NATIONAL COUNCIL ELECTIONS

**CHECK LIST FOR ASSESSMENT OF THE MEDIA’S PERFORMANCE**

The Media Arbitrator’s Media Assessment Report shall include the following:

***For all Media Forms***

1. Analysis of the discourse/ subject /theme / issues covered by the Media.
2. Bias or slanted coverage of parties or candidates showing them in a positive or negative light without corroborating the facts and getting views from all sides concerned.
3. Analysis of the sources of news.

***For TV, Radio and Cable***

1. Time allotment analysis
   1. Total time allotted to each Candidate
   2. Timing e.g. prime time *vs.* slack

***Internet and Print Media***

1. Total coverage analysis
2. Total space allotted in each newspaper for each candidate
3. Placement of the coverage e.g. front page

***Recommendations***

Necessary Recommendations based on analysis of the media’s performance