

## Human Rights Center



### Media Monitoring of Parliamentary Elections

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.

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The report below covers the period from October 22 to November 4.

#### **Public Broadcaster Media-Monitor: Aleko Tskitishvili**

Since parliamentary elections were held, the number of advertisements significantly decreased on GPB. A similar situation was found from the period of October 21-November 4. The total length of advertisements on GPB was 26 531 seconds; among them 1090 seconds (app.18 minutes) of the advertisements were relevant to our media monitoring, which broadcasted election subjects or governmental institutions.

For comparison, **in the period of September 10-23**, the total length of advertisement intervals in prime time on GPB was 39 761 seconds. Among them, 18 818 seconds (about 314 minutes) were spent on relevant advertisements where election subjects or governmental institutions were presented.

Advertisements relevant to our media monitoring, where election subjects or governmental institutions are mentioned, are much less aired by GPB. During October 22-November 4, advertisement intervals of the GPB's prime time were mostly dedicated to the announcements of the TV-programs on GPB. It also releases several social advertisements on various issues. Among them is an advertisement relevant to our monitoring where governmental institutions – Tbilisi City Hall and Healthcare Ministry are mentioned. It is 25-second long social

advertisement about the National Screening Center; at the end of which we see logos of the Tbilisi City Hall and the Healthcare Ministry. We discussed this advertisement in details in our previous periodic report.<sup>1</sup> This particular advertisement was aired only 4 times in the prime-time of GPB in the period of October 22-November 4 (total time – 100 seconds).

We already wrote about advertisement of free vaccination of papilloma virus in our [report of the period of July 30-August 12](#). We wrote that 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 – an effective source of safety against the dangerous papilloma virus, which was provided for free with the support of the Tbilisi City Hall for several months already.<sup>2</sup>

Besides this advertisement, from October 22-November 4, we observed advertisements on GPB, which presents the trends of covering the election period on GPB. One of this kind features journalists of news program Moambe and anchors of political talk shows Aktsentebi, Dialogi, Debatebi and Media-Monitor. We also see the head of the OSCE Observation Mission, Jannis Lenarchich, representative of OSCE/ODIHR Election Observation Mission, Nikolai Vulchanov, head of OSCE/ODIHR Election Observation Mission (2010), Audrey Glover, head of PACE Observation Mission, Milan Kabrnov, and the head of OSCE Parliamentary Assembly Observation Mission, Tonino Picula, positively evaluate activities of GPB when covering the ongoing election process. After the advertisement we see a text: “Public Broadcaster – Unbiased, Balanced, and Impartial.”

The advertisement lasts 55 seconds and it is usually aired between 19:00 and 20:00 before the news program Moambe starts. From October 22-November 4, this advertisement was aired 18 times by GPB. Subjects of the advertisement are international organizations, diplomatic corps and GPB. Of international organizations, 360 seconds were spent and of diplomatic corps, 198 seconds were covered in a neutral tone; as for GPB, it was covered in a positive tone for 990 seconds.

In the aftermath of Georgia’s October 1 Parliamentary Election, political advertisements about election topics on the GPB experienced an automatic halt. As well as that, the GPB also stopped airing several advertisements that portrayed the social initiatives of governmental institutions. We discussed this trend in our previous periodic report<sup>3</sup> and we noted that after the pre-election period was over, airing of these social advertisements did not continue on GPB. Several advertisements, like the ad about free medical insurance, whose client was the Healthcare Ministry, became disbanded due to new political reality in the country. It is interesting that certain entertainment music clips also stopped airing on GPB; these are: Anaklia Is Eager to Welcome You, I Love Racha, I Love Tbilisi, and I Love Svaneti. These clips advertised various governmental projects and contained signs of hidden political advertisement. The fact

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<sup>1</sup><http://humanrights.ge/admin/editor/uploads/pdf/7%20october%20-%202021%20october%20report%20english.pdf>

<sup>2</sup><http://humanrights.ge/admin/editor/uploads/pdf/media%20monitoring%20july%2030%20-%20august%2012.pdf>

<sup>3</sup><http://humanrights.ge/admin/editor/uploads/pdf/7%20october%20-%202021%20october%20report%20english.pdf>

that they are not aired after the election period was finished intensifies our belief that their purpose was to advertise the achievements of the government.

## **Rustavi 2**

### **Media-Monitor – Salome Achba**

The total length of advertisements in this period of monitoring on Rustavi 2 was 62 719 seconds. No political advertisement was aired by the TV-Company in the reported period. As for social advertisements, like in the previous reporting period, we observed only one assumed social ad on Rustavi 2.

The ad was about tax payment. The Revenue Service reminds the population to fill in a property declaration on their website [www.rs.ge](http://www.rs.ge) if their annual income exceeds 40 000 lari.

The advertisement lasts 49 seconds and it was aired 4 times in the report period. Rustavi 2 has not yet provided us with the list of advertisements that they have granted as social. Nevertheless we categorized this particular advertisement as social because it contains information necessary for the society and that is one of the criteria for social advertisements.

The only subject of the advertisement is the Revenue Service. The tone of coverage is completely neutral.

As we noted in the previous report, assumed social advertisements, which were aired before the elections and where signs of hidden advertisement were detected by the group of monitors, were not aired in the report period (Made in Georgia, Defense Ministry – Total Care for People, etc).

## **Imedi**

### **Media-Monitor – Manana Vardiashvili**

In this period of monitoring, the total length of advertisements aired by TV-Company Imedi was 57 985 seconds. No political and social advertisements were aired by TV-Company in the reporting period.

On November 4, Imedi released a new video clip, “November 7, 2007”. Scenes from the dispersal of a demonstration in front of parliament building and the raid of TV-Company Imedi on November 7, 2007 were used in the clip.

The video clip presenting the demonstration’s dispersal lasts 18 seconds and was aired at 22:50 by Imedi TV. The second clip depicts riot police officers breaking into the office of TV-Company Imedi. We see the raided building of the TV-Company, and the employees and journalists telling citizens that riot police officers abused them and seized their cell phones. Journalist Eka

Khoperia asks citizens to give her a cell phone so she can call her family members. The video clip lasts 26 seconds and it was aired at 23:26 pm.

One more 14-second long video clip presents riot police officers chasing participants of the dispersed demonstration and beating them. It was aired at 23:53 pm. At the end of all three video clips we see text – November 7, 2007. The client and status of the ad is not known.

In the period after elections the social and commercial advertisements, which were aired during pre-election period and contained signs of hidden advertisements, were not aired at all. (Made in Georgia, Defense Ministry – Total Care for People, and There is a Good Internet in the City.)

**Kavkasia**  
**Monitor- Inga Varsimashvili**

In the reporting period, the total length of advertisements in prime time of TV-Company Kavkasia was 5 657 seconds. No advertisements relevant to our media-monitoring were aired in the report period.

Kavkasia airs only one pre-election TV-Program prepared by Regional Broadcasters Association “Elections 2012,” which invited the candidates of the Georgian Public Defender and asked their views on the activities of the ombudsman.

Signs of hidden advertisement were not detected in the programs.

**Maestro**  
**Media-Monitor – Shorena Latatia**

In this period of media-monitoring, the total length of advertisement intervals and announcements on Maestro TV was 33 575 seconds, but none of them were relevant to our media-monitoring.

**TV9**  
**Media-Monitor- Giorgi Janelidze**

In the report period, the total length of advertisement intervals on TV-Company TV9 was 37 235 seconds. Among them, 20 462 seconds were spent on advertisements in the first week of the reporting period and 16 773 seconds during the second.

No advertisement relevant to our media-monitoring, which could be connected with the pre-election or post-election period with its style, context or other form, was aired by TV-Company in this period.

However, we should note one significant circumstance: while before October 1, the advertisement time of TV9 was occupied only by announcements of TV-Company's programs,

the pre-election advertisements, or social video clips, after the elections, commercial advertisements started to eventually appear in advertising intervals of TV 9. It is easy to infer that the changed political climate due to the October 1 parliamentary elections also changed the trends of the advertising market too; business groups became more active and assertive, so as to place their advertisements in the TV-Companies which were previously perceived as “oppositional” ones.



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