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EUROPEAN UNION



Organization for Security and  
Co-operation in Europe  
Office in Yerevan

**REPORT ON MONITORING OF ARMENIAN  
BROADCAST MEDIA COVERAGE OF  
ELECTIONS OF THE YEREVAN COUNCIL OF  
ELDERLY ON MAY 5, 2013  
(APRIL 7 - MAY 3, 2013)**

*This document has been produced within the framework of a project on strengthening electoral processes in Armenia in line with international standards, implemented by the OSCE Office in Yerevan and financed by the European Union. The views expressed herein can in no way be taken to reflect the official opinion of the European Union or of the OSCE.*

**ELECTIONS OF THE YEREVAN COUNCIL OF ELDERLY 2013**



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THE MONITORING of Armenian broadcast media coverage of the 2013 elections of the Yerevan Council of Elderly is carried out by Yerevan Press Club within the framework of a project on strengthening electoral processes in Armenia in line with international standards, implemented by the OSCE Office in Yerevan and financed by the European Union. The monitoring is conducted in three stages: **the first stage** covers the period from April 7 to May 3, 2013 (pre-election promotion); **the second stage** covers the period from May 4 to May 5, 2013 till 20.00 (the days, when pre-election promotion is prohibited by the electoral legislation); **the third stage** covers the period of May 5 from 20.00 to May 19, 2013 (coverage of the post-election situation).

THE RESEARCH included 4 national TV channels - **First Channel of the Public Television of Armenia (h1)**, **“Yerkir Media”**, **“Kentron”**, **Second Armenian TV Channel (h2)**; one Yerevan TV channel - **“ArmNews”**, as well as **the Public Radio of Armenia** and **“ArmRadio FM 107”** radio channel.

THIS REPORT covers the whole period of pre-election promotion. As it was mentioned in the Interim Report of the monitoring (April 7-24, 2013), the first two and a half weeks of this period “reflected both positive and negative tendencies of Armenian broadcast media coverage of elections, which had appeared through the recent years. In particular, as a positive sign we can mention the absence of discrimination with respect to any of the 7 political forces, taking part in the struggle for places in Yerevan Council of Elderly.

At the same time, a major problem is the lack of willingness of Armenian politicians to participate in debates, open discussions on air. Also, some broadcasters are continuing the undesirable practice of using in their editorial coverage the footage prepared by electoral headquarters of political parties, which contains elements of pre-election promotion. As another negative tendency, we can mention the reducing of the role of public service broadcasters in the coverage of elections and political life in general. This factor is particularly relevant in the context of growing politicization of several private TV channels, which, being associated with particular parties, are to some extent implementing a certain information agenda. The latter fact can be assessed in two ways. On the one hand, reflection of different political interests in the broadcast media is a guarantee of pluralism in covering election campaigns. On the other hand, a public resource (the frequency) is, as a matter of fact, used for narrow political purposes, which contradicts the essence of the Armenian legislation. In addition, such situation in Armenian broadcast media field limits the information capacity of the political forces that do not have leverage over broadcasters, while guarantees of a more or less balanced coverage (legislation and monitoring) are present only in the short periods of official pre-election promotion. The same restriction applies to a certain extent to the civil society and independent experts.”

## ELECTIONS OF THE YEREVAN COUNCIL OF ELDERLY 2013

These trends are mostly characteristic for the last 9 days of pre-election promotion, as well. At the same time, it is possible to state that there was no discrimination with regard to 6 out of 7 political forces, taking part in the elections. "Arakelutyun" ("Mission") party received significantly less attention from the media studied. Of course, this party is less well-known and has less political influence than the other six competitors. However, this cannot be a satisfactory explanation for such a striking disparity in the attention to this and other parties in the airtime of certain broadcasters. This, first of all, refers to the **First Channel of the Public Television of Armenia** (PTA), where representatives of "Arakelutyun" did not participate in any discussion programmes, particularly "Hartsazruyts" ("Interview"). Meanwhile, the representatives of competing political forces were invited to this programme 2-3 times, each. And, in general, in terms of volume of coverage it is on the **PTA First Channel** that the largest gap between "Arakelutyun" and other participants of the campaign was recorded.

THE HIGHEST LEVEL OF ACTIVITY in the coverage of the election campaign has been shown by "**Kentron**" TV channel, followed by "**Yerkir Media**". In terms of this indicator, volume of airtime, allocated to parties/bloc, "**ArmNews**" was the third (*hereafter for the quantitative data of the monitoring see the tables enclosed*). In this regard, "**Kentron**" and "**Yerkir Media**" regained their leading positions, which belonged to them during the parliamentary elections in 2012, but which they lost during the presidential campaign of 2013. Thus, the assumption of the YPC monitoring group was confirmed, that the interest of these two channels towards the elections to a certain extent is conditioned by the participation of, respectively, the parties "Bargavach Hayastan" ("Prosperous Armenia") and the Armenian Revolutionary Federation-Dashnaktsutyun. The least attention to the elections of the Yerevan Council of Elderly was shown by the **PTA First Channel** and the **Public Radio of Armenia**. As noted above, the relatively low interest of the Public Television and Radio Company of Armenia towards political processes in the country, in general, can already be considered traditional, and most of all, it refers to TV broadcast of the PTRC.

Of political forces, participating in the elections of the Council of Elderly, the most volume of coverage, in terms of aggregate data of all the media studied, was received by "Prosperous Armenia". However, if the indicators of the party bloc "Barev, Yerevan" ("Hello, Yerevan") are added to the coverage of the party "Zharangutyun" ("Heritage"), irrespective of its membership in the bloc and participation in the elections, their cumulative indicators in terms of airtime volume would be even higher, albeit not significantly, than those of "Prosperous Armenia". (Given that "Barev, Yerevan" and "Heritage" are inseparable in the perception of the public, the summation of their indicators within this research was quite justified.) In terms of frequency of references, however, the leader was the Republican Party of Armenia (RPA), which according to the amount of airtime received lagged behind both "Barev, Yerevan"/"Heritage" and "Prosperous Armenia".

On the air of "**Kentron**" TV channel, "Prosperous Armenia" had an overwhelming advantage before all other participants of the elections. This party is also ahead of its competitors in terms of volume of coverage on the **Second Armenian TV Channel** (though with a much smaller gap than on "Kentron"). ARF-Dashnaktsutyun received certain, though not very significant, advantage over competitors on "**Yerkir Media**" TV channel, and RPA received similar advantage on the **PTA First Channel**. As for the other three media studied, "**ArmNews**", "**ArmRadio**" and **Public Radio of Armenia**, the highest cumulative indicator was received by "Barev, Yerevan"/"Heritage".

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COVERAGE OF THE OFFICIAL, PROFESSIONAL ACTIVITIES OF THE LEADERS (i.e., the first three persons on the electoral lists, whose names appeared in the ballots) of the political forces, running for seats in the Yerevan Council of Elderly, outside of the context of the campaign and their party belonging, was, as a rule, minimal and could not significantly influence the perceptions of the audience. In this capacity, for the period studied, appeared Taron Margarian, the current Mayor of Yerevan and first number of the RPA electoral list, Vardan Oskanian, former Minister of Foreign Affairs of Armenia and the first number of the “Prosperous Armenia” electoral list, Armen Yeritsian, RA Minister of Emergency Situations and the first number of “Orinats Yerkir” electoral list, as well as Smbat Lputian, chess grandmaster and the second number of the electoral list of RPA. The most extensive was the coverage of Taron Margarian’s official activities outside of the context of elections in the weekly programme “Mayrakaghak” (“Capital City”), aired on “**ArmNews**”, which is a product of cooperation of the press service of the City Hall and the TV company. However, this was typical only for the beginning of pre-election promotion.

THE SHARE OF CONNOTATIONAL REFERENCES to political forces, taking part in the elections of the Council of Elderly, was almost two times higher than during the parliamentary (2012) and presidential (2013) campaigns: it comprised 5.3% of the aggregate number of references on all the channels studied. This indicates an uncompromising struggle and confirms the claims by the opposition that it viewed Yerevan elections as decisive within the current electoral cycle. If after the parliamentary and even the presidential elections there still was an opportunity to challenge the ruling RPA, after the campaign for the seats to the Council of the Elderly the opposition will have to wait four years for the next “big elections”. The intensity of the political competition was bound to influence the information component of the elections and it broke the tendency of mainly neutral coverage of the political life of the country, which had been observed in the course of latest elections. Moreover, the increase in the level of coverage of political forces outside of a neutral context took place mostly during the last 9 days of the pre-election campaign. Throughout these 9 days connotational references comprised 8%, significantly higher than in the 27-day election campaign as a whole.

Characteristically, the highest share of connotational references was recorded on those three TV channels, where advantage in terms of volume of coverage was held by those parties (particularly, “Prosperous Armenia” and ARF-Dashnaksutyun), which more than the others advocated “a united front” against RPA: on **Second Armenian TV Channel** - 9.9%, “**Yerkir Media**” - 9%, “**Kentron**” - 8.8%. In the airtime of other media studied, this indicator was significantly lower than the average indicator of 5.3%. “**Yerkir Media**” and “**Kentron**” were united by the fact that it was at their expense that during the last 9 days of the pre-election promotion the degree of confrontation in the information field went up (respectively, 17.3% and 14.6% of connotational references), and in their airtime the coverage of the RPA was especially critical (respectively, 0 positive against 43 negative and 0 positive against 52 negative references - within the whole pre-election promotion). It was the increase in the number of negative references to RPA at the end of the electoral campaign that destroyed the general dynamic of connotationality of references. In this respect, on the **Second Armenian TV Channel** a different trend was observed: here, through the last 9 days of the pre-election promotion the share of connotational references was reduced to 7.9%.

The most neutral throughout the pre-election promotion was the coverage on the **PTA First Channel** (2.2% of connotational references) and “**ArmNews**” (2.4%). The **Second Armenian TV Channel** was the only one, where number of positive references to political forces was higher than the number of negative ones. And the highest prevalence of

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negative references over positive ones was recorded on the air of “**Kentron**” and “**Yerkir Media**”.

In terms of balance of positive and negative references, the most favourable coverage was received by ARF-Dashnaktsutyun (10 positive and 0 negative references by all the broadcasters studied) and “Prosperous Armenia” (24 and 17). The former received its favourable balance mainly due to “**Yerkir Media**” (9 and 0), and the latter - due to “**Kentron**” (12 and 0). Three parties, RPA, “Armenian National Congress” (ANC) and “Orinats Yerkir”, had a negative balance. The most unfavourable was the coverage of the ruling party (28 positive and 153 negative references), which was an unprecedented phenomenon in the history of elections in Armenia. Moreover, the balance of RPA was negative in all media studied. It was formed mostly due to the fact that opposition political forces to a large extent used the airtime they received to criticize the RPA and sometimes paid less attention to their own electoral programmes.

Negative references to the Republicans mostly were related to the deficiencies in the management of the city and the country in general. Also the ruling party was accused of having an intention to falsify the elections. In case of “Prosperous Armenia”, the negative tone of coverage was due to accusations about vote-buying, while positive references were mostly statements, made in its support at election campaign events. Especially often, such statements were heard in the airtime of “**Kentron**” and the **Second Armenian TV Channel**. To a certain extent, this was a consequence of using in the editorial coverage of these two channels (as well as on “**Yerkir Media**”) of the same video materials, which, most probably, had been provided by the electoral headquarters of “Prosperous Armenia” itself. Positive references to “Orinats Yerkir” were mostly heard in the reports about pre-election events, and criticism referred to cooperation with RPA and participation in electoral violations. Favourable balance of references to ARF-Dashnaktsutyun was formed as a result of statements by the voters who said they were going to vote for this party. Negative references to ANC were mostly related not to the pre-election context per se, but to the transformation of the party “Armenian National Movement”, its renaming into “Armenian National Congress” and its April 13, 2013 assembly, which completed that process. Moreover, critical statements towards ANC and its leader, First RA President Levon Ter-Petrosian, were heard from representatives of various political forces.

ANALYSIS OF THE PROGRAMMES OF THE FORMAT “GUEST-IN-STUDIO” confirms that the highest degree of interest towards the election campaign was shown by “**Kentron**”: almost all of its discussion programmes were devoted to the elections and political processes in general. At the same time, there were no representatives of RPA among the guests of “**Kentron**”, which should rather be interpreted not as a selective approach of the TV channel to the parties, but as a selective approach of the Republicans to the TV channels. “**Yerkir Media**”, “**ArmNews**” and **Second Armenian TV Channel** also actively used the format “guest-in-studio” for coverage of the campaign. If it were to the programmes of the **Public Radio**, except the news programmes, it would be impossible to assume that there was an important political campaign taking place in Armenia. The **PTA First Channel** was significantly more passive than the private TV channels monitored, however, throughout the period studied, representatives of all political forces, running in the elections, except “Arakelutyun”, were invited to its programme “Hartsazruyts”. “**ArmRadio**” was significantly less interested in the political processes, as compared to the recent presidential election campaign. Like during the presidential campaign, discussion programmes of all broadcasters were rarely turning to independent experts for analysis of the electoral situation.

## GENERAL INFORMATION ON MONITORING

THE MONITORING of Armenian broadcast media coverage of the 2013 elections of the Yerevan Council of Elderly is carried out by Yerevan Press Club within the framework of a project on strengthening electoral processes in Armenia in line with international standards, implemented by the OSCE Office in Yerevan and financed by the European Union. The monitoring is conducted in three stages: **the first stage** covers the period from April 7 to May 3, 2013 (pre-election promotion); **the second stage** covers the period from May 4 to May 5, 2013 till 20.00 (the days, when pre-election promotion is prohibited by the electoral legislation); **the third stage** covers the period of May 5 from 20.00 to May 19, 2013 (coverage of the post-election situation).

### FIRST STAGE. PRE-ELECTION PROMOTION

**APRIL 7 - MAY 3, 2013**

**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 2013 elections of the Yerevan Council of Elderly;
- how free and unbiased were the broadcast media in informing the voters about the political parties/blocs, running in elections of the Yerevan Council of Elderly, 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 fulfil 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** represented 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.

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### MONITORING INCLUDED 7 BROADCAST MEDIA:

*4 national channels:* **First Channel of Public Television of Armenia (h1), “Yerkir Media”, “Kentron”, Second Armenian TV Channel (h2);**

*1 TV channel of Yerevan:* **“ArmNews”** (the only Armenian TV channel that has a profile of news/current affairs and international programmes);

*2 radio channels:* **Public Radio of Armenia, “ArmRadio FM 107”** (the only 24-hours talk radio channel in Armenia, which pays priority attention to social and political processes).

**ON THE ABOVE-MENTIONED TV AND RADIO CHANNELS THE STUDY INCLUDED** all the programmes 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, running in the elections of the Yerevan Council of Elderly.

### 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 programme host;

**c.** a part (section, story) of the programme, 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 programmes** were divided into stories, and each story was treated as a separate independent piece;

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

1. If the programme was devoted to one topic, it was treated as one independent piece;

2. If the programme 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 programmes that started but did not end till **18.00** were not considered: the monitoring



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started after the end of the programme. The programmes 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 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 electoral list***) or representatives in a TV/radio piece.

The form of reference to a party/bloc was differentiated in the following way:

**A.** A piece **fully** dealing with a party/bloc.

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.

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.

As mentioning were considered those cases, when in a piece a party/bloc was 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, 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

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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.***

In each piece only 1 reference and only 1 form of reference to each party/bloc was recorded.

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

### **2. Nature of references to parties/blocs 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 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 or 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 favour 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 of the Yerevan Council of Elderly, the reference to this party/bloc was recorded as positive/negative, respectively.

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

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

### **3. Airtime in TV/radio pieces fully or partly dealing with parties/blocs**

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 or its leaders/representatives for expressing their views and opinions, as well as judgments and narrations about the party/bloc by other persons.

The measurement of airtime allocated to a party/bloc or 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

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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**.

### IV. Recording the participants of various programmes 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 programmes in “**guest-in-studio**”/talk-show/interview format (including participants of news programmes that had the given format). The names of the programmes, the names of the invitees and their positions were specified in the lists.

If the participants of such programmes were **the first, the second and/or third person of the electoral list**, that programme was recorded in the list under the name of the given party/bloc, irrespective of the capacity in which they had been invited.

If the participant of the programme was another representative of the party/bloc, or a representative of the electoral headquarters/proxy of the party/bloc, and this capacity was somehow stressed in the programme, the programme was recorded in the list under the name of the given party/bloc.

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### PARTIES INCLUDED IN THE MONITORING LIST

The object of the monitoring were 6 parties and 1 electoral bloc, registered by the Central Electoral Commission of the Republic of Armenia for running in the 2013 elections of the Yerevan Council of Elderly.

1.	“Arakelutyun” party: Mesrop Arakelian, Manuk Sukiasian, Hrachya Sargsian
2.	“Bargavach Hayastan”/“Prosperous Armenia” party: Vardan Oskanian, Gurgen Arsenian, Abraham Manukian
3.	“Barev, Yerevan” bloc of parties: Armen Martirosian, Anahit Bakhshian, Mesrop Movsesian
4.	“Armenian National Congress” party: Vahagn Khachaturian, Zoya Tadevosian, Arman Musinian
5.	Armenian Revolutionary Federation-Dashnaktsutyun party: Armen Rustamian, Aghvan Vardanian, Arsen Hambardzumian
6.	Republican Party of Armenia: Taron Margarian, Smbat Lputian, Hovhannes Tokmajian
7.	“Orinats Yerkir” party: Armen Yeritsian, Hovhannes Shahinian, Sophia Artenian

## 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 programmes of the channel can also be received abroad via satellite.

“**ARMNEWS**” is a private TV company, founded in 2003. The daily duration of air is 24 hours. It also rebroadcasts the TV programmes of “EuroNews” international news TV channel.

“**YERKIR MEDIA**” is a private TV company, founded in 2004. The daily duration of air is 24 hours. The programmes of the channel can also be received abroad via satellite.

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

**SECOND ARMENIAN TV CHANNEL (h2)** is a private TV company, founded in 1998. The daily duration of air is 18 hours.

**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 programmes of the channel can also be received abroad via satellite.

“**ARRADIO FM 107**” is a private radio company, founded in 2002. The daily duration of air is 24 hours.

**TABLES**  
**APRIL 7 - MAY 3, 2013**

## ELECTIONS OF THE YEREVAN COUNCIL OF ELDERLY 2013

April 7 - May 3, 2013

Number, form and nature (positive, negative, neutral) of references to the parties/bloc,  
and airtime, allocated to the parties/bloc on 7 broadcast media studied:

First Channel of the Public Television of Armenia (h1), "ArmNews", "Yerkir Media", "Kentron",  
Second Armenian TV Channel (h2), Public Radio of Armenia, "ArmRadio FM 107"

	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.	"Bargavach Hayastan"/"Prosperous Armenia" party: Vardan Oskanian, Gurgen Arsenian, Abraham Manukian	957	465	463	29	24	17	916	101022.4
2.	Republican Party of Armenia: Taron Margarian, Smbat Lputian, Hovhannes Tokmajian	1198	491	669	38	28	153	1017	96553.5
3.	Armenian Revolutionary Federation-Dashnaktsutyun party: Armen Rustamian, Aghvan Vardanian, Arsen Hambardzumian	803	370	353	80	10	0	793	79484.5
4.	"Barev, Yerevan" bloc of parties*: Armen Martirosian, Anahit Bakhshian, Mesrop Movsesian	627	376	232	19	3	1	623	78011
5.	"Orinats Yerkir" party: Armen Yeritsian, Hovhannes Shahinian, Sophia Artenian	501	280	210	11	8	12	481	68845.4
6.	"Armenian National Congress" party: Vahagn Khachaturian, Zoya Tadevosian, Arman Musinian	595	348	237	10	2	13	580	64859.8
7.	"Arakelutyun" party: Mesrop Arakelian, Manuk Sukiasian, Hrachya Sargsian	200	130	64	6	2	0	198	19700.4
	<b>Total</b>	<b>4881</b>	<b>2460</b>	<b>2228</b>	<b>193</b>	<b>77</b>	<b>196</b>	<b>4608</b>	<b>508477</b>
*	"Zharangutyun"/"Heritage" party	278	143	135	0	0	1	277	23434

## ELECTIONS OF THE YEREVAN COUNCIL OF ELDERLY 2013

April 7 - May 3, 2013

Number, form and nature (positive, negative, neutral) of references to the parties/bloc, and airtime, allocated to the parties/bloc:

### 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: Taron Margarian, Smbat Lputian, Hovhannes Tokmajian	69	31	33	5	2	3	64	8294
1.	“Barev, Yerevan” bloc of parties*: Armen Martirosian, Anahit Bakhshian, Mesrop Movsesian	42	24	17	1	0	0	42	7562.5
2.	“Bargavach Hayastan”/“Prosperous Armenia” party: Vardan Oskanian, Gurgen Arsenian, Abraham Manukian	57	25	27	5	0	0	57	7519.5
2.	“Orinats Yerkir” party: Armen Yeritsian, Hovhannes Shahinian, Sophia Arterian	42	26	14	2	0	1	41	7388
3.	“Armenian National Congress” party: Vahagn Khachaturian, Zoya Tadevosian, Arman Musinian	41	22	18	1	0	1	40	6390
4.	Armenian Revolutionary Federation-Dashnaktsutyun party: Armen Rustamian, Aghvan Vardanian, Arsen Hambardzumian	49	20	22	7	0	0	49	4850.5
5.	“Arakelutyun” party: Mesrop Arakelian, Manuk Sukiasian, Hrachya Sargsian	15	5	9	1	0	0	15	661.5
	<b>Total</b>	<b>315</b>	<b>153</b>	<b>140</b>	<b>22</b>	<b>2</b>	<b>5</b>	<b>308</b>	<b>42666</b>

*	“Zharangutyun”/“Heritage” party	8	4	4	0	0	0	8	638
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## ELECTIONS OF THE YEREVAN COUNCIL OF ELDERLY 2013

April 7 - May 3, 2013

Number, form and nature (positive, negative, neutral) of references to the parties/bloc, and airtime, allocated to the parties/bloc:

“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.	“Barev, Yerevan” bloc of parties*: Armen Martirosian, Anahit Bakhshian, Mesrop Movsesian	167	105	50	12	0	0	167	19983.3
2.	Republican Party of Armenia: Taron Margarian, Smbat Lputian, Hovhannes Tokmajian	274	127	129	18	6	20	248	17584.8
3.	“Armenian National Congress” party: Vahagn Khachaturian, Zoya Tadevosian, Arman Musinian	147	99	46	2	0	0	147	11504
4.	Armenian Revolutionary Federation-Dashnaktsutyun party: Armen Rustamian, Aghvan Vardanian, Arsen Hambardzumian	163	70	71	22	0	0	163	10921.8
5.	“Bargavach Hayastan”/“Prosperous Armenia” party: Vardan Oskanian, Gurgen Arsenian, Abraham Manukian	199	95	96	8	0	2	197	10017.8
6.	“Orinats Yerkir” party: Armen Yeritsian, Hovhannes Shahinian, Sophia Artenian	106	57	42	7	0	0	106	9572.8
7.	“Arakelutyun” party: Mesrop Arakelian, Manuk Sukiasian, Hrachya Sargsian	35	19	13	3	0	0	35	2022.5
	<b>Total</b>	<b>1091</b>	<b>572</b>	<b>447</b>	<b>72</b>	<b>6</b>	<b>22</b>	<b>1063</b>	<b>81607</b>

*	“Zharangutyun”/“Heritage” party	66	40	26	0	0	0	66	3511
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## ELECTIONS OF THE YEREVAN COUNCIL OF ELDERLY 2013

April 7 - May 3, 2013

Number, form and nature (positive, negative, neutral) of references to the parties/bloc, and airtime, allocated to the parties/bloc:

“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.	Armenian Revolutionary Federation-Dashnaktsutyun party: Armen Rustamian, Aghvan Vardanian, Arsen Hambardzumian	186	108	48	30	9	0	177	27369
2.	Republican Party of Armenia: Taron Margarian, Smbat Lputian, Hovhannes Tokmajian	183	89	92	2	0	43	140	18789.5
3.	“Bargavach Hayastan”/“Prosperous Armenia” party: Vardan Oskanian, Gurgen Arsenian, Abraham Manukian	111	62	44	5	4	4	103	15058.5
4.	“Orinats Yerkir” party: Armen Yeritsian, Hovhannes Shahinian, Sophia Artenian	61	36	25	0	0	0	61	14879.5
5.	“Armenian National Congress” party: Vahagn Khachaturian, Zoya Tadevosian, Arman Musinian	64	40	24	0	0	3	61	12451.5
6.	“Barev, Yerevan” bloc of parties*: Armen Martirosian, Anahit Bakhshian, Mesrop Movsesian	60	37	18	5	0	0	60	8716.5
7.	“Arakelutyun” party: Mesrop Arakelian, Manuk Sukiasian, Hrachya Sargsian	12	10	2	0	0	0	12	2148.5
	<b>Total</b>	<b>677</b>	<b>382</b>	<b>253</b>	<b>42</b>	<b>13</b>	<b>50</b>	<b>614</b>	<b>99413</b>

*	“Zharangutyun”/“Heritage” party	32	16	16	0	0	1	31	4974
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## ELECTIONS OF THE YEREVAN COUNCIL OF ELDERLY 2013

April 7 - May 3, 2013

Number, form and nature (positive, negative, neutral) of references to the parties/bloc, and airtime, allocated to the parties/bloc:

“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.	“Bargavach Hayastan”/“Prosperous Armenia” party: Vardan Oskanian, Gurgen Arsenian, Abraham Manukian	184	117	62	5	12	0	172	35936.3
2.	Armenian Revolutionary Federation-Dashnaksutyun party: Armen Rustamian, Aghvan Vardanian, Arsen Hambardzumian	133	64	58	11	1	0	132	17600.8
3.	“Orinats Yerkir” party: Armen Yeritsian, Hovhannes Shahinian, Sophia Artenian	83	53	29	1	0	3	80	17249.8
4.	Republican Party of Armenia: Taron Margarian, Smbat Lputian, Hovhannes Tokmajian	192	69	117	6	0	52	140	15746.8
5.	“Barev, Yerevan” bloc of parties*: Armen Martirosian, Anahit Bakhshian, Mesrop Movsesian	88	53	34	1	0	0	88	15391.8
6.	“Armenian National Congress” party: Vahagn Khachaturian, Zoya Tadevosian, Arman Musinian	91	60	24	7	0	3	88	13155.5
7.	“Arakelutyun” party: Mesrop Arakelian, Manuk Sukiasian, Hrachya Sargsian	35	29	4	2	2	0	33	5575
	<b>Total</b>	<b>806</b>	<b>445</b>	<b>328</b>	<b>33</b>	<b>15</b>	<b>58</b>	<b>733</b>	<b>120656</b>

*	“Zharangutyun”/“Heritage” party	26	16	10	0	0	0	26	2006
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## ELECTIONS OF THE YEREVAN COUNCIL OF ELDERLY 2013

April 7 - May 3, 2013

Number, form and nature (positive, negative, neutral) of references to the parties/bloc, and airtime, allocated to the parties/bloc:

### 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.	“Bargavach Hayastan”/“Prosperous Armenia” party: Vardan Oskanian, Gurgen Arsenian, Abraham Manukian	96	57	33	6	8	3	85	14709.5
2.	Republican Party of Armenia: Taron Margarian, Smbat Lputian, Hovhannes Tokmajian	113	63	50	0	10	14	89	14213
3.	“Orinats Yerkir” party: Armen Yeritsian, Hovhannes Shahinian, Sophia Artenian	76	58	18	0	8	4	64	10366.5
4.	“Barev, Yerevan” bloc of parties*: Armen Martirosian, Anahit Bakhshian, Mesrop Movsesian	57	48	9	0	0	1	56	10171
5.	“Armenian National Congress” party: Vahagn Khachaturian, Zoya Tadevosian, Arman Musinian	57	38	19	0	2	2	53	7351.5
6.	Armenian Revolutionary Federation-Dashnaktsutyun party: Armen Rustamian, Aghvan Vardanian, Arsen Hambardzumian	69	40	25	4	0	0	69	7036.5
7.	“Arakelutyun” party: Mesrop Arakelian, Manuk Sukiasian, Hrachya Sargsian	40	32	8	0	0	0	40	5393
	<b>Total</b>	<b>508</b>	<b>336</b>	<b>162</b>	<b>10</b>	<b>28</b>	<b>24</b>	<b>456</b>	<b>69241</b>

*	“Zharangutyun”/“Heritage” party	16	6	10	0	0	0	16	1529
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## ELECTIONS OF THE YEREVAN COUNCIL OF ELDERLY 2013

April 7 - May 3, 2013

Number, form and nature (positive, negative, neutral) of references to the parties/bloc, and airtime, allocated to the parties/bloc:

### 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: Taron Margarian, Smbat Lputian, Hovhannes Tokmajian	179	57	121	1	4	11	164	11262
2.	“Bargavach Hayastan”/“Prosperous Armenia” party: Vardan Oskanian, Gurgen Arsenian, Abraham Manukian	122	40	82	0	0	3	119	5856.5
3.	“Barev, Yerevan” bloc of parties*: Armen Martirosian, Anahit Bakhshian, Mesrop Movsesian	73	41	32	0	0	0	73	5240.5
4.	Armenian Revolutionary Federation-Dashnaktsutyun party: Armen Rustamian, Aghvan Vardanian, Arsen Hambardzumian	98	35	57	6	0	0	98	4635.5
5.	“Armenian National Congress” party: Vahagn Khachaturian, Zoya Tadevosian, Arman Musinian	56	32	24	0	0	4	52	3359.5
6.	“Orinats Yerkir” party: Armen Yeritsian, Hovhannes Shahinian, Sophia Artenian	51	26	24	1	0	1	50	3314
7.	“Arakelutyun” party: Mesrop Arakelian, Manuk Sukiasian, Hrachya Sargsian	28	24	4	0	0	0	28	2759
	<b>Total</b>	<b>607</b>	<b>255</b>	<b>344</b>	<b>8</b>	<b>4</b>	<b>19</b>	<b>584</b>	<b>36427</b>

*	“Zharangutyun”/“Heritage” party	80	24	56	0	0	0	80	6752
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## ELECTIONS OF THE YEREVAN COUNCIL OF ELDERLY 2013

April 7 - May 3, 2013

Number, form and nature (positive, negative, neutral) of references to the parties/bloc, and airtime, allocated to the parties/bloc:

"ArmRadio FM 107"

	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.	"Bargavach Hayastan"/"Prosperous Armenia" party: Vardan Oskanian, Gurgen Arsenian, Abraham Manukian	188	69	119	0	0	5	183	11924.3
2.	"Barev, Yerevan" bloc of parties*: Armen Martirosian, Anahit Bakhshian, Mesrop Movsesian	140	68	72	0	3	0	137	10945.4
3.	Republican Party of Armenia: Taron Margarian, Smbat Lputian, Hovhannes Tokmajian	188	55	127	6	6	10	172	10663.4
4.	"Armenian National Congress" party: Vahagn Khachaturian, Zoya Tadevosian, Arman Musinian	139	57	82	0	0	0	139	10647.8
5.	Armenian Revolutionary Federation-Dashnaktsutyun party: Armen Rustamian, Aghvan Vardanian, Arsen Hambardzumian	105	33	72	0	0	0	105	7070.4
6.	"Orinats Yerkir" party: Armen Yeritsian, Hovhannes Shahinian, Sophia Artenian	82	24	58	0	0	3	79	6074.8
7.	"Arakelutyun" party: Mesrop Arakelian, Manuk Sukiasian, Hrachya Sargsian	35	11	24	0	0	0	35	1140.9
	<b>Total</b>	<b>877</b>	<b>317</b>	<b>554</b>	<b>6</b>	<b>9</b>	<b>18</b>	<b>850</b>	<b>58467</b>

*	"Zharangutyun"/"Heritage" party	50	37	13	0	0	0	50	4024
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