

P R O F I L E



**Language of Broadcast:** Georgian

**Content:** 7 hrs. of orig. and 7 hrs. of repeat radio prog. per week; 15 min. television per week; Internet

**Distribution:** 2 affiliates (1 FM, 1 TV), 3 IBB SW frequencies and satellite.

**Radio:** VOA's Georgian Service is heard on one affiliate, the Georgia Public Broadcasting, the country's third most powerful FM distribution facility.

**TV:** The Service produces a 15-minute weekly television show titled *Washington Today*. It is aired in Georgia on Network 1 of Georgia Public Broadcaster.

**Web:** The Service has a multimedia website, a mobile site, a Facebook fan page, Twitter and YouTube accounts, and sends an email newsletter.

**Staff:** 6

**Budget:** \$764,000

**Established:** 1951 to present



**Language of Broadcast:** Georgian and Russian to Georgia

**Content:** 27 hrs. of original and 2 hrs. of repeat radio programming per week; 1.5 hours of original TV programming per week; Internet

**Distribution:**

**Radio:** RFE/RL delivery for Georgian includes 2 national FM networks & 6 regional FM affiliates, HotBird and AsiaSat. Alt. delivery includes fortnightly publication and distribution of newspapers.

**New Media:** The Service has a website, mobile site, Facebook & YouTube page and very active blog.

**TV:** RFE/RL has 1 national TV affiliate carrying a weekly 60-minute program and 1 satellite channel broadcasting a weekly half-hour Russian-language program focused on the Caucasus.

**Delivery for Ekho Kavkaza in Russian** includes 2 national network & 2 regional FM affiliates, IBB



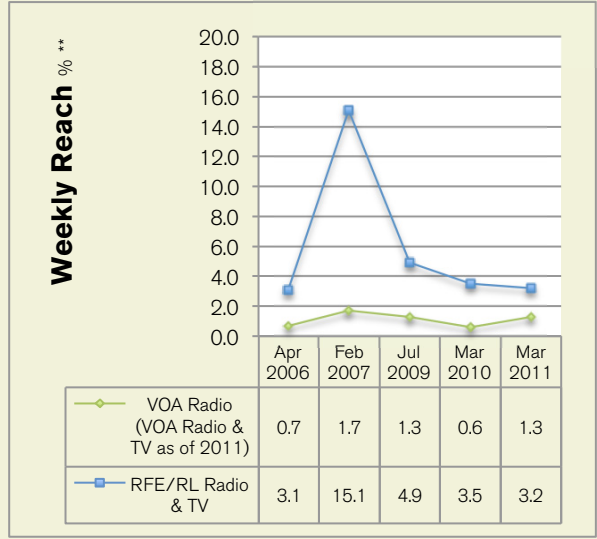
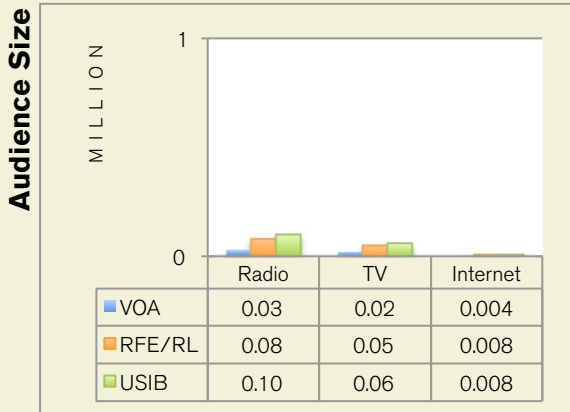
provided SW, Internet with live audio streaming, mobile site and fortnightly publication and distribution of newspapers in refugee enclaves.

**Staff:** 10

**Budget:** \$2,042,000

**Established:** 1953 to present

P E R F O R M A N C E D A T A (Using Data from Georgia, March 2011)



Weekly Reach (%)			
	VOA	RFE/RL	USIB
Radio	.9	2.1	2.5
TV	0.5	1.4	1.8
Internet	0.1	0.2	0.2
<b>Total</b>	<b>1.3</b>	<b>3.2</b>	<b>4.7</b>

Awareness (%)	
VOA	RFE/RL
35	56

Georgian

Credibility	Percentage of surveyed weekly audience that finds broadcasts credible (%)*	
	VOA	RFE/RL Radio
Radio	95	97
TV	na	na

Understanding	Percentage of weekly audience whose understanding of topics increased "A Great Deal" or "Somewhat" (%)	
	VOA Radio	RFE/RL Radio
Current Events	75	68
U.S. Society (VOA) or Current Events In Georgia (RFE/RL)	79	68
U.S. Policies	64	na

Quality	Combined Scores from audience panel	
	VOA	RFE/RL
Radio	3.4	3.6
TV	na	na

\*Samples of VOA and RFE/RL weekly radio and TV audiences in the survey are too small for meaningful analysis.

Data are from a March 2011 nationwide survey of adults (15+) in Georgia.

# Georgian Broadcasting

Total Population of Georgia: 4.3 million

## A U D I E N C E C O M P O S I T I O N

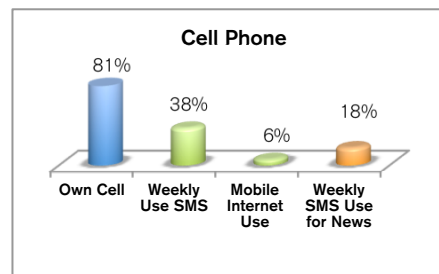
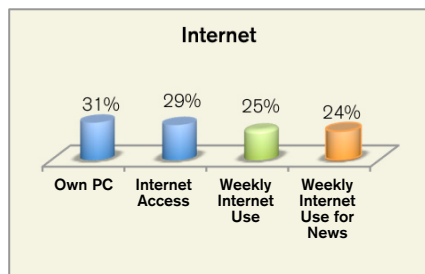
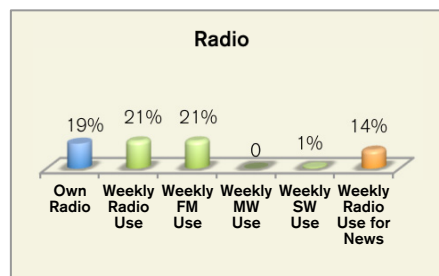
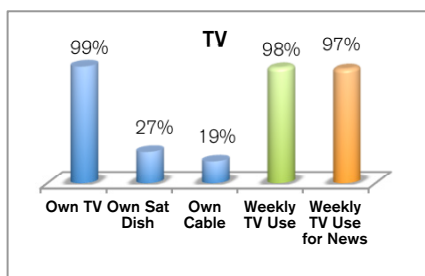
	Sample	VOA Annual Aud.*	RFE/RL Weekly Aud.
<b>Sex</b>	%	%	%
<b>Male</b>	46	55	53
<b>Female</b>	54	45	47
<b>Age</b>			
<b>15-24</b>	20	12	8
<b>25-34</b>	18	23	17
<b>35-44</b>	19	20	21
<b>45-54</b>	14	16	14
<b>55-64</b>	13	17	25
<b>65+</b>	17	12	15

	Sample	VOA Annual Aud.*	RFE/RL Weekly Aud.
<b>Education</b>	%	%	%
<b>Inc. Sec.</b>	23	3	4
<b>Secondary</b>	29	16	21
<b>Technical</b>	22	16	12
<b>Higher</b>	26	64	64
<b>Ethnicity/Nationality</b>			
<b>Georgian</b>	86	99	97
<b>Azerbaijani</b>	7	0	2
<b>Armenian</b>	4	0	0
<b>Russian</b>	1	1	0

	Sample	VOA Annual Aud.*	RFE/RL Weekly Aud.
<b>Residence</b>	%	%	%
<b>Urban</b>	53	66	59
<b>Rural</b>	47	31	41
<b>Language</b>			
<b>Georgian</b>	88	98	95
<b>Russian</b>	2	2	4
<b>Other</b>	10	0	1

\*Samples of VOA weekly audiences in the survey are too small for meaningful analysis, hence use of annual audience above.

## M E D I A U S E



### Top Ten Media Outlets

1. Imedi TV
2. Rustavi 2 TV
3. Georgian Public TV 1
4. Ajara State TV
5. Sakartvelo
6. Mze
7. NTV
8. Georgian Public TV 2
9. Radio Ar daidardo
10. Radio Imedi

### Top Ten Sources of News

1. Rustavi TV 2
2. Imedi TV
3. Georgian Public TV 1
4. Dilis gazeti
5. Adjara State TV
6. Tavisupleva.org
7. DW
8. Google
9. ORT-1
10. Radio Ar daidardo

### Web Analytics

<b>VOA</b>	
<b>Weekly Visitors</b>	2,600
<b>Weekly Visits</b>	4,300
<b>RFE/RL</b>	
<b>Weekly Visitors</b>	7,200
<b>Weekly Visits</b>	25,200

## C O N T E X T



### Political Environment

- **Freedom House Political Freedom Index: PARTLY FREE in 2010**
- **Economist Intelligence Unit Instability: HIGH RISK (6.3) in 2010**
- Georgia remains a very politicized society. There are hundreds of different registered and unregistered political parties. The political system, however does not represent society well. In a recent poll, over 30 percent of the population supports the incumbent president, Mikhail Saakashvili, with 50 percent of the population undecided.
- The parliament of Georgia is considering a new draft of the Constitution that would turn Georgia from presidential republic to a parliamentary one. Some see it an attempt by Saakashvili to safeguard a position of prime minister after his second presidential terms expires in 2013.
- Georgian relations with Russia remain tense. Taken together, these factors indicate that the Georgian political situation remains less than stable.

### Media Environment

- **Freedom House Press Freedom Index (2011): PARTLY FREE**
- **Reporters Without Borders Index (2011): 38.00 (104/179)**
- Although enjoying relative freedom compared to other countries in the FSU region, Georgian media outlets continue to be polarized and fragmented between opposition and the government, the quality of journalism in the country is low and media ownership rules are non-transparent.
- In Abkhazia and South Ossetia RFE/RL's Ekho Kavkaza's programming in Russian show an increase in listenership. In Abkhazia, weekly use of Ekho Kavkaza was 7.7 percent with 6.8 percent of adults listening to the radio programming each week and 1.4% visiting the website. In South Ossetia the website and radio program are both popular with 1.1 percent of adults visiting the website and .5 percent listening to the radio programming. Overall use in South Ossetia is 1.5 percent weekly.
- The use of Internet for news has overtaken use of conventional radio. Internet is now the third-most important weekly source of news and information for Georgian adults, following TV and friends and family; radio use has declined to sixth position.