



GEORGIAN
PUBLIC BROADCASTER

**PUBLIC BROADCASTER
PRE-ELECTION MONITORING**

REPORT

13 AUGUST - 30 OCTOBER

2021

PUBLIC BROADCASTER PRE-ELECTION MONITORING REPORT

(FROM AUGUST 13TH TO OCTOBER 30TH)

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Free and independent media is the cornerstone of democracy. Its role is especially growing during the election period, when confrontation between political forces causes the spread of false, sometimes deliberate misinformation, and intensifies sense of insecurity in citizens. Under these conditions, the function of the Public Broadcaster to provide viewers with reliable and verified information becomes even more important.

Due to its mission and accountability to the public, the Public Broadcaster conducts pre-election media monitoring.

The monitoring results represent the main trends in the Public Broadcaster's editorial policy:

- ENSURE EQUAL AND BALANCED COVERAGE BETWEEN OPPOSING POLITICAL FORCES
- MAINTAIN A HIGH NEUTRAL RATE OF THE BROADCASTER'S COVERAGE AGAINST THE BACKGROUND OF SHARPLY POLARIZED ELECTION ACTORS.

GENERAL INFORMATION

ABOUT THE INTERNAL MONITORING OF THE BROADCASTER:

From August 13 to October 30, the Public Broadcaster conducted internal monitoring of the coverage of the 2021 municipal representative body – Sakrebulo and the self-governing city / self-governing community mayoral elections. The monitoring covered news programs of the First Channel and Georgian Radio. The aim of the monitoring was to get the quantitative data of the time allocated to the monitored subjects.

The monitoring was carried out by means of a specially created program, with a link to the TV program / story on each record, and the information covered was processed by monitors trained in different platforms and program specifics. The monitoring program allows the data presented in the report to be checked at any given time.

The following was measured in the monitoring process:

- Quantitative data on the covered election topics
- Time allotted to election subjects, according to timing and tone
- Time allotted to non-election subjects

In addition to the registered election subjects, the monitoring subjects include the government, the parliament, the president, and local self-governments. Coverage of Mikheil Saakashvili is considered to be coverage of the National Movement, and coverage of Bidzina Ivanishvili – of the Georgian Dream.

MONITORING METHODOLOGY

Quantitative data of pre-election monitoring include direct and indirect coverage of the subject, according to the allocated time and the tone of coverage (positive, negative, neutral).

- It is considered direct coverage when the subject speaks himself / herself
- Indirect coverage is considered when others speak about the subject

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

Timing is counted when the subject:

- Is seen in the frame
- Speaks in the frame

- Only sound is heard
- Is spoken about by others
- The image attributes of the subject can be seen

When determining the tone of coverage:

- Statements made by the speaker using harsh words with negative connotations are considered negative
- Statements made by the speaker using words with positive connotations are considered positive
- Descriptions of the situations, statement of the facts, as well as information which does not express the attitude of the speaker, and describes the events dryly, without using words with 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 / mention of the subjects by the journalist.

We present the complete report of the pre-election media monitoring of the First Channel and Georgian Radio. The report also includes monitoring of the subjects covered by the First Channel in terms of gender, and monitoring of the free advertising time used by the election subjects on the First Channel and Georgian Radio.

THE FIRST CHANNEL

During the pre-election monitoring, all the monitoring subjects covered in both election and non-election topics were measured in all seven programs of daily Moambe (Moambe (08:00) Moambe (09:00) Moambe (10:00) Moambe (12:00) Moambe (15:00) Moambe (18:00) Moambe (21:00)), special programs of Moambe and the program „Akhali Kvira“.

MONITORING ELECTION SUBJECTS

The monitored election subjects are grouped in the report. In addition to registered parties, the total of the coverage of independent candidates is shown (represented as an independent candidate)

During the reporting period, the number of election topics covered in the above-mentioned programs was 2605, and the allocated time was 119:53:31 (one hundred and nineteen hours, fifty-three minutes and thirty-one seconds).

According to the monitoring, a total of 34 election subjects were covered according to their activities. Directly allotted time – 49:00:45 (forty-nine hours, zero minutes and forty-five seconds).

The United National Movement and Georgian Dream – Democratic Georgia have the highest coverage among election subjects. This data confirms the degree of polarization of the election campaign and the fact that the voters' attention is entirely focused on the activities of two opposing forces, while other political entities are lagging behind. The existing bipolar political environment, with its most active and passive subjects, is proportionally reflected in the Moambe airtime and is therefore reflected in the monitoring results. Furthermore, the observation of the dynamics of the election subjects' coverage shows that the events connected to the arrival of Mikheil Saakashvili on October 1, his arrest and the declared hunger strike had a special impact on the election process. Statements and assessments of these events were predominantly covered in all news programs, therefore, the United National Movement was promoted among other election subjects due to high indirect coverage.

According to the monitoring results, direct coverage of all election subjects except for the National Movement is more than indirect coverage. This tendency reflects the Public Broadcaster's approach, to reflect reality through direct speech, using less interpretation and paraphrase.

Also, the monitoring revealed a high rate of indirect coverage of the opposition in general (04:13:26), here we consider texts which mentioned no specific party, so this data did not belong to any political entity, and therefore is not included in the overall data.

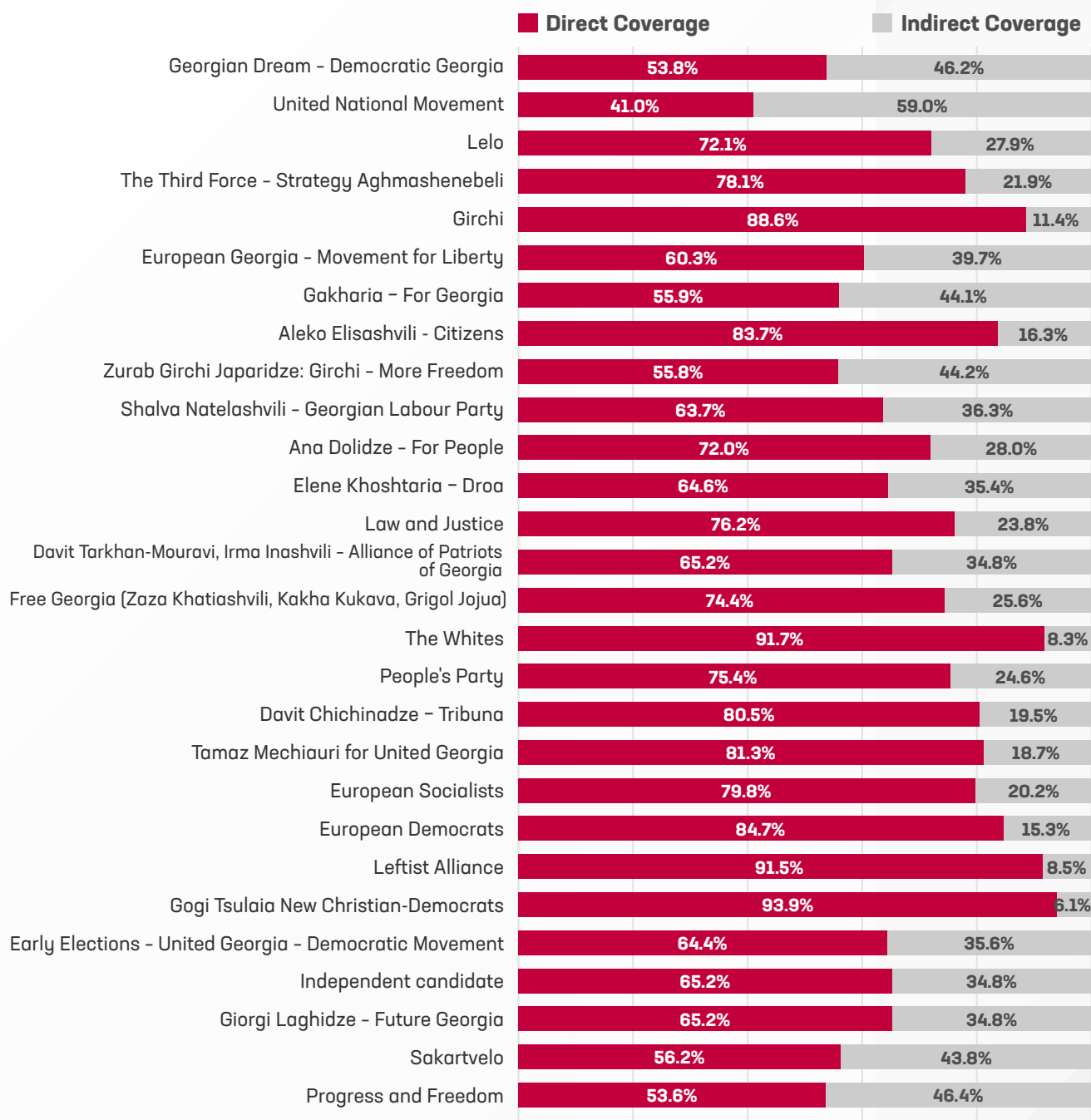
TABLE N1 – Coverage of election subjects in Moambe and Akhali Kvira with indication of allocated time and percentage distribution. The table does not show subjects with less than 1 minute

ELECTION SUBJECTS	TOTAL	%
United National Movement	27:36:48	31.74%
Georgian Dream - Democratic Georgia	25:15:25	29.03%
Lelo	7:24:05	8.51%
The Third Force - Strategy Aghmashenebeli	5:30:08	6.32%
Gakharia - For Georgia	3:47:12	4.35%
European Georgia - Movement for Liberty	3:37:51	4.17%
Girchi	2:32:46	2.93%
Zurab Girchi Japaridze: Girchi - More Freedom	1:50:22	2.11%
Shalva Natelashvili - Georgian Labour Party	1:34:46	1.82%
Aleko Elisashvili - Citizens	1:17:41	1.49%
Elene Khoshtaria - Droa	1:12:06	1.38%
Ana Dolidze - For People	1:11:20	1.37%
Law and Justice	0:54:19	1.04%
Davit Tarkhan-Mouravi, Irma Inashvili - Alliance of Patriots of Georgia	0:29:23	0.56%
Free Georgia (Zaza Khatiashvili, Kakha Kukava, Grigol Jojua)	0:22:30	0.43%
People's Party	0:18:12	0.35%
The Whites	0:15:32	0.30%
Davit Chichinadze - Tribuna	0:14:35	0.28%
Tamaz Mechiauri for United Georgia	0:13:32	0.26%
European Socialists	0:13:31	0.26%
European Democrats	0:12:39	0.24%
Leftist Alliance	0:10:47	0.21%
Early Elections - United Georgia - Democratic Movement	0:10:30	0.20%
Independent candidate	0:09:52	0.19%
Gogi Tsulaia New Christian-Democrats	0:08:29	0.16%
Giorgi Laghidze - Future Georgia	0:07:17	0.14%
Sakartvelo	0:04:32	0.09%
Progress and Freedom	0:01:37	0.03%

TABLE N2 – Direct and indirect coverage of election subjects in Moambe and Akhali Kvira with an indication of the allotted time. The table does not show subjects with less than 1 minute

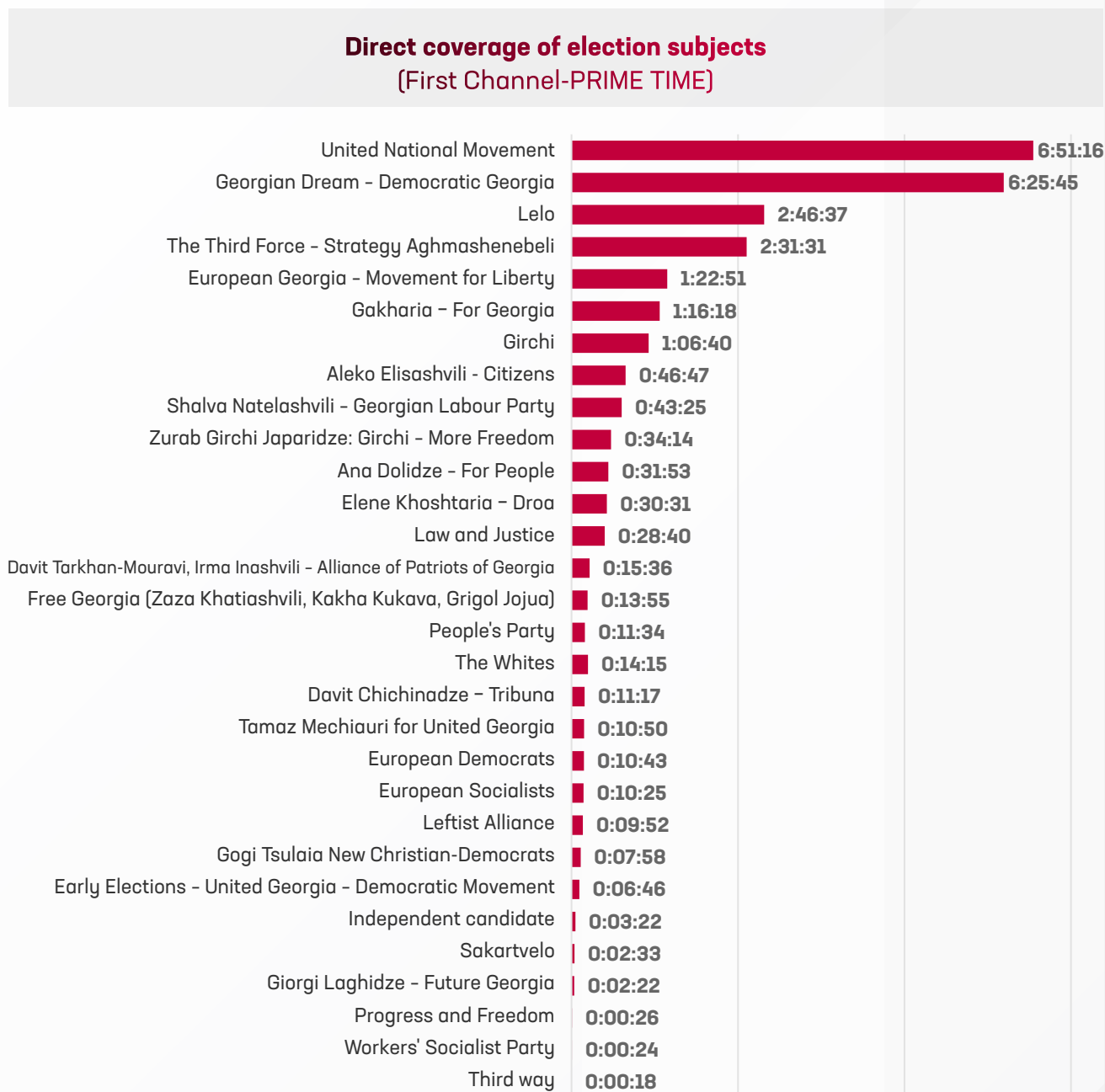
ELECTION SUBJECTS	DIRECT	INDIRECT
Georgian Dream – Democratic Georgia	13:35:48	11:39:37
United National Movement	11:18:33	16:18:15
Lelo	5:20:12	2:03:53
The Third Force – Strategy Aghmashenebeli	4:17:46	1:12:22
Girchi	2:15:25	0:17:21
European Georgia – Movement for Liberty	2:11:16	1:26:35
Gakharia – For Georgia	2:07:05	1:40:07
Aleko Elisashvili – Citizens	1:04:59	0:12:42
Zurab Girchi Japaridze: Girchi – More Freedom	1:01:38	0:48:44
Shalva Natelashvili – Georgian Labour Party	1:00:21	0:34:25
Ana Dolidze – For People	0:51:21	0:19:59
Elene Khoshtaria – Droa	0:46:33	0:25:33
Law and Justice	0:41:22	0:12:57
Davit Tarkhan-Mouravi, Irma Inashvili – Alliance of Patriots of Georgia	0:19:10	0:10:13
Free Georgia (Zaza Khatiashvili, Kakha Kukava, Grigol Jojua)	0:16:44	0:05:46
The Whites	0:14:15	0:01:17
The Peoples Party	0:13:43	0:04:29
Davit Chichinadze – Tribuna	0:11:44	0:02:51
Tamaz Mechiauri for United Georgia	0:11:00	0:02:32
European Socialists	0:10:47	0:02:44
European Democrats	0:10:43	0:01:56
The Leftist Alliance	0:09:52	0:00:55
Gogi Tsulaia New Christian-Democrats	0:07:58	0:00:31
Early Elections – United Georgia – Democratic Movement	0:06:46	0:03:44
Independent candidates	0:06:26	0:03:26
Giorgi Laghidze – Future Georgia	0:04:45	0:02:32
Sakartvelo	0:02:33	0:01:59
Progress and Freedom	0:00:52	0:00:45

CHART N1 – Percentage distribution of direct and indirect coverage of election subjects in Moambe and Akhali Kvira. The total time of direct and indirect coverage of each subject during the reporting period is considered 100%



The Public Broadcaster's editorial policy throughout the election campaign was focused on equal and balanced coverage of election subjects, with a special focus on maintaining balance when covering two opposing political poles. It is also important that in the monitoring results of the prime time, the programs Prime Time, Moambe 18:00, Moambe 21:00, Akhali Kvira and Moambe special editions are distinguished by the even distribution of time between these two political poles.

CHART N2 – Direct coverage of election subjects in the prime time, indicating the allotted time and percentage distribution, from August 13 to October 30



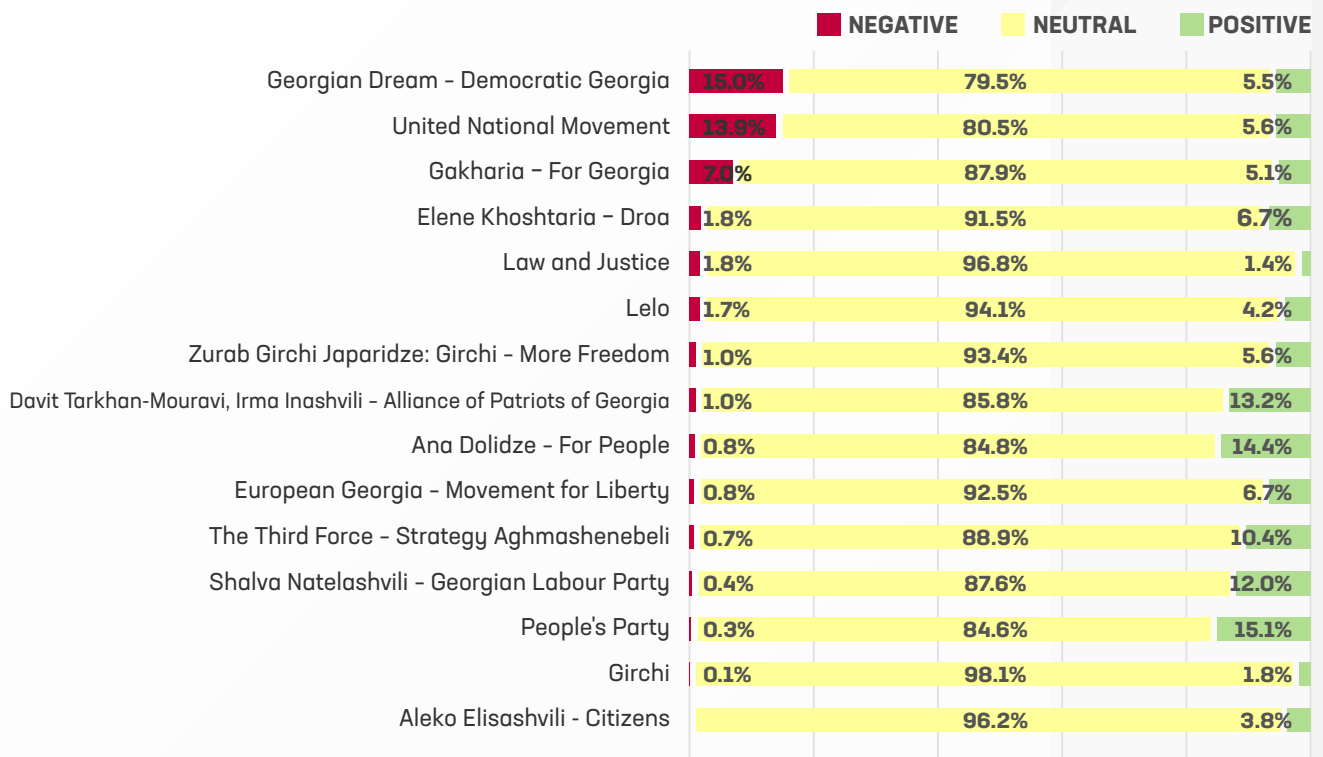
As we have already mentioned, the data reflects the sharp polarization of election subjects during the election campaign. According to the tone of the coverage of the subjects, the highest negative and positive rates were observed in the speeches of the speakers towards the United National Movement and the Georgian Dream – Democratic Georgia.

The Public Broadcaster maintains neutral coverage tone against the background of sharply polarized election actors.

TABLE N3 – Tone of coverage of the first 15 election subjects in Moambe and Akhali Kvira, indicating the time allotted.

ELECTION SUBJECTS	NEGATIVE	NEUTRAL	POSITIVE
United National Movement	3:50:45	22:14:04	1:31:59
Georgian Dream – Democratic Georgia	3:47:24	20:04:16	1:23:45
Gakharia – For Georgia	0:15:54	3:19:40	0:11:38
Lelo	0:07:26	6:58:00	0:18:39
The Third Force – Strategy Aghmashenebeli	0:02:17	4:53:40	0:34:11
European Georgia – Movement for Liberty	0:01:40	3:21:32	0:14:39
Elene Khoshtaria – Droa	0:01:19	1:05:55	0:04:52
Zurab Girchi Japaridze: Girchi – More Freedom	0:01:04	1:43:05	0:06:13
Law and Justice	0:00:58	0:52:34	0:00:47
Ana Dolidze – For People	0:00:35	1:00:29	0:10:16
Shalva Natelashvili – Georgian Labour Party	0:00:23	1:23:01	0:11:22
Davit Tarkhan-Mouravi, Irma Inashvili – Alliance of Patriots of Georgia	0:00:17	0:25:14	0:03:52
Girchi	0:00:07	2:29:56	0:02:43
The People’s Party	0:00:03	0:15:24	0:02:45
Aleko Elisashvili – Citizens	0:00:00	1:14:44	0:02:57

CHART N3 – Tone of coverage of the first 15 election subjects in Moambe and Akhali Kvira with percentage distribution. The total time of the direct and indirect coverage of each subject during the reporting period is considered to be 100%



From September 6 to September 30, every workday at 18:00, Moambe offered its viewers interviews with qualified subjects participating in the local self-government elections. The order of participation in the program was determined by the election number assigned to the subjects. The cycle of interviews continued after the first round of the elections. Moambe conducted 38 interviews through October 28th.

TABLE N4 – Moambe 18:00 – Election subjects / Invited speakers

MOAMBE 18:00 - „ELECTIONS 2021”			
#	NAME OF THE PARTY	SPEAKER	DATE
1	Tamaz Mechiauri - For United Georgia	Tamaz Mechiauri	28.10.21
2	Gakharia - For Georgia	Berdia Sitchinava	26.10.21
3	Lelo	Ana Natsvlishvili	26.10.21
4	Georgian Dream	Archil Chikovani	25.10.21
5	National Movement	Giorgi Botkoveli	25.10.21
6	National Movement	Giorgi Kirtadze	22.10.21

7	Georgian Dream	Nino Latsabidze	21.10.21
8	National Movement	Davit Kirkitadze	20.10.21
9	Lelo	Ana Bibilashvili	20.10.21
10	Georgian Dream	Giorgi Amilakhvari	15.10.21
11	Law and Justice	Tamar Charkviani	7.10.21
12	Aleko Elisashvili – Citizens	Levan Ioseliani	6.10.21
13	Ana Dolidze For People	Ana Dolidze	5.10.21
14	Girchi	Sandro Rakviashvili	4.10.21
15	The Whites	Temur Shashiashvili	29.09.21
16	European Socialists	Pridon Injia	28.09.21
17	New Christian-Democrats	Gogi Tsulaia	27.09.21
18	United Georgia – Democratic Movement	Mamuka Achba	26.09.21
19	People's Party	Mamuka Giorgadze	25.09.21
20	The Leftist Alliance	Ioseb Shatberashvili	24.09.21
21	Tribuna	Davit Chichinadze	23.09.21
22	Girchi More Freedom	Badri Grigalashvili	22.09.21
23	Free Georgia	Kakha Kukava	21.09.21
24	Georgian Dream	Giorgi Amilakhvari	20.09.21
25	Ana Dolidze For People	Ana Dolidze	19.09.21
26	National Movement	Khatia Dekanoidze	18.09.21
27	Girchi	Roland Nachkebia	17.09.21
28	Labour Party	Mikheil Kumsishvili	16.09.21
29	Lelo	Nika Cherkezishvili	15.09.21
30	The Alliance of Patriots	Malkhaz Topuria	14.09.21
31	Aleko Elisashvili – Citizens	Aleko Elisashvili	13.09.21
32	National Movement	Davit Kirkitadze	12.09.21
33	The Third Force – Strategy Aghmashenebeli	Sergo Chikhladze	11.09.21
34	European Democrats	Paata Davitaia	10.09.21
35	National Movement	Nika Oboladze	09.09.21
36	Law and Justice	Tamar Charkviani	08.09.21
37	European Georgia	Giorgi Noniashvili	07.09.21
38	The Third Force – Strategy Aghmashenebeli	Sergo Chikhladze	06.09.21
39	Progress and Freedom	Kakha Okriashvili	Did not use the offered time

NON-ELECTION MONITORING SUBJECTS

During the pre-election period, in addition to the election subjects, representatives of the government, parliament, the President's Office, and local self-governments communicate with the voters. The report shows the direct and indirect coverage of pre-defined non-election subjects in all programs of Moambe and Akhali Kvira.

The government speakers in the monitoring process include: the Prime Minister, the Ministers, the Deputy Ministers, the State Representatives / Acting Ministers, the Head of the Government Administration.

TABLE N5 – Direct and Indirect Coverage of Non-Election Monitoring Subjects with Indication of Allocated Time

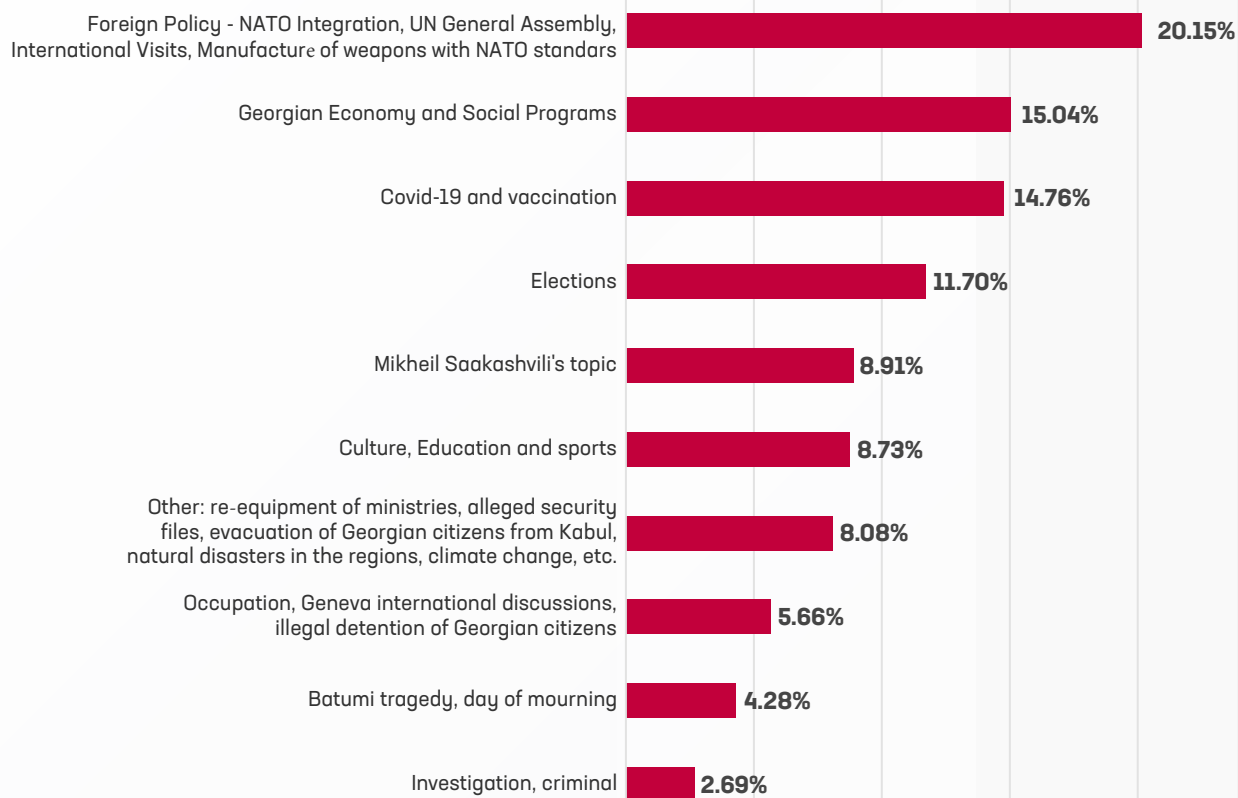
NON-ELECTION SUBJECTS	DIRECT	INDIRECT
Government	09:48:02	06:24:54
Parliament	01:30:21	01:27:48
Local Self-governments	01:13:08	00:54:03
President	00:06:02	00:10:46

The report provides a thematic overview of government coverage with indicated percentage, 100% is the total amount of information about the executive covered during the reporting period (1077 units). Government activities, statements and comments were covered on topics of high public interest, such as: epidemiological situation and immunization process (14,76%), Georgian foreign policy processes, visits abroad of the Prime Minister and other high-ranking officials, meetings, speech of the Prime Minister at the UN General Assembly, NATO and EU integration issues (20,15%), economy, social programs, budget discussion, tourism and infrastructure (15,04%), occupation, Geneva peace talks, detention of Georgian citizens (5,66%), government members made statements regarding the arrival and detention of Mikheil Saakashvili (8,91%), the government was also covered in the context of the Batumi tragedy (4,27%)

Category – „Other” (8,08%) covered: leaked recordings case, evacuation of Georgian citizens from Kabul, natural disasters in different regions, climate change issues, etc.

CHART N4 – Government Coverage by topics in Moambe and Akhali Kvira

Government Coverage by topics



COVERAGE OF SUBJECTS BY GENDER

During the pre-election monitoring, the quantitative data of the subjects (speakers) by gender were measured in all the socio-political programs of the First Channel.

In addition to the monitored subjects, the presenters of the program, the journalist and the experts of the First Channel also were observed in terms of gender.

Despite the increase in funding for parties staffed by voluntary gender quotas, the results of pre-election monitoring show that men remain the most active speakers of electoral subjects.

CHART N5 - Quantitative data of monitored subjects by gender, percentage distribution, in all Moambe programs and in Akhali Kvira

MONITORED SUBJECTS BY GENDER, PERCENTAGE DISTRIBUTION, IN NEWS PROGRAMS

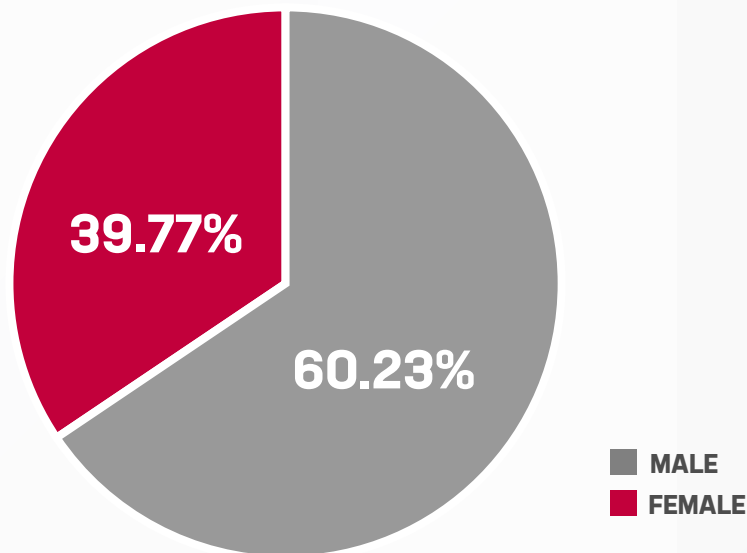


CHART N6 - (Percentage distribution of quantitative data of election subjects covered by the First Channel in all socio-political programs by gender. The chart represents 15 election subjects with higher rates of allocated time on the First Channel)

PERCENTAGE DISTRIBUTION OF ELECTION SUBJECTS COVERED BY THE FIRST CHANNEL BY GENDER

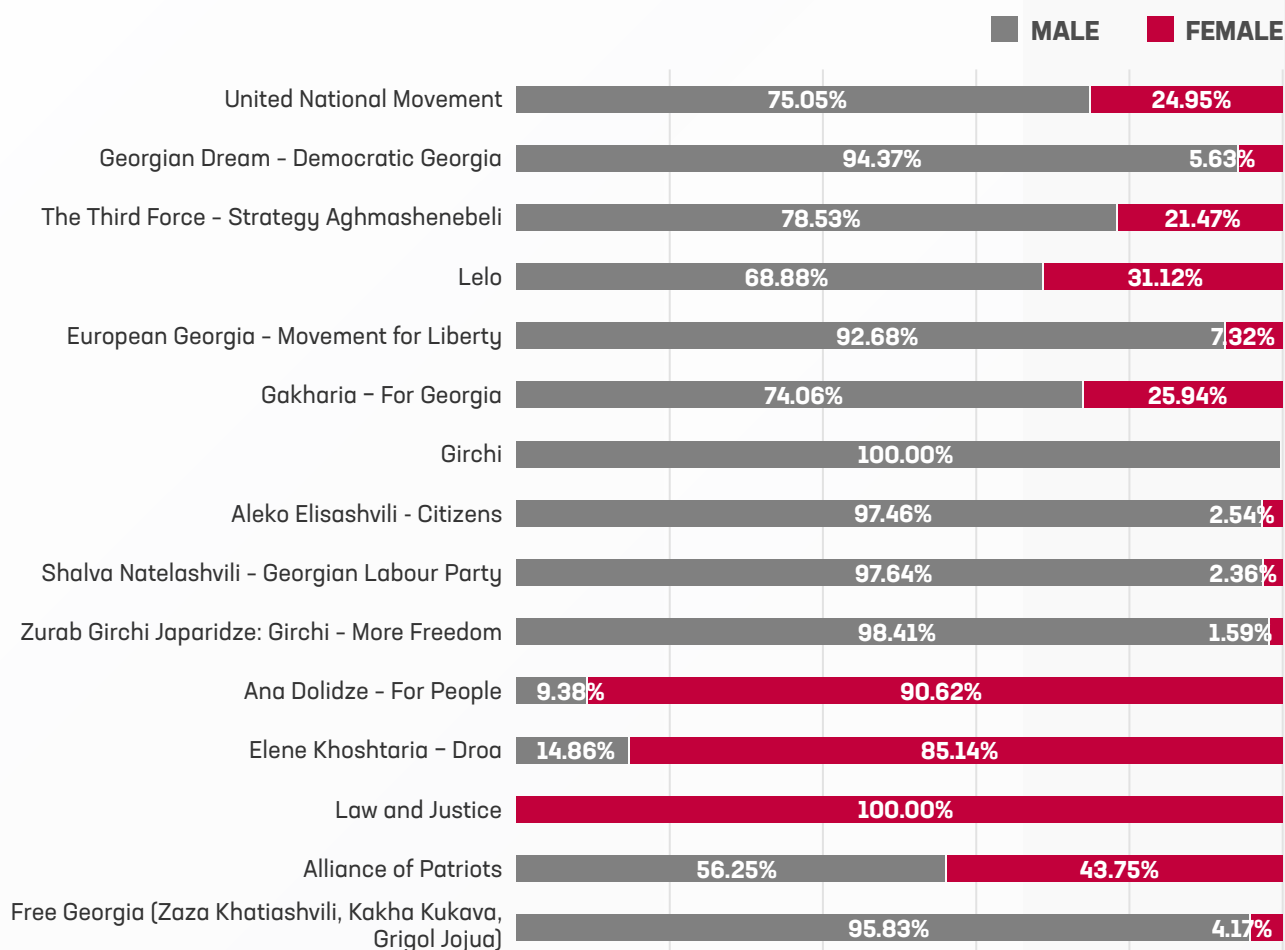
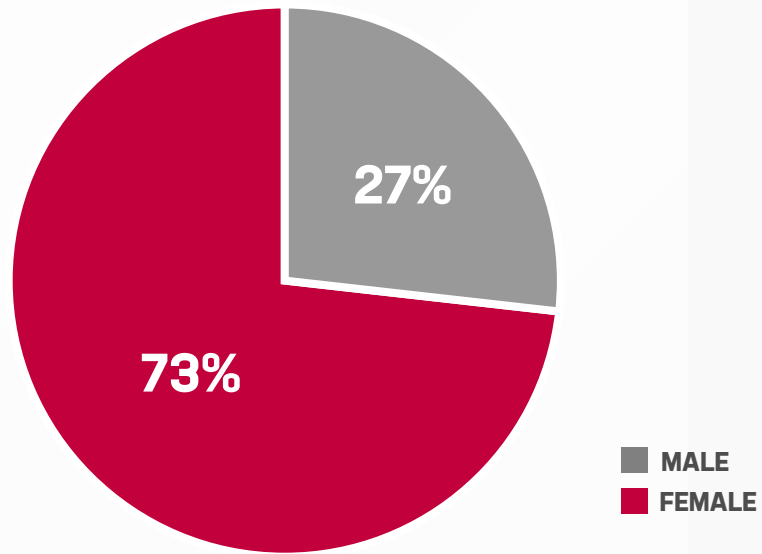


CHART N7 - Data of the presenters, journalists and experts of all the socio-political programs of the First Channel by gender

JOURNALISTS, PRESENTERS AND EXPERTS



GEORGIAN RADIO

(FROM AUGUST 13TH TO OCTOBER 30TH)

Georgian Radio broadcasts 33 news programs of different length every working day, and 17 five-minute programs on weekends.

The radio monitoring report presents quantitative data on the coverage of election and non-election subjects in news programs.

During the monitoring process:

- Time of coverage of election topics in news programs was measured
- Time allocated to election subjects in news programs, by timing and tone was measured
- Time allocated to non-election monitoring subjects in news programs was measured

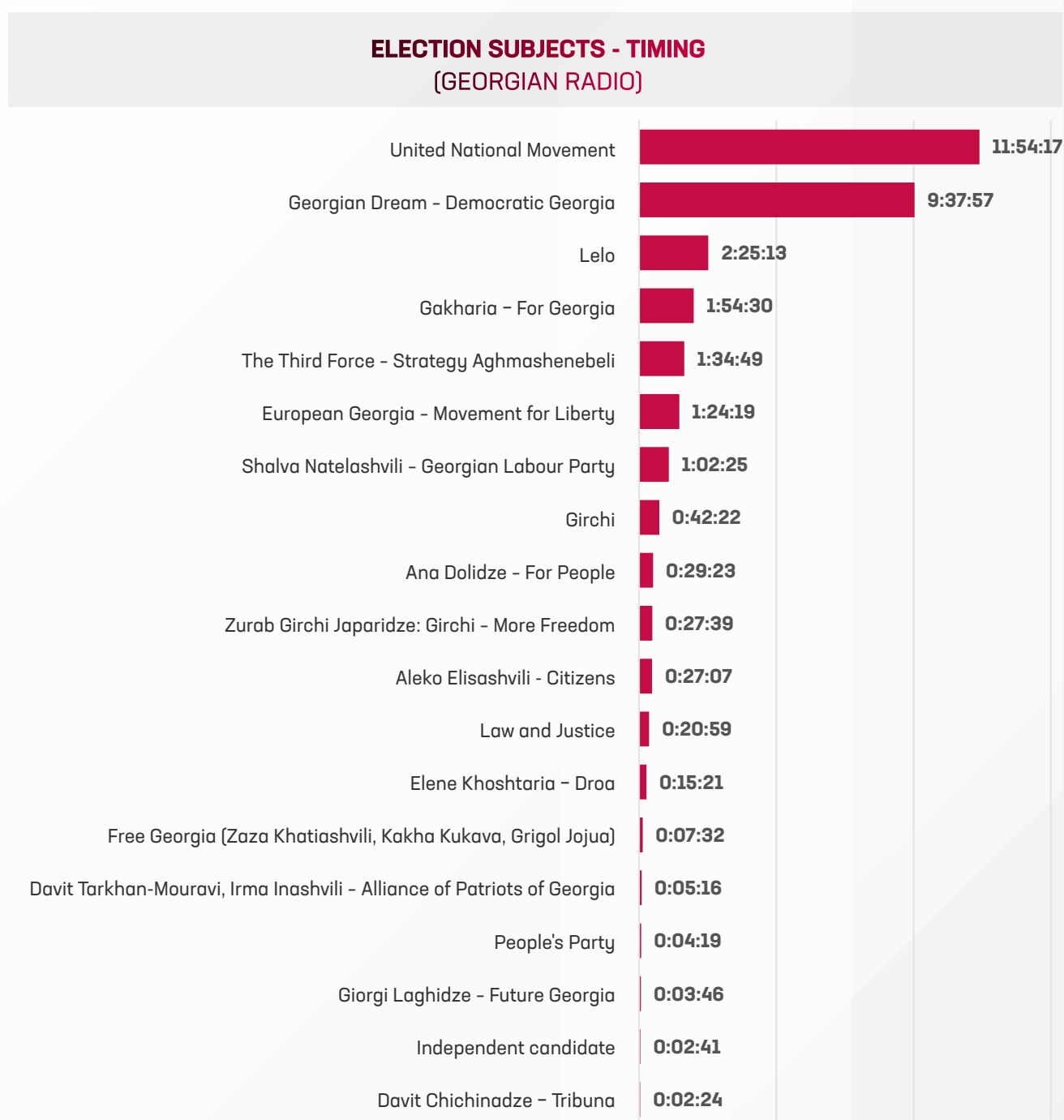
NEWS PROGRAMS

In addition to election subjects, the monitoring subjects of Georgian Radio news programs include government, local self-governments, parliament, and the president. The coverage of Mikheil Saakashvili is considered to be coverage of the National Movement, and the coverage of Bidzina Ivanishvili – of the Georgian Dream.

The format of the news program is focused on short, easy-to-understand information about current events, the statements made by various subjects during the day are quoted by journalists. This editorial policy, taking into account the specifics and number of radio news programs, is aimed at ensuring balanced and immediate news coverage. Accordingly, the monitored subjects are covered indirectly in radio news programs. The high indirect coverage of the United National Movement and the Georgian Dream confirms that the radio news programs mostly reflected the sharply polarized political processes of the pre-election environment. The data presented in the report were particularly influenced by the arrival of Mikheil Saakashvili on October 1 and his subsequent arrest. During the first and second rounds of the elections, statements and assessments about these events were dominating in the news programs of Georgian Radio.

The total time of 39:10:57 was allocated to covering election-related topics in radio newscasts during the reporting period. Time was devoted to 30 election subjects (coverage of independent candidates is presented in total), total coverage time of subjects was 33:08:09 (thirty-three hours, eight minutes and nine seconds). It should also be noted that the radio news programs showed a high rate of indirect coverage of the opposition in general, meaning texts where no specific party was named, so this data is presented separately – 2:30:28 (two hours, thirty minutes and twenty-eight seconds)

CHART N8 – Timing of indirect coverage of election subjects in Georgian Radio news programs. The chart does not depict subjects with less than 2 minutes of data.



The highest negative tone of coverage in news programs was accumulated by „Georgian Dream“ and „National Movement“, which shows the main opposing sides of the polarized political process. At the same time, it should be noted that, like last year, the public broadcaster maintained a highly neutral tone of coverage of the subjects.

CHART N9 – Percentage of the coverage tone for the first 15 election subjects

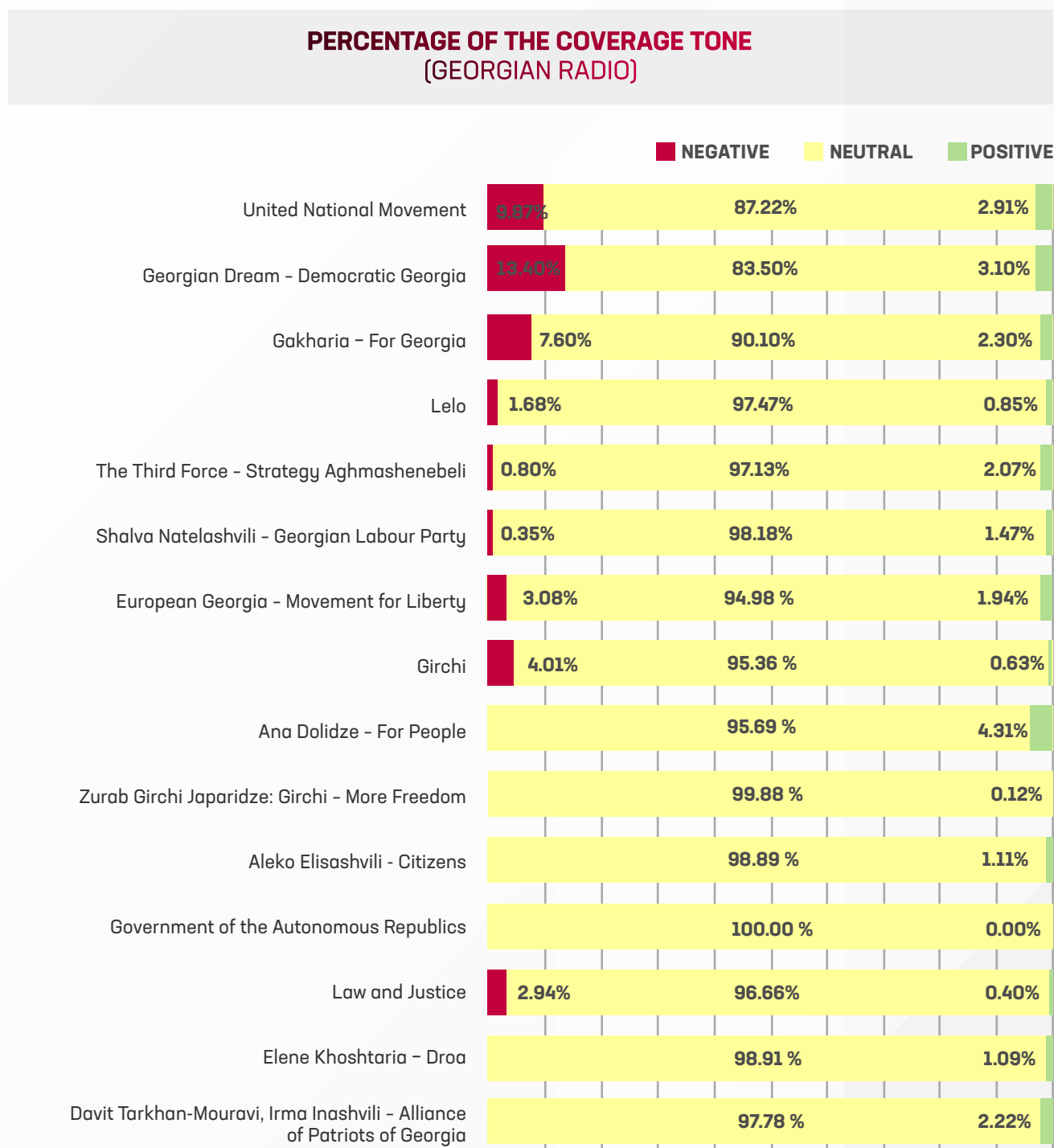


TABLE N6 – Timing of the indirect coverage of non-election subjects in all news programs of the Georgian Radio

NON-ELECTION SUBJECTS	INDIRECT
Government	5:10:03
President	1:29:31
Parliament	1:24:51
Local governments	1:11:42



ADVERTISEMENT

FREE ADVERTISING TIME CLAIMED BY THE ELECTION SUBJECTS ON THE FIRST CHANNEL AND THE GEORGIAN RADIO (FM 102,3) (IN BOTH ROUNDS OF THE 2021 ELECTIONS OF THE REPRESENTATIVE BODY OF THE MUNICIPALITY - SAKREBULO AND THE MAYORAL ELECTIONS OF THE SELF-GOVERNING CITY/SELF-GOVERNING COMMUNITY)

From August 13 to October 2, the Public Broadcaster allocated 5 minutes per hour for parties authorized to place free pre-election advertisements, and 5 seconds per hour for each subject, for free pre-election advertisements of any other party except for qualified election subjects.

In the second round of elections – from October 18 to October 29, the Public Broadcaster allocated 5 minutes per hour for free pre-election advertisements to election subjects. This free advertising time was distributed to the election subjects participating in the second round according to the proportion of their representation in election district (districts).

During the reporting period, the Public Broadcaster did not receive any complaints regarding the placement of pre-election advertisements and / or coverage of pre-election campaigns.

Information was posted weekly on the official websites of the Georgian National Communications Commission and the Public Broadcaster.

Paid political advertisements were not placed in the Public Broadcaster during the reporting period.

TABLE N9 – Free advertising time claimed by election subjects on the First Channel. Reporting period August 13th - October 29th

ELECTION SUBJECT	HOW MANY TIMES	FREE AIRTIME (SECONDS)
Georgian Dream –Democratic Georgia N41	3559	68736
United National Movement N5	1765	41157
Davit Tarkhan-Mouravi, Irma Inashvili - Alliance of Patriots of Georgia N8	2149	34061
Aleko Elisashvili – Citizens N7	1525	33758
The Third Force N1	2494	32559
Shalva Natelashvili - Georgian Labour Party N10	1601	31148
Lelo N9	1851	31079
European Georgia - Movement for Liberty N2	1396	29050

Girchi N36	2128	22174
European Democrats N6	2960	20991
Free Georgia (Zaza Khatiaashvili, Kakha Kukava, Grigol Jajua)	303	4545
Gachechiladze - Greens Party N50	642	3210
Batumi Mayor's Office Independent Candidate Gia Khalvashi	193	2933
Gakharia - For Georgia N25	439	2634
European Socialists N19	168	2520
Reformer N17	409	2045
Sakartvelo N13	222	1670
Tamaz Mechiauri for United Georgia N38	192	960
The Peoples' Party N 44	48	288

TABLE N10 – Free advertising time claimed by election subjects on Georgian Radio. Reporting period August 13th – October 29th

ELECTORAL SUBJECTS	FREE AIRTIME (Seconds)
Georgian Dream - Democratic Georgia N41	61560
European Democrats N6	30144
United National Movement N5	23760
Lelo N9	22320
Davit Tarkhan-Mouravi, Irma Inashvili - Alliance of Patriots of Georgia N8	18560
The Third Force N1	15360
Gachechiladze - Greens Party N50	3600
European Socialists N19	1560