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Office in Yerevan

**INTERIM REPORT ON
MONITORING ARMENIAN BROADCAST
MEDIA AHEAD OF ELECTIONS TO
RA NATIONAL ASSEMBLY IN 2012
(MARCH 1-31, 2012)**

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INTERIM REPORT
ON MONITORING ARMENIAN
BROADCAST MEDIA AHEAD OF ELECTIONS
TO RA NATIONAL ASSEMBLY IN 2012
(MARCH 1-31, 2012)

Current stage of the monitoring, which has started since March 1, 2012, includes the period preceding the official pre-election promotion. Data from March 2012 is summed up in this report.

THE MONITORING includes 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 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 14 political parties and movements that 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 these 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 MARCH 2012 tendencies were observed toward reduction of the number of pieces with connotations, as well as the rising interest of the broadcasters in general to political parties participating in the elections. These tendencies can be viewed as positive in terms of informing Armenian citizens in the run-up to the elections and providing an opportunity to political forces for participation in the campaign. At the same time, the continuing practice of broadcasting pieces with attributes of hidden political promotion suggests that not all negative phenomena related to the TV coverage of elections are overcome.

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 frequency of references to parties and of airtime volume allocated to them (*hereafter for the quantitative results of the monitoring see the attached tables*). In terms of the frequency of references to political forces “**Kentron**” is followed by the **Public Radio of Armenia** and in terms of the airtime volume - by the **Second Armenian TV Channel**. Third positions according to these indicators, which describe the level of interest of broadcasters to pre-election processes, were taken by “**ArmNews**” and “**Yerkir Media**”, respectively. According to the monitoring results of March 2012, five above-mentioned channels took upon themselves “the heaviest load” of informing the audience about the activities of political parties in the

run-up to the elections. At the same time, **Public Radio** and “**ArmNews**” emphasized event-based coverage, while the other three of the aforesaid broadcasters were striving to combine reporting about events and facts with discussion programs.

“**Shant**” covered pre-election topics less frequently and in less volume than the other channels. At the same time, during the last eleven days of March this TV channel significantly increased its attention to political processes, as compared with the first twenty days of the month. In spite of that, it is still notably behind the **PTA First Channel**, which is the last but one in terms of frequency of references to the parties. The gap between “Shant” and “**Armenia**”, which was the last but one in terms of airtime volume, allocated to parties, was less significant. It has to be noted that in terms of frequency of references “**Armenia**” should be classified as one of the leaders rather than as one of the least active broadcasters. According to monitoring results for March, on this channel, as well as on Public Radio and “ArmNews”, event-based coverage was dominant.

Throughout March “**Shoghakat**” 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. Accordingly, the analysis and comparisons made within the current report, do not refer to this broadcaster.

ACCORDING TO CUMULATIVE INDICATORS of 8 channels studied, in March 2012 the three leaders - Republican Party of Armenia (RPA), “Prosperous Armenia” and Armenian Revolutionary Federation “Dashnaktsutiu” - were quite predictable, both in terms of frequency of references and airtime volume. It is these three parties that have a guaranteed wide access to the air of certain broadcasters. However, even among those there is a clear leader - Republican Party, which was ahead of all others according to both indicators on **PTA First Channel**, “**Armenia**”, “**ArmNews**”, **Second Armenian TV Channel** and **Public Radio**, and in terms of frequency of references also on “**Shant**”. On two other channels studied (“**Yerkir Media**” and “**Kentron**”) RPA was the second, receiving significantly less attention than “Dashnaktsutiu” and “Prosperous Armenia”, respectively, but at the same time it was far ahead compared to all other election competitors. The largest volume of airtime on “**Shant**” was received by “Heritage”.

The coverage of “Heritage” and “Free Democrats” parties, which had decided to form a joint nomination list, was the main peculiarity of the period, covered by the current report. About 75% of the references of the studied media to “Free Democrats” and 35% of the references to “Heritage” were recorded in the same pieces. If one sums up the references and airtime of both parties, then according to the cumulative indicators of all channels studied the alliance of these parties would be the second after the Republicans. Moreover, this alliance would be ahead of all others, including RPA, according to the frequency of references on the **PTA First Channel** and “**Armenia**”, and would be the first in terms of airtime volume on “**ArmNews**” and, as follows from the above, on “**Shant**”. This attention to both parties can probably be explained by the very fact of their merger, as well as by the questions and comments related to their joint nomination list.

The monitoring of broadcast media, carried out in March 2012, suggests that instead of talking about “the big six” (the five parliamentary parties - RPA, “Prosperous Armenia”, “Orinats Yerkir”, ARF “Dashnaktsutiu” and “Heritage”, as well as Armenian National Congress), one should talk about “the big seven”: throughout March, in addition to the above mentioned six political forces, “Free Democrats” became an object of regular attention by all the broadcasters studied. However, based on the fact that they submitted a joint list with “Heritage”, after the registration of parties, taking part in the elections, this alliance will be monitored as one political force.

Other parties that had presented their nomination lists for registration at the Central Electoral Commission (CEC) received less attention in March. However, it would be wrong to claim that Communist Party of Armenia and Democratic Party of Armenia were ignored by broadcasters: the number of references and airtime allocated to them are quite comparable with those of the leaders. A special case are “United Armenians”. Coverage of this party was not a subject of the initial phases of monitoring, since previously the party had not demonstrated any public activity and had not voiced its intention to take part in the parliamentary elections by a proportional system. Indicators for this party are being recorded since March 21, 2012, which may hardly lead to strong distortions of the overall picture, since before the application to the CEC, media attention to this party was minimal. If during the first twenty days of March “United Armenians” had been covered with the same intensity as after March 21, their indicators would have been close to those of Democratic Party.

The biggest divergence in terms of indicators, which describe the interest of the channels studied to a certain party, was recorded in March 2012 in the case of “Prosperous Armenia”. On “**Kentron**” “Prosperous Armenia” was the undisputed leader; it also had quite solid positions on **Second Armenian TV Channel**. However, on **PTA First Channel** (6th according to frequency of references and 9th according to airtime allocated), “**Armenia**” (5th and 8th, respectively), “**ArmNews**” (4th and 10th) and “**Shant**” (5th and 7th), its indicators were among the worst from “the big seven”.

The largest gap between parties, in terms of interest displayed on a single channel, was recorded on “**Yerkir Media**”, where, “Dashnaktsutiun”, as the leader, and RPA, coming the second, enjoyed a significant advantage compared to all other political forces. From other broadcasters, in terms of balanced interest to various political forces manifested in March, it is difficult to distinguish a certain channel. Though on “**Shant**” the indicators of various parties in terms of airtime allocated to them were quite close to each other, however, given the fact that this channel was on the whole quite passive in its coverage of pre-election processes, it is hard to call this coverage balanced.

IN MARCH 2012 the share of connotation references (positive and negative) to various political parties was quite low. It comprised 3.8% of the total number of references on all channels studied. Moreover, during the preliminary stage of the monitoring, November 16 - December 15, 2011, this indicator comprised 9.6%, during the first ten days of March 2012 it comprised 7.2%, and during the second ten day period of March - 4.2%. All this is an evidence of positive dynamic in terms of neutrality of the broadcasters to various political forces. The lowest share of connotation references on a certain channel, was recorded on **Public Radio** (1.5%), followed by “**Shant**” (2%) and “**Yerkir Media**” (2.1%). The highest share was on “**Kentron**” (7.8%), though on this channel as well during March the connotations indicator demonstrated a tendency toward diminishing. Other channels took places on the scale between “Kentron” and the three leaders: 2.8% on “**ArmNews**”, 3.3% on “**Armenia**”, 4.4% on **PTA First Channel**, 4.5% on **Second Armenian TV Channel**.

The relatively high share of connotation references recorded on “**Kentron**” was mostly conditioned by the positive coverage of “Prosperous Armenia”. However, in most other cases, in which the broadcasters had a high share of connotation references, it was conditioned, though to a lesser extent than on “Kentron”, by predominance of positive connotation references: on **Second Armenian TV Channel** to “Prosperous Armenia”, on **PTA First Channel**, “**Armenia**” and “**ArmNews**” to RPA. Most often emphasized positive balance with regard to certain parties coincides with their extensive coverage (e.g. on

“**Kentron**”, **PTA First Channel**, “**Armenia**”, “**ArmNews**”). This pattern is not observed on “**Yerkir Media**”, where the coverage of “Dashnaksutiun” is substantial in terms of references’ frequency and airtime volume, but, at the same time, is mostly impartial: there was only one positive reference to this party throughout March. The same conclusion may be drawn with regard to this TV channel also during the preliminary stage of the monitoring in November-December 2011.

According to cumulative indicators of the channels studied, the parties of the ruling coalition received significant advantage compared to their opponents in terms of the ratio of connotation references: “Prosperous Armenia” - 31 positive references and only one negative; RPA - 27 and 7, respectively; “Orinats Yerkir” - 5 and 1. In comparison, Armenian National Congress had 11 negative references, and no positive ones. This circumstance, in spite of the positive dynamic of other indicators in March 2012, does not allow to speak about balanced coverage of various political forces by Armenian broadcasters, especially by TV.

9 pieces, dedicated to charity acts, social initiatives and pre-election meetings of “Prosperous Armenia” in March, contained indirect attributes of hidden political promotion. Identical or almost identical stories (both in terms of video images and text) were aired on more than one channel: mostly on “**Kentron**” and **Second Armenian TV Channel**, which is partly the cause explaining the large number of positive references to the party on these channels. Less often such materials about “Prosperous Armenia” were shown on “**Yerkir Media**”. It is worth reminding that such pieces, quite frequent during the preliminary monitoring (November 16 - December 15, 2011), diminished to only one case during the first ten days of March 2012, but increased starting from the second ten days.

AS A SEPARATE COMPONENT of the monitoring on the studied channels the participants of all programs of “guest-in-the-studio” format were recorded (it is worth reminding that in March the count of references and airtime was done only in the main editions of news programs and main current affairs/discussion programs). In terms of presenting various political forces to the audience, this format was used most proportionally and effectively by **Second Armenian TV Channel**. Representatives of 7 political parties, who had submitted their lists to the CEC for registration, became the guests of the “Fourth Studio” program on this channel. All and all, within a month they were guests in the studio 19 times. This format was used in a very limited way by **PTA First Channel**: representatives of political parties became its guests only 4 times. Instead, representatives of arts and culture field were often invited. Such an approach can hardly be considered justified, given the fact that the country is 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. Also it has to be noted that representatives of the Government were guests of First Channel another four times.

Two parties, “Dashnaksutiun” and “Heritage” (together with “Free Democrats”), received large advantage in the programs of this format on “**Yerkir Media**”. Throughout March representatives of these parties took part in such programs 10 and 9 times, respectively. This TV channel broadcast programs with participation of politicians more often than other channels. During March representatives of all 9 parties, who submitted their registration lists to CEC, were guests on this channel. However, six of them were hosted in the “Face of the Country” program produced by Yerevan Press Club initiative.

Representatives of 7 out of 9 parties, who submitted their lists into the CEC, were guests of the studios of “**Kentron**” and “**ArmNews**”. Other channels, from this point of view,

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demonstrated weak interest to pre-election processes. “**Shant**” invited politicians from 5 parties, “**Armenia**” - from 4 parties, **Public Radio** - from one party.

The most frequent guests on channels studied were representatives of “Dashnaktsutun” and “Heritage”, which can be viewed not only as evidence of interest to single representatives of these parties (in the case of “Heritage” also to the formation of a joint list with “Free Democrats”), but also, probably most of all, as a fact that “Dashnaktsutun” and “Heritage” representatives were more willing to state their opinions on the air than other political forces.

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. Assistance to this research is 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 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 1-31, 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:

- *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 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 monitoring in **March 1-20, 2012** consisted of 13 parties/movements. These parties were included in the list since they were viewed as potential participants of the election campaign. **Since March 21, 2012**, the “United Armenians” party, which had submitted registration documents to the CEC for running in the elections to RA NA by a proportional electoral system, was added to the list.

PARTIES INCLUDED IN THE LIST OF MONITORING ON MARCH 1-31, 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”**
14.	“United Armenians” (since March 21, 2012)**

*The list of the parties is presented in accordance with Armenian alphabetical order with the exception of “United Armenians” party

**These parties/bloc submitted registration documents to CEC for running in the parliamentary elections by a proportional system

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
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). On March 27 and 28 “Hartsazruyts” was not monitored, since the program was aired after 01.00 (end of the monitoring time), due to live broadcast of football matches.

“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. 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, since March 19 the time of the main edition shifted to 20.00) 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, since March 18 the main edition of 23.00 was monitored); 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). On March 25 due to live broadcast of a football match, the main edition of “Epikentron” was aired at 19.40.

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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). On March 24 due to live broadcast of a football match, the main edition of “Lraber” was aired at 23.30.

“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 1-31, 2012

PARLIAMENTARY ELECTIONS 2012

March 1-31, 2012

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 *	489	195	284	10	27	7	455	43845.1
2.	“Bargavach Hayastan”/“Prosperous Armenia” *	326	111	211	4	31	1	294	26866.1
3.	“Dashnaksutiun” Armenian Revolutionary Federation *	319	100	196	23	1	0	318	37845.2
4.	“Zharangutiun”/“Heritage” *	307	103	196	8	1	2	304	24339.3
5.	Armenian National Congress *	301	121	173	7	0	11	290	22763.5
6.	“Orinats Yerkir” *	233	64	160	9	5	1	227	15562.6
7.	“Free Democrats”	146	59	84	3	1	0	145	14979.7
8.	Communist Party of Armenia *	63	22	38	3	0	0	63	9089.5
9.	Democratic Party of Armenia *	49	15	31	3	0	0	49	6647.1
10.	“United Armenians” (since March 21, 2012) *	24	4	20	0	0	0	24	2039.8
11.	United Labour Party	23	6	14	3	0	0	23	2491.6
12.	People’s Party	21	12	7	2	0	0	21	966.5
13.	“Nor Zhamanakner”/“New Times”	15	3	10	2	0	0	15	363
14.	Marxist Party of Armenia	14	6	6	2	0	0	14	569
	Total	2330	821	1430	79	66	22	2242	208368

* These parties/bloc submitted registration documents to CEC for running in the parliamentary elections by a proportional system

PARLIAMENTARY ELECTIONS 2012

March 1-31, 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 *	39	16	22	1	7	0	32	3598.4
2.	"Zharangutiun"/"Heritage" *	31	13	18	0	0	0	31	1904.5
3.	Armenian National Congress *	30	16	13	1	0	1	29	2264.8
4.	"Dashnaktsutiun" Armenian Revolutionary Federation *	28	8	20	0	0	0	28	1763.9
5.	"Orinats Yerkir" *	22	7	14	1	1	0	21	2130.2
6.	"Bargavach Hayastan"/"Prosperous Armenia" *	21	4	17	0	0	0	21	580.4
7.	"Free Democrats"	14	7	7	0	0	0	14	897.8
8.	Communist Party of Armenia *	7	3	3	1	0	0	7	1398.5
9.	Democratic Party of Armenia *	6	2	3	1	0	0	6	1259.5
10.	People's Party	3	2	1	0	0	0	3	138
11.	United Labour Party	2	0	1	1	0	0	2	6
12.	"United Armenians" (since March 21, 2012) *	2	0	2	0	0	0	2	90
13.	Marxist Party of Armenia	0	0	0	0	0	0	0	0
14.	"Nor Zhamanakner"/"New Times"	0	0	0	0	0	0	0	0
	Total	205	78	121	6	8	1	196	16032

* These parties/bloc submitted registration documents to CEC for running in the parliamentary elections by a proportional system

PARLIAMENTARY ELECTIONS 2012

March 1-31, 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
14.	"United Armenians" (since March 21, 2012)*	0	0	0	0	0	0	0	0
	Total	0	0	0	0	0	0	0	0

* These parties/bloc submitted registration documents to CEC for running in the parliamentary elections by a proportional system

PARLIAMENTARY ELECTIONS 2012

March 1-31, 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 *	56	23	29	4	7	0	49	4409.7
2.	“Zharangutiun”/“Heritage” *	41	17	22	2	0	0	41	2365.1
3.	Armenian National Congress *	41	15	23	3	0	1	40	2169.4
4.	“Dashnaktsutiun” Armenian Revolutionary Federation *	37	12	22	3	0	0	37	1442.5
5.	“Bargavach Hayastan”/“Prosperous Armenia” *	35	10	23	2	0	0	35	788
6.	“Orinats Yerkir” *	25	8	15	2	1	0	24	1300.9
7.	“Free Democrats”	19	9	8	2	1	0	18	958.7
8.	Communist Party of Armenia *	12	3	7	2	0	0	12	999.5
9.	Democratic Party of Armenia *	10	0	8	2	0	0	10	92.5
10.	United Labour Party	6	2	2	2	0	0	6	53.7
11.	“United Armenians” (since March 21, 2012) *	6	0	6	0	0	0	6	50.5
12.	People’s Party	5	2	1	2	0	0	5	121
13.	Marxist Party of Armenia	4	1	1	2	0	0	4	68.5
14.	“Nor Zhamanakner”/“New Times”	3	0	1	2	0	0	3	3
	Total	300	102	168	30	9	1	290	14823

* These parties/bloc submitted registration documents to CEC for running in the parliamentary elections by a proportional system

PARLIAMENTARY ELECTIONS 2012

March 1-31, 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 *	76	33	43	0	5	1	70	4314
2.	"Zharangutiun"/"Heritage" *	46	15	29	2	0	0	46	4005.5
3.	"Dashnaktsutiun" Armenian Revolutionary Federation *	39	11	27	1	0	0	39	2029.5
4.	"Bargavach Hayastan"/"Prosperous Armenia" *	38	9	27	2	0	1	37	1108.5
5.	Armenian National Congress *	36	10	26	0	0	2	34	4034
6.	"Orinats Yerkir" *	33	12	20	1	0	0	33	2464
7.	"Free Democrats"	24	7	17	0	0	0	24	2924
8.	Communist Party of Armenia *	13	2	11	0	0	0	13	1711.5
9.	Democratic Party of Armenia *	7	3	4	0	0	0	7	1833.5
10.	"United Armenians" (since March 21, 2012) *	5	1	4	0	0	0	5	1578.5
11.	Marxist Party of Armenia	4	2	2	0	0	0	4	167.5
12.	United Labour Party	2	0	2	0	0	0	2	17.5
13.	People's Party	1	1	0	0	0	0	1	54
14.	"Nor Zhamanakner"/"New Times"	0	0	0	0	0	0	0	0
	Total	324	106	212	6	5	4	315	26242

* These parties/bloc submitted registration documents to CEC for running in the parliamentary elections by a proportional system

PARLIAMENTARY ELECTIONS 2012

March 1-31, 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 *	66	22	28	16	1	0	65	16479
2.	Republican Party of Armenia *	62	22	40	0	0	1	61	6617.5
3.	“Zharangutiun”/“Heritage” *	34	9	24	1	0	0	34	1318.5
4.	“Orinats Yerkir” *	29	7	20	2	1	0	28	1063.5
5.	Armenian National Congress *	27	7	19	1	0	1	26	1017.5
6.	“Bargavach Hayastan”/“Prosperous Armenia” *	26	4	22	0	2	0	24	1228.5
7.	“Free Democrats”	18	7	11	0	0	0	18	891.5
8.	Communist Party of Armenia *	7	2	5	0	0	0	7	290.5
9.	Democratic Party of Armenia *	5	2	3	0	0	0	5	134
10.	“Nor Zhamanakner”/“New Times”	5	2	3	0	0	0	5	192.5
11.	People’s Party	2	0	2	0	0	0	2	18
12.	United Labour Party	2	0	2	0	0	0	2	10
13.	“United Armenians” (since March 21, 2012) *	2	1	1	0	0	0	2	33
14.	Marxist Party of Armenia	1	0	1	0	0	0	1	4
	Total	286	85	181	20	4	2	280	29298

* These parties/bloc submitted registration documents to CEC for running in the parliamentary elections by a proportional system

PARLIAMENTARY ELECTIONS 2012

March 1-31, 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”*	89	47	42	0	22	0	67	14855.6
2.	Republican Party of Armenia *	78	30	46	2	4	3	71	10784.9
3.	Armenian National Congress *	54	15	37	2	0	2	52	4475.3
4.	“Zharangutiun”/“Heritage”*	53	15	36	2	0	1	52	6479.9
5.	“Dashnaktsutiun” Armenian Revolutionary Federation *	50	16	32	2	0	0	50	6691.5
6.	“Orinats Yerkiir”*	38	6	29	3	0	1	37	711.5
7.	“Free Democrats”	25	10	14	1	0	0	25	4807.4
8.	Democratic Party of Armenia *	10	4	6	0	0	0	10	2696.8
9.	Communist Party of Armenia *	8	3	5	0	0	0	8	3017.7
10.	People’s Party	5	3	2	0	0	0	5	187.5
11.	United Labour Party	4	2	2	0	0	0	4	1391.9
12.	“Nor Zhamanakner”/“New Times”	3	1	2	0	0	0	3	117
13.	“United Armenians” (since March 21, 2012)*	3	0	3	0	0	0	3	12
14.	Marxist Party of Armenia	2	1	1	0	0	0	2	67
	Total	422	153	257	12	26	7	389	56296

* These parties/bloc submitted registration documents to CEC for running in the parliamentary elections by a proportional system

PARLIAMENTARY ELECTIONS 2012

March 1-31, 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 *	63	30	33	0	3	1	59	6271.5
2.	"Bargavach Hayastan"/"Prosperous Armenia" *	43	15	28	0	6	0	37	5083.5
3.	"Dashnaktsutiun" Armenian Revolutionary Federation *	39	15	24	0	0	0	39	5307
4.	Armenian National Congress *	37	17	20	0	0	2	35	2778
5.	"Zharangutiun"/"Heritage" *	32	8	23	1	0	0	32	2453
6.	"Orinats Yerki" *	32	9	23	0	1	0	31	4205.5
7.	"Free Democrats"	15	6	9	0	0	0	15	1924
8.	Communist Party of Armenia *	8	4	4	0	0	0	8	935
9.	Democratic Party of Armenia *	5	2	3	0	0	0	5	184
10.	United Labour Party	4	1	3	0	0	0	4	844
11.	People's Party	3	3	0	0	0	0	3	242
12.	"Nor Zhamanakner"/"New Times"	3	0	3	0	0	0	3	11.5
13.	"United Armenians" (since March 21, 2012) *	2	0	2	0	0	0	2	14
14.	Marxist Party of Armenia	1	1	0	0	0	0	1	77
	Total	287	111	175	1	10	3	274	30330

* These parties/bloc submitted registration documents to CEC for running in the parliamentary elections by a proportional system

PARLIAMENTARY ELECTIONS 2012

March 1-31, 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 *	24	6	17	1	0	1	23	2449.9
2.	"Zharangutiun"/"Heritage" *	16	5	11	0	0	0	16	2996.6
3.	Armenian National Congress *	15	7	8	0	0	0	15	2143.3
4.	"Dashnaktsutiun" Armenian Revolutionary Federation *	13	2	10	1	0	0	13	1425.6
5.	"Bargavach Hayastan"/"Prosperous Armenia" *	9	2	7	0	0	0	9	532.9
6.	"Orinats Yerkir" *	9	3	6	0	1	0	8	1457.5
7.	"Free Democrats"	7	1	6	0	0	0	7	1028.3
8.	Democratic Party of Armenia *	1	0	1	0	0	0	1	3.3
9.	Communist Party of Armenia *	1	0	1	0	0	0	1	3.3
10.	Marxist Party of Armenia	1	0	1	0	0	0	1	5
11.	United Labour Party	1	0	1	0	0	0	1	45
12.	"United Armenians" (since March 21, 2012) *	1	0	1	0	0	0	1	3.3
13.	People's Party	0	0	0	0	0	0	0	0
14.	"Nor Zhamanakner"/"New Times"	0	0	0	0	0	0	0	0
	Total	98	26	70	2	1	1	96	12094

* These parties/bloc submitted registration documents to CEC for running in the parliamentary elections by a proportional system

PARLIAMENTARY ELECTIONS 2012

March 1-31, 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 *	91	35	54	2	1	0	90	5399.2
2.	"Bargavach Hayastan"/"Prosperous Armenia" *	65	20	45	0	1	0	64	2688.7
3.	Armenian National Congress *	61	34	27	0	0	2	59	3881.2
4.	"Zharangutiun"/"Heritage" *	54	21	33	0	1	1	52	2816.2
5.	"Dashnaktsutiun" Armenian Revolutionary Federation *	47	14	33	0	0	0	47	2706.2
6.	"Orinats Yerkir" *	45	12	33	0	0	0	45	2229.5
7.	"Free Democrats"	24	12	12	0	0	0	24	1548
8.	Communist Party of Armenia *	7	5	2	0	0	0	7	733.5
9.	Democratic Party of Armenia *	5	2	3	0	0	0	5	443.5
10.	"United Armenians" (since March 21, 2012) *	3	2	1	0	0	0	3	258.5
11.	People's Party	2	1	1	0	0	0	2	206
12.	United Labour Party	2	1	1	0	0	0	2	123.5
13.	Marxist Party of Armenia	1	1	0	0	0	0	1	180
14.	"Nor Zhamanakner"/"New Times"	1	0	1	0	0	0	1	39
	Total	408	160	246	2	3	3	402	23253

* These parties/bloc submitted registration documents to CEC for running in the parliamentary elections by a proportional system