

STRATEGIES OF REORGANISATION AND DEVELOPMENT OF THE PUBLIC CHANNEL

Quality, depth, variety

Part 1- Statement of Strategy

Vision, mission and public aspiration:

Vision

To be the highest quality; the most reliable, diverse, timely and easily accessible media

Public aspiration:

- Assistance to the establishment of the citizenship institution and democratic values;
- Broadening of the ethic , aesthetic and intellectual horizons of a person;
- Revealing existing variety (individuality of the different) and assisting in the formation of a united civic nation (emergence of equal civic responsibility);
- Encouragement of creativity within society in Georgia and the revelation of its cultural uniqueness.
- Securing transparency of expenditure and accountability publically to society.

Part 1- General statements

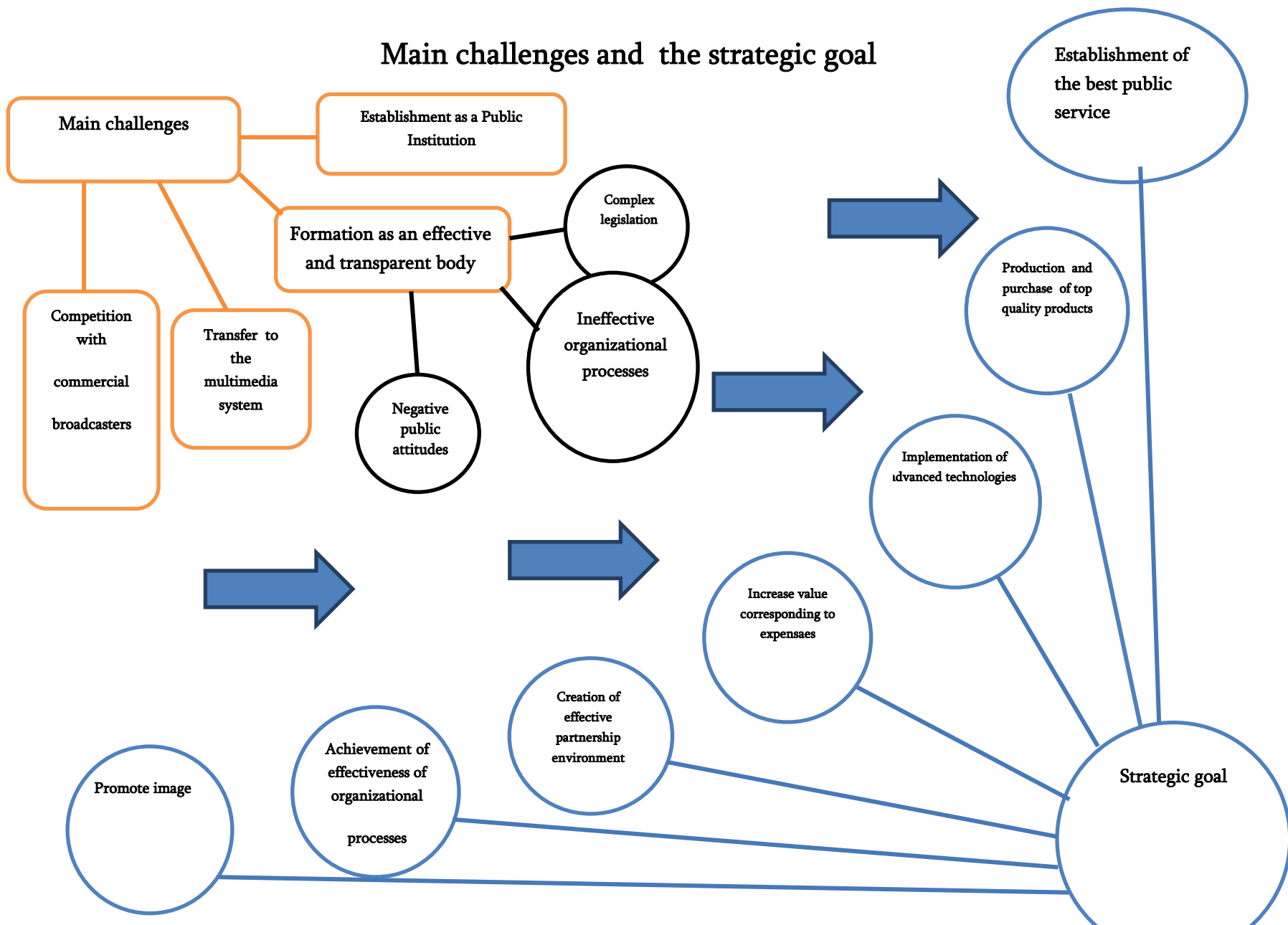
Vision

To be the highest quality; the most reliable, diverse, timely and easily accessible media

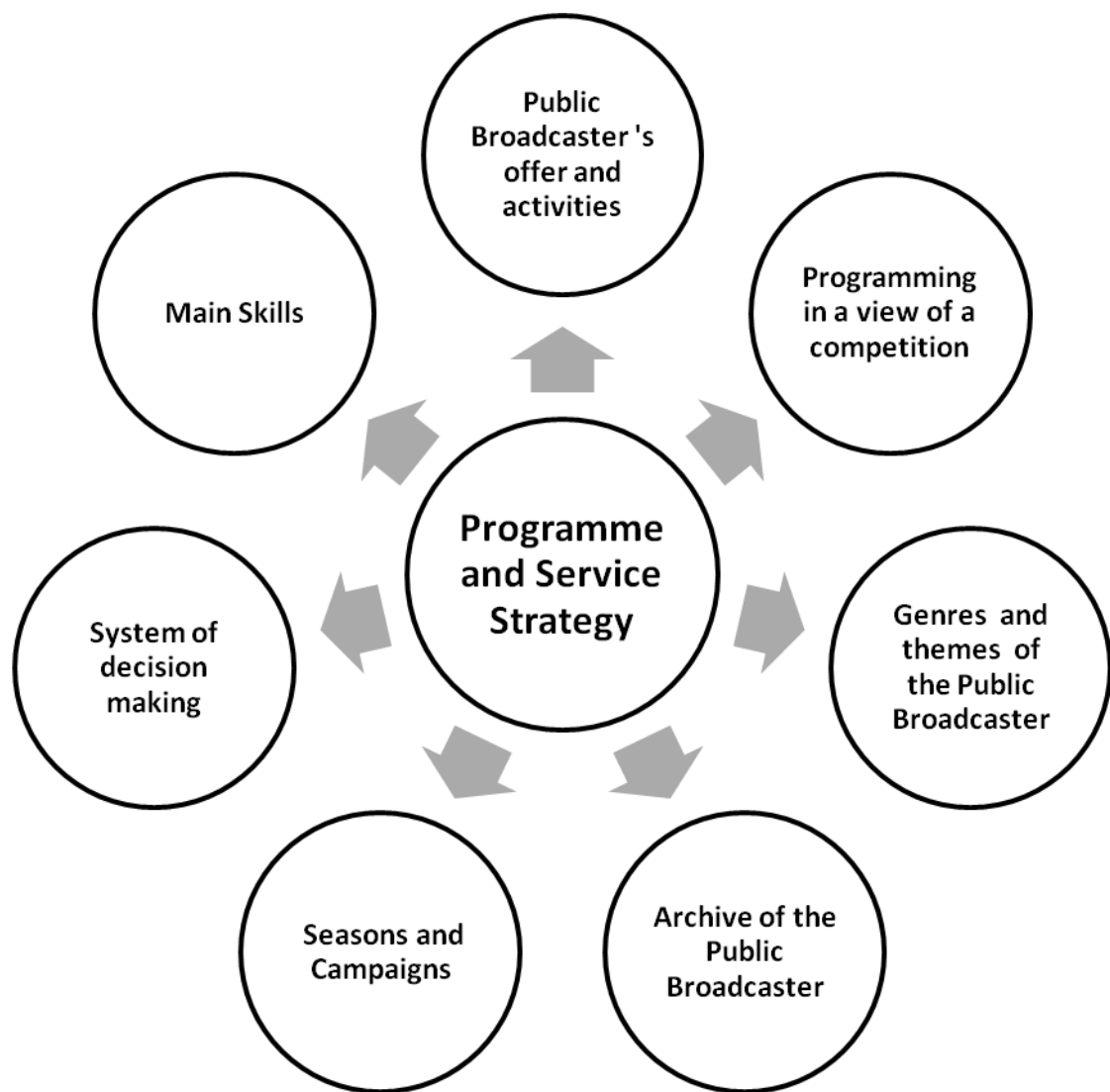
Mission:

Promotion and assistance to the formation of a diverse society based on the principles of personal freedom, equality and fairness, united by citizen responsibility and solidarity , protecting cultural identity by offering educational and instructive, information and entertaining media products and services.

Main challenges and the strategic goal



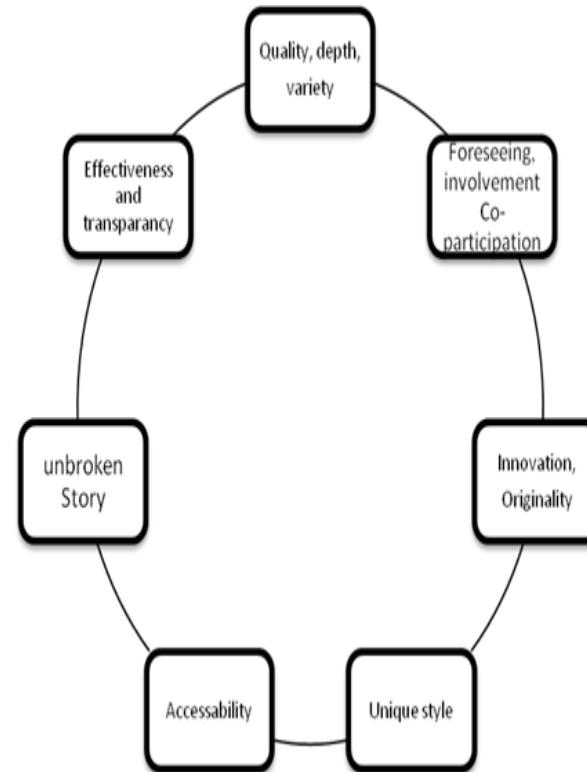
PART II -Programme and service strategy



The Public Broadcaster's offer and activities

The Public Broadcaster offers Society

Top quality , varied, thought provoking media programmes and service; taking into consideration the interests and demands of different strata of society; involvement and co-participation of the public in the production process; innovative and original products made and presented in an unique, individual manner; accessible, uninterrupted storylines; effectiveness and transparency of the programming and production expenditure



Quality, depth and variety

Aspiration- oriented process;
Variety and revision of sources
Standards and control;
Determination of the problems and benefits;
Context and justification
Optimal volume
Varied public
Variety of genres and themes
Multiplatform broadcasting
Institutionalisation of training;
Partnerships with institutions and individuals
Expert base;
System of production, purchase and co-production;
Intracommunication

Foreseeing, involvement, co-participation

Interaction with the customer in the process of receiving , processing and presenting information;
Institutionalisation of feedback.
Service and involvement of Interest Groups;
Discussion Space;
Civil journalism;
Research of Public opinion

Innovation and Originality

Hybrid and Cross-genre product;
New Technologies for creating and presenting;
Innovative forms of obtaining Information;
Laboratory of Innovations:
Special system of managing and control of innovation;
Identification and filling in gaps.

Unique style

Standout image;
Dramaturgy;
Standards and textbooks based on the best experience;
Brand book
Marketing communication..

Accessibility

Surtranslation, subtitles;
Broadcasting in minority languages;
Understandable and refined broadcasting language;
Free for customers;
Speed and efficiency
Broadening of the cover zone employing multiplatform method;
Accessible feedback

Susceptible Production

Unbroken, uninterrupted story;
Standards of arrangement of social and political advertisements
Effective policy of announcement;
Employment of special forms of announcement

Effectiveness and Investment in quality

Projection and concentration of main expenses at prime time
Economy and variety of scale
Institutionalisation of transparency and programme support

Programming with a view of competition

Existence in a competitive environment regarding programmes and service context will set a goal in front of the Public Broadcaster, to attract the viewers and attach them to its own products.

To achieve this the Public Broadcaster plans:

Programming with a view of the customer's behaviour;

Elaboration of the system of cross-programming and counter-programming;

Aggressive advertising of the main product;

Employing multiplatforming for advertising its own product;

Genres of the Public Broadcaster

On the basis of its mission the Public Broadcaster acts according to the principle:

Inform; educate, entertain. This principle comprises the genres in which the Public Broadcaster works. The

principle is not perceived as three separate directions. We emphasise that in order to achieve the best result it is important that informing contains educational and entertainment components. In the same way, education means being informed and entertained and entertainment must have components of informing and education.

The Public Broadcaster plans to develop in the following directions:

News and current affairs - reports, analysis and investigating journalism will be developed. The context and substantiation of information is crucial.

Factual and documentary- The Public Broadcaster considers its own mission to enhance the development of production of documentaries as a field in Georgia.

To achieve this, the Public Broadcaster: promotes implementation of modern technologies in documentary film making;

Develops new directions in documentary filmmaking (docudrama, reconstruction, webumentary).

Promotes independent studios;

Enhances cinema production and cooperates with professional institutions;

Entertainment – the Public Broadcaster plans to amend the existing gap by creating quality humorous productions as well as implementation of licensed and original mega-show projects.

Sport - While transmitting sports events it is a priority to cover the participation of the representatives of Georgia at various international, especially popular sport competitions and tournaments.

It is worth noting that the Public Broadcaster transmits sports programmes.

In this direction, it is crucial to make a long-term plan taking into consideration the schedules of important sport competitions.

For children and youth-Development of this genre is a strategic priority. The target audience is considered to be a potential customer of the general production of the Public Broadcaster. It is also important to involve the young people in the process of production.

Music - The Public Broadcaster plans to popularise traditional and modern Georgian music; to produce musical shows; to transmit significant musical events.

Drama - On the basis of public demand and benefits the Public Broadcaster plans to purchase, produce and transmit quality series and soap operas, feature and animation films;

It is also important to establish the system of dubbing.

Cross-genre - Elaboration and development of original, hybrid and innovative formats;

Themes of the Public Broadcaster –

In order to satisfy the interests of various groups of customers, employing various genres and formats, the Public Broadcaster covers all aspects of social life.

Politics – The Public Broadcaster promotes an increase of political culture and deep knowledge of the political processes.

Economics - The Public Broadcaster pays a special attention to the priority directions of the country (energy projects, agriculture, tourism)

Culture and arts - The Public Broadcaster promotes maintaining cultural identity and its variety.

Science - The Public Broadcaster creates a space to discuss issues regarding the Georgian language and issues and prospects in the system of education. It presents the customer with information regarding the achievements of various fields of science.

Religion - The Public Broadcaster prioritises promotion of the knowledge of various religious groups in society; considers the survey of the history of religions and cultures. encourages the process of civil intergration by actualising universal issues.

Social responsibility and ethics - The Public Broadcaster encourages development of civic institutions and provides a discussion space in this respect to analyse contemporary issues and prospects.

Lifestyle - The Public Broadcaster promotes a healthy lifestyle.

The Archive of the Public Broadcaster - The Public Broadcaster will implement the optimal system of employing archive materials and provide suitable programme and technological support:

Will ensure intensification of the process of digitalisation and archiving of archive materials.

Considers the archive as a source of additional income;

Ensures creation of simplified forms for customers' access to archive materials.

Planning of the season and campaigns of the Public Broadcaster -

The seasonal planning of the Public Broadcaster is largely determined by the learning, work and holiday schedules of the customer.

Campaigns are planned in relation to important events with a view to deploying them in suitable thematic and genre products.

The system of making decisions -

The decision is based on annual programme and service policy and the action plan.

It relies on the following documents and knowledge: law relating to the Public Broadcaster; Strategy of the Public Broadcaster; Programme Priority; Awareness of the customers; Market research; Budget; Awareness of own resources and knowledge of competencies.

Competencies and resources determine decision regarding the outward production from the outside.

Principle Skills of the Public Broadcaster

Recognising non-articulated needs of society;

Acting according to the challenges and demands;

Control of their own products;

Innovative and original media production;

Programming, planning season and campaigns.

Part 3- Organisational strategy-implementation of multimedia system

Main values:

to respond to the behavior and demands of the customer employing all the available and acceptable means at any time and place.

Optimal and effective expenditure of finances and mobilisation of resources

Major parameters

Merging of continuous and on-demand reception types of content (together with the specific programme net the customer is able to receive, the desirable media product at the preferred time and in a desirable format).

Broadening of technological availability (TV, radio, internet-adapted gadgets);

Interactivity - High quality and intensive communication with the customer and the content provider;

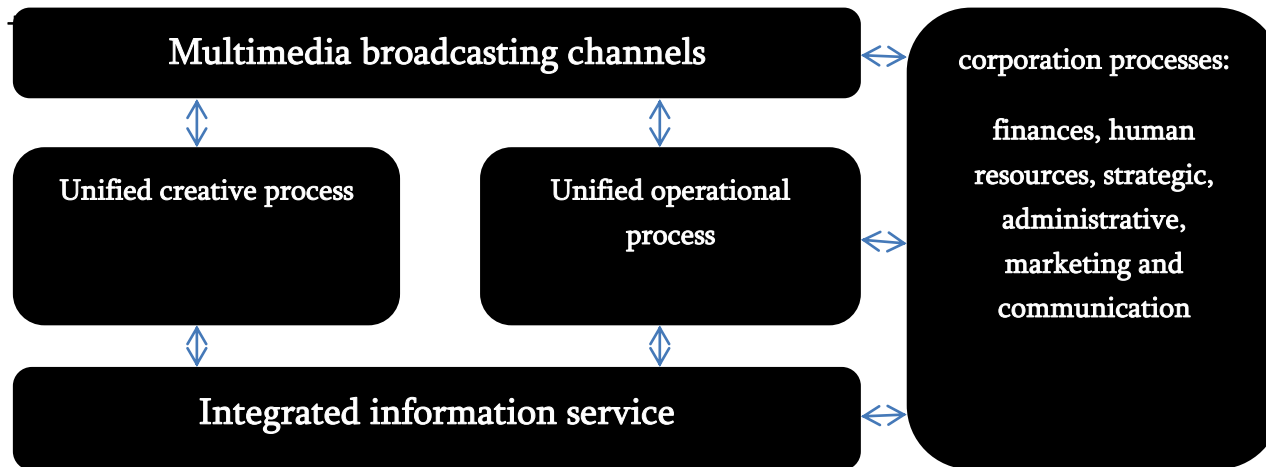
Multimedia production process- corporativeness, integration of broadcasting units and exclusion of undesirable overlapping.

Major skills and resources:

Establishment of a united management system which involves seasonal, campaign and programme planning and an integrating management of processes;

Technological equipment suitable for supporting interconnecting multimedia systems

Development of personal professional skills; retraining of management, editing personnel, production and technical personnel for the enhancement of multimedia and multifunctional skills.



<p>Integrated Information service</p> <p>Provides realisation of the information policy of the Public Broadcaster;</p> <p>Serves all the broadcast units of the Public Broadcaster</p> <p>Main principles of work:</p> <p>Multimedia,</p> <p>Multifunctional journalism;</p> <p>Multimedia, analytical journalism;</p> <p>Monomedia editing.</p> <p>Directions of work:</p> <p>News and current affairs;</p> <p>Social - political direction;</p> <p>Investigative journalism</p>	<p>Creative Process</p> <p>is directed by grouping the principle genres of the Public Broadcaster in the following way:</p> <p>Report; Documentary film making and drama; Music and entertainment;</p> <p>For children and youth;</p> <p>Sport;</p> <p>Crossgenre;</p> <p>Innovativeness of the creative process is mostly assured by the laboratory of innovations</p>	<p>Operational process involves</p> <p>Technical support for the production;</p> <p>Visuality;</p> <p>ICT;</p> <p>Technology of broadcasting and transmission process.</p>	<p>Assisting corporation processes</p> <p>Management of finances and material resources;</p> <p>Personnel Management</p> <p>Effective administration and legal services;</p> <p>Marketing and communications;</p> <p>Elaboration of strategy and control over its realisation.</p>
--	---	---	---

Multimedia Broadcasting platforms

The Public Broadcaster plans to broadcast on three TV and three radio channels, active employment of internet adapted resources and production and delivery of original production.

Television of the Public Broadcaster:

The First Channel - the flagship of the Public Broadcaster operates with the principle of general broadcasting, is targeted at satisfying needs and interests of the general public, pays great attention to the deep analysis of social-political issues and will offer instructive products with quality entertainment elements. Provides news and analysis.

The Second channel – is an interactive, live channel, targeted at informing the general public by providing news and customer information; is the main platform of an integrated information service, looks at the news from the region and the world in the context of Georgia.

The Third Channel - is orientated towards offering instructive and entertaining programmes to youth; ensures involvement of adolescents and young people in the production process and interaction.

The radio of the Public Broadcaster

Radio one- is targeted at informing society with deep analysis of social and political issues.

Radio Two must be established as a cultural channel aiming at translating contemporary as well as classic and traditional culture.

Radio Three aims at translating and transmitting entertainment contents for the youth. It should concentrate on modern youth, urban art.

Internet broadcast

The main aim of the internet broadcast is to develop the Public Broadcast tailored to the customers needs. GPB.GE is the chief hub with its own original production exclusively for the internet.

