MEDIA MONITORING WORKSHOP

(13 DECEMBER)
Lopota, Georgia

Friday 13 December

10.00 - 10.30	Welcome and Housekeeping - workshop introduction, aims, expectations, introductions Ana Dabrundashvili (UNDP), Rasto Kuzel (MEMO 98)
10.30 - 11.30	Monitoring the media coverage of the 2017 local elections – lessons learnt Discussing the final results What does the results show us? What are the trends in the Georgian media over the last few years? Improvements and/or deteriorations? Do our reports capture these trends properly or we need to improve the way we communicate them to the public? What can be improved? How to properly analyse the monitoring results?
11.30 -11.45	Coffee break
11.45 – 13.00	Media monitoring methodology – do we understand all aspects properly? How to use online media (social media) to better communicate our findings? How to better use traditional media? How to improve reporting? Report writing – how move from descriptive to more analytical reports?
13.00 - 14.00	Lunch
14.00 - 14.30	Practical exercise
14.30 - 16.00	Validity of the media monitoring data and tests on reliability of monitors Introducing the MEMO data entering software Considerations for improved graphical presentations The role of social media during elections – do we need to monitor?
16.00 – 16.15	Coffee break
16.15 - 17.00	Practical exercise