



YEREVAN PRESS CLUB



EUROPEAN UNION

**INTERIM REPORT ON
MONITORING ARMENIAN BROADCAST
MEDIA AHEAD OF ELECTIONS TO
RA NATIONAL ASSEMBLY IN 2012
(MARCH 1-10, 2012)**

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INTERIM REPORT
ON MONITORING ARMENIAN
BROADCAST MEDIA AHEAD OF ELECTIONS
TO RA NATIONAL ASSEMBLY IN 2012
(MARCH 1-10, 2012)

Current phase of the monitoring, which has started since March 1, 2012, includes the period preceding the official pre-election promotion. Yerevan Press Club is planning to present interim reports once in every ten days.

THE MONITORING included 6 national TV channels - **First Channel of the Public Television of Armenia (H1)**, “**Armenia**”, “**Yerkir Media**”, “**Kentron**”, **Second Armenian TV Channel (H2)**, “**Shant**”; two Yerevan TV channels - “**Shoghakat**” (this channel was chosen because it is a part of Public TV and Radio Company and as such has a special mission) and “**ArmNews**” (which is the only broadcaster in Armenia which has a specific license of a news channel); as well as **Public Radio of Armenia**. Main editions of news programs and main current affairs/discussion programs broadcast at the evening airtime (**18.00-01.00**) of the above-mentioned TV and radio channels were studied.

The object of the monitoring were pieces, which included references to those 13 political parties and movements, which either have expressed their intention to participate in the upcoming parliamentary elections, or currently hold an active position in the political life of the country. Connotations of the references to this parties/movements as well as the airtime allocated to them by the monitored media were also recorded. (*See the monitoring methodology below, Chapter “General Information on Monitoring”.*)

THROUGHOUT THE FIRST TEN DAYS of March 2012, compared to the results of the preliminary monitoring conducted by YPC in November-December 2011, a tendency towards more balanced distribution of attention, paid by the majority of broadcasters studied to various political forces, and towards reduction of the share of connotational references was observed. The media interest regarding political developments in the run-up to the elections became more active, though there were also certain exceptions in this regard (which will be presented further).

WITHIN THE PERIOD covered by this interim report the largest amount of attention to internal political life was given by “**Kentron**” TV channel, both in terms of the frequency of references to parties and of the volume of airtime allocated to them (*hereafter for the quantitative results of the monitoring see the attached tables*). In terms of airtime volume, allocated to political forces, “**Kentron**” was followed by **Second Armenian TV Channel**, which significantly increased its coverage of pre-electoral processes, as compared with the last months of 2011, and by “**Yerkir Media**”. In terms of the frequency of references “**Kentron**” was immediately followed by **Public Radio of Armenia**.

“**Shoghakat**” throughout the period of study remained loyal to its profile - a TV channel of spiritual and cultural orientation. There were no references to political parties/movements within its programs studied.

Based on the news and discussion programs of the remaining 8 broadcasters, “**Shant**” TV channel demonstrated the least interest to pre-election processes. In terms of both frequency and volume of references to political forces this channel was less active than it had been since November 16 to December 15, 2011, when YPC carried out preliminary monitoring (*the report for that period is available at YPC website in “Studies” section, http://www.ypc.am/media_research/ln/en*). Holding a license of the same type (general profile), in its programs of the same nature “Shant” gave 15 times less airtime to political forces than “**Kentron**”, and 11 times less than **Second Armenian TV Channel** and “**Yerkir Media**”. According to the programs studied, “**ArmNews**” and **PTA First Channel** were relatively passive in their coverage of political parties/movements, with the coverage of First Channel remaining on approximately the same level as in November-December 2011.

IN TERMS OF THE CUMULATIVE INDICATORS of all 9 channels studied, compared to the period of preliminary monitoring, in the first ten days of March the interest towards political forces grew approximately twice. The largest amount of media attention was allocated to five parliamentary parties - Republican Party of Armenia (RPA), Armenian Revolutionary Federation “Dashnaktsutiun”, “Bargavach Hayastan”/“Prosperous Armenia”, “Zharangutiun”/“Heritage”, “Orinats Yerkir”, as well as the Armenian National Congress (ANC). The latter, though it lagged behind “the parliamentary five” in terms of volume of coverage, was ahead of one of the parliamentary parties - “Orinats Yerkir” in terms of frequency of references. Nevertheless, compared to the last months of 2011, at this stage the advantage of RPA was not so obvious. Beside “the big six”, quite extensive coverage was received by the “Free Democrats” and United Labour Party. At the same time, the coverage of the “Free Democrats” was almost completely focused on the perspective of forming an electoral bloc with the “Heritage” party, and absolutely all references to United Labour Party concerned its merger with “Prosperous Armenia”. A relatively large airtime volume was allocated to the Democratic Party of Armenia, however, in fact the party received all of its airtime because the DPA leader Aram Sargsyan was a guest of the “Urvagits” program of “**Kentron**” TV channel.

Republican Party was the undisputed leader in terms of media attention on **PTA First Channel**, “**ArmNews**” and “**Armenia**”, and had a more moderate advantage on **Second Armenian TV Channel**, **Public Radio** and “**Shant**”. On the above-mentioned channels no party had a clear second place.

On a given channel, the biggest gap between the leading party and all others was recorded on “**Yerkir Media**”, where ARF “Dashnaktsutiun” received almost 6 times more airtime than RPA, which had the second place. The gap between “Dashnaktsutiun” and all other parties was even larger. Smaller, but still significant gap between the leading party and all other parties was recorded on “**Kentron**”, where the leader was “Prosperous Armenia”. In terms of frequency of references here, as on “Yerkir Media”, the Republican Party was the second, but in terms of airtime volume the RPA was preceded by Democratic Party of Armenia (as a result of the previously mentioned participation of its leader in “Urvagits”), “Heritage” and United Labour Party (because of interest to its merger with “Prosperous Armenia”).

The most balanced attention to political forces within the studied period was demonstrated by **Public Radio of Armenia** and **Second Armenia TV Channel**. At the same time, it is necessary to take into account that according to the indicators, which describe the media interest towards certain political forces, ten days is not an enough time period for making far-reaching conclusions.

AS MENTIONED in the beginning of the report, during the first ten days of March there was a positive tendency of reduction of the amount of connotational references to parties/movements, which are potential participants of the electoral process: 7.2% of the cumulative amount of references on all channels monitored against the 9.6% recorded during the preliminary monitoring (November 16 - December 15, 2011). At the same time, the number of positive references was four times higher than the number of negative ones: this might have been a cause for optimism, however out of 30 positive references, recorded in all programs studied, 29 were addressed to the two largest parties of the ruling coalition - RPA and "Prosperous Armenia", while 6 out of 8 negative references were addressed to opposition ANC.

In comparison with preliminary monitoring results, "**Shant**" progressed from the highest indicator of connotations (28.3%) among all channels studied toward the lowest (no connotational references at all). Had this channel demonstrated a higher and more balanced (in terms of volume and frequency) interest towards political parties in the first ten days of March, it would have been possible to speak about a case of exemplary coverage.

The highest share of connotational references was recorded on "**Kentron**" (12%): 8 out of 10 positive references on that channel were addressed to "Prosperous Armenia". According to this indicator, the places on the scale between "Shant" and "Kentron" were distributed in the following way: **Public Radio** (3.5%), **Second Armenian TV Channel** (4.4%), "**Yerkir Media**" (5.5%), "**ArmNews**" (7%), "**Armenia**" (8.2%), **PTA First Channel** (11.1%). At the same time, all connotational references - exclusively positive - on the last three channels (4 on "ArmNews", 6 on "Armenia" and 5 on First Channel) were addressed to Republican Party. In most cases these were statements by other political forces about their support of RPA for the upcoming elections, as well as praise addressed to the party in the context of the RPA congress, which took place on March 10. No party received more than one connotational reference in the studied programs of "**Yerkir Media**" and **Public Radio**. Meanwhile, in case of "Yerkir Media", "Dashnaktsutiun" only once received a positive reference. This suggests that on this channel bias towards "Dashnaktsutiun" is reflected mostly in terms of the volume of coverage, but not in terms of evaluations.

THE FIRST TEN DAYS of March 2012 were also different in positive sense from the period of preliminary monitoring of November 16 - December 15, 2011 in one more respect: this time the monitors did not record on any of the studied channels pieces that could be classified as hidden political promotion. The reduction of the share of connotational references can be explained by this factor as well.

GENERAL INFORMATION ON MONITORING

The monitoring of Armenian broadcast media coverage of elections to RA National Assembly in 2012 is implemented by Yerevan Press Club. The support to this research is provided by OSCE Office in Yerevan in frames of the “Empowering Armenian Civil Society to Monitor Electoral Processes” project, financed by the European Union. The monitoring is conducted within two stages: **the first stage** covers the period of March 1-31, 2012 (ahead of pre-election promotion); **the second stage** covers the period of April 8 - May 4, 2012 (pre-election promotion).

FIRST STAGE. AHEAD OF PRE-ELECTION PROMOTION

MARCH 1-10, 2012

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

- the level of attention of the broadcast media of Armenia to the upcoming elections to RA National Assembly in 2012;
- how free and unbiased in the run-up to the parliamentary elections were the broadcast media of Armenia in informing the voters about the political parties/movements, ensuring their access to air to express their views and opinions.
- to what extent the coverage of the activities of parties/movements and politicians (potential participants of the upcoming election campaign) complies with the legislation of RA.

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:

- *6 national channels*: First Channel of Public Television of Armenia (H1), “Armenia”, “Yerkir Media”, “Kentron”, Second Armenian TV Channel (H2), “Shant”;
- *2 TV channels of Yerevan*: “Shoghakat” (is a part of the Public Television and Radio Company) and “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 the main edition of the daily news program and the main current affairs/discussion program, aired at the evening prime time **(18.00-01.00)**.

The monitoring objects were all TV and radio pieces, which contained references to parties (movements)/their leaders/representatives.

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 programs** were divided into stories, and each story was treated as a separate independent piece;

- **Current affairs/discussion programs** were treated in the following way:

1. If the program was devoted to one topic/discussion, 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. In the evening prime time **(18.00-01.00)** of a TV or radio channel all TV and radio pieces of the main edition of the news program and of the main current affairs/discussion program were studied, which contained references to parties (movements)/their leaders/representatives. Blocks of commercial/political/social advertisement aired inside the program were not monitored. TV tickers were not monitored.

III. Monitors **determined and recorded:**

1. Number and form of references to parties (movements)/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(movement)/its leaders/representatives in a TV/radio piece.

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

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

A piece was considered fully dealing with party (movement), even if it included reference to another party (movement), 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 (movement), this party (movement) 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 (movement)/ its leaders/representatives.

A piece was considered partly dealing with party (movement), when it contained an **equivalent** reference to another party (movement) 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 (movements), each one of these parties (movements) was recorded as “partly”.

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

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

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.

If the leader(s)/representative(s) of a party (movement) appeared as a person fulfilling his/her non-party professional, official or other duties, and his/her party affiliation was not stressed, no reference was recorded.

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

These categories were measured in **units**.

2. Nature of references to parties (movements)/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 (movement)/its leaders/representatives in 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 (movement) 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 (movement) during the upcoming elections, the reference to this party (movement) was recorded as positive/negative, respectively.

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

This category was measured in **units**.

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

In case a piece was fully or partly devoted to a party (movement), the monitors determined and recorded the **airtime**, allocated to the party (movement)/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 (movement)/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, its whole airtime was recorded by monitors as belonging to that party;
- 2) if the party was covered in a part of a piece, the monitors recorded only the part of the airtime covering the party as belonging to that party;
- 3) if the piece, fully dealing with party conventionally named X quoted the statements of other party (conventionally called Y), other than referring to party 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 X, quoted its words about another party, 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

The list of parties that became the subject of the current monitoring consisted of 13 parties/movements. These parties were included in the list since they were viewed as potential participants of the election campaign.

PARTIES INCLUDED IN THE LIST OF MONITORING ON MARCH 1-10, 2012*

1.	“Free Democrats”
2.	“Bargavach Hayastan”/“Prosperous Armenia”
3.	“Zharangutiun”/“Heritage”
4.	People’s Party
5.	Armenian National Congress**
6.	“Dashnaktsutiun” Armenian Revolutionary Federation
7.	Democratic Party of Armenia
8.	Communist Party of Armenia
9.	Republican Party of Armenia
10.	Marxist Party of Armenia
11.	United Labour Party
12.	“Nor Zhamanakner”/“New Times”
13.	“Orinats Yerkir”

*The list of the parties is presented in accordance with Armenian alphabetical order

**EXPLANATION REGARDING THE MONITORING OF ARMENIAN NATIONAL CONGRESS

Since Armenian National Congress (ANC) is a movement, which includes 15 parties and 3 civil-political initiatives (*list is attached*), therefore:

- a. pieces containing references to any of ANC member **parties** were monitored regardless of whether these pieces stressed the party’s membership in ANC;
- b. pieces containing references to any of the of the **civil-political initiatives** that are members of ANC were monitored only in those cases, when these pieces stressed the membership of the initiative in the ANC.

LIST OF PARTIES AND INITIATIVES FORMING ARMENIAN NATIONAL CONGRESS*

	Parties
1.	“Azatutyun”/“Liberty” party
2.	“National Revival” party
3.	“Democratic Way” party
4.	“Democratic Fatherland” party
5.	Popular Party of Armenia

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6.	Liberal Party of Armenia
7.	Green (Ecological) Party of Armenia
8.	Armenian National Movement
9.	“Armenian Fatherland” party
10.	“Fatherland and Honor” party
11.	“Republic” party
12.	“Human Rights 96” party
13.	Conservative Party
14.	Social Democratic Hnchak Party
15.	“Christian-Democratic Revival” party
	Civil-political initiatives
1.	“Alternative” civil-political initiative
2.	“Power of the People” civil-political initiative
3.	“Movement of Armenian Volunteers” civil-political initiative

**The list of the parties and civil-political initiatives is presented in accordance with Armenian alphabetical order*

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. The study focused on: the main edition of the daily news program “Arajin Lratvakan” (at 21.00) and its Sunday news and comment version (at 21.00); discussion program “Hartsazruyts” (aired 5 times a week, Monday-Friday, 23.15).

“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 in Yerevan. The programs of the channel can also be received abroad via satellite for 1 hour. The study focused on: the news/news and comment programs “Church Life” (aired 2 times a week, on Mondays and Fridays, 21.30), “Bulletin of Culture” (on Mondays at 22.30), “Phonograph” (on Saturdays, 22.30); discussion programs “Third Millennium” (on Thursdays, 22.00), “The Topic” (on Fridays, 21.50) and “The Sixth Day” (on Saturdays, 22.00).

“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. The study focused on: the main edition of the daily news program “Zham” (at 19.30) and its Sunday news and comment version (at 20.00).

“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. The study focused on: the main edition of the daily news program “Lurer” (at 20.00); discussion program “Banadzev” (aired 5 times a week, Monday-Friday, 22.00).

“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. The study focused on: the main edition of the daily news program “Yerkirn Aysor” (at 22.00) and its Sunday news and comment version, “Yerkri Shabat” (at 22.00); discussion program “Yerkri Hartse”(aired 5 times a week, Monday-Friday, 22.30). On March 6 the edition of “Yerkirn Aysor” at 20.00 was studied. This was due to the 2-hour special issue of “Yerkri Hartse”, broadcast at 21.30.

“KENTRON” is a private TV company, founded in 2004 by “Multimedia Kentron TV” CJSC. The daily duration of air is 24 hours. The study focused on: the main edition of the daily news program “Epikentron” (at 20.30); discussion program “Urvagits” (aired 5 times a week, Monday-Friday, 21.21).

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. The study focused on: the main edition (at 23.00) of the news program “Lraber” (aired 6 times a week, Monday-Saturday); discussion program “Fourth Studio/Right to Speech” (aired 5 times a week, Monday- Friday, 20.30).

“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. The study focused on: the main edition of the daily news program “Horizon” (at 22.00) and its Sunday news and comment version, “Kiraknorya Horizon” (at 22.00); discussion program “Perspective” (aired 3 times a week, Monday-Wednesday, 23.30).

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. The study focused on the main edition of the daily news program “Radiolur” (at 18.00).

TABLES
MARCH 1-10, 2012

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Number, form and nature (positive, negative, neutral) of references, airtime, allocated to parties/movements 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/Movement	Number of references to party/movement (in units)	Form of references to party/movement (in units)			Nature of references to party/movement (in units)			Airtime, allocated to pieces, fully or partly dealing with party/movement (in sec.)
			Pieces, fully dealing with party/movement	Pieces, partly dealing with party/movement	Mentionings about party/movement	+	-	0	
1.	Republican Party of Armenia	138	76	61	1	19	2	117	13269.9
2.	“Dashnaktsutiun” Armenian Revolutionary Federation	83	35	43	5	1	0	82	12047.7
3.	“Bargavach Hayastan”/“Prosperous Armenia”	66	29	36	1	10	0	56	7391.2
4.	“Zharangutiun”/“Heritage”	65	29	34	2	0	0	65	5700.2
5.	Armenian National Congress	65	32	33	0	0	6	59	3618.2
6.	“Orinats Yerkir”	52	23	27	2	0	0	52	5113.1
7.	“Free Democrats”	33	10	22	1	0	0	33	3021.8
8.	United Labour Party	12	6	6	0	0	0	12	2401.1
9.	Communist Party of Armenia	7	7	0	0	0	0	7	1312
10.	People’s Party	5	5	0	0	0	0	5	401
11.	Democratic Party of Armenia	2	2	0	0	0	0	2	2522.8
12.	Marxist Party of Armenia	1	0	1	0	0	0	1	4
13.	“Nor Zhamanakner”/“New Times”	0	0	0	0	0	0	0	0
	Total	529	254	263	12	30	8	491	56803

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March 1-10, 2012

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

	Party/Movement	Number of references to party/movement (in units)	Form of references to party/movement (in units)			Nature of references to party/movement (in units)			Airtime, allocated to pieces, fully or partly dealing with party/movement (in sec.)
			Pieces, fully dealing with party/movement	Pieces, partly dealing with party/movement	Mentionings about party/movement	+	-	0	
1.	Republican Party of Armenia	13	8	5	0	5	0	8	1617.2
2.	"Dashnaktsutiun" Armenian Revolutionary Federation	7	3	4	0	0	0	7	325.5
3.	"Zharangutiun"/"Heritage"	5	3	2	0	0	0	5	374.5
4.	Armenian National Congress	5	4	1	0	0	0	5	396
5.	"Orinats Yerkir"	5	3	2	0	0	0	5	318.6
6.	"Free Democrats"	4	2	2	0	0	0	4	108.5
7.	"Bargavach Hayastan"/"Prosperous Armenia"	4	1	3	0	0	0	4	79.7
8.	People's Party	1	1	0	0	0	0	1	48
9.	United Labour Party	1	0	1	0	0	0	1	6
10.	Democratic Party of Armenia	0	0	0	0	0	0	0	0
11.	Communist Party of Armenia	0	0	0	0	0	0	0	0
12.	Marxist Party of Armenia	0	0	0	0	0	0	0	0
13.	"Nor Zhamanakner"/"New Times"	0	0	0	0	0	0	0	0
	Total	45	25	20	0	5	0	40	3274

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March 1-10, 2012

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

	Party/Movement	Number of references to party/movement (in units)	Form of references to party/movement (in units)			Nature of references to party/movement (in units)			Airtime, allocated to pieces, fully or partly dealing with party/movement (in sec.)
			Pieces, fully dealing with party/movement	Pieces, partly dealing with party/movement	Mentionings about party/movement	+	-	0	
1.	“Free Democrats”	0	0	0	0	0	0	0	0
2.	“Bargavach Hayastan”/“Prosperous Armenia”	0	0	0	0	0	0	0	0
3.	“Zharangutiun”/“Heritage”	0	0	0	0	0	0	0	0
4.	People’s Party	0	0	0	0	0	0	0	0
5.	Armenian National Congress	0	0	0	0	0	0	0	0
6.	“Dashnaktsutiun” Armenian Revolutionary Federation	0	0	0	0	0	0	0	0
7.	Democratic Party of Armenia	0	0	0	0	0	0	0	0
8.	Communist Party of Armenia	0	0	0	0	0	0	0	0
9.	Republican Party of Armenia	0	0	0	0	0	0	0	0
10.	Marxist Party of Armenia	0	0	0	0	0	0	0	0
11.	United Labour Party	0	0	0	0	0	0	0	0
12.	“Nor Zhamanakner”/“New Times”	0	0	0	0	0	0	0	0
13.	“Orinats Yerkir”	0	0	0	0	0	0	0	0
	Total	0	0	0	0	0	0	0	0

PARLIAMENTARY ELECTIONS 2012

March 1-10, 2012

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

	Party/Movement	Number of references to party/movement (in units)	Form of references to party/movement (in units)			Nature of references to party/movement (in units)			Airtime, allocated to pieces, fully or partly dealing with party/movement (in sec.)
			Pieces, fully dealing with party/movement	Pieces, partly dealing with party/movement	Mentionings about party/movement	+	-	0	
1.	Republican Party of Armenia	21	16	5	0	6	0	15	2517.8
2.	“Dashnaktsutiun” Armenian Revolutionary Federation	10	5	5	0	0	0	10	302.6
3.	“Bargavach Hayastan”/“Prosperous Armenia”	9	5	4	0	0	0	9	245.1
4.	Armenian National Congress	9	6	3	0	0	0	9	341.9
5.	“Zharangutiun”/“Heritage”	8	5	3	0	0	0	8	498.2
6.	“Orinats Yerkiir”	6	3	3	0	0	0	6	291.5
7.	“Free Democrats”	4	2	2	0	0	0	4	85.2
8.	United Labour Party	4	2	2	0	0	0	4	53.7
9.	People’s Party	1	1	0	0	0	0	1	51
10.	Communist Party of Armenia	1	1	0	0	0	0	1	77
11.	Democratic Party of Armenia	0	0	0	0	0	0	0	0
12.	Marxist Party of Armenia	0	0	0	0	0	0	0	0
13.	“Nor Zhamanakner”/“New Times”	0	0	0	0	0	0	0	0
	Total	73	46	27	0	6	0	67	4464

PARLIAMENTARY ELECTIONS 2012

March 1-10, 2012

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

	Party/Movement	Number of references to party/movement (in units)	Form of references to party/movement (in units)			Nature of references to party/movement (in units)			Airtime, allocated to pieces, fully or partly dealing with party/movement (in sec.)
			Pieces, fully dealing with party/movement	Pieces, partly dealing with party/movement	Mentionings about party/movement	+	-	0	
1.	Republican Party of Armenia	21	14	7	0	4	0	17	1561
2.	“Zharangutiun”/“Heritage”	9	4	4	1	0	0	9	366.5
3.	“Dashnaktsutiun” Armenian Revolutionary Federation	7	4	3	0	0	0	7	173
4.	“Bargavach Hayastan”/“Prosperous Armenia”	6	2	3	1	0	0	6	75
5.	“Orinats Yerkir”	6	3	2	1	0	0	6	485.5
6.	“Free Democrats”	3	2	1	0	0	0	3	93.5
7.	Armenian National Congress	3	1	2	0	0	0	3	113
8.	Communist Party of Armenia	1	1	0	0	0	0	1	133
9.	United Labour Party	1	0	1	0	0	0	1	8.5
10.	People’s Party	0	0	0	0	0	0	0	0
11.	Democratic Party of Armenia	0	0	0	0	0	0	0	0
12.	Marxist Party of Armenia	0	0	0	0	0	0	0	0
13.	“Nor Zhamanakner”/“New Times”	0	0	0	0	0	0	0	0
	Total	57	31	23	3	4	0	53	3009

PARLIAMENTARY ELECTIONS 2012

March 1-10, 2012

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

	Party/Movement	Number of references to party/movement (in units)	Form of references to party/movement (in units)			Nature of references to party/movement (in units)			Airtime, allocated to pieces, fully or partly dealing with party/movement (in sec.)
			Pieces, fully dealing with party/movement	Pieces, partly dealing with party/movement	Mentionings about party/movement	+	-	0	
1.	“Dashnaktsutiun” Armenian Revolutionary Federation	20	5	10	5	1	0	19	8109.5
2.	Republican Party of Armenia	16	4	12	0	0	1	15	1406.5
3.	“Zharangutiun”/“Heritage”	9	2	7	0	0	0	9	513
4.	Armenian National Congress	8	2	6	0	0	1	7	396.5
5.	“Orinats Yerkir”	8	2	5	1	0	0	8	367
6.	“Bargavach Hayastan”/“Prosperous Armenia”	6	1	5	0	1	0	5	497
7.	“Free Democrats”	4	0	4	0	0	0	4	68.5
8.	Communist Party of Armenia	1	1	0	0	0	0	1	68
9.	Marxist Party of Armenia	1	0	1	0	0	0	1	4
10.	People’s Party	0	0	0	0	0	0	0	0
11.	Democratic Party of Armenia	0	0	0	0	0	0	0	0
12.	United Labour Party	0	0	0	0	0	0	0	0
13.	“Nor Zhamanakner”/“New Times”	0	0	0	0	0	0	0	0
	Total	73	17	50	6	2	2	69	11430

PARLIAMENTARY ELECTIONS 2012

March 1-10, 2012

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

	Party/Movement	Number of references to party/movement (in units)	Form of references to party/movement (in units)			Nature of references to party/movement (in units)			Airtime, allocated to pieces, fully or partly dealing with party/movement (in sec.)
			Pieces, fully dealing with party/movement	Pieces, partly dealing with party/movement	Mentionings about party/movement	+	-	0	
1.	“Bargavach Hayastan”/“Prosperous Armenia”	25	15	10	0	8	0	17	5635.6
2.	Republican Party of Armenia	22	10	12	0	2	1	19	1260.1
3.	Armenian National Congress	14	2	12	0	0	2	12	515.3
4.	“Zharangutiun”/“Heritage”	13	6	7	0	0	0	13	1899.5
5.	“Dashnaktsutiun” Armenian Revolutionary Federation	13	7	6	0	0	0	13	666.6
6.	“Free Democrats”	7	3	3	1	0	0	7	1251.6
7.	“Orinats Yerkir”	7	2	5	0	0	0	7	334.6
8.	United Labour Party	3	2	1	0	0	0	3	1388.9
9.	Democratic Party of Armenia	2	2	0	0	0	0	2	2522.8
10.	People’s Party	1	1	0	0	0	0	1	77
11.	Communist Party of Armenia	1	1	0	0	0	0	1	83
12.	Marxist Party of Armenia	0	0	0	0	0	0	0	0
13.	“Nor Zhamanakner”/“New Times”	0	0	0	0	0	0	0	0
	Total	108	51	56	1	10	3	95	15635

PARLIAMENTARY ELECTIONS 2012

March 1-10, 2012

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

	Party/Movement	Number of references to party/movement (in units)	Form of references to party/movement (in units)			Nature of references to party/movement (in units)			Airtime, allocated to pieces, fully or partly dealing with party/movement (in sec.)
			Pieces, fully dealing with party/movement	Pieces, partly dealing with party/movement	Mentionings about party/movement	+	-	0	
1.	Republican Party of Armenia	18	12	6	0	1	0	17	2666
2.	"Dashnaktsutiun" Armenian Revolutionary Federation	12	7	5	0	0	0	12	1621
3.	Armenian National Congress	9	4	5	0	0	2	7	584
4.	"Zharangutiun"/"Heritage"	8	3	4	1	0	0	8	1056.5
5.	"Orinats Yerkir"	8	4	4	0	0	0	8	2328
6.	"Free Democrats"	5	1	4	0	0	0	5	1077.5
7.	"Bargavach Hayastan"/"Prosperous Armenia"	4	1	3	0	0	0	4	445.5
8.	Communist Party of Armenia	2	2	0	0	0	0	2	763
9.	People's Party	1	1	0	0	0	0	1	89
10.	United Labour Party	1	1	0	0	0	0	1	820.5
11.	Democratic Party of Armenia	0	0	0	0	0	0	0	0
12.	Marxist Party of Armenia	0	0	0	0	0	0	0	0
13.	"Nor Zhamanakner"/"New Times"	0	0	0	0	0	0	0	0
	Total	68	36	31	1	1	2	65	11451

PARLIAMENTARY ELECTIONS 2012

March 1-10, 2012

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

	Party/Movement	Number of references to party/movement (in units)	Form of references to party/movement (in units)			Nature of references to party/movement (in units)			Airtime, allocated to pieces, fully or partly dealing with party/movement (in sec.)
			Pieces, fully dealing with party/movement	Pieces, partly dealing with party/movement	Mentionings about party/movement	+	-	0	
1.	Republican Party of Armenia	7	2	5	0	0	0	7	554.3
2.	“Zharangutiun”/“Heritage”	4	1	3	0	0	0	4	224
3.	Armenian National Congress	2	1	1	0	0	0	2	64
4.	“Dashnaktsutiun” Armenian Revolutionary Federation	2	0	2	0	0	0	2	12.5
5.	“Orinats Yerkir”	2	1	1	0	0	0	2	164.4
6.	“Free Democrats”	1	0	1	0	0	0	1	26.5
7.	“Bargavach Hayastan”/“Prosperous Armenia”	1	0	1	0	0	0	1	22.3
8.	People’s Party	0	0	0	0	0	0	0	0
9.	Democratic Party of Armenia	0	0	0	0	0	0	0	0
10.	Communist Party of Armenia	0	0	0	0	0	0	0	0
11.	Marxist Party of Armenia	0	0	0	0	0	0	0	0
12.	United Labour Party	0	0	0	0	0	0	0	0
13.	“Nor Zhamanakner”/“New Times”	0	0	0	0	0	0	0	0
	Total	19	5	14	0	0	0	19	1068

PARLIAMENTARY ELECTIONS 2012

March 1-10, 2012

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

	Party/Movement	Number of references to party/movement (in units)	Form of references to party/movement (in units)			Nature of references to party/movement (in units)			Airtime, allocated to pieces, fully or partly dealing with party/movement (in sec.)
			Pieces, fully dealing with party/movement	Pieces, partly dealing with party/movement	Mentionings about party/movement	+	-	0	
1.	Republican Party of Armenia	20	10	9	1	1	0	19	1687
2.	Armenian National Congress	15	12	3	0	0	1	14	1207.5
3.	“Dashnaksutiun” Armenian Revolutionary Federation	12	4	8	0	0	0	12	837
4.	“Bargavach Hayastan”/“Prosperous Armenia”	11	4	7	0	1	0	10	391
5.	“Orinats Yerkir”	10	5	5	0	0	0	10	823.5
6.	“Zharangutiun”/“Heritage”	9	5	4	0	0	0	9	768
7.	“Free Democrats”	5	0	5	0	0	0	5	310.5
8.	United Labour Party	2	1	1	0	0	0	2	123.5
9.	People’s Party	1	1	0	0	0	0	1	136
10.	Communist Party of Armenia	1	1	0	0	0	0	1	188
11.	Democratic Party of Armenia	0	0	0	0	0	0	0	0
12.	Marxist Party of Armenia	0	0	0	0	0	0	0	0
13.	“Nor Zhamanakner”/“New Times”	0	0	0	0	0	0	0	0
	Total	86	43	42	1	2	1	83	6472