

## Human Rights Center



### Monitoring of Media Coverage of Parliamentary Elections

#### Results from the Period of August 13-26

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).

The report below covers period from August 13 to August 26, 2012. Unlike previous periods, number of advertisements presenting the achievements or services provided by governmental institutions was reduced in the broadcasting time of the Georgian Public Broadcasting Company.

On August 17, 2012 the Central Election Commission published a list of election subjects, who have right to place free political advertisements in the broadcasters. There are four qualified election subjects on the list: "Shalva Natelashvili – Labor Party of Georgia," "United National Movement – More Benefit to People," "Giorgi Targamadze – Christian Democrat Union" and "Bidzina Ivanishvili – Georgian Dream."

In accordance to article 51 of the Election Code of Georgia, broadcasters shall allocate indiscriminative broadcasting time for each qualified election subject. It is noteworthy that during this period of media-monitoring GPB, Maestro, Rustavi 2 and Imedi aired free and paid political advertisements of all qualified election subjects. Advertisements of the National Movement, Christian-Democrat Movement and Labor Party dominate on the GPB; advertisements of the National Movement and advertisements against Georgian Dream dominate on the Rustavi 2 and Imedi. It is noteworthy that GPB does not air advertisements against the Georgian Dream.

As for Kavkasia and TV-9, they did not air political advertisements of the Labor Party due to the refusal of the party administration to place their free political advertisements in those TV-Companies.

#### Methodology

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

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

In the frame of qualitative research, media-monitors observe whether PR and information are demarcated in the ad, whether it is hidden advertisement and PR 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 advertisement in social ads.

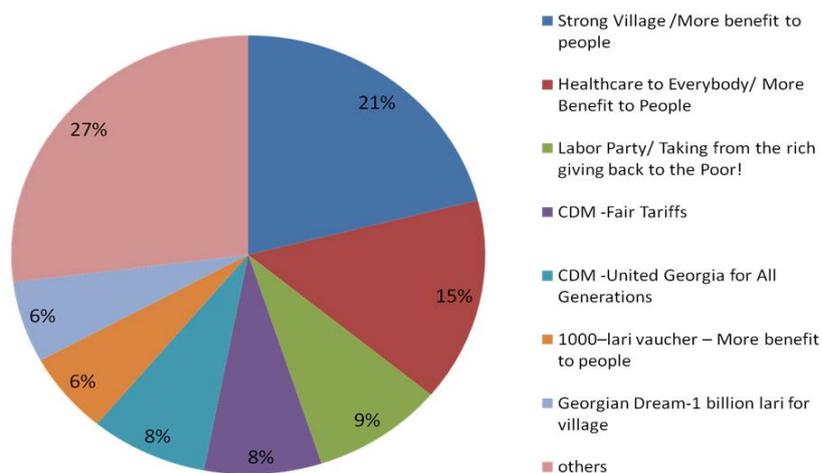
**Public Broadcasting Company  
Media-Monitor: Aleko Tskitishvili**

Total length of advertisement intervals during the report period on Georgian Public Broadcasting Company was 37 512 seconds (approximately 625 minutes). Among them, 13 302 seconds (approximately 222 minutes) were spent on the advertisements and election subjects relevant to our monitoring.

During this period of monitoring, GPB fully moved to pre-election regime and allocated broadcasting time for the political advertisements of political subjects. Initially (August 13) GPB aired political advertisements of the ruling party United National Movement; then on August 16, advertisement of the Christian-Democrat Movement followed; since August 22 the GPB has been airing ads of the Labor Party; since August 23 they have been airing ads of the Coalition Georgian Dream. All in all, at the end of the monitoring period GPB dedicated time to all **qualified electoral subjects** in its broadcasting network for paid and free political ads.

As we have already noted advertisement of the UNM was first aired on August 13 and CDM, Labor Party and Georgian Dream placed their ads on the GPB in the following days. For that reason, advertisements of the National Movement were most frequently aired by the GPB during this period of monitoring (see diagram).

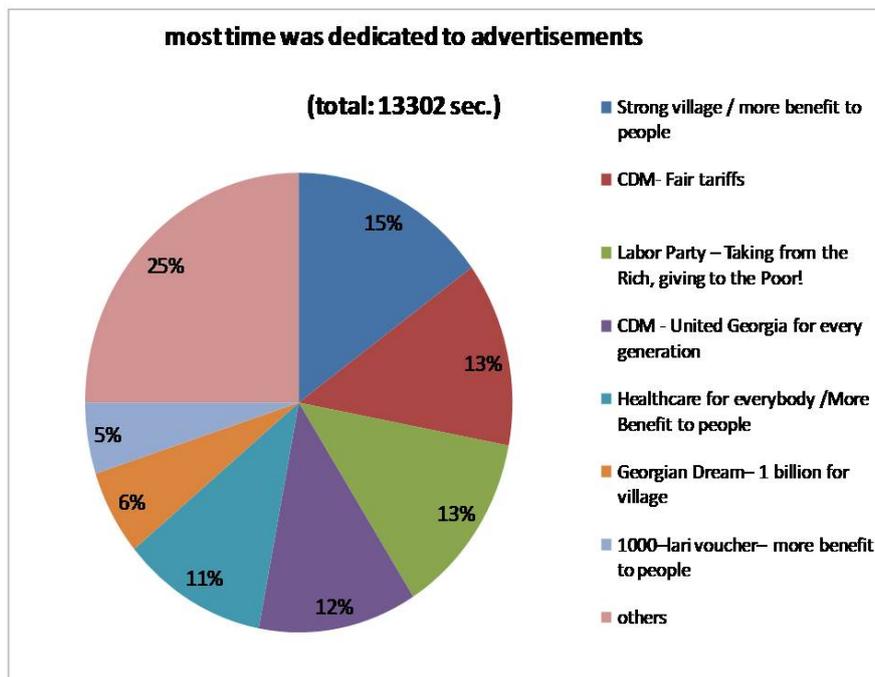
**Most frequently aired advertisements**



UNM placed three advertisement rolls on the GPB; CDM and Georgian Dream placed two ads each and Labor Party only one. So, one advertisement of the Labor Party ranked the second place after the UNM's two ads and is placed

ahead of CDM's two ads in the diagram for the most frequently aired advertisements. Next on the list is the advertisements which were placed in the last days of the monitoring period; they are UNM's ad about 1000 lari voucher and Georgian Dream's ad about development of the agriculture (the latter has two versions: long – 60second and short 30second rolls). It is noteworthy that both ads have been aired since August 23 and as the diagram shows, both were aired with equal frequency till August 30.

The timing of the advertisements which took most time on the GPB is interesting. As we have noted, National Movement placed three 30-second advertisements on the GPB. Among them, advertisement about overall healthcare was replaced by the advertisement about 1000 GEL voucher since August 23. So, most time was dedicated to one of UNM's advertisements about reinforcement of village. Our diagram shows that CDM's and Labor Party's 1-minute advertisements follow the list. (See diagram).



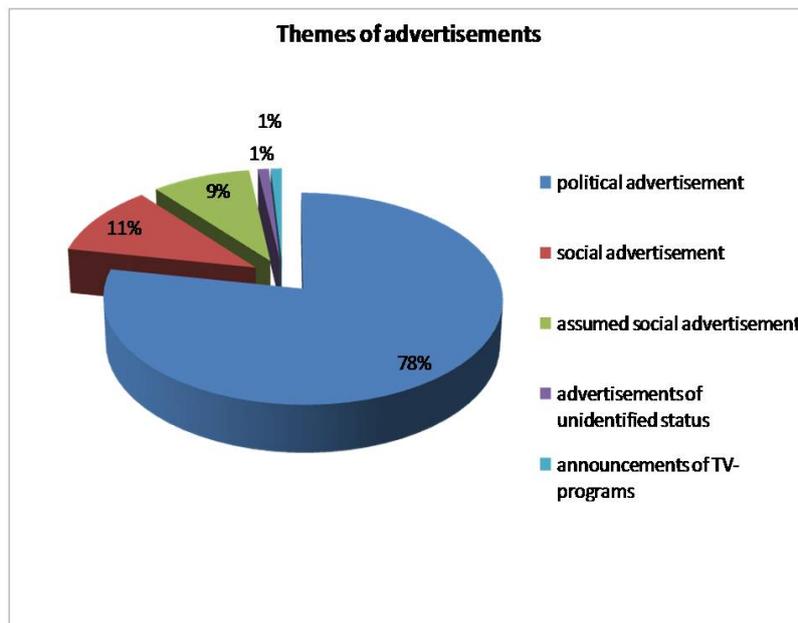
Unlike previous periods of media-monitoring, number of advertisements about achievements of the governmental institutions and their service has farther reduced on GPB. It should be noted that following advertisements which were aired at public broadcaster with the status of social advertisements and which contained signs of hidden political advertisement – “made in Georgia” and “Free internet from City Hall of Tbilisi” were not observed to be aired at public broadcaster in this reporting period.<sup>1</sup>

Like we wrote in previous reports, social ads do not have relevant subtitles. So, “assumed social advertisements” on the diagram are those ads which were aired during last days of monitoring period and GPB has not yet notified us about their status. GPB has twice provided us with the requested public information about the status of social ads they release and we are thankful for their cooperation.

It is interesting that in their last list of social ads, which covers advertisements aired from July 2 to August 12, the video-roll about rehabilitation of the Tbilisi was not on the list – [I Love Tbilisi](#).<sup>1</sup> We wrote in our previous reports

<sup>1</sup> See review of these advertisements in the first intermediate report: <http://humanrights.ge/admin/editor/uploads/pdf/English-2.pdf>

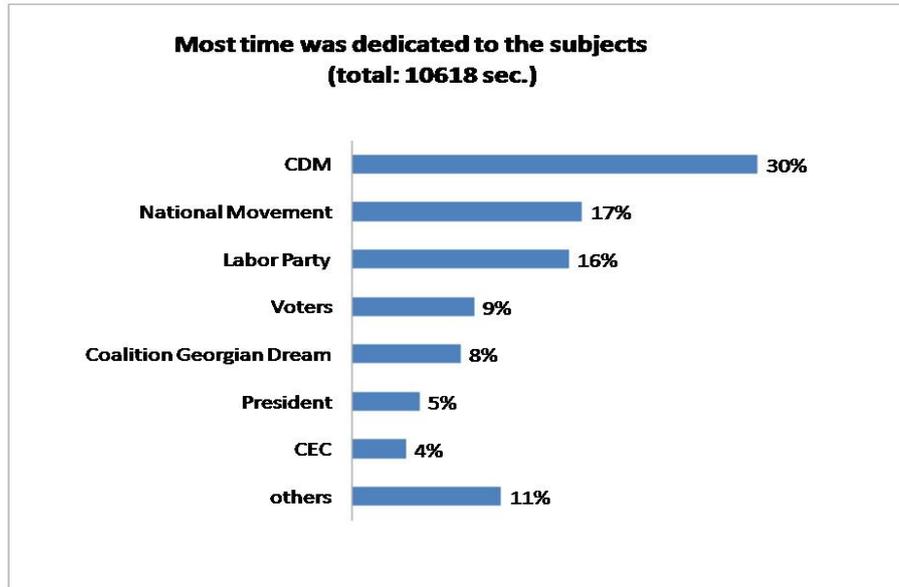
that this advertisement contained signs of hidden political advertisement in favor of the National Movement. Simultaneously, I Love Tbilisi was on the first list of social ads which GPB provided us at the first stage of monitoring and it covered period from June 18 to July 2. Before that, GPB provided the same information to the [Transparency International –Georgia](#)<sup>2</sup> and confirmed that it had social status. At this stage of the media-monitoring Human Rights Center is trying to find out whether this advertisement has changed its status and we are waiting public information from the GPB. We are also interested in the status of analogue advertisements which we have discussed in our previous reports too: “[Anaklia is eager to welcome you](#),<sup>3</sup>” “[I Love Racha](#)”<sup>4</sup> and “[I Love Svaneti](#)”<sup>5</sup>,” which were aired by the Public Broadcasting Company several times during the last period of media-monitoring though less frequently than in the first days. Those advertisements are not on the list of social advertisements provided by the GPB. In the last period of media-monitoring, those advertisements occupied 1% of the relevant ads. We singled out them under the name of “advertisements of unidentified status.” (See diagram).



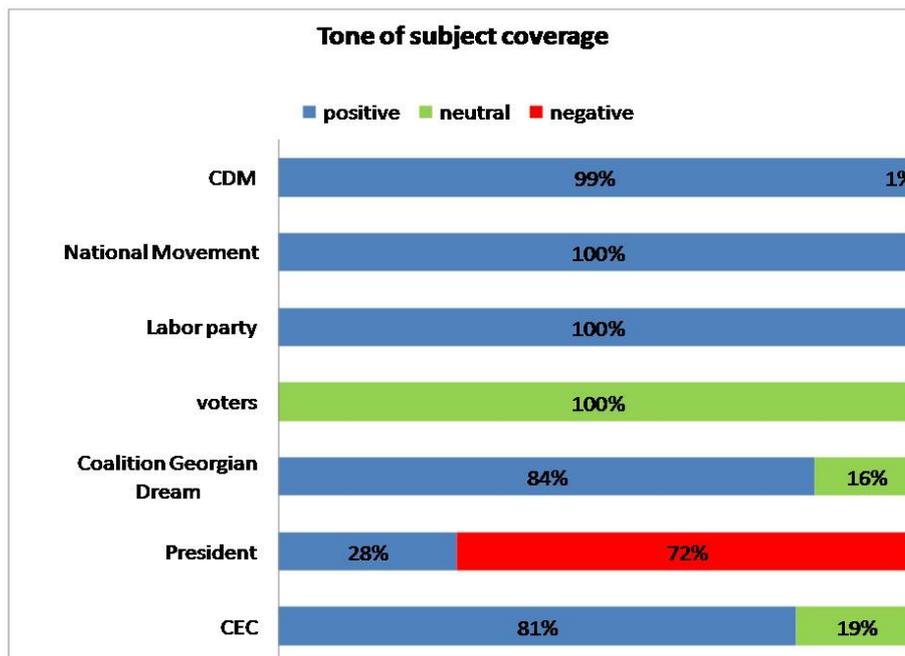
As you see on the diagram, social and assumed social advertisements occupied 20% of relevant advertisements during this period of monitoring and none of them were included in the diagram for the most frequently aired advertisements. Advertisement of the CEC [We Reflect Reality](#)<sup>6</sup> also had social status; advertisements funded by the CoE and Embassy of the Kingdom of the Netherlands in Tbilisi – “Let’s Protect Rules of Election Campaign Together”, advertisement rolls of the hotlines of the [Human Rights Center](#)<sup>7</sup> and Transparency International Georgia; as well as advertisement roll of the coalition for Independent Living - For Disabled People. All those advertisements were prepared on the topic of elections and aims to inform society about pre-election procedural rules and how to protect them as well as to prevent violation of those rules.

Advertisement rolls about various festivals was also among relevant social and assumed social advertisements; those festivals were organized with financial support of the local self governments or regional administrations. During the monitoring period several similar advertisements were aired and announced on GPB: Festival “Night Serenades” organized by Liana Isakadze and Batumi City Hall, public holiday Vazhaoba in Chargali funded by Dusheti district and Mtskheta-Mtianety regional administrations, Batumi Summer International Festival organized by the Adjara Ministry of Culture, Monument Protection and Sport and Festival “Traveler Notes” organized by the Ministry of Culture and Monument Protection of Georgia. Consequently, subjects of all these advertisements were governmental institutions though no signs of hidden political advertisements were detected in them.

Total 10 618 seconds (177 minutes) were dedicated to the subjects of the relevant advertisements. Among them, most time was dedicated to the subjects: CDM, National Movement, Labor Party, voters, Coalition Georgian Dream, President, CEC (see diagram)



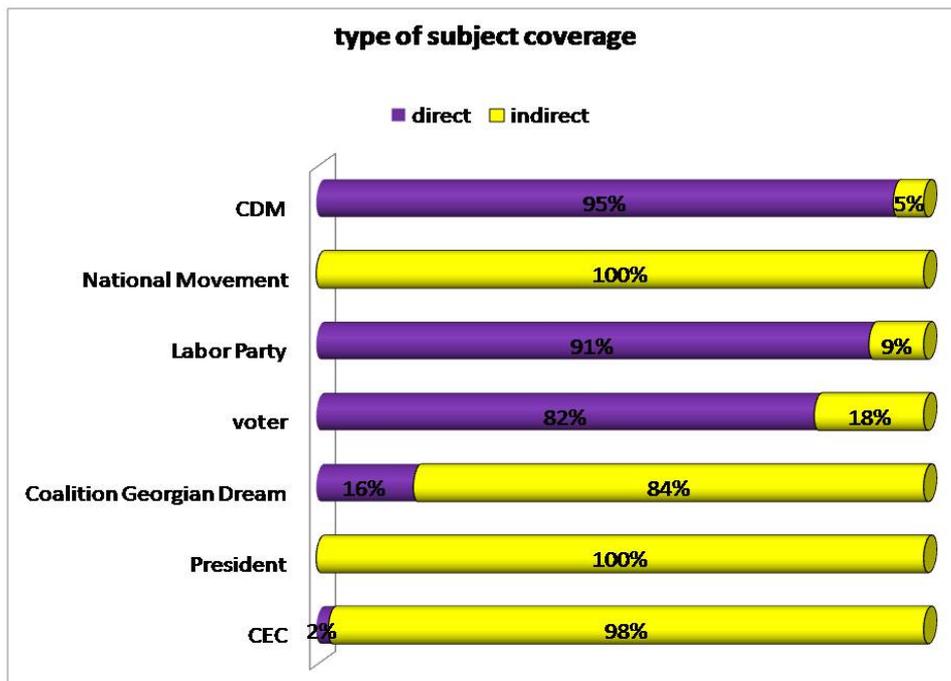
Subjects were mostly covered in positive tone; voters were covered completely in neutral tone and Georgian Dream, CEC and CDM were covered partly positively and partly negatively; president is the only subject who was largely presented in negative tone (72%) among the relevant advertisement on the GPB. See diagram.



President's presentation in negative tone is connected with the political advertisement of the Labor Party where President Mikheil Saakashvili is featured for 13 seconds. The video is recorded at the meeting during the Rose Revolution in 2003. At that time we hear heavy music in the roll and in parallel to president's image, spectators see

the footage of Shalva Natelashvili’s 2003 speech where he said: “Black, anti-national tyranny is establishing in the country whose aim is to destroy Georgian state, to give out our territories to various states, to divide the country into small principalities and to subordinate the national economics to one group...” the video stops and it is continued by Shalva Natelashvili’s statement of 2012: “The history will no longer forgive mistake. Trust this country to us at least once and we will survive it. We will take from the rich and give it back to the poor! We are starting!” Then we see ballot paper where a voter’s hand crosses all election subjects on the list and circles only Labor Party.

Subjects were mostly covered indirectly so they were either seen or were mentioned in the advertisements. Christian Democratic Movement was covered mostly directly (the coverage is of direct type when the subject personally speaks in the ad) that is connected with its two advertisements: 1) CDM – United Georgia for Every Generation; and 2) CMD – fair tariffs to people. Both advertisements last 60 seconds and it presents public speeches of the CDM’s leader Giorgi Targamadze where he speaks about social misbalance, unification of Georgia and fair tariffs and energetics. For example, in the roll about fair tariffs the CDM’s leader states: “Establishment of fair tariffs in Georgia is the only, most correct and shortest way to improve social conditions of the impoverished population of Georgia, to work out frozen and stopped economic engine of our country. So, do not stay at home! Get in touch with your relatives! Visit your acquaintances! Use internet! Enter every house where you can find our people! Everybody should remember that selecting number 10 on the Election Day automatically means establishment of fair tariffs in our country and to put Georgian energy in the service of Georgian People! Victory to our joint effort, joint struggle!” at the end we see a text: “Fair Tariffs to People – Christian Democrat Movement.”



Two more subjects were covered in direct tone – Labor Party and Coalition Georgian Dream. Those election subjects, like CDM, use speeches of their leaders in the ads. We have already discussed the Labor Party’s advertisement. As for the Coalition Georgian Dream, we have already mentioned that they have placed two versions – short and long – of their advertisement about the development of agriculture. In the second, short version of the advertisement, 7-second speech of the Coalition Leader Bidzina Ivanishvili is removed; it is in the long version of the ad. Bidzina Ivanishvili’s 8-second speech is in the advertisement which announces the Georgian Dream’s assembly in Racha-Lechkhumi. It is interesting that National Movement’s leaders are not directly presented in their political advertisements.

Leaders of the ruling party President Mikheil Saakashvili and prime-minister Vano Merabishvili are seen only for two seconds in the mostly aired political advertisement – Strong Village – More Benefit to People. The rest time of the advertisements are spent on the advertising of the National Movement’s achievements. In one of the ads – Strong Village – More Benefit to people voter – peasant is covered directly; he is holding a scythe and saying: “Tbilisi and Batumi became very beautiful; new buildings are constructed but here in the village everything [achievements] is coming very slowly.” After this phrase we hear advertising text: “National Movement claims that every family shall feel Georgia’s progress. So we must reinforce village, create irrigation system, which will irrigate 90 000 hectares of land. Mechanization centers will be opened throughout the country which will supply Georgian villages with tractors, and peasants with new knowledge.” After this text we still hear peasant’s voice – National Movement in Order to Feel Progress Here Too!

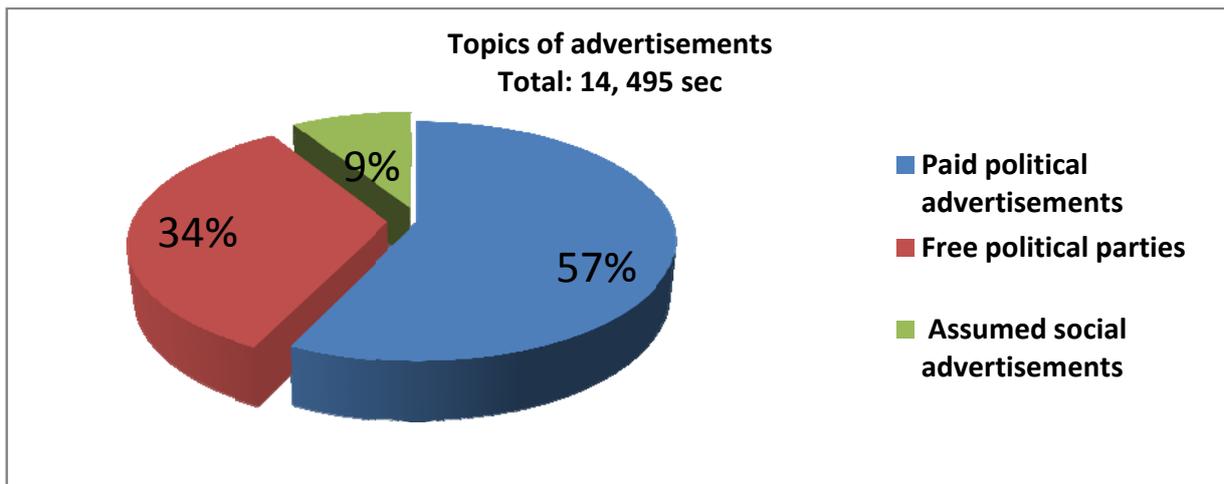
As a conclusion we would like to note that in the period between August 13 and August 26 Georgian Public Broadcaster allocated time to all qualified election subject to place their political advertisements. However, opposition parties placed their ads several days after the National Movement had already placed its ads on the GPB. So, the balance was breached in favor of the UNM. However, it should be noted that in the view of subject coverage, as the diagrams also show, the balance is breached in favor of the opposition political party CDM. Almost twice more time was dedicated to the subject than the ruling party – National Movement.

**Rustavi 2  
Media-monitor – Salome Achba**

Total length of advertisement intervals on TV-Company Rustavi 2 during this monitoring period amounted to 72 478 seconds (approximately 1208 minutes). Among them, 14 495 seconds (approximately 241 minutes) were dedicated to the advertisements relevant to our monitoring.

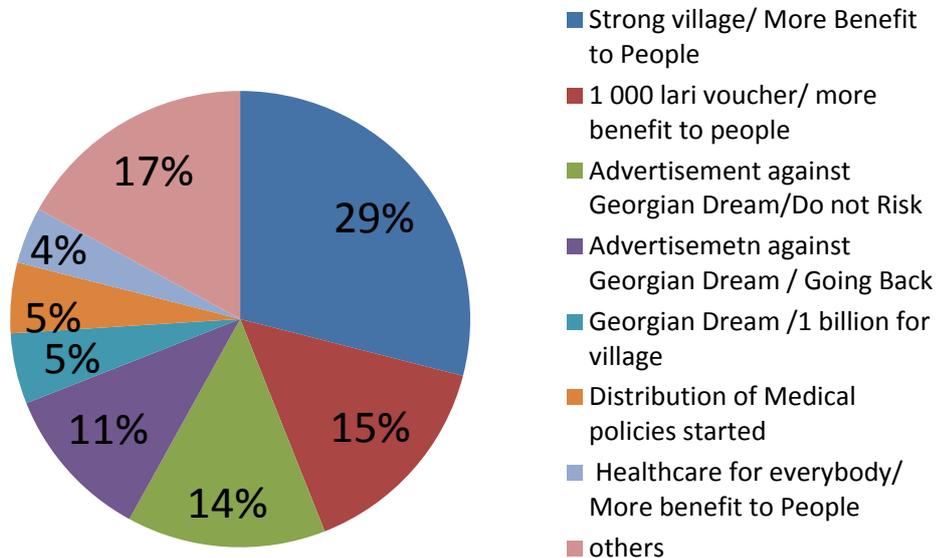
From August 15 free political advertisements were aired by TV-Company. Four qualified election subjects enjoy the right to place free political advertisements on TV-Companies and they are: Labor Party, Georgian Dream, National Movement and Christian Democratic Movement. Rustavi 2 airs free political advertisements of all four political parties.

Paid political advertisements occupied the most time in the Rustavi 2 during this period of monitoring.

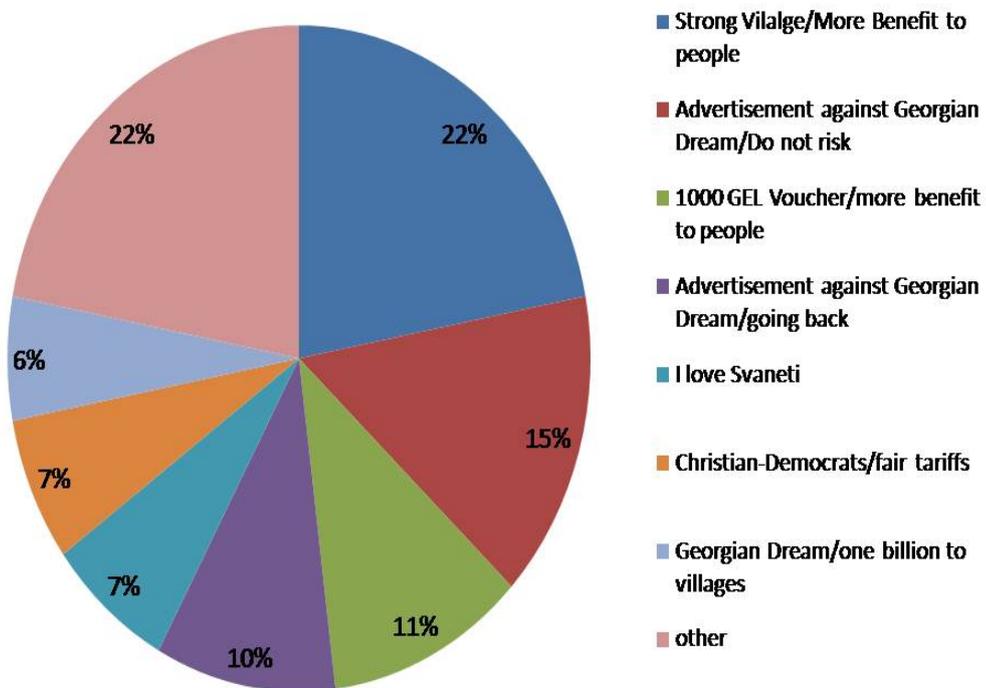


Following advertisements were most frequently aired by Rustavi 2:

### Most frequently aired advertisements



### Most time was dedicated to subjects (Total: 14895 seconds)



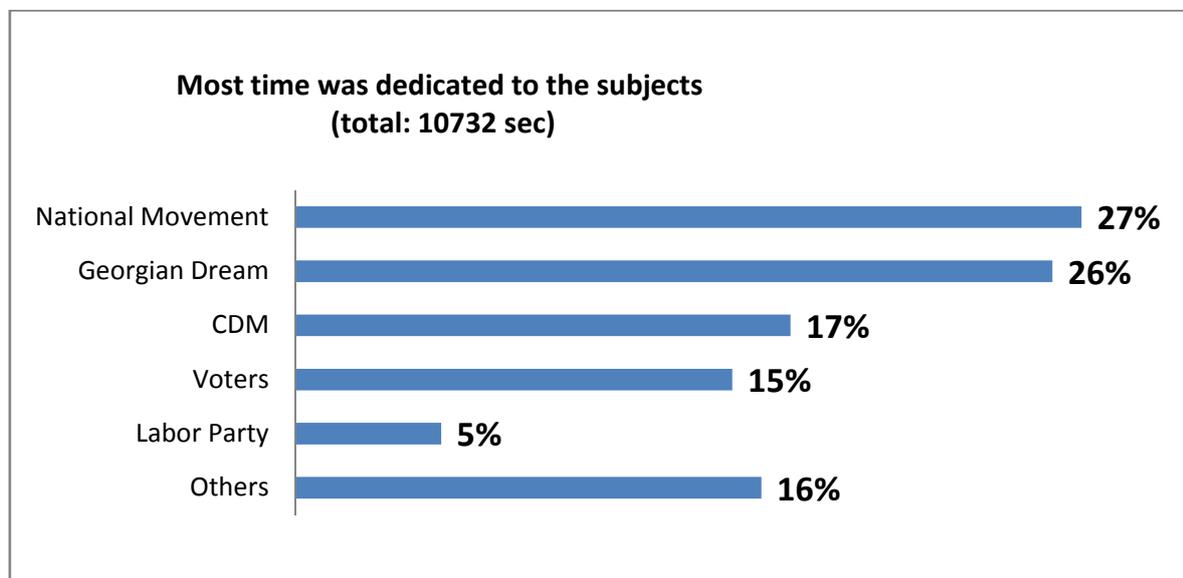
As the diagram shows, Rustavi 2 still frequently aired advertisements against Georgian Dream. One of similar advertisements (see diagram. "Advertisement against Georgian Dream/ Do not Risk) speaks about prisoner Tamaz Tamazashvili. The advertisement starts with the text "Today our children are growing up in the secure environment" and we see children who are playing on the background of a police office. "However, there are people who might undermine the security of our children" and the text continues. Then we see Georgian Dream's leader Bidzina Ivanishvili who states: "When we come in government, Tamaz Tamazashvili will occupy one of the highest positions in the MIA." Afterwards, the authors of the advertisement clarify who Tamaz Tamazashvili is. We hear text: "Man, who serves term for the storage of weapon and explosives (Tamaz Tamazashvili) and who cooperated with criminals during many years; his name is associated with kidnapping and narco-trafficking in Pankisi Gorge. Is Tamazashvili the person who shall protect our security?" and then we see a text in the advertisement: "Georgian Dream-Do not risk" and we hear "we cannot run a risk." The ad always has subtitle: paid political advertisement.

We observed two new advertisements of the National Movement during the report period – one of them is about state program in the frame of which citizens will receive 1 000 GEL voucher and the second one has the following context: "National Movements states that every citizen shall feel progress of Georgia. So, we should reinforce village, create irrigation system which will irrigate 90 000 hectares of land, will open mechanization centers throughout the country which will supply Georgian villages with tractors, and peasants with new knowledge. UNM – to feel progress." Those advertisements were aired with the status of both as paid and free advertisements.

Rustavi 2 aired advertisements of the Georgian Dream too. One of them announced pre-election assembly of the political party in Ambrolauri and the second claimed that Georgian Dream will flourish Georgian village if they come into government. Those ads had subtitle- free political advertisement.

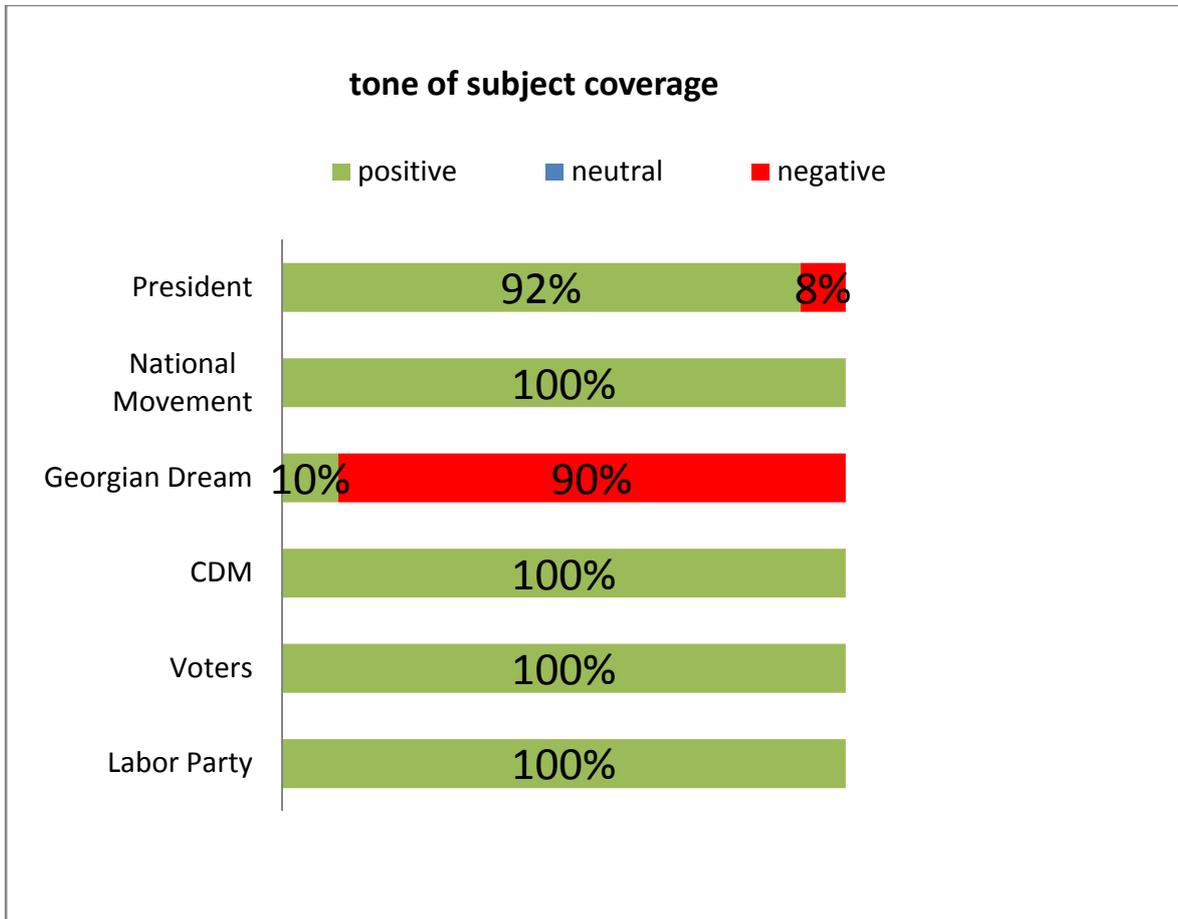
Besides the advertisements of the Georgian Dream and National Movement, Rustavi 2 aired ads of the CDM and Labor Party.

As for the most frequently covered subjects, they were Georgian Dream and National Movement.

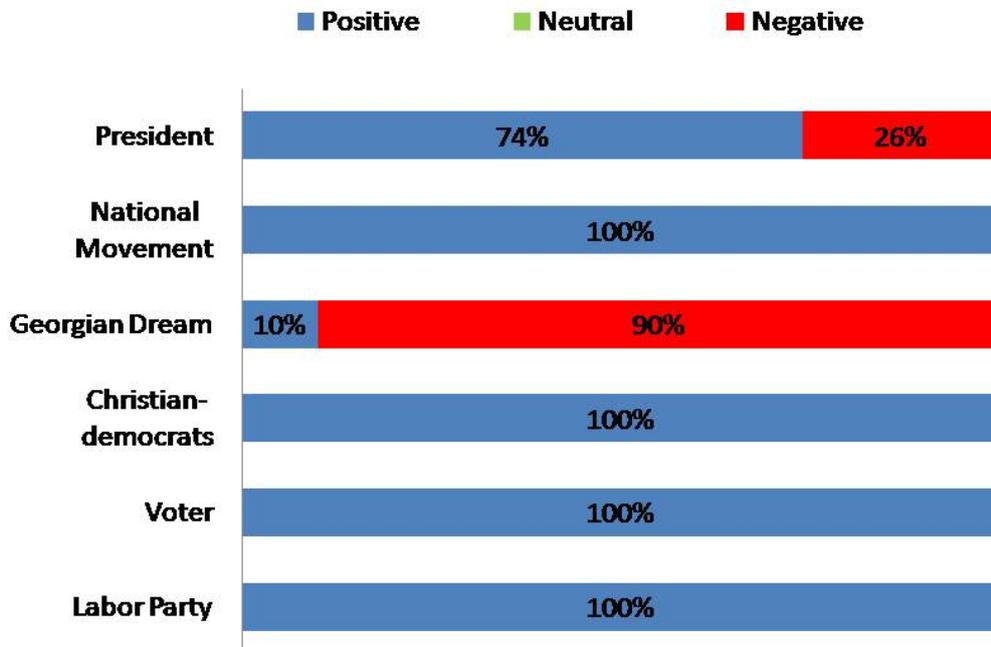


Subjects were mostly covered positively though two of them were covered negatively. They are president and Georgian Dream. President was negatively covered in the paid political advertisement of the Labor Party, where the party leader Shalva Natelashvili negatively speaks about President Mikheil Saakashvili and claims that he [president] will not keep

his promises, etc. Georgian Dream is negatively covered in those anti-advertisements which we discussed above. Organization Georgia Is not For Sale is author of those advertisements.



## Tone of Subject Coverage



As for social advertisements, total length of those advertisements which have signs of social advertisements was 2 449 seconds.

TV-Company individually grants social status to advertisements. We officially requested public information from Rustavi 2 to notify which advertisement had social status in the broadcasting net but we have not received a reply yet. So, we monitored those advertisements that have signs of social advertisements.

Two advertisements of CEC presumably have social status; one of them advertises CEC as the institution staffed with professionals and talks about work of CEC and the second informs voters about elections. We put them under the category of social advertisements since they present necessary information to the society.

Advertisement about distribution of medical insurance policies also have signs of social advertisement. The subject of the ad is Ministry of Healthcare; the tone is positive. The ad was aired 17 times.

It is noteworthy that unlike previous report periods, we did not detect signs of hidden advertisements in the programs aired during this report period.

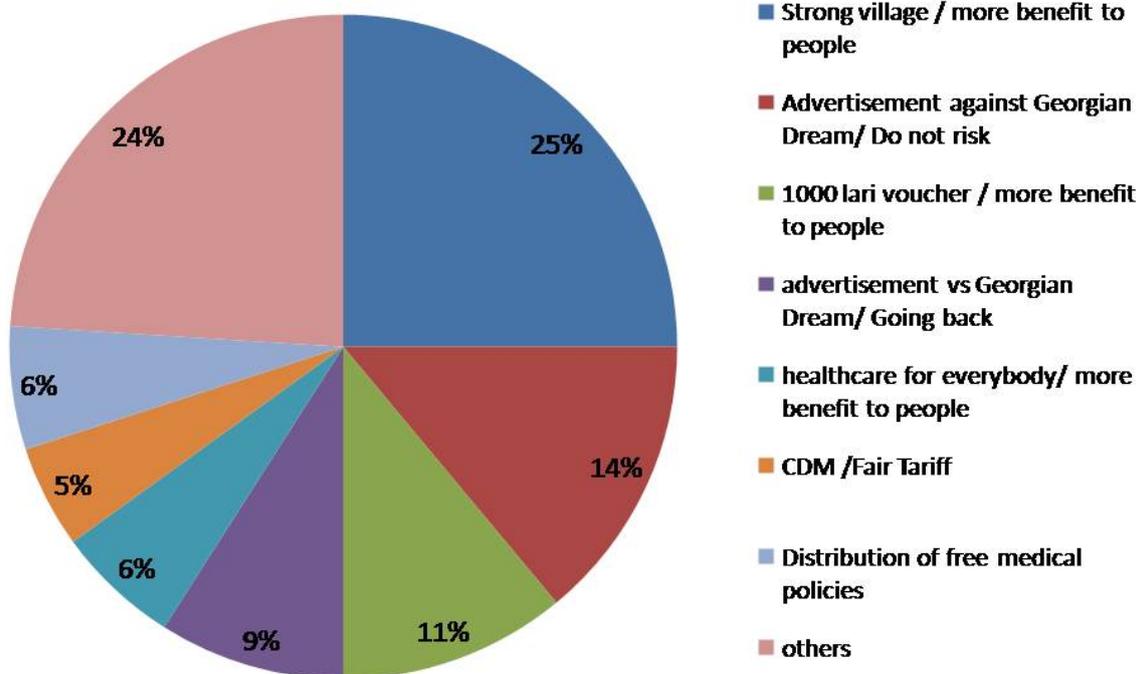
## Imedi

### Media-monitor – Manana Vardiashvili

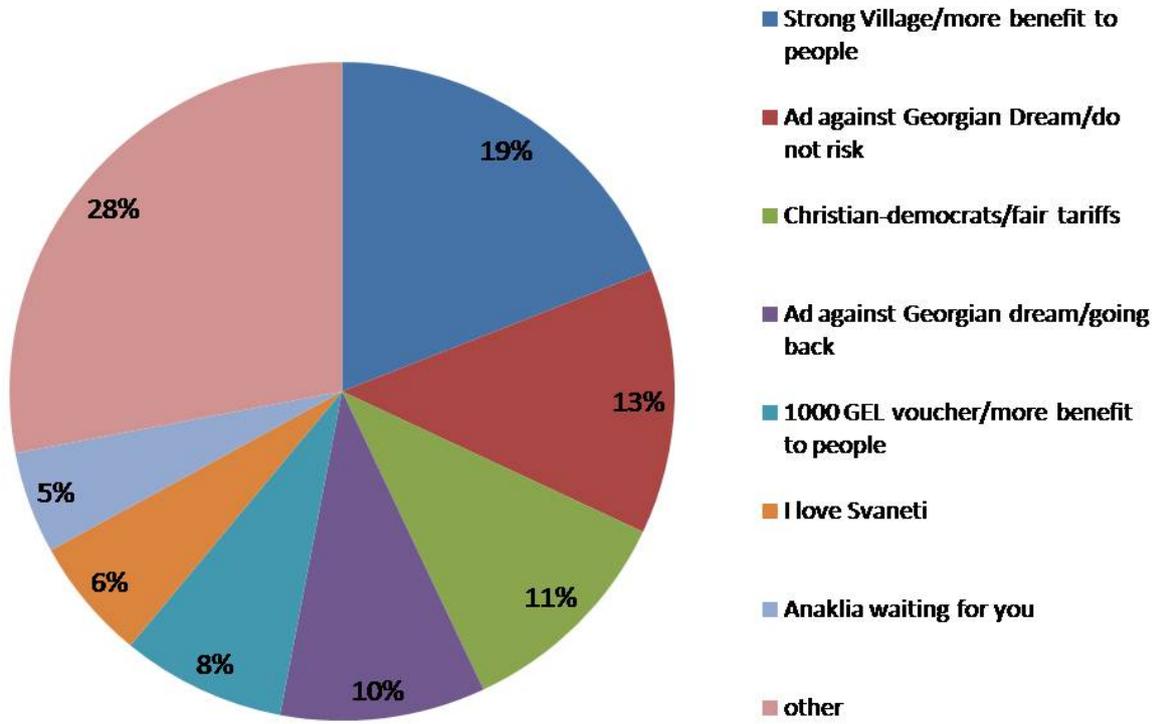
During reporting period of 13-26 August 72034 seconds (approximately 1200 minutes) were dedicated to ads aired on Imedi. 16 224 seconds (approximately 270 minutes) were dedicated to ads relevant for our monitoring.

The analysis of the current data shows that National Movement is leader with its advertisements on the TV-Company Imedi as well as anti-advertisements of the Georgian Dream.

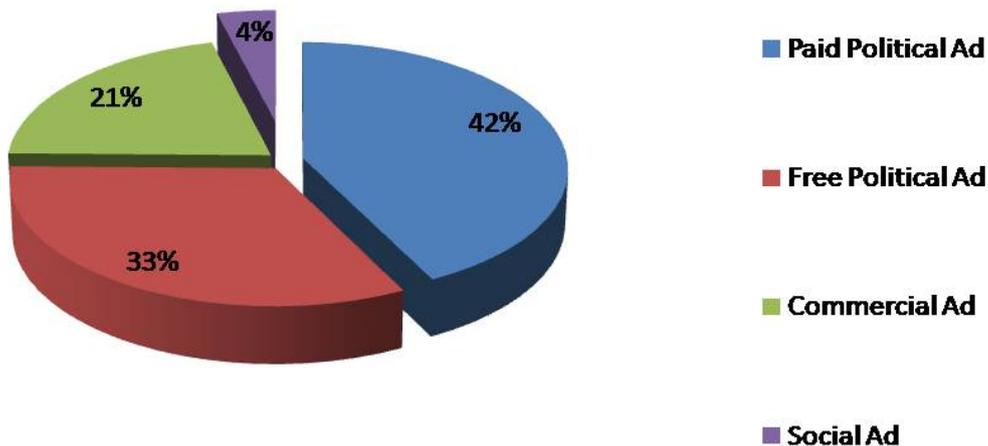
#### Most frequently aired advertisements



**Most time was dedicated to Ads  
(Total: 16 224 second.)**



## Topics of Advertisements



Most ads advertise National Movement or any governmental institution (CEC, Ministry of Healthcare and Social Welfare, Ministry of Sport and Youth Affairs, Tbilisi City Hall) or anti-advertisements about Georgian Dream. Subject Georgian Dream is negatively covered in 88% of advertisements.

Based on the Human Rights Center's appeal TV-Company Imedi provided us with the list of social ads they air. According to the provided document, only two advertisements had social status from June 18 to August 22: Constitutional Court of Georgia and Let's Jointly Defend Rules of Pre-Election Campaign.

It should be noted that the Channel airs advertisements which are associated with the current government since they indirectly present the reforms and projects implemented by the government, for instance, "I love Svaneti," "Anaklia Waiting for You," "I love Racha." These advertisements presumably belong to the category of commercial advertisements since they do not belong to social or other kinds of advertisements.

"I love Svaneti" reflects a love story on the background of Sopo Nizharadze's music. However, the clip shows the renovated center of Mestia and new building of local government.

Anaklia which has been renovated by the current government is presented in the clip "Anaklia Waiting for You" which shows different entertainment places of Anaklia which have been renovated recently. Renovated Racha is presented in the clip "I love Racha."

It is noteworthy that advertisements without any status are also aired by the TV-Company and consequently we categorize them as ads with commercial status. Those ads are associated with the current government because they indirectly advertise reforms or other projects implemented by the authority. For example: Anaklia is eager to welcome you, I love Racha. During the report we observed a new ad of the same category "I Love Svaneti".

During the report period we observed a new advertisement of the Labor Party “We Are Taking from the Rich and Assisting the Poor. The roll advertises the Labor Party of Georgia and its leader Shalva Natelashvili and mostly it is based on the anti-advertisement of the government and alleges: “They will not keep any promises... trust us and we will save you...”

Opposition subjects Christian Democrat Movement and Georgian Dream are also presented in the advertisements.

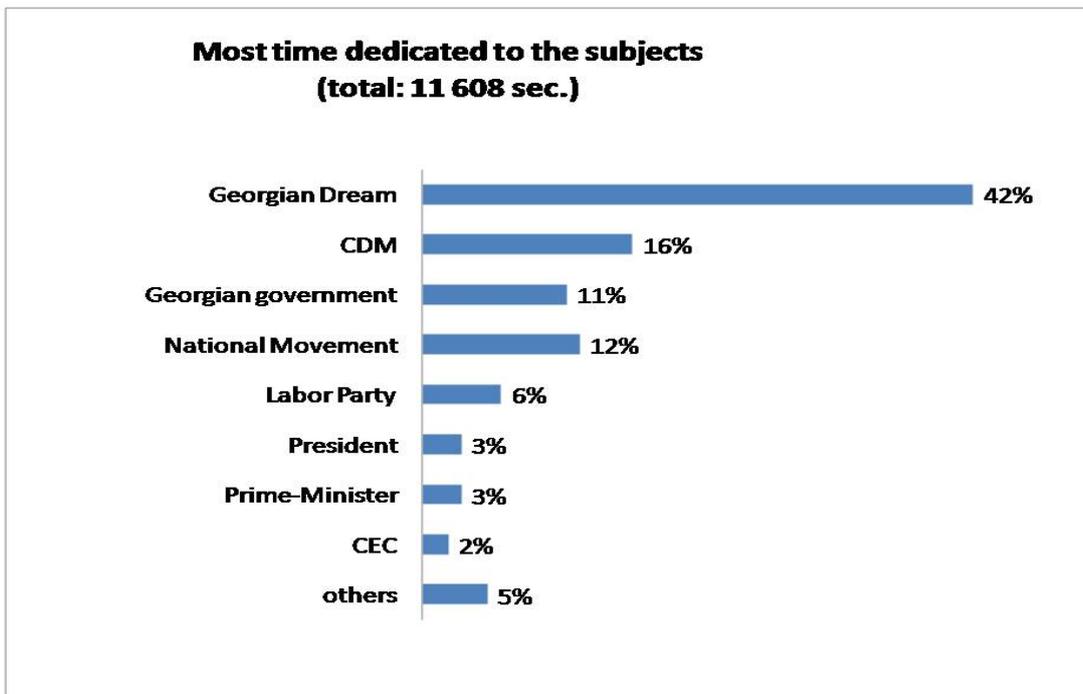
CDM’s advertisement advertises the leader of the political party and its leader Giorgi Targamadze. Like the advertisement of the Labor Party, it also presents only one person –Giorgi Targamadze. The advertisement is focused on one issue – if the CDM comes in power, they promise Georgian population to fix fair tariffs.

As for Georgian Dream, the short version of advertisement advertises the political party and the longer one advertises the Coalition leader Bidzina Ivanishvili as well. The main message of the ad is pre-election promise – if they come to office, Georgian Dream promises investment of 1 billion Lari in the Georgian agriculture.

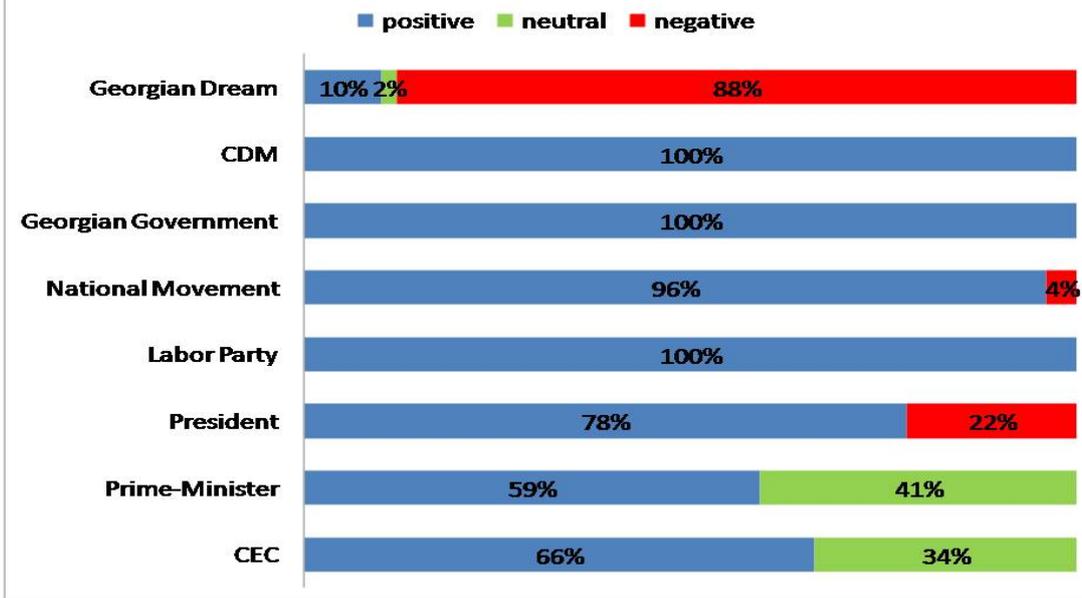
Georgian Dream’s anti-advertisement – Do not Risk - is also interesting example; it lasts 39 seconds. The ad states that if Ivanishvili comes to office, he will appoint criminal Tamaz Tamazashvili to the position of the Minister of Interior. The ad authors suggest Georgian population not to risk the security of their own children.

Advertisement “Going Back” is also anti-advertisement of the Georgian Dream. The roll claims that Bidzina Ivanishvili intends to go back to soviet reality and to introduce unrespectable people into the government.

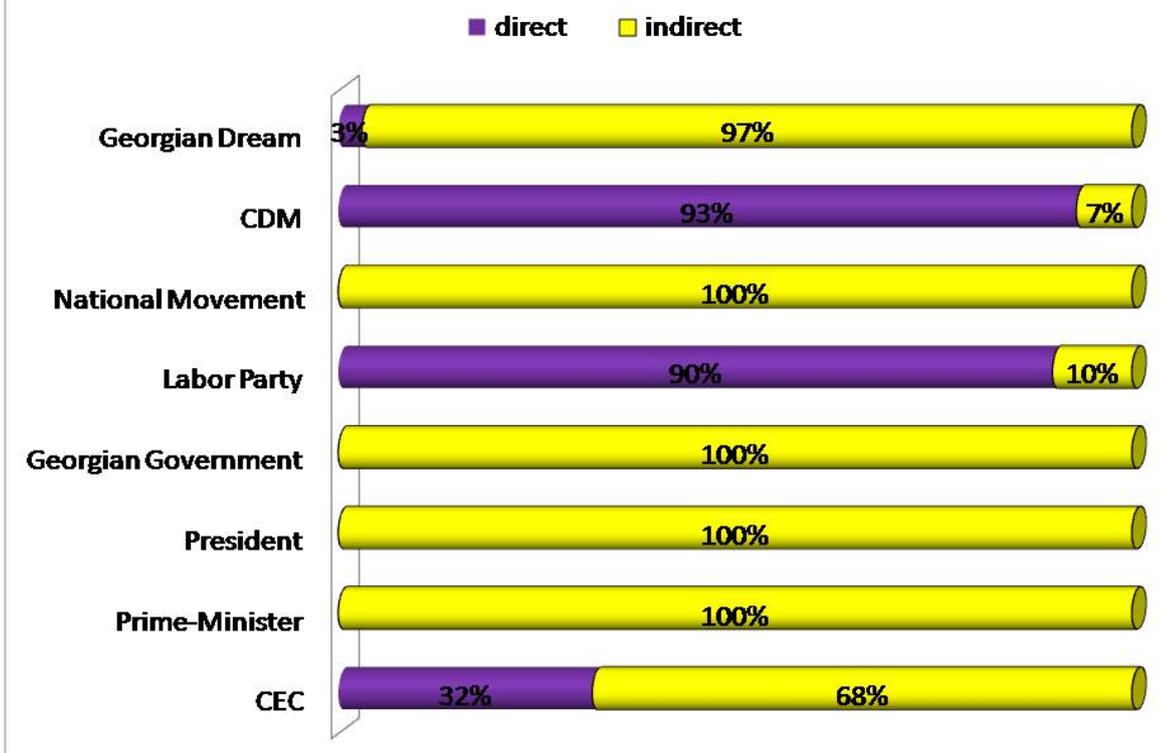
30-second-long advertisement of the National Movement 1000 Lari Voucher is also important case. The ad promises people distribution of 1000 lari vouchers. President and Prime-Minister are the subjects of the ad.



### tone of subject coverage

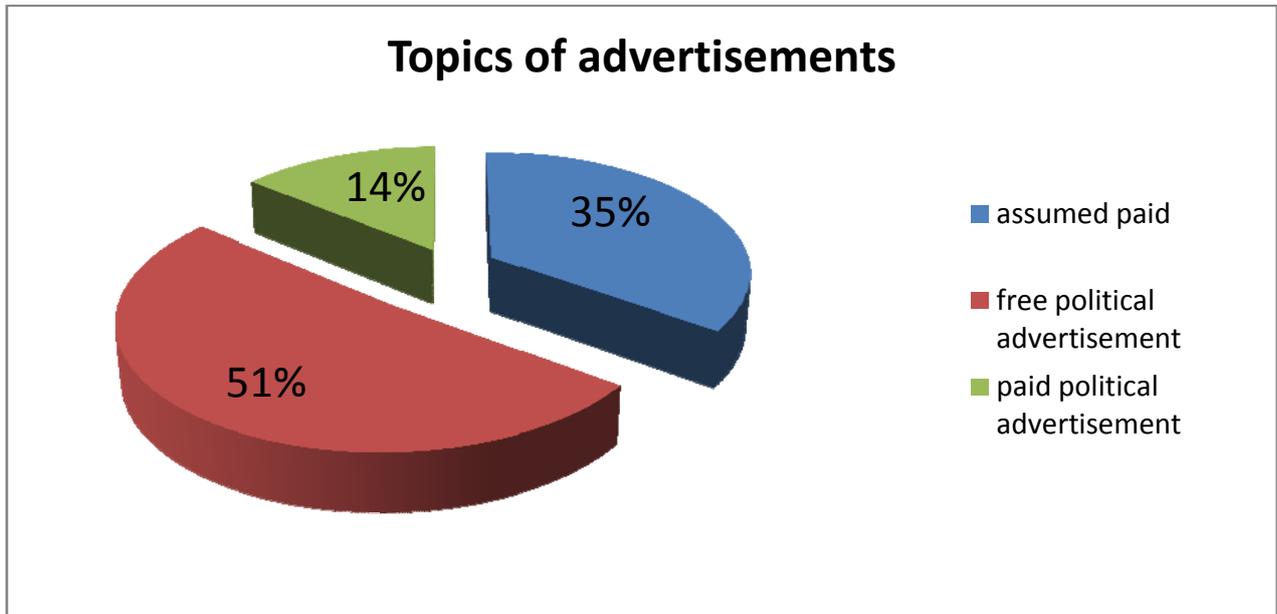


### type of subject coverage



**Kavkasia**  
**Media-Monitor: Inga Varsimashvili**

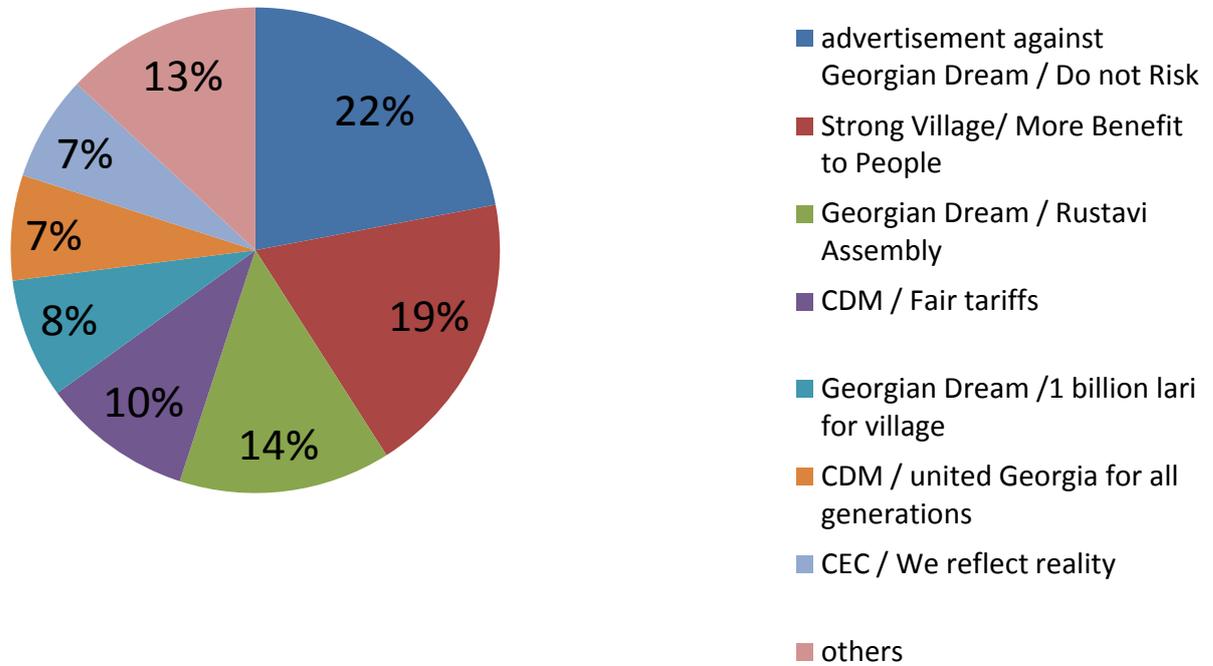
The number of pre-election paid and free advertisements significantly increased on TV-Company Kavkasia in the report period. Total length of advertisement intervals was 15100 seconds (251, 6 minutes). Among them, 7 366 seconds (122, 7 minutes) were dedicated to the advertisements relevant to our media-monitoring.



Following election subjects enjoy the right to place free pre-election advertisements in TV-Companies: National Movement, Christian-Democrat Movement, Coalition Bidzina Ivanishvili – Georgian Dream, Labor Party of Georgia.

Labor Party boycotted TV-Company Kavkasia so only other three qualified electoral subjects place their pre-election advertisements on the TV-Company.

**most time was dedicated to the advertisements  
(total:7366 sec)**



**United National Movement** has placed three advertisements with the slogan **More Benefit to People** and they are: **1) Strong village; 2) Healthcare for Everybody; 3) 1000 Lari voucher.**

All those rolls advertise the projects which were already implemented or will be implemented by the National Movement. In the first roll a man is saying that Tbilisi and Batumi has become very beautiful but villages still live in poverty. Then his voice is cut off and the UNM promises voters to develop agriculture, to supply villages with agricultural vehicles and equipment, etc. In other rolls, voters are promised to receive medical insurance for every citizen and 1 000 Lari voucher for each family throughout next 4 years and the families will spend them according to their own requirements. President of Georgia Mikheil Saakashvili, Prime-Minister – Ivane Merabishvili, government of Georgia, ordinary voters and others are presented in the ads. Tone of advertisements is positive.

**Christian Democratic Movement** is presented on Kavkasia with two advertisements.

- 1) United Georgia for All Generations (Education to our children, employment for parents, appraisal of retired people).** Most time of the advertisement is spent on Giorgi Targamadze’s appeal to voters, the leader of the Movement. “We are optimists,” “We will defeat hopelessness and irresponsibility,” “We will build united Georgia for all generations” – optimistic leader is promising voters that their children will receive good education, parents will get jobs, retired people will have honorable old age. The background of the advertisement roll is created by warm and positive meetings of CDM leader with population and the advertisement is finished with the statement: God Bless Georgia.

- 2) **Fair Tariffs for People.** Giorgi Targamadze believes that fair tariffs are the only and right way to improve social conditions of population and to improve poor economics of Georgia. He suggest to their supporters to discover, find and prepare Christian-Democrats for this purpose and win elections in order to put Georgian energetics in the service of people.

The tone of advertisement is positive, CDM leader Giorgi Targamadze and their symbols are subjects of both ads.

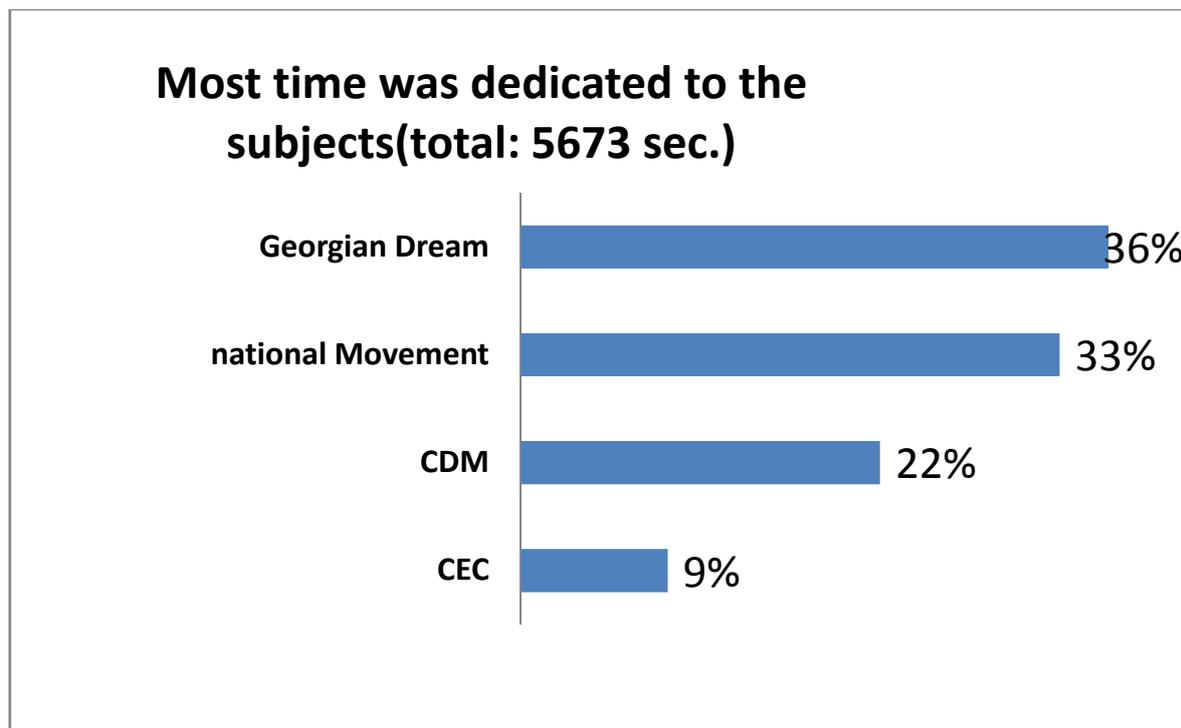
Two advertisement rolls **of the Coalition Bidzina Ivanishvili- Georgian Dream** – are announcements of **assemblies in Rustavi and Racha-Lechkhumi** and call upon people to attend the meeting.

Coalition Leader Bidzina Ivanishvili promises Rustavi residents to launch work of stopped factories and other enterprises, to pay salary arrears to metallurgists, to develop multinational Rustavi where representatives of all nationalities will feel themselves protected.

Bidzina Ivanishvili promises Racha-Lechkhumi population to resolve their various social and living problems, to build road from Sachkhere to Racha which will significantly simplify the transportation.

TV-Company Kavkasia airs one more advertisement of the **Coalition Bidzina Ivanishvili – Georgian Dream** where the coalition promises people to flourish agriculture. Bidzina Ivanishvili will fund agriculture with 1 billion GEL if they win.

The tone of advertisements is positive. Bidzina Ivanishvili and Coalition Georgian Dream are subjects of the ads (740 seconds).

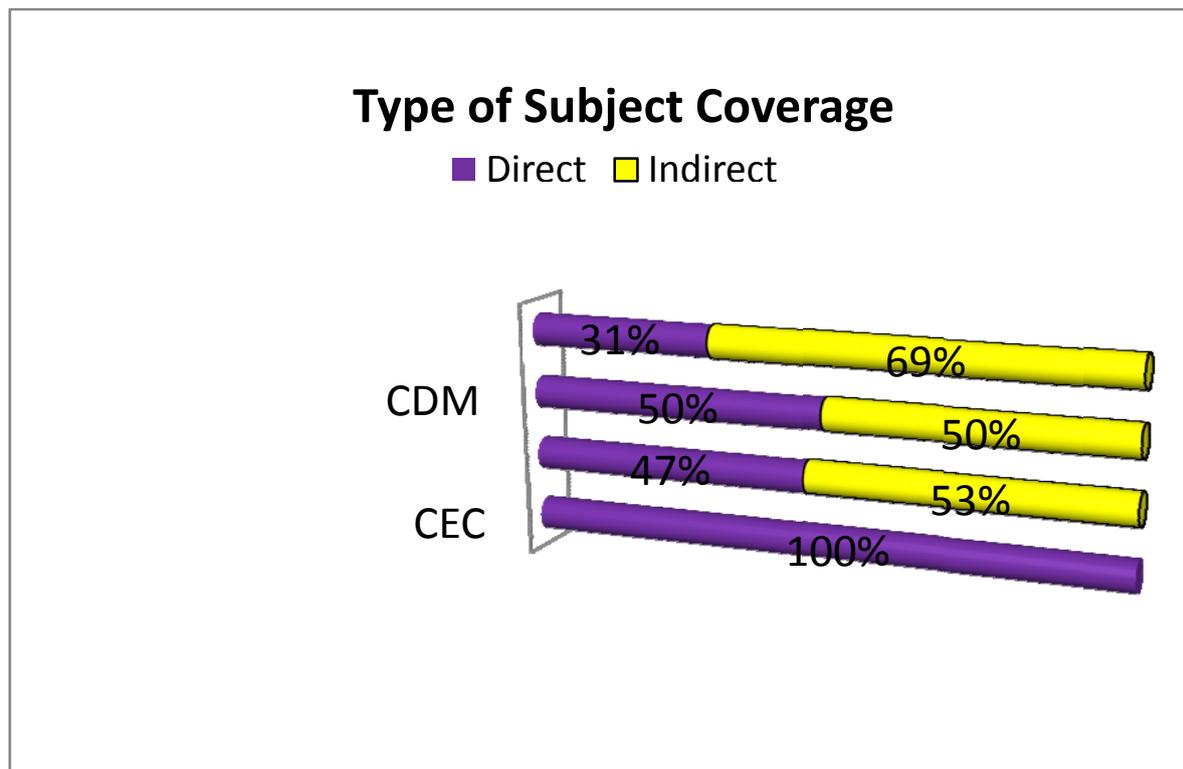


Kavkasia also airs one anti-Georgian Dream advertisement prepared by the organization **Georgia Is not For Sale – “Georgian Dream – Do Not Risk”**. It is paid political advertisement where member of the Georgian Dream, currently convicted Tamaz Tamazashvili, is presented in negative tone. The authors of this ad allege that Tamazashvili cooperated with criminals in the past and if Bidzina Ivanishvili wins elections, he intends to appoint

him on the position of the Minister of Internal Affairs. The authors of the anti-advertisement suggest Georgian population “Do Not Risk!” (1640 seconds).

We put the advertisement of Central Electoral Commission in the category of commercial advertisements since this advertisements does not have a subtitle and it was not in the list of social advertisements presented by TV Kavkasia.

The slogan of the CEC advertisement is We Reflect Reality. The advertisement claims that CEC works transparently, correctly and in full compliance with the law. It reflects the reality and protects the interests of each voter (520 seconds).



After the election period started, Kavkasia often holds acute debates in its political talk-shows where people with different political views are invited. No signs of hidden advertisements were detected during the report period.

**Maestro  
Media-Monitor – Shorena Latatia**

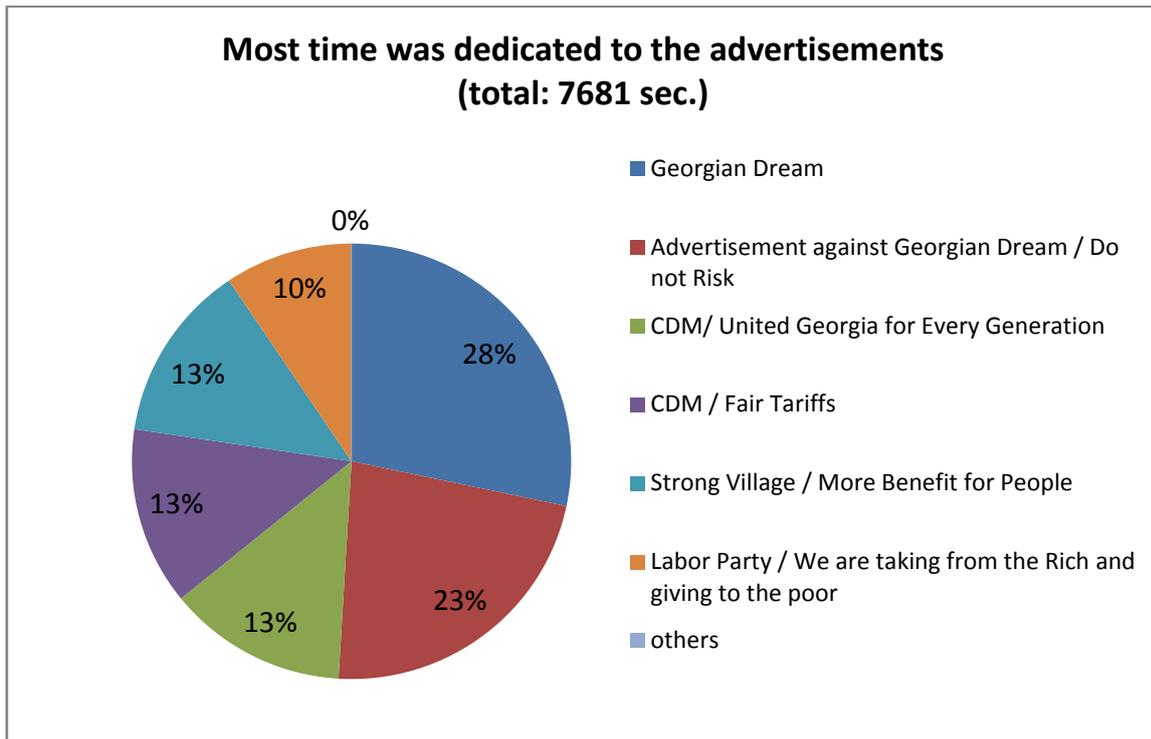
Total length of advertisement intervals on TV-Company Maestro from August 13 to August 26 was 42 544 seconds during report period; among them 7 681 seconds were dedicated to the advertisements relevant to our monitoring.

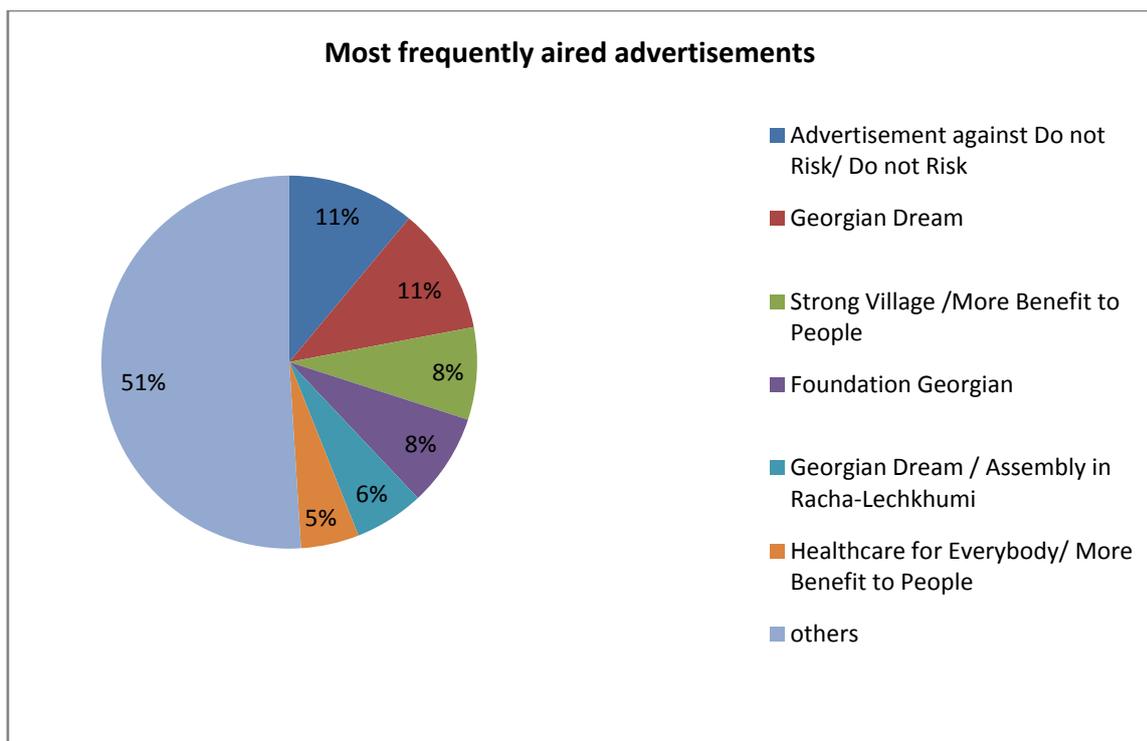
Unlike previous monitoring periods, program Public Day was not aired by the Maestro TV where authors present one working day of famous people mostly politicians. More precisely, film-crew of Maestro TV was accompanying

a person during one working day. Due to the format of the TV-program, the type of conversation was direct and it was aired in the evenings of Saturdays.

During previous report periods of monitoring, advertisement network of the Maestro TV was mostly occupied by the advertisements of the Georgian Dream and Free Georgia. However, from August new advertisements of the CEC, National Movement, Labor Party and others are aired by the Maestro TV.

See diagram:





Most time was dedicated to the leader of the Georgian Dream Bidzina Ivanishvili among media monitoring subjects in the above-listed advertisements. Leader of the Christian Democrat Movement Giorgi Targamadze occupies the second place, Shalva Natelashvili of the Labor Party ranked the third place and the National Movement is last on the list.

Advertisements of the Georgian Dream mostly announced upcoming assemblies of the coalition. For example see the announcement of the assembly planned in Rustavi on August 19.<sup>2</sup>

Advertisements of the Christian-Democrat Movement first appeared on TV-Company Maestro on August 21. The ad starts with the monologue of the Party leader Giorgi Targamadze who speaks about general poverty and believes that introduction of fair tariffs is the most correct and shortest way to eradicate the social conditions in the country. The ad ends with the slogan: Fair Tariffs to People.

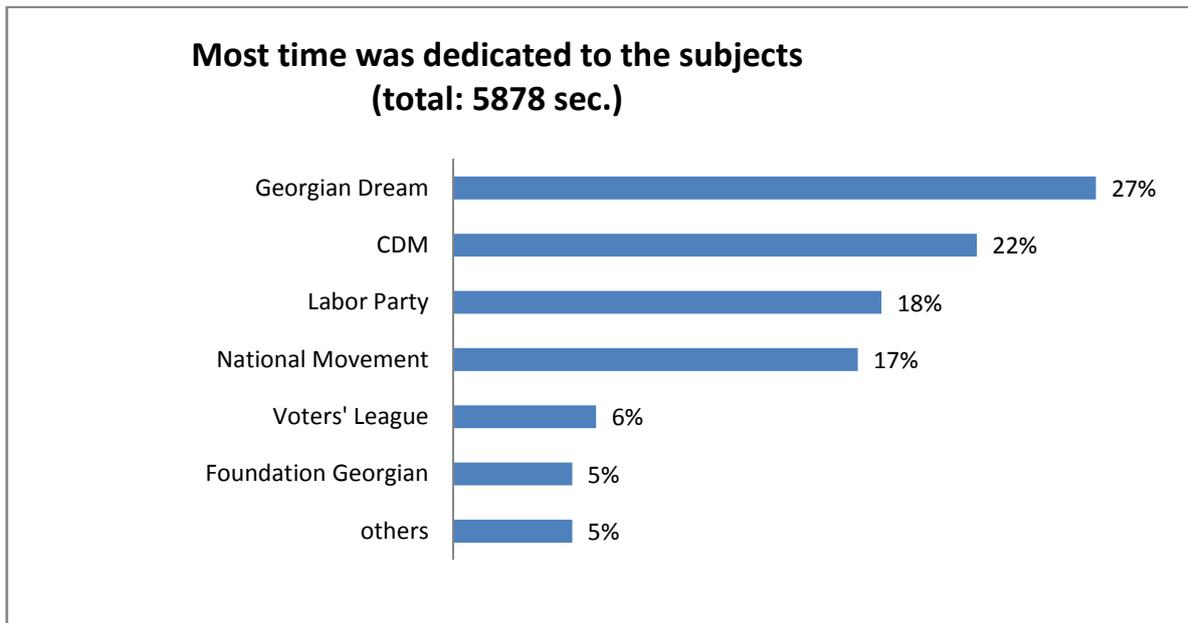
At the beginning of September Maestro TV started airing of the Labor Party's advertisements. The ad starts with Shalva Natelashvili's monologue. "Dear friends, I appeal to you and entire Georgian population. Black, anti-national tyranny is establishing in the country whose aim is to destroy the state of the Georgian nation, to give out our territories to various states, to divide the country into small principalities and to subordinate the national economics to one group. They will not keep any of their promises. The history will no longer forgive mistake. Trust this country to us at least once and we will survive it. We will take from the rich and give it back to the poor! We are starting!" Natelashvili said and then we see number 38 with the music background and the phrase "we will take from the rich and give back to the poor" is repeated. God is with us, we are starting!

Maestro TV airs two advertisements – one about healthcare and second about agriculture – of the National Movement.

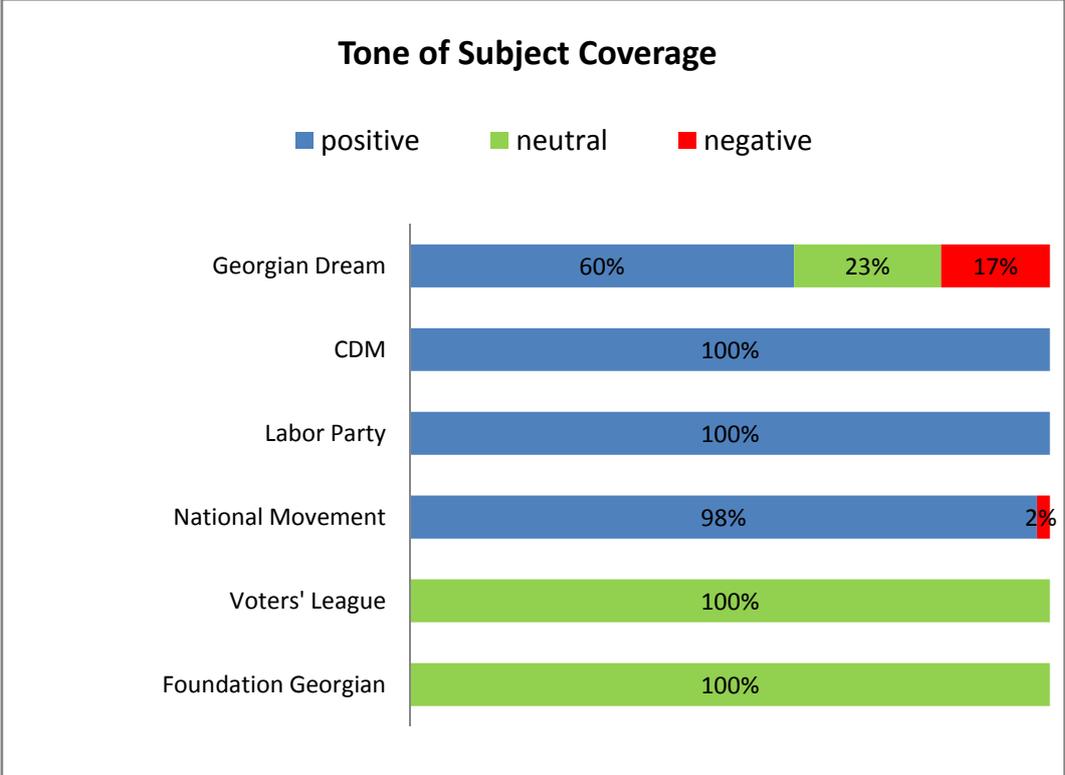
<sup>2</sup><http://www.youtube.com/watch?v=LHSc6GCsLYM&feature=plcp>

"Tbilisi and Batumi were renovated but success hardly reaches villages here," a peasant (voter) says in one of the advertisements and then it continues: "National Movement claims that every family of Georgia shall feel the progress so we should reinforce village, create irrigation system which will irrigate 90 000 hectares of land, we will open mechanization centers throughout the country which will supply Georgian villages with tractors and peasants with new knowledge." At the end we see subscriptions: "National Movement to feel progress here too" and "More Benefit to People."

"More than 100 hospitals were opened in Georgia recently; but many families still cannot have access to high-quality medical service. So, from September 1 of 2012 the government of Georgia will provide every retired people with medical insurance; every child up to 6 years and every student. Every citizen of Georgia will receive medical insurance for the next four years," another advertisement of the UNM states. see video-roll: <http://www.youtube.com/watch?v=AY6Ei1Qoq2M>

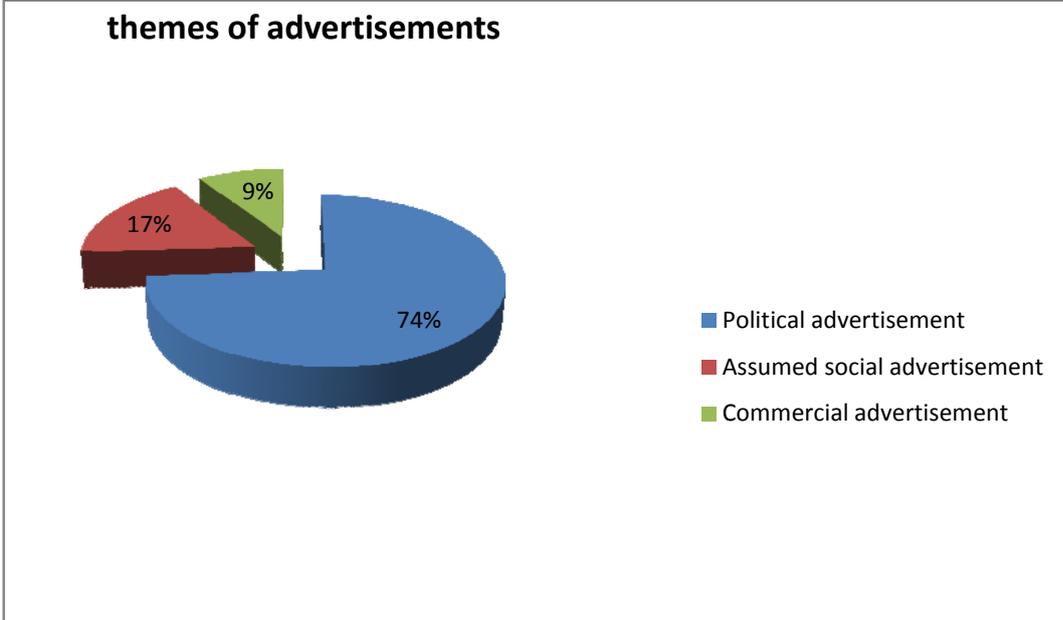
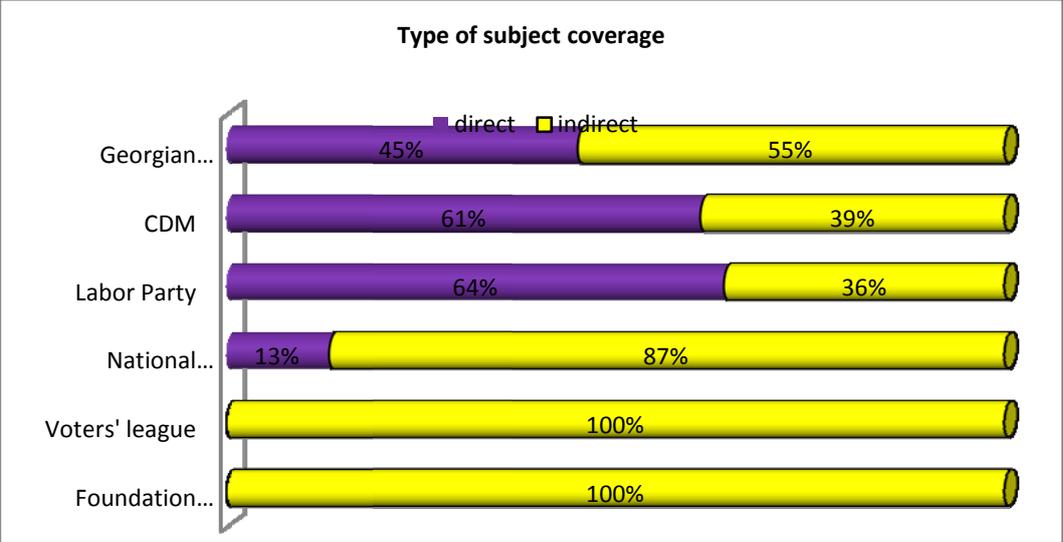


As for tone of subject coverage the results are the following.



The diagram above shows that most negative tone is used with regard to Georgian Dream. It is caused by the advertisements prepared by the organization Georgia Is not For Sale. This advertisement starts with the phrase: "Today our children are growing up in the safe environment but there are people who put our children's lives under risk." Then we hear an extract from Bidzina Ivanishvili's public statement: "When we come to office, TamazTamazashvili will occupy a leading position in the government," Bidzina Ivanishvili states. The advertisement continues with the text: "The man, who is currently serving term for the storage of weapon and narcotics, who cooperated with criminals during many years, who was connected with issuing false loans... is Tamaz Tamazashvili right person to protect our security?!" simultaneously we see photos of Tamaz Tamazashvili and the ad finishes with the following text: "We cannot risk to go back to the past."

To see the type of subject coverage you can see the diagram below:



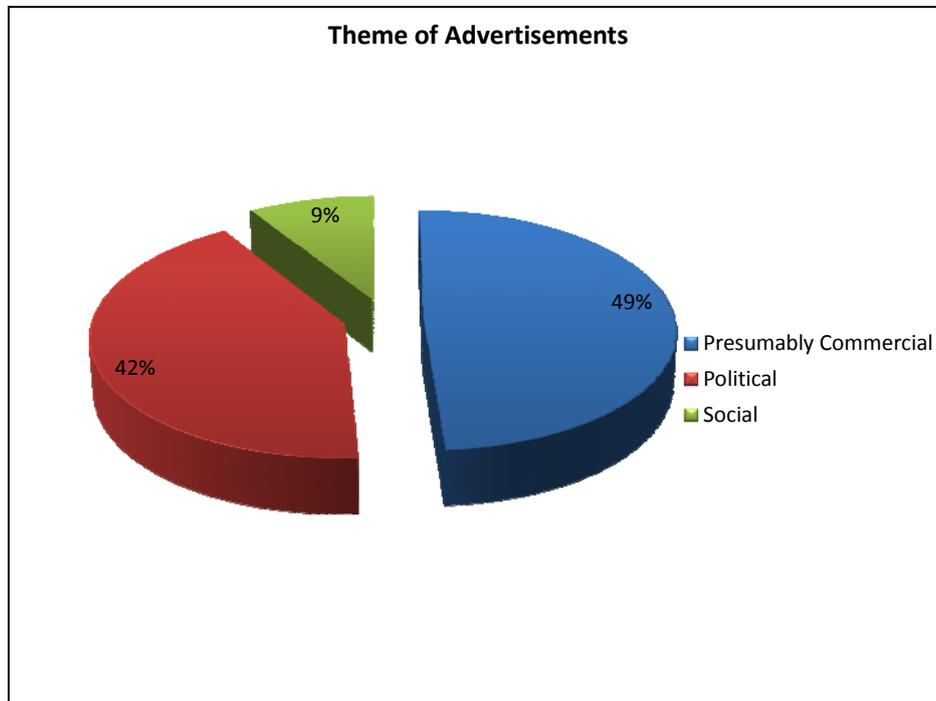
**TV9**

**Media-monitors - Nino Gelashvili, Giorgi Janelidze**

Within the reporting period, the advertisement took 75 396 seconds (1257 minutes) in the broadcasting time of the Chanel 9. The majority of this time was dedicated to the TV advertisement intervals and announcements of the TV programs.

Within the reporting period there were following advertisements aired: The announcement of the demonstration of the “Coalition Georgian Dream”, big and short video rolls of the “Coalition Georgian Dream”, big and short video rolls of the United National Movement, big and short video rolls of the Christian-Democratic Movement,

Announcement of the pre-election concert-action of the group “Shin”, advertisements of the election League and Central Election Commission (CEC).



According to the response received from TV9, during the reporting period the advertisement of NGO Voters' League was aired with the social status. The advertisement concerns the methods of conducting fair elections.

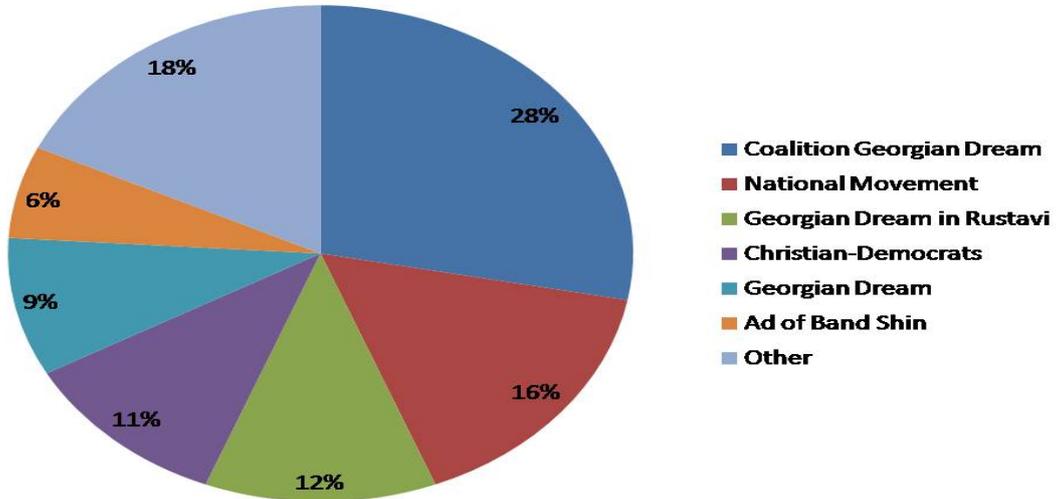
In the ad of Georgian Dream, leader of coalition promises billion investments for development of village and provision of different agricultural techniques and material.

In the first video roll, the United National Movement promises positive changes in the healthcare system and free insurance to every kid up to 6 years, to students and pensioners; And, in the second roll – strong village and new innovative projects in this direction. Tone is positive. This advertisement airs with two kinds of subscriptions – “Paid Political Advertisement” and “Free Political Advertisement.”

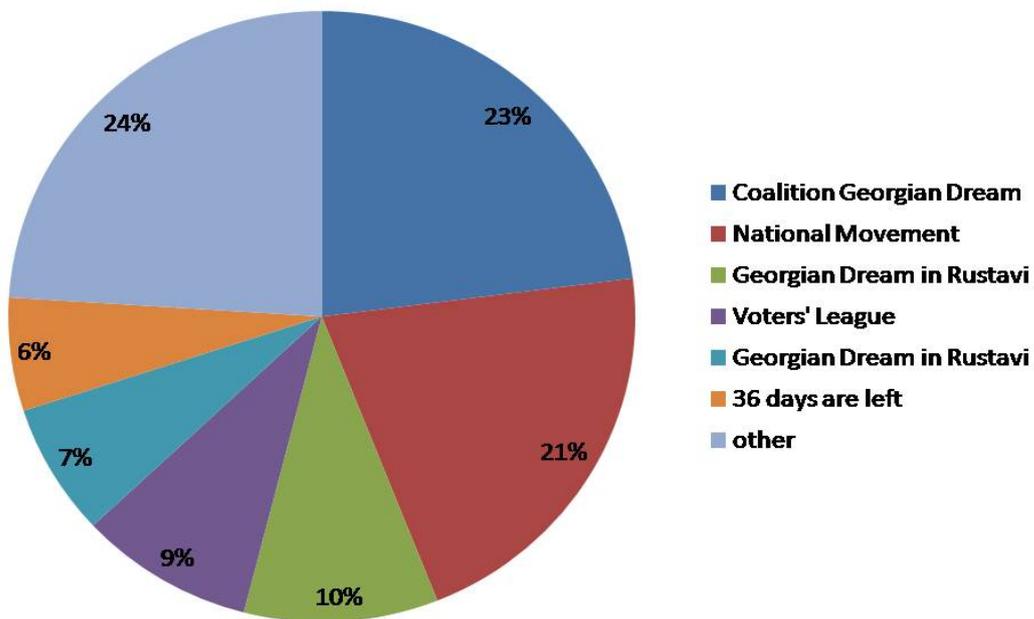
In one video roll of Christian-Democrats with the conditional name – “education to children, employment to parents, respect to elders”- they focus on youth education, employment and pensions. Giorgi Targamadze takes the biggest part of the roll, tone is positive. This advertisement airs with two kinds of subscriptions – “Paid Political Advertisement” and “Free Political Advertisement.”

Commercial advertisement about the work of Central Election Commission gives information about the work of hot line.

**Most time was dedicated to following ads  
(Total: 8811 seconds)**



**Most Frequently Aired Ads**

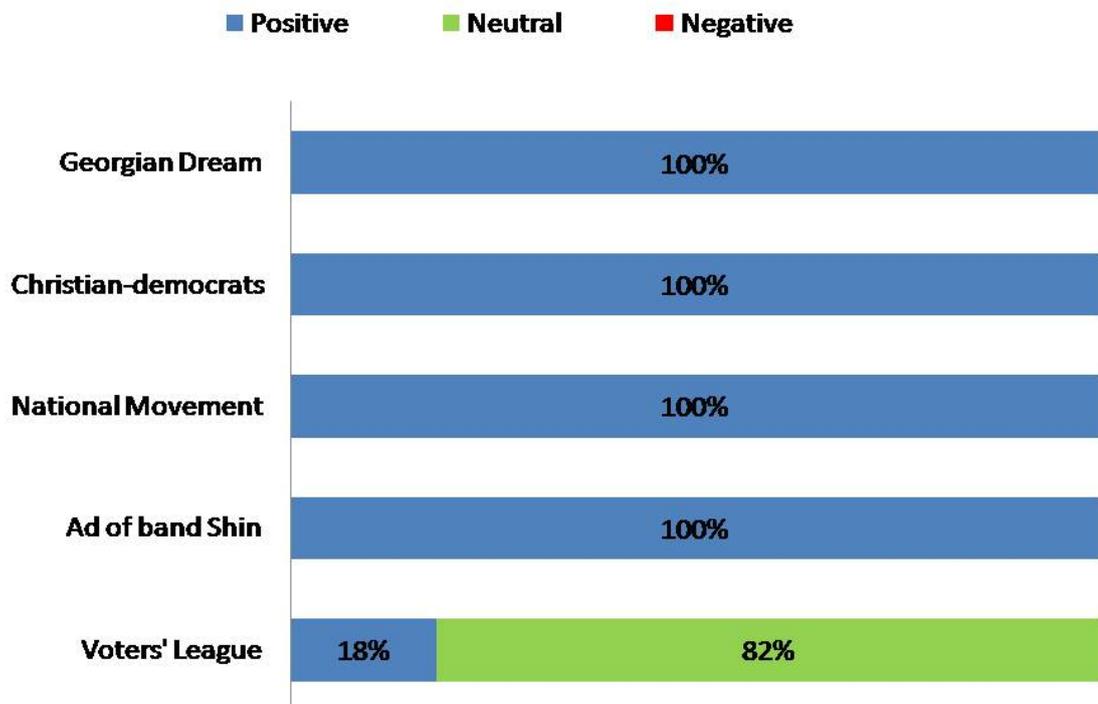


Announcement of the pre election concert-action of the group "Shin" encourages people to participate in the election and invites them for free to the concert tour organized within the action framework.

Investigative TV show Anatomia broadcasted four times within the reporting period. Mikheil Saakashvili was covered with a negative tone in all of them. According to the TV show, topics like, illegal sequestration and fines as well as misuse of power by the people close to the government, launching the August War, hidden dealings with Vladimir Putin, etc are linked to him. It's noteworthy that in most of the programmes, there is covered only the critical positions towards the government (National Movement).

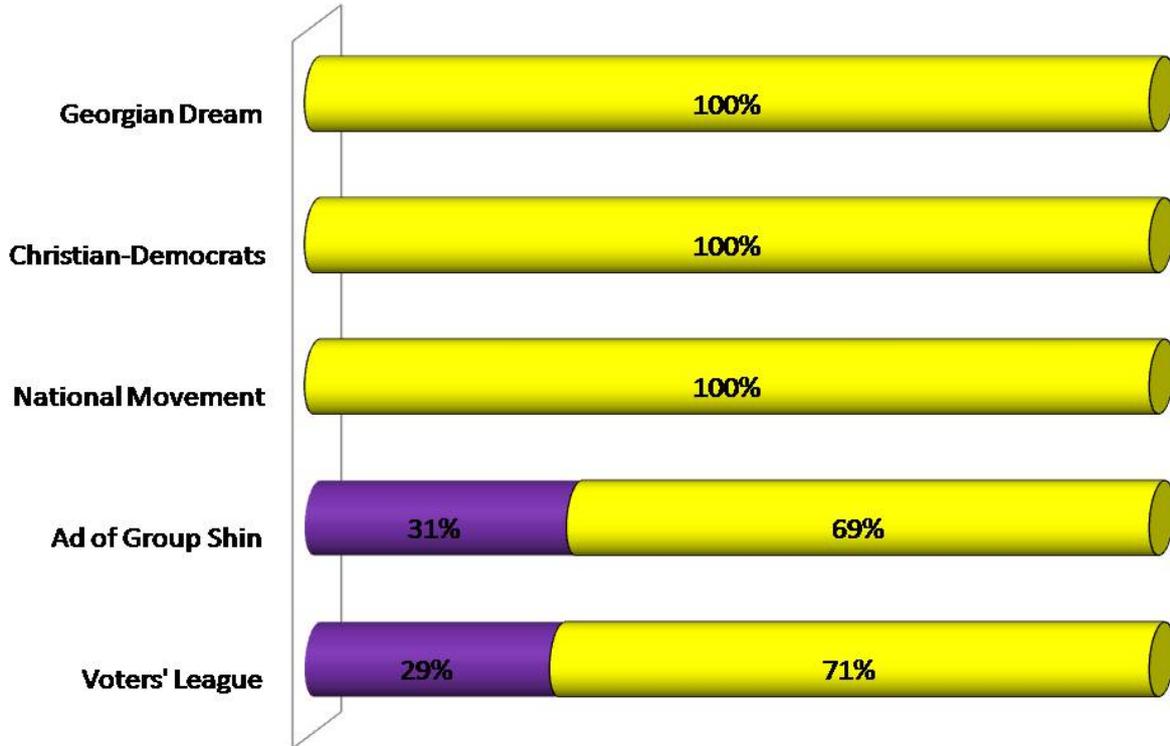
In the political talk-show "Consilium" (the program airs every day) only critics of government is heard. The author of program openly reveals his position and cynically recalls President with the words like "bread-winner" and etc... The tone towards *National Movement* is singlehandedly negative. The program often shows speeches of President Saakashvili and then the guests and host discuss these speeches during the whole program.

### Tone of Subject Coverage



### Type of Subject Coverage

■ Direct ■ Indirect



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