



**Monitoring Regional Television Broadcasters**

**Presidential Election 2013**

**Subagreement # S-13-238**

**Report for: October 14 - 20, 2013**

**Main findings of the third phase of monitoring:**

- Compared with the previous reporting period the scale of coverage of monitored subjects boosted up;
- The time dedicated to presidential candidates increased: pre-election meetings, as well as presidential candidates' election programs were covered;
- Most of the TV companies dedicated the biggest portion of airtime to the Georgian Dream Coalition, United National Movement, Democratic Movement – United Georgia and their presidential candidates;
- Some interesting talk shows were produced about presidential candidates' election programs;
- Superficial coverage of events is still the main issue of concern on most of the TV companies;
- Within 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 14-20, 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 (Akhaltzikhe), Trialeti (Gori), Guria (Ozurgeti), Imervizia (Chiatura), Gurjaani (Gurjaani), Mega TV (Khoni) and 9<sup>th</sup> 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.

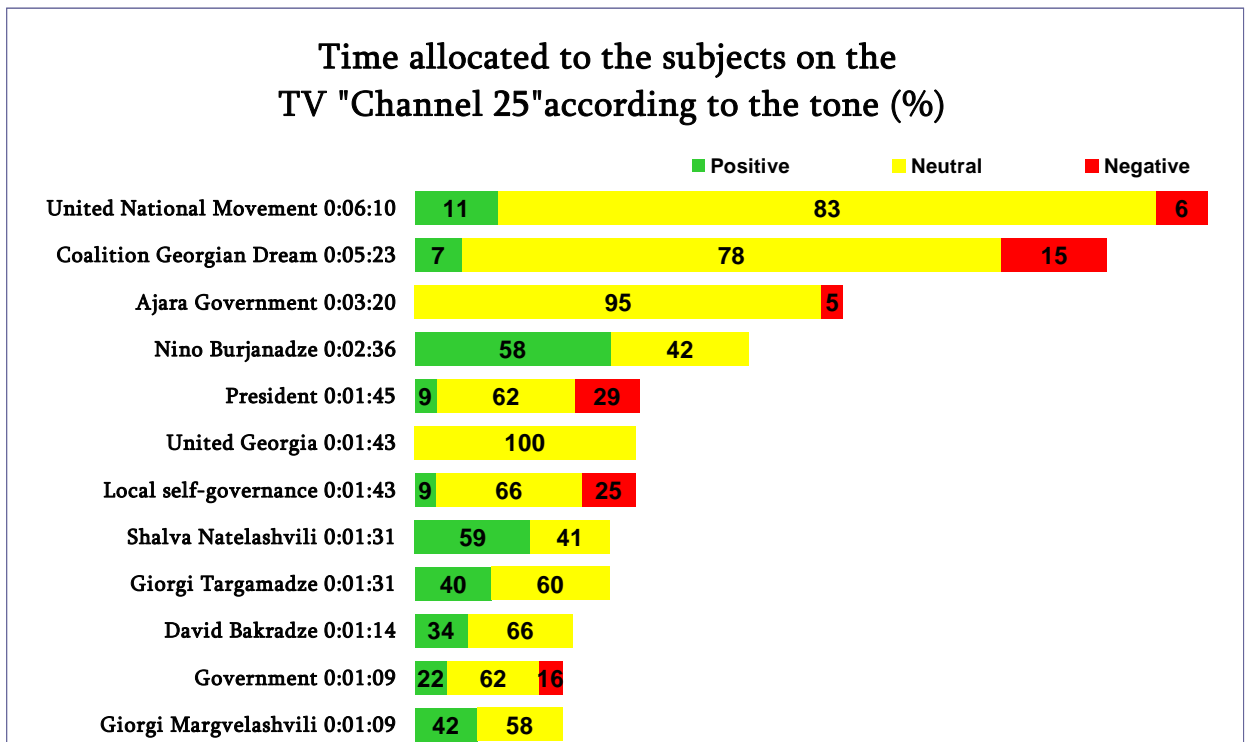
Monitored subjects include: Parliamentary chairperson, independent MPs, President, government, Prime Minister, Central Election Commission, local authorities (without specification), Adjara government, United National Movement, Georgian Dream Coalition, Georgian Dream – Democratic Georgia, Free Democrats (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 period the channel continued news production on a daily basis. News program Matsne dedicated the total of 31 minutes to the monitored subjects. The scale of reporting on political parties and presidential candidates boosted up. In the news program Matsne United National Movement (UNM) enjoyed the biggest portion of reporting (6 min.). Georgian Dream Coalition and Adjara AR government come next with 5 and 3 minutes respectively. Over 50 seconds were devoted to each of five presidential candidates including Nino Burjanadze (Democratic Movement – United Georgia), Shalva Natelashvili (Labor Party), Giorgi Targamadze (Christian-Democratic Movement), Davit Bakradze (United National Movement) and Giorgi Margvelashvili (Georgian Dream Coalition). Less was the time dedicated to personally presidential candidates. When covering pre-election campaign they presidential candidates were mainly spoken about by supporters or opponents. The reporting was either neutral or positive in tone. Out of monitored subjects negative tone was attached to Adjara AR government, President and Georgian government. Negative tone to Adjara AR and Georgian governments was due to the evaluation made by UN representatives. In regard to President negative tone was demonstrated by the Union of

Human Rights Defenders: the October 15 TV story in the news program Matsne covered the granting of Georgian citizenship to ethnic Georgians living in Turkey.

The news program aggressively covered developments in the region: the processes ongoing in Sakrebulo, Adjara AR government and the Supreme Council of the Autonomous Republic of Adjara. The TV stories were balanced and unbiased. Journalists were trying to represent the stance of any party, covering opponents' comments.



**Rioni (Kutaisi)** – Government, UNM and President are the top three most covered monitored subjects. During reporting week the channel dedicated one hour and 50 minutes to the monitored subjects.

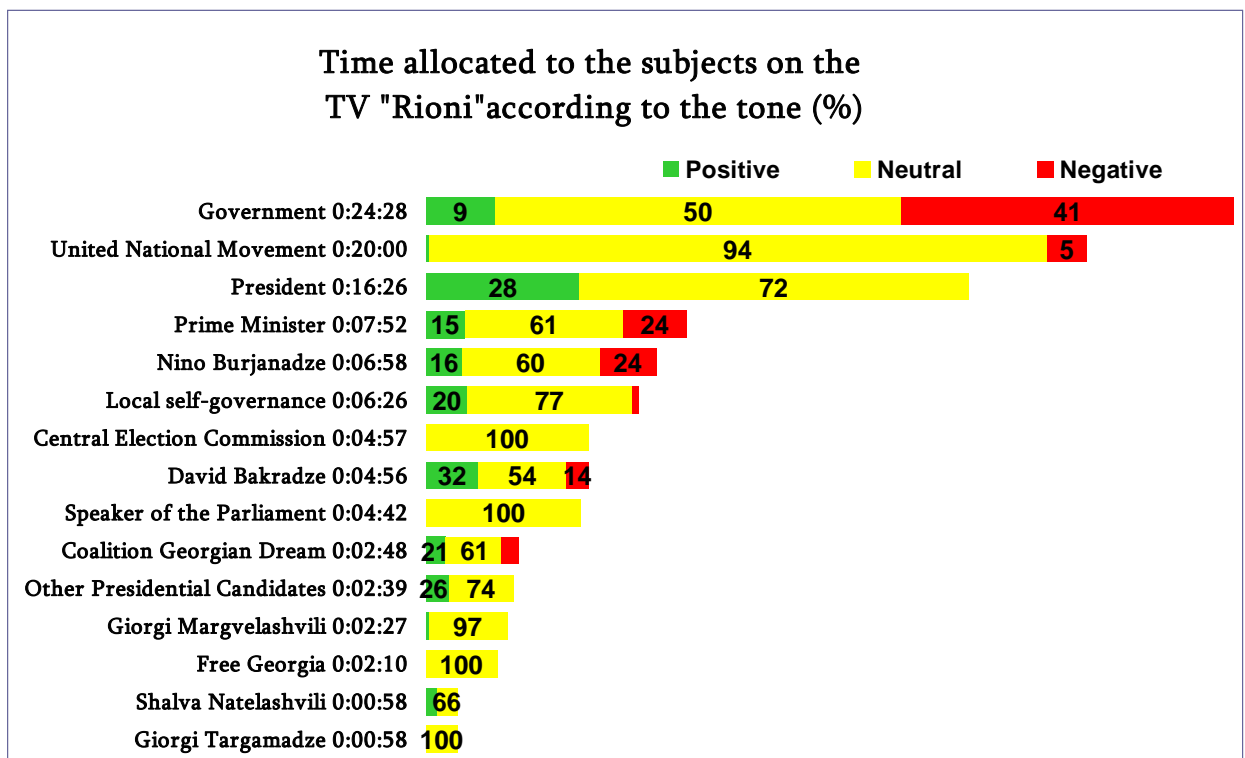
It is noteworthy that journalists devoted a considerable amount of reporting to the subject's direct speech. For instance, 77 percent of the total time of reporting on the President (16 min.), was direct. In certain cases high index of positive or negative tone was due to the comments made by sources, partial coverage of facts was not an issue of concern.

Out of the presidential candidates the biggest share of airtime (7 min.) was dedicated to Nino Burjanadze (Democratic Movement – United Georgia), followed by Davit Bakradze (UNM) with 5 min, Giorgi Margvelashvili (GD Coalition) with 2 min. Less than one minute was dedicated to Shalva Natelashvili (Labor Party) and Giorgi Targamadze (Christian-democratic

Movement). The distribution of time among candidates was linked to the activities carried out by them in the region.

In the news programs aired within the reporting week journalists demonstrated interest into both political and social issues.

News programs provided shallow coverage of events, with no analysis attached, the comments of interested parties were provided though and in general reporting was found balanced and unbiased.



**Kvemo Kartli TV and Radio Company (Rustavi)** – Within reporting period TV company dedicated the total of one hour and 15 minutes to the monitored subjects. The TV stories produced by the journalist of the main news program essentially covered local events. In the second part of the news program the events ongoing nationwide were covered.

Out of the monitored subjects local authorities enjoyed the biggest share of reporting (35 min.). 20-minute reporting was enjoyed by GD coalition, followed by government with 7min. The news programs devoted a considerable amount of airtime to the activities carried out by local authorities. The TV stories produced about their activities were sometimes aired first and mainly second or third in the news program Kronika. When covering local

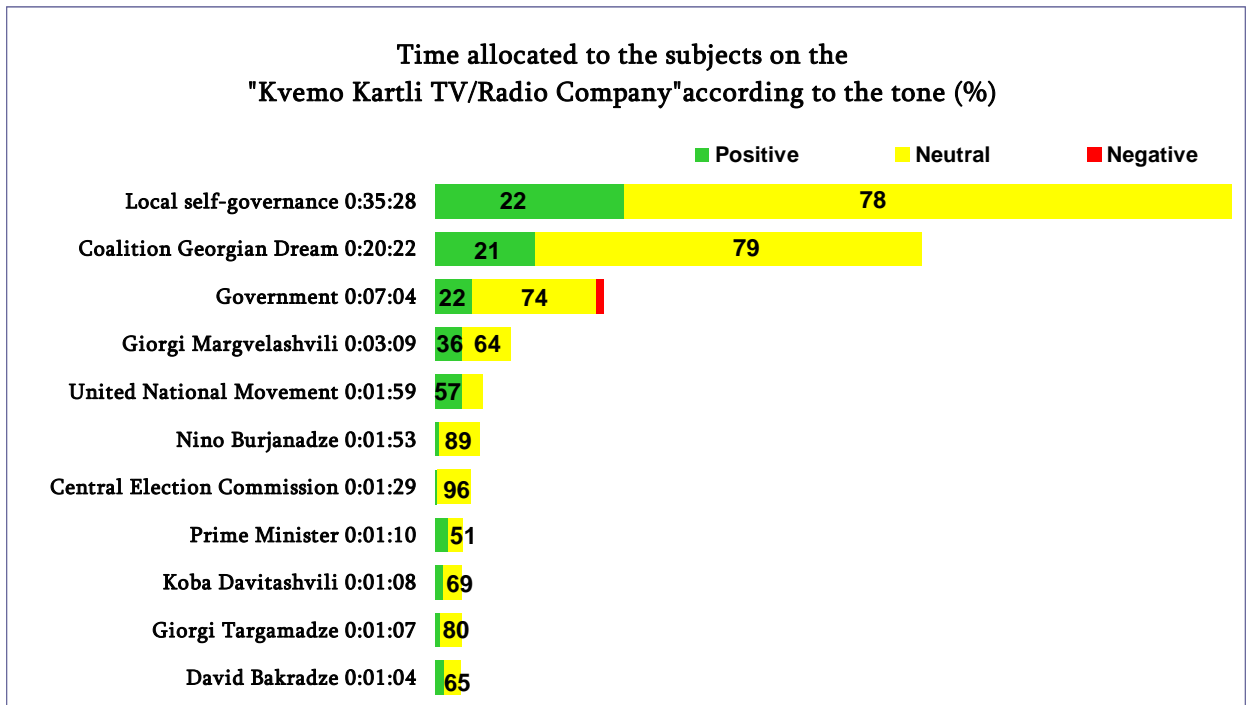
authorities direct reporting prevailed. The news programs produced within reporting period also covered pre-election meetings held by presidential candidates including Nino Burjanadze (Democratic Movement – United Georgia), Davit Bakradze (UNM), Giorgi Margvelashvili (Georgian Dream Coalition), Koba Davitashvili (People’s Party) and Giorgi Targamadze (Christian-Democratic Movement).

In the second part of the October 15 news outlet a lengthy interview with Rustavi majoritarian deputy Zviad Dzidziguri was aired. The increase in the time dedicated to GD coalition was due to this very interview. Accordingly, in regard to GD coalition direct reporting (79 percent) prevailed over direct.

In relation to the Rustavi City Day celebrated on October 19 and 29 Kvemo Kartli TV and Radio Company had a special programming: in the evening time two news programs were aired. To speak about the Day-related celebrations the second part of the program hosted two guests: Gega Kurtsikidze, director of the events planned and Deputy City Mayor Nino Lomidze. Due to the aforesaid program there was a rise in the time dedicated to the local authorities (63 percent).

Seven-minute reporting on the government was mostly indirect. The share of direct reporting was high too though: several State ministers were attending celebrations in Rustavi.

The TV stories produced by journalists during reporting period essentially covered the events of the day. No subjective evaluations were provided in the news.



**Odishi (Zugdidi)** – During third one-week monitoring period TV company Odishi-produced main news program Dro (Time) was aired on Tuesday, Wednesday, Thursday and Saturday. In total the TV company dedicated 30 minutes to the monitored subjects.

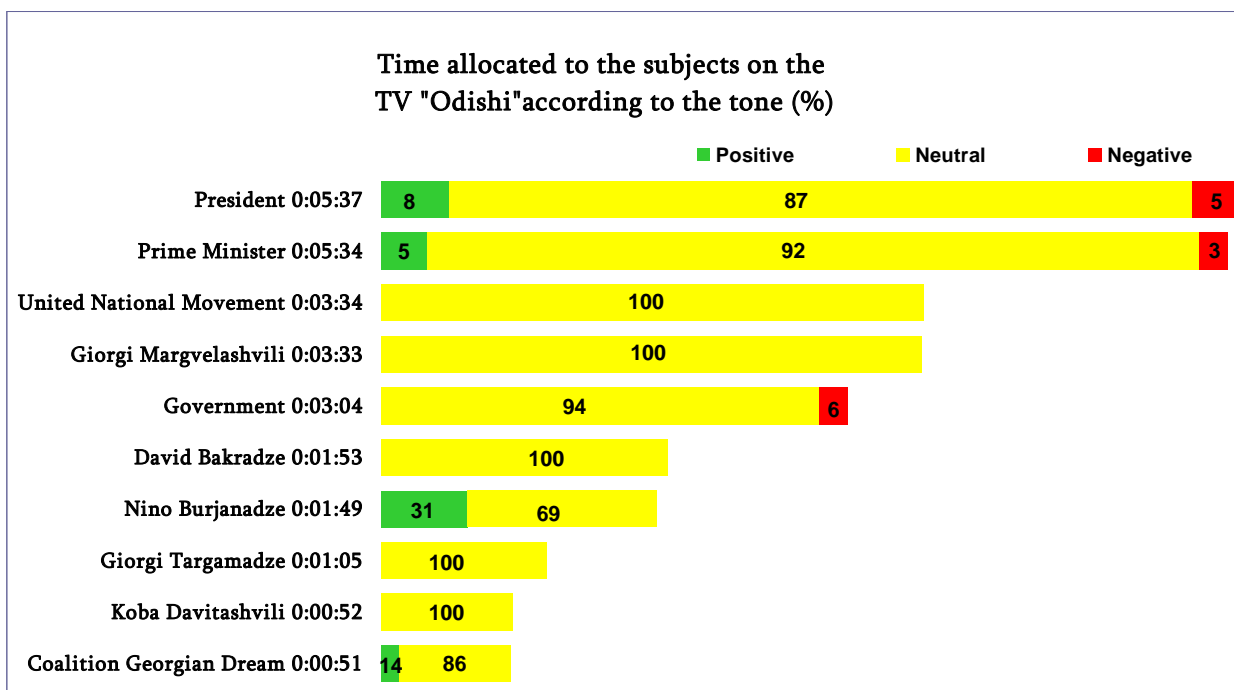
Out of the monitored subjects TV company covered President, presidential candidate Nino Burjanadze (Democratic Movement – United Georgia) and MP Zakaria Kutsnashvili. The TV stories touched upon President Saakashvili’s visit to Zugdidi, Zakaria Kutsnashvili’s meetings held in Zugdidi and Nino Burjanadze’s meetings in Samgrelo. One of the TV stories was dedicated to the presentation of the presidential candidate’s election program held in Tbilisi. Out of the total amount of airtime dedicated to the monitored subjects five minutes falls on President and Prime Minister each. 48 percent of reporting on President was direct, the Prime Minister though was indirectly covered.

The evening air of TV company Odishi was apportioned to other monitored subjects in the TV program InfoLenti. The program featuring, for about 15 seconds, the opinions expressed by policy makers and public figures. Mostly, together with the texted citation, the author’s photo was mostly shown.



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The TV stories within news programs, along with political issues, touched upon public and cultural events held in the region. Journalists reported in an unbiased manner, reporting tended to be neutral in tone and indirect.



**9<sup>th</sup> Channel (Akhaltzikhe)** – Within reporting week the monitored subjects were dedicated 44 minutes. The news programs covered both qualified as well as unqualified election subjects. 12 monitored subjects were devoted over 50 seconds per each that is indicative of the diversity of reporting.

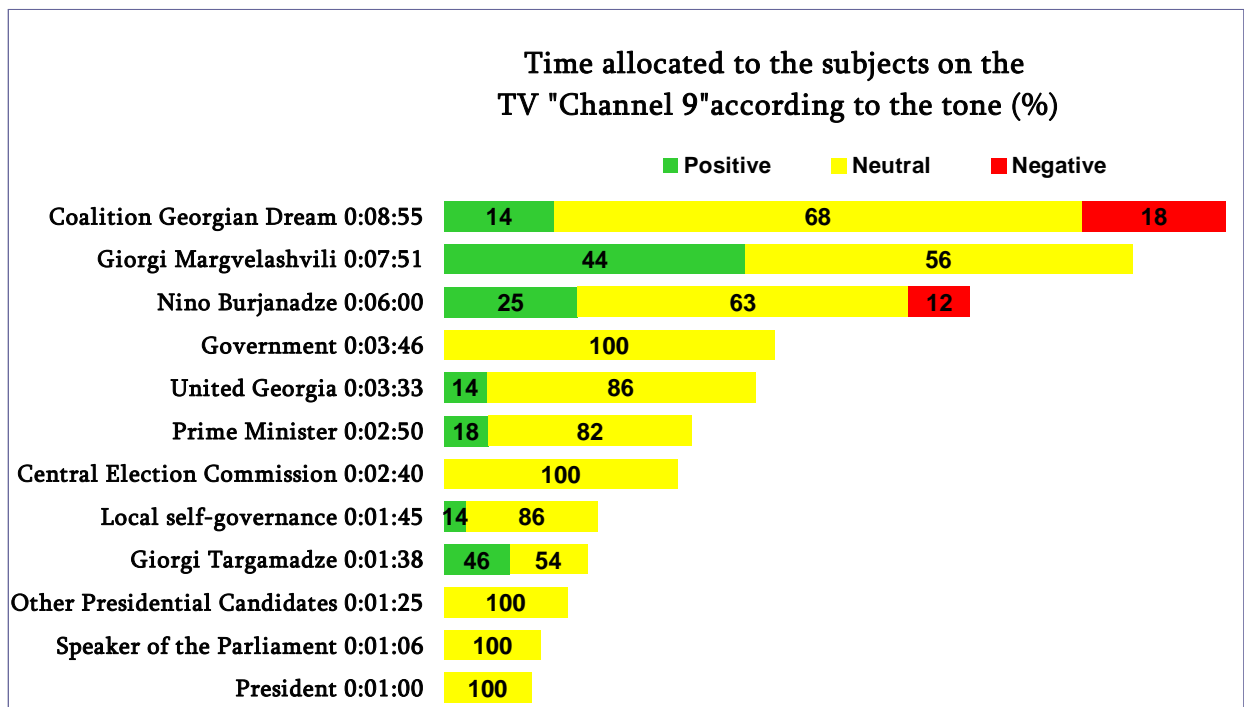
It is noteworthy that unlike previous monitoring periods top three most covered subjects changed. Instead of previously most covered government and local authorities the chart is now led by GD coalition (9 min.) and its presidential candidate Giorgi Margvelashvili (8 min.), followed by Nino Burjanadze (6 min.). Over one minute was devoted to presidential candidates including Giorgi Targamadze (CDM) and Sergo Javakhidze (For Fair Georgia). When covering monitoring subjects indirect reporting prevailed over direct.

Journalists briefly reported about various activities and dedicated less time to the monitored subject's direct speech.

Neutral tone prevailed when reporting on presidential candidates. The October 17 TV program Echo though covered argument between GD coalition and Democratic Movement - United Georgia, hence negative tone was observed in regard to the parties.

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News programs were essentially balanced and unbiased. In the course of election-related meetings journalists were trying to identify possible violations. For instance the TV story in the October 15 news program covering the GD coalition's nominee Giorgi Margvelashvili's meeting with the population touched upon the schoolchildren's involvement in the election campaign in the course of studies. The journalist said that in relation to the aforesaid issue he posed a question to Giorgi Margvelashvili's press service. In response Giorgi Margvelashvili's spokesperson said nothing of a kind was in place during the meeting. The journalists were trying to demonstrate opinions of each and every party. The TV stories produced about presidential candidates were, as a rule, televised one after another.

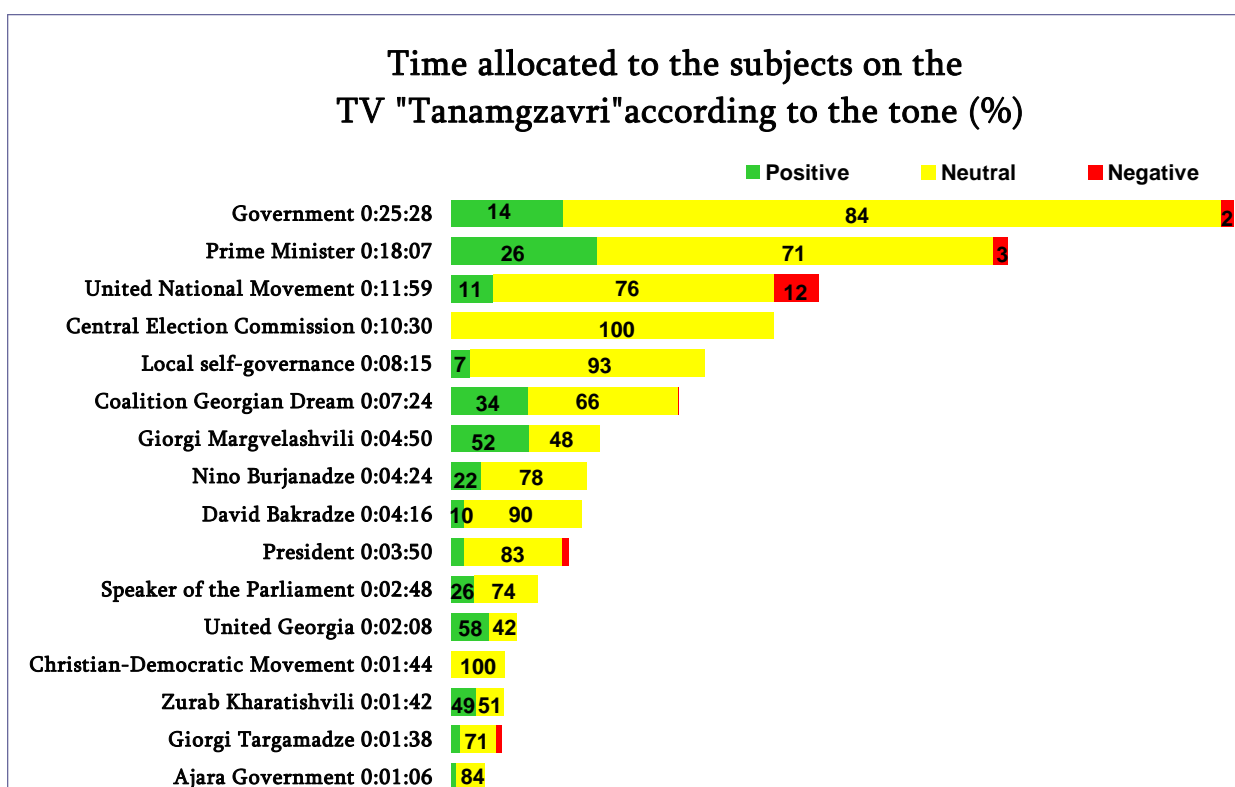


**Tanamgzavri (Telavi)** – During reporting period news program on TV company Tanamgzavri was on air from Monday to Friday. The first section of the news program Akhali Ambebi (News) was filled up with the TV stories about developments in Kakheti region and the second part of the news outlet provided a lengthy coverage of the events ongoing nationwide. The 20-30-minute news program dedicated almost equal time to reporting on regional and national news.

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During reporting period monitored subjects were dedicated the total of one hour and 50 minutes to the monitored subjects. In terms of length of coverage government is leading the chart with 25 minutes. 18 minutes were dedicated to Prime Minister, 11 minutes to UNM. 65 percent of 25-minute reporting on President was direct, the same applies to reporting on Prime Minister (73 percent). As for the rest of the monitored subjects the data looks almost equal.

The news programs produced within reporting period did not televise TV stories about pre-election meetings held by presidential candidates. Journalists mainly produced TV stories about presidential candidates' election programs, completion of vintage 2013, and various election-related issues. Social topics as well as cultural events and other events were covered. Balance in the TV stories was essentially maintained. Journalists reported in an unbiased manner.

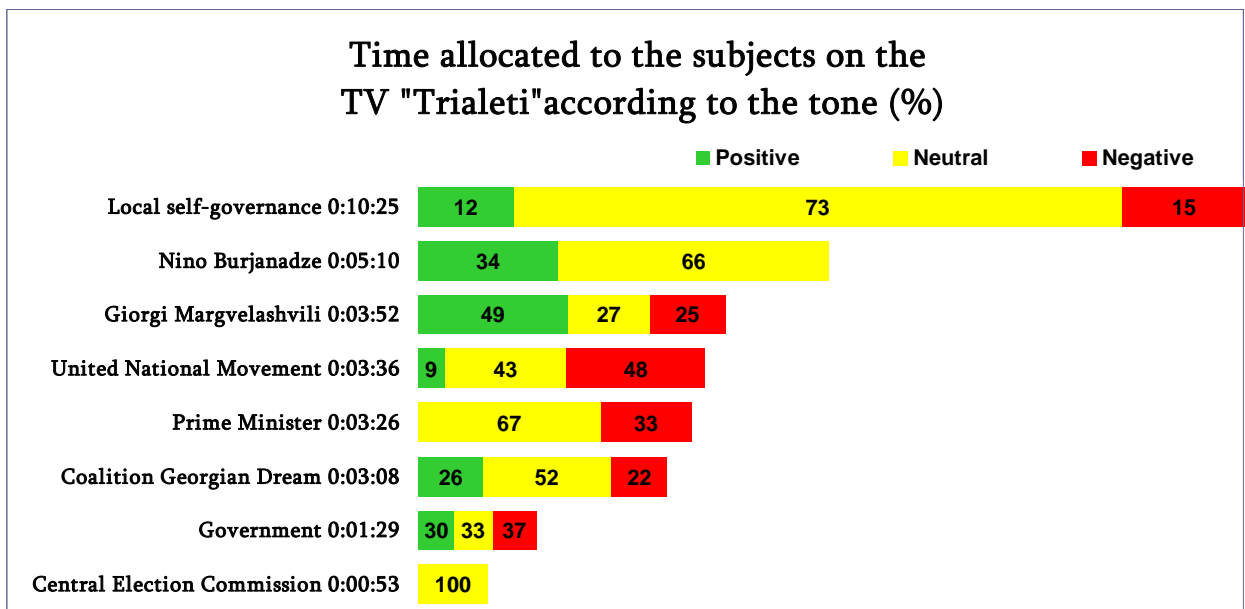


**Trialeti (Gori)** – Within reporting period 15-25-minute news programs were on air from Monday to Friday without a newsreader. The Saturday news outlet repeatedly aired important events of the week. The program had two hosts and two guests.

During past week to the monitored subjects the TV company dedicated 34 minutes in total. 31 percent of which falls on reporting on local authorities, followed by Nino Burjanadze (Democratic Movement – United Georgia) with 15 percent and Giorgi Margvelashvili (GD coalition). Their high ranking in terms of time was the outcome of GD’s nominee’s and Prime Minister’s visit to Gori. As regards Nino Burjanadze the presentation of her election program was covered.

As for the rest of the monitored subjects less than one minute was dedicated to Koba Davitashvili (People’s Party) and Giorgi Targamadze (CDM) each. All three reporting tones were observed. Solely in regard to Nino Burjanadze reporting was found neutral and positive in tone. It is noteworthy that the coverage of monitored subjects was mostly direct.

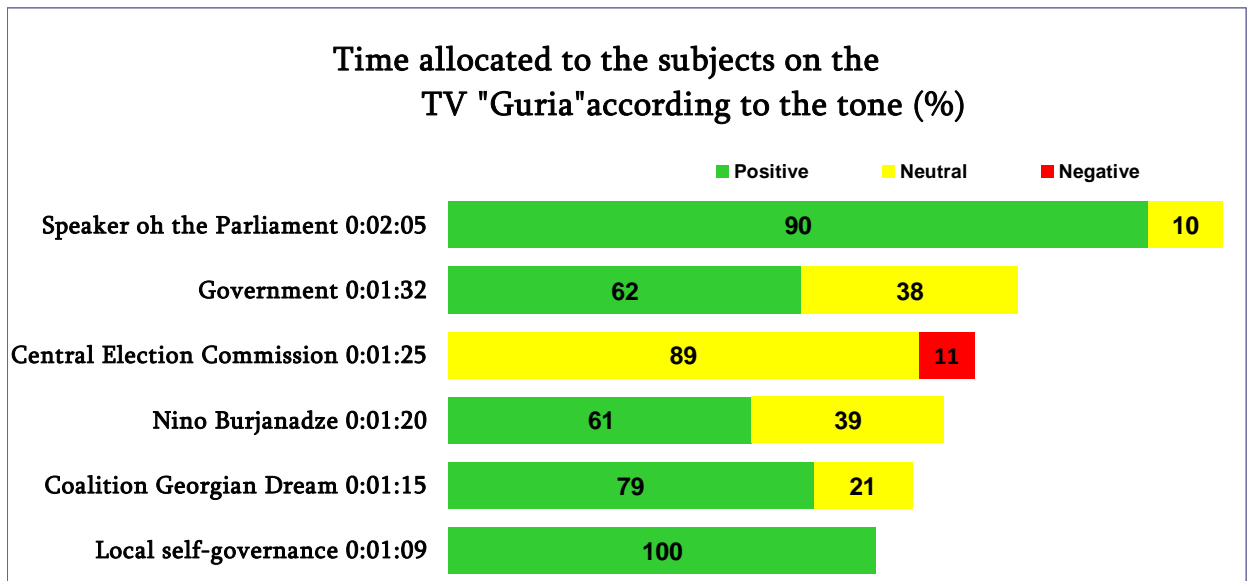
Unlike previous reporting periods journalists posed more critical questions, never demonstrating their stance though. News reporting was done in a timely and unbiased manner.



**Guria (Ozurgeti)** – During past reporting week TV company aired 10-15-minute daily news programs from Monday to Friday. The channel dedicated the total of 10 minutes to the monitored subjects. 31 percent of which falls on parliamentary chairperson, 15 percent on

government, 14 percent on Central Election Commission (CEC). Reporting on Nino Burjanadze, presidential candidate of Democratic Movement – United Georgia was a bit lengthier. Less than one minute was devoted to Davit Bakradze (UNM) and Giorgi Targamadze (CDM). Direct reporting considerably prevailed over indirect.

Along with covering the developments within the region some important political events ongoing nationwide were covered too.

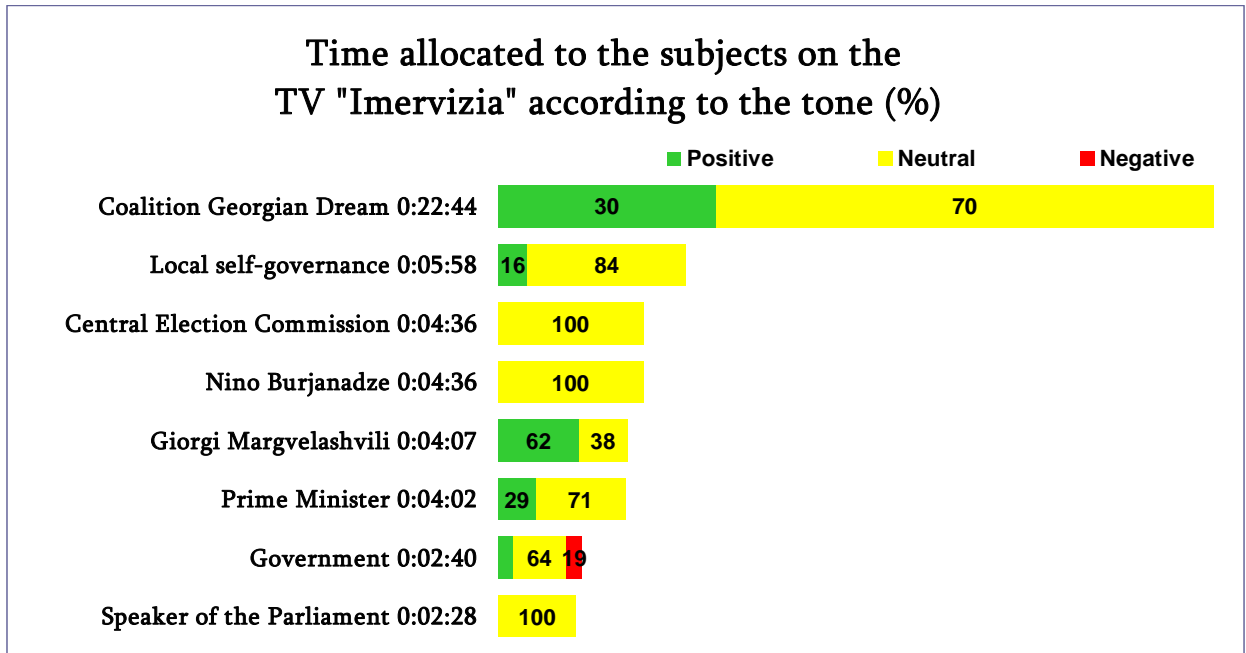


**Imervizia (Chiatura)** – The news program produced by the channel was televised twice on a daily basis: at 19:00 and repeated at 21:20.

Within reporting week Georgian Dream coalition excelled with 22 minutes of coverage which made up 44 percent of total time dedicated to monitored subjects. The high index was due to the Chiatura majoritarian MP Malkhaz Tsereteli’s visit to the region on October 14 and the presentation of the final report on his activities. Another GD coalition member Manana Kobakhidze paid a visit to Chiatura. Meeting with the population she called upon the locals to vote for GD’s presidential nominee Giorgi Margvelashvili.

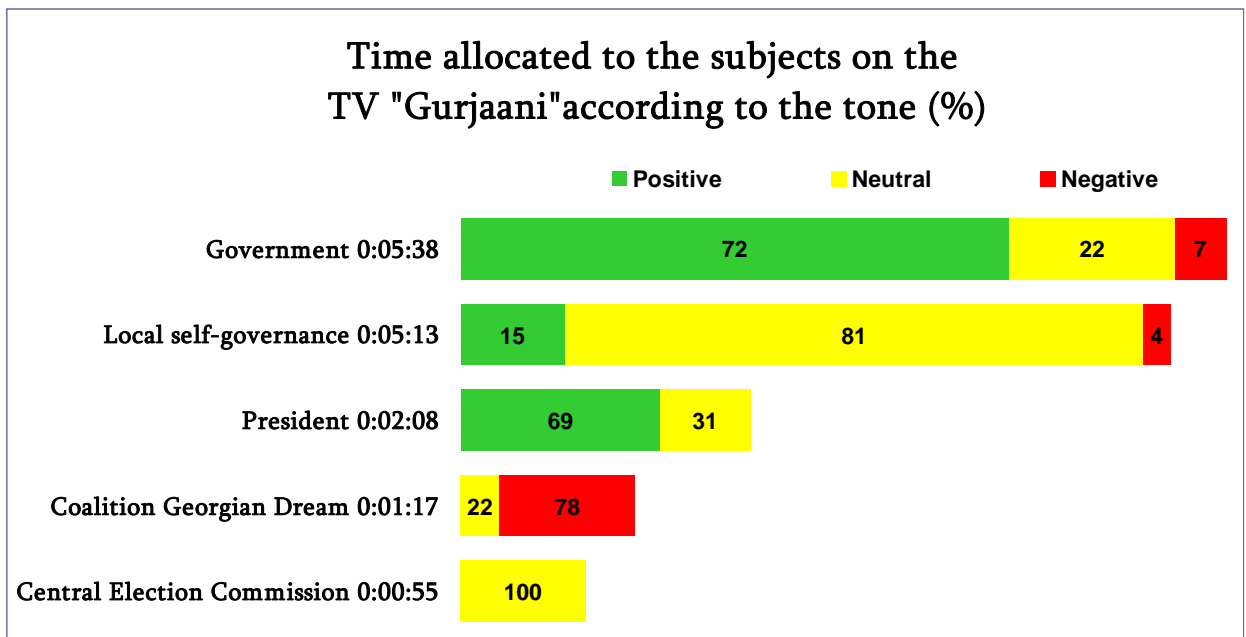
Out of presidential candidates approximately 4-4 minute was devoted to Nino Burjanadze (Democratic Movement – United Georgia) and Giorgi Margvelashvili (GD Coalition). Nino Burjanadze stands out with high index of direct reporting and Giorgi Margvelashvili with positive reporting tone (62 percent).

Reporting tended to be neutral, news reporters were demonstrating no criticism, posing no additional questions. Respondents were granted every possibility to express their viewpoints.



**Gurjaani (Gurjaani)** - Within reporting period Gurjaani aired 20-30-minute news programs on a daily basis. Lengthy coverage was provided to local news as well as the developments nationwide. In the past week monitored subjects were dedicated 17 minutes. 33 percent of the given time falls on government, 30 percent on local authorities. Less than one minute was dedicated to presidential candidates including Davit Bakradze (UNM), Giorgi Targamadze (CDM), Giorgi Margvelashvili (GD coalition) and Nino Burjanadze (Democratic Movement – United Georgia).

In regard to top three most covered subjects direct reporting considerably prevailed over indirect: government – 76 percent, local authorities – 93 percent, President – 87 percent. Journalists reported in an impartial manner, with no subjective evaluations attached. TV stories were found lengthy and balanced.



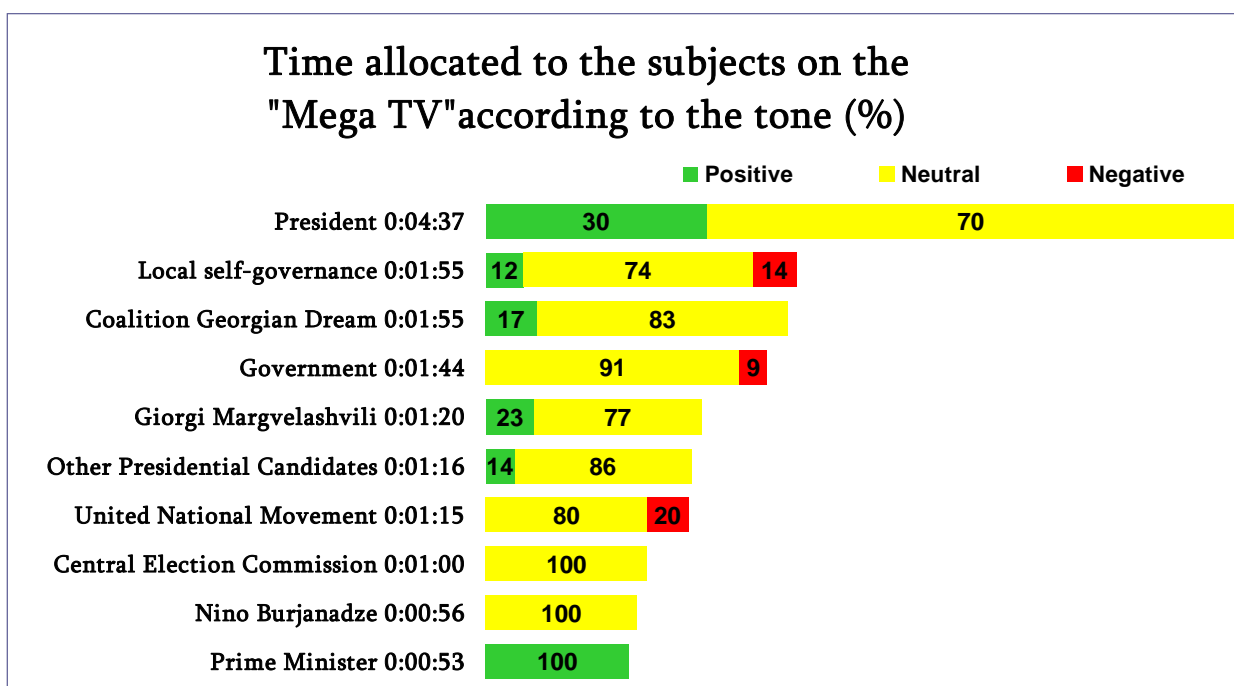
**Mega TV (Khoni)** - In the third reporting period TV channel dedicated 17 minutes to the monitored subjects. News programs devoted biggest share of airtime to President (4min.) and local authorities (2min.). Out of the presidential candidates the news programs covered both qualified and unqualified subjects. More than one minute was devoted to GD's nominee Giorgi Margvelashvili and Nugzar Avaliani (initiative team). TV stories essentially touched upon presidential candidates' meetings held in the regions.

The share of direct/indirect reporting was almost equal. The reporting tone was essentially found neutral.

In terms of balance the October 15 TV story was of interest. The story covered President's visit to the religious holiday in Imereti. The four-minute TV story only covered positive comments made by locals.

The comments televised in the TV story in the October 14 news program about the activities of Nino Burjanadze's election HQ in Martvili were not related to the topic and viewers might have failed to fully comprehend what the story was about.

Social and election-related issues were provided almost equal coverage.



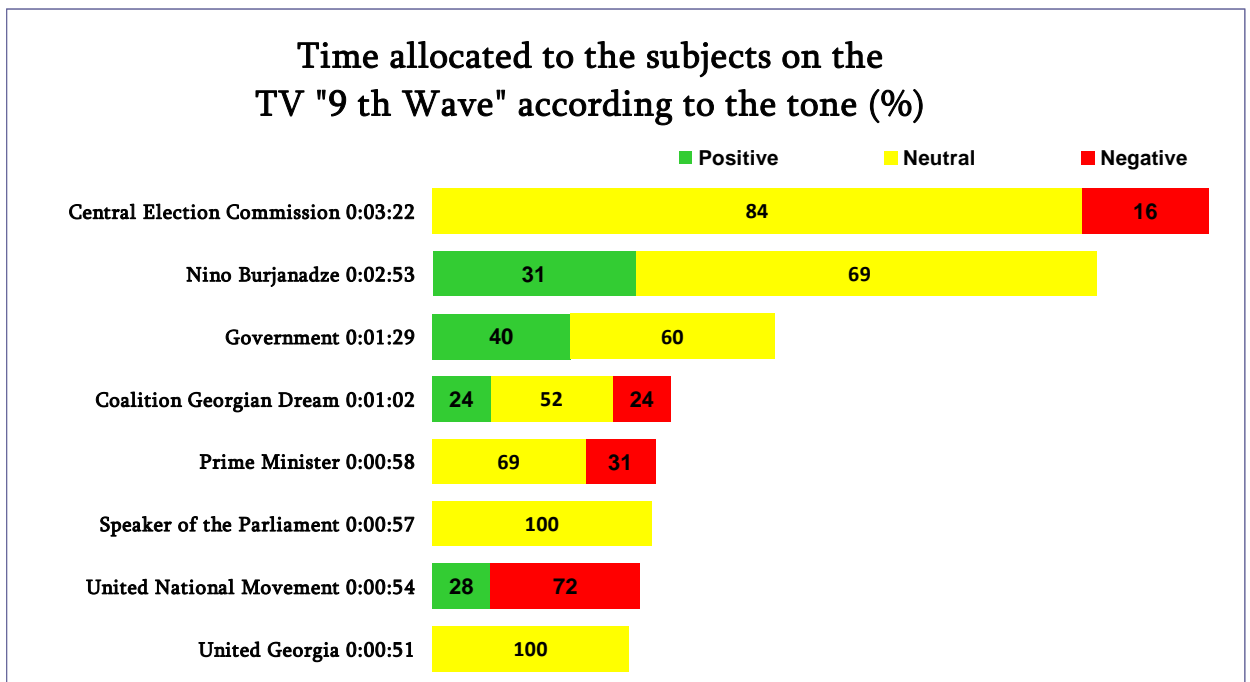
**9<sup>th</sup> Wave** – In the reporting period the channel, in its evening programming, dedicated minimum time – 14 minutes – to the monitored subjects. 25 percent of the given time falls on CEC activities. 77 percent of reporting was indirect, and reporting was 84 percent neutral in tone.

Out of presidential candidates Nino Burjanadze (Democratic Movement - United Georgia) was the only one covered. Reporting was found neutral (69 percent) and positive (3 percent). 81 percent of reporting was indirect.

The channel failed to stand out in terms of diversity of election-related topic. The opinion poll survey aired in the October 18 program was the only exception. The opinion poll was to determine Poti dwellers' awareness of presidential candidates.

In the news programs journalist essentially covered developments in the region. Social issues as well as the problems the population faces were focused on. News reporting was found brief, limited to covering comments made by political subjects. The channel lacked production of analytical in-depth TV stories.





### 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 various criteria: their role and participation in the program, they way the lead the process, whether they are just moderators or are trying 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 journalist Jaba Ananidze was hosting **talk shows Dialogue and Answer People** aired on weekdays.

The topics of the talk show dialogue were diverse:

- Security guards against criminal world;
- People with disabilities
- Labor rights;

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- Four tourism seasons;
- Nino Burjanadze's election campaign;
- Safe environment.

Out of last five programs only two, October 14 and 17 talk shows, touched upon election subjects. The programs were not diverse in terms of reporting on presidential candidates. The October 14 talk show discussed the involvement of the people with disabilities in the election processes and adapting to the environment. Out of the monitored subjects the program made a mention of Georgian and Adjara AR governments, CEC, Reporting was essentially neutral in tone.

To the first part of the October 17 talk show presidential candidate Nino Burjanadze was invited. At the beginning of the program the host of the program inaccurately rephrased Prime Minister Bidzina Ivanishili's statement therefore the guest asked the journalist to specify the question. The host was very well aware of the presidential candidate's election program. The questions were posed about program priorities and tried to figure out the guest's approach to the rest of the presidential candidates.

Negative tone attached to Nino Burjanadze's statements in regard to UNM and UNM's presidential nominee Davit Bakradze was evident. Nino Burjanadze's tone sounded negative when evaluating UNM's nine-year governance. Out of the monitored subjects the program discussed GD coalition and their presidential candidate Giorgi Margvelashvili, Prime Minister and government. Reporting tone was essentially neutral or negative. The host of the program tended to pose critical questions and let the guest express his/her opinion. In the middle of the program though the respondent got irritated by the questions about the real estate handed over to her and abolition of antimonopoly service during her parliamentary leadership. The guest was trying to avoid answering questions, the journalist though repeated the same question few times. At the end of the program Dialogue the guest showed discontent that she failed to express her opinion in regard to a set of issues.

The program was interactive: calling in the citizens posed questions to the presidential candidate. Some of the viewers showed their support to Nino Burjanadze.

**Rioni (Kutaisi)** – Two **talk shows Tema** (Topic) and **Dialogue** fell within the scope of the monitoring. Nana Robakidze and Khatia Babunashvili alternated to host the programs.

The running time of the **talk show Dialogue** is 60 minutes and is available every Monday at 21:10. Within reporting week the main topic of the program was the implementation of two new projects. Citizens' awareness about local self-government and citizen involvement in Kutaisi water supply process.

The talks shows invited the authors of the project to, together with the host of the program, discuss current problems and the ways of their solution.

Conversing with the guests the host was making her evaluations related to the topic, the host though did not sound biased, trying to analyze the fact. Thanks to the host's questions the audience got fully aware of the goals of presented projects and related problems.

At times guests spoke about local self-government and central government in a negative tone, unethical statements to monitored subjects were not observed.

Within reporting period another **talk show Tema** was monitored. The topics of two outlets included:

- Role of civil society and their involvement in political processes;
- Moving parliament building from Kutaisi to Tbilisi.

Three guests invited to the first program represented civil sector and discussed civil society activity and their involvement in political processes. In the first part of the program the guests aggressively covered the 2013 staff changes implemented in the Kutaisi self-governance system. The host was audaciously shooting questions his/her stance, without demonstrating bias to any political subject and sounded equally critical when evaluating events. The second part of the program discussed based on what criteria the citizens elect presidential candidates, and public awareness of their election programs. Through calls in citizens stood a chance to express their opinions and pose questions to the guests.

MP Akaki Bobokhidze was the guest to the October 18 program. Moving parliament from Kutaisi to Tbilisi was the main topic discussed.

Negative tone was attributed to Akaki Bobokhidze's speech in regard to Georgian Dream and government. He focused on positive activities carried out by UNM. The guest was given every possibility to express his viewpoints about the topic of discussion. In the second part of the program TV viewers had a possibility to pose questions live on air. The host was ethical and unbiased. At the same time posing very critical and comprehensive questions.

**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 aired on Rioni TV on October 20.

The program discussed new draft bill initiated about charity activities. Eliso Chapidze, Tkibuli majoritarian MP of the GD coalition was invited to the studio. The representatives of the parliamentary minority (UNM), the host clarified, refused to take part in the program. The guest answered Mega TV journalists' questions and essentially discussed advantages of the draft bill. The program was conducted in Q&A format. No critical questions were posed.

**Kvemo Kartli TV-Radio Company - Talk show Your Time** is on air every Tuesday and Friday. In the one-hour talk show the host has one guests invited. Within reporting week two programs were aired. Both of the talk shows were of different format.

On October 15 two-hour program Your Time was aired live. The program was made up of two parts. In the first part the journalist had presidential candidate Sergo Javakhidze (For Fair Georgia) invited to the studio. The second part was hosting presidential candidate Shalva Natelashvili (Labor Party). On October 18 Your Time was not transmitted live. Clarifying to that the journalist said the invited presidential candidate Giorgi Liluashvili (initiative team) was busy to come to the studio. The topic of both of the programs was candidates' presidential programs.

Based on the topics of the program journalist's questions mainly touched upon the items provided in the election programs. The program host Tato Gogoladze was trying to discuss every single item in the election program. The questions posed were general and shallow questions but at times the host showed keener interest into certain details and was trying to obtain more information from respondents. Along with questions the journalist made some

comments too, without expressing her stance though. When the guest started criticizing the steps taken by former or incumbent governments the journalist was curious to know what the present presidential candidate would have done in their place.

Within reporting period the channel aired three outlets of the TV **program Your Parliament** produced by NDI and Internews Georgia. All three 6-minute programs were aired in row on October 15. The topics discussed included:

- Amendments made to the Law on local Self-governments;
- Draft bill on expanding the circle of persons presenting property declarations;
- Draft bill on the alteration of the status for agricultural land.

Per aforementioned outlet the journalist had one MP invited. Based on the format of the program the host was posing questions delivered by a certain regional television.

Malkhaz Vakhtangashvli, Gori Majoritarian MP of the Georgian Dream – National Forum faction answered questions provided by Trialeti TV. To Nodar Ebanoidze, Kharagauli Majoritarian MP of the Georgian Dream – Republicans the journalist posed questions delivered by TV company Argo (Zestaponi). Gela Samkharauli, Telavi Majoritarian MP of Georgian Dream – Free Democrats answered questions prepared by TV company Gurjaani.

In all three programs the journalist pointed out that the parliamentary minority representative was to be one of the guests to the studio but the UNM spokesperson refused to participate in the program.

**Odishi (Zugdidi)** – In the reporting week Odishi aired 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. The topic of the program was amendments to be made to the law on State pensions. In the course of the program the host posed the guest – Giorgi Gozalishvili, Lagodekhi Majoritarian MP, of Non-partisan Independent Majoritarians – questions provided by Lagodekhi-based TV company LTV.

During monitoring period Odishi aired TV **program Protect Family from Violence**. To discuss the topic of the program (resettlement of IDPs) journalist Lasha Zarginava had invited the head of Adjara and Samegrelo-Upper Svanetia territorial unit of the Ministry of Refugees and Resettlement, lawyer of Zugdidi legal consultancy center and programs manager of the UN Women. The program discussed the State liabilities in terms of IDP resettlement and the development of this process in Samegrelo region, the problems being in place in this regard. The journalist was keenly interested in the obstacles the women and IDPs in general face. The host of the program was well aware of the topic. His questions touched upon IDPs' problems and the ways of their solution.

**9<sup>th</sup> Channel (Akhaltsikhe)** – During reporting period the channel aired the only **talk show Dialogue with Rusudan Gvaramadze**. Presidential candidate Sergo Javakhidze (For Fair Georgia) was the guest to the first part of the program. The second part of the program discussed the use of administrative resources.

The journalist sounded favorable to respondents. In addition to his election program the selected guest evaluated his competitors' pre-election campaigns, with the negative tone attributed to his statements about Giorgi Margvelashvili (GD coalition), Davit Bakradze (UNM) and Nino Burjanadze (Democratic Movement – United Georgia). The journalist was trying to make the presidential candidate provide more information to the TV viewers about his election program.

In the second part of the talk show the guests to the studio discussed the use of administrative resources in the run up to elections. The representatives of local authorities, UNM and GD coalition were taking part in the program. Lack of balance was evident in this part of the program. Only two political forces were presented. The number of representatives of the GD coalition was overwhelming among the public. The host of the program notified the audience that few minutes prior to the beginning of the program the spokesperson of the Democratic Movement – United Georgia refused to participate in the program. The involvement of schoolchildren in Giorgi Margvelashvili's election campaign was much talked about in the course of the program. Journalist publicized the audio footage of the phone call provided by Democratic Movement – United Georgia. The footage contained the

involvement of schoolchildren in the election campaign. Several TV viewers having called in confirmed this fact. The GD coalition spokesperson refused the aforementioned. Selected guests were free to express their opinions.

**Tanamgzavri (Telavi)** – During reporting week TV company aired only one outlet of the TV talk show **Dialogue**.

To the first part of the October 18 program journalist Nato Megutnishvili had presidential candidate Levan Chachua (initiative team) invited to the studio. The second part of the program was hosting Besarion Sulakvelidze of the department of registration and certification of the National Wine Agency, he discussed the development of vintage in Kakheti.

Posing questions the journalist did not express her opinions. She sounded neutral. From both of the guests she tried to learn as much as possible about the issues raised in the course of the program. In the first part of the program journalist tried to pose questions to Levan Chachua about diverse issues that would enable the viewers to learn more about his visions and stance.

In the second part of the program TV opinion poll survey was aired in the course of which Kakheti peasants discussed the problems they faced during vintage. From guests the journalist was trying to obtain certain answers to the questions the peasants had raised. The host was well opposing the guests, shooting interesting questions.

The program **Protect Family from Violence** hosted by Nato Megutnishvili was aired on TV company Tanamgzavri on October 16. The topic of the program was role and responsibility of media to prevent and fight domestic violence.

The guests of the program were not subject to monitoring.

**Trialeti (Gori)** - On October 15 TV company aired **talk Show Tvalsazrissi** (Viewpoint). At the beginning of the program host Lado Bichashvili demonstrated his stance over the political developments in the country. To support his opinions he referred to the expert, without identifying the expert though.

The program dedicated to “the role of civil society in governance” was hosting citizen Arina Tavakarashvili and expert Shalva Tlashadze. TV viewers too had a possibility to call in. The host of the program was trying to play the role of a moderator, in regard to certain questions though he briefly expressed his opinion. After posing a question the journalist was trying to obtain comprehensive answers from selected guests.

TV **program Your Opinion** was aired twice (October 16 and 18) within reporting period. The talk show was made up of two sections: the host was reviewing the topic and related political events. The citizens called in to express their opinions about the topic of discussion. The main topics of the program included:

- Yes or No to Sochi Olympics;
- Need for scheduling extraordinary parliamentary elections.

The guests invited to the studio included Levan Khabeishvili of the youth movement It's Time and Zaza Sopromidze of Democratic Movement – United Georgia. It is noteworthy that both of the guests represented a certain party, hence no dissenting opinions were expressed in the studio.

The host of the program Gvantsa Doluashvili tended to cite policy makers statements. When speaking to the guest she refrained from making evaluations, trying to shoot some critical questions. In the October 18 outlet aired the TV story featuring presidential candidates Koba Davitashvili (People's Party), Giorgi Targamadze (CDM) and Nino Burjanadze (Democratic Movement – United Georgia) expressing their stance in relation to the topic of discussion.

**Special Program** is of election format and within reporting period was aired twice. 55-minute talk show was first hosted by Lado Bichashvili and for the second time by Giorgi Akhalkatsi. The program discussed election programs and pledges made presidential candidates Koba Davitashvili (People's Party) and Tamaz Bibiluri. Based on the format of the program the candidates were to speak only about their election campaigns. Nevertheless both of the guests repeatedly made a mention of other political forces in an unethical manner. The host though did not interrupt them. Both of the hosts were trying to go into details in the guests' answers, and did not let guests avoid answering unfavorable questions. Lado Bichashvili was



making own assessments too. He opposed questions about other political forces too even though their representative was not invited to the studio.

**Guria (Ozurgeti)** – During reporting week the TV company did not produce any talk show.

**Imervizia (Chiatura)** - During reporting week the TV company did not produce any talk show.

**Gurjaani (Gurjaani)** – Talk show **Power of the Powerless** was aired October 18 was entirely dedicated to presidential candidate Mikheil Saluashvili of one of the initiative teams.

Talk show host Levan Aleksishvili was posing questions to raise public awareness of him. In the second part of the program the journalist was shooting more critical questions to the guest, trying to obtain detailed answers and substantiated reasoning. When posing questions no bias was observed. Presidential candidate had a possibility to freely express his stance.

The October 15 evening air was devoted to the **program Dialogue**. The topic of discussion was the solution to the problems the village faces. Nodar Reqviashvili, State representative to the territorial body of Gurjaani village was the selected guest.

On October 20 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 aired.

UNM representatives refused to take part in the program. To the program guest Malkhaz Vakhtangashvili, Gori majoritarian MP of the GD coalition The program host posed questions delivered by regional televisions. The topic of the program was stricter law for anonymous scare calls or insults made to the Emergency and Operative Response Centre 112.

**Mega TV (Khoni)** - During reporting week the TV company did not produce any talk show.

**9<sup>th</sup> Wave (Poti)** – Within reporting week, on October 18, TV company aired **talk show Choice 2013** hosted by journalist Thea Absaridze. The talk show is being produced in partnership with the Georgian Association of Regional Broadcasters (GARB) in the framework of media sector partnership project Elections 2013 being made possible with the support of IREX G-MEDIA program.

Presidential candidates nominated by different political parties including GD coalition, CDM, UNM, People's Party as well as presidential candidate Nino Chanishvili of the initiative team and NGO representatives were taking part in the talk show.

The program comprised of three parts and was fully dedicated to pre-election-related issues. In the first part of the talk show selected guests each was given three minutes to present their election programs. Use of hate speech against opponents was identified. To present their presidential candidates' election programs in the first part of the talk show the guests were granted 3 minutes each. Against opponents the selected guests made some critical statements, the use of hate speech was not in place though.

In the second part of the program the host asked guests several questions. The discussion essentially touched upon the possibilities of the development of economics and hindrances to its development. To answer the question guests were each granted 2 minutes. The question stirred up a dispute among the guests. The third part of the program was most interactive: the NGO representatives invited to the studio as well as TV viewers, through calls in, enjoyed a possibility to pose guests the questions of concern. The host sounded utmost neutral, trying to balance the situation.

Within reporting week another talk show happened to fall under monitoring. On October 18 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.

The program touched upon the amendment to the law on self-government bodies which provide for the improvement of IDPs' living conditions. Gori majoritarian MP Malkhaz Vakhtangishvili was the guest to the studio. It is noteworthy that the UNM representative

said no to partake in the program, therefore the coalition spokesperson answered questions provided by TV company Trialeti and centered on the advantages of the draft bill.

The program was conducted in the Q&A format with no crucial and critical questions included.

### **TV Magazine Mravalkutkhedi (polygonal)**

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

Within reporting period the only outlet of the magazine was aired. Unlike other TV magazines, no guests were invited to the studio. The TV stories touched upon the following topics:

- IDP settlement problems;
- Harvest is complete. Farmers evaluate fall-time works;
- Georgia in anticipation of the UNESCO decision: whether Georgian pitcher wine-making technology is going to become an intangible monument of cultural heritage;
- One week left before the elections. What is the election process like in regions.

TV stories provided in-depth coverage of topics, any interested party was represented. Accordingly the TV stories tended were found balanced.

### **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).

## Monitoring Regional Television Broadcasters - Presidential Election 2013

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 fourth phase of monitoring of regional broadcasters for the period of October 21-27 will be prepared.



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