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**REPORT ON
MONITORING OF ARMENIAN
BROADCAST MEDIA COVERAGE
OF MAY 6, 2012 ELECTIONS TO
RA NATIONAL ASSEMBLY**

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**REPORT ON
MONITORING OF ARMENIAN BROADCAST
MEDIA COVERAGE OF MAY 6, 2012 ELECTIONS
TO RA NATIONAL ASSEMBLY**

Current report sums up the outcomes of monitoring the period of pre-election promotion (8 April - May 4, 2012), as well as the previous months, November 16 to December 15, 2011 (during this period YPC conducted monitoring upon its own initiative and at the expense of its own resources), and March 1-31, 2012.

THE MONITORING included 7 national TV channels - **First Channel of the Public Television of Armenia (h1)**, **“Shoghakat”** (which is also a part of Public TV and Radio Company), **“Armenia”**, **“Yerkir Media”**, **“Kentron”**, **Second Armenian TV Channel (h2)**, **“Shant”**; 1 Yerevan TV channel - **“ArmNews”** (the only broadcaster in Armenia that has a specific license of a news channel); as well as **Public Radio of Armenia**. During the pre-election promotion, the study included all programs aired at **18.00-01.00** on the above-mentioned TV and radio channels, **with the exception of** political (i.e. pre-election promotion materials), commercial and social advertisement. During other stages of the monitoring, main editions of news programs and main current affairs/discussion programs broadcast during the same time interval were studied.

Object of monitoring consisted of TV/radio pieces that included references to: during the pre-election promotion - to 8 parties and 1 party bloc, registered by the RA Central Electoral Commission (CEC) for participation in the parliamentary elections by proportional electoral system; during the previous stages - to the political forces which either had expressed their intention to participate in the upcoming parliamentary elections, or held an active position in the political life of the country. The airtime, allocated to the parties/bloc, frequency and connotations of references to them by the monitored media were recorded. *(For the monitoring methodology during the pre-election promotion see below, Chapter “General Information on Monitoring”; for the previous stages - see the YPC website www.ypc.am, section “Studies”.)*

THE CHOICE OF VARIOUS TIME PERIODS was conditioned by the fact that in Armenia traditionally the non-official election campaign starts much earlier than the month before the elections, which is allocated for pre-election promotion. And within various periods the behavior of the media, especially the ones with the most massive audience, i.e. TV channels, to a large extent determines the attitudes of the electorate. Such studies allow to define the role of Armenian TV and radio broadcasters in political processes, as well as the problems that exist in the field of broadcast media regulation. *(See the detailed analysis of the coverage of the electoral campaign preceding the period of official pre-election promotion on YPC website www.ypc.am, section “Studies”.)*

IN GENERAL, DURING THE PERIOD OF PRE-ELECTION PROMOTION, the studied broadcasters offered various equal conditions to political forces for introducing their programs and views to the electorate. Naturally, the voters did not receive equal amount of information about all election participants, however this was a result of the capacity and willingness of the political forces to conduct an election campaign. In that respect,

Armenian broadcasters demonstrated indisputable progress compared to previous national elections. At the same time, quantitative data of the monitoring suggests that certain channels, especially during the last days of pre-election promotion, were not making the necessary effort for complying with the principle of balanced coverage of the election campaign.

While the studied broadcasters made a step forward, compared with the previous national elections, as well as with the months, preceding the four-week period of pre-election promotion, it is impossible to say that similar progress took place with regard to politicians. The latter ones, as it has been done before, did not always inform the media about their pre-election campaign events, sometimes refrained from taking part in political debates and other discussion programs. Certain confusion remained with regard to events that directly represent a part of the electoral campaign, and those ones, in which the leaders of political forces appeared not as party leaders, but in their official capacity - as high rank statesmen. This, without doubt, created certain obstacles for the voters to make an informed and conscious choice.

SEVERAL PROBLEMS IN ELECTIONS COVERAGE are directly connected to legislation shortcomings. During the period, preceding the pre-election promotion, certain materials, devoted to charity actions, initiatives related to social issues and pre-election meetings of the parties "Prosperous Armenia" and less frequently "Orinats Yerkir" contained indirect attributes of political advertisement. The same or almost the same reports (both in terms of images and texts) were aired on more than one channels, mostly on "**Kentron**" and **Second Armenian TV Channel**, and in certain cases on "**Yerkir Media**", "**Armenia**" and "**Shant**". These attributes allow to suggest that the above mentioned reports did not represent editorial coverage of events, but hidden political promotion, which was carried out contrary to RA legislation. And even if the performance of the media during the period of the official pre-election promotion would have been ideal, this would not always be enough for compensating the imbalance, which had been formed during the previous periods. This circumstance is forcing to once again raise the issues of deliberate unequal opportunities for political parties and the necessity of clear normative-legal regulation and monitoring not only for the short period of pre-election promotion, but also for the period preceding it.

Particularly, the "video-press-release" pieces, which are provided by parties to various broadcasters, in the opinion of YPC monitoring group, should be interpreted as political advertisement, in case they are not going through proper editorial processing. Broadcasting these pieces in their initial versions cannot be presented as coverage on the part of the media, since the audience has the right to know, whether it is receiving a journalistic piece or a direct message from the politicians.

Clear understanding of the limitations in the work of the media during the elections was also hindered by discrepancies in the legal provisions regarding coverage of sociological polls. On the one hand, the prohibition of covering pre-election sociological polls during the last seven days before voting was removed from the RA Electoral Code in the run-up to parliamentary elections of 2012; but on the other hand, fines for such coverage are still envisaged by the RA Code on Administrative Offences. Hence, certain media, including broadcast media, continued to cover sociological polls during the last week before May 6.

An unacceptable system of licensing and regulation of broadcast media in Armenia (see *Expert Analysis of the Broadcast Licensing Competition Results of December 2010 [in Armenian and English]* on YPC website www.ypc.am, in the section "Studies"), has led to

an unacceptable level of the dependence of TV companies from political circles, first of all pro-government forces. This conditioned imbalanced coverage of all previous election campaigns, as well as, during the period preceding the official pre-election promotion, of the current parliamentary elections. There are serious reasons to believe that the significant progress, which has been recorded during the period of pre-election promotion, was not a result of the changing media landscape of Armenia, but rather a consequence of a decision taken on the highest political level to provide equal opportunities for access to TV air to the parties participating in the elections. But even in these conditions, the political partisanship of the TV channels was felt to a certain extent. Thus, before the pre-election promotion period, on the whole, on the air of the studied broadcasters the tendency of providing positive coverage of the ruling coalition parties (Republican Party of Armenia, "Orinats Yerkir" and "Prosperous Armenia") and negative coverage of the opposition Armenian National Congress (ANC) was observed. As for the pre-election promotion period per se, in spite of a relatively balanced coverage on the majority of broadcasters, "**Kentron**" and "**Yerkir Media**" channels displayed a pronounced negative attitude to Republican Party of Armenia (RPA), and a pronounced positive attitude to "Prosperous Armenia" and ARF-Dashnaktsutyun, respectively. It is worth noting that such coverage of "Prosperous Armenia" was characteristic for "**Kentron**" also before the pre-election promotion period.

One more traditional problem that still remains urgent, which demands if not legal, but at least informal regulation, is the coverage of the party leaders' activities not connected to the election campaign. In the course of the current parliamentary elections, this issue concerned mostly the Republican Party, in whose party list the first and third positions are held by the RA President Serzh Sargsyan and RA Prime-Minister Tigran Sargsyan. On various channels the coverage of their non-party activities during the pre-election promotion period made on average 25% of total airtime allocated to RPA. It means that on average they were receiving about 3 minutes of the evening airtime on each channel. This volume could have been considered acceptable, if these activities represented public events that could not have been delayed. However, not all public events with the participation of the two leaders of the country can be considered mandatory during the period of an election campaign, in which they are also taking part as candidates. While participation in internal and international events, with dates that are fixed independently of their will, such as the celebration of the Holy Easter, government meetings, etc., is quite legitimate, visits to various companies, institutions, ceremonies, etc. do not always appear as something which could not have been planned for a period outside of the election campaign. Especially, since there exists an unwritten rule: to ensure outmost equal conditions for holding pre-election promotion, leaders of the state, who take part in the election campaign, should reduce their public appearances, which are unconnected to the campaign, rather than increase their frequency.

Of course, the broadcasters traditionally cover each public event with the participation of the President and Prime-Minister, and, as a matter of fact, the advantage of the RPA before its competitors in terms of airtime and references frequency has been formed mostly at the expense of these activities in the capacity of state officials. First of all, this refers to **Public Radio** and "**Shant**" TV channel, where coverage of the events with participation of the RA President and RA Prime-Minister, not directly connected with the elections, comprised 41.7% of the total airtime allocated to RPA by each of these channels, and thus can be characterized as excessive.

In terms of coverage of non-party activities of the leaders of political forces, "**Kentron**" distinguished itself with its attitude to Gagik Tsarukyan, the first number of the electoral list

of “Prosperous Armenia” and the President of the National Olympic Committee of Armenia. During the period of pre-election promotion, only his activities in the capacity of the Head of the NOC received almost as much of attention on the evening airtime of “**Kentron**”, as it was allocated to the “United Armenians” party in general on this channel.

THE HIGHEST DEGREE OF INTEREST to political forces, taking part in the elections, during the period of pre-election promotion was displayed by “**ArmNews**” TV channel (*hereafter see the quantitative results of the monitoring from April 8 to May 4, 2012 in the tables attached*). On May 3, 2012 “**ArmNews**” established “an absolute record” of the current election campaign in terms of frequency and volume of coverage of political forces: 295 references to parties/bloc and 9,424 seconds, allocated to them in the evening airtime. The second and third in terms of volume of coverage were “**Kentron**” and “**Yerkir Media**”, with a significant gap, as compared to the leader. And while these two TV channels had been active on all stages of the monitoring, “**ArmNews**” was gradually becoming the leader in terms of frequency and volume of coverage of the electoral process, increasing its attention to it step by step. Its passivity before the period of pre-election promotion was difficult to explain, especially taking into account that it is the only broadcaster in Armenia that has a specific license of a news channel.

Less than other studied channels the internal political situation during the period of pre-election promotion was covered by **PTA First Channel**, “**Armenia**” and “**Shant**”. The above mentioned “record” of “**ArmNews**” was equal to four-five days standard coverage of the pre-election situation by these channels. On the previous stages of the monitoring the same broadcasters displayed the lowest degree of activity. First of all, this refers to “**Shant**”, which, having the same type of license, as for example “**Kentron**” (i.e. TV channel of general profile), allocated almost five times less airtime to pre-election processes during the period of March 1-31, 2012.

However, if on the previous stages the lack of attention to electoral process could have influenced the degree of awareness of the audience, beginning from April 8 the potential voters were receiving the necessary minimum of news and opinions. In the news editions of 8 out of 9 studied broadcasters, reports about pre-election rallies and other events of all 9 parties/bloc were aired, politicians were frequent guests in discussion programs. Besides, the broadcasters aired paid pre-election promotion slots (while on **PTA First Channel** and **Public Radio** also free pre-election promotion slots).

One of the 9 studied broadcasters, “**Shoghakat**”, as during the previous stages of the monitoring, remained loyal to its profile - a TV channel of spiritual and cultural orientation. There were only 23 references to political parties/bloc within its programs included in the monitoring. 18 of these and 124 seconds of airtime were devoted to RPA, and in all these cases it was coverage of the activities of the RA President and RA Prime-Minister, unrelated to the election campaign. Accordingly, the analysis and comparisons made within the current report do not refer to this broadcaster.

MOST EQUALLY THE ATTENTION to political forces was distributed on “**ArmNews**” and **Public Radio**. The largest divergence in terms of airtime, allocated to parties/bloc, was recorded on “**Kentron**”, where “Prosperous Armenia” party, as on previous stages of the monitoring, had overwhelming advantage over competitors in terms of coverage volume. In terms of references frequency the largest divergence was recorded on “**Shant**”.

According to cumulative indicators of all studied broadcasters, RPA was the leader both in terms of references frequency and airtime allocation. According to the first indicator this

party was also ahead of all others on every channel, and according to volume of coverage - on 5 out of 8 studied channels. As it was mentioned, in terms of this indicator on “**Kentron**” “Prosperous Armenia” was beyond competition, on “**Yerkir Media**” ARF-Dashnaksutyun was the first, and on “**Armenia**” ANC was ahead of everyone. According to cumulative data of all studied channels “Prosperous Armenia” and ARF-Dashnaksutyun together with RPA were the three leading parties in terms of both indicators of the attention level - frequency of references and airtime allocation. The advantage of “Prosperous Armenia” and ARF-Dashnaksutyun as compared to ANC, which was fourth, had been formed at the expense of the special attention they were receiving from “**Kentron**” and “**Yerkir Media**”, accordingly. Other political forces of the “big six” (beside the already mentioned four, also “Orinats Yerkir” and “Heritage”) were covered quite intensively, both during the period of pre-election promotion and before it. Democratic Party of Armenia and Communist Party of Armenia led their campaigns more passively, which, according to monitoring results, also influenced their indicators. A special case were “United Armenians”. Coverage of this party was not a subject of the initial stages of monitoring, since previously the party had not demonstrated any public activity and before mid-March 2012 had not voiced its intention to take part in the parliamentary elections by a proportional system. This circumstance, as well as the relatively passive conduct of the election campaign had its impact on the media attention toward this party.

THE SHARE OF CONNOTATION REFERENCES to political forces in the period of pre-election promotion comprised 3.5% of the aggregate number of references on all studied channels. In spite of fact that the criticism and praise towards the parties, both from the parties themselves and society at large, was becoming more common as the voting day was getting closer, during the period of pre-election promotion this indicator decreased as compared to November-December 2011 (9.6%) and March 2012 (3.8%). This is a sign of predominance of neutral coverage on the part of TV and radio journalists.

The highest share of connotation references was recorded on “**Kentron**” (7.1% of the total number of references on that channel). The lowest share was recorded on “**ArmNews**” (1.4%) and **Public Radio** (1.5%). Between them were “**Shant**” (2.4%), **PTA First Channel** (3.4%), **Second Armenian TV Channel** (4.3%), “**Armenia**” (5.5%) and “**Yerkir Media**” (6%).

At the same time, during the period of pre-election promotion “polarized” attitude to certain political forces was recorded on a number of broadcasters. On “**Kentron**” “Prosperous Armenia” received 65 positive and no negative references, while RPA received no positive and 20 negative references. On “**Yerkir-Media**” ARF-Dashnaksutyun received 29 positive and no negative references, “Prosperous Armenia” - 23 positive and 5 negative references, while RPA received no positive and 17 negative references. In terms of “polarization” these channels are followed by “**ArmNews**” with a large gap: 12 positive versus 5 negative references in case of RPA and no positive versus 12 negative references in case of ANC. It was at the expense of “**Kentron**” and “**Yerkir Media**” that “Prosperous Armenia” and ARF-Dashnaksutyun have the most favorable aggregate balance (on all studied channels) of positive and negative references: 102-26 (“Prosperous Armenia”) and 31-1 (ARF-Dashnaksutyun), while RPA, unlike the previous stages of the monitoring, has a negative balance - 43-64. It is also necessary to note that the 22 negative references that received RPA, “Prosperous Armenia” and “Orinats Yerkir”, each, were addressed to the whole ruling coalition. Of all parties/bloc, participating in the elections, ANC has the least favorable balance (1-23), mostly at the expense of “**ArmNews**” (0-12) and “**Armenia**” (0-7). At the same time, it is difficult to name a broadcaster, which would have a relatively equal distribution of connotation references between parties/bloc.

As one of the causes of the “polarized” coverage one can mention the increase in mutual criticism between political forces and predominance of opinions and evaluations voiced by representatives of specific parties/bloc, during the period of pre-election promotion. Particularly, negative balance of connotation references to RPA, ANC and “Orinats Yerkir” to some extent is conditioned by their certain refusals to take part in discussion programs. As a consequence, on the air of a number of channels the opinions expressed about them by political opponents were prevailing. Another cause is the existence of various approaches of broadcasters to coverage of pre-election events. In the case of some parties the journalists were taking blitz-interviews with participants of these events, thus giving the whole story a positive character, in other case such interviews were not practiced. In some cases the stories were characterized by upbeat mood and enthusiastic rhetoric (often coming from the authors of the pieces), in other cases a neutral attitude was maintained, and in some cases one could detect a hint of irony. And though this did not always represent a sufficient basis for recording connotation references, the absence of a common approach of broadcasters to the coverage of pre-election campaign events of all political forces led to a certain lack of balance.

AS A SEPARATE COMPONENT OF THE MONITORING the participants of all the evening programs of “guest-in-the-studio” format on the studied channels were recorded. During the period preceding the pre-election promotion, the choice of guests signified a quite limited interest of the majority of the broadcasters towards internal political struggle in the run-up to the elections. Probably, the only exception was “**Yerkir Media**”, where in discussion programs politicians representing various political forces regularly appeared. This format was used in a very limited way by **PTA First Channel**: in March 2012 representatives of political parties became its guests only 4 times. Instead, representatives of arts and culture were often invited. Such an approach can hardly be considered justified, given the fact that the country was facing elections, that First Channel has a general profile, and that there is a specialized spiritual and cultural channel, “Shoghakat”, in the system of Public TV and Radio Company.

During the period of pre-election promotion the interest to representatives of political forces rose on all channels studied, which was reflected also in the programs of “guest-in-the-studio” format. The only exception was **Public Radio**, which did not have programs, presuming participation of politicians as guests. The widest reach of political forces was provided by **PTA First Channel**, “**Yerkir Media**” and **Second Armenian TV Channel**, whose guests were representatives of all 9 parties/bloc participating in the elections. Only in programs of these channels representatives of the “United Armenians” party were invited. The lowest number of representatives of political forces, six, became guests on “**Shant**”.

MONITORING OUTCOMES suggest that, in spite of in general diligent work of the broadcasters during the period of pre-election campaign, there remains a lot of potential for more professional coverage of the election campaign. There is also need for improvement of the RA legislation, regulating the coverage of the elections. And, most importantly, the readiness of political forces to use the opportunities provided by the media for waging a meaningful election campaign remains on a low level.

Yerevan Press Club would like to thank management and staff of broadcast media, who cooperated in an engaged and efficient way with the YPC monitoring group in the course of this study.

GENERAL INFORMATION ON MONITORING

The monitoring of Armenian broadcast media coverage of May 6, 2012 elections to RA National Assembly was implemented by Yerevan Press Club. Assistance to this research was provided by OSCE Office in Yerevan within the framework of the project "Support to Two Electoral Cycles in Armenia", financed by the European Union. The monitoring was conducted within two stages: **the first stage** covered the period of March 1-31, 2012 (ahead of pre-election promotion); **the second stage** covered the period of April 8 - May 4, 2012 (pre-election promotion).

SECOND STAGE. PRE-ELECTION PROMOTION

APRIL 8 - MAY 4, 2012

Objectives of the monitoring were to define and determine through analyzing quantitative and qualitative data:

- the level of attention of the broadcast media of Armenia to the elections to RA National Assembly in 2012;
- how free and unbiased were the broadcast media in informing the voters about the political parties/blocs, running in the elections to RA National Assembly by a proportional system, in ensuring their access to air to express their views and opinions;
- how compliant the broadcast media were with the legislative provisions, regulating the coverage of the pre-election promotion;
- how compliant were the broadcast media with the RA international commitments in terms of elections coverage throughout the pre-election promotion.

In order to fulfill the objectives mentioned above methods of quantitative and qualitative monitoring were applied.

The quantitative methods included direct calculations and measuring of the materials of broadcast media (*for the methodology of the quantitative monitoring see below*).

The qualitative methods represent a combination of the analysis of the gathered quantitative data with the evaluation of the specific situation in the media during the monitoring period, which include interviews with representatives of media, political parties, civil society organizations and expert community, as well as analysis of publications devoted to the topic of media coverage of election campaign, study and fact-checking of statements by party representatives and politicians regarding the media performance during the pre-election period.

Monitoring included 9 broadcast media:

- *7 national channels*: First Channel of Public Television of Armenia (H1), "Shoghakat" (is a part of the Public Television and Radio Company), "Armenia", "Yerkir Media", "Kentron", Second Armenian TV Channel (H2), "Shant";

- 1 TV channel of Yerevan: "ArmNews" (the only Armenian TV channel that has a profile of news/current affairs and international programs);
- 1 national radio channel: Public Radio of Armenia.

On the above-mentioned TV and radio channels the study included all programs aired in the evening prime time (**18.00-01.00**), **with the exception of** pre-election promotion slots, as well as commercial/social advertisement, and TV tickers.

The monitoring objects were all TV and radio pieces, which contained references to parties (blocs)/their leaders/representatives, running in the parliamentary elections by a proportional system.

MONITORING METHODOLOGY

I. The main unit of the study was **TV** and **radio piece**.

The following was regarded as a TV/radio piece:

The airtime unit, distinct in its theme, composition and design, i.e.:

- a. a separate story in the newscast;
- b. a separate communication, presented by the program host;
- c. a part (section, story) of the program, touching on different issues/problems, made distinct by theme, composition and design (with a bloom, a jingle, etc.);
- d. introductory announcements of the pieces were viewed as a part of the story they referred to;
- e. the text of the host, introducing the TV/radio piece (report, etc.), was viewed as a part of this piece (report, etc.).

Of these:

- **News/news and comment programs** were divided into stories, and each story was treated as a separate independent piece;

- **Current affairs/discussion programs**, as well as **programs of various orientation** were treated in the following way:

1. If the program was devoted to one topic, it was treated as one independent piece;
2. If the program was tessellated, i.e. divided into independent thematic units, then every unit was treated as a separate independent piece.

II. Monitors recorded the duration of the air studied (**18.00-01.00**) on a daily basis.

The programs that started but did not end till **18.00** were not considered: the monitoring started after the end of the program. The programs that started but did not end till **01.00** were studied in full, until their end.

Monitoring **did not include**:

- Pre-election promotion slots;
- Commercial/social advertisement;
- TV tickers.

III. Monitors *determined and recorded*:

1. Number and form of references to parties (blocs)/their leaders/representatives in TV and radio pieces

Monitors determined and recorded in the appropriate table sections the presence and form of reference to a party/bloc, its leaders (***those who hold the first three positions in the party's electoral list***), representatives in a TV/radio piece.

The form of reference to a party (bloc)/its leaders/representatives was differentiated in the following way:

A. A piece **fully** dealing with a party (bloc)/its leaders/representatives.

A piece was considered fully dealing with party (bloc), even if it included reference to another party (bloc), or other topic(s) outside of the scope of the subject of the current monitoring, but such reference was **subordinate** to the main topic. If such piece contained a reference of subordinate nature to another party (bloc), this party (bloc) was also recorded in the appropriate table section, according to the form of the reference to it (partly dealing or a mentioning).

B. A piece **partly** dealing with a party (bloc)/its leaders/representatives.

A piece was considered partly dealing with party (bloc), when it contained an **equivalent** reference to another party (bloc) or other topic(s) outside of the scope of the subject of the current monitoring. If such piece contained equivalent references to two or more parties (blocs), each one of these parties (blocs) was recorded as "partly".

C. A piece containing **mentioning** of a party (bloc)/its leaders/representatives.

As mentioning were considered those cases, when in a piece a party (bloc)/its leaders/representatives were simply named, but no supplementary information or characteristic about it was given.

Also any appearance of a party (bloc), its leaders (***the first three persons in the electoral list***) on TV screen was considered as mentioning. If appearance on the screen was part of a TV piece, already containing a reference (fully or partly) to that party (bloc)/its leaders/representatives, then it was not additionally recorded as mentioning. If the appearance of a party (bloc)/its leaders took place in a TV piece, which did not contain any references to it, then it was considered as separate mentioning.

As mentioning were also recorded TV/radio pieces, which dealt with activities of a foreign party, having common origins and history with the party of the same name that was object of the current monitoring, including the cases where nothing was said about the links between that party and the party of the same name in Armenia.

Any appearance of the leaders of a party/bloc, holding the first three positions in the electoral list, in a TV/radio piece was considered as a reference to that party/bloc, irrespective of the capacity in which these persons appeared (even if they were presented in the piece as performing their non-party official or professional duties). And therefore, any such reference was studied according to all categories mentioned above and below (form and nature of the reference, airtime).

With regard to other representatives of a party/bloc a reference (its form, nature and airtime) was recorded only in those cases, when their party affiliation was somehow stressed in the piece.

Any reference to the current ruling coalition in Armenia, irrespective of the fact whether the piece identified the membering parties, was considered as a reference to the three coalition parties - Republican Party of Armenia, “Bargavach Hayastan”/“Prosperous Armenia” and “Orinats Yerkir”, and was, hence, studied under all the mentioned categories (form and nature of references, airtime).

In each piece only 1 reference and only 1 form of reference to each party (bloc)/its leaders/representatives was recorded.

These categories were measured in ***units***.

2. Nature of references to parties (blocs)/their leaders/representatives in TV/radio pieces

Monitors determined and recorded in the appropriate table section the nature, ***positive (+), negative (-) or neutral (0)***, of the reference to a party (bloc)/its leaders/representatives in a TV/radio piece.

The connotational (positive, negative) references were understood to be those that were contained in pieces leaving on the audience an obvious positive or negative impression about the party/bloc and its leaders/representatives. When the tone was not that obvious, reference was recorded as neutral. All the doubts of the monitor were also interpreted in favor of neutral reference.

Besides, if the piece informed that a certain individual/organization has publicly announced its support/non-support to a party (bloc) during the elections to RA National Assembly, the reference to this party (bloc) was recorded as positive/negative, respectively.

In each piece only one connotation (+, - or 0) to each party (bloc)/its leaders/representatives was recorded.

This category was measured in ***units***.

3. Airtime in TV/radio pieces fully or partly dealing with parties (blocs)/their leaders/representatives

In case a piece was fully or partly devoted to a party (bloc), the monitors determined and recorded the ***airtime***, allocated to the party (bloc)/its leaders/representatives for expressing their views and opinions, as well as judgments and narrations about the party by other persons.

The measurement of airtime allocated to a party (bloc)/its leaders/ representatives for expressing their views and opinions, as well as judgments and narrations about the party by other persons was made in the following way:

- 1) if the piece was fully dealing with this or that party/bloc, its whole airtime was recorded by monitors as belonging to that party/bloc;
- 2) if the party/bloc was covered in a part of a piece, the monitors recorded only the part of the airtime covering the party/bloc as belonging to that party/bloc;
- 3) if the piece, fully dealing with party/bloc conventionally named X quoted the statements of other party/bloc (conventionally called Y), other than referring to party/bloc X, or the judgments, narrations of other persons about Y were presented, **with no comparison with X**, Y received the airtime of this part of the piece;
- 4) if the piece, fully dealing with party/bloc X, quoted its words about another party/bloc, Y, or the statements of Y about X were quoted, or judgments, narrations of other persons about Y **in comparison with X** were presented, **50% of relevant airtime** was classed by the monitors to belong to X and Y each.

This category was measured in **seconds**.

4. Recording the participants of various programs in “guest-in-studio”/talk-show/interview format

At the evening prime time (**18.00-01.00**) of the TV/radio channel studied the monitors recorded in separate lists the participants of various programs in **“guest-in-studio”/talk-show/interview** format (including participants of news programs that had the given format). The names of the programs, the names of the invitees and their positions were specified in the lists.

PARTIES INCLUDED IN THE LIST OF MONITORING

Object of monitoring were 8 parties and one party bloc, registered by the RA Central Electoral Commission for running in the elections to RA National Assembly by a proportional electoral system.

LIST OF THE PARTIES/BLOC INCLUDED IN THE PROPORTIONAL LISTS FOR ELECTIONS TO RA NATIONAL ASSEMBLY

1.	“Bargavach Hayastan”/“Prosperous Armenia” party: Gagik Tsarukyan, Vartan Oskanian, Vardan Vardanyan
2.	“Zharangutiun”/“Heritage” party: Raffi Hovannisian, Khachatur Qoqobelyan, Zaruhi Postanjyan
3.	Armenian National Congress bloc: Levon Ter-Petrosyan, Stepan Demirtchyan, Aram Z. Sargsyan
4.	Armenian Revolutionary Federation-Dashnaktsutyun party: Vahan Hovhannesyan, Armen Rustamyan, Artyush Shahbazyan
5.	Democratic Party of Armenia: Aram G. Sargsyan, Lenser Aghalovyan, Armen Hovsepyan
6.	Communist Party of Armenia: Ruben Tovmasyan, Vazgen Safaryan, Tatchat Sargsyan
7.	Republican Party of Armenia: Serzh Sargsyan, Hovik Abrahamyan, Tigran Sargsyan
8.	“United Armenians” party: Ruben Avagyan, Gurgen Hovsepyan, Gayaneh Andreasyan
9.	“Orinats Yerkir” party: Artur Baghdasaryan, Heghineh Bisharyan, Armen Yeritsyan

THE MEDIA STUDIED: BRIEF OVERVIEW

FIRST CHANNEL OF PUBLIC TELEVISION OF ARMENIA (H1) is a part of the Public TV and Radio Company, founded in 2001. The managing body is the Council of Public TV and Radio Company. The daily duration of air of the First Channel is 24 hours. The programs of the channel can also be received abroad via satellite.

“SHOGHAKAT” is a part of the Public TV and Radio Company. The managing body is the Council of Public TV and Radio Company. Initially, “Shoghakat” was founded as a private TV company in 2001 by the Holy See Etchmiadzin. The February 24, 2011 RA Government’s decision on establishing the “Spiritual and Cultural Public TV Company” CJSC entitled “Shoghakat” to transmit on a public frequency. The daily duration of air is 18 hours. The programs of the channel can also be received abroad via satellite - within the programming of First Channel of Public Television of Armenia.

“ARMENIA” is a private TV company, founded in 1998 by "Armenia TV" CJSC. The daily duration of air is 24 hours. The programs of the channel can also be received abroad via satellite.

“ARMNEWS” is a private TV company, founded in 2003 by "ArmNews" CJSC. The daily duration of air is 24 hours. The TV company also rebroadcasts the programs of “EuroNews” international news channel.

“YERKIR MEDIA” is a private TV company, founded in 2004 by “Husaber” CJSC. The daily duration of air is 24 hours. The programs of the channel are received abroad via satellite.

“KENTRON” is a private TV company, founded in 2004 by “Multimedia Kentron TV” CJSC. The daily duration of air is 24 hours.

SECOND ARMENIAN TV CHANNEL (H2) is a private TV company, founded in 1998 by “Second Armenian TV Channel” LLC. The daily duration of air is 18 hours.

“SHANT” is a private TV company, founded in 1994 by “Shant” LLC. The daily duration of air is 24 hours. The programs of the channel can also be received abroad via satellite.

PUBLIC RADIO OF ARMENIA is a part of the Public TV and Radio Company, founded in 2001. The managing body is the Council of Public TV and Radio Company. The daily duration of air is 24 hours. The programs of the channel can also be received abroad via satellite.

TABLES
APRIL 8 - MAY 4, 2012

PARLIAMENTARY ELECTIONS 2012

April 8 - May 4, 2012

Number, form and nature (positive, negative, neutral) of references, airtime, allocated to parties/bloc on 9 TV and radio channels studied:
 First Channel of the Public Television of Armenia (H1), “Shoghakat”, “Armenia”, “ArmNews”, “Yerkir Media”, “Kentron”,
 Second Armenian TV Channel (H2), “Shant”, Public Radio of Armenia

	Party/Bloc	Number of references to party/bloc (in units)	Form of references to party/bloc (in units)			Nature of references to party/bloc (in units)			Airtime, allocated to pieces, fully or partly dealing with party/bloc (in sec.)
			Pieces, fully dealing with party/bloc	Pieces, partly dealing with party/bloc	Mentionings about party/bloc	+	-	0	
1.	Republican Party of Armenia: Serzh Sargsyan, Hovik Abrahamyan, Tigran Sargsyan	2344	911	1224	209	43	64	2237	149066.6
2.	“Bargavach Hayastan”/“Prosperous Armenia” party: Gagik Tsarukyan, Vartan Oskanian, Vardan Vardanyan	1377	618	699	60	102	26	1249	135942.4
3.	Armenian Revolutionary Federation-Dashnaksutyun party: Vahan Hovhannesian, Armen Rustamyan, Artyush Shahbazyan	1241	577	557	107	31	1	1209	123847.7
4.	Armenian National Congress bloc: Levon Ter-Petrosyan, Stepan Demirtchyan, Aram Z. Sargsyan	1116	578	524	14	1	23	1092	112332.1
5.	“Zharangutiun”/“Heritage” party: Raffi Hovannisian, Khachatur Qoqobelyan, Zaruhi Postanjan	1038	503	485	50	11	1	1026	91924.2
6.	“Orinats Yerkir” party: Artur Baghdasaryan, Heghineh Bisharyan, Armen Yeritsyan	1019	416	562	41	10	22	987	89430.8
7.	Democratic Party of Armenia: Aram G. Sargsyan, Lenser Aghalovyan, Armen Hovsepyan	545	289	234	22	0	0	545	49852.1
8.	Communist Party of Armenia: Ruben Tovmasyan, Vazgen Safaryan, Tatchat Sargsyan	487	226	242	19	0	0	487	42397.1
9.	“United Armenians” party: Ruben Avagyan, Gurgen Hovsepyan, Gayaneh Andreasyan	324	126	187	11	0	0	324	23169
	Total	9491	4244	4714	533	198	137	9156	817962

PARLIAMENTARY ELECTIONS 2012

April 8 - May 4, 2012

Number, form and nature (positive, negative, neutral) of references, airtime, allocated to parties/bloc on First Channel of the Public Television of Armenia (H1)

	Party/Bloc	Number of references to party/bloc (in units)	Form of references to party/bloc (in units)			Nature of references to party/bloc (in units)			Airtime, allocated to pieces, fully or partly dealing with party/bloc (in sec.)
			Pieces, fully dealing with party/bloc	Pieces, partly dealing with party/bloc	Mentionings about party/bloc	+	-	0	
1.	Republican Party of Armenia: Serzh Sargsyan, Hovik Abrahamyan, Tigran Sargsyan	170	68	82	20	9	5	156	12559.6
2.	"Orinats Yerkir" party: Artur Baghdasaryan, Heghineh Bisharyan, Armen Yeritsyan	72	35	35	2	0	3	69	7823.5
3.	"Bargavach Hayastan"/"Prosperous Armenia" party: Gagik Tsarukyan, Vartan Oskanian, Vardan Vardanyan	71	26	44	1	0	3	68	5901.5
4.	Armenian Revolutionary Federation-Dashnaksutyun party: Vahan Hovhannesian, Armen Rustamyan, Artyush Shahbazyan	70	34	34	2	0	0	70	7726.7
5.	Armenian National Congress bloc: Levon Ter-Petrosyan, Stepan Demirtchyan, Aram Z. Sargsyan	67	43	24	0	0	0	67	11596
6.	"Zharangutiun"/"Heritage" party: Raffi Hovannisian, Khachatur Qoqobelyan, Zaruhi Postanjyan	59	37	22	0	0	0	59	8291.2
7.	Democratic Party of Armenia: Aram G. Sargsyan, Lenser Aghalovyan, Armen Hovsepyan	34	23	10	1	0	0	34	4059.4
8.	Communist Party of Armenia: Ruben Tovmasyan, Vazgen Safaryan, Tatchat Sargsyan	32	15	16	1	0	0	32	3813.4
9.	"United Armenians" party: Ruben Avagyan, Gurgun Hovsepyan, Gayaneh Andreasyan	20	9	11	0	0	0	20	1839.7
	Total	595	290	278	27	9	11	575	63611

PARLIAMENTARY ELECTIONS 2012

April 8 - May 4, 2012

Number, form and nature (positive, negative, neutral) of references, airtime, allocated to parties/bloc on "Shoghakat" TV channel

	Party/Bloc	Number of references to party/bloc (in units)	Form of references to party/bloc (in units)			Nature of references to party/bloc (in units)			Airtime, allocated to pieces, fully or partly dealing with party/bloc (in sec.)
			Pieces, fully dealing with party/bloc	Pieces, partly dealing with party/bloc	Mentionings about party/bloc	+	-	0	
1.	Republican Party of Armenia: Serzh Sargsyan, Hovik Abrahamyan, Tigran Sargsyan	18	0	7	11	0	0	18	124
2.	"Orinats Yerkir" party: Artur Baghdasaryan, Heghineh Bisharyan, Armen Yeritsyan	2	0	0	2	0	0	2	0
3.	"Bargavach Hayastan"/"Prosperous Armenia" party: Gagik Tsarukyan, Vartan Oskanian, Vardan Vardanyan	1	0	0	1	0	0	1	0
4.	Armenian Revolutionary Federation-Dashnaksutyun party: Vahan Hovhannesian, Armen Rustamyan, Artyush Shahbazyan	1	0	0	1	0	0	1	0
5.	Communist Party of Armenia: Ruben Tovmasyan, Vazgen Safaryan, Tatchat Sargsyan	1	0	0	1	0	0	1	0
6.	"Zharangutiun"/"Heritage" party: Raffi Hovannisian, Khachatur Qoqobelyan, Zaruhi Postanjyan	0	0	0	0	0	0	0	0
7.	Armenian National Congress bloc: Levon Ter-Petrosyan, Stepan Demirtchyan, Aram Z. Sargsyan	0	0	0	0	0	0	0	0
8.	Democratic Party of Armenia: Aram G. Sargsyan, Lenser Aghalovyan, Armen Hovsepyan	0	0	0	0	0	0	0	0
9.	"United Armenians" party: Ruben Avagyan, Gurgen Hovsepyan, Gayaneh Andreasyan	0	0	0	0	0	0	0	0
	Total	23	0	7	16	0	0	23	124

PARLIAMENTARY ELECTIONS 2012

April 8 - May 4, 2012

Number, form and nature (positive, negative, neutral) of references, airtime, allocated to parties/bloc on
“Armenia” TV channel

	Party/Bloc	Number of references to party/bloc (in units)	Form of references to party/bloc (in units)			Nature of references to party/bloc (in units)			Airtime, allocated to pieces, fully or partly dealing with party/bloc (in sec.)
			Pieces, fully dealing with party/bloc	Pieces, partly dealing with party/bloc	Mentionings about party/bloc	+	-	0	
1.	Republican Party of Armenia: Serzh Sargsyan, Hovik Abrahamyan, Tigran Sargsyan	143	50	79	14	8	5	130	10990.8
2.	“Bargavach Hayastan”/“Prosperous Armenia” party: Gagik Tsarukyan, Vartan Oskanian, Vardan Vardanyan	91	34	51	6	0	6	85	7399
3.	Armenian National Congress bloc: Levon Ter-Petrosyan, Stepan Demirtchyan, Aram Z. Sargsyan	85	45	39	1	0	7	78	14258.5
4.	“Zharangutiun”/“Heritage” party: Raffi Hovannisian, Khachatur Qoqobelyan, Zaruhi Postanjyan	75	42	33	0	3	0	72	10155.6
5.	Armenian Revolutionary Federation-Dashnaksutyun party: Vahan Hovhannesyan, Armen Rustamyan, Artyush Shahbazyan	73	32	38	3	1	1	71	9520.7
6.	“Orinats Yerkir” party: Artur Baghdasaryan, Heghineh Bisharyan, Armen Yeritsyan	63	24	35	4	0	3	60	2482.7
7.	Democratic Party of Armenia: Aram G. Sargsyan, Lenser Aghalovyan, Armen Hovsepyan	32	16	14	2	0	0	32	1549.8
8.	Communist Party of Armenia: Ruben Tovmasyan, Vazgen Safaryan, Tatchat Sargsyan	30	14	14	2	0	0	30	1294.3
9.	“United Armenians” party: Ruben Avagyan, Gurgun Hovsepyan, Gayaneh Andreasyan	23	9	13	1	0	0	23	811.6
	Total	615	266	316	33	12	22	581	58463

PARLIAMENTARY ELECTIONS 2012

April 8 - May 4, 2012

Number, form and nature (positive, negative, neutral) of references, airtime, allocated to parties/bloc on
“ArmNews” TV channel

	Party/Bloc	Number of references to party/bloc (in units)	Form of references to party/bloc (in units)			Nature of references to party/bloc (in units)			Airtime, allocated to pieces, fully or partly dealing with party/bloc (in sec.)
			Pieces, fully dealing with party/bloc	Pieces, partly dealing with party/bloc	Mentionings about party/bloc	+	-	0	
1.	Republican Party of Armenia: Serzh Sargsyan, Hovik Abrahamyan, Tigran Sargsyan	679	290	302	87	12	5	662	39187.8
2.	Armenian National Congress bloc: Levon Ter-Petrosyan, Stepan Demirtchyan, Aram Z. Sargsyan	379	202	170	7	0	12	367	35373.8
3.	Armenian Revolutionary Federation-Dashnaksutyun party: Vahan Hovhannesian, Armen Rustamyan, Artyush Shahbazyan	354	147	159	48	0	0	354	24712
4.	“Bargavach Hayastan”/“Prosperous Armenia” party: Gagik Tsarukyan, Vartan Oskanian, Vardan Vardanyan	343	131	197	15	0	4	339	16180.3
5.	“Zharangutiun”/“Heritage” party: Raffi Hovannisian, Khachatur Qoqobelyan, Zaruhi Postanjyan	341	151	145	45	4	0	337	19802.8
6.	“Orinats Yerkir” party: Artur Baghdasaryan, Heghineh Bisharyan, Armen Yeritsyan	279	115	150	14	0	2	277	21320.3
7.	Democratic Party of Armenia: Aram G. Sargsyan, Lenser Aghalovyan, Armen Hovsepyan	146	73	62	11	0	0	146	10687
8.	Communist Party of Armenia: Ruben Tovmasyan, Vazgen Safaryan, Tatchat Sargsyan	141	68	66	7	0	0	141	8927.5
9.	“United Armenians” party: Ruben Avagyan, Gurgen Hovsepyan, Gayaneh Andreasyan	114	48	60	6	0	0	114	5434.5
	Total	2776	1225	1311	240	16	23	2737	181626

PARLIAMENTARY ELECTIONS 2012

April 8 - May 4, 2012

Number, form and nature (positive, negative, neutral) of references, airtime, allocated to parties/bloc on
“Yerkir Media” TV channel

	Party/Bloc	Number of references to party/bloc (in units)	Form of references to party/bloc (in units)			Nature of references to party/bloc (in units)			Airtime, allocated to pieces, fully or partly dealing with party/bloc (in sec.)
			Pieces, fully dealing with party/bloc	Pieces, partly dealing with party/bloc	Mentionings about party/bloc	+	-	0	
1.	Republican Party of Armenia: Serzh Sargsyan, Hovik Abrahamyan, Tigran Sargsyan	296	95	186	15	0	17	279	21652.5
2.	Armenian Revolutionary Federation-Dashnaksutyun party: Vahan Hovhannesian, Armen Rustamyan, Artyush Shahbazyan	272	144	96	32	29	0	243	38337.5
3.	“Bargavach Hayastan”/“Prosperous Armenia” party: Gagik Tsarukyan, Vartan Oskanian, Vardan Vardanyan	212	95	114	3	23	5	184	18521
4.	“Orinats Yerkir” party: Artur Baghdasaryan, Heghineh Bisharyan, Armen Yeritsyan	146	57	80	9	0	5	141	14621.5
5.	“Zharangutiun”/“Heritage” party: Raffi Hovannisian, Khachatur Qoqobelyan, Zaruhi Postanjyan	135	76	56	3	0	0	135	13683
6.	Armenian National Congress bloc: Levon Ter-Petrosyan, Stepan Demirtchyan, Aram Z. Sargsyan	124	63	58	3	0	3	121	7809.5
7.	Democratic Party of Armenia: Aram G. Sargsyan, Lenser Aghalovyan, Armen Hovsepyan	86	58	25	3	0	0	86	10256
8.	Communist Party of Armenia: Ruben Tovmasyan, Vazgen Safaryan, Tatchat Sargsyan	54	32	19	3	0	0	54	9850.5
9.	“United Armenians” party: Ruben Avagyan, Gurgun Hovsepyan, Gayaneh Andreasyan	35	14	21	0	0	0	35	5693.5
	Total	1360	634	655	71	52	30	1278	140425

PARLIAMENTARY ELECTIONS 2012

April 8 - May 4, 2012

Number, form and nature (positive, negative, neutral) of references, airtime, allocated to parties/bloc on “Kentron” TV channel

	Party/Bloc	Number of references to party/bloc (in units)	Form of references to party/bloc (in units)			Nature of references to party/bloc (in units)			Airtime, allocated to pieces, fully or partly dealing with party/bloc (in sec.)
			Pieces, fully dealing with party/bloc	Pieces, partly dealing with party/bloc	Mentionings about party/bloc	+	-	0	
1.	Republican Party of Armenia: Serzh Sargsyan, Hovik Abrahamyan, Tigran Sargsyan	310	89	186	35	0	20	290	15392
2.	“Bargavach Hayastan”/“Prosperous Armenia” party: Gagik Tsarukyan, Vartan Oskanian, Vardan Vardanyan	288	174	83	31	65	0	223	54412.1
3.	Armenian National Congress bloc: Levon Ter-Petrosyan, Stepan Demirtchyan, Aram Z. Sargsyan	144	80	64	0	1	1	142	18604.1
4.	Armenian Revolutionary Federation-Dashnaksutyun party: Vahan Hovhannesian, Armen Rustamyan, Artyush Shahbazyan	122	70	43	9	0	0	122	21525.1
5.	“Orinats Yerkir” party: Artur Baghdasaryan, Heggineh Bisharyan, Armen Yeritsyan	119	55	57	7	0	1	118	15858.1
6.	“Zharangutiun”/“Heritage” party: Raffi Hovannisian, Khachatur Qoqobelyan, Zaruhi Postanjyan	115	53	60	2	0	1	114	11410.1
7.	Democratic Party of Armenia: Aram G. Sargsyan, Lenser Aghalovyan, Armen Hovsepyan	63	27	35	1	0	0	63	7963.5
8.	Communist Party of Armenia: Ruben Tovmasyan, Vazgen Safaryan, Tatchat Sargsyan	57	15	39	3	0	0	57	4743.5
9.	“United Armenians” party: Ruben Avagyan, Gurgun Hovsepyan, Gayaneh Andreasyan	42	8	32	2	0	0	42	2217.5
	Total	1260	571	599	90	66	23	1171	152126

PARLIAMENTARY ELECTIONS 2012

April 8 - May 4, 2012

Number, form and nature (positive, negative, neutral) of references, airtime, allocated to parties/bloc on Second Armenian TV Channel (H2)

	Party/Bloc	Number of references to party/bloc (in units)	Form of references to party/bloc (in units)			Nature of references to party/bloc (in units)			Airtime, allocated to pieces, fully or partly dealing with party/bloc (in sec.)
			Pieces, fully dealing with party/bloc	Pieces, partly dealing with party/bloc	Mentionings about party/bloc	+	-	0	
1.	Republican Party of Armenia: Serzh Sargsyan, Hovik Abrahamyan, Tigran Sargsyan	205	121	80	4	2	6	197	19165
2.	"Orinats Yerkir" party: Artur Baghdasaryan, Heghineh Bisharyan, Armen Yeritsyan	114	57	55	2	8	3	103	13285
3.	"Bargavach Hayastan"/"Prosperous Armenia" party: Gagik Tsarukyan, Vartan Oskanian, Vardan Vardanyan	109	62	45	2	10	3	96	14861
4.	Armenian Revolutionary Federation-Dashnaksutyun party: Vahan Hovhannesian, Armen Rustamyan, Artyush Shahbazyan	91	55	32	4	0	0	91	10029
5.	Armenian National Congress bloc: Levon Ter-Petrosyan, Stepan Demirtchyan, Aram Z. Sargsyan	91	56	33	2	0	0	91	9091
6.	"Zharangutiun"/"Heritage" party: Raffi Hovannisian, Khachatur Qoqobelyan, Zaruhi Postanjyan	74	54	20	0	2	0	72	9493
7.	Democratic Party of Armenia: Aram G. Sargsyan, Lenser Aghalovyan, Armen Hovsepyan	50	38	12	0	0	0	50	6906
8.	Communist Party of Armenia: Ruben Tovmasyan, Vazgen Safaryan, Tatchat Sargsyan	40	27	13	0	0	0	40	4816
9.	"United Armenians" party: Ruben Avagyan, Gurgun Hovsepyan, Gayaneh Andreasyan	22	16	6	0	0	0	22	3040
	Total	796	486	296	14	22	12	762	90686

PARLIAMENTARY ELECTIONS 2012

April 8 - May 4, 2012

Number, form and nature (positive, negative, neutral) of references, airtime, allocated to parties/bloc on
“Shant” TV channel

	Party/Bloc	Number of references to party/bloc (in units)	Form of references to party/bloc (in units)			Nature of references to party/bloc (in units)			Airtime, allocated to pieces, fully or partly dealing with party/bloc (in sec.)
			Pieces, fully dealing with party/bloc	Pieces, partly dealing with party/bloc	Mentionings about party/bloc	+	-	0	
1.	Republican Party of Armenia: Serzh Sargsyan, Hovik Abrahamyan, Tigran Sargsyan	183	92	85	6	11	1	171	12805.9
2.	Armenian Revolutionary Federation-Dashnaksutyun party: Vahan Hovhannesian, Armen Rustamyan, Artyush Shahbazyan	99	31	61	7	0	0	99	3381.2
3.	“Bargavach Hayastan”/“Prosperous Armenia” party: Gagik Tsarukyan, Vartan Oskanian, Vardan Vardanyan	89	34	54	1	3	0	86	9321.5
4.	“Zharangutiun”/“Heritage” party: Raffi Hovannisian, Khachatur Qoqobelyan, Zaruhi Postanjyan	88	36	52	0	2	0	86	12167.5
5.	Armenian National Congress bloc: Levon Ter-Petrosyan, Stepan Demirtchyan, Aram Z. Sargsyan	79	33	46	0	0	0	79	6166.2
6.	“Orinats Yerkir” party: Artur Baghdasaryan, Heghineh Bisharyan, Armen Yeritsyan	78	28	49	1	0	0	78	5822.2
7.	Communist Party of Armenia: Ruben Tovmasyan, Vazgen Safaryan, Tatchat Sargsyan	45	16	27	2	0	0	45	2312.9
8.	Democratic Party of Armenia: Aram G. Sargsyan, Lenser Aghalovyan, Armen Hovsepyan	43	12	27	4	0	0	43	1213.9
9.	“United Armenians” party: Ruben Avagyan, Gurgen Hovsepyan, Gayaneh Andreasyan	13	2	9	2	0	0	13	214.7
	Total	717	284	410	23	16	1	700	53406

PARLIAMENTARY ELECTIONS 2012

April 8 - May 4, 2012

Number, form and nature (positive, negative, neutral) of references, airtime, allocated to parties/bloc on Public Radio of Armenia

	Party/Bloc	Number of references to party/bloc (in units)	Form of references to party/bloc (in units)			Nature of references to party/bloc (in units)			Airtime, allocated to pieces, fully or partly dealing with party/bloc (in sec.)
			Pieces, fully dealing with party/bloc	Pieces, partly dealing with party/bloc	Mentionings about party/bloc	+	-	0	
1.	Republican Party of Armenia: Serzh Sargsyan, Hovik Abrahamyan, Tigran Sargsyan	340	106	217	17	1	5	334	17189
2.	"Bargavach Hayastan"/"Prosperous Armenia" party: Gagik Tsarukyan, Vartan Oskanian, Vardan Vardanyan	173	62	111	0	1	5	167	9346
3.	Armenian Revolutionary Federation-Dashnaksutyun party: Vahan Hovhannesian, Armen Rustamyan, Artyush Shahbazyan	159	64	94	1	1	0	158	8615.5
4.	"Zharangutiun"/"Heritage" party: Raffi Hovannisian, Khachatur Qoqobelyan, Zaruhi Postanjyan	151	54	97	0	0	0	151	6921
5.	Armenian National Congress bloc: Levon Ter-Petrosyan, Stepan Demirtchyan, Aram Z. Sargsyan	147	56	90	1	0	0	147	9433
6.	"Orinats Yerkir" party: Artur Baghdasaryan, Heghineh Bisharyan, Armen Yeritsyan	146	45	101	0	2	5	139	8217.5
7.	Democratic Party of Armenia: Aram G. Sargsyan, Lenser Aghalovyan, Armen Hovsepyan	91	42	49	0	0	0	91	7216.5
8.	Communist Party of Armenia: Ruben Tovmasyan, Vazgen Safaryan, Tatchat Sargsyan	87	39	48	0	0	0	87	6639
9.	"United Armenians" party: Ruben Avagyan, Gurgen Hovsepyan, Gayaneh Andreasyan	55	20	35	0	0	0	55	3917.5
	Total	1349	488	842	19	5	15	1329	77495