



GEORGIAN
PUBLIC BROADCASTER

MOAMBE

PRE-ELECTION MONITORING

REPORT FOR THE MONTH

1.09.20 - 30.09.20



ELECTIONS 2020

The First Channel and Georgian Radio have been monitoring all news and socio-political programs since September 1st, and the aim is to count the quantitative data of the time allocated to the monitored subjects.

It is important that monitoring is done through a specially designed program, with links to the TV shows / stories attached. Monitors trained in the specifics of different platforms and shows are monitoring and process both Prime Time and Off Prime information.

According to the practice of international organizations, the following will be measured:

- **THE TOPIC ACCORDING TO THE ALLOTTED TIME**
- **SUBJECT (SPEAKER) ACCORDING TO THE ALLOTTED TIME**
- **DIRECT AND INDIRECT COVERAGE OF THE SUBJECT ACCORDING TO THE ALLOTTED TIME**
- **SUBJECT COVERAGE BY TONE (POSITIVE, NEGATIVE, NEUTRAL)**

The subjects of monitoring are:

- **PARTIES / BLOCS REGISTERED WITH THE CEC FOR THE 2020 PARLIAMENTARY ELECTIONS OF GEORGIA**
- **MAJORITARIAN CANDIDATES NOMINATED BY INITIATIVE GROUPS FOR PARLIAMENTARY ELECTIONS, AND REGISTERED AT THE CEC**
- **ELECTION SUBJECTS REGISTERED WITH THE CEC FOR THE SAKREBULO BY-ELECTIONS AND EXTRAORDINARY MAYORAL ELECTIONS**
- **ELECTION SUBJECTS OF THE SUPREME COUNCIL OF THE AUTONOMOUS REPUBLIC OF ADJARA**
- **GOVERNMENT**
- **PARLIAMENT**
- **PRESIDENT**
- **LOCAL GOVERNMENTS**
- **CEC**
- **NGOS**
- **INTERNATIONAL ORGANIZATIONS**

MONITORING METHODOLOGY

Quantitative data of election monitoring include the time allotted to the subject (speaker), and direct and indirect coverage according to the time allotted and the tone of coverage (positive, negative, neutral). It must be explained that the time allotted to the subject (speaker) is a direct coverage of the subject. We are highlighting this data to focus on the percentage of time allocated to election subjects by Moambe.

- **IT IS CONSIDERED DIRECT COVERAGE WHEN THE SUBJECT SPEAKS HIMSELF/HERSELF**
- **IT IS CONSIDERED INDIRECT COVERAGE WHEN OTHERS TALK ABOUT THE SUBJECT**

The monitor separately marks all the objects mentioned by the subject, indicating the timing and the tone of coverage. Timing is not rounded during election monitoring. Timing takes place when the subject:

- **IS SEEN IN THE FRAME**
- **SPEAKS IN THE FRAME**
- **HIS/HER SOUND IS HEARD**
- **OTHERS TALK ABOUT THE SUBJECT**
- **THE SUBJECT'S IMAGE ATTRIBUTES CAN BE SEEN**

When determining the tone of coverage:

- **STATEMENTS ARE CONSIDERED NEGATIVE IF THE SPEAKER IS USING HARSH WORDS WITH NEGATIVE CONNOTATIONS**
- **STATEMENTS ARE CONSIDERED POSITIVE IF THE SPEAKER IS USING WORDS WITH POSITIVE CONNOTATIONS**
- **THE DESCRIPTION OF THE SITUATION, THE ESTABLISHMENT OF FACTS, AS WELL AS INFORMATION THAT DESCRIBES EVENTS WITHOUT THE USE OF POSITIVE AND NEGATIVE CONNOTATIONS IS CONSIDERED NEUTRAL.**

Monitoring reflects the assessment of the total time allocated to the subjects according to the tone, as well as the time and tone of the coverage / mentioning of the subjects by the journalist.

The individual components of media monitoring will be published on a weekly basis, and the full report will be published after the end of the election process.

Last week the monitoring results were published of election subjects (speakers) measured according to the allotted time in Moambe, from the 1st to the 14th of September.

Now we present the report on a monthly basis (from September 1st to September 30th). The report reflects Moambe (08:00), Moambe (09:00), Moambe (10:00), Moambe (12:00), Moambe (15:00), Moambe (18:00), Moambe (21:00):

- **QUANTITATIVE DATA OF COVERED ELECTION TOPICS AND ALLOCATED TIME**
- **TIME ALLOTTED TO ELECTION SUBJECTS (SPEAKERS)**
- **COVERAGE OF ELECTION SUBJECTS (DIRECT AND INDIRECT)**
- **THE TONE OF COVERAGE OF ELECTION SUBJECTS**

In addition to the parties / blocs registered with the CEC, the report includes the total duration of coverage of majoritarian candidates nominated by initiative groups, registered as of September 21, the total time allotted to the subjects of sakrebulo by-elections and extraordinary mayoral elections, and the total time allotted to the Supreme Council of Adjara election subjects.

The parties / blocs are indicated by the names under which they participate in the elections. The data is taken from the official website of the CEC. Party logos are attached to the list for better perception and identification of subjects.

During the report period, the number of election topics covered in all issues of Moambe was 750, with allotted time of 19:52:00 (nineteen hours and fifty-two minutes).

According to the monitoring data, the coverage is carried out in accordance with the activity of the election subjects. A total of 37 monitored subjects were covered, including 34 registered parties / blocs. The time allotted to the presented election subjects (speakers) in Moambe is 08:03:37 (eight hours, three minutes and thirty-seven seconds). The bloc United National Movement - United Opposition "Strength is in Unity" (01:29:34) has the highest score, "Georgian Dream - Democratic Georgia" (01:13:11) is in second place, Bakradze, Ugulava, Bokeria - "European Georgia - Movement for Lib-

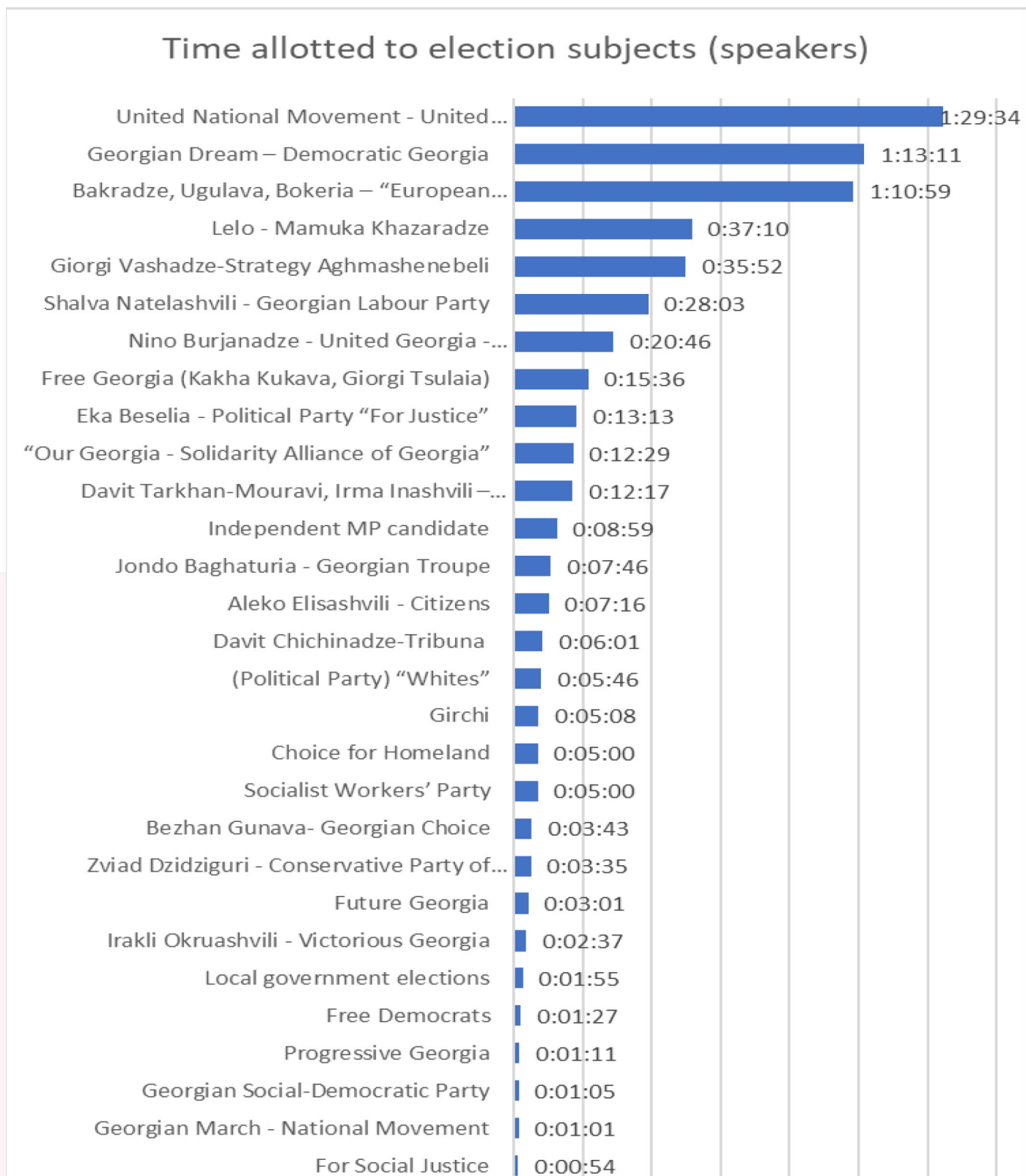
erty” (01:10:59) is in third place. These are the three entities with the most activities of the current election campaign, their activities are proportionally reflected in the Moambe, and accordingly can be seen in the monitoring results.

(TABLE # 1 - ELECTION SUBJECTS (SPEAKERS) WITH INDICATION OF ALLOCATED TIME AND PERCENTAGE DISTRIBUTION)

Election subjects (speakers)	Direct coverage	Direct coverage %
United National Movement - United Opposition “Strength is in Unity”	1:29:34	18.52%
Georgian Dream – Democratic Georgia	1:13:11	15.13%
Bakradze, Ugulava, Bokeria – “European Georgia - Movement for Liberty”	1:10:59	14.68%
Lelo - Mamuka Khazaradze	0:37:10	7.69%
Giorgi Vashadze-Strategy Aghmashenebeli	0:35:52	7.42%
Shalva Natelashvili - Georgian Labour Party	0:28:03	5.80%
Nino Burjanadze - United Georgia - Democratic Movement	0:20:46	4.29%
Free Georgia (Kakha Kukava, Giorgi Tsulaia)	0:15:36	3.23%
Eka Beselia - Political Party “For Justice”	0:13:13	2.73%
“Our Georgia - Solidarity Alliance of Georgia”	0:12:29	2.58%
Davit Tarkhan-Mouravi, Irma Inashvili – “Alliance of Georgian Patriots”	0:12:17	2.54%
Independent MP candidate	0:08:59	1.86%
Jondo Baghaturia - Georgian Troupe	0:07:46	1.61%
Aleko Elisashvili - Citizens	0:07:16	1.50%
Davit Chichinadze-Tribuna	0:06:01	1.24%
(Political Party) “Whites”	0:05:46	1.19%
Girchi	0:05:08	1.06%
Choice for Homeland	0:05:00	1.03%
Socialist Workers’ Party	0:05:00	1.03%
Bezhan Gunava- Georgian Choice	0:03:43	0.77%
Zviad Dzidziguri - Conservative Party of Georgia	0:03:35	0.74%
Future Georgia	0:03:01	0.62%
Irakli Okruashvili - Victorious Georgia	0:02:37	0.54%
Local government elections	0:01:55	0.40%
Free Democrats	0:01:27	0.30%
Progressive Georgia	0:01:11	0.24%
Georgian Social-Democratic Party	0:01:05	0.22%
Georgian March - National Movement	0:01:01	0.21%
For Social Justice	0:00:54	0.19%
Elections of the Supreme Council of Adjara	0:00:45	0.16%

Tamaz Mechiauri for United Georgia	0:00:42	0.14%
Sergo Javakhadze - Euro-Atlantic Vector	0:00:40	0.14%
Gia Zhorzholiani "Social - Democrats for Development of Georgia"	0:00:19	0.07%
Reformers	0:00:18	0.06%
Our United Georgia	0:00:09	0.03%
Sakartvelo	0:00:09	0.03%

(FIGURE 1 - TIME ALLOTTED TO ELECTION SUBJECTS (SPEAKERS))



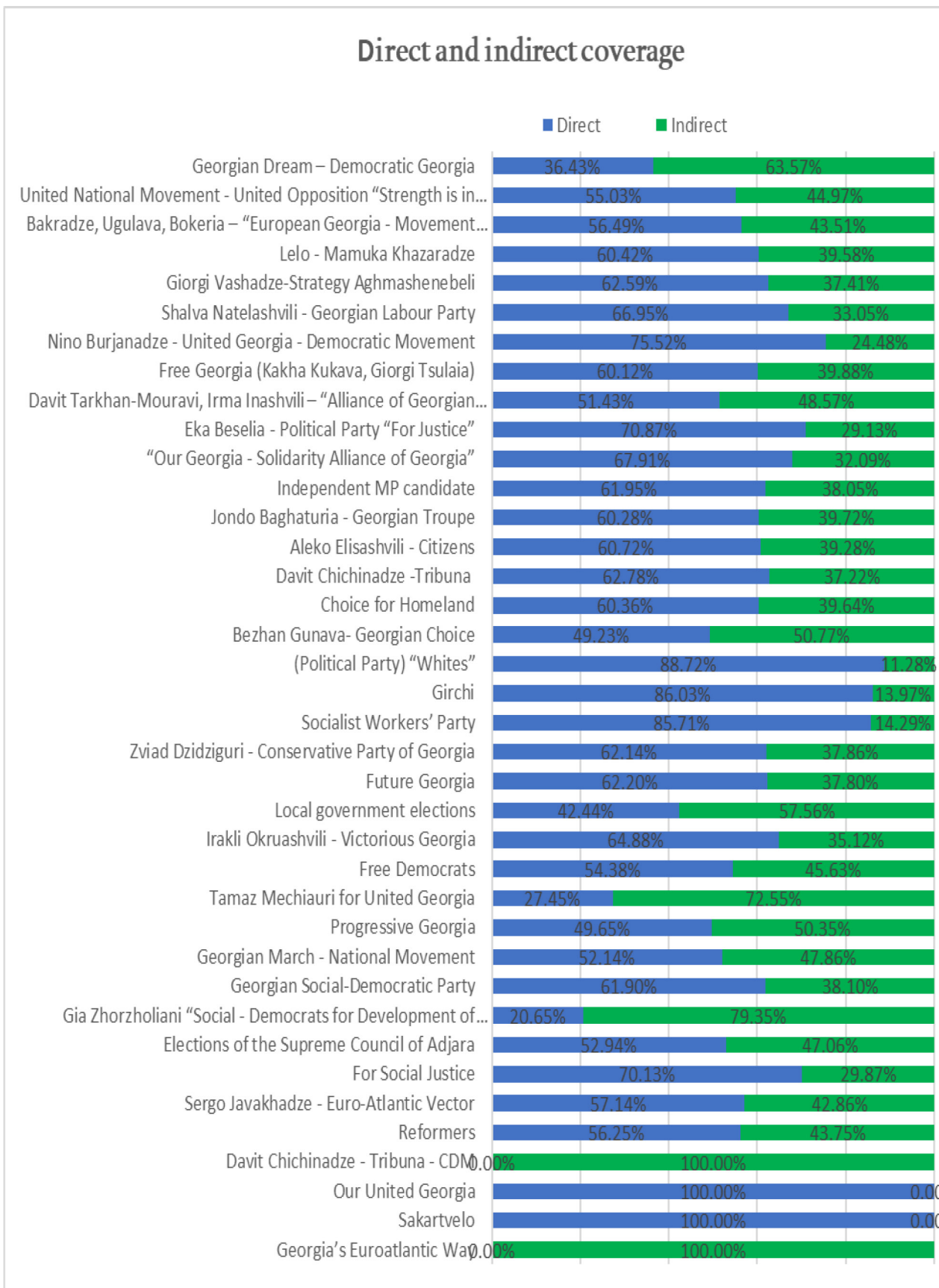
Time dedicated to the indirect coverage of election subjects was 06:40:50 (six hours, forty minutes and fifty seconds). The party “Georgian Dream - Democratic Georgia” has the highest indirect coverage (02:07:43), which means that other monitoring entities devoted the most time to talking about the Georgian Dream. In the second place is the bloc “United National Movement - United Opposition “Strength is in Unity” (01:13:11), in the third place is “Bakradze, Ugulava, Bokeria - “European Georgia - Movement for Liberty” (00:54:40).

(TABLE # 2 - DIRECT AND INDIRECT COVERAGE OF ELECTION SUBJECTS WITH INDICATION OF THE ALLOTTED TIME)

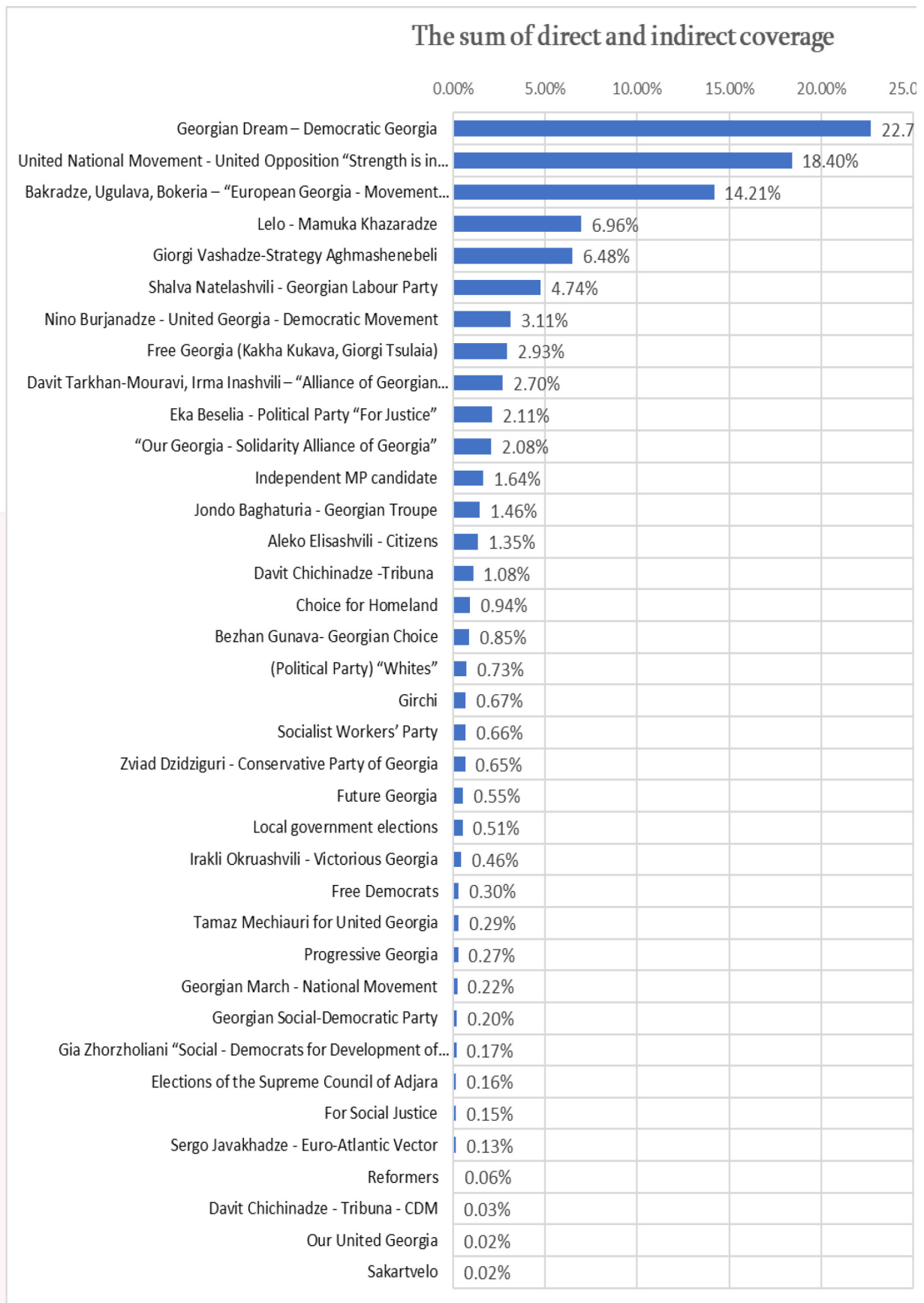
Direct and indirect coverage of election subjects	Direct	Indirect
Georgian Dream – Democratic Georgia	1:13:11	2:07:43
Bloc. United National Movement - United Opposition “Strength is in Unity”	1:29:34	1:13:11
Bakradze, Ugulava, Bokeria – “European Georgia - Movement for Liberty”	1:10:59	0:54:40
Lelo - Mamuka Khazaradze	0:37:10	0:24:21
Bloc. Giorgi Vashadze-Strategy Aghmashenebeli	0:35:52	0:21:26
Shalva Natelashvili - Georgian Labour Party	0:28:03	0:13:51
Nino Burjanadze - United Georgia - Democratic Movement	0:20:46	0:06:44
Free Georgia (Kakha Kukava, Giorgi Tsulaia)	0:15:36	0:10:21
Davit Tarkhan-Mouravi, Irma Inashvili – “Alliance of Georgian Patriots”	0:12:17	0:11:36
Eka Beselia - Political Party “For Justice”	0:13:13	0:05:26
“Our Georgia - Solidarity Alliance of Georgia”	0:12:29	0:05:54
Independent MP candidate	0:08:59	0:05:31
Jondo Baghaturia - Georgian Troupe	0:07:46	0:05:07
Aleko Elisashvili - Citizens	0:07:16	0:04:42
Davit Chichinadze -Tribuna	0:06:01	0:03:34
Choice for Homeland	0:05:00	0:03:17
Bezhan Gunava- Georgian Choice	0:03:43	0:03:50
(Political Party) “Whites”	0:05:46	0:00:44
Girchi	0:05:08	0:00:50
Socialist Workers’ Party	0:05:00	0:00:50
Zviad Dzidziguri - Conservative Party of Georgia	0:03:35	0:02:11
Future Georgia	0:03:01	0:01:50

Local government elections	0:01:55	0:02:36
Irakli Okruashvili - Victorious Georgia	0:02:37	0:01:25
Free Democrats	0:01:27	0:01:13
Tamaz Mechiauri for United Georgia	0:00:42	0:01:51
Progressive Georgia	0:01:11	0:01:12
Georgian March - National Movement	0:01:01	0:00:56
Georgian Social-Democratic Party	0:01:05	0:00:40
Gia Zhorzholiani "Social - Democrats for Development of Georgia"	0:00:19	0:01:13
Elections of the Supreme Council of Adjara	0:00:45	0:00:40
For Social Justice	0:00:54	0:00:23
Sergo Javakhadze - Euro-Atlantic Vector	0:00:40	0:00:30
Reformers	0:00:18	0:00:14
Davit Chichinadze - Tribuna - CDM	0:00:00	0:00:16
Our United Georgia	0:00:09	0:00:00
Sakartvelo	0:00:09	0:00:00
Georgia's Euroatlantic Way	0:00:00	0:00:02

(CHART #2 - PERCENTAGE DISTRIBUTION OF DIRECT AND INDIRECT COVERAGE OF ELECTION SUBJECTS. 100% IS THE TOTAL OF THE DIRECT AND INDIRECT COVERAGE OF EACH SUBJECT DURING THE REPORT PERIOD.)



(CHART # 3 - THE SUM OF DIRECT AND INDIRECT COVERAGE OF ELECTION SUBJECTS WITH PERCENTAGE DISTRIBUTION. 100% INDICATES THE TOTAL TIME OF DIRECT AND INDIRECT COVERAGE OF THE SUBJECTS DURING THE REPORT PERIOD.)



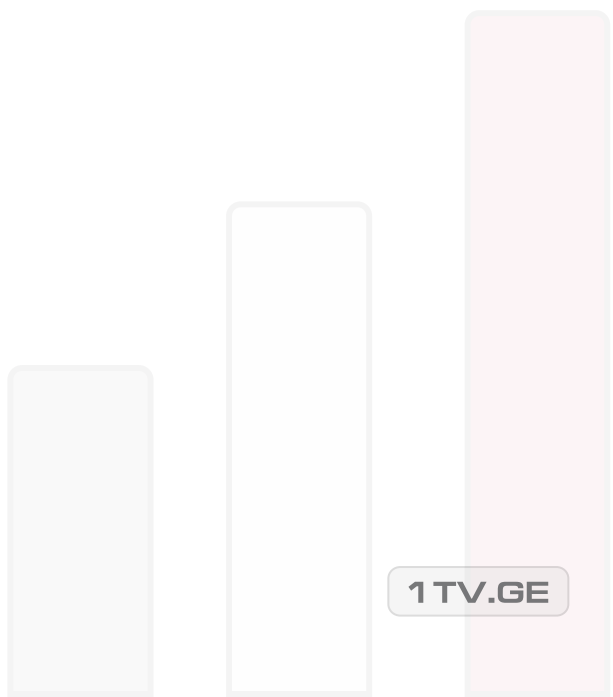
The election subjects during the election campaign are characterized by sharp polarization towards each other. This was also reflected in the data received during the monitoring. According to the tone of the subjects' coverage, the highest negative rate was observed towards the "Georgian Dream - Democratic Georgia" (01:01:25). The most negative speeches against this party were from: "United National Movement" (00:14:52), "Bakradze, Ugulava, Bokeria - European Georgia - Movement for Liberty" (00:13:15), and "Lelo - Mamuka Khazaradze" (00:08:22); The United National Movement - United Opposition "Strength is in Unity" is in the second place with the second highest negative rate (00:17:06). The negative speeches against this bloc were from: "Georgian Dream - Democratic Georgia" (00:07:26), "Bakradze, Ugulava, Bokeria - European Georgia - Movement for Liberty" (00:02:21), and "Girchi" (00:00:59).

Despite the context of strongly polarized election actors, the highest percentage of the broadcaster's coverage tone is neutral.

(TABLE # 3 - TONE OF COVERAGE OF ELECTION SUBJECTS. WITH AN INDICATION OF THE TIME AND PERCENTAGE ALLOTTED. 100% INDICATES THE TIME OF BOTH DIRECT AND INDIRECT COVERAGE OF EACH SUBJECT DURING THE REPORT PERIOD).

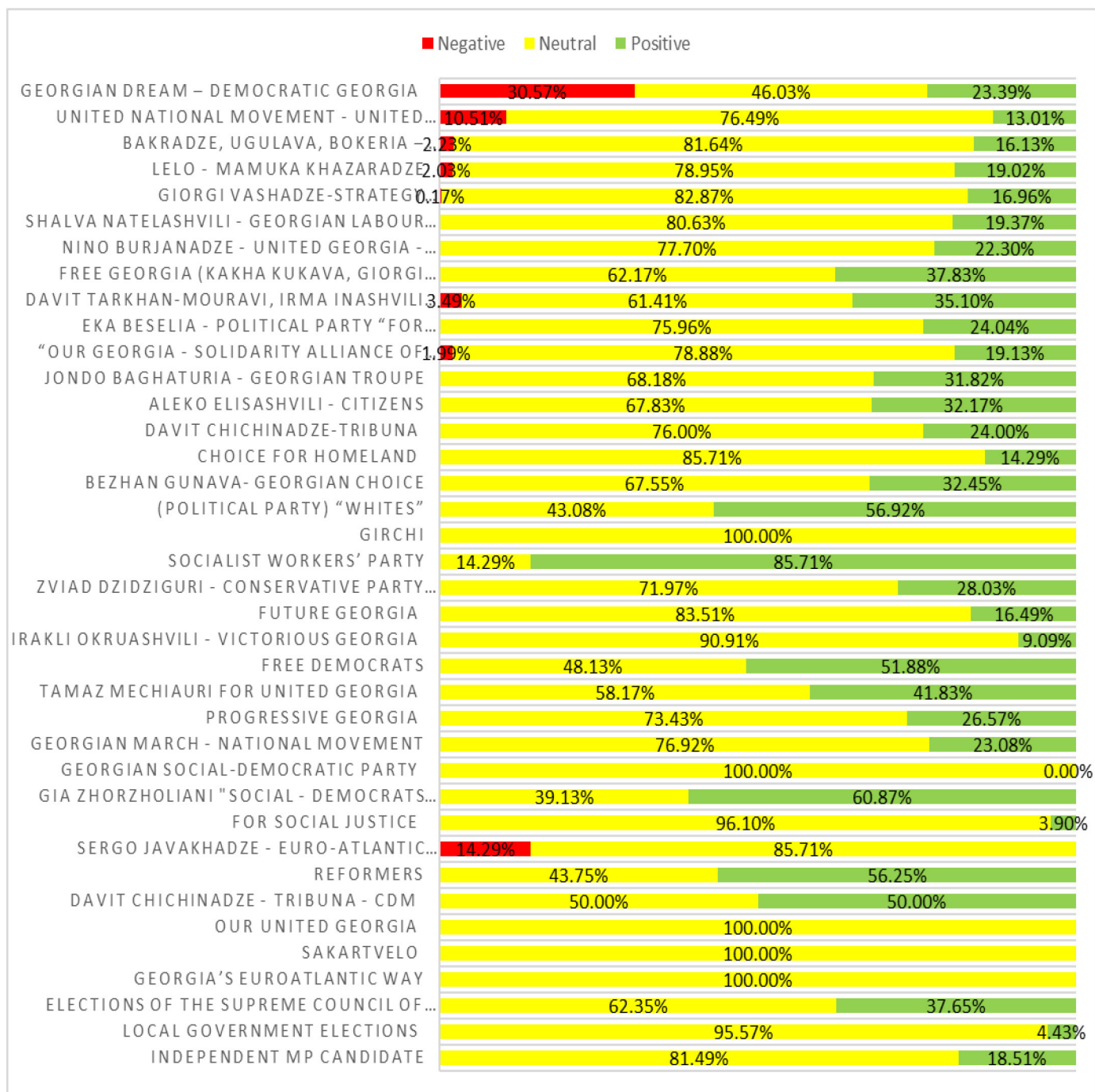
THE TONE OF COVERAGE OF THE SUBJECTS						
Electoral subject	Negative		Neutral		Positive	
Georgian Dream – Democratic Georgia	30.57%	1:01:25	46.03%	1:32:29	23.39%	0:47:00
United National Movement - United Opposition “Strength is in Unity”	10.51%	0:17:06	76.49%	2:04:29	13.01%	0:21:10
Bakradze, Ugulava, Bokeria – “European Georgia - Movement for Liberty”	2.23%	0:02:48	81.64%	1:42:35	16.13%	0:20:16
Lelo - Mamuka Khazaradze	2.03%	0:01:15	78.95%	0:48:34	19.02%	0:11:42
Giorgi Vashadze-Strategy Aghmashenebeli	0.17%	0:00:06	82.87%	0:47:29	16.96%	0:09:43
Shalva Natelashvili - Georgian Labour Party	0.00%	0:00:00	80.63%	0:33:47	19.37%	0:08:07
Nino Burjanadze - United Georgia - Democratic Movement	0.00%	0:00:00	77.70%	0:21:22	22.30%	0:06:08
Free Georgia (Kakha Kukava, Giorgi Tsulaia)	0.00%	0:00:00	62.17%	0:16:08	37.83%	0:09:49
Davit Tarkhan-Mouravi, Irma Inashvili – “Alliance of Georgian Patriots”	3.49%	0:00:50	61.41%	0:14:40	35.10%	0:08:23
Eka Beselia - Political Party “For Justice”	0.00%	0:00:00	75.96%	0:14:10	24.04%	0:04:29
“Our Georgia - Solidarity Alliance of Georgia”	1.99%	0:00:22	78.88%	0:14:30	19.13%	0:03:31
Jondo Baghaturia - Georgian Troupe	0.00%	0:00:00	68.18%	0:08:47	31.82%	0:04:06
Aleko Elisashvili - Citizens	0.00%	0:00:00	67.83%	0:08:07	32.17%	0:03:51
Davit Chichinadze -Tribuna	0.00%	0:00:00	76.00%	0:07:17	24.00%	0:02:18
Choice for Homeland	0.00%	0:00:00	85.71%	0:07:06	14.29%	0:01:11
Bezhan Gunava- Georgian Choice	0.00%	0:00:00	67.55%	0:05:06	32.45%	0:02:27
(Political Party) “Whites”	0.00%	0:00:00	43.08%	0:02:48	56.92%	0:03:42
Girchi	0.00%	0:00:00	100.00%	0:05:58	0.00%	0:00:00
Socialist Workers’ Party	0.00%	0:00:00	14.29%	0:00:50	85.71%	0:05:00
Zviad Dzidziguri - Conservative Party of Georgia	0.00%	0:00:00	71.97%	0:04:09	28.03%	0:01:37
Future Georgia	0.00%	0:00:00	83.51%	0:04:03	16.49%	0:00:48
Irakli Okruashvili - Victorious Georgia	0.00%	0:00:00	90.91%	0:03:40	9.09%	0:00:22
Free Democrats	0.00%	0:00:00	48.13%	0:01:17	51.88%	0:01:23
Tamaz Mechiauri for United Georgia	0.00%	0:00:00	58.17%	0:01:29	41.83%	0:01:04
Progressive Georgia	0.00%	0:00:00	73.43%	0:01:45	26.57%	0:00:38
Georgian March - National Movement	0.00%	0:00:00	76.92%	0:01:30	23.08%	0:00:27
Georgian Social-Democratic Party	0.00%	0:00:00	100.00%	0:01:45	0.00%	0:00:00
Gia Zhorzholiani “Social - Democrats for Development of Georgia”	0.00%	0:00:00	39.13%	0:00:36	60.87%	0:00:56
For Social Justice	0.00%	0:00:00	96.10%	0:01:14	3.90%	0:00:03
Sergo Javakhadze - Euro-Atlantic Vector	14.29%	0:00:10	85.71%	0:01:00	0.00%	0:00:00
Reformers	0.00%	0:00:00	43.75%	0:00:14	56.25%	0:00:18
Davit Chichinadze - Tribuna - CDM	0.00%	0:00:00	50.00%	0:00:08	50.00%	0:00:08
Our United Georgia	0.00%	0:00:00	100.00%	0:00:09	0.00%	0:00:00

Sakartvelo	0.00%	0:00:00	100.00%	0:00:09	0.00%	0:00:00
Georgia's Euroatlantic Way	0.00%	0:00:00	100.00%	0:00:02	0.00%	0:00:00
Elections of the Supreme Council of Adjara	0.00%	0:00:00	62.35%	0:00:53	37.65%	0:00:32
Local government elections	0.00%	0:00:00	95.57%	0:04:19	4.43%	0:00:12
Independent MP candidate	0.00%	0:00:00	81.49%	0:11:49	18.51%	0:02:41



(CHART # 4 - TONE OF COVERAGE OF ELECTION SUBJECTS WITH PERCENTAGE DISTRIBUTION. 100% INDICATES THE TIME OF BOTH DIRECT AND INDIRECT COVERAGE OF EACH SUBJECT DURING THE REPORT PERIOD).

THE TONE OF COVERAGE OF ELECTION SUBJECTS



In the pre-election period, the role of broadcasters in informing voters is growing. The impartial editorial policy which is clearly seen in the tone of coverage of journalists / presenters and the distribution of time devoted to speakers is particularly important. During the monitoring, the object of the observation was the journalists of the broadcaster and the presenters of the program. It is noteworthy that the tone of Moambe journalists is characterized by high rates of neutrality towards all election subjects. Meanwhile the distribution of time among election subjects (speakers) is balanced according to their activities. At the same time, the monitoring data show us the most active and passive election subjects of the election campaign, and the subjects who create a polarized election environment.

It is also important to note that from September 30, Moambe (21:00) equally devotes 5 minutes of time to each qualified and unqualified election subjects, and they are given the opportunity to introduce their program and key messages to voters. This initiative of the news program has already benefitted two election subjects: the Socialist Workers' Party, speaker Tamaz Japoshvili, and the Political Party "Whites", speaker Temur Shashiashvili. However, the party "Georgia's Euroatlantic Way" refused to use 5 minutes of Moambe time.

Continuous monitoring and permanent publication of the results will create the opportunity to observe the dynamics of the election process coverage and to distribute the broadcasting time evenly among the election subjects. These are the premises which in turn provide an informed choice by the public.