



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

Subagreement # S-12-155

Report for: July 2 - November 11, 2012

Project Period: 11 June 2012 - 10 December 2012

Total Budget: 31 000\$

Results Summary/Impact Statement

Main findings of monitoring:

- Very few of the monitored subjects were dedicated airtime on regional TV channels;
- Out of the monitored subjects the activities carried out by five political unions including United National Movement (UNM), Georgian Dream coalition, New Rights, Christian-Democratic Movement and Free Georgia were dedicated airtime;
- Following the official announcement of the election campaign the amount of reporting on the UNM and the GD activities considerably went up;
- In the aftermath of elections political parties were virtually provided with no TV coverage, apart from UNM and the Georgian Dream coalition; The amount of airtime devoted to the aforementioned two monitored subjects gradually decreased;
- Most of the TV stories implied superficial information about the activities of the monitored subjects and failed to demonstrate dissenting or criticizing opinions over the issue;
- In the aftermath of elections the extent of subjective coverage of events went down;
- Following the elections some of the TV Companies mostly reported on social, cultural and economic issues ongoing in the region rather than political developments;
- Prior to the elections the greater majority of regional TV channels dedicated a fair amount of airtime to reporting on the activities carried out by the local self-government. Reporting was almost always positive in tone. During the pre-election period reporting on the activities carried out by the local self-government considerably went up but this time reporting was not solely positive in tone;
- The programs initiated by the authorities were covered in a superficial manner, without providing any additional arguments;
- In the greater majority of TV Companies reporting was positive in tone. In this regard the period of September 17-23 was the exception which excelled with strictly negative tone in relation to government and authorities since within this period all of the TV Companies more or less covered the main topic of the week – the release of prisoner abuse video and protest rallies organized against violence.

Background

The report represents the results of the survey carried out within the period of July 2 - November 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), 9th Channel (Alkhaltsikhe), 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), 9th Wave (Poti), Kronika (Dusheti), Egrisi (Senaki).

During the project no news programs were produced by Dusheti-based TV Company Kronika and Senaki-based TV Company Egrisi.

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.

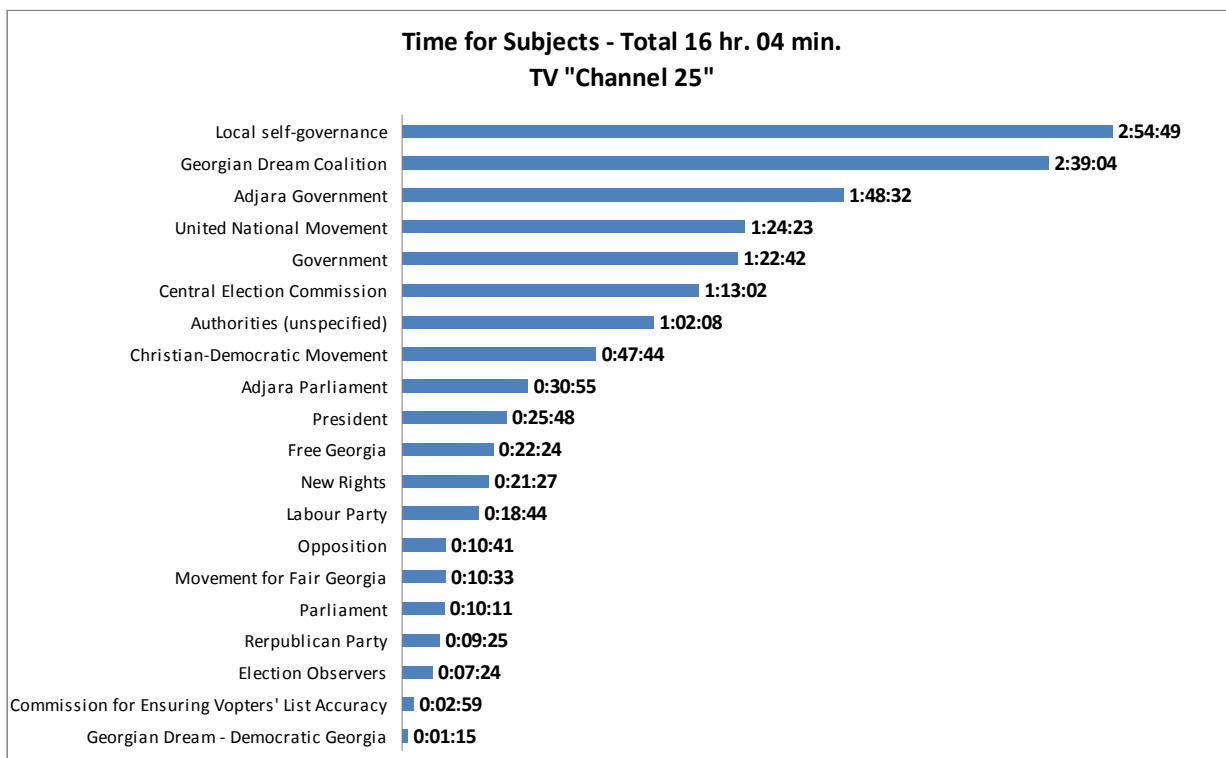
Based on qualitative data the efficiency of media activities in terms of adherence to ethical or professional standards, will be evaluated. The qualitative part embraces components such as balance or whether diverse opinions over the covered issue are represented in the stories; accuracy or whether mistakes 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); Adjara government, Adjara Parliament, 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).

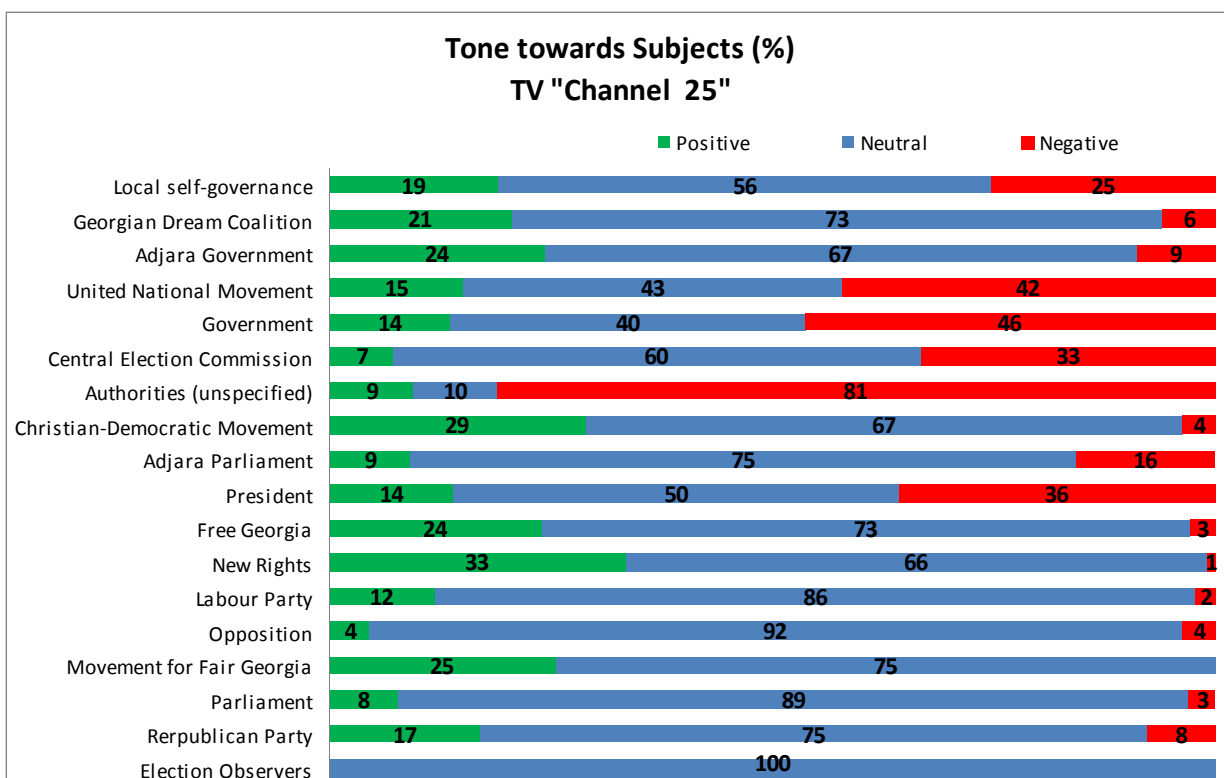
Along with the appearance of elections-related subjects the number of monitored subjects went up. In particular the following new monitored subjects were added: For Renewed Georgia, Future Georgia, Georgian Green Party, Georgian Traditionalists Union, Whites, Social-Democratic Party, Monarchist Party, Freedom - The Way of Zviad Gamsakhurdia.

News programs monitoring results per channel:

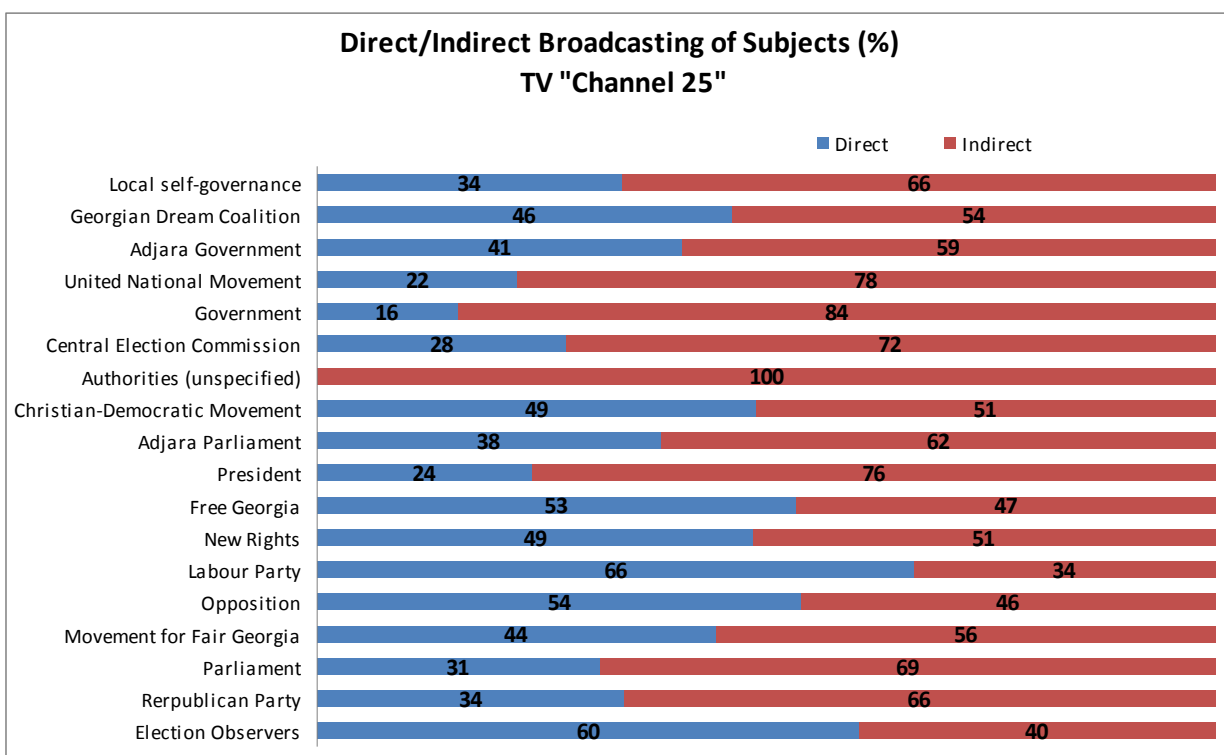
Channel 25 (Batumi) – The TV Company dedicated the total of 16 hours and 4 minutes to reporting on the monitored subjects. Out of the given figure 2 hours and 54 minutes falls on reporting on local self-government, 2 hours and 39 on the Georgian Dream coalition, 1 hour and 48 minutes to Adjara government. Almost equal share of airtime was received by UNM (1 hour and 24 minutes dedicated in total) and government (1 hour and 22 minutes dedicated in total).



Reporting on the monitored subjects was mostly neutral in tone. 33 and 29 % positive tone was attached to reporting on New Rights (21 min dedicated in total) and Christian-Democratic Movement (47 min dedicated in total). Reporting was negative in tone in regard to the authorities - 81 percent (1 hour of dedicated time), government – 46 percent (1 hour and 22 minutes dedicated in total), UNM – 42 percent (1 hour and 24 minutes dedicated in total).



Indirect reporting mostly prevailed over direct reporting. The share of direct/indirect reporting was almost equal in regard to the Georgian Dream coalition, Adjara government, Christian-Democratic Movement, Free Georgia, New Rights. The bigger share of direct reporting (66 percent) falls on the Georgian Labor Party (18 minutes of dedicated time).

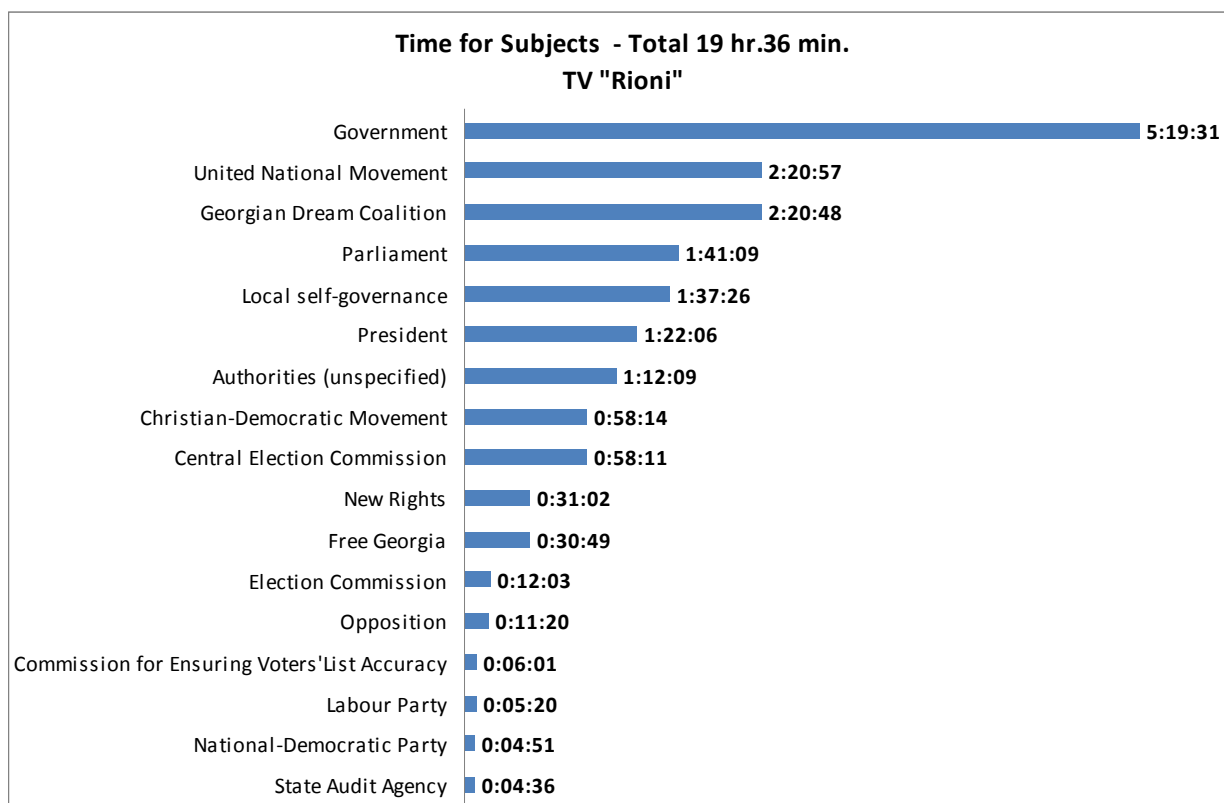


TV Company Channel 25 actively covered the developments in the region, the important events ongoing nationwide were touched upon too.

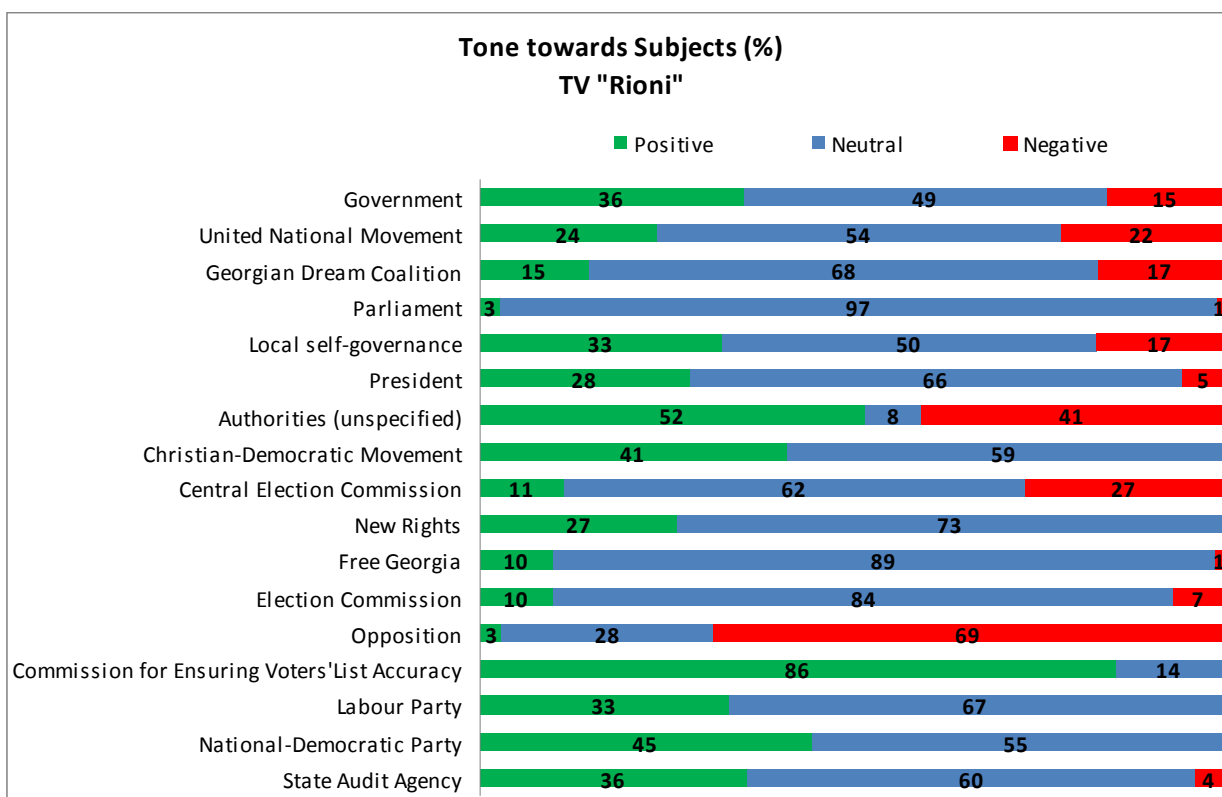
The greater majority of TV stories were balanced; the lack of balance was identified too though. In particular reporting on the opinions of the representatives of former authorities was dedicated considerably less time than the opposing stance. Accordingly, the cases of the kind affected the increase of negative context in relation to UNM and former authorities. Within the monitoring period only two cases of subjective reporting were identified. In August 9th program the journalist generalized the data in a non-representative manner: *“Batumi residents don not think Gia Baramidze deserves to be Batumi majoritarian deputy.”* In general journalists strictly marked off facts from opinions, their texts demonstrated no bias to any monitored subject.

During the monitoring period no violations such as video/sound manipulation, inaccuracy and biased questions were identified.

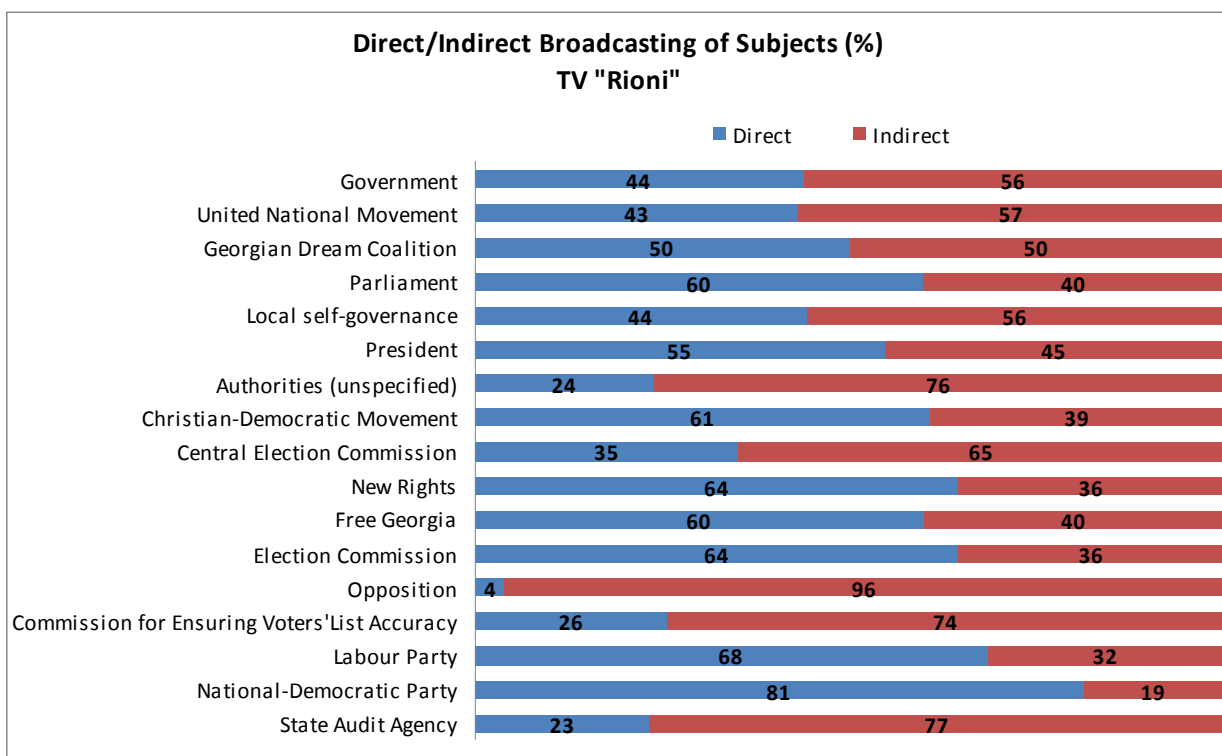
Rioni (Kutaisi) – The news programs on the channel dedicated 19 hours and 36 minutes to the monitored subjects. The biggest share of airtime – 5 hours and 19 minutes - falls on government. The equal amount of airtime was dedicated to UNM and the Georgian Dream coalition (2 hours and 20 minutes). Parliament and local self-government received 1 hour and 41 minutes and 1 hour and 37 minutes respectively.



All of the three tones were identified when reporting on the monitored subjects. Neutral and positive tones greatly prevailed over negative though. The latter was mostly applied in regard to the authorities (41 percent) and the opposition (69 percent).



The share of direct/indirect reporting was almost equal. Please, view the chart below:



TV Company Rioni covered a wide range of developments. Along with the developments in the region the events ongoing nationwide were covered too. The TV Company dedicated more time to the developments in the country.

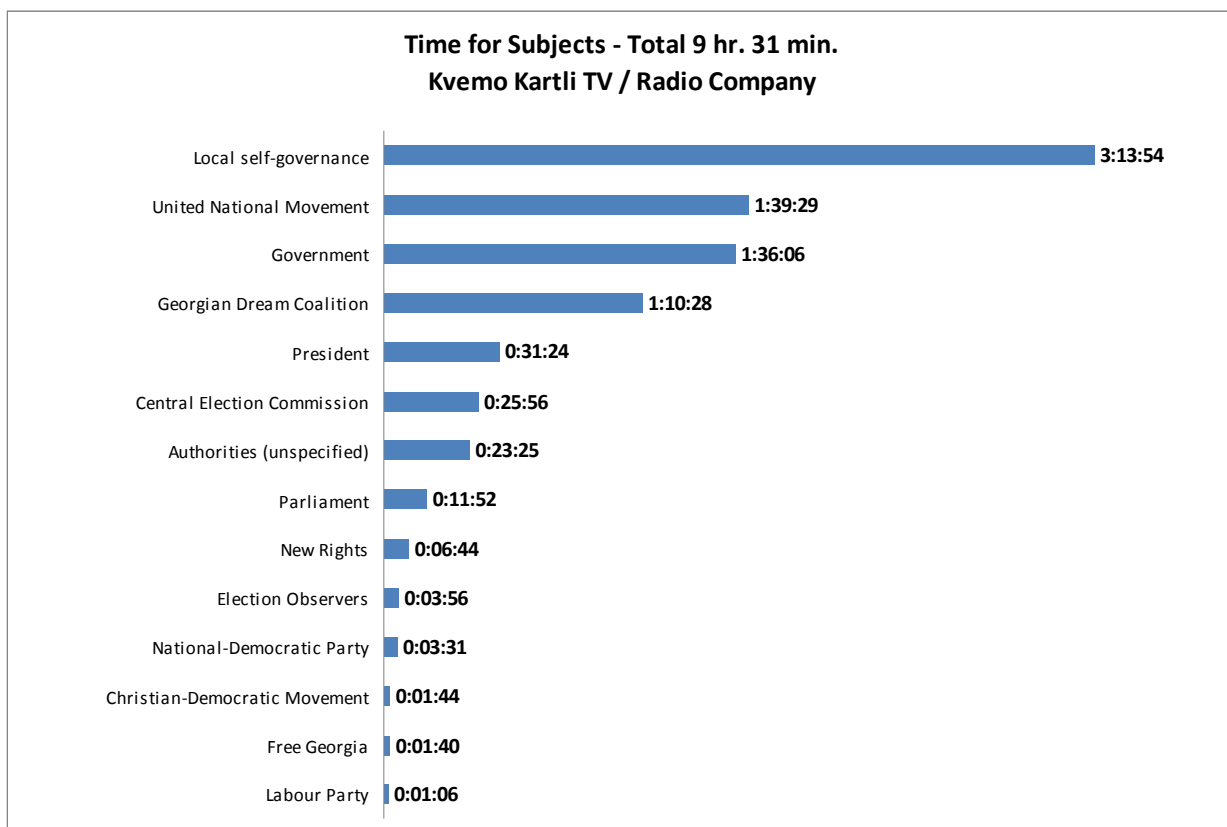
During the pre-election period the activities carried out by government, local self-government as well as President were occasionally covered in a positive context. The aforementioned subjects enjoyed a big share of direct reporting. In the August 13th program, for instance, the comment delivered by PM Vano Merabishvili was devoted 3 minutes and 33 seconds. In the run up to elections the cases of the kind got less and the news programs became more balanced.

TV Company Rioni aggressively covered political developments. The TV Company provided utmost objective coverage of the prisoner abuse video and almost all of the protest rallies organized against violence (in Tbilisi as well as Imereti region) as well as the policy makers' opinions over the issue.

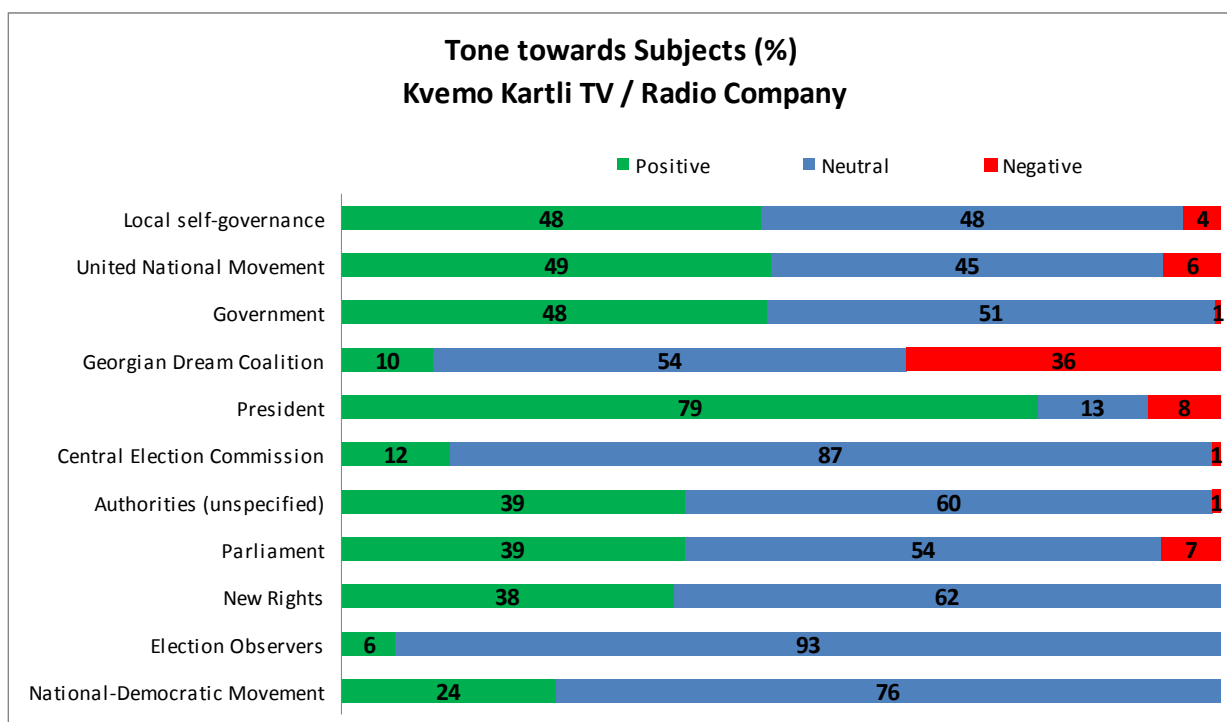
In the aftermath of elections special emphasis was placed on the activities carried out by recently elected Parliament. Journalists were trying to provide neutral coverage of both parties. In general equal amount of time was dedicated to reporting on the authorities as well as opposition.

In conclusion we can say that news programs on the TV channel and journalist's text was mostly balanced. Partially positive or negative approach to any political party or policy maker was less observable.

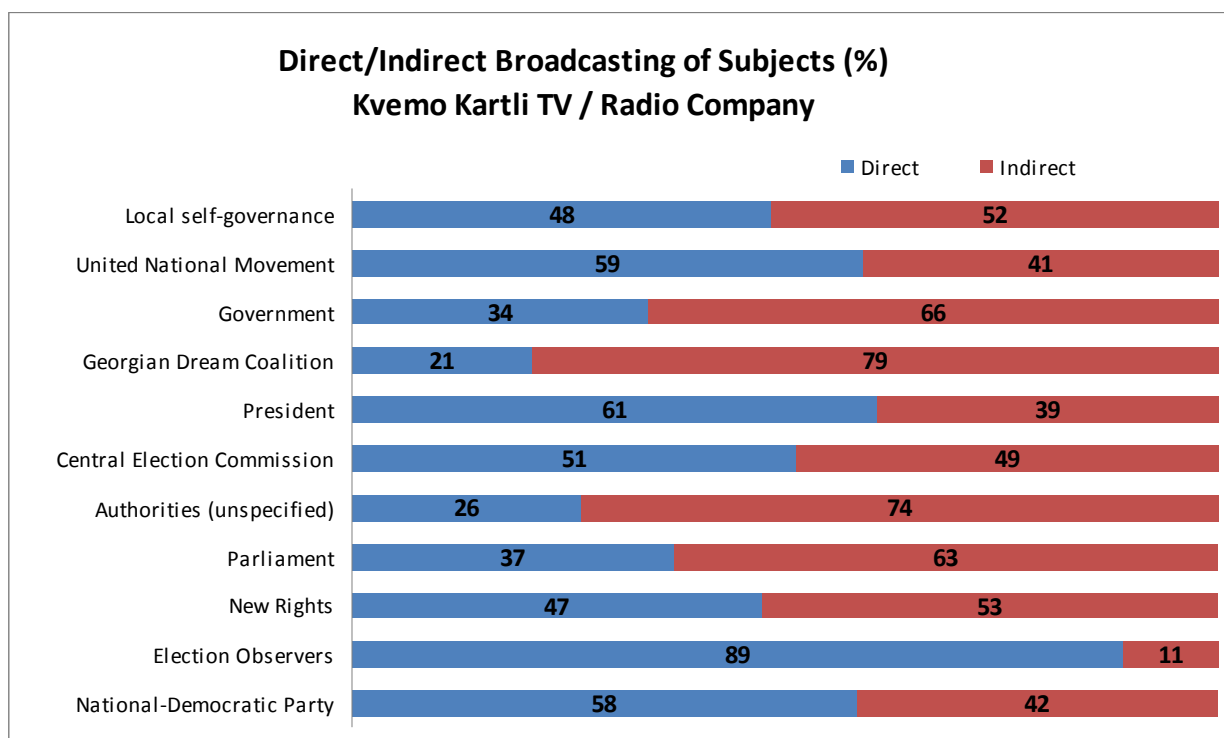
Kvemo Kartli TV/Radio Company (Rustavi) – The channel dedicated 9 hours and 31 minutes to the monitored subjects. 3 hours and 14 minutes out of the total airtime falls on the local self-government. Almost equal airtime was dedicated to UNM (1 hour and 39 minutes) and government (1 hour and 36 minutes). The running time of reporting on the Georgian Dream coalition was 1 hour and 10 minutes. The rest of the monitored subjects received less than one hour of reporting.



Reporting on the monitored subjects was neutral and positive in tone. Negative tone was observed too though. In particular, 36 percent of reporting on the Georgian Dream coalition was negative. The share of negative reporting on the rest of the subjects is considerably little.



Indirect reporting greatly prevailed over direct reporting in regard to the Georgian Dream coalition (79 percent), government (66 percent) and Parliament (63 percent). Direct reporting prevailed in relation to President (61 percent).



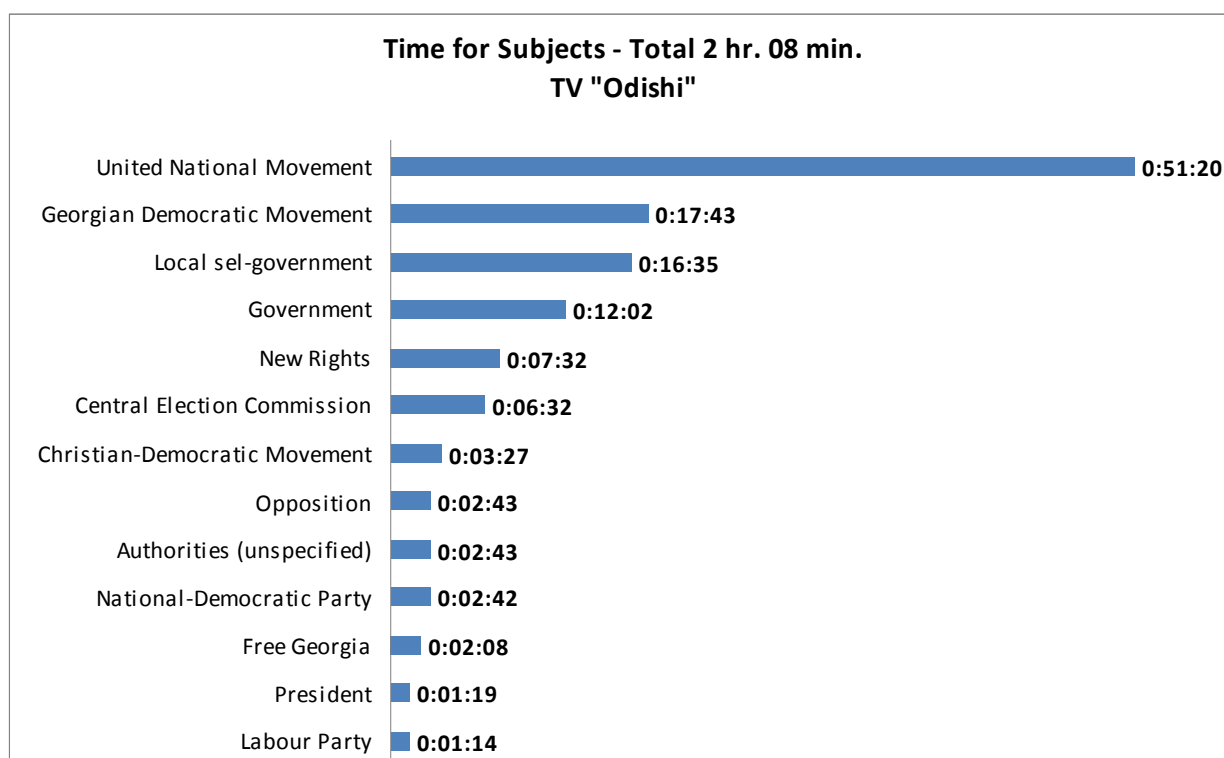
Kvemo Kartli TV/Radio Company actively covered the developments in the region. Several problems were identified during the reporting period: facts and opinions were not strictly marked off; TV stories lacked balance, journalist’s text was subjective.

Reporting on the Georgian Dream coalition the journalists tended to demonstrate negative approach. In the August 27 news outlet the presenter, without any substantiation, alleged that the Georgian Dream coalition says the aid rendered to the population affected by the natural disaster is a crime. Along with that the journalists applied positive context to the former authorities and UNM. The October 11 news slot, featuring the journalist who was analyzing auto business, can be cited as an example. The journalist, without any clarification, says: *“The development of the field was resulted from the decision issued by the Georgian authorities, perfection of legislative base and correct policy applied by the Ministry of Internal Affairs.”*

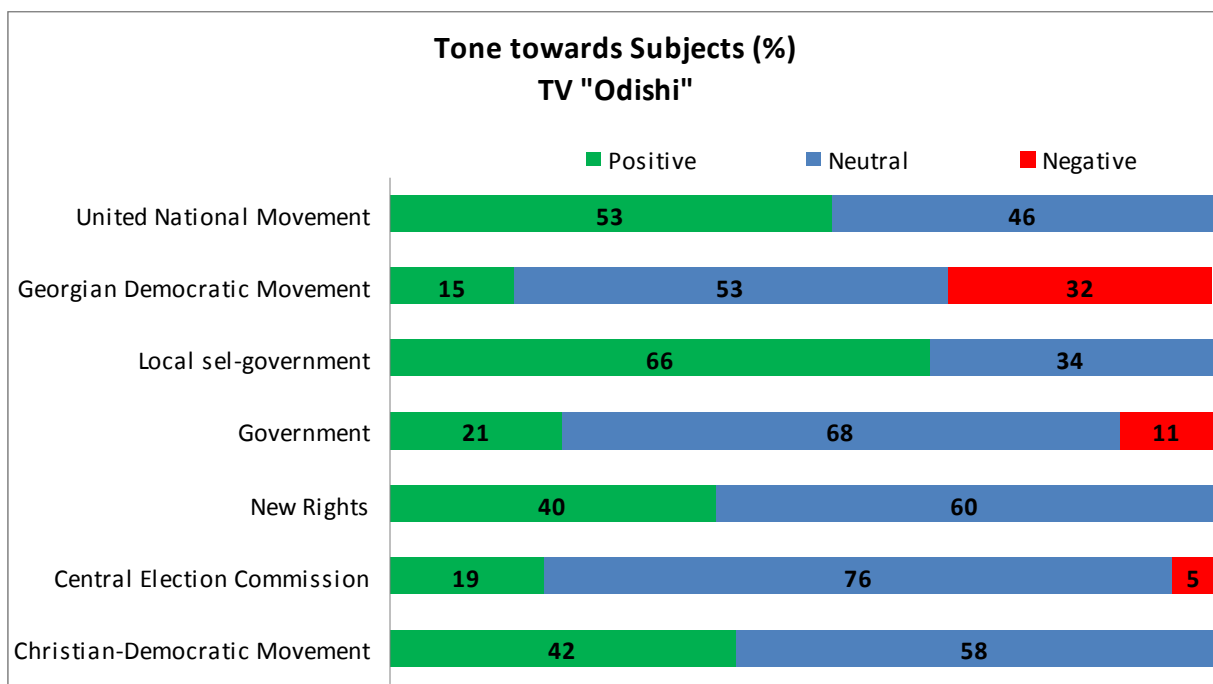
Moreover, the TV Company provided biased coverage or provided no coverage at all on some important issues. For instance, the meeting organized by the Georgian Dream coalition in Rustavi was covered by almost all of the TV Companies. Kvemo Kartli TV/Radio Company produced a TV story which just stressed that the event was unorganized while the statements made by the Coalition members were not covered at all.

In the aftermath of elections the TV Company dedicated less time to the political developments and accordingly the amount of reporting on the monitoring subjects went down.

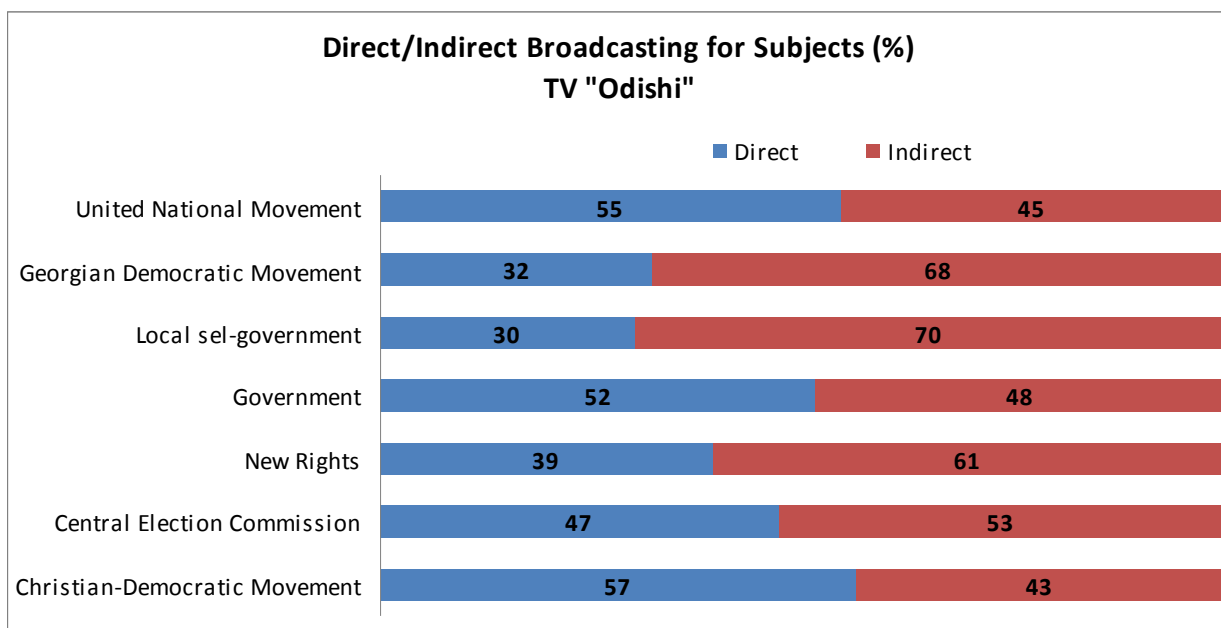
Odishi (Zugdidi) - The TV Company dedicated 2 hours and 8 minutes to the monitored subjects. The biggest share of reporting, 51 minutes, falls on UNM. The Georgian Dream comes next with 17 minutes followed by the local self-government with 16 min and government with 12 min.



Reporting was essentially positive and neutral in tone. Negative tonewas attached to the Georgian Dream coalition (31 percent), government (11 percent) and Central Election Commission (5 percent).



70 percent of indirect reporting falls on local self-government. 68 and 61-percent indirect reporting was identified in relation to the Georgian Dream coalition and New Rights respectively. As for the rest of the subjects the share was almost equal.



TV Company Odishi mostly covered local news. The running time of programs was minor, and mostly cultural and sports events were covered. Accordingly, the monitored subjects were dedicated little time.

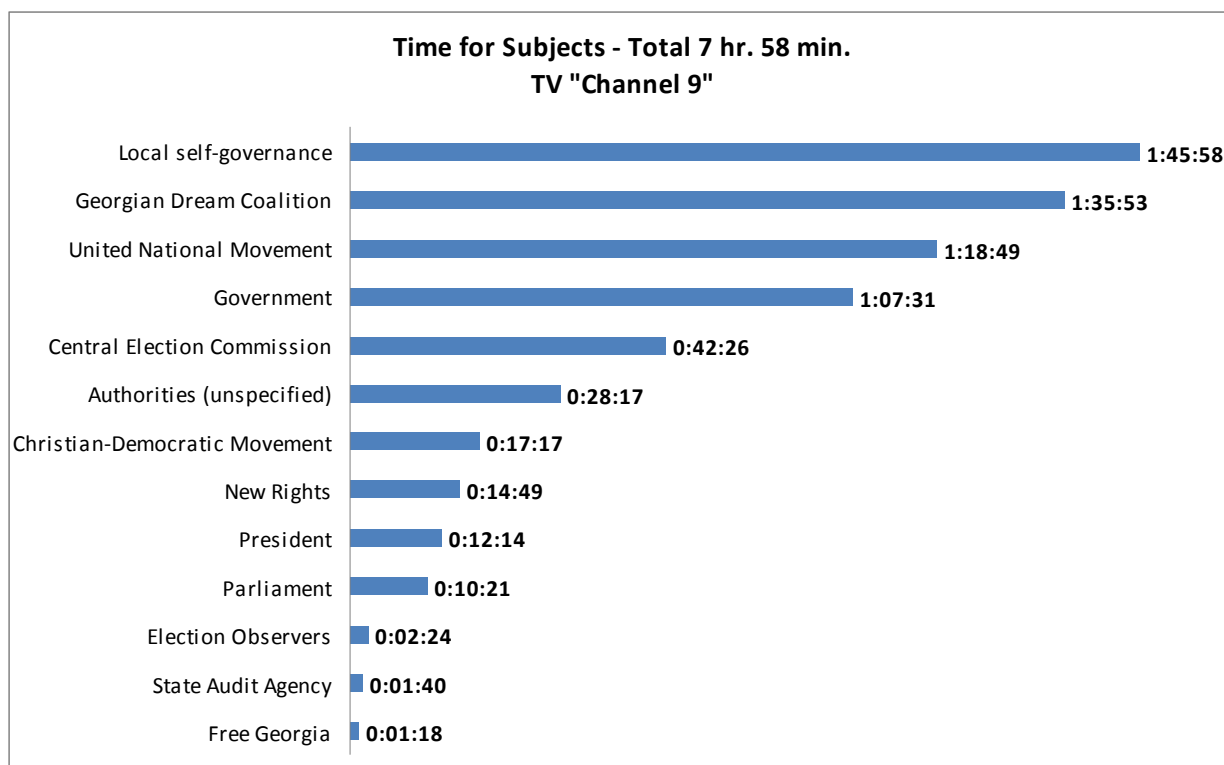
News programs generally lacked balance. TV stories failed to cover every stakeholder. Journalists' loyal and sometimes partial approach to the former authorities and UNM was evident. For instance, in the September 18 TV story, which features Municipality governor Alexander Kobalia's meeting

with Zugdidi population, the journalist says: *“Last night the streets were filled with public excitement and clamor, locals were pleased with the meeting with Gamgebeli.”*

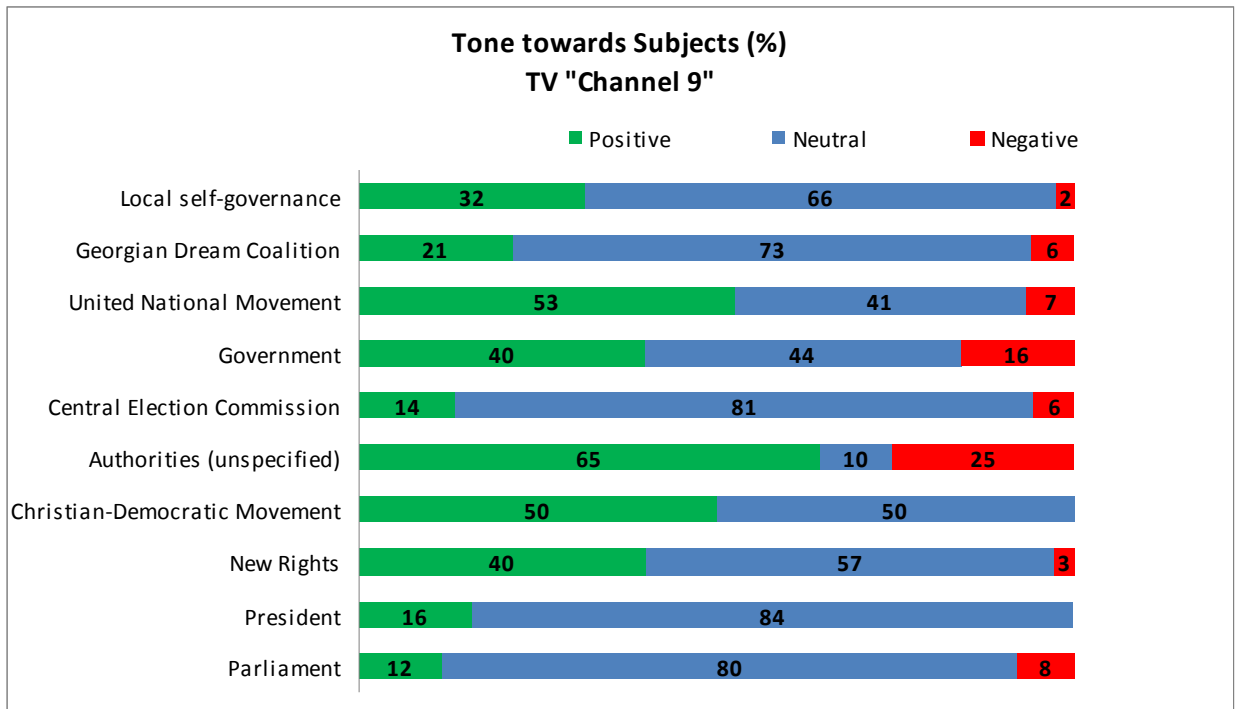
This kind of approach to the authorities was especially evident in the run up to elections, when programs mostly covered UNM’s meetings and activities.

In the aftermath of elections the TV Company dedicated less time to reporting on political developments, hence no time was dedicated to the monitored subjects. It is noteworthy that the news programs within this period got more or less balanced.

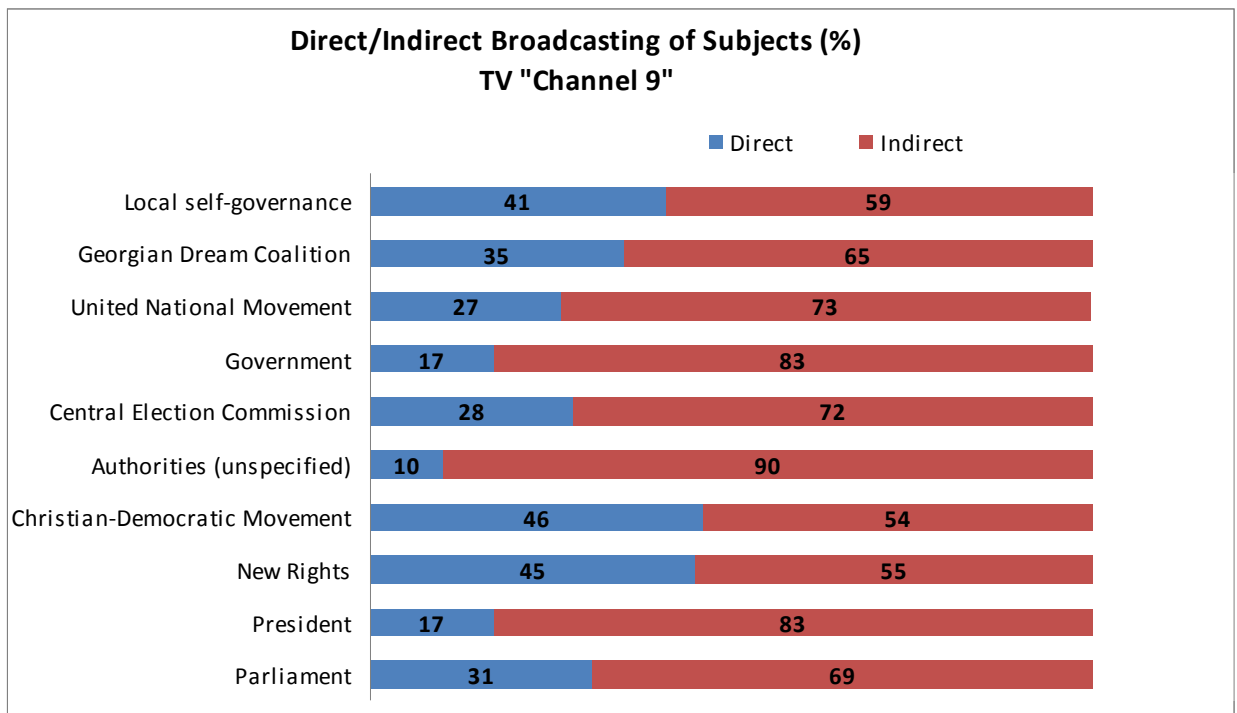
9th Channel (Akhaltsikhe) – The news programs produced by the channel dedicated approximately 8 hours to the monitored subjects. 1 hour and 46 minutes out of the given figure falls on reporting on the local self-governments. 1 hour and 35 minutes were devoted to the Georgian Dream coalition. UNM enjoyed 1 hour and 18-minute reporting in total.



Reporting on the monitored subjects was mostly positive and neutral in tone. Negative tone was observed too – mostly in regard to the authorities (25 percent) and government (16 percent).



Indirect reporting considerably prevailed over direct reporting:



TV Company 9th Channel mostly covered the developments in the region, the events ongoing nationwide were also covered.

The new programs produced by the channel in the run up to elections essentially applied positive and occasionally neutral tones in regard to the activities carried out by government and local self-government. Almost no TV story demonstrating dissenting opinions, criticism or analysis was produced. The week of September 17-23 was the only exception. Within the given period the TV

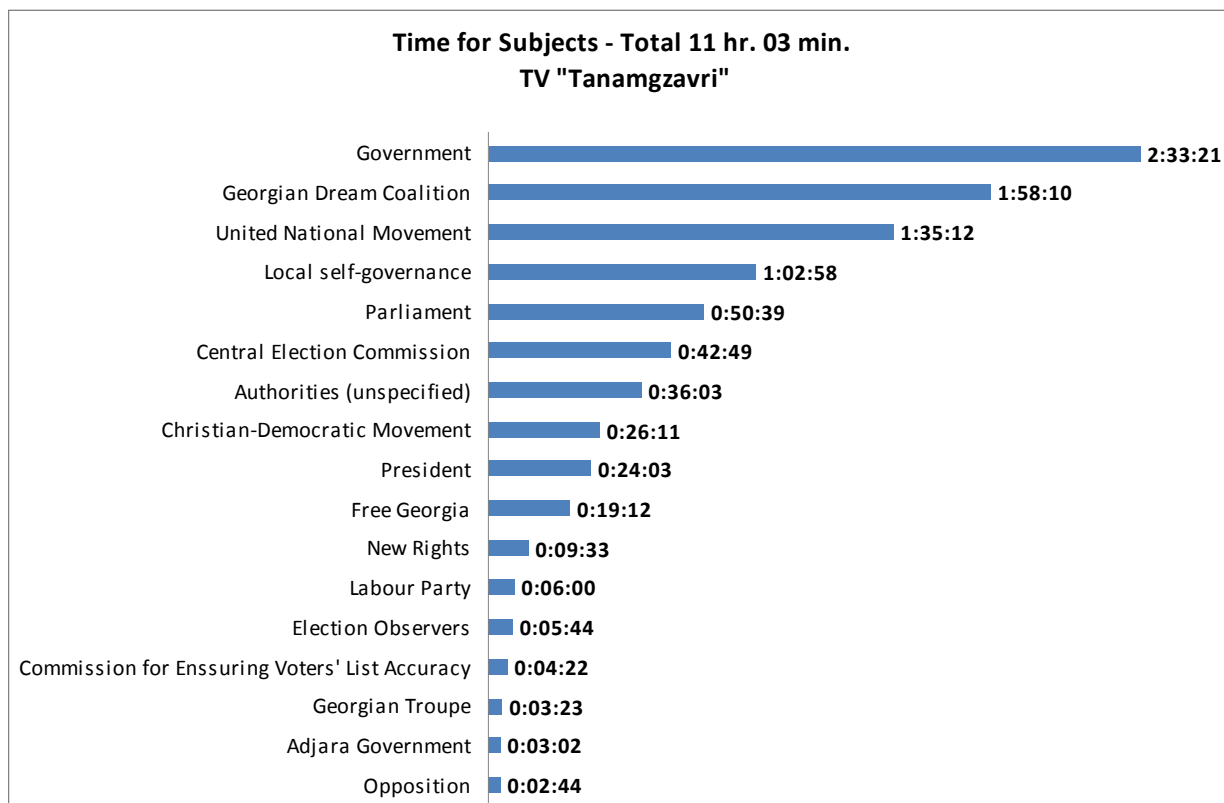
Company produced unbiased and balanced TV stories about prisoner abuse. Consequently reporting on the authorities was 80 percent negative in tone.

The news stories produced in the run up to elections (end of August – September) mostly dedicated airtime to the pre-election campaign conducted by the Georgian Dream coalition and UNM. Besides, it is noteworthy that reporting on UNM was 51 positive in tone, while reporting on the Georgian Dream coalition was 80 percent neutral.

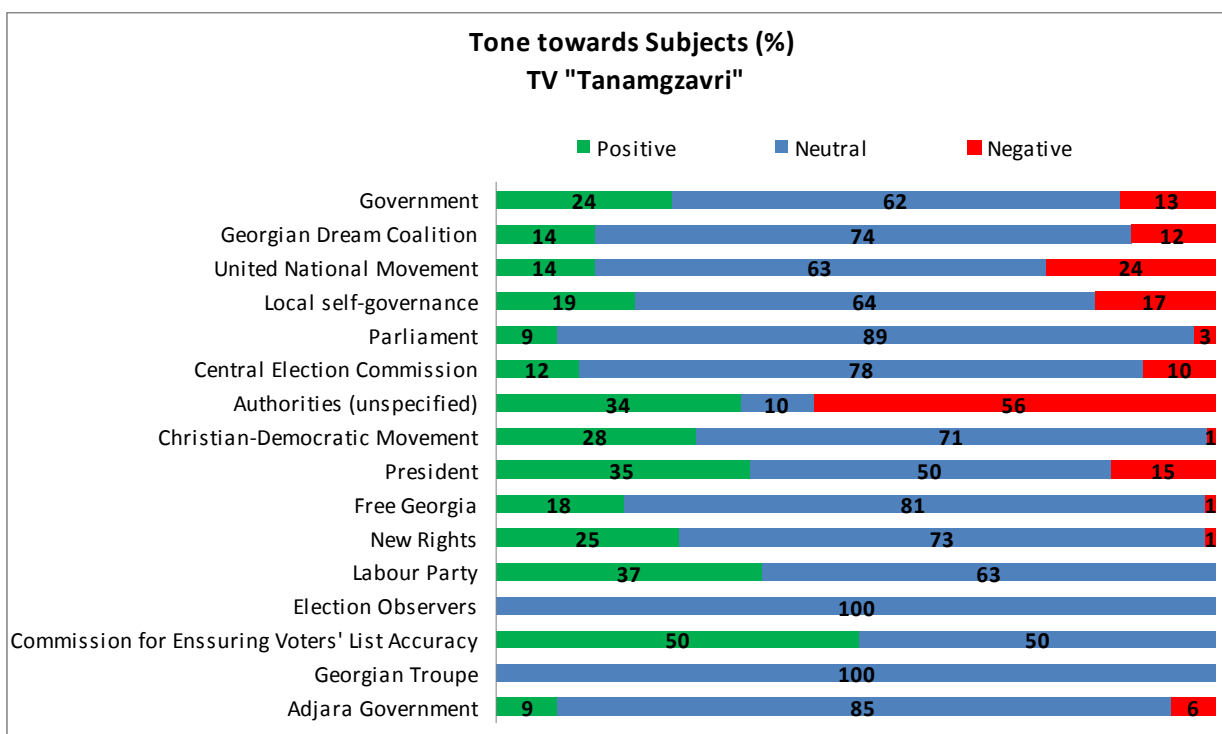
The news programs produced in the aftermath of election covered political developments and monitored subjects in neutral tone. The parties were provided equal coverage. The news programs produced within this period are balanced; no bias was demonstrated by journalists.

It is noteworthy that starting from October 15 along with political developments the news programs dedicated a fair amount of airtime to reporting on local cultural and sports events. Accordingly, the amount of reporting on the monitored subjects lessened.

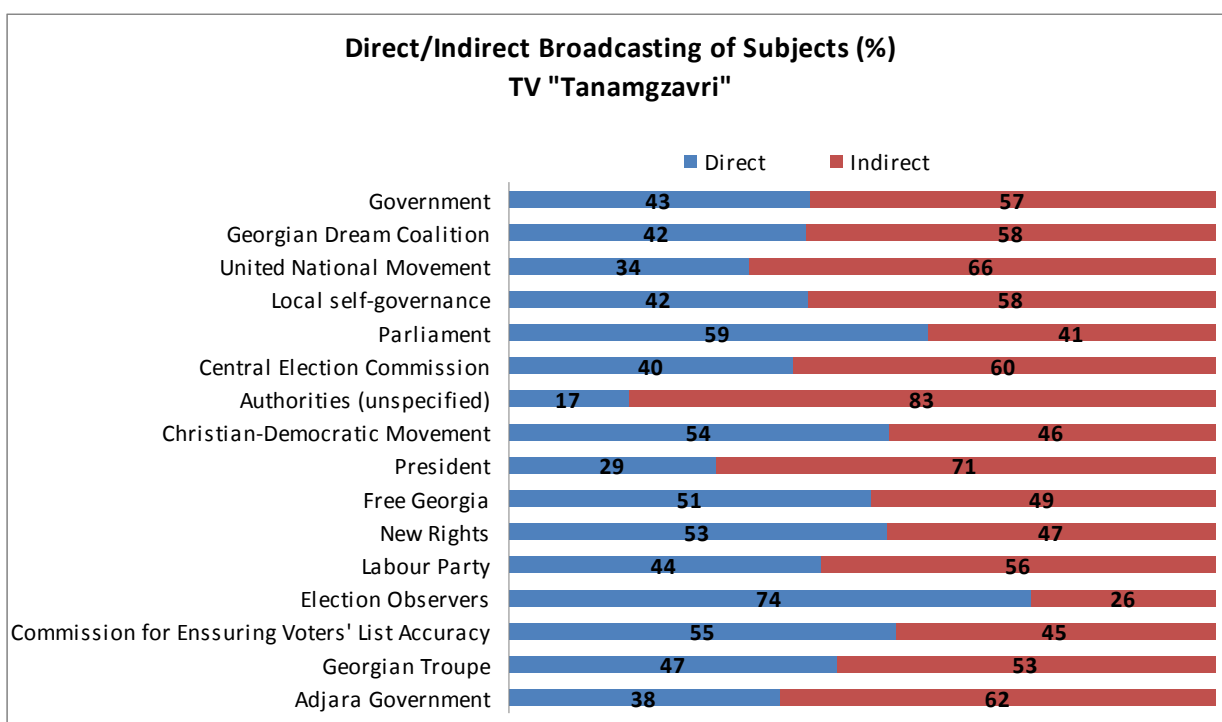
Tanamgzavri (Telavi) - The news programs on the channel dedicated 11 hours and 3 minutes to the monitored subjects. 2 hour and 33 minutes out of the given figure falls on government. The Georgian Dream coalition comes next with 1 hour and 58 minutes, followed by UNM 1 hour and 35 minutes and the local self-government with 1 hour and 3 minutes.



Reporting on the monitored subjects was essentially neutral and positive in tone. Negative tone was identified as well. The biggest share of negative reporting was attached to the authorities (56 percent) and UNM (24 percent).



Both, direct and indirect reporting was observed. 71 percent indirect reporting was identified in relation to President (24 minute dedicated in total). Direct reporting prevailed in regard to the election observers (74 percent of 6 minutes dedicated in total). As for the rest of the subjects the share was almost equal.



TV Company Tanamgzavri covered the developments at the local as well as national levels. The local events were dedicated more airtime though.

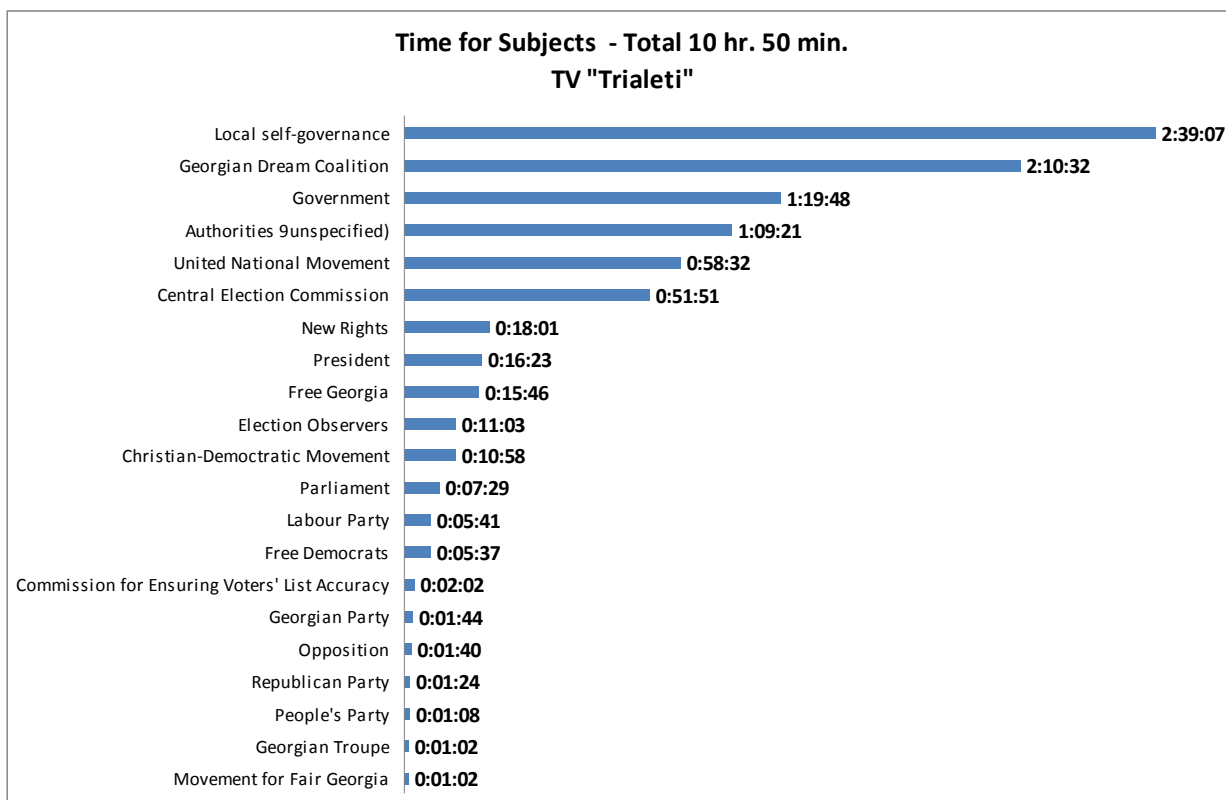
The TV stories in the news programs demonstrated journalist's attempt to provide equal coverage of all interested parties. But occasionally the representatives of the local self-government refused to grant interviews. The TV story in the August 15 news program, for instance, featuring the protest rally organized by the Vardisubani villagers in front of Gamgeoba building, the journalist is trying, in vain though, to obtain an interview from the representative of the territorial management body. The TV story shows the village official hitting his fist against the video camera.

As a result of the July 19 natural disaster the TV Company too was inflicted with damage. The Company temporarily suspended broadcasting and news production resumed on August 7.

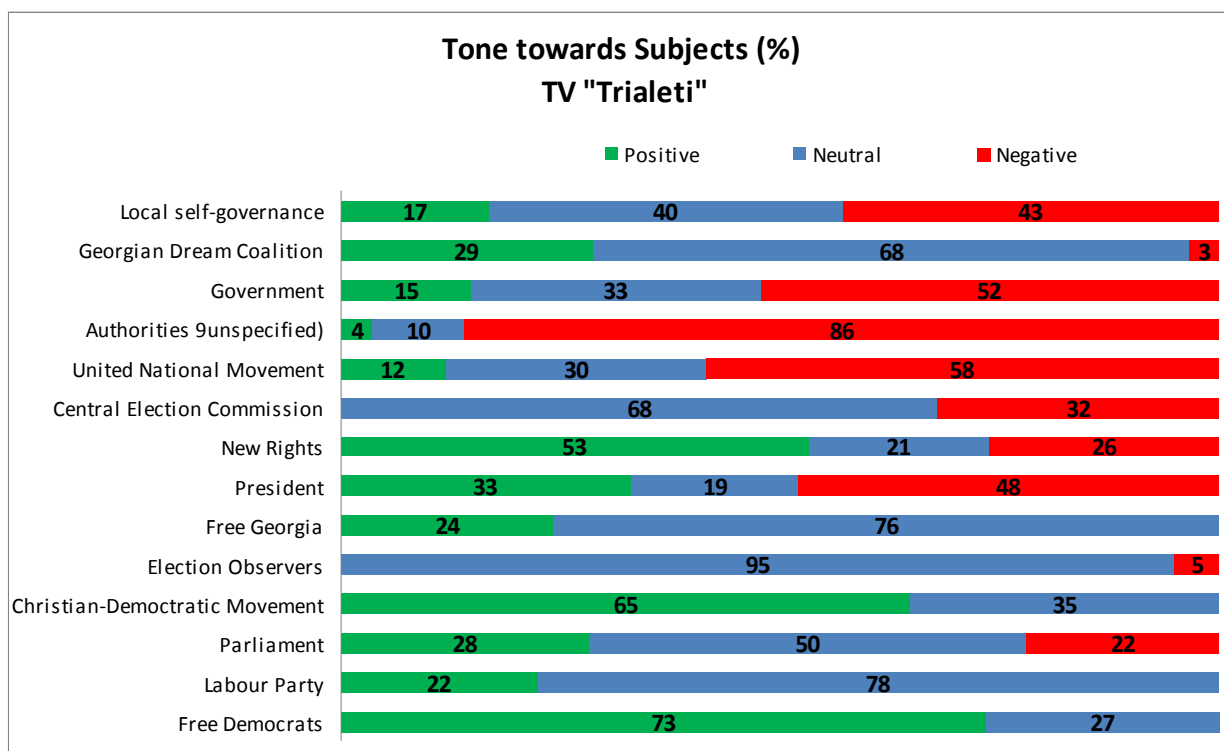
Comparing the news programs produced in the pre-election and post-election periods there is no radical change observable in terms of peculiarities of reporting (tone, direct/indirect). The TV stories in the news outlets were balanced, journalists' texts – unbiased.

In the course of the monitoring no violations such as video/sound manipulation, inaccuracy and biased questions were identified.

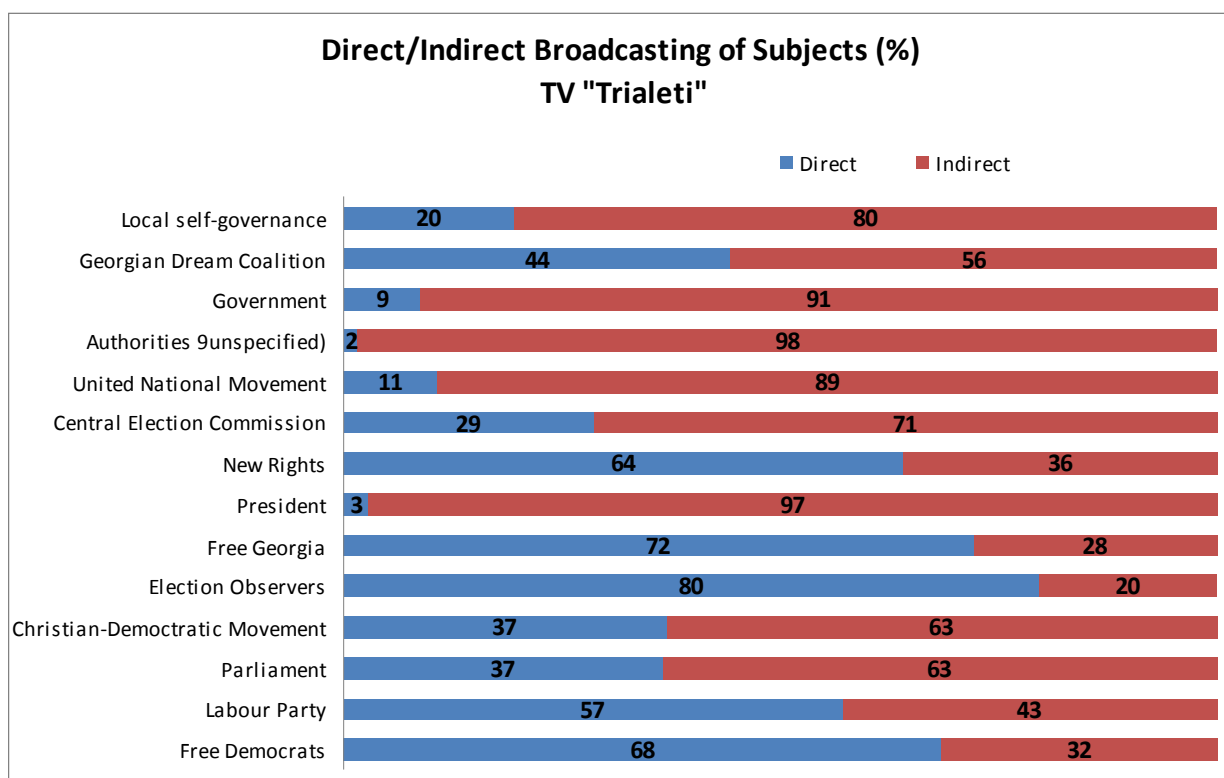
Trialeti (Gori) – The TV Company dedicated 10 hours and 50 minutes to reporting on the monitored subjects. The biggest share of airtime was received by the local self-government (2 hours and 39 minutes). The Georgian Dream coalition comes next with 2 hours and 10 minutes, followed by government with 1 hour and 19 minutes.



The share of reporting tones was almost equal. The biggest share of negative reporting falls on the authorities (86 percent of 1 hour and 9 minutes dedicated in total), UNM (58 percent of 58 minutes dedicated in total), government (52 percent of 1 hour and 19 minutes dedicated in total), and President (48 percent of 16 minutes dedicated in total). Positive tone was attached to reporting on Free Democrats (73 percent of 5 minutes dedicated in total), Christian-Democratic Movement (65 percent of 11 minutes dedicated in total), New Rights (53 percent of 18 minutes dedicated in total). 95 percent of reporting on the election observers was neutral in tone (11 minutes dedicated in total), 78 percent in regard to the Labor Party (5 minutes dedicated in total), and 76 percent in regard to Free Georgia (15 minutes dedicated in total). In terms of neutral reporting CEC and the Georgian Dream coalition each received 68 percent.



Indirect reporting mostly prevailed over direct. The latter prevailed solely in relation to the election observers (80 percent), Free Georgia (72 percent), Free Democrats (68 percent) and New Rights (64 percent).

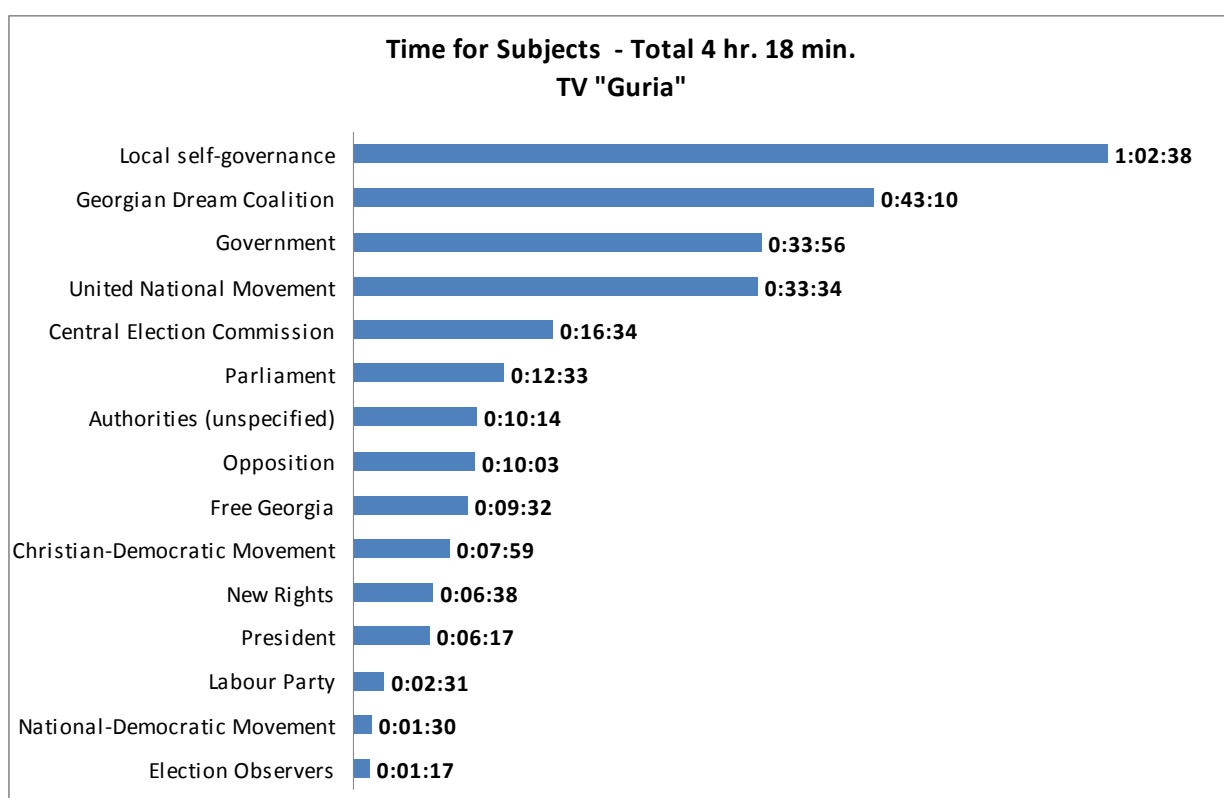


In the main TV Company Trialeti mostly the developments in the region. In certain cases some TV stories were produced about central news. The TV Company actively reported on the prisoner abuse.

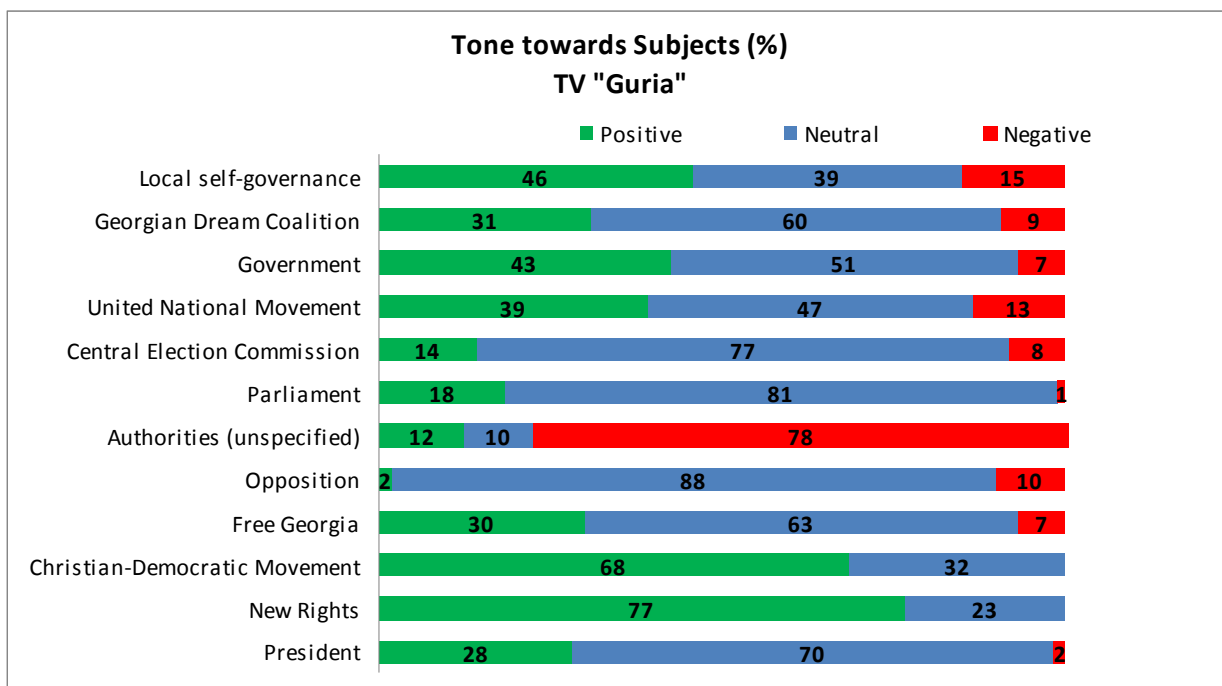
Trialeti TV rather often produced stories about the problems of a particular citizen, family or district. Respondents demonstrated discontent to the local self-government. In the course of monitoring the TV Company mainly reported on UNM and the activities by previous authorities in a negative context. Biased questions and subjective evaluations by journalists were in place. E.g. in response to the citizens' complaints over their address to the local self-government the journalist asks: *"And no one got concerned into your problems, right?"*

Within the period of October-November neither the lack of balance nor biased reporting was identified. Reporting on the developments and monitored subjects was mostly neutral in tone.

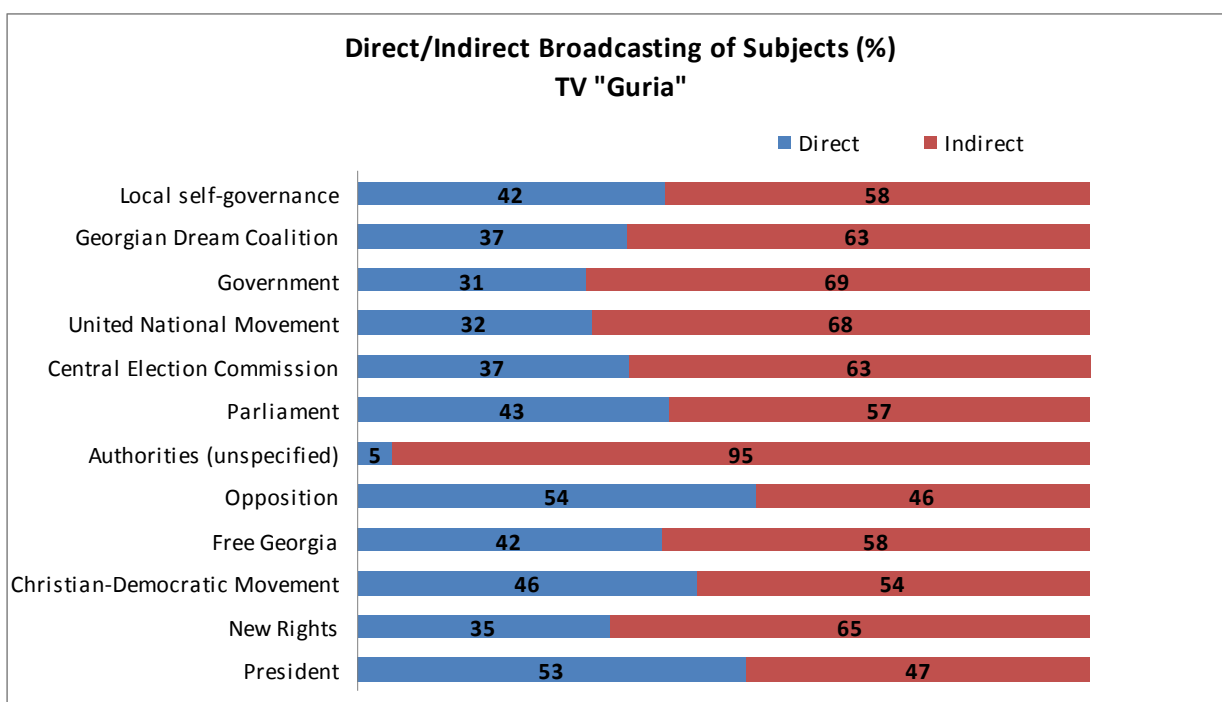
Guria (Ozurgeti) – The news programs on the channel dedicated 4 hours and 18 minutes. The biggest share, 1 hour and 2 minutes, falls on reporting on the local self-government. 43-minute reporting was enjoyed by the Georgian Dream coalition. UNM and government follow with 33 minutes each.



Neutral and positive tones were essentially applied in regard to the monitored subjects. Negative tone was identified too though. The biggest share of negative tone falls on authorities – 78 percent of 10 minutes dedicated in total.



Indirect reporting prevailed when reporting:



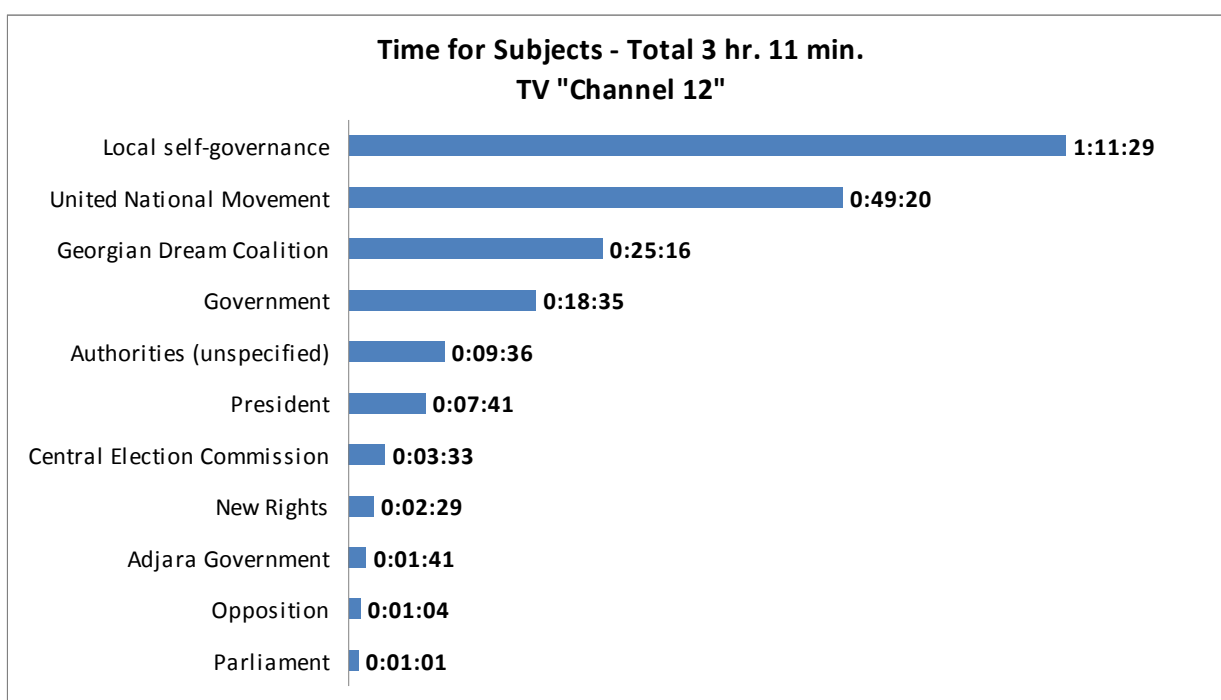
The TV Company Guria-produced news programs mostly reported on regional news. Very little time was dedicated to the developments at the national level. During the election period though the amount of reporting on central news went up. At the initial phase of our survey positive tone prevailed in the news programs produced by the channel. For instance, at the end of the TV story in the July 24 news outlet about the road pavement in the Makvaneti village the journalist directly concludes: *"A lot has been done for the village."*

The terms applied by the journalist (a set of funded events, the authority-supported team) mostly demonstrated support to the local self-government.

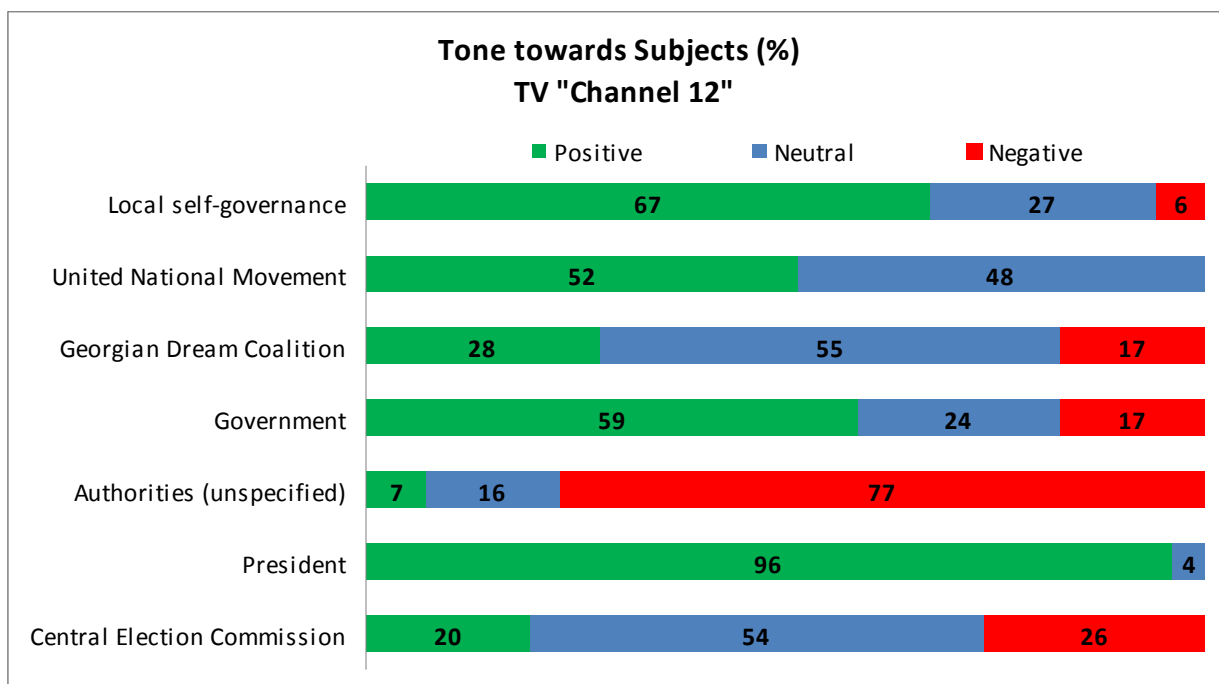
In the following periods TV Company Guria-produced news programs got more balanced. It is also noteworthy that within the period of September 17-23 the events related to the prisoner abuse were actively covered. The TV stories were balanced. Journalists were trying to provide equal coverage of the opinions expressed by the authorities as well as the opposition.

At the final phase of monitoring the TV Company mostly covered local developments. It is noteworthy though that this time the events were covered without any assessments, in a neutral manner. No bias was evident to either subject. Journalists reported without providing evaluations to the facts.

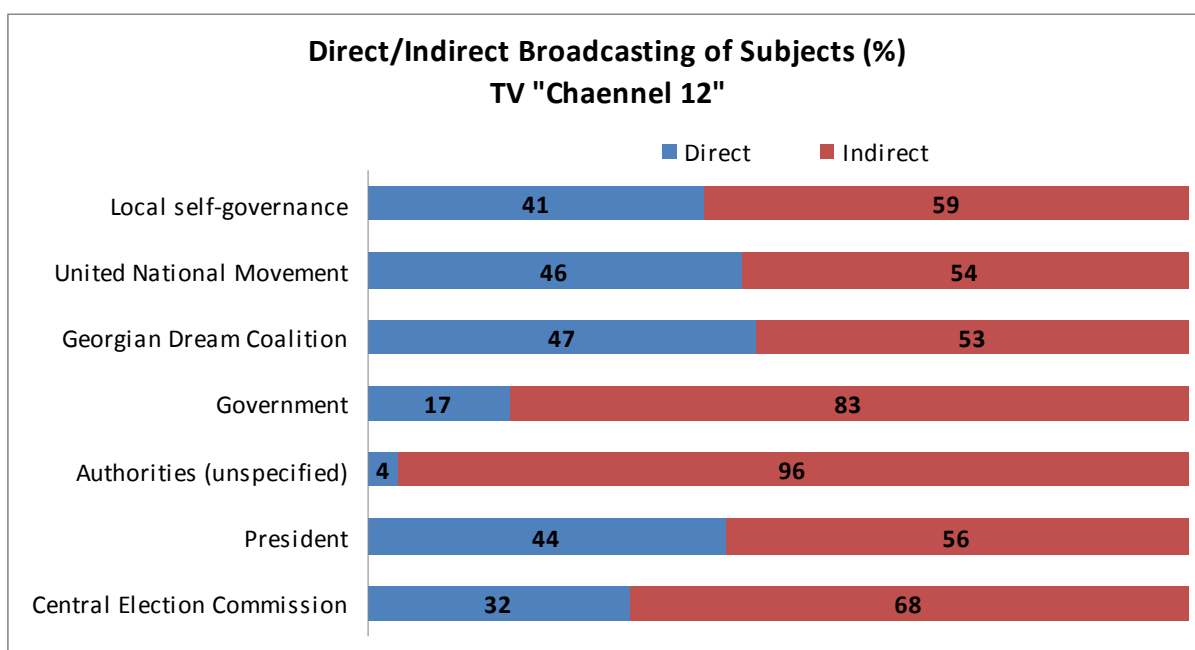
12th Channel (Bolnisi) – The TV Company dedicated 3 hours and 11 minutes to reporting on the monitored subjects. 1 hour and 11 minutes falls on the local self-government. UNM comes next with 49 minutes followed by the Georgian Dream coalition with 25 minutes.



All of the three tones were observed when reporting on the monitored subjects. Positive tone prevailed in relation to President (96 percent), local self-government (67 percent), government (59 percent), and UNM (52 percent). Negative tone was attached to reporting on the authorities – 77 percent.



According to the findings indirect reporting prevailed over direct reporting:



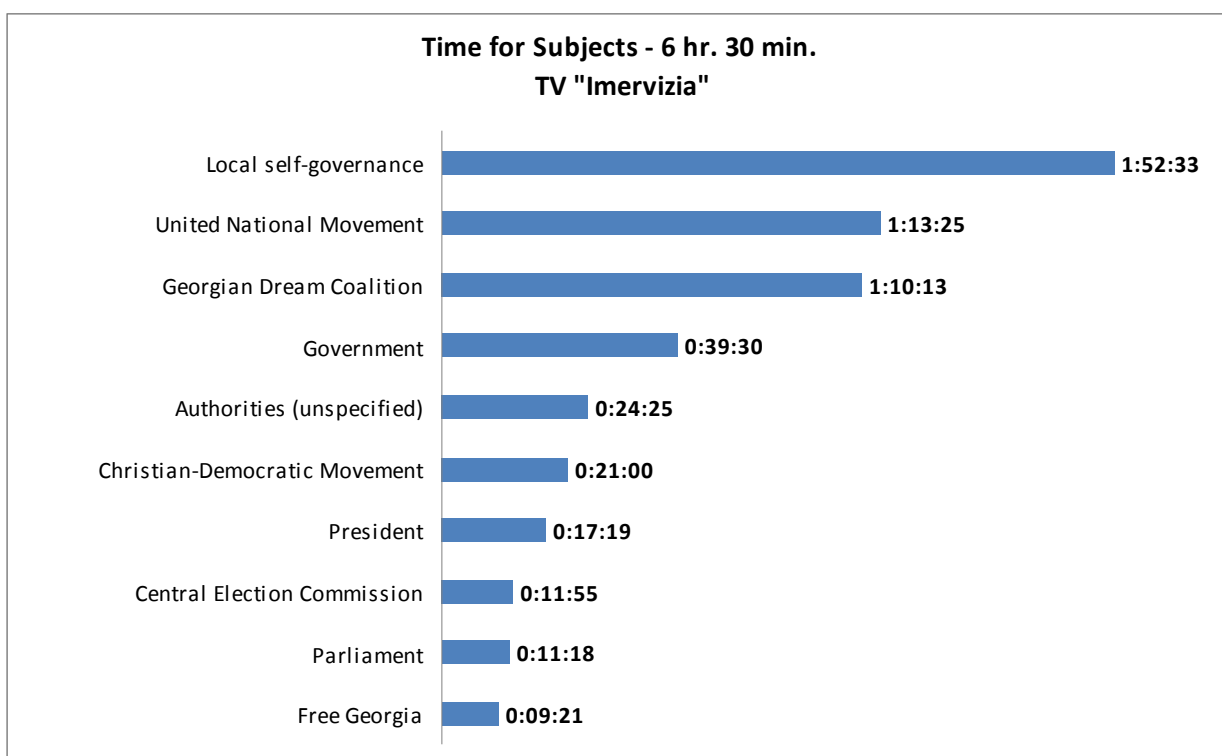
The TV Company 12 Channel mostly reported on cultural and sports events ongoing in the region, but starting from the end of July up to the announcement of the election results the pre-election campaign was covered too.

The TV Company mostly covered UNM majoritarian deputy Koba Nakophia. Nakophia's comments were observed in the stories on political, cultural and sports events. Koba Nakophia's meetings with the population were mainly covered in a positive tone, while the share of negative reporting in regard to the Georgian Dream coalition went up.

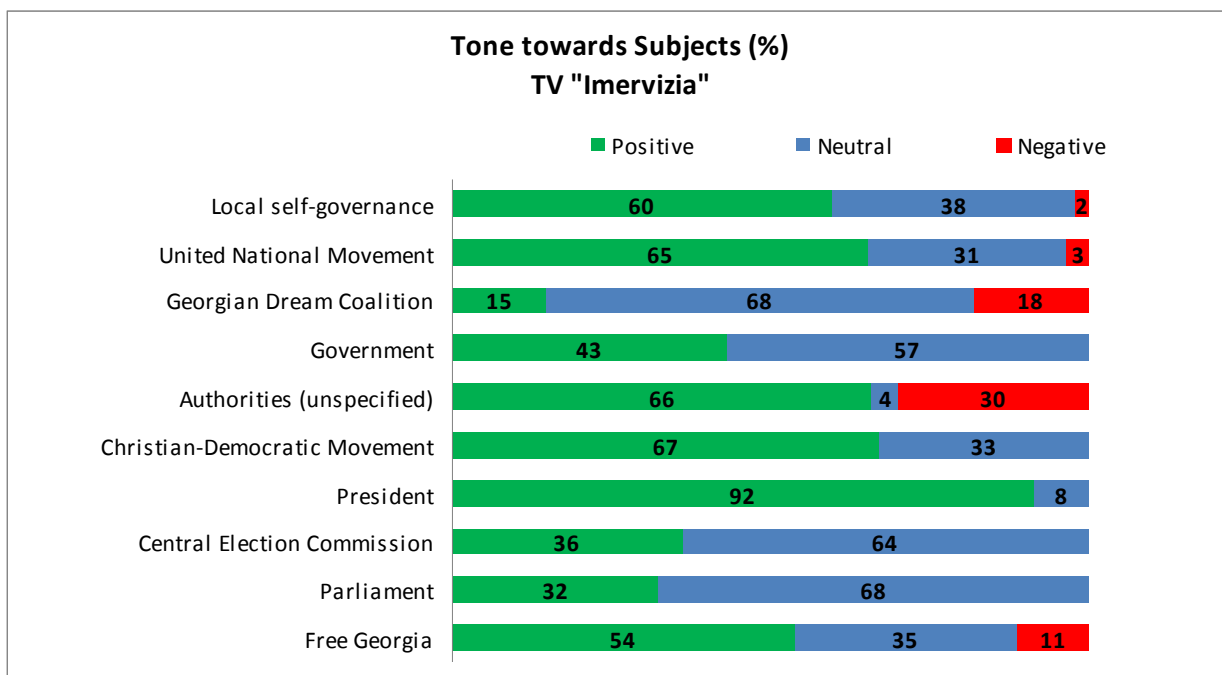
In a number of cases the journalist failed to mark off facts from opinions. The TV stories lacked balance and journalist’s text was biased in regard to UNM. In the August 15 news story the journalist says in conclusion: *“Koba Nakophia and the population will jointly settle the problem.”*

It is noteworthy that after the Election Day (October 1) the amount of reporting on the monitored subjects noticeably went down. In October and November none of the monitored subjects was dedicated more than one minute per week.

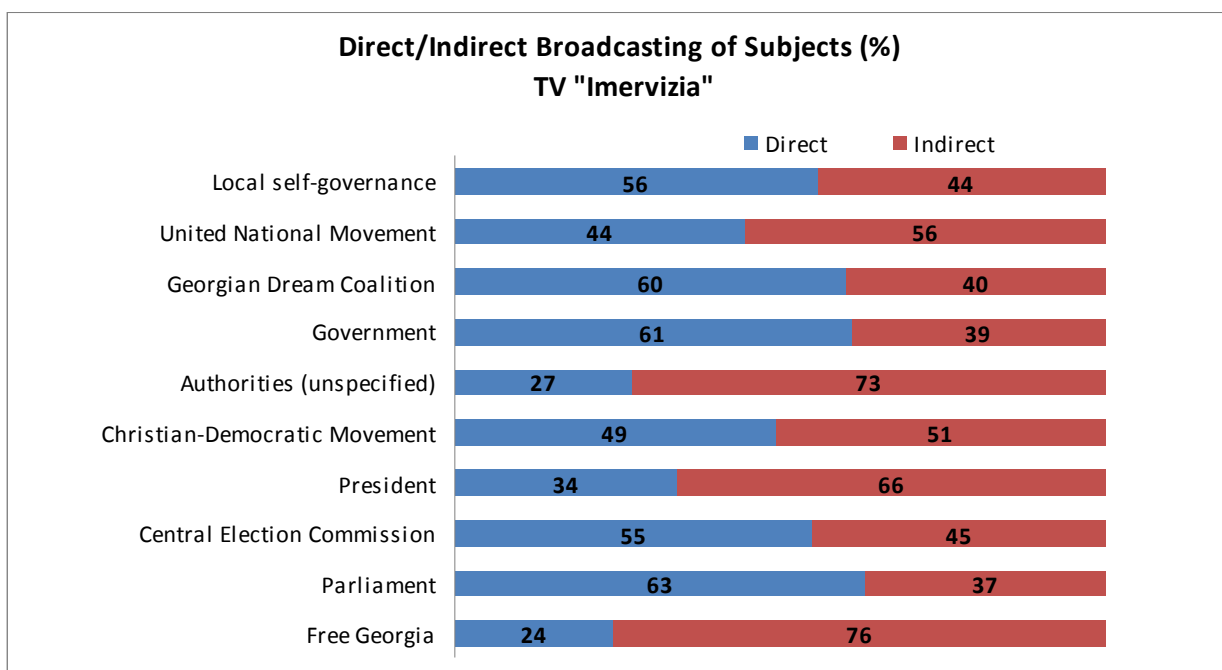
Imervizia (Chiatura) – The news programs on the channel dedicated 6 hours and 30 minutes to the monitored subjects. 1 hour and 52 minutes out of the given figure was received by the local self-government. UNM and the Georgian Dream coalition follow with 1 hour and 13 minute and 1 hour and 10 minutes respectively.



Reporting on the monitored subjects was mostly positive and neutral in tone. Negative tone was identified too in relation to the authorities (30 percent), the Georgian Dream coalition (18 percent) and Free Georgia (11 percent).



The share of direct/indirect reporting on the subjects was almost equal:

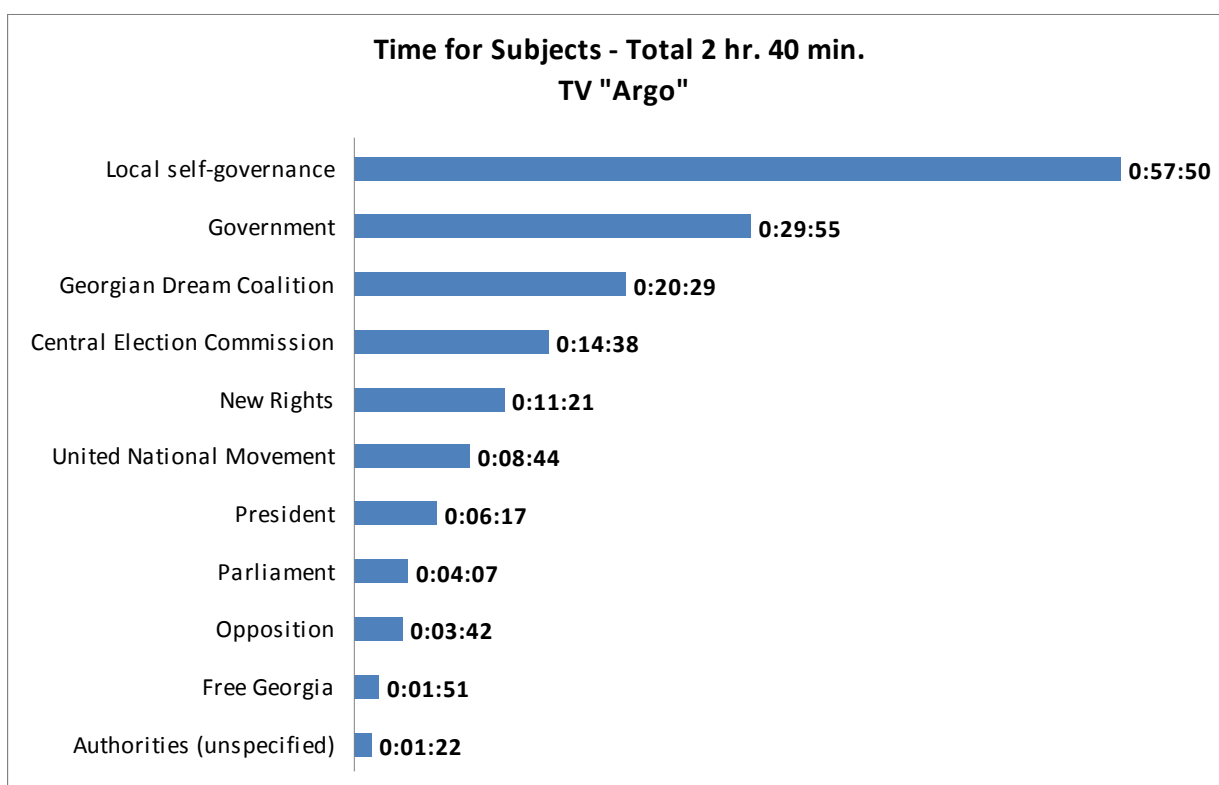


TV Company Imervizia mostly covered local news. According to the findings of the monitoring the news programs produced in the run up to elections demonstrated the stance of the authorities. The channel mostly covered UNM’s pre-election campaign. Journalists expressed subjective opinions without supplementary substantiation. For example, the journalist, based on several citizens’ comments said that *“locals show trust to the UNM candidate.”* Reporting on the activities carried out by the local self-government the journalist concluded *“the population is going to have its long lasting wish come true.”*

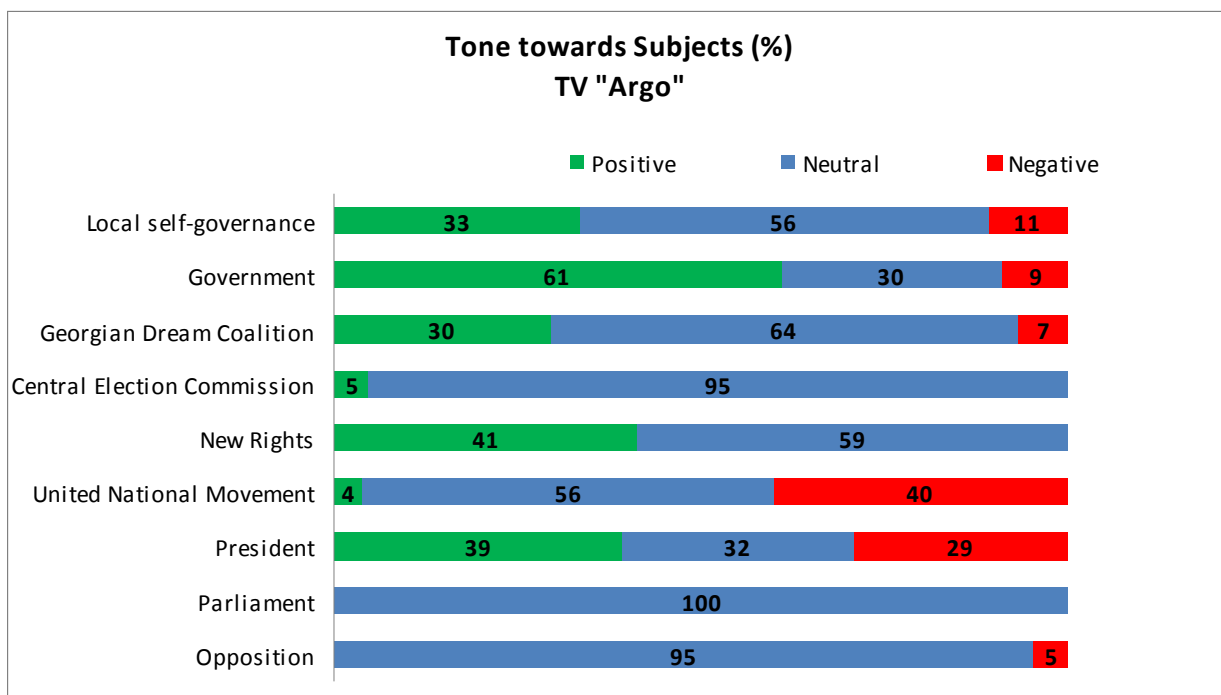
At times the journalism standards were violated too: the comments provided by respondents occasionally lasted for few minutes. For instance the October 5th 15-minute news program features 20-minute comment provided by Malkhaz Tsereteli, the winning deputy of the Georgian Dream coalition.

In the aftermath of elections the channel was trying to cover events and subjects in a neutral tone. But it is noteworthy that the news programs of the recent period were dedicated very little time, or no time at all.

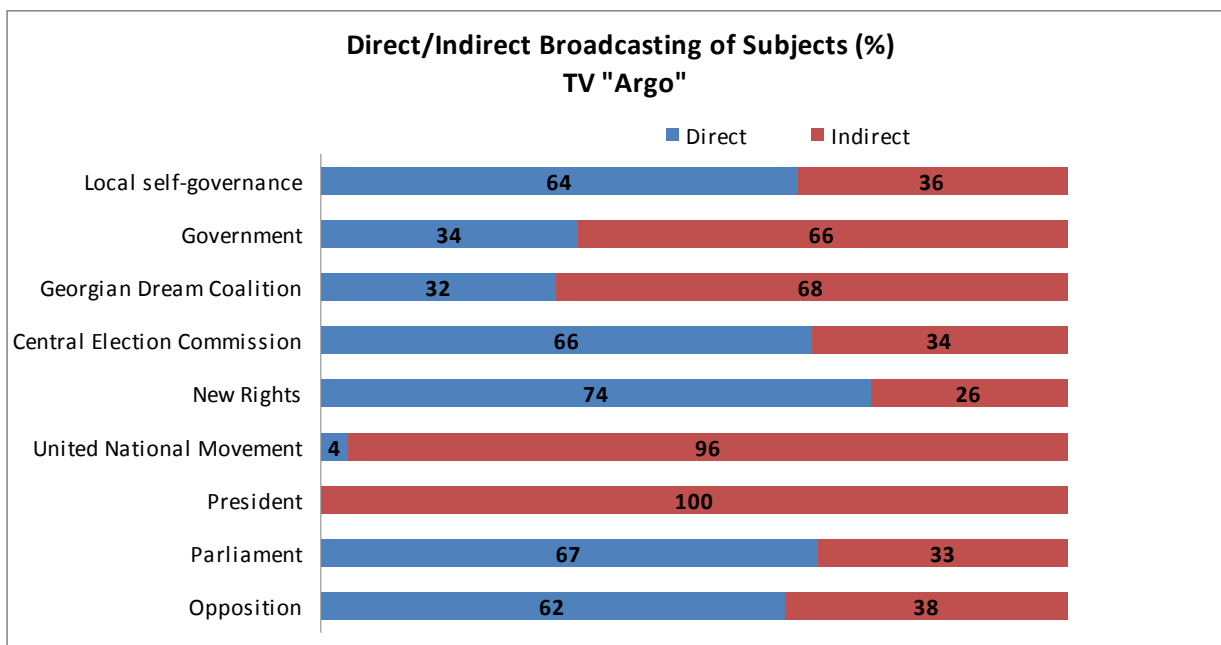
Argo (Zestaponi) – The channel dedicated 2 hours and 40 minutes to the monitored subjects. Out of the given figure 57 minutes were dedicated to reporting on the local self-government. About half an hour was received by government, followed by the Georgian Dream coalition with 20 minutes.



Reporting on the monitored subjects was generally neutral in tone. Positive and negative tones were also identified. 61-percent positive reporting was observed in regard to the government. The biggest share of negative tone was attached to reporting on UNM (49 percent) and President (29 percent).



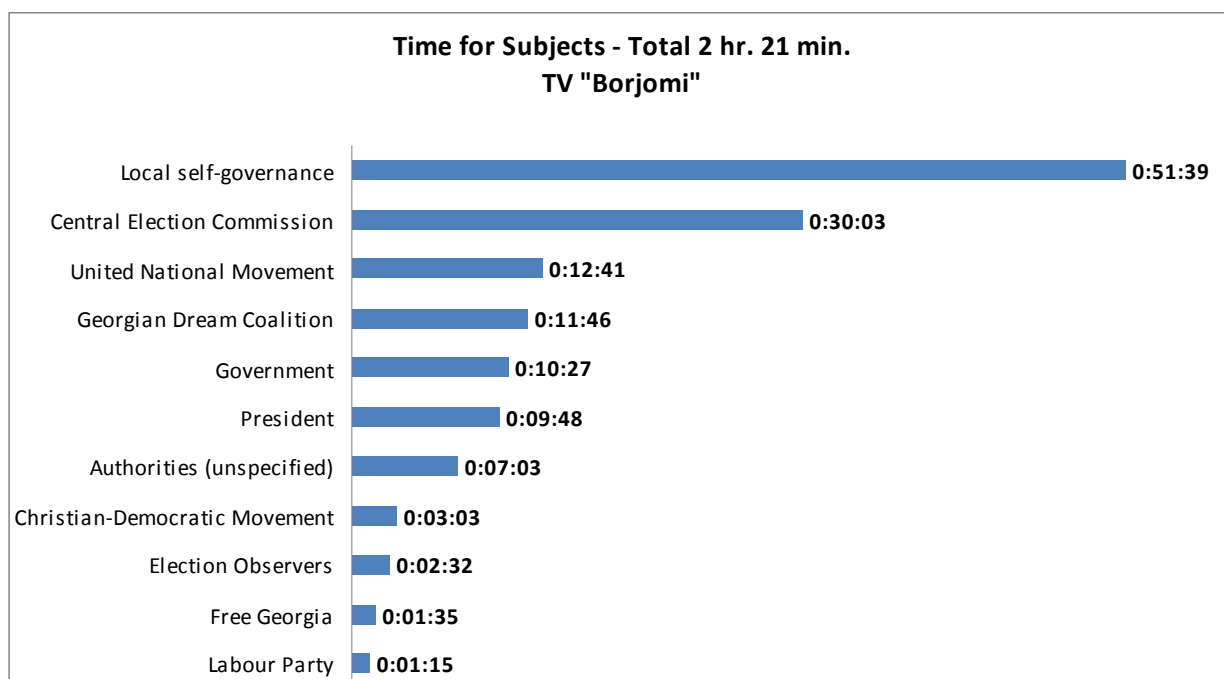
74 percent of direct reporting was identified in relation to New Rights (11 minutes dedicated in total). In terms of indirect reporting CEC comes next with 66 percent (4 minutes dedicated in total), followed by local self-government with 64 percent (14 minutes dedicated in total). UNM and President lead the chart in terms of indirect reporting with 96 and 100 percent respectively.



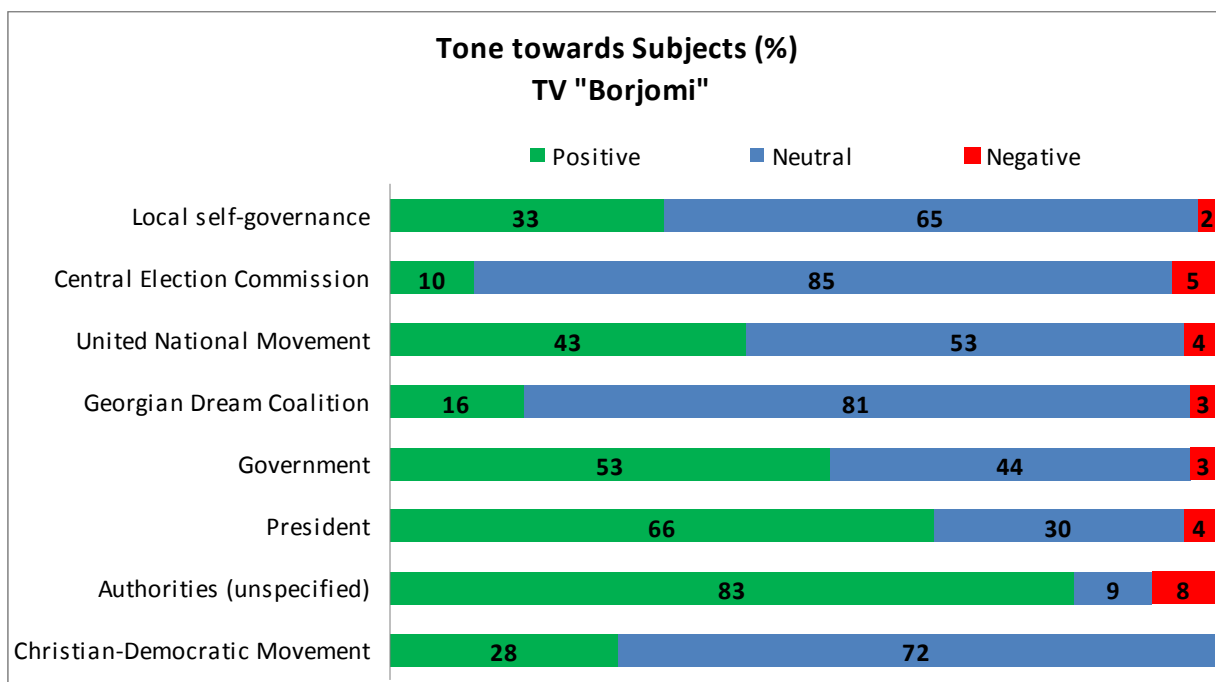
TV Company Argo provided little coverage of the monitored subjects. The TV stories were mostly produced about social issues and various cultural or entertainment events ongoing in the region. Virtually no negative tone was attached to reporting on the local self-government and authorities. The period of September 17-23 was an exception: following the release of the prisoner abuse video the share of negative reporting on the government went up.

The news delivered about monitored subjects was essentially superficial: no analysis, criticism or diverse coverage was provided. The viewers received news in a superficial manner. It is noteworthy though that the TV Company demonstrated no bias to any subject.

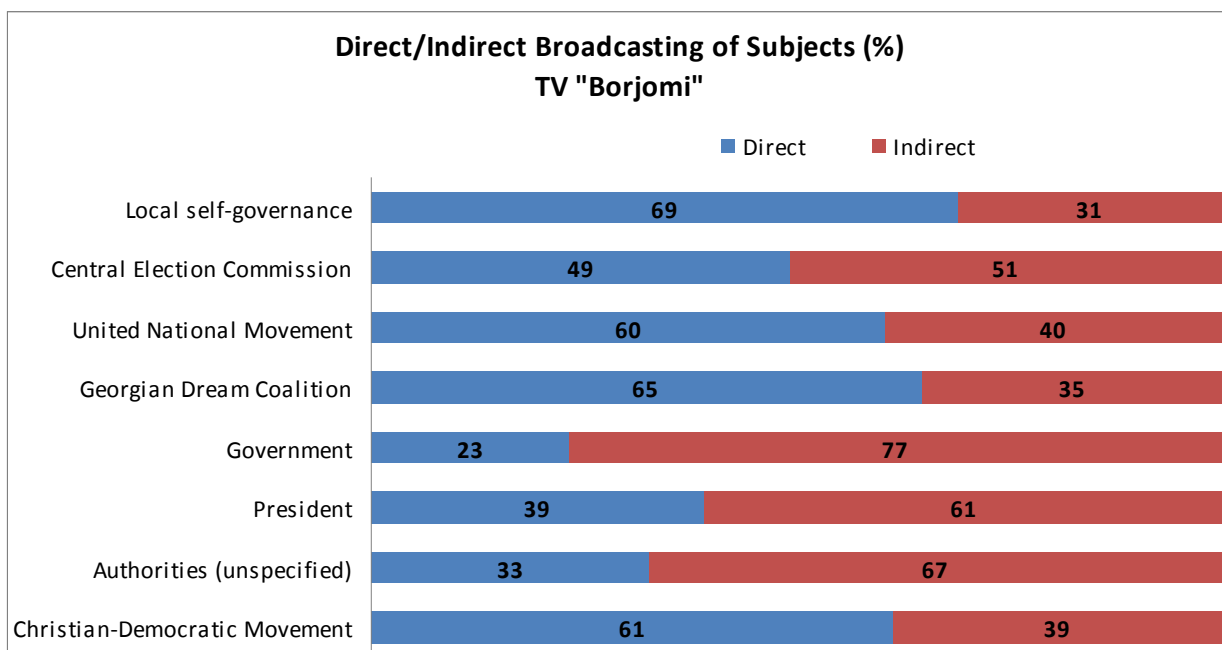
Borjomi (Borjomi) – The TV Company dedicated 2 hours and 21 minutes to the monitored subjects. 51 minutes of reporting was received by the local self-government, CEC comes next with 30 minutes, UNM with 12 minutes and the Georgian Dream coalition with 11 minutes.



Reporting on the subjects was positive and neutral in tone. Minor amount of negative tone was identified too, which was almost equal in regard to every monitored subject:



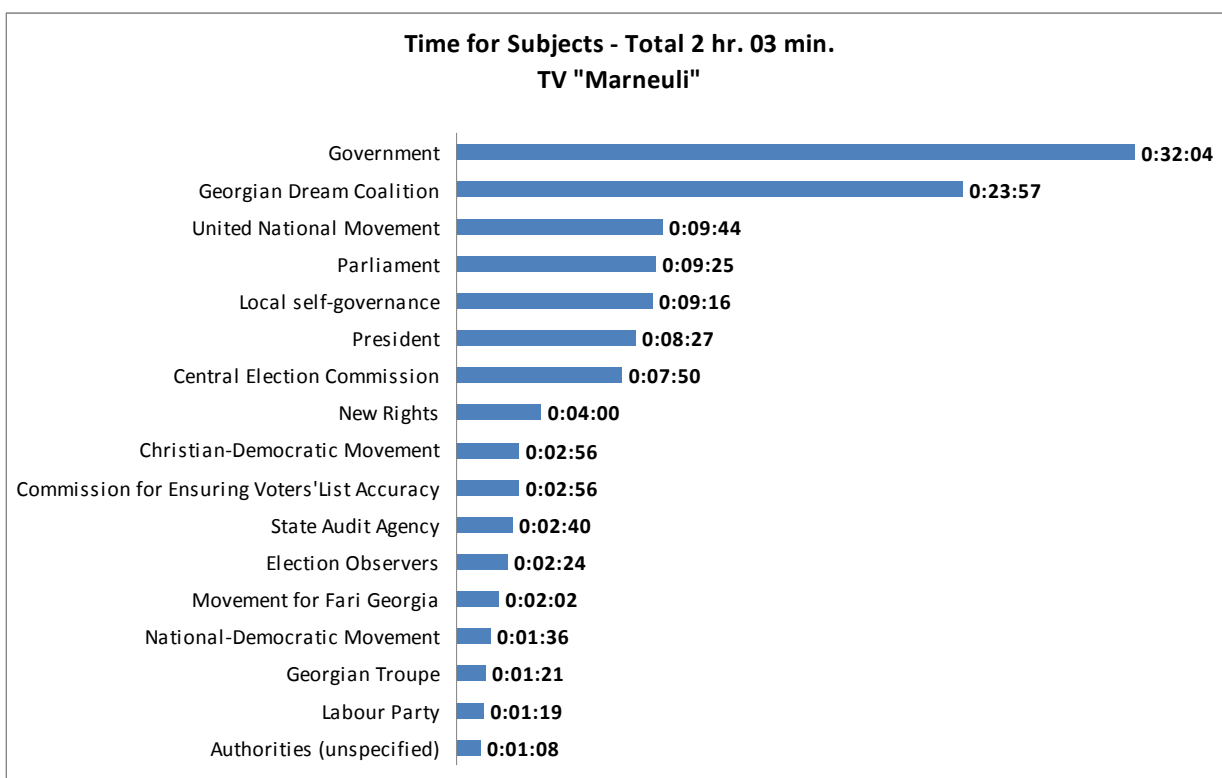
In regard to government the share of indirect reporting amounted to 77 percent (10 minutes dedicated in total), and 61 percent in regard to President (9 minutes dedicated in total). Direct reporting prevailed over indirect reporting in relation to the local self-government (69 percent of 51 minutes dedicated in total), the Georgian Dream coalition (65 percent of 11 minutes dedicated in total), UNM (60 percent of 12 minutes dedicated in total) and Christian-Democratic Movement (61 percent of 3 minutes dedicated in total).



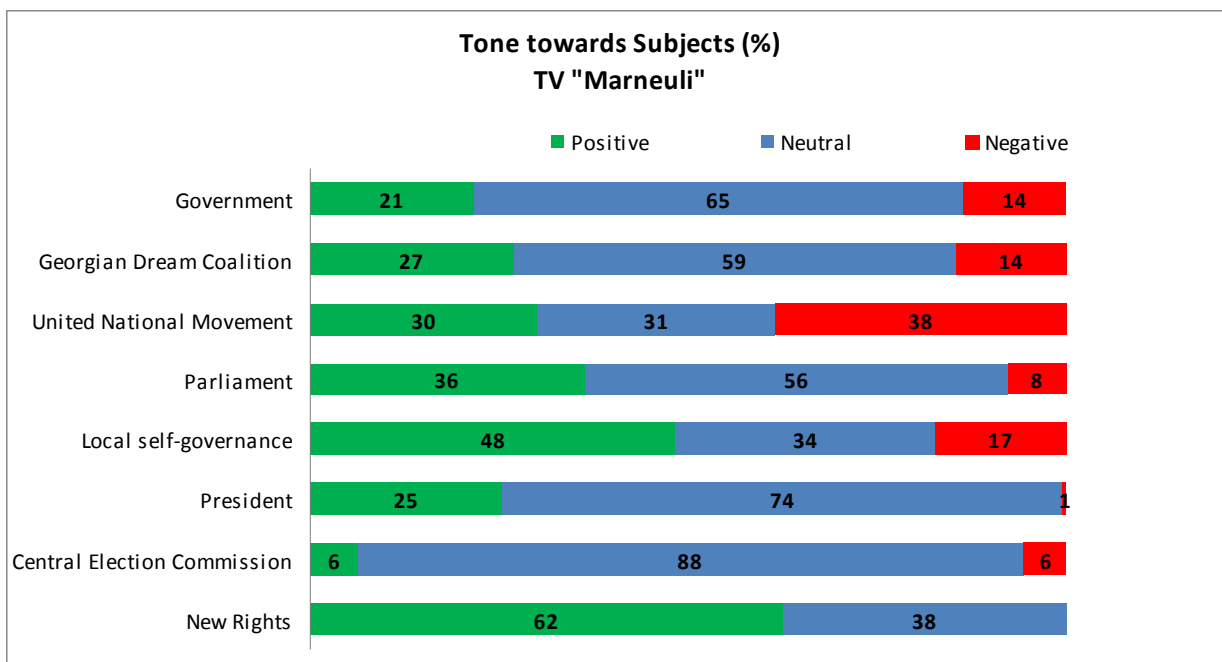
The running time of the TV Company Borjomi-produced news programs was minor and in most cases the monitored subjects were dedicated with no time. The channel mostly covered the regional developments. The TV stories mainly touched upon various local social and infrastructural

(construction /repairs of roads, bridges) issues. The number of TV stories produced on political issues was modest. The activities carried out by Borjomi district election commission was also extensively covered. Considerably less time was dedicated to demonstrating the activities implemented by various political parties. It is worth to note that in general the news programs lacked balance. Journalists' texts though showed no bias or subjective approach. The facts delivered were missing analysis.

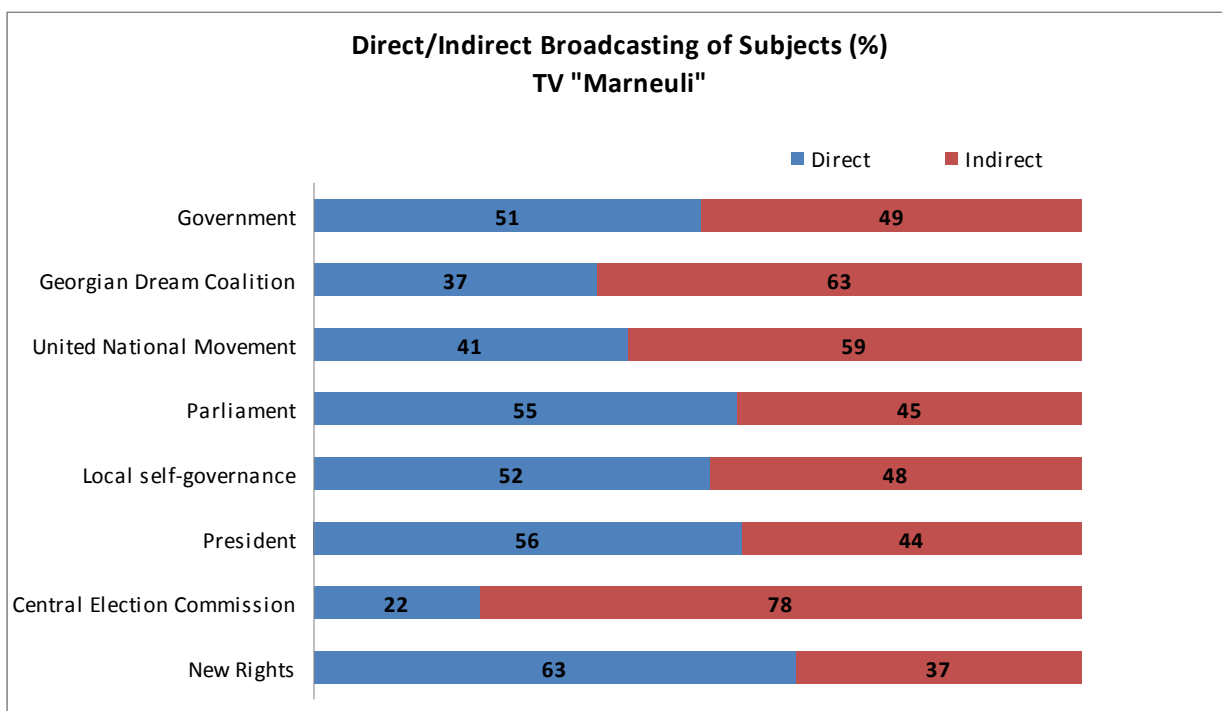
Marneuli (Marneuli) – The news programs on the channel dedicated 2 hours and 3 minutes to the monitored subjects. 32 and 24 minutes were devoted to government and the Georgian Dream coalition. UNM, Parliament and local self-government follow with 9 minutes each.



All of the three tones were observed when reporting on the subjects. Positive and neutral tones prevailed though. UNM leads the chart in terms of negative reporting tone (38 percent).

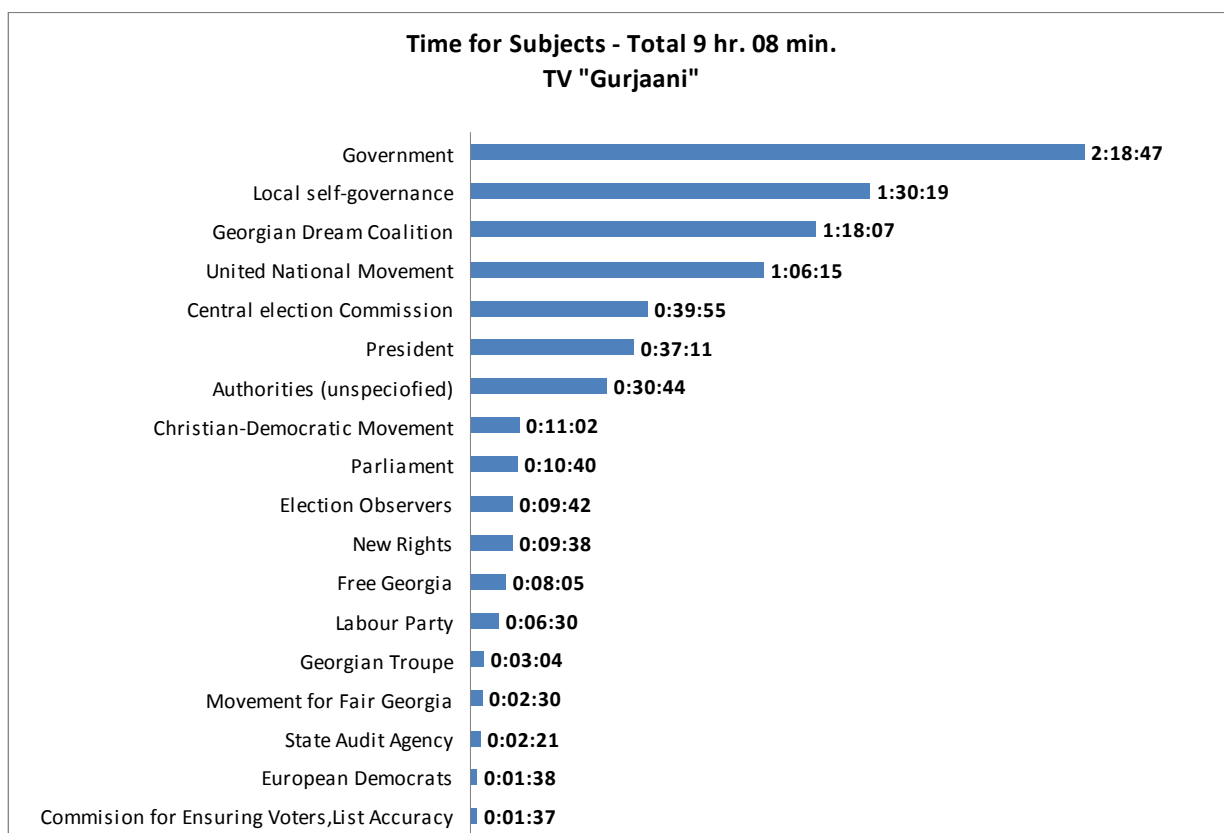


According to the findings the share of direct/indirect reporting was almost equal:

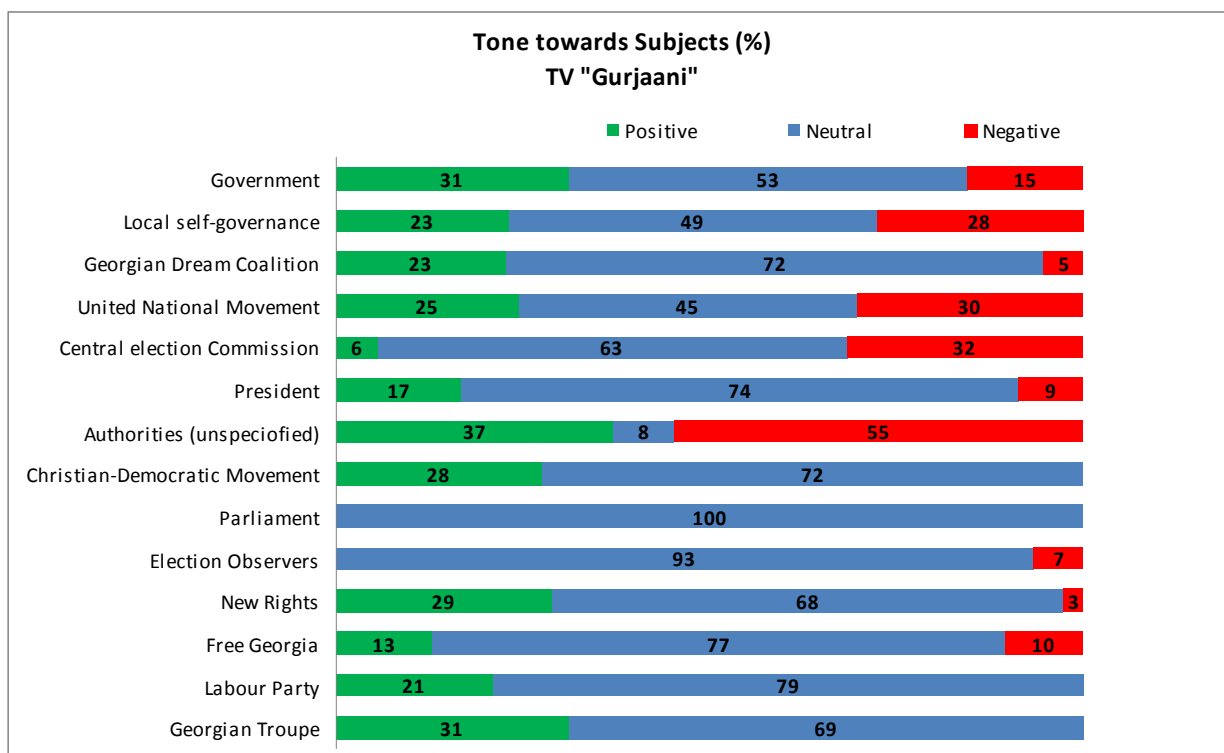


TV Company Marneuli news programs dedicated very little time to the monitored subjects. The channel essentially produced stories about important developments at the regional and national levels. News programs lacked balance, journalists demonstrated no bias to either event. The reporting on the developments included no analysis.

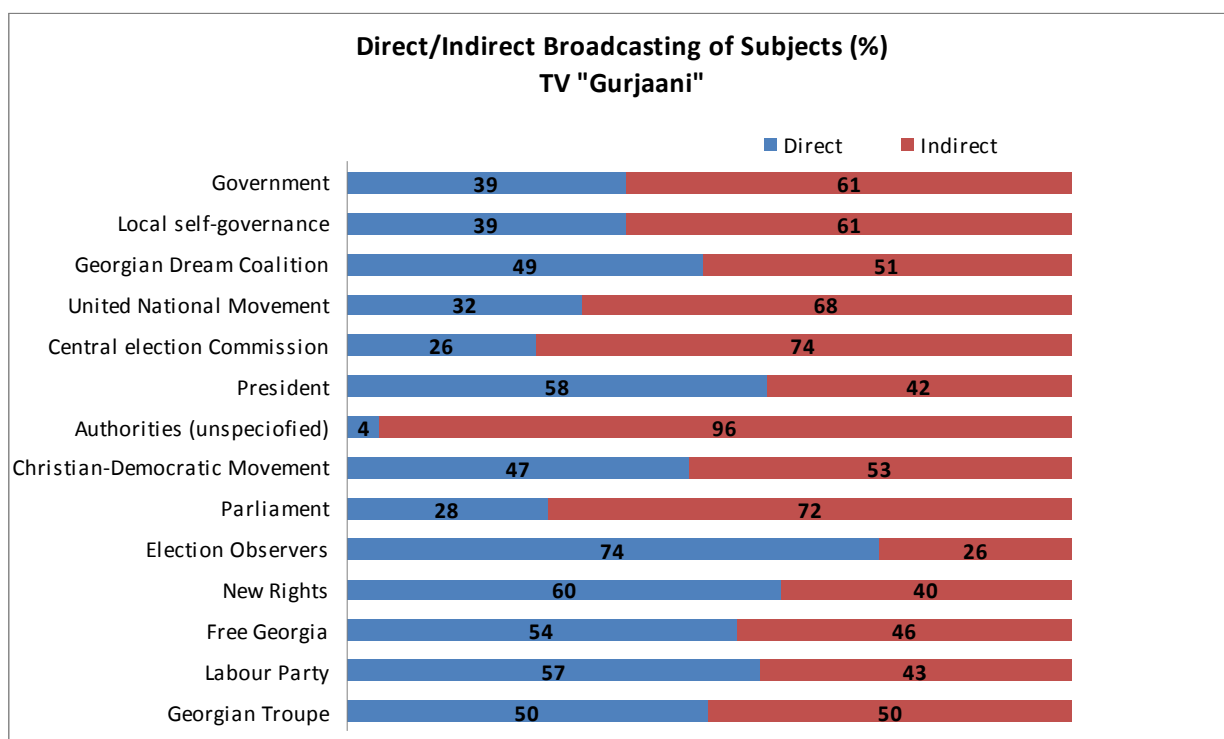
Gurjaani (Gurjaani) – The news programs produced by the TV Company dedicated 9 hours and 8 minutes to reporting on the monitored subjects. 2 hours and 18 minutes falls on government; An hour and 18 minutes falls on government; An hour and a half was enjoyed by the Georgian Dream coalition. UNM received an hour and 6 minutes.



Reporting on most of the subjects was neutral in tone. Positive and negative tones were identified too though. 55 percent of the dedicated time was negative in regard to the authorities, CEC and UNM received 32 and 30 percent negative reporting respectively. 37 percent of negative reporting falls on the authorities, followed by government with 31 percent. Only neutral tone was attached solely to Parliament -100 percent and election observers – 93 percent.



Indirect reporting mostly prevailed over direct reporting. The share was almost equal in regard to the Georgian Dream coalition, President, Christian-Democratic Movement. In regard to the election observers 74 percent falls on direct reporting.

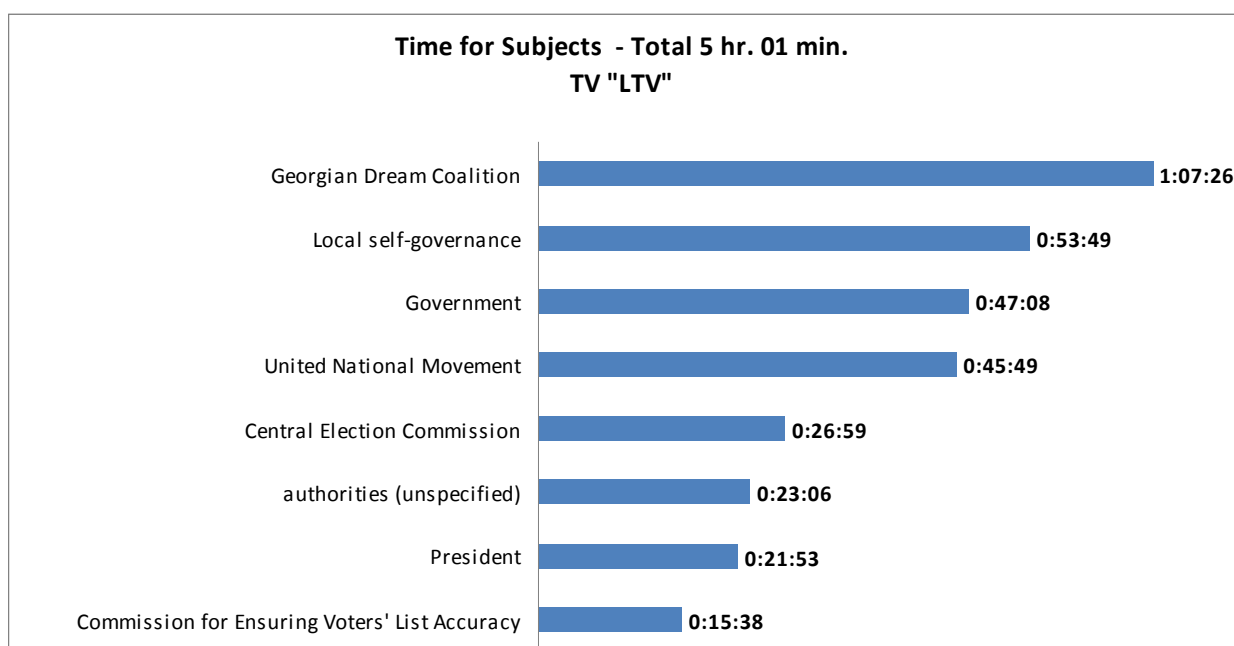


In the course of the monitoring, TV Company Gurjaani operated with delays. In particular, in July, as a result of the natural disaster in Kakheti region the TV Company encountered some problems. Technical equipment was damaged. Consequently, the TV Company was to suspend its operation

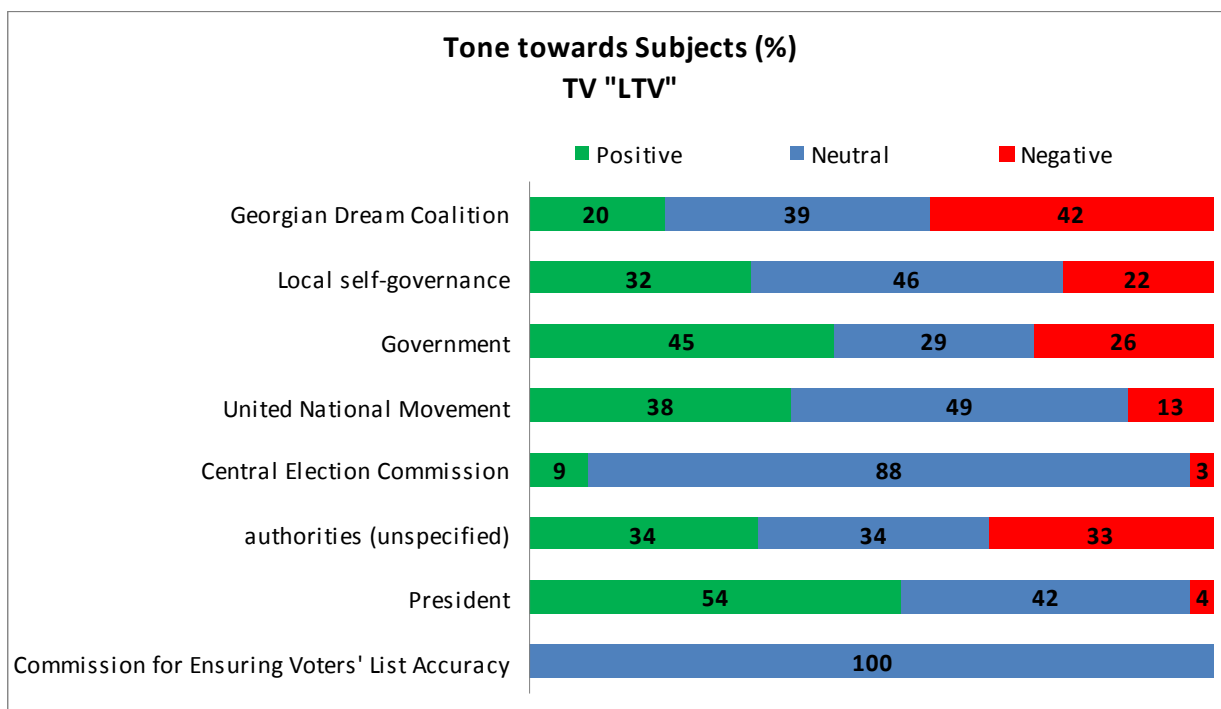
until August 15. But due to technical problems daily news programs were off air until August 23. In analyzing the results of monitoring of TV Company Gurjaani we can emphasize two phases: pre-election and post-election periods. They differ from one another with qualitative and quantitative results. In particular, in the pre-election period the TV Company dedicated a fair amount of airtime to positive reporting on the local self-government. Governmental initiatives were provided with superficial coverage.

The prisoner abuse-related events were covered by TV Company Gurjaani in an unbiased and balanced manner; consequently, 53-percent negative tone was identified in relation to government. In the aftermath of elections the news programs on the channel got more balanced. The TV stories demonstrated the opinions of the authorities as well as the opposition. No subjective evaluations were provided by journalists.

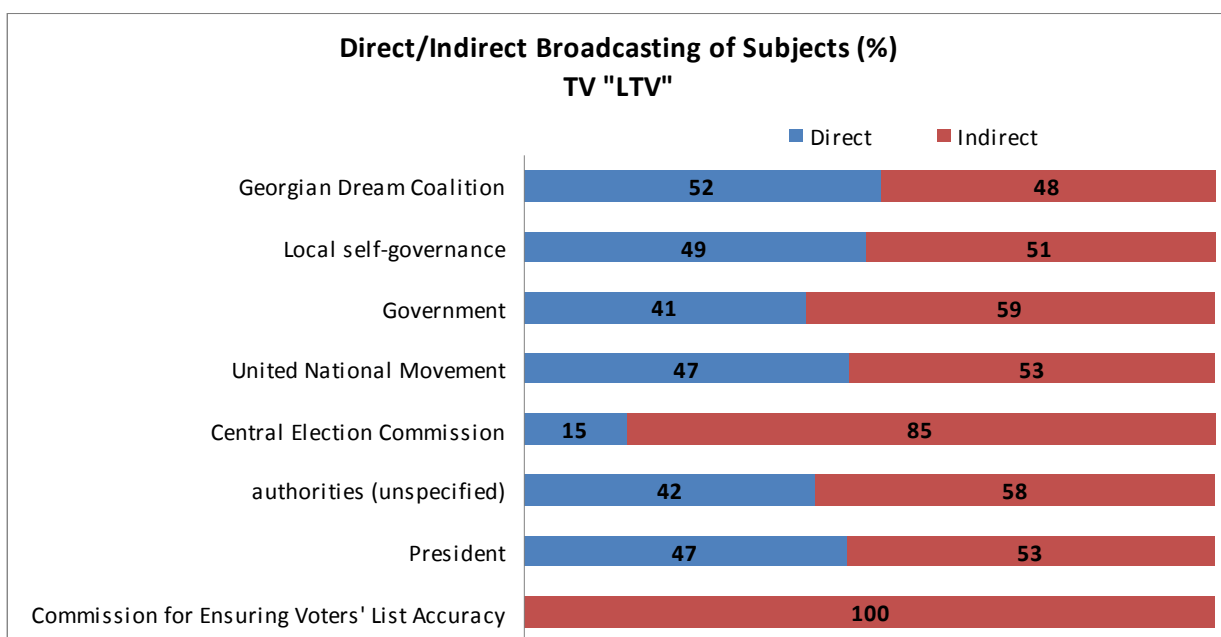
LTV (Lagodekhi) - The TV Company dedicated 5 hours to reporting on the monitored subjects. 1 hour and 7 minutes falls on the Georgian dream coalition, followed by the local self-government with 53 minutes, government with 47 minutes and UNM with 45 minutes.



All of the three tones were applied when reporting on the monitored subjects. The smallest share of negative reporting falls on CEC (3 percent) and President (4 percent).



The share of direct/indirect reporting was almost equal. Only in regard to CEC 8 percent falls on indirect reporting (27 min); reporting on the Commission for Ensuring Voter List Accuracy was 100 percent indirect (15 min).



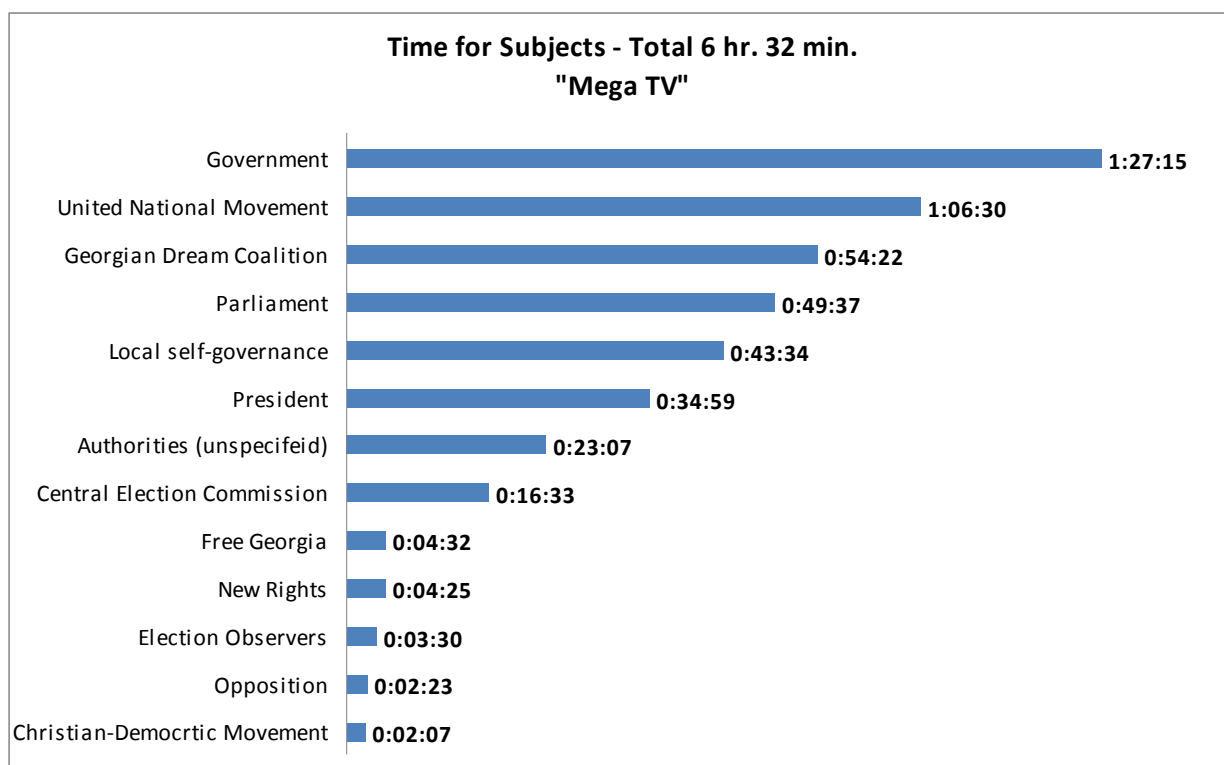
Generally TV Company LTV covered local news. A fair amount of airtime was dedicated to the activities carried out by local self-government.

In the run up to elections journalist's text lacked balance when reporting on the political parties. Journalists' negative approach was especially observable in regard to the Georgian Dream coalition. Positive tone was attached to reporting on UNM and previous authorities. In the August 20 news program which features the damage inflicted to several villages in Lagodekhi region by natural

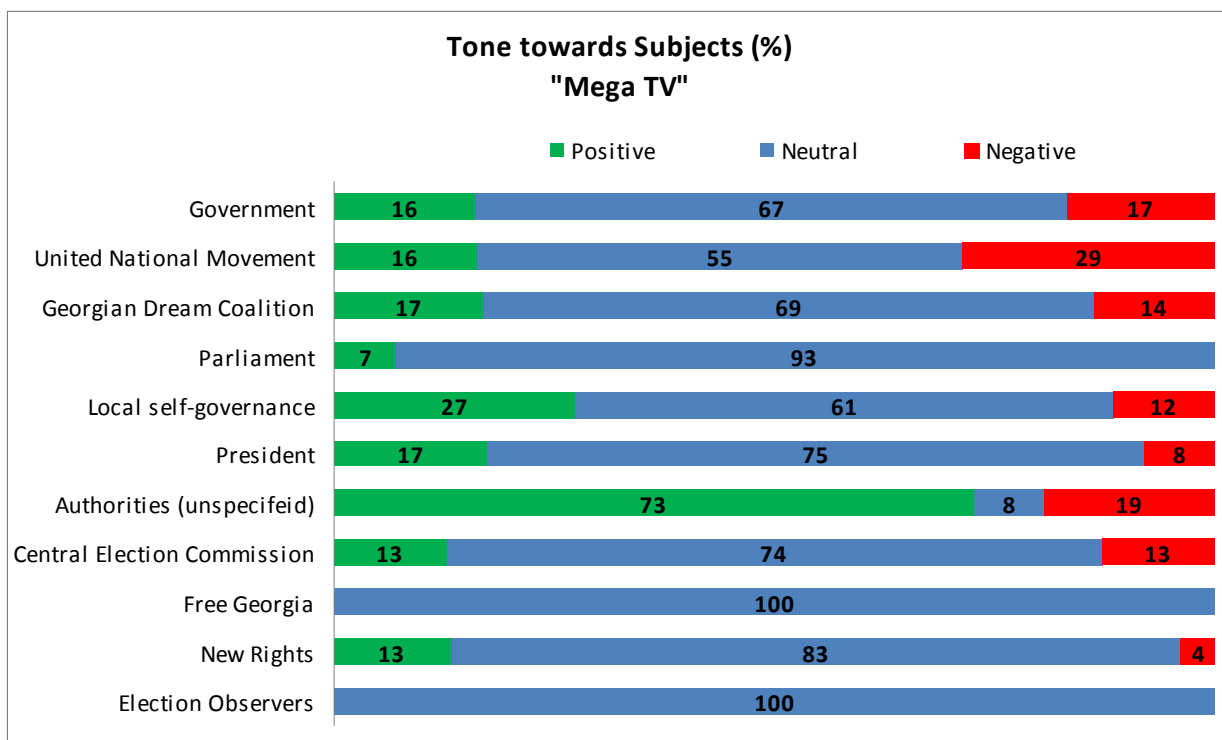
disaster the journalist says: *“The Georgian Dream coalition members did not arrive in the region, the population was visited by the representatives of the local self-government.”* In some cases the journalist mentioned the Georgian Dream coalition supporters as *“dreamers.”*

In the post-election period the amount of biased coverage considerably went down.

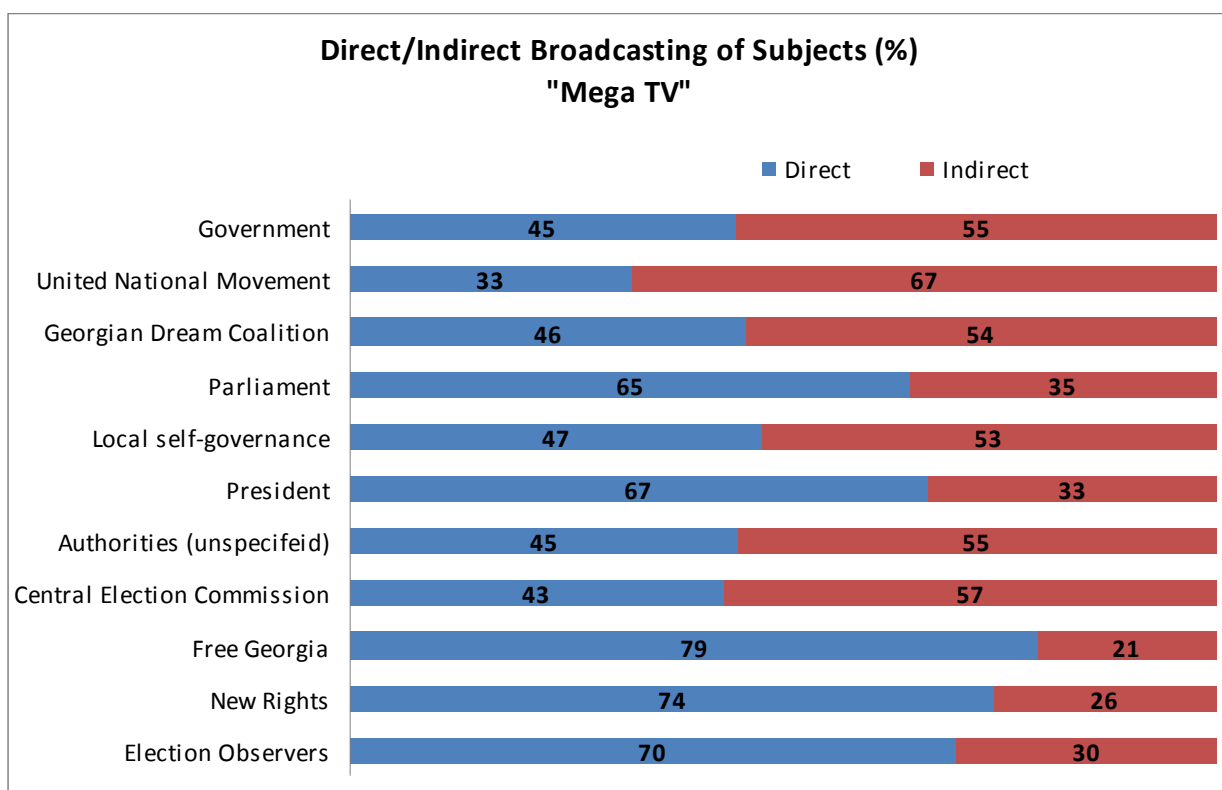
Mega TV (Khoni) – The channel dedicated 6 hours and 32 minutes to reporting on the monitored subjects. The biggest share of reporting was enjoyed by government – 1 hour and 27 minutes. UNM comes next with 1 hour and 6 minutes, followed by the Georgian Dream coalition with 54 minutes.



Reporting on the subjects was mostly neutral in tone. Positive and negative tones were identified too. 73 percent of the time dedicated to the authorities was positive in tone. The biggest share of negative reporting falls on UNM (29 percent).



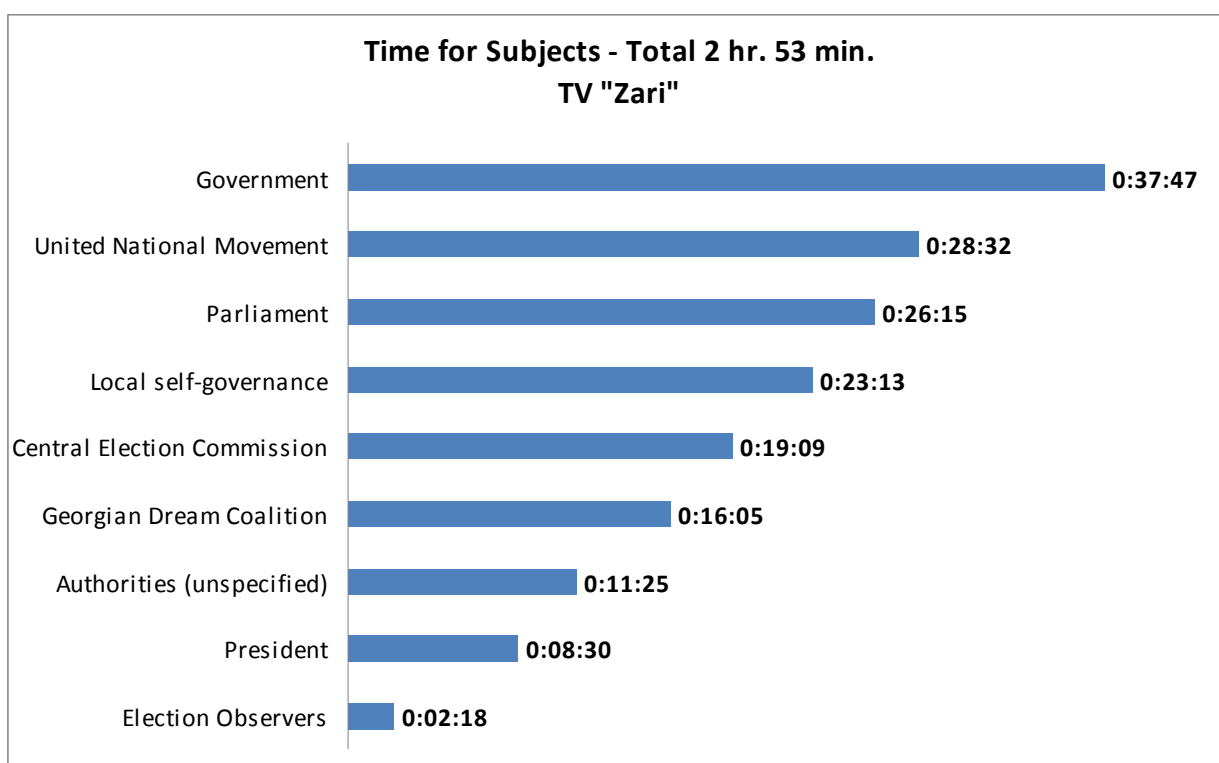
The share of direct/indirect reporting was mostly almost equal. In regard to UNM indirect reporting was 67 percent though. Direct reporting prevailed in relation to Parliament (49 minutes dedicated in total), President (34 minutes dedicated in total), Free Georgia and New Rights (4 minutes dedicated per each), election observers (3 minutes dedicated in total).



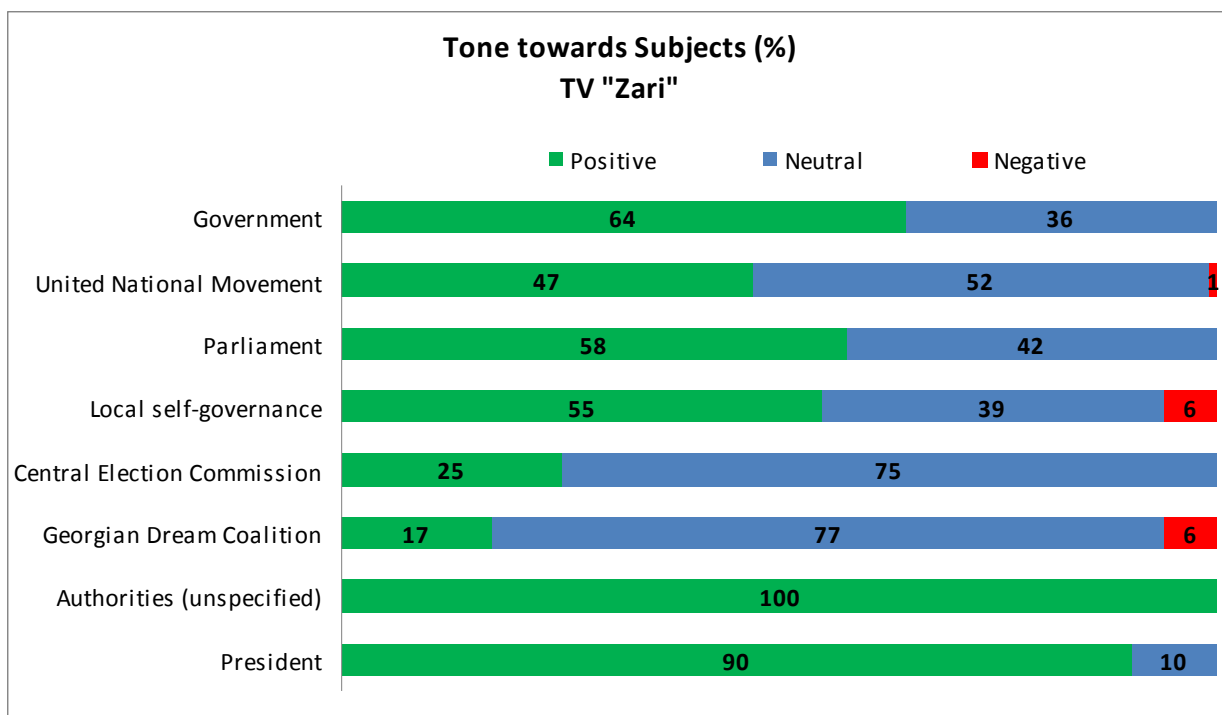
TV Company Mega TV mostly covered the developments in the region. At times TV stories were produced about central events too. Due to the repair works, the news format on the channel kept changing: initially twice per week, afterwards 4 times per week and finally the news were produced on a daily basis.

In general the news programs were balanced, opinions of the authorities as well as the opposition were covered. However, separate TV stories, demonstrated the stance of one particular party. Besides, at times the journalism standards were violated. In some cases, for instance, respondent's comment lasted for few minutes. It is noteworthy that no bias to either subject was identified. Journalists did not provide unsubstantiated evaluations and reporting was essentially neutral in tone.

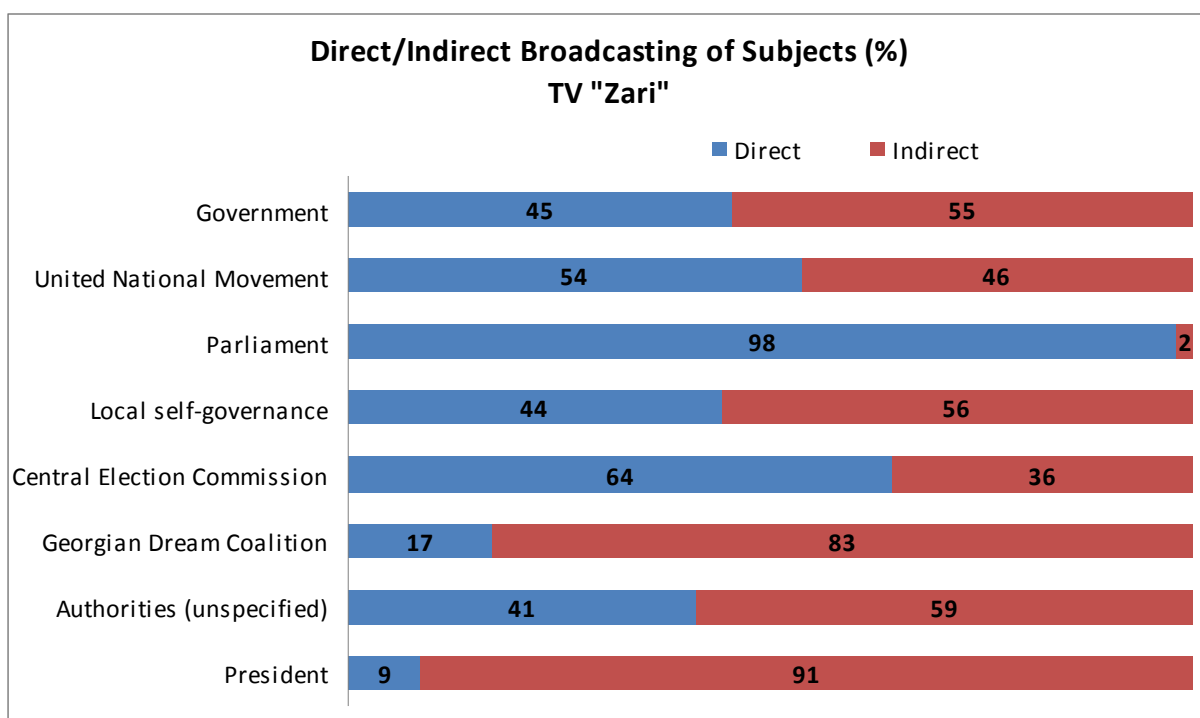
Zari (Samtredia) - The news programs on the channel dedicated 2 hours and 53 minutes to the monitored subjects. 37 minutes were devoted to government. UNM, Parliament and local self-government received 28, 26 and 23 minutes respectively.



Reporting was positive and neutral in tone. A minor amount of negative reporting was identified in regard to the Georgian Dream coalition (6 percent) and local self-government (1 percent).



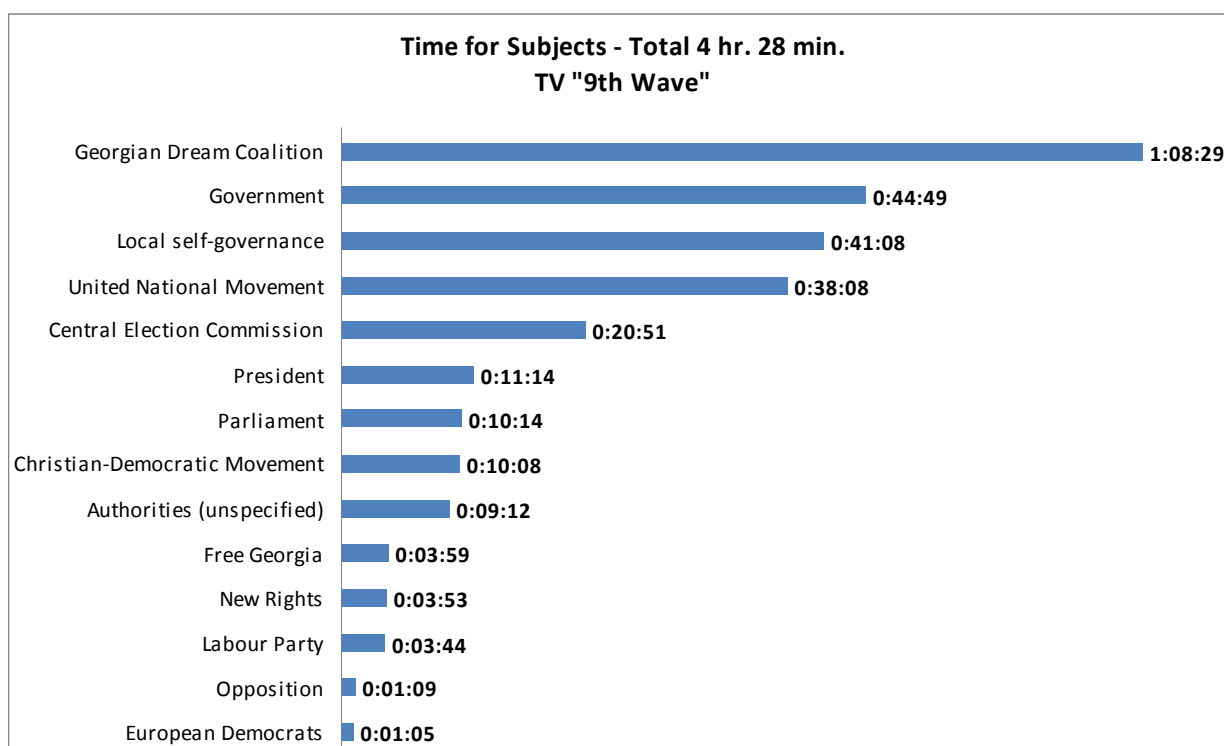
In regard to Parliament 98 percent falls on direct reporting. Reporting was 91 indirect in relation to President (8 minutes dedicated in total) and Georgian Dream coalition (16 minutes dedicated in total).



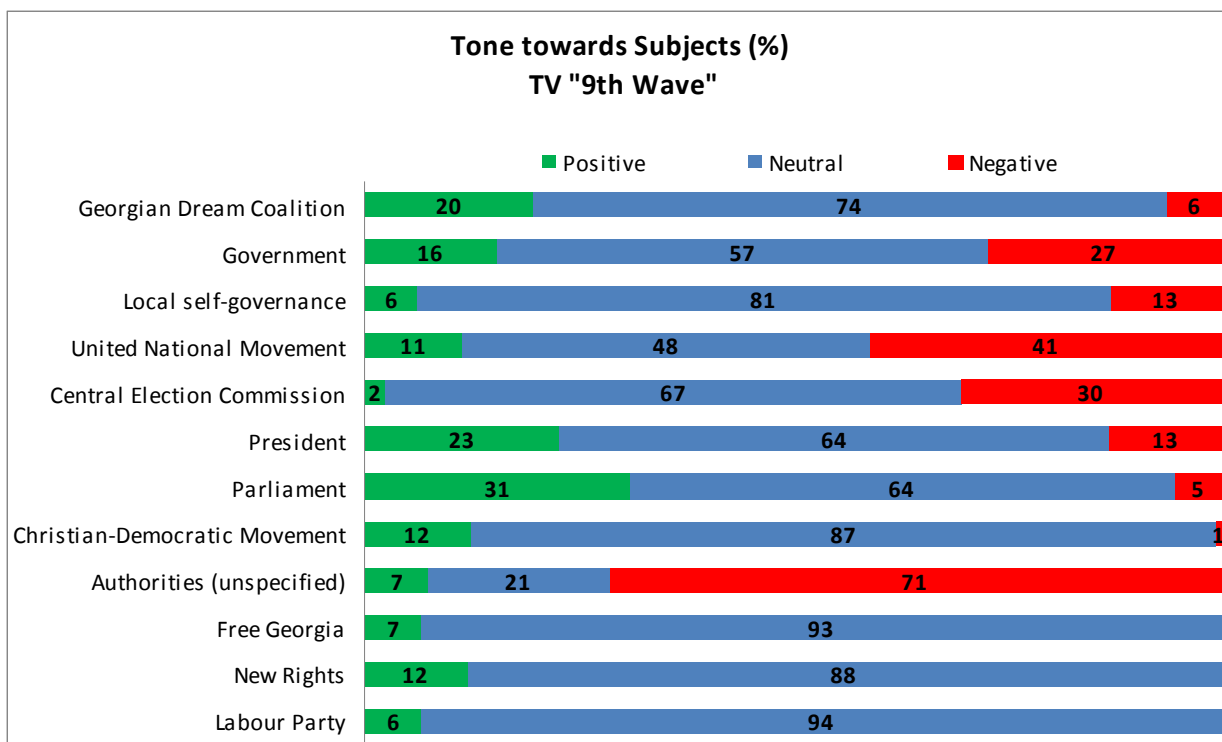
The TV Company Zari-produced news monitoring was carried out from August 13. The channel covered the developments in the region. In regards to the length and frequency of the news programs the monitored subjects were dedicated less time compared to other channels.

Majority of TV stories aired within the monitoring period lacked balance. Journalists' bias was evident in favor of UNM and former authorities. For example the UNM members were visiting recently rehabilitated school building. The journalist reporting on the event says: *"Pupils could not help showing excitement over the school rehabilitation."* Journalists were providing similar evaluations after the elections too, e.g. A 10-minute TV story was produced about the concert organized by the Georgian Dream coalition. 7 minutes were dedicated to songs and dancing only. And afterwards the journalist said: *"Kakhi Kaladze's appearance at the grand concert further charged the audience with excitement."*

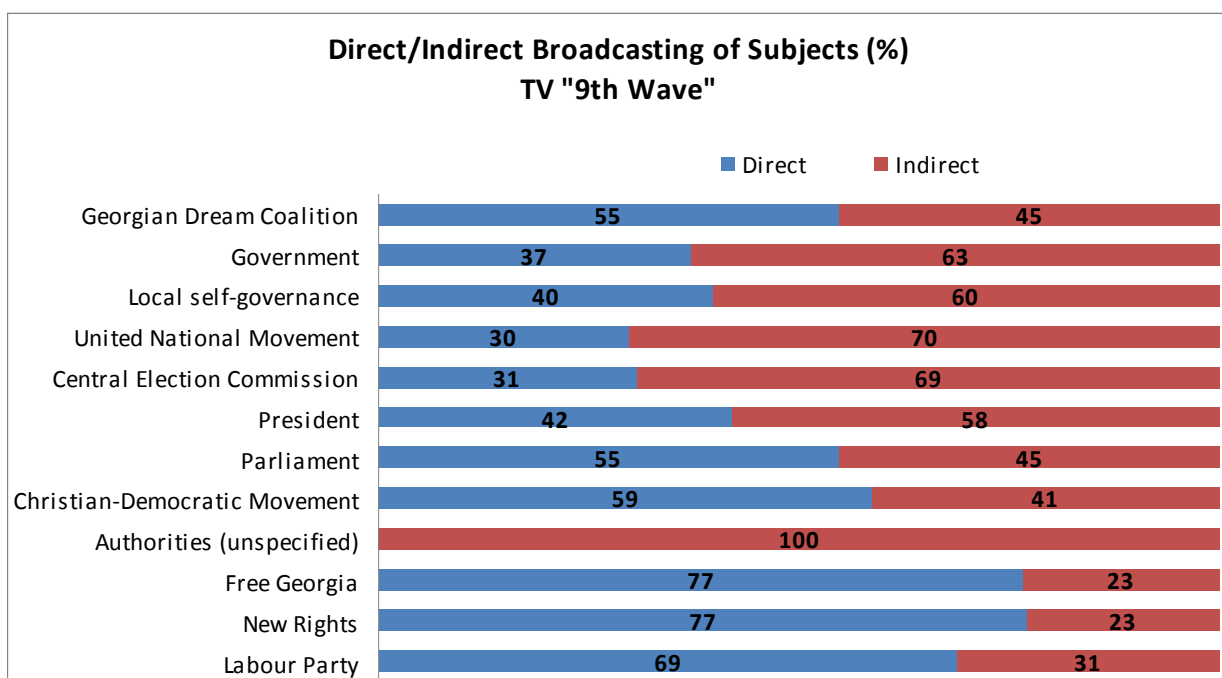
9th Wave (Poti) – The news programs produced by the channel dedicated 4 hours and 28 minutes to the monitored subjects. 1 hour and 8 minutes were devoted to the Georgian Dream coalition. 44 minutes was received by government and 41 minutes by the local self-government. UNM comes next in the chart with 38 minutes.



Reporting was mostly neutral in tone. Positive and negative tones were observed too. Negative tone was attached to reporting on the authorities – 71 percent. UNM and CEC received 41 and 30-percent negative coverage respectively. The biggest share of positive reporting falls on Parliament (31 percent), President (23 percent) and the Georgian Dream coalition (20 percent).



The share of direct/indirect reporting was almost equal in relation to the Georgian Dream coalition, President, Parliament, Christian-Democratic Movement. Reporting was 70 percent indirect in regard to UNM (38 minutes of time dedicated). Indirect reporting prevailed in relation to the Christian-Democratic Movement (69 percent of 10 minutes dedicated in total).



News program Cursor produced by TV Company 9th Wave, due to reorganization, was back on air on August 31. News outlet covered the developments at the regional as well as national levels. The local news though were devoted more time. A fair amount of airtime was dedicated to the TV stories produced by the Georgian Association of Regional Broadcasters (GARB). The news programs

extensively covered pre-election campaigns conducted by political parties as well as the activities carried out by CEC. The top topic of few news outlets was the Poti port staff on strike and the case-related developments. Monitored subjects were hardly ever observed in the stories of the kind. It is noteworthy that TV stories essentially maintained balance. Journalist's text was unbiased and personal approach was not demonstrated to either subject or issue.



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