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საქართველოსთვის
The European Union for Georgia



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Study and Research on Election Media Coverage for 2018 Presidential Elections in Georgia

This project is funded by the European Union (EU) and implemented by the United Nations Development Programme (UNDP)

MEDIA MONITORING WORKSHOP Political and Election-related Coverage

(15 – 17 May, Kachreti, Georgia)

Training Venue: Kachreti

Agenda

Tuesday, 15 May

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|---------------|---|
| 11.00 - 11.15 | Registration (coffee) |
| 11.15 – 11.30 | Workshop introduction – aims, expectations, introductions,
Tea Nutsubidze (UNDP) and Rasto Kuzel (MEMO 98) |
| 11.30 - 13.00 | Monitoring the media coverage of the previous elections in Georgia –
summary of the main findings & lessons learnt

What does the results show us? Do our reports capture trends in the
media 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?

Discussion |
| 13.00 - 14.00 | Lunch |
| 14.00 - 15.30 | Upcoming Presidential Election 2018

TV (news, talk shows), radio, print and online media – proposed
changes to the methodology

Practical exercise |

15.30 - 16.00	Coffee break
16.00 - 17.30	Media monitoring methodology – do we understand all aspects properly? (practical exercise – working groups)
17.30 – 18.30	Working with the new monitors – explanation of the methodology
19.00	<i>Dinner</i>

Wednesday, 16 May

09.30 - 10.30	Quantitative and qualitative methodology – discussion
10.30 - 10.45	<i>Coffee break</i>
10.45 - 11.45	Validity of the media monitoring data and tests on reliability of monitors
11.45 – 13.00	Practical exercise
13.00 - 14.00	<i>Lunch</i>
14.00 – 14.30	Energizer
14.30 - 15.30	Monitoring news, talks shows, print and online media – working groups
15.30 – 15.45	Coffee break
15.45 – 17.00	Improved reporting. Report writing – how move from descriptive to more analytical reports?
17.00 - 18.00	Planning – timeline & deadlines,
18.00	Worskhop closes
18.30	Dinner

Thursday, 17 May

12.00	Checkout & Departure
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