



Georgian Charter of Journalistic Ethics

Media Coverage of the Second Round of the 2016 Parliamentary Elections in Georgia

TV News Monitoring Report

10 – 25 October, 2016

The Georgian Charter of Journalistic Ethics is implementing the monitoring of TV news broadcasts within the framework of the project entitled “Study of the Media Coverage of the 2016 Parliamentary Elections” funded by the European Union (EU) and the United Nations Development Programme (UNDP). The monitoring is carried out from 20 May to 19 December, 2016 and covers main news programs on the following 11 TV channels: “1st Channel” of the public broadcaster, “Rustavi 2”, “Maestro”, “GDS”, “Tabula”, “Kavkasia”, “TV Pirveli”, “Obieqtivi”, “Ajara TV”, and “TV 25”.

This report presents the monitoring results only for the independent candidates as well as the three political parties whose candidates participate in the second round of majoritarian elections.

The quantitative and the qualitative analysis of the monitoring data has revealed the following **key findings**:

- Ten out of the eleven monitored TV channels most actively covered activities of “United National Movement” during this round of monitoring. “Obieqtivi” was the only exception, where “Georgian Dream - Democratic Georgia” had the lead.
- “United National Movement” enjoyed the most positive coverage on “Rustavi 2” with 2% of positive tone indicators, while “GDS”, as during the previous monitoring rounds, was the most critical with 41% of negative coverage.
- Activities of “Georgian Dream - Democratic Georgia” were covered most favorably on “GDS” (3% of positive tone indicators), and most negatively on “Tabula” (49% of negative tone indicators).
- “Free Democrats” had most positive coverage on “TV-25” with 5% of positive tone indicators, while “Kavkasia” and “First Channel” were the most critical with 10% of negative coverage each.
- Ms Salome Zurbashvili got the highest attention among the three independent candidates participating in the second round of elections. Her activities were covered by six TV channels (with 4 min 45 sec of total time). Activities of Mr Tsezar Chocheli, another candidate was

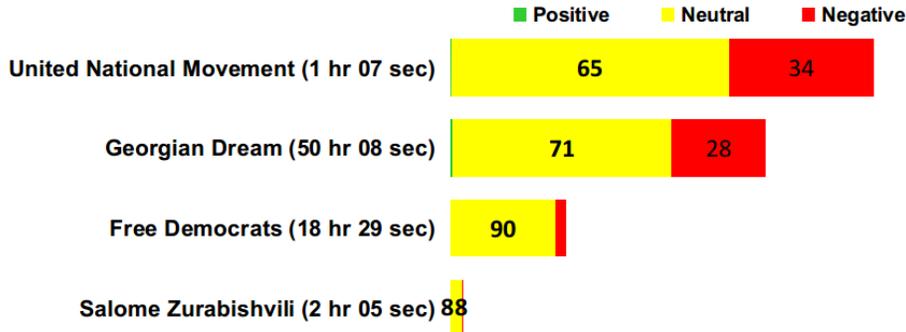
reported only by "Maestro" (only 16 sec). Mr Akaki Chkhaidze, the third independent candidate was not covered at all.

- The content analysis of the TV broadcasts indicates that the channels cover election subjects more or less in accordance with ethical standards. However, as during the previous monitoring rounds, their coverage remains unbalanced.
- The monitoring revealed that in a number of cases the news were based only on one source of information and thus lacked the reliability in coverage.

“1st Channel”

**Time Allocated to the Subjects on "1st Channel"
according to the tone (%)**

(10-25 October, 2016)



“Rustavi 2”

**Time Allocated to the Subjects on "Rustavi 2"
according to the tone (%)**

(10- 25 October, 2016)



“Imedi”

**Time Allocated to the Subjects on "Imedi"
according to the tone (%)**

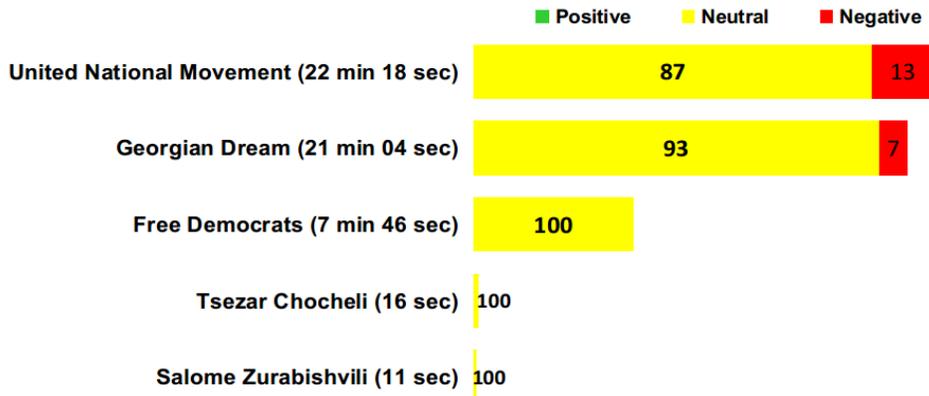
(10- 25 October, 2016)



“Maestro”

Time Allocated to the Subjects on "Maestro" according to the tone (%)

(10- 25 October, 2016)



“GDS”

Time Allocated to the Subjects on "GDS" according to the tone (%)

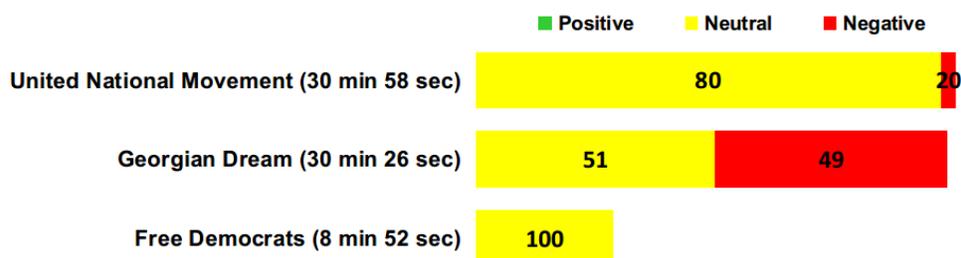
(10 - 25 October, 2016)



“Tabula”

Time Allocated to the Subjects on "Tabula" according to the tone (%)

(10-25 October, 2016)



“Kavkasia”

Time Allocated to the Subjects on "Kavkasia" according to the tone (%)

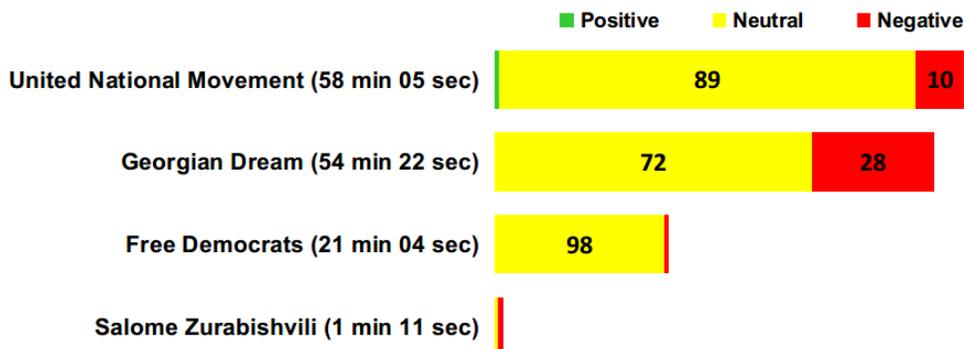
(10-25 October, 2016)



“Pirveli”

Time Allocated to the Subjects on "TV Pirveli" according to the tone (%)

(10-25 October, 2016)



“Obieqtivi”

Time Allocated to the Subjects on "Obieqtivi" according to the tone (%)

(10-25 October, 2016)



“Ajara” TV of the Public Broadcaster

**Time Allocated to the Subjects on "Ajara"
according to the tone (%)**

(10-25 October, 2016)



“TV-25”

**Time Allocated to the Subjects on "TV-25"
according to the tone (%)**

(10-25 October, 2016)

