



YEREVAN PRESS CLUB



EUROPEAN UNION

**INTERIM REPORT ON  
MONITORING ARMENIAN BROADCAST  
MEDIA AHEAD OF ELECTIONS TO  
RA NATIONAL ASSEMBLY IN 2012  
(MARCH 11-20, 2012)**

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**INTERIM REPORT  
ON MONITORING ARMENIAN  
BROADCAST MEDIA AHEAD OF ELECTIONS  
TO RA NATIONAL ASSEMBLY IN 2012  
(MARCH 11-20, 2012)**

*Current stage 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 includes 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**” (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 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”.*)

DURING THE SECOND TEN DAYS of March 2012, as compared to the first ten-day period (March 1-10), three most typical trends were observed. First, there was a significant rise (almost by one third) in the number of references to political parties according to the cumulative indicator of all channels studied. This happened against the background of active discussions in the media and among the general public regarding the parties’ electoral lists. Second, the coverage of political forces by various broadcasters turned out to be more balanced in terms of connotational references. The only party, which received markedly positive coverage on certain channels, was “Prosperous Armenia”. A more moderate advantage in terms of the prevalence of positive references over negative ones was recorded in the case of Republican Party of Armenia (RPA). Positive references to the latter, unlike the case of “Prosperous Armenia”, were distributed more or less equally between studied channels. Third, during March 11-20, some channels, unfortunately, resumed the practice of including hidden materials with attributes of political promotion into their airtime.

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*). Moreover, “Kentron”

exceeded its own figures from the ones of first ten-day period of March, when this channel was the leader again. According to both indicators, the attention to political forces significantly increased also in the studied programs of “**ArmNews**”. During March 1-10, as mentioned in the previous report, “ArmNews”, in spite of being the only news TV channel in Armenia, was one of the most passive in terms of the coverage of the pre-election situation. However, during the second ten-day period of March, it was ahead of all other channels, except “**Kentron**”, in terms of the volume of “internal political airtime” and was the third in terms of frequency of references to parties, staying a little behind the **Public Radio**, which was the second according to this indicator.

There was hardly any rise in the activity of other channels. Even though **First Channel of PTA**, “**Armenia**”, “**Yerkir Media**”, **Second Armenian TV Channel** raised the frequency of references to political parties, the volume of airtime, allocated on these channels to internal political processes, dropped compared to the previous ten-day period of March. This suggests that on the mentioned channels event-based coverage has prevailed over discussions and analytic coverage. On the whole, according to cumulative indicators of the second ten-day period of March, as compared to the first ten days, a certain predominance of internal political news over analysis and discussion was observed in Armenian broadcast media coverage of internal political life. At the same time, on 4 out of 9 channels studied (beside “**Kentron**” and “**ArmNews**”, also “**Shant**” and **Public Radio**), a rise was recorded according to both indicators of attention to political parties. Specifically, “**Shant**”, which in the first ten-day period of March had shown the least interest toward political parties, this time allocated four times more airtime than during the previous monitoring period, and stopped being the outsider according to this indicator. However, according to another indicator, the frequency of references to parties, this channel remains the least active, only slightly outperforming its own indicator of the first ten days of March. This suggests a certain trend, which is contrary to the general picture: the rising interest of “**Shant**” was to a large extent manifested in the “guest-in-studio” programs rather than news coverage.

It is worth noting that according to the airtime volume of the programs studied, the lowest level of activity in the coverage of electoral processes this time was shown by **PTA First Channel**. Taking into account that also during the previous ten-day period this channel was one of the most passive according to this indicator, it is possible to state that its role in preparing the citizens for elections is significantly lower than that of private broadcasters. Particularly, during the second ten-day period of March, “**Kentron**” allocated to political parties over six times higher amount of airtime, and “**ArmNews**” - three times higher amount of airtime than **PTA First Channel**.

Like in the previous phases of the monitoring, during the second ten-day period of 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 all 8 channels studied, during the second ten day period of March, the same three parties are leading both in terms of frequency of references and airtime volume: the Republican Party is ahead with a significant margin, followed by “Prosperous Armenia” and “Heritage”. As for other parties, which have generated relatively high interest from the media studied, the places in the tables in terms of these two indicators do not always coincide. Armenian National Congress (ANC) was fifth, both in terms of the frequency of references and airtime

volume. However, according to the first indicator, “Dashnaktsutiun” stood between ANC and the top three parties, while according to the second indicator it was “Free Democrats” party. “Orinats Yerkir” party was sixth according to the frequency of references and seventh according to airtime volume. “Free Democrats” were the seventh in terms of frequency of references. Thus, for the second ten-day period of March it is possible to speak not about “the big six” (5 parliamentary parties - RPA, “Prosperous Armenia”, “Orinats Yerkir”, “Dashnaktsutiun”, “Heritage”, as well as ANC), but rather, taking into account the sharply increased interest towards “Free Democrats”, about “the big seven”.

Of course, the last statement should be taken with a certain degree of reservation, since “Free Democrats” in fact joined the electoral list of “Heritage”, and the interest towards them during the period studied was to a large extent explained by the expected merger. In its turn, one of the factors determining the interest towards “Heritage”, it may be suggested, was the party’s alliance with “Free Democrats”. The possibility of an electoral alliance between these parties was probably the main intrigue of the first twenty days of March. As a consequence, according to the cumulative airtime of all programs studied, the overall result of “Heritage” and “Free Democrats” was second, conceding only to Republican Party, and with only a slight margin. In about two thirds of the cases, in which channels referred to “Free Democrats”, and in one third of references to “Heritage”, these two parties were covered in the same pieces.

The other parties, as monitoring objects, were to a certain extent left in the shade. To the least extent this refers to two parties, which also presented applications to take part in the parliamentary elections: the Communist Party of Armenia and Democratic Party of Armenia. Coverage of one more party, “United Armenians”, which presented its nomination list for registration at the Central Electoral Commission, was not a subject of monitoring during the current and previous phases of the study, since this party had not previously demonstrated respective public activity and had not visibly proclaimed its intention to take part in the parliamentary elections under the proportional system of representation. (This party is added to the list of the parties subjected to monitoring, starting from March 21, 2012.)

During the second ten-day period of March the Republican Party proved to be the indisputable leader in terms of attention allocated to it on **PTA First Channel**, “**Armenia**”, “**Yerkir Media**” and **Public Radio**. Besides, according to frequency of references it was ahead of all other parties on **Second Armenian TV Channel**, “**Shant**” and “**ArmNews**”, and according to the volume of airtime - on “**Kentron**”. “Prosperous Armenia” held the first position on one channel according to frequency of references (“**Kentron**”), and on another one according to airtime volume (**Second Armenian TV Channel**). In terms of airtime volume “Dashnaktsutiun” was the leader on “**Shant**”, and “Heritage” - on “**ArmNews**”. At the same time, according to airtime volume “Heritage” would surpass “Dashnaktsutiun” on “**Shant**”, and would have been close to the leaders on “**Armenia**” and “**Kentron**”, in case its airtime had been counted together with that of “Free Democrats”, who formed an alliance with “Heritage”. A significant difference of the second ten-day period of March from the previous phases of the monitoring was the loss of their dominant stance by “Dashnaktsutiun” and in a certain sense by “Prosperous Armenia” on “**Yerkir Media**” and “**Kentron**”, respectively. This can be even characterized as a breach of a pattern that was formed during the latest years.

In terms of proportional distribution of attention to political forces, the studied period has to be classified as quite balanced. Moreover, such evaluation can be ascribed to all media studied: to the highest extent to “**ArmNews**”, “**Yerkir Media**” and **Second Armenian TV**

**Channel**, to the least extent to “**Shant**”, where 7 out of 13 parties/movements included in the monitoring, among them parliamentary “**Orinats Yerkir**”, were ignored completely or almost completely. Also, given their specific mission in covering social-political processes, it could have been expected from **PTA First Channel** and **Public Radio of Armenia** that they would distribute their attention between the parties in a more balanced way.

At the same time, it is necessary to take into account, that for indicators, which describe the interest of given media to a certain political force, ten days are an insufficient period for making far-reaching generalizations. Therefore, a more adequate picture according to this monitoring component will be formed when the results from all three ten-day periods of March 2012 are summed up.

FURTHER PROGRESS in programs studied was recorded according to the indicator of connotations (positive or negative) of references to political forces. During the second ten-day period of March the share of connotation references was 4.2% of the total number of references on all channels studied. In comparison, during November-December 2011 the figure was 9.6%, and during the first ten-day period of March - 7.2%. From specific channels the most balanced were **Public Radio** and “**ArmNews**”, where the share of positive and negative references comprised 1.7% of the total number of references on the channel (only two such references on each of these broadcasters). Specifically, on **Public Radio** “Heritage” received one positive and one negative reference. These channels are followed by “**Yerkir Media**” (1.9%) and “**Armenia**” (2.1%). The latter ones, like “**ArmNews**”, have two connotation references each, and have allotted not more than one connotation reference to a party. A quite acceptable level of connotations was recorded on **PTA First Channel** - 2.7% (though both positive references went to RPA). The indicator of “**Shant**” (4.5%) is hardly worth commenting on, since it is based on extremely small figures (only 22 references to parties, out of which one was negative).

The highest share of connotation references was recorded on “**Kentron**” -10.6% and **Second Armenian TV Channel** - 6.8%. At the same time, “**Kentron**”, relatively speaking, improved its indicator, while **Second Armenian TV Channel** worsened it, as compared to the first ten days of March (12% and 4.4%, respectively). These two channels provided a great advantage to “**Prosperous Armenia**” in terms of positive references (11 - on “**Kentron**” and 5 - on **Second Armenian TV Channel**). In general, out of 28 positive references of all channels studied 26 were allocated to parties forming the ruling coalition: “**Prosperous Armenia**” - 17; RPA - 8; “**Orinats Yerkir**” - 1. The remaining two positive references were allocated to “**Heritage**” and “**Free Democrats**” who had joined their forces. Negative references were distributed in a more balanced way: “**Heritage**” received two references and RPA and ANC - one each. It is worth reminding that during the first ten days of March **Armenian National Congress** received 6 out of 8 negative references.

In case of “**Prosperous Armenia**” the majority of positive references was recorded in pieces telling about charity events, other useful (according to the assessments voiced on air) initiatives of the party and its pre-election meetings with the public. Republicans received positive references in pieces echoing the RPA congress, held on March 10, as well as pieces containing assessments of the activities of the party on other occasions, including entry of new party members, and election endorsements from various politicians. Both negative references to “**Heritage**” were contained in pieces of two various channels, where **Karineh Hakobian**, who had resigned from the post of the party Secretary, sharply criticized the joint electoral list formed together with the “**Free Democrats**”.

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Six materials devoted to “Prosperous Armenia” contained indirect signs of hidden political promotion. Identical or almost identical stories (in terms of both video images and text) were aired on more than one channel: mainly on “**Kentron**” and **Second Armenian TV Channel**; this conditioned the majority of positive references to the party on these channels. One of the above-mentioned six materials was also aired on “**Yerkir Media**”. It is worth reminding that such pieces, quite frequent during the preliminary monitoring (November 16 - December 15, 2011), were not fixed during the first ten-day period of March 2012, but, as we have seen, resumed during the second ten days.



## 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 11-20, 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**

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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 11-20, 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
	<b>Civil-political initiatives</b>
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 “Hartsazruys” (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, 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).

**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 11-20, 2012**

PARLIAMENTARY ELECTIONS 2012

March 11-20, 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	173	63	104	6	8	1	164	16986.3
2.	“Bargavach Hayastan”/“Prosperous Armenia”	122	48	71	3	17	0	105	11609
3.	“Zharangutiun”/“Heritage”	100	29	65	6	1	2	97	8245
4.	“Dashnaktsutiun” Armenian Revolutionary Federation	98	17	69	12	0	0	98	5019.4
5.	Armenian National Congress	90	31	55	4	0	1	89	5544.2
6.	“Orinats Yerkir”	69	13	51	5	1	0	68	2144.7
7.	“Free Democrats”	52	27	23	2	1	0	51	5995.4
8.	Communist Party of Armenia	15	5	7	3	0	0	15	1981.5
9.	Democratic Party of Armenia	12	3	6	3	0	0	12	611.5
10.	People’s Party	12	4	6	2	0	0	12	383.5
11.	“Nor Zhamanakner”/“New Times”	10	2	6	2	0	0	10	212.5
12.	United Labour Party	9	0	6	3	0	0	9	42
13.	Marxist Party of Armenia	4	1	1	2	0	0	4	111
	<b>Total</b>	<b>766</b>	<b>243</b>	<b>470</b>	<b>53</b>	<b>28</b>	<b>4</b>	<b>734</b>	<b>58886</b>

PARLIAMENTARY ELECTIONS 2012

March 11-20, 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	16	6	10	0	2	0	14	1317.7
2.	Armenian National Congress	12	5	7	0	0	0	12	577.8
3.	“Zharangutiun”/“Heritage”	11	1	10	0	0	0	11	211.5
4.	“Bargavach Hayastan”/“Prosperous Armenia”	10	2	8	0	0	0	10	280.2
5.	“Dashnaktsutiun” Armenian Revolutionary Federation	9	1	8	0	0	0	9	92.4
6.	“Orinats Yerkiir”	7	0	7	0	0	0	7	11.1
7.	“Free Democrats”	4	2	2	0	0	0	4	144.3
8.	People’s Party	2	1	1	0	0	0	2	90
9.	Communist Party of Armenia	2	1	0	1	0	0	2	72
10.	Democratic Party of Armenia	1	0	0	1	0	0	1	0
11.	United Labour Party	1	0	0	1	0	0	1	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
	<b>Total</b>	<b>75</b>	<b>19</b>	<b>53</b>	<b>3</b>	<b>2</b>	<b>0</b>	<b>73</b>	<b>2797</b>

PARLIAMENTARY ELECTIONS 2012

March 11-20, 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
	<b>Total</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>

PARLIAMENTARY ELECTIONS 2012

March 11-20, 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	16	3	10	3	1	0	15	1306.4
2.	“Zharangutiun”/“Heritage”	15	6	7	2	0	0	15	620.4
3.	“Dashnaksutiun” Armenian Revolutionary Federation	11	2	6	3	0	0	11	228.4
4.	“Bargavach Hayastan”/“Prosperous Armenia”	10	2	6	2	0	0	10	284.9
5.	“Free Democrats”	9	4	3	2	1	0	8	533.5
6.	Armenian National Congress	9	1	6	2	0	0	9	285
7.	“Orinats Yerkir”	8	2	4	2	0	0	8	225.9
8.	Democratic Party of Armenia	4	0	2	2	0	0	4	69.5
9.	People’s Party	3	0	1	2	0	0	3	25
10.	Communist Party of Armenia	3	0	1	2	0	0	3	46
11.	Marxist Party of Armenia	2	0	0	2	0	0	2	0
12.	United Labour Party	2	0	0	2	0	0	2	0
13.	“Nor Zhamanakner”/“New Times”	2	0	0	2	0	0	2	0
	<b>Total</b>	<b>94</b>	<b>20</b>	<b>46</b>	<b>28</b>	<b>2</b>	<b>0</b>	<b>92</b>	<b>3625</b>

PARLIAMENTARY ELECTIONS 2012

March 11-20, 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	25	9	16	0	1	0	24	1311
2.	"Zharangutiun"/"Heritage"	18	8	9	1	0	0	18	2177.5
3.	"Bargavach Hayastan"/"Prosperous Armenia"	15	4	10	1	0	0	15	485
4.	Armenian National Congress	15	6	9	0	0	1	14	927.5
5.	"Dashnaktsutiun" Armenian Revolutionary Federation	13	3	9	1	0	0	13	146
6.	"Free Democrats"	10	3	7	0	0	0	10	1155
7.	"Orinats Yerkir"	10	4	6	0	0	0	10	347
8.	Communist Party of Armenia	5	1	4	0	0	0	5	1482
9.	People's Party	1	1	0	0	0	0	1	54
10.	Democratic Party of Armenia	1	1	0	0	0	0	1	138
11.	Marxist Party of Armenia	1	1	0	0	0	0	1	106
12.	United Labour Party	1	0	1	0	0	0	1	9
13.	"Nor Zhamanakner"/"New Times"	0	0	0	0	0	0	0	0
	<b>Total</b>	<b>115</b>	<b>41</b>	<b>71</b>	<b>3</b>	<b>1</b>	<b>1</b>	<b>113</b>	<b>8338</b>

PARLIAMENTARY ELECTIONS 2012

March 11-20, 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.	Republican Party of Armenia	24	10	14	0	0	0	24	2843.5
2.	“Dashnaktsutiun” Armenian Revolutionary Federation	22	5	12	5	0	0	22	1167.5
3.	“Zharangutiun”/“Heritage”	12	4	7	1	0	0	12	409.5
4.	Armenian National Congress	10	2	7	1	0	0	10	231
5.	“Orinats Yerkir”	10	2	7	1	1	0	9	276.5
6.	“Bargavach Hayastan”/“Prosperous Armenia”	9	2	7	0	1	0	8	572.5
7.	“Free Democrats”	6	4	2	0	0	0	6	321.5
8.	“Nor Zhamanakner”/“New Times”	4	1	3	0	0	0	4	128.5
9.	Communist Party of Armenia	3	1	2	0	0	0	3	105.5
10.	People’s Party	2	0	2	0	0	0	2	18
11.	Democratic Party of Armenia	2	1	1	0	0	0	2	70
12.	United Labour Party	2	0	2	0	0	0	2	10
13.	Marxist Party of Armenia	0	0	0	0	0	0	0	0
	<b>Total</b>	<b>106</b>	<b>32</b>	<b>66</b>	<b>8</b>	<b>2</b>	<b>0</b>	<b>104</b>	<b>6154</b>

PARLIAMENTARY ELECTIONS 2012

March 11-20, 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”	36	23	13	0	11	0	25	5858.1
2.	Republican Party of Armenia	26	12	12	2	2	0	24	6151.9
3.	Armenian National Congress	16	5	10	1	0	0	16	734.4
4.	“Dashnaktsutiun” Armenian Revolutionary Federation	16	2	12	2	0	0	16	354.8
5.	“Orinats Yerkir”	13	2	9	2	0	0	13	154.4
6.	“Zharangutiun”/“Heritage”	11	2	7	2	0	1	10	2036.3
7.	“Free Democrats”	7	5	2	0	0	0	7	2735.1
8.	People’s Party	2	1	1	0	0	0	2	52.5
9.	Democratic Party of Armenia	2	0	2	0	0	0	2	81
10.	“Nor Zhamanakner”/“New Times”	2	1	1	0	0	0	2	77.5
11.	United Labour Party	1	0	1	0	0	0	1	3
12.	Communist Party of Armenia	0	0	0	0	0	0	0	0
13.	Marxist Party of Armenia	0	0	0	0	0	0	0	0
	<b>Total</b>	<b>132</b>	<b>53</b>	<b>70</b>	<b>9</b>	<b>13</b>	<b>1</b>	<b>118</b>	<b>18239</b>



PARLIAMENTARY ELECTIONS 2012

March 11-20, 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	25	9	16	0	2	0	23	1773
2.	"Bargavach Hayastan"/"Prosperous Armenia"	20	8	12	0	5	0	15	2639.5
3.	"Zharangutiun"/"Heritage"	14	3	11	0	0	0	14	811.5
4.	Armenian National Congress	11	4	7	0	0	0	11	294.5
5.	"Dashnaktsutiun" Armenian Revolutionary Federation	11	1	10	0	0	0	11	1442
6.	"Orinats Yerki"	9	1	8	0	0	0	9	597.5
7.	"Free Democrats"	6	3	3	0	0	0	6	301.5
8.	United Labour Party	2	0	2	0	0	0	2	20
9.	"Nor Zhamanakner"/"New Times"	2	0	2	0	0	0	2	6.5
10.	People's Party	1	1	0	0	0	0	1	74
11.	Democratic Party of Armenia	1	1	0	0	0	0	1	74
12.	Communist Party of Armenia	1	1	0	0	0	0	1	74
13.	Marxist Party of Armenia	0	0	0	0	0	0	0	0
	<b>Total</b>	<b>103</b>	<b>32</b>	<b>71</b>	<b>0</b>	<b>7</b>	<b>0</b>	<b>96</b>	<b>8108</b>

PARLIAMENTARY ELECTIONS 2012

March 11-20, 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	1	6	0	0	1	6	307.3
2.	"Dashnaktsutiun" Armenian Revolutionary Federation	5	1	3	1	0	0	5	1245.3
3.	"Zharangutiun"/"Heritage"	4	1	3	0	0	0	4	1152.3
4.	"Bargavach Hayastan"/"Prosperous Armenia"	2	1	1	0	0	0	2	353.8
5.	"Free Democrats"	1	0	1	0	0	0	1	119
6.	Armenian National Congress	1	1	0	0	0	0	1	1217.5
7.	Marxist Party of Armenia	1	0	1	0	0	0	1	5
8.	"Orinats Yerkir"	1	0	1	0	0	0	1	1.8
9.	People's Party	0	0	0	0	0	0	0	0
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.	United Labour Party	0	0	0	0	0	0	0	0
13.	"Nor Zhamanakner"/"New Times"	0	0	0	0	0	0	0	0
	<b>Total</b>	<b>22</b>	<b>5</b>	<b>16</b>	<b>1</b>	<b>0</b>	<b>1</b>	<b>21</b>	<b>4402</b>

PARLIAMENTARY ELECTIONS 2012

March 11-20, 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	34	13	20	1	0	0	34	1975.5
2.	"Bargavach Hayastan"/"Prosperous Armenia"	20	6	14	0	0	0	20	1135
3.	Armenian National Congress	16	7	9	0	0	0	16	1276.5
4.	"Zharangutiun"/"Heritage"	15	4	11	0	1	1	13	826
5.	"Dashnaktsutiun" Armenian Revolutionary Federation	11	2	9	0	0	0	11	343
6.	"Orinats Yerki"	11	2	9	0	0	0	11	530.5
7.	"Free Democrats"	9	6	3	0	0	0	9	685.5
8.	People's Party	1	0	1	0	0	0	1	70
9.	Democratic Party of Armenia	1	0	1	0	0	0	1	179
10.	Communist Party of Armenia	1	1	0	0	0	0	1	202
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
	<b>Total</b>	<b>119</b>	<b>41</b>	<b>77</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>117</b>	<b>7223</b>