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Office in Yerevan

**INTERIM REPORT ON
MONITORING OF ARMENIAN BROADCAST MEDIA
COVERAGE OF ELECTIONS TO
RA NATIONAL ASSEMBLY IN 2012
(APRIL 8-17, 2012)**

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**INTERIM REPORT ON
MONITORING OF ARMENIAN BROADCAST
MEDIA COVERAGE OF ELECTIONS
TO RA NATIONAL ASSEMBLY IN 2012
(APRIL 8-17, 2012)**

Current stage of the monitoring includes the period of the pre-election promotion: April 8 - May 4, 2012. Data from the first ten days of this stage (till April 17) 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 ten-day period covered by the report the studied broadcasters provided balanced coverage of the political forces taking part in the elections. Unlike the previous stages of the monitoring, no cases of programs, which contain obvious attributes of hidden political promotion, were recorded. The 8 parties and one party bloc received mostly equal conditions for introducing the electorate to their programs and views.

While the studied broadcasters undoubtedly made a step forward, as compared to the previous national elections, as well as to the months that preceded the four-week period of official pre-election promotion, this does not imply that similar progress has taken place in the behavior of politicians. As before, the politicians do not always inform the media about their election campaign events in proper time, sometimes refrain from taking part in the political debates and other discussion programs. This indeed creates certain obstacles preventing citizens from making a well-informed, conscious choice.

THE HIGHEST DEGREE OF INTEREST to political forces, running in the elections, was displayed by “**ArmNews**”, “**Kentron**” and “**Yerkir Media**” (*hereafter for the quantitative results of the monitoring see the attached tables*). And while “**Kentron**” and “**Yerkir Media**” were active in that sense during all the stages of the monitoring, “**ArmNews**” was gaining leadership in terms of frequency and volume of coverage of electoral processes, by

increasing its attention gradually. Less than other studied channels internal political situation was covered by **PTA First Channel**, “**Armenia**” and “**Shant**”. These same broadcasters (first of all, “Shant”) displayed the least degree of activity on the previous stages of the monitoring.

However, if on the previous stages the lack of attention to electoral process could have influenced the degree of awareness of the audience, beginning from April 8 the potential voters were receiving the necessary minimum of news and opinions. In the news editions of 8 out of 9 studied broadcasters, reports about pre-election rallies and other events of all 9 parties/bloc were aired, politicians were frequent guests in discussion programs. Besides, the broadcasters aired paid pre-election promotion slots (while on **PTA First Channel** and **Public Radio** also free pre-election promotion slots). Of course, the electorate does not have equal amount of information about all participants of elections, however this is a consequence of the political forces’ capacity and willingness to wage an election campaign. Thus, the level of awareness of voters regarding “United Armenians” party is substantially lower compared to other parties.

Of 9 broadcasters studied, “**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 7 references to political parties/bloc within its programs studied. Accordingly, the analysis and comparisons made within the current report, do not refer to this broadcaster.

MOST EQUALLY the attention to political forces was distributed on **Second Armenian TV Channel**. And the largest divergence between airtime allocations to different parties/bloc was recorded on “**Kentron**”, where “Prosperous Armenia” party, as on the previous stages of the monitoring, had an overwhelming advantage over its competitors in terms of coverage volume. A similar advantage of one party (in this case Armenian Revolutionary Federation-Dashnaksutyun) was observed on “**Yerkir Media**”. However, unlike “Kentron”, here the attention to other parties was distributed relatively equally.

On all other channels coverage of Republican Party of Armenia (RPA) was the most intensive: according to cumulative indicators of all studied broadcasters this party was the leader both in terms of reference frequency and airtime allocation. However, on none of the studied broadcasters RPA had such an obvious advantage in terms of coverage volume, as “Prosperous Armenia” had on “**Kentron**”, and ARF-Dashnaksutyun - on “**Yerkir Media**”. According to cumulative indicators of all studied channels, RPA, “Prosperous Armenia” and ARF-Dashnaksutyun were the three leaders in terms of both degrees of attention: frequency of references and airtime. At the same time, other political forces, forming “the big six” (in addition to already mentioned three parties this comprises of Armenian National Congress, “Orinats Yerkir” and “Heritage”), were also covered quite intensively during these ten days. Democratic Party of Armenia and Communist Party of Armenia carried out a less active pre-election campaign, which also influenced their indicators in the monitoring results.

ACCORDING TO FREQUENCY OF REFERENCES the largest divergence between parties/bloc was recorded on “**ArmNews**”, where the indicator of RPA exceeded the indicators of its closest competitors more than twice. Such advantage of Republicans was formed mostly as a result of coverage of activities of the RA President and the RA Prime-Minister, not connected directly with the election campaign. According to the monitoring methodology, the coverage of politicians, who hold the first three positions in party electoral lists and whose names are indicated on the electoral ballots, is counted as coverage of the respective party/bloc, regardless of the capacity in which these persons

appear. Besides, on “**ArmNews**” the first three numbers of the RPA list appeared often and without connection to the elections in the advertisings between programs of “Banadzev” talk show, and in the “Fotolur” and “Word” sections of the “Info” program. If one excludes the coverage of these three persons, not connected to their party affiliation, from the indicators of “**ArmNews**”, then this channel would have relatively the same degree of balanced attention to various political forces as **Second Armenian TV Channel**.

In general, the issue of coverage of party leaders’ activities, not connected with the election campaign, is quite pressing. Mostly, it refers to the Republican Party, whose list includes the RA President Serzh Sargsyan and the RA Prime-Minister Tigran Sargsyan in the first and third numbers, respectively. The coverage of their non-party activities raised the airtime of RPA on various channels by 20-30% on average. It means that they daily received on average 2-3 minutes of the evening airtime of each channel. Such airtime volume could have been considered acceptable, however not all public events with the participation of the two leaders of the country can be considered mandatory during the election campaign, in which they also take part as candidates. While participation in internal and international activities and events with fixed dates, determined independently of their will (such as Holy Easter celebration, Government sessions, etc.), is quite legitimate, in many cases their visits to various enterprises, institutions and attendance of ceremonies, etc., do not appear as something that could not have been planned for a period outside the election campaign. 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.

Needless to say, broadcasters traditionally cover every public event with the participation of the President and the Prime-Minister, and thus, as a matter of fact, the advantage of RPA (in terms of airtime allocation and reference frequency) before its competitors has been formed mostly as a result of their activities in the capacity of state officials. As mentioned before, this refers first of all to “**ArmNews**”, but on other channels this factor also played a certain role. Even on “**Kentron**” and “**Yerkir Media**”, where “Prosperous Armenia” and ARF-Dashnaktsutyun had a large advantage compared to RPA in terms of airtime allocation, short reports referring to public appearances of the President and the Prime-Minister in their official capacity, made the Republicans leaders in terms of frequency of references to this party.

THE POSITIVE TENDENCY of reduction of the share of connotation references to political forces is continuing. On the preliminary stage of the monitoring in November-December 2011 the share of connotation references formed 9.6%, in March 2012 it fell to 3.8%, and during the first ten days of the pre-election promotion - to 3.1% of the cumulative number of references on all studied channels. This dynamic deserves respect also in a sense that the criticism and praise addressed to each other by the parties and by the society are actually becoming more frequent as the voting day gets closer. In this connection, it should be noted that on this stage of the monitoring the overwhelming majority of negative references to parties/bloc quoted by the broadcasters belongs to their political opponents.

None of channels studied exceeded the 6% of connotation references of the total number of references to political forces - an indicator, which, based on the experience of the previous election campaigns, can be considered as quite acceptable. The lowest degree of “partiality” according to this component of the study was displayed by **Public Radio**, where the share of connotation references was only 0.5% (two various parties received one positive reference each). The highest degree was recorded on “**Kentron**”, where out of 22

connotation references recorded, 21 positive ones were received by “Prosperous Armenia”. The next is “**Yerkir Media**”, where ARF-Dashnaktsutyun received 11 connotation references and all were positive, while RPA received 8 and all were negative.

It is based on the indicators of “**Kentron**” that “Prosperous Armenia” has the most favorable cumulative balance on all channels studied: 26 positive and 2 negative references. RPA received various connotation references more frequently than others: 20 positive and 13 negative. Armenian National Congress has the least favorable balance: 14 negative and not a single positive reference.

PTA First Channel indicator deserves a special commentary. There were five connotation references in its airtime: all positive and all addressed to RPA. This was a consequence of blitz-interviews with the participants of Republicans’ election campaign events, who expressed positive opinions about the ruling party. Reports from election campaign events of other political forces did not include such blitz-interviews. By the way, the tendency to ask the opinion of citizens only about one party was displayed on other channels as well. Particularly, “**Kentron**” covered in this way exclusively the events of “Prosperous Armenia”.

CURRENT REPORT suggests that, in spite of the generally diligent work of the broadcasters during the pre-election promotion, there remains a lot of potential for more professional coverage of the election campaign.

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 8-17, 2012

PARLIAMENTARY ELECTIONS 2012

April 8-17, 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	771	309	377	85	20	13	738	51920
2.	“Bargavach Hayastan”/“Prosperous Armenia” party: Gagik Tsarukyan, Vartan Oskanian, Vardan Vardanyan	422	187	203	32	26	2	394	39284.3
3.	Armenian Revolutionary Federation-Dashnaksutyun party: Vahan Hovhannesian, Armen Rustamyan, Artyush Shahbazyan	384	185	162	37	12	0	372	40328
4.	Armenian National Congress bloc: Levon Ter-Petrosyan, Stepan Demirtchyan, Aram Z. Sargsyan	381	195	175	11	0	14	367	37595.4
5.	“Orinats Yerkir” party: Artur Baghdasaryan, Heghineh Bisharyan, Armen Yeritsyan	352	140	199	13	4	1	347	31173.1
6.	“Zharangutiun”/“Heritage” party: Raffi Hovannisian, Khachatur Qoqobelyan, Zaruhi Postanjyan	324	159	158	7	4	0	320	30461.8
7.	Democratic Party of Armenia: Aram G. Sargsyan, Lenser Aghalovyan, Armen Hovsepyan	190	93	87	10	0	0	190	20908.8
8.	Communist Party of Armenia: Ruben Tovmasyan, Vazgen Safaryan, Tatchat Sargsyan	139	45	87	7	0	0	139	10853.3
9.	“United Armenians” party: Ruben Avagyan, Gurgen Hovsepyan, Gayaneh Andreasyan	93	32	57	4	0	0	93	6129.3
	Total	3056	1345	1505	206	66	30	2960	268654

PARLIAMENTARY ELECTIONS 2012

April 8-17, 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	59	21	27	11	5	0	54	5039.5
2.	"Orinats Yerkir" party: Artur Baghdasaryan, Heghineh Bisharyan, Armen Yeritsyan	24	11	13	0	0	0	24	1743
3.	Armenian National Congress bloc: Levon Ter-Petrosyan, Stepan Demirtchyan, Aram Z. Sargsyan	23	16	7	0	0	0	23	4371.5
4.	Armenian Revolutionary Federation-Dashnaksutyun party: Vahan Hovhannesian, Armen Rustamyan, Artyush Shahbazyan	23	12	9	2	0	0	23	2615
5.	"Bargavach Hayastan"/"Prosperous Armenia" party: Gagik Tsarukyan, Vartan Oskanian, Vardan Vardanyan	21	7	13	1	0	0	21	2001
6.	"Zharangutiun"/"Heritage" party: Raffi Hovannisian, Khachatur Qoqobelyan, Zaruhi Postanjyan	19	11	8	0	0	0	19	2546
7.	Democratic Party of Armenia: Aram G. Sargsyan, Lenser Aghalovyan, Armen Hovsepyan	14	9	5	0	0	0	14	2115
8.	Communist Party of Armenia: Ruben Tovmasyan, Vazgen Safaryan, Tatchat Sargsyan	14	7	6	1	0	0	14	1782.5
9.	"United Armenians" party: Ruben Avagyan, Gurgun Hovsepyan, Gayaneh Andreasyan	7	3	4	0	0	0	7	263.5
	Total	204	97	92	15	5	0	199	22477

PARLIAMENTARY ELECTIONS 2012

April 8-17, 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	5	0	2	3	0	0	5	68
2.	Armenian Revolutionary Federation-Dashnaksutyun party: Vahan Hovhannesian, Armen Rustamyan, Artyush Shahbazyan	1	0	0	1	0	0	1	0
3.	Communist Party of Armenia: Ruben Tovmasyan, Vazgen Safaryan, Tatchat Sargsyan	1	0	0	1	0	0	1	0
4.	“Bargavach Hayastan”/“Prosperous Armenia” party: Gagik Tsarukyan, Vartan Oskanian, Vardan Vardanyan	0	0	0	0	0	0	0	0
5.	“Zharangutiun”/“Heritage” party: Raffi Hovannisian, Khachatur Qoqobelyan, Zaruhi Postanjyan	0	0	0	0	0	0	0	0
6.	Armenian National Congress bloc: Levon Ter-Petrosyan, Stepan Demirtchyan, Aram Z. Sargsyan	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.	“United Armenians” party: Ruben Avagyan, Gurgen Hovsepyan, Gayaneh Andreasyan	0	0	0	0	0	0	0	0
9.	“Orinats Yerkir” party: Artur Baghdasaryan, Heghineh Bisharyan, Armen Yeritsyan	0	0	0	0	0	0	0	0
	Total	7	0	2	5	0	0	7	68

PARLIAMENTARY ELECTIONS 2012

April 8-17, 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	56	23	30	3	5	2	49	6484
2.	Armenian National Congress bloc: Levon Ter-Petrosyan, Stepan Demirtchyan, Aram Z. Sargsyan	38	17	20	1	0	6	32	4609.8
3.	“Bargavach Hayastan”/“Prosperous Armenia” party: Gagik Tsarukyan, Vartan Oskanian, Vardan Vardanyan	30	7	19	4	0	1	29	913.9
4.	“Zharangutiun”/“Heritage” party: Raffi Hovannisian, Khachatur Qoqobelyan, Zaruhi Postanjyan	26	12	14	0	0	0	26	2751.9
5.	Armenian Revolutionary Federation-Dashnaksutyun party: Vahan Hovhannesyan, Armen Rustamyan, Artyush Shahbazyan	25	7	16	2	0	0	25	1896.4
6.	“Orinats Yerkir” party: Artur Baghdasaryan, Heghineh Bisharyan, Armen Yeritsyan	24	6	16	2	0	0	24	675.7
7.	Democratic Party of Armenia: Aram G. Sargsyan, Lenser Aghalovyan, Armen Hovsepyan	13	6	6	1	0	0	13	920.6
8.	Communist Party of Armenia: Ruben Tovmasyan, Vazgen Safaryan, Tatchat Sargsyan	11	4	6	1	0	0	11	346.1
9.	“United Armenians” party: Ruben Avagyan, Gurgen Hovsepyan, Gayaneh Andreasyan	8	2	6	0	0	0	8	109.6
	Total	231	84	133	14	5	9	217	18708

PARLIAMENTARY ELECTIONS 2012

April 8-17, 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	217	97	84	36	4	1	212	12802.3
2.	Armenian National Congress bloc: Levon Ter-Petrosyan, Stepan Demirtchyan, Aram Z. Sargsyan	95	51	38	6	0	5	90	10023.8
3.	“Orinats Yerkir” party: Artur Baghdasaryan, Heghineh Bisharyan, Armen Yeritsyan	95	42	49	4	0	1	94	8085.8
4.	“Bargavach Hayastan”/“Prosperous Armenia” party: Gagik Tsarukyan, Vartan Oskanian, Vardan Vardanyan	86	29	45	12	0	1	85	5080.3
5.	Armenian Revolutionary Federation-Dashnaksutyun party: Vahan Hovhannesian, Armen Rustamyan, Artyush Shahbazyan	76	34	28	14	0	0	76	9050.5
6.	“Zharangutiun”/“Heritage” party: Raffi Hovannisian, Khachatur Qoqobelyan, Zaruhi Postanjyan	73	34	33	6	4	0	69	6894.3
7.	Democratic Party of Armenia: Aram G. Sargsyan, Lenser Aghalovyan, Armen Hovsepyan	33	20	9	4	0	0	33	6489.5
8.	“United Armenians” party: Ruben Avagyan, Gurgen Hovsepyan, Gayaneh Andreasyan	19	11	7	1	0	0	19	2477.5
9.	Communist Party of Armenia: Ruben Tovmasyan, Vazgen Safaryan, Tatchat Sargsyan	18	8	9	1	0	0	18	1599
	Total	712	326	302	84	8	8	696	62503

PARLIAMENTARY ELECTIONS 2012

April 8-17, 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	102	31	63	8	0	8	94	6981
2.	Armenian Revolutionary Federation-Dashnaksutyun party: Vahan Hovhannesian, Armen Rustamyan, Artyush Shahbazyan	88	56	26	6	11	0	77	15064.5
3.	“Bargavach Hayastan”/“Prosperous Armenia” party: Gagik Tsarukyan, Vartan Oskanian, Vardan Vardanyan	67	28	37	2	3	0	64	4773.5
4.	Armenian National Congress bloc: Levon Ter-Petrosyan, Stepan Demirtchyan, Aram Z. Sargsyan	50	24	23	3	0	2	48	2977.5
5.	“Orinats Yerkir” party: Artur Baghdasaryan, Haghineh Bisharyan, Armen Yeritsyan	47	17	26	4	0	0	47	4809
6.	“Zharangutiun”/“Heritage” party: Raffi Hovannisian, Khachatur Qoqobelyan, Zaruhi Postanjyan	42	24	17	1	0	0	42	4984.5
7.	Democratic Party of Armenia: Aram G. Sargsyan, Lenser Aghalovyan, Armen Hovsepyan	35	20	14	1	0	0	35	3603
8.	Communist Party of Armenia: Ruben Tovmasyan, Vazgen Safaryan, Tatchat Sargsyan	20	9	11	0	0	0	20	4000
9.	“United Armenians” party: Ruben Avagyan, Gurgun Hovsepyan, Gayaneh Andreasyan	10	1	9	0	0	0	10	554
	Total	461	210	226	25	14	10	437	47747

PARLIAMENTARY ELECTIONS 2012

April 8-17, 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	99	34	58	7	0	0	99	4991.5
2.	"Bargavach Hayastan"/"Prosperous Armenia" party: Gagik Tsarukyan, Vartan Oskanian, Vardan Vardanyan	98	65	23	10	21	0	77	18127.6
3.	Armenian National Congress bloc: Levon Ter-Petrosyan, Stepan Demirtchyan, Aram Z. Sargsyan	59	34	25	0	0	1	58	7907.1
4.	Armenian Revolutionary Federation-Dashnaksutyun party: Vahan Hovhannesian, Armen Rustamyan, Artyush Shahbazyan	47	28	14	5	0	0	47	6246.1
5.	"Zharangutiun"/"Heritage" party: Raffi Hovannisian, Khachatur Qoqobelyan, Zaruhi Postanjyan	46	23	23	0	0	0	46	2712.6
6.	"Orinats Yerkir" party: Artur Baghdasaryan, Heggineh Bisharyan, Armen Yeritsyan	41	23	15	3	0	0	41	7589.1
7.	Democratic Party of Armenia: Aram G. Sargsyan, Lenser Aghalovyan, Armen Hovsepyan	30	9	20	1	0	0	30	3337
8.	"United Armenians" party: Ruben Avagyan, Gurgen Hovsepyan, Gayaneh Andreasyan	27	6	19	2	0	0	27	844
9.	Communist Party of Armenia: Ruben Tovmasyan, Vazgen Safaryan, Tatchat Sargsyan	25	1	22	2	0	0	25	440
	Total	472	223	219	30	21	1	450	52195

PARLIAMENTARY ELECTIONS 2012

April 8-17, 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	64	34	28	2	2	2	60	4622
2.	"Orinats Yerkir" party: Artur Baghdasaryan, Heghineh Bisharyan, Armen Yeritsyan	37	18	19	0	4	0	33	4337
3.	Armenian National Congress bloc: Levon Ter-Petrosyan, Stepan Demirtchyan, Aram Z. Sargsyan	31	20	11	0	0	0	31	2641
4.	"Bargavach Hayastan"/"Prosperous Armenia" party: Gagik Tsarukyan, Vartan Oskanian, Vardan Vardanyan	29	18	9	2	2	0	27	3989
5.	Armenian Revolutionary Federation-Dashnaksutyun party: Vahan Hovhannesian, Armen Rustamyan, Artyush Shahbazyan	27	15	10	2	0	0	27	1933
6.	"Zharangutiun"/"Heritage" party: Raffi Hovannisian, Khachatur Qoqobelyan, Zaruhi Postanjyan	23	16	7	0	0	0	23	2416
7.	Democratic Party of Armenia: Aram G. Sargsyan, Lenser Aghalovyan, Armen Hovsepyan	13	11	2	0	0	0	13	1855
8.	Communist Party of Armenia: Ruben Tovmasyan, Vazgen Safaryan, Tatchat Sargsyan	10	6	4	0	0	0	10	1077
9.	"United Armenians" party: Ruben Avagyan, Gurgun Hovsepyan, Gayaneh Andreasyan	6	4	2	0	0	0	6	1023
	Total	240	142	92	6	8	2	230	23893

PARLIAMENTARY ELECTIONS 2012

April 8-17, 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	56	33	21	2	3	0	53	4527.7
2.	Armenian Revolutionary Federation-Dashnaktsutyun party: Vahan Hovhannesian, Armen Rustamyan, Artyush Shahbazyan	48	13	31	4	0	0	48	1247.5
3.	"Zharangutiun"/"Heritage" party: Raffi Hovannisian, Khachatur Qoqobelyan, Zaruhi Postanjyan	44	19	25	0	0	0	44	5375
4.	Armenian National Congress bloc: Levon Ter-Petrosyan, Stepan Demirtchyan, Aram Z. Sargsyan	35	17	18	0	0	0	35	2647.2
5.	"Bargavach Hayastan"/"Prosperous Armenia" party: Gagik Tsarukyan, Vartan Oskanian, Vardan Vardanyan	33	14	18	1	0	0	33	1903.5
6.	"Orinats Yerkir" party: Artur Baghdasaryan, Heggineh Bisharyan, Armen Yeritsyan	32	5	27	0	0	0	32	496.5
7.	Democratic Party of Armenia: Aram G. Sargsyan, Lenser Aghalovyan, Armen Hovsepyan	23	4	16	3	0	0	23	401.2
8.	Communist Party of Armenia: Ruben Tovmasyan, Vazgen Safaryan, Tatchat Sargsyan	17	0	16	1	0	0	17	147.2
9.	"United Armenians" party: Ruben Avagyan, Gurgun Hovsepyan, Gayaneh Andreasyan	3	0	2	1	0	0	3	38.2
	Total	291	105	174	12	3	0	288	16784

PARLIAMENTARY ELECTIONS 2012

April 8-17, 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	113	36	64	13	1	0	112	6404
2.	"Bargavach Hayastan"/"Prosperous Armenia" party: Gagik Tsarukyan, Vartan Oskanian, Vardan Vardanyan	58	19	39	0	0	0	58	2495.5
3.	"Orinats Yerkir" party: Artur Baghdasaryan, Heghineh Bisharyan, Armen Yeritsyan	52	18	34	0	0	0	52	3437
4.	"Zharangutiun"/"Heritage" party: Raffi Hovannisian, Khachatur Qoqobelyan, Zaruhi Postanjyan	51	20	31	0	0	0	51	2781.5
5.	Armenian National Congress bloc: Levon Ter-Petrosyan, Stepan Demirtchyan, Aram Z. Sargsyan	50	16	33	1	0	0	50	2417.5
6.	Armenian Revolutionary Federation-Dashnaksutyun party: Vahan Hovhannesian, Armen Rustamyan, Artyush Shahbazyan	49	20	28	1	1	0	48	2275
7.	Democratic Party of Armenia: Aram G. Sargsyan, Lenser Aghalovyan, Armen Hovsepyan	29	14	15	0	0	0	29	2187.5
8.	Communist Party of Armenia: Ruben Tovmasyan, Vazgen Safaryan, Tatchat Sargsyan	23	10	13	0	0	0	23	1461.5
9.	"United Armenians" party: Ruben Avagyan, Gurgun Hovsepyan, Gayaneh Andreasyan	13	5	8	0	0	0	13	819.5
	Total	438	158	265	15	2	0	436	24279