



**SHiEld – Enhancing Prevention and Response to Domestic Violence in Georgia**

## **Communication Campaign**

### **FINAL REPORT**

**May 2011**



SWEDISH INTERNATIONAL DEVELOPMENT  
COOPERATION AGENCY



United Nations Entity for Gender Equality  
and the Empowerment of Women



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## **List of Acronyms**

**'SHiEld'** – Enhancing Prevention and Response to Domestic Violence in Georgia  
Project

**DV** – Domestic Violence

**NGO** – Non Governmental Organizations

**VAW** – Violence against women

**PSA** – Public service announcement

**IRB** – International Rugby Board

**GRU** – Georgian Rugby Union

## Executive Summary

Starting from February 2010, for 14 months, UN Women, with generous support of Swedish International Development Agency (Sida) has been implementing a project “Enhancing Prevention and Response to Domestic Violence – SHiEld.” The aim of the project is to strengthen the capacities of national partners to implement *the Law of Georgia on the Elimination of Domestic Violence, Protection of Victims of Domestic Violence and their Assistance* of 2006 and the *National Action Plan to Implement Measures for the Elimination of Domestic Violence and Protection of Victims of Domestic Violence 2009-2010*.

With particular focus on internally displaced and conflict affected women, the project addresses the lack of existence of respective services for victims/survivors of domestic violence, such as shelters, hotlines, legal aid as well as increase the capacities and skills of professionals involved in the domestic violence national referral mechanism. The project addresses these problems by providing technical and financial assistance to relevant partners in the government and civil society to establish necessary services for the victims of domestic violence. In particular, the project supported the State Fund for the Protection and Assistance to the (Statutory) Victims of Trafficking in Human Beings and Domestic Violence (DV) to establish two shelters for the victims/survivors of domestic violence and a nationwide hotline.

In order to popularize the above mentioned services, especially the number of the nationwide hotline for the victims/survivors of domestic violence – 309-903 and to promote zero tolerance to the practice of domestic violence against women in Georgia, the UN Women office in Georgia launched a public awareness campaign in the frameworks of the SHiEld Project. The awareness raising initiatives of the project were scattered throughout its implementation. However, particular effort in terms of awareness raising was made in the frameworks 16 days of Activism against Violence against Women commemorated annually from 25 November until 10 December worldwide.

As a part of the awareness raising campaign UN Women carried out number of events, starting with the Project Launch on 8 March 2010, carrying out a rugby game specially targeting men and finishing with production of four public service announcements (PSAs) for TV broadcasting, one PSA for internet broadcasting and creation of a special song with respective music video on the topic of combating domestic violence. Overall the awareness raising campaign of project SHiEld aimed to serve three main purposes:

1. to promote zero tolerance from the side of the society towards the practice of domestic violence against women in Georgia;
2. to popularize the nation-wide domestic violence 6 digit hotline number – 309-903; and
3. to raise awareness on the UN Secretary General’s UNiTE to End Violence against Women campaign and UN Women’s SAY NO campaign ([www.saynotoviolence.org](http://www.saynotoviolence.org)) among the Georgian population.

The target groups of the campaign were identified as follows:

**Primary Target group:** Women and girls in Georgia (from 18 to 60) – especially in relation to promotion of the newly established services – national hotline and shelters;

**Secondary Target group:** Society at large; Men and boys (From 18 to 65) – especially in relation to promotion of zero tolerance to the practice of domestic violence against women and UN’s UNiTE and SAY NO campaigns;

### Campaign Messages:

The campaign messages were tailored for both primary and secondary target groups. The messages were developed, tested and finalized through focus group meetings. The messages were widely used through

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different kinds of awareness raising activities, promotion materials, social media and PSAs aired. In total there were four different slogans developed for the communication campaign in Georgian.

- 1) Make the step! call 309 903 for your protection (targeting women and girls)
- 2) I condemn! (targeting men and boys)
- 3) If you dare mistreat a woman, come and scrum! (developed jointly with the National Rugby Union targeting men and boys)
- 4) No real man raises a hand on women! (targeting men and boys)

### Strategy and Tactics

SHiEId has used an accelerated communication strategy to achieve objectives in a short period of time. The tactics used shocking and emotional effects aiming at both primary and secondary target groups through all sources of media: TV, Radio, Newspapers, Magazines, Electronic Media, and Social Media.

The project communication team identified a group of young students, artists, script writers, sportsmen and producers for well packing and introducing the campaign and its messages to the target groups.

The countrywide communication campaign was planned in two phases using communication techniques with domino effect. The first phase included: Identifying media outlets and reference groups, including men role models for disseminating information and messages; the second phase targeted both primary and secondary target groups through media, communication/ outreach activities and outdoor promotion for awareness raising on DV and encouraging disclosure of the instances of DV as well as utilization of the existing support services;

### First Phase

The first preparatory phase mainly targeted radios, magazines, social media and blogosphere to encourage discussion of the problem of domestic violence in the media. The alternative communication techniques – so called word of mouth was practiced among media outlets to get increased interest to the issue of DV and Violence against Women in general. Taking into account the fact that the communications budget was relatively little (USD \$50,000 altogether), such tactics was the only way to voice the problem. During the first phase, in total 26 different media reports on domestic violence, particularly focusing instances of DV against women have been published/broadcasted (May 2010- November 2010; Table 1).

Table 1

Media	May	June	July	August	September	October	November
Weekly magazine “Liberali” - articles		1			1		
Radio “Green Wave” – radio programs			1		1		1
Georgian Public Broadcasting Channel – TV Talk Show					1		

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“Kartuli Radio” – radio programs	1				1		
Online Newspaper Financial.ge - articles			1			1	
Radio “Imedi” – radio program					1		1
Blogosphere – special posts		1	1	1	2	1	1
Social media (Facebook) – special posts			1	1	1	2	2

### Second Phase/ Communication and Publicity events

The second phase, with the campaign motto ‘Make the step!’ launching the DV hotline 309-903 officially started in the framework of the 16 days of Activism against Violence against Women from 25 November until 10 December 2010. The campaign targeted women and girls informing about the newly established DV hotline and referral services, such as shelter and free of charge legal counseling. There were developed PSA’s and specially designed song with a music video promoting the DV hotline number. The music video song and lyrics were written specially for the campaign by the popular young singer Salome Korkotashvili. The campaign got enormous interest because of the celebrities supporting the initiative and also the exclusive announcements made on the most rated TV channel – Rustavi2 “Currier News”.

As a part of this 16 days of activism campaign UN Women initiated partnership with the National Rugby Union to better reach out to the male population of Georgia as one of the target audiences of the campaign. Rugby is a very popular sport in Georgia, therefore, Rugby players were chosen as allies in changing attitudes of the young boys and men to the issues of violence against women promoting zero tolerance of such behavior. In the framework of this cooperation, UN Women organized a press conference dedicated to the launch of the nation-wide domestic violence hotline, followed by a rugby game between the teams of two Georgian Universities: Caucasus School of Business and Free University. In total more than 300 people attended the special game. About 300 specially designed t-shirts and 500 brochures were distributed during the game. Further, 5 popular rugby players were identified to act as the campaign spokespersons and role models. In addition, UN Women developed a PSA with the participation of famous Georgian rugby players, members of the Georgian National Rugby team condemning violence against women addressing Georgian men. The PSA was premiered at the most popular TV talk show in Georgia “Profili” broadcasted on Rustavi 2. The rugby players were invited to the talk show to speak about domestic violence and the role of men in fighting the problem. The PSA was screened at the UN Women, Georgian Rugby Union and International Rugby Board’s joint event held in the framework of the IRB Rugby Junior World Trophy 2011 in Tbilisi on May 25. Further, the PSA will be aired on the Public Broadcasting Channels I and II.

In the framework of the campaign, different kinds of indoor and outdoor information and promotion materials were produced, which got enormous popularity among youth, women and men. These included DV hotline Information posters (500 pieces), DV hotline information brochures (1000 pieces), outdoor and indoor banners (3 pieces), DV hotline stickers (1000 pieces) with campaign slogans. The black and white t-shirts with special design and slogan were the most popular promotion items. The slogan - ‘If you dare mistreat a

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woman, come and scrum!’ and ‘No real man raises a hand on women!’ became opening slogans of the most popular anchors of different TV programs and talk shows while covering events and the outdoor activities. The t-shirts and other information materials were also distributed during the rugby game devoted to the elimination of domestic violence and also during the IRB Junior World Rugby Trophy, Georgia 2011.

The anchor of the TV talk show ‘Audience’ while making her closing remarks addressed women: “before a train will crash you, you better call 309-903”. She used the script of the PSA developed by UN Women for the popularization of the hotline in which a train symbolically means danger to the woman victims of domestic violence. The PSAs (3) developed within the campaign were assessed by public and critics as most distinctive and straight.

### **Press conference and a Rugby Game Devoted to the Promotion of the Nation-wide Domestic Violence Hotline Number 309–903 December 5, 2010**



Un Women together with the Georgian Rugby Union organized a press-conference followed by a rugby game between the students of two prominent Georgian universities; both of these events were devoted to the promotion of the nation-wide domestic violence hotline **309-903**.

At the press-conference, famous sportsmen, members of the Georgian National Rugby Team, Georgian Rugby Union Officials together with the Ambassador of the Kingdom of Sweden to Georgia and UN Women representatives addressed the media, stressing the importance of men’s involvement in combating domestic violence.



The press-conference was followed by a rugby game between the rugby teams of the Caucasus University and the Free University. The game was held in the Georgian Rugby Federation training center and attended by about 300 supporters. Specially designed campaign t-shirts with campaign slogans (“if you dare mistreat a woman, come and scrum”) targeting men, along with hotline leaflets, stickers and posters were distributed among the fans attending the game.

### **Public Discussion in Heinrich Böll foundation, December 5, 2010**



In partnership with the Heinrich Böll foundation, UN Women within the framework of the campaign organized a public debate entitled “Domestic Violence – Myth and Reality”, which gathered representatives of government and CSOs, students, journalists, who were interested to learn more about the issue. A short documentary on domestic violence in Georgia produced by NGO “SAKHLI” was screened prior to the debate.

### **Formal Launch of the Domestic Violence Nation-Wide Hotline December 7, 2010**



The Official launch of the campaign – “Make the step! 309 903 For your Protection” was announced on December 7, 2010 promoting the nation-wide hotline number for the victims/survivors of domestic violence. The launch ceremony took place at the club Two Side and was attended by government officials, SCOs, international organizations, journalists, celebrities, and sportsmen. At the launch, the popular Georgian singer Salome Korkotashvili performed her new song *Don't Be Afraid*, which she has specially created for the campaign. Also, public service announcements promoting the domestic violence hotline

produced by Formula Creative Studio were screened.

### Georgian Rugby Union joins the UN SG campaign ‘UNITE to End Violence against Women’

Lastly, UN Women organized a joint press conference in cooperation with the Georgian Rugby Union (GRU) and the International Rugby Board (IRB) devoted to the joining of the UN Secretary General’s “UNITE to End Violence against Women” Campaign by the rugby players in the International Rugby Board’s (IRB) Junior World Rugby Trophy, Georgia 2011.



The press conference speakers were: Ms. Rusudan Kervalishvili, Deputy Chairperson of the Parliament of Georgia, Chairwoman of the Gender Equality Council of the Parliament of Georgia; Ms. Lali Papiashvili, Chairwoman of the Inter-Agency Council Implementing Measures to Eliminate Domestic Violence in Georgia; Ms. Damira Sartbaeva, Regional Programme Director, UN Women Eastern Europe and Central Asia; H.E. Mr. Jamie McGoldrick, UN Resident Coordinator in Georgia; H.E. Ambassador John R. Bass, United States of America; Mr. Philippe Bourdarias, IRB Tournaments Manager; Mr. Giorgi Nijaradze,

President of the GRU.

The event was opened with the Public Service Announcement (PSA) with the participation of famous Georgian Rugby players condemning violence against women. Philippe Bourdarias, IBR’s Tournaments Manager in his speech stressed the role of rugby in helping to end gender based violence. “Rugby is a sport which shares the values of respect, solidarity and tolerance, rugby players are the best positioned to make changes in traditional and stereotype attitudes in the society,” he said.



“Men must teach each other not to violate or oppress women – and that a woman’s place is not just in the home or the field, but in schools, offices and boardrooms,” said Damira Sartbaeva, UN Women Sub-Regional Office Eastern Europe and Central Asia as she emphasized the responsibility of men in fighting the violence against women and girls.

“When I was presented with the statistics of domestic violence in my country I was shocked and instantly decided to offer our support to UN Women for the Unite Campaign,” said the GRU President Giorgi Nijaradze. “Rugby is not only sport, it is a code of values and these are common to



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every country that plays the Game. We have to work together to ensure this initiative is successful.” “For many years, women around the world have led efforts to prevent and end violence while at present more and more men are adding their support to the women’s movement,” noted H.E. Jamie McGoldrick, UN Resident Representative in Georgia. “This event highlights this trend: usually when I attend similar occasions the audience is full of women, in this case men are the majority.”



H.E. John R. Bass, US Ambassador to Georgia, highlighted the US government’s support to Georgia in ensuring that people live without violence. “The US government is always ready to provide suitable technical and financial support to those countries that request it, and to forge effective partnership with civil society,” he said.

Minister of Sport and Youth Affairs, Mr. Vladimer Vardzelashvili, President of the GRU, Mr. Giorgi Nijaradze and IRB Tournaments Manager, Mr. Philippe Bourdarias as well as representatives of the eight national rugby teams engaged in the Junior World Rugby Trophy in Georgia 2011 – Canada, Georgia, Japan, Samoa, Russia, Uruguay, USA and Zimbabwe – officially joined the UN Secretary-General, Ban Ki-Moon’s “*UNITE to end violence against women*” Campaign by signing a special affirmation.

At the end of the ceremony, UN Women officials granted honorary certificates of appreciation to the President of the Georgian Rugby Union and IRB Tournaments Manager for their “valuable contribution” to the implementation of the UN Secretary General’s “UNiTE to End Violence Against Women” Campaign.

In the framework of the UN Women’s cooperation with the Georgian Rugby Union and the IRB, UN Women developed information/communication materials such as t-shirts and brochures for the dissemination during the Junior World Rugby Trophy games from May 25 – to May 5 2011 to popularize the domestic violence hotline 309 903 established in the framework of the SHiEId project and promote zero tolerance towards the practice of DV in Georgia. Further, the Georgian National Junior Rugby Team wore uniforms with the logos of UN Women and UNiTE Campaign during all the games of the trophy. UN Women and UNiTE Campaign banners were placed on stadiums, where the trophy took place.



T-shirts with the slogan: “Let women’s abusers come and scrum with us!” were distributed during the games of the trophy. In addition, the famous Georgian rugby players have met with the inmates of the juvenile correctional facility in Tbilisi in the framework of a UNICEF project on May 29, 2011. At the meeting the rugby players distributed 200 t-shirts to the inmates and spoke to them about violence against women. “Rugby players never commit and never tolerate violence against women” Nodar Andguladze told the youths. The rugby players called on the juveniles to also condemn violence.

The campaign from the day of launching received enormous interest from media. The initiative and the issue have been covered by all means of media and the topic still remains as the most discussed among media and the public. Starting from December 2010 to April 2011 in total 85 different media reports on DV

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and VAW were covered on TV and radio programs and talk shows; electronic news, social media and social networks.

**Please find below the results of media desk review/links- Table five.**

### Information and Promotion Materials

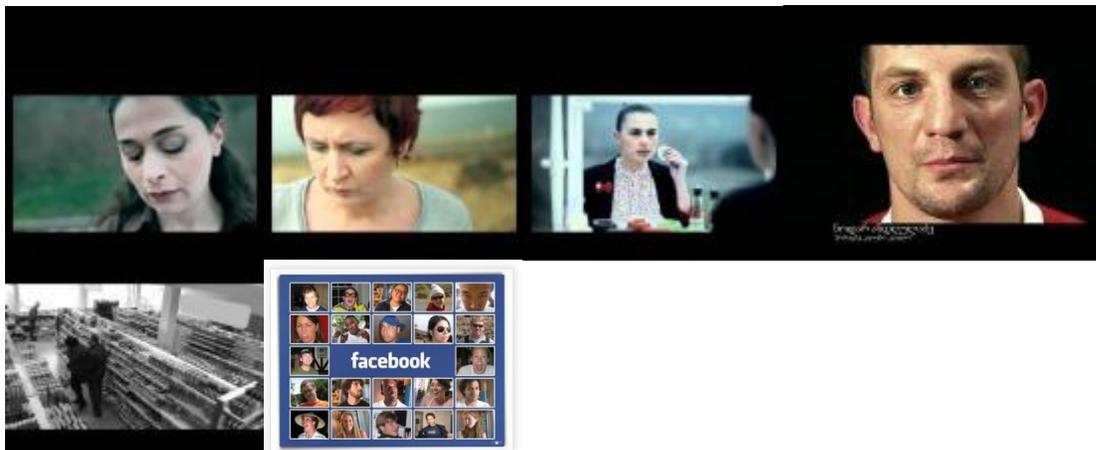
The PSAs developed in the framework of the SHiEld project for the popularization of the newly established DV hotline are being aired on the Public Broadcasting Channels #1 and #2 five times per day starting from November 2011. In addition, UN Women developed different information materials for public distribution popularizing the domestic violence hotline number, such as posters, stickers, leaflets and etc. These materials were delivered to UN Women's all partner organizations in Georgia to be distributed among their beneficiaries, including in the IDP settlements. In addition, the stickers with the hotline number have been placed on the entrances of all branches (38 in Tbilisi and 5 in regions) of the largest supermarket network in Georgia "Populi". UN Women also addressed the two largest pharmaceutical networks in Georgia "PSP" (170 branches) and "GPC" (45 branches) requesting placement of the information materials in their pharmacies and their responses are expected during February 2011.







ოჯახში ძალადობის ცხელი ხაზი



## Communication Channels

The campaign promotion materials got enormous popularity. Students of the universities were actively participating during the campaign planning period in the focus groups, distribution and placement of promotion materials. Masters degree students from Public Relations faculty of the Georgian Institute of Public Affairs, have made a project, video on VAW and presented their work to the general public at the “Frontline Georgia” debate club.

Within the communication campaign, UN Women partnered with the supermarket “Populi” for placing hotline stickers in their countrywide chain. Forty-five “Populi” supermarkets in total operate throughout Georgia with daily 15 000 customers. The hotline stickers were placed on the entrance doors of every single “Populi” supermarket in Georgia.

In December 2010, the three PSAs promoting hotline number were placed on two national TV channels – GPB and Second Channel. The PSAs have been broadcasted 6 times per day on each TV station and the specially developed campaign music video promoting the hotline number, performed by the popular singer Salome Korkotashvili is broadcasted several times a day on the 1 stereo – music channel throughout December 2010 – March 2011.

The campaign also used a non-conventional communication methods – partisan marketing for making the problem of DV one of the most discussed topic in the social networks. A viral spot on domestic violence has been developed only for distribution in social media, namely local youtube alike channel – myvideo.ge. From the day of posting the video became one of the most visited videos with lots of feedback from the viewers. In 5 days it had over 67 000 viewers receiving 570 comments through facebook and myvideo.

Uniform of the Georgian National Junior Rugby Team



T-shirts of the campaign (front)



T-shirts of the campaign (back)





**SAY NO – UNITE**  
End Violence against Women

Let Us Count You In!  
[www.saynoviolence.org](http://www.saynoviolence.org)



**UN WOMEN**

United Nations Entity for Gender Equality  
and the Empowerment of Women



United Nations  
Secretary-General's Campaign

**UNITE**



to **END**  
**VIOLENCE**  
**AGAINST**  
**WOMEN**



**IRB**



**JUNIOR WORLD<sup>®</sup>**  
**RUGBY TROPHY**

**GEORGIA 2011**

I hereby join the United Nations Secretary General's  
UNITE to END VIOLENCE AGAINST WOMEN Campaign

**IRB JUNIOR WORLD RUGBY TROPHY**  
**GEORGIA 2011 TEAMS**

- CANADA
- GEORGIA
- JAPAN
- RUSSIA
- SAMOA
- URUGUAY
- USA
- ZIMBABWE

**SAY NO – UNiTE**  
End Violence against Women  
Let Us Count You In!  
[www.saynotoviolence.org](http://www.saynotoviolence.org)



I hereby join the United Nations Secretary General's UNiTE to END VIOLENCE AGAINST WOMEN Campaign

Mr. Vladimer Vardzelashvili

Minister of Sports and Youth Affairs of Georgia

Mr. Philippe Bourdarias

IRB Tournaments Manager

Mr. Gia Nijaradze

President of the Georgian Rugby Union



Table 2

CHANNELS	INFORMATION/PROMOTION MATERIALS							
	PSAs	Music Video	Posters	Flyers	Stickers	Viral spot	t-shirts	
	<b>Universities</b>							
GIPA			x	x	x			x
TSU			x	x	x			x
ILIAUNI			x	x	x			x
Caucasus University			x	x	x			x
ESM			x	x	x			x
	<b>TV Channels</b>							
GPB	x							
Channel 2	x							
Rustavi 2	x							
1 Stereo		x						
	<b>Public places</b>							
Supermarket Chain 'Populi'			x	x	x			
The National Rugby Training Center			x	x	x			x
Night Club "Two Side"			x	x	x			x
Heinrich Boll Debate Club			x	x	x			x
	<b>Government and NGO partners</b>							
Sakhli			x	x	x			x
State Fund of Protection and Assistance of Victims of Human Trafficking and Domestic Violence			x	x	x			x
Anti-Violence Network of Georgia			x	x	x			x
Amagdari			x	x	x			x
Atinati			x	x	x			x
	<b>Social Media</b>							
Youtube	x	x					x	
Facebook	x						x	
Myvideo.ge	x						x	
Forum.ge	x						x	

During the 12 month period all major media outlets have covered Domestic Violence and VAW in 141 different reports. Please find below the links and the second phase media monitoring results.

Table 3

Second phase Media monitoring results	December	January	February	March	April	May
Print media	5	2	2	2	3	2
TV	10	3	2	2	1	3
Radio	3		1	1	2	3
Blogosphere	3	1	1	1	1	2
Social Media	1	1	1	1	1	3
Electronic media	15	5	4	5	2	9
News Agencies	4		2	2	2	1
other	2					

The SHiEId communication campaign could be evaluated as a successful initiative using innovative methods for awareness raising and outreach. The campaign was carefully planned. The campaign timeframe was 14 months starting from March 2010 – April 2011. Thanks to the aggressive campaign carried out during this one year period, violence against women and domestic violence in particular became the most discussed issue in both conventional and non-conventional media. The most popular talk shows on TV (medi, Rustavi2 and Georgian Public Broadcasting Channel devoted special programs to the topic of violence against women. Victims/survivors of domestic violence became more open to talk in public on DV issues and at some extent became role models for other victims. Countrywide promotion of the national DV hotline through media ( 3 PSAs, 1 music video, 1 viral spot) caused significant increase of the number of incoming calls on the hotline (see table 4).

Table 4

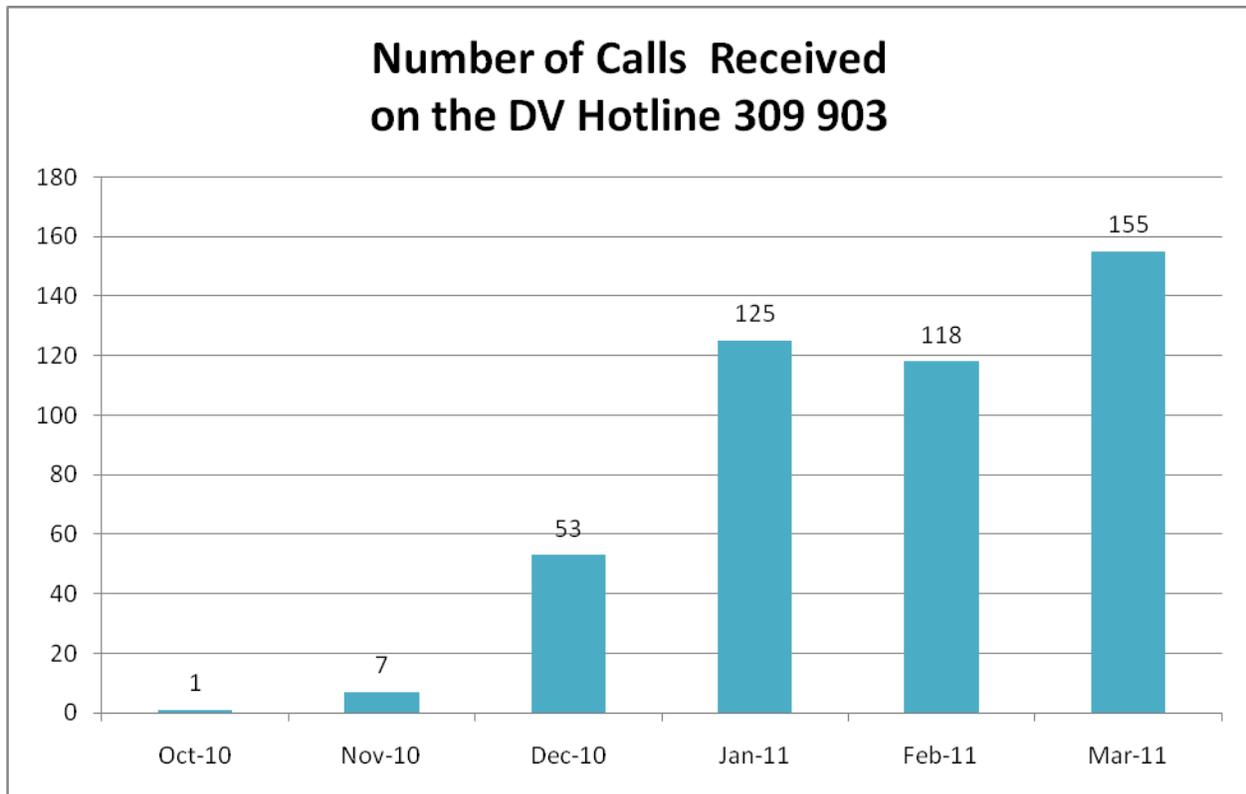


Table 5

**Media Coverage**

Coverage of the UN Women and GRU joint event

**IRB Official website:** <http://www.irb.com/unions/union=11000027/index.html>

**TV Channel - Region TV :** <http://www.myvideo.ge/?act=dvr&chan=regiontv&seekTime=25-05-2011+20%3A52>

**Canadian Rugby webpage:** <http://canadianrugby.ca/2009/05/international-rugby-match-wales-v-canada-this-saturday-at-york-stadium-toronto/>

**Talywain Rugby Football web UK:**

<http://www.webster.uk.net/SportsAndLeisure/Rugby/TalywainRFC/TalywainRFC.aspx>

**The press – interpress webpage:** <http://topics.pe.com/article/00FT3jaaZpf8C?q=Ban+Ki-moon>

**Humanosphere web:** <http://humanosphere.kplu.org/tag/united-nations/>

**South African Rugby portal:**

<http://www.facebook.com/l.php?u=http%3A%2F%2Fwww.cricketpredict.co.za%2Frugby%2F&h=22e8c>



**Treehugger website:** <http://topics.treehugger.com/article/00FT3jaaZpf8C>

**India Times website:** <http://oneclick.indiatimes.com/article/00FT3jaaZpf8C?q=United+Nations>

**Bermuda Rugby Football Union website:** <http://www.bermudarfuf.com/>

**RUG BY website:** <http://rug.by/?p=12580>

**English Language weekly newspaper ‘Georgia Today’:**

[http://www.georgiatoday.ge/article\\_details.php?id=9108&sms\\_ss=facebook&at\\_xt=4ddec8fb21f02cfa%2C0](http://www.georgiatoday.ge/article_details.php?id=9108&sms_ss=facebook&at_xt=4ddec8fb21f02cfa%2C0)

**Georgian News journal ‘Ambebi.ge’:** <http://sportall.ambebi.ge/regbi/qarthuli-ragbi/skhvadaskhva/13599-moragbeebi-qaltha-mimarth-dzaladobas-ebrdzvian.html>

**Georgian Daily newspaper ‘24 HOURS’ :** <http://24saati.ge/index.php/category/sport/2011-05-26/17100>

**Georgian Rugby Union Official Web:** [http://site.rugby.ge/portal/alias\\_\\_Georgian-Rugby-Union/newsid\\_\\_1828/callerModID\\_\\_6656/tabid\\_\\_3019/default.aspx](http://site.rugby.ge/portal/alias__Georgian-Rugby-Union/newsid__1828/callerModID__6656/tabid__3019/default.aspx)

**Georgian America web:**

[http://georgianamerica.com/geo/news/rugby\\_players\\_united\\_to\\_say\\_no\\_to\\_violence\\_against\\_women\\_2636](http://georgianamerica.com/geo/news/rugby_players_united_to_say_no_to_violence_against_women_2636)

**UN official website in Georgia:** [www.ungeorgia.ge/.../files/PRESS%20RELEASE%20-%20rugby%201.doc](http://www.ungeorgia.ge/.../files/PRESS%20RELEASE%20-%20rugby%201.doc)

**Hong Kong RFU website:** <http://www.hkrugby.com/en/aggregator/sources/1>

**Georgian Rugby Supporters Forum:** <http://itsarugby.com/forum/viewtopic.php?f=2&p=2248>

## Links of the media covering DV and VAW during the entire campaign

### TV

1. <http://imedi.ge/index.php/2010-08-23-17-08-23/item/5788E1%83%9D%E1%83%AF%E1%83%90%E1%83%AE%E1%83%A3%E1%83%A0%E1%83%98%E1%83%AB%E1%83%90%E1%83%9A%E1%83%90%E1%83%93%E1%83%9D%E1%83%91%E1%83%90>
2. <http://itv.ge/?m=16&CID=14959>
3. <http://www.imedi.ge/index.php/2010-08-23-17-08-23/item/5736-%E1%83%A0%E1%83%9D%E1%83%92%E1%83%9D%E1%83%A0-%E1%83%A8%E1%83%94%E1%83%95%E1%83%AB%E1%83%9A%E1%83%9D%E1%83%97-%E1%83%9D%E1%83%AF%E1%83%90%E1%83%AE%E1%83%A8%E1%83%98-%E1%83%AB%E1%83%90%E1%83%9A%E1%83%90%E1%83%93%E1%83%9D%E1%83%91%E1%83%98%E1%83%A1%E1%83%93%E1%83%90%E1%83%9B%E1%83%90%E1%83%A0%E1%83%AA%E1%83%AE%E1%83%94%E1%83%91%E1%83%90>

4. <http://www.1tv.ge/News-View.aspx?Location=13238&LangID=2>
5. <http://www.myvideo.ge/?act=dvr&chan=gpb&seekTime=07-12-2010+09%3A34>
6. <http://www.facebook.com/?ref=home#!/video/video.php?v=1683540095611&comments>
7. <http://www.facebook.com/?ref=home#!/video/video.php?v=1683547695801> GPB – talk show “Red zone” – was recorded with participation of Ms. Tamar Sabedashvili, UN Women Gender Adviser in Georgia and aired in March 2011
8. <http://www.myvideo.ge/?act=dvr&chan=rustavi2&seekTime=08-12-2010+12%3A34>
9. <http://www.myvideo.ge/?act=dvr&chan=rustavi2&seekTime=02-12-2010+21%3A45>
10. <http://www.1tv.ge/News-Print.aspx?LangID=1&Location=13238>
11. [http://www.myvideo.ge/?video\\_id=1146574](http://www.myvideo.ge/?video_id=1146574)
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