



YEREVAN PRESS CLUB

**REPORT ON
MONITORING ARMENIAN BROADCAST
MEDIA COVERAGE AHEAD OF ELECTIONS TO
RA NATIONAL ASSEMBLY 2012
(NOVEMBER-DECEMBER 2011)**



YEREVAN PRESS CLUB

www.ypc.am

CONTENTS

REPORT ON MONITORING ARMENIAN BROADCAST MEDIA COVERAGE AHEAD OF ELECTIONS TO RA NATIONAL ASSEMBLY 2012 (NOVEMBER-DECEMBER 2011)	4
GENERAL INFORMATION ON MONITORING	8
MONITORING METHODOLOGY	8
PARTIES INCLUDED IN THE LIST OF MONITORING	11
THE MEDIA STUDIED: BRIEF OVERVIEW	13
TABLES (NOVEMBER-DECEMBER 2011)	15

REPORT ON

MONITORING ARMENIAN BROADCAST MEDIA COVERAGE

AHEAD OF ELECTIONS TO RA NATIONAL ASSEMBLY 2012

(NOVEMBER-DECEMBER 2011)

In the duration of one month - from November 16 to December 15, 2011, Yerevan Press Club has carried out monitoring of the coverage by Armenian broadcast media of the activities of Armenian political parties throughout the period preceding the official pre-election promotion.

SELECTION of the monitoring time was conditioned by the fact that traditionally non-official election campaign starts in Armenia significantly earlier than the one month period assigned for pre-election promotion. The behavior of media, especially TV channels, which have the largest audience, to a high extent determines the mood of the electorate. Research like this allows to identify the role of Armenian TV and radio broadcasters in the political processes, as well as problems existing in the sphere of regulation of the activities of broadcast media. The current monitoring helped Yerevan Press Club to prepare better for studying the role of media on the most active stage of the election campaign, immediately preceding the day of voting.

The monitoring included 6 national TV channels - **First Channel of the Public Television of Armenia (H1)**, **“Armenia”**, **“Yerkir Media”**, **“Kentron”**, **Second Armenian TV Channel (H2)**, **“Shant”**; one Yerevan TV channel - **“Shoghakat”** (this channel was chosen because it is a part of Public TV and Radio Company and as such has a special mission); 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)** at 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, which either have expressed their intention to participate in the upcoming parliamentary elections, or currently hold an active position in the political life of the country. Connotations of the references to the parties/movements as well as the airtime allocated to them by the media studied were also recorded. *(See the monitoring methodology below, Chapter “General Information on Monitoring”).*

THROUGHOUT the month of the monitoring the largest amount of attention to political parties was given by **“Kentron”** TV channel, its share of the coverage formed more than a quarter of the respective total airtime of all programs studied on 8 channels *(hereafter for the quantitative results of the monitoring see the attached tables)*. It was closely followed by **“Yerkir Media”** TV channel. In terms of the airtime amount devoted to the activities of the parties **Public Radio** occupied a distant third place. However, Public Radio was the leader with regard to the frequency of references to the parties. Leadership in this regard, combined with the relative lagging behind in terms of the coverage volume, is explained by the fact that the public radio airtime studied consisted exclusively of news pieces.

“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.

“Shoghakat” excluded, “**Armenia**” and “**Shant**” channels were the ones that paid the least attention to internal political processes ahead of the elections, both in terms of airtime volume and frequency of references.

ACCORDING TO the cumulative indicators of all 8 channels studied, in terms of media attention leaders were the five parliamentary parties - Republican Party of Armenia (RPA), “Bargavach Hayastan”/“Prosperous Armenia”, “Zharangutiun”/“Heritage”, Armenian Revolutionary Federation “Dashnaktsutiun”, “Orinats Yerkir”, as well as the Armenian National Congress (ANC); RPA being the obvious leader. Other political forces, coverage of which was subject of the monitoring, both in terms of airtime amount and frequency of references, substantially lagged behind “the big six”. Among those lagging behind was also the People’s Party: the leader of this party in near past had been also the owner of the “ALM” TV channel, which gave exclusive attention to this party. But since January 21, 2011 “ALM” stopped broadcasting as a result of one of the digital broadcast licensing competitions, summed up in December 2010.

Interest towards different political forces, including those that were the leaders according to the cumulative indicators of all media studied, significantly varies from channel to channel. Throughout the period of the monitoring, attention to various political forces from “the big six” was the most balanced on **First Channel of the Public Television of Armenia** and in the programs of **Public Radio**. At the same time, First Channel practically ignored all other political parties. Taking into account the cumulative frequency of references to parties on Public Radio, the interest of this broadcaster to political forces outside of “the big six” can also be qualified as minimal. **Second Armenian TV Channel** in a quite balanced way distributed its coverage between the five parliamentary parties, but with regard to other political forces, including ANC, either showed limited interest or ignored them completely. The approach of “**Shant**” was even more selective: on this channel within the programs studied attention was focused on three parties - RPA, “Prosperous Armenia” and “Heritage”.

On five out of seven studied TV channels, which covered the activities of political parties, it was RPA that became the leader in terms of references, moreover on **PTA First Channel** and on “**Armenia**” its advantage was substantial both in terms of references, frequency and the airtime volume. On **Second Armenian TV Channel** and on “**Shant**” the Republicans faced competition from “Prosperous Armenia”: while it lagged somewhat behind on both channels in terms of frequency of references, it received almost the same airtime volume as RPA on Second Armenian TV Channel and, even though slightly, but was ahead of the Republicans on “Shant” with regard to that indicator. On **Public Radio** the closest to RPA, though still far behind, was ANC, both in terms of references frequency and airtime volume. This, again, can be explained by the specifics of this channel, which does not have current affairs/discussion programs and where a news program became the object of the monitoring: Armenian National Congress provided quite numerous news occasions for event-based coverage.

On “**Kentron**” TV channel “Prosperous Armenia” party was in the center of attention, and on “Yerkir Media” it was ARF “Dashnaktsutiun”. This fact, as well as the already mentioned situation with the People’s Party and the closed “ALM”, is another evidence of the advantages in the media coverage enjoyed by those political forces, which are directly connected to certain TV channels. Even the Republican Party, which dominates in the government structures and has numerous leverages of influence upon broadcasters,

cannot compete with these political forces for attention on “their” specific channels. Both on “Kentron” and on “Yerkir Media” RPA occupied the 2nd place, significantly lagging behind the leaders. The 3rd place (with regard to references frequency) on these channels was taken by “Heritage”, probably as a result of its public activity, both within and outside the parliament.

ABOUT 10% of all references of the channels studied contained a certain connotation (positive or negative) regarding some political parties/movements. Based on the experience of similar studies in Armenia and abroad, it is possible to say that this indicator is traditionally quite high for the period preceding the pre-election promotion. Thus, the issue of professional and unbiased coverage of internal political processes is quite pressing for Armenian broadcasters. At the same time, there were over 5 times more references with positive connotations than those with negative ones (causes for that will be analyzed below).

From the point of view of connotational references, the most balanced (unbiased) coverage of political forces was observed on **Public Radio** (1.3% of the total references on the channel). Also the coverage was quite balanced on “Yerkir Media” (2.7%). Indicator below the above-mentioned 10% barrier was recorded also on **PTA First Channel** (7.3%). The highest percentage of connotational references was registered on “**Shant**” (28.3%). The next ones on this scale are **Second Armenian TV Channel** (22.2%), “**Armenia**” (13.4%) and “**Kentron**” (13.3%). The channels studied in most cases covered the same events in the internal political life of Armenia, therefore the nature of coverage was conditioned not by the situation or by the events of public importance, but by the willingness of the media to abide by professional principles, and, especially in the case of Armenian broadcasters, their right to independently determine their editorial policy.

The highest number of connotational references was “collected” by “Prosperous Armenia”: 43 (or 25.6% of the aggregate number of references to this party), out of which 42 were positive. The most frequent positive coverage of “Prosperous Armenia” was on “**Kentron**” (23 or 36.5% of the total number of references of the channel to that party). RPA had 21 connotational references on all channels studied (8.3% of the aggregate number of references), out of which 19 were positive. The most frequent positive references to this party were observed on **PTA First Channel** (7) and on “**Armenia**” (6). “Orinats Yerkir” party received 13 positive and no negative references (15.7% of the aggregate number of references): 8 - on **Second Armenian TV Channel** and 5 - on “**Armenia**”. Thus, these three parties, which form the ruling coalition, received 74 out of all 76 positive references recorded in the course of the monitoring on all channels studied.

The overwhelming majority (over 80%) of positive references to “Prosperous Armenia” were observed in pieces telling about charity acts and events organized by the party. Almost all positive references to “Orinats Yerkir” were in news stories about meetings of this party with voters in various regions of Armenia. In both cases different TV channels showed pieces that were identical or had very little differences. Based on this fact, it is possible to suggest that these pieces are not editorial coverage of events, but hidden political promotion, which is carried out on conditions contradicting RA legislation. Moreover, such opportunities are mostly available for pro-government parties. Cases like this raise once again the issue of deliberately unequal conditions for political parties and the necessity of clear normative and legal regulation, as well as monitoring of their implementation not only throughout the short period of pre-election promotion, but also throughout the non-official election campaign, i.e., during the several months before the elections.

Of the opposition parties “Heritage” received 7 connotational references. Of these 6 were negative, related to the reaction of the RA President Serzh Sargsian to the appeal by the leader of “Heritage” Raffi Hovannisian to hold fair elections. ANC received 5 connotational references and all of them were negative (3 times on “**Kentron**” and 2 times on **Public Radio**). “Dashnaksutiun” had 1 positive and no negative references. It is noteworthy that in the monitored programs of “**Yerkir Media**” not a single positive reference to the party was observed, despite the large volume of airtime allocated to “Dashnaksutiun”.

A SEPARATE component of the monitoring was the recording of the participants of programs in “guest-in-studio” format, which was aired on all channels studied during evening airtime. In general, the choice of the guests was an evidence of a quite limited interest of the broadcasters to internal political struggle in the run-up to the elections. The only exception was “**Yerkir-Media**”, where politicians, representing different political forces, regularly appeared in discussion programs. To somewhat lesser extent attention to internal political issues was given by “**Kentron**”, which also presented different positions to the audience, and by **PTA First Channel**. The latter showed a certain lack of balance in terms of choice of guests: though one of the two party representatives invited during the month represented the opposition (ANC), four acting government ministers, also taking part in the programs, created relative advantage for pro-government forces.

Programs in “guest-in-studio” format on other channels, including **Public Radio**, either did not pay attention to the pre-election internal political situation, or paid minimal attention.

GENERAL INFORMATION ON MONITORING

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 8 broadcast media:

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

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.

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 permanent 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 **permanent** programs in “**guest-in-studio**”/talk-show/interview format (including news programs if they had a permanent rubric of that 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 14 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 IN NOVEMBER-DECEMBER 2011*

1.	“Free Democrats”
2.	Bloc of National Democrats
3.	“Bargavach Hayastan”/“Prosperous Armenia”
4.	“Zharangutiun”/“Heritage”
5.	People’s Party
6.	Armenian National Congress**
7.	“Dashnaktsutiun” Armenian Revolutionary Federation
8.	Democratic Party of Armenia

9.	Communist Party of Armenia
10.	Republican Party of Armenia
11.	Marxist Party of Armenia
12.	United Labour Party
13.	“Nor Zhamanakner”/“New Times”
14.	“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
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 19.5 hours on the territory of Armenia and 24 hours in Yerevan. The programs of the channel can also be received abroad via satellite. The study focused on: the main edition of the daily news program “Arajin Lratvakan” (at 21.00) and its Sunday news and comment version (at 21.00); discussion program “Hartsazruyts” (aired 5 times a week, Monday-Friday, 23.15).

“SHOGHAKAT” is a part of the Public TV and Radio Company. The managing body is the Council of Public TV and Radio Company. Initially, “Shoghakat” was founded as a private TV company in 2001 by the Holy See Etchmiadzin. The February 24, 2011 RA Government’s decision on establishing the “Spiritual and Cultural Public TV Company” CJSC entitled “Shoghakat” to transmit on a public frequency. The daily duration of air is 18 hours in Yerevan. The programs of the channel can also be received abroad via satellite for 1.5 hours. The study focused on: the news/news and comment programs “Church Life” (aired 2 times a week, on Mondays and Fridays, 21.30), “Bulletin of Culture” (on Mondays at 22.30), “Phonograph” (on Saturdays, 22.30); discussion programs “Third Millennium” (on Thursdays, 22.00), “The Topic” (on Fridays, 21.50) and “The Sixth Day” (on Saturdays, 22.00).

“ARMENIA” is a private TV company, founded in 1998 by “Armenia TV” CJSC. The daily duration of air is 24 hours. The programs of the channel can also be received abroad via satellite. The study focused on: the main edition of the daily news program “Zham” (at 19.30) and its Sunday news and comment version (at 20.00).

“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).

“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).

PUBLIC RADIO OF ARMENIA is a part of the Public TV and Radio Company, founded in

PARLIAMENTARY ELECTIONS 2012

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
NOVEMBER-DECEMBER 2011**

PARLIAMENTARY ELECTIONS 2012

November 16 - December 15, 2011

Number, form and nature (positive, negative, neutral) of references, airtime, allocated to parties/movements on 8 TV and radio channels studied:
 First Channel of the Public Television of Armenia (H1), "Shoghakat", "Armenia", "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	254	147	105	2	19	2	233	25405.5
2.	"Bargavach Hayastan"/"Prosperous Armenia"	168	87	78	3	42	1	125	15411
3.	"Zharangutiun"/"Heritage"	162	65	97	0	1	6	155	9875.6
4.	"Dashnaktsutiun" Armenian Revolutionary Federation	136	45	81	10	1	0	135	17370.6
5.	Armenian National Congress	90	43	45	2	0	5	85	6266.9
6.	"Orinats Yerkir"	83	39	43	1	13	0	70	5029.2
7.	"Free Democrats"	14	6	8	0	0	0	14	900.3
8.	Communist Party of Armenia	8	6	2	0	0	0	8	932
9.	Marxist Party of Armenia	5	4	1	0	0	0	5	377
10.	People's Party	4	2	2	0	0	0	4	133.5
11.	Democratic Party of Armenia	4	1	2	1	0	0	4	982
12.	"Nor Zhamanakner"/"New Times"	4	3	1	0	0	0	4	486
13.	United Labour Party	2	2	0	0	0	0	2	265
14.	Bloc of National Democrats	0	0	0	0	0	0	0	0
	Total	934	450	465	19	76	14	844	83434.6

PARLIAMENTARY ELECTIONS 2012

November 16 - December 15, 2011

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	44	31	13	0	7	0	37	5897.1
2.	"Zharangutiun"/"Heritage"	28	9	19	0	0	1	27	1119.4
3.	"Bargavach Hayastan"/"Prosperous Armenia"	17	1	16	0	0	0	17	226.4
4.	"Orinats Yerkir"	17	6	11	0	0	0	17	476.2
5.	"Dashnaktsutiun" Armenian Revolutionary Federation	12	2	9	1	1	0	11	393.7
6.	Armenian National Congress	6	3	3	0	0	0	6	1730
7.	"Free Democrats"	0	0	0	0	0	0	0	0
8.	Bloc of National Democrats	0	0	0	0	0	0	0	0
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.	Marxist Party of Armenia	0	0	0	0	0	0	0	0
13.	United Labour Party	0	0	0	0	0	0	0	0
14.	"Nor Zhamanakner"/"New Times"	0	0	0	0	0	0	0	0
	Total	124	52	71	1	8	1	115	9842.8

PARLIAMENTARY ELECTIONS 2012

November 16 - December 15, 2011

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.	Bloc of National Democrats	0	0	0	0	0	0	0	0
3.	“Bargavach Hayastan”/“Prosperous Armenia”	0	0	0	0	0	0	0	0
4.	“Zharangutiun”/“Heritage”	0	0	0	0	0	0	0	0
5.	People’s Party	0	0	0	0	0	0	0	0
6.	Armenian National Congress	0	0	0	0	0	0	0	0
7.	“Dashnaktsutiun” Armenian Revolutionary Federation	0	0	0	0	0	0	0	0
8.	Democratic Party of Armenia	0	0	0	0	0	0	0	0
9.	Communist Party of Armenia	0	0	0	0	0	0	0	0
10.	Republican Party of Armenia	0	0	0	0	0	0	0	0
11.	Marxist Party of Armenia	0	0	0	0	0	0	0	0
12.	United Labour Party	0	0	0	0	0	0	0	0
13.	“Nor Zhamanakner”/“New Times”	0	0	0	0	0	0	0	0
14.	“Orinats Yerkir”	0	0	0	0	0	0	0	0
	Total	0	0	0	0	0	0	0	0

PARLIAMENTARY ELECTIONS 2012

November 16 - December 15, 2011

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	39	26	13	0	6	0	33	3181.8
2.	"Zharangutiun"/"Heritage"	21	12	9	0	1	1	19	829.2
3.	"Dashnaktsutiun" Armenian Revolutionary Federation	12	5	7	0	0	0	12	534.8
4.	"Orinats Yerkir"	10	8	2	0	5	0	5	510.9
5.	Armenian National Congress	6	4	2	0	0	0	6	193.8
6.	"Bargavach Hayastan"/"Prosperous Armenia"	5	1	4	0	0	0	5	54.5
7.	"Free Democrats"	2	1	1	0	0	0	2	90.3
8.	People's Party	1	1	0	0	0	0	1	19.5
9.	Communist Party of Armenia	1	1	0	0	0	0	1	27
10.	Bloc of National Democrats	0	0	0	0	0	0	0	0
11.	Democratic Party of Armenia	0	0	0	0	0	0	0	0
12.	Marxist Party of Armenia	0	0	0	0	0	0	0	0
13.	United Labour Party	0	0	0	0	0	0	0	0
14.	"Nor Zhamanakner"/"New Times"	0	0	0	0	0	0	0	0
	Total	97	59	38	0	12	1	84	5441.8

PARLIAMENTARY ELECTIONS 2012

November 16 - December 15, 2011

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	46	20	18	8	0	0	46	12058
2.	Republican Party of Armenia	40	17	23	0	0	2	38	3241
3.	“Zharangutiun”/“Heritage”	23	8	15	0	0	1	22	2324.5
4.	“Bargavach Hayastan”/“Prosperous Armenia”	16	4	12	0	0	1	15	599
5.	Armenian National Congress	10	4	6	0	0	0	10	837
6.	“Orinats Yerkir”	10	3	7	0	0	0	10	598.5
7.	Democratic Party of Armenia	1	1	0	0	0	0	1	84
8.	“Free Democrats”	0	0	0	0	0	0	0	0
9.	Bloc of National Democrats	0	0	0	0	0	0	0	0
10.	People’s Party	0	0	0	0	0	0	0	0
11.	Communist Party of Armenia	0	0	0	0	0	0	0	0
12.	Marxist Party of Armenia	0	0	0	0	0	0	0	0
13.	United Labour Party	0	0	0	0	0	0	0	0
14.	“Nor Zhamanakner”/“New Times”	0	0	0	0	0	0	0	0
	Total	146	57	81	8	0	4	142	19742

PARLIAMENTARY ELECTIONS 2012

November 16 - December 15, 2011

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”	63	42	19	2	23	0	40	8901
2.	Republican Party of Armenia	33	15	17	1	0	0	33	4987.5
3.	“Zharangutiun”/“Heritage”	30	12	18	0	0	0	30	1927.5
4.	Armenian National Congress	23	9	12	2	0	3	20	1286
5.	“Dashnaktsutiun” Armenian Revolutionary Federation	23	5	18	0	0	0	23	2306
6.	“Orinats Yerkir”	10	5	4	1	0	0	10	741
7.	“Free Democrats”	5	3	2	0	0	0	5	590
8.	People’s Party	2	1	1	0	0	0	2	101
9.	Democratic Party of Armenia	2	0	1	1	0	0	2	887
10.	Communist Party of Armenia	1	1	0	0	0	0	1	139
11.	Marxist Party of Armenia	1	1	0	0	0	0	1	34
12.	United Labour Party	1	1	0	0	0	0	1	171
13.	“Nor Zhamanakner”/“New Times”	1	0	1	0	0	0	1	100
14.	Bloc of National Democrats	0	0	0	0	0	0	0	0
	Total	195	95	93	7	23	3	169	22171

PARLIAMENTARY ELECTIONS 2012

November 16 - December 15, 2011

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	28	15	13	0	3	0	25	2589.5
2.	"Bargavach Hayastan"/"Prosperous Armenia"	19	10	8	1	10	0	9	2423
3.	"Orinats Yerkir"	17	9	8	0	8	0	9	2080.5
4.	"Zharangutiun"/"Heritage"	15	5	10	0	0	1	14	944.5
5.	"Dashnaktsutiun" Armenian Revolutionary Federation	11	2	9	0	0	0	11	806.5
6.	Armenian National Congress	5	2	3	0	0	0	5	230
7.	Communist Party of Armenia	2	2	0	0	0	0	2	117
8.	Marxist Party of Armenia	1	1	0	0	0	0	1	39
9.	United Labour Party	1	1	0	0	0	0	1	94
10.	"Free Democrats"	0	0	0	0	0	0	0	0
11.	Bloc of National Democrats	0	0	0	0	0	0	0	0
12.	People's Party	0	0	0	0	0	0	0	0
13.	Democratic 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	99	47	51	1	21	1	77	9324

PARLIAMENTARY ELECTIONS 2012

November 16 - December 15, 2011

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	17	12	4	1	3	0	14	2229.5
2.	"Bargavach Hayastan"/"Prosperous Armenia"	12	10	2	0	9	0	3	2240
3.	"Zharangutiun"/"Heritage"	10	2	8	0	0	1	9	495.5
4.	"Orinats Yerkir"	3	0	3	0	0	0	3	17
5.	"Dashnaktsutiun" Armenian Revolutionary Federation	2	0	2	0	0	0	2	10
6.	Armenian National Congress	1	1	0	0	0	0	1	117
7.	Communist Party of Armenia	1	1	0	0	0	0	1	279
8.	"Free Democrats"	0	0	0	0	0	0	0	0
9.	Bloc of National Democrats	0	0	0	0	0	0	0	0
10.	People's Party	0	0	0	0	0	0	0	0
11.	Democratic Party of Armenia	0	0	0	0	0	0	0	0
12.	Marxist Party of Armenia	0	0	0	0	0	0	0	0
13.	United Labour Party	0	0	0	0	0	0	0	0
14.	"Nor Zhamanakner"/"New Times"	0	0	0	0	0	0	0	0
	Total	46	26	19	1	12	1	33	5388

PARLIAMENTARY ELECTIONS 2012

November 16 - December 15, 2011

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	53	31	22	0	0	0	53	3279.1
2.	Armenian National Congress	39	20	19	0	0	2	37	1873.1
3.	"Bargavach Hayastan"/"Prosperous Armenia"	36	19	17	0	0	0	36	967.1
4.	"Zharangutiun"/"Heritage"	35	17	18	0	0	1	34	2235
5.	"Dashnaksutiun" Armenian Revolutionary Federation	30	11	18	1	0	0	30	1261.6
6.	"Orinats Yerkir"	16	8	8	0	0	0	16	605.1
7.	"Free Democrats"	7	2	5	0	0	0	7	220
8.	Communist Party of Armenia	3	1	2	0	0	0	3	370
9.	Marxist Party of Armenia	3	2	1	0	0	0	3	304
10.	"Nor Zhamanakner"/"New Times"	3	3	0	0	0	0	3	386
11.	People's Party	1	0	1	0	0	0	1	13
12.	Democratic Party of Armenia	1	0	1	0	0	0	1	11
13.	Bloc of National Democrats	0	0	0	0	0	0	0	0
14.	United Labour Party	0	0	0	0	0	0	0	0
	Total	227	114	112	1	0	3	224	11525