
FAQ on Media Monitoring

- Q. Who does the EMMC forward the monitoring reports to?**
- A. The EMMC must forward the monitoring reports on a two-hourly basis to the CEO of the State concerned as well as the ECI, to avoid delay.
- Q. When does the EMMC monitor election management related news?**
- A. The EMMC monitors the election management related news on the day of polling and a day prior to that on two hourly basis. Additionally EMMC also monitors news every day after the announcement of poll and sends report daily in the evening.
- Q. What type of coverage is monitored?**
- A. All election management related news are monitored. This may include any violation of Model Code Conduct, any law & order problem, seizure of cash/liquor etc, any EVM malfunctioning and any other significant news.
- Q. What is the role of state CEO in this process?**
- A. The state CEO office will ascertain action taken on the items mentioned in report and file ATR/Status report within two hours/before the generation of next report to the Commission.
- Q. What is to be done if news item is not found correct?**
- A. If the news item is not found correct, that particular media may be informed by the CEO to issue rebuttal
- Q. When does the ECI do the analysis of the media monitoring?**
- A. The ECI does the analysis of Media Monitoring after each phase of poll. Final analysis is done after the elections are over.
- Q. What is to be done post elections?**
- A. A consolidated report is to be submitted to the Commission in a comparative chart format post elections.