

Human Rights Center



Monitoring of Media Coverage of Parliamentary Elections

Results from the Period of July 30-August 12

With financial support of the International Foundation for Election Systems (IFES) Human Rights Center [HRC] implements media-monitoring project of coverage of parliamentary elections during the pre-election period. In the frame of the Project, HRC monitors hidden political, social and political advertisements aired by following TV-Companies: Public Broadcaster, Imedi, Rustavi 2, Kavkasia, Maestro and Ninth Channel.

Media Monitoring of Parliamentary Elections is implemented by financial support of International Foundation for Electoral Systems (IFES) under the framework of four-year project Increased Trust in Electoral Process (ITEP) financed by USAID (US Agency for International Development).

Human Rights Center has already published results from the first period of monitoring – June 18 – July 29. The report below presents results from the second period of monitoring – July 30 – August 12.

During this period, the exact date of the parliamentary election was already officially declared – October 1, 2012; and the pre-election period was officially declared from August 1. Consequently, the regulations set by the Georgian Election Code went into force.

Unlike previous period of the monitoring, number of advertisements reflecting achievements or services provided by the governmental institutions was reduced on the Public Broadcasting Company.

According to existing regulations, TV-channels have the authority to grant social status to an advertisement; advertisements falling under this definition are eligible to receive free

airtime. We requested official information from each TV-channel asking which advertisement has a social status. Unfortunately, Rustavi 2 and Imedi have still not answered us. Therefore, in this phase of monitoring we monitored the advertisements on Rustavi 2 and Imedi which have signs of social advertisements.

As for TV-Companies Imedi and Rustavi 2, they still aired paid political advertisement about Georgian Dream prepared by the nongovernmental organization Georgia Is not for Sale. This ad contains non-ethical signs of advertising. We have largely discussed this issue in our previous report.¹It is noteworthy that GPB does not air this advertisement. We will present a more detailed analysis about regulation issues concerning this particular advertisement during official pre-election period which will be published in the middle of September.

Paid political advertisements of the National Movement were aired by Rustavi 2 and Imedi during this period of monitoring.

Advertisements containing signs of assumed social advertisement were aired by GPB, Imedi and Rustavi. More detailed analysis of those ads will be presented in the extended report.

Most aired advertisements on Maestro, Kavkasia and TV9 were advertisements of political coalition Georgian Dream.

Georgian Public Broadcaster

Media-Monitor: AlekoTskitishvili

Total length of advertisement intervals on Public Broadcaster during this period of media-monitoring was 24,640 seconds. Among them, 1,543 seconds were dedicated to the advertisements where election subjects or governmental institutions were mentioned.

During the report period, the Election Day was declared – October 1 and official pre-election campaign launched from August 1. In accordance to the Election Code of Georgia, no later than 50 days before the Election Day, [broadcasting license holders and Public Broadcaster were entitled to meet some requirements](#). One of those requirements is to add subtitle – *Paid Political Advertisement* or *Free Political Advertisement* in the corner of the scene.

Unlike previous periods of media-monitoring, number of advertisements representing achievements and services of the governmental institutions was reduced on GPB; most of those advertisements had social status and the GPB aired them for free. Moreover, as we

¹<http://humanrights.ge/admin/editor/uploads/pdf/English-2.pdf>

mentioned in our previous interim report, most of those advertisements contained signs of hidden political advertisements in favor of the ruling party –United National Movement [UNM]. Transparency International – Georgia also raised this problem in its research Social advertising in the service of the ruling party.²

Inter-Agency Task Force of the National Security Council of Georgia prepared a recommendation to the government of Georgia and Public Broadcaster - Inter-Agency Task Force Requests to Stop Airing of Video-Rolls about Government's Projects during this period of media-monitoring. They requested to stop airing those video-rolls with social status which advertise projects implemented by the government and might be perceived as election advertisement. Deputy Secretary of the National Security Council Tamar Kintsurashvili said in order to exclude possibility of identifying social ads with pre-election agitation the Commission recommends the government of Georgia and GPB to stop airing of those video-rolls.³

Levan Gakheladze, chairman of the Public Broadcaster's Board of Trustees, stated that GPB envisaged recommendations of the Inter-Institutional Constitution of the National Security Council and removed the listed advertisements from its broadcasting time. He added that even if the Commission had not released the recommendation, according to the law requirements they would no longer have had time to air social ads because the GPB has already started working in the pre-election regime for two weeks already.⁴

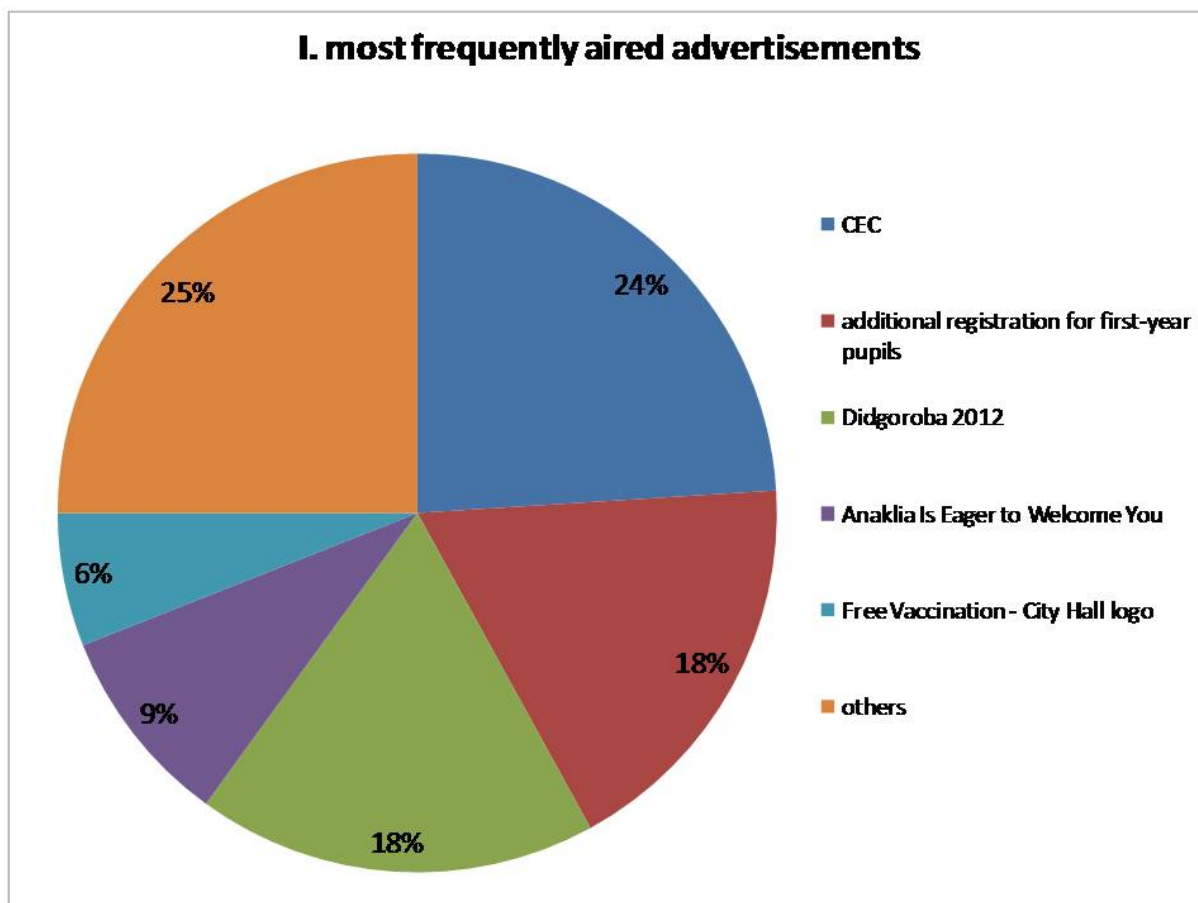
Despite declared "pre-election regime" the GPB did not air any political advertisements with obligatory subtitle – Paid Political Advertisement or Free Political Advertisement - from July 30 to August 12.

20-second video roll of the Central Election Commission [CEC] was most frequently aired during this period of monitoring where CEC is presented in a positive tone with the following text: "Professionalism ensures accuracy. Transparency results into trust. When entire structure works like a single mechanism, we reflect reality and... life continues. CEC!" (see diagram # 1)

²<http://www.humanrights.ge/index.php?a=main&pid=15284&lang=eng>

³<http://www.humanrights.ge/index.php?a=main&pid=15308&lang=eng>

⁴<http://www.radiotavisupleba.ge/content/article/24675736.html>



Informative video-roll prepared by the Ministry of Education – “additional registration for first-year pupils” shall be singled out from the most frequently aired advertisements, which were relevant to our monitoring because they presented election subjects or governmental institutions. The Ministry of Education offers postponed deadline for the registration of first-year pupils with this video-roll to the parents who did not manage to register their children within the initial estimated time-limit. The advertisement video-roll aims at the promotion of public welfare, has informative character and does not advertise the Ministry of Education. This advertisement did not contain signs of hidden advertisement.

Advertising video-roll – Didgoroba 2012 announces public holiday Didgoroba which is traditionally celebrated on August 12. The advertising roll has informative character where local self-government (Tetrtskaro district) – subject relevant to our monitoring – informs society about the time, place and planned events of the holiday. So, the advertisement does not contain signs of hidden political advertisement. It is interesting that on August 12, President MikheilSaakashvili used the Didgoroba Holiday for the [pre-election agitation in favor of the United National Movement](#)⁵ and [police officers did not allow representatives of](#)

⁵http://www.youtube.com/watch?v=3Q5_lkrDEB0

[opposition parties to the venue](#)⁶. So, only the leader of the National Movement and his supporters celebrated the Holiday announced by the Georgian Public Broadcaster.

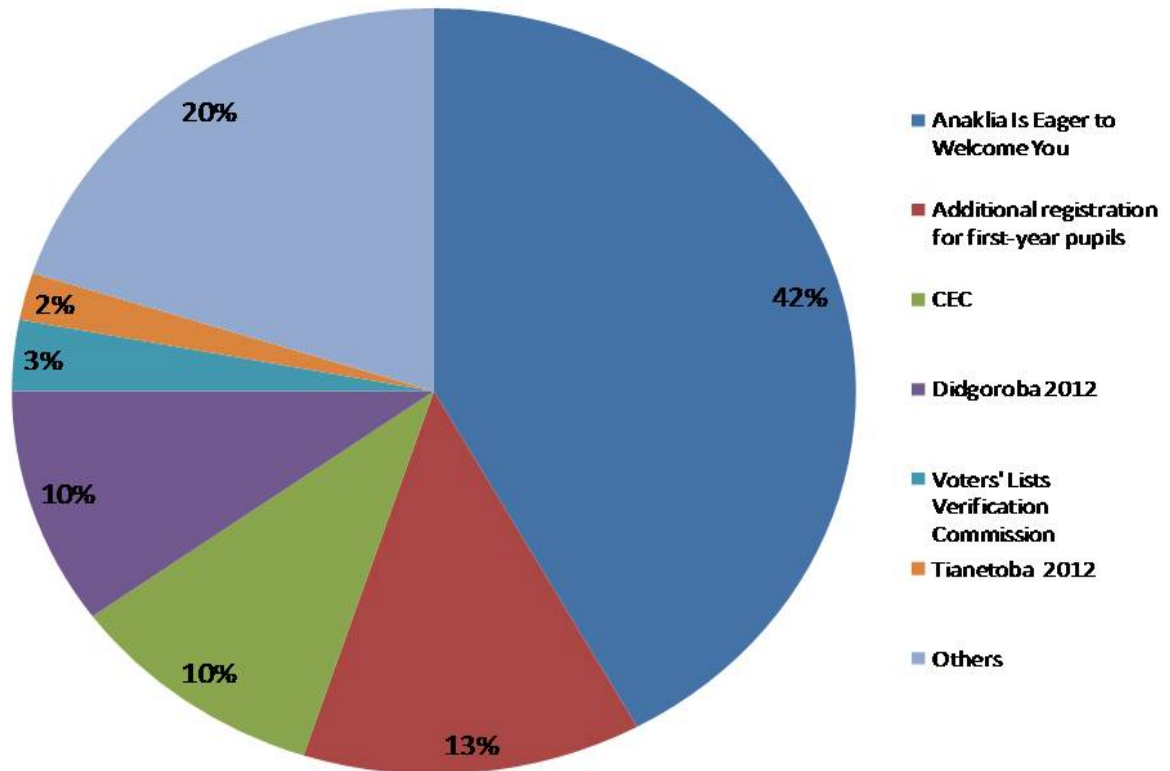
Advertising roll- “Free Vaccination”, at the end of which we see a logo of the Tbilisi City Hall, aims at the promotion of public welfare and advertises vaccination – effective source to be safe of dangerous papilloma virus. This advertisement has been airing with the support of the Tbilisi City Hall for several months for free. The charitable purpose of the roll is also identified if we consider the fact that poor and vulnerable families cannot afford paid vaccination service. So, the ad has social status quite correctly and it does not contain signs of hidden political advertisement.

Advertisement “Anaklia Is Eager to Welcome You” was also one of most frequently aired advertisements in the period of July 30-August 12. We have already discussed this advertisement in the [first interim report of the media-monitoring](#)⁷. The ad lasts 215 seconds and it ranked the first place in the diagram where we counted duration of advertisements aired by the GPB (see diagram # 2)

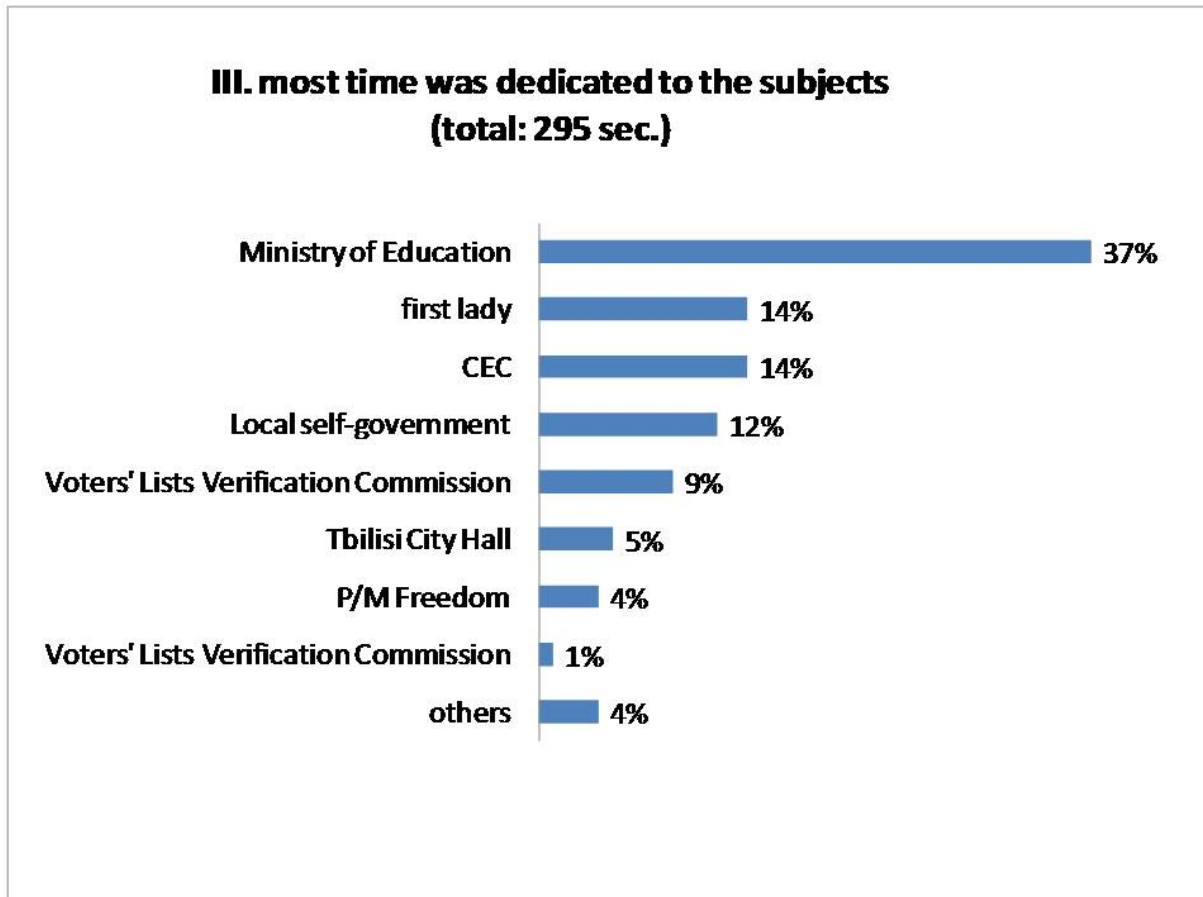
⁶http://www.youtube.com/watch?v=2n_rqfJ00bc

⁷<http://humanrights.ge/admin/editor/uploads/pdf/English-2.pdf>

**II. Most time was dedicated to advertisements
(total: 1543 sec)**

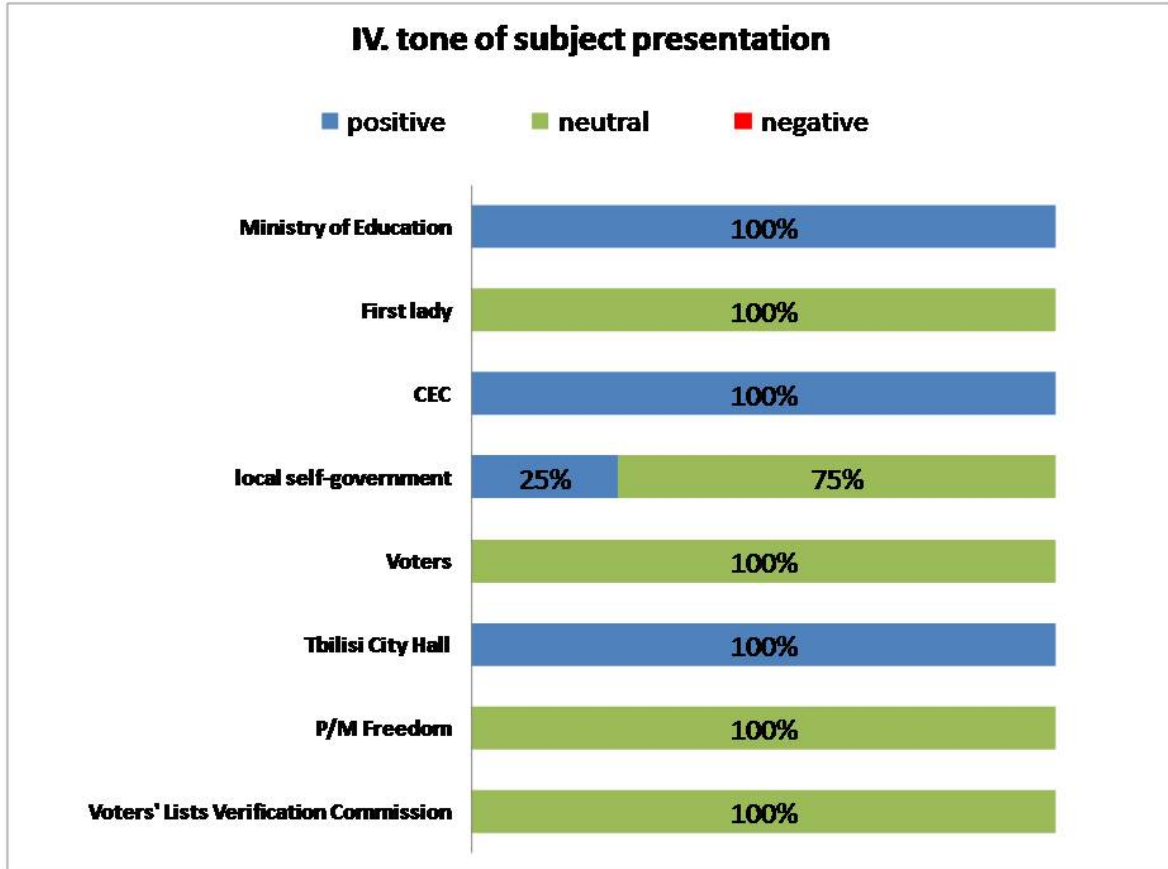


Total 295 seconds were spent on the subjects relevant to our monitoring. Among them, most time was spent on the following subjects: Ministry of Education, First Lady, CEC, local self-government, Voters' List Verification Commission and Tbilisi City hall (see diagram # 3).



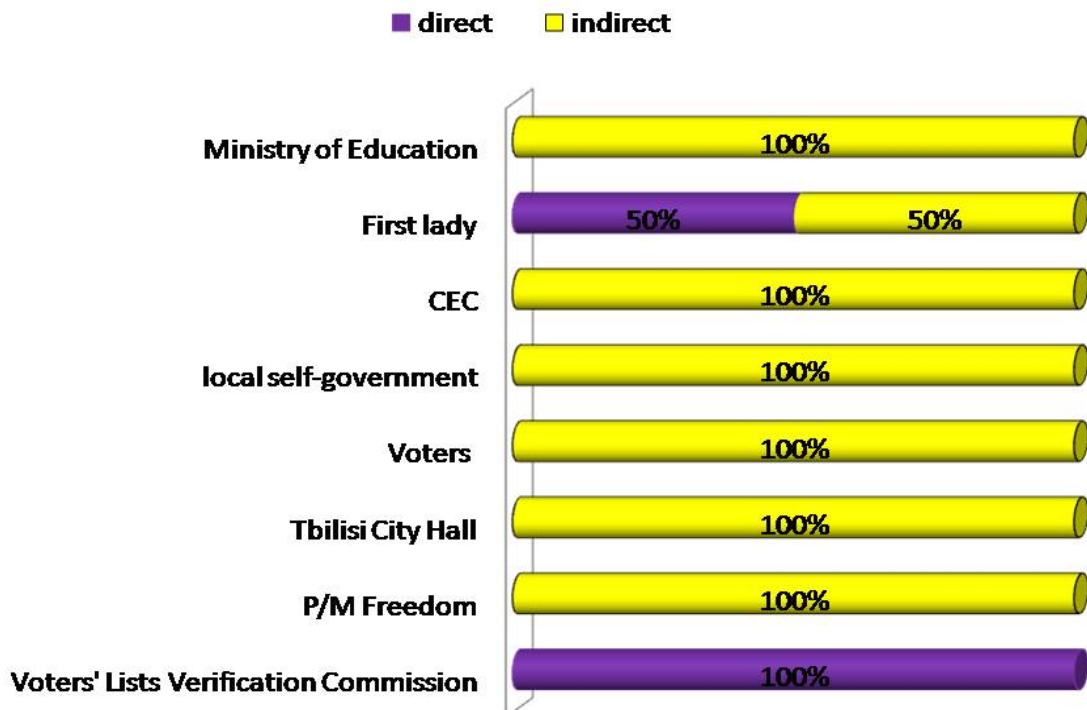
First Lady –Sandra Elisabeth Roelofs participates in the campaign “Drive Only When Sober” and TV-advertisements prepared in the frame of Campaign update audience with the relevant information. At the end of the advertisement we see official website of the MIA. Since it is within the competence of the MIA to ensure traffic safety, we should assume that their suggestion to the society to drive car only when sober as a promotion of public welfare. So, we do not detect signs of hidden political advertisements in this advertisement. As for the First Lady, there is general tradition in many countries when the first lady participates in similar charity or educational campaigns. Consequently, the video-roll prepared in the frame of the Campaign “Drive Only When Sober” cannot be evaluated as a hidden advertisement of the first lady of Georgia. We give same evaluation to one more advertisement which was prepared with financial support of USAID – “Take Care of Each Other, Fix Safety Belts”, sound of Sandra Roelofs is heard in the advertisement during 33 seconds (type of coverage - direct).

Subjects of the relevant advertisements were mostly covered in neutral tone. Ministry of Education, CEC and Tbilisi City Hall were covered in a positive tone; the local governments were covered partly positively and mostly neutrally



As for the type of coverage, the subjects were mostly covered indirectly

V. type of subject presentation



Rustavi 2

Media Monitor: Salome Achba

Total length of advertisement intervals on TV-Company Rustavi 2 during this period of monitoring was 69,525 seconds. Among them, 12,871 seconds were dedicated to the advertisements relevant to our monitoring.

6 paid political advertisements were aired during this period of monitoring. One of them was pre-election advertisement of the National Movement and five advertisements were prepared by the organization "Georgia Is Not For Sale" about Bidzina Ivanishvili and Georgian Dream. We called them anti-advertisements in the previous report because their purpose is negative presentation of the election subject.

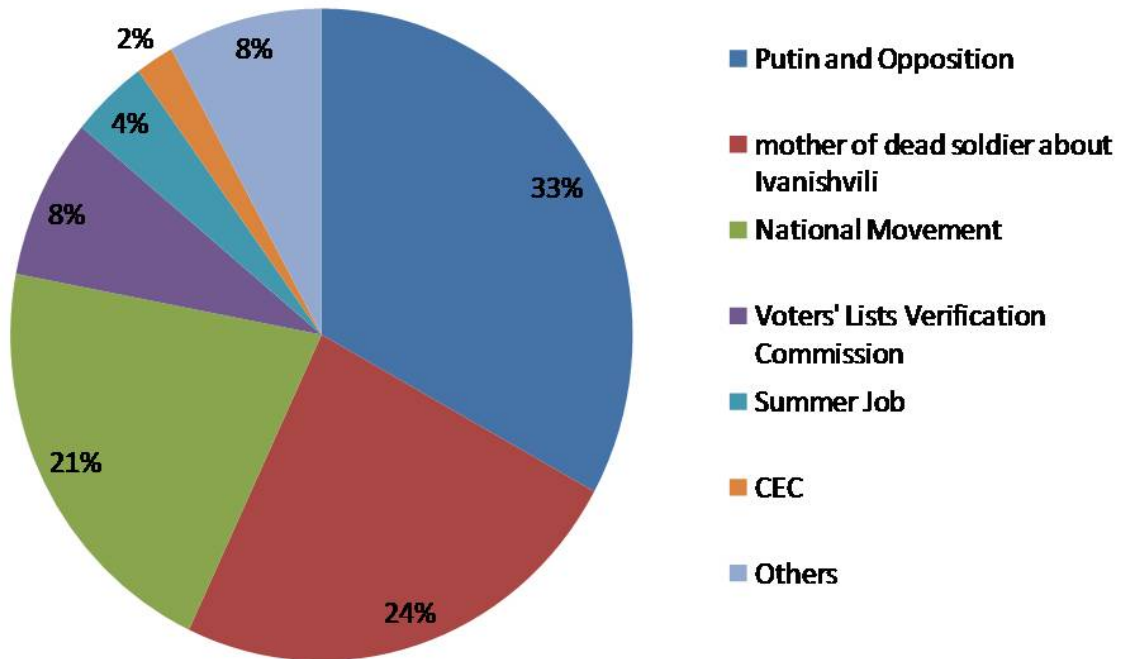
National Movement's advertisement demonstrates pre-election promises. The advertisement states that ruling party promises overall medical insurance to population. The ad lists recent achievements of the healthcare system (construction of hundreds of hospitals). The

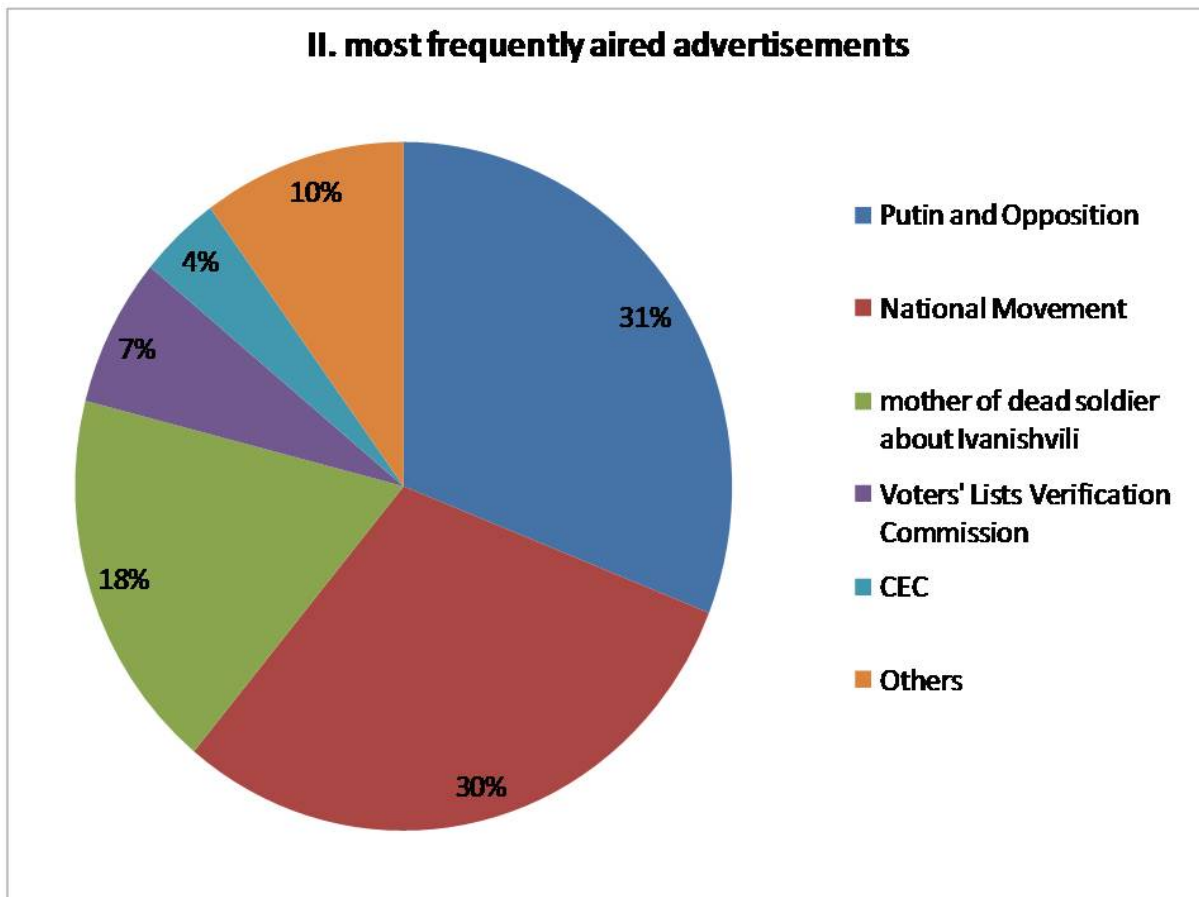
advertisement lasts 28 seconds. The advertisement was aired 98 times during recent two weeks of monitoring (total length 2,744 seconds). Following subjects are presented in the ad: government, National Movement, president and prime-minister. Tone of presentation is positive.

In the contrary to it, the other five advertisements are about Georgian Dream and its leader Bidzina Ivanishvili. All subjects are represented negatively. For example, in one of those advertisements, mother of a soldier killed during August war is speaking about Bidzina Ivanishvili: "Georgian people do not need people like Ivanishvili. Georgian dream is not to subordinate Russia. Russia has destroyed us," the soldier's mother said.

Another advertisement of this type speaks about cooperation between Georgian opposition and Putin. It alleges that leaders of the Georgian Dream criticize Georgia's starvation for the NATO membership. Then we see a scene how an opposition leader Nino Burjanadze is shaking hands with Vladimir Putin. The voice states that "part of opposition parties promises Russian side that they will protect their interests [in Georgia]." This advertisement aims to discredit opposition parties and particularly Georgian Dream and its leaders. It includes a subtitle saying "Paid Political Advertising."

**I. most time was dedicated to the advertisements
(total: 12871 sec.)**





TV-Companies are authorized to individually grant social status to advertisements. We requested public information from Rustavi 2 about those advertisements which had social status on their broadcasting network but the company has not answered our letter yet. So, we monitored those advertisements which meet criteria of social ads with their context (though those ads might not have social status).

Six advertisements containing signs of social advertisements were aired by Rustavi 2 during this period of monitoring (they were aired 59 times with total length of 2,432 seconds).

Rustavi 2 continued to air advertisement about Summer Jobs which was mentioned in previous periodic reports too. The ad lasts 49 seconds and it was aired 10 times during report period. Young people are wearing white t-shirts with red letters SJ (summer job). The first letter looks like the election number 5 of the ruling party.

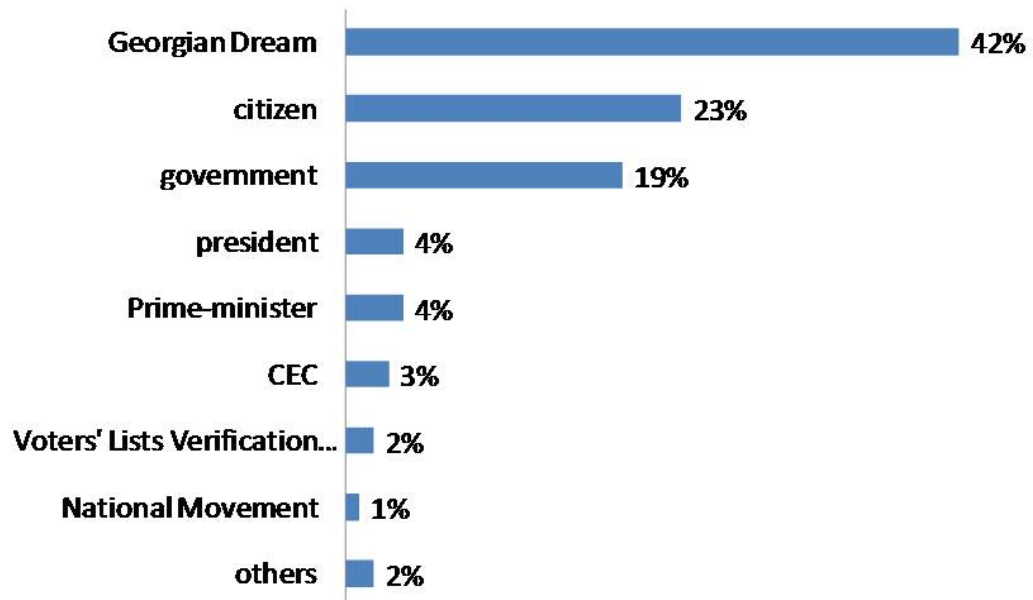


One more advertisement, which supposedly has social status, is about activities of the Voters' Lists Verification Commission. The subjects of the ad are the Commission and its head MamukaKatsitadze (8 seconds); tone is positive. The advertisement reports that Commission finished process of verification voters' lists with the support of population. It also demonstrates findings of the verification process and summarizes the Commission's activities and informs population about final results. The ad lasts 42 seconds and it was aired 23 times during report period.

Advertisement of the Central Election Commission [CEC] was aired 13 times during the report period. The ad demonstrates high-qualified activities of the CEC. The purpose of the ad is to increase public trust towards CEC. The ad lasts 21 seconds. The subject is CEC and it is presented positively. The advertisement about Central Election Commission was shown 13 times. The advertisement talks about the high-qualified work of CEC and aims to increase the trustworthiness of CEC. The advertisement goes on for 21 seconds. The subject CEC is presented in positive tone.

Most frequently covered subjects were following: Georgian Dream, citizen, government, President, Prime minister, Voters' Lists Verification Commission, National Movements (See graph #3)

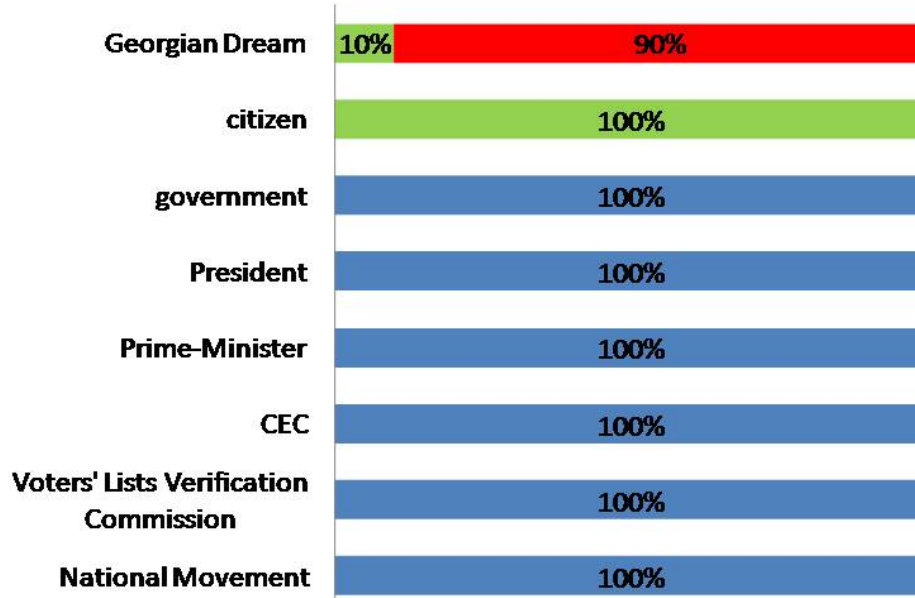
**III. most time was dedicated to the subjects
(total: 8472sec.)**

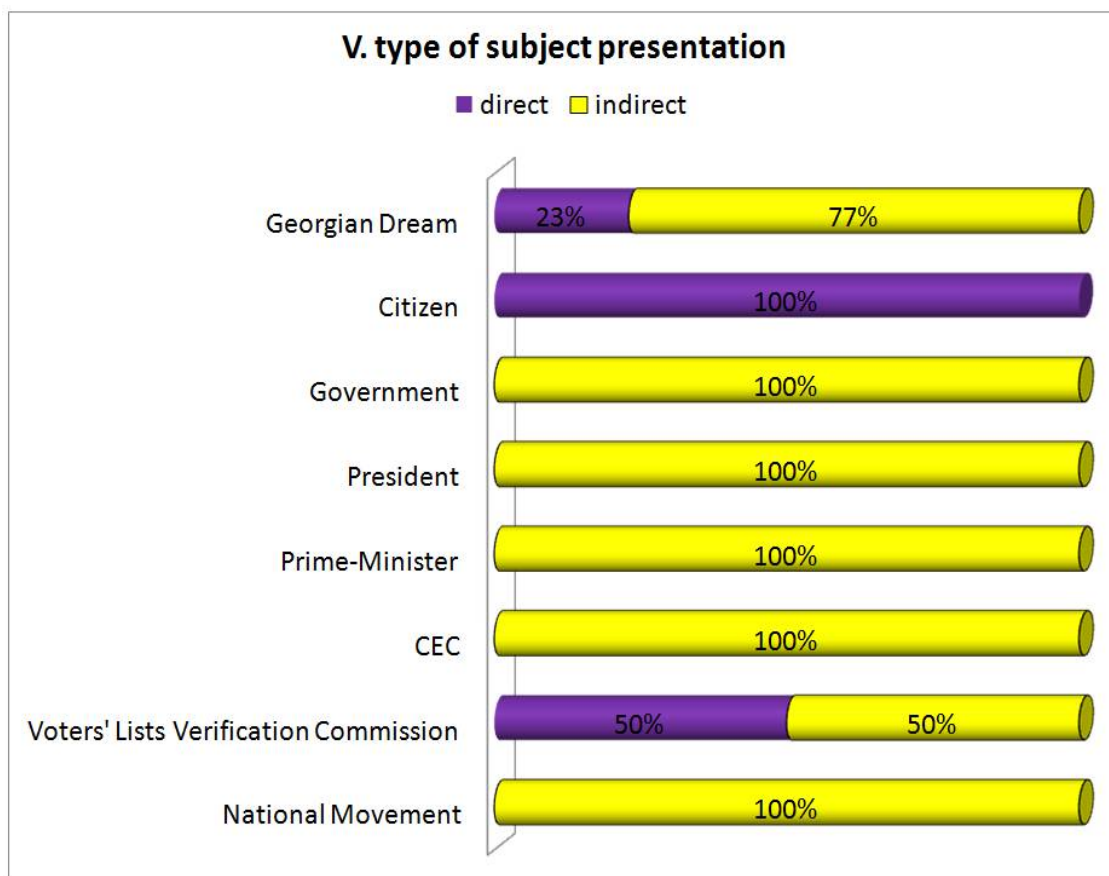


See the tone of presentation of subjects in the graph #4:

IV. tone of subject presentation

■ positive ■ neutral ■ negative





TV-Company Imedi

Media Monitor – Manana Vardiashvili

Total length of advertisement intervals on TV-Company Imedi during this period of monitoring was 66,887 seconds. Among them, 10,751 seconds were dedicated to the advertisements relevant to our monitoring.

Five different paid political advertisements were aired by TV-Company Imedi from July 30 – August 12. Three of them were about Coalition Georgian Dream and its leader Bidzina Ivanishvili.

1. "Georgian Dream?" – the advertisement is about Georgian Dream and Bidzina Ivanishvili. The video-roll is made up of fragments from various speeches of Georgian Dream's leader Bidzina Ivanishvili. The author has selected phrases where Ivanishvili states "Georgian side launched military operations" and "I will have to sit at negotiation table with Putin." At the end of the advertisement we see a subscription- "Georgian Dream?" (Assumed subtext is – is it Georgian Dream??). The ad lasts 18 seconds; it has subtitle – paid political advertisement.

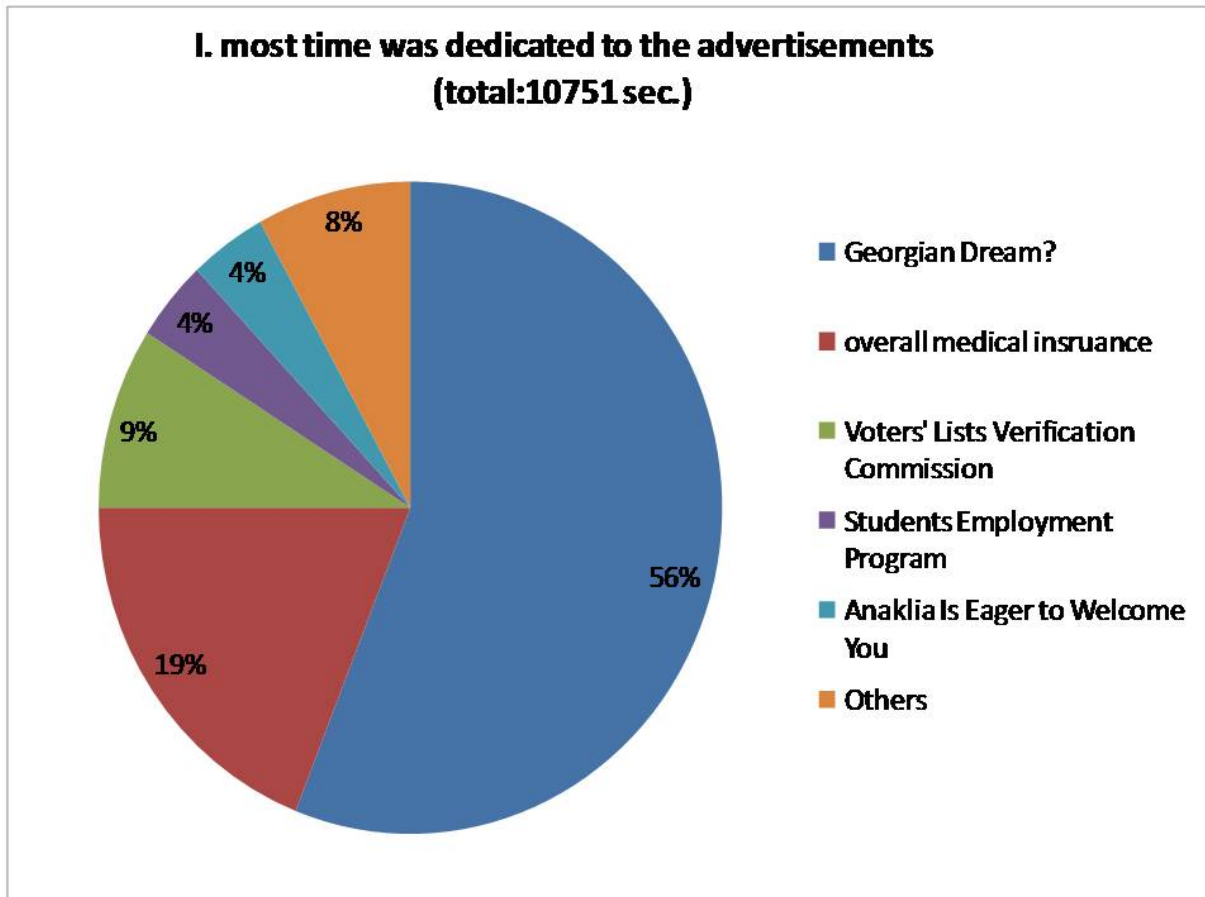
2. Second paid political advertisement about Georgian Dream presents mother of Lieutenant Aleksi Natroshvili, killed during Russian-Georgian War in August of 2008. The video was recorded in Vachnadzeani village, Gurjaani district when Ivanishvili visited the village after August 19 natural disaster in Kakheti region. The video lasts 52 seconds; Aleksi Natroshvili's mother said "Georgia does not need people like Ivanishvili. Georgia needs a person who will do real Georgian job. Georgian dream is not to subordinate to Russia. Russia has destroyed us. If we are damaged by natural disaster now, Russia finished us at that time." Journalist asked her – "Do you think Bidzina Ivanishvili is Russia's ally?" and she replied "I think so and it is true." At the end of the advertisement we hear a phrase containing negative context: "if they come in government, they might even dig out graves." The advertisement represents Georgian Dream's leader Bidzina Ivanishvili as a supporter of Russian policy [in Georgia]. The advertisement has subtitle – paid political advertisement.

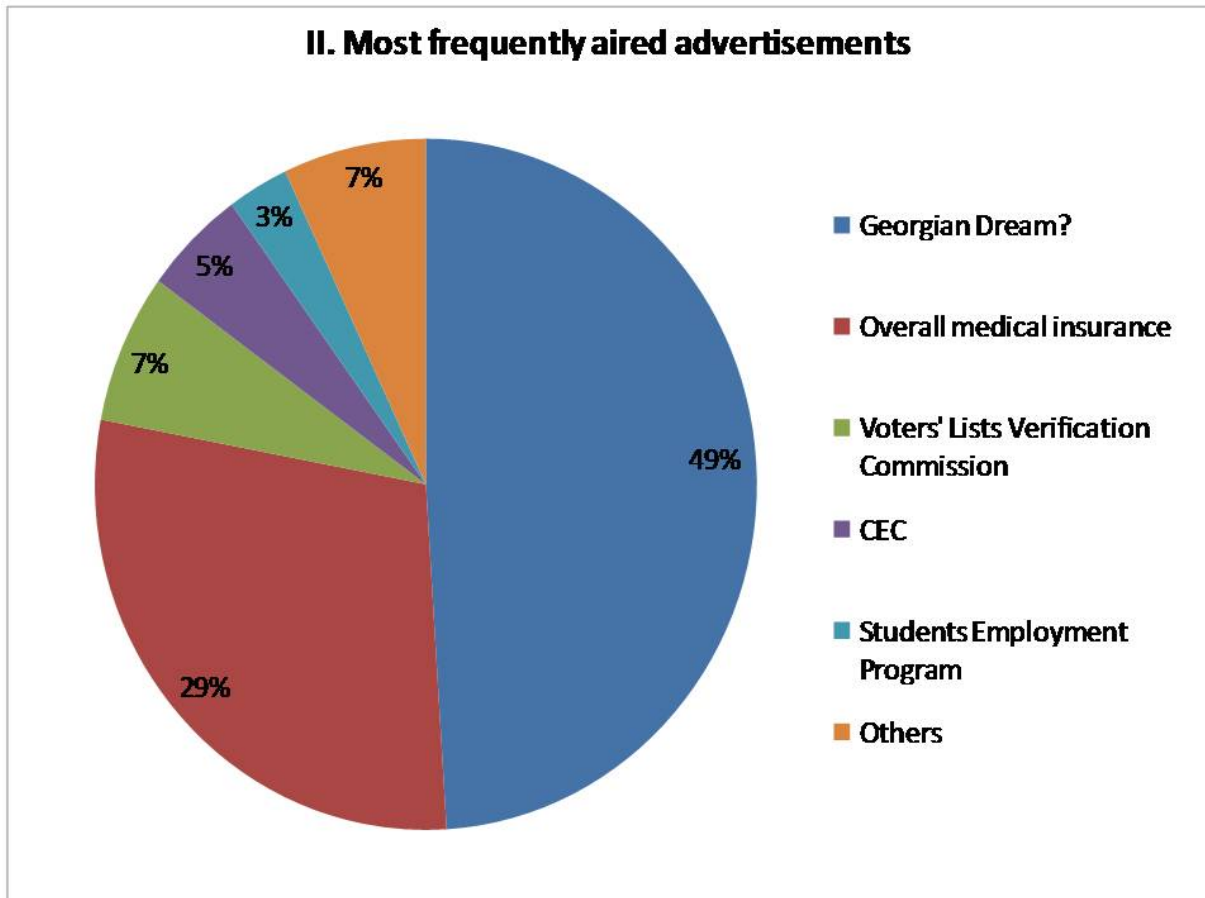
3. The third paid political advertisement is also about Georgian Dream. It states that before voters decide whom to vote for in October, "one person has already clearly demonstrated his position." And we see photo of Russian president Vladimir Putin. The advertisement states "Leaders of Georgian Dream, for example, Zviad Dzidziguri criticizes Georgia's starvation for NATO membership" and we see Zviad Dzidziguri's interview with the newspaper Resonansi with the title: "We should bother about ourselves instead dreaming about NATO now." Then we see photos of Nino Burchanadze, Koba Davitashvili and Zurab Nogaideli meeting with Russian politicians and then we hear text: "Others state when meeting Russian officials that they will protect their interests [in Georgia]. Putin likes it." The advertisement presents a phrase from Bidzina Ivanishvili's interview: "Georgian side launched military operations." It should be noted that Nino Burchanadze and Zurab Nogaideli who are associated with pro-Russian politics are not the members of Georgian Dream and they are used in the video to intensify negative effect. The advertisement ends with the rhetoric question: "We know Putin's choice; and whom do you elect?" The advertisement lasts 43 seconds and it has subtitle – Paid Political Ad. This advertisement represents Georgian Dream's leader as a favorite politician of Russia.

4. Paid political advertisement of the United National Movement is about overall medical insurance state program. The advertisement states that government of Georgia will provide every retired person with medical insurance. The Advertisement presents President of Georgia and Prime Minister.

5. Declaration on How to Behave during Elections – is also paid political advertisement of the United National Movement. The advertisement states that majority of political parties have signed the declaration on the behavior during elections and they, who signed the document, said NO to bribe voters, to misuse administrative resources and to use violence during elections. We hear a phrase at the end of the ad: "only one political party Georgian Dream

rejected the declaration. Why, what do they plan?” With this paid political advertisement, the UNM tries to convince population that Georgian Dream might be thinking about changing government by violent means. The advertisement has a subtitle: Paid Political Advertisement.





Following (assumed) social advertisements containing signs of social advertisements were aired by the TV-Imedi during the report period:

1. Student card: the advertisement states that based on the initiative of the President of Georgia students of all authorized high schools will receive student cards for free which will allow them to enjoy significant discount in various service centers, state institutions and private companies. The advertisement underlines that with the card every student will have chance to make his/her life easier. The ad lasts 50 seconds. 1 second was dedicated to the Ministry of Education, 1 second to the Ministry of Justice, and 1 second to the President. President and ministries were covered positively. The type is indirect.

2. “We Reflect Reality” assumed social advertisement of the CEC (Central Election Commission). We hear phrases on the background of working digital photo-camera. “Professionalism ensures accuracy. Transparency results into trust. When entire structure works like a single mechanism, we reflect reality and... life continues.” The ad lasts 20 seconds. Georgian Law does not recognize similar advertisements as social ads and it looks like commercial advertisement of the Georgian Central Election Commission.

3. We have managed it – assumed social advertisement of the Voters’ Lists Verification Commission of Georgia. The advertisement states: “We promised you to create accurate list of voters. We have managed it. We have checked total 3,483,142 voters. 25,949 of them are dead. 291,471 of them live abroad. 132 156 voters were removed from registration address. 649,839 voters are internally migrated. Mamuka Katsitadze says in the advertisement: “We have managed it with your help.”

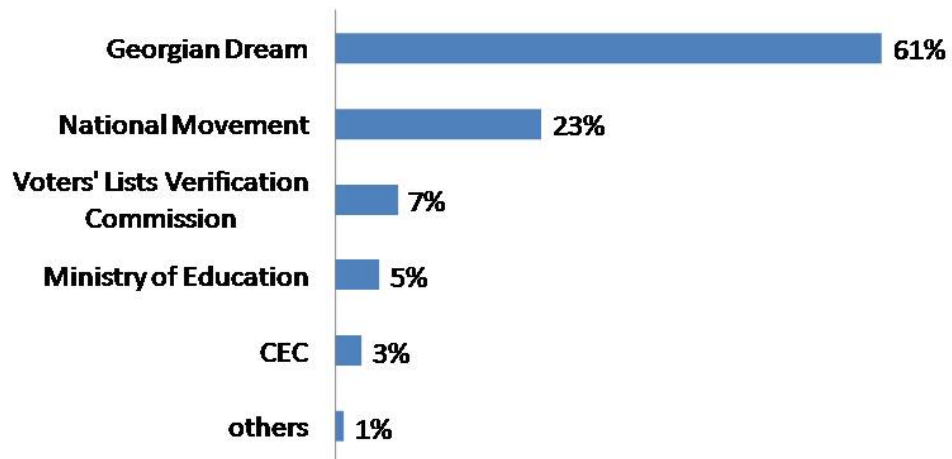
4. “Ministry of Healthcare started distribution of medical insurance policies from July 16, 2012” – advertisement of the Healthcare Ministry which had a status of social advertisement granted by Public Broadcaster in the first phase of monitoring. It lasts 29 seconds. The advertisement informs population that policies will be delivered to their registration addresses. It has the signs of hidden political advertisement which we already talked about in the previous report.

5. Anaklia Is Eager to Welcome You – assumed social advertisement. It lasts 215 seconds and advertises the project initiated by the President – Anaklia. It has signs of hidden advertisement.

6. Student employment program. It is an advertisement without verbal text and lasts 50 seconds. Students are wearing white t-shirts with red letters SJ (summer job). But mostly first letter S is seen in the advertisement that resembles election number 5 of the ruling party United National Movement.

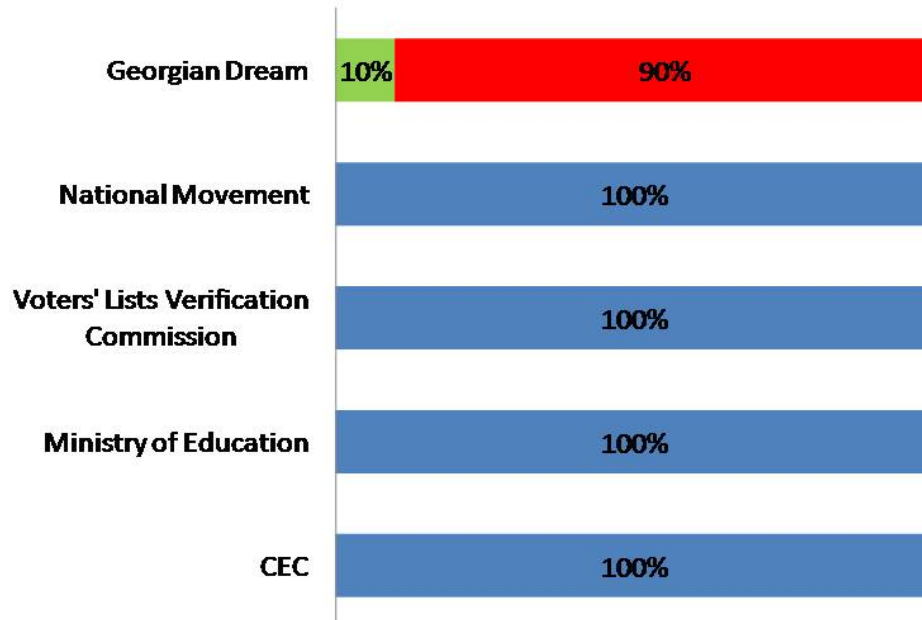
Advertisement containing signs of social advertisements are mostly aired during prime-time from 19:00 pm to 00:00 am.

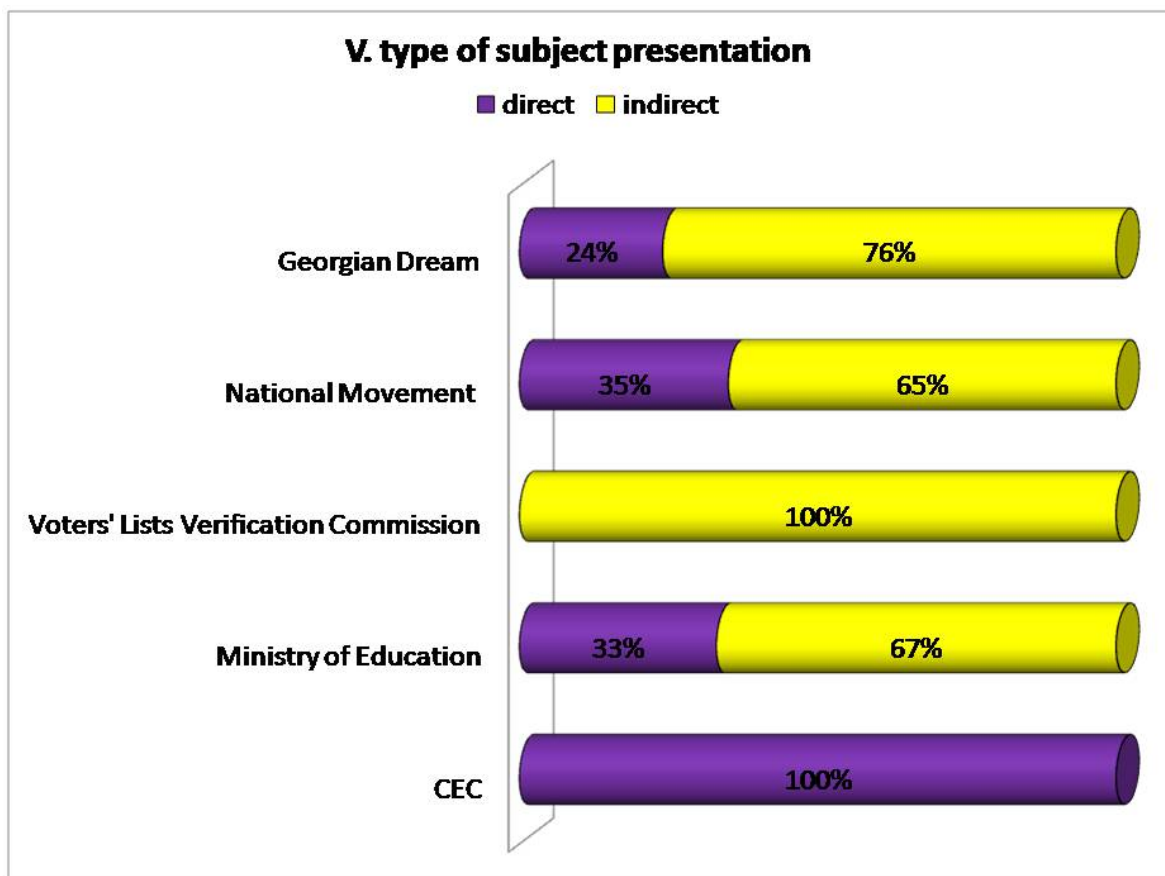
**III. most time was dedicated to the subjects
(total: 10208 sec.)**



IV. tone of subject presentation

■ positive ■ neutral ■ negative





Kavkasia

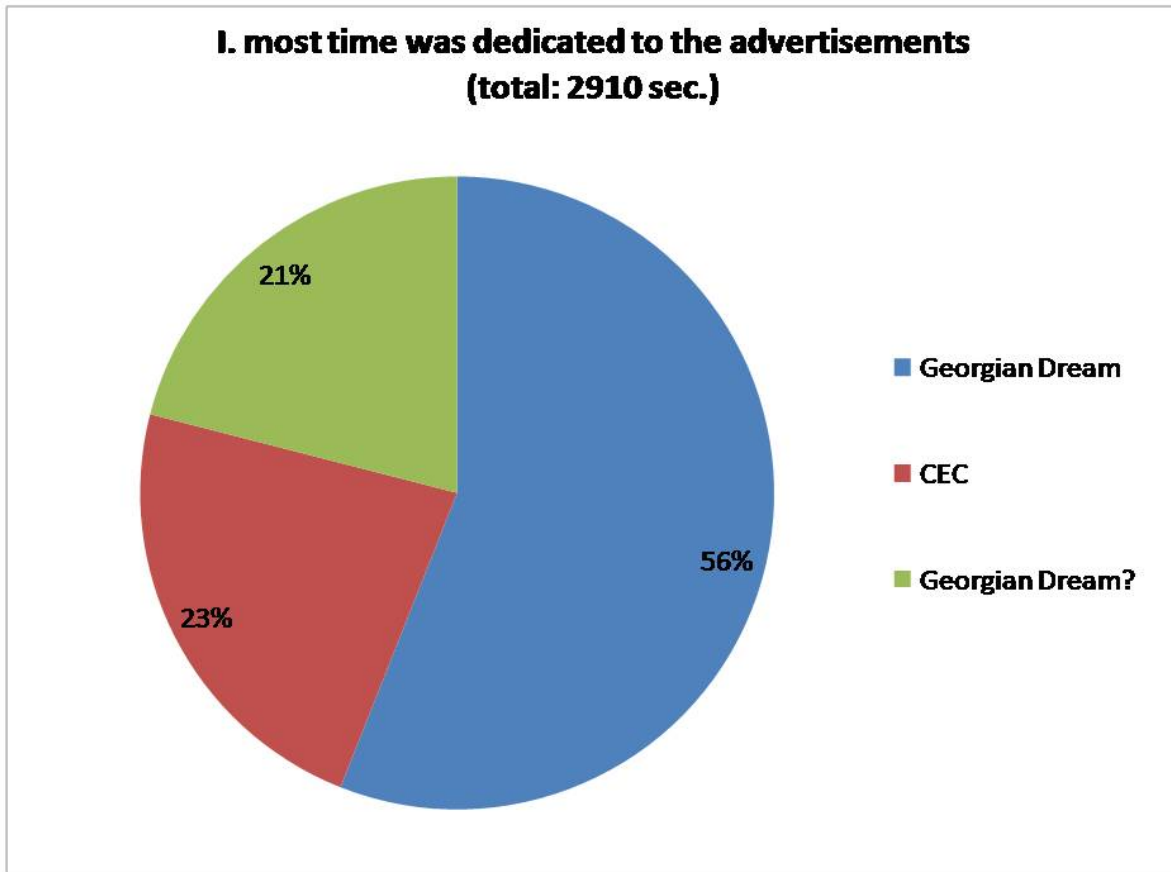
Media Monitor – Inga Varsimashvili

Total length of advertisement intervals on TV-Company Kavkasia in this period of monitoring was **9,788 seconds**. Among them, **2,914** seconds were dedicated to the advertisements relevant to our monitoring.

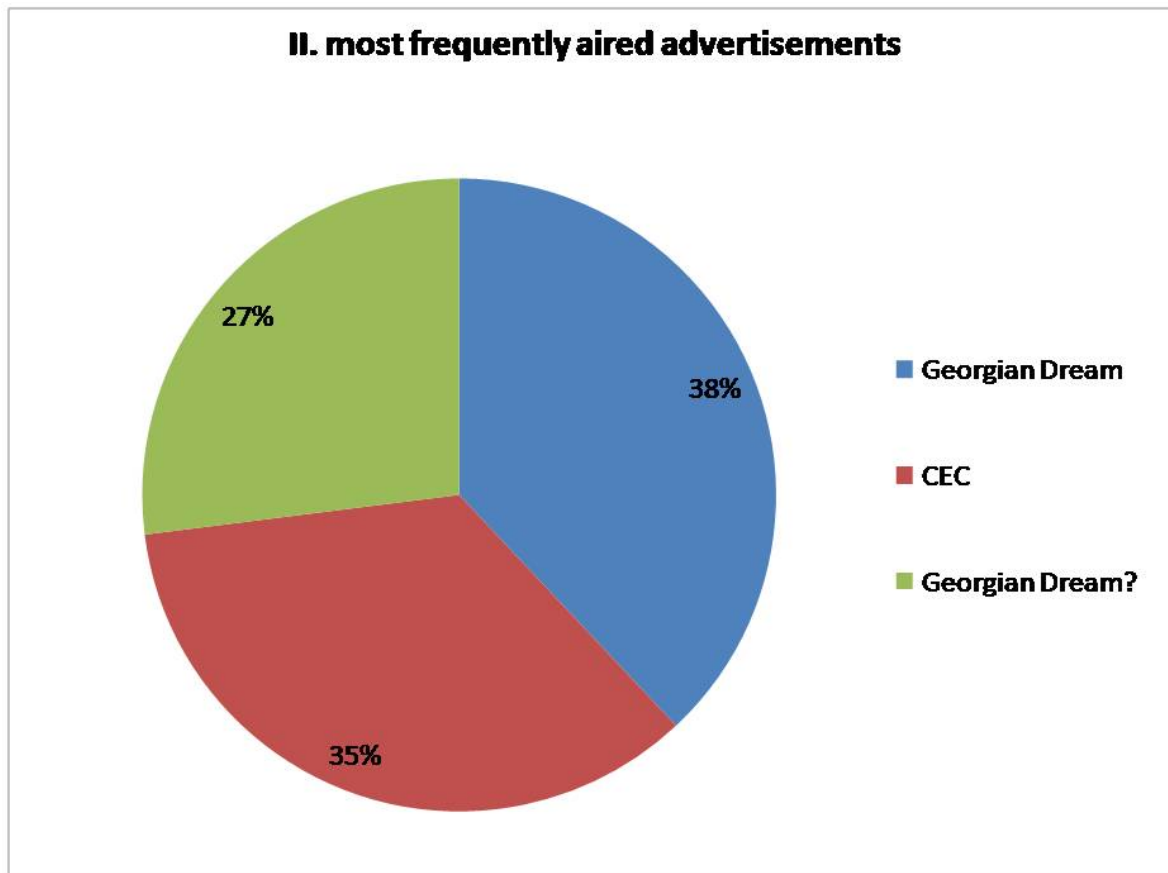
Only two paid political advertisements were aired by Kavkasia TV with relevant subtitle during the report period; they were: 1) Georgian Dream – Announcement of the Georgian Dream about its assembly in Adjara and advertisement of the nongovernmental organization “Georgia Is Not For Sale” –2) “Georgian Dream?” which is rather anti-advertisement of coalition Georgian Dream.

1,620 seconds were dedicated to the advertisement of the **Georgian Dream**. The advertisement subject – Coalition leader Bidzina Ivanishvili, informs population with election program of the Coalition and suggests them to attend the assembly and vote for them at the

elections. The advertisement promises much public good including overall medical insurance, available healthcare, revived agriculture and many others. This advertisement is two types – 58 seconds and 26 seconds.



II. most frequently aired advertisements



622 seconds were dedicated to the anti-advertisement “**Georgian Dream?**” It is made up of extracts from various public speeches of BidzinaIvanishvili. Most of his speeches are extracted from context and edited. BidzinaIvanishvili is represented as a supporter of Soviet Union and anti-Georgian cooperation with Russia. At the end of the advertisement we hear a question – Is it Georgian Dream? – the purpose of the advertisement is to negatively represent BidzinaIvanishvili before voters. This advertisement is also two different types – 30 seconds and 15 seconds.

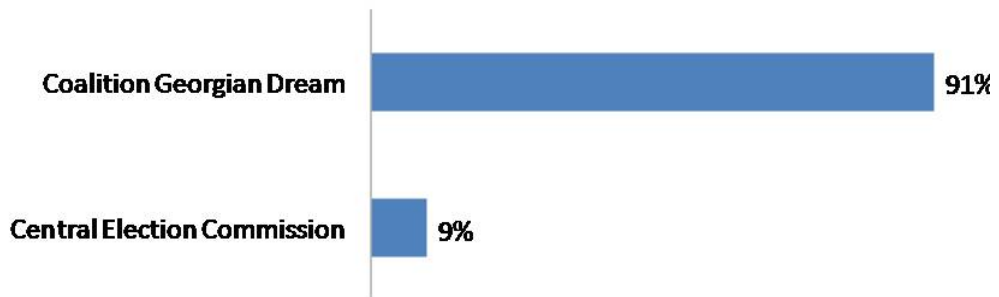
Since August 3, Kavkasia has been airing advertisement of the Central Election Commission. The advertisement says that CEC works transparently. CEC is subject of the ad, its logo with relevant subscription and voice is seen at the end of the roll during 5 seconds. Tone of presentation is positive, type indirect. 672 seconds of relevant advertisements were dedicated to the CEC advertisement.

As for hidden political advertisement, unlike previous period of monitoring, where anchors did not openly demonstrate their support for particular election subjects, Davit Akubardia,

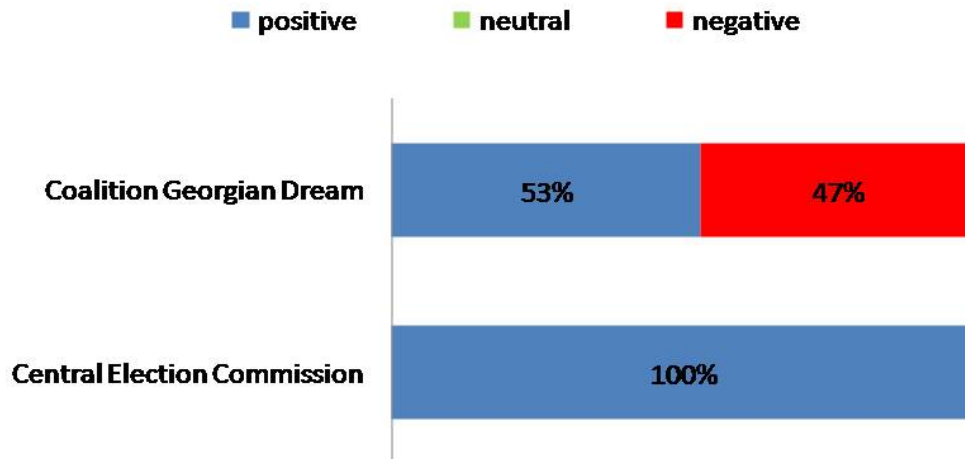
anchor of the August 9 edition of the TV-Program Spektri, had invited leader of the political party *Greens* Giorgi Gachechiladze to the program. Akubardia suggested TV-viewers to vote for the Green Party on the Election Day, which intended to take part in the elections with election number 39. We believe similar public support for any election subject by TV-company restricts rights of other election subjects.

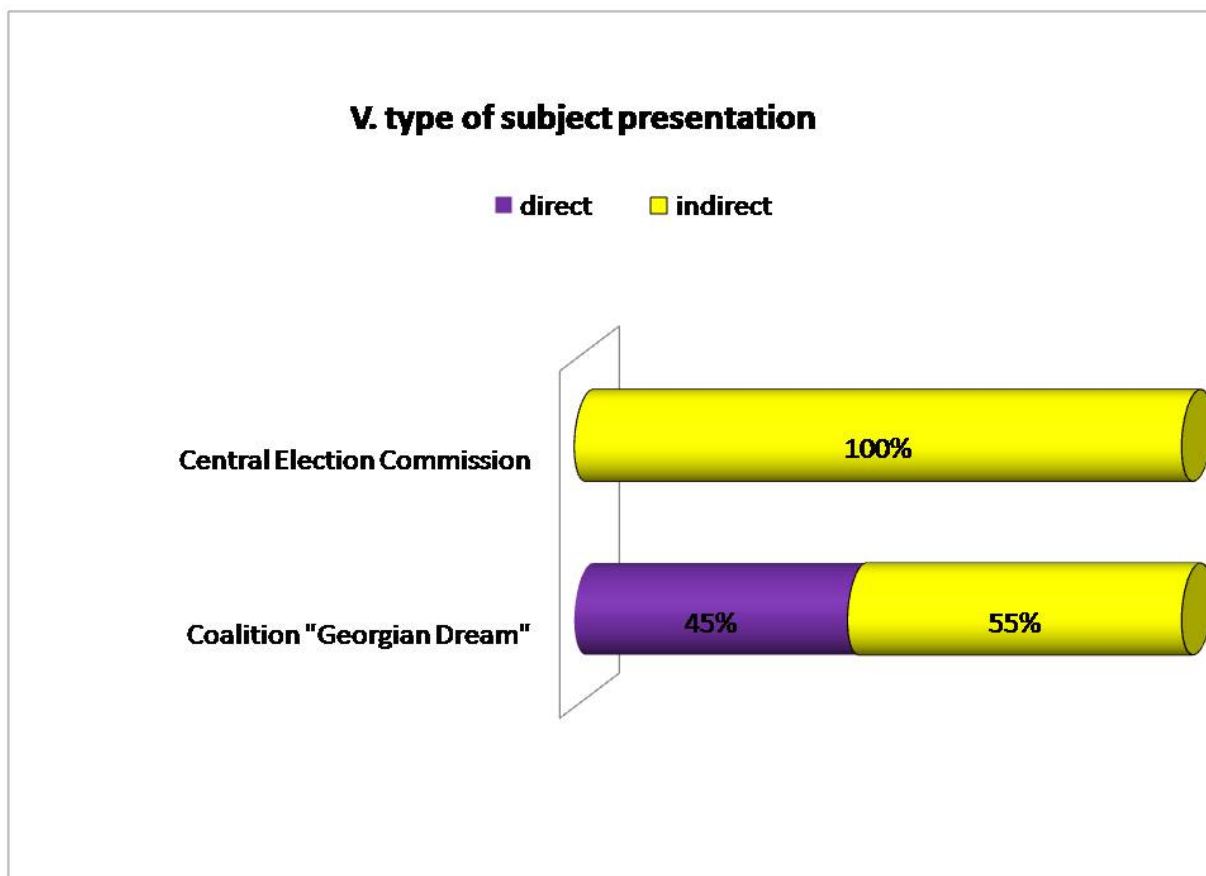
On August 4, Kavkasia was not broadcasting because of signal problems. So, we could not monitor the TV-Company broadcasting on that day.

**III. the most time was dedicated to the subjects
(total: 1840 sec.)**



IV. tone of subject presentation





TV 9

Nino Gelashvili

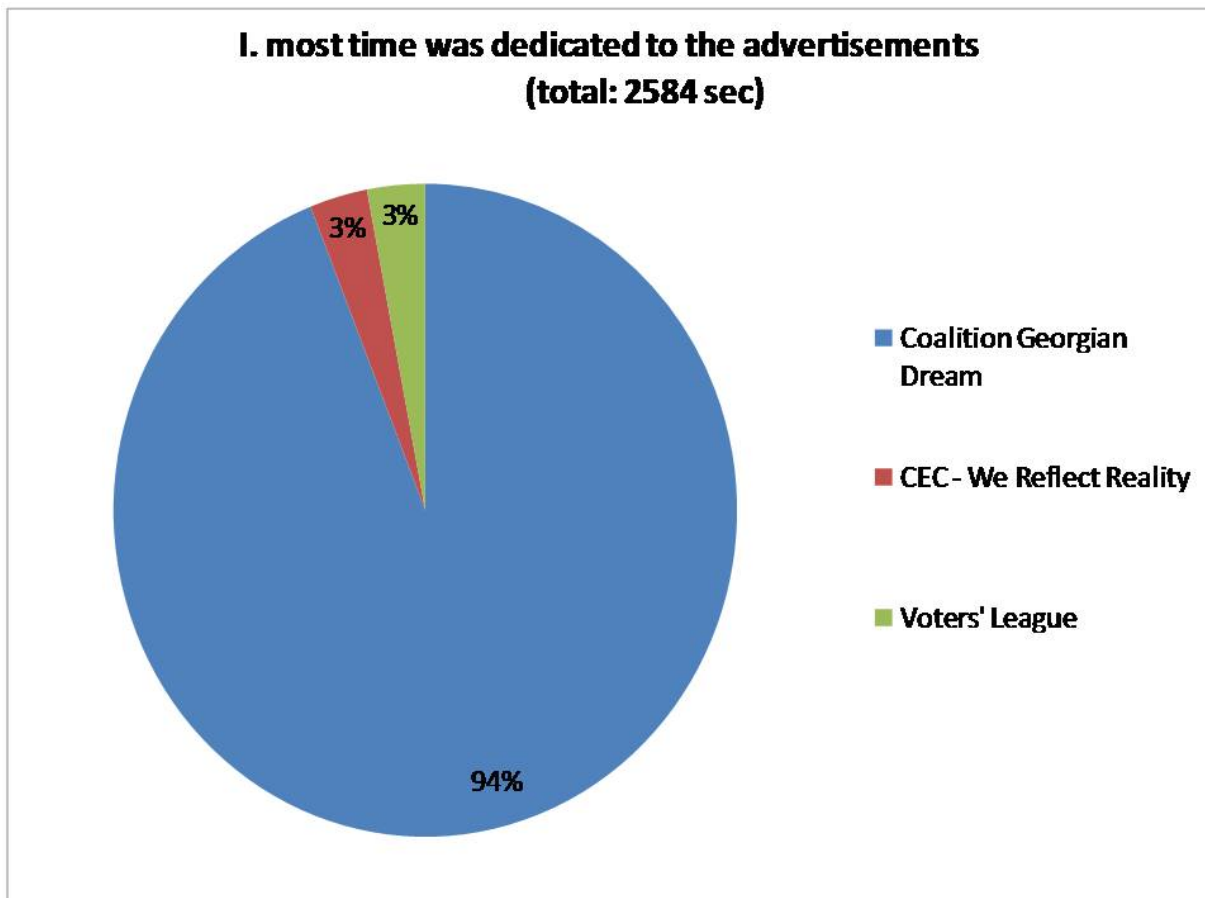
2,584 seconds were dedicated to the advertisements relevant for our monitoring in the monitoring period on TV9. Biggest part of this time belongs to announcements of TV advertisements and programs. 2,430 seconds were dedicated to Georgian Dream, 70 – to Voters' League and 84 to Central Election Commission.

Only three advertisements were aired by TV-9 during the report period; they are: announcement of the Coalition Georgian Dream's Assembly, advertisements of the Voters' League and Central Election Commission.

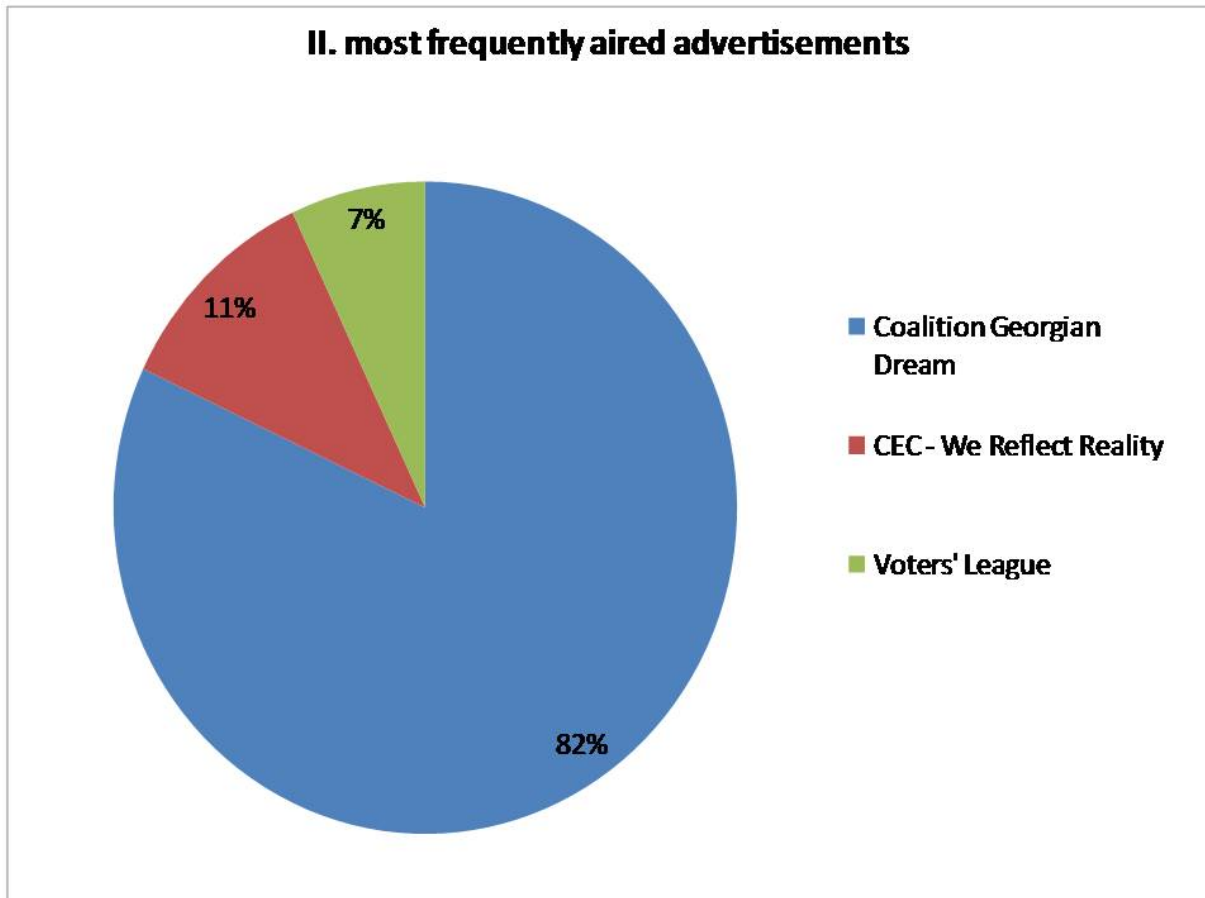
The announcement on the demonstration of the Coalition "Georgian Dream" took around 2,430 seconds in total. The subjects of the advertisement are the Coalition and its leader Bidzina Ivanishvili. The tone of advertisement coverage is positive. The video roll was aired till August 5 (the day of the demonstration) daily in the evening air, 9 times a day.

The advertisement of the “Voters League” has not been aired since August 1, the official announcement of the Election Day. The advertisement was aired 7 times during two days and its total length made up 70 seconds. The advertisement might be categorized as a commercial one and at the same time as a social one (despite the fact that it does not aim at the improvement of the social welfare of any group of people, the advertisement provides information to population about the clarification of the voters’ lists). The tone of the video roll is neutral.

The Central Election Commission (CEC) advertisement takes very short time. As usual, it is aired once a day in the first advertisement intervals during the main news programme of the day. The advertisement lasts 21 seconds, among them 10 seconds are dedicated to the logo of the commission. At the end of the roll the CEC hotline phone number is advertised. The video roll can be described as a social one as it provides the population with the information on hotline. However the roll is an advertisement of the state agency which makes the video commercial.



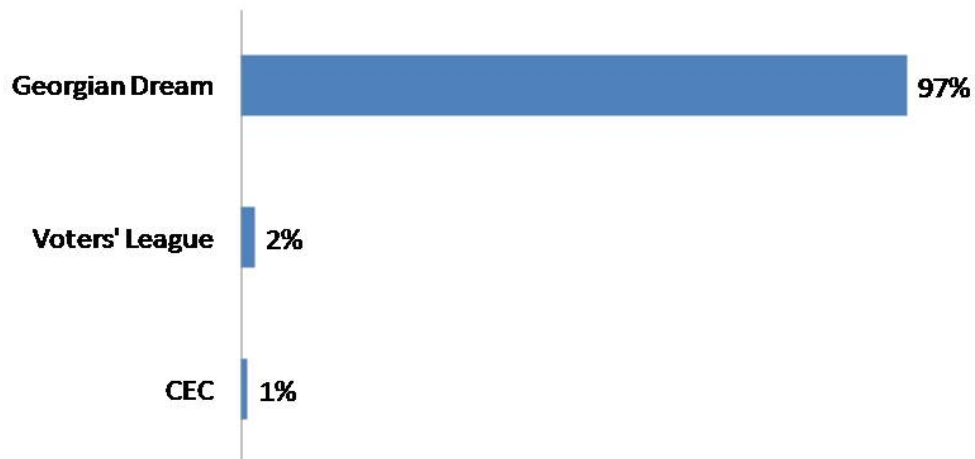
II. most frequently aired advertisements



Mikheil Saakashvili, president of Georgia and the leader of the “United National Movement” is mentioned most frequently in the TV-program announcements. He is mostly mentioned in the announcements of investigation TV-programs and within those shows as well.

The Show named “Anatomia” was aired twice within the reporting period. MikheilSaakashvili was covered with a negative tone in both times. According to the Show, he is associated with illegal sequestration and fines as well as abuse of power.

**III. Most time was dedicated to the subjects
(total: 3180 sec.)**

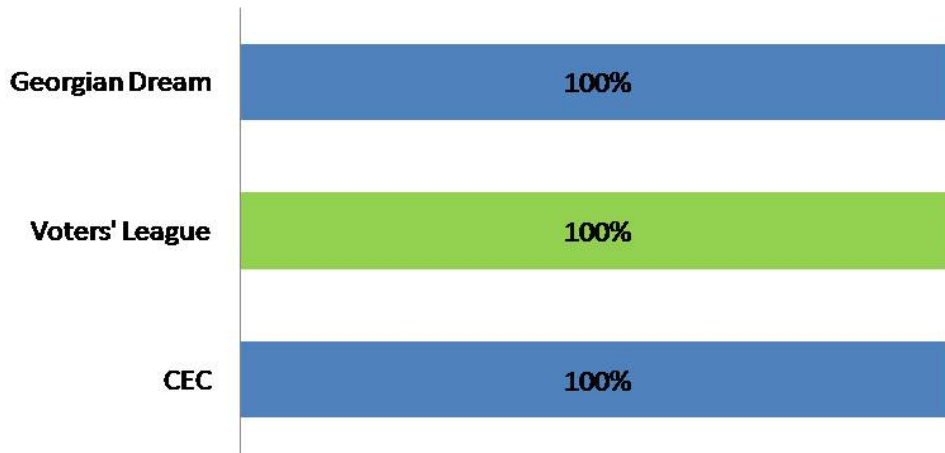


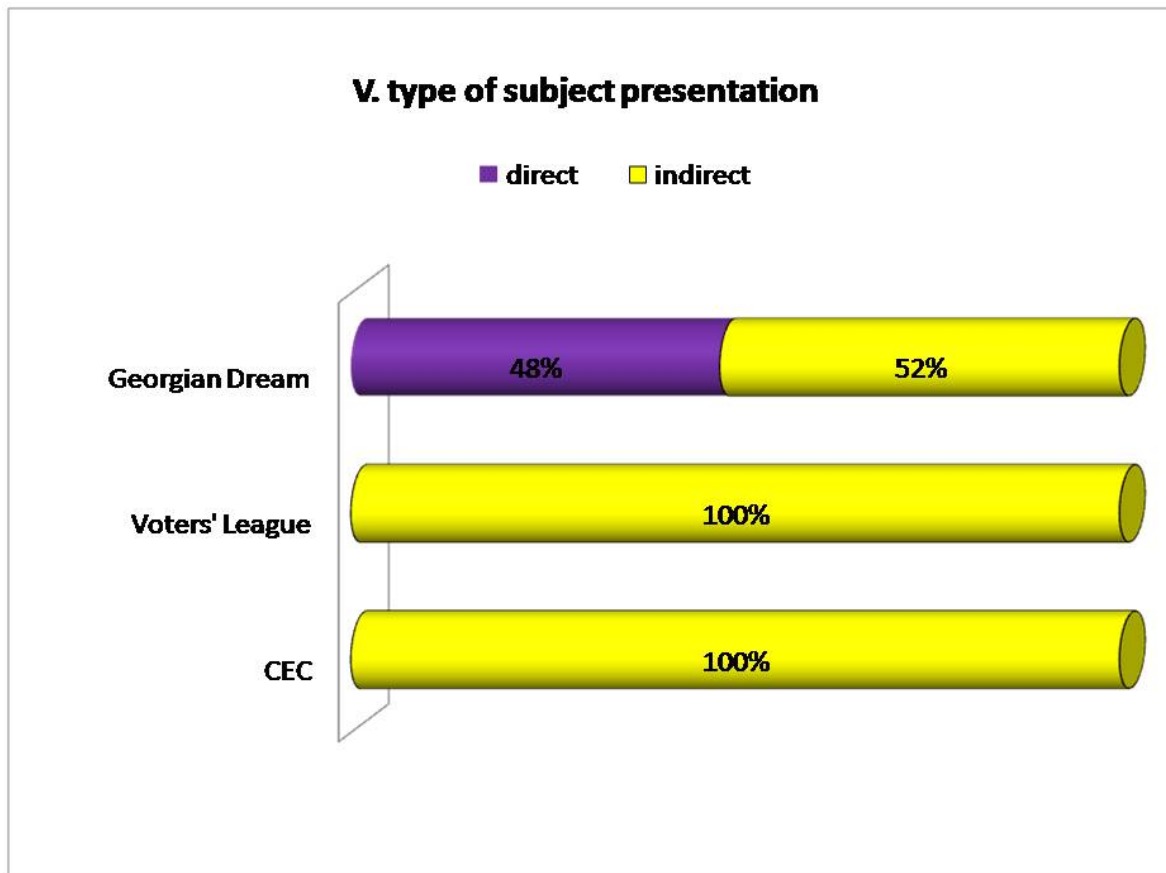
It is noteworthy that position of the people who feel negative about the government [National Movement] is presented in most TV-programs. We hear only criticism of the government in the daily TV-program “Konsilium”, though its anchor claims his guests are not politicians and they speak on various topics. Even the anchor does not refrain from committing its position and calls subjective epithets to the president (the leader of the National Movement) like father-savior, etc. The tone of the TV program is sharply negative towards the National Movement. They often present speeches of Mikheil Saakashvili and then the anchor and the guests discuss them.

The quantitative and qualitative analysis of the advertisements shows that the TV broadcasting time is not balanced during the reporting period.

IV. Tone of Subject Presentation

■ Positive ■ Neutral ■ Negative

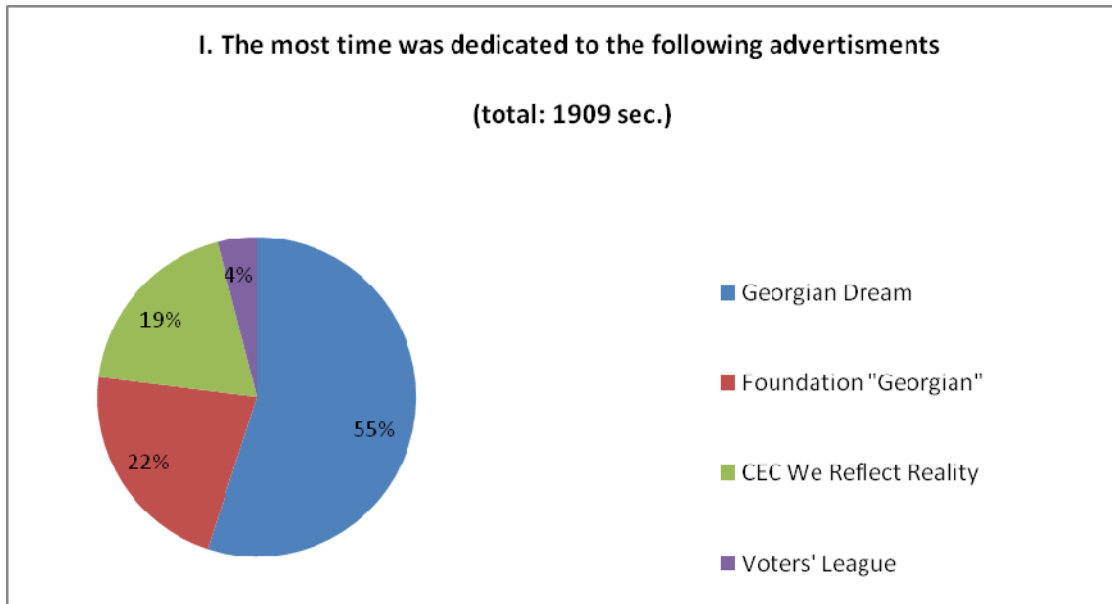




Maestro

Monitor: Shorena Latatia

Total length of advertisement intervals on TV-Company Maestro during this period of monitoring was 47,343 seconds. Among them 1,909 seconds were dedicated to the advertisements relevant to our monitoring.



During the monitoring period two advertisements of Georgian Dream were shown. Both were the announcements of the action planned in Batumi, in the surrounding territory of Anbani. One advertisement started with the extract from Bidzina Ivanishvilis public speech: I promise that monopoly in business will not exist. There will be privileges for business. The foreign investors will have safe environment which will help creating jobs,” – Bidzina Ivanishvili states. The video also states that when it wins coalition Georgian Dream will take care to improve business environment; development of small and average-sized businesses; will implement effective concurrent politics; the availability of credits will increase; the property will be protected and etc⁸...

In the second advertisement the Georgian Dream promises that if it wins elections it will fully cover ambulatory, stationary or urgent medical assistance, clinic-laboratory analysis, therapy of heart diseases or surgical treatment.⁹

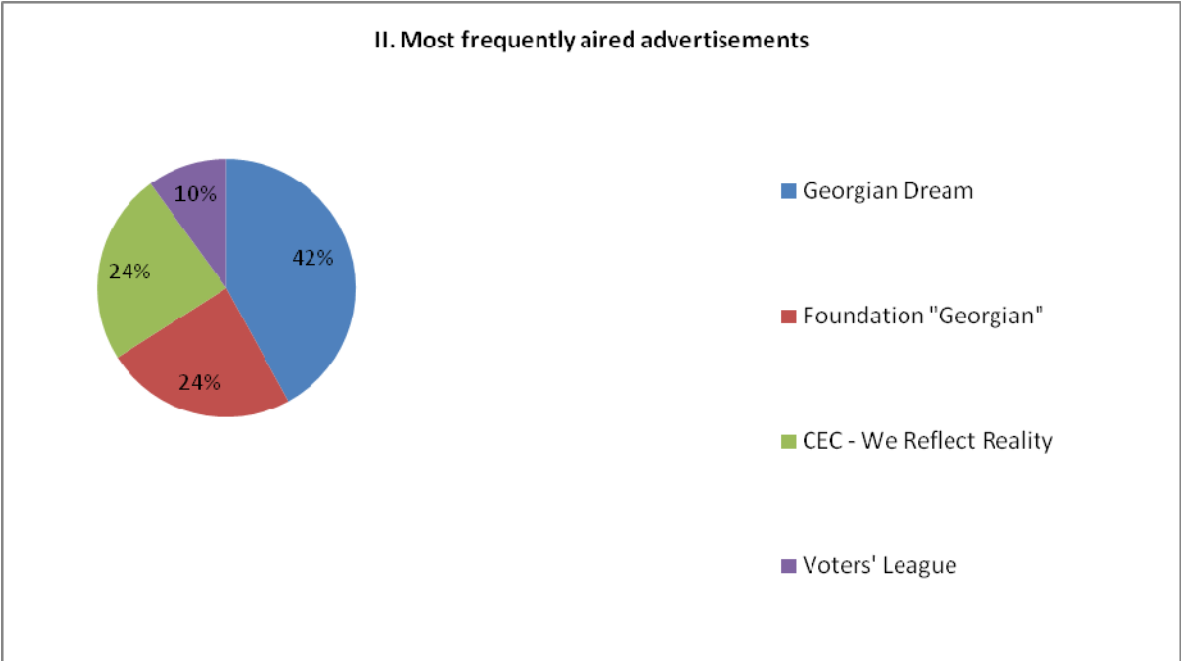
The advertisement of Central Election Administration of Georgia tells how CEC works. It has a slogan: “professionalism ensures correctness, transparency brings trustworthiness and when the whole structure works as one mechanism, we reflect reality” – the advertisement states, meaning that these are the principles of work of CEC.¹⁰

⁸ <http://www.youtube.com/watch?v=bGtKQxQpBwY&feature=plcp>

⁹ <http://www.youtube.com/watch?v=EwnuK W-wTk&feature=plcp>

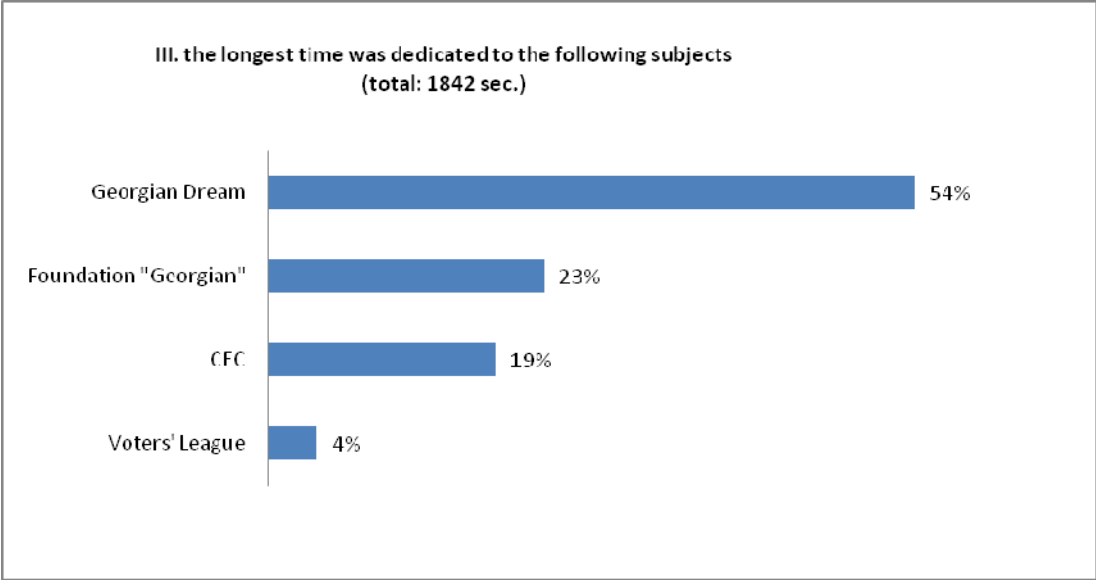
¹⁰ http://www.myvideo.ge/?video_id=1782745

As for Voters' League, their advertisements talk about shortcomings in the electoral lists of different electoral districts.¹¹ Like the duration of advertisements, the paid political advertisements of the Coalition Georgian Dream were aired most frequently by Maestro TV.



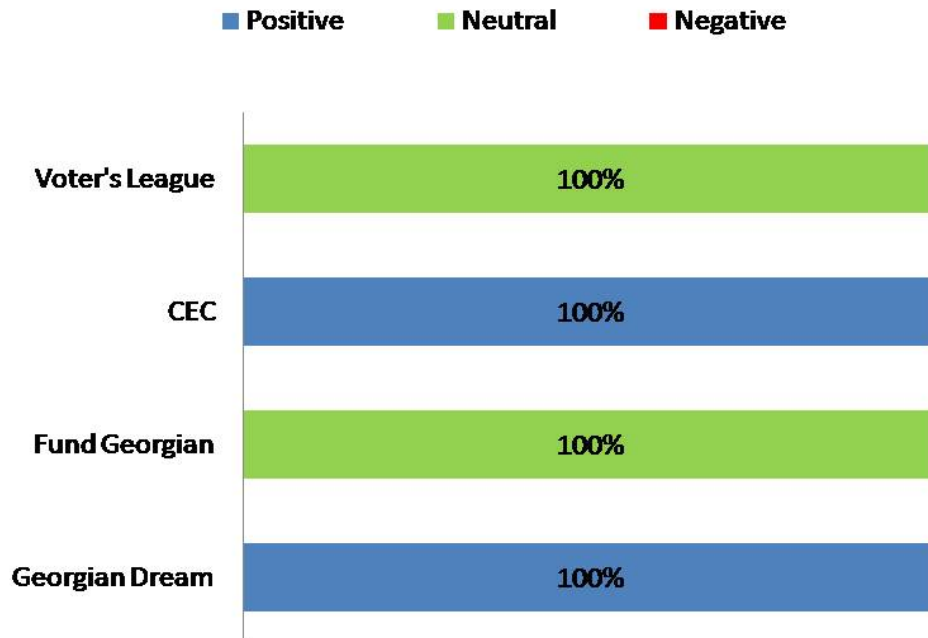
Only Georgian Dream's advertisement had subtitle – paid political advertisement among abovementioned advertisements.

¹¹ <http://www.youtube.com/watch?v=1qz3gppeUn0&feature=youtu.be>



Among those subjects, Georgian Dream and CFC were covered in positive tone and the other two in neutral tone. Besides that, the type of coverage was mostly indirect; but in case of Georgian Dream we encountered direct coverage too. Namely, extracts from public speeches of the Coalition leader Bidzina Ivanishvili were used in advertisements.

IV. Tone of Subject Presentation



We did not observe hidden political advertisements in the prime-time of Maestro TV from July 30 to August 12. They did not air social advertisements either.

TV-Program Public Day presented ordinary day of Zviad Dzidziguri and Gia Khukhashvili of the Georgian Dream. Due to program format, Maestro video-crew was recording one working day of the subjects and finally both subjects were presented in positive tone.



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