



YEREVAN PRESS CLUB



OPEN SOCIETY INSTITUTE

**MONITORING
THE ARMENIAN TV COVERAGE
OF ELECTIONS TO YEREVAN
COUNCIL OF ELDERLY
ON MAY 31, 2009**

**2009
YEREVAN**



YEREVAN PRESS CLUB

www.ypc.am

CONTENTS

Parties/Bloc, Who Ran in Elections to the Council of Elderly of Yerevan	3
Report of Yerevan Press Club on Monitoring the Armenian TV Coverage of Elections to Yerevan Council of Elderly on May 31, 2009	
General Information about the Study	4
Brief Background of Media Studied	7
Interim Report (April 16 - May 15, 2009)	8
Final Report (April 16 - May 29, 2009)	10
Tables and Charts	
April 16 - May 1, 2009	18
May 2-29, 2009	32

PARTIES/BLOC, WHO RAN IN ELECTIONS TO THE COUNCIL OF ELDERLY OF YEREVAN

On May 31, 2009 in elections to the Council of Elderly of Yerevan 6 parties and 1 party bloc took part.

On June 6, 2009 the RA Central Electoral Commission announced the final results of voting on the Council of Elderly of Yerevan. According to the RA CEC, the votes cast for parties/bloc, were distributed as follows (*in percentages*):

	Party/Bloc	%
1.	“Bargavach Hayastan”/“Prosperous Armenia” party	22.65
2.	Popular Party	2.15
3.	“Armenian National Congress” party bloc	17.57
4.	“Dashnaktsutiun” Armenian Revolutionary Federation	4.60
5.	Labor Socialist Party of Armenia	0.49
6.	Republican Party of Armenia	47.43
7.	“Orinats Yerkir” party	5.11

REPORT OF YEREVAN PRESS CLUB

ON MONITORING THE ARMENIAN TV COVERAGE OF ELECTIONS TO YEREVAN COUNCIL OF ELDERLY ON MAY 31, 2009

The monitoring was implemented by Yerevan Press Club with the financial support of Open Society Institute on **April 16 - May 29, 2009**. The research was administered in two stages: **first stage** - April 16 - May 1, 2009 (ahead of the pre-election promotion); **second stage** - May 2-29, 2009 (period of pre-election promotion).

GENERAL INFORMATION ABOUT THE STUDY

The monitoring covered 7 TV channels: *3 national ones* - First Channel of the Public Television of Armenia, "ALM", Second Armenian TV Channel; *4 channels of Yerevan* - "ArmNews", "Yerkir Media", "Kentron", "Shant".

The monitoring object was all programs, aired at the evening prime time of the abovementioned TV channels, containing references to six parties and one party bloc, their leaders, representatives, running in the elections of Yerevan Council of Elderly; as well as the airtime, allocated for pre-election promotion of parties/bloc.

Ahead of the official promotion campaign and on the first two days of pre-election promotion the programs aired at **18.00-24.00** were studied. From May 4 the monitoring time was shifted to an hour earlier - **from 17.00 till 24.00**. This was due to the time of demonstration of the pre-election promotion materials of the parties/bloc. In particular, on the First Channel of the Public Television of Armenia, in accordance with the RA Central Electoral Commission Resolution of May 2, 2009, the pre-election promotion of parties/bloc is broadcast starting from 17.15. Notably, the programs that started but did not end before 18.00, or before 17.00 from May 4, were not studied. The programs that started but did not end till 24.00 were studied in full, until their end.

The monitoring objectives were to determine and define through quantitative measurement and finding analysis:

- the effectiveness of legislative regulation of the broadcast media (primarily, the public TV) activities and the level of observance of the legislation by the TV channels during the elections;
- the level of attention of broadcast media of Armenia to the elections of Yerevan Council of Elderly;
- how adequate the broadcast media were in informing the electorate about parties/party bloc, running in the elections of Yerevan Council of Elderly;
- how adequate the broadcast media were in ensuring the access to air of the candidates to Yerevan Council of Elderly to express their views and opinions.

To meet these objectives, methodologies of qualitative and quantitative research were applied. The qualitative research included studying legislation and other official documents, relevant for the elections process in Armenia, conversations with media heads, journalists, politicians, representatives of the public, as well as the analysis of public statements, opinions voiced regarding the media activities at pre-election time. Quantitative monitoring included counting and measuring of TV programs directly.

Monitoring Methodology

All materials of the airtime studied were subdivided into two types:

1. **Editorial coverage;**
2. **Pre-election promotion (political advertising)** of the parties/bloc, running in the elections of Yerevan Council of Elderly.

All the necessary data for monitoring were recorded in two tables. **Table No.1** presented findings by the parties/bloc, running in the elections of Yerevan Council of Elderly, and the first two figures in the electoral lists of parties/bloc. **Table No.2** presented the first figures in the electoral lists of the parties/bloc.

1. The main study unit was **TV piece**. The TV piece was understood to be:

Unit of air, distinguished by subject, composition and design, i.e.:

- a. a separate story in the newscast;
- b. a separate communication, read by the program host;
- c. a part (section, story) of a program, dealing with various subjects/issues and distinguished by subject, composition and design (jingles, captions, etc.);
- d. announcements of stories were considered to be a part of the piece they referred to;
- e. program host text that introduced the TV piece (report, etc.) was considered to be a part of this piece (report, etc.).

2. Monitors recorded the **references** (in **units**), their **connotations/nature** (positive [+], negative [-], neutral [0]), as well as the **airtime** (in **seconds**), allocated to 7 parties/bloc, running in the elections of Yerevan Council of Elderly, **in the editorial coverage** of the broadcast media studied. The party/bloc “accounts” also received the portion of references (their connotations) and the airtime given to the representatives of these parties/bloc (their statements, speeches, quotations, as well as descriptions of their activities, opinion and comment about them by other persons). The references (their connotations), airtime, dealing with the first two numbers in the electoral lists of the parties/bloc were recorded, regardless of the capacity these figures appeared in. In the cases with other representatives of a party/bloc, as well as with the representatives of an election headquarters/proxy of a party/bloc, the references (their connotations), airtime were only recorded when their party affiliation was somehow stressed in the TV piece.

The connotation (positive, negative) references were seen to be the ones in the pieces that leave an undoubtedly positive or negative overall impression on the audience about the party/bloc or its representatives. In the cases when the connotation was not that certain, the reference is recorded as neutral. All doubts of the monitor were interpreted towards recording a neutral reference. Moreover, if the piece informed that any person/organization had publicly announced its support/or lack of support to the party/bloc, the reference to this party/bloc was recorded as positive/negative, respectively.

In each TV piece only one reference and only one connotation sign was recorded for every party/bloc or its representatives.

Any appearance of the first two figures in the electoral list of a party/bloc in a TV shot, which was not a part of the piece where the party/bloc was mentioned, was also considered to be a reference. If the appearance in the shot was a part of the piece where the party/bloc was mentioned, this did not count as an additional reference.

The reference (its connotation), airtime, allocated to ***the first figure*** in the electoral list of party/bloc were recorded in **Table No.2**, as well as in the appropriate column of party/bloc in **Table No.1**.

Apart from recording the airtime, allocated to the number one in the electoral list, the capacity in which it appears was also studied. Thus, the airtime was differentiated and classed in the appropriate section of Table No.2, according to whether it was allocated to the first figure for the coverage of his/her:

1. Official and professional activities;

2. Activities that are not directly related to professional or official duties.

3. The monitors also recorded and measured the volume of the materials, i.e., ***the airtime*** (in ***seconds***), allocated to the party/bloc for pre-election promotion in broadcast media studied (***17.00-24.00***) and marked on TV channels as “pre-election promotion”. The volume of paid and free political advertising was measured separately. The political advertising slot that started but did not end till 17.00 was not monitored. The political advertising slot that started but did not end till 24.00 was studied in full, until its end.

4. The monitors recorded ***the participants of discussion programs*** (interviews, guest in studio, talk shows) for the TV channels studied by a separate list, mentioning the TV channel, the title of the program, the name(s) and position(s) of the participants invited. Participation of numbers one and two of the party lists in such programs were recorded in the account of their parties/bloc, regardless of the capacity in which they were invited. If the discussion program participant was not the first or the second in the electoral list of party/bloc, but other representative of party/bloc or its election headquarters/proxy, and in the program this status was specified, in the list of discussion program participants the program was recorded as featuring the party/bloc.

BRIEF BACKGROUND OF MEDIA STUDIED

PUBLIC TELEVISION OF ARMENIA (PTA First Channel) is a part of the Public TV and Radio Company, established in 2001. The governing body is the Council of Public TV and Radio Company. The daily duration of First Channel air is 19.5 hours over Armenia and 24 hours in Yerevan.

"ALM": private TV company, founded in 2000 by "ALM Holding" LLC. The daily duration of air is 24 hours.

SECOND ARMENIAN TV CHANNEL (SECOND CHANNEL): private TV company, founded in 1998 by "Second Armenian TV Channel" LLC. The daily duration of air is 18 hours.

"ARMNEWS": private TV company, founded in 2002 by "ArmNews" CJSC. A news channel, on air 24 hours a day, re-broadcasting also programs of EuroNews.

"YERKIR MEDIA": private TV company, founded in 2004 by "Husaber" CJSC. The daily duration of air is 24 hours.

"KENTRON": private TV company, founded in 2002 by "SHARM" CJSC. The daily duration of air is 19 hours.

"SHANT" - private TV company, founded in 1994 by "Shant" LLC. The daily duration of air is 24 hours.

INTERIM REPORT

(APRIL 16 - MAY 15, 2009)

AHEAD OF THE OFFICIAL ELECTION CAMPAIGN (APRIL 16 - MAY 1, 2009) the leader in terms of aggregate airtime allocated to parties/bloc in editorial coverage of all 7 TV channels studied, became the Popular Party (44,481.6 sec.). It is followed by ARF "Dashnaktsutiun" (33,331.3 sec.). The Republican Party of Armenia (12,289.5 sec.) and "Prosperous Armenia" (12,043.8 sec.) received almost equal coverage. The aggregate airtime to the three other parties/bloc, running in the elections, was allocated as follows: "Orinats Yerkir" - 5,232.5 sec., Armenian National Congress - 4,492.4 sec., Labor Socialist Party of Armenia - 127.1 sec. Along this dimension the parties, whose activities were paid more attention by this or that TV channel, ahead of the pre-election promotion, received the most coverage. Thus, the Popular Party was widely covered in the air of "ALM", "Dashnaktsutiun" - on "Yerkir Media", the Republican Party of Armenia - on "ArmNews", "Prosperous Armenia" - on "Kentron".

During the period that precedes the pre-election promotion 7 TV channels studied referred more frequently to ARF "Dashnaktsutiun" (378 references), Republican Party of Armenia (229), "Prosperous Armenia" (154) and Armenian National Congress (120). The leader in terms of airtime, the Popular Party was the fifth in terms of the frequency of references (72). It is followed by "Orinats Yerkir" (59) and Labor Socialist Party of Armenia (16). The overwhelming majority of the references to parties/bloc were neutral (94.6%). The most positive references were given to the Republican Party of Armenia (22) and to "Prosperous Armenia" (19, 15 of which were remarked on "Kentron"). The other parties received but a few positive references. All the 22 positive references about the Republican Party of Armenia (out of which 16 were heard on "ArmNews") were accounted for the first figure in its electoral list, the incumbent Mayor of Yerevan Gagik Beglarian. Out of 8 negative references of all the TV channels studied 3 were addressed to "Orinats Yerkir" and to Armenian National Congress each, 2 - to the Republican Party of Armenia.

Ahead of the pre-election promotion the indisputable leader in terms of aggregate airtime, devoted by the 7 TV channels to the first figures of the electoral lists of parties/bloc (i.e., to candidates to Mayor of Yerevan), became Tigran Karapetian (44,372 sec.), while Gagik Beglarian (was the top of electoral list of the Republican Party of Armenia and became the Mayor) who took the second line, received a bit more than seven times less coverage (6,056.5 sec.). Notably, 99.8% of the aggregate airtime, allocated by the 7 TV channels studied to the Popular Party, was taken by its leader Tigran Karapetian.

FOR THE FIRST TWO WEEKS OF THE OFFICIAL ELECTION CAMPAIGN (MAY 2-15, 2009) the volume of editorial coverage of parties/bloc, running in the elections of Yerevan Council of Elderly, has increased one and a half times, as compared to the previous stage. Here again, the Popular Party was the leader in terms of aggregate airtime, allocated to the parties/bloc by all 7 TV channels studied (57,103.3 sec.). The second line was taken by "Prosperous Armenia" (32,415.6 sec.), putting behind ARF "Dashnaktsutiun" on the third rank (26,057.1 sec.). As compared to the previous stage, "Orinats Yerkir" received more broad coverage and was the fourth (21,276.1 sec.), while the Republican Party of Armenia, in the contrary, fell from the third rank to the fifth one (17,624.1 sec.). The Armenian National Congress and the Labor Socialist Party of Armenia, similarly to the previous stage, closed the table, receiving 9,442.8 sec. and 4,134.6 sec., respectively. During the first two weeks of the pre-election promotion, similarly to the previous stage of

the study, almost all the airtime (98.5%), allocated by the 7 TV channels to Popular Party, was accounted for its leader Tigran Karapetian.

As to the nature of the coverage, the trends marked during the previous stage of the study remained generally the same. In the first 14 days of the official electoral campaign, the overwhelming majority of the references (97.1%) on the 7 TV channels were neutral. Most of all positive references were accorded to the Republican Party of Armenia (11 references versus 1 negative), the Popular Party (10) and “Prosperous Armenia” (9). At the same time, the latter two did not receive any negative references. 5 out of the 11 positive references to the Republican Party of Armenia were accounted for by “ArmNews” TV channel; they all pertained to Gagik Beglarian, number one in the electoral list of the party. It should be also noted, that none of the representatives of the other parties/bloc received any connotation colored reference on “ArmNews”. All the 10 references to the Popular Party were marked on “ALM” TV channel and were addressed to its leader Tigran Karapetian. 6 out of 9 positive references to “Prosperous Armenia” were heard on the air of “Kentron”. Among the other connotational references on the 7 TV channels, 3 negative and positive each were addressed to “Orinats Yerkir” and 1 negative - to the Armenian National Congress.

Ahead of the pre-election promotion and during its first two weeks all the references of negative nature addressed to parties/bloc, their representatives were made not by the journalists themselves, but expressed in the opinions of the discussion programs and newscasts participants.

The paid airtime, allocated by all the 7 TV channels to parties/bloc for pre-election promotion (political advertising), from May 2 till May 15 was more actively used by “Prosperous Armenia” (14,141 sec.). It is followed by the Republican Party of Armenia (4,710 sec.), ARF “Dashnaktsutiun” (3,661 sec.), “Orinats Yerkir” (3,107 sec.), Armenian National Congress (3,021 sec.). Notably, “Dashnaktsutiun” placed its paid political advertising only on the air of “Yerkir Media”. The same picture was noted with the Popular Party, all the 856 sec. of paid airtime of which were only on “ALM” TV channel. During the first two weeks of the electoral campaign all the parties/bloc have used the free airtime that they are entitled to on the First Channel of Public Television of Armenia.

FINAL REPORT

(APRIL 16 - MAY 29, 2009)

THE COVERAGE BY THE TV CHANNELS STUDIED both ahead of (April 16 - May 1, 2009) and during (May 2-29, 2009) the official pre-election promotion, if one judges by the proportion of neutral and connotational references, was characterized by relative impartiality. Thus, during the pre-election promotion 95.8% of all references to parties/bloc, running in elections, were neutral. In this regard the elections to Yerevan Council of Elderly were quite different from the presidential elections of 2008, when the dissemination of negative information about one of the candidates on the national and Yerevan broadcast media was unmatched in scale. At the same time, the present election campaign, too, reflected the main problematic trends in broadcast media of Armenia.

In terms of the nature of coverage the 7 political forces, running in elections, can be conventionally classed into four categories.

The monitoring group classed with **the first category** the Popular Party, which received greatest attention both during the sixteen days (April 16 - May 1, 2009), directly preceding the pre-election promotion (44,481.6 sec.), and during the four weeks (May 2-29, 2009) of the pre-election promotion itself (112,144.1 sec.). The main distinctive feature in the coverage of the Popular Party was the fact that the lion share of the airtime it received (94.7% before the pre-election promotion and 89.1% during the pre-election promotion) came from "ALM" TV channel, owned by the leader of Popular Party Tigran Karapetian. Tigran Karapetian himself (heading the electoral list of the party) got 99.7% of all airtime, allocated by "ALM" to his party at both stages of the research.

The second category includes four parties, making up until recently the ruling coalition: "Prosperous Armenia" (82,291 sec. on all 7 TV channels on May 2-29), "Dashnaksutiun" (66,987.8 sec.), Republican Party of Armenia (58,126.2 sec.), "Orinats Yerkir" (57,113.6 sec.). In terms of aggregate volume of coverage, these four parties immediately follow the Popular Party, yet the attention to them was distributed much more evenly among all channels studied than it was in the case of Popular Party.

Parties classed in the first and second categories are united by the fact they had positive balance of connotationally colored references during the pre-election promotion. Besides, they - but for "Orinats Yerkir" - received particular attention from a certain TV channel. The special relations of Popular Party and "ALM" TV channel were noted above, yet, even though to a lesser degree, three more parties had apparent information preferences. "Prosperous Armenia" was the obvious leader on the air of "Kentron" (the coverage it received during the pre-election promotion was twice as much as that of "Dashnaksutiun" party, the second one in terms of attention on this channel). "Kentron" also gave 12 out of 19 positive references to the "Prosperous Armenia". "Dashnaksutiun" was unrivaled on "Yerkir Media", having received during the pre-election promotion half of the coverage that this channel gave to all 7 political forces. All 3 positive references to "Dashnaksutiun" were given to "Yerkir Media". Republican Party of Armenia on the Second Armenian TV Channel and "ArmNews" during the pre-election promotion was not only the leader in terms of coverage, but also had an explicitly positive balance of connotational references on their air: 12 positive ones versus no negative on the Second Armenian TV Channel, 9 positive versus no negative on "ArmNews". The superiority of Republican Party of Armenia on "Shant" TV channel was less obvious: here the Republicans were slightly ahead of

“Prosperous Armenia” in terms of airtime, receiving 4 connotational references (all being positive). All in all, the balance of connotational (positive-negative) references to the Republican Party on the 7 TV channels studied makes 39-9.

The third category includes Armenian National Congress bloc that is somewhat behind the quartet of the second category, but is also the only of the 7 political forces, running in elections, to have a negative balance of connotation references (0 positive versus 4 negative ones) during the pre-election promotion. Unlike 4 out of 5 parties, classed with the first and the second categories, the Armenian National Congress has not received explicit attention on any of the TV channels: while it was the leader during the pre-election promotion in terms of coverage on the First Channel of Public Television of Armenia, the gap between it and its rivals was insignificant.

Finally, **the fourth category** included the Labor Socialist Party of Armenia, which was an explicit outsider in terms of the interest received from TV channels during the pre-election promotion. Both overall, and on 6 of the 7 channels studied, it received the least coverage and was referred to much more seldom than its rivals. The Labor Socialist Party of Armenia was also the only that received no connotation reference. The only TV channel that gave as much attention to this party as to all other parties/bloc, was the First Channel of the Public Television of Armenia.

AS TO THE FIRST FIGURES ON ELECTORAL LISTS of the parties/bloc, running in elections to the Yerevan Council of Elderly (in fact, the candidates for the Mayor’s office), the greatest coverage, as noted above, was given to the leader of Popular Party Tigran Karapetian. The aggregate airtime allocated to him during the pre-election promotion on 7 TV channels studied more than five times exceeds the relevant figure for Heghineh Bisharian (number one on “Orinats Yerkir” list) and Gagik Beglarian (number one on Republican Party of Armenia list who ultimately became the Mayor), who were the second and the third in terms of coverage. Notably, the politicians who headed the lists of “Prosperous Armenia” and “Dashnaktsutiun”, i.e., the parties who were the second and the third in terms of aggregate coverage, found themselves the fourth and the fifth in the “ranking of the first figures”. To a certain extent this could be explained by the fact that the election campaign of “Prosperous Armenia” made an emphasis on the reputation of the party leader Gagik Tsarukian, who had no claims on a seat at the Council of Elderly, while number one on the municipal list, Harutiun Kushkian, was in the shade of the latter. In the case of “Dashnaktsutiun”, the main factor apparently was the traditional prioritization of collegiate principle, rather than a personality. The leader of the Armenian National Congress Levon Ter-Petrosian during the pre-election promotion was the last in terms of aggregate airtime he personally received, falling even behind the leader of Labor Socialist Party of Armenia Movses Shahverdian. This was the direct consequence of the fact that Ter-Petrosian, unlike the other first figures on electoral lists, refused to be interviewed and to take part in discussion programs.

THIS PRE-ELECTION CAMPAIGN was most intensively covered by “ALM” TV channel. The aggregate airtime this channel gave to 7 parties/bloc was more than twice as much as that given by the other two most active TV channels, “Yerkir Media” and “Kentron”. Notably, 62.1% of all airtime, allocated by “ALM” to 7 parties/bloc, was given to Popular Party. Another significant feature is the fact that all three TV channels that made up the trio of leaders in terms of attention to elections had distinct political preferences, as mentioned above. This can be interpreted to the effect that the wish of TV channels to contribute to the victory of a certain political force is a more powerful factor, stimulating their interest in elections, than their mission to inform the public about important political campaigns.

DURING THE PRE-ELECTION PROMOTION the most balanced coverage of elections was that on the air of the First Channel of the Public Television of Armenia. The time, allocated to parties/bloc in the editorial coverage, was distributed relatively evenly: Armenian National Congress (greatest volume) received 4,639.9 sec., while the Labor Socialist Party of Armenia (least volume) had 2,392.7 sec. In terms of frequency of reference the first here was the Republican Party of Armenia (67), the last - the Labor Socialist Party of Armenia (15). 97.4% of references of parties/bloc on the PTA First Channel were neutral.

In terms of airtime allocated to all parties/bloc during the pre-election promotion the most balanced, after the PTA First Channel was the Second Armenian TV Channel. These two are followed by "ArmNews", "Shant", "Kentron", "Yerkir Media", "ALM".

In terms of frequency of reference to parties/bloc during the pre-election promotion the most balanced, after the PTA First Channel, was "Shant". These two are followed by the Second Armenian TV Channel, "ArmNews", "ALM", "Kentron", "Yerkir Media".

Finally, in terms of the third dimension of balance, the share of neutral references to the parties/bloc during pre-election promotion, "Yerkir Media" TV channel (99%) surpassed even the PTA First Channel (97.4%). The third in this ranking is "Shant" (97.3%), followed by "ArmNews" and "Kentron" (96.3% each), Second Armenian TV Channel (96%), "ALM" (90.6%). 9 out of 10 connotation references, recorded on the air of "ArmNews", and 12 out of 13 on the air of Second Armenian TV Channel were received by Republican Party of Armenia and they all are positive. In other words, but for the particular liking these broadcasters have to Republicans, their performance along this dimension of balance would look much better, too.

In this regard it is important to note that ahead of elections and during the pre-election promotion, all negative references to parties/bloc, their representatives were made not by the TV journalists themselves, but were contained in the opinions voiced by discussion program/newscast participants. Meanwhile, the positive references in some cases were made by journalists.

THE BALANCED COVERAGE OF ELECTIONS to a large extent can be estimated also by the list of guests in discussion programs of the TV channels researched. The most even representation during the pre-election promotion was ensured by the PTA First Channel (representatives of all political forces, running in elections, were invited 1-2 times) and Second Armenian TV Channel (2-3 times). At the same time, the greatest number of guests took part in the discussion programs of "Yerkir Media", owing to this even the least invited party, the Labor Socialist Party of Armenia, took part in 5 programs of the TV channel. 4 political forces were not invited (or did not want to take part) in the discussion programs of "ArmNews", 2 - on "ALM", "Kentron" and "Shant" TV channels, each.

The most frequent participants in discussion programs of all 7 TV channels studied were representatives of "Dashnaktsutun" (30 times), the least frequent were those of Armenian National Congress (17) and Labor Socialist Party of Armenia (9).

THE ELECTIONS TO COUNCIL OF ELDERLY were distinctive in regard that the promotion campaigns of the political forces running in elections, as well as their coverage, was of positive nature. In other words, candidates mostly sought to endorse themselves, and not discredit the competitors, the way it happened during the presidential elections

2008. The TV channels, particularly in the second half of pre-election promotion, were actively inviting candidates on the air of their discussion programs. Had the political forces all responded to these invitations, the awareness of the voters about candidates and their platforms would have been quite high. During the last days of the campaign on almost all TV channels studied 2-3 issues of discussion programs were aired. The air of the two last days, May 28-29, was particularly dense.

None of the TV companies studied violated the provisions of the legislation on banning promotion after 24.00 on May 29.

ALL POLITICAL FORCES used the free political advertising on PTA First Channel in full. At the same time, paid advertising volume on the same TV was used by four out of seven parties/bloc. Republican Party of Armenia, "Orinats Yerkir", "Prosperous Armenia" and Armenian National Congress were the closest to using up the limit of paid advertising on the First Channel, stipulated by the resolution of the RA Central Electoral Commission of May 2, 2009. The Labor Socialist party of Armenia had no intention to spend money on paid air, whether of private or public broadcaster.

Five out of seven political forces, running in elections, placed their pre-election promotion materials on the air of "ALM", four - on "Yerkir Media", "Kentron" and "Shant" each, three - on Second Armenian TV Channel and "ArmNews" each. In terms of paid advertising airtime used, the leader was "Yerkir Media", followed by PTA First Channel, "Kentron", "Shant", Second Armenian TV Channel, "ALM" and "ArmNews". Yet it should be kept in mind that more than half of promotional pieces on the air of "Yerkir Media" was placed by one party, "Dashnaktsutiun".

Most paid advertising on 7 TV channels studied was used by "Prosperous Armenia" party. The second here was the Republican Party of Armenia, the third - "Orinats Yerkir". All three of these parties, included in the ruling coalition, accounted for more than three quarters of all paid political advertising aired by the channels studied during the pre-election promotion. The fourth party, "Dashnaktsutiun", used paid air only on one TV channel, "Yerkir Media". The same is true for Popular Party that placed its paid promotion only on the air of "ALM". Armenian National Congress placed such materials on the air of First Channel and three out of six private channels studied.

The data above show that the paid airtime for pre-election promotion was only fully used by pro-governmental forces. This once again brings forth the long-debated issue of the unduly excessive tariffs for political advertising that do not contribute to ensuring equal opportunities for pre-election campaigns.

AT THE SAME TIME, a whole number of materials were recorded during the monitoring that can be perceived as pre-election promotion by indirect signs, sometimes quite eloquent, that are not, however, accompanied by an appropriate title on the TV screen. In some cases they could be interpreted as violation of the legislation, in others - not. Yet the monitoring group is not aware of any investigation into such issues being made by the National Commission on Television and Radio that is to control the adherence of broadcast media with the electoral legislation.

Overall, it is necessary to note that the insufficiently distinct definitions and omissions in the legislation, the lack of an adequate control over its implementation remain the main factors that disallow eliminating the traditional deficiencies in the election reporting, along with the lack of plurality in the broadcast sphere.

FIRSTLY, the lack of dissecting legislative regulation of political advertising remains urgent. In fact, only the period of pre-election promotion is more or less regulated, which, in the case of elections to the Yerevan Council of Elderly lasted only 28 days. Meanwhile, of the experience of previous elections it is well-known that the political rivalry in reality starts well ahead of the period of pre-election promotion and the political parties, candidates, controlling or having influence, special relations with TV channels, receive more advantage than their rivals. The short period of pre-election promotion, when all parties and candidates have access to media, is insufficient to gain back all lost ground.

SECONDLY, as a result of lack of due regulation and supervision of law implementation, cases where indirect violations of Article 20 of the RA Electoral Code could be witnessed, in particular, the provisions on the need to observe fair and equal conditions in newscasts on TV and radio, reporting on the election campaigns of parties/blocs, were left with no consequences. That coverage should be impartial and free of comment.

Thus, on May 17, 2009 the First Channel of the Public Television of Armenia and on May 18, 2009 “Kentron”, “Shant”, “Yerkir Media”, “ALM” and the Second Armenian TV Channel showed the same report on honoring the veterans of the World War II, organized by the leader of “Prosperous Armenia” party Gagik Tsarukian. On the PTA First Channel, “Kentron”, “Shant” and “ALM” this piece (with negligible differences of editing) was shown in the newscasts, and on “Yerkir Media” and the Second Armenian TV Channel - as a separate piece in between the TV programs. This piece can be described as partial, intentionally forming positive image of the party ahead of elections. The circumstance that this piece was aired on different days and on several TV channels should have drawn attention to the piece as possible concealed political advertising.

Similar impression was left by the report on the presentation of the graduate works of the students of Fine Arts Academy, aired on May 22, 2009 by “Kentron” and “ALM”. The sponsor of this event was the leader of “Prosperous Armenia” party Gagik Tsarukian.

THIRDLY, there are reasons to believe that in the course of the current election campaign Article 11 of the RA Law “On Television and Radio” was violated. This article defines that the broadcasting of pre-election promotional materials, provided by the parties/blocs through their pre-election funds, should have a mandatory, uninterrupted screen marking, “pre-election promotion” (in the case of Public TV and Radio Company this norm covers also the airtime, allocated for campaigning free of charge). Besides the examples above, other can be quoted to prove this point, too.

Thus, on May 24, 2009 on the air of Sunday “Epikentron” newscast of “Kentron” TV channel a piece about “Orinats Yerkir” was aired, endorsing the party activities and its leader, Artur Baghdasarian. A somewhat lengthier version of this piece was aired on “Yerkir Media” on May 28, 2009 (953 and 966 seconds, respectively). On May 29, 2009 the leader of “Orinats Yerkir” and the Secretary of the RA National Security Council Artur Baghdasarian was the guest of “Aytsekart” program of “ALM” TV channel. In the end of the program its host said that after it a video film about Artur Baghdasarian will be aired, and the same material was shown that had already been aired on “Kentron” and “Yerkir Media”, but in a longer version (1,193 sec.). Only on 368th second of this piece did the screen flash the title “pre-election promotion” (and for this reason the remaining 825 seconds were classed by monitors as paid advertising of “Orinats Yerkir”). On May 29, 2009 on the air of “ArmNews” TV channel, in “Tempus” program, where Heghineh Bisharian was the guest (number one on the election list of “Orinats Yerkir”), the host said

that after the end of the program a film about the leader of “Orinats Yerkir” party Artur Baghdasarian would be shown. The film above was thus aired by “ArmNews”, too (version of 966 sec.).

In all the mentioned cases the monitoring group sees direct proofs that the film, prepared as pre-election promotion of “Orinats Yerkir” party, was aired in most cases with no appropriate title, which is an obvious violation of the law. Yet this had no consequences.

On May 28, 2009 in “Epikentron” newscast of “Kentron” TV channel a report on the pre-election rally of “Orinats Yerkir” party was shown that was introduced by a brief lead from the program host; the piece itself was aired with no journalistic text. The same piece (with minor editing changes) was aired on the same day in “Day by Day” newscast of “ALM” TV channel. And in these cases the monitoring group has reasons to suppose that a promotion material was aired as a news report.

FOURTHLY, the appearance of materials on air that are of promotional nature but are not accompanied by appropriate title is a problem also in terms of applying Article 128 of the RA Electoral Code. This Article stipulates: “To implement pre-election promotion the candidates to the Council of Elderly or to the community heads may use only the resources of their pre-election funds.” Meanwhile, there are reasons to suppose that the expenses to produce and air most of the concealed promotional pieces are covered by funding other than of the pre-election funds. The lack of due attention to such pieces from appropriate bodies does not allow to determine the frequent cases when Article 128 of the Electoral Code was violated.

FIFTHLY, some of the pieces of implicitly promotional nature were aired before the pre-election promotion start, even though the political advertising is only allowed during this period.

From April 16 till May 1, 2009 on the air of TV channels studied announcements repeatedly appeared on party activities of no direct relation to elections, but with the upcoming ballot day these announcements had the same or similar effect to pre-election promotion. These announcements could refer both to the party activities, implemented regardless of elections, and to the initiatives to some extent aiming at enhancing the pre-election rating of the party.

In particular, “Kentron” TV channel aired an announcement on health care action of “Prosperous Armenia” party: 8 times on April 16, 5 times on April 22, 3 times on April 23, 2009.

Since April 16, 2009, every day for a week “Yerkir Media” aired an announcement on a torch march on April 23, organized by “Dashnaktsutun” Youth Union and “Nikol Aghbalian” Student Union. The same announcement was aired by “ALM” TV channel, too.

On April 20, 2009 on the air of “ALM” TV channel twice an announcement was broadcast that on April 24 the leader of Popular Party Tigran Karapetian organizes candle lighting in Victory Park.

Besides, on April 23, 2009 on the air of “Epikentron” and “Epikentron. Special Report” programs of “Kentron” TV channel, as well as before the main “Lraber” newscast of the Second Armenian TV Channel the same report was broadcast - with minor editing

differences - on admission of new members to the youth wing of “Prosperous Armenia” party.

The materials above can be considered as aiming to form positive image of a party ahead of elections. Yet the obvious imperfection of the legislation does not allow to avoid or take measures against such precedents that create unequal conditions for campaigning and use of additional resources, not provided for by the law.

SIXTHLY, throughout the whole monitoring period, films, news reports, announcements of charity and other actions of the parties and politicians were aired, songs were broadcast to praise a certain political force. This happened on certain TV channels and in case of certain political forces. This phenomenon comes to prove again that unequal conditions of political struggle were created both before the pre-election promotion, unregulated by electoral legislation, and after May 2, when the above-mentioned Articles of Electoral Code and Law “On Television and Radio” were to be applied. These films, stories, etc., were not considered by appropriate bodies as a part of pre-election promotion, even though they influenced the political debate in the same manner as the official pre-election promotion.

Thus, on May 1, 4, 6, 7 and 22, 2009 on “Kentron” TV channel a video clip with a song endorsing “Prosperous Armenia” party was aired.

On May 7, 2009 on the air of the First Channel of the Public Television of Armenia again a concert dedicated to the 16th Anniversary of the Armenian Army was aired - recorded on January 28, 2008. At the concert the song “Araj Hayastan” (“Ahead, Armenia”) was performed that is perceived (since the 2008 presidential elections) as a symbol of pre-election campaign of the current RA President Serzh Sargsian and the Republican Party of Armenia that he heads.

On May 22, 2009 on “Yerkir Media” TV channel a video clip was shown with a song, endorsing “Dashnaksutiun” that accompanied the campaign of the party at the presidential elections of 2008.

As it can be seen from these examples, this promotional resource was used by the parties, who had special relations or influence over appropriate TV channels. This is also proved by the quantitative indicators of these TV channels attentions to political forces, running in elections. Naturally, this phenomenon signifies not only about the inconsistent law enforcement, but also about the legal imperfections, lack of well-developed, detailed and clear definitions.

SEVENTHLY, similarly to the previous elections, there are no formal grounds to speak about violations of Article 22 of the Electoral Code, prohibiting the journalists registered as candidates from reporting elections and hosting TV and radio programs. Yet “ALM” TV channel continues to raise concern. Its owner, the leader of the Popular Party Tigran Karapetian stopped hosting his numerous programs during the pre-election promotion, yet this had little impact on the frequency of his appearance on air. He just started to appear as a guest of the same programs, retaining the same opportunities to speak out that he had had before the pre-election promotion.

EIGHTHLY, all phenomena named above form on their part one big issue - the strengthened partisan focus on Armenian TV air. It is manifest in the fact that parties and politicians that own or have influence levers over the TV companies use them intensively for political goals, particularly, during elections. Taking into account the process of the past

years in broadcast media, as a result of which the ownership of TV companies and the influence over them is concentrated at hands of the ruling elite, the opposition finds it all the more difficult to compete with the authorities in the course of elections campaign and during the periods that precede them, but affect the formation of political preferences of the voters.

THE YPC MONITORING CONDUCTED came to confirm that the course of pre-election processes is negatively influenced by the imperfection of both the electoral legislation and broadcast legislation, as well as the lack of proper control over their implementation. Without bringing the legislation, regulating the broadcasting in accordance with international commitments, and their implementation practice - in accordance with the standards of developed democracies, one cannot hope for civilized electoral process in Armenia.

TABLES AND CHARTS
APRIL 16 - MAY 1, 2009

APRIL 16 - MAY 1, 2009

Number and nature of references, airtime, political advertising, allocated to parties (bloc)/first figures in the electoral lists by
7 TV channels studied:

PTA First Channel, "ALM", Second Armenian TV Channel, "ArmNews", "Yerkir Media", "Kentron", "Shant"

Table No.1

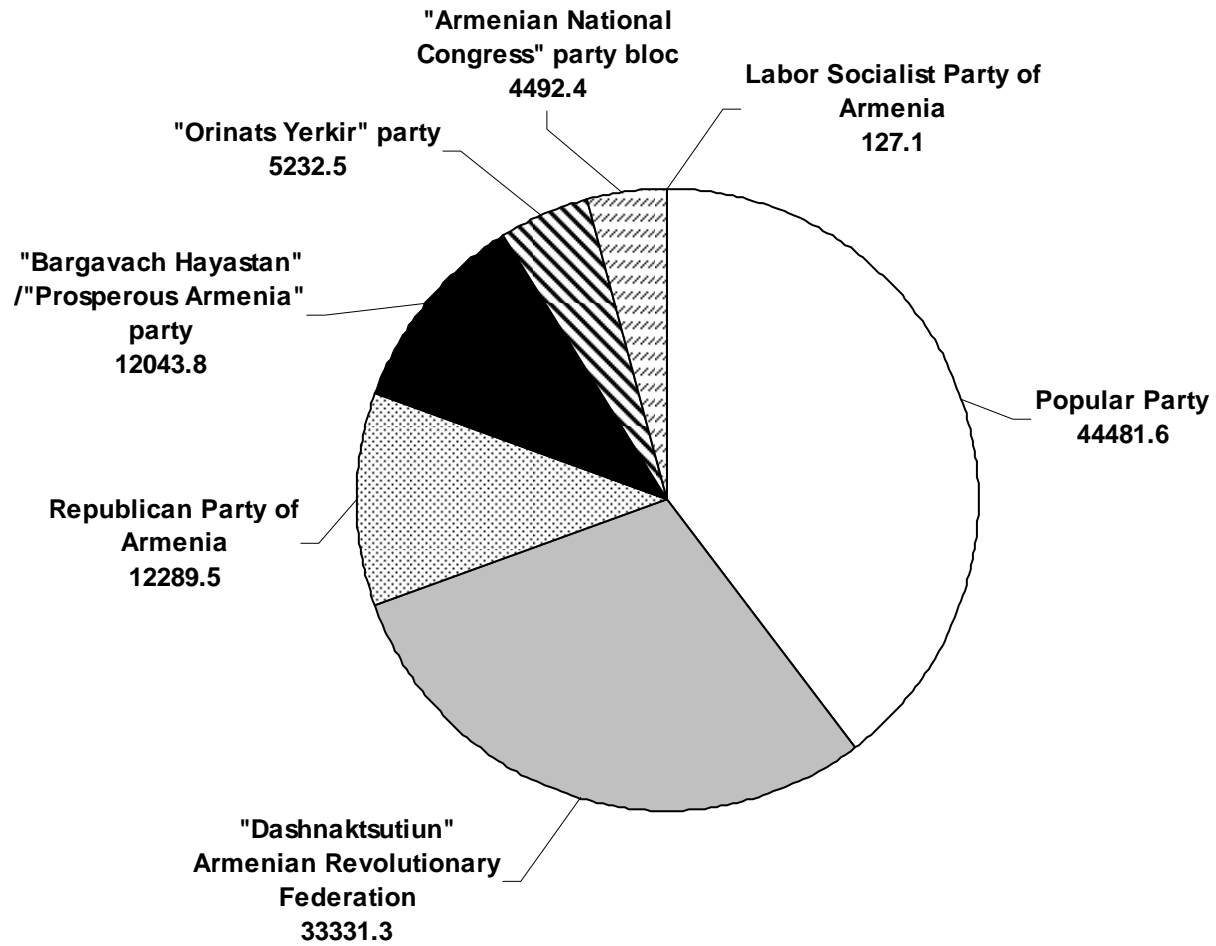
	Party/Bloc	Editorial coverage				Political advertising of the party/bloc		
		Number of references (units)	Connotation of references			Airtime allocated to party/bloc (sec.)	Paid (sec.)	Free (sec.)
			+	-	0			
1.	Popular Party: Tigran Karapetian, Artak Harutiunian	72	4	0	68	44481.6	0	0
2.	"Dashnaktsutiun" Armenian Revolutionary Federation: Artsvik Minasian, Albert Ajemian	378	2	0	376	33331.3	0	0
3.	Republican Party of Armenia: Gagik Beglarian, Taron Margarian	229	22	2	205	12289.5	0	0
4.	"Bargavach Hayastan"/"Prosperous Armenia" party: Harutiun Kushkian, Mkhitar Mnatsakanian	154	19	0	135	12043.8	0	0
5.	"Orinats Yerkir" party: Heghineh Bisharian, Henri Bakunts	59	1	3	55	5232.5	0	0
6.	"Armenian National Congress" party bloc: Levon Ter-Petrosian, Stepan Demirchian	120	0	3	117	4492.4	0	0
7.	Labor Socialist Party of Armenia: Movses Shahverdian, Ashot Mughnetsian	16	0	0	16	127.1	0	0
	Total	1028	48	8	972	111998.2	0	0

Table No.2

	Number one on the electoral list of the party/bloc	Editorial coverage						
		Number of references (units)	Connotation of references			Overall airtime allocated to the candidate (sec.)	Coverage of official and professional activities of the candidate (sec.)	Coverage of the candidate's activities that are not directly related to professional or official duties (sec.)
			+	-	0			
1.	Tigran Karapetian (Popular Party)	59	4	0	55	44372	5325	39047
2.	Gagik Beglarian (Republican Party of Armenia)	99	22	0	77	6056.5	5539.5	517
3.	Artsvik Minasian ("Dashnaktsutiun" Armenian Revolutionary Federation)	60	0	0	60	2375.5	1258	1117.5
4.	Levon Ter-Petrosian ("Armenian National Congress" bloc)	51	0	3	48	2328.3	0	2328.3
5.	Heghineh Bisharian ("Orinats Yerkir" party)	14	1	1	12	1408.5	0	1408.5
6.	Harutiun Kushkian ("Bargavach Hayastan"/"Prosperous Armenia" party)	27	0	0	27	246.5	177	69.5
7.	Movses Shahverdian (Labor Socialist Party of Armenia)	6	0	0	6	43.5	0	43.5
	Total	316	27	4	285	56830.8	12299.5	44531.3

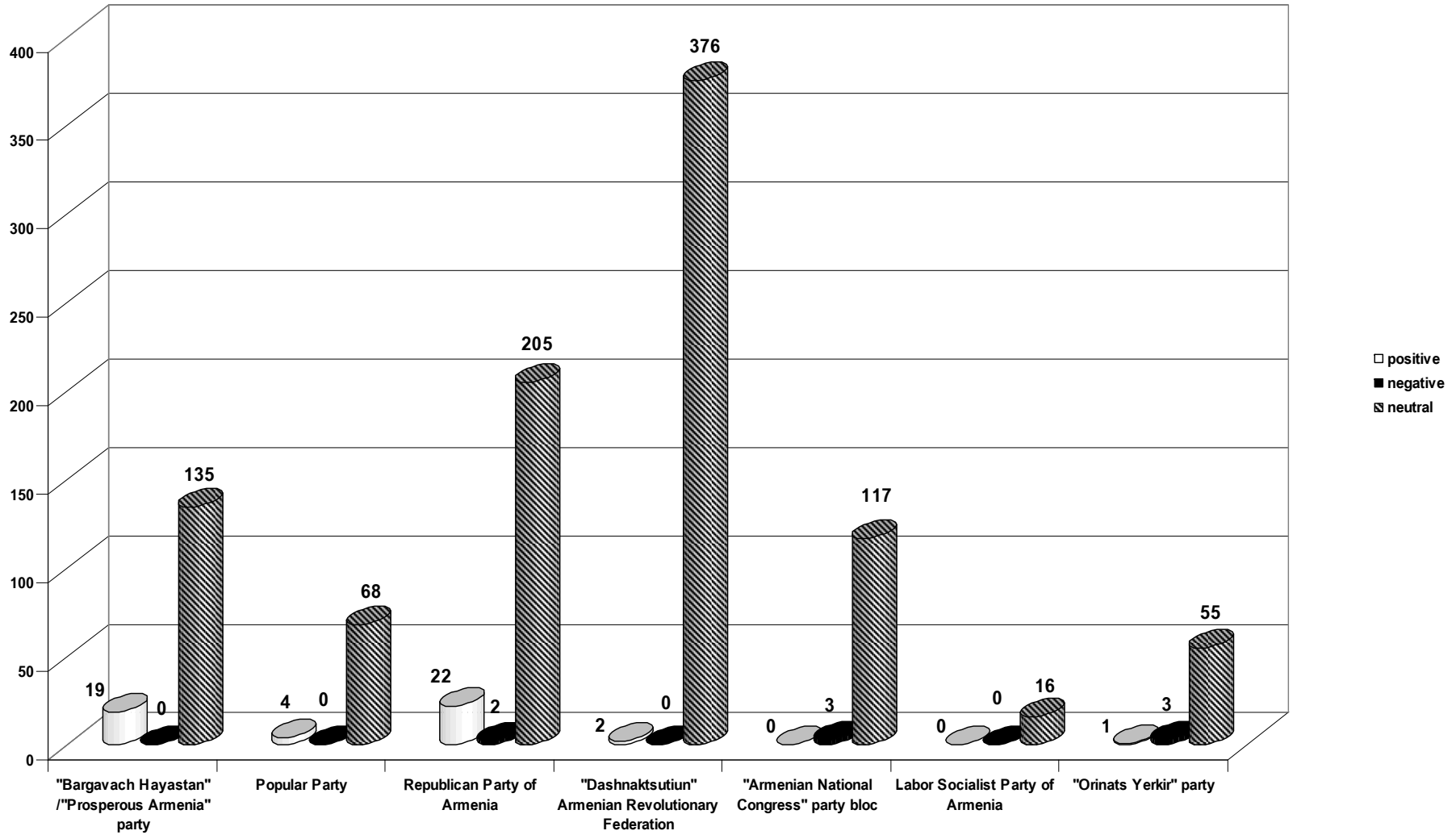
APRIL 16 - MAY 1, 2009

Airtime (in sec.), allocated to parties/bloc in editorial coverage of 7 TV channels studied:
PTA First Channel, "ALM", Second Armenian TV Channel, "ArmNews", "Yerkir Media", "Kentron", "Shant"



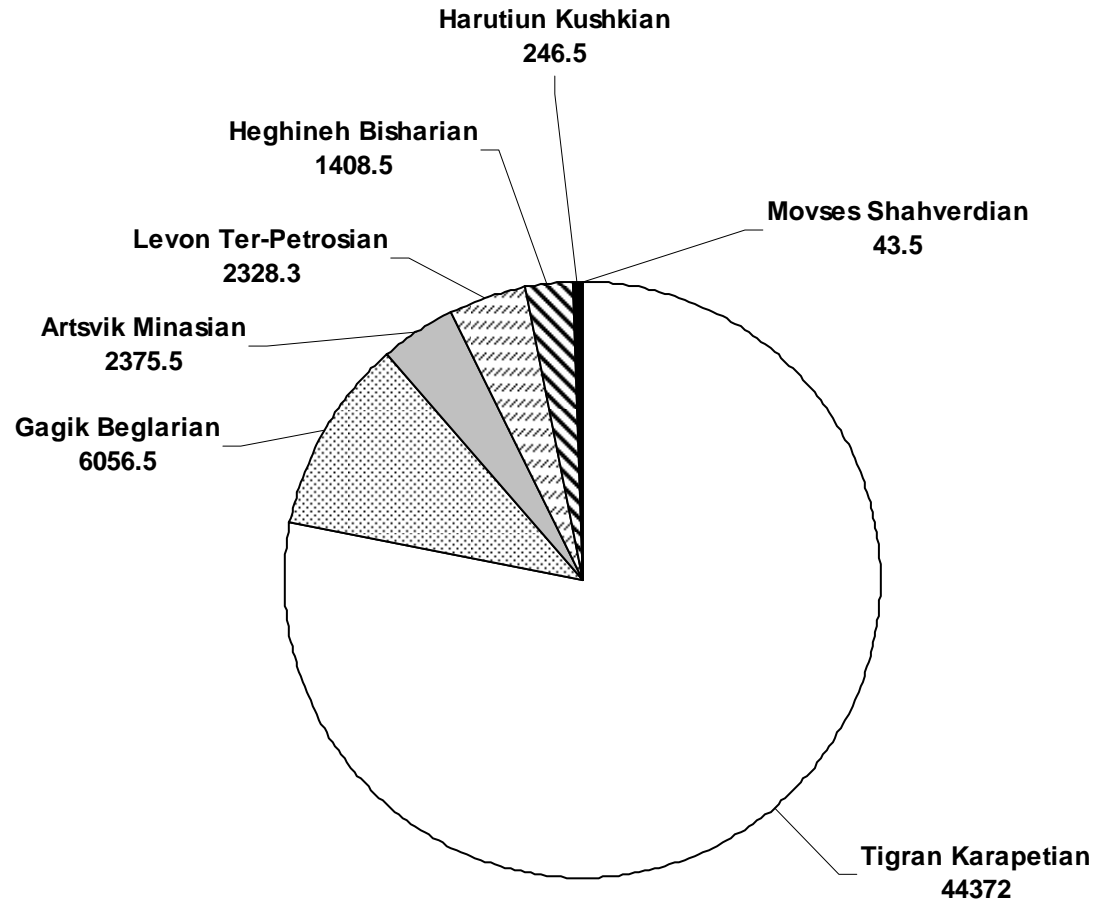
APRIL 16 - MAY 1, 2009

Number and nature of references (in units) to parties/bloc in editorial coverage of 7 TV channels studied:
PTA First Channel, "ALM", Second Armenian TV Channel, "ArmNews", "Yerkir Media", "Kentron", "Shant"

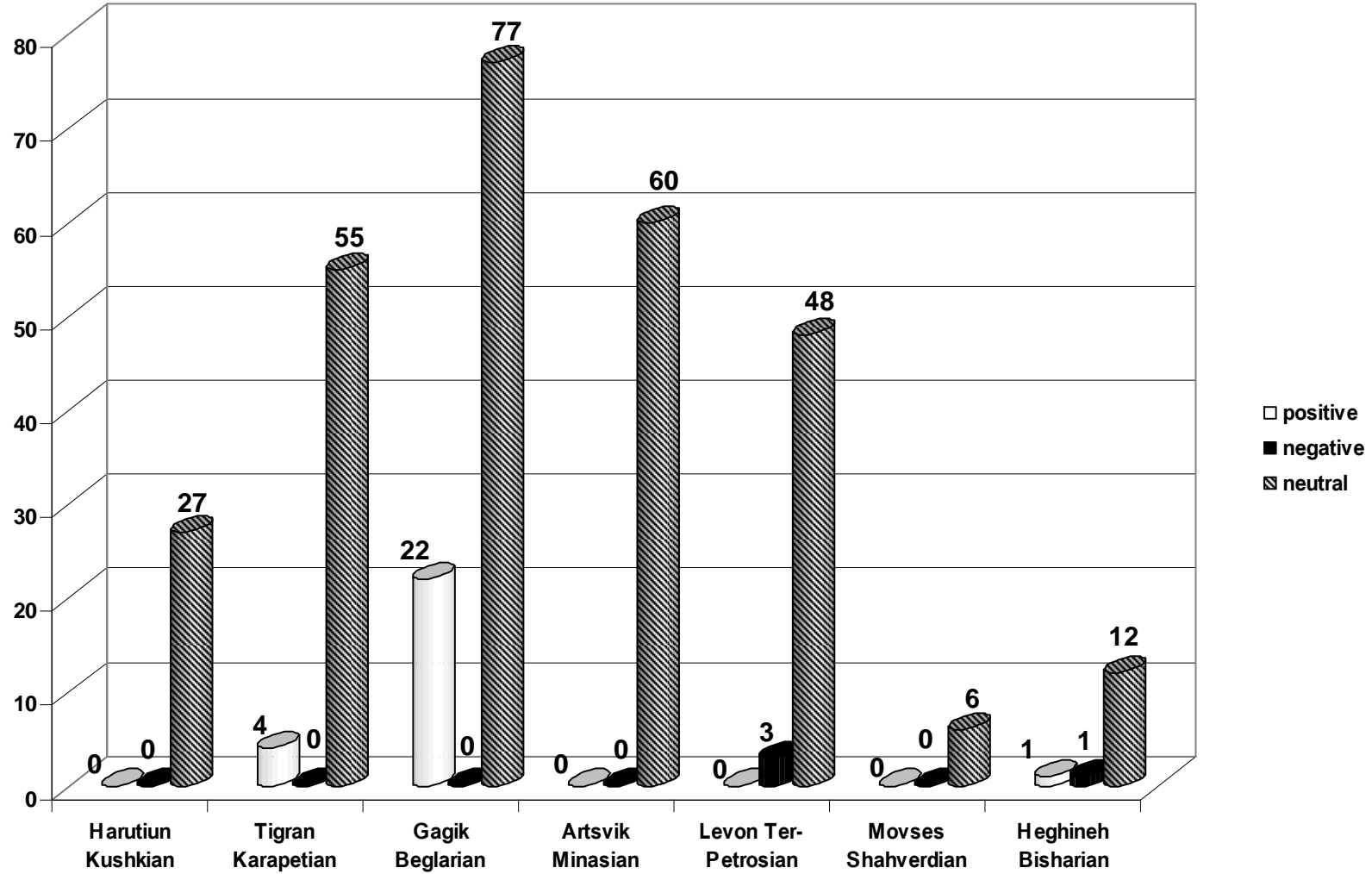


APRIL 16 - MAY 1, 2009

Airtime (in sec.), allocated to first figures in the electoral lists of parties/blocs in editorial coverage of 7 TV channels studied:
PTA First Channel, "ALM", Second Armenian TV Channel, "ArmNews", "Yerkir Media", "Kentron", "Shant"



APRIL 16 - MAY 1, 2009
Number and nature of references (in units) to first figures in the electoral lists of parties/blocs
in editorial coverage of 7 TV channels studied:
PTA First Channel, “ALM”, Second Armenian TV Channel, “ArmNews”, “Yerkir Media”, “Kentron”, “Shant”



APRIL 16 - MAY 1, 2009

Number and nature of references, airtime, political advertising, allocated to parties (bloc)/first figures in the electoral lists on First Channel of the Public Television of Armenia

Table No.1

	Party/Bloc	Editorial coverage				Political advertising of the party/bloc		
		Number of references (units)	Connotation of references			Airtime allocated to party/bloc (sec.)	Paid (sec.)	Free (sec.)
			+	-	0			
1.	"Dashnaktsutiun" Armenian Revolutionary Federation: Artsvik Minasian, Albert Ajemian	38	1	0	37	3805.1	0	0
2.	Republican Party of Armenia: Gagik Beglarian, Taron Margarian	21	0	0	21	1737.6	0	0
3.	"Armenian National Congress" party bloc: Levon Ter-Petrosian, Stepan Demirchian	7	0	0	7	420.1	0	0
4.	"Bargavach Hayastan"/"Prosperous Armenia" party: Harutiun Kushkian, Mkhitar Mnatsakanian	10	0	0	10	388.1	0	0
5.	"Orinats Yerkir" party: Heghineh Bisharian, Henri Bakunts	8	0	0	8	248.6	0	0
6.	Popular Party: Tigran Karapetian, Artak Harutiunian	2	0	0	2	10.1	0	0
7.	Labor Socialist Party of Armenia: Movses Shahverdian, Ashot Mughnetsian	2	0	0	2	10.1	0	0
	Total	88	1	0	87	6619.7	0	0

Table No.2

	Number one on the electoral list of the party/bloc	Editorial coverage						
		Number of references (units)	Connotation of references			Overall airtime allocated to the candidate (sec.)	Coverage of official and professional activities of the candidate (sec.)	Coverage of the candidate's activities that are not directly related to professional or official duties (sec.)
			+	-	0			
1.	Gagik Beglarian (Republican Party of Armenia)	11	0	0	11	570	492.5	77.5
2.	Levon Ter-Petrosian ("Armenian National Congress" bloc)	4	0	0	4	329	0	329
3.	Artsvik Minasian ("Dashnaktsutiun" Armenian Revolutionary Federation)	4	0	0	4	52	0	52
4.	Heghineh Bisharian ("Orinats Yerkir" party)	1	0	0	1	19	0	19
5.	Harutiun Kushkian ("Bargavach Hayastan"/"Prosperous Armenia" party)	0	0	0	0	0	0	0
6.	Tigran Karapetian (Popular Party)	0	0	0	0	0	0	0
7.	Movses Shahverdian (Labor Socialist Party of Armenia)	0	0	0	0	0	0	0
	Total	20	0	0	20	970	492.5	477.5

APRIL 16 - MAY 1, 2009

Number and nature of references, airtime, political advertising, allocated to parties (bloc)/first figures in the electoral lists on "ALM" TV channel

Table No.1

	Party/Bloc	Editorial coverage				Political advertising of the party/bloc		
		Number of references (units)	Connotation of references			Airtime allocated to party/bloc (sec.)	Paid (sec.)	Free (sec.)
			+	-	0			
1.	Popular Party: Tigran Karapetian, Artak Harutiunian	46	4	0	42	42125	0	0
2.	"Dashnaktsutiun" Armenian Revolutionary Federation: Artsvik Minasian, Albert Ajemian	54	0	0	54	2420	0	0
3.	"Armenian National Congress" party bloc: Levon Ter-Petrosian, Stepan Demirchian	35	0	1	34	1426	0	0
4.	Republican Party of Armenia: Gagik Beglarian, Taron Margarian	31	0	2	29	995	0	0
5.	"Orinats Yerkir" party: Heghineh Bisharian, Henri Bakunts	10	0	2	8	349	0	0
6.	"Bargavach Hayastan"/"Prosperous Armenia" party: Harutiun Kushkian, Mkhitar Mnatsakanian	10	0	0	10	181	0	0
7.	Labor Socialist Party of Armenia: Movses Shahverdian, Ashot Mughnetsian	2	0	0	2	4	0	0
	Total	188	4	5	179	47500	0	0

Table No.2

	Number one on the electoral list of the party/bloc	Editorial coverage						Coverage of official and professional activities of the candidate (sec.)	Coverage of the candidate's activities that are not directly related to professional or official duties (sec.)
		Number of references (units)	Connotation of references			Overall airtime allocated to the candidate (sec.)			
			+	-	0				
1.	Tigran Karapetian (Popular Party)	43	4	0	39	42108	5224	36884	
2.	Levon Ter-Petrosian ("Armenian National Congress" bloc)	17	0	1	16	539	0	539	
3.	Artsvik Minasian ("Dashnaktsutiun" Armenian Revolutionary Federation)	6	0	0	6	50	0	50	
4.	Heghineh Bisharian ("Orinats Yerkir" party)	2	0	1	1	28	0	28	
5.	Gagik Beglarian (Republican Party of Armenia)	2	0	0	2	23	8	15	
6.	Harutiun Kushkian ("Bargavach Hayastan"/"Prosperous Armenia" party)	0	0	0	0	0	0	0	
7.	Movses Shahverdian (Labor Socialist Party of Armenia)	0	0	0	0	0	0	0	
	Total	70	4	2	64	42748	5232	37516	

APRIL 16 - MAY 1, 2009

Number and nature of references, airtime, political advertising, allocated to parties (bloc)/first figures in the electoral lists on Second Armenian TV Channel

Table No.1

	Party/Bloc	Editorial coverage				Political advertising of the party/bloc		
		Number of references (units)	Connotation of references			Airtime allocated to party/bloc (sec.)	Paid (sec.)	Free (sec.)
			+	-	0			
1.	Republican Party of Armenia: Gagik Beglarian, Taron Margarian	36	4	0	32	1609.6	0	0
2.	"Dashnaktsutiun" Armenian Revolutionary Federation: Artsvik Minasian, Albert Ajemian	37	0	0	37	1376.1	0	0
3.	"Bargavach Hayastan"/"Prosperous Armenia" party: Harutiun Kushkian, Mkhitar Mnatsakanian	23	3	0	20	1316.6	0	0
4.	"Orinats Yerkir" party: Heghineh Bisharian, Henri Bakunts	4	1	0	3	1159.6	0	0
5.	"Armenian National Congress" party bloc: Levon Ter-Petrosian, Stepan Demirchian	13	0	1	12	451.5	0	0
6.	Popular Party: Tigran Karapetian, Artak Harutiunian	2	0	0	2	34	0	0
7.	Labor Socialist Party of Armenia: Movses Shahverdian, Ashot Mughnetsian	0	0	0	0	0	0	0
	Total	115	8	1	106	5947.4	0	0

Table No.2

	Number one on the electoral list of the party/bloc	Editorial coverage						
		Number of references (units)	Connotation of references			Overall airtime allocated to the candidate (sec.)	Coverage of official and professional activities of the candidate (sec.)	Coverage of the candidate's activities that are not directly related to professional or official duties (sec.)
			+	-	0			
1.	Gagik Beglarian (Republican Party of Armenia)	24	4	0	20	1102	1092	10
2.	Levon Ter-Petrosian ("Armenian National Congress" bloc)	7	0	1	6	265	0	265
3.	Heghineh Bisharian ("Orinats Yerkir" party)	1	1	0	0	250	0	250
4.	Artsvik Minasian ("Dashnaktsutiun" Armenian Revolutionary Federation)	19	0	0	19	94	0	94
5.	Harutiun Kushkian ("Bargavach Hayastan"/"Prosperous Armenia" party)	8	0	0	8	70	60	10
6.	Tigran Karapetian (Popular Party)	2	0	0	2	34	17	17
7.	Movses Shahverdian (Labor Socialist Party of Armenia)	0	0	0	0	0	0	0
	Total	61	5	1	55	1815	1169	646

APRIL 16 - MAY 1, 2009

Number and nature of references, airtime, political advertising, allocated to parties (bloc)/first figures in the electoral lists on "ArmNews" TV channel

Table No.1

	Party/Bloc	Editorial coverage				Political advertising of the party/bloc		
		Number of references (units)	Connotation of references			Airtime allocated to party/bloc (sec.)	Paid (sec.)	Free (sec.)
			+	-	0			
1.	Republican Party of Armenia: Gagik Beglarian, Taron Margarian	58	16	0	42	4457	0	0
2.	"Dashnaktsutiun" Armenian Revolutionary Federation: Artsvik Minasian, Albert Ajemian	21	0	0	21	1923	0	0
3.	"Orinats Yerkir" party: Heghineh Bisharian, Henri Bakunts	5	0	0	5	959	0	0
4.	"Bargavach Hayastan"/"Prosperous Armenia" party: Harutiun Kushkian, Mkhitar Mnatsakanian	10	0	0	10	672	0	0
5.	"Armenian National Congress" party bloc: Levon Ter-Petrosian, Stepan Demirchian	7	0	1	6	133	0	0
6.	Popular Party: Tigran Karapetian, Artak Harutiunian	2	0	0	2	13	0	0
7.	Labor Socialist Party of Armenia: Movses Shahverdian, Ashot Mughnetsian	2	0	0	2	13	0	0
	Total	105	16	1	88	8170	0	0

Table No.2

	Number one on the electoral list of the party/bloc	Editorial coverage						
		Number of references (units)	Connotation of references			Overall airtime allocated to the candidate (sec.)	Coverage of official and professional activities of the candidate (sec.)	Coverage of the candidate's activities that are not directly related to professional or official duties (sec.)
			+	-	0			
1.	Gagik Beglarian (Republican Party of Armenia)	42	16	0	26	3685	3314	371
2.	Artsvik Minasian ("Dashnaktsutiun" Armenian Revolutionary Federation)	2	0	0	2	1313	625	688
3.	Heghineh Bisharian ("Orinats Yerkir" party)	3	0	0	3	946	0	946
4.	Levon Ter-Petrosian ("Armenian National Congress" bloc)	3	0	1	2	112	0	112
5.	Harutiun Kushkian ("Bargavach Hayastan"/"Prosperous Armenia" party)	6	0	0	6	16	0	16
6.	Tigran Karapetian (Popular Party)	0	0	0	0	0	0	0
7.	Movses Shahverdian (Labor Socialist Party of Armenia)	0	0	0	0	0	0	0
	Total	56	16	1	39	6072	3939	2133

APRIL 16 - MAY 1, 2009

Number and nature of references, airtime, political advertising, allocated to parties (bloc)/first figures in the electoral lists on "Yerkir Media" TV channel

Table No.1

	Party/Bloc	Editorial coverage				Political advertising of the party/bloc		
		Number of references (units)	Connotation of references			Airtime allocated to party/bloc (sec.)	Paid (sec.)	Free (sec.)
			+	-	0			
1.	"Dashnaktsutiun" Armenian Revolutionary Federation: Artsvik Minasian, Albert Ajemian	140	0	0	140	15403.2	0	0
2.	Republican Party of Armenia: Gagik Beglarian, Taron Margarian	32	2	0	30	1830.2	0	0
3.	"Bargavach Hayastan"/"Prosperous Armenia" party: Harutiun Kushkian, Mkhitar Mnatsakanian	22	0	0	22	574.2	0	0
4.	"Orinats Yerkir" party: Heghineh Bisharian, Henri Bakunts	14	0	0	14	312.2	0	0
5.	"Armenian National Congress" party bloc: Levon Ter-Petrosian, Stepan Demirchian	14	0	0	14	304.2	0	0
6.	Popular Party: Tigran Karapetian, Artak Harutiunian	4	0	0	4	35.2	0	0
7.	Labor Socialist Party of Armenia: Movses Shahverdian, Ashot Mughnetsian	4	0	0	4	35.2	0	0
	Total	230	2	0	228	18494.4	0	0

Table No.2

	Number one on the electoral list of the party/bloc	Editorial coverage						
		Number of references (units)	Connotation of references			Overall airtime allocated to the candidate (sec.)	Coverage of official and professional activities of the candidate (sec.)	Coverage of the candidate's activities that are not directly related to professional or official duties (sec.)
			+	-	0			
1.	Artsvik Minasian ("Dashnaktsutiun" Armenian Revolutionary Federation)	14	0	0	14	648	546	102
2.	Gagik Beglarian (Republican Party of Armenia)	5	2	0	3	148	148	0
3.	Levon Ter-Petrosian ("Armenian National Congress" bloc)	4	0	0	4	142	0	142
4.	Heghineh Bisharian ("Orinats Yerkir" party)	3	0	0	3	88	0	88
5.	Harutiun Kushkian ("Bargavach Hayastan"/"Prosperous Armenia" party)	2	0	0	2	0	0	0
6.	Tigran Karapetian (Popular Party)	4	0	0	4	0	0	0
7.	Movses Shahverdian (Labor Socialist Party of Armenia)	4	0	0	4	0	0	0
	Total	36	2	0	34	1026	694	332

APRIL 16 - MAY 1, 2009

Number and nature of references, airtime, political advertising, allocated to parties (bloc)/first figures in the electoral lists on "Kentron" TV channel

Table No.1

	Party/Bloc	Editorial coverage				Political advertising of the party/bloc		
		Number of references (units)	Connotation of references			Airtime allocated to party/bloc (sec.)	Paid (sec.)	Free (sec.)
			+	-	0			
1.	"Bargavach Hayastan"/"Prosperous Armenia" party: Harutiun Kushkian, Mkhitar Mnatsakanian	64	15	0	49	8552.9	0	0
2.	"Dashnaktsutiun" Armenian Revolutionary Federation: Artsvik Minasian, Albert Ajemian	65	1	0	64	6078.9	0	0
3.	Popular Party: Tigran Karapetian, Artak Harutiunian	14	0	0	14	2264.3	0	0
4.	"Orinats Yerkir" party: Heghineh Bisharian, Henri Bakunts	15	0	1	14	2171.6	0	0
5.	Republican Party of Armenia: Gagik Beglarian, Taron Margarian	37	0	0	37	1432.1	0	0
6.	"Armenian National Congress" party bloc: Levon Ter-Petrosian, Stepan Demirchian	33	0	0	33	1401.6	0	0
7.	Labor Socialist Party of Armenia: Movses Shahverdian, Ashot Mughnetsian	4	0	0	4	53.3	0	0
	Total	232	16	1	215	21954.7	0	0

Table No.2

	Number one on the electoral list of the party/bloc	Editorial coverage						
		Number of references (units)	Connotation of references			Overall airtime allocated to the candidate (sec.)	Coverage of official and professional activities of the candidate (sec.)	Coverage of the candidate's activities that are not directly related to professional or official duties (sec.)
			+	-	0			
1.	Tigran Karapetian (Popular Party)	10	0	0	10	2230	84	2146
2.	Levon Ter-Petrosian ("Armenian National Congress" bloc)	13	0	0	13	690.8	0	690.8
3.	Gagik Beglarian (Republican Party of Armenia)	12	0	0	12	516.5	473	43.5
4.	Artsvik Minasian ("Dashnaktsutiun" Armenian Revolutionary Federation)	14	0	0	14	190.5	59	131.5
5.	Harutiun Kushkian ("Bargavach Hayastan"/"Prosperous Armenia" party)	7	0	0	7	160.5	117	43.5
6.	Heghineh Bisharian ("Orinats Yerkir" party)	4	0	0	4	77.5	0	77.5
7.	Movses Shahverdian (Labor Socialist Party of Armenia)	2	0	0	2	43.5	0	43.5
	Total	62	0	0	62	3909.3	733	3176.3

APRIL 16 - MAY 1, 2009

Number and nature of references, airtime, political advertising, allocated to parties (bloc)/first figures in the electoral lists on "Shant" TV channel

Table No.1

	Party/Bloc	Editorial coverage				Political advertising of the party/bloc		
		Number of references (units)	Connotation of references			Airtime allocated to party/bloc (sec.)	Paid (sec.)	Free (sec.)
			+	-	0			
1.	"Dashnaksutiun" Armenian Revolutionary Federation: Artsvik Minasian, Albert Ajemian	23	0	0	23	2325	0	0
2.	"Bargavach Hayastan"/"Prosperous Armenia" party: Harutiun Kushkian, Mkhitar Mnatsakanian	15	1	0	14	359	0	0
3.	"Armenian National Congress" party bloc: Levon Ter-Petrosian, Stepan Demirchian	11	0	0	11	356	0	0
4.	Republican Party of Armenia: Gagik Beglarian, Taron Margarian	14	0	0	14	228	0	0
5.	"Orinats Yerkir" party: Heghineh Bisharian, Henri Bakunts	3	0	0	3	32.5	0	0
6.	Labor Socialist Party of Armenia: Movses Shahverdian, Ashot Mughnetsian	2	0	0	2	11.5	0	0
7.	Popular Party: Tigran Karapetian, Artak Harutiunian	2	0	0	2	0	0	0
	Total	70	1	0	69	3312	0	0

Table No.2

	Number one on the electoral list of the party/bloc	Editorial coverage						
		Number of references (units)	Connotation of references			Overall airtime allocated to the candidate (sec.)	Coverage of official and professional activities of the candidate (sec.)	Coverage of the candidate's activities that are not directly related to professional or official duties (sec.)
			+	-	0			
1.	Levon Ter-Petrosian ("Armenian National Congress" bloc)	3	0	0	3	250.5	0	250.5
2.	Artsvik Minasian ("Dashnaksutiun" Armenian Revolutionary Federation)	1	0	0	1	28	28	0
3.	Gagik Beglarian (Republican Party of Armenia)	3	0	0	3	12	12	0
4.	Harutiun Kushkian ("Bargavach Hayastan"/"Prosperous Armenia" party)	4	0	0	4	0	0	0
5.	Tigran Karapetian (Popular Party)	0	0	0	0	0	0	0
6.	Movses Shahverdian (Labor Socialist Party of Armenia)	0	0	0	0	0	0	0
7.	Heghineh Bisharian ("Orinats Yerkir" party)	0	0	0	0	0	0	0
	Total	11	0	0	11	290.5	40	250.5

APRIL 16 - MAY 1, 2009

Parties/bloc that had their representatives invited to participate in the discussion programs of the TV channels studied

Party/Bloc	PTA First Channel	ALM	Second Armenian TV Channel	ArmNews	Yerkir Media	Kentron	Shant	Total
"Dashnaksutiun" Armenian Revolutionary Federation	1	0	0	1	7	2	1	12
Popular Party	0	7	0	0	0	1	0	8
"Orinats Yerkir" party	0	0	2	1	0	1	0	4
Republican Party of Armenia	1	0	0	0	1	0	0	2
"Bargavach Hayastan"/"Prosperous Armenia" party	0	0	0	0	0	1	0	1
"Armenian National Congress" party bloc	0	0	0	0	0	0	0	0
Labor Socialist Party of Armenia	0	0	0	0	0	0	0	0
Total	2	7	2	2	8	5	1	27

TABLES AND CHARTS

MAY 2-29, 2009

MAY 2-29, 2009

Number and nature of references, airtime, political advertising, allocated to parties (bloc)/first figures in the electoral lists by 7 TV channels studied:

PTA First Channel, "ALM", Second Armenian TV Channel, "ArmNews", "Yerkir Media", "Kentron", "Shant"

Table No.1

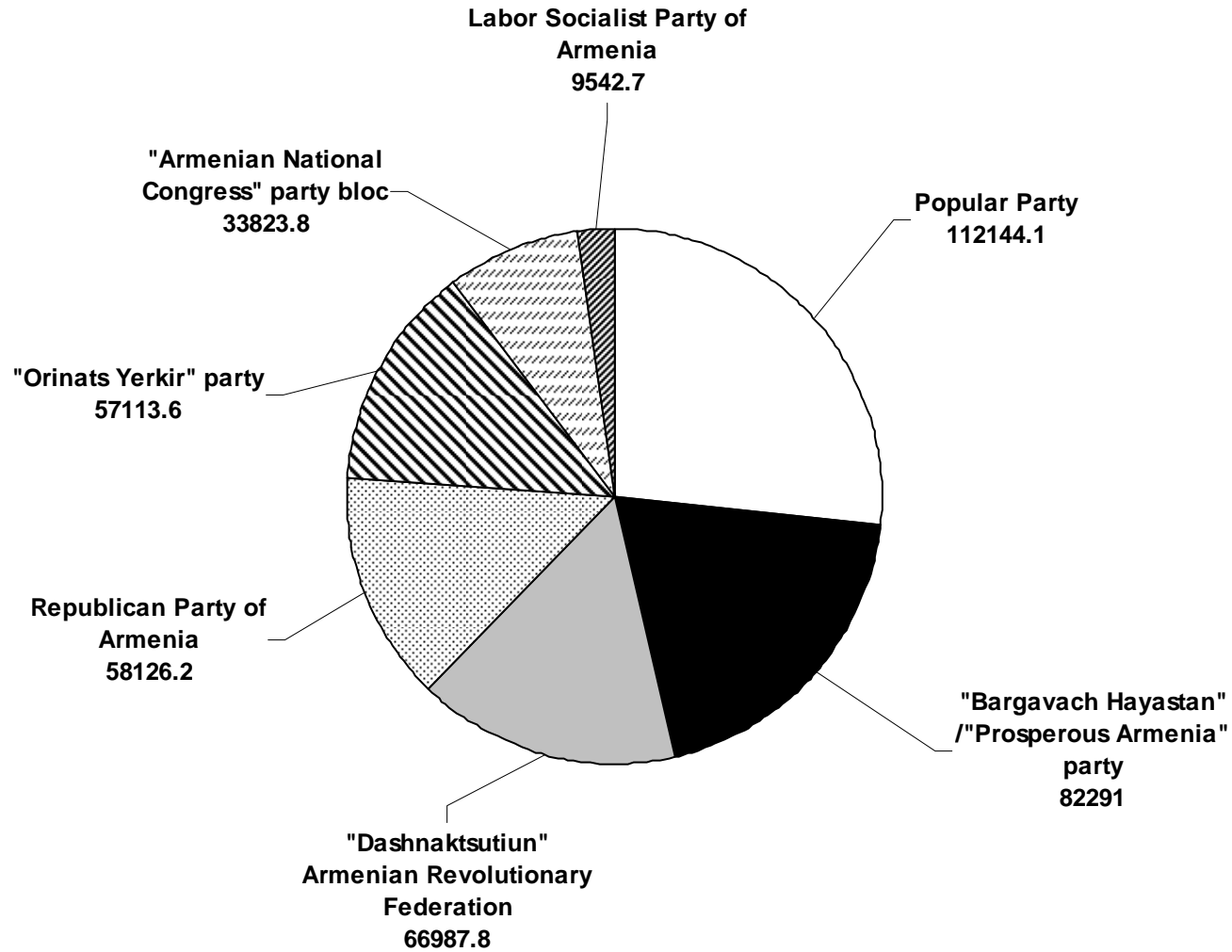
	Party/Bloc	Editorial coverage				Political advertising of the party/bloc		
		Number of references (units)	Connotation of references			Airtime allocated to party/bloc (sec.)	Paid (sec.)	Free (sec.)
			+	-	0			
1.	Popular Party: Tigran Karapetian, Artak Harutiunian	238	22	0	216	112144.1	976	1755
2.	"Bargavach Hayastan"/"Prosperous Armenia" party: Harutiun Kushkian, Mkhitar Mnatsakanian	563	19	1	543	82291	26311	1800
3.	"Dashnaktsutiun" Armenian Revolutionary Federation: Artsvik Minasian, Albert Ajemian	623	3	0	620	66987.8	8930	1799
4.	Republican Party of Armenia: Gagik Beglarian, Taron Margarian	588	39	9	540	58126.2	15373	1800
5.	"Orinats Yerkir" party: Heghineh Bisharian, Henri Bakunts	331	12	6	313	57113.6	9914	1800
6.	"Armenian National Congress" party bloc: Levon Ter-Petrosian, Stepan Demirchian	331	0	4	327	33823.8	6089	1800
7.	Labor Socialist Party of Armenia: Movses Shahverdian, Ashot Mughnetsian	96	0	0	96	9542.7	21	1636
	Total	2770	95	20	2655	420029.2	67614	12390

Table No.2

	Number one on the electoral list of the party/bloc	Editorial coverage						
		Number of references (units)	Connotation of references			Overall airtime allocated to the candidate (sec.)	Coverage of official and professional activities of the candidate (sec.)	Coverage of the candidate's activities that are not directly related to professional or official duties (sec.)
			+	-	0			
1.	Tigran Karapetian (Popular Party)	186	22	0	164	109133.5	910	108223.5
2.	Heghineh Bisharian ("Orinats Yerkir" party)	181	11	1	169	20496.1	0	20496.1
3.	Gagik Beglarian (Republican Party of Armenia)	325	30	3	292	19193.8	3651.5	15542.3
4.	Harutiun Kushkian ("Bargavach Hayastan"/"Prosperous Armenia" party)	320	5	0	315	16868.2	1426.5	15441.7
5.	Artsvik Minasian ("Dashnaktsutiun" Armenian Revolutionary Federation)	270	2	0	268	16697	687.5	16009.5
6.	Movses Shahverdian (Labor Socialist Party of Armenia)	57	0	0	57	7926.9	0	7926.9
7.	Levon Ter-Petrosian ("Armenian National Congress" bloc)	176	0	3	173	6711.6	0	6711.6
	Total	1515	70	7	1438	197027.1	6675.5	190351.6

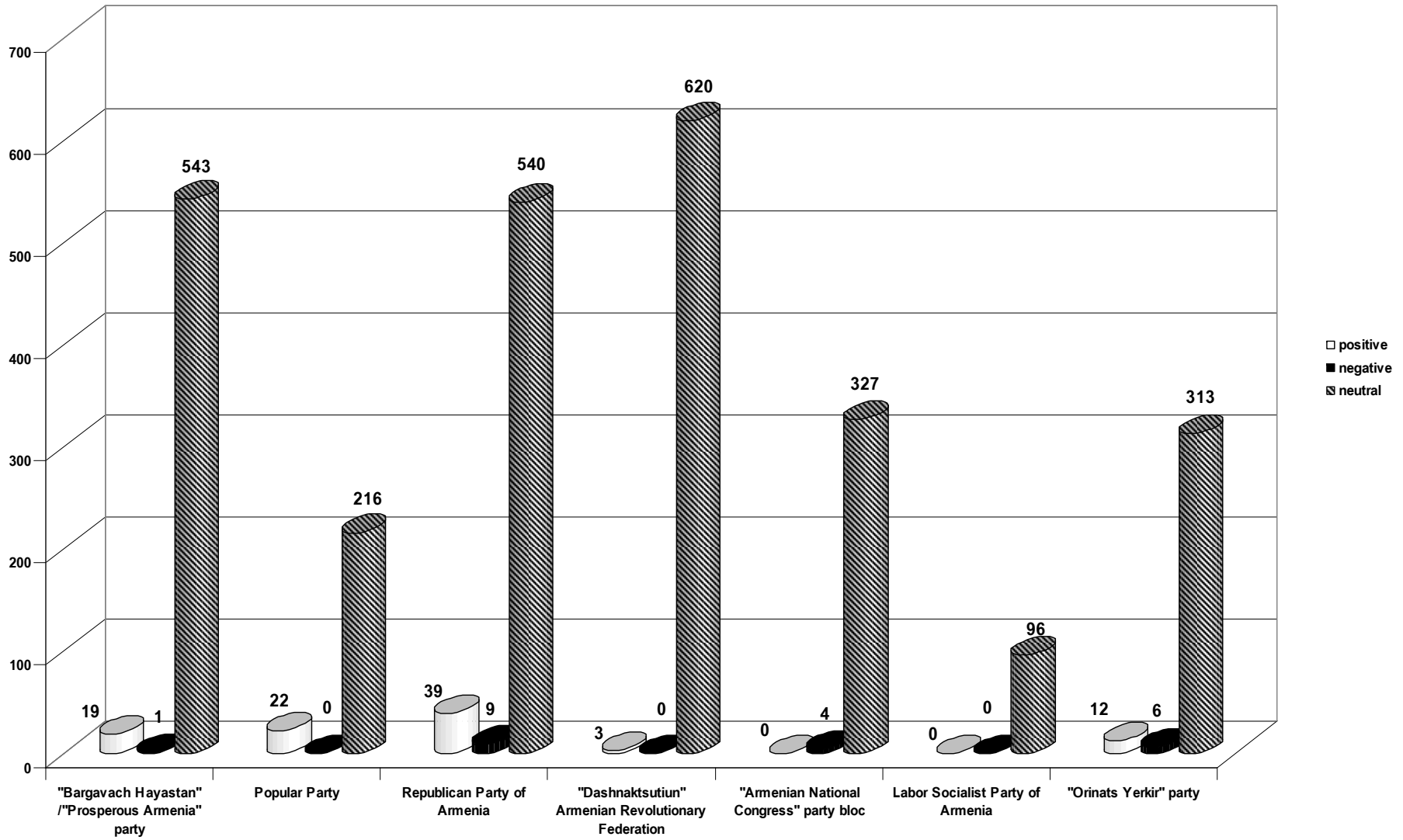
MAY 2-29, 2009

Airtime (in sec.), allocated to parties/bloc in editorial coverage of 7 TV channels studied:
PTA First Channel, "ALM", Second Armenian TV Channel, "ArmNews", "Yerkir Media", "Kentron", "Shant"



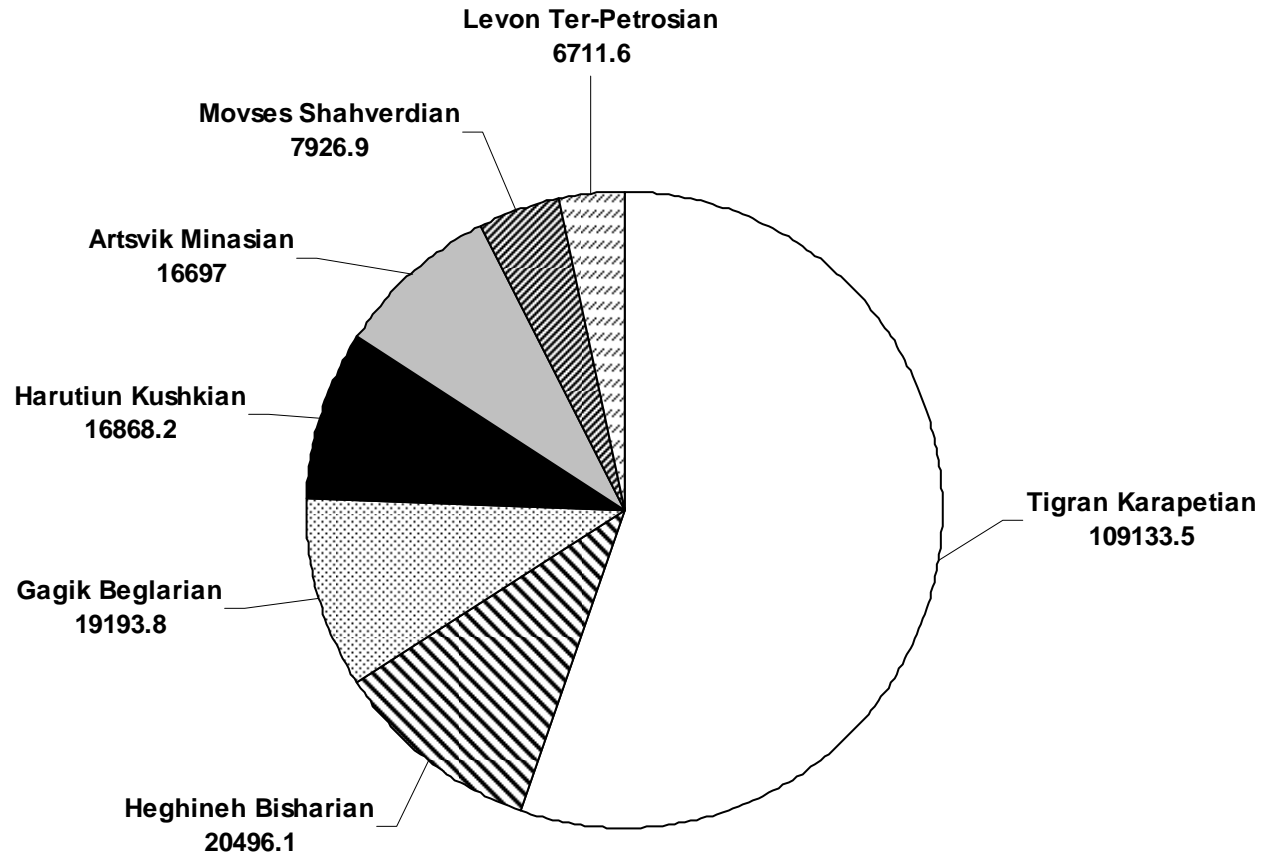
MAY 2-29, 2009

Number and nature of references (in units) to parties/bloc in editorial coverage of 7 TV channels studied: PTA First Channel, "ALM", Second Armenian TV Channel, "ArmNews", "Yerkir Media", "Kentron", "Shant"



MAY 2-29, 2009

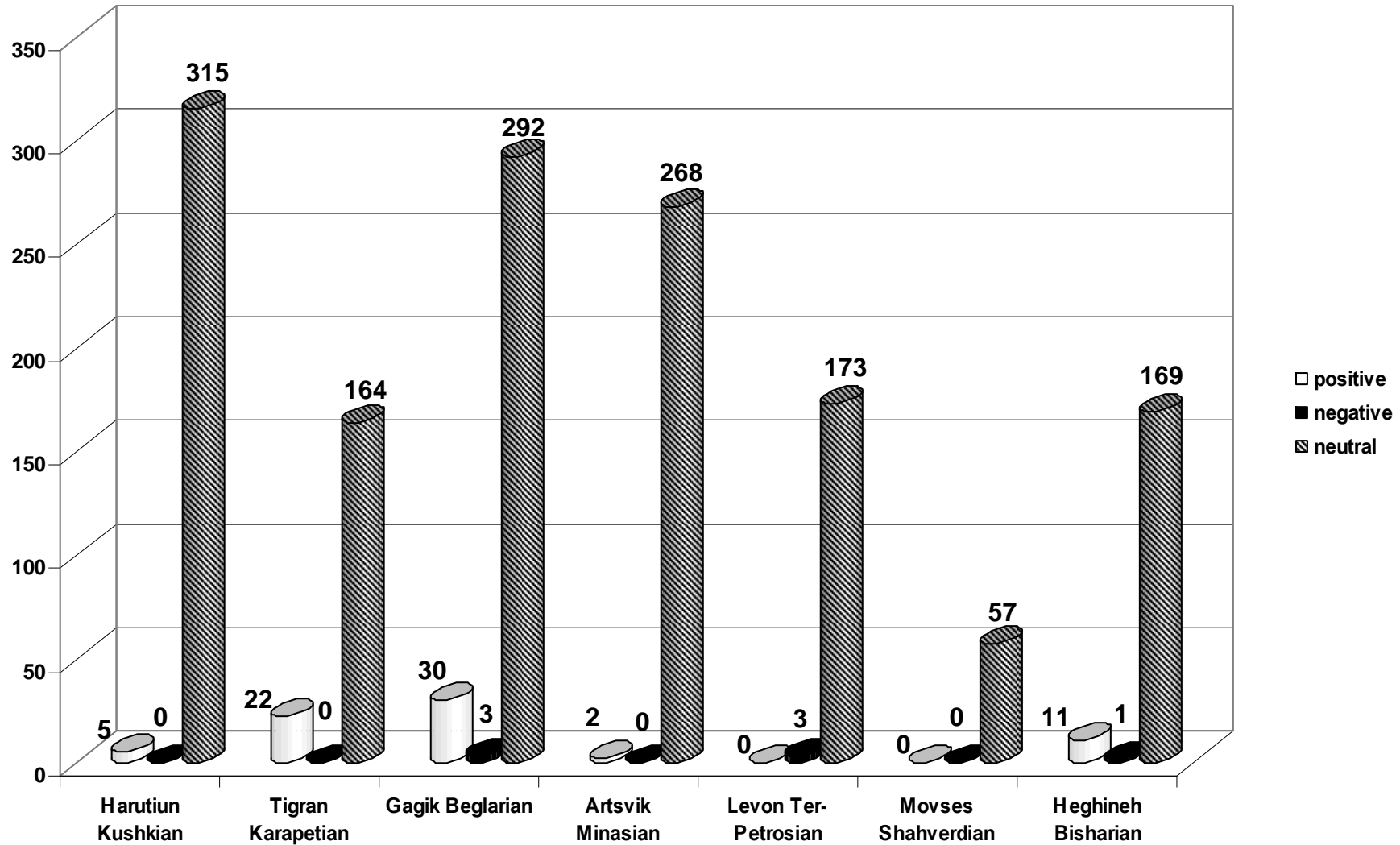
Airtime (in sec.), allocated to first figures in the electoral lists of parties/blocs in editorial coverage of 7 TV channels studied:
PTA First Channel, "ALM", Second Armenian TV Channel, "ArmNews", "Yerkir Media", "Kentron", "Shant"



MAY 2-29, 2009

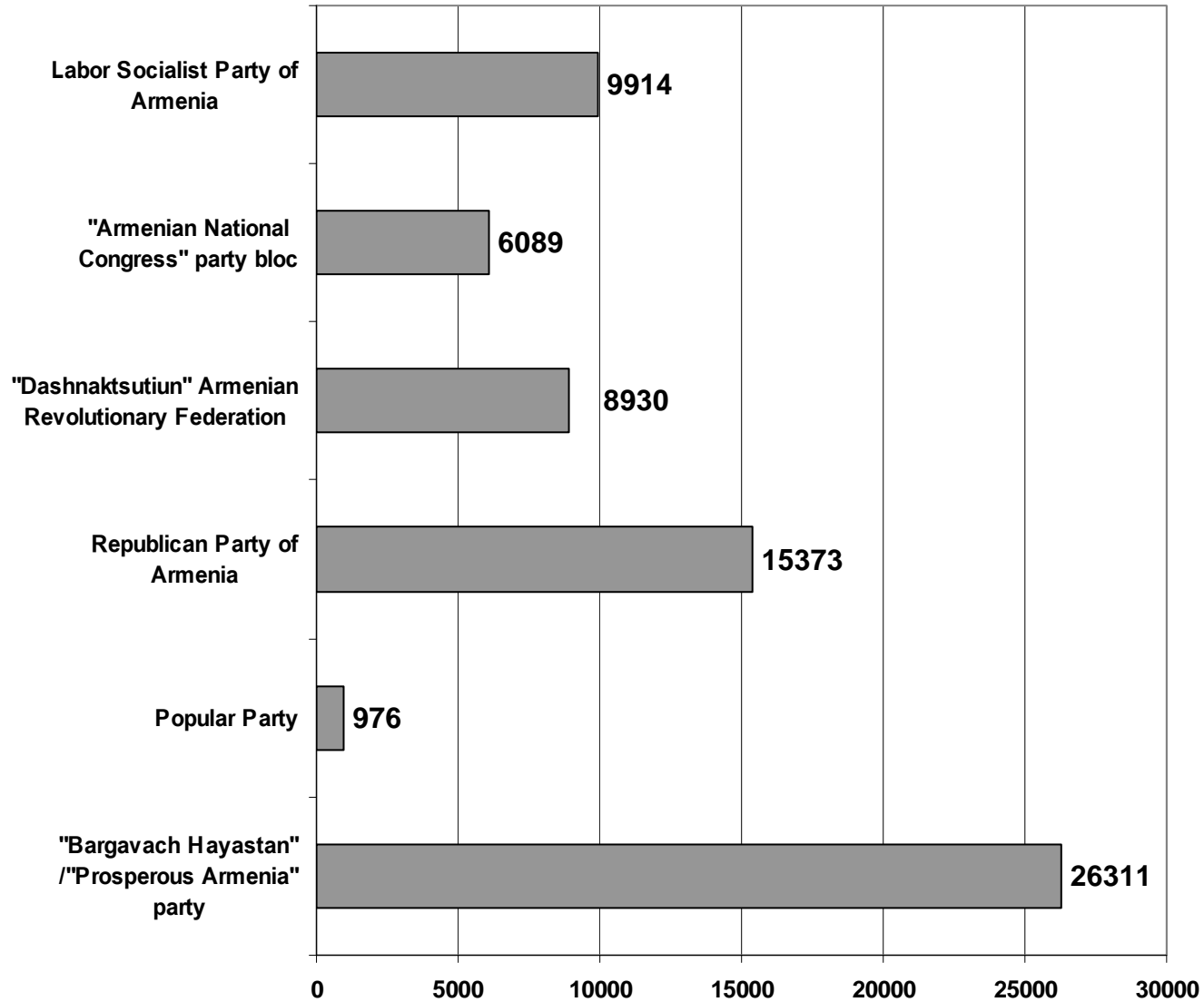
Number and nature of references (in units) to first figures in the electoral lists of parties/blocs
in editorial coverage of 7 TV channels studied:

PTA First Channel, "ALM", Second Armenian TV Channel, "ArmNews", "Yerkir Media", "Kentron", "Shant"



MAY 2-29, 2009

Paid political advertising (in sec.), allocated to parties/bloc on 7 TV channels studied:
PTA First Channel, "ALM", Second Armenian TV Channel, "ArmNews", "Yerkir Media", "Kentron", "Shant"



MAY 2-29, 2009

Number and nature of references, airtime, political advertising, allocated to parties (bloc)/first figures in the electoral lists
on First Channel of the Public Television of Armenia

Table No.1

	Party/Bloc	Editorial coverage				Political advertising of the party/bloc		
		Number of references (units)	Connotation of references			Airtime allocated to party/bloc (sec.)	Paid (sec.)	Free (sec.)
			+	-	0			
1.	"Armenian National Congress" party bloc: Levon Ter-Petrosian, Stepan Demirchian	41	0	0	41	4639.9	2705	1800
2.	"Dashnaksutiun" Armenian Revolutionary Federation: Artsvik Minasian, Albert Ajemian	45	0	0	45	4536.2	0	1799
3.	Republican Party of Armenia: Gagik Beglarian, Taron Margarian	67	3	1	63	4535.2	2976	1800
4.	"Orinats Yerkir" party: Heghineh Bisharian, Henri Bakunts	32	3	0	29	3849.2	2900	1800
5.	"Bargavach Hayastan"/"Prosperous Armenia" party: Harutiun Kushkian, Mkhitar Mnatsakanian	44	0	0	44	3220.7	2789	1800
6.	Popular Party: Tigran Karapetian, Artak Harutiunian	21	0	0	21	2927.4	0	1755
7.	Labor Socialist Party of Armenia: Movses Shahverdian, Ashot Mughnetsian	15	0	0	15	2392.7	21	1636
	Total	265	6	1	258	26101.3	11391	12390

Table No.2

	Number one on the electoral list of the party/bloc	Editorial coverage						
		Number of references (units)	Connotation of references			Overall airtime allocated to the candidate (sec.)	Coverage of official and professional activities of the candidate (sec.)	Coverage of the candidate's activities that are not directly related to professional or official duties (sec.)
			+	-	0			
1.	Gagik Beglarian (Republican Party of Armenia)	45	3	1	41	3201.6	612	2589.6
2.	Tigran Karapetian (Popular Party)	14	0	0	14	2781.6	0	2781.6
3.	Heghineh Bisharian ("Orinats Yerkir" party)	16	3	0	13	2517.6	0	2517.6
4.	Movses Shahverdian (Labor Socialist Party of Armenia)	9	0	0	9	2151.5	0	2151.5
5.	Artsvik Minasian ("Dashnaksutiun" Armenian Revolutionary Federation)	18	0	0	18	2024.6	33.5	1991.1
6.	Levon Ter-Petrosian ("Armenian National Congress" bloc)	24	0	0	24	1062.6	0	1062.6
7.	Harutiun Kushkian ("Bargavach Hayastan"/"Prosperous Armenia" party)	25	0	0	25	838	84	754
	Total	151	6	1	144	14577.5	729.5	13848

MAY 2-29, 2009

Number and nature of references, airtime, political advertising, allocated to parties (bloc)/first figures in the electoral lists on "ALM" TV channel

Table No.1

	Party/Bloc	Editorial coverage				Political advertising of the party/bloc		
		Number of references (units)	Connotation of references			Airtime allocated to party/bloc (sec.)	Paid (sec.)	Free (sec.)
			+	-	0			
1.	Popular Party: Tigran Karapetian, Artak Harutiunian	116	22	0	94	99942.7	976	0
2.	"Bargavach Hayastan"/"Prosperous Armenia" party: Harutiun Kushkian, Mkhitar Mnatsakanian	80	4	1	75	21588.3	3230	0
3.	"Orinats Yerkir" party: Heghineh Bisharian, Henri Bakunts	81	5	5	71	19951.7	825	0
4.	Republican Party of Armenia: Gagik Beglarian, Taron Margarian	94	8	5	81	8144.7	899	0
5.	"Armenian National Congress" party bloc: Levon Ter-Petrosian, Stepan Demirchian	85	0	3	82	7063.7	360	0
6.	"Dashnaksutiun" Armenian Revolutionary Federation: Artsvik Minasian, Albert Ajemian	98	0	0	98	4157.7	0	0
7.	Labor Socialist Party of Armenia: Movses Shahverdian, Ashot Mughnetsian	8	0	0	8	86.3	0	0
	Total	562	39	14	509	160935.1	6290	0

Table No.2

	Number one on the electoral list of the party/bloc	Editorial coverage						Coverage of official and professional activities of the candidate (sec.)	Coverage of the candidate's activities that are not directly related to professional or official duties (sec.)
		Number of references (units)	Connotation of references			Overall airtime allocated to the candidate (sec.)			
			+	-	0				
1.	Tigran Karapetian (Popular Party)	104	22	0	82	99562	821	98741	
2.	Heghineh Bisharian ("Orinats Yerkir" party)	44	5	1	38	6434	0	6434	
3.	Harutiun Kushkian ("Bargavach Hayastan"/"Prosperous Armenia" party)	32	3	0	29	2507	70	2437	
4.	Gagik Beglarian (Republican Party of Armenia)	29	4	2	23	2329	611	1718	
5.	Levon Ter-Petrosian ("Armenian National Congress" bloc)	38	0	2	36	1264	0	1264	
6.	Artsvik Minasian ("Dashnaksutiun" Armenian Revolutionary Federation)	30	0	0	30	1086	40	1046	
7.	Movses Shahverdian (Labor Socialist Party of Armenia)	4	0	0	4	48	0	48	
	Total	281	34	5	242	113230	1542	111688	

MAY 2-29, 2009

Number and nature of references, airtime, political advertising, allocated to parties (bloc)/first figures in the electoral lists on Second Armenian TV Channel

Table No.1

	Party/Bloc	Editorial coverage				Political advertising of the party/bloc		
		Number of references (units)	Connotation of references			Airtime allocated to party/bloc (sec.)	Paid (sec.)	Free (sec.)
			+	-	0			
1.	Republican Party of Armenia: Gagik Beglarian, Taron Margarian	104	12	0	92	9062.6	3395	0
2.	"Bargavach Hayastan"/"Prosperous Armenia" party: Harutiun Kushkian, Mkhitar Mnatsakanian	59	1	0	58	7332.6	4364	0
3.	"Dashnaktsutiun" Armenian Revolutionary Federation: Artsvik Minasian, Albert Ajemian	40	0	0	40	4558.6	0	0
4.	"Orinats Yerkir" party: Heghineh Bisharian, Henri Bakunts	40	0	0	40	4199.6	1282	0
5.	"Armenian National Congress" party bloc: Levon Ter-Petrosian, Stepan Demirchian	37	0	0	37	4060	0	0
6.	Popular Party: Tigran Karapetian, Artak Harutiunian	26	0	0	26	2595	0	0
7.	Labor Socialist Party of Armenia: Movses Shahverdian, Ashot Mughnetsian	21	0	0	21	2064	0	0
	Total	327	13	0	314	33872.4	9041	0

Table No.2

	Number one on the electoral list of the party/bloc	Editorial coverage						
		Number of references (units)	Connotation of references			Overall airtime allocated to the candidate (sec.)	Coverage of official and professional activities of the candidate (sec.)	Coverage of the candidate's activities that are not directly related to professional or official duties (sec.)
			+	-	0			
1.	Gagik Beglarian (Republican Party of Armenia)	85	10	0	75	4930	808	4122
2.	Tigran Karapetian (Popular Party)	23	0	0	23	2579	0	2579
3.	Heghineh Bisharian ("Orinats Yerkir" party)	27	0	0	27	2551	0	2551
4.	Harutiun Kushkian ("Bargavach Hayastan"/"Prosperous Armenia" party)	38	0	0	38	2198	47	2151
5.	Movses Shahverdian (Labor Socialist Party of Armenia)	17	0	0	17	2024	0	2024
6.	Artsvik Minasian ("Dashnaktsutiun" Armenian Revolutionary Federation)	28	0	0	28	1924	58	1866
7.	Levon Ter-Petrosian ("Armenian National Congress" bloc)	30	0	0	30	927	0	927
	Total	248	10	0	238	17133	913	16220

MAY 2-29, 2009

Number and nature of references, airtime, political advertising, allocated to parties (bloc)/first figures in the electoral lists on "ArmNews" TV channel

Table No.1

	Party/Bloc	Editorial coverage				Political advertising of the party/bloc		
		Number of references (units)	Connotation of references			Airtime allocated to party/bloc (sec.)	Paid (sec.)	Free (sec.)
			+	-	0			
1.	Republican Party of Armenia: Gagik Beglarian, Taron Margarian	111	9	0	102	8091	928	0
2.	"Bargavach Hayastan"/"Prosperous Armenia" party: Harutiun Kushkian, Mkhitar Mnatsakanian	68	0	0	68	5030	1602	0
3.	"Orinats Yerkir" party: Heghineh Bisharian, Henri Bakunts	28	1	0	27	5000	917	0
4.	"Dashnaksutiun" Armenian Revolutionary Federation: Artsvik Minasian, Albert Ajemian	27	0	0	27	1169.5	0	0
5.	"Armenian National Congress" party bloc: Levon Ter-Petrosian, Stepan Demirchian	19	0	0	19	922.1	0	0
6.	Popular Party: Tigran Karapetian, Artak Harutiunian	11	0	0	11	420	0	0
7.	Labor Socialist Party of Armenia: Movses Shahverdian, Ashot Mughnetsian	7	0	0	7	102	0	0
	Total	271	10	0	261	20734.6	3447	0

Table No.2

	Number one on the electoral list of the party/bloc	Editorial coverage						
		Number of references (units)	Connotation of references			Overall airtime allocated to the candidate (sec.)	Coverage of official and professional activities of the candidate (sec.)	Coverage of the candidate's activities that are not directly related to professional or official duties (sec.)
			+	-	0			
1.	Gagik Beglarian (Republican Party of Armenia)	72	6	0	66	4089	942.5	3146.5
2.	Heghineh Bisharian ("Orinats Yerkir" party)	10	0	0	10	1639.5	0	1639.5
3.	Harutiun Kushkian ("Bargavach Hayastan"/"Prosperous Armenia" party)	42	0	0	42	1616	120	1496
4.	Levon Ter-Petrosian ("Armenian National Congress" bloc)	6	0	0	6	397.5	0	397.5
5.	Tigran Karapetian (Popular Party)	5	0	0	5	373	0	373
6.	Artsvik Minasian ("Dashnaksutiun" Armenian Revolutionary Federation)	9	0	0	9	296	37	259
7.	Movses Shahverdian (Labor Socialist Party of Armenia)	3	0	0	3	101	0	101
	Total	147	6	0	141	8512	1099.5	7412.5

MAY 2-29, 2009

Number and nature of references, airtime, political advertising, allocated to parties (bloc)/first figures in the electoral lists on "Yerkir Media" TV channel

Table No.1

	Party/Bloc	Editorial coverage				Political advertising of the party/bloc		
		Number of references (units)	Connotation of references			Airtime allocated to party/bloc (sec.)	Paid (sec.)	Free (sec.)
			+	-	0			
1.	"Dashnaktsutiun" Armenian Revolutionary Federation: Artsvik Minasian, Albert Ajemian	280	3	0	277	39638.7	8930	0
2.	"Bargavach Hayastan"/"Prosperous Armenia" party: Harutiun Kushkian, Mkhitar Mnatsakanian	82	1	0	81	10185.7	4771	0
3.	Republican Party of Armenia: Gagik Beglarian, Taron Margarian	71	0	0	71	7289.7	1196	0
4.	"Orinats Yerkir" party: Heghineh Bisharian, Henri Bakunts	57	1	1	55	6488.9	1610	0
5.	Popular Party: Tigran Karapetian, Artak Harutiunian	38	0	0	38	5731.7	0	0
6.	"Armenian National Congress" party bloc: Levon Ter-Petrosian, Stepan Demirchian	40	0	0	40	4499.4	0	0
7.	Labor Socialist Party of Armenia: Movses Shahverdian, Ashot Mughnetsian	27	0	0	27	3332.4	0	0
	Total	595	5	1	589	77166.5	16507	0

Table No.2

	Number one on the electoral list of the party/bloc	Editorial coverage						
		Number of references (units)	Connotation of references			Overall airtime allocated to the candidate (sec.)	Coverage of official and professional activities of the candidate (sec.)	Coverage of the candidate's activities that are not directly related to professional or official duties (sec.)
			+	-	0			
1.	Artsvik Minasian ("Dashnaktsutiun" Armenian Revolutionary Federation)	130	2	0	128	7971	294	7677
2.	Tigran Karapetian (Popular Party)	28	0	0	28	3372	89	3283
3.	Movses Shahverdian (Labor Socialist Party of Armenia)	19	0	0	19	2084	0	2084
4.	Harutiun Kushkian ("Bargavach Hayastan"/"Prosperous Armenia" party)	59	0	0	59	1448	0	1448
5.	Levon Ter-Petrosian ("Armenian National Congress" bloc)	21	0	0	21	1218	0	1218
6.	Heghineh Bisharian ("Orinats Yerkir" party)	35	1	0	34	1169	0	1169
7.	Gagik Beglarian (Republican Party of Armenia)	27	0	0	27	713	342	371
	Total	319	3	0	316	17975	725	17250

MAY 2-29, 2009

Number and nature of references, airtime, political advertising, allocated to parties (bloc)/first figures in the electoral lists on "Kentron" TV channel

Table No.1

	Party/Bloc	Editorial coverage				Political advertising of the party/bloc		
		Number of references (units)	Connotation of references			Airtime allocated to party/bloc (sec.)	Paid (sec.)	Free (sec.)
			+	-	0			
1.	"Bargavach Hayastan"/"Prosperous Armenia" party: Harutiun Kushkian, Mkhitar Mnatsakanian	184	12	0	172	26745.6	4784	0
2.	"Dashnaktsutiun" Armenian Revolutionary Federation: Artsvik Minasian, Albert Ajemian	111	0	0	111	12580.5	0	0
3.	Republican Party of Armenia: Gagik Beglarian, Taron Margarian	99	3	3	93	12433.9	2397	0
4.	"Orinats Yerkir" party: Heghineh Bisharian, Henri Bakunts	54	2	0	52	10578.6	1283	0
5.	"Armenian National Congress" party bloc: Levon Ter-Petrosian, Stepan Demirchian	84	0	1	83	8375.1	2304	0
6.	Popular Party: Tigran Karapetian, Artak Harutiunian	21	0	0	21	515.3	0	0
7.	Labor Socialist Party of Armenia: Movses Shahverdian, Ashot Mughnetsian	13	0	0	13	232.3	0	0
	Total	566	17	4	545	71461.3	10768	0

Table No.2

	Number one on the electoral list of the party/bloc	Editorial coverage						
		Number of references (units)	Connotation of references			Overall airtime allocated to the candidate (sec.)	Coverage of official and professional activities of the candidate (sec.)	Coverage of the candidate's activities that are not directly related to professional or official duties (sec.)
			+	-	0			
1.	Harutiun Kushkian ("Bargavach Hayastan"/"Prosperous Armenia" party)	96	2	0	94	5372.2	154	5218.2
2.	Artsvik Minasian ("Dashnaktsutiun" Armenian Revolutionary Federation)	55	0	0	55	3395.4	225	3170.4
3.	Heghineh Bisharian ("Orinats Yerkir" party)	24	2	0	22	2975	0	2975
4.	Levon Ter-Petrosian ("Armenian National Congress" bloc)	48	0	1	47	1542.5	0	1542.5
5.	Gagik Beglarian (Republican Party of Armenia)	42	3	0	39	961.2	0	961.2
6.	Tigran Karapetian (Popular Party)	12	0	0	12	465.9	0	465.9
7.	Movses Shahverdian (Labor Socialist Party of Armenia)	4	0	0	4	197.4	0	197.4
	Total	281	7	1	273	14909.6	379	14530.6

MAY 2-29, 2009

Number and nature of references, airtime, political advertising, allocated to parties (bloc)/first figures in the electoral lists on "Shant" TV channel

Table No.1

	Party/Bloc	Editorial coverage				Political advertising of the party/bloc		
		Number of references (units)	Connotation of references			Airtime allocated to party/bloc (sec.)	Paid (sec.)	Free (sec.)
			+	-	0			
1.	Republican Party of Armenia: Gagik Beglarian, Taron Margarian	42	4	0	38	8569.1	3582	0
2.	"Bargavach Hayastan"/"Prosperous Armenia" party: Harutiun Kushkian, Mkhitar Mnatsakanian	46	1	0	45	8188.1	4771	0
3.	"Orinats Yerkir" party: Heghineh Bisharian, Henri Bakunts	39	0	0	39	7045.6	1097	0
4.	"Armenian National Congress" party bloc: Levon Ter-Petrosian, Stepan Demirchian	25	0	0	25	4263.6	720	0
5.	Labor Socialist Party of Armenia: Movses Shahverdian, Ashot Mughnetsian	5	0	0	5	1333	0	0
6.	"Dashnaksutiun" Armenian Revolutionary Federation: Artsvik Minasian, Albert Ajemian	22	0	0	22	346.6	0	0
7.	Popular Party: Tigran Karapetian, Artak Harutiunian	5	0	0	5	12	0	0
	Total	184	5	0	179	29758	10170	0

Table No.2

	Number one on the electoral list of the party/bloc	Editorial coverage						
		Number of references (units)	Connotation of references			Overall airtime allocated to the candidate (sec.)	Coverage of official and professional activities of the candidate (sec.)	Coverage of the candidate's activities that are not directly related to professional or official duties (sec.)
			+	-	0			
1.	Heghineh Bisharian ("Orinats Yerkir" party)	25	0	0	25	3210	0	3210
2.	Gagik Beglarian (Republican Party of Armenia)	25	4	0	21	2970	336	2634
3.	Harutiun Kushkian ("Bargavach Hayastan"/"Prosperous Armenia" party)	28	0	0	28	2889	951.5	1937.5
4.	Movses Shahverdian (Labor Socialist Party of Armenia)	1	0	0	1	1321	0	1321
5.	Levon Ter-Petrosian ("Armenian National Congress" bloc)	9	0	0	9	300	0	300
6.	Tigran Karapetian (Popular Party)	0	0	0	0	0	0	0
7.	Artsvik Minasian ("Dashnaksutiun" Armenian Revolutionary Federation)	0	0	0	0	0	0	0
	Total	88	4	0	84	10690	1287.5	9402.5

MAY 2-29, 2009

Parties/bloc that had their representatives invited to participate in the discussion programs of the TV channels studied

Party/Bloc	PTA First Channel	ALM	Second Armenian TV Channel	ArmNews	Yerkir Media	Kentron	Shant	Total
"Dashnaksutiun" Armenian Revolutionary Federation	2	0	3	0	21	4	0	30
"Bargavach Hayastan"/"Prosperous Armenia" party	1	4	3	1	9	7	3	28
Popular Party	1	18	2	0	7	0	0	28
Republican Party of Armenia	1	1	3	3	9	5	4	26
"Orinats Yerkir" party	2	5	2	2	6	5	4	26
"Armenian National Congress" party bloc	2	1	3	0	6	3	2	17
Labor Socialist Party of Armenia	1	0	2	0	5	0	1	9
Total	10	29	18	6	63	24	14	164



www.ypc.am