



Media Monitoring of Parliamentary Elections

Results from September 10 -23

With financial support from the International Foundation for Election Systems (IFES), Human Rights Center [HRC] is implementing a media-monitoring project of the coverage of the parliamentary elections during the pre-election period. Within the framework of the project, HRC monitors observe hidden political, social and political advertisements aired by the following TV-Companies: Public Broadcaster, Imedi, Rustavi 2, Kavkasia, Maestro and TV 9.

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

The report below covers the period from September 10 to September 23. In this period of media-monitoring TV-companies still aired advertisements aiming at discrediting the rival party.

Like previous period of monitoring, equal time was dedicated to the qualified election candidates on the Georgian Public Broadcaster From September 10 to September 23.

Advertisements of the National Movement and advertisements against Georgian Dream were still most frequently aired on Rustavi 2 and Imedi. The number of advertisements of other opposition political parties is much less.

Kavkasia and TV 9 still do not air the advertisements of the Labor Party because this party boycotted the TV-Channels and refused to place its ads with those TV-Companies.

Unlike the advertisements of the other qualified election candidates, the leaders and representatives of the National Movement are less presented in their ads. Consequently, the percentage of the UNM's election candidates is lower than other political parties in the diagrams.

Methodology

HRC monitors observed hidden political, social and paid political advertisements in prime-time [19:00-24:00] of the aforementioned six TV-Companies.

Media-monitoring includes quantitative and qualitative research. In the framework of quantitative research media-monitors record how much time was spent on each subject in advertising intervals, what kind of tone was adopted and what type of presentation was used. Tone of coverage is evaluated by a three-point system (1-positive, 2-neutral; 3-negative). As for type of coverage (direct/indirect), the type is direct if an election candidate personally speaks in the ad or his/her voice is heard. If other person/people speak about subject, the type is indirect.

In the framework of qualitative research, media-monitors observe whether PR and information are demarcated in the ad, or whether it is a hidden advertisement and PR is provided as information. Besides that, monitors study whether social advertisements comply with the definition of social ad in the law and whether there are signs of hidden advertisements in social ads.

Public Broadcaster
Media-Monitor: Aleko Tskitishvili

Total length of advertisement intervals in prime-time on GPB was 39 761 seconds during this period of media-monitoring. Among them, 18 818 seconds (about 314 minutes) were spent on relevant advertisements where election subjects or governmental institutions were presented.

Like previous period, during the period of September 10-23, time allocated for the advertisements on the GPB was equally divided among qualified election subjects. In parallel to it, all four parties placed at least 2 advertisement clips on GPB.

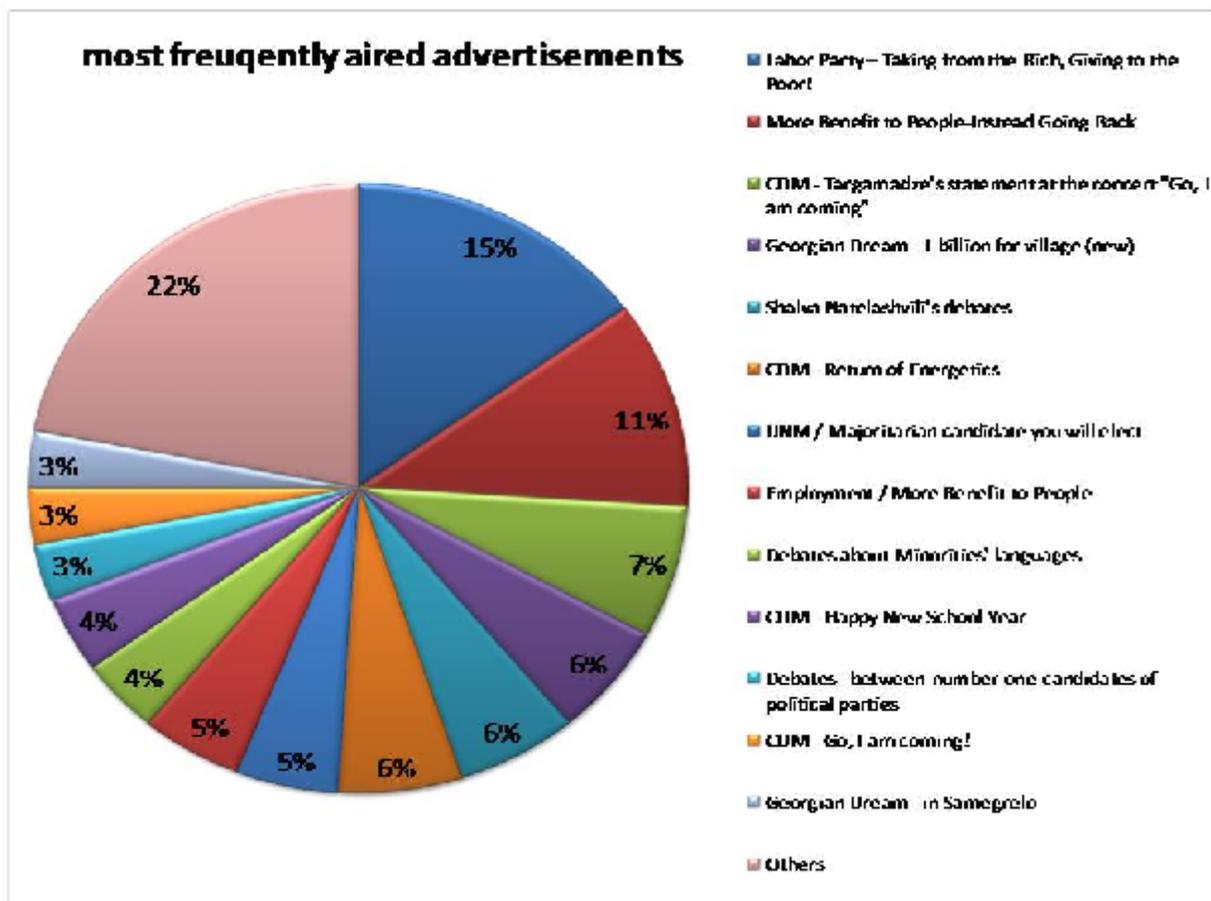
Labor Party had placed only one political advertisement on GPB until now. During this period of monitoring, we observed a new advertisement clip which was prepared based on the new talk-show of the GPB "Main Debates."

Talk-Show Main Debates is joint project of the USAID, IFES and Georgian Public Broadcaster which aims to establish culture of TV-debate between qualified election subjects in Georgia. Prime-Ministers- to be of the National Movement, CDM and Labor Party participated in the first program of the talk-show. Georgian Dream's prime-minister-to-be Bidzina Ivanishvili refused to participate in the debates because he was ready to debate only with the leader of the United National Movement Mikheil Saakashvili. It is also noteworthy that ad-announcement of the Main Debates is aired in advertisement intervals of the GPB which was inserted in our diagram of the most frequently aired advertisements.

The party leader Shalva Natelashvili is still a presenter in the new advertisement clip of the Labor Party where he appeals to his opponent in the ruling party Prime Minister Vano Merabishvili in the talk-show Main Debates and criticizes his past activities as a Minister of

Interior. Namely he reminds him of dispersed manifestations and citizens killed during special operations. At the end of the ad Natelashvili still announces the election number of their party and slogan “Taking from the Rich Giving to the Poor.

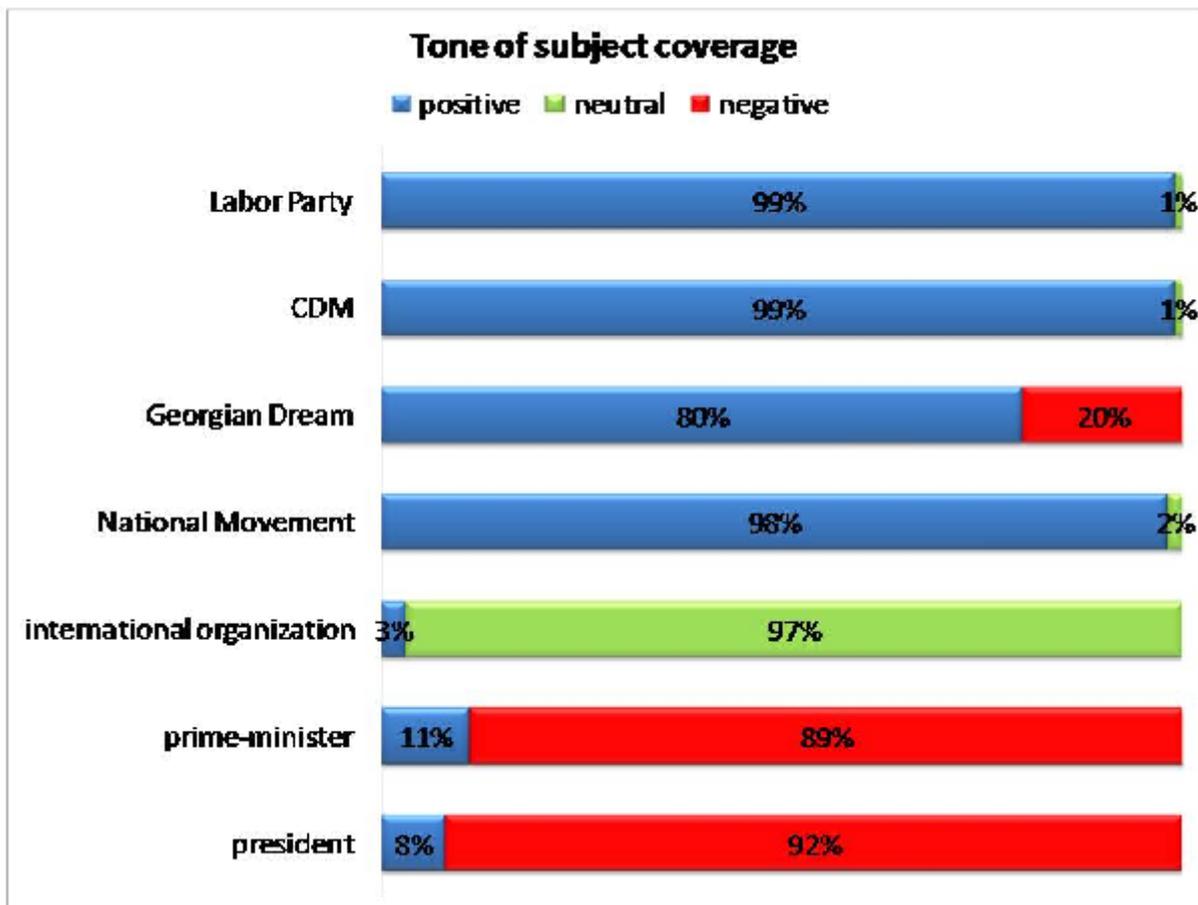
National Movement prepared its new political advertisement of the same context and used advantage of Bidzina Ivanishvili’s refusal on participating in the debates of primer-ministers to-be. Opinions of the prime-ministers-to-be of the CDM, National Movement and Labor Party about several political issues are presented in the UNM’s clip; then we see empty tribune and hear questions – what plans does Bidzina Ivanishvili have and what is he saying about various issues; the answer is – nothing. It is noteworthy that this advertisement was aired only once in prime-time of the GPB on September 11 (five times) and it was not listed in the diagram of the Most Frequently Aired Advertisements.



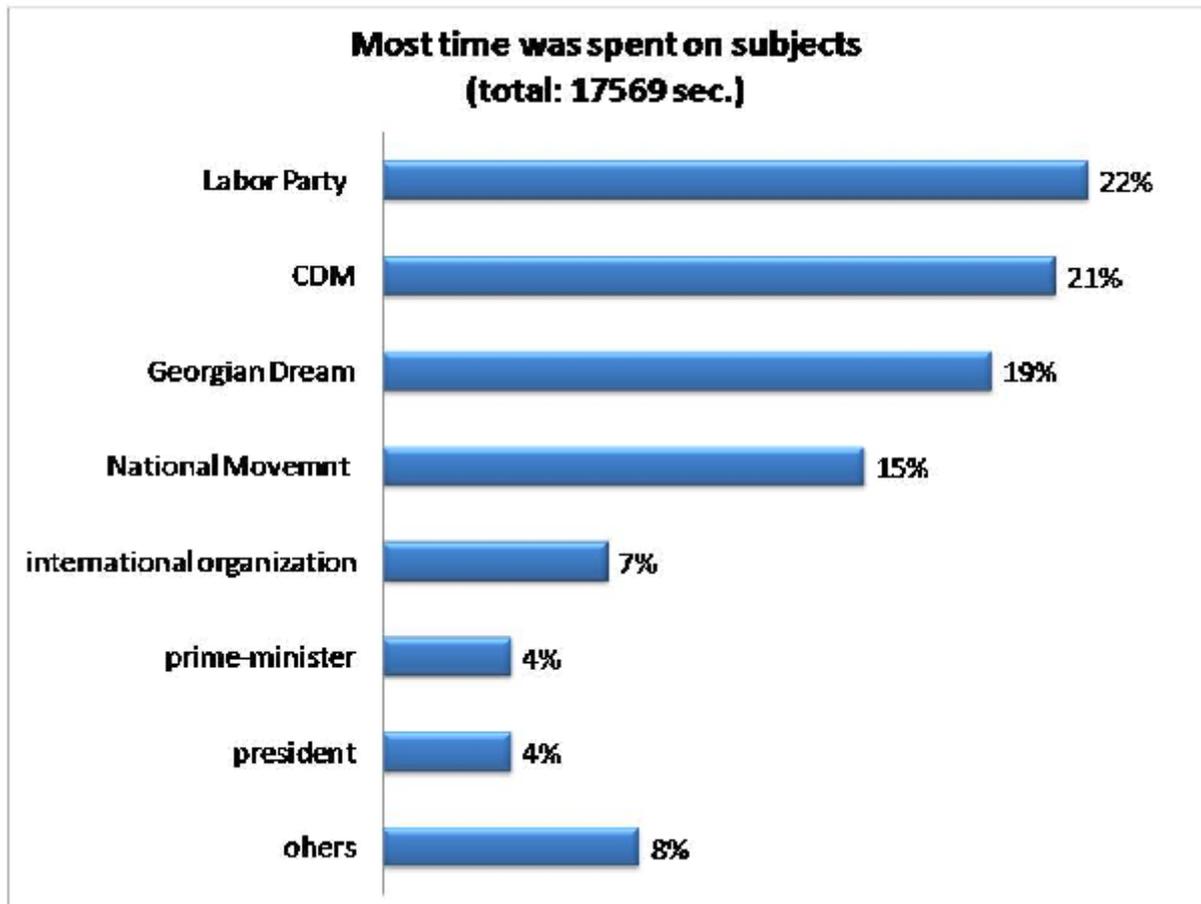
Instead, a new advertisement of the National Movement appeared in this diagram Instead Going Back/More Benefit to People where Georgian Dream is presented in negative tone. Initially the clip shows black and white scenes from Eduard Shevardnadze’s presidency which shows that time problems – deficiency of electricity, corruption, unemployment and poverty. Audience is informed that political opponent of the UNM – Georgian Dream tries to lead the

country back to Shevardnadze’s epoch. Then we hear the election promises of the ruling party instead going back to the past.

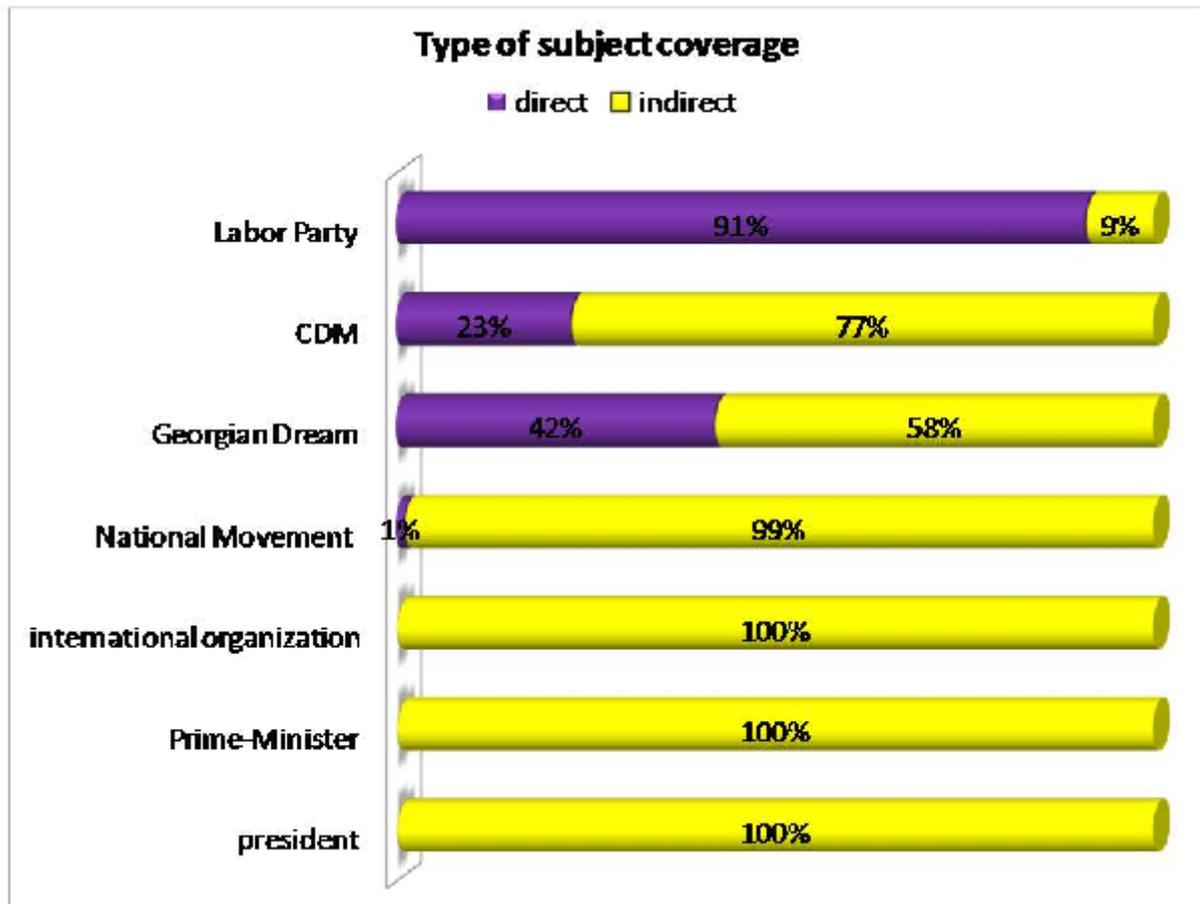
Due to these advertisement clips, Georgian Dream was covered partly negatively in the period of September 10-23. It is noteworthy that from the beginning of our monitoring (June 18) till this period (September 10-23) Georgian Dream was not covered in negative tone in the relevant advertisements on the GPB. Negatively presented subjects Prime Minister and President in the ads of the Labor Party were already reflected in the diagram of the tone of subject coverage.



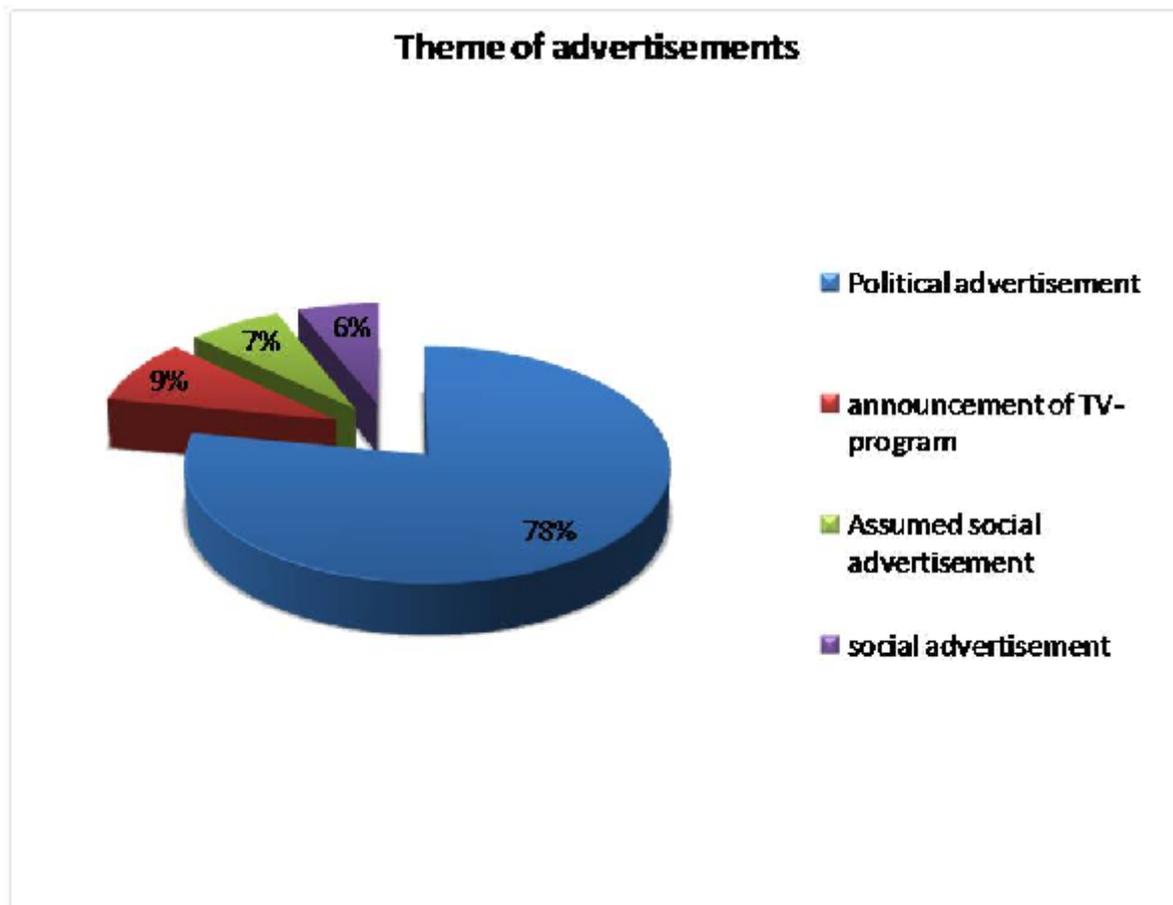
International organization was again presented among mostly covered subjects, that is caused by social ads prepared according to the projects funded by international donor organizations USAID, IFES, UNICEF and Netherlands Institute for Multiparty Democracy; the logos of those organizations are used in those advertisements. Besides that, inserting international organization in the diagram is linked with the announcement of the talk-show Main Debates which was intensively aired on GPB and where USAID and IFES are also mentioned.



The diagram of the type of subject coverage shows that UNM is covered indirectly at 99%. 1% of direct coverage is linked with the new clip prepared according to the Main Debates where Vano Merabishvili said that if UNM is elected, people will receive more benefit. CDM's new clip presents speech of their leader Giorgi Targamadze at the concert which was also reflected in the diagram.



The diagram of the theme of advertisements shows that political advertisements occupied big part of relevant advertisements (78%) during this period of monitoring on GPB.



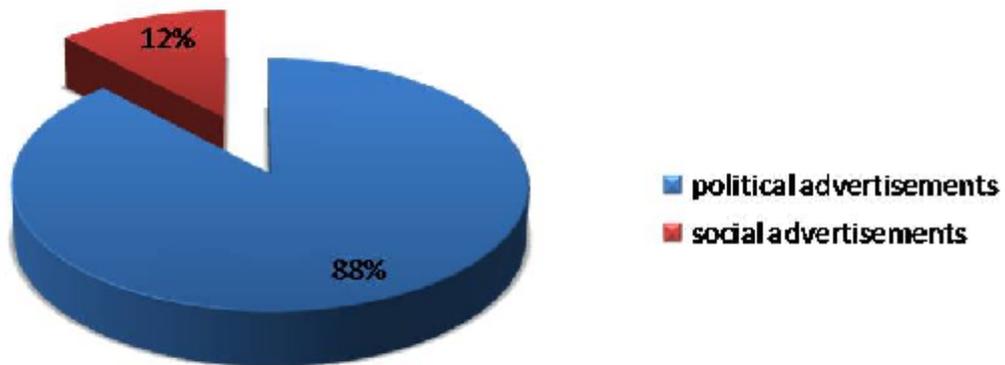
Rustavi 2

Media-Monitor Salome Achba

Total length of advertisement intervals in prime time on Rustavi 2 in this period of monitoring was 67 563 seconds (about 1126 minutes). Among them, 19 954 seconds (about 333 minutes) were dedicated to the advertisements relevant to our monitoring.

In this period of monitoring, like in previous ones, political advertisements were most frequently aired by Rustavi 2 (both paid and free). Assumed social ads took only 12% of the time.

Theme of advertisements



Advertisement of the National Movement was still most frequently aired one on Rustavi 2 (see diagram: UNM/Georgia Will Not Go Back to the Past). The advertisement starts with the phrase: "Georgia will not go back to the past." According to the context of this ad, UNM offers more benefit to people instead of going to the past (employment, increased pensions, 1000-lari voucher, available healthcare, etc).

In the second advertisement directed against Georgian Dream scenes from the speeches of Bidzina Ivanishvili are shown where he talks about President of Russia - Vladimir Putin. According to the advertisement, Bidzina Ivanishvili has never said anything wrong about Putin.

Advertisements of the UNM's majoritarian candidates also appeared during this period of monitoring. The ads suggested people to mark number 5.

Advertisement against Georgian Dream, which is about connection between Ivanishvili's and Aslan Abashidze's teams, was still frequently aired during the report period. The text of the advertisement is the following: "A leader of the Georgian Dream Murman Dumbadze states that we should apologize to Aslan Abashidze. Georgian Dream nominated former senior officials of Abashidze's government as their majoritarian candidates in Adjara." Afterwards, the ad lists those people who are now members of the Georgian Dream and were either senior

officials or relatives of senior officials of Aslan Abashidze's government. At the end of the ad we hear a text: "Again Aslan in Adjara? We should not risk going back to the past."

Both free and paid political advertisements of the UNM were aired by Rustavi 2.

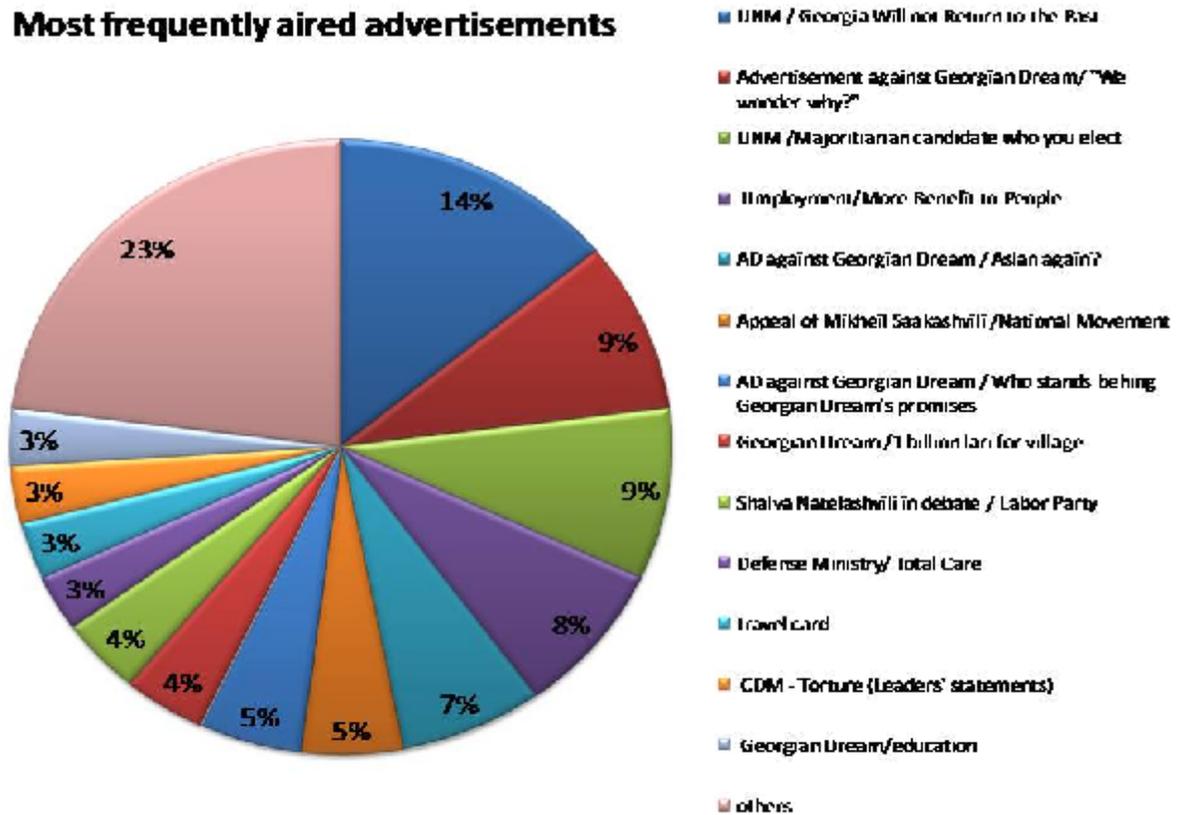
Rustavi 2 aired advertisements of opposition political parties (qualified ones) and all of them were free political ads.

Georgian Dream's advertisement about development of agriculture was still aired by Rustavi 2 in this period of monitoring. In the second advertisement Georgian Dream promises population free and high-quality education.

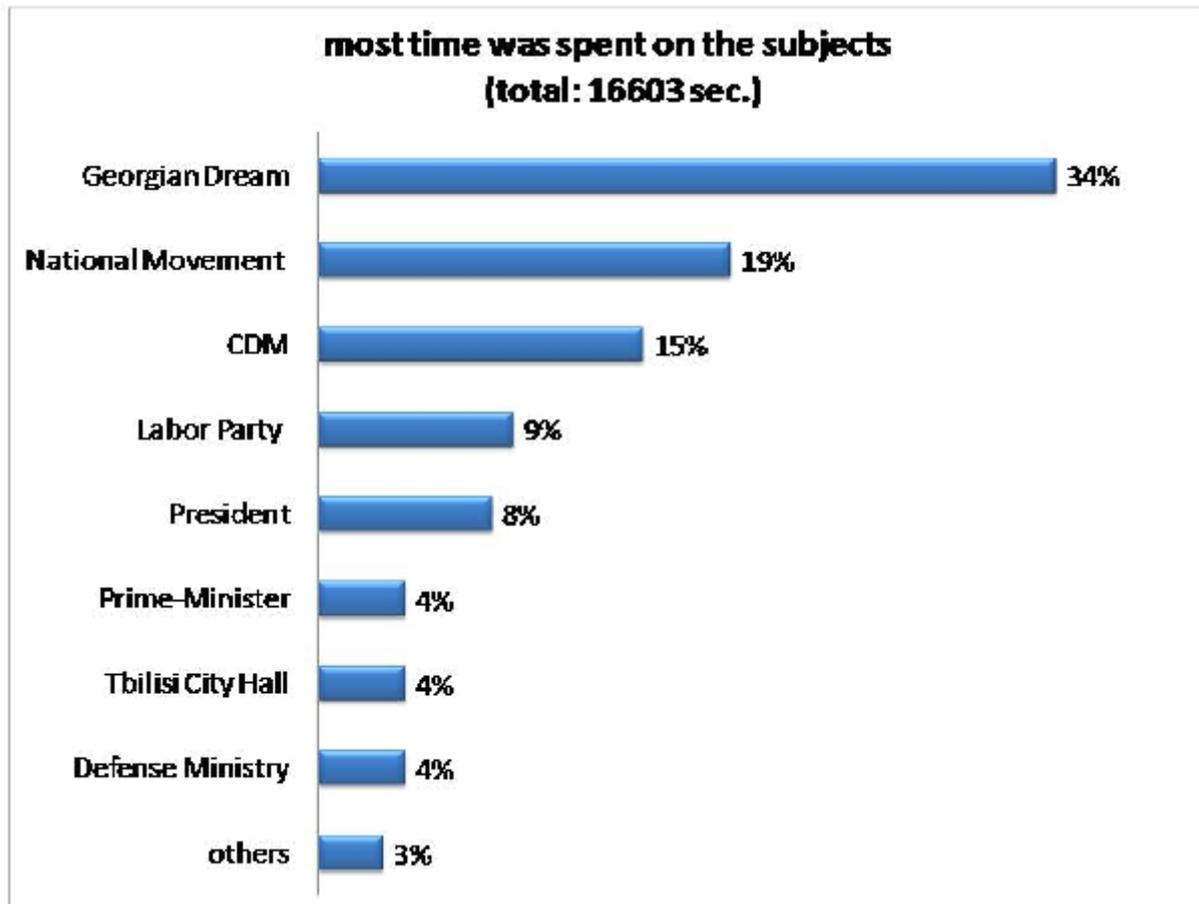
We observed free political advertisements of two qualified election subjects CDM and Labor Party. The advertisement of the Labor Party was extract from the TV-debates. The leader of the Labor Party Shalva Natelashvili "reminds" prime-minister Vano Merabishvili of various crimes committed recently in Georgia.

One advertisement of the CDM promises voters free healthcare and second promises fair tariffs. One more advertisement is made up of the extracts from CDM leaders' speeches where they condemn violence, torture and criticize government for that.

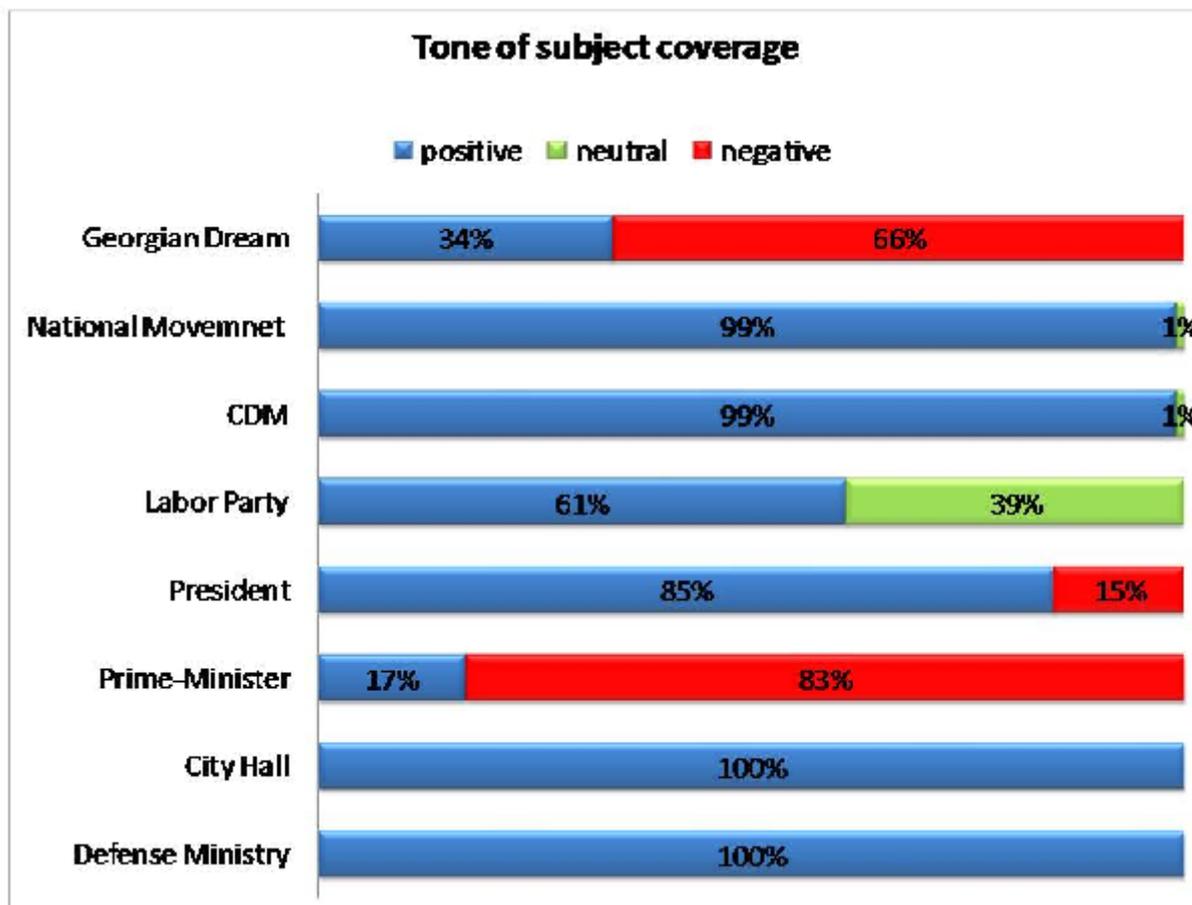
Most frequently aired advertisements



The following subjects were most frequently covered in this period of monitoring.



As for tone of coverage, subjects were covered mostly positively except three subjects, who were covered negatively. Negatively covered subjects are: president, prime-minister and Georgian Dream. The former two were negatively presented in the free political advertisement of the Labor Party where party leader Shalva Natelashvili negatively speaks about Mikheil Saakashvili and claims that he will not keep his promises; as for prime-minister, Natelashvili blames him in various crimes. Georgian Dream was negatively presented mostly in anti-advertisements which were discussed in details above. Those advertisements were prepared by the nongovernmental organization Georgia Not For Sale and were given to UNM for free.



As for social advertisements, total time spent on them was 2 665 seconds (about 44 minutes).

As we have discussed, TV-companies are authorized to grant social status to advertisements. We officially requested information from Rustavi 2 about which advertisements had social status in their broadcasting time but they have not replied to our letter. So, we observed those advertisements which contained signs of social ads during this period of monitoring.

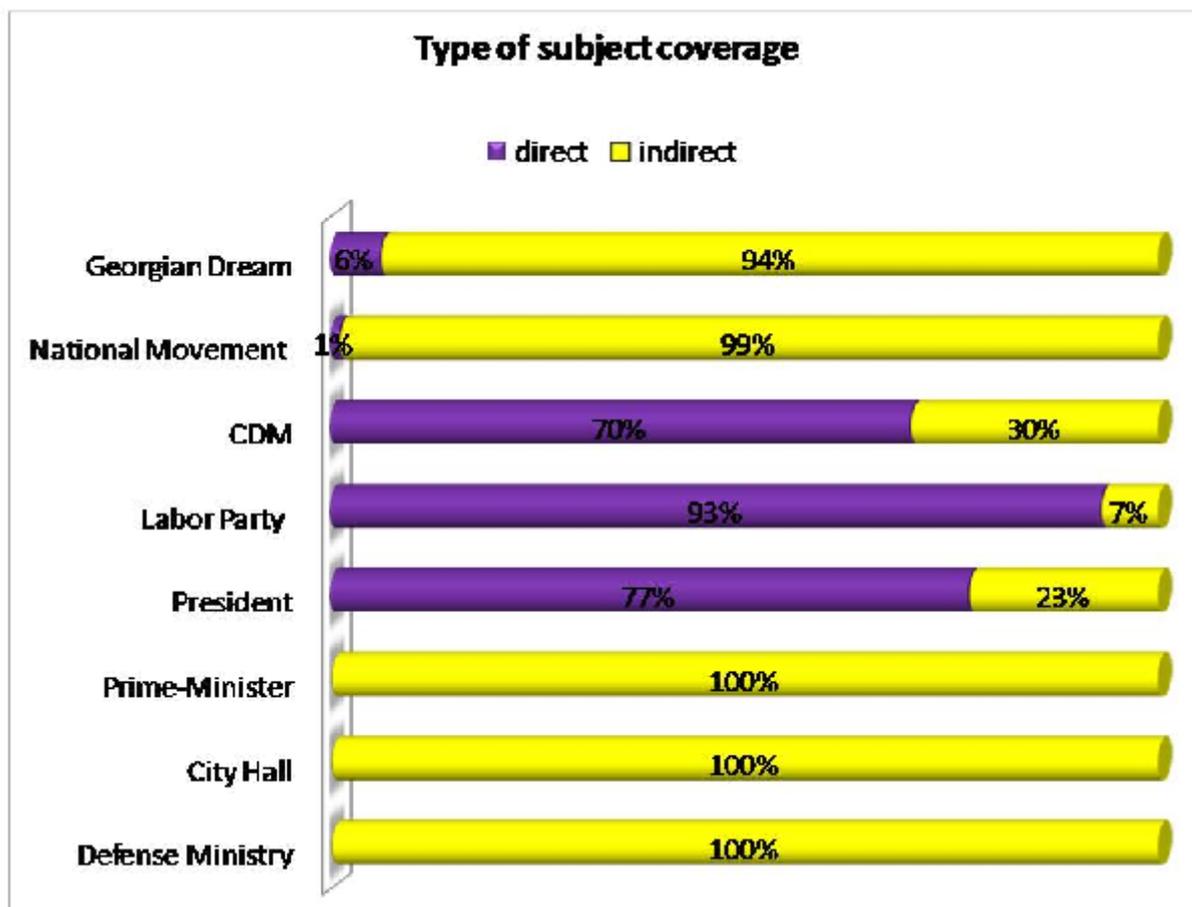
Supposedly, CEC advertisement has the status of social ad; it advertises the CEC as the organization with qualified professionals and reviews its activities; the second one informs voters about elections. We categorized these advertisements as assumed social advertisements because they provide information necessary for society and conform to the criteria of social ad.

We observed a new advertisement containing signs of social advertisement during this period of monitoring; it underlines significance of women's involvement in politics. Several respondents answer the question: "Why do we need women in politics?": "Because women give start to a new life..." "because women are better diplomats," etc...

The advertisement about the Defense Ministry was still aired. The ad does not have subtitles indicating the status. The text of the ad is the following: "One of the most significant components

of the State 3T concept in the field of national defense is total care. Healthcare, education, discounts on transportation fees, privileges in banks, financial bonuses and employment. In 2013, various social benefits will be created for soldiers and their families. Defense Ministry will fund bachelor's courses for every person who passed the entrance exams of the institutes, and who could not obtain state grants nor pay the tuition fee. The state offers one-year military service to similar people after which the state will fund their education completely. We will not abandon people either in peace-time or in war."

No signs of hidden advertisements were detected in TV-programs aired during the report period.

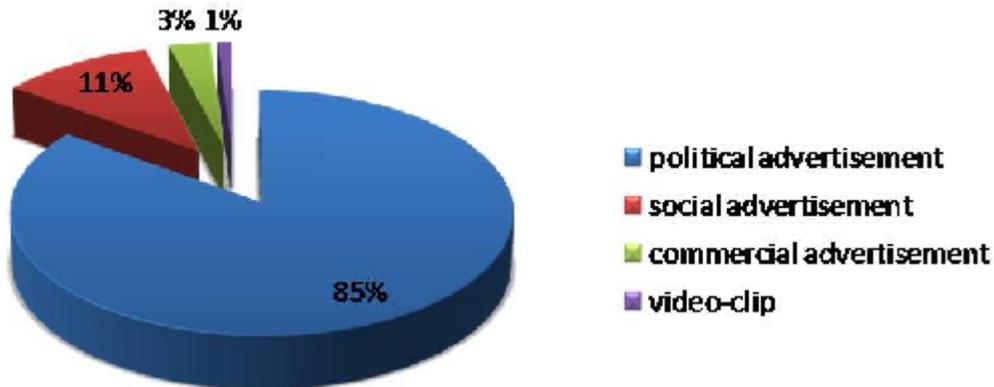


Imedi

Media-Monitor Manana Vardiashvili

In this period of monitoring total length of advertisement intervals in prime-time on TV-Company Imedi was 15 998 seconds (about 1171 minutes). Among them 16 975 seconds (about 283 minutes) were dedicated to the advertisements relevant to our monitoring. In this period of monitoring political advertisements were most frequently aired on Imedi TV (both paid and free). Political advertisements took 85% and social advertisements – 11%.

theme of advertisements



From September 10 to September 23 political advertisements of the United National Movement, CDM, Georgian Dream, Labor Party and of independent candidate Vladimer Vakhania nominated by the initiative group in Zugdidi DEC # 67 were aired on TV-Company Imedi.

During this period of monitoring advertisement of the National Movement about employment was still aired (see on the diagram "Employment – More Benefit to People). The advertisement is about establishment of Employment Ministry to eradicate unemployment problem in the country; the ministry is registering jobless people and assists them to find jobs.

Political advertisements of the UNM's majoritarian candidates in Tbilisi were aired from September 10 to September 23 on TV-Company Imedi.

A new ad of the UNM appeared on Imedi (see diagram: Mikheil Saakashvili's appeal/National Movement). In the clip President Mikheil Saakashvili appeals to population; he condemns torture facts which occurred in penitentiary system and states that government promptly and effectively responded to the fact similar to the countries of developed democracy. President stressed out that National Movement will fight against all problems in future too and will bring more benefit to people." The ad has subtitle "paid political advertisement."

Imedi still airs advertisements against Georgian Dream. One of them (see diagram: Advertisement against Georgian Dream/Do not Risk) states that following people stand behind election promises of the coalition: chief policeman of Shevardnadze's government Tamaz Tamazashvili, who was linked with kidnapping of people, as the ad claims; judge Shalva Khachapuridze from Shevardnadze's period who cooperated with thieves-in-law (members of mafia) as the ad claims; Murman Dumbadze tells voters that if they mark election number 5 of the UNM they will get sick. The ad finishes with slogan: "Do not Risk!"

In the second advertisement against Georgian Dream, we hear quotations from Bidzina Ivanishvili's interviews where he speaks about Putin. The ad underlines that Ivanishvili has not said anything negative about Russian President.

One more advertisement against Georgian Dream was aired during the report period (see diagram: Ad against Georgian Dream/Again Aslan?) which states that Georgian Dream nominated senior officials of Abashidze's government as its majoritarian candidates in Adjara.

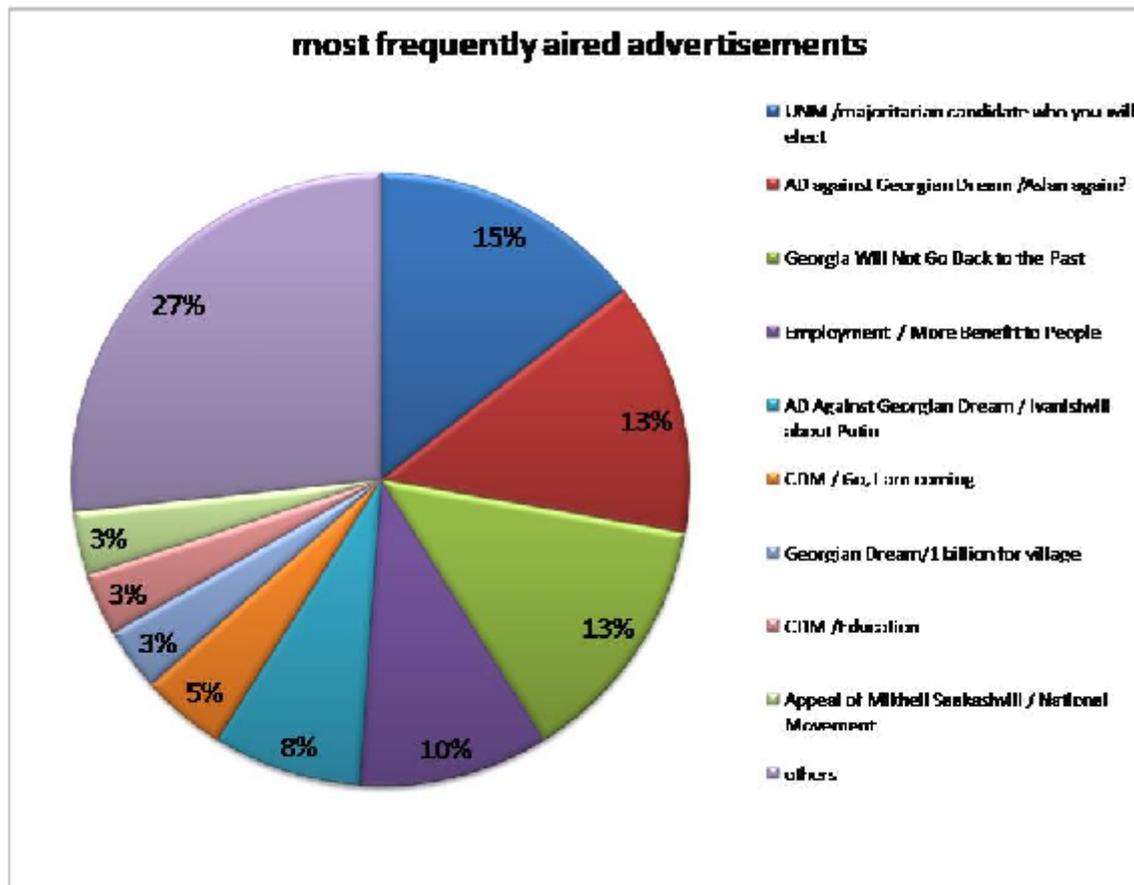
In the same report period we observed paid and free political advertisements of the Georgian Dream on Imedi-TV; they presented election program of the Coalition - development of agriculture, employment and education.

We also observed political advertisements of two qualified election subjects –CDM and Labor Party. During the report period the following advertisements of the Labor Party were aired on Imedi TV: "Who organized Revolution," "Taking from the Rich and Giving to the Poor," "Why should voters elect Shalva Natelashvili," "Anti-national tyranny is being established in the country" and advertisement made up of extracts from Shalva Natelashvili's TV-statements where he reads Murman Lebanidze's rhyme. Almost in every advertisement, the leader of the Labor Party negatively speaks about president and Georgian Dream's leaders.

The following advertisements of the CDM were aired during the report period: "We Will Assist Entire Georgia To Start Working," "Education for Employment," "It Must Finish on October 1," CDM – Go, I am Coming."

CDM's leaders speak about horrifying facts from penitentiary system in the ad "It must finish on October 1."

Advertisement Go I am Coming is aired in two versions – short and long ones. CDM's leader Giorgi Targamandze is speaking about fair tariffs and available healthcare in them.



The following assumed social advertisements were aired on Imedi in the report period.

1. Healthcare policy – clip informs people that they will receive policies to their registered addresses. This advertisement belongs to the category of assumed social advertisements because it provides information of public necessity that is one criteria of social ad.
2. CEC advertisements have status of assumed social advertisements: 1) Respect of the Law Breeds Trust. In this ad CEC warns everybody that involvement of any person subordinate or somehow related to governmental officials in the pre-election campaign is prohibited by the law and 2) Mutual Respect Breeds Trust – which is focused on honorable relations with rivals. 3) “Shaking Hands” states that shaking hands is the most common form of communication and people express gratitude with shaking hands; honorable people can shake hands with rivals and congratulate with the victory. The ad finishes with the phrase: Mutual Respect Breeds Trust. These advertisements belong to the category of assumed social advertisements because they aim at social welfare.

The status of the advertisement about Defense Ministry is obscure. The ad does not have subtitle indicating its status. The text is the following: “One of the most significant

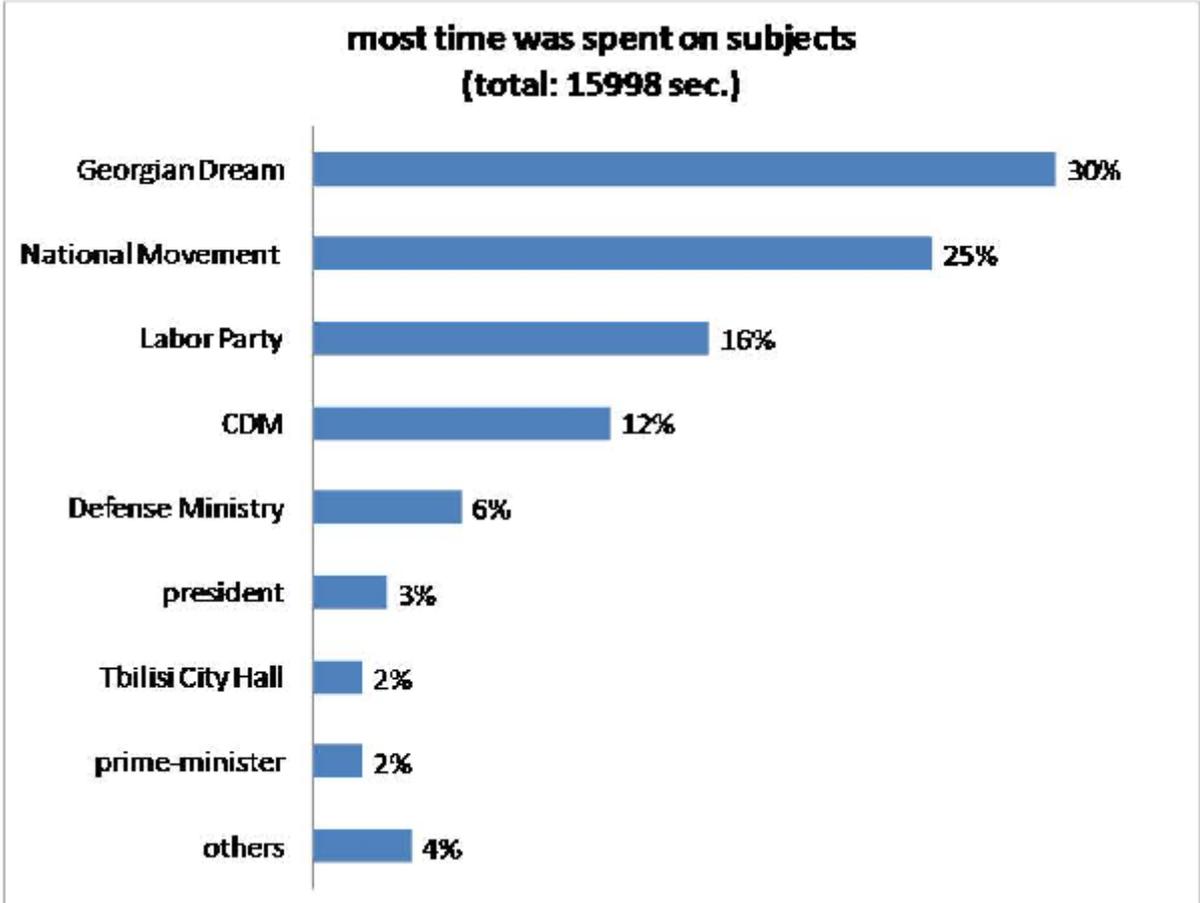
components of the State 3T conception in the field of national defense is total care. Healthcare, education, discounts on transportation fees, privileges in banks, financial bonuses and employment. In 2013, various social benefits will be created for soldiers and their families. Defense Ministry will fund bachelor's courses for every person who passed the entrance exams of the institutes, and who could not obtain state grants nor pay the tuition fee. The state offers one-year military service to similar people after which the state will fund their education completely. We will not abandon people either in peace-time or in war."

The status of the Education Ministry's advertisement about the start of the new school year is also unidentified. The ad starts with the phrase "Happy New School Year." However, the clip is more likely the advertisement of the activities implemented by the Education Ministry than congratulation. It provides information about number of renovated schools; how many future classrooms will be in Georgian public schools and how many first-year pupils will receive netbooks.

The status of the advertisement "Renovated Kakheti Is Waiting for Guests" is also unidentified; it is an animation which invites people to various holidays scheduled in various facilities of the rehabilitated Telavi and Kvareli.

Signs of hidden advertisement are detected in the following ads:

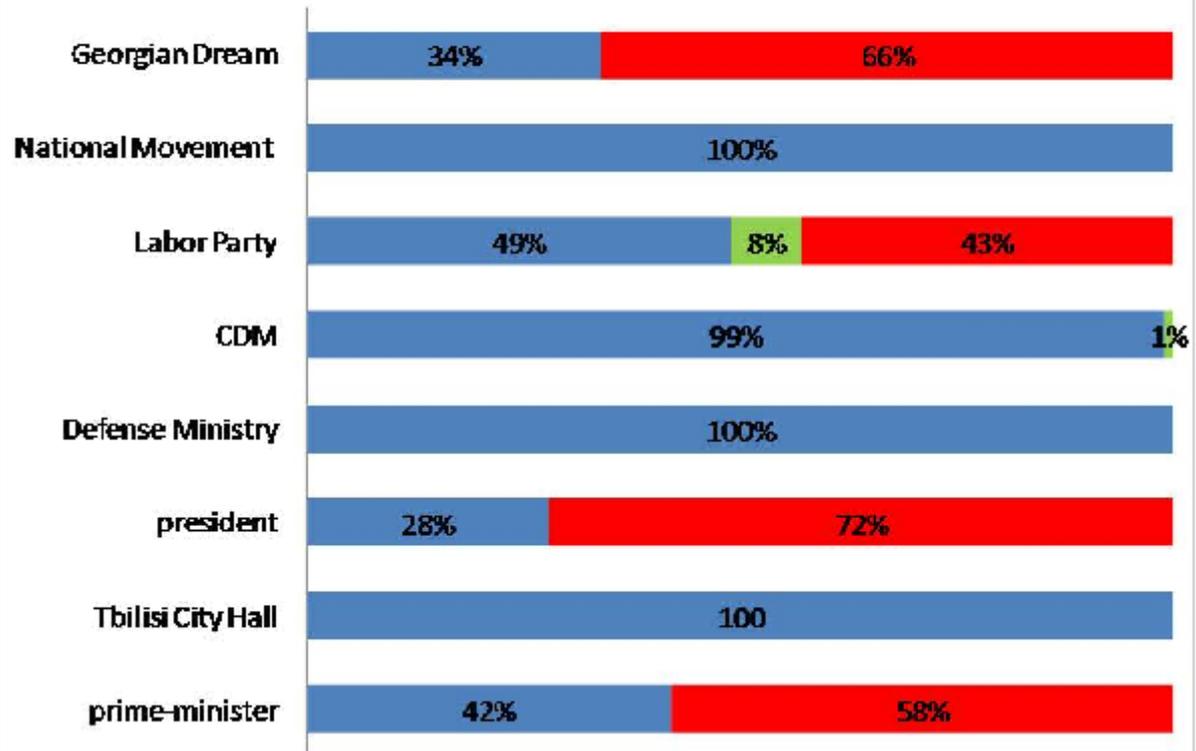
1. Kutaisi Airport – A man is saying with Bagrati Church on his background: "My Bagrat, My Church." Then we see a young boy with a new parliament on the background and said: "My parliament." Then a young girl is saying with a new airport on the background: "My city, my airport." At the end of advertisement we see subtitle: First flight from the Kutaisi Davit Agmashenebeli Airport will be taken on September 26. So the last phrase shows that the purpose of the advertisement is to inform population when flights will start from Kutaisi Airport. However, it is unclear what the connection between renovated parliament and Bagrati Church is with the launch of flights from the airport.
2. "Undefeatable Energy of Freedom" this is a clip with the dance performed by Georgian National Ballet Sukhishvilis. The clip lasts 221 seconds. The dancers are dancing on the Peace Bridge, in front of the glassy building of the MIA, Tbilisi Justice House and in the yard of the recently rehabilitated Akhaltsikhe Rabati. As a result, this clip advertises the projects initiated by the president. The clip ends with the subtitle – Undefeatable Energy of Freedom.

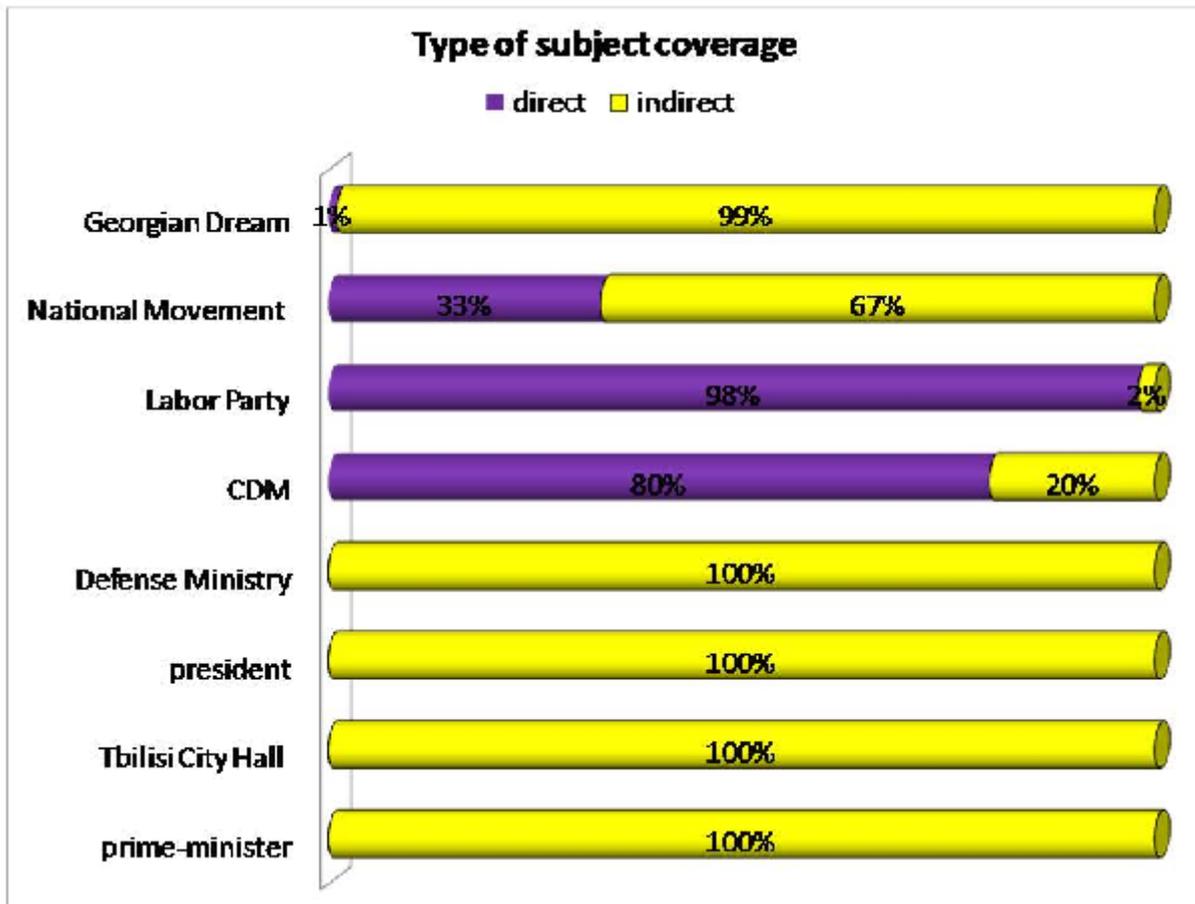


As for tone of coverage, subjects were mostly positively covered in advertisements. Two subjects – President and Georgian Dream – were covered negatively. President was mostly negatively covered in the political advertisements of the Labor Party and Georgian Dream was negatively presented in the advertisements prepared by the NGO Georgia Not For Sale which was assigned to the National Movement for free.

tone of subject coverage

■ positive ■ neutral ■ negative



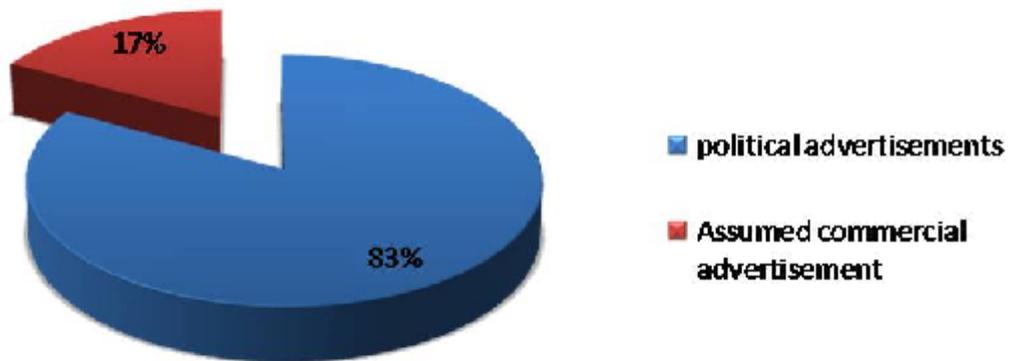


Kavkasia

Media-Monitor – Inga Varsimashvili

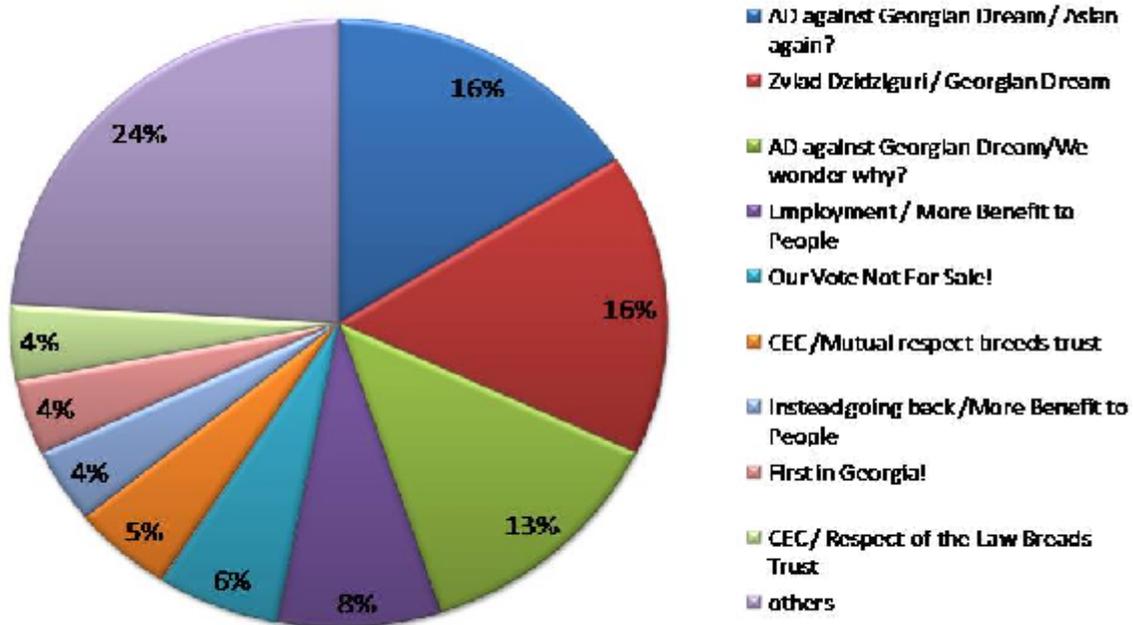
This period of monitoring is significant with high number of political advertisements. Total length of advertisements in prime-time on Kavkasia is 17 226 seconds (about 287 minutes). Among them 15 089 seconds (about 251 minutes) was spent on the advertisement relevant for our monitoring.

Theme of advertisements



Three election subjects – United National Movement, Georgian Dream and CDM still placed advertisements on TV-Kavkasia. Labor Party still boycotts this TV-Company. So, the advertisements of the above-listed subjects are most frequently aired by Kavkasia.

Most frequently aired advertisements



Advertisements of the **United National Movement** with the slogan **“More Benefit to People.”**

Ministry of Employment – the ad states that the newly established ministry will register every unemployed people and assist them to get jobs; they will issue 1000 Lari voucher for vocational training in order to defeat unemployment and poverty and to assist every family to feel progress.

Georgia Will Not Go Back to the Past – the clip starts with the scenes of past time: darkness, cold, people standing in the queues for bread, transport, products and pensions; criminal settlements in prison cells, etc. At the same time we see photos of Tamaz Tamazashvili and Otar Khupenia with negative comments. The ad presenter states that everything remained in the past together with these people and previous government. Then the ad presents projects implemented by the government and National Movement – illuminated streets, happy pensioners, insured people, etc. then we hear promise about happy future. The clip ends with the slogan **“Georgia Will Not Go Back to the Past – More Benefit To People.”**

Calendar – a new clip was aired several times on the last day of the report period which presented the calendar of the National Movement’s future activities – when and how the promises of the ruling party will be implemented.

Georgian Dream is presented with the following election clips:

Advertisement “Development of Agriculture” promises voters that a special program for the development of agriculture will be launched soon after the election victory which will mean development of regional economy, modernization of agriculture sector, stable progress of agro-industrial production, employment of village youth, increase of their revenues and living standards.

Available and High-Quality Education – Georgian Dream promises voters to reduce education fees, price of school text-books, translation of education literature, increase of scholarships, modern standard schools in every village, free kindergartens and many other welfare.

Advertisement about Zviad Dzidziguri – the ad presents Georgian Dream’s majoritarian candidate in Rustavi – Zviad Dzidziguri. Bidzina Ivanishvili characterizes him very positively and asks voters to vote for Dzidziguri.

Announcements of the Georgian Dream’s assemblies in Kakheti, Samtskhe-Javakheti and Samegrelo regions – in every announcement Bidzina Ivanishvili calls upon population to attend the assembly and support GD.

Christian-Democrat Movement – was presented with the following advertisements in the report period:

“Fair Tariffs to People” – two clips are prepared under this slogan:

- 1) CDM’s leader Giorgi Targamadze, the presenter of the advertisement, claims that the only right way to eradicate poverty is by fixing fair tariffs, which they will ensure after their election victory. So he calls upon every voter to vote for the CDM.
- 2) In the second clip voters are presenters who negatively evaluate the National Movement’s promise about employment. Giorgi Targamadze negatively speaks about the UNM’s promises and claims that National Movement has deceived Georgian people for so many times and presents his own program.

Education for Employment – CDM promises every pupil and teacher to have free text-books, starting salary of teachers will be 900 Lari; maximum 1125 Lari to cover tuition fees for students. The CDM also promises to have free kindergartens and to grant teacher’s status to the nurses of kindergartens.

United Georgia for Every Generation – in this advertisement CDM’s leader Giorgi Targamadze appeals to his supporter together with musicians and his family members at the assembly: “We have lived in slander, threat but you stood besides that. So, there is no power which will oppose our movement – Georgian Christian-Democracy in our struggle for our goal – United Georgia for Every Generation!

Announcements of the CDM's supporting concerts were aired under the logo of the Christian-Democrat Movement; part of Georgian singers gave those concerts in various regions of Georgia in September. "Go, I am coming," was the name of the concert tour which was organized in the western Georgia.

Central Election Commission – was presented with three advertisements:

- 1) Respect of the Law Breeds Trust. In this ad CEC warns everybody that involvement of any person subordinate or somehow related to governmental officials in the pre-election campaign is prohibited by the law;
- 2) ad where CEC claims that assignment of budget facilities to various election subjects under different conditions is punished under the law;
- 3) Mutual Respect Breeds Trust – which is focused on decent relations with rivals.

During the report period advertisement of a web portal, created by several nongovernmental organizations, was aired.¹ "Learn more about elections write or call us about violations!" According to the context of the advertisement the purpose of the web portal is to provide voters with the information about their election rights and make violations observed on the Election Day public.

The number of the advertisements, which aim at the discrimination of any political party or coalition, was increased. Those ads are: **"Georgia Is Being Sold!"** **"First in Georgia!"** **"Again Aslan in Adjara?"** **"We Wonder Why?"**

First two advertisements are against Mikheil Saakashvili. **"Georgia Is Being Sold"** shows various public speeches of Mikheil Saakashvili where he declares opposition parties to be spies of Russia and Georgian enemies. In parallel to it those strategic enterprises are listed which were sold to Russia by the government of Georgia. At the end of the ad we see subtitle – Georgia Not For Sale but then NOT is crossed in red and we read "Georgia Is Being Sold."

The title of the abovementioned advertisement responds to the advertisement against Georgian Dream prepared by the organization Georgia Not For Sale.

First in Georgia – presents degradation and poverty of the Georgian population on the background of the President's caricature and laughing.

The next two advertisements are prepared against Georgian Dream and its leader Bidzina Ivanishvili.

Advertisement **Again Aslan in Adjara?** presents Georgian Dream's majoritarian candidate in Batumi Murman Dumbadze, (who as the ad authors stated that we must apologize to Aslan

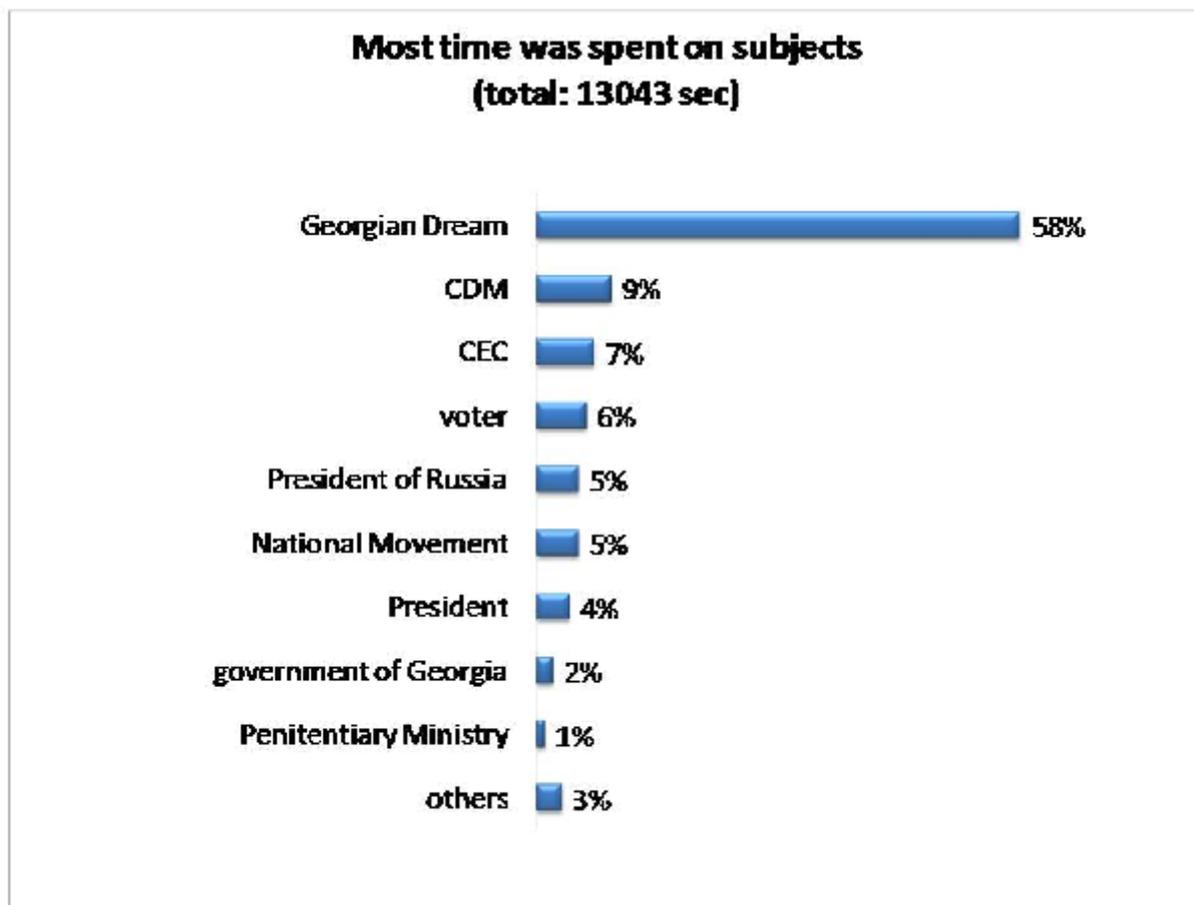
¹ <http://www.electionsportal.ge/ge/>

Abashidze) and Georgian Dream's members from Adjara who are described as follows: Aslan's Prosecutor – Davit Ananidze, Aslan's chief police officer – Zia Saginadze, deputy of Aslan – Shota Zoidze, Aslan's minister of environment – Anzor Tkhilaishvili. The ad authors believe it is going back to Aslan's epoch in Adjara. And they warn voters Do not Risk!"

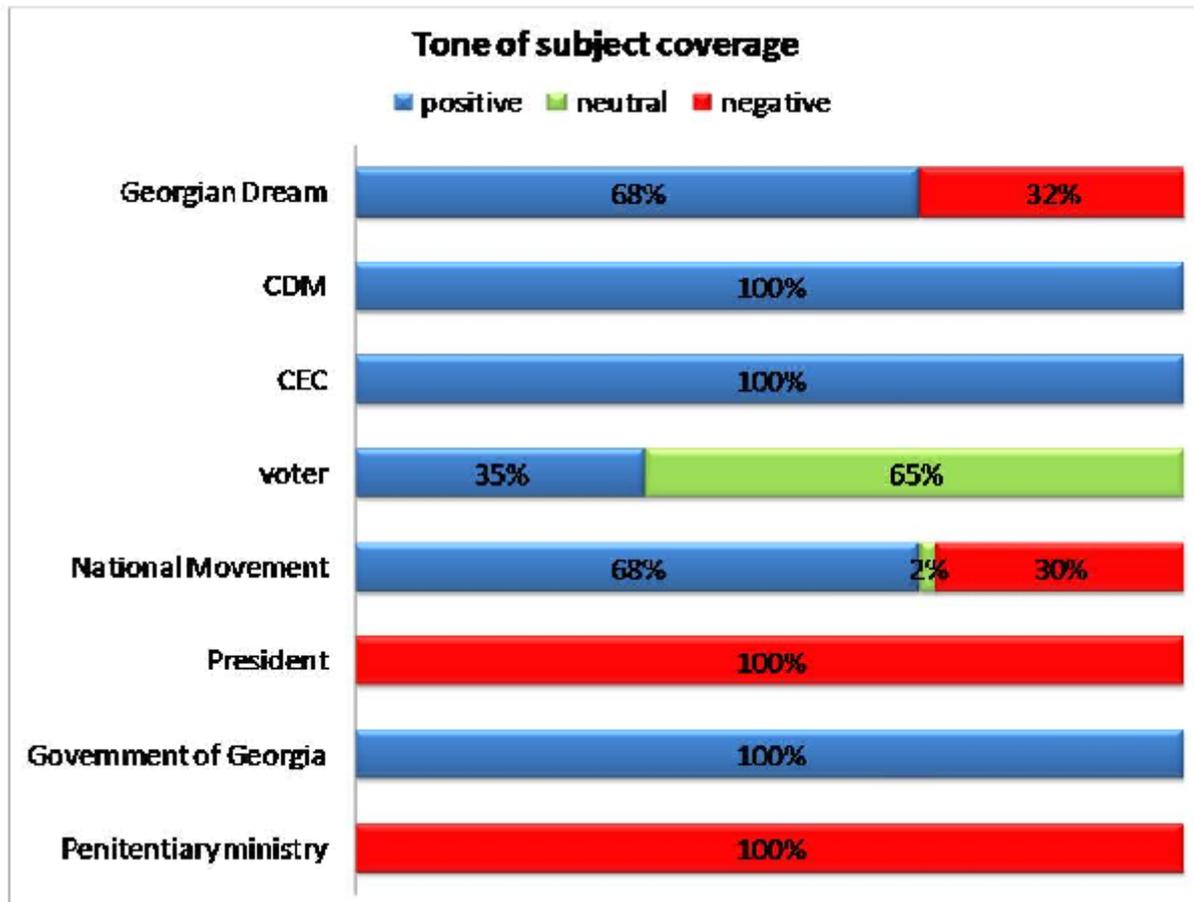
Advertisement **We Wonder Why?** speaks about Bidzina Ivanishvili's positive attitude towards Russian president Vladimir Putin.

Position of civic solidity is demonstrated in the advertisement "Not for Sale!" Where different people state: "Love Cannot Be Sold!" "Homeland Cannot Be Sold!" "Future of Our Children Cannot Be Sold!" and Our Voice Not For Sale! The clip finishes with the warning – bribery of voters to gain votes during the elections is crime and punished under the law. The ad does not clearly show who the author is.

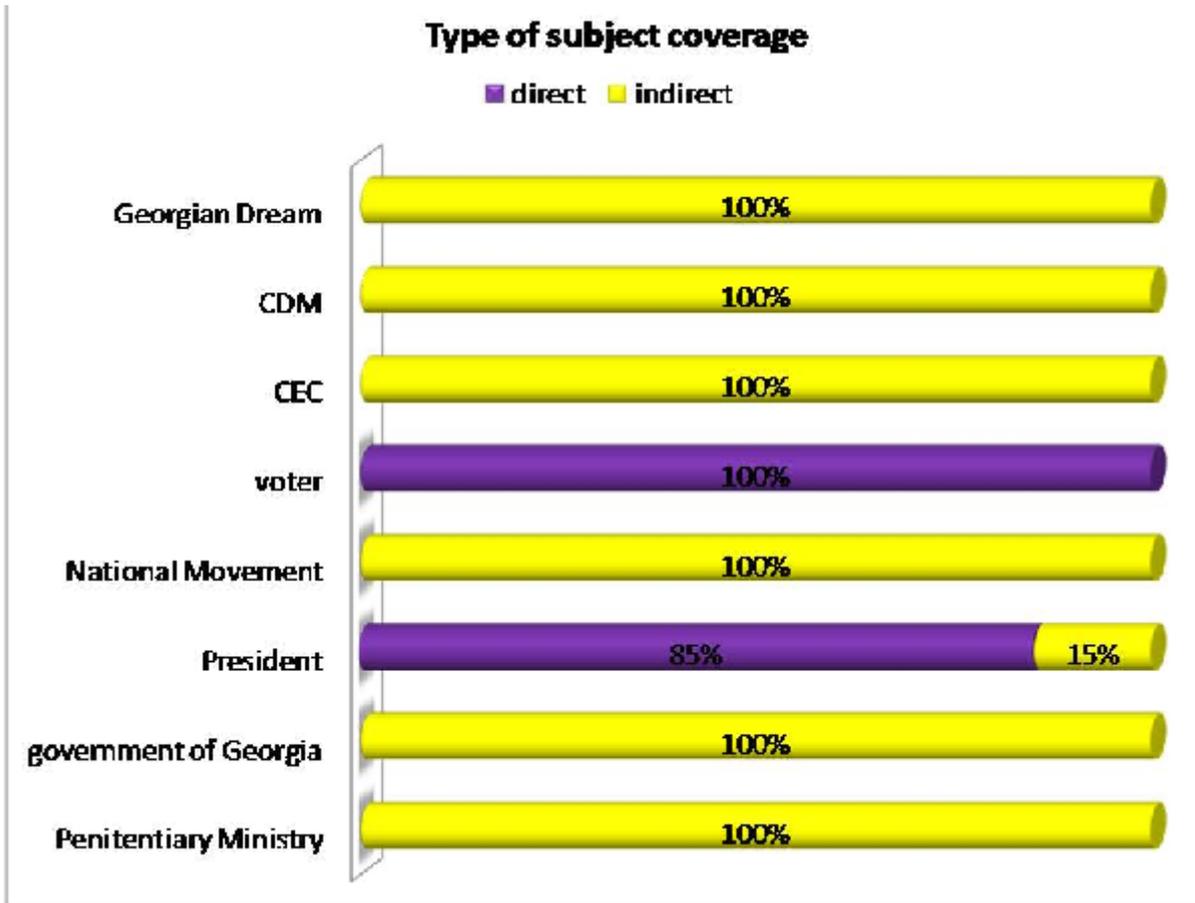
Most time was spent on the following subjects:



Tone of subject coverage

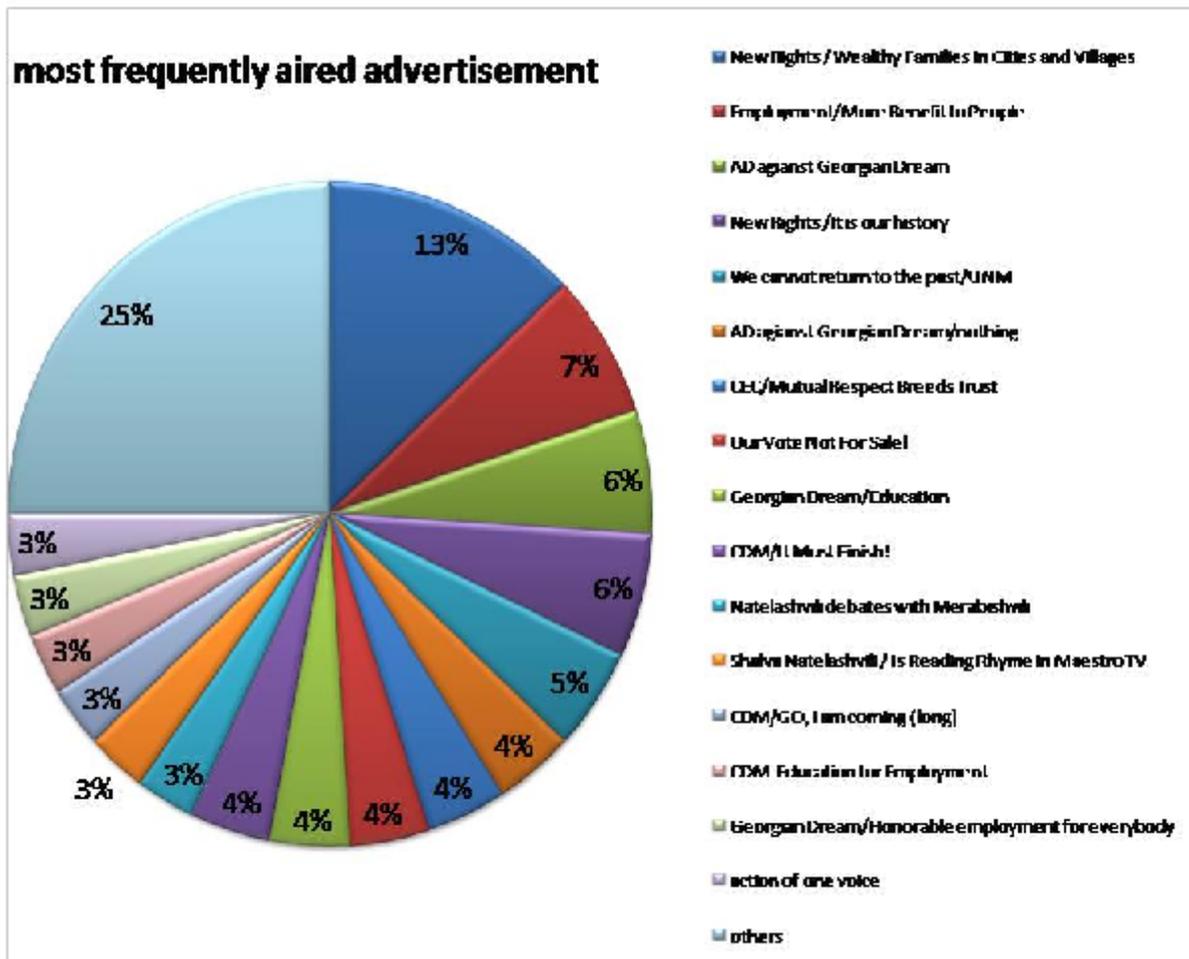


Type of subject coverage



**Maestro
Media-Monitor – Shorena Latatia**

Total length of advertisement intervals during prime time on Maestro TV in this period of media-monitoring was 36 849 seconds (about 614 minutes). Among them, 16 473 seconds (about 276 minutes).



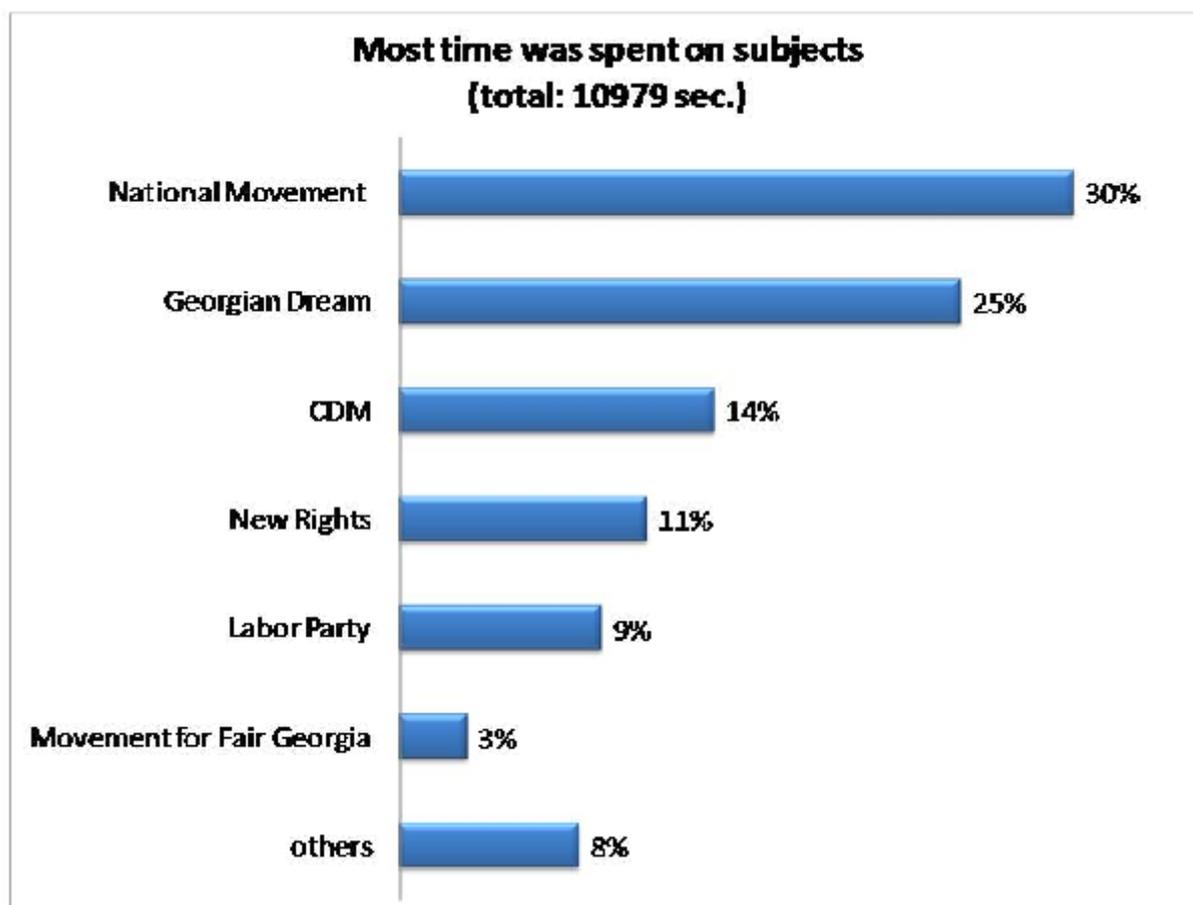
Wealthy Family in Villages and Cities – it was main message of the New Rights’ advertisement during this period of media-monitoring.

“Wealthy family means employed family members with decent income, whose income per months is 1000 lari; guaranteed medical service for every person provided either by insurance company or by state programs; accessibility of high-quality education, pension for elderly family members that will ensure decent life for the entire family,” the advertisement states.

The most frequently aired advertisement by the UNM was Employment/More Benefit to People. The party promises voters to defeat the unemployment problem by establishing state ministry of employment. “Many families in Georgia live in poverty; unemployment is still high and it is still huge problem for many people to find stable job. Now it is time to assist every family to feel progress of our country! Government of Georgia established new ministry of employment which will register every jobless person. They will receive all allowances like 1000 Lari voucher to fund their vocational training,” the clip states.

Christian-Democrat Movement responded to prisoners' torture facts in Gldani Prison # 8 with a new advertisement clip. The clip starts with the extract from the public speech of Levan Vepkhvadze, one of the leaders of the party; he speaks about the Public Defender's report and political responsibility of the penitentiary minister. "Naking, beating of people, disastrous increase of mortality. those people who commit it feel themselves safe due to impunity syndrome," Giorgi Akhvlediani's speech continues the ad after whom the party leader states that government is politically and morally bankrupted. Video clip finishes with Inga Grigolia's monologue: "In similar situations protest feeling suffocates me and I realize that I am ready to fight against this injustice with bear hands. Country cannot be governed with similar methods! It must end!"

We first observed the advertisement of the Movement For Fair Georgia² during this period of monitoring.

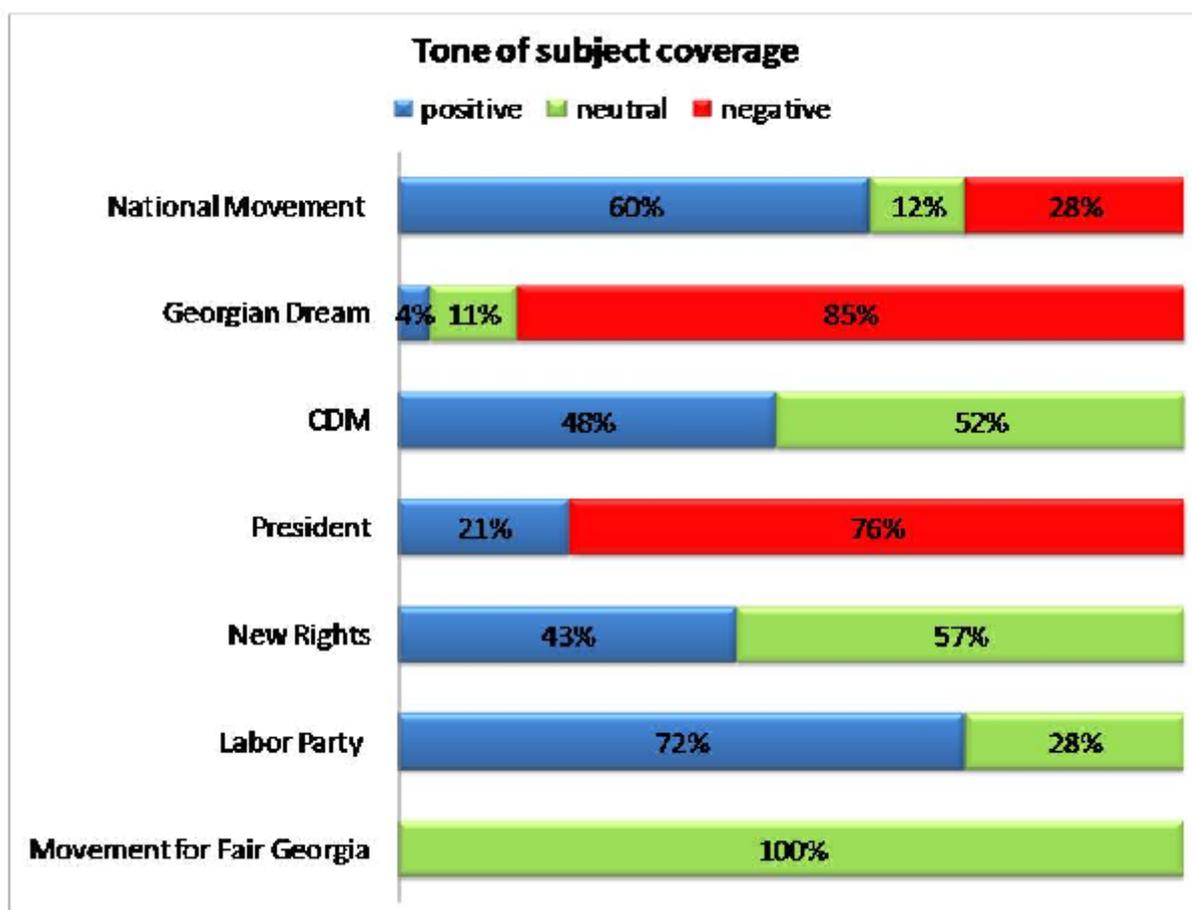


During this period of monitoring, Maestro first aired advertisement against Mikheil Saakashvili prepared by the nongovernmental organization Future Day.

² http://www.youtube.com/watch?v=3xiNn6RSSRs&feature=player_embedded

Unpleasant Day – this is the name of the video-clip which starts with the extracts from Saakashvili’s public speech. “Russia does not want friends; they need vassals,” said Saakashvili and then we see the list of those Russian companies which purchased various strategic enterprises in Georgia during Mikheil Saakashvili’s governance: “EngurHES, ZhinvalHES, Khrami 1, Khrami 2, Khrami 3, Khrami 4, Khrami 5, Russian Company RaoES.” Then we see the list of the companies whose owners became Russian investors. The list is too long and at the end of the ad we see subtitle: “These companies were assigned to the state which has occupied 20% of the Georgian territory.” These advertisements resulted into 76% of negative coverage of president in the diagram below.

During the monitoring we still observed advertisements against Bidzina Ivanishvili whose context were discussed in previous reports in details.³

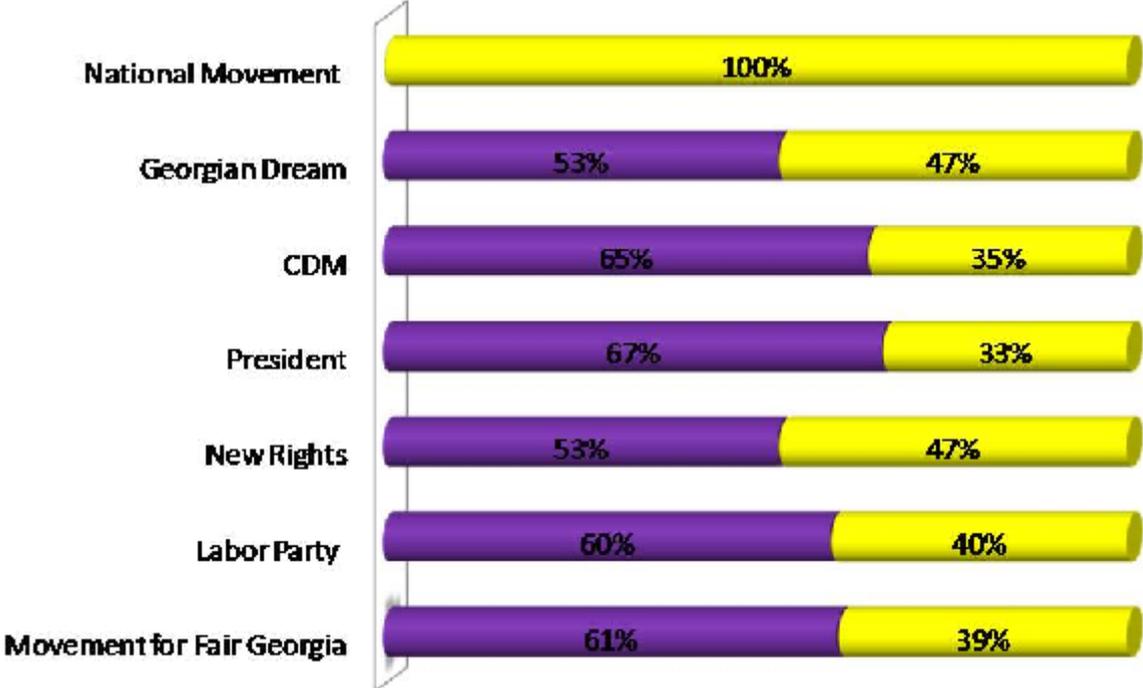


United National Movement continues its election promises and PR campaign with the support of third persons. Namely, ruling party does not use statements or public speeches of its leaders in the ads like it was observed in the ads of the opposition political parties.

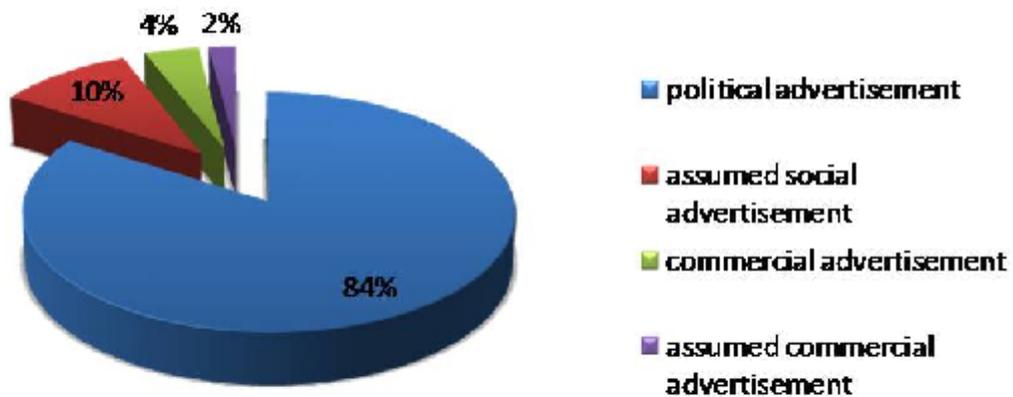
³ <http://humanrights.ge/admin/editor/uploads/pdf/september%203-9.pdf>

type of subject coverage

■ direct ■ indirect



theme of advertisements



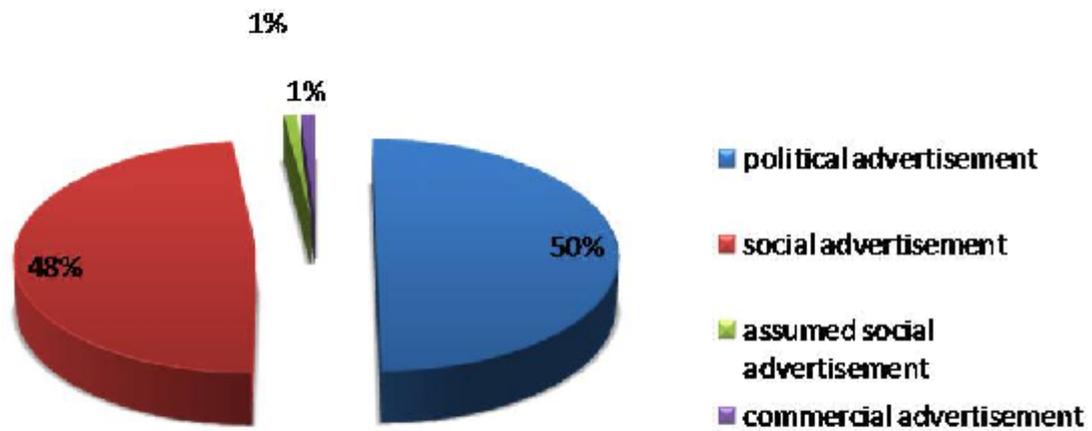
TV9

Media-Monitor Nino Gelashvili, Giorgi Janelidze

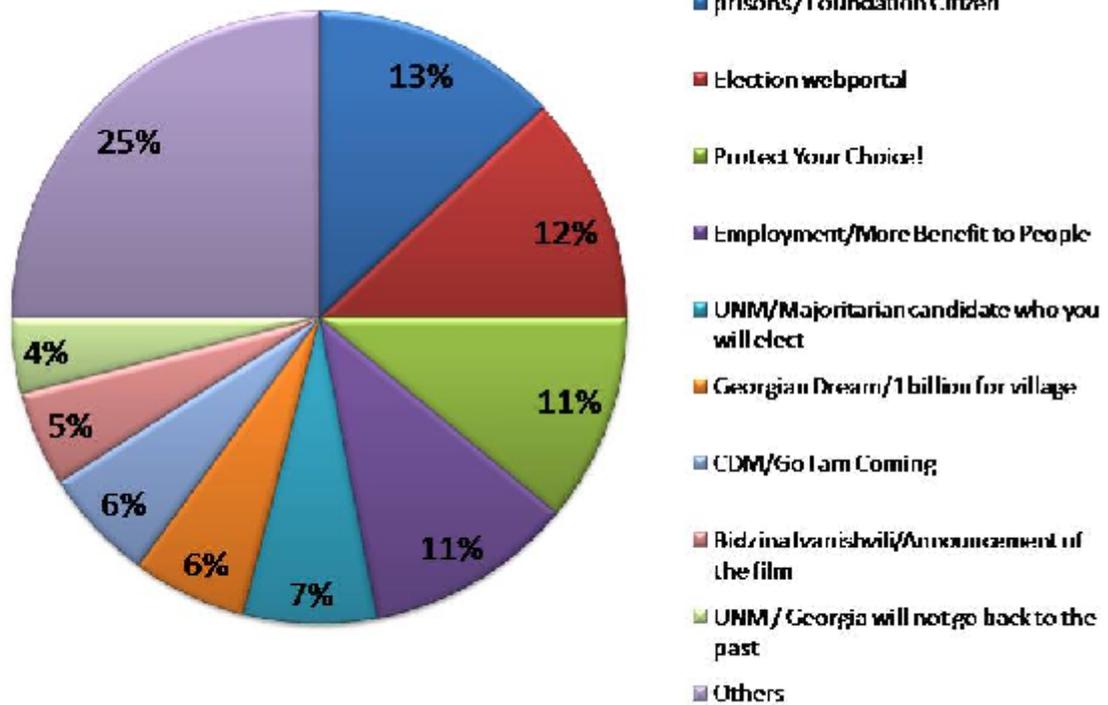
TV9 does not air much variety of advertisements. During the report period about 41 988 seconds (about 700 minutes) was spent on the advertisements on TV9. Theme of most of those advertisements was election.

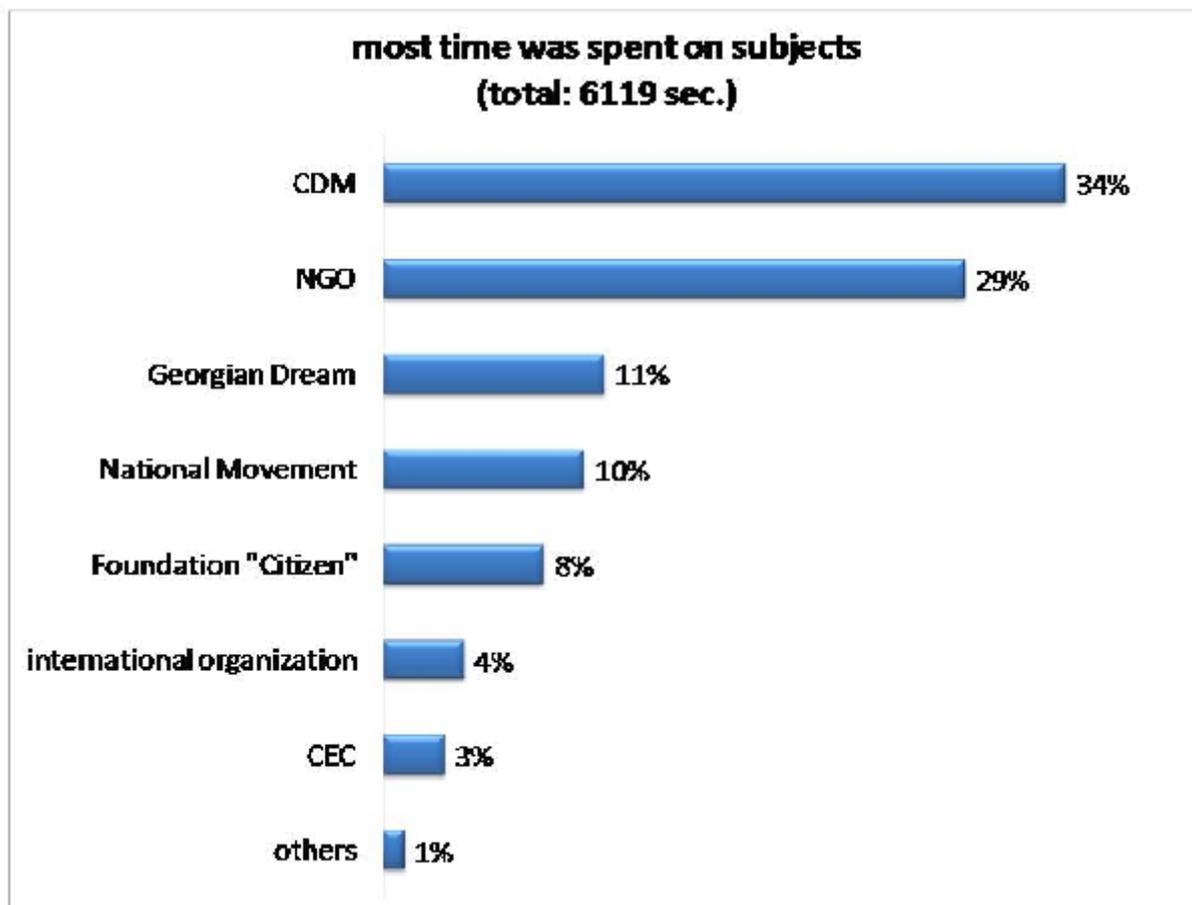
During the report period political, social and few commercial advertisements were aired by TV9. Advertisements of three political parties – UNM, Coalition Georgian Dream and Christian Democrat Movement were aired.

theme of advertisements



most frequently aired advertisements





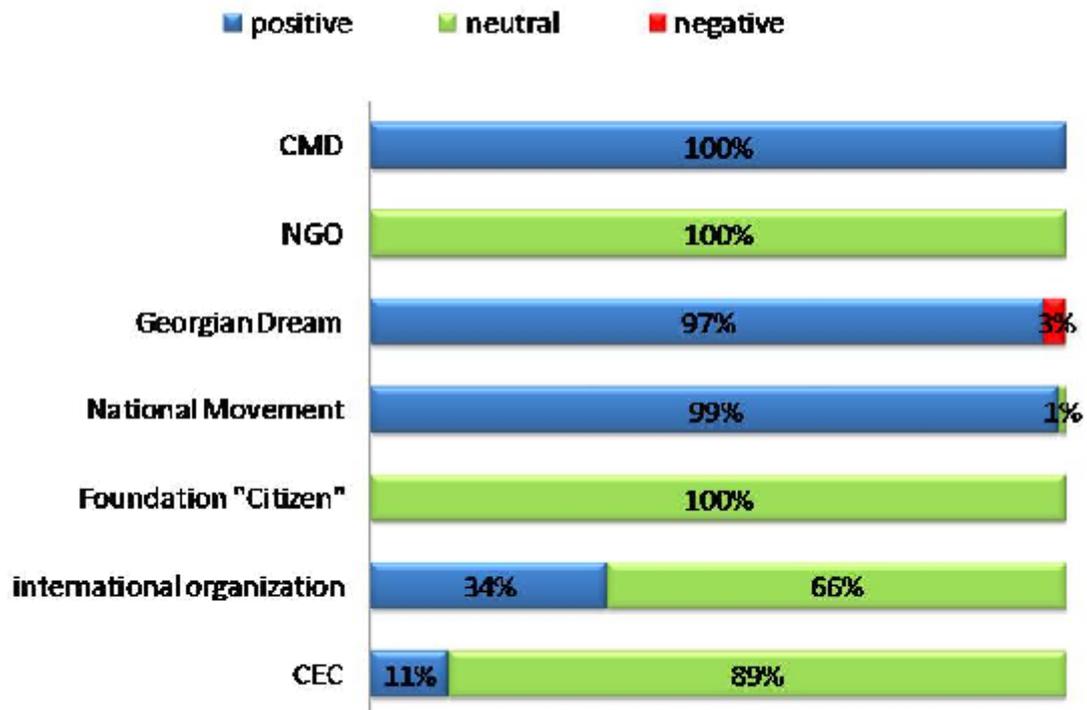
Alongside the advertisements of the CEC, which suggests voter to respect each other, we observed two video-clips about necessity of female politicians in the country. Presumably, clips are social. Those advertisements belong to the category of assumed social advertisement because they aim at public welfare. International organizations are subjects of those advertisements.

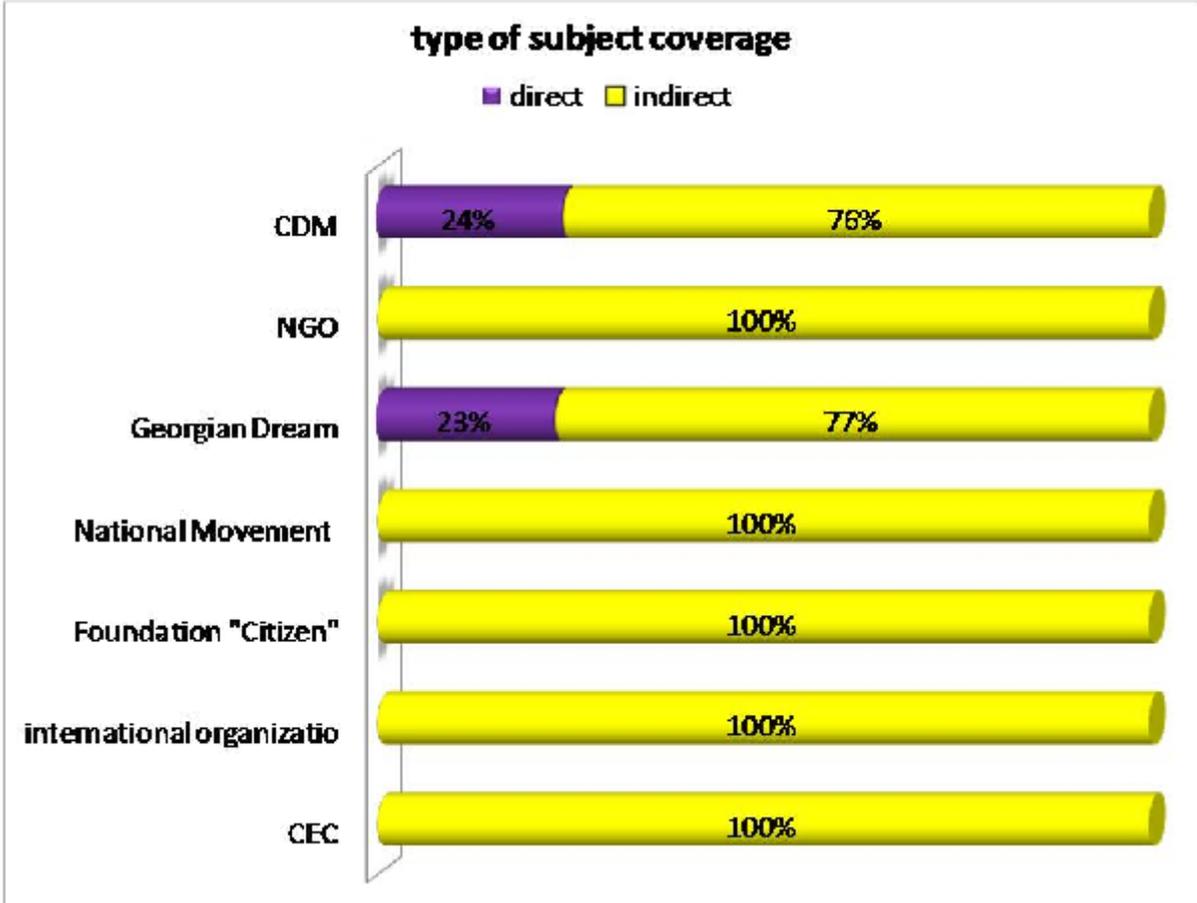
Presumably, advertisement clip of the foundation Citizen also has social status which suggests population to assist families of prisoners. This ad belongs to the category of assumed social advertisement because it contains charity goals that are one criteria of social ad.

Big part of advertisement time is occupied by the ad of the election portal electionsportal.ge. The video-clop of the partiebi.ge was aired several times too. International and local nongovernmental organizations are subjects of those advertisements.

Big part advertisement intervals on September 22 and 23 was occupied by the series of advertisements "Protect Your Choice!" the videos reminds population election procedures on the Election Day and assures people in privacy.

Tone of subject coverage





This report is made possible by the support of the American people through the United States Agency for International Development (USAID). The contents are the sole responsibility of Human Rights Center and do not necessarily reflect the views of the International Foundation for Electoral Systems, USAID or the United States Government