



University of Idaho



## Caucasian Black Grouse Research, Monitoring and Conservation Management in Georgia

### Deliverable # 2:

### Mid-term Report on Activity 6: Public Awareness for the period of March – August, 2004

#### Prepared by:

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In Partnership With:

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#### Submitted to:

Baku-Tbilisi-Ceyhan (BTC) Pipeline and Southern Caucasus Pipeline (SCP) operated by BP



August 2004, Tbilisi, Georgia

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**Attachments:**

Table 1. List of Mass-media

Copies of articles (4 articles)

Press-release

Leaflet

Insert in the Book “Caucasian Black Grouse”

## **Introduction**

The Caucasian Black Grouse Research, Monitoring and Conservation Management project in Georgia is part of the Environmental Investment Program (EIP) that is initiated and funded by BP and its partner companies in Baku-Tbilisi-Ceyhan (BTC) oil export pipeline and South Caucasus (SCP) gas pipeline projects. Georgian Center for the Conservation of Wildlife (GCCW) implements project in partnership to BirdLife International (European Division Office), University of Idaho (Fish and Wildlife Department) and World Pheasant Association (WPA).

The project goals are to provide the scientific basis for the effective conservation management of the endemic and rare faunal species that is of global conservation concern - Caucasian Black Grouse, and to create capacity to perform such management in Georgia. One of the objectives of the project is to increase public awareness about the project goals and objectives.

The Public Awareness component of the project had been initiated in March 2004 and it lasts till the end of project - 22 months (March 2004 – December 2005). This document describes the planned and implemented activities for the period of March-June 2004. All the campaigns and actions are performed by GCCW.

Chapter one describes information on goals and objectives of the Public awareness activities.

Chapter two provides the list of planned activities for March-August, 2004.

Chapter three summarizes the information about implemented activities for this period.

Chapter four describes the outcomes and provides the list of deliverable implemented activities

This Document also provides the copies of published articles and other public awareness materials.

We would like to acknowledge assistance provided by the company representative for this project – Irine Samadashvili, who has revised and provided valuable suggestions for all publications prior to their submission to avoid any risks to the project or to BTC/SCP.

## **1. Objective of Public Awareness activity**

The specific objective of this component is to increase public awareness about the project, its activities, and goals and to raise support to Caucasian Black Grouse conservation activities in Georgia.

The variety of methods are used to publicize the project activities and results, including: preparation and submission of regular articles and press releases to national and local newspapers describing the project goals, ongoing or implemented actions; organization of press-conferences about project activities, and production and distribution of various public awareness materials.

## **2. Planed activities for March-June, 2004**

The following activities were planned for this reporting period:

- Regular mass-media coverage: publication of news-paper articles (at least monthly) and distribution of press-releases to national and local news-papers describing the project goals, ongoing or implemented actions, and the results;
- Organization of a press-conference;
- Public awareness materials production and distribution – popular brochures and leaflets with description of project activities and results.

### **3. Implemented activities for March-June, 2004**

#### ***3.1. Articles and press-releases for mass-media***

##### Articles:

6 articles were published and 2 press releases were spread in Georgian national and local mass media about the project goals, ongoing and implemented actions, and results.

Media selection for articles publishing were made according the geographical location of ongoing CBG project activities – along the BTC oil export pipeline and South Caucasus SCP gas pipeline routs.

4 articles were published in district level newspapers of Samtskhe-Javakheti region in the following media:

- Newspaper “Aspinza” (Aspinza, Samtskhe-Javakheti), N 6 (6353), June, 2004
- Newspaper “Axaltsikhe” (Axaltsikhe, Samtskhe-Javakheti), N 9-10, June, 2004
- Newspaper “Borjomi” (Borjomi, Samtskhe-Javakheti), N 27, 16 July, 2004
- Newspaper “Adigeni”( Adigeni, Samtskhe-Javakheti), article is submitted and will be published at the end of Aug. 04

All of these Articles provide clear and brief understanding of CBG project initiation in the region, describing its goals and objectives, responsible implementer organizations and its partners and donors.

One article was issued in the Caucasus regional magazine “Caucasus Environment” (N 2 (7), July, 2004). Article gives the broader understanding of the project – describes its components and expected benefits from the planned activities and highlights results of already implemented actions. This article is published both in Russian and English

One more article on CBG project activities and its objectives is submitted to the newly established Ecological Edition of the Newspaper “Sakartvelo”. Article is accepted for publication.

The photo-copies of published articles are attached to this report.

### *Press release*

The press release outlining the project objectives and activities were distributed two times (April and June) to more than 50 different national and international information agencies (The Table 1 is attached) as well as in all existing journals and newspapers in the region. In both cases information was published in the “news” columns by the number of newspapers. The press-releases is attached to this report.

### ***3.2. Press Conference***

Date and location of the event: Lagodekhi, Kakheti, 22 July, 2004

Press conference and Photo exhibition on project activities was performed on 22 July 2004 in district Lagodekhi (Kakteti region). The event was initiated and organized by the local government of Lagodekhi and GCCW. The date of this event was specially selected to the Memorial Day of locally well-known polish naturalist, first discoverer of the Caucasian Black Grouse - Ludwig Mlokosievich. Various stakeholders, including the representatives of the Polish Embassy in Georgia, local government bodies, local media and general public were represented in the event. Presentation about the project objectives and aims, its importance for the conservation of Caucasian Black Grouse and project value for local community development were made by the representative of GCCW. Photo-exhibition were describing project activities locally, exposing charming photos of Caucasian Black Grouse and local people as well as local project implementers. The local district newspaper “Lagodekhi” published press-Conference materials.

### ***3.3. Production and distribution of printing materials***

2000 copies of Information leaflet with description of project activities was published in June and widely distributed among all stakeholders during the period of June-August, 2004 in Tbilisi and at the following project sites: Akhaltsikhe, Adigeni, Aspindza, Borjomi (incl. Bakuriani),

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Kazbegi, Lagodekhi, Kvareli, Telavi, Batumi, Oni, Ambrolauri and Tsageri. The copy of a leaflet is attached to the report.

1000 copies of the book “Caucasian Black Grouse” was purchased by the project and distributed free of charge to the communities at the CBG locations. The special insert page of prepared for each copy indicating that the book is distributed by support of the project. This insert is attached.

#### **4. Summary of Outcomes**

*Articles and press releases:*

- 6 articles were prepared and submitted to Georgian national and local mass media about the project goals, ongoing and implemented actions, and results.
- Two Press releases were widely spread out in more than 50 different national and international informational agencies as well as in all existing journals and newspapers in the region

*Press-conference:*

- One Press conference and photo exhibition were performed in Lagodekhi, Kakheti on 22 July, 2004

*Public awareness materials:*

- 2000 copies of Information leaflet with description of project activities is published and widely distributed
- 1000 copies of the book “Caucasian Black Grouse” is distributed free of charge to the communities at Caucasian Black Grouse locations.

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ATTACHMENTS:

1. Table 1. List of used Mass-media
2. Copy of the article in Newspaper “Aspinza”, N 6 (6353), June, 2004
3. Copy of the article in Newspaper “Axaltsikhe”, N 9-10, June, 2004
4. Copy of the article in Newspaper “Borjomi”, N 27, 16 July, 2004
5. Copy of the article in regional magazine “Caucasus Environment”, N 2 (7), July, 2004
6. Press-release
7. The Information Leaflet
8. The insert of the book “Caucasian Black Grouse.

Table. 1. List of used mass-media

#	Type and Name	Contact information
1.	Newspaper "24 saati"	Maka Jaiani, Nino Qadagishvili, fax: 202 425, tel.: 202 424, Tbilisi
2.	Newspaper "Mtavari gazeti"	Tiniko Mseishvili, fax: 227 621; 225 630; 225 349; 225 270; tel.: 227 62, Tbilisi
3.	Newspaper "Mtavari gazeti kvira"	Mamuka Gocaze, Irma Malacize, fax.: 227-621, tel.: 225-630, 225-349, Tbilisi
4.	Newspaper "Axali Versia"	Tel.: 942 857; fax: 942 857, Tbilisi
5.	Newspaper "Martali Gazeti"	Vaxtang Xarchilava, tel.: 23 70 65, Tbilisi
6.	Newspaper "Tbilisi"	Chumburize Ioseb, tel.: 990 427, fax: 995 255, Tbilisi
7.	Newspaper "Iberia-speqtri"	Gocirze Irakli, tel.: 987 386; 987 388; fax: 98 73 87, Tbilisi
8.	Newspaper "Intriga"	Poctulnikov Iuri, tel.: 995647, 93 10 78, Tbilisi
9.	Newspaper "Georgian Times"	Tel.: 99 60 97, 93 10 25, Tbilisi
10.	Newspaper "Axali Epoqa"	Metreveli Teimuraz, tel.: 237 151; fax: 25 16 06, Tbilisi
11.	Newspaper "Georgia Today"	Gia Andashvili, Kate Charxalashvili, tel.: 23 74 83, 22 71 96, 23 74 83, 22 74 83, Tbilisi
12.	Newspaper "Aaxali Era"	Mamuka Ciklauri, Nana Ciramua, tel.: 92 16 93; fax: 92 16 93, Tbilisi
13.	Newspaper "Ssaqartvelos Respublika"	Tel. 999 202; 99 73 24; fax: 989 202, Tbilisi
14.	Newspaper "Dilis Gazeti"	Natia Xurcilava, Mariam Losaberize, tel.: 969 188; 969 181; fax.: 969 181; 969 183, Tbilisi
15.	Newspaper "Kviris Palitra"	Mari Jafarize, 8-77 45 68 61; tel.: 333 954; fax: 987 444, Tbilisi
16.	Newspaper "Ganatileba, mecniereba, biznesi"	Kuchuxize Akaki, tel.: 94 23 77; 53 70 50, Tbilisi
17.	Newspaper "Aaxali Taoba"	Lali Aslanishvili, tel.: 95 25 89, 94 0 6 91, 94 02 55, Tbilisi
18.	Newspaper "Dro"	Gigineishvili Marine, tel.: 935 629, Tbilisi
19.	Newspaper "Axali 7 Dge"	Tel.: 998 749; 936 305; fax: 998 749; 936 305, Tbilisi
20.	Newspaper "Rezonansi"	Zurab Macharaze, tel.: 94 28 85; 96 92 60; 95 69 38; fax: 94 28 85; 94 36 96, Tbilisi
21.	Newspaper "Saqartvelo"	Janashia Sergo, tel.: 93 20 36, Tbilisi
22.	Newspaper "Asaval-dasavali"	Nadareishvili Ia, tel.: 98 97 21; fax: 98 97 21, Tbilisi
23.	Newspaper "Qronika"	Maia Purcelaze, Marina Andgulaze, Tamar Rostiashvili, tel.: 940 541, 940 334; fax: 941 113, Tbilisi
24.	Newspaper "Alia"	Soso Bakashvili, Marina Andgulaze, tel.: 940 133, 941 311, 940 541; fax: 941 113, Tbilisi
25.	Newspaper "Xvalindeli Dge"	Tamuna Rostiashvili, 8 93 93 83 58; Gela Gurgenize, tel.: 43 30 90, 43 30 9, Tbilisi
26.	Journal "Reitingi"	Manana GoGoberize, tel.: 33 27 99, Tbilisi
27.	Journal "1 stereo"	Tel.: 33 9 1 32, 8- 77 76 59 70, Tbilisi
28.	Journal "Georgia"	Leila Kvirikashvili, Tbilisi
29.	Journal "Sarke"	Medea Sanaia, Rusudan Advaze, Neli Vardiashvili, tel.: 96

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		75 43; 96 75 46, Tbilisi
30	Journal “Tbiliselebi”	Zaza Axobaze, Dali Miqelaze, Qate Lomsaze, tel.: 92 05 88; 99 56 75 86, Tbilisi
31	Journal “Gza”	Mari Jafarize, 8-77 45 68 61; Zurab Abashize
32	Journal “Omega”	Rostom Chxeize, Tamaz Natroshvili, 251 809
33	Journal “Madliani Stepantsminda”	Tinatin Gogochashvili, Pastor Miqaeli, 99 91 61 15, Kazbegi
34	Newspaper “Xalxis Gazeti”	Revaz Oqruashvili, 8(270) 79873, 8(270) 6836, Gori, Qartli,
35	Newspaper “Achara P.S.”	Jemal Megrelize, 88222 / 70 156, Achara, Batumi
36	Newspaper "Achara"	Nugzar Jafarize, 88 222 / 74 200, Achara, Batumi
37	Newspaper “Batumi”	Muxran Kobalaze, 88 222 / 75 549, Achara, Batumi
38	Newspaper “Pirispir”	Nazibrola Qorize, 88 222 /70 221, Achara, Batumi
39	Newspaper “Imeretis Moambe”	Davit Kldiashvili, Levan Leqvinaze, 231 / 403 40, Qutaisi, Imereti
40	Newspaper “Lanchxuti Plus”	Lanchkhuti, Guria
41	Newspaper “Guria News”	Ga Sixarulize, 21-00; 8 –77 / 754 031, Lanchxuti, Chxatauri, Ozurgeti, Tbilisi, Qutaisi, Batumi,
42	Newspaper “Lagodexi”	Eva Lomaze, 99 / 22 07 80, Lagodexi
43	Newspaper ”Lagodexis Qronika”	Kaxa Jamburia - 8 99 21 16 37, 8 /254/ 500 50; 91 17 41, Lagodexi
44	Newspaper "Kaxetis Xma"	Izolda Bbochorishvili 8 99 / 42 02 46, Telavi, Kvareli, Lagodexi, Axmeta
45	Newspaper "Mtavari Gazeti Kaxetshi"	Tamar Tvaliashvili, Marina Gogolazee : 8 93 / 90 49 58: 7 60 07 (Telavi) Telavi,Kvareli, Lagodexi, Axmeta
46	Newspaper "Speqtri"	Kalabegashvili - 99/ 49 34 15; 99 / 96 70 47, Telavis korespodenti - Veriko - 8 99 94 41 32, Gurjaani, Telavi, Kvareli, Lagodexi, Axmeta, Maia
47	Newspaper "Borjomi"	Valerian Lomize - 99 / 22 79 29; 211 25 , Borjomi
48	Newspaper "Kvareli"	Aleqsandre Gigiloshvili, 8 252 / 2 01 86 , Kvareli
49	Newspaper "Ilias Gza"	Zaur Sefashvili, 8 252 / 2 29 97, Kvareli
50	Newspaper "Mamuli, ena sarcmunoeba"	Tornike Gafrindashvili, 8 252 / 2 -15 34, 8 99/ 72 81 77, Kvareli
51	Newspaper "Axalcixe"	Izolda Ciqarishvili, 8-93 / 308 297, 8-265 2 05 64; 2 -15-10; Axalssikhe,
52	Newspaper "Aspinza"	Ciskarize Natela, 77 08 41, 8 264 / 9 14 41, Daba Aspinza
53	Journal “Axali Era”	gocha Miqelaze, 77 / 74 69 22; Gocha Kokobinaze, 88 222 71 648, Batumi
54	Information Agency “Inter-press”	Kate Janelize - 8 99 72 44 34, 935 639, 334 600; fax: 33 50 59, 93 56 39;
55	Information Agency “Medianews”	Eka Vepxvaze, tel.: 910 702; 910 701; fax: 910 701;
56	Information Agency “Praim News”	Inga Dadiani, Demna Chagelishvili, tel.: 923 212; 923 202; fax: 923 202; 923 212;
57	Information Agency “Ifrinda”	Tel.: 990 377; 999 118; fax: 987 365
58	Information Agency “Saqinformi”	Tel.: 931 920; 933 340; 931 394; fax: 933 340; 931 394

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59	Information Agency “Ria Novosti”	Tel.: 931 302; 931 749; 935 120; fax: 931 302
60	Information Agency “Gea”	Tel.: 250 306; 250 307; 250 308; fax: 250 306
61	Information Agency “Info Service”	Tel.: 951 036; 951 097; 574 060



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