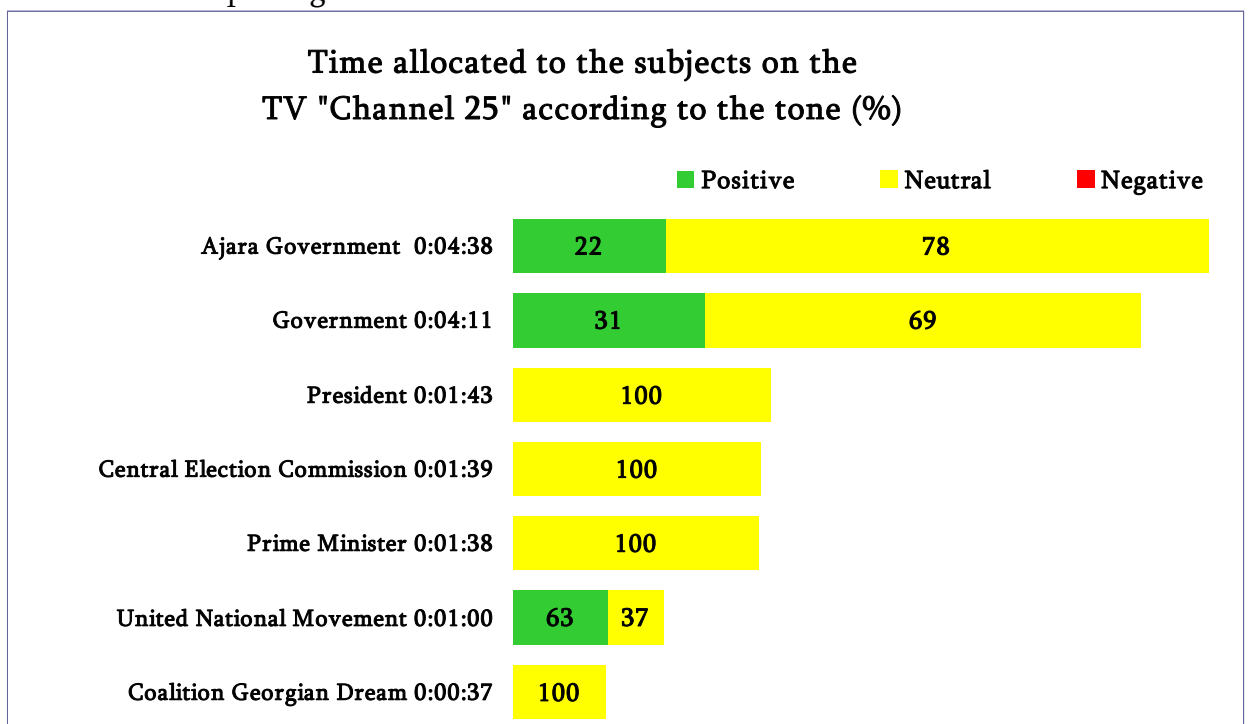
Based on qualitative data the efficiency of media activities in terms of adherence to ethical or professional standards is evaluated. The qualitative part embraces components such as balance, impartiality, accuracy (whether mistakes are in place in the titles, numbers or respondents' names), fact-based reporting, cases of ignoring news, timely coverage of events, journalist's vocabulary, subliminal political advertising and all those important aspects that are not subject to quantitative measurement. Manipulation through shots and music used in the news programs is also brought into focus.

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Monitored subjects include: Parliamentary chairperson, independent MPs, President, government, Prime Minister, Central Election Commission, local authorities (without specification), Adjara government, United National Movement, Georgian Dream Coalition, Georgian Dream – Democratic Georgia, Free Democrats (coalition), National Forum (coalition), Georgian Republican Party(coalition), Georgian Conservative Party (coalition), People’s Party, Georgia’s Way, Free Georgia, New Rights, Democratic Movement for United Georgia, National-Democratic Party; Labor Party, Georgian Democratic Party; Georgian Troupe; Christian-Democratic Movement, European Democrats, as well each and every presidential candidate separately.

News programs monitoring results per channel:

Channel 25 (Batumi) – Within reporting week TV company, from Tuesday to Sunday, produced news programs. Monitored subjects were devoted the total of 15 minutes. 30 percent of the given time falls on Adjara AR government, 27 percent - on government. Over one minute was devoted to President, Central Election Commission and Prime Minister. The programs produced during reporting period essentially covered local events. The stories were found balanced. Journalists tended to report in a neutral tone. Respondents’ comments did not contain negative tone or criticism. Consequently only neutral and positive tones were identified when reporting.



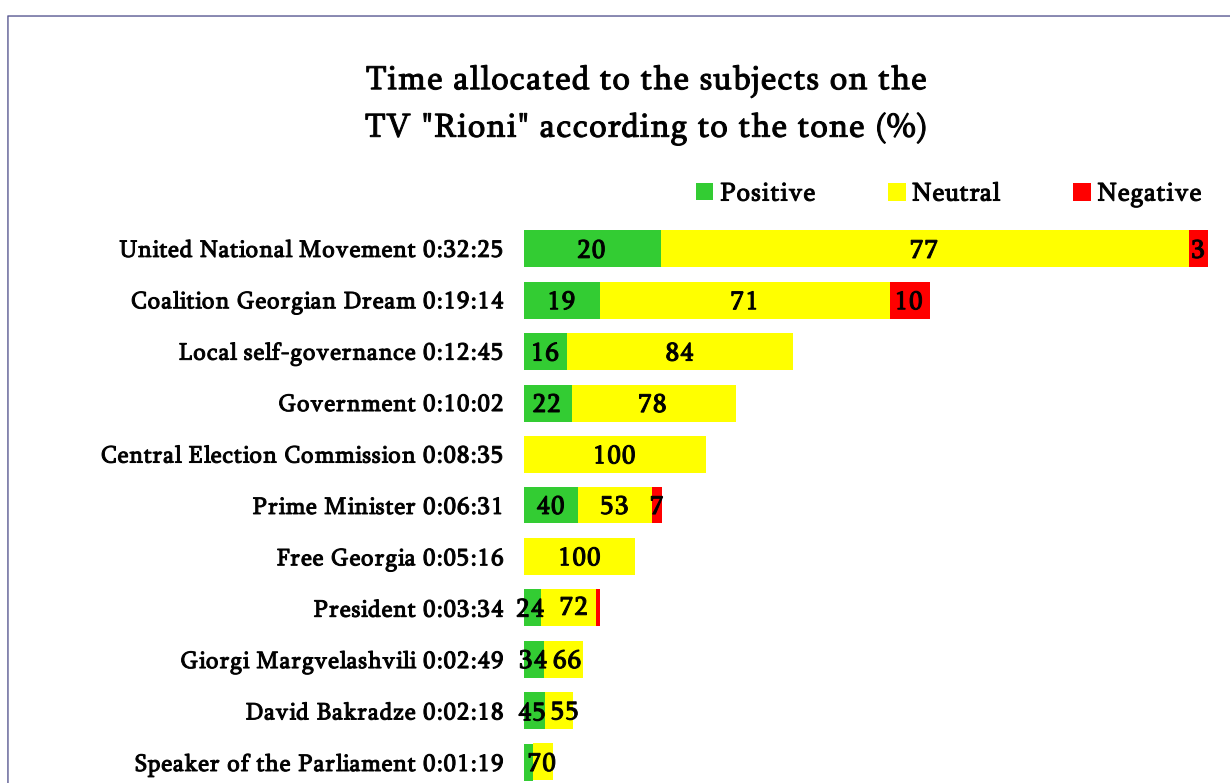
Rioni (Kutaisi) – Within reporting period TV company Rioni produced news program Dghis Ambebi (News of the Day) on a daily basis from Monday to Saturday. On Sundays viewers had a possibility to watch TV magazine 7 Days. In total Rioni TV dedicated 1 hour and 45 minutes to the monitored subjects.

Within reporting week the channel devoted the biggest portion of airtime to UNM (32 min), followed by GD coalition with 19 minutes. Local authorities enjoyed 12-minute coverage.

The increase in the length of time dedicated to UNM was due to reporting on the party representatives' activities: parliamentary minority activism, some statements made by Imereti governor and his deputy on their resignation, Mikheil Saakashvili's meeting with the members of the UNM's political council.

Monitored subjects were essentially devoted airtime to directly deliver speeches. Reporting was essentially neutral in tone.

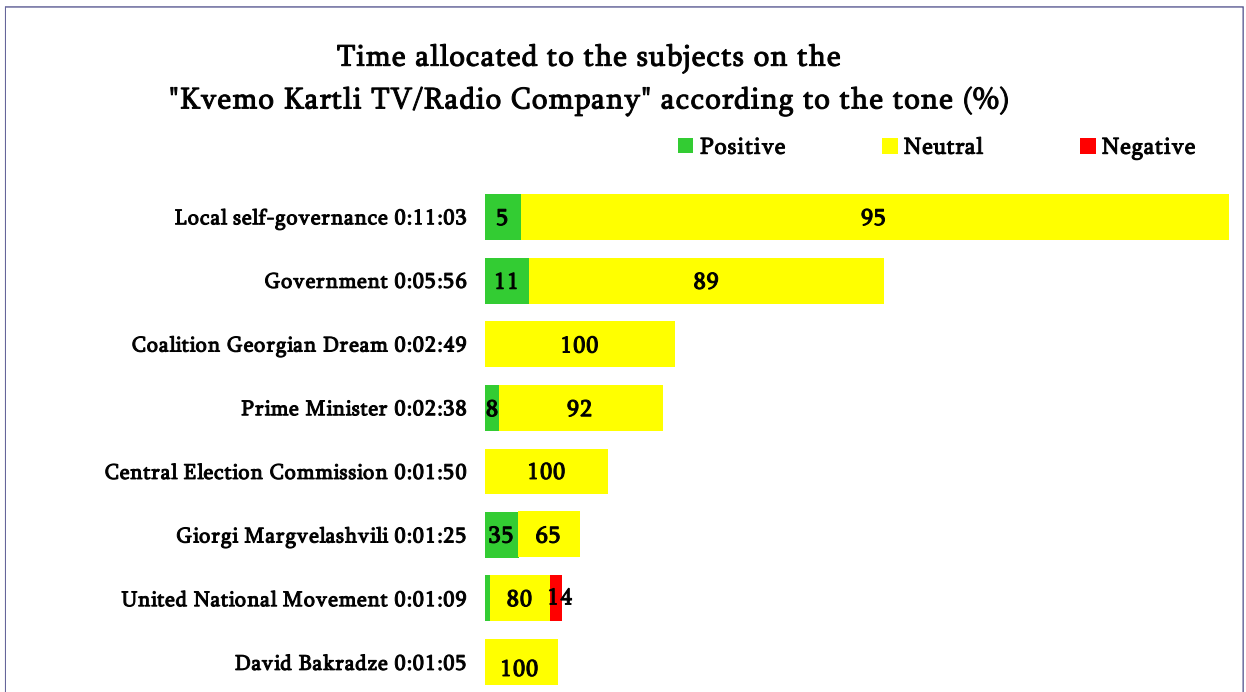
The news programs produced by the channel were found diverse. Newscast Dghis Ambebi covered the developments nationwide, CEC data, activities by local authorities, protest rallies held in Kutaisi over the relocation of Parliament building from Kutaisi to Tbilisi, parliamentary plenary sessions, as well as sports and cultural events. TV stories represented parties in an equal manner. Journalists reported in a timely, impartial and balanced manner.



Kvemo Kartli TV-Radio Company (Rustavi) - Within reporting week TV company aired news program Kronika on a daily basis. News programs essentially covered the events ongoing within the region, TV stories on the developments nationwide were produced too.

The news programs produced within reporting period dedicated the total of 28 minutes to the monitored subjects. 39 percent of the given time falls on the activities carried out by local authorities and 6 percent on – government. GD coalition and Prime Minister was each dedicated almost 3 minutes. The biggest share of the reporting (coalition – 84 percent, Premier – 90 percent) was direct. As for the rest of the monitored subjects the reporting was essentially neutral in tone. The index of positive reporting tone was low. Negative tone was identified solely in regard to UNM.

Along with political issues a fair amount of airtime was devoted to social issues and various infrastructural projects implemented in the region. Reporting on the activities carried out by local authorities and government was found positive or neutral in tone, with no criticism implied. Journalists reported in a timely manner, with no subjective evaluations attached. TV stories always offered viewers shots and comments to support the facts covered.



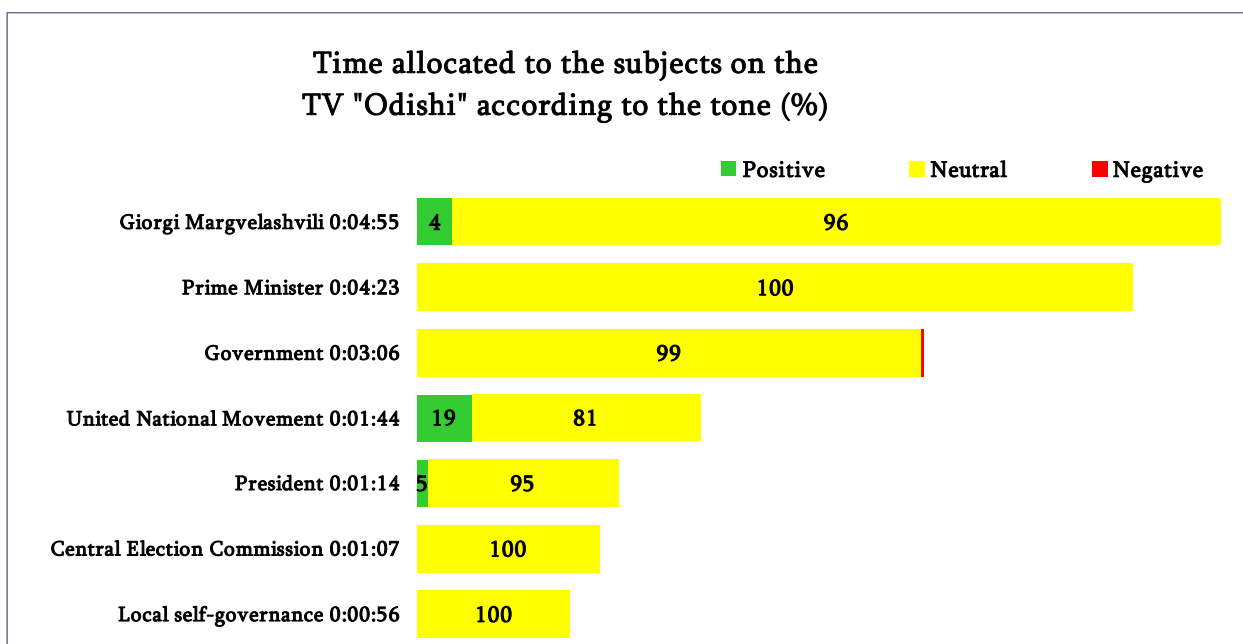
Odishi (Zugdidi) – Within reporting week TV company Odishi aired news on a daily basis from Monday to Friday. TV stories essentially covered political developments and other

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social events ongoing in the region. The news programs devoted approximately two minutes to Infolent briefly reviewing developments nationwide. For about 15 seconds the program was featuring the opinions expressed by policy makers and public figures. Mostly together with the texted citation and the author's photo was put up. Text and photo mismatch or manipulation through photo and music was not identified in the TV program.

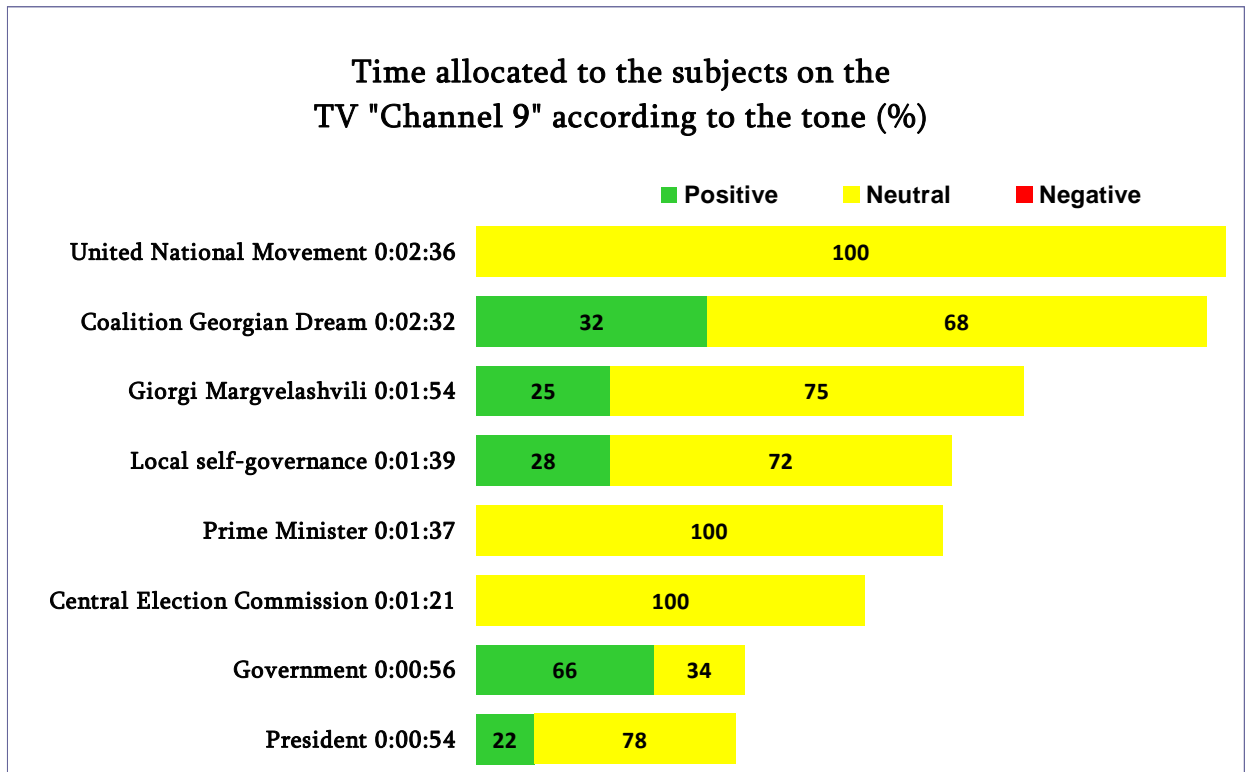
The news programs produced within reporting week devoted 18 minutes and 46 seconds to the monitored subjects. 26 percent of the given time falls on reporting on the GD presidential candidate Giorgi Margvelashvili, 23 percent on Prime Minister. Direct speeches of the monitored subjects were dedicated minor time. 100-percent indirect reporting was observed in regard to Giorgi Margvelashvili (4 min. and 55 sec. dedicated), Prime Minister (3 min. and 6 sec. dedicated), and President (1 min and 14 sec.).

TV stories provided shallow coverage of events, with no criticism attached. Journalists reported in an unbiased manner, providing no analysis. Reporting on monitored subjects was neutral in tone.



Channel 9 (Akhaltzikhe) – During reporting period the news program Echo was on air on a daily basis. The newscast provided comprehensive coverage of local events and mostly monitored subjects did not fall within the scope of coverage. The channel also covered the developments outside the region. News programs dedicated the total of 14 minutes to the

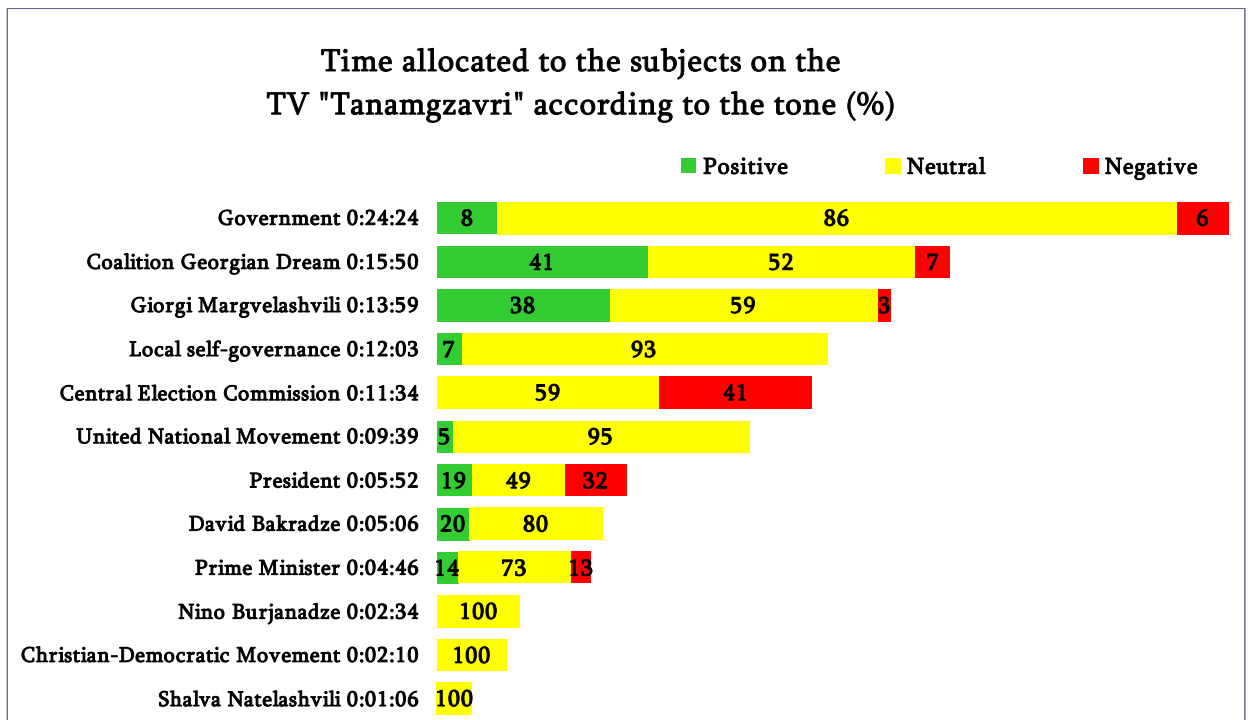
monitored subjects. 18-18 percent of the given time falls on reporting on UNM and GD coalition, and 14 percent on the GD's presidential candidate Giorgi Margvelashvili. Reporting was mostly direct. Negative tone was not identified to either subject. High index of neutral tone was observed. Journalist reported in an unbiased manner, balance was observed. Almost equal airtime was apportioned to the monitored subjects.



Tanamgzavri (Telavi) – The news programs aired on the channel within reporting week thoroughly reviewed post-election developments in the region as well as nationwide. Some of the TV stories were produced about the violations observed at the polling stations.

Monitored subjects were dedicated the total of one hour and 49 minutes. Government leads the chart with 24 minutes, followed by GD coalition and GD's presidential candidate Giorgi Margvelashvili with 15 and 14 minutes respectively. News programs offered monitored candidates the biggest portion of airtime to report directly. Government, for instance, was represented with 68 percent direct reporting, UNM's presidential nominee Davit Bakradze and GD coalition with 89 and 76 percent respectively. Indirect reporting greatly prevailed in regard to GD's presidential candidate – 74 percent, same applies to President (73 percent)

and Nino Burjanadze, Democratic Movement – United Georgia (99 percent). High index of positive reporting was due to positive comments made by respondents about election results. Journalists provided utmost unbiased and neutral coverage, the news programs though dedicated little time to summarizing and analytical stories.



Trialeti (Gori) – Within reporting week TV company Trialeti aired news programs on a daily basis from Monday to Saturday. 20-25-minute newscast was anchored by a newsreader.

News reporters focused on the developments within the region. The Saturday summarizing news outlet hosted by two journalists reviewed the most important events of the week.

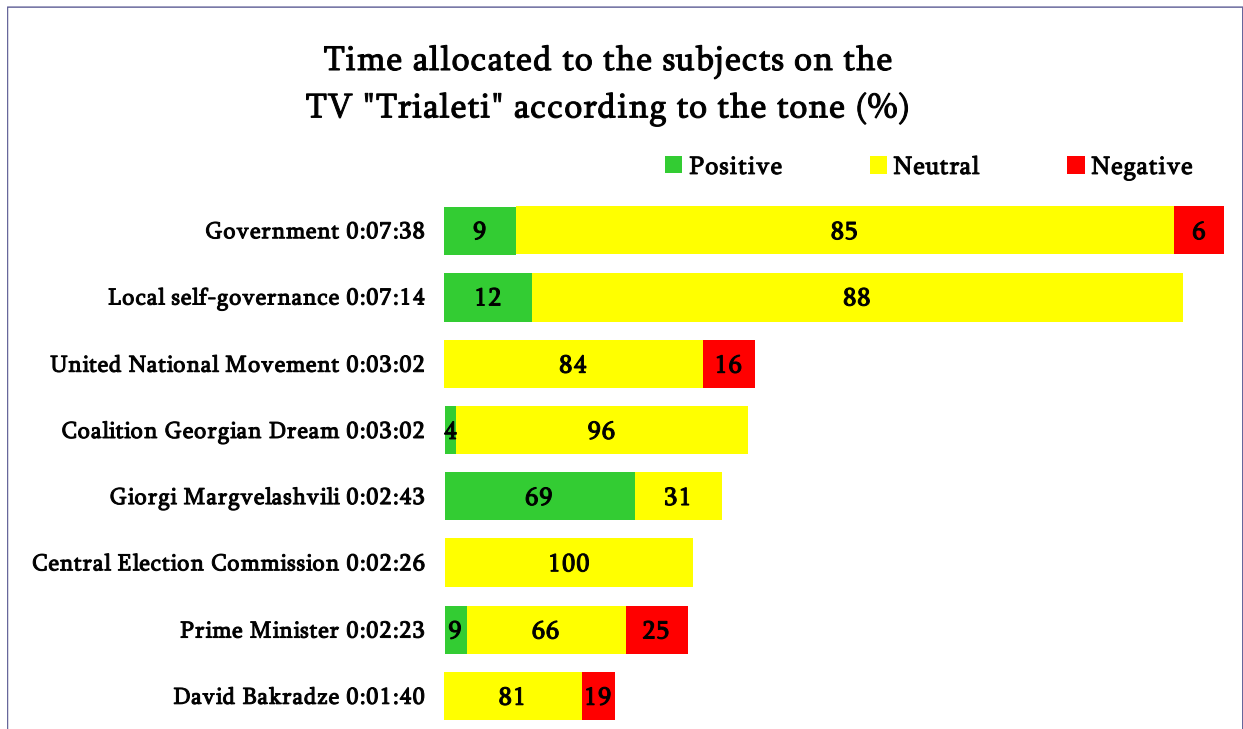
The news programs produced within reporting period dedicated the total of 30 minutes and 52 seconds to the monitored subjects. Out of the given time 7 minutes were dedicated to the government and local authorities each.

Covered subjects were dedicated almost equal time for direct and indirect reporting. Solely in regard to GD and UNM presidential nominees reporting was found 100 percent indirect: Giorgi Margvelashvili (dedicated time: 2 min. and 43 sec.) and Davit Bakradze (dedicated time: 1 min. and 40 sec.).

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The victory of GD's presidential candidate was the prerequisite of 69 percent positive tone in regard to Giorgi Margvelashvili. In relation to the rest of covered subjects neutral tone was overwhelming. In general journalists provided neutral coverage, without expressing subjective opinions.

News programs centered on the developments in the region, social issues were under focus as well.

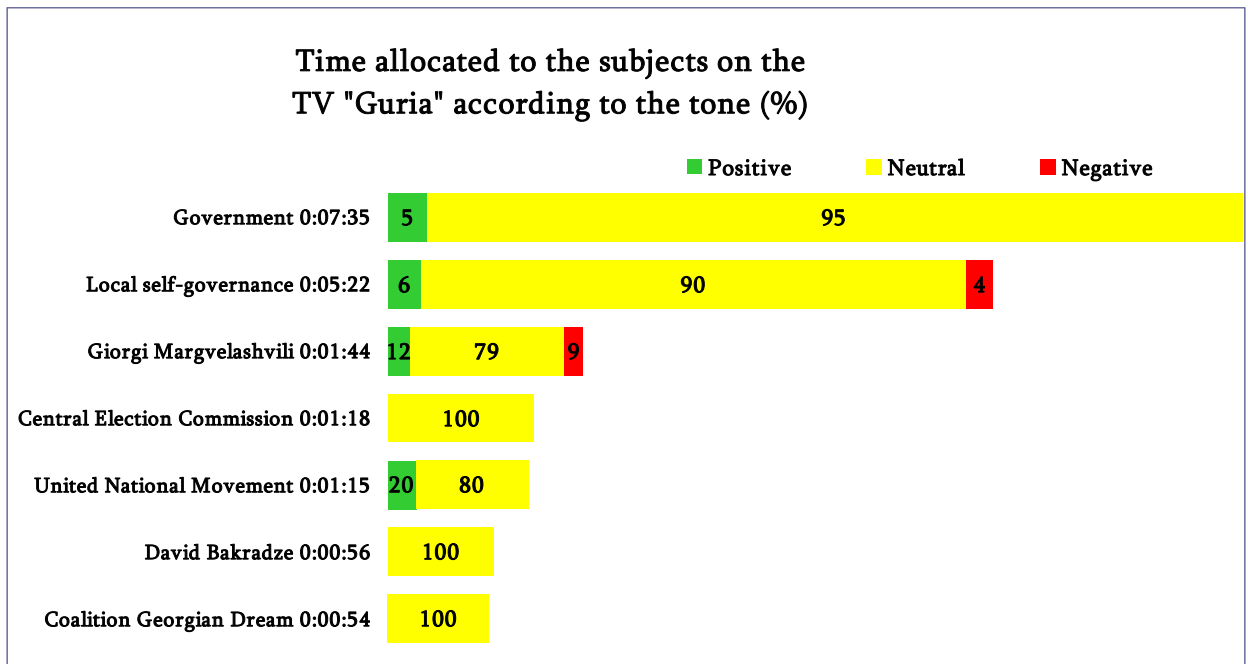


Guria (Ozurgeti) – Within reporting week Guria TV-produced news program Fact was televised from Monday to Friday. News programs essentially covered local news, developments across the country were brought into focus too.

Reporting on monitored subjects made up 21 minutes in total. 36 percent of total time falls on the government, 26 percent on local authorities. The time dedicated to the rest of subjects was much less. 78 percent of the total 7 minutes dedicated to the government and 56 percent of the total 5 minutes devoted to the local authorities was direct. Reporting on the monitored subjects was essentially neutral in tone. In regard to local authorities though 4 percent negative tone was observed.

Journalists reported in a superficial manner, without providing additional comments or evaluations. TV stories were not characterized with diversity, at times it was hard to identify

respondents, due to the missing subtitles. News programs dedicated a fair amount of time to social issues.

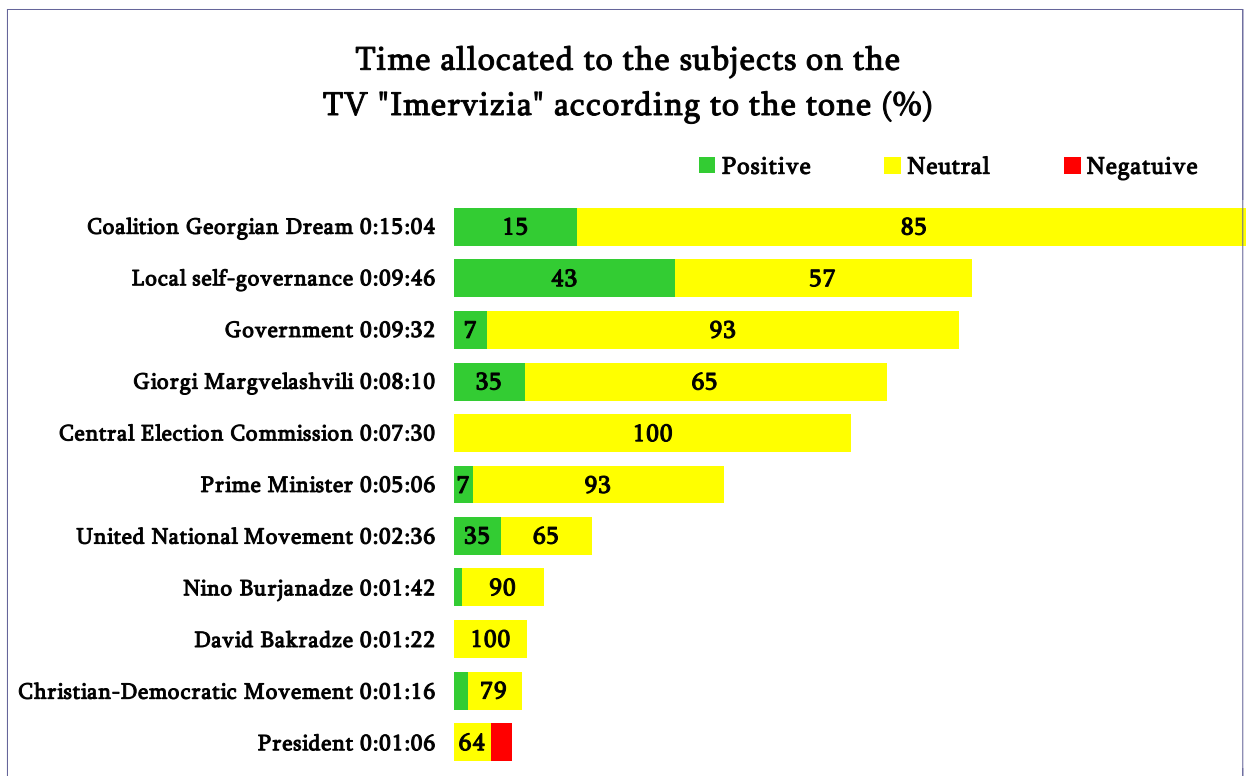


Imervizia (Chiatura) – TV company dedicated one hour and 3 minutes to the monitored subjects. The biggest portion in the news reporting was enjoyed by GD coalition (15 min.), followed by local authorities and government with 9 minutes each.

During reporting period from Monday to Saturday the TV company televised newscast Akhali Ambebi at 19:00, being re-aired at 21:20. TV stories mainly discussed the election results released by CEC, as well as the data provided by Sachkhere and Chiatura DEC, activities carried out by local authorities, political developments nationwide. Different cultural and sports events were brought into focus.

News reporters refrained from making assessments. TV stories did not lack balance. Monitored subjects mainly reported directly, reporting tone was essentially found neutral.

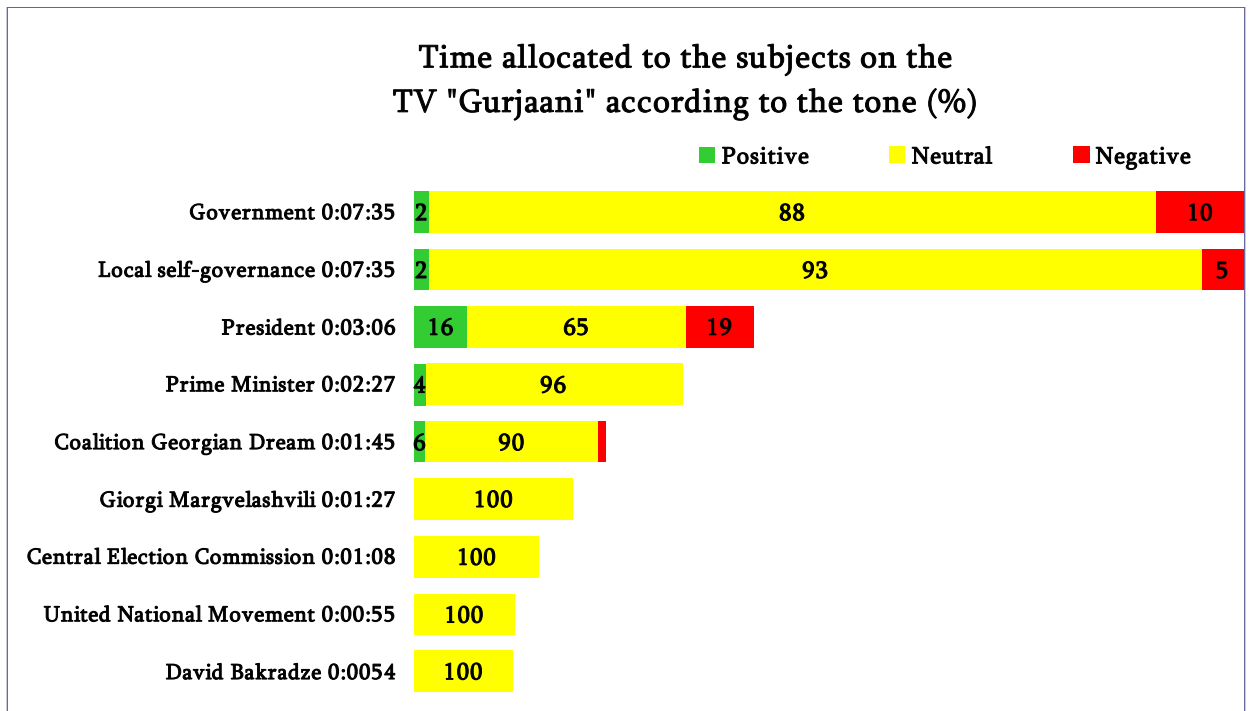
On November 1 Imervizia dedicated its evening air to televising the 20-minute video recording of the 17th sitting of Chiatura Municipality Sakrebulo. Upon the completion of the sitting two interviews, used in the TV story for the main newscast, were aired. Since the Sakrebulo sitting was not a part of the news program it did not fall within the scope of quantitative monitoring.



Gurjaani (Gurjaani) – Within reporting period, during monitoring hours, news program Dghes (Today) was on air on a daily basis. Both local events and developments nationwide were focused on. Several TV stories were produced about the election process and results.

News programs dedicated the total of 27 minutes and 30 seconds to the monitored subjects. Government and local authorities each enjoyed 28 percent of the total time. President comes next with 11 percent and Prime Minister with 9 percent. Local authorities lead the chart in terms of direct reporting (68 percent), as for the rest of the monitored subjects indirect reporting prevailed. Subjects were essentially covered in a neutral tone, negative tone though was observed in regard to local as well as central authorities.

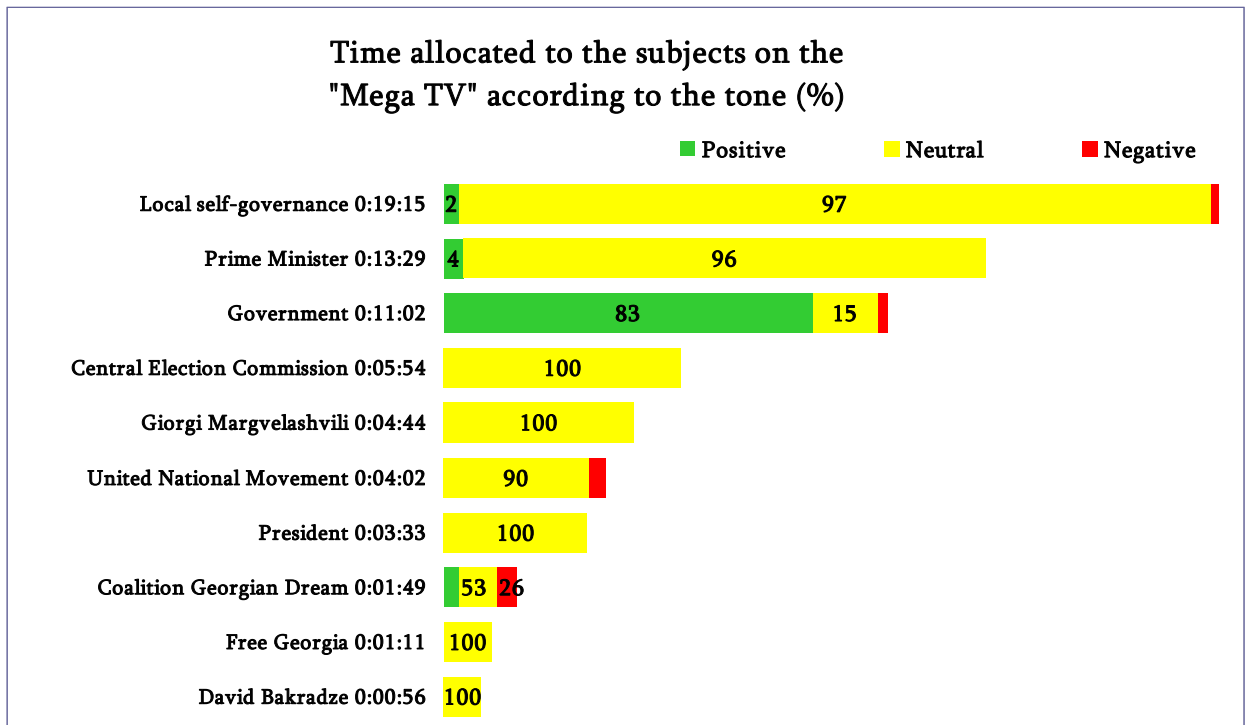
Journalists covered events in a timely and impartial manner. Viewers had a possibility to hear dissenting opinions about the topic. Subjective approach to either event or party was not observed in the TV stories which were found balanced and comprehensive.



Mega TV (Khoni) – During reporting period the channel dedicated one hour and 7 minutes to the monitored subjects, 28 percent of which falls on the local authorities, 20 percent on Prime Minister and 15 percent on government. Newscasts were essentially focused on political developments nationwide: election results, activities of government members, protest rally in Kutaisi over the relocation of Parliament building to Tbilisi, Israeli government scrapping visa requirements for Georgian citizen and etc.

On October 30 the program aired 16-minute interview with Kutaisi Sakrebulo member. The selected guest invited to the studio thoroughly discussed the issues of concern to Sakrebulo. Consequently the time dedicated to local authorities topped 19 minutes. Subjects were mainly covered in a direct manner. The index was especially high in regard to local authorities (93 percent) and Prime Minister (98). Direct reporting was 96 neutral in tone. Government ranked first in terms of indirect (81 percent) and positive (83 percent) reporting.

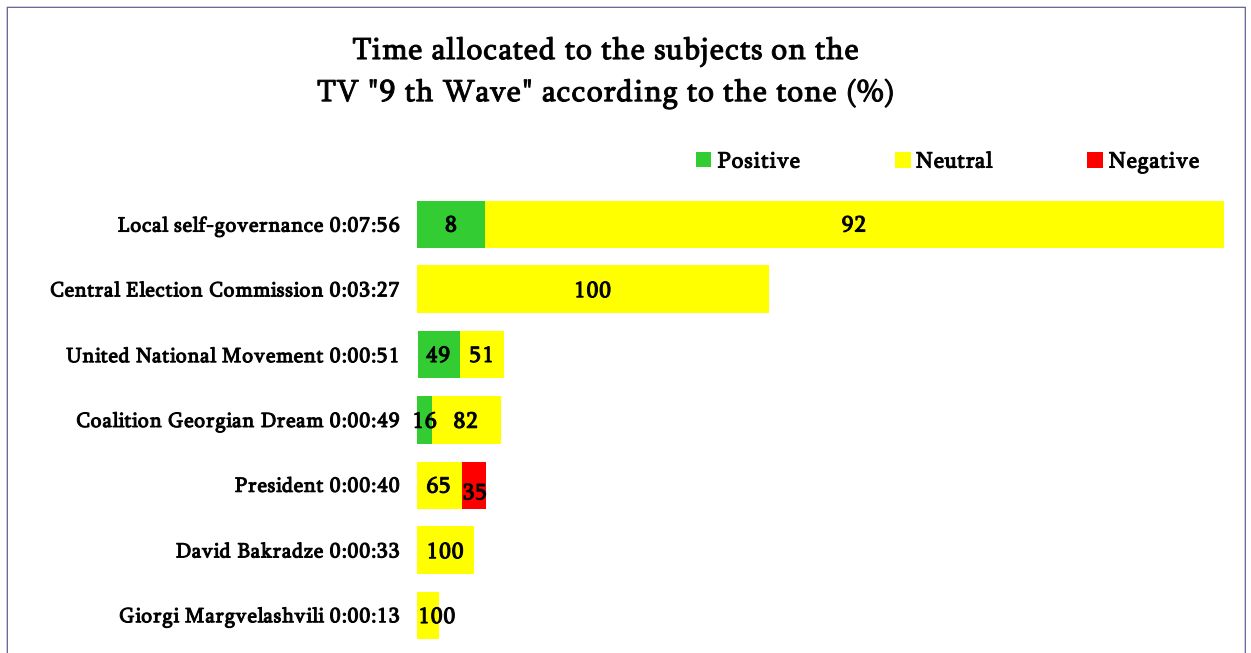
In general news reporting was balanced and impartial. Journalists reported in a superficial manner, without providing analysis and evaluations. A fair amount of time was dedicated to interviews with respondents. According to the findings no critical or unethical comments were made.



9th Wave (Poti) – Within reporting week the channel devoted 15 minutes to the monitored subjects. The 9th Wave-produced main newscast Cursor was on air from Monday to Friday. Over one minute was dedicated to two monitored subjects including local authorities (7 mi. 56 sec.) and CEC (3 min. 27 sec.).

The TV stories aired within the news program Cursor mainly touched upon the announcement of election results by CEC, activities of local authorities and the problems the local face.

Reporting on the local authorities was 70 percent direct and 91 percent neutral in tone.



Monitoring of Public-Political Programs and Talk Shows

The monitoring of this type of programs implies only qualitative component. Solely journalists are subject to monitoring. Their behavior is evaluated based on various criteria: their role and participation in the program, the way they lead the process, whether they are just moderators or are trying to demonstrate their stance, the extent of equality of conditions offered to guests, the way they approach guests and how hard they try to obtain in-depth information, how well they let guests express their opinions, when do the guest get interrupted. Monitoring also focuses on the use of offensive or discriminating expressions and statements by journalists and their response to the use of hate speech by guests.

Results of Monitoring per Channel:

Channel 25 (Batumi) – Within reporting period the TV company aired four outlets of the talk show **Dialogue**. Approximately one-hour programs were hosted by Jaba Ananidze. The topics of the past week included:

- Election results (selected guests included GD and UNM representatives);
- Students involvement in the projects for the handicapped (guest – NGO sector representative);

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- Increase in salaries in healthcare sector (guest – Deputy Minister of Health and Social Welfare Adjara AR);
- Selection of Adjara TV advisory board (guests included a member of the Supreme Council of Adjara AR as well as GD and UNM representatives).

In the course of the program the host was playing the role of a moderator. The questions posed were comprehensive and critical. The journalist, with his questions, was trying to obtain more precise answers from the respondent.

Arguments rather often got heated up, the host called on the guests to be more ethical and apportioned equal airtime to all of the parties. Through calls in, the viewers, along with expressing their opinions, enjoyed a possibility to pose questions to the guests present in the studio. The journalist was conducting the talk show in an impartial manner, the topics discussed were of public interest and were found rather diverse.

On November 1 the channel devoted its evening air to the **talk show Answer People** hosted by Jaba Ananidze. The 1,5-hour program discussed the increase in the rights of self-government cities. The program also aired a TV story produced about the topic of concern.

The studio was hosting selected guests including a member of the Supreme Council of Adjara AR, member of the advisory board of the Ministry of Infrastructure and Regional Development, member of Kobuleti Sakrebulo and UNM spokesperson. Via Skype Deputy Minister of Infrastructure and Regional Development, Head of the self-government center under the Institute of Public Affairs, and expert called in.

In the course of the program the journalist did not make any subjective evaluations, nor expressed his viewpoint. The time was equally shared among selected guests and sounded similarly critical to each of them. The host was trying to obtain comprehensive answers.

Rioni (Kutaisi) – On October 28 Rioni TV aired **talk show Dialogue** about the way the October 27 presidential elections were held in Kutaisi. The program host Nana Robakidze had the #59 Kutaisi DEC chairperson invited to the studio.

The journalist was curious to know about the election process in Kutaisi, whether recent elections were unprecedented compared with previous one. The host was trying to pose any

election-related question to let the audience better understand the way the elections were held in Kutaisi.

Public-political **talk show Tema** (Topic) was on air on November 1. The program host Nana Robakidze had media and public representatives invited to the studio. On a one-hour show the selected guests discussed whether the legislative body of the country should remain in Kutaisi. TV viewers were taking active part in the program, expressing their viewpoints through calls in.

At the beginning of the program the host pointed out that to discuss the topic the members of the parliamentary majority had been invited but they turned out to be too busy to come to the studio. Therefore, to avoid lack of balance the members of the parliamentary minority had not been invited.

From the guests the host was trying to find out what the advantages of maintaining parliament in Kutaisi are, why the status of parliamentary city was important to Kutaisi. The journalist was devoting equal airtime to every guest. According to the statement made by guests and viewers in the course of the program the negative approach to the relocation of Parliament to Tbilisi was evident. The journalist was shooting interesting questions, trying to avoid unethical statements. To one of the guests, for instance, concerned about the statement made by the parliament employee the journalist asked to be ethical.

Within reporting week on November 3 Rioni TV aired **program Your Parliament** made possible with the support of USAID within the framework of the Parliament's Communication Center project implemented by NDI and Internews-Georgia. The topic of the program was the amendments to be made to the Tax Code.

The host had Giorgi Gozalishvil, deputy chairman of the Non-Partisan Independent Majoritarians faction invited to the studio. The selected guest was answering questions prepared by Lagodekhi-based TV journalists.

Parliamentary minority member was supposed to be another guest to the studio but the UNM members refused to take part in the program. Accordingly no dissenting opinions were heard in the program.

Within the reporting period TV company Rioni aired Badri Kapetivadze **public TV club Open Civil Society**. The topics of one-hour program included:

- Never-ending interrelation between authorities and people;
- Public influence on the authorities, increase in the rights of local self-governments;
- Decentralization of authorities and establishment of civil management.

The host of the program was trying to let scholars Zurab Kajaia and Otar Chumburidze speak thoroughly about the topics to be discussed.

At the very beginning of the program the host expressed his personal sympathy to the members of the government. For instance when speaking about Giorgi Margvelashvili the host said: “It is noteworthy that the election was held in a peaceful environment thanks to the incumbent government. We have a new president, Mr. Giorgi Margvelashvili, extremely honorable person, a scientist, standing out for his honesty, analytical skills and a good sense of humor. Thus everyone is happy...” In the course of the program the host repeatedly demonstrated his stance, making subjective assessments.

Kvemo-Kartli TV-Radio Company (Rustavi) – Within reporting week two outlets of the **talk show Your Time** hosted by journalist Tato Gogoladze were subject to monitoring.

On October 29 Davit Narmania, Minister of Infrastructure and Regional Development was invited to the studio. He discussed the infrastructural ongoing and planned projects in Kvemo Kartli region.

Out of the monitored subjects the program covered government and local authorities. When speaking about infrastructural projects the Minister made a positive evaluation to the activities carried out by the authorities.

Critical questions were just few. The journalist was limited to posing general questions.

The Minister of Internally Displaced Persons from the Occupied Territories, Accommodation and Refugees Davit Darakhvelidze was the guest to the November 1 program. The Minister discussed the conditions the IDPs are in and expected legislative amendments.

Out of the monitored subjects the program covered government, GD coalition, local self-government, and UNM. Minister reviewed legislative changes and increased allowances for IDPs. In regard to the subjects presented in the program neutral and positive tones prevailed.

Odishi (Zugdidi) – Within reporting week **TV program Your Parliament** made possible with the support of USAID within the framework of the Parliament's Communication Center project implemented by NDI and Internews-Georgia fell under monitoring. The November 3 outlet touched upon stricter law on terrorism and hoax notifications. To discuss the aforementioned topics Poti majoritarian MP Eka Beselia of GD coalition was invited to the studio. Parliamentary minority refused to take part in the program. Hence no dissenting opinions were voiced. The program was of informative nature. MP answered questions readied by the journalists working for the Poti-based TV company 9th Wave.

9th Channel (Akhaltzikhe) – During reporting period, on October 31, TV company aired talk show **Dialogue with Rusudan Gvaramadze**. The topics of the two-block program included:

- Whether complaints submitted to CEC were granted;
- Evaluation of election results and expected changes.

The guest to the first part of the program, the chairperson of Akhaltzikhe DEC thoroughly discussed the complaints lodged. The representatives of GD coalition, UNM and Democratic Movement – United Georgia invited to the second part of the talk show assessed the election process and the outcome.

In the course of the program the discussion between the participants often heated up. The host of the program though managed to moderate, trying to offer equal time and possibility to the guests to express their stance. The journalist was posing critical questions to the selected guests and constantly trying to obtain certain answers. Therefore GD coalition

representative was unable to deny reports on his possible appointment to the position of Samtskhe-Javakheti Governor.

Tanamgzavri (Telavi) – Within the reporting week, on November 1, at 20:30 **talk show Dialogue** hosted by journalist Nato Megutnishvili was on air. The programs that focused on the recent presidential election comprised of two parts. To the first part of the program Telavi DEC chairperson and the head of Telavi bureau of the Georgian Young Lawyers' Association (GYLA) were invited to evaluate election environment and violations identified on the E-day. The first block of the program was found rather informative. The journalist without demonstrating her stance was posing questions, that got answered by the selected guests in a comprehensive manner. The second part of the program offered viewers opinion poll survey conducted in the street, demonstrating public approach to the election held. To the selected guests (representatives of Telavi-based HQs of GD coalition and Christian-Democratic Movement) the host was offering equal time to express their opinions, and did not show bias to any political subject when shooting a question. The questions though did not sound critical and the program was conducted in the Q & A format.

Trialeti (Gori) – During reporting period three outlets of Trialeti TV-produced **talk show From Your Viewpoint** fell within the scope of monitoring. The programs hosted by journalist Gvantsa Doluashvili were made up of two parts. The main topics of the programs included results of presidential election and evaluation of new political reality. In the first part of the program the host was offering viewers a lengthy case-related review, TV stories were shown too. Even though the journalist called on the audience to express their opinions live on air the program failed to be highly interactive.

The host's intro was rather informative. Different political forces and opinions of government members were presented in an unbiased and equal manner. The TV story produced about GD's one-year power was utmost comprehensive, containing pre-history as well as opponents' comments and criticism.

In the second block of the program only one guest was invited. The talk show was conducted in the Q & A format. The dialogue between the host and the guest was constructive and ethical. At times the journalist tended to shoot critical questions, without arguing with the guests. When posing critical questions the journalist referred to the opponents' statements.

On October 29 the TV air was dedicated to the **talk show Tvalsazrisi** (Viewpoint) hosted by Lado Bichashvili. The talk show was made up of two parts. Each block had a single guest representing opposing parties. The program was dedicated to the review of election results.

The representative of the UNM's Gori-based HQ was the guest to the first block. The second block was hosting the head of Gori-based office of the Republican Party.

The host of the program did not tend to express his opinions. In the second part of the program he appeared more active, shooting more critical questions, in an utmost ethical manner though.

Gurjaani (Gurjaani) – On November 3 TV company aired **program Your Parliament**, produced with the support of USAID within the framework of the Parliament's Communication Center project implemented by NDI and Internews-Georgia.

The host had Giorgi Gozalishvil, deputy chairman of the Non-Partisan Independent Majoritarians faction invited to the studio. The selected guest was answering questions readied by Lagodekhi-based TV journalists. The topic of discussion included amendments to be made to the Tax Code, in particular stricter regulations for illegally cutting timber.

A member of the parliamentary minority was to be another guest to the studio but the UNM members refused to take part in the program. Accordingly no dissenting opinions were heard in the program.

Guria (Ozurgeti) – Within reporting period the channel televised a documentary. Upon the completion of the screening a discussion was held on social issues. Prior to the beginning of the program the host stressed that the documentary and the special program were produced by the Union of Young Teachers. After the show of the documentary the representatives of NGO sector

and local authorities discussed the problems socially vulnerable population faces. Civil sector representatives reviewed the work done in this regard and future plans. Diverse opinions were demonstrated in relation to the topic.

On November 3 TV **program Your Parliament** produced with the support of USAID within the framework of the Parliament's Communication Center project implemented by NDI and Internews-Georgia was televised. Tkibuli majoritarian MP Eliso Chapidze of the GD coalition was invited to the studio. The representatives of the parliamentary minority refused to take part in the program. The selected guest answered the questions provided by Zestaponi-based TV company Argo. The topic of the day was the amendments made to the Law of Georgia on Elimination of Domestic Violence, Protection of and Support to Its Victims.

Imervizia (Chiatura) – Within reporting period on October 29 the company aired TV **program Your Parliament** made possible with the support of USAID within the framework of the Parliament's Communication Center project implemented by NDI and Internews-Georgia. Amendments to be made to the Tax Code topic discussed during 6-minute program. The host had Giorgi Gozalishvil, deputy chairman of the Non-Partisan Independent Majoritarians faction invited to the studio. The selected guest was answering questions readied by Lagodekhi-based TV journalists.

A member of the parliamentary minority was to be another guest to the studio but the UNM members refused to take part in the program. Accordingly no dissenting opinions were heard in the program.

Mega TV (Khoni) – On October 30 TV company televised **talk show Election 2013**. The guest to the program – chairperson of the Kutaisi bureau of the Georgian Young Lawyers' Association (GYLA) discussed election process in Georgia and violations identified in different election districts. The selected guest enjoyed a possibility to fully express own stance, thoroughly reviewing every single issue of concern and commenting on any violation found. The program was conducted in a Q & A format and the viewers got fully updated of

the topic. The host refrained from demonstrating personal stance, kept shooting questions to the guest.

On October 28 and 29 the channel aired TV **program Your Parliament** made possible with the support of USAID within the framework of the Parliament's Communication Center project implemented by NDI and Internews-Georgia. The topics discussed included:

- EU visa liberalization plan;
- Possible increase in the fee for manganese.

Nodar Ebanoidze of the GD coalition was invited to review the first topic. The representatives of the parliamentary minority refused to take part in the program. The questions posed to the guests had been prepared by Zestaponi-based TV company Argo.

To the second part of the program Chiatura majoritarian MP Malkhaz Tsereteli of the parliamentary majority was invited. The host of the program stressed that the parliamentary minority representative said no to participate in the talk show.

The guest first presented the draft bill and afterwards answered the questions prepared by the Chiatura-based Imervizia journalists. The viewers got fully aware of the topic. Since the other party was not participating in the program the topic was presented in a positive tone, no critical questions were posed to the author of the draft bill.

9th Wave (Poti) – Within reporting period, on November 1, 9th Wave aired **talk show Tema** (Topic). To assess the recent presidential election journalist Thea Absaridze had the chairpersons of Poti-based HQs of GD coalition and UNM invited to studio. At the beginning of the talk show the host pointed out that the heads of local bureaus of other parties had been invited too, but they refused to participate in the talk show.

Approximately one-hour program offered viewers heated debates. The journalist kept posing questions about the October 27 presidential election, thus giving the audience a chance to hear comprehensive evaluations from guests in regard to the recent election. The guests repeatedly deviated from the topic of discussion. The journalist called on the selected guests not to discuss the topics unrelated to the topic of the talk show.

In the course of the talk show the journalist appeared rather active, at times even sounded critical. In the program though, the host refrained from demonstrating personal stance in regard to either political processes or parties.

TV Magazine Mravalkutkhedi (Polygonal)

Weekly TV magazine Mravalkutkhedi (Polygonal) produced by the Georgian Association of Regional Broadcasters (GARB) was aired at different times on the following TV channels: **Kvemo Kartli TV-Radio Company, Channel 25, Tanamgzavri, Odishi, 9th Wave, Rioni, Imervizia, Gurjaani and Channel 9.**

To the November 1 outlet of the TV magazine no guests were invited. TV stories produced about the following topics were televised:

- Journalists evaluation about working conditions in the run up to presidential election;
- President's authority, rules of appointing governors, and new president's new residence;
- Within the village support program the yard of Velistsikhe theatre and street lighting system has been arranged;
- The village of Khtsisi in anticipation of drinking water. The building constructed on the anhydrous site for water chlorination;
- An old man, producing Borjomi water dish gauges for 60 years, touched by the journalists' visit.

The TV stories within Mravalkutkhedi discussed topics in an exhaustive manner: the program was characterized with the diversity of respondents. The TV stories represented any interested party. Accordingly the program was balanced. No biased evaluations were made by journalists.

Studio Re

Within reporting week some TV companies including **9th Wave**, **Trialeti** and **Mega TV** aired 45-minute TV discussion produced by Studio Re. In the past week three programs were televised. The topics covered included:

- Media coverage of pre-election developments (*9th Wave*);
- Visa liberalization (*Trialeti*);
- Youth policy (*Mega TV*).

Diversity of guests was characteristic to the program. The program host Zviad Koridze, through questions, tried to generalize the topics and obtain comprehensive answers from the guests.

To the TV discussion, that focused on media coverage of pre-election period, the host had invited five guests. The organizations the guests represented conduct media monitoring. The guests assessed Georgian media environment in the run up to elections. The program comprehensively discussed pre-election media coverage and trends. The program host Zviad Koridze was trying to fully represent the situation being now in place in the Georgian media.

The discussion dedicated to visa liberalization was produced in partnership with Liberal Academy. Deputy ministers of Foreign Affairs and Justice, as well as NGO representatives discussed visa facilitation and readmission issues. The guests pointed out that public awareness of visa liberation as well as the development of the process and what to expect and when is of high importance.

The guests (spokesperson of the Ministry of Sport and Youth Affairs and civil sector representative) invited to the program dedicated to the youth policy, discussed youth involvement in the important developments across the country. What the government's policy to the youth (14 percent of population) should be like and what it is supposed to imply.

Monitoring of PSAs

Within the framework of the undertaking PSAs will be monitored as well. According to Article 12 of the Law of Georgia on Advertising “The social advertising is the advertising aimed at supporting public goods and achieving charitable objective, which is neither commercial nor election advertising and does not promote a legal entity of public law or a government organization as well as the service rendered by them.” (9.06.2006 #3245). Monitoring will try to identify whether social ads meet the legal criteria and whether they contain the signs of subliminal advertising (advertising of State agencies, and their services). Along with qualitative research the frequency of PSAs containing signs of subliminal ads will be counted.

Results of monitoring: Within two-week reporting period no signs of subliminal political ads were identified in the PSAs aired on the monitored TV companies.

Activities to be carried out:

Report on the sixth phase (November 4-10) of monitoring of regional broadcasters is planned to be written.



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