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Advisory Assistance to the Ministry of Energy of Georgia

P.E.D. IQC – Contract No. DOT-I-00-04-00020-00

WORKSHOP OF MEDIA REPRESENTATIVES AND ENERGY SECTOR STAKEHOLDERS

CHAKVI, ADJARA REGION, JULY 24-29, 2006



September 29, 2006

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Advisory Assistance to the Ministry of Energy of Georgia

P.E.D. IQC – Contract No. DOT-I-00-04-00020-00

**WORKSHOP OF MEDIA REPRESENTATIVES AND ENERGY
SECTOR STAKEHOLDERS**

Disclaimer

The author's views expressed in this publication do not necessarily reflect the views of the United States Agency for International Development or the United States Government.

**Workshop for Media Representatives and Energy Sector Stakeholders
Chakvi, July 24-29, 2006**

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1. Introduction and Activity Summary

Introduction

The idea to conduct a workshop of media representatives and energy sector stakeholders was born in August 2005 at a meeting of the Energy Sector Stakeholders' Public Relations (PR) Working Group, organized by CORE International, Inc. under the USAID funded program "Advisory Assistance to the Ministry of Energy of Georgia". A component of CORE's advisory services contract is to provide public outreach and communications support to the Ministry of Energy of Georgia to improve the consumer-government relationship in the energy sector. At the time of the development of the Plan, the new government of Georgia was faced with a sector wrought with difficulties in terms of debt, collections, management, investment, and sector development strategy. Through the establishment of the PR Working Group, the program gave a forum for energy sector stakeholders - all government, local NGOs and consumer groups - with an opportunity to periodically meet to become updated on major milestones or challenges in the sector.

It also provided a means for public relations representatives from the various government entities to develop a unified message, where possible, when communicating to the public about practical and sometimes extraordinary events in the sector. The Working Group helped to reduce inter-governmental finger pointing. It also assisted in communicating achievements made by the government which often are painful for the broader community, particularly as it related to increases in tariffs for consumption, communal metering activities, and other hard steps that the government needed to take to put the energy sector on a better footing.

As the energy sector is a much discussed issue in the press in Georgia and is reported on nearly every day by all major press organizations, the PR Working Group envisioned bringing together the energy stakeholders with the media representatives to discuss one another's challenges. The main objectives were to (1) reduce "media-government" contention, (2) dissuade and come up with solutions to mitigate misinformation by the press in terms of the presentation of data and reporting on major news about the sector, and (3) to find means to potentially increase positive feelings between the energy stakeholders and the media. The concept for such a Workshop of media representatives and energy sector stakeholders was included in the "Public Outreach and Participation Comprehensive Plan for 2006" and approved by USAID.

Activity Summary

The Workshop of Media Representatives and Energy Sector Stakeholders was organized by CORE International, Inc. with USAID funding and took place July

24-29, 2006 in Chakvi, Adjara region, away from many of the representatives' normal place of work. The workshop was opened by the First Deputy Minister of Energy, Alexander Khetaguri and CORE Public Outreach and Public Relations representative, Buba Tsirekidze. Each government entity represented at the Workshop provided a comprehensive presentation describing their core activities as a means of knowledge transfer. This was followed by a detailed discussion of their achievements over the past two years as well as the major difficulties that they faced and/or continue to face. Each presentation was followed by lively and sometimes heated discussions. A photo gallery of the Workshop is provided in the next section and the full agenda is provided in Section 3. Section 4 provides the complete list of those in attendance. Annexes I-X contain the presentations made by the energy sector stakeholders.

During the workshop CORE International, Inc. conducted a survey of media representatives and energy sector stakeholders, which was dedicated to documenting the attitudes and the expectations of those present at the Workshop. One questionnaire documented the opinions of the media representatives toward the energy sector stakeholders. The second questionnaire requested honest opinions of the energy stakeholders toward the media. CORE personnel compiled the data while the Workshop was on-going and presented the results on the last day of the Workshop. The results showed a gap between the two groups that the Workshop, and other such events, can successfully bridge. The results of the survey are documented in Section 6.

Some key findings of the survey of the media representatives are that many individuals had not attended such a Workshop in the past. Nearly three quarters of the media representatives surveyed noted that their reporting on energy sector issues targets economic issues, whereas less than half documented that their reporting on the sector focuses on political issues. At the same time, the respondents noted that their main interests in reporting on the sector are on policy directions (32%), energy security issues (27%), and achievements in the sector (22%).

The energy stakeholders' survey results reported that a majority believed the media was more likely to report on the energy sector in a negative way and critically in print, TV, and radio (86%, 79%, 67%). They also reported that the main reasons for this negativity and criticism was mostly due to a lack of knowledge of the media in energy sector operations and the lack of quality and timely information provided to the media.

One way to help close the gap was to have the media representatives place themselves in the role of the government entities and sector managers through a role playing exercise. On the first day of the Workshop, the media representatives were placed in one of four groups (5 persons per group) and requested to prepare a presentation describing, if they were energy managers, their approach to improving sector operations and development, and how they would present their goals to the media.

On the final day of the Workshop, each group made their presentations to the energy sector managers/stakeholders. These presentations were evaluated highly by all of the energy sector stakeholders. These presentations are provided in Annexes XI-XIII.

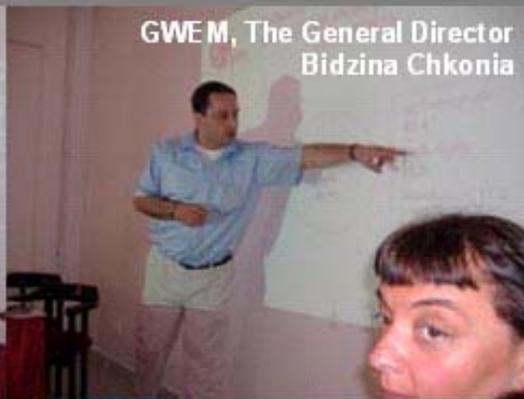
In addition, the results of the survey, taken early on during the program, were also presented during the last day and debated and discussed in detail. The outcome of this discussion was that the Workshop provided a much needed forum for dispelling misconceptions and bridging the gaps that exist between energy sector stakeholders and media representatives.

The Workshop was closed by Ms. Dana Kenney, USAID, CTO for the Advisory Assistance to the Ministry of Energy Program and her attendance was greatly appreciated.

All participants of the workshop highly evaluated the seminar and underlined that such working meetings are essential and needed for further development of relations between media and energy sector stakeholders in order to deliver comprehensive information on energy sector operations and development strategy in the country in the future. Section 5 provides the Workshop survey and the results. All participants (100%) noted that they would participate in such a program again in the future and 90% noted that they believed they would or may use the information they obtained during the Workshop in their daily job performance.

Several participants sent letters of thanks to USAID and to the Program for this Workshop. These letters are included in Section 7.

2. Photos of the Workshop





UEDC, PR Specialist
Giorgi Revazishvili



Kakheti Energy Distribution
Company, Executive Director
Zurab Janjgava



Public Rights Defender
David Mikautadze



Telasi, General Director
Iuri Pimonov



CENN, Energy Projects' Manager
Nika Malazonia



Dispute – Chairman of GNERC
Gia Tavadze



Working Process



Presentation of the survey
CORE, Buba Tsirekidze



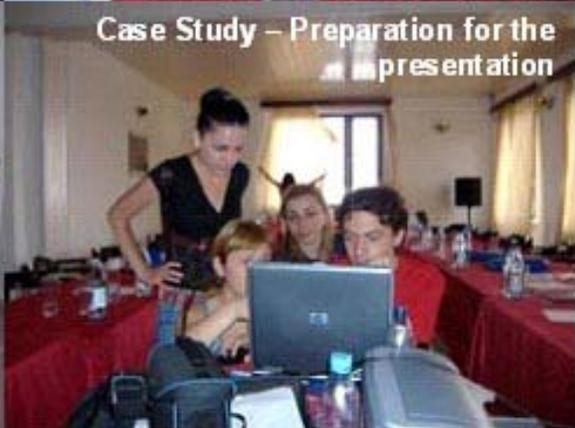
Case Study – Journalists
Presentation, Group I



Case Study – Journalists
Presentation, Group II



Case Study – Journalists
Presentation, Group III



Case Study – Preparation for the
presentation



Awarding the Journalists,
Group I



Awarding the Journalists,
Group II



Awarding the Journalists,
Group III



Awarding the Journalists,
Group IV



Working Process



Working Process



CORE Employees



Working Process

3. Agenda of the Workshop



WORKSHOP FOR MEDIA and ENERGY SECTOR STAKEHOLDERS

July 24-29, 2006

Chakvi, Adjara Autonomous Republic, Hotel "Oasis"

Monday, July 24, 2006	
8:30	Departure Tbilisi-Chakvi
16:00	Hotel Arrangements
20:00	Official Reception

Day I – Tuesday, July 25, 2006	
09:00-10:00	Breakfast
11:00-11:20	Registration and organizational issues
11:20-11:35	Presentation – Energy Sector Policy, main directions of the energy sector development – Alexander Khetaguri/Misha Antadze
11:35-11:50	Presentation of 15 minutes video on energy sector achievements during the last 2 years
11:50-12:10	Discussion
12:10-12:25	Presentation – Structure of the Georgian Energy Sector, Legislative Framework – Alexander Khetaguri/Misha Antadze
12:25-12:45	Coffee Break
12:45-13:20	Presentation - Structure of the Georgian Energy Sector, Legislative Framework – Alekhabnder Khetaguri/Misha Antadze (Cont)
13:20-14:00	Discussion
14:00-15:00	Dinner
15:00-15:20	Presentation – Georgian State Electricity System (GSE)
15:20-15:40	Discussion
15:40-15:55	Survey of media and energy sector representatives – instructions, filling in questionnaires
15:55-16:15	Creating the four working groups of media representatives and explanation of case study "Energy Sector Viewed by Media"
16:15-16:30	Resume of a day and organizational issues
20:00	Supper

Day II – Wednesday, July 26, 2006	
09:00-10:00	Breakfast
11:00-11:20	Registration and organizational issues
11:20-11:40	Presentation – GNERC
11:40-12:00	Discussion
12:00-12:20	Presentation GWEM
12:20-12:40	Discussion
12:40-13:00	Coffee Break
13:00-13:20	Presentation Kakheti Energy Distribution Company
13:20-13:40	Discussion
13:40-14:00	Speech of the Minister of Energy – Nika Gilauri
14:00-15:00	Dinner
15:00-15:20	Presentation – Telasi
15:20-15:40	Discussion
15:40-16:00	Resume of a day and organizational issues
20:00	Supper

Day III – Thursday, July 27, 2006	
09:00-10:00	Breakfast
11:00-11:10	Registration and organizational issues
11:10-11:30	Presentation – UEDC
11:30-11:50	Discussion
11:50-12:10	Presentation – Adjara Energy Distribution Company
12:10-12:30	Discussion
12:30-12:50	Coffee Break
12:50-13:10	Presentation –Consumers’ Rights Defender
13:10-13:30	Discussion
13:30-14:00	Reserve time
14:00-15:00	Dinner
15:00-15:20	Presentation – Caucasian Network of Environmental NGOs.
15:20-15:40	Discussion
15:40-16:00	Resume of a day and organizational issues
20:00	Supper

Day IV – Friday, July 28, 2006	
09:00-10:00	Breakfast
11:00-11:10	Registration and organizational issues
11:10-11:30	Presentation – Kaztransgaz-Tbilisi
11:30-11:50	Discussion
11:50-12:00	Case study – “Energy Sector Viewed by Media” (4 teams, selection of the topic, instructions)
12:00-13:00	Case study – Preparation of Presentations
13:00-13:20	Coffee Break
13:20-14:00	“Energy Sector Viewed by Media” (four 10 min. presentations)

14:00-15:00	Dinner
15:00-15:20	Presentation of survey results - media and energy sector representatives
15:20-15:40	Awarding of Media representatives and Energy Stakeholders PR representatives
15:40-15:50	CORE International Inc. – Resume of the workshop
15:50-16:00	USAID Closing speech – CTO Danna Kenney
20:00	Official Reception

Day VI – Saturday, July 29, 2006	
9:00-10:00	Breakfast
12:00	Departure to Tbilisi

4. List of Participants

Energy Sector			
N	Name	Organization	Position
1	Nika Gilauri	MoE	The Minister
2	Alekhander Khetaguri	MoE	The first Deputy Minister
3	Simon (Buka) Shapakidze	MoE	Head of Administration Department
4	Teona Doliashvili	MoE	Head of PR department
5	Nino Kikacheishvili	MoE	PR department specialist, coordinator of the Ministry's web page
6	Misha Antadze	MoE	Head of Department of International Relations and Energy Policy
7	Buba Tsirekidze	CORE International Inc	Communication and Public Participation Expert
8	Inga Pkhaladze	CORE International Inc	Senior Energy Expert
9	Bidzina Kekelia	CORE International Inc	Senior Energy Expert
10	Dana Kenney	USAID	CTO
11	Iuri Pimonov	JSC Telasi	General Director
12	Valeri Phantsulaia	JSC Telasi	Head of PR Department
13	Jo Corbet	GSE	General Director
14	Nino Djeranashvili	GSE	Head of PR department
15	Giorgi Revazishvili	UEDC	PR Department specialist
16	Bidzina Chkonia	GWEM	General Director
17	Nino Potrjebskaja	GWEM	Head of PT Department
18	Giorgi Tavadze	GNERC	Chairman
19	Nino Asatiani	GNERC	Head of PR Department
20	Zurab Janjgava	Kakheti Energy Distribution Company	General Director
21	Ani Taktaqishvili	Kakheti Energy Distribution Company	Head of PR Department

22	Guram Jgenti	Adjara Energy Distribution Company	General Director
23	Nino Germesashvili	Adjara Energy Distribution Company	Head of PR Department
24	Gigi Qoiava	Kaztransgaz-Tbilisi	General Director
25	Eka saria	Kaztransgaz-Tbilisi	Head of PR Department
26	David Ingorokva	GGIC	The President
27	Natia Bandzeladze	GGIC	Head of PR department
28	David Mikautadze	GNERC	Consumers' Rights Defender
29	Nika Malazonia	CENN	Energy Projects Manager
30	Misha Babukhadia	Independent Energy Expert	
31	Nino Shanidze	Interpreter	

NOTE: participants, marked by red color were not able to participate

Media		
1	Nata Zueva	IA "Intern press news"
2	Eka Basharuli	"Project Capital"
3	Nino Patsuria	"Georgia Today"
4	Nino Ciklauri	IA "Sarke"
5	Nana Kirtskalia	IA "Kavkaspressi"
6	Lela Iremashvili	IA "Regnum"
7	Tamar Demetrashvili	TV Broadcasting Channel "Rustavi 2"
8	Tamar Dvali	"24 Hours"
9	Natia Mskhiladze	"24 Hours"
10	Andro Tupalakiany	IA "Prime News"
11	Nona Qvlividze	"Kviris Palitra"
12	Tamuna Shoshiashvili	Gogichaishvili project – "Rustavi 2"
13	Maia Bitsadze	Gogichaishvili project – "Rustavi 2"
14	Maia Arabidze	"Khvalindeli Dge"
15	Diana Chachua	"24 Hours"

16	Rusudan Machaidze	“Resonansi”
17	Khatuna Mgaloblishvili	“Alia”
18	Nana Mamagulashvili	Radio “Fortuna”
19	Irma Ebralidze	Radio “Imedi”

5. Evaluation of the Workshop

The workshop for media representatives and energy sector stakeholders was evaluated by the participants via questionnaires, distributed after the workshop was completed.

Evaluation Survey

Workshop of Media Representatives and Energy Sector Stakeholders

July 24-29, 2006

Chaqvi, Adjara Region

Dear Participant,

We wish to thank you for your participation in the workshop of “Media Representatives and energy Sector Stakeholders”, conducted by CORE International, Inc. under the U.S. Agency for International Development “Advisory Assistance to the Ministry of Energy of Georgia” program.

The objective of this survey is to find out how you personally benefited from this workshop. Therefore, please take a few moments to carefully read and respond to the questions below. We appreciate your candid feedback, which will help us improve the content and delivery of future training programs

I. Overall Training Program Evaluation

Please circle the number that most closely represents your feelings:

	Very Good	Good	Average	Poor
1. Appropriateness of the program to your needs	4	3	2	1
2. Organization of the program	4	3	2	1
3. Information, received during the program	4	3	2	1
4. Place and venue of the workshop	4	3	2	1

II Individual Input

Please circle the answer that most closely represents your feelings:

a	It is likely I will use the knowledge gained in this course in my every day job	Yes	No	Maybe
b	I would like to attend another workshop to further increase my knowledge about this subject	Yes	No	Maybe
c	Presentations, made during the workshop were	Clear		

**Average
Less clear**

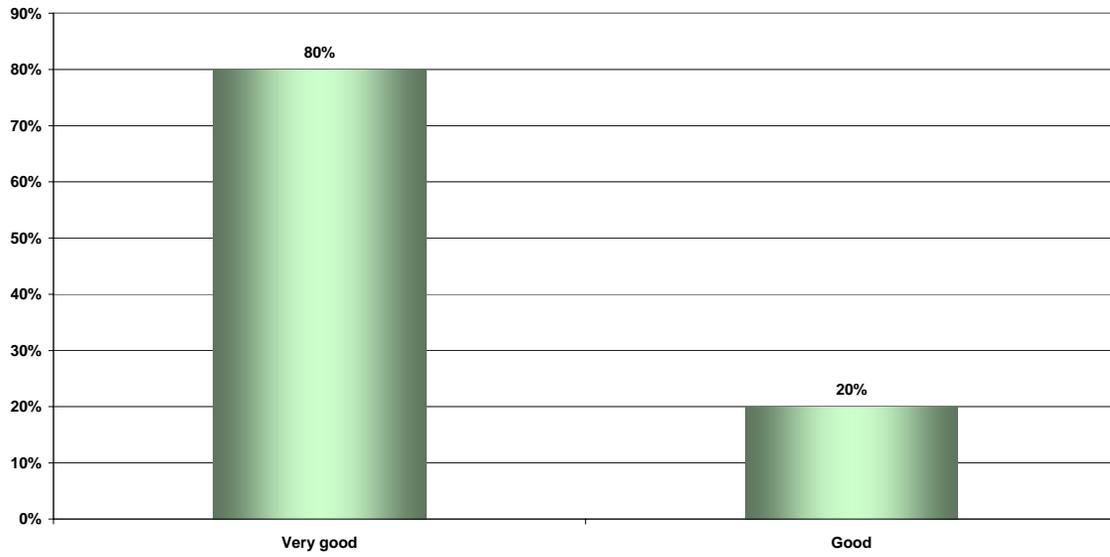
III. How would you improve this training program? What specific changes would you make to the program in terms of length, contents, and structure?

IV. What part of this training program do you feel has benefited you most?

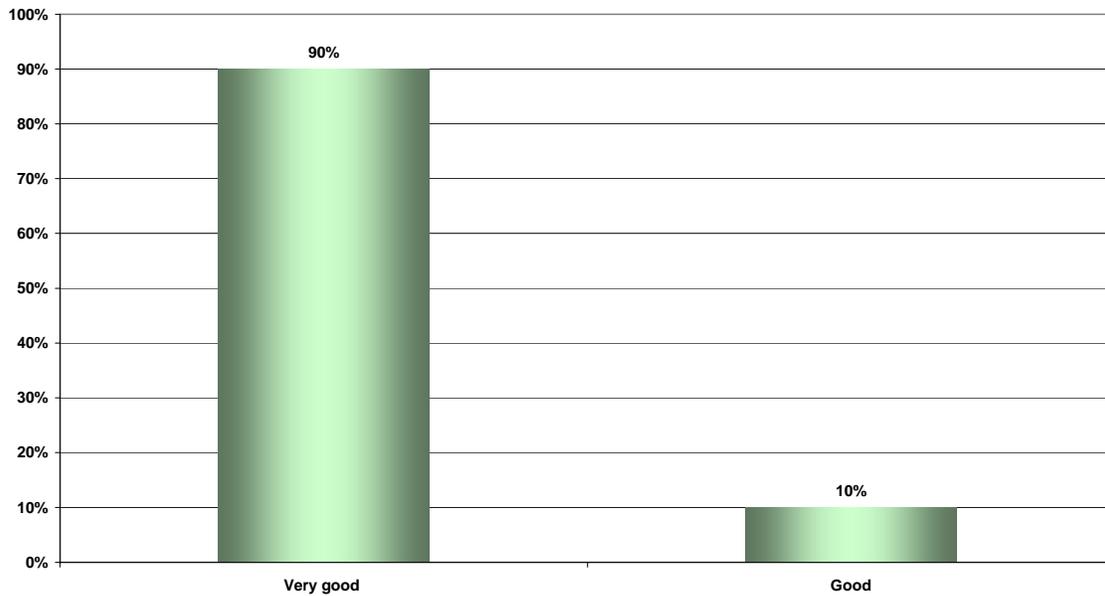
V. Would you recommend this program to your colleagues? Why/why not?

Results of the Workshop Evaluation

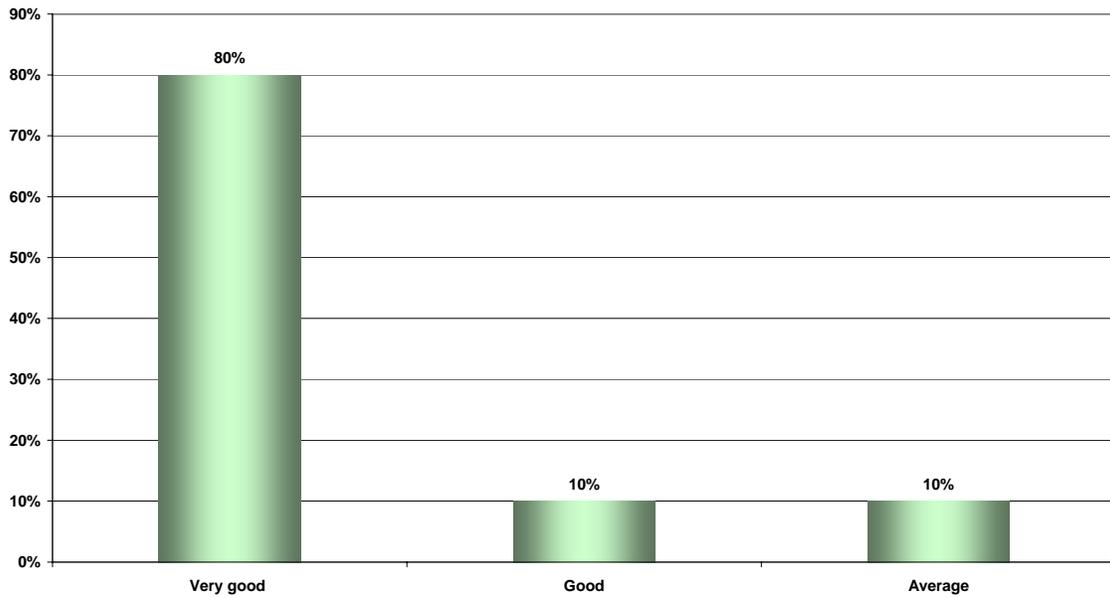
Appropriateness of the program to your needs



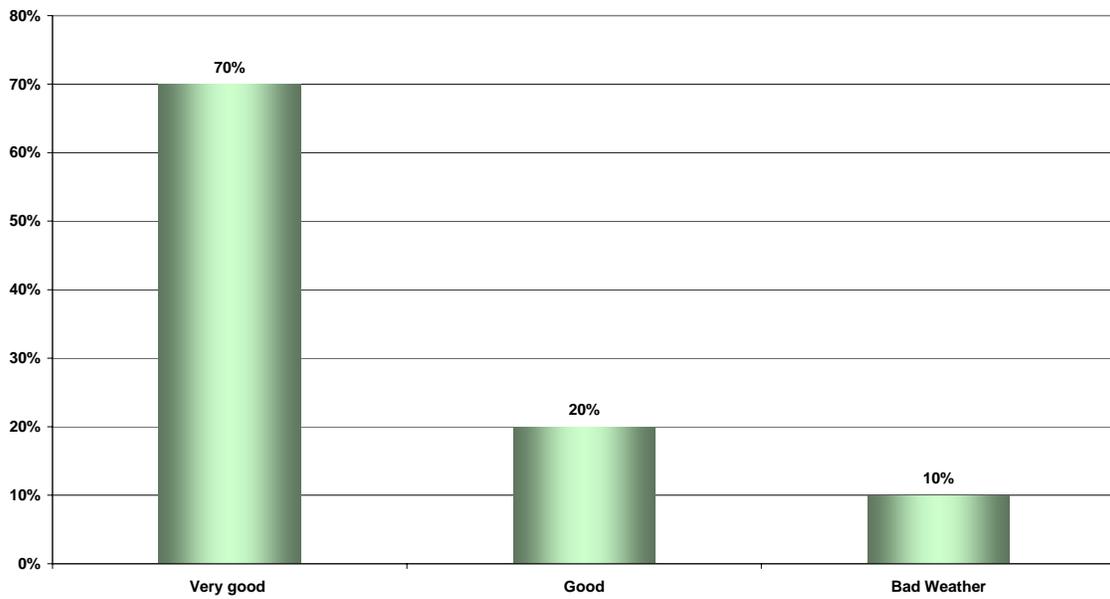
Organization of the program



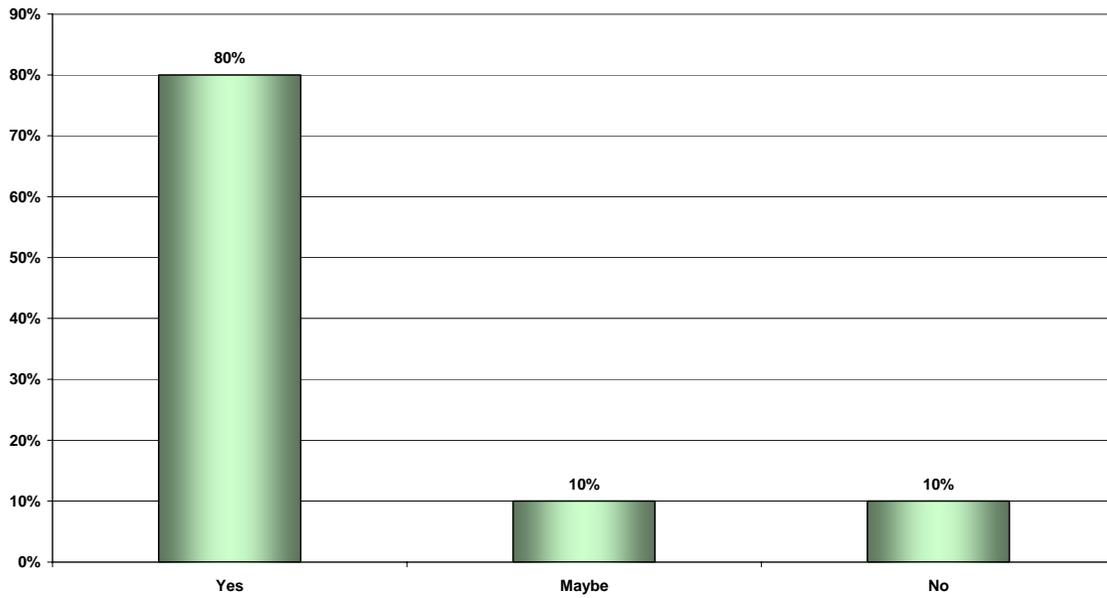
Information, received during the program



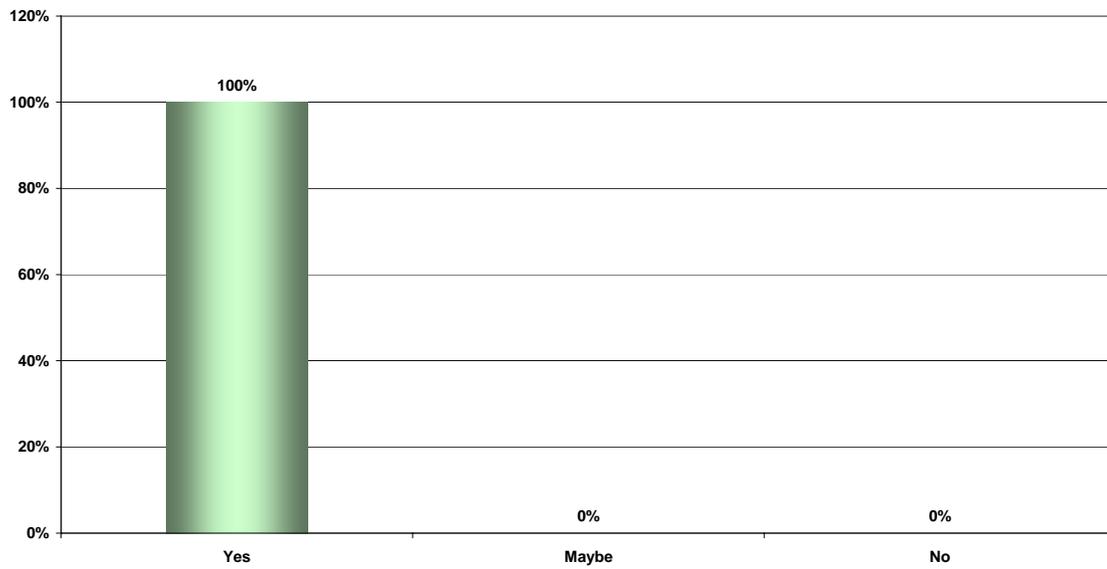
Place and venue of the workshop



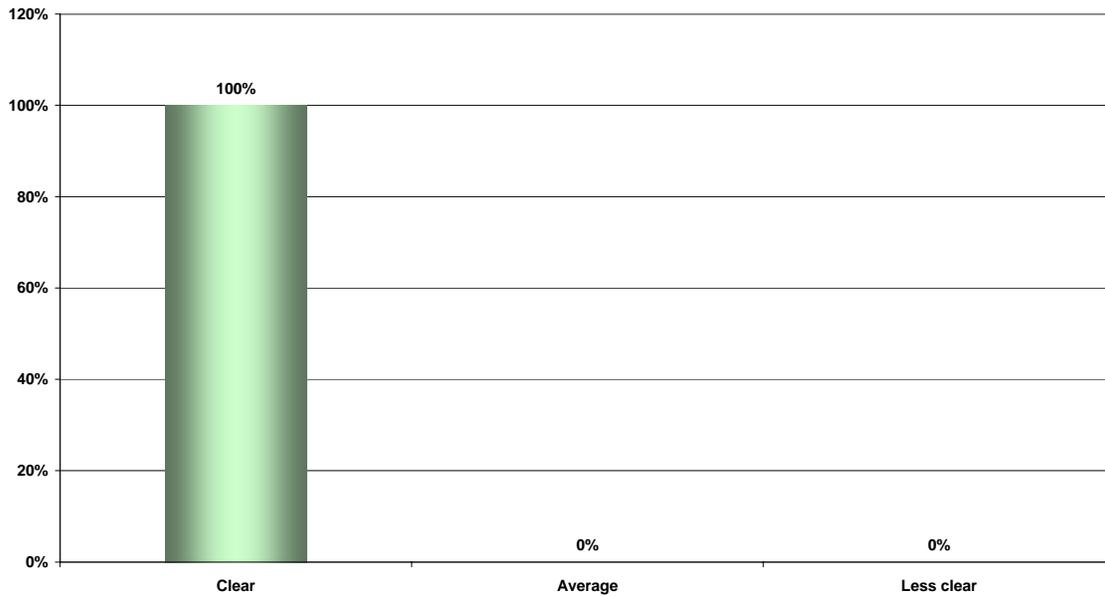
It is likely I will use the knowledge gained in this course in my every day job



I would like to attend another workshop to further increase my knowledge about this subject



Presentations, made during the workshop were



Majority of the participants evaluated the general part of the workshop positively. All participants underlined that they will advise the colleagues to participate in such workshops, because this is the best form for receiving the needed information and establish relationships and contacts.

Presentations conducted by different energy stakeholders and media representatives as well as discussions were acknowledged as the most interesting parts of the workshop.

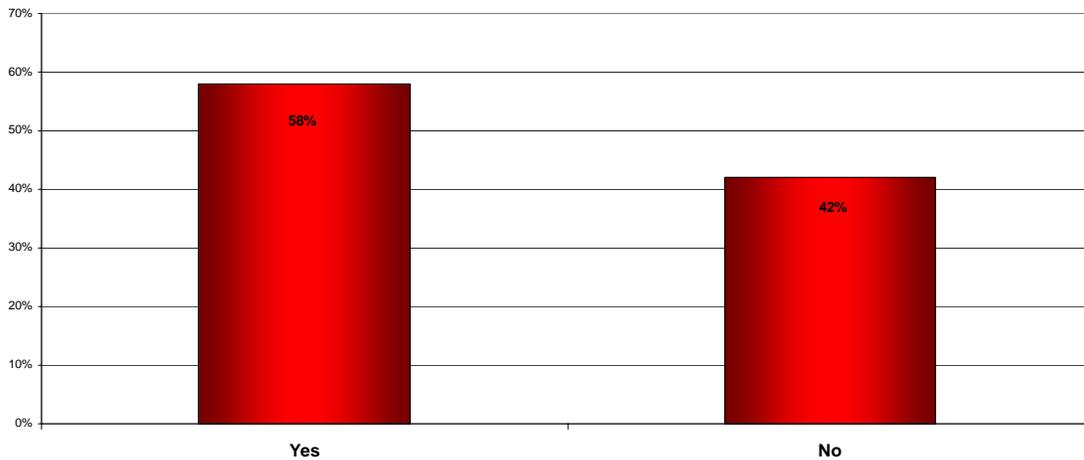
6. Survey of Media Representatives and Energy Sector Stakeholders

6.1. Media on Energy Sector

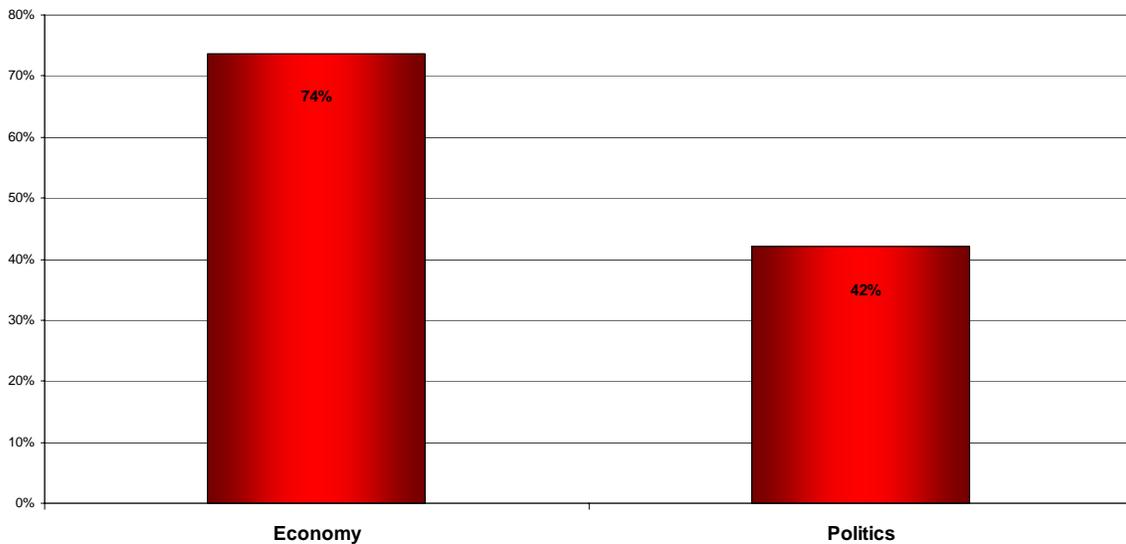
Topics of the survey

- Participation in the workshops
- Fields, covered by journalists in parallel with the energy sector
- Favorite respondent in the energy sector
- Criteria, for choosing the favorite respondents in the energy sector
- Level of information dissemination on energy sector among media representatives
- Delivery of delivery of timely and comprehensive information on energy sector
- Delivery of delivery of objective information on energy sector
- Rating of PR representatives
- Criteria for effective working style of PR representative
- Media expectations towards the workshop

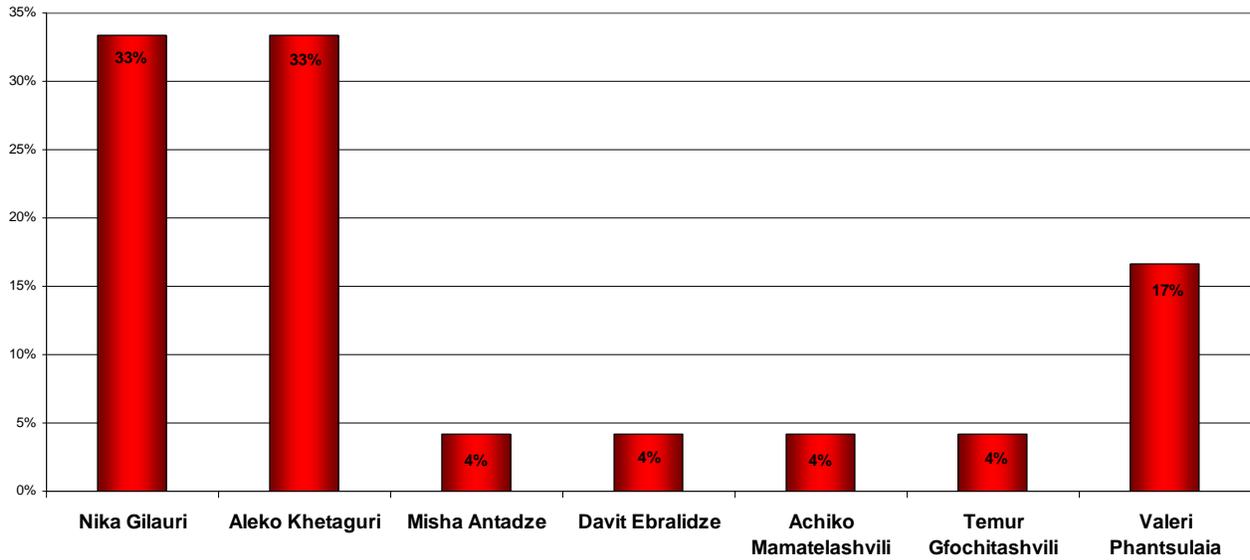
Have you ever participated in the similar workshop/seminar before?



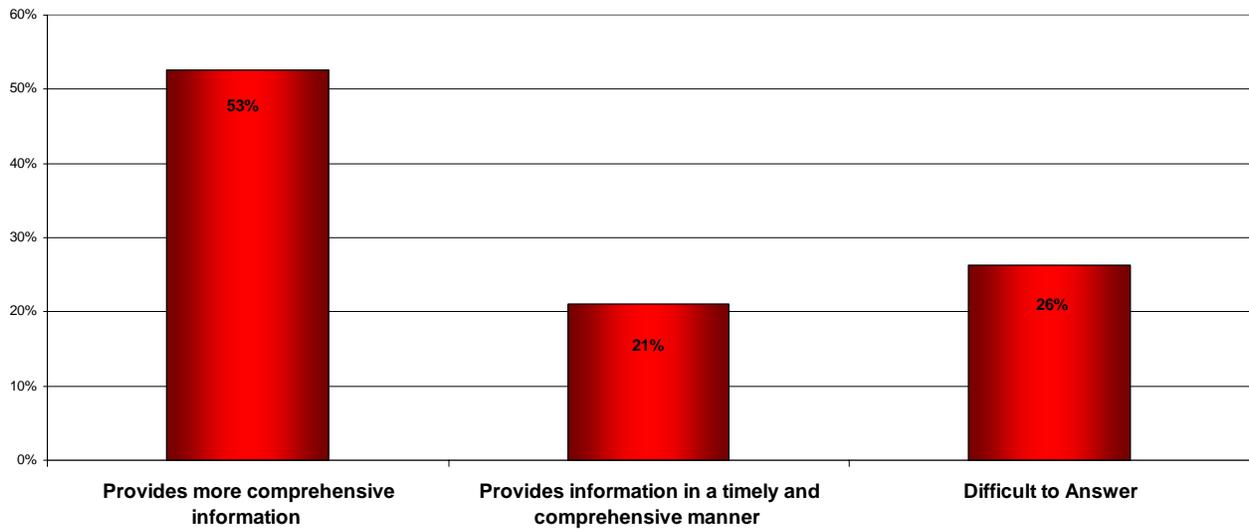
On which topic are you working in parallel t with energy sector



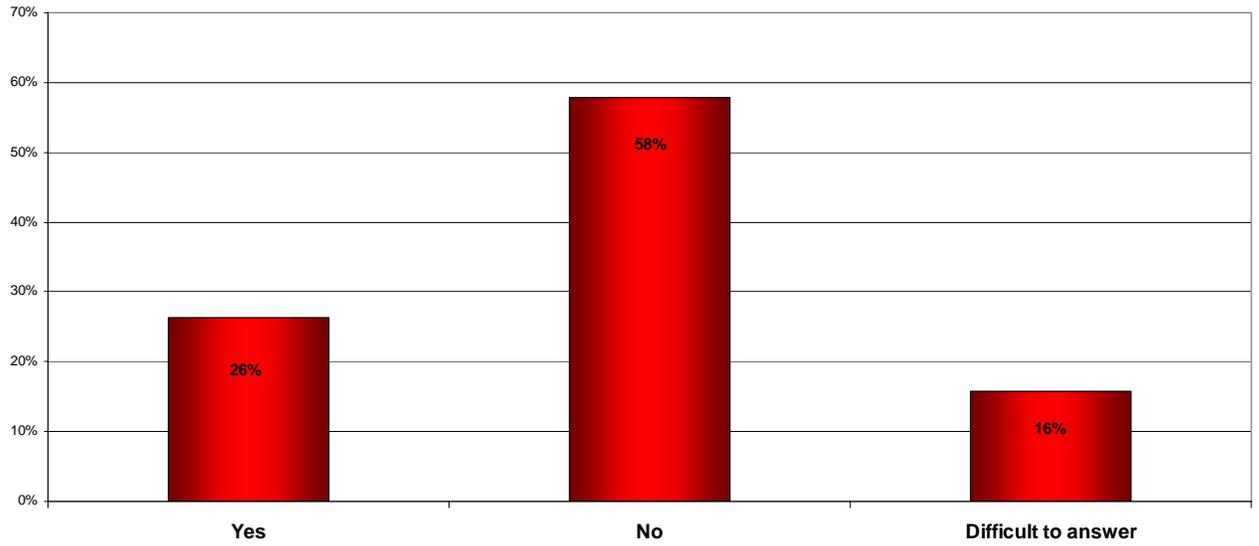
Do you have a respondent from the energy sector you trust more than others?



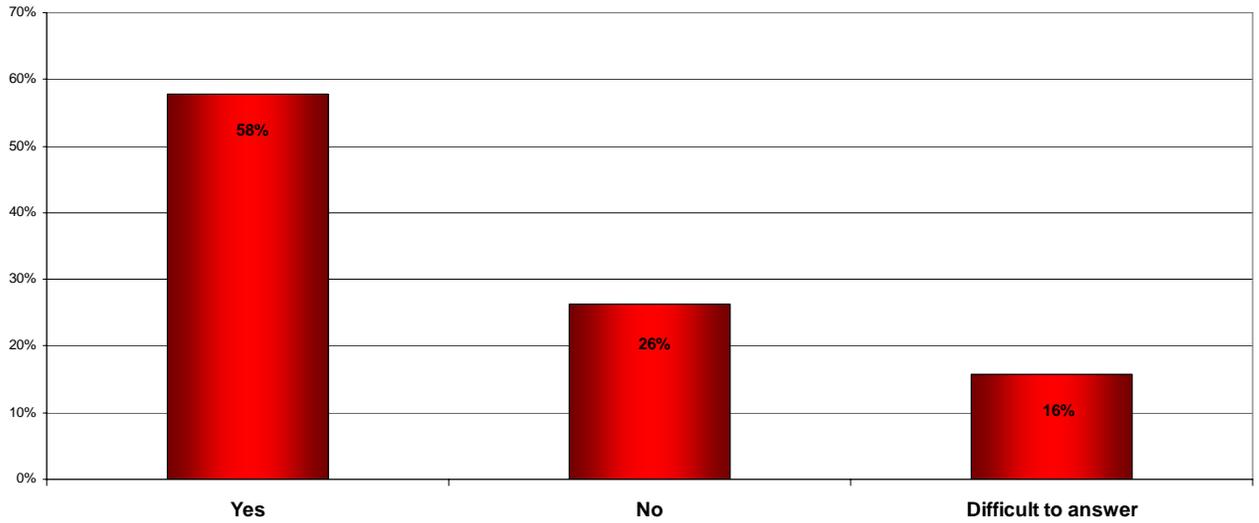
Please specify what are the criteria according to which respondent/respondents you selected differs from others



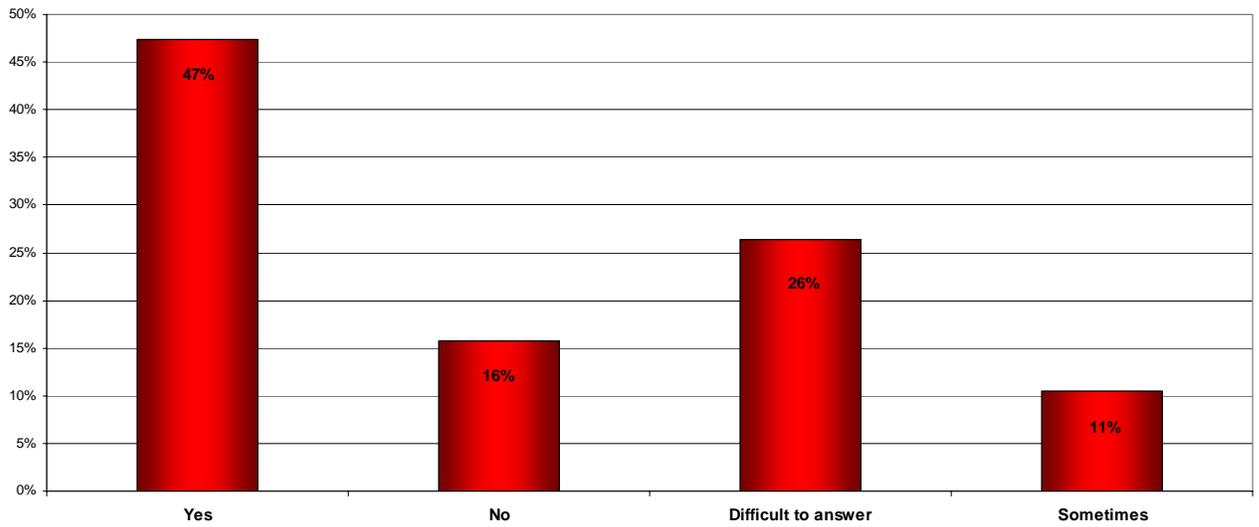
Do you believe that you have a comprehensive information about an energy sector ?



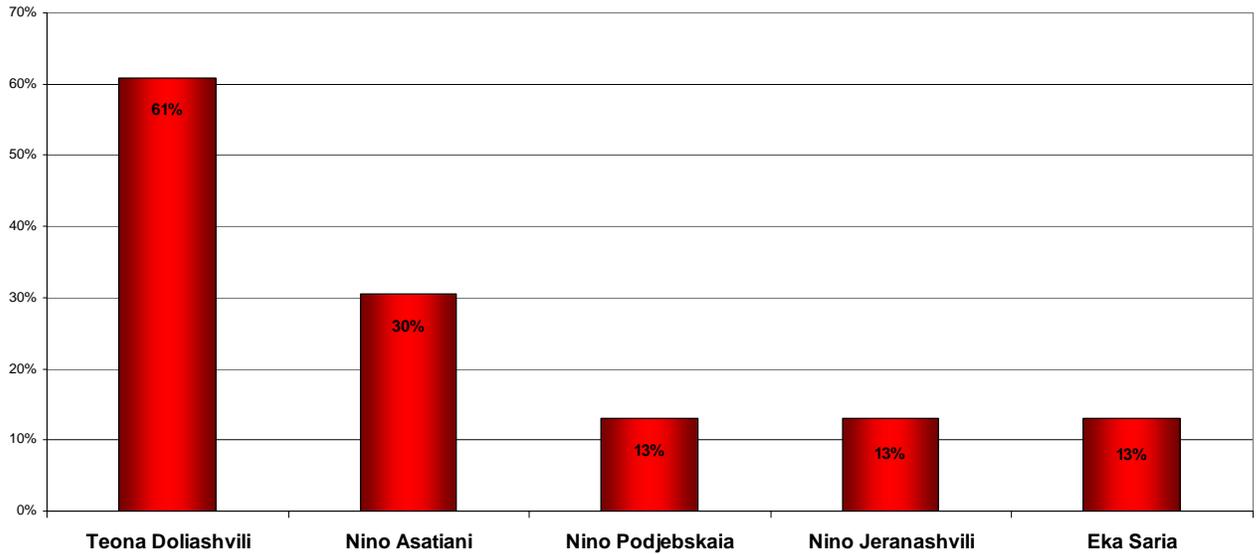
Do you think that you are getting all necessary information you need regarding the events taking place in the energy sector in time



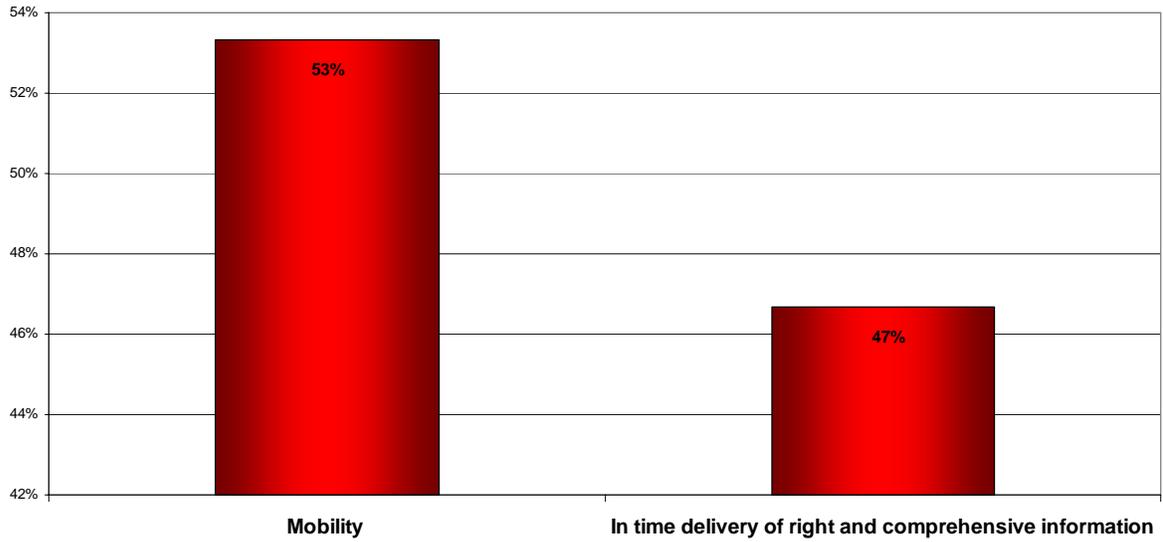
Do you think that usually you are getting objective information regarding the events taking place in the energy sector in time?



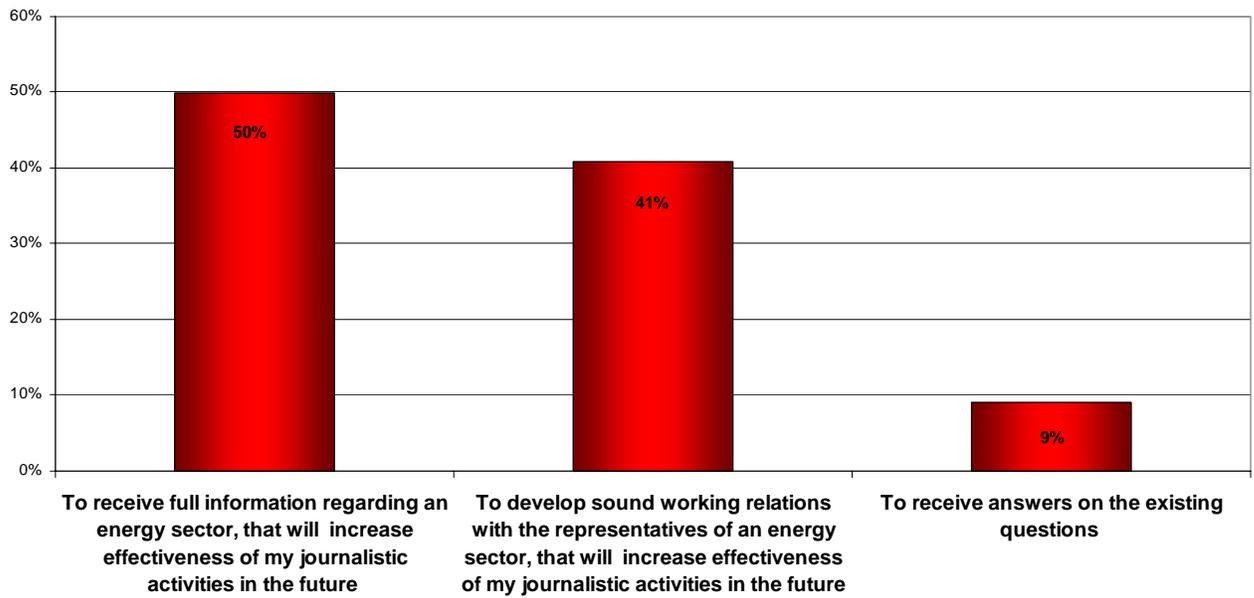
Please name PR representatives you are most effectively cooperating with



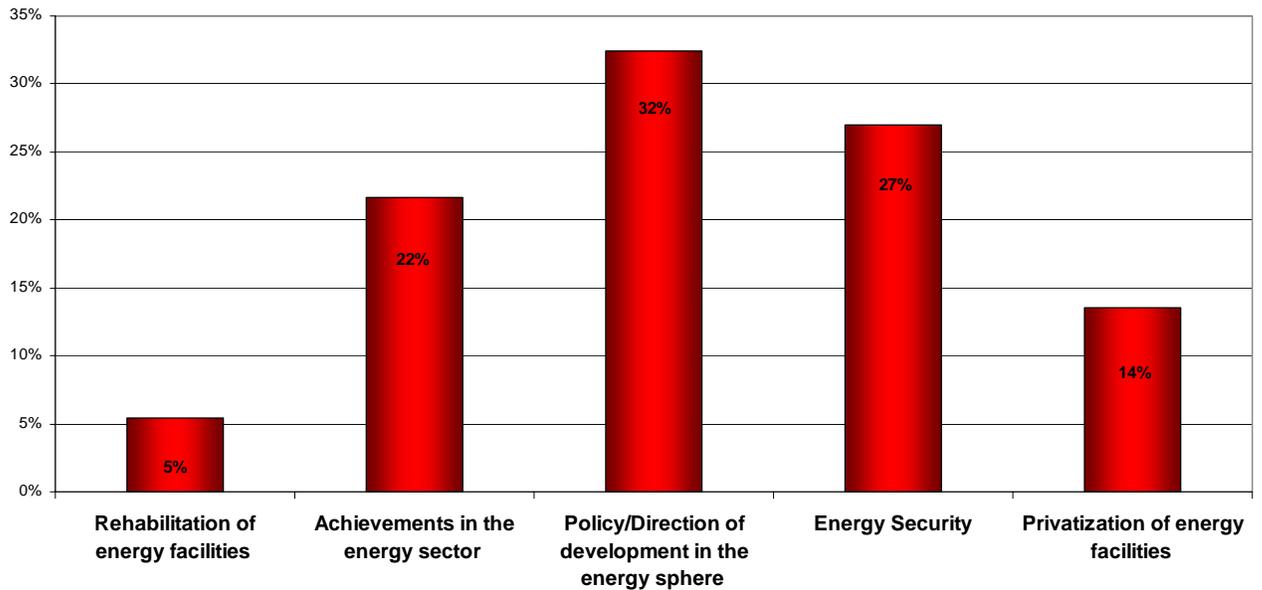
How do you think what is a effective working style of PR person



What do you expect to obtain from the workshop?



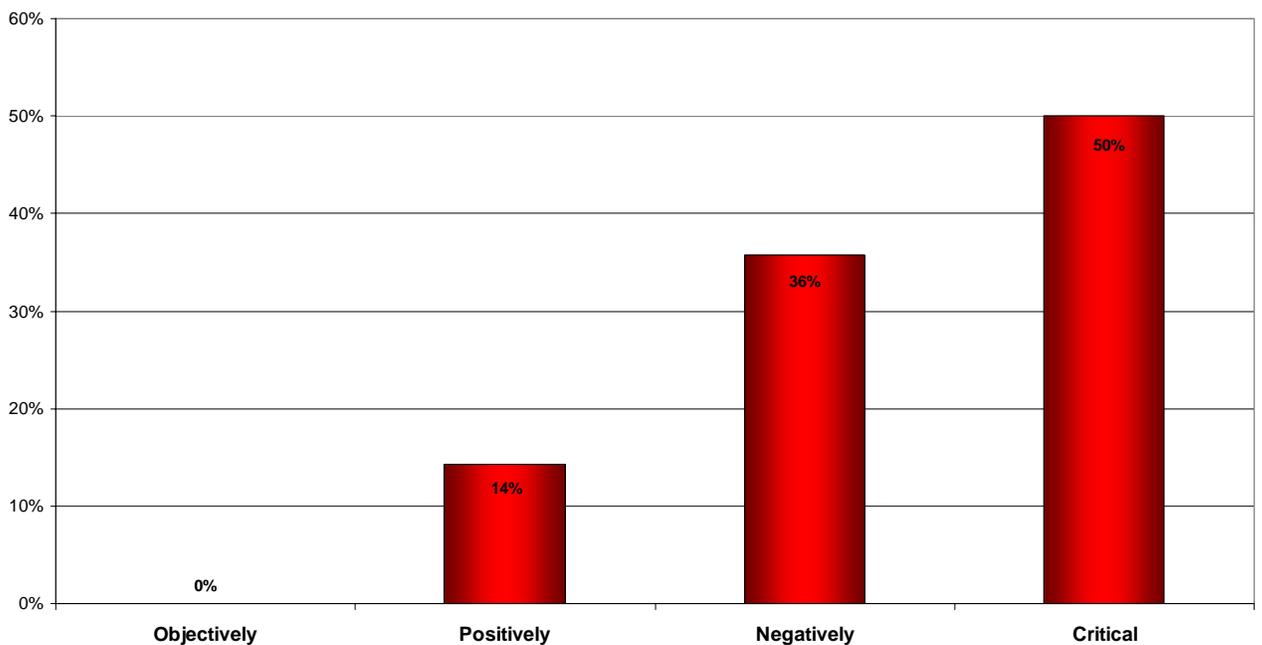
Which area in the energy sector your mostly interested with



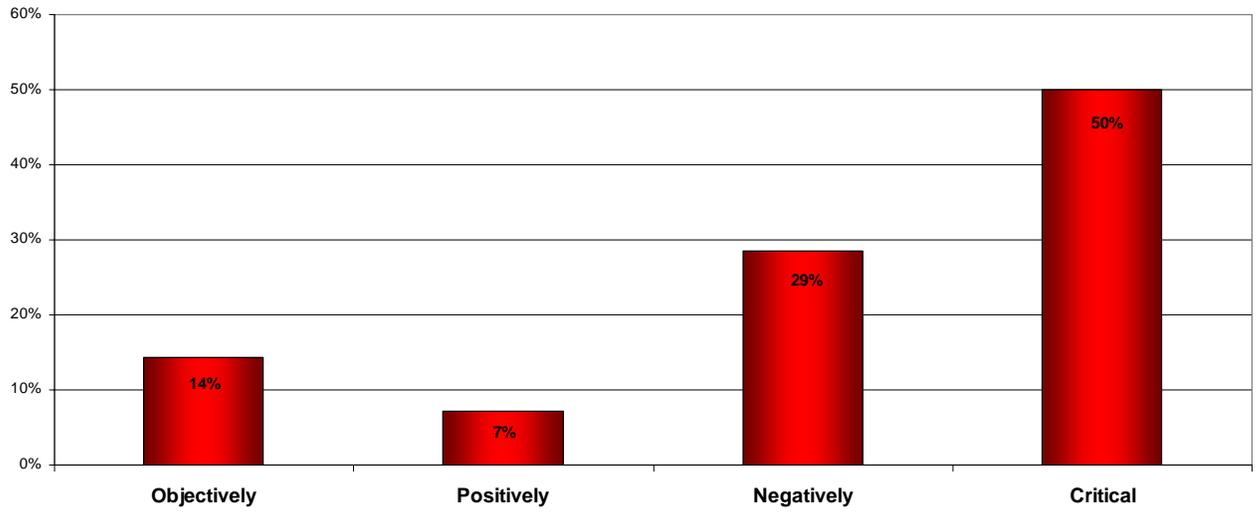
6.2. Energy Sector on Media *Topics of the survey*

- Printed media from the point of view of energy sector representatives
- TV broadcasting channels from the point of view of energy sector representatives
- Radio broadcasting channels from the point of view of energy sector representatives
- Identification of the reasons, caused the negative attitude of media towards the energy sector

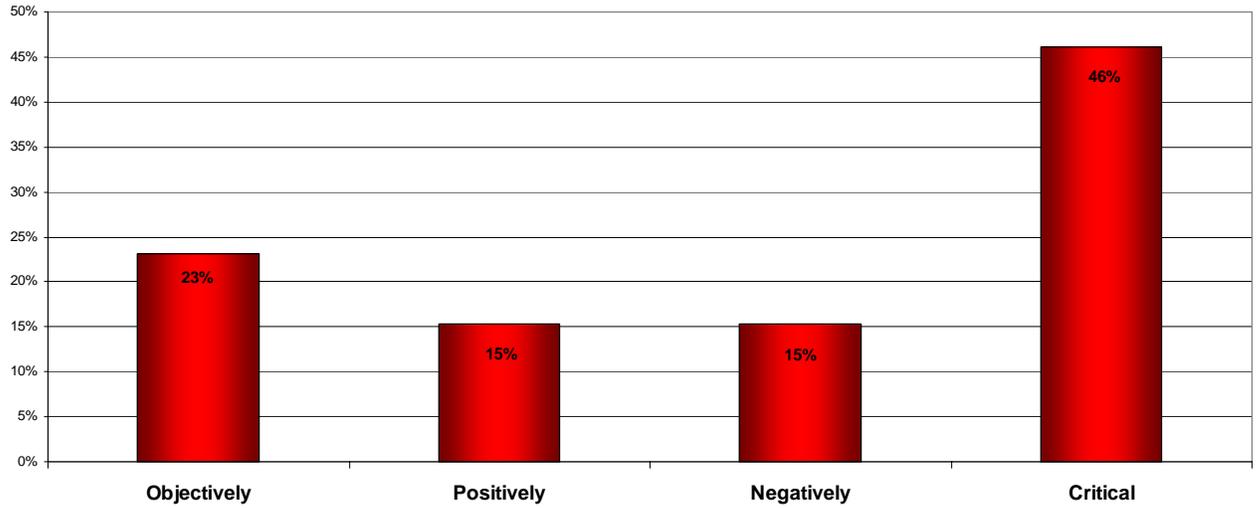
How would you evaluate the attitude of printed media towards the energy sector



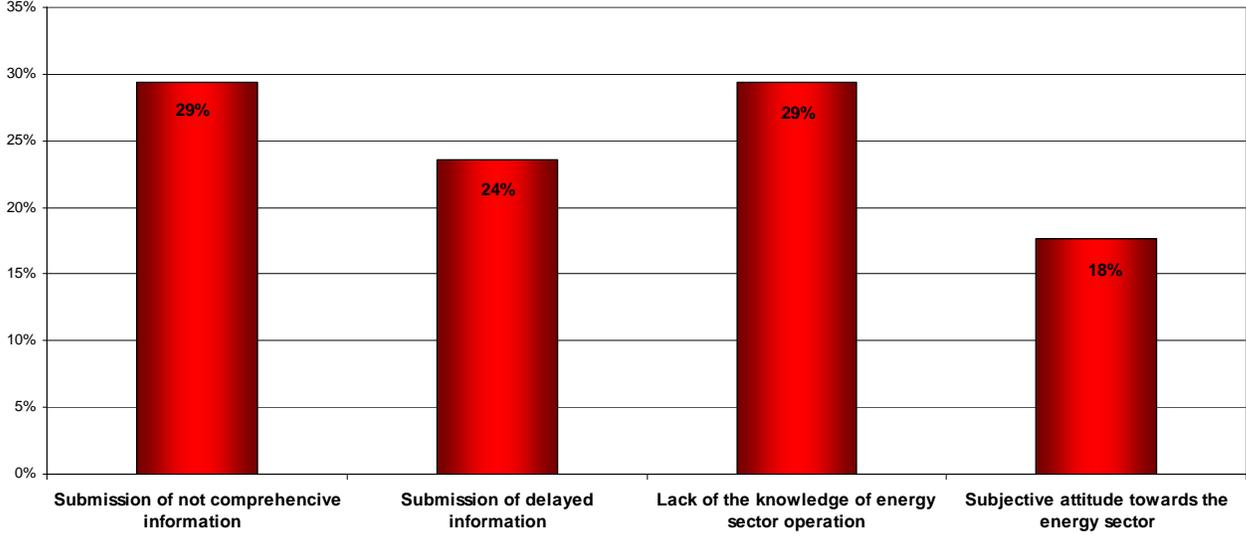
How would you evaluate the attitude of TV broadcasting towards the energy sector



How would you evaluate the attitude of Radio broadcasting towards the energy sector



Negative attitude towards the energy sector is caused by



7. Letters of Gratitude for Organizing the Workshop

საქართველოს
ენერჯეტიკის სამინისტრო



MINISTRY OF ENERGY
OF GEORGIA

№ 02/1789

„07“ „08“ 2006 წ.

To: Mrs. Dana C. Kenney
Senior Energy Advisor
USAID Caucasus Tbilisi

Cc: Mr. Paul Balanoff
Chief of Party Core International

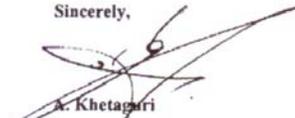
Dear Mrs. Kenney,

As you are aware during September 24-29, 2006 there was conducted workshop of the managers of the Energy sector of Georgia and Journalists in Chakvi that was supported by USAID and organized by Core International.

The workshop was very fruitful and interesting. The most important is that specifically new relationships were established between the journalists and the managers of the power sector that will more clearly be seen in the nearest future.

On behalf of the Ministry of Energy of Georgia I would like to thank you for your participation in the workshop and for its organization. We hope that the fruitful cooperation between us will become more broad and strong. We would like also to point out the effort of the staff of the Core International especially Ms Buba Tsirekidze, Mrs. Inga Pkhaladze and Mr. Bidzina Kekelia for high level planning and organization of the workshop.

Sincerely,



A. Khetaguri
First Deputy Minister

საქართველო, თბილისი, 0105 ლერმონტოვის ქ. 10; ტელ/ფაქსი: 99 53 10, 96 31 94; ელ-ფოსტა: mail@minenergy.gov.ge
10 Lermontov str. 0105 Tbilisi, Georgia; Tel./Fax: +995 32 99 53 10, +995 32 96 31 94; E-mail: mail@minenergy.gov.ge



საქართველოს სახელმწიფო ელექტროსისტემა

GEORGIAN STATE ELECTROSYSTEM

105 Tbilisi, Baratashvili St. 2, Tel./Fax: 983704 2, BARATASHVILI ST., 0105 TBILISI REPUBLIC OF GEORGIA TEL/FAX:(+99532) 983704

Letter of Thanks

Tbilisi
08.08.06

On behalf of Georgian State Electrosystem, I would like to thank USAID and the seminar organizers for organizing very important and interesting meeting in Chakvi.

The seminar proved once more, how important are meetings of representatives of the energy field and mass media. A process of sharing opinions between journalists and energy sector representatives was very interesting, as well as meeting of energy field representatives themselves and making contacts.

I would like to thank Ms. Buba Tsirekidze and the whole organizer team for organizing such a high-class meeting.

With best regards,

Nino Jeranashvili
Head of Public Relations Service