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**INTERIM REPORT ON
MONITORING OF ARMENIAN BROADCAST MEDIA
COVERAGE OF ELECTIONS TO
RA NATIONAL ASSEMBLY IN 2012
(APRIL 18-27, 2012)**

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**INTERIM REPORT ON
MONITORING OF ARMENIAN BROADCAST
MEDIA COVERAGE OF ELECTIONS
TO RA NATIONAL ASSEMBLY IN 2012
(APRIL 18-27, 2012)**

Current stage of the monitoring includes the period of the pre-election promotion: April 8 - May 4, 2012. Data from the second ten days of this stage (April 18- 27) is summed up in the current 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**. The study included all programs aired at **18.00-01.00** on the above-mentioned TV and radio channels, **with the exception of** political (i.e. pre-election promotion materials), commercial and social advertisement.

Object of monitoring consisted of TV/radio pieces that included references to 9 parties and party bloc, registered by the RA Central Electoral Commission (CEC) for participation in the parliamentary elections by proportional electoral system. The airtime, allocated to these parties/bloc, frequency and connotations of references to them by the monitored media were recorded. *(See the monitoring methodology below, Chapter “General Information on Monitoring”.)*

ON THE WHOLE, during the second ten-day period of pre-election promotion the broadcast media studied provided equal conditions for political forces in order to present their programs and views to the electorate. In that respect, Armenian broadcasters demonstrate indisputable progress compared to the previous national elections. At the same time, quantitative data of the monitoring suggests that certain channels are not making the necessary effort for complying with the principle of balanced coverage of the election campaign.

One of the circumstances preventing the broadcasters from fulfilling their most important mission, i.e. assisting the citizens in making an informed and conscious choice, remains the electoral behavior of the politicians. The latter ones, as it has been done before, do not always inform the media about their pre-election campaign events, sometimes refrain from taking part in political debates and other discussion programs. Certain confusion remains with regard to events that directly represent a part of the electoral campaign, and those ones, in which the leaders of political forces appear not as party leaders, but in their official capacity - as high rank state officials.

THE HIGHEST DEGREE OF INTEREST to political forces, running in the elections, during the second ten days of the pre-election promotion, as in the first ten days, was displayed by **“ArmNews”** (*hereafter for the quantitative results of the monitoring see the attached*

tables). Moreover, on this TV channel, as well as on **Public Radio**, the airtime allocated to parties/bloc was distributed in a more balanced way than on other channels. Besides, **“ArmNews”** had the lowest share of connotation references: 0.8% of the total number of the references on this channel.

As during the previous ten-day period, the closest to **“ArmNews”** in terms of attention to political forces were **“Kentron”** and **“Yerkir Media”**. On **“Kentron”** the volume of “pre-election airtime” was to some extent larger than on **“Yerkir Media”**, while **“Yerkir Media”** was somewhat ahead with regard to frequency of references to parties/bloc (in terms of this indicator **“Kentron”** was also behind **Public Radio**). However, in terms of balanced attention, the picture on these two TV channels is different compared to **“ArmNews”**. On **“Kentron”** **“Prosperous Armenia”** party received more than one third of the total airtime allocated to all 9 political forces, running in the elections. On **“Yerkir Media”** the gap between the leader who received the most airtime, Armenian Revolutionary Federation-Dashnaktsutyun, and the other parties, was not so large.

The same broadcasters also had the highest share of connotation references: 7.5% on **“Yerkir Media”** and 7.3% on **“Kentron”**. Moreover, on **“Kentron”** 23 out of 24 positive references were received by **“Prosperous Armenia”**. On **“Yerkir Media”** all 25 positive references were distributed among two parties: ARF-Dashnaktsutyun (12 positive and no negative references) and **“Prosperous Armenia”** (13 positive and two negative references). At the same time, the balance of positive and negative references to the Republican Party of Armenia (RPA) was 0 and 9 on **“Kentron”**, and 0 and 6 on **“Yerkir Media”**.

By the way, for the first time, during all phases of the monitoring of Armenian broadcast media coverage of elections to RA National Assembly in 2012, RPA has an overall negative balance in terms of the aggregate number of connotation references on all studied channels: 14 positive against 30 negative references. And in general, the share of connotation references during the second ten-day period of the pre-election promotion (4.1% of the aggregate number of references on all studied channels) rose not only compared to the first ten days (3.1%) but also compared to March 2012 (3.8%). This was conditioned both by a rise in mutual value judgments by various political forces, as well as by different approaches of the broadcasters to the coverage of pre-election campaign events. In the case of some parties the journalists were taking blitz-interviews from participants of these events, thus giving the whole story a positive character, in other case such interviews were not practiced. In some cases the stories were characterized by upbeat mood and enthusiastic rhetoric (often coming from the authors of the piece), in other cases a neutral attitude was maintained, and in some cases one could detect a hint of irony. And though this does not always represent a sufficient basis for recording connotation references, the absence of a common approach of broadcasters to the coverage of pre-election campaign events of all political forces leads to a certain lack of balance.

DURING THE SECOND TEN DAYS OF PRE-ELECTION PROMOTION, as during the previous ten-day period, a quite intensive coverage of events, not connected to the electoral campaign, was recorded. The first and the third numbers of the RPA electoral list, RA President Serzh Sargsyan and RA Prime-Minister Tigran Sargsyan, were taking part in these events. The coverage of their non-party activities still continues to increase the airtime received by RPA on various channels by 20-30% on average. Thus, on the average, the non-party activities of these two high rank officials of Armenia are daily receiving 2-3 minutes of the evening airtime on each channel. This volume could have been considered acceptable, if these activities represented public events that could not

have been delayed. However, in the majority of cases, these events could have been easily planned outside of the period of the pre-election promotion, or could have been covered in less volume. Especially, since there exists an unwritten rule: to ensure outmost equal conditions for holding pre-election promotion, leaders of the state, who take part in the election campaign, should reduce their public appearances, which are unconnected to the campaign, rather than increase their frequency.

As a result of excessive attention to above-mentioned events, the coverage of events not connected directly to the elections, in which the RA President or Prime-Minister were participating, comprised 52% of the total airtime allocated to RPA on **Public Radio** and 42.6% - on "**Shant**" TV channel. It is noteworthy that during the first ten-day period of pre-election promotion **Public Radio** displayed almost the same level of attention to non-party activities of the Republicans' leaders (49.2%). Because of the above-mentioned stories, Republicans received a significant advantage on all studied channels compared to all other parties in terms of frequency of references. As for the airtime, allocated to non-party activities of political forces' leaders, a similar situation was observed on "**Kentron**", with regard to Gagik Tsarukyan, the first number of "Prosperous Armenia" electoral list and President of the National Olympic Committee of Armenia. On the studied evening airtime of "**Kentron**" the activities of Gagik Tsarukyan, as the Head of the NOC, received more attention, than was the whole airtime allocated to some parties on certain channels.

During the second ten days of pre-election promotion **PTA First Channel**, "**Armenia**", **Second Armenian TV Channel** did not stand out in any specific way, which would require a special commentary. Another of the 9 studied broadcasters, "**Shoghakat**", as during the previous stages of the monitoring, remained loyal to its profile - a TV channel of spiritual and cultural orientation. There were only 12 references to political parties/bloc within its programs included in the monitoring. Accordingly, the analysis and comparisons made within the current report do not refer to this broadcaster.

MORE DETAILED ANALYSIS of the quantitative data of the monitoring will be presented in the final report, which will be published after May 6, 2012.

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).

SECOND STAGE. PRE-ELECTION PROMOTION

APRIL 8 - MAY 4, 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 elections to RA National Assembly in 2012;
- how free and unbiased are the broadcast media in informing the voters about the political parties/blocs, running in the elections to RA National Assembly by a proportional system, in ensuring their access to air to express their views and opinions;
- how compliant the broadcast media are with the legislative provisions, regulating the coverage of the pre-election promotion;
- how compliant are the broadcast media with the RA international commitments in terms of elections coverage throughout the pre-election promotion.

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 all programs aired in the evening prime time (**18.00-01.00**), **with the exception of** pre-election promotion slots, as well as commercial/social advertisement, and TV tickers.

The monitoring objects were all TV and radio pieces, which contained references to parties (blocs)/their leaders/representatives, running in the parliamentary elections by a proportional system.

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

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

1. If the program was devoted to one topic, 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. Monitors recorded the duration of the air studied (**18.00-01.00**) on a daily basis.

The programs that started but did not end till **18.00** were not considered: the monitoring started after the end of the program. The programs that started but did not end till **01.00** were studied in full, until their end.

Monitoring **did not include**:

- Pre-election promotion slots;
- Commercial/social advertisement;
- TV tickers.

III. Monitors *determined and recorded*:

1. Number and form of references to parties (blocs)/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/bloc, its leaders (***those who hold the first three positions in the party's electoral list***), representatives in a TV/radio piece.

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

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

A piece was considered fully dealing with party (bloc), even if it included reference to another party (bloc), or other topic(s) outside of the scope of the subject of the current monitoring, but such reference was ***subordinate*** to the main topic. If such piece contained a reference of subordinate nature to another party (bloc), this party (bloc) was also recorded in the appropriate table section, according to the form of the reference to it (partly dealing or a mentioning).

B. A piece *partly* dealing with a party (bloc)/its leaders/representatives.

A piece was considered partly dealing with party (bloc), when it contained an ***equivalent*** reference to another party (bloc) or other topic(s) outside of the scope of the subject of the current monitoring. If such piece contained equivalent references to two or more parties (blocs), each one of these parties (blocs) was recorded as "partly".

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

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

Also any appearance of a party (bloc), its leaders (***the first three persons in the electoral list***) on TV screen was considered as mentioning. If appearance on the screen was part of a TV piece, already containing a reference (fully or partly) to that party (bloc)/its leaders/representatives, then it was not additionally recorded as mentioning. If the appearance of a party (bloc)/its leaders took place in a TV piece, which did not contain any references to it, then it was considered as separate mentioning.

As mentioning were also recorded TV/radio pieces, which dealt with activities of a foreign party, having common origins and history with the party of the same name that was object of the current monitoring, including the cases where nothing was said about the links between that party and the party of the same name in Armenia.

Any appearance of the leaders of a party/bloc, holding the first three positions in the electoral list, in a TV/radio piece was considered as a reference to that party/bloc, irrespective of the capacity in which these persons appeared (even if they were presented in the piece as performing their non-party official or professional duties). And therefore, any such reference was studied according to all categories mentioned above and below (form and nature of the reference, airtime).

With regard to other representatives of a party/bloc a reference (its form, nature and airtime) was recorded only in those cases, when their party affiliation was somehow stressed in the piece.

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

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

2. Nature of references to parties (blocs)/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 (bloc)/its leaders/representatives in a TV/radio piece.

The connotational (positive, negative) references were understood to be those that were contained in pieces leaving on the audience an obvious positive or negative impression about the party/bloc 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 (bloc) during the elections to RA National Assembly, the reference to this party (bloc) was recorded as positive/negative, respectively.

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

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

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

In case a piece was fully or partly devoted to a party (bloc), the monitors determined and recorded the ***airtime***, allocated to the party (bloc)/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 (bloc)/its leaders/ representatives for expressing their views and opinions, as well as judgments and narrations about the party by other persons was made in the following way:

1) if the piece was fully dealing with this or that party/bloc, its whole airtime was recorded by monitors as belonging to that party/bloc;

2) if the party/bloc was covered in a part of a piece, the monitors recorded only the part of the airtime covering the party/bloc as belonging to that party/bloc;

3) if the piece, fully dealing with party/bloc conventionally named X quoted the statements of other party/bloc (conventionally called Y), other than referring to party/bloc X, or the judgments, narrations of other persons about Y were presented, **with no comparison with X**, Y received the airtime of this part of the piece;

4) if the piece, fully dealing with party/bloc X, quoted its words about another party/bloc, Y, or the statements of Y about X were quoted, or judgments, narrations of other persons about Y **in comparison with X** were presented, **50% of relevant airtime** was classed by the monitors to belong to X and Y each.

This category was measured in **seconds**.

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

Object of monitoring were 8 parties and one party bloc, registered by the RA Central Electoral Commission for running in the elections to RA National Assembly by a proportional electoral system.

LIST OF THE PARTIES/BLOC INCLUDED IN THE PROPORTIONAL LISTS FOR ELECTIONS TO RA NATIONAL ASSEMBLY

1.	“Bargavach Hayastan”/“Prosperous Armenia” party: Gagik Tsarukyan, Vartan Oskanian, Vardan Vardanyan
2.	“Zharangutiun”/“Heritage” party: Raffi Hovannisian, Khachatur Qoqobelyan, Zaruhi Postanjyan
3.	Armenian National Congress bloc: Levon Ter-Petrosyan, Stepan Demirtchyan, Aram Z. Sargsyan
4.	Armenian Revolutionary Federation-Dashnaktsutyun party: Vahan Hovhannesyan, Armen Rustamyan, Artyush Shahbazyan
5.	Democratic Party of Armenia: Aram G. Sargsyan, Lenser Aghalovyan, Armen Hovsepyan
6.	Communist Party of Armenia: Ruben Tovmasyan, Vazgen Safaryan, Tatchat Sargsyan
7.	Republican Party of Armenia: Serzh Sargsyan, Hovik Abrahamyan, Tigran Sargsyan
8.	“United Armenians” party: Ruben Avagyan, Gurgen Hovsepyan, Gayaneh Andreasyan
9.	“Orinats Yerkir” party: Artur Baghdasaryan, Heghineh Bisharyan, Armen Yeritsyan

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.

“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.

“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.

“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.

“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.

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

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.

“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.

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.

TABLES
APRIL 18-27, 2012

PARLIAMENTARY ELECTIONS 2012

April 18-27, 2012

Number, form and nature (positive, negative, neutral) of references, airtime, allocated to parties/bloc 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/Bloc	Number of references to party/bloc (in units)	Form of references to party/bloc (in units)			Nature of references to party/bloc (in units)			Airtime, allocated to pieces, fully or partly dealing with party/bloc (in sec.)
			Pieces, fully dealing with party/bloc	Pieces, partly dealing with party/bloc	Mentionings about party/bloc	+	-	0	
1.	Republican Party of Armenia: Serzh Sargsyan, Hovik Abrahamyan, Tigran Sargsyan	912	355	479	78	14	30	868	53575.7
2.	“Bargavach Hayastan”/“Prosperous Armenia” party: Gagik Tsarukyan, Vartan Oskanian, Vardan Vardanyan	504	239	244	21	43	17	444	54719.2
3.	Armenian Revolutionary Federation-Dashnaksutyun party: Vahan Hovhannesian, Armen Rustamyan, Artyush Shahbazyan	434	181	200	53	13	1	420	45401.7
4.	Armenian National Congress bloc: Levon Ter-Petrosyan, Stepan Demirtchyan, Aram Z. Sargsyan	392	217	173	2	1	4	387	43440.3
5.	“Zharangutiun”/“Heritage” party: Raffi Hovannisian, Khachatur Qoqobelyan, Zaruhi Postanjan	392	191	171	30	2	0	390	32408.3
6.	“Orinats Yerkir” party: Artur Baghdasaryan, Heggineh Bisharyan, Armen Yeritsyan	347	136	189	22	4	14	329	30065.3
7.	Democratic Party of Armenia: Aram G. Sargsyan, Lenser Aghalovyan, Armen Hovsepyan	190	108	76	6	0	0	190	19076
8.	Communist Party of Armenia: Ruben Tovmasyan, Vazgen Safaryan, Tatchat Sargsyan	183	93	84	6	0	0	183	18597
9.	“United Armenians” party: Ruben Avagyan, Gurgan Hovsepyan, Gayaneh Andreasyan	120	54	62	4	0	0	120	10038.5
	Total	3474	1574	1678	222	77	66	3331	307322

PARLIAMENTARY ELECTIONS 2012

April 18-27, 2012

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

	Party/Bloc	Number of references to party/bloc (in units)	Form of references to party/bloc (in units)			Nature of references to party/bloc (in units)			Airtime, allocated to pieces, fully or partly dealing with party/bloc (in sec.)
			Pieces, fully dealing with party/bloc	Pieces, partly dealing with party/bloc	Mentionings about party/bloc	+	-	0	
1.	Republican Party of Armenia: Serzh Sargsyan, Hovik Abrahamyan, Tigran Sargsyan	64	28	31	5	2	3	59	4466.6
2.	"Orinats Yerkir" party: Artur Baghdasaryan, Heghineh Bisharyan, Armen Yeritsyan	27	13	13	1	0	2	25	3561.5
3.	"Bargavach Hayastan"/"Prosperous Armenia" party: Gagik Tsarukyan, Vartan Oskanian, Vardan Vardanyan	26	12	14	0	0	2	24	2800.6
4.	Armenian National Congress bloc: Levon Ter-Petrosyan, Stepan Demirtchyan, Aram Z. Sargsyan	25	14	11	0	0	0	25	4251.1
5.	Armenian Revolutionary Federation-Dashnaksutyun party: Vahan Hovhannesian, Armen Rustamyan, Artyush Shahbazyan	24	11	13	0	0	0	24	3061.1
6.	"Zharangutiun"/"Heritage" party: Raffi Hovannisian, Khachatur Qoqobelyan, Zaruhi Postanjyan	22	14	8	0	0	0	22	2710.6
7.	Democratic Party of Armenia: Aram G. Sargsyan, Lenser Aghalovyan, Armen Hovsepyan	10	8	2	0	0	0	10	1247
8.	Communist Party of Armenia: Ruben Tovmasyan, Vazgen Safaryan, Tatchat Sargsyan	9	3	6	0	0	0	9	388.5
9.	"United Armenians" party: Ruben Avagyan, Gurgen Hovsepyan, Gayaneh Andreasyan	7	4	3	0	0	0	7	1345
	Total	214	107	101	6	2	7	205	23832

PARLIAMENTARY ELECTIONS 2012

April 18-27, 2012

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

	Party/Bloc	Number of references to party/bloc (in units)	Form of references to party/bloc (in units)			Nature of references to party/bloc (in units)			Airtime, allocated to pieces, fully or partly dealing with party/bloc (in sec.)
			Pieces, fully dealing with party/bloc	Pieces, partly dealing with party/bloc	Mentionings about party/bloc	+	-	0	
1.	Republican Party of Armenia: Serzh Sargsyan, Hovik Abrahamyan, Tigran Sargsyan	9	0	4	5	0	0	9	42
2.	“Orinats Yerkir” party: Artur Baghdasaryan, Heghineh Bisharyan, Armen Yeritsyan	2	0	0	2	0	0	2	0
3.	“Bargavach Hayastan”/“Prosperous Armenia” party: Gagik Tsarukyan, Vartan Oskanian, Vardan Vardanyan	1	0	0	1	0	0	1	0
4.	“Zharangutiun”/“Heritage” party: Raffi Hovannisian, Khachatur Qoqobelyan, Zaruhi Postanjyan	0	0	0	0	0	0	0	0
5.	Armenian National Congress bloc: Levon Ter-Petrosyan, Stepan Demirtchyan, Aram Z. Sargsyan	0	0	0	0	0	0	0	0
6.	Armenian Revolutionary Federation-Dashnaksutyun party: Vahan Hovhannesian, Armen Rustamyan, Artyush Shahbazyan	0	0	0	0	0	0	0	0
7.	Democratic Party of Armenia: Aram G. Sargsyan, Lenser Aghalovyan, Armen Hovsepyan	0	0	0	0	0	0	0	0
8.	Communist Party of Armenia: Ruben Tovmasyan, Vazgen Safaryan, Tatchat Sargsyan	0	0	0	0	0	0	0	0
9.	“United Armenians” party: Ruben Avagyan, Gurgun Hovsepyan, Gayaneh Andreasyan	0	0	0	0	0	0	0	0
	Total	12	0	4	8	0	0	12	42

PARLIAMENTARY ELECTIONS 2012

April 18-27, 2012

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

	Party/Bloc	Number of references to party/bloc (in units)	Form of references to party/bloc (in units)			Nature of references to party/bloc (in units)			Airtime, allocated to pieces, fully or partly dealing with party/bloc (in sec.)
			Pieces, fully dealing with party/bloc	Pieces, partly dealing with party/bloc	Mentionings about party/bloc	+	-	0	
1.	Republican Party of Armenia: Serzh Sargsyan, Hovik Abrahamyan, Tigran Sargsyan	50	12	27	11	2	1	47	1955.1
2.	“Bargavach Hayastan”/“Prosperous Armenia” party: Gagik Tsarukyan, Vartan Oskanian, Vardan Vardanyan	32	14	16	2	0	3	29	3320.6
3.	“Zharangutiun”/“Heritage” party: Raffi Hovannisian, Khachatur Qoqobelyan, Zaruhi Postanjyan	26	17	9	0	0	0	26	4615.2
4.	Armenian Revolutionary Federation-Dashnaksutyun party: Vahan Hovhannesian, Armen Rustamyan, Artyush Shahbazyan	21	10	11	0	1	1	19	3467.6
5.	Armenian National Congress bloc: Levon Ter-Petrosyan, Stepan Demirtchyan, Aram Z. Sargsyan	20	12	8	0	0	1	19	3251.7
6.	“Orinats Yerkir” party: Artur Baghdasaryan, Heghineh Bisharyan, Armen Yeritsyan	18	9	8	1	0	1	17	841.8
7.	Communist Party of Armenia: Ruben Tovmasyan, Vazgen Safaryan, Tatchat Sargsyan	9	4	5	0	0	0	9	528.5
8.	“United Armenians” party: Ruben Avagyan, Gurgen Hovsepyan, Gayaneh Andreasyan	9	4	5	0	0	0	9	346
9.	Democratic Party of Armenia: Aram G. Sargsyan, Lenser Aghalovyan, Armen Hovsepyan	9	4	5	0	0	0	9	274.5
	Total	194	86	94	14	3	7	184	18601

PARLIAMENTARY ELECTIONS 2012

April 18-27, 2012

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

	Party/Bloc	Number of references to party/bloc (in units)	Form of references to party/bloc (in units)			Nature of references to party/bloc (in units)			Airtime, allocated to pieces, fully or partly dealing with party/bloc (in sec.)
			Pieces, fully dealing with party/bloc	Pieces, partly dealing with party/bloc	Mentionings about party/bloc	+	-	0	
1.	Republican Party of Armenia: Serzh Sargsyan, Hovik Abrahamyan, Tigran Sargsyan	251	117	107	27	4	1	246	13668.5
2.	Armenian National Congress bloc: Levon Ter-Petrosyan, Stepan Demirtchyan, Aram Z. Sargsyan	147	76	71	0	0	2	145	14474.5
3.	Armenian Revolutionary Federation-Dashnaksutyun party: Vahan Hovhannesian, Armen Rustamyan, Artyush Shahbazyan	144	49	69	26	0	0	144	8459.5
4.	“Zharangutiun”/“Heritage” party: Raffi Hovannisian, Khachatur Qoqobelyan, Zaruhi Postanjyan	143	58	59	26	0	0	143	5349
5.	“Bargavach Hayastan”/“Prosperous Armenia” party: Gagik Tsarukyan, Vartan Oskanian, Vardan Vardanyan	135	65	68	2	0	2	133	8365.5
6.	“Orinats Yerkir” party: Artur Baghdasaryan, Heghineh Bisharyan, Armen Yeritsyan	93	34	51	8	0	0	93	5162
7.	Communist Party of Armenia: Ruben Tovmasyan, Vazgen Safaryan, Tatchat Sargsyan	65	33	28	4	0	0	65	4437
8.	Democratic Party of Armenia: Aram G. Sargsyan, Lenser Aghalovyan, Armen Hovsepyan	54	25	25	4	0	0	54	2550
9.	“United Armenians” party: Ruben Avagyan, Gurgen Hovsepyan, Gayaneh Andreasyan	50	23	23	4	0	0	50	2202
	Total	1082	480	501	101	4	5	1073	64668

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April 18-27, 2012

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

	Party/Bloc	Number of references to party/bloc (in units)	Form of references to party/bloc (in units)			Nature of references to party/bloc (in units)			Airtime, allocated to pieces, fully or partly dealing with party/bloc (in sec.)
			Pieces, fully dealing with party/bloc	Pieces, partly dealing with party/bloc	Mentionings about party/bloc	+	-	0	
1.	Republican Party of Armenia: Serzh Sargsyan, Hovik Abrahamyan, Tigran Sargsyan	115	37	76	2	0	6	109	8423
2.	Armenian Revolutionary Federation-Dashnaktsutyun party: Vahan Hovhannesian, Armen Rustamyan, Artyush Shahbazyan	95	38	37	20	12	0	83	12950
3.	“Bargavach Hayastan”/“Prosperous Armenia” party: Gagik Tsarukyan, Vartan Oskanian, Vardan Vardanyan	73	31	41	1	13	2	58	6255.5
4.	“Orinats Yerkir” party: Artur Baghdasaryan, Heghineh Bisharyan, Armen Yeritsyan	50	18	27	5	0	2	48	4477
5.	“Zharangutiun”/“Heritage” party: Raffi Hovannisian, Khachatur Qoqobelyan, Zaruhi Postanjyan	50	28	20	2	0	0	50	4223.5
6.	Democratic Party of Armenia: Aram G. Sargsyan, Lenser Aghalovyan, Armen Hovsepyan	34	25	7	2	0	0	34	5338.5
7.	Armenian National Congress bloc: Levon Ter-Petrosyan, Stepan Demirtchyan, Aram Z. Sargsyan	32	17	15	0	0	1	31	2924
8.	Communist Party of Armenia: Ruben Tovmasyan, Vazgen Safaryan, Tatchat Sargsyan	17	9	6	2	0	0	17	2622
9.	“United Armenians” party: Ruben Avagyan, Gurgun Hovsepyan, Gayaneh Andreasyan	16	7	9	0	0	0	16	2710.5
	Total	482	210	238	34	25	11	446	49924

PARLIAMENTARY ELECTIONS 2012

April 18-27, 2012

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

	Party/Bloc	Number of references to party/bloc (in units)	Form of references to party/bloc (in units)			Nature of references to party/bloc (in units)			Airtime, allocated to pieces, fully or partly dealing with party/bloc (in sec.)
			Pieces, fully dealing with party/bloc	Pieces, partly dealing with party/bloc	Mentionings about party/bloc	+	-	0	
1.	Republican Party of Armenia: Serzh Sargsyan, Hovik Abrahamyan, Tigran Sargsyan	136	34	81	21	0	9	127	6724
2.	“Bargavach Hayastan”/“Prosperous Armenia” party: Gagik Tsarukyan, Vartan Oskanian, Vardan Vardanyan	108	58	35	15	23	0	85	20769
3.	Armenian National Congress bloc: Levon Ter-Petrosyan, Stepan Demirtchyan, Aram Z. Sargsyan	53	31	22	0	1	0	52	6408.5
4.	“Orinats Yerkir” party: Artur Baghdasaryan, Heghineh Bisharyan, Armen Yeritsyan	48	18	28	2	0	1	47	5231
5.	Armenian Revolutionary Federation-Dashnaksutyun party: Vahan Hovhannesian, Armen Rustamyan, Artyush Shahbazyan	39	20	16	3	0	0	39	7041.5
6.	“Zharangutiun”/“Heritage” party: Raffi Hovannisian, Khachatur Qoqobelyan, Zaruhi Postanjyan	37	15	20	2	0	0	37	5259
7.	Democratic Party of Armenia: Aram G. Sargsyan, Lenser Aghalovyan, Armen Hovsepyan	22	12	10	0	0	0	22	3923
8.	Communist Party of Armenia: Ruben Tovmasyan, Vazgen Safaryan, Tatchat Sargsyan	17	7	10	0	0	0	17	3043
9.	“United Armenians” party: Ruben Avagyan, Gurgun Hovsepyan, Gayaneh Andreasyan	8	0	8	0	0	0	8	1083
	Total	468	195	230	43	24	10	434	59482

PARLIAMENTARY ELECTIONS 2012

April 18-27, 2012

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

	Party/Bloc	Number of references to party/bloc (in units)	Form of references to party/bloc (in units)			Nature of references to party/bloc (in units)			Airtime, allocated to pieces, fully or partly dealing with party/bloc (in sec.)
			Pieces, fully dealing with party/bloc	Pieces, partly dealing with party/bloc	Mentionings about party/bloc	+	-	0	
1.	Republican Party of Armenia: Serzh Sargsyan, Hovik Abrahamyan, Tigran Sargsyan	82	57	23	2	0	4	78	9133
2.	"Orinats Yerkir" party: Artur Baghdasaryan, Heghineh Bisharyan, Armen Yeritsyan	45	26	17	2	4	3	38	5970
3.	"Bargavach Hayastan"/"Prosperous Armenia" party: Gagik Tsarukyan, Vartan Oskanian, Vardan Vardanyan	42	27	15	0	6	3	33	5463
4.	Armenian National Congress bloc: Levon Ter-Petrosyan, Stepan Demirtchyan, Aram Z. Sargsyan	39	25	12	2	0	0	39	4180
5.	Armenian Revolutionary Federation-Dashnaksutyun party: Vahan Hovhannesian, Armen Rustamyan, Artyush Shahbazyan	37	26	9	2	0	0	37	6145
6.	"Zharangutiun"/"Heritage" party: Raffi Hovannisian, Khachatur Qoqobelyan, Zaruhi Postanjyan	36	27	9	0	0	0	36	4511
7.	Democratic Party of Armenia: Aram G. Sargsyan, Lenser Aghalovyan, Armen Hovsepyan	22	16	6	0	0	0	22	2132
8.	Communist Party of Armenia: Ruben Tovmasyan, Vazgen Safaryan, Tatchat Sargsyan	20	15	5	0	0	0	20	2891
9.	"United Armenians" party: Ruben Avagyan, Gurgun Hovsepyan, Gayaneh Andreasyan	10	8	2	0	0	0	10	666
	Total	333	227	98	8	10	10	313	41091

PARLIAMENTARY ELECTIONS 2012

April 18-27, 2012

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

	Party/Bloc	Number of references to party/bloc (in units)	Form of references to party/bloc (in units)			Nature of references to party/bloc (in units)			Airtime, allocated to pieces, fully or partly dealing with party/bloc (in sec.)
			Pieces, fully dealing with party/bloc	Pieces, partly dealing with party/bloc	Mentionings about party/bloc	+	-	0	
1.	Republican Party of Armenia: Serzh Sargsyan, Hovik Abrahamyan, Tigran Sargsyan	69	30	36	3	6	1	62	3722.5
2.	"Bargavach Hayastan"/"Prosperous Armenia" party: Gagik Tsarukyan, Vartan Oskanian, Vardan Vardanyan	25	8	17	0	1	0	24	2888.5
3.	"Zharangutiun"/"Heritage" party: Raffi Hovannisian, Khachatur Qoqobelyan, Zaruhi Postanjyan	24	9	15	0	2	0	22	2764
4.	Armenian National Congress bloc: Levon Ter-Petrosyan, Stepan Demirtchyan, Aram Z. Sargsyan	24	11	13	0	0	0	24	2230
5.	Armenian Revolutionary Federation-Dashnaksutyun party: Vahan Hovhannesian, Armen Rustamyan, Artyush Shahbazyan	22	7	13	2	0	0	22	1056.5
6.	"Orinats Yerkir" party: Artur Baghdasaryan, Heghineh Bisharyan, Armen Yeritsyan	18	7	10	1	0	0	18	2489.5
7.	Communist Party of Armenia: Ruben Tovmasyan, Vazgen Safaryan, Tatchat Sargsyan	16	9	7	0	0	0	16	1665
8.	Democratic Party of Armenia: Aram G. Sargsyan, Lenser Aghalovyan, Armen Hovsepyan	11	3	8	0	0	0	11	589
9.	"United Armenians" party: Ruben Avagyan, Gurgen Hovsepyan, Gayaneh Andreasyan	5	2	3	0	0	0	5	162
	Total	214	86	122	6	9	1	204	17567

PARLIAMENTARY ELECTIONS 2012

April 18-27, 2012

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

	Party/Bloc	Number of references to party/bloc (in units)	Form of references to party/bloc (in units)			Nature of references to party/bloc (in units)			Airtime, allocated to pieces, fully or partly dealing with party/bloc (in sec.)
			Pieces, fully dealing with party/bloc	Pieces, partly dealing with party/bloc	Mentionings about party/bloc	+	-	0	
1.	Republican Party of Armenia: Serzh Sargsyan, Hovik Abrahamyan, Tigran Sargsyan	136	40	94	2	0	5	131	5441
2.	"Bargavach Hayastan"/"Prosperous Armenia" party: Gagik Tsarukyan, Vartan Oskanian, Vardan Vardanyan	62	24	38	0	0	5	57	4856.5
3.	"Zharangutiun"/"Heritage" party: Raffi Hovannisian, Khachatur Qoqobelyan, Zaruhi Postanjyan	54	23	31	0	0	0	54	2976
4.	Armenian National Congress bloc: Levon Ter-Petrosyan, Stepan Demirtchyan, Aram Z. Sargsyan	52	31	21	0	0	0	52	5720.5
5.	Armenian Revolutionary Federation-Dashnaksutyun party: Vahan Hovhannesian, Armen Rustamyan, Artyush Shahbazyan	52	20	32	0	0	0	52	3220.5
6.	"Orinats Yerkir" party: Artur Baghdasaryan, Heghineh Bisharyan, Armen Yeritsyan	46	11	35	0	0	5	41	2332.5
7.	Communist Party of Armenia: Ruben Tovmasyan, Vazgen Safaryan, Tatchat Sargsyan	30	13	17	0	0	0	30	3022
8.	Democratic Party of Armenia: Aram G. Sargsyan, Lenser Aghalovyan, Armen Hovsepyan	28	15	13	0	0	0	28	3022
9.	"United Armenians" party: Ruben Avagyan, Gurgun Hovsepyan, Gayaneh Andreasyan	15	6	9	0	0	0	15	1524
	Total	475	183	290	2	0	15	460	32115