



**Monitoring Regional Television Broadcasters  
Presidential Election 2013**

**Subagreement # S-13-238**

**Report for: November 4-10, 2013**

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

- Most of the TV companies tended to devote considerably less time to the monitored subjects;
- Government, Georgian Dream Coalition and United National Movement enjoyed the bulk of TV coverage on the most of the TV companies;
- Majority of TV companies dedicated a fair amount of airtime to reporting on the activities carried out by local authorities;
- News reporting was found superficial; Journalists tended to report on facts rather than posing critical questions;
- Talk shows produced by the TV channels focused less on political issues; Economic, social topics as well as other issues of public concern were centered on;
- Reporting was mostly neutral in tone;
- 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 November 4-10 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 (Akhaltsikhe), 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

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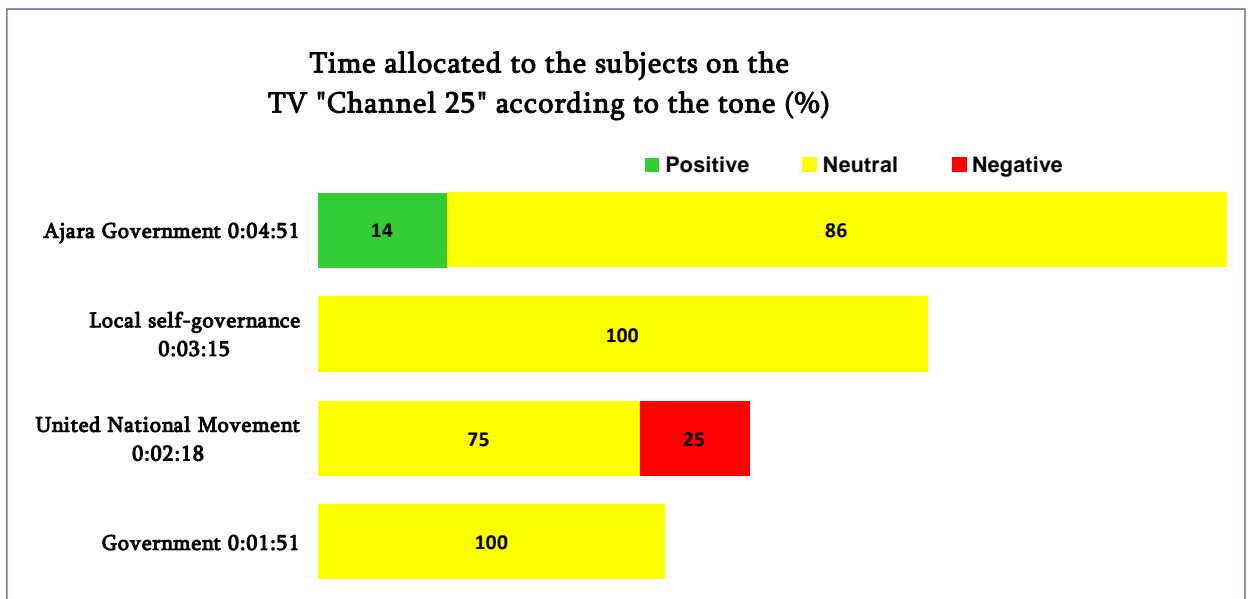
respondents' names), fact-based reporting, cases of ignoring news, timely coverage of events, journalist's vocabulary, subliminal political advertising and all those important aspects that are not subject to quantitative measurement. Manipulation through shots and music used in the news programs is also 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 week news program Matsne was aired on a daily basis. TV stories were produced about the developments within the region as well as nationwide.

To the monitored subjects the news programs dedicated the total of 15 minutes, 33 percent of which falls on Adjara government, 22 percent on local authorities and 16 percent on United National Movement. The share of direct and indirect reporting was almost equal. Reporting was essentially neutral in tone. 25 percent of negative tone attached to reporting on UNM was due to the TV story produced about the anniversary of the November 7 events. Journalists provided unbiased coverage of events. In the main the TV stories were found balanced.

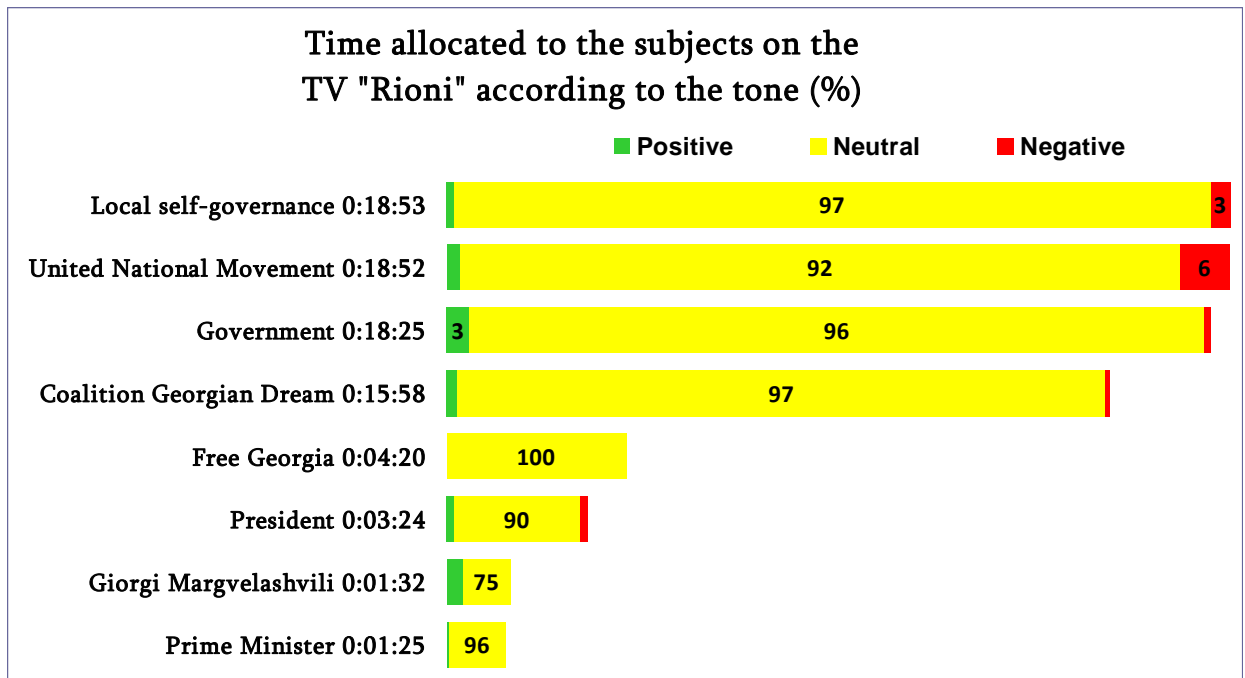


**Rioni (Kutaisi)** - During reporting period TV company Rioni dedicated the total of one hour and 24 minutes to the monitored subjects. 20-30-minute news program Dghis Ambebi (News of the Day) was on air from Monday to Saturday. At the end of each day several TV stories aired within Dghis Ambebi were re-aired. On Sunday Rioni TV televised TV program 7 Days.

The biggest portion of airtime was enjoyed by local authorities and UNM, almost 19 minutes each. 18-minute coverage falls on government, followed by Georgian Dream coalition with 16 minutes. Monitored subjects were essentially devoted airtime for direct speeches. Reporting was found neutral in tone.

News reporting essentially focused on local developments: events ongoing in Kutaisi city hall, activities carried out by local authorities and parties, issues of concern for the locals, protest rallies, cultural and sports events. The news program also aggressively covered the developments nationwide.

Neither the lack of balance, nor subjective evaluations made by journalists was identified. According to the findings reporting was timely and unbiased.

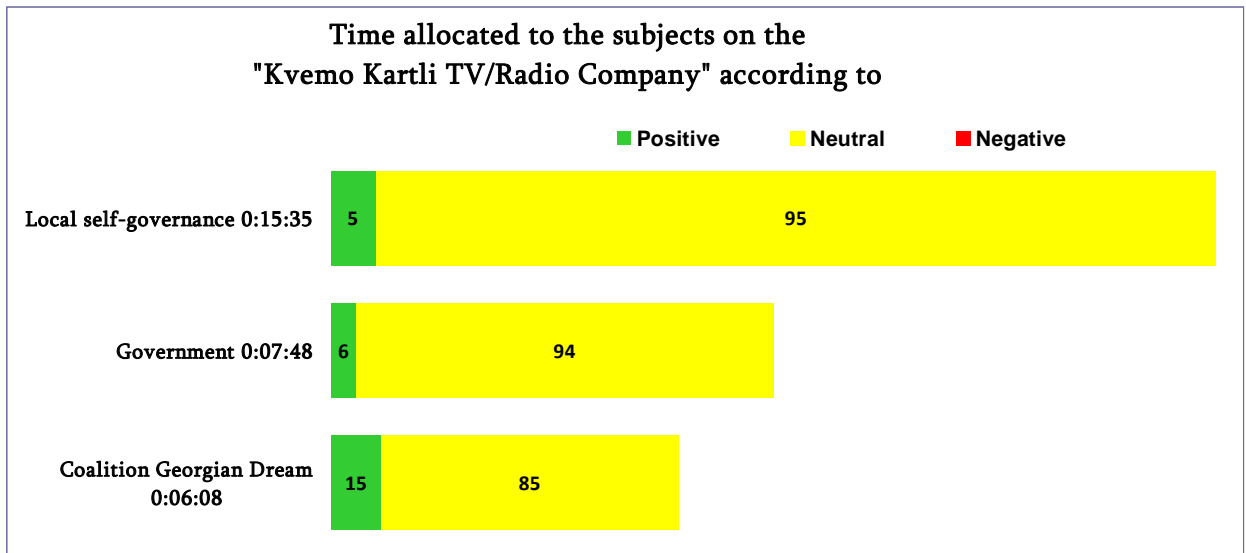


**Kvemo Kartli TV-Radio Company (Rustavi)** – During past week the scale of reporting on monitored subjects considerably went down. Over one minute was devoted to the local authorities (15 min.), government (7 min.) and GD coalition (6 min.).

In the 25-30-minute news program Kronika produced last week dedicated the total of 30 minutes to the monitored subjects. High index of neutral tone was identified. Negative tone was not in place to either subject. Direct reporting slightly prevailed over indirect.

News program was aired by the channel on a daily basis, from Monday to Saturday. Sunday TV air was dedicated to the weekly news outlet Kviris Kronika offering viewers a collection of important events of the week. Journalists covered the news of the day without providing subjective evaluations.

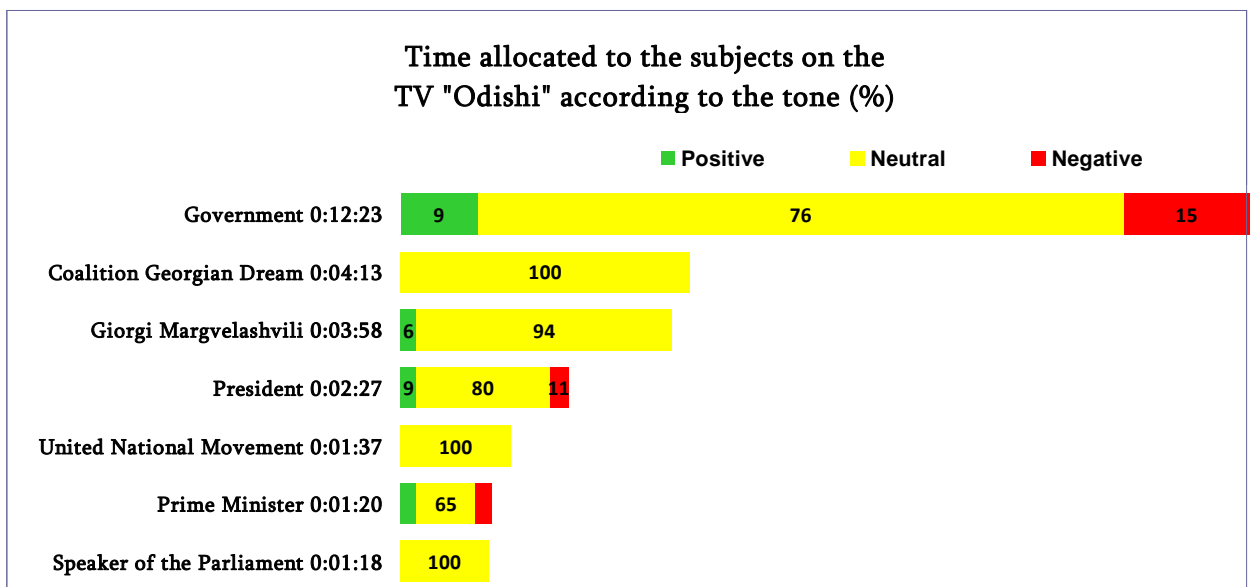
The channel provided a rather comprehensive coverage of events ongoing in Rustavi and Kvemo Kartli region in general: activities carried out by local authorities and Rustavi majoritarian MP Zviad Dzidziguri, as well as cultural and sports events, also the problems the population faces. Developments nationwide were brought into focus too.



**Odishi (Zugdidi)** – Within reporting week TV company Odishi-produced news programs devoted the total of 29 minutes to the monitored subjects, the bulk of time was enjoyed by government (12 min.), followed by GD coalition and recently elected President Giorgi Margvelashvili (4 min. each).

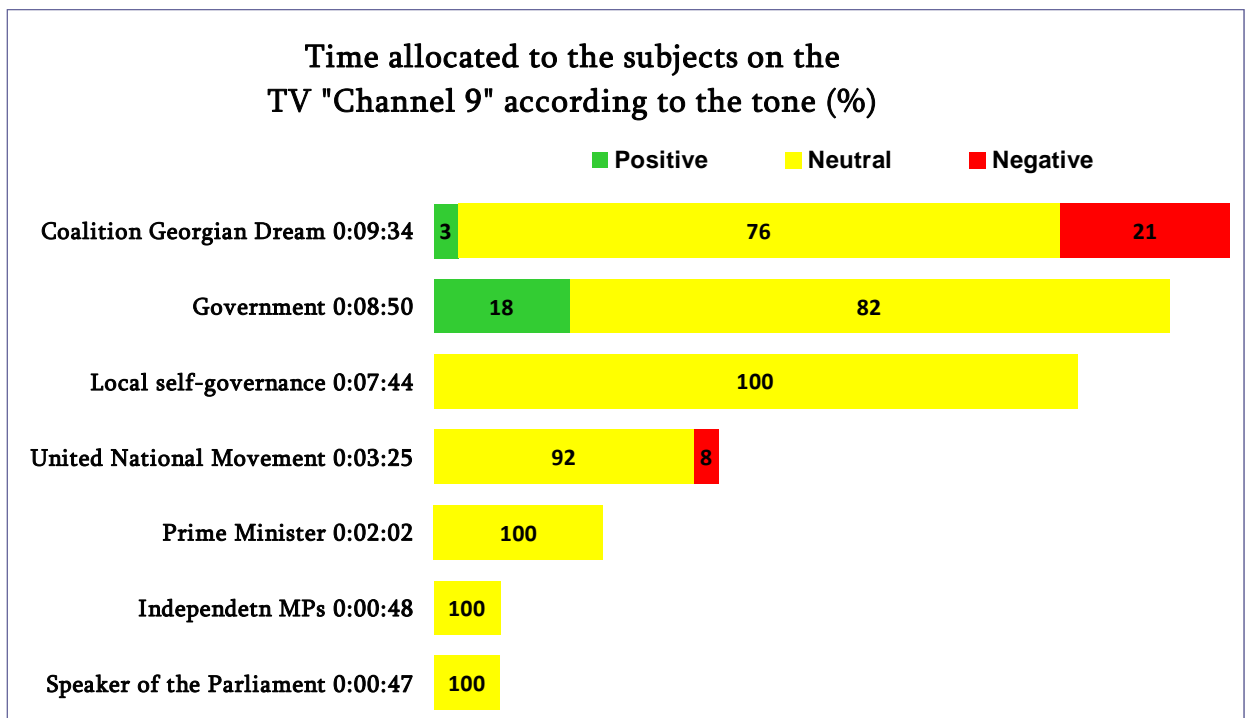
The developments nationwide were essentially covered in the TV program Infolent (featuring brief quotations by policy makers and public figures, usually with the author's photo attached). News programs mostly focused on the developments in the region.

Journalists tended to report in a superficial manner. Reporting was essentially found neutral in tone. Almost no time was apportioned to the monitored subjects for direct speeches. 100 percent of reporting falls on indirect reporting. Nevertheless TV stories were impartial and balanced.



**Channel 9 (Akhaltsikhe)** – Within reporting week news program Echo was on air on a daily basis. The topics covered were diverse: both the developments nationwide as well as in the region were brought into focus. In general the channel dedicated 33 minutes to the monitored subjects, out of which 29 percent falls on GD coalition, 27 percent on government and 23 percent on local authorities. Reporting on GD coalition was 68 percent indirect. As for the rest of the monitored subjects direct reporting prevailed, slightly though. Reporting was essentially neutral in tone, hitting 100 percent in regard to the local authorities. 21 percent negative tone to the GD coalition was due to the coverage of certain issues: UNM member accusing coalition members of physical abuse, the organization Unanimity for Justice said the GD coalition members’ allegations over the appointment of former UNM members to leading positions in the Adigeni-based GD coalition HQ were not true.

According to the findings journalists tried to observe balance and offer equal airtime to any interested party to speak, and report in an objective and impartial manner.



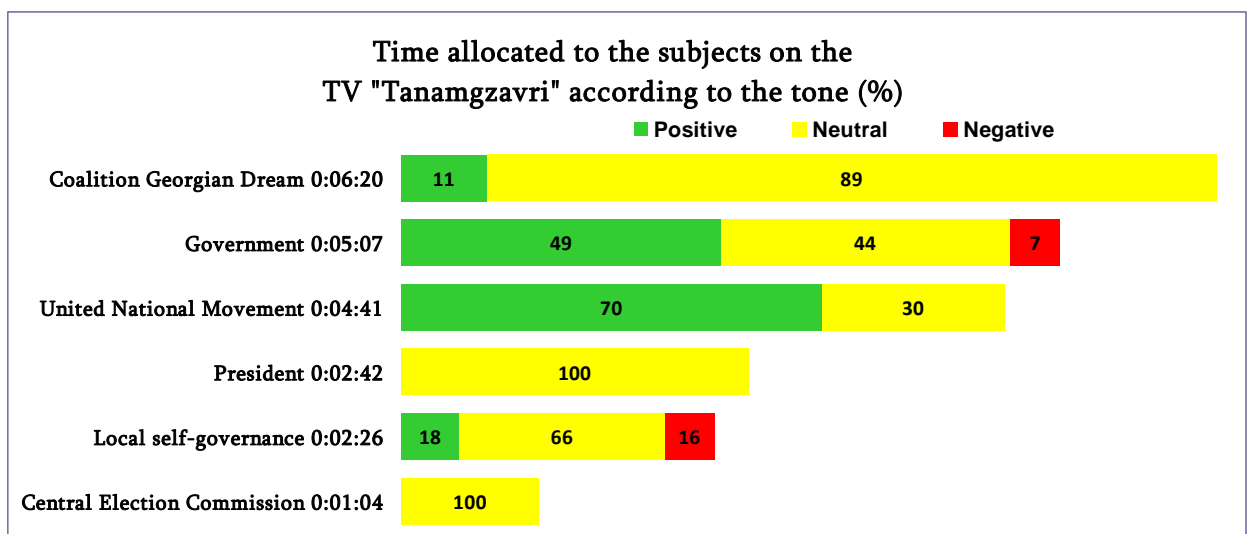
**Tanamgzavri (Telavi)** - Within reporting week the news programs produced by the TV company Tanamgzavri dedicated a fair amount of airtime to social topics. Compared with the previous reporting periods the scale of reporting on political subjects got reduced. News programs more tended to centre on the developments within the region and the problems



the locals encounter. In total the channel dedicated 23 minutes to the monitored subjects. 27 percent of the given time falls on GD coalition, 22 percent on government and 20 percent on UNM.

Journalists reported in an impartial manner, with no personal stance demonstrated. High index of positive reporting observed in regard to GD coalition (49 percent) and UNM (70 percent) was due to the subjects' direct speeches.

Within reporting week news programs failed to produce analytical stories about political topics. They limited themselves to covering events in a brief and precise manner.

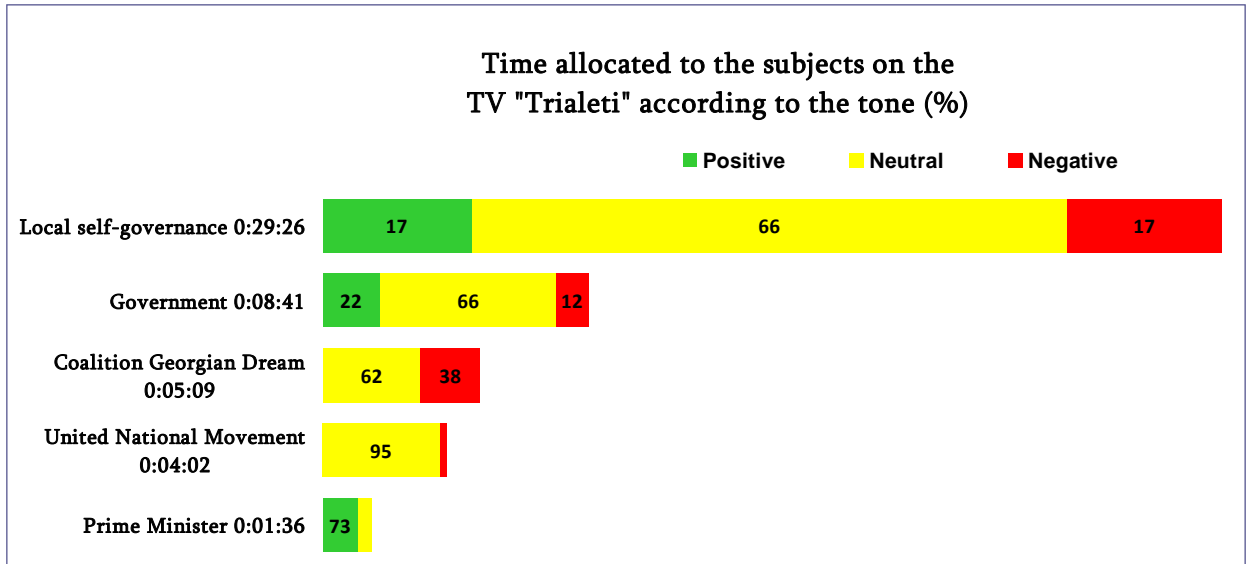


**Trialeti (Gori)** – Within reporting period news reporting focused on the recent developments in the region and the issues of concern to the population. Along with the completion of the election process the index of news reporting on the monitored subjects went down. 50 minutes was the total devoted, with the bulk enjoyed by the local authorities (29 min.), 49 percent of which was found direct.

Out of the political unions 5 and 4 minutes were dedicated to GD coalition and UNM respectively. To express their viewpoints they were offered a possibility to report direct, 52 and 58 percent respectively. Reporting was essentially neutral in tone. 38 percent negative tone to GD coalition was pre-conditioned by the TV story televised in the November 7 news outlet: the journalist alleged the person arrested by police for robbing the UNM office was the GD coalition member. The allegation relied solely on the statement made by the affected party and lacked comments from a competent, reliable source.

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In general news programs represented parties in a balanced manner, reporting was utmost neutral in tone, with no personal viewpoints attached. When covering different social issues and problems journalists tried to obtain answers to any question of public concern.

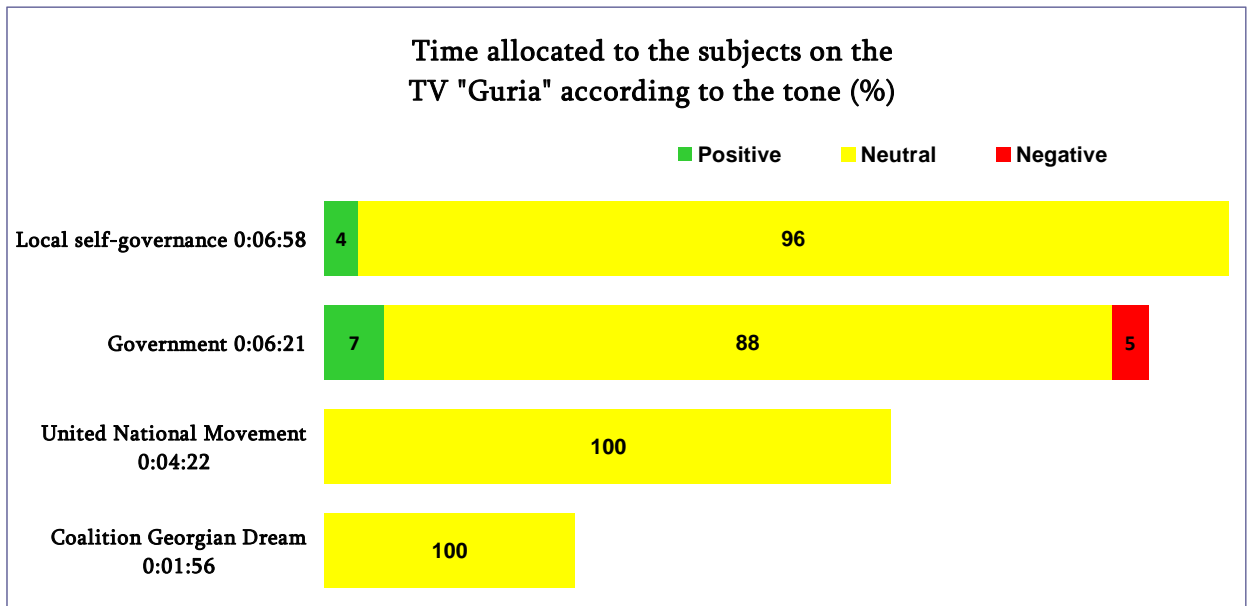


**Guria (Ozurgeti)** – Within one-week reporting period TV company Guria dedicated 20 minutes to the monitored subjects. Activities carried out by local authorities and government enjoyed the bulk of coverage (6 min. each). UNM comes next in the chart with 4 minutes.

On Guria TV monitored subjects essentially reported direct. Direct reporting made up 80 percent in regard to UNM, and 56 percent in relation to the local authorities.

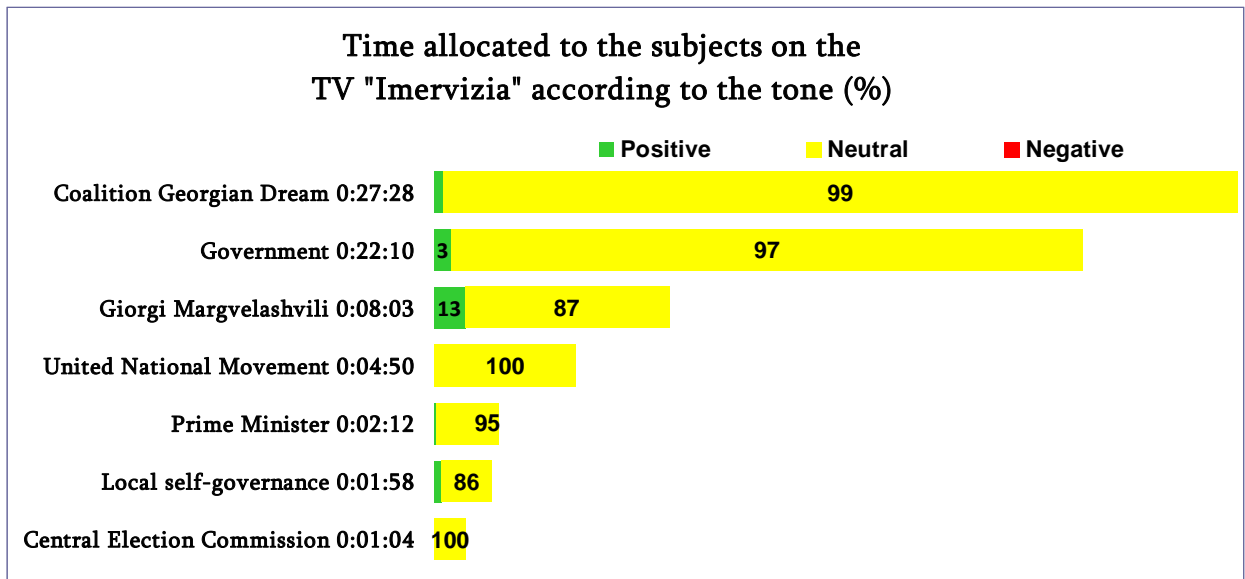
The TV stories televised within 10-15-minute news programs mainly covered the developments in Guria region, issues of public concern, beginning of the citrus harvesting season, cultural and sports events. To some extent the developments outside the region were brought into focus too.

Lack of balance was not identified on the channel. Neither subjective reporting by the journalists nor their bias was apparent.

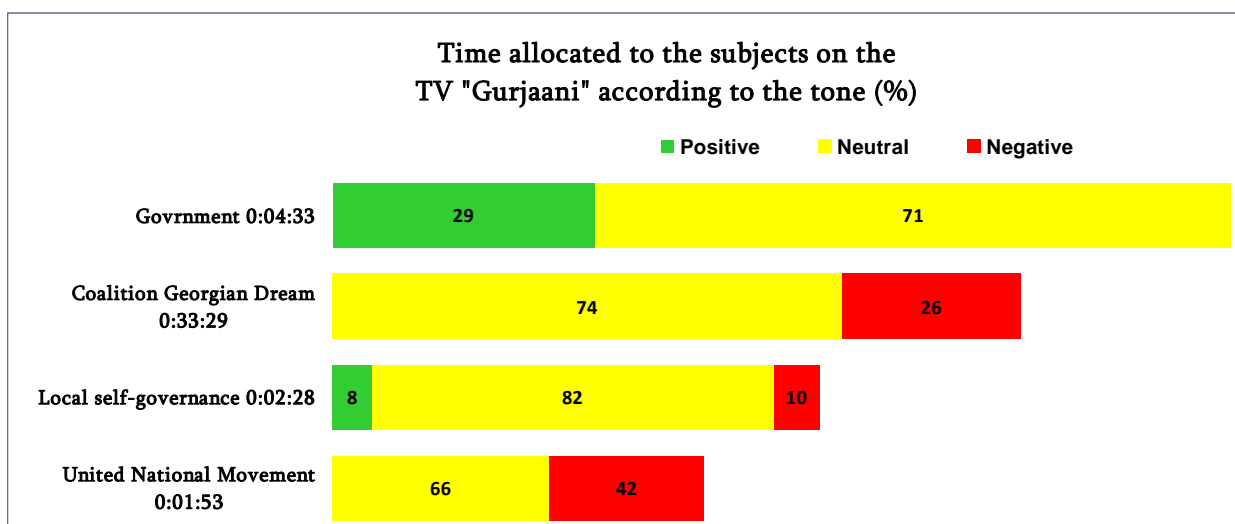


**Imervizia (Chiatura)** – During reporting period TV company Imervizia aired 10-20-minute news program Akhali Ambebi on weekdays, from Monday to Friday to thoroughly cover the developments in the region as well as nationwide.

Within reporting week Imervizia devoted the total of one hour and 8 minutes to the monitored subjects. The most lengthy coverage was enjoyed by GD coalition (27 min.), government comes next with 22 minutes, followed by recently elected President Giorgi Margvelashvili with 8 minutes. Reporting in regard to every subject was essentially neutral in tone. In the main the monitored subjects reported direct. Reporting on GD coalition, for instance, was 80 percent direct. Journalists reported on the developments nationwide, as well as the issues of concern and activities implemented by local authorities, also various cultural or sports events in a timely and impartial manner.



**Gurjaani (Gurjaani)** – During reporting period TV company aired news program Dghes (Today) on a daily basis. The newscasts covered the developments outside the region, and lengthy stories were produced about local news: launch of a new faction in Sakrebulo, vacancy for Gamgebeli position, infrastructural projects, problems socially vulnerable citizens encounter. In most cases TV stories did not touch upon monitored subjects. In general news programs dedicated the total of 16 minutes to the monitored subjects. 29 percent of total time falls on government, followed by GD coalition with 23 percent and local authorities with 16 percent. The biggest share of reporting on government and GD coalition was direct – 86 and 60 percent respectively. While 66 percent of time dedicated to the local authorities was indirect. Reporting was essentially neutral in tone, negative tone too though was identified in regard to GD coalition and UNM. In the main TV stories did not lack balance. Journalists reported in a timely and unbiased manner.

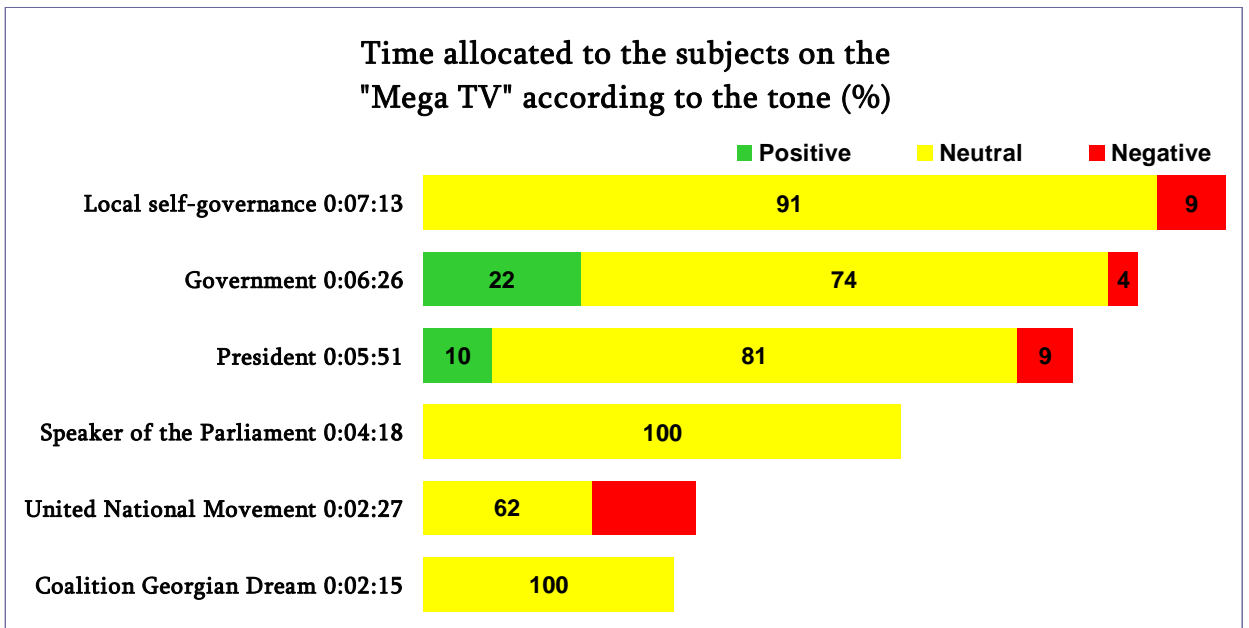


**Mega TV (Khoni)** – Within reporting period the channel aired news programs on a daily basis from Monday to Saturday. News programs essentially covered local developments, the events ongoing nationwide were brought into focus too. The monitored subjects were dedicated the total of 30 minutes, 24 percent of which falls on local authorities, 21 percent on government, and 20 percent on President.

Monitored subjects were apportioned the bulk of airtime for direct speeches: government – 76 percent, President – 75 percent. While in regard to local authorities reporting was 68 percent indirect and 92 neutral in tone. Neutral reporting prevailed over negative and positive in regard to every monitored subject.

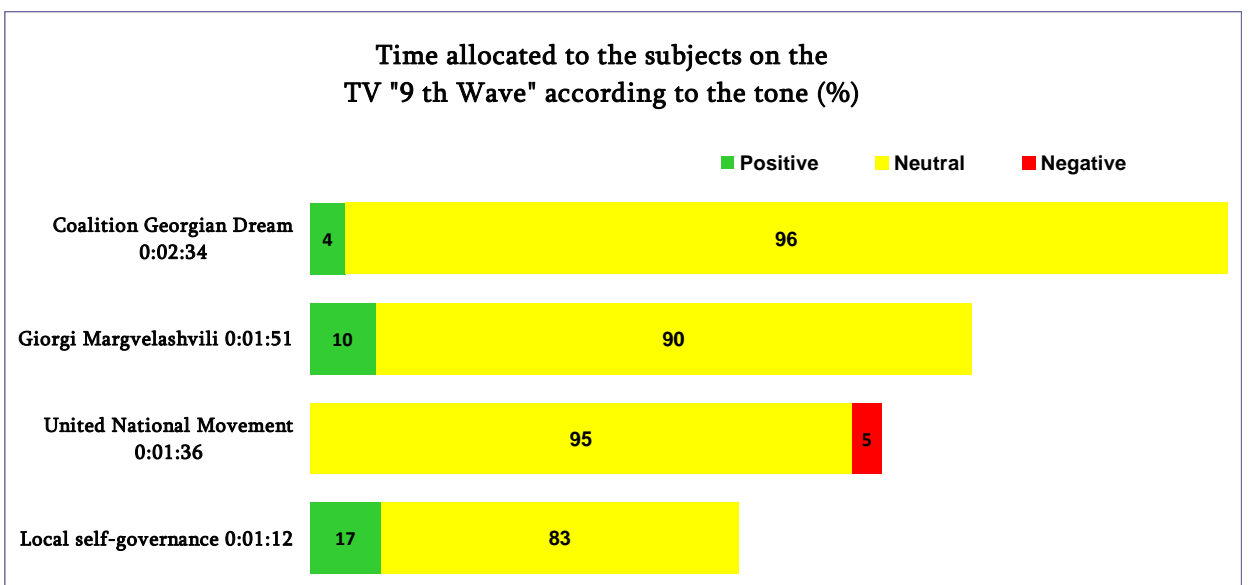
News reporting was essentially found balanced. Reporting was unbiased. Journalists covered events briefly, without analysis and subjective evaluations attached.

After the November 4 newscast the TV company aired a 20-minute interview with UNM's former member Gocha Tevdoradze, incumbent head of the Georgian Patriots Alliance Imereti bureau. Protest rallies against him and citizens' discontent, Tevdoradze said, is groundless and the decisions Kutaisi dwellers are displeased with are made by City Hall and Sakrebulo. Since the interview was not a part of the news program it was beyond the scope of monitoring.



**9<sup>th</sup> Wave (Poti)** – TV company 9<sup>th</sup> Wave dedicated the total of 9 minutes to the monitored subjects within reporting period. GD coalition enjoyed the bulk of reporting (2 min.), followed by UNM and recently elected President Giorgi Margvelashvili with one minute each. 7-10-minute news program Cursor was on air from Monday to Friday. TV stories tended to equally represent the parties. When covering daily news journalists made no personal evaluations, just delivering facts.

The index of neutral reporting was found rather high. As regards direct and indirect reporting, direct slightly prevailed over indirect.



### **Monitoring of Public-Political Programs and Talk Shows**

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

#### **Results of Monitoring per Channel:**

**Channel 25 (Batumi)** – Within reporting period the TV company aired four outlets of the **talk show Dialogue**. Approximately one-hour programs were hosted by Jaba Ananidze. The program stood out for the diversity of topics and selected guests.

The topics discussed included:

- Modification of teacher certification rules (guest –Deputy Minister of Education, Culture and Sport of Adjara AR);
- Election of members to Adjara AR TV and Radio Supervisory Board (guests – representatives of public organizations);
- Business development in Georgia (guest – expert in economics);
- The poem by Adjara TV Supervisory Board member Vakhtang Ghlonti dedicated to NGOs (guests - Vakhtang Ghlonti and Geno Geladze, Chairman of Democracy Institute);
- Call for the investigation into the November 7, 2007 dispersal of students (guest – students' movement representative).

In the course of the program the journalist tried to obtain comprehensive answers to the questions. Calls in were accepted too, citizens calling and posing questions or expressing their viewpoints. Talk show televised TV stories about the topics of discussion.

The host of the program was trying to be equally critical to everyone and refrained from demonstrating his stance. Conducting the talk show in an unbiased manner the host appeared to play the role of a moderator.

On November 8 the TV air was dedicated to a 1,5-hour **talk show Answer People**, also hosted by Jaba Ananidze. The topic of the program was the beginning of citrus season, problems related to harvesting and sale. To discuss the aforementioned topics the following guests were invited to the studio: Minister of Agriculture of Adjara AR, Chairman of the Commission for Agriculture and Self-government Issues of the Supreme Council of Adjara AR, citrus exporter. The representative of National Food Agency and marketing scientist too took part in the program. The guests reviewed the issues of concern in relation to the export of citrus and the action to be taken to help improve the situation.

The journalist was trying to thoroughly enquire from the guests information on the statements made by them, not letting them avoid unfavorable crucial questions without making subjective evaluations.

**Rioni (Kutaisi)** – Within reporting period Rioni TV aired **talk show Dialogue** hosted by journalist Nana Robakidze. The program discussed the processes ongoing in Kutaisi City Hall and Sakrebulo as well as other issued of importance to the city.

The guests selected to the talk show included civil sector representatives, the people willing to speak live about the issue of concern.

In the course of the 1,5-hour talk show TV viewers were found rather active. Both the guests to the studio as well as viewers kept criticizing former UNM member Gocha Tevdoradze, incumbent head of Georgian Patriots Alliance Imereti bureau. The host of the program repeatedly reminded the guests of presenting argumentation to support their allegations. The journalist refrained from making subjective evaluations, trying to let the selected guests thoroughly speak about the topic of the day.

Within reporting week the TV air televised twice political **talk show Tema** (Topic).



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The guest to the first part of the November 5 outlet was Irma Kipiani, Dean of Faculty of Humanities, Akaki Tsereteli State University. The second part of the program was hosting the head and members of the public movement Civic Solidarity.

The guests selected to the November 8 outlet included chairpersons of Kutaisi-based bureaus of Georgian Dream – Democratic Georgia and Georgian Republican Party.

The topics discussed included:

- 80<sup>th</sup> anniversary of Akaki Tsereteli State University;
- Activities carried out by the public movement Civic Solidarity;
- Recent developments in Kutaisi.

The journalist was posing interesting questions that enabled viewers to get fully updated about the topics of discussion. The host sounded unbiased and ethical.

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

- Evaluation of recent elections;
- Cohabitation of GD coalition and UNM;
- Law on self-governments;
- Kutaisi authorities;
- Governor's role;
- Relocation of Parliament from Kutaisi to Tbilisi.

To discuss the aforesaid topics MP Omar Nishniadze of Georgian Dream – Democratic Georgia was invited to the studio. The format of the program was free. The discussion held among the host, president of the club and the guest was conducted in the dialogue mode. They expressed their viewpoints freely, without any restrictions, sharing their stance with one another. In the course of the program the host repeatedly expressed her personal viewpoints.

On November 10 the channel 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 host had Giorgi Gozalishvili, deputy chairman of the Non-Partisan Independent Majoritarians faction invited to the studio. The selected guest was answering questions readied by Lagodekhi-based LTV journalists. The topic of discussion included amendments to be made to the Tax Code, in particular stricter regulations for illegally cutting timber.

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

**Kvemo-Kartli TV-Radio Company (Rustavi)** – Within reporting week two outlets of **the talk show Your Time** hosted by journalist Tato Gogoladze was aired on Tuesday and Friday.

Below please find the topics discussed:

- Reform of local self-government and a new code;
- Recent developments nationwide;
- Infrastructural projects to be implemented in Rustavi.

The guests invited to the studio included: Mamuka Abuladze, President of national association of local self-governments and Rustavi majoritarian MP Zviad Dzidziguri. The journalist appeared well prepared about the topics discussed. The host went far into details trying to get as more information from the guests as possible.

On November 7 TV company televised TV **program Your Parliament** made possible with the support of USAID within the framework of the Parliament's Communication Center project implemented by NDI and Internews-Georgia. The host had Giorgi Gozalishvili, deputy chairman of the Non-Partisan Independent Majoritarians faction invited to the studio. The selected guest was answering questions readied by Lagodekhi-based LTV journalists. The topic of discussion included amendments to be made to the Tax Code, in particular stricter regulations for illegally cutting timber.

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

**Odishi (Zugdidi)** – Within reporting period, on November 10, TV company televised TV program **Your Parliament** made possible with the support of USAID within the framework of the Parliament's Communication Center project implemented by NDI and Internews-Georgia.

To the guest to the studio Gori majoritarian MP Malkhaz Vakhtangashvili of the Georgian Dream – National Forum, the host of the program posed questions readied by Gori-based TV company Trialeti. The topic of the program was stricter law for anonymous threat calls or insults to Emergency and Operative Response Center (112).

The representatives of the parliamentary minority refused to take part in the program, therefore the program was conducted in the Q&A mode. At the beginning of the program, the host briefly but thoroughly informed viewers about the topic of discussion.

**9th Channel (Akhalatsikhe)** – During reporting period, on November 7, TV company aired talk show **Dialogue with Rusudan Gvaramadze**. Selected guests including head of UNM's Adigeni HQ and Akhaltsikhe-based HQ of the Christian-Democratic Movement discussed the reasons of Chief Prosecutor Archil Kbilashili's resignation.

Along with the selected guests NGO representatives were taking active part in the discussion. Citizens too stood a chance to partake in the program. Calling in they were shooting interesting questions to the guests present in the studio.

The journalist granted guests every possibility to fully express their viewpoints, posing questions in an impartial manner. The host also played the role of a moderator, trying to apportion equal airtime to each guest. The journalist aiming to get specific answers kept asking the guests questions thoroughly.

**Tanamgzavri (Telavi)** – Within reporting week, on November 8, at 20:30 talk show **Dialogue** hosted by journalist Nato Megutnishvili was on air. The first part of the program was dedicated to dump-related problem. Ecology issues, waste management plan were discussed in the studio by the local government and NGO representatives. The discussion was conducted in a peaceful environment. Parties were offered every possibility to express their viewpoints. When shooting questions the journalist refrained from expressing personal

stance trying to obtain exhaustive answers from the guests. The program was rather informative, the guests were well aware of the issues discussed. TV viewers had a possibility to hear competent opinions over the topic and receive comprehensive information about the topic of discussion.

The second part of the program was devoted to human psychological problems. The guest to the program did not include monitored subjects.

**Trialeti (Gori)** – During reporting period Trialeti TV-produced **talk show From Your Viewpoint** was aired three times (Monday, Wednesday and Friday). The program hosted by Gvantsa Doluashvili was made up of two parts.

The following topics were discussed:

- Nomination of a new Prime Minister and results of police reform;
- Possibilities of restoration of constitutional monarchy in Georgia;
- Chief Prosecutor Archil Kbilashvili's resignation.

In the first part of the program the journalist provided a lengthy review of the topic, presenting the story and calling on the population to express their viewpoints live on air. Nevertheless the program failed to offer high degree of interactivity. The intro presented by the host was lengthy and informative. The journalist presented, in an impartial manner, dissenting opinions of political forces and government representatives.

The guests invited to the second half of the program were competent and well aware of the topics to be discussed. The dialogue between the host and guests was conducted in the Q&A mode in quite a constructive, ethical and peaceful environment.

In the November 4 outlet the balance-related problem emerged: the guest to the studio, Deputy Gamgebeli of Kareli discussed the complaints against incumbent Gamgebeli. The program failed to offer the viewpoints of confronting parties, criticism against a single party was heard, allegations were not substantiated with competent sources and proper reasoning.

In the course of the program the host offered guests any possibility to fully express their stance, sounded less critical, did not oppose the guests.

During reporting week TV air was dedicated to the **talk show Tvalsazrisi** (Viewpoint) hosted by Lado Bichashvili. The program reviewed restoration of the status of self-government city to Gori. The program was characterized with diversity of guests and viewpoints. Parties were presented in a balanced manner. To discuss the issue the representatives of local authorities and non-governmental sector were invited to the studio. The program was rather informative, the topic was thoroughly discussed. The host refrained from expressing his viewpoints, limiting himself to posing questions and moderating.

Last week another **talk show Your Stance with Thea Gugeshashvili** fell within the scope of monitoring. The program was dedicated to the arrangement of wind-proof areas. To discuss the topic NGO representatives were invited to the studio. The program made no mention of the monitored subjects.

**Gurjaani (Gurjaani)** – Within reporting week, on November 8 TV company aired TV **program Power of the Powerless** hosted by journalist Levan Aleksishvili. The program discussed whether the local self-government is going to offer aid to socially vulnerable population.

The guests invited to the studio included: representatives of local authorities, journalist and spokesperson of the News Rights political union. The host essentially played the role of a moderator, at times though taking part in the heated discussion. The questions posed sounded critical, the host was trying to thoroughly inquire into the comments made by the guest, that enabled the viewers to get fully updated about the topic.

TV viewers enjoyed a possibility to participate in the program, through calls in they could pose the questions of their interest. In the course of the program the host did not demonstrate his personal approach to any party, conducting the talk show in an unbiased manner. The program did not lack balance.

On November 10 TV air was devoted to the **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 guest to the studio MP Irakli Chikovani, Chairman of the Georgian Dream – Free Democrats discussed the amendments to be made to the draft bill on amnesty. According to the amendments the individuals voluntarily delivering audio/video material featuring others' private lives will be freed from criminal responsibility.

UNM representatives refused to take part in the program. The guest in the course of the program answered the questions readied by Senaki-based Egrisi TV journalists. The program was conducted in the Q & A mode.

Within reporting week **talk show Dialogue** fell within the scope of monitoring having hosted specialist of the territorial body in the village of Bakurtsikhe to discuss the situation in the village and its potential for further development. The program did not involve monitored subjects.

**Guria (Ozurgeti)** – During reporting period TV company did not produce a talk show.

**Imervizia (Khoni)** - During reporting period TV company did not produce a talk show.

**Mega TV (Khoni)** – On November 4 the channel televised **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 program was hosting Giorgi Gozalishvili, deputy chairman of the Non-Partisan Independent Majoritarians faction. The selected guest was answering questions readied by Lagodekhi-based LTV journalists. The topic of discussion included amendments to be made to the Tax Code, in particular stricter regulations for illegally cutting timber.

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

**9<sup>th</sup> Wave (Poti)** – Within reporting period 9<sup>th</sup> Wave aired **talk show Tema** (Topic). The guest to the 45-minute program was Poti city mayor Davit Sartania. To the selected guest journalist Thea Absaridze posed questions about setting fire to Russian flag by UNM members and general developments in Poti. The host touched upon quite a number of issues, showing concern into problems being in place in various fields. The host also tried to figure out the reason of confrontation between Poti Mayor and Poti Majoritariain MP Eka Beselia. In case the guest's stance sounded obscure the journalist tried to enquire further, asking the guest to specify the opinions expressed. In the course of the program the host posed quite a number of critical questions. TV viewers appeared rather active. It is noteworthy that to the author of the first phone call whose question touched upon Eka Beselia the journalist did not let finish her idea. The citizen was asking the city mayor: "Why so much patience to Eka Beselia? Why did you make us elect this kind of woman who constantly ..... " The journalist called on the citizen to be more ethical and the phone was ultimately rejected. We believe the citizen's question was not unethical. The journalist did not let the citizen demonstrate her critical approach to Eka Beselia.

#### **TV Magazine Mravalkutkhedi (Polygonal)**

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

No guests were invited to the reporting week outlet of the TV magazine. TV stories produced about the following topics were televised:

- 13 cities nationwide in anticipation of new status and rights;
- Dimitri Kipiani Museum seeks for help;
- Dump-related problems in the regions: does service fee comply with service quality.

Mravalkutkhedi also aired the digest of the main of events of the week.

The TV stories within Mravalkutkhedi discussed topics in an exhaustive manner. Any interested party was represented. Journalists tended to pose critical questions and demonstrate comments made by citizens, TV stories also included pre-histories. No

subjective evaluations were made by journalists. Viewers enjoyed a possibility to hear exhaustive information about the topics under discussion.

### **Studio Re**

Within reporting week, on November 9, **Gurjaani TV** air was devoted to the Studio Re 50-minute TV discussion.

The topic of the program produced within the scope of the EU/UNDP initiative Confidence Building Early Response Mechanism (COBERM) was “occupation line.”

The program stood out for the range of guests. NGO representatives invited to the studio discussed the problems encountered at so called administrative border, what is to be done by the population, steps to be taken to restore confidence between parties. A journalist from Tskhinvali, as well as NGO representatives from Zugdidi and Gori called in via Skype.

Posing questions the program host Zviad Koridze was trying to further generalize the topics and obtain exhaustive answers from guests.

### **Monitoring of PSAs**

Within the framework of the undertaking PSAs will be monitored as well. According to Article 12 of the Law of Georgia on Advertising “The social advertising is the advertising aimed at supporting public goods and achieving charitable objective, which is neither commercial nor election advertising and does not promote a legal entity of public law or a government organization as well as the service rendered by them.” (9.06.2006 #3245).

Monitoring will try to identify whether social ads meet the legal criteria and whether they contain the signs of subliminal advertising (advertising of State agencies, and their services).

Along with qualitative research the frequency of PSAs containing signs of subliminal ads will be counted.

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



**Activities to be carried out:**

Within the period of November 15-22 the report on the final findings of monitoring of regional broadcasters will be released.



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