

საქართველოს ახალგაზრდა იურისტთა ასოციაცია
GEORGIAN YOUNG LAWYERS' ASSOCIATION



Presentation of the Research - “Media Monitoring of the Election Campaign” - Analysis of Practice

On July 31, 2014 GYLA held presentation of the research Monitoring of Election Campaign - Analysis of Practice.”

The research covers media monitoring conducted by the National Communications Commission and public organizations of the 2012 Parliamentary Elections, 2013 Presidential Elections and 2014 local government elections. In addition, the research discusses outcomes of media monitoring carried out by the Election Commission prior

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to 2012. Analysis of legislation regulating media monitoring in election period and recommendations of international organizations were also proposed in the research.

The research identified ineffectiveness and gaps of media monitoring carries out in Georgia in different periods, namely:

Media monitoring process is not aimed at improving the electoral environment in view of voters' awareness raising;

The responsibility of the broadcaster to provide the necessary information for media monitoring to National Communication Commission on a weekly basis should be eliminated;

Monitoring needs to be implemented through procurement of media monitoring service, with a view to ensure analysis of coverage by relevant specialists;

The role of the broadcasters' self-regulation body should be enhanced in terms of adequate coverage of election period.

The research contains number of recommendations for increasing effectiveness of media monitoring of election campaign.