



**Monitoring of Media Content  
of Local/Regional Television Broadcasters  
during Pre-Elections**

**Subagreement # S-12-155**

**Report for: November 5-11, 2012**

*Project Period: 11 June 2012 - 10 December 2012*

*Total Budget: 31 000\$*

### ***Results Summary/Impact Statement***

#### **Main findings of the fourteenth phase of monitoring:**

- Very few of the monitored subjects were dedicated airtime on regional TV channels;
- Reporting on the events and subjects is mostly neutral and negative in tone; The share of positive reporting tone has considerably gone down;
- Political parties are provided almost no coverage;
- The amount of reporting on State agencies including Parliament, government went up while there was a decrease identified in the coverage of the activities by the Georgian Dream coalition and United National Movement (UNM);
- The amount of reporting on the local self government considerably went up.

### ***Background***

The report represents the results of the survey carried out within the period of November 5-11, 2012 by the Internews Georgia monitoring team. Media monitoring helps raise standard of professionalism and is conducive to the development of independent unbiased journalism. The goal of our survey is to reveal, through monitoring main news programs aired on Georgian regional TV broadcasters, the proceeding and trends of media coverage of pre-election campaign.

### ***Activities***

The survey was carried out on 20 regional broadcasters operating nationwide, including: Channel 25 (Batumi), Rioni (Kutaisi), Kvemo Kartli TV and Radio Company (Rustavi), Odishi (Zugdidi), Tanamgzavri (Telavi), 9<sup>th</sup> Channel (Alkhaltzikhe), Trialeti (Gori), Guria (Ozurgeti), Imervizia (Chiatura), Argo (Zestaponi), Gurjaani (Gurjaani), Borjomi (Borjomi), Marneuli TV (Marneuli), LTV (Lagodekhi), 12th Channel (Bolnisi), Mega TV (Khoni), Zari (Samtredia), 9<sup>th</sup> Wave (Poti), Kronika (Dusheti), Egrisi (Senaki).

Within the period of November 5-11 TV Companies Kronika (Dusheti) and Egrisi (Senaki) still lacked self-produced news programs.

### **Methodology**

Monitoring was conducted on the regional broadcasters' main evening news programs during so-called prime time when the number of viewers is at its peak.

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 mention of them. In the given charts the time dedicated to the subjects is shown in seconds. In case the chart is missing any political party, which is the subject of monitoring, it means no channel dedicated any time to it within the monitoring period.

Direct and indirect coverage shows whether the subject is speaking on one's own or is being spoken about either by a journalist or other respondents. In the given charts direct and indirect coverage is shown in percentage. 100 percent indicates the time dedicated to each subject on a particular channel.

The tone of coverage is attributed to a subject when being indirectly spoken about or when speaking directly about oneself, other subjects or some general issues. Charts illustrate three categories of tones: positive, neutral and negative.

When conducting monitoring on news programs it was interesting to find out which events, either central or regional, were covered by the TV companies.

Based on qualitative data the efficiency of media activities in terms of adherence to ethical or professional standards, will be evaluated. The qualitative part embraces components such as balance or whether diverse opinions over the covered issue are represented in the stories; accuracy or whether mistakes are in place in the names or numbers; the vocabulary used and all those important aspects that are not subject to quantitative measurement. The cases of manipulation through shots and music used in the news programs were also brought into focus.

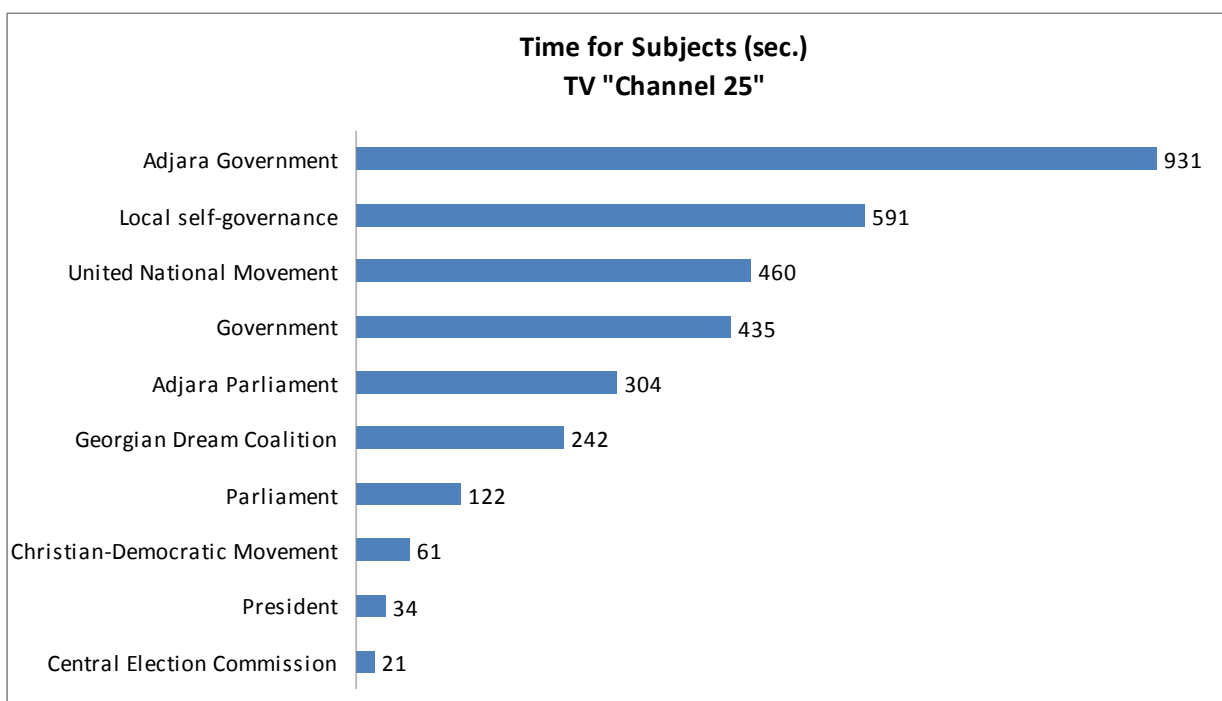
The monitoring subjects include: Parliament (speaker, vice speaker, MPs, committees); President (administration, advisors, press speaker); government (prime minister, ministers, deputy ministers,

governors); authorities (when mentioned with no specification); local self-governments (mayors, chairs of Sakrebulo and Gamgeoba); Central Election Commission; election observers; State Audit Agency (in relation to elections); commission in charge of verifying voters' list; United National Movement; Georgian Dream – Democratic Georgia; coalition Georgian Dream; Free Democrats; National Forum; Georgian Republican Party; Georgian Conservative party; People’s Party; Georgia’s Way; Free Georgia; New Rights; Democratic Movement for United Georgia; National Democratic Party; Labor party; Industry Will Save Georgia; Georgian Democratic Party; Georgian Troupe; Christian-Democratic Movement; European Democrats; Voters’ League; People’s Assembly; opposition (when mentioned with no specification).

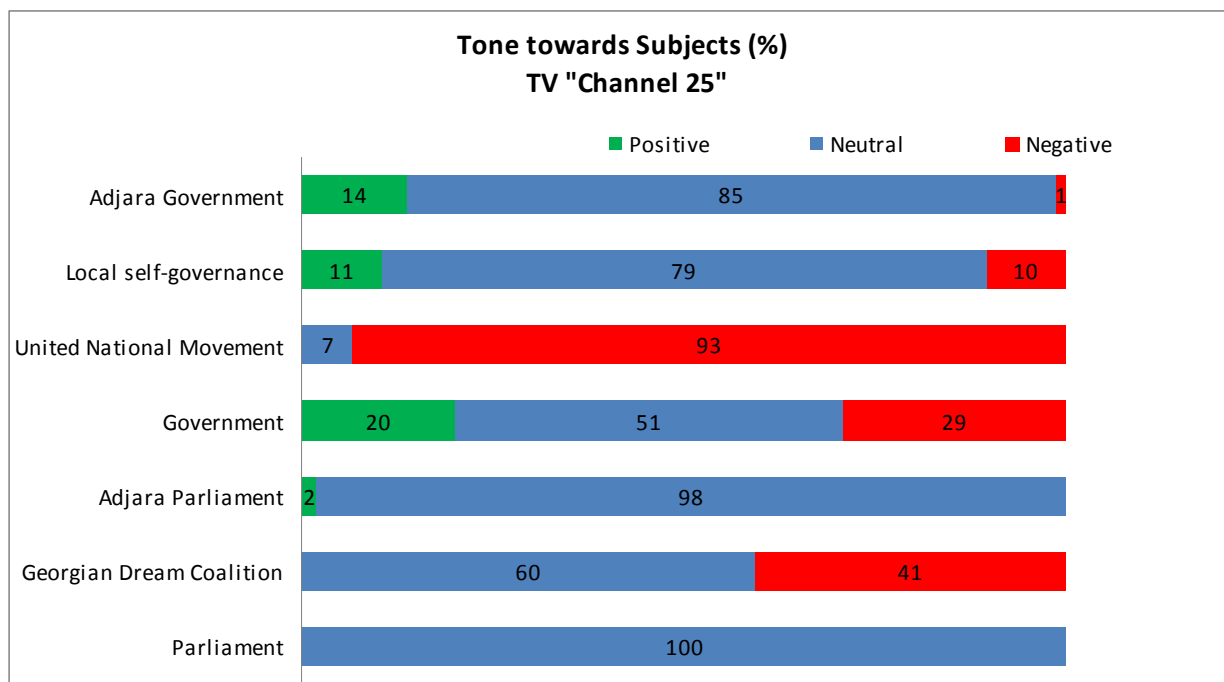
The list is not final and might change in case a new election-related appears.

**News programs monitoring results per channel:**

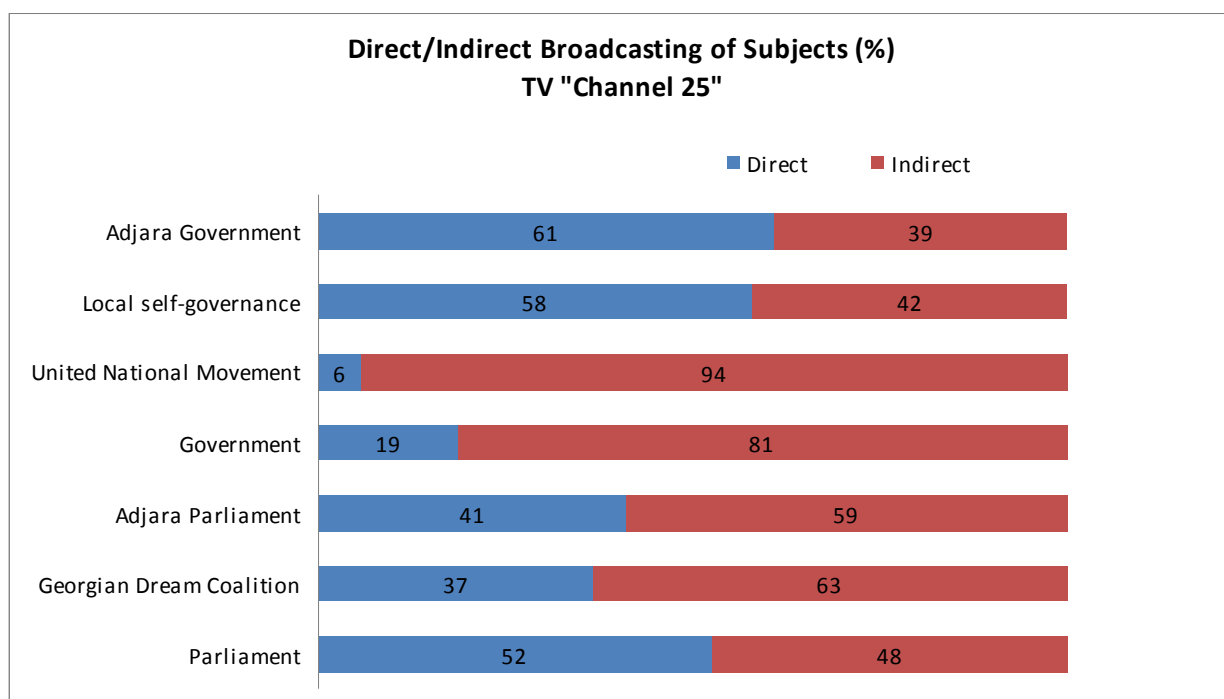
**Channel 25 (Batumi)** – News programs on the channel dedicated the biggest share of airtime, 15 minutes, to Adjara AR government. The local self-government comes next with 10 minutes, followed by Government and UNM with 7 minutes each, Adjara Parliament with 5 minutes and the Georgian Dream coalition with 4 minutes.



Reporting was essentially neutral in tone. Negative and positive tones were identified too though. 93 percent of reporting tone was negative in regard to UNM, 42 percent to the Georgian Dream coalition and 29 percent to government. The share of positive reporting was observed in relation to government (20 percent), Adjara government (14 percent) and local self-government (11 percent).

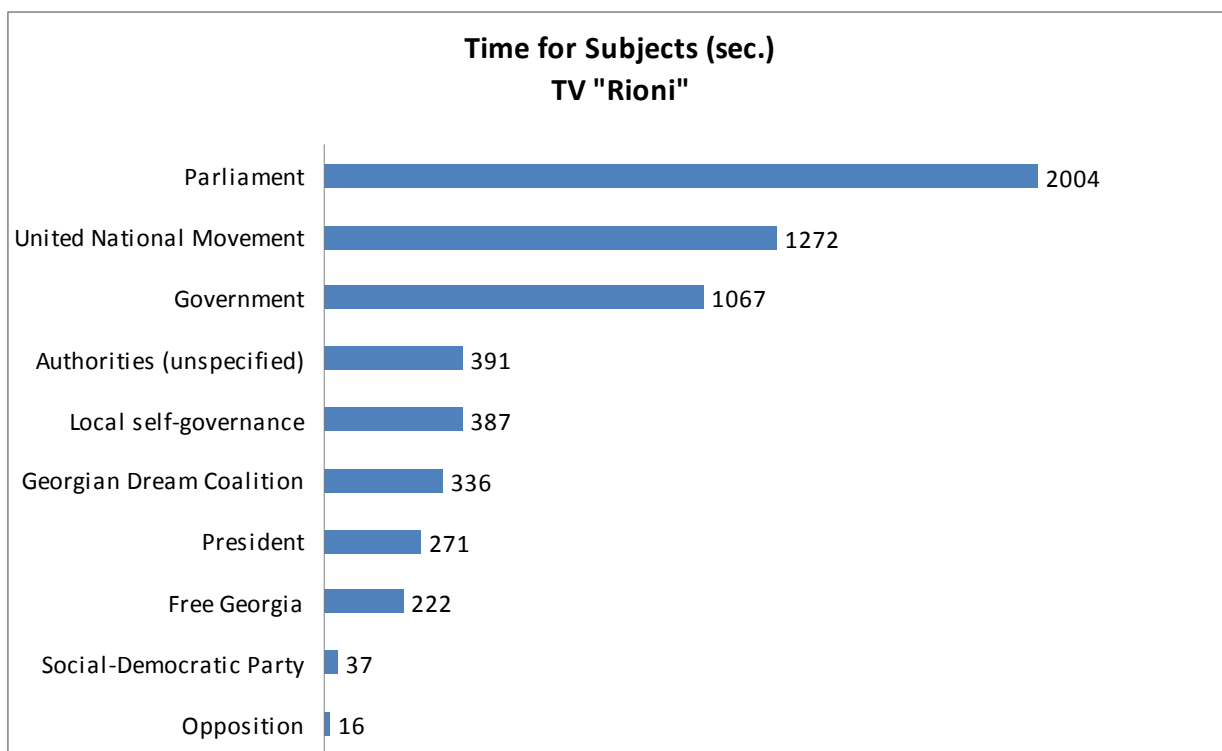


Direct as well as indirect reporting was identified in regard to the monitored subjects. Indirect reporting prevailed over direct reporting in regard to UNM (94 percent) and government (81 percent).

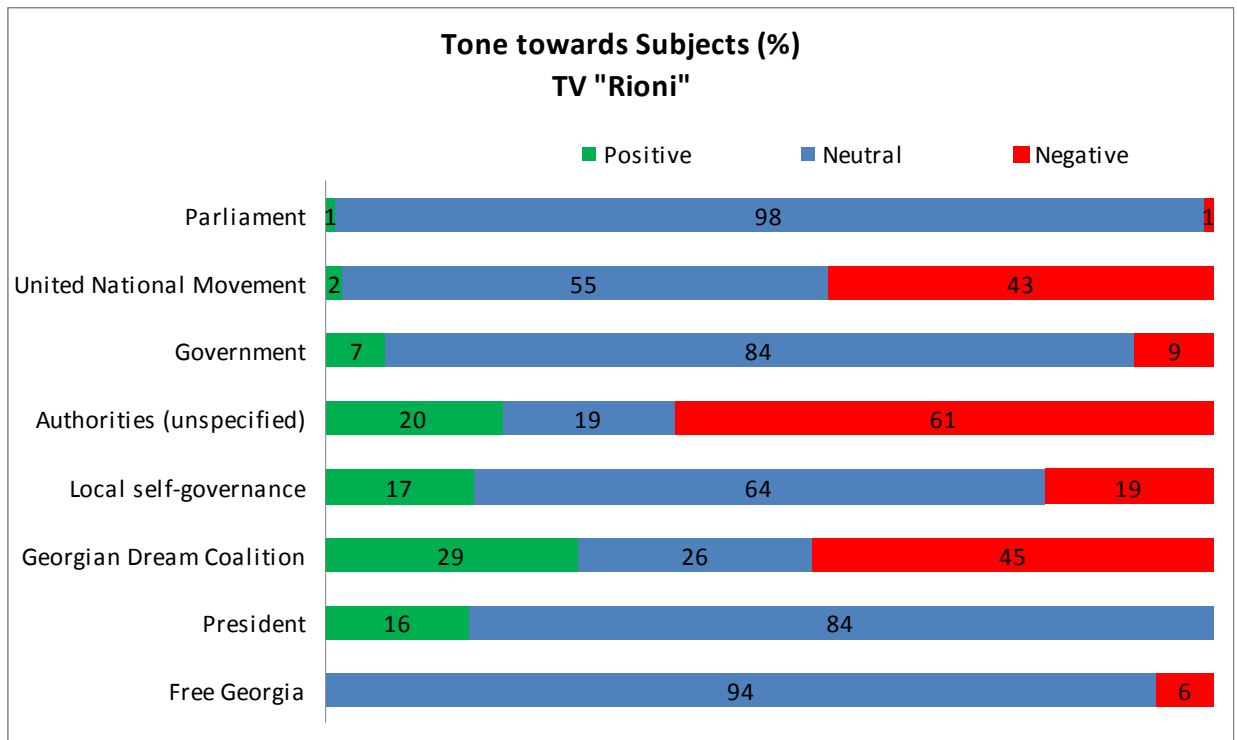


Within the reporting week TV Company focused on political and social events ongoing in the region. The reporting was mostly neutral in tone. It is noteworthy that the biggest share of negative tone (93 percent) was attached to reporting on UNM due to the respondents' evaluation of the November 7, 2007 events (dispersal of the opposition protest rally and Imedi TV raid).

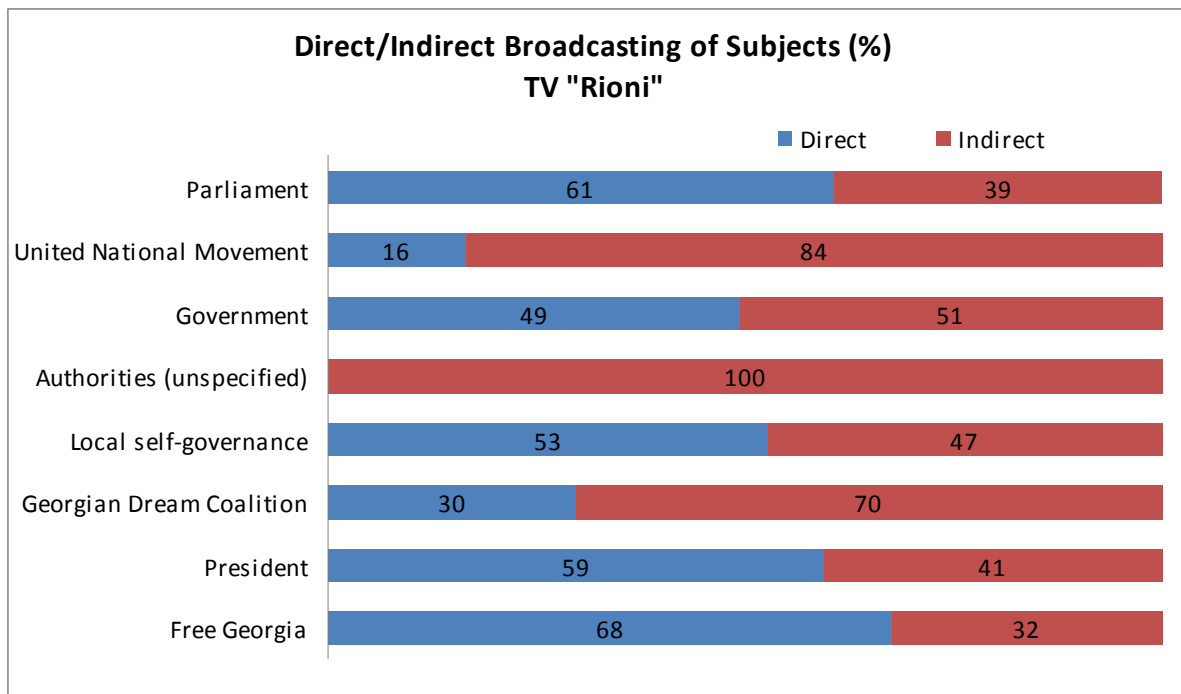
**Rioni (Kutaisi)** – The news programs on the channel dedicated the biggest share of airtime, 33 minutes, to Parliament. UNM comes next with 21 minutes, followed by government with 18 minutes.



All of the three tones were observed when reporting on the monitored subjects, neutral tone prevailed though. The highest percentage of negative reporting was observed in relation to the authorities (61 percent), followed by the Georgian Dream coalition with 45 percent and UNM with 43 percent. The biggest share of positive tone falls on the Georgian Dream coalition (29 percent) and authorities (20 percent). 17 percent of the total time dedicated to the local self-governance and 16 percent to President was positive.

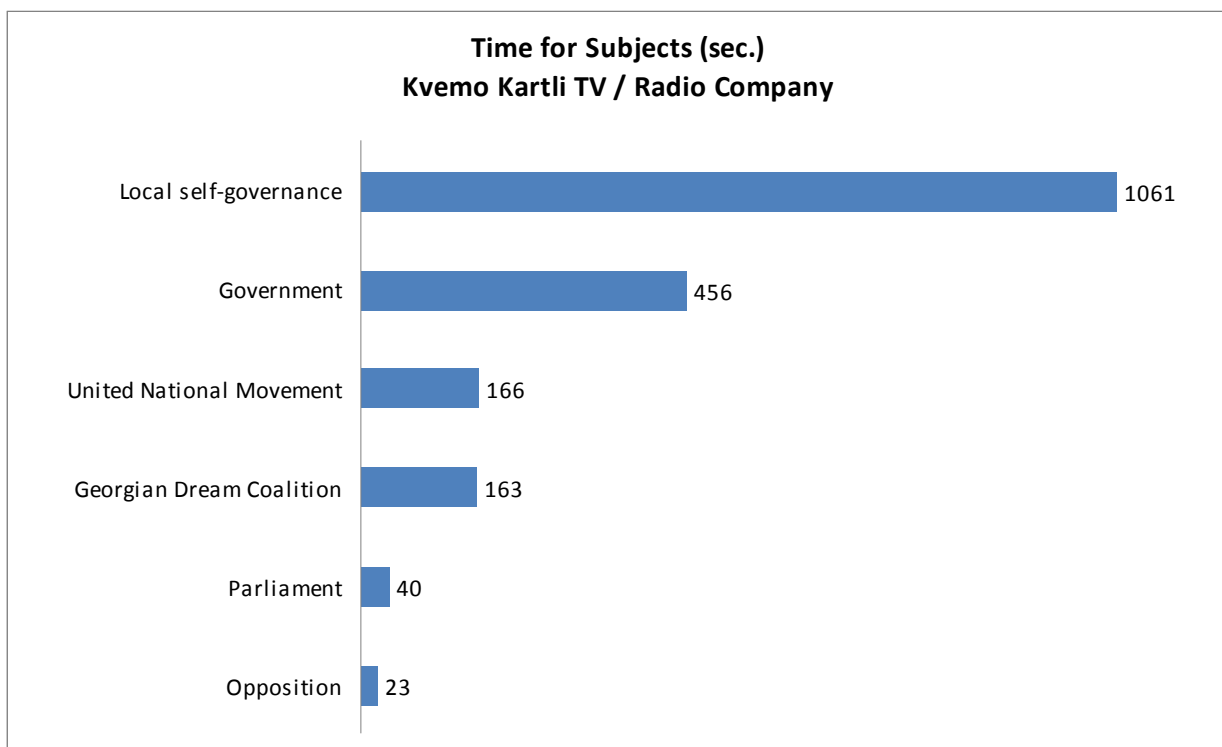


84 percent of reporting was indirect in regard to UNM. Indirect reporting prevailed in relation to the Georgian Dream coalition (70 percent) too. As for the rest of the monitored subjects the share of direct/indirect was almost equal.

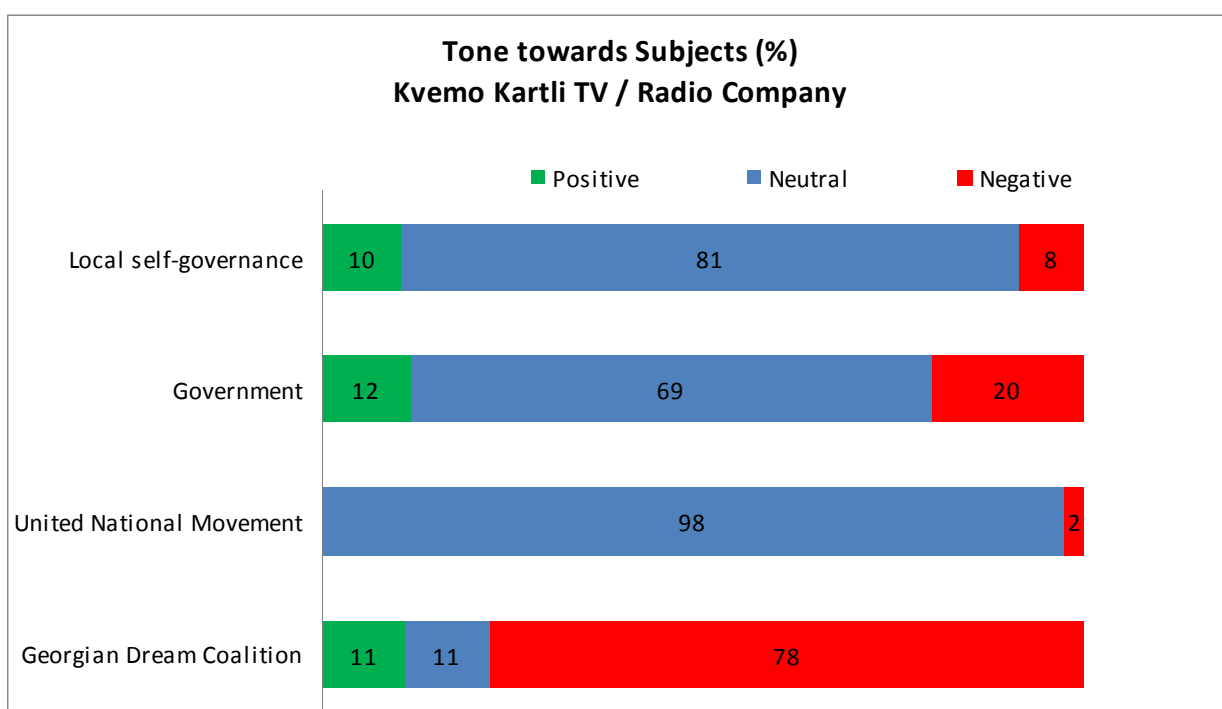


TV Company Rioni was aggressively covering political developments. Within the reporting period special attention was devoted to the processes being on at the Parliament. In general news programs dedicated equal time to the authorities as well as the opposition. TV stories were balanced, journalists' texts were found neutral.

**Kvemo Kartli TV/Radio Company (Rustavi)** – The news programs dedicated the biggest share of airtime, 17 minutes, to the local self-government. Government received 7-minute coverage. UNM and the Georgian Dream coalition was each dedicated three minutes.

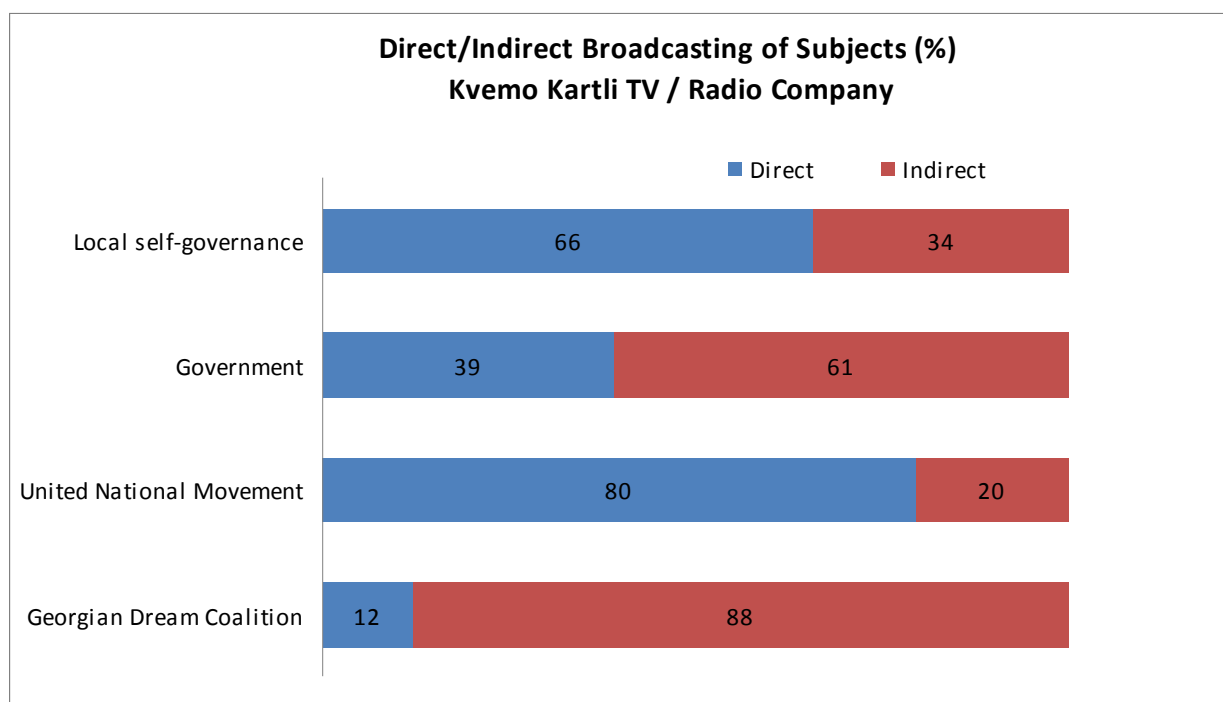


Reporting was essentially neutral in tone. Positive and negative tones were observed too though. The biggest share of negative tone was attached to reporting on the Georgian Dream coalition (78 percent). The share of positive tone was almost equal in regard to government (12 percent), the Georgian Dream coalition (11 percent) and local self-government (10 percent).





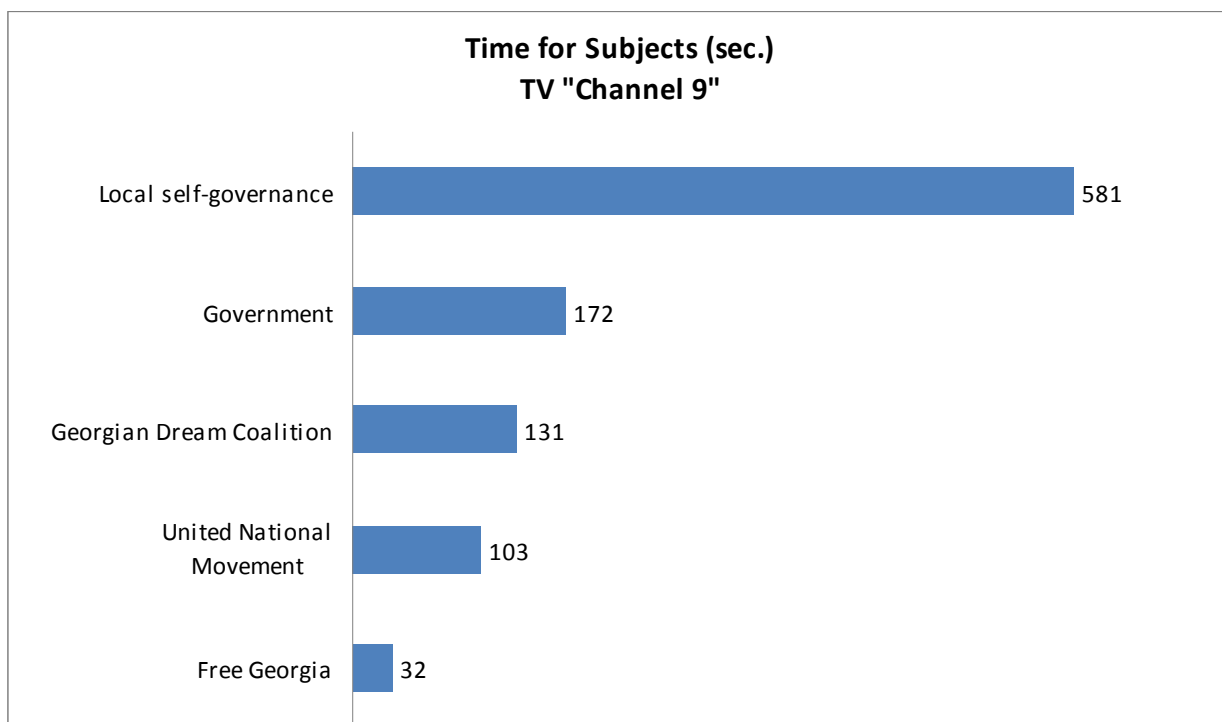
Direct reporting greatly prevailed over indirect reporting in regard to the local self-government (66 percent) and UNM (80 percent).



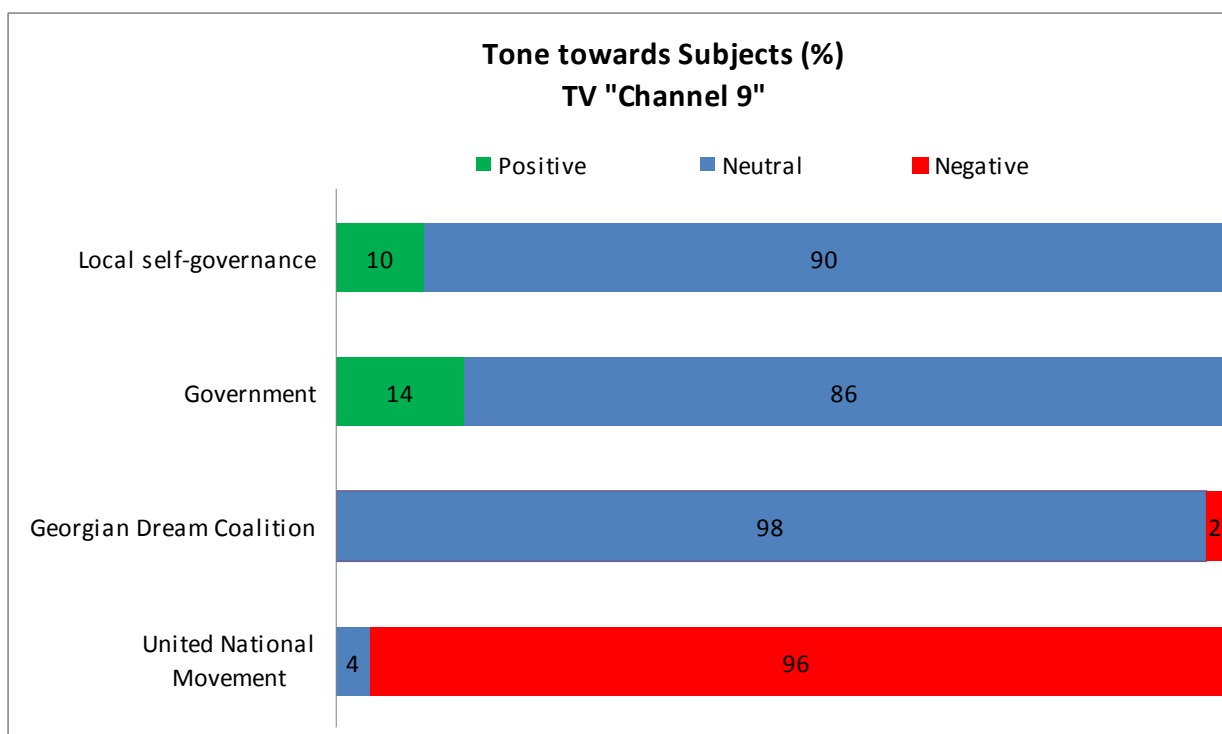
Within the reporting period TV Company essentially covered the events at the regional level. A fair amount of time was dedicated to the coverage of different infrastructural projects. It is noteworthy that loyal attitude to the local self-government was evident. The reporting on their activities was superficial.

**Odishi (Zugdidi)** – During the reporting week the local self government was the only one, out of the monitored subjects, dedicated approximately 3 minutes.

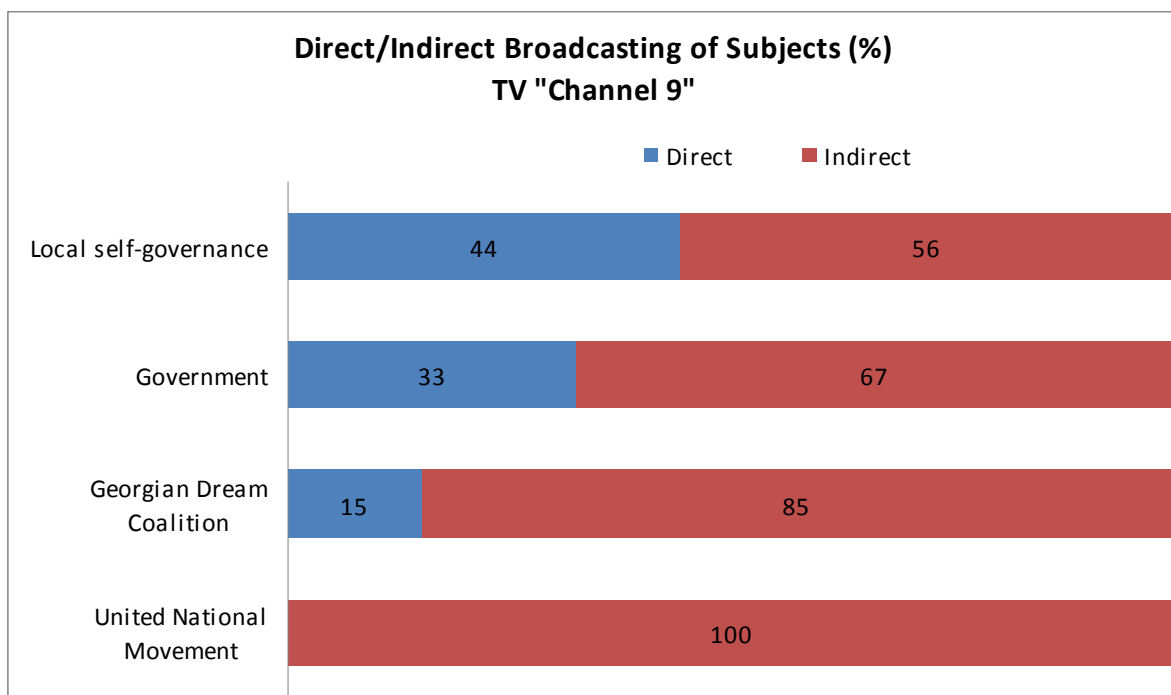
**9<sup>th</sup> Channel (Akhaltzikhe)** – The news programs on the channel dedicated 10 minutes to the local self-government. 3 minutes of reporting was received by government. The Georgian Dream coalition and UNM each was dedicated 2 minutes.



Reporting on the monitored subjects was mostly neutral in tone. 96 percent of the time dedicated to UNM was negative. The share of positive tone was 10 and 14 percent in regard to the local self-government and government respectively.

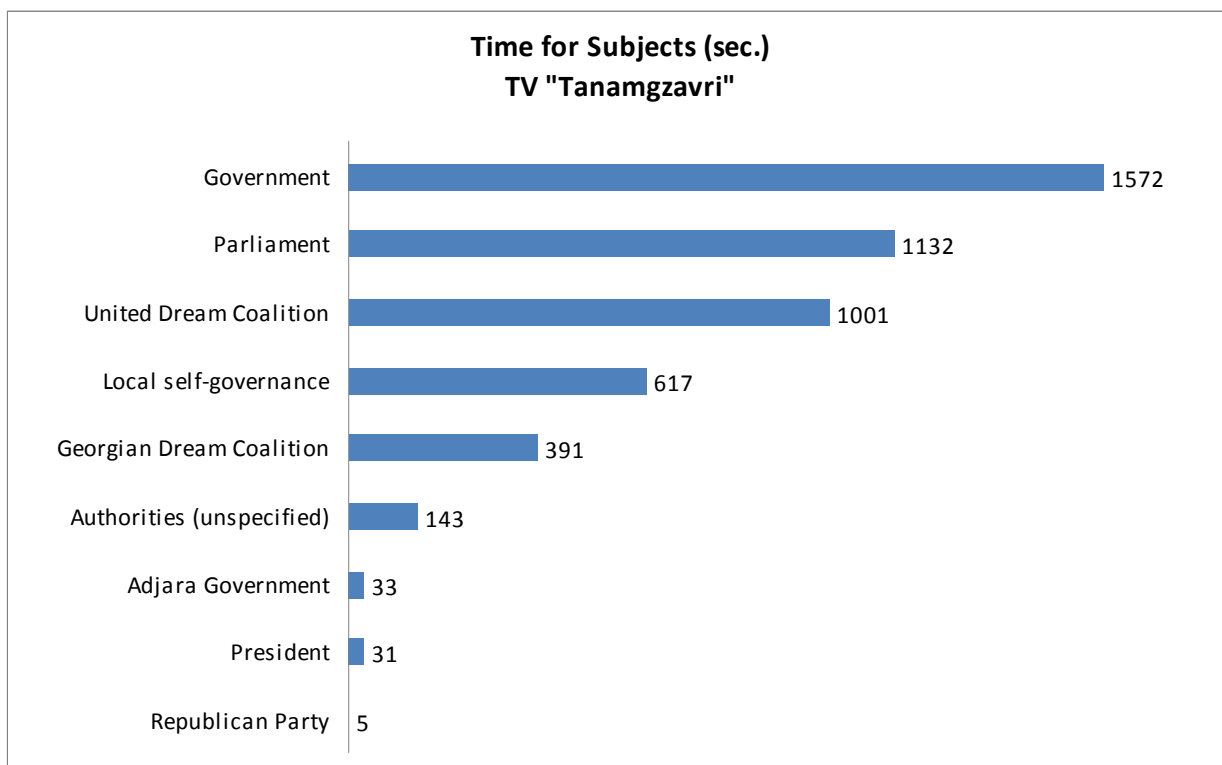


The share of indirect reporting prevailed over direct reporting:

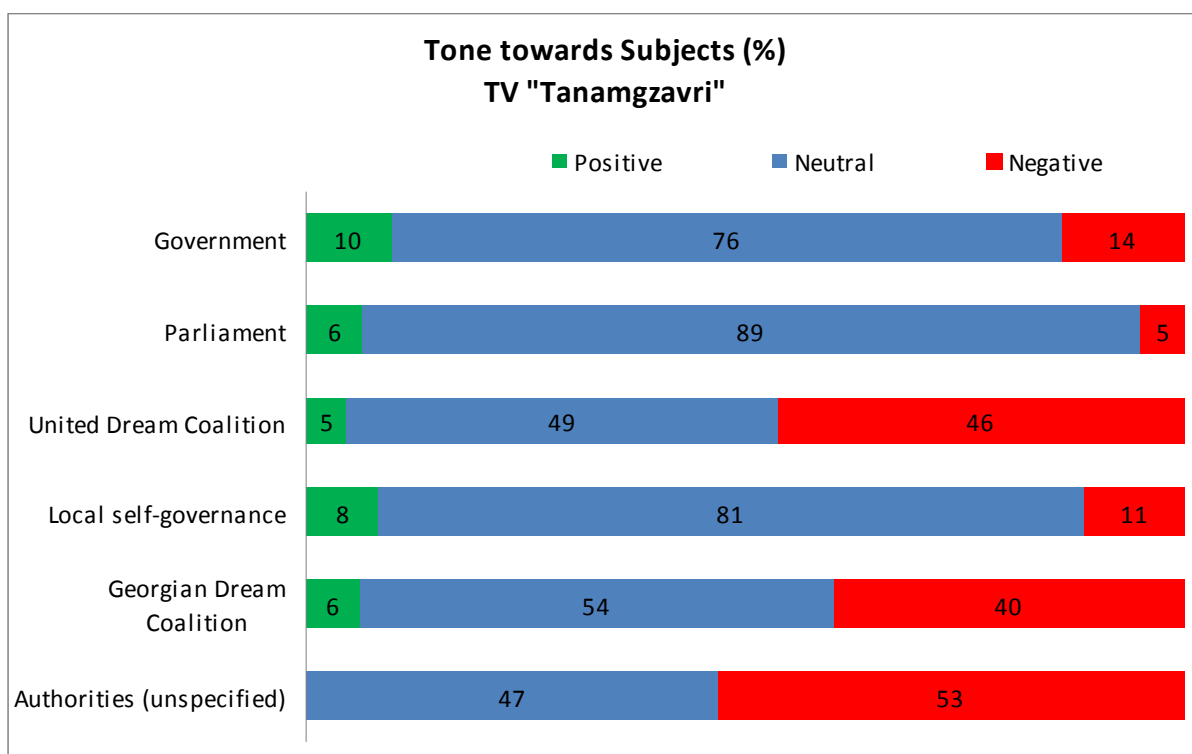


Within the reporting period the TV Company covered local as well as national events. Along with political developments a fair amount of airtime was dedicated to reporting on local cultural and sports events. The TV stories were balanced. Journalists were trying to provide equal coverage of all interested parties. Journalists' texts were unbiased; no subjective approach was identified to either event.

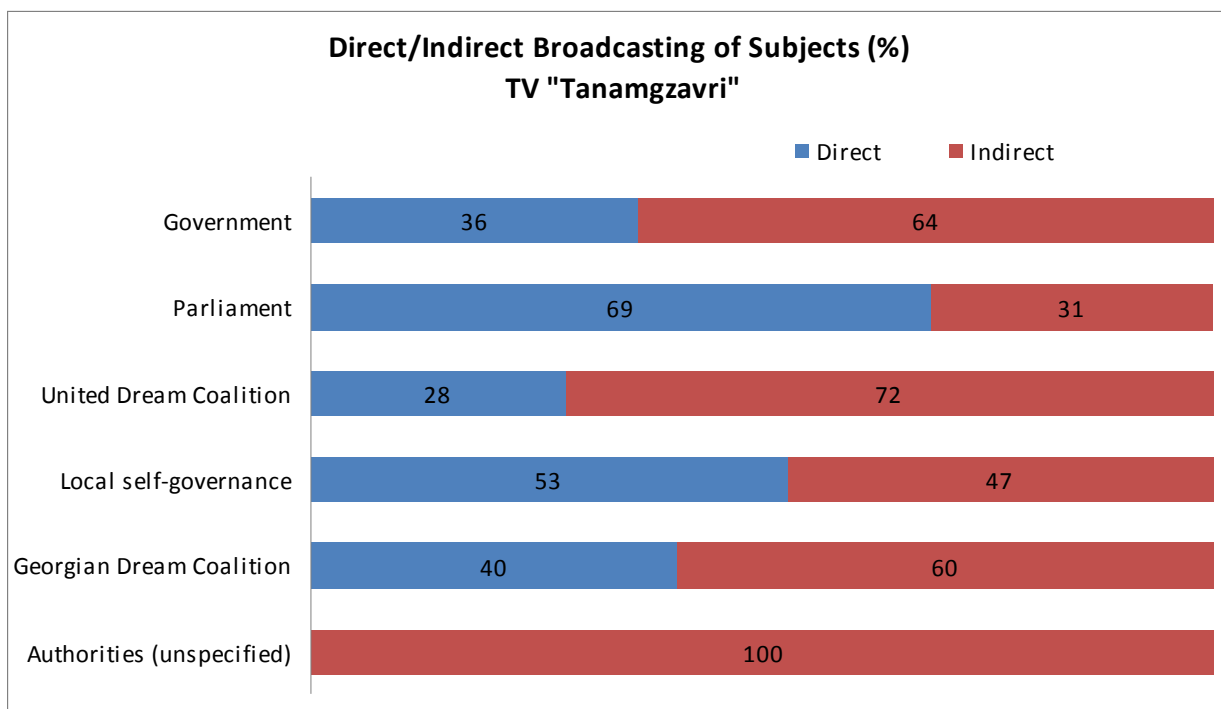
**Tanamgzavri (Telavi)** - The channel dedicated the biggest share of time to government (26 min), Parliament (19 min) and UNM (16 min).



All of the three tones in relation to the monitored subjects were identified. Neutral tone greatly prevailed though. High percentage of negative tone was observed in regard to UNM (46 percent), the Georgian Dream coalition (40 percent of 6 minutes dedicated in total) and authorities (50 percent of 2 minutes dedicated in total). The highest share (10 percent) of positive reporting falls on government.

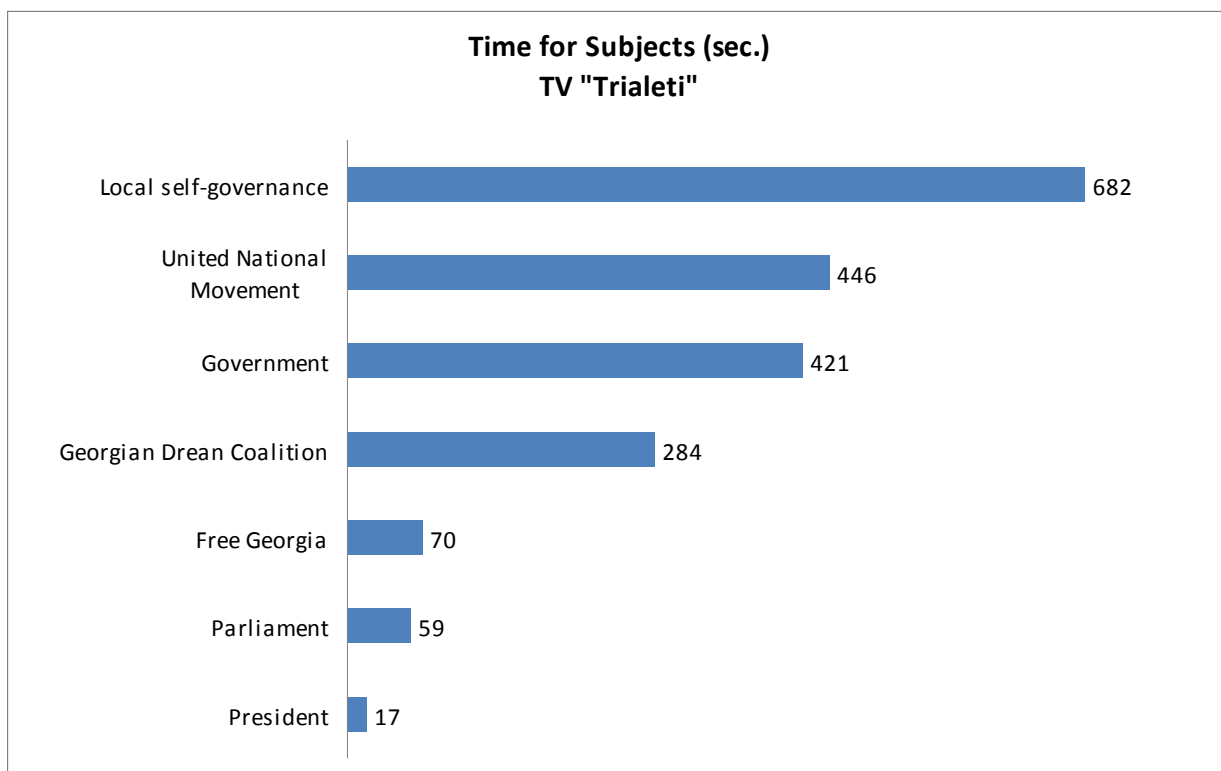


Direct reporting prevailed over indirect reporting only in regard to Parliament (69 percent) and local self-government (43 percent).

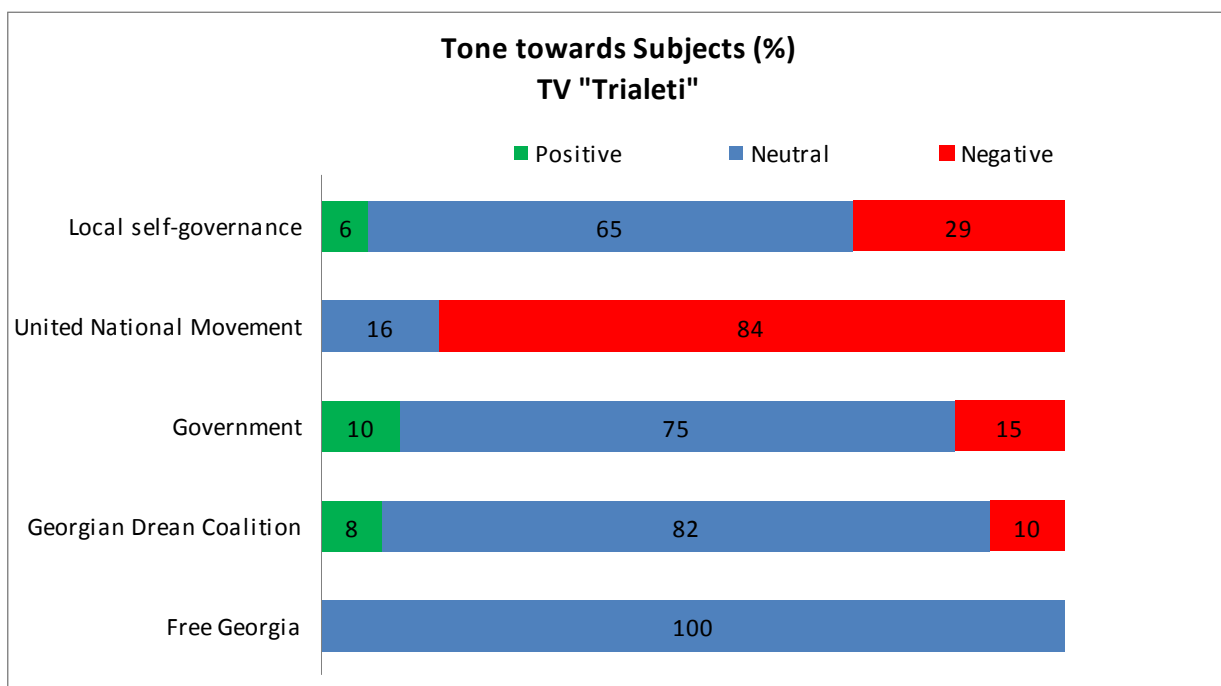


Within the reporting period TV Company Tanamgzavri aggressively covered political events ongoing in the country. State agencies, including government and Parliament, and the opposition were provided equal coverage. TV stories were balanced; journalists' texts implied no bias.

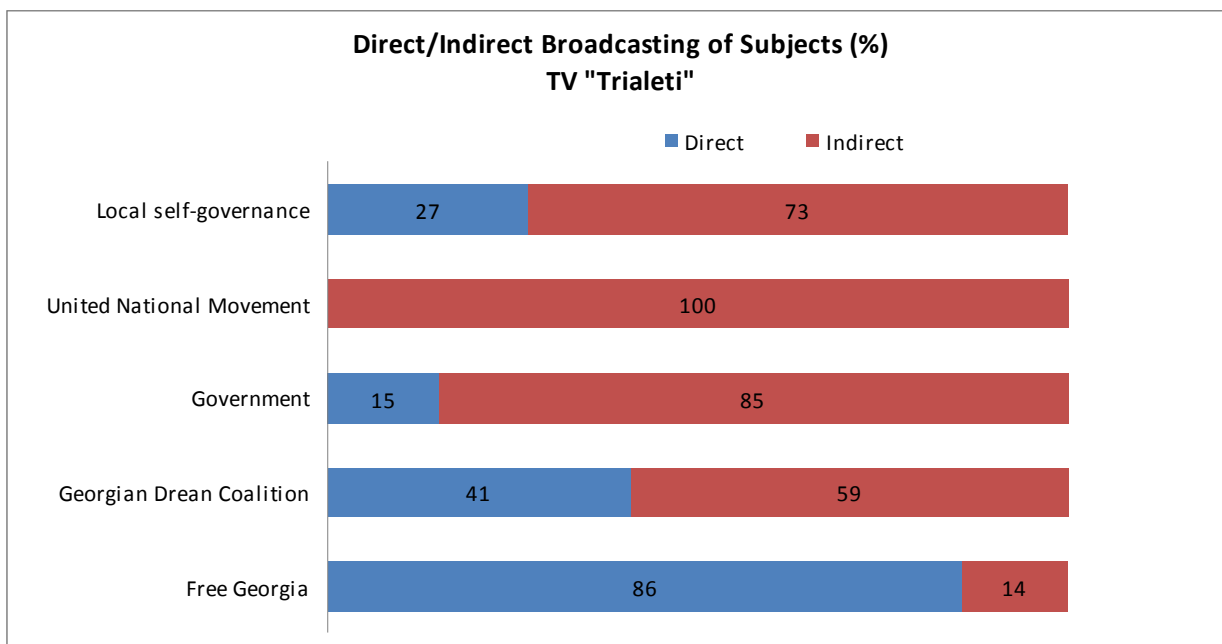
**Trialeti (Gori)** – The news programs on the channel dedicated 11 minutes to the local self-government. UNM and government each enjoyed 7-minute coverage. The Georgian Dream coalition comes next with 4 minutes.



The reporting was essentially neutral in tone. Negative and positive tones were applied too. 84 percent of the total airtime dedicated to UNM and local self-governance was 84 and 29 percent negative respectively. Positive tone was much less: government – 10 percent, the Georgian Dream coalition – 8 percent, local self-governance – 6 percent.

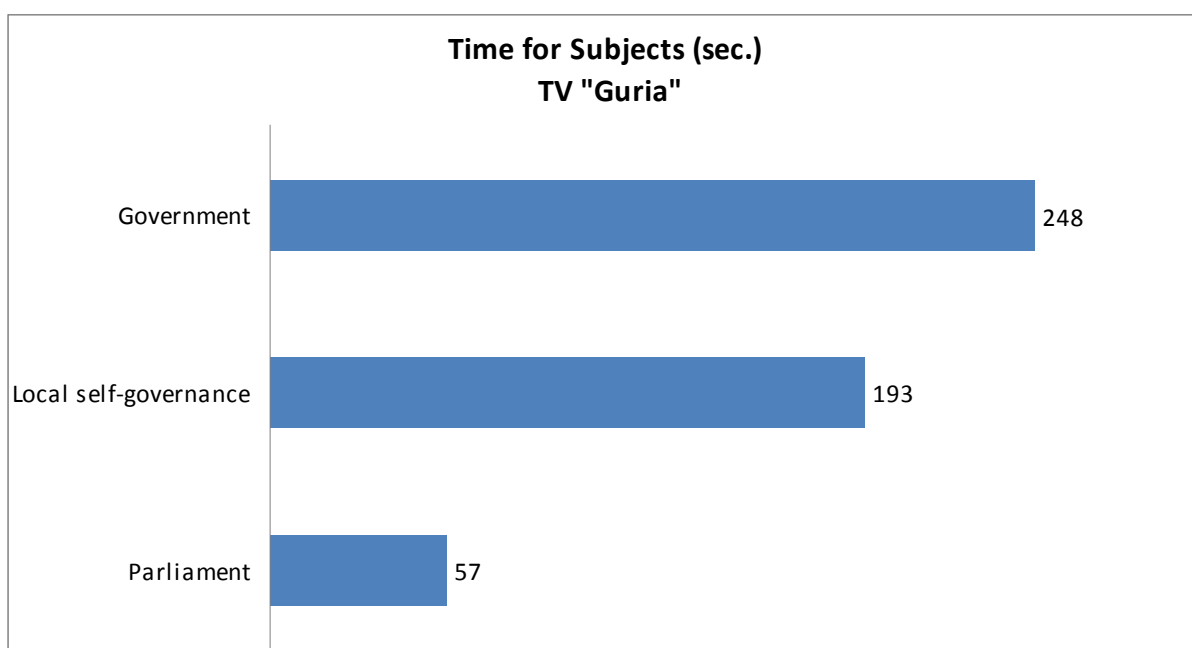


Direct and indirect reporting were both in place, indirect reporting prevailed though:



Within the reporting week TV Company Trialeti essentially covered developments in the region. The TV stories were balanced, dissenting opinions were shown; journalists were trying to demonstrate criticism towards monitored subjects, no bias to any subject was evident though.

**Guria (Ozurgeti)** – The channel dedicated 4 minutes to the government, followed by local self-government with 3 minutes. Reporting was essentially neutral in tone, the percentage of direct-indirect reporting was almost equal. The rest of the monitored subjects were provided no coverage.



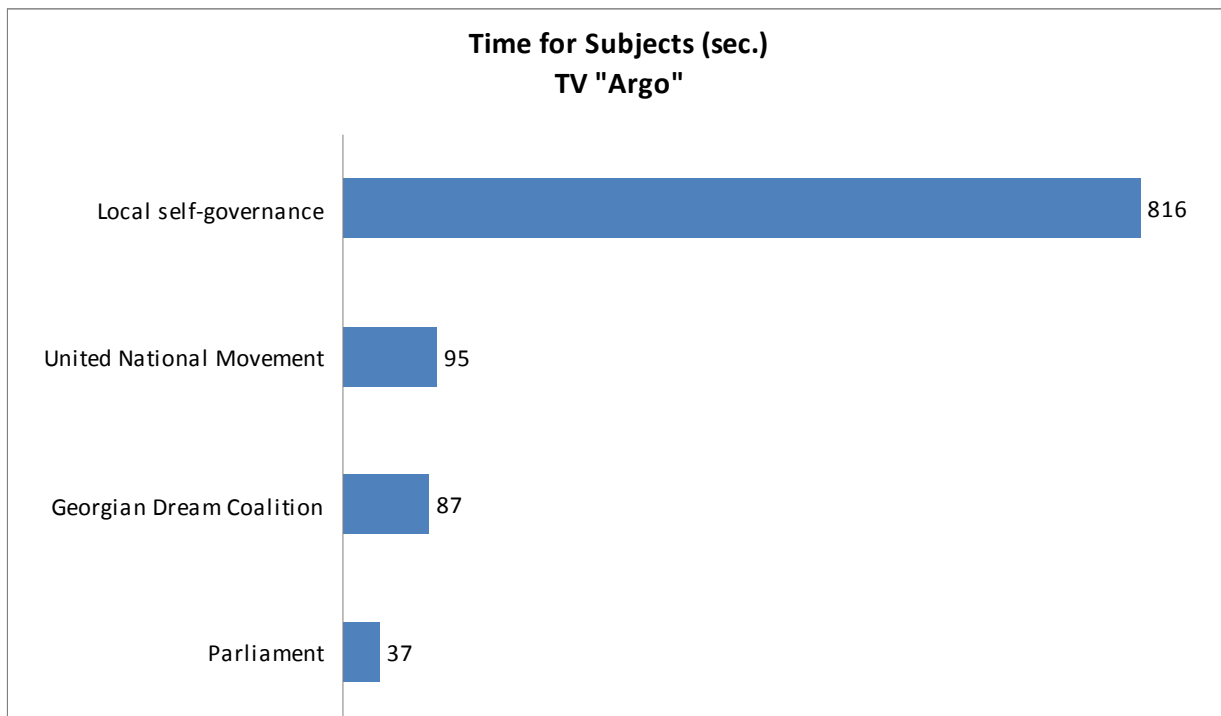
Within the reporting period TV Company Guria mainly reported on local news. Minor amount of airtime at the end of news programs was dedicated to the development nationwide. No bias was identified to any subject. Journalists reported on events without providing subjective evaluations.

**12<sup>th</sup> Channel (Bolnisi)** – During the reporting period less than one minute was dedicated to the local self-government and Parliament.

**Imervizia (Chiatura)** – Within the reporting week the news programs on the channel dedicated no time to the monitored subjects.

**Argo (Zestaponi)** - The news programs dedicated 13 minutes to the local self-government. The rest of the monitored subjects were virtually provided no coverage: a bit more than one minute was dedicated to UNM and the Georgian Dream coalition. The airtime received by Parliament is less than one minute.

All of the three tones were applied when reporting on the local self-government: 20 percent positive, 74 percent neutral and 6 percent negative. The share of direct reporting was 84 percent.

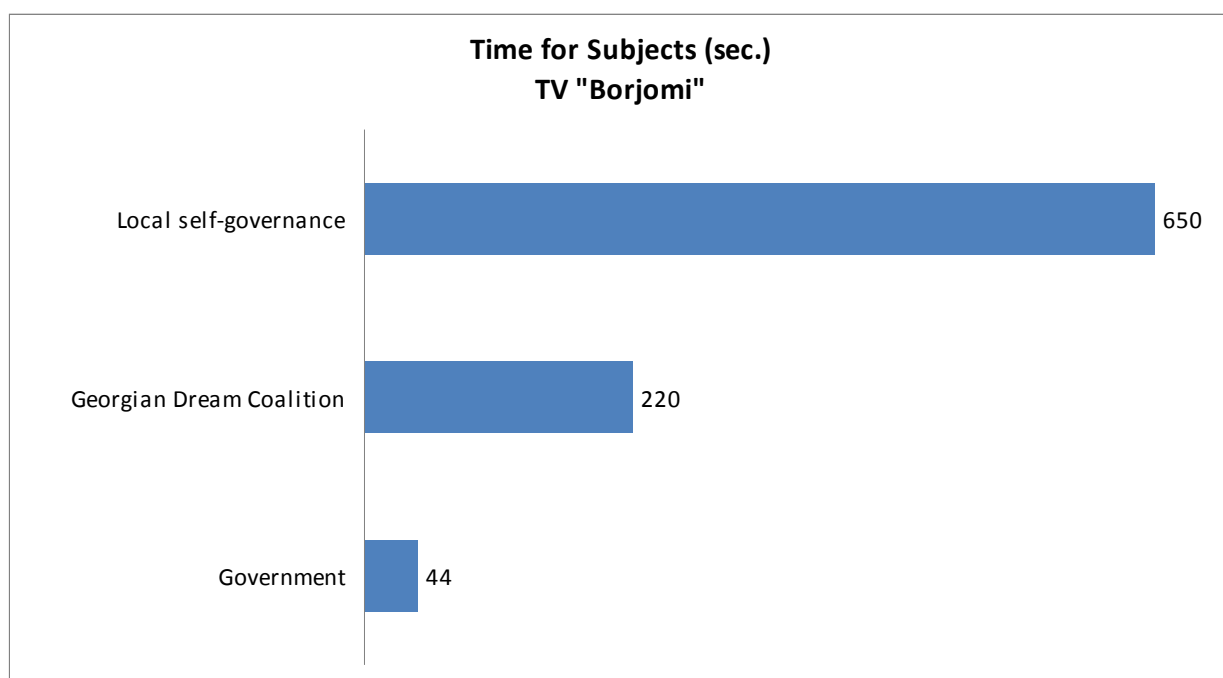


Within the reporting week TV Company Argo essentially covered local developments. The TV stories dedicated the biggest share of airtime to the interviews with the representatives of the local self-government. For example, the TV story in the November 9 news program the interview with Zestaponi Municipality Gamgebeli Kakha Getsadze was dedicated 8 minutes. A fair amount of airtime



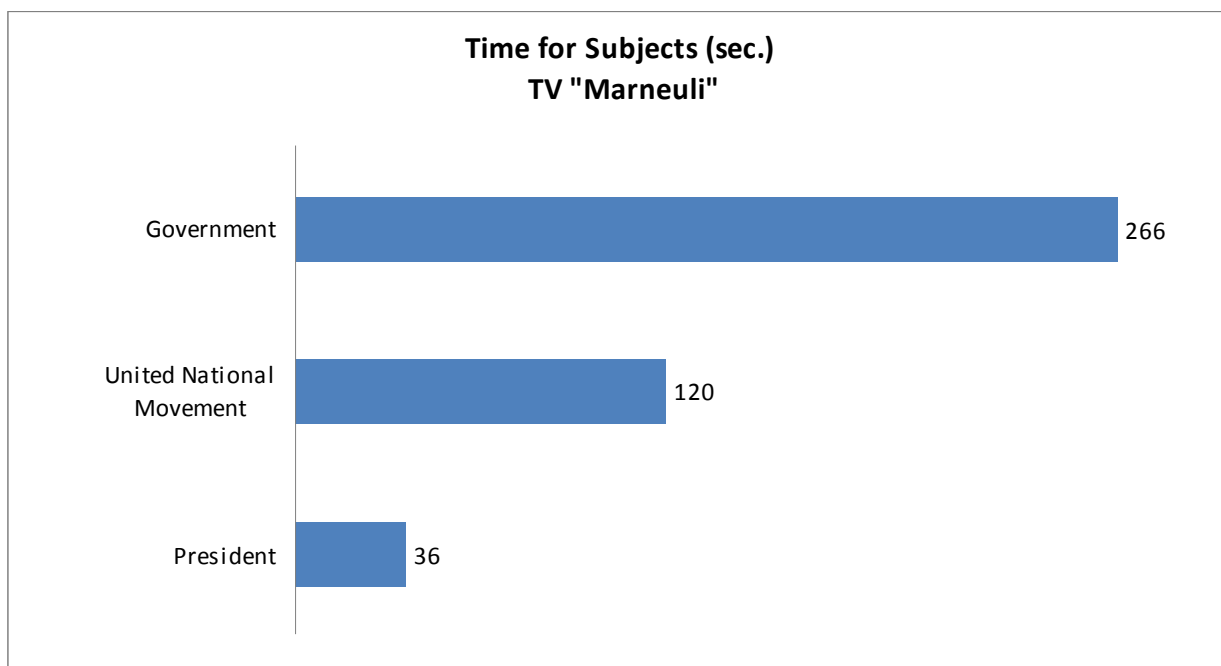
was dedicated to reporting on cultural and sports events in the region. The TV stories dedicated no time to the monitored subjects.

**Borjomi (Borjomi)** – The channel dedicated approximately 11 minutes to the local self-government and 3 minutes to the Georgian Dream coalition. The rest of the monitored subjects were provided no coverage.



Reporting on both of the subjects was mainly neutral. But in regard to the local self-government positive tone (12 percent) was observed too. Negative tone (9 percent) was attached to reporting on the Georgian Dream coalition. The share of direct reporting greatly prevailed over indirect reporting: Georgian Dream coalition – 80 percent, local self-government - 66 percent. The results of the monitoring are not sufficient to provide qualitative analysis.

**Marneuli TV (Marneuli)** – The news programs dedicated 4 minutes to reporting on government, and 2 minutes to UNM.

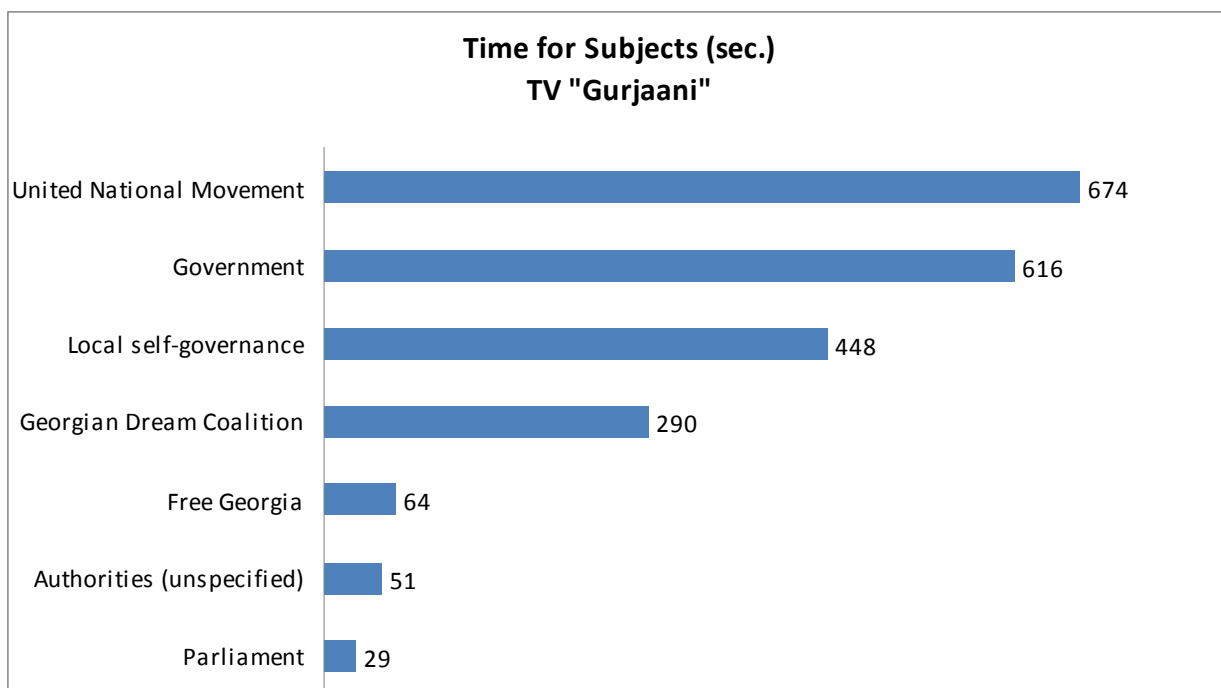


All of the three tones were identified when reporting on the government: 29 percent – positive, 52 percent – neutral and 19 percent – negative. 100 percent of reporting on UNM was negative in tone; In regard to the latter reporting was 100 percent indirect. As regards the government indirect reporting (71 percent) prevailed over direct reporting (29 percent).

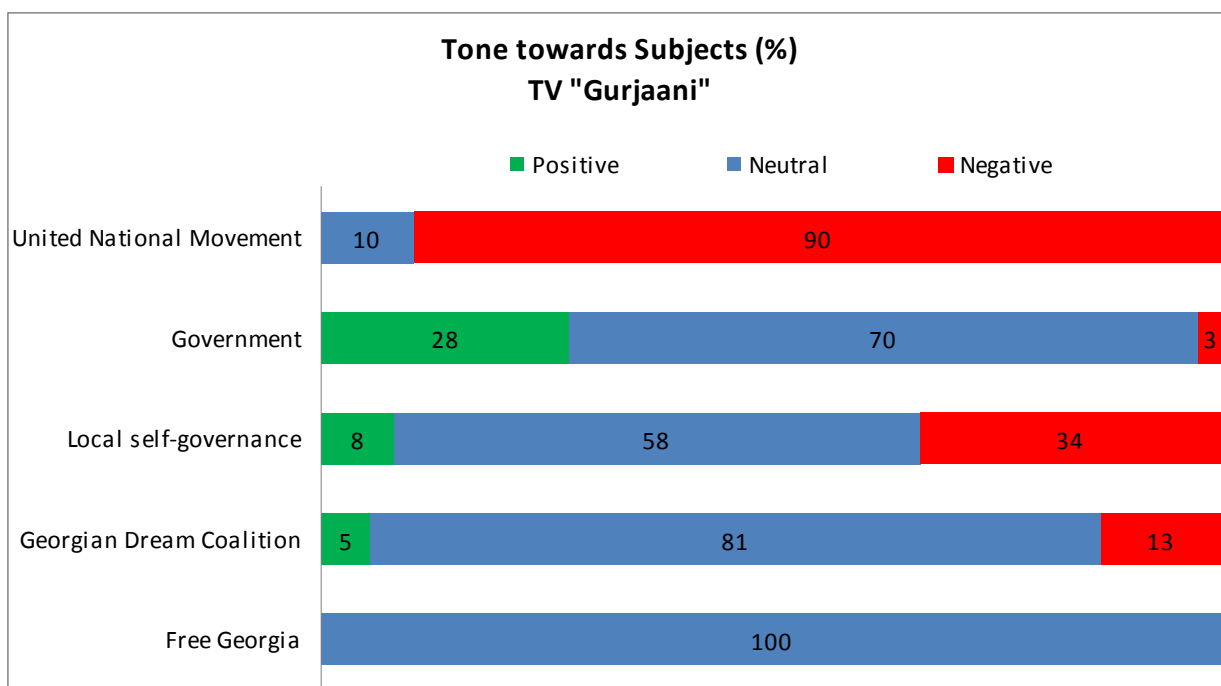
Within the reporting period TV Company Marneuli covered developments at the local as well as national level. Journalists reported in a superficial manner, no bias was evident to any party or policy maker.

The news programs on the channel aired several TV stories produced by the Georgian Association of Regional Broadcasters (GARB).

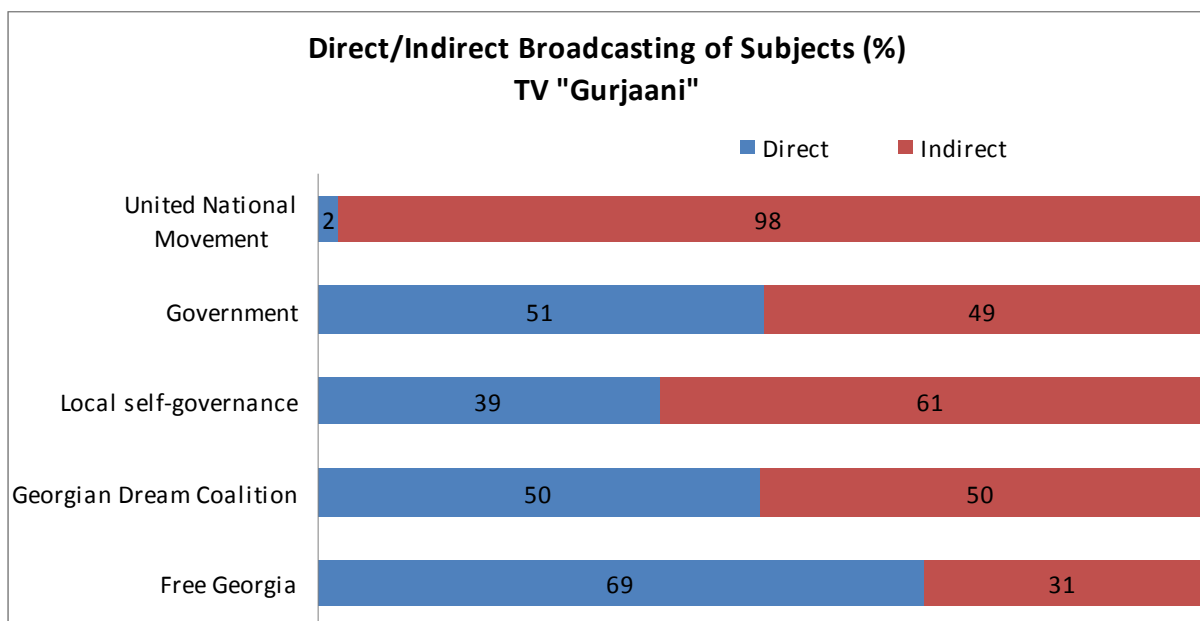
**Gurjaani (Gurjaani)** - The news programs on the channel dedicated 11 minutes to UNM. Government comes next with 10 minutes, followed by local self-government with 7 minutes and the Georgian Dream coalition with 5 minutes.



Reporting was essentially neutral in tone, negative and positive tones were observed too. The biggest share of negative tone (90 percent) was attached to reporting on UNM.

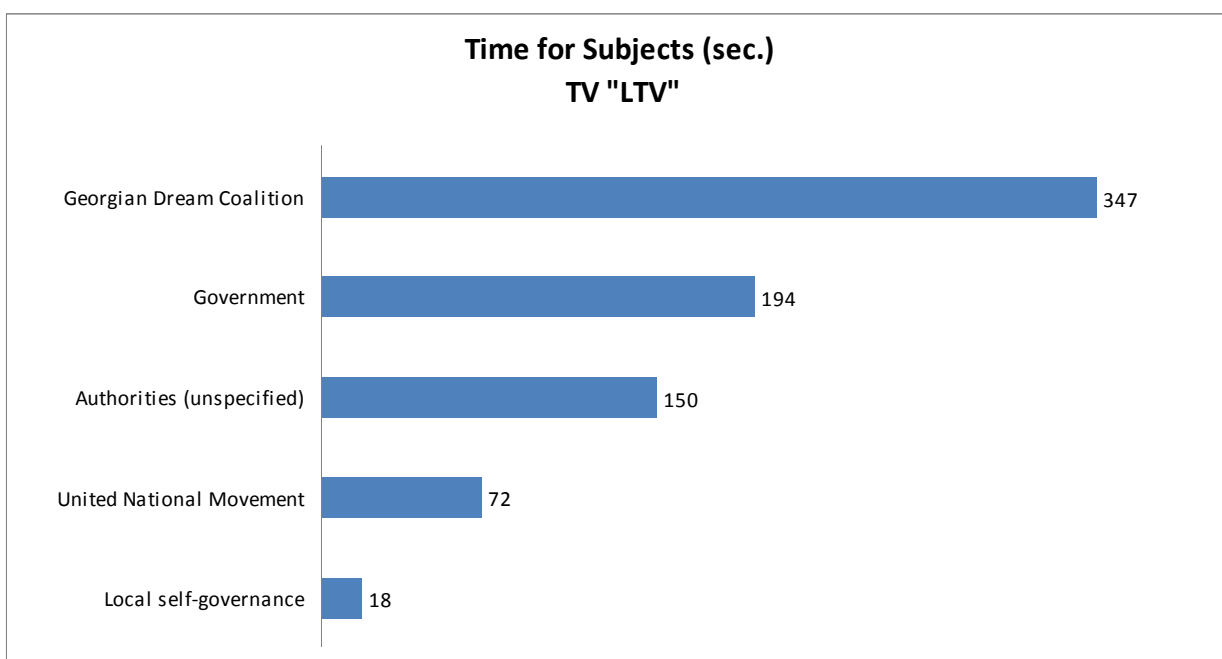


Reporting on UNM was 98 percent indirect. In relation to the local self-government too indirect reporting (61 percent) prevailed over direct (39 percent). In regard to the rest of the monitored subjects the share of direct/indirect reporting was almost equal.

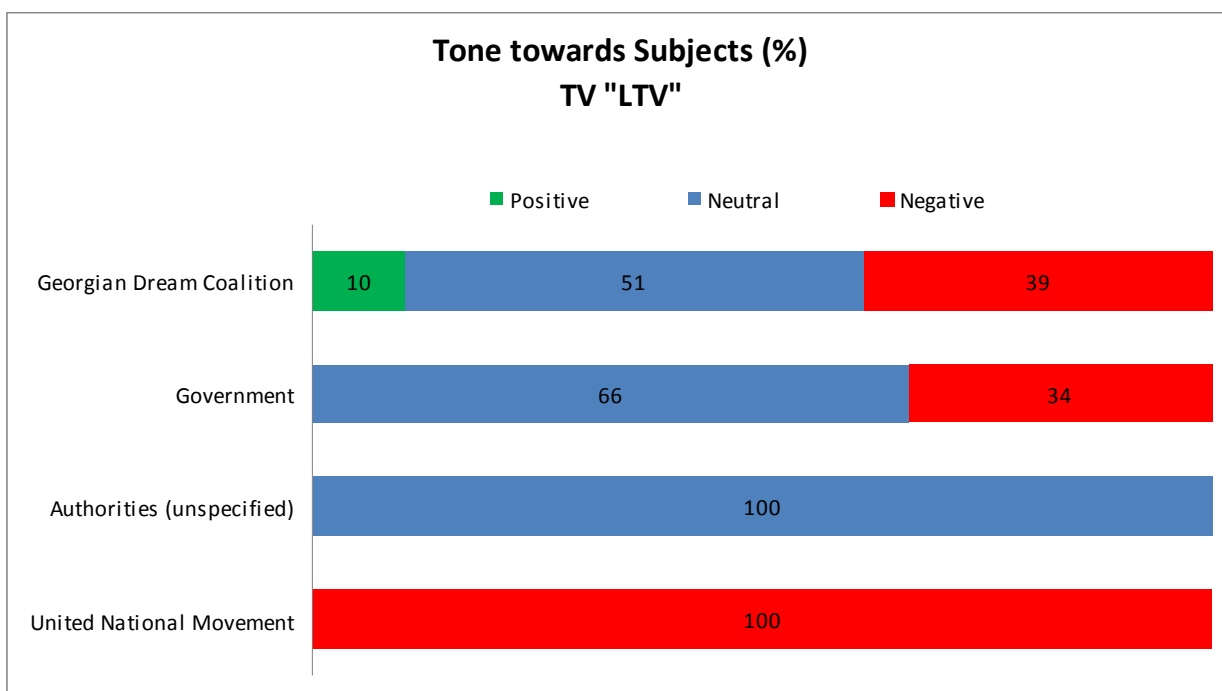


Within the reporting week TV Company Gurjaani covered the developments at the regional as well as national level. The news programs tended to start with the political developments in the country, followed by local news. The TV Company dedicate a fair amount of time to the TV stories on various court disputes (mainly over illegally seized businesses). Journalists' texts were unbiased; they were trying to report in an impartial manner.

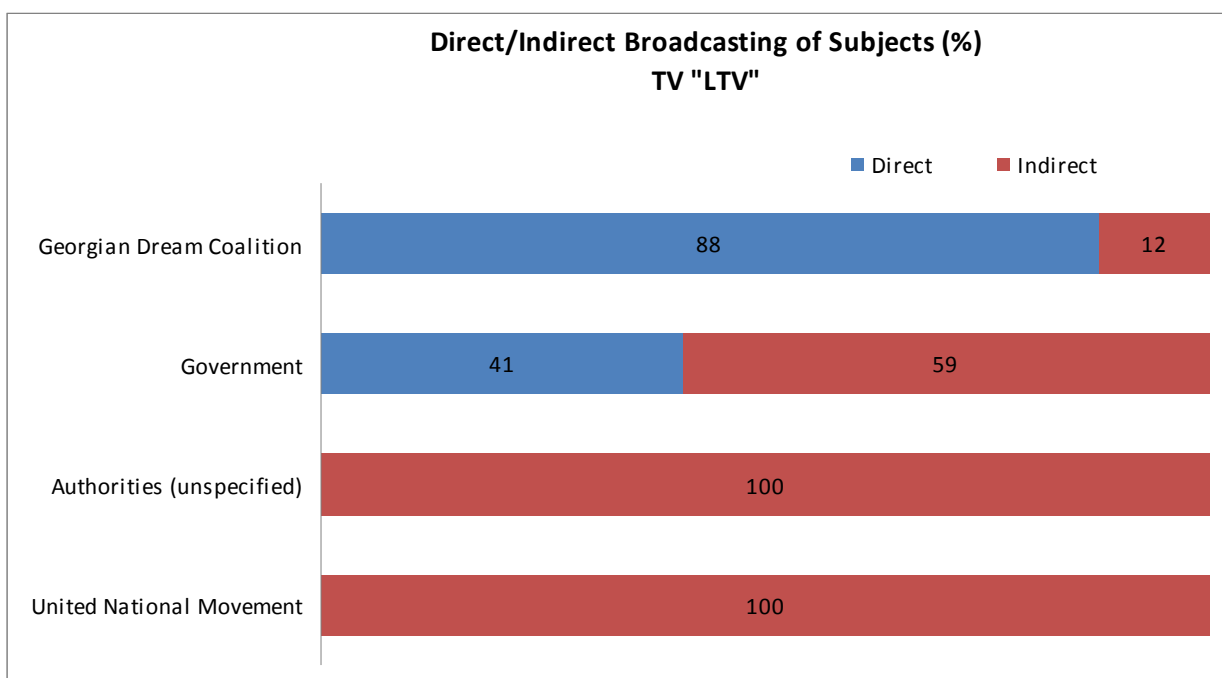
**LTV (Lagodekhi)** – The channel dedicated about 6 minutes to the Georgian Dream coalition. 3 and 2-minute reporting was received by government and authorities respectively.



Reporting on the monitored subjects was essentially neutral in tone. Negative tone too was observed too in regard to the Georgian Dream coalition (39 percent) and government (34 percent). Reporting was 100 percent negative in regard to UNM (1,2 minutes of total time dedicated).



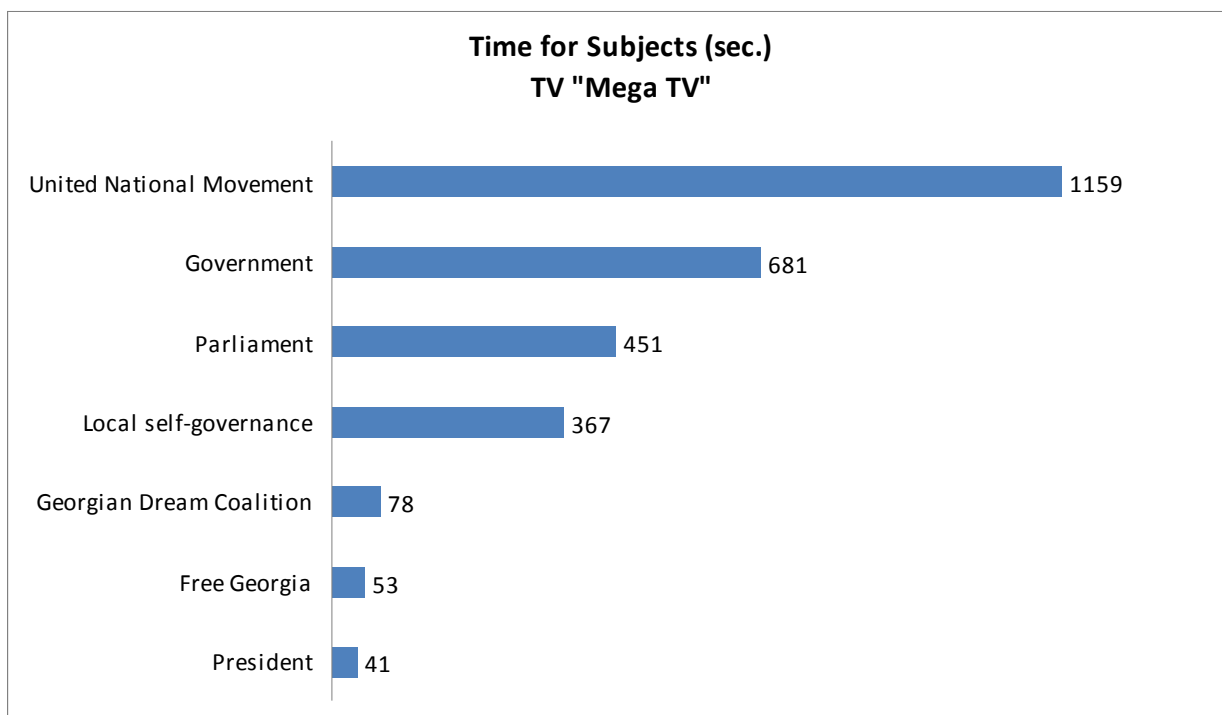
88 percent of reporting on the Georgian Dream coalition was direct. In regard to rest of the monitored subjects indirect reporting prevailed:



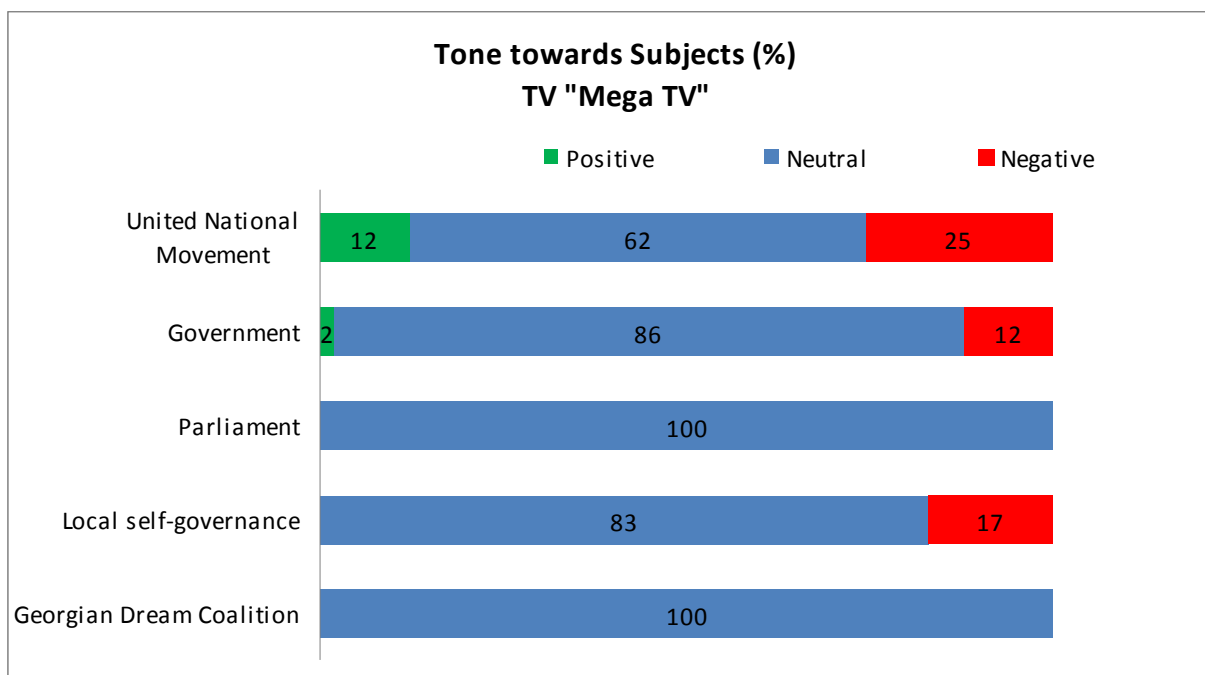
Within the reporting week the LTV news programs aired only six stories with three monitored subjects covered. Accordingly no data has been accumulated to provide qualitative analysis. It's

noteworthy though that compared with previous weeks the journalist's text was neutral and no subjective approach was observed.

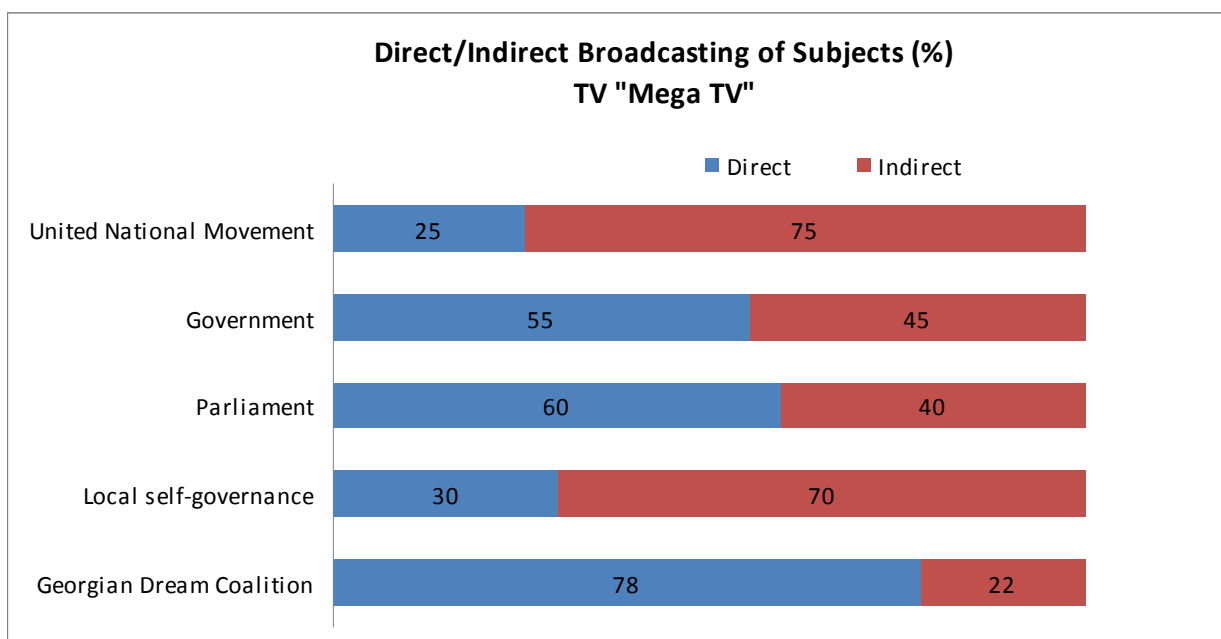
**Mega TV (Khoni)** – The news programs dedicated the biggest share of airtime, 19 minutes, to UNM. 11-minute reporting was enjoyed by government. Parliament and local self-government received 7 and 6 minutes respectively.



Reporting was essentially neutral in tone. Though negative (UNM – 25 percent, local self-government – 17 percent, government – 12 percent) and positive (UNM – 12 percent, government – 2 percent) tones were identified too.



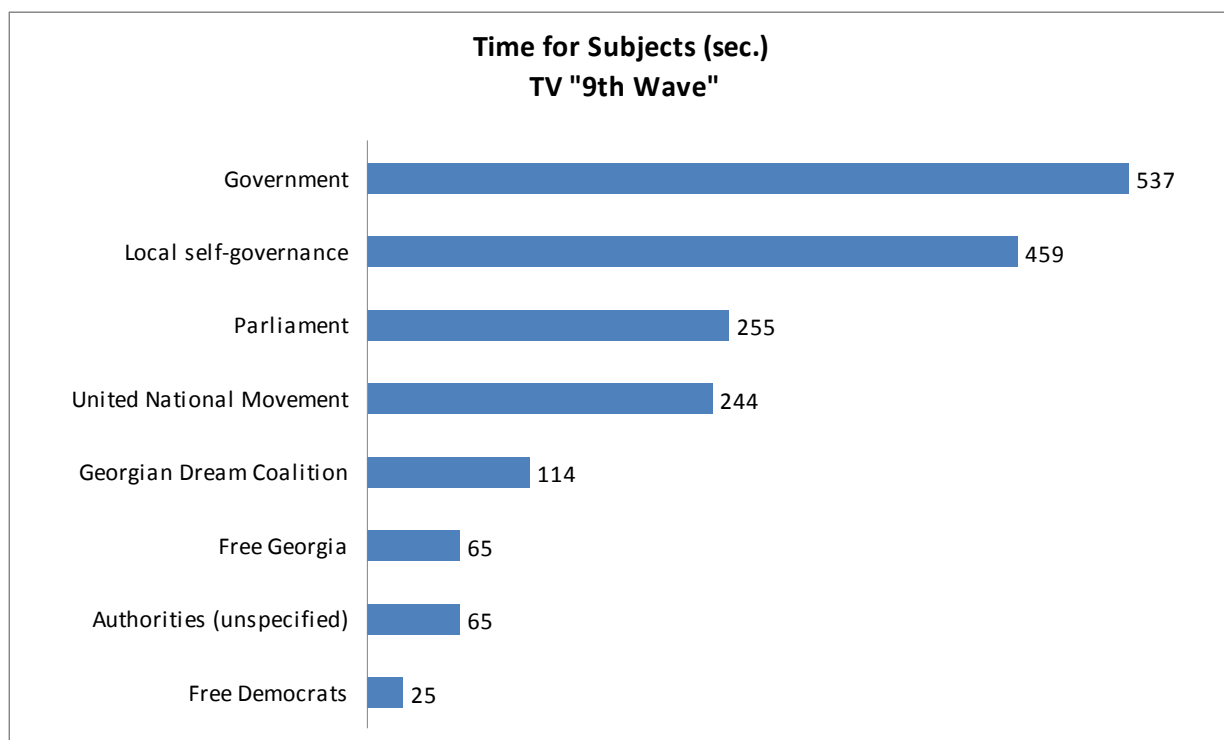
Direct as well as indirect reporting was identified in regard to the monitored subjects. Indirect reporting though prevailed in relation to UNM and local self-governance. The share was almost equal in regard to Parliament and government.



Within the reporting week the daily news programs produced by the TV Company covered the developments in the region as well as nationwide. The TV stories were balanced, and journalists texts - neutral in tone.

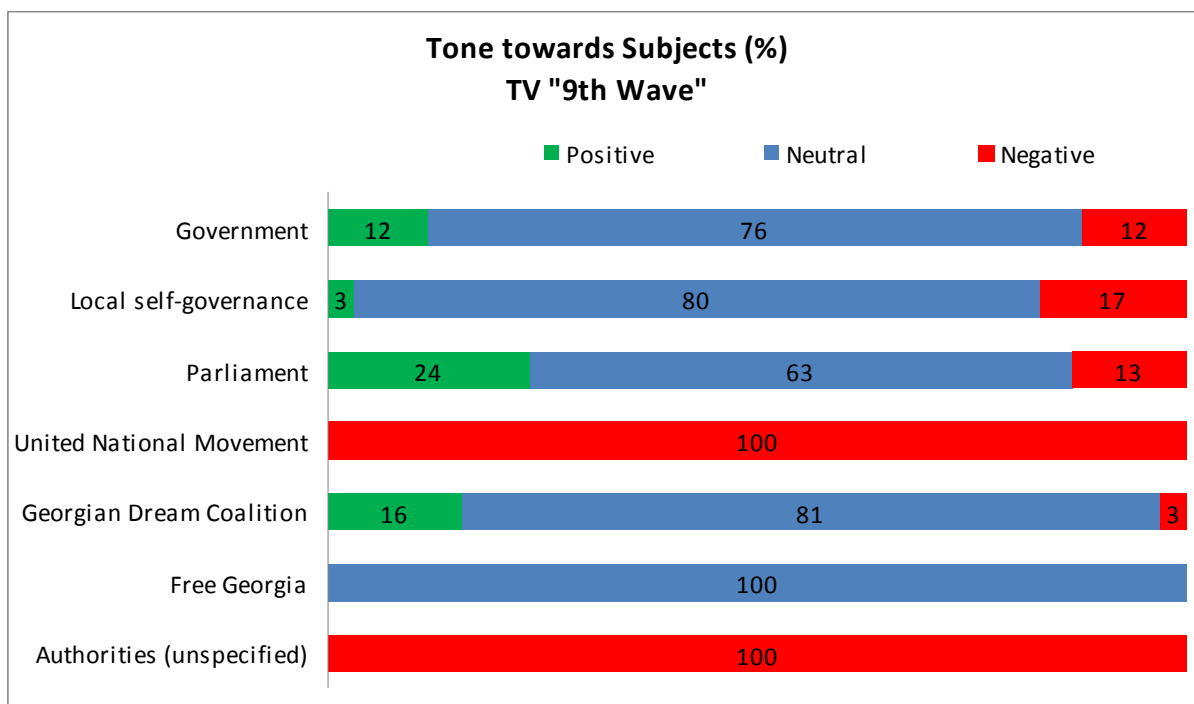
**Zari (Samtredia)** – Within the reporting period the news program produced by the channel provided no coverage of monitoring subjects.

**9<sup>th</sup> Wave** – The news programs of the channel dedicated the biggest share of airtime, 9 minutes, to reporting on government. The 7-minute coverage was received by the local self-government, Parliament and UNM each enjoyed 4-minute reporting, followed by the Georgian Dream coalition with 2 minutes.

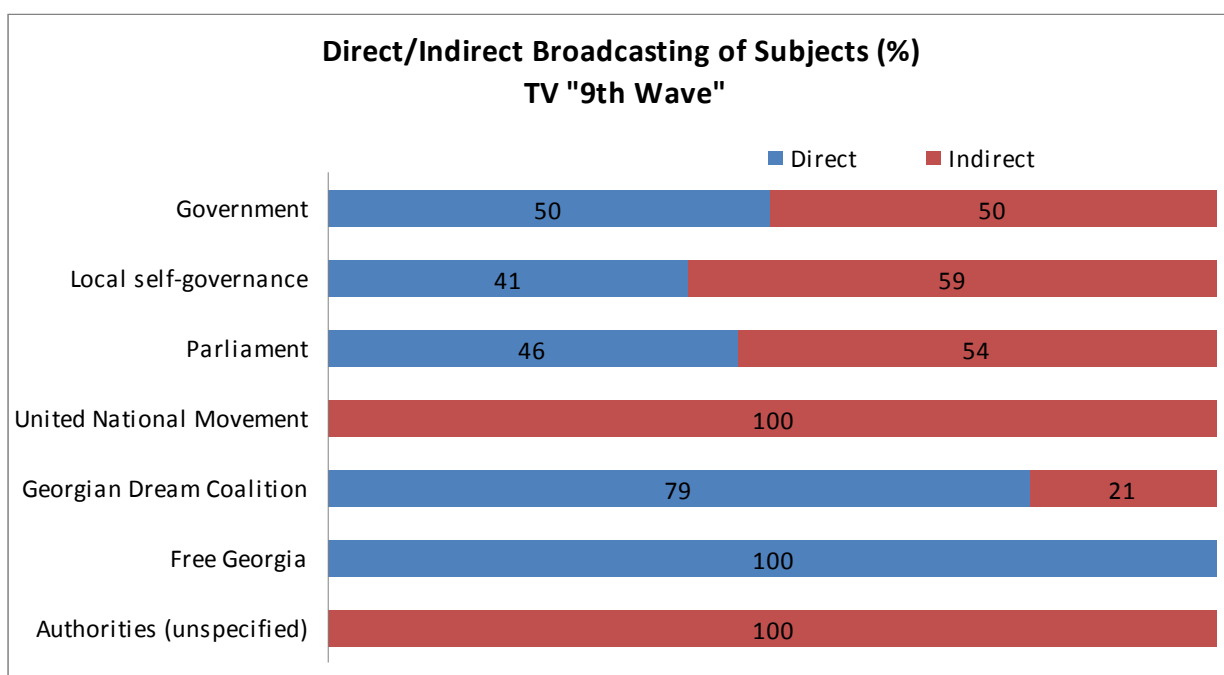


All of the three tones were observed when reporting on the monitored subjects. Neutral tone prevailed though. Reporting on UNM was 100 percent negative. The biggest share of positive reporting (24 percent) falls on Parliament.





The share of direct/indirect reporting was almost equal. In regard to UNM reporting was 100 percent indirect. In relation to the Georgian Dream coalition direct reporting (79 percent) greatly prevailed over indirect reporting (21 percent).



Within the reporting period TV Company 9<sup>th</sup> Wave essentially reported on local news. The news outlets also aired the TV stories provided by GARB. Journalists demonstrated no bias. But due to negative tone applied to one another by previous and incumbent government representatives the share of negative tone has considerably gone up.

*Activities to be carried out:*

Within the period of November 15-28 the final report of monitoring of regional broadcasters will be carried out.



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