



ევროკავშირი
საქართველოსთვის
The European Union for Georgia



Study and Research on Election Media Coverage for the 2020 Parliamentary Elections in Georgia

Monitoring of radio news programmes Pre-Election Report (Key Findings)

1 September - 15 October, 2020



INTERNEWS
GEORGIA

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About the Project

As part of the EU/UNDP ‘Study and Research on Election Media Coverage for the 2020 Parliamentary Elections in Georgia’ project, Internews - Georgia is monitoring the evening news programmes of various radio stations.

Monitoring began on the 15th of June 2020, and focuses upon the 10 following stations: First Channel (Georgian Public Broadcaster), Tavisupleba, Imedi, Maestro, Palitra, Pirveli, Hereti, Marneuli, Dzveli Kalaki (Kutaisi), Samkhretis Karibche (Akhaltsikhe).

Monitoring Methodology

The aim of the monitoring of evening news programmes on these radio stations is to identify how equally these stations report on the activities of electoral subjects during the pre-electoral period and what standards of journalism they meet.

The monitoring involved both quantitative and qualitative components. Quantitative monitoring sought to identify indicators that could be counted and measured, such as time allocated per subject, the tone of coverage (positive, neutral, negative), its direct or indirect nature (i.e. subjects are speaking themselves or are being talked about) and subject gender. Qualitative observation focused upon indicators that are difficult to measure quantitatively, such as the timeliness of coverage, the distortion of information, unbalanced coverage, tendentiousness, facts-based coverage, diversity of sources of information, manipulation through the use of sound effects or music, respect for ethical or professional standards, and any other important factor relevant to the quality of the information provided.

The monitoring observed and studied political parties and politicians taking part in Georgia’s 2020 parliamentary elections, as well as the Georgian Government (central, local, of Adjara), Prime Minister and President.

In addition to stories dealing directly with the elections, the monitoring also included every media story that mentions subjects being monitored.

The monitoring of evening news programmes of the selected radio stations between the 1st of September and the 15th of October (inclusive) gave the following results:

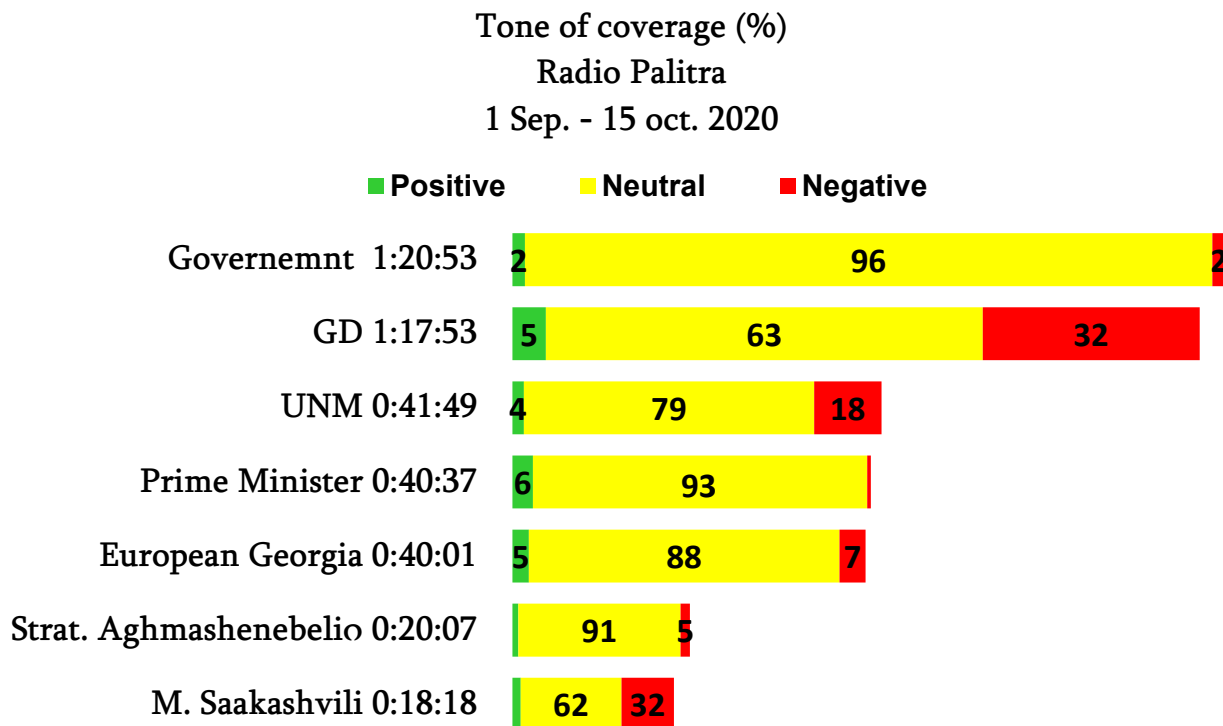
- Less polarization was identified compared to previous years, and political parties of the opposition are actively covered.
- Radio stations are not creating exclusive content, and the same topics are circulating among different stations;
- The news programmes often contain nothing new or relevant: stories often lack a specific topic or problem or focus.
- News often serve as a means of broadcasting a respondent’s general statements: most programmes

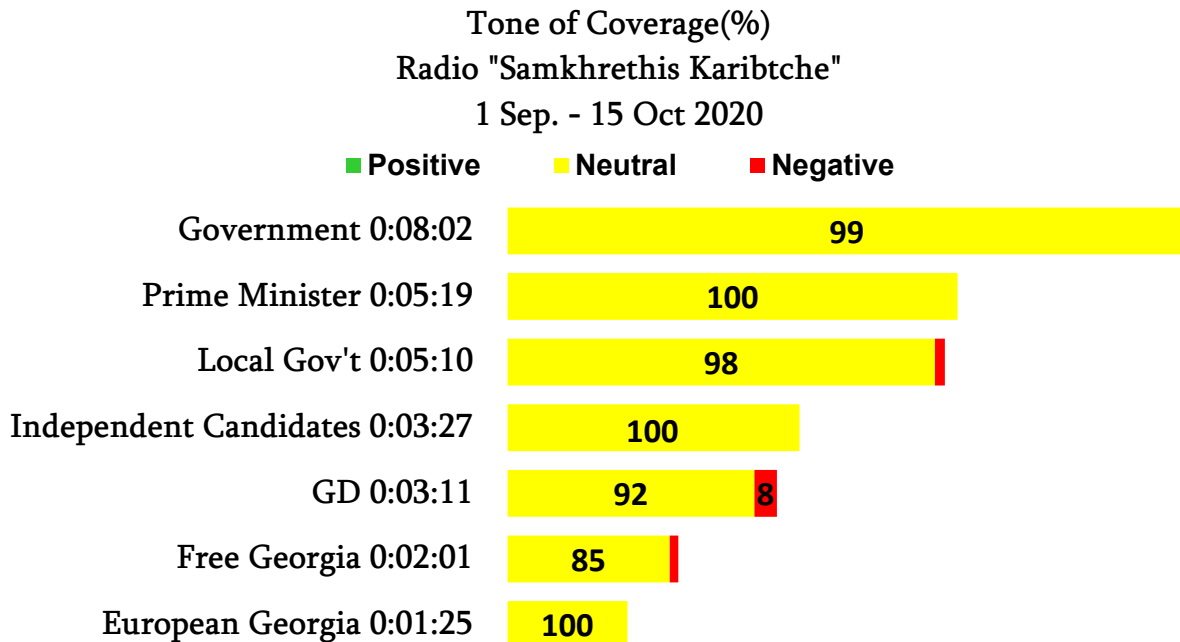
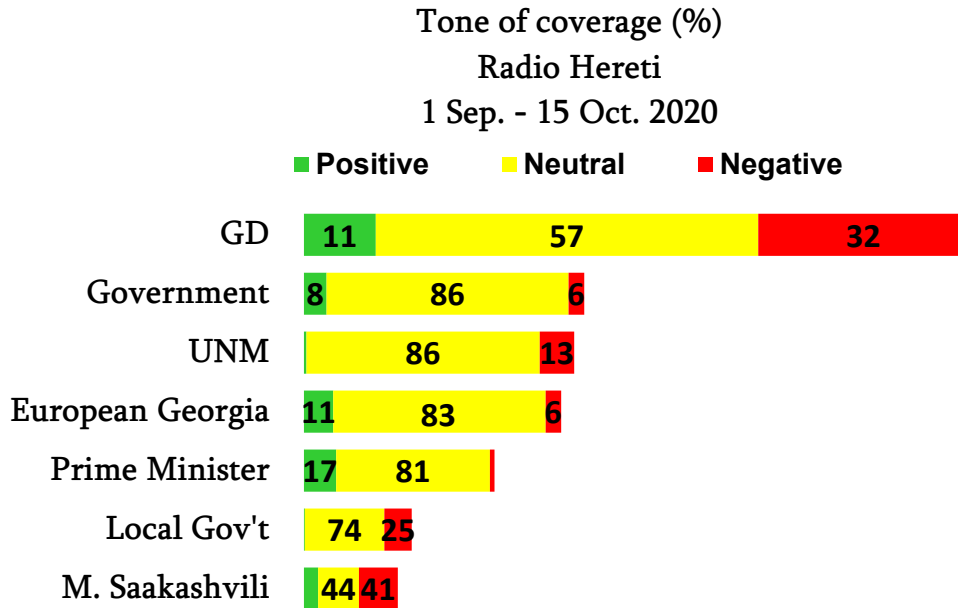
merely cite public statements made by politicians.

- Journalists are repeating information received from politicians without analysing it or checking the facts.
- Journalists are not using opportunities to enrich their reporting with statistics, archive materials, civil sector research or other data.
- Social topics, regions and minority problems are still given less attention.
- Gender issues remain beyond the focus of radio coverage: journalists are not contributing to the spread of gender stereotypes, but nor are they trying to change existing social stereotypes.
- Most radio stations covered events in an impartial and balanced manner.

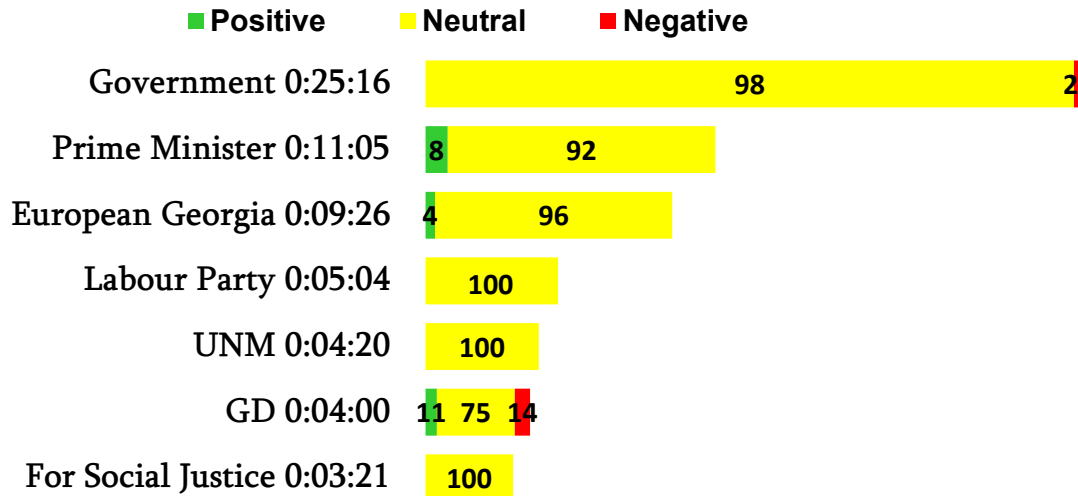
- Ethical standards of journalism are not being crudely violated: no instances of manipulation by the use of sound or music or cases of hate speech were not identified.

APPENDIX. Charts. Tone of coverage by radio stations:

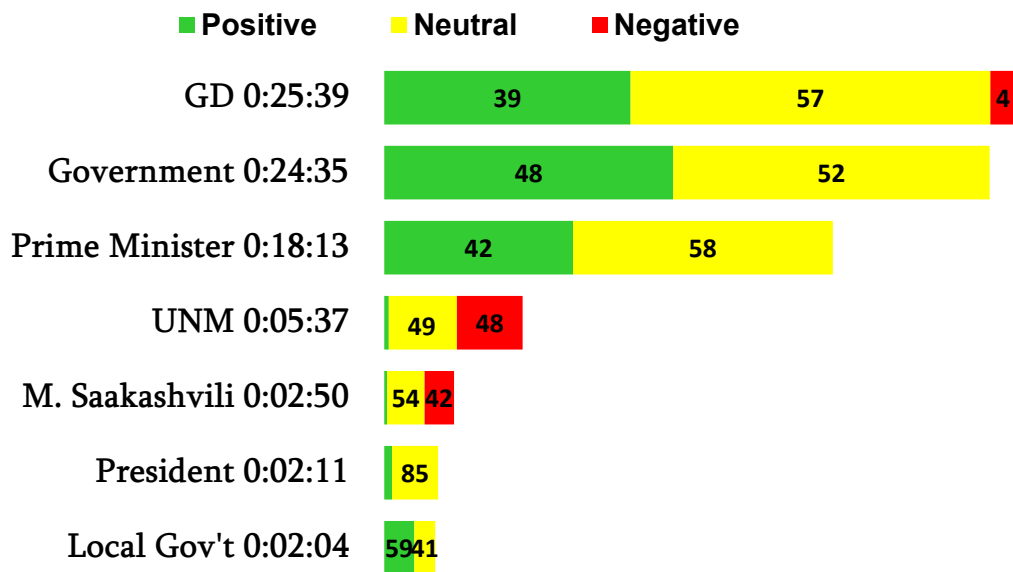




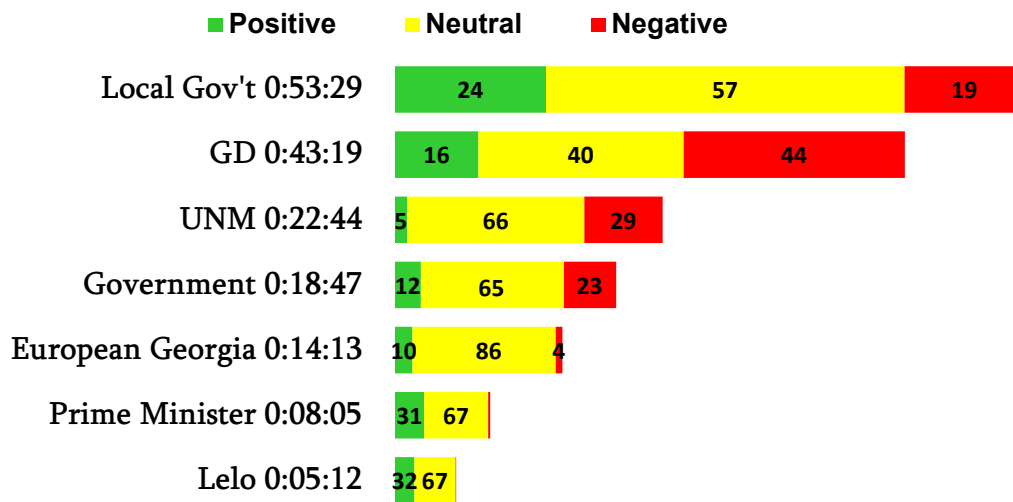
Tone of Coverage (%)
Radio "Dzveli Kalaki"
1 Sep. - 15 Oct. 2020



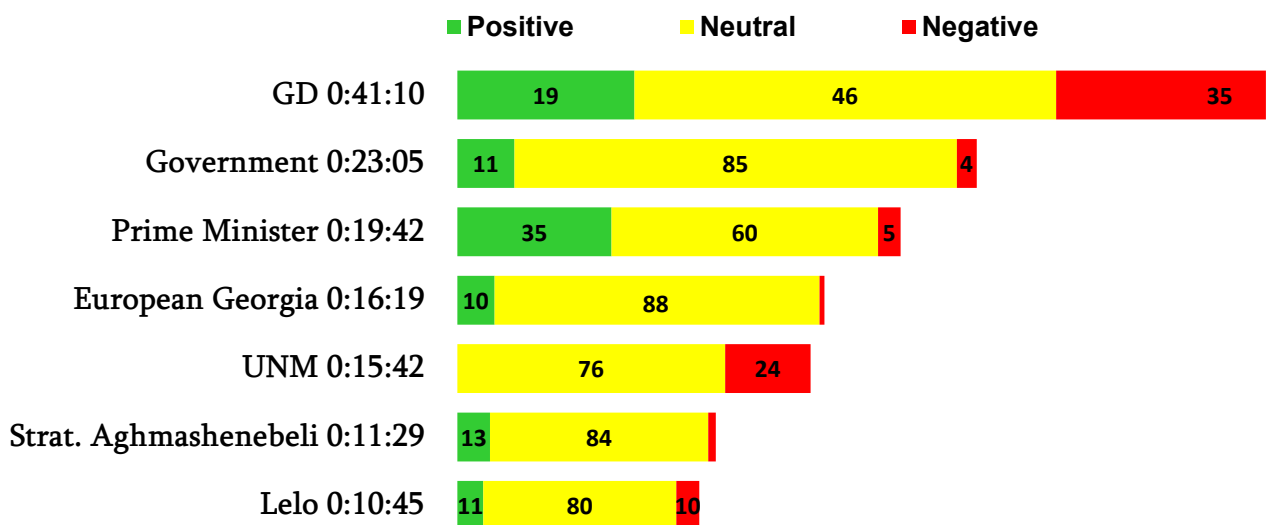
Tone of Coverage (%)
Radio "Imedi"
1 Sep. - 15 Oct. 2020



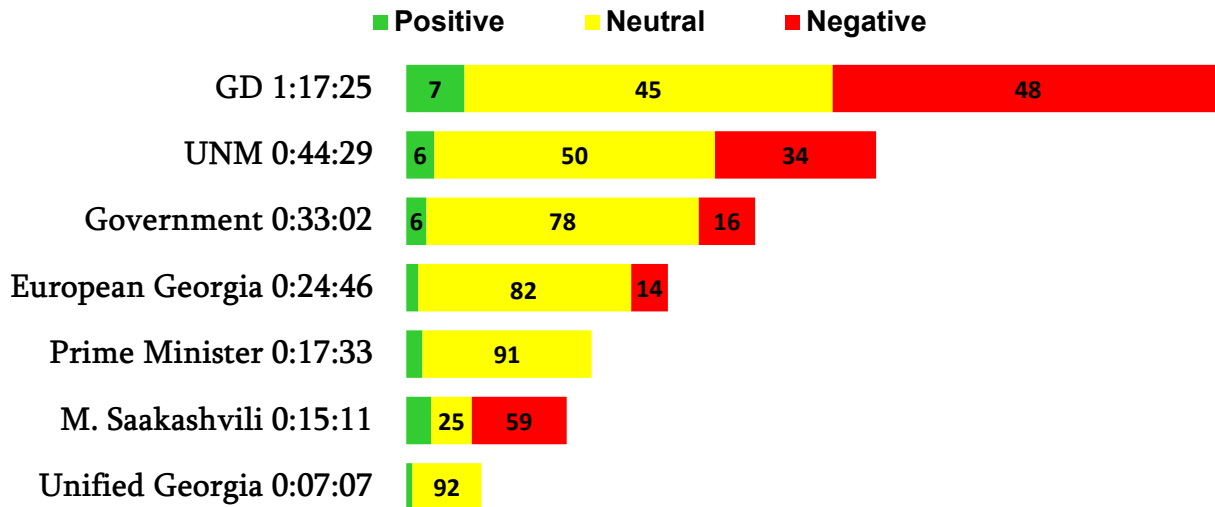
Tone of Coverage (%)
Radio "Marneuli"
1 Sep. - 15 Oct. 2020



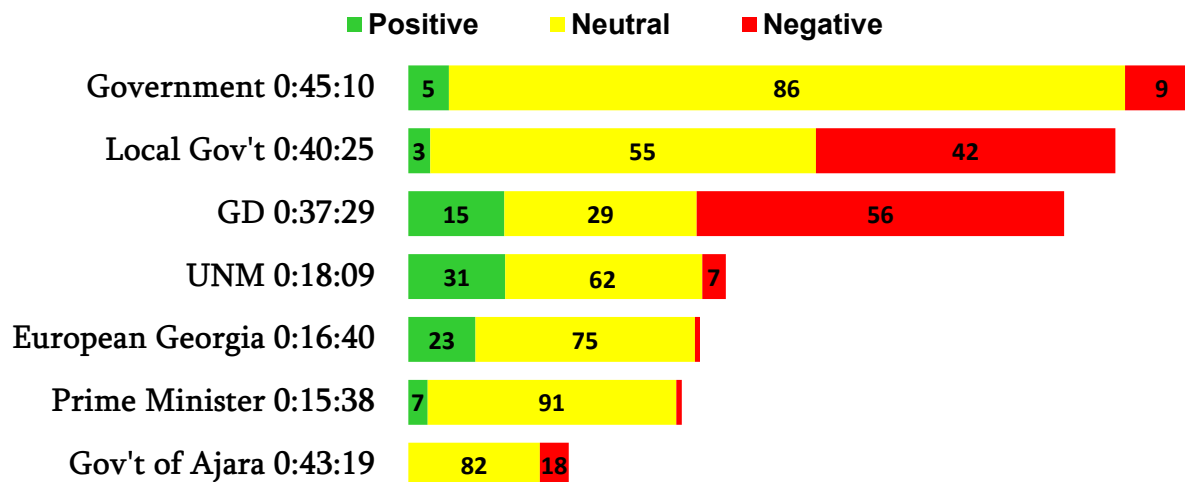
Tone of Coverage (%)
Radio 1
1 Sep. - 15 Oct. 2020



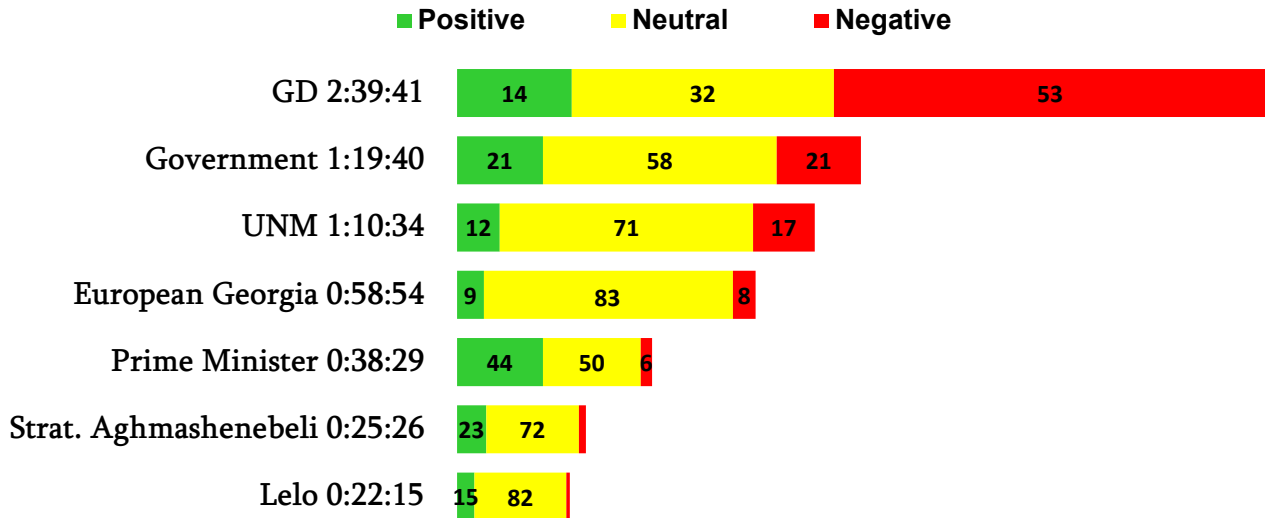
Tone of Coverage (%)
 "Pirveli Radio"
 1 Sep. - 15 Oct. 2020



Tone of Coverage (%)
 Radio "Tavisupleba" (RFE/RL)
 1 Sep. - 15 Oct. 2020



Tone of Coverage (%)
Radio "Maestro"
1 Sep. - 15 Oct. 2020



Coveage by Sex (%)
1 Sep. - 15 Oct. 2020

