



YEREVAN PRESS CLUB



BRITISH EMBASSY YEREVAN

**MONITORING THE ISSUE-BASED REPORTING
BY ARMENIAN TV CHANNELS DURING
ELECTIONS OF LOCAL SELF-GOVERNMENT**

**YEREVAN
2009**

This book presents the findings of Yerevan Press Club research, implemented under YPC project “Improving the Media Coverage of Local Self-Government Elections in Armenia”. The project was implemented in September 2008 - March 2009 and included the monitoring of Armenian TV channel coverage of the most urgent issues during elections of local self-government, the survey of TV viewers in Yerevan, Gyumri, Vanadzor and Kapan, production of discussion TV programs about the problems faced by Armenian regions, as well as debating the findings in the media community.

This project is supported by the British Embassy Yerevan. The opinions expressed in the report do not necessarily reflect the British Embassy's views.

Project Director - Boris Navasardian
Monitoring Coordinator - Elina Poghosbekian
Survey Coordinator - Viktoria Ter-Sargisova
Design and Layout - Nara Mendelyan

CONTENT

REPORT OF YEREVAN PRESS CLUB

**“MONITORING THE ISSUE-BASED REPORTING BY
ARMENIAN TV CHANNELS DURING ELECTIONS OF LOCAL
SELF-GOVERNMENT IN THE CONTEXT OF STUDYING
THE INFORMATION DEMAND BY THE AUDIENCE”
(SEPTEMBER-OCTOBER 2008)**

RESEARCH OVERVIEW	4
MEDIA STUDIED AND THEIR BRIEF BACKGROUND	6
MAIN FINDINGS OF THE MONITORING	8
FINDINGS OF THE SURVEY ON INFORMATION DEMAND OF THE BROADCAST MEDIA AUDIENCE	13
FINDINGS BY MEDIA AND GENERAL CONCLUSIONS OF THE RESEARCH	28
APPENDIX 1	
METHODOLOGY	34
APPENDIX 2	
TABLES	39

REPORT OF YEREVAN PRESS CLUB

“MONITORING THE ISSUE-BASED REPORTING BY ARMENIAN TV CHANNELS DURING ELECTIONS OF LOCAL SELF-GOVERNMENT IN THE CONTEXT OF STUDYING THE INFORMATION DEMAND BY THE AUDIENCE” (SEPTEMBER-OCTOBER 2008)

RESEARCH OVERVIEW

On September 1 - October 31, 2008 Yerevan Press Club **monitored the reporting on local self-government elections by 11 TV channels of Armenia.**

The monitoring purpose was the determination of how much interest Armenian broadcast media display in covering the election campaign, as well as the urgent issues faced by communities/regions of Armenia, supposedly due to appear on the agenda of candidates running in local elections.

The monitoring objects were the main issues of news/current affairs programs and discussion programs of 11 TV channels of Armenia:

All 4 national TV channels - First Channel of the Public Television of Armenia, Second Armenian TV Channel, “ALM” and “Armenia” (*national channels were assumed to be the channels broadcast over more than half of the regions of Armenia*);

“Shant” TV company’s Yerevan broadcasts. The TV company also has a Gyumri version and traditionally places much emphasis on the developments in Shirak region;

6 regional TV channels - “Shirak” (the only regional public TV channel), “Tsayg” (the version broadcast on 28th UHF) and “GALA” (*all three of them in Gyumri, Shirak region*); “Lori” and “MIG” (*both in Vanadzor, Lori region*); “Sosi” (*Kapan, Syunik region*).

Monitoring methodology aimed at defining the frequency of TV channels’ reference to the 13 issues, prioritized by YPC experts, and the count of airtime, allocated to each of the issues. The monitors also defined the nature of references - purely news, complimentary, issue-based/critical.

The monitoring focused at the following thematic sections:

- 1.** Legislation, normative acts on local self-government and local elections: autonomy, budget sizes, transparency, accountability (in the case of Yerevan the issue status - direct or indirect elections), etc;
- 2.** Participation of political parties and prominent politicians, public figures in local elections;

3. Issue of integration of business and local self-government;
4. Local elections process;
5. Standing for the communal interest on national level by the local self-government bodies (attraction of investment, creation/inclusion in development programs of the region, etc.);
6. Development of health care, education, culture in the community/region;
7. Development of economy, small and medium business, creation of workplaces in the community/region;
8. Solution of housing and other social issues in the community/region;
9. Infrastructural development (roads, utilities, quality of construction, public areas, etc.) in the community/region;
10. Environment protection in the community/region. Protection and development of green zones and water areas in the community/region;
11. Issues of land and water use in the community/region. Land allocation for construction (allocation transparency, accessibility for ordinary citizens, adherence to norms of urban development, observation of legal requirements and the extent of bureaucracy) in the community/region;
12. Transportation in the community/region;
13. Social infrastructure development (parks, sports and play grounds, yards, etc.) in the community/region.

(See details for guidelines of monitoring administration in Appendix 1 “Methodology”.)

ALONG WITH THIS YPC administered a **survey** in the same cities that the TV companies monitored broadcast (Yerevan, Gyumri, Vanadzor, Kapan). The poll aimed at determining the interest of the respondents to the thematic sections of the monitoring as specified above and their attitude towards the TV channels studied in the context of local elections. This study in combination with the findings of the TV channel monitoring allowed the researchers to largely determine how close the broadcast media were to meeting the information demand of the audience with regard to election process.

The TV channel monitoring and public opinion poll were a part of YPC project that also stipulated production of 12 **talk shows**, dealing with the urgent issues faced by Armenian regions and their reflection in the local election campaign.

MEDIA STUDIED AND THEIR BRIEF BACKGROUND

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. The study focused on the main newscast of the PTA First Channel **"Hailur"** and the current affairs program **"Sunday Hailur"**; discussion programs **"25 minutes"** and **"Banadzev"**. "Hailur" was aired 6 times a week, Monday to Saturday (the monitoring focused at the main newscasts of "Hailur" at 21.00, but for the issue on September 6 - at 20.30), "Sunday Hailur" once a week on Sundays at 21.00. "25 minutes" were aired 4 times a week, Monday to Thursday, at 20.20. During the study period there was only one "Banadzev" issue, on September 25 at 22.30. During the monitoring period on PTA First Channel 1, 212 TV pieces were studied. Of these, 121 pieces were dealing with the monitoring subject.

"ALM" - private TV company, founded in 2000 by "ALM Holding" LLC. The daily duration of air makes 24 hours. The study focused on **"Day by Day"** main newscast; **"Price of the Question"**, **"Stance"** and **"Indeed"** (Russian language) discussion programs. "Day by Day" was aired daily (its main newscasts at 20.00 were monitored). "Price of the Question" and "Stance" were aired once a week at 21.20, Tuesdays and Thursdays respectively, "Indeed" - on Saturdays, at 21.30. During the monitoring period on "ALM" 846 pieces were studied. Of these, 83 pieces were dealing with monitoring subject.

"ARMENIA" - private TV company, founded in 1998 by "Armenia TV" CJSC. The daily duration of air is 24 hours. The study focused on the main newscast **"Zham"**. "Zham" was aired 6 times a week, Monday to Saturday (the monitoring focused on the main "Zham" newscasts at 19.30). During the monitoring period on "Armenia" 745 pieces were studied. Of these, 62 pieces were dealing with the monitoring subject.

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. The study focused on the main newscast of the Second Channel **"Lraber"** and the discussion program **"Fourth Studio"**. "Lraber" was aired 6 times a week, Monday to Saturday (monitoring focused on the main newscasts of "Lraber" at 23.00, but for the issue of September 8, at 20.00). "Fourth Studio" went on air 5 times a week, Monday to Friday, at 20.30. During the monitoring period on Second Channel 1, 230 TV pieces were studied. Of these, 67 pieces were dealing with the monitoring subject.

"SHANT" - private TV company, founded in 1994 by "Shant" LLC. The daily duration of air is 24 hours. The study focused on the main newscast **"Horizon"** and the current affairs program **"Supplement to 'Horizon'"**; **"Perspective"** discussion program. "Horizon" was aired 6 times a week, Monday to Saturday (main "Horizon" issues at 22.00 were monitored), "Supplement to 'Horizon'" was aired 5 times a week, Monday to Friday, at

22.30. "Perspective" was aired 5 times a week, Monday to Friday, at 22.35, and since September 22 - at 23.15. During the monitoring period on "Shant" 738 TV pieces were studied. Of these, 62 pieces were dealing with the monitoring subject.

"SHIRAK"- public TV channel, founded in 2001. The governing body is the Council of Public TV and Radio Company. The daily duration of air is 8 hours. The study focused on the discussion programs **"Pakagits"**, **"Dirkoroshum"**, **"Storaket"**, **"Gender and Local Self-Government Elections"**. "Pakagits" was aired once a week, on Fridays, at 20.00, "Dirkoroshum", "Storaket" and "Gender and Local Self-Government Elections" on Tuesdays, at 19.30. During the monitoring period on "Shirak" 22 pieces were studied. Of these, 19 pieces were dealing with the monitoring subject.

"GALA" - private TV company, founded in 2005 by "CHAP" LLC. The daily duration of air is 13-17 hours. The study focused on **"Gala News"** main newscast and **"Shabatn Ants"** current affairs program; **"Supplement to 'Gala News'"** discussion program. "Gala News" was aired 6 times a week, Monday to Saturday (main issues of "Gala News" at 22.00 were monitored). "Shabatn Ants" went on air once a week, on Sundays at 21.00. "Supplement to 'Gala News'" was aired 4 times a week, on Mondays, Tuesdays, Wednesdays and Fridays, at 20.30. During the monitoring period on "GALA" 1,173 TV pieces were studied. Of these, 222 pieces were dealing with the monitoring subject.

"TSAYG"- private TV company, founded in 1991 by "Tsayg" LLC. The daily duration of air is 18 hours. The study focused on the main newscast **"Azdarar"**. "Azdarar" was aired 6 times a week, Monday to Saturday (main issues of "Azdarar" at 22.00 were monitored). During the monitoring period on "Tsayg" 1,155 pieces were studied. Of these, 169 pieces were dealing with the monitoring subject.

"LORI" - private TV company, founded in 1995 by "Lori TV" LLC. The daily duration of air is 13-14 hours. The study focused on **"Munetik"** main newscast and **"Andradardz"** current affairs program; **"Tesaket"** and **"Inknakaravarum"** discussion programs. "Munetik" was aired 5 times a week, Monday to Friday (main issues of "Munetik" at 20.30 were monitored). "Andradardz" was aired once a week, on Saturdays, at 20.30. "Tesaket" was aired once a week, on Tuesdays, at 21.00, "Inknakaravarum" - twice a week, on Thursdays and Fridays, at 21.00. During the monitoring period on "Lori" 173 pieces were studied. Of these, 78 pieces were dealing with the monitoring subject.

"MIG" - private TV company, founded in 2000 by "Loru MIG" LLC. The daily duration of air is 16-18 hours. The study focused on the main newscast **"Lurer"**; discussion programs **"Vanadzorn Aysor"** and **"Studio 2"/"Teghakan Tema"**. "Lurer" was aired 5 times a week, Monday to Friday (main issues of "Lurer" at 20.40 were monitored). "Vanadzorn Aysor" went on air once a month, on Wednesdays, at 19.00, "Studio 2"/"Teghakan Tema" - once a month, on Fridays, at 19.00. During the monitoring period on "MIG" 165 TV pieces were studied. Of these, 65 pieces were dealing with the monitoring subject.

"SOSI" - private TV company, founded in 2000 by "Dzagedzor" LLC. The daily duration of air is 14-16 hours. The study focused on the main newscast **"Lurer"** and current affairs program **"Antsats Shabat"**. "Lurer" went on air 5 times a week, Monday to Friday (main issues of "Lurer" at 20.30 were monitored). "Antsats Shabat" went on air once a week, on Sundays, at 20.30. During the monitoring period on "Sosi" 372 TV pieces were studied. Of these, 171 piece was dealing with the monitoring subject.

MAIN FINDINGS OF THE MONITORING

If one proceeds from the number of pieces, dealing with the monitoring subject, and the total number of pieces studied, the greatest attention to the monitoring subject of 11 TV channels monitored was paid by “Sosi” (46%), followed by “Lori” (45.1%), “MIG” (39.4%), “GALA” (18.9%) and “Tsayg” (14.6%). Here the appropriate indicator of “Shirak” (86.4%) is not taken into account, since this channel has no newscasts, and almost all issues of discussion programs - 18 out of 21 - aired during the monitoring period were specifically targeted to local elections, and their comparison with the coverage of other subjects is irrelevant. The national and Yerevan TV channels along this dimension were the least active: 5-10% of all pieces studied were dealing with the monitoring subject.

In general, the following observation can be made: the smaller (in terms of population) the broadcast are covered by media studied is, the more attention is paid by them to local issues, including those related to elections. This observation is true also for the relative frequency of reference to the monitoring subject and for the airtime allocated to it. Thus the national and Yerevan TV channels allocated to the monitoring subject 4-10% of the total airtime studied, whereas the Gyumri TV channels - 30-40%, Vanadzor - about 50%, and Kapan - a little less than 50%.

Overall, the five national and one Yerevan TV channels account for less than 1/5 of all airtime allocated to the monitoring subject by the 11 media studied, with about 4/5 being accounted for by six regional TV channels. Whereas the overall airtime studied on the national and Yerevan TV channels was almost twice more than that of regional TV channels. Of the national and Yerevan channels the most attention to the monitoring subject in terms of frequency of reference was paid by PTA First Channel and “ALM”.

Naturally, the monitoring subject received the greatest interest from specific channels during the period directly preceding elections in their towns. The election campaigns in the smaller communities covered by media studied caused much less interest. Thus, “Lori” TV company, as compared to September, became much more active in October, when elections of the mayor and the Council of Elderly in the regional center, Vanadzor. The proportion of “Lori” airtime, allocated to the monitoring subject in September and October, respectively, is about one to five. On the air of the TV channel the issuance of a special program “Inknakaravarum” (“Self-Government”) was resumed in October. In October the attention level to the monitoring subject increased also on “Shant” TV channel of Yerevan, which was related to the elections in Gyumri - traditionally at the focus of “Shant”. As compared to September, in October this channel paid over three times more attention to the monitoring subject.

Fairly recently another factor, influencing the media activities during election campaign, has come into the picture - international donor organizations has been granting funds to produce specialized TV programs dealing with elections. A very illustrative example of this is “Shirak” public TV channel of Gyumri. The appearance of “Gender and Local Self-Government Elections” program, supported by UNDP Armenia, on its air, dealing specifically with this election campaign, did significantly influence the figures for this

channel. 10 out of 18 issues of discussion programs of “Shirak”, dealing specifically with local elections, were aired within this very program.

The thematic sections that monitoring focused on can be conventionally subdivided into two categories - **general**, i.e., directly related to the administration of elections, their political and legal components; and **specific**, i.e., characterizing the situation in specific spheres, most important for Armenian regions. In the list of sections above, items 1-4 are “general”; items 5-13 are “specific”. The interest towards the general issues, as a rule, grew as the elections in large communities approached (Gyumri, Vanadzor) in October. If in September the general issues on 11 TV channels studied amounted to 36.8% of the total number of pieces on the monitoring subject (of these 17.1% on national and Yerevan TV channels and 43.4% - on regional channels), after two months on 11 TV channels studied the general issues accounted already for more than half of the airtime, dealing with the monitoring subject - 148,988.7 of 270,523.2 sec. (55.1%): of these, on the national and Yerevan TV channels - 15,371.3 of 56,161.9 sec. (27.4%), and on regional channels - 133,617.4 of 214,361.3 sec. (62.3%).

Of the thematic sections, constituting the monitoring subject, the greatest coverage - in terms of the number of references and their volume on all 11 TV channels - was given to “**Local elections process**”. Its leadership was particularly obvious in October, when elections in Gyumri and Vanadzor were held. In two months the section scored 39.3% of the total airtime, allocated to the monitoring subject. It is due to the increased interest towards elections process and legislation in the second month, the four general sections gained a significant advantage over the specific ones for the two months (148,988.7 and 121,534.5 sec., respectively). Only the “Local election process” alone received in September-October almost as much attention as the nine specific sections together (106,291.4 and 121,534.5 sec., respectively). Here a conclusion can be made that the broadcast media were more interested to know WHO and HOW will be elected than WHAT, WHICH steps are expected by voters from their representatives. The lack of specific agenda in the campaigns becomes a traditional feature of Armenian elections, both on the national and local levels.

The second most covered (the first among the specific ones) was the section “**Development of health care, education, culture in the community/region**” (in terms of the number and volume of references on all 11 TV channels studied). In September in terms of the number of references this section was even ranked the first. This is most probably due to the start of the academic year at educational institutions and the big number of events to mark it. In October, accordingly, the attention towards issues of education went down, yet the section continued to be quite actively covered, nevertheless. In other words, the reduction or increase in the interest towards this section was mostly unaffected by election campaign, and its coverage trend in most cases should be viewed out of local election context.

The third in terms of the coverage volume was section “**Legislation, normative acts on local self-government and local elections**”. In terms of the frequency of reference this section was only the seventh, which is just as natural - the coverage of legislation issues requires substance and detail. At the same time there seems no plausible explanation to the fact that much more attention (in terms of aggregate air time over 20 time more, in terms of frequency of reference over three times more) to this thematic section was paid by regional, and not the national and Yerevan TV channels. This occurred despite the fact that the elections, particularly election of local self-government in Yerevan, were administered in the context of legislative change of Yerevan status, as stipulated by the

Amended Constitution of 2005. According to the Main Law and draft law “On Local Self-Government and Territorial Administration in Yerevan City” (adopted in first hearing in late 2007 and awaiting final adoption in late 2008), the capital of the country gains a status of a community with an elective body of representative power and mayor. The currently existing Yerevan communities will be abolished. Yet these radical legislative amendments did not cause much interest from broadcast media even during the period when for the last time heads of communal administrations and Councils of Elderly of Yerevan communities were elected.

It should be noted that the section “Legislation, normative acts on local self-government and local elections” was ranked the third through active coverage in October: by monitoring findings in September it was only the seventh in term of airtime and eighth in terms of frequency of reference. A decisive role in the fact that in October, as compared to September, “Legislation...” received five times more airtime was played by “Shirak” TV channel. During the second monitoring month it accounted for 73.4% of the total volume of coverage of this section by regional TV channels studied, and 71.2% of the total volume of coverage of this section by all TV channels. Meanwhile, the audience of all TV channels would certainly find it useful to know the stances of the candidates running in elections as well as of experts regarding a number of draft laws on local self-government proposed by the Government (draft of RA Law “On Financial Leveling”) or discussed throughout September by RA National Assembly (the package of amendments to the Laws “On Local Self-Government”, “On Communal Service”). Another urgent issue for Armenia is how effective the consolidation of little-populated rural communities is, but it, too, was neglected by a number of TV channels.

Section “**Infrastructural development (roads, utilities, quality of construction, public areas, etc.) in the community/region**” while being the fourth in terms of the coverage volume, by the number of references is the third one. The interest of media towards this issue can be considered natural, particularly in the view of the increased activeness of the candidates in this direction: roads are paved, communal entitles are renovated ... Additional attention to the subject was attracted by both large scale projects of reconstructing the road communications through Lincy Foundation, as well as other projects, and by the increased construction volumes in general. The adequacy of coverage of this section is signaled also by the fact that more than half of references to it was issue-based/critical.

Another thematic section, traditionally deserving particular attention in the context of elections - “**Solution of housing and other social issues in the community/region**”- was the fifth in terms of the coverage volume and the fourth in terms of frequency of reference. About the half of the aggregate coverage of this section was accounted for by the two Gyumri TV channels studied (“GALA” and “Tsayg”), that is, the broadcasters of the region where the consequences of the 1988 earthquake continue to be a reason for serious housing problems. At the same time, the share of issue-based/critical pieces turned out to be much smaller here than in the section of “Infrastructural development (roads, utilities, quality of construction, public areas, etc.) in the community/region”. This trend was manifest both on all TV channels studied in general and on the national and Yerevan TV channels, in particular. The air of the latter, but for “ALM”, had a much greater share of complimentary references to the housing section than of issue-based and critical ones. The “optimism” of national and Yerevan TV channels can be explained by the construction boom in Yerevan, the number of “luxury” residential buildings constructed. Yet this “luxury” housing will hardly solve the problems of the social groups most acutely in

need of a home, and the certain euphoria that the TV air was seized with was hardly justified.

The sixth in terms of aggregate airtime and the fifth in terms of the number of references was the section **“Development of economy, small and medium business, creation of workplaces in the community/region”**. One of the primary characteristics of its coverage was the prevalence of complimentary materials on the national and Yerevan TV channels and, on the contrary, the prevalence of issue-based/critical reporting - on the regional ones. Here, apparently not so much the difference of the situations in the capital and the regions was manifest, but rather the general inclination of national channels to treat these issues more abstractly, detached from real processes and generalizing, while the regional channels more often deal with every day problems.

Section **“Issues of land and water use in the community/region. Land allocation for construction (allocation transparency, accessibility for ordinary citizens, adherence to norms of urban development, observation of legal requirements and the extent of bureaucracy) in the community/region”** was the seventh in terms of airtime and the sixth in terms of references. Similarly to the section “Development of economy, small and medium business, creation of workplaces in the community/region”, it received more specific and adequate coverage on the regional channels. In particular, critical approach to both thematic sections was displayed by “Sosi” TV channel (Kapan). Unlike the regional ones, the national and Yerevan TV channels often lacked profoundness in addressing these issues. This is primarily true for the section “Issues of land and water use in the community/region. Land allocation for construction (allocation transparency, accessibility for ordinary citizens, adherence to norms of urban development, observation of legal requirements and the extent of bureaucracy) in the community/region”. Despite the fact that in Yerevan there was an increase in public outcry, in particular, as regards the alienation of citizens’ property and, as a consequence, a number of suits were filed with the European Court of Human Rights, the number of complimentary pieces on the section was only a little behind the number of issue-based/critical references.

“Participation of political parties and prominent politicians, public figures in local elections” was the eighth in terms of aggregate airtime and the ninth in terms of frequency of reference. The difference of these two indicators is natural in the view of the fact that this section, similarly to “Legislation...” required substantial coverage. At the same time, having only 38 references to it in two months on 11 TV channels are a sign of little interest in the problem. Meanwhile in 2009 for the first time political parties would have a chance of direct participation (candidate nomination) in local self-government elections. Moreover, the elections of the Council of Elderly of Yerevan will be the first in Armenian history to use purely proportionate representation system. It was natural to expect that the strengthening of the political component in local elections would receive more attention.

Section **“Environment protection in the community/region. Protection and development of green zones and water areas in the community/region”** was the ninth in terms of airtime and the eighth in terms of frequency of reference. Despite the fact that the election period coincided with the public attention to environmental problems, including those related to Teghut base metals mine development and increased use of Lake of Sevan water, it did not receive adequate attention from broadcast media. As the discussion of the issue in “Press Club+” talk show, aired under this project, showed, the candidates in election campaigns mostly tried to avoid these problems. The lack of interest - or maybe the wish to evade problems - were typical of all TV channels studied, including

those broadcasting in the regions facing most serious environmental issues, such as Lori region.

Thematic sections **“Transportation in the community/region”** and **“Social infrastructure development (parks, sports and play grounds, yards, etc.) in the community/region”** in terms of airtime were ranked 10th and 11th, respectively, and in terms of frequency of reference - in reverse order. Apparently, over the past years media started to regard these issues, that should be high up on the local government agenda, as “redundant luxury”. Possibly, the population, preoccupied by other, in its opinion more urgent issues, shares this approach. While the spheres within these two sections are quite problematic, the TV channels studied addressed the first one quite seldom, and the references to the second one on national and Yerevan TV channels were purely complimentary. Also, in referring to social infrastructure the TV air features semipromotional materials about the beautiful pre-election gestures made by some candidates. On regional TV channels these sections were covered more realistically, but again, quite passively.

Sections **“Issue of integration of business and local self-government”** and **“Standing for the communal interest on national level by the local self-government bodies (attraction of investment, creation/inclusion in development programs of the region, etc.)”** were completely out of media attention focus (the twelfth and the thirteenth ranks, respectively, both in terms of aggregate airtime, and the frequency of reference). Of the national and Yerevan TV channels studied the issue of business and local self-government integration was addressed only by “ALM” (twice), and the theme of “Standing for the communal interest on national level ...” received references only from “GALA” and the Second Armenian TV Channel - once each. The interest to these thematic sections became even smaller in October: for the first one the aggregate airtime was almost six times less as compared to September, with the second one being completely neglected in October. In this case the TV channels signal that the two cornerstone issues for the development of effective local self-government in the country, particularly, its integration with business, are never seriously discussed on any level.

(See quantitative results of the monitoring in Appendix 2 “Tables”.)

FINDINGS OF THE SURVEY ON INFORMATION DEMAND OF THE BROADCAST MEDIA AUDIENCE

The present survey was administered on the territory of Armenia in October 2008 - in Yerevan, Gyumri, Kapan and Vanadzor. In Yerevan 400 people were surveyed, in other cities the sample made 200 people for each. The respondents were Armenian citizens over 18 years old.

The questionnaire aimed at analyzing the preferences of the TV viewers when choosing a TV channel among those available, as well as their opinion regarding the quantity and quality of the information on local elections and other news, directly related to elections and election campaigns, provided in September-October 2008.

YEREVAN

46.5% of respondents in Yerevan were under 40, 53.5% - over forty.

43% of respondents were male, 57% - female.

49.5% of respondents have no higher education, 50.5% have higher education.

75% of respondents in Yerevan say they are interested in news about their communities. For 66% of respondents the main source of political information is the television. At the same time, only 17% of respondents say they regard the information provided by television to be trustworthy, whereas 63% believe this information is true to a certain extent, with the remaining 20% disbelieving the truthfulness of information provided by television. 55% of respondents are satisfied with the timeliness of the information provided, with the remaining 45% thinking the news is not provided in time.

With regard to quality of covering the urgent communal issues during local elections campaign the first rank was taken by "Shant" TV channel, gaining the preferences of 41.5% of respondents, 25% think "Armenia" to be the best in terms of coverage, 15.5% - First Channel of Public Television of Armenia, 7.5% - Second Armenian TV Channel and 6% named "ALM". 4.5% of respondents named other channels. (It should be noted here that willingly or unwillingly the respondents partly transfer their attitude towards a certain channel in general to the coverage of the specific theme that the survey was dealing with.)

In reply to the question of how satisfied the respondents were with the news on local election campaign provided in September-October 2008, 12.2% said they were very satisfied, 31.3% - they were somewhat satisfied, 21.5% - they were somewhat dissatisfied, and 28% said they were very dissatisfied. 7% of respondents found the question difficult to answer. Answering the question of how satisfied the respondents were with the news on urgent communal issues, provided by Armenian TV channels in September-October 2008, 8.8% said they were very satisfied, 35.7% - they were somewhat satisfied, 22.3% - they were somewhat dissatisfied, and 27.4% said they were very dissatisfied. 5.8% of respondents found the question difficult to answer.

The respondents were further asked how satisfied they were with the coverage of Armenian TV channels of the 13 themes monitored. The opinion of Yerevan residents can be described as follows:

1. Legislation, normative acts on local self-government and local elections:

6.5% - very satisfied
27.8% - somewhat satisfied
27.8% - somewhat dissatisfied
22.5% - very dissatisfied
15.4% - difficult to answer

2. Participation of political parties and prominent politicians, public figures in local elections:

6.5% - very satisfied
25.3% - somewhat satisfied
21.3% - somewhat dissatisfied
35.4% - very dissatisfied
11.5% - difficult to answer

3. Issue of integration of business and local self-government:

3.9% - very satisfied
24.3% - somewhat satisfied
20.3% - somewhat dissatisfied
35.7% - very dissatisfied
15.8% - difficult to answer

4. Local elections process:

11% - very satisfied
26.4% - somewhat satisfied
17.5% - somewhat dissatisfied
32.8% - very dissatisfied
12.3% - difficult to answer

5. Standing for the communal interest on national level by the local self-government bodies:

4.9% - very satisfied
23.5% - somewhat satisfied
15.8% - somewhat dissatisfied
45.8% - very dissatisfied
10% - difficult to answer

6. Development of health care, education, culture in the community:

8.3% - very satisfied
39.4% - somewhat satisfied
15.3% - somewhat dissatisfied
33% - very dissatisfied
4% - difficult to answer

7. Development of economy, small and medium business, creation of workplaces in the community:

3.8% - very satisfied
24% - somewhat satisfied
17.5% - somewhat dissatisfied
42.3% - very dissatisfied
12.4% - difficult to answer

8. Solution of housing and other social issues in the community:

2.7% - very satisfied
21.3% - somewhat satisfied
24.2% - somewhat dissatisfied
43.1% - very dissatisfied
8.7% - difficult to answer

9. Infrastructural development (roads, utilities, quality of construction, public areas, etc.) in the community:

12.4% - very satisfied
33.8% - somewhat satisfied
22.8% - somewhat dissatisfied
24.7% - very dissatisfied
6.3% - difficult to answer

10. Environment protection in the community. Protection and development of green zones and water areas in the community:

6.8% - very satisfied
29.9% - somewhat satisfied
22.3% - somewhat dissatisfied
34.6% - very dissatisfied
6.4% - difficult to answer

11. Issues of land and water use in the community. Land allocation for construction (allocation transparency, accessibility for ordinary citizens, adherence to norms of urban development, observation of legal requirements and the extent of bureaucracy) in the community:

4.8% - very satisfied
9.9% - somewhat satisfied
27.7% - somewhat dissatisfied
39.8% - very dissatisfied
17.8% - difficult to answer

12. Transportation in the community:

7.5% - very satisfied
29.3% - somewhat satisfied
20.9% - somewhat dissatisfied
33.8% - very dissatisfied
8.5% - difficult to answer

13. Social infrastructure development (parks, sports and play grounds, yards, etc.) in the community:

- 9.8% - very satisfied
- 35.9% - somewhat satisfied
- 19.4% - somewhat dissatisfied
- 27.6% - very dissatisfied
- 7.3% - difficult to answer.

Respondents in Yerevan were also asked to name five most important themes of the 13 listed above that they would like to be more informed about, and five least interesting subjects. The answers were distributed as follows:

The most important themes:

1. Development of health care, education, culture in the community - 20.3%
2. Standing for the communal interest on national level by the local self-government bodies - 13%
3. Legislation, normative acts on local self-government and local elections - 12.8%
4. Participation of political parties and prominent politicians, public figures in local elections - 10.8%
5. Local elections process - 8.3%.

The least interesting subjects:

1. Legislation, normative acts on local self-government and local elections - 33.3%
2. Participation of political parties and prominent politicians, public figures in local elections - 16.8%
3. Issue of integration of business and local self-government - 7.8%
4. Local elections process - 6.8%
5. Standing for the communal interest on national level by the local self-government bodies - 6.3%.

GYUMRI

- 51% of respondents in Gyumri were under 40, 49% - over forty.
- 46.5% of respondents were male, 53.5% - female.
- 63.5% of respondents have no higher education, 36.5% - have higher education.

71% of respondents in Gyumri say they are interested in news about their community. For 90% of respondents the main source of political information is television. At the same time, only 12% of respondents think the information provided by television is trustworthy, whereas 61% think the information is true to a certain extent, and 12.5% do not believe the information provided by television is truthful at all. 14.5% of respondents found the

question difficult to answer. 69% of respondents are satisfied with the timeliness of information provided, and 31% think the information is not provided in time.

In terms of quality of covering urgent communal problems during the local election campaign the first line is held by the local "GALA" TV company with 36% of respondents, 35.5% think "Shant" (Gyumri version) to be the best in terms of coverage, 14.5% prefer the local "Tsayg" channel, 4% - First Channel of Public Television of Armenia, 3% - "Armenia" TV channel and 2.5% - "Shirak" TV channel. 4.5% of respondents named other channels.

In reply to the question of how satisfied the respondents were by the news on local election campaign, provided by Armenian TV channels in September -October 2008, 7.5% said they were very satisfied, 54.5% - they were somewhat satisfied, 18.5% - they were somewhat dissatisfied, and 13.5% said they were very dissatisfied. 6% found the question difficult to answer. In reply to the question of how satisfied respondents were with the news about urgent communal issues, provided in September-October 2008 by Armenian TV channels, 10.5% answered they were very satisfied, 49% - they were somewhat satisfied, 20.5% - they were somewhat dissatisfied, and 14% said they were very dissatisfied. 6% of respondents found the question difficult to answer.

The respondents were further asked how satisfied they were with the coverage of Armenian TV channels of the 13 themes monitored. The opinion of Gyumri residents can be described as follows:

1. Legislation, normative acts on local self-government and local elections:

7% - very satisfied
28% - somewhat satisfied
11.5% - somewhat dissatisfied
34% - very dissatisfied
19.5% - difficult to answer

2. Participation of political parties and prominent politicians, public figures in local elections:

4.5% - very satisfied
31% - somewhat satisfied
24% - somewhat dissatisfied
23.5% - very dissatisfied
17% - difficult to answer

3. Issue of integration of business and local self-government:

4% - very satisfied
17% - somewhat satisfied
18.5% - somewhat dissatisfied
39.5% - very dissatisfied
21% - difficult to answer

4. Local elections process:

5% - very satisfied
42% - somewhat satisfied

27% - somewhat dissatisfied
15% - very dissatisfied
11% - difficult to answer

5. Standing for the communal interest on national level by the local self-government bodies:

3.5% - very satisfied
22.5% - somewhat satisfied
19.5% - somewhat dissatisfied
38.5% - very dissatisfied
16% - difficult to answer

6. Development of health care, education, culture in the community:

12% - very satisfied
29.5% - somewhat satisfied
20.5% - somewhat dissatisfied
26% - very dissatisfied
12% - difficult to answer

7. Development of economy, small and medium business, creation of workplaces in the community:

3.5% - very satisfied
22% - somewhat satisfied
16% - somewhat dissatisfied
41% - very dissatisfied
17.5% - difficult to answer

8. Solution of housing and other social issues in the community:

6.5% - very satisfied
23.5% - somewhat satisfied
35.5% - somewhat dissatisfied
26.5% - very dissatisfied
8% - difficult to answer

9. Infrastructural development (roads, utilities, quality of construction, public areas, etc.) in the community:

5% - very satisfied
12.5% - somewhat satisfied
34.5% - somewhat dissatisfied
37% - very dissatisfied
11% - difficult to answer

10. Environment protection in the community. Protection and development of green zones and water areas in the community:

3% - very satisfied
16% - somewhat satisfied
16% - somewhat dissatisfied
53.5% - very dissatisfied
11.5% - difficult to answer

11. Issues of land and water use in the community. Land allocation for construction (allocation transparency, accessibility for ordinary citizens, adherence to norms of urban development, observation of legal requirements and the extent of bureaucracy) in the community:

4% - very satisfied
11.5% - somewhat satisfied
19% - somewhat dissatisfied
51.5% - very dissatisfied
14% - difficult to answer

12. Transportation in the community:

5% - very satisfied
28.5% - somewhat satisfied
22.5% - somewhat dissatisfied
35.5% - very dissatisfied
8.5% - difficult to answer

13. Social infrastructure development (parks, sports and play grounds, yards, etc.) in the community:

4% - very satisfied
15% - somewhat satisfied
15.5% - somewhat dissatisfied
54.5% - somewhat dissatisfied
11% - difficult to answer.

Respondents in Gyumri were also asked to name five most important themes of the 13 listed above that they would like to be more informed about, and five least interesting subjects. The answers were distributed as follows:

The most important themes:

1. Standing for the communal interest on national level by the local self-government bodies - 12.5%
2. Development of economy, small and medium business, creation of workplaces in the community - 11.5%
3. Solution of housing and other social issues in the community - 10.6%

4. Infrastructural development (roads, utilities, quality of construction, public areas, etc.) in the community - 10.5%
5. Development of health care, education, culture in the community - 10%.

The least interesting subjects:

1. Social infrastructure development (parks, sports and play grounds, yards, etc.) in the community - 13.1%
2. Local elections process - 13%
3. Participation of political parties and prominent politicians, public figures in local elections - 12%
4. Issue of integration of business and local self-government - 10%
5. Legislation, normative acts on local self-government and local elections - 9%.

KAPAN

50.2% of respondents in Kapan were under 40, 49.8% - over forty.
36.5% of respondents were male, 63.5% were female.
62.1% of respondents have no higher education, 37.9% have higher education.

89% of respondents in Kapan say they are interested in news about their community. For 91% of respondents television is the main source of political information. At the same time, only 12% of respondents say the information provided by television is trustworthy, while 69% think it is true to a certain extent, while the remaining 4% do not believe the information provided by television is truthful at all. 15% of respondents found the question difficult to answer. 78% of respondents are satisfied by the timeliness of the information provided, while 22% think the information is not provided timely enough.

In terms of the coverage of urgent communal issues during the local election campaign the first rank was taken by local "Hustup" TV channel with 42% of respondents, 21% think the best in terms of coverage to be another local channel, "Sosi", 18% prefer the First Channel of the Public Television of Armenia, 15% - "Armenia" TV channel, 3% - Second Armenian TV Channel and about 1% - "ALM". (Here and further the availability of TV channels in appropriate regions should be taken into account. In the case of Kapan - also the circumstance that the city relief makes the reception of a quality radio signal difficult, which makes the cable "Hustup" channel to be the most easily accessible.)

The question of how satisfied the respondents were with the news on local election campaign, provided in September-October 2008, was answered by 13% of respondents that they were very satisfied, 54% - somewhat satisfied, 16% - somewhat dissatisfied, and 9% said they were very dissatisfied. 8% of respondents found the question difficult to answer. The question of how satisfied the respondents were with the news on urgent communal issues, provided in September-October 2008 by Armenian TV channels, was answered by 3% that they were very satisfied, 40% - they were somewhat satisfied, 26% - they were somewhat dissatisfied and 21% said they were very dissatisfied. 10% of respondents found the question difficult to answer.

The respondents were further asked how satisfied they were with the coverage of Armenian TV channels of the 13 themes monitored. The opinion of Kapan residents can be described as follows:

1. Legislation, normative acts on local self-government and local elections:

5% - very satisfied
41% - somewhat satisfied
25% - somewhat dissatisfied
9% - very dissatisfied
20% - difficult to answer

2. Participation of political parties and prominent politicians, public figures in local elections:

5% - very satisfied
35% - somewhat satisfied
25% - somewhat dissatisfied
15% - very dissatisfied
20% - difficult to answer

3. Issue of integration of business and local self-government:

4.5% - very satisfied
33% - somewhat satisfied
22.5% - somewhat dissatisfied
20% - very dissatisfied
20% - difficult to answer

4. Local elections process:

18.5% - very satisfied
54.5% - somewhat satisfied
12% - somewhat dissatisfied
6% - very dissatisfied
9% - difficult to answer

5. Standing for the communal interest on national level by the local self-government bodies:

4% - very satisfied
31% - somewhat satisfied
20% - somewhat dissatisfied
22% - very dissatisfied
23% - difficult to answer

6. Development of health care, education, culture in the community:

12.5% - very satisfied
64% - somewhat satisfied
10.5% - somewhat dissatisfied
10% - very dissatisfied
3% - difficult to answer

7. Development of economy, small and medium business, creation of workplaces in the community:

3% - very satisfied
26.5% - somewhat satisfied
24% - somewhat dissatisfied
37.5% - very dissatisfied
9% - difficult to answer

8. Solution of housing and other social issues in the community:

5% - very satisfied
28% - somewhat satisfied
17% - somewhat dissatisfied
33.5% - very dissatisfied
16.5% - difficult to answer

9. Infrastructural development (roads, utilities, quality of construction, public areas, etc.) in the community:

11.5% - very satisfied
42% - somewhat satisfied
29% - somewhat dissatisfied
12.5% - very dissatisfied
5% - difficult to answer

10. Environment protection in the community. Protection and development of green zones and water areas in the community:

4.5% - very satisfied
45.5% - somewhat satisfied
26.5% - somewhat dissatisfied
20% - very dissatisfied
3.5% - difficult to answer

11. Issues of land and water use in the community. Land allocation for construction (allocation transparency, accessibility for ordinary citizens, adherence to norms of urban development, observation of legal requirements and the extent of bureaucracy) in the community:

5% - very satisfied
6% - somewhat satisfied
40% - somewhat dissatisfied
23% - very dissatisfied
26% - difficult to answer

12. Transportation in the community:

9.5% - very satisfied
55% - somewhat satisfied
19.5% - somewhat dissatisfied
12.5% - very dissatisfied
3.5% - difficult to answer

13. Social infrastructure development (parks, sports and playgrounds, yards, etc.) in the community:

18.5% - very satisfied
37.5% - somewhat satisfied
20% - somewhat dissatisfied
18% - somewhat dissatisfied
6% - difficult to answer.

Respondents in Kapan were also asked to name five most important themes of the 13 listed above that they would like to be more informed about, and five least interesting subjects. The answers were distributed as follows:

The most important themes:

1. Legislation, normative acts on local self-government and local elections - 11.8%
2. Issue of integration of business and local self-government - 11.3%
3. Participation of political parties and prominent politicians, public figures in local elections - 9.9%
4. Social infrastructure development (parks, sports and playgrounds, yards, etc.) in the community - 9.4%
5. Transportation in the community - 7.9%.

The least interesting subjects:

1. Participation of political parties and prominent politicians, public figures in local elections - 18.2%
2. Local elections process - 15.3%
3. Issue of integration of business and local self-government - 13.8%
4. Transportation in the community - 12.8%
5. Legislation, normative acts on local self-government and local elections - 11.3%.

VANADZOR

56.4% of respondents in Vanadzor were under 40, 43.6% - over forty.
33.2% of respondents were male, 66.8% - female.
58.4% of respondents have no higher education, 41.6% have higher education.

29.5% of respondents in Vanadzor say they are interested in news about their community. For 81% of respondents the main source of political information is television. At the same time, only 17% of respondents think the information provided by the television is trustworthy, while 63.5% think the information is true to some extent, with the remaining 12% disbelieving the information provided by the television is true at all. 7.5% of respondents found the question difficult to answer. 58% of respondents are satisfied with

the timeliness of the information provided, and 42% think the information is not provided timely.

In terms of quality of coverage of urgent communal problems during the local election campaign the first rank was taken by the local "Lori" TV channel, preferred by 35.6% of respondents, 18.8% think the best in term of coverage to be another local channel, "MIG", 16.8% prefer "Armenia" TV channel, 9.9% - "Shant", 7.9% - First Channel of the Public Television of Armenia, 4% - "ALM", 1.5% - Second Armenian TV Channel. 5.5% of respondents mentioned other TV channels.

The question of how satisfied the respondents were with the news on local election campaign, provided by Armenian TV channels in September-October 2008, was answered by 19% that they were very satisfied, 47% - somewhat satisfied, 13% - somewhat dissatisfied, and 20% said they were very dissatisfied. 1% of respondents found the question difficult to answer. Answering the question of how satisfied the respondents were with the news on urgent communal issues, provided by Armenian TV channels in September-October 2008, 8% said they were very satisfied, 45% - they were somewhat satisfied, 17% - they were somewhat dissatisfied, and 29% said they were very dissatisfied. 1% of respondents found the question difficult to answer.

The respondents were further asked how satisfied they were with the coverage of Armenian TV channels of the 13 themes monitored. The opinion of Vanadzor residents can be described as follows:

1. Legislation, normative acts on local self-government and local elections:

4% - very satisfied
30% - somewhat satisfied
22% - somewhat dissatisfied
42% - very dissatisfied
2% - difficult to answer

2. Participation of political parties and prominent politicians, public figures in local elections:

7% - very satisfied
31% - somewhat satisfied
15% - somewhat dissatisfied
30.5% - very dissatisfied
16.5% - difficult to answer

3. Issue of integration of business and local self-government:

3% - very satisfied
22.5% - somewhat satisfied
13% - somewhat dissatisfied
44.5% - very dissatisfied
17% - difficult to answer

4. Local elections process:

18% - very satisfied
43% - somewhat satisfied
18.5% - somewhat dissatisfied
19% - very dissatisfied
1.5% - difficult to answer

5. Standing for the communal interest on national level by the local self-government bodies:

6% - very satisfied
26.5% - somewhat satisfied
13.5% - somewhat dissatisfied
44.5% - very dissatisfied
9.5% - difficult to answer

6. Development of health care, education, culture in the community:

8.5% - very satisfied
50% - somewhat satisfied
8.5% - somewhat dissatisfied
32% - very dissatisfied
1% - difficult to answer

7. Development of economy, small and medium business, creation of workplaces in the community:

5% - very satisfied
22% - somewhat satisfied
15.5% - somewhat dissatisfied
53.5% - very dissatisfied
4% - difficult to answer

8. Solution of housing and other social issues in the community:

3% - very satisfied
28% - somewhat satisfied
19.5% - somewhat dissatisfied
44.5% - very dissatisfied
5% - difficult to answer

9. Infrastructural development (roads, utilities, quality of construction, public areas, etc.) in the community:

4% - very satisfied
44.5% - somewhat satisfied
14.5% - somewhat dissatisfied
33% - very dissatisfied
4% - difficult to answer

10. Environment protection in the community. Protection and development of green zones and water areas in the community:

4.5% - very satisfied
29% - somewhat satisfied
20% - somewhat dissatisfied
37% - very dissatisfied
9.5% - difficult to answer

11. Issues of land and water use in the community. Land allocation for construction (allocation transparency, accessibility for ordinary citizens, adherence to norms of urban development, observation of legal requirements and the extent of bureaucracy) in the community:

3% - very satisfied
5% - somewhat satisfied
25.5% - somewhat dissatisfied
52% - very dissatisfied
14.5% - difficult to answer

12. Transportation in the community:

4.5% - very satisfied
34% - somewhat satisfied
17% - somewhat dissatisfied
37.5% - very dissatisfied
7% - difficult to answer

13. Social infrastructure development (parks, sports and playgrounds, yards, etc.) in the community:

7% - very satisfied
38% - somewhat satisfied
16% - somewhat dissatisfied
37% - somewhat dissatisfied
2% - difficult to answer.

Respondents in Vanadzor were also asked to name five most important themes of the 13 listed above that they would like to be more informed about, and five least interesting subjects. The answers were distributed as follows:

The most important themes:

1. Development of economy, small and medium business, creation of workplaces in the community - 27.2%
2. Development of health care, education, culture in the community - 19.8%
3. Standing for the communal interest on national level by the local self-government bodies - 11.9%
4. Solution of housing and other social issues in the community - 7.4%

5. Issues of land and water use in the community. Land allocation for construction in the community - 6.9%.

The least interesting subjects:

1. Legislation, normative acts on local self-government and local elections - 27.2%

2. Participation of political parties and prominent politicians, public figures in local elections - 13.9%

3. Social infrastructure development (parks, sports and playgrounds, yards, etc.) in the community - 11.9%

4. Transportation in the community - 8.5%

5. Issue of integration of business and local self-government - 8.4%.

FINDINGS BY MEDIA AND GENERAL CONCLUSIONS OF THE RESEARCH

On a number of channels studied three or more thematic sections remained uncovered. This applies, among others, to the **First Channel of the Public Television of Armenia** that has never addressed three sections, in particular, the two that we had classed as general and that would be natural to be interesting for the public broadcaster. These are sections “Participation of political parties and prominent politicians, public figures in local elections” and “Issue of integration of business and local self-government”. The PTA First Channel was the only one where the number of complimentary references to the monitoring subject were more numerous than both issue-based/critical and pure news. This coverage of issues related to the election campaign cannot but raise questions regarding its adequacy.

When comparing the findings of the monitoring by each channel, as well as in general, with the findings of the survey one can see the extent to which the expectations of the audience from broadcast media with regard to the election campaign were met. In the case of PTA First Channel, which supposedly should take into account the demands of the audience all over the country, it is obvious that the public broadcaster does meet the interest to the section of “Development of health care, education, culture in the community”. Another mostly adequately covered section is “Development of economy, small and medium business, creation of workplaces in the community/region”. The PTA First Channel was somewhat more actively addressing the “Local elections process” that the audience interest required. But the gap between the supply and demand was particularly big for the section “Standing for the communal interest on national level by the local self-government bodies” that the TV channel did not pay attention to at all.

The national **Second Armenian TV Channel** displayed the least interest to the monitoring subject among all the channels studied. The very little time allocated to it was equally distributed among the thematic sections. The TV channel showed obvious preference to pure news - these were almost three quarters of references to the subject.

Taking into account the relatively equally distributed but yet quite scarce attention of this channel towards the thematic sections of the monitoring one can hardly speak about the proportionate meeting of the demand of the audience in its case. It is only obvious that the section most popular with the TV viewers (from those related to the monitoring subject) - “Development of health care, education, culture in the community” received the most airtime on the Second Armenian TV Channel.

In the programs of national “**Armenia**” TV channel, unlike the Second Armenian TV Channel, the issue-based/critical and complimentary references to the monitoring subject prevailed. Overall, this channel, either, did not pay much attention to it. If the Second Armenian TV Channel allocated the least airtime to all thematic sections of the monitoring

of all media studied, “Armenia” made the fewest references to the monitoring subject (but for “Shirak” TV channel, which was a special case, *as described below*).

The coverage of monitoring themes on “Armenia” TV channel, judging from the survey, was the closest to the expectations of Gyumri audience. But in general quite a serious mismatch with the interest of the majority of the audience was obvious (this, again, refers to the themes of this monitoring and not the overall programming of the TV channels). Similarly to PTA First Channel, “Armenia” was relatively compliant with the viewers’ interest towards “Development of health care, education, culture in the community” section. Yet the interest towards such section as “Standing for the communal interest on national level by the local self-government bodies” remained practically neglected.

National “**ALM**” TV channel, similarly to the Second Armenian TV Channel, distributed the time between the thematic sections relatively equally. In its newscasts the references of complimentary nature were at a high level, while in discussion programs all references were of issue-based/critical nature, which can be explained by the way of hosting the programs: issues are raised, criticism is made, yet specific addresses or solutions are seldom presented. It is the quality of reference to the monitoring subject is probably the reason for the least interest towards “ALM” among the viewers - of all national channels studied.

Quite proportionate to the demand of the audience was the coverage volume given by “ALM” to such sections as “Solution of housing and other social issues in the community/region”, “Infrastructural development (roads, utilities, quality of construction, public areas, etc.) in the community/region”, “Development of health care, education, culture in the community/region”, “Participation of political parties and prominent politicians, public figures in local elections”. In a lesser extent the interest of audience to section “Development of economy, small and medium business, creation of workplaces in the community/region” was met. At the same time, “ALM” never addressed another thematic section of much concern to the viewers - “Standing for the communal interest on national level by the local self-government bodies”.

“**Shant**” TV channel in September addressed the monitoring subject only in “Horizon” and “Supplement to ‘Horizon’” information programs. Here the news and complimentary materials prevailed, and a whole number of thematic sections either never received coverage, or the attention paid was minimal. In October certain interest toward the subject was also displayed by “Perspective” discussion program (which can be explained by the upcoming elections in Gyumri, a city which, as noted above, is always high on “Shant” agenda). Yet all the references in the discussion program were made to the sections that we conventionally classed as general.

Taking into account the broadcast zone of “Shant” TV channel of Yerevan it is rational to compare its coverage to the survey findings for Yerevan sample only. Thus, the thematic section that was ranked fifth in the interest scale of Yerevan residents, “Local elections process”, in the programs of “Shant” studied was an obvious leader both in terms of airtime and in terms of frequency of reference. The section, most popular with the audience in Yerevan, “Development of health care, education, culture in the community” was the third on “Shant” air, appearing twice more seldom and getting much less airtime than “Local elections process”. The section of “Standing for the communal interest on national level by the local self-government bodies”, the second most popular with the audience of Yerevan, throughout the two months of monitoring did not receive any

coverage at all on the air of “Shant”. The attention of the TV channel to other thematic sections was more relevant to the demand of the audience.

“**Shirak**” TV channel, as noted above, has no news programs. Its discussion programs were, in their vast majority, fully dealing with the monitoring subject. In October the discussion programs of this channel were covering local elections in full.

During the two months of monitoring “Shirak” never raised the issue, most interesting for the Gyumri residents - “Standing for the communal interest on national level by the local self-government bodies”, and the other four sections of interest to the audience were referred to only once each: “Development of economy, small and medium business, creation of workplaces in the community/region”, “Solution of housing and other social issues in the community/region”, “Infrastructural development (roads, utilities, quality of construction, public areas, etc.) in the community/region”, “Development of health care, education, culture in the community/region”. In its special programs, dealing with elections, the TV channel paid the most attention to the thematic sections that the respondents in Gyumri said were the least important for them: “Local elections process” and “Legislation, normative acts on local self-government and local elections”. It is hence not surprising that in terms of coverage of urgent communal issues the respondents in Gyumri were the least satisfied with their public broadcaster.

Two other Gyumri TV channel studied paid traditional attention to election campaigns. “**GALA**” paid enough attention to the general thematic section “Local elections process”: it accounted for more than half of the airtime, allocated by the TV channel to the monitoring subject. “**Tsayg**”, similarly to “GALA”, “Local elections process” turned out to be the most covered section, too. Yet the channels did not display any interest to other general themes. “Tsayg” concentrated on specific sections, primarily, on “Development of health care, education, culture in the community/region” (along with the “Local elections process” it accounted for more than half of the airtime, allocated by “Tsayg” to the monitoring subject). Both “GALA” and “Tsayg” gave a mostly complimentary coverage to “Development of health care, education, culture in the community/region”. The coverage of other themes was treated by “GALA” a bit more critically than “Tsayg”.

The content of the programs of “GALA” and “Tsayg” TV channels was much more compliant with the interests of the Gyumri audience towards the monitoring subject, than that of the local public broadcaster, “Shirak”. Yet the section, viewed by the respondents to be the most important, “Standing for the communal interest on national level by the local self-government bodies”, was referred to by “GALA” only once, and never - by “Tsayg”. As noted above, both TV channels paid most of the attention to the section “Local elections process”, listed by Gyumri residents as the second among the least interesting themes. With regard to other sections the interests of the two private Gyumri TV channels studied mostly complied with the demand of the audience. In terms of the coverage of the urgent communal problems during the election campaign the respondents were the most satisfied with “GALA”.

Among the Vanadzor TV channels there are more similarities than among the Gyumri ones. In particular, both “**MIG**” and “**Lori**” gave more attention to specific thematic sections than to the general ones. “Lori” grew more active towards the monitoring subject in October, whereas “MIG” covered it more equally throughout the two months. As noted above, the environmental issues, urgent for Lori region, did not receive adequate coverage on Vanadzor TV channels. “MIG” made only one reference to the section “Environment protection in the community/region. Protection and development of green zones and water

areas in the community/region” in September, and this reference was pure news. “Lori”, on the other hand, was “silent” in September and made four references to the section in October, three of them being pure news, one - issue-based/critical. Overall, in September in the newscasts of both channels news references to the monitoring subject prevailed, but in October “Lori” had drastic increase in complimentary references that exceeded the issue-based/critical ones more than twice. Also in October the volume of discussion programs on “MIG” somewhat reduced, while “Lori”, on the contrary, aired them more actively.

In terms of the attention to thematic sections of the monitoring being compliant with the information demand of the audience the two Vanadzor channels studied had much in common, too. They displayed almost equal and sufficient interest to the sections named as important by Vanadzor respondents, except the section “Standing for the communal interest on national level by the local self-government bodies” that they did not address at all. At the same time, both channels paid quite a lot of attention to the section “Legislation, normative acts on local self-government and local elections” that seemed the least interesting to the residents of Vanadzor.

As noted above, the Kapan TV channel “**Sosi**” displayed quite consistent and issue-based approach to the monitoring subject. This channel, in all sections, had references of issue-based/critical nature exceed the complimentary ones (but for one section, “Development of social infrastructure ...”). The purely news references were the majority. Among the thematic sections, “Local elections process” was insignificantly ahead of “Development of health care, education, culture in the community/region”, the leader in September. The section, most unpopular with the other TV channels studied, “Standing for the communal interest on national level by the local self-government bodies” was not covered by “Sosi” either, but the remaining sections gained some interest from the TV channel, including the coverage of such urgent general themes, as “Participation of political parties and prominent politicians, public figures in local elections” and “Integration of business and local-self government”.

In the case of Kapan population survey it was the most difficult to define the preferences, since the same sections were almost equally classed as the most interesting and the least important (a similar picture could be seen during the survey in Yerevan). Therefore, the comparison of the findings of survey and monitoring of “Sosi” is rather conventional. Yet it should be noted that “Sosi” only once addressed the section of “Development of social infrastructure ...”, whereas this subject was among the most important for the Kapan residents. The “Local elections process”, a leader on “Sosi”, was named by the respondents to be among the least interesting themes.

BY THE FINDINGS of the research the monitoring group arrived at the following main conclusions:

1. The factor of imperfect legislation proved to be quite important during the local elections with regard to the regulation of covering election campaigns in media. Unlike the national elections, the promotion during local elections is not legislatively regulated in any way, creating numerous additional problems with regard to equal access of candidates to media, differentiation of promotional and editorial materials, etc. While the problems noted were not the subject of this monitoring they indirectly conditioned the deficiency of attention to the urgent issues faced by communities/regions, the due interest of media towards the concerns of the voters. The importance of overcoming the gaps in the legislation increases all the more with regard to the upcoming elections of the Council of

Elderly and the mayor of Yerevan. There is no doubt that these elections will be at the center of attention by national and Yerevan media and the absence of due legislative regulation will become a serious obstacle for the conductance of the campaign in accordance with democratic norms.

2. Overall the media studied during the local elections paid little attention to the number of problems urgent for the communities/regions. The election campaign was insufficient reason to voice, discuss and further solve the agenda of concern to the public.

3. The broadcast media did not contribute to the transformation of local elections into a political process. The absence of interest towards this subject matter is hard to explain, particularly in the view of the fact that very soon for the first time ever the political parties would have a chance of direct participation (candidate nomination) at local elections. Moreover, the elections of the Council of Elderly in Yerevan will be the first in the history of Armenia where a 100% proportionate representation system will be applied. Thus, despite the radical legislative transformation, the local election continue to be viewed - also by the media - not as a political process but as a campaign in which a key role is plaid by family, neighborly, personal connection. Hence the attention focuses not on the platforms but on their personalities. In the course of the autumn municipal elections of 2008 this circumstance was partly conditioned also by the passive attitude of most political forces to the elections of this level.

4. One of the reasons of the rather ineffective coverage of local election campaigns, similarly to the election campaign of other levels, is the lack of a specific editorial policy for media in this regard. Such policy would contribute to more substantial campaigning, competitiveness of the candidates' platforms.

5. The public broadcaster to a less extent than other TV channels studied displayed interest to the most urgent issues related to elections. Some issues that gain particular importance in the context of municipal elections but have national significance did not receive any attention from the PTA First Channel and "Shirak" channel. The big number of complimentary references to the monitoring subject is a sign of non-critical attitude of the PTA First Channel to the problems that exist.

6. The fact that the national and Yerevan channels made fewer and less reference to the monitoring subject can be considered logical. At the same time, a greater interest was to be expected from them towards "difficult issues", calling for a professional and profound approach. Yet in this aspect of election campaign coverage and problems related to it they, too, were behind the regional TV channels, which is a sign of less attention to the day-to-day life of the people.

7. It is also quite logical that the TV channels having smaller areas of broadcast in terms of population have greater interest to the monitoring subject. One cannot but welcome their wish - unlike the national ones, in particular, the public service broadcaster, and having much less resources, too - to cover a broad spectrum of issues, to focus on news and issue-based/critical reporting. At the same time, the reasons of this phenomenon are not very obvious and deserve further analysis, particularly, in the view of reverse processes in the TV journalism in Yerevan.

8. The great gap between the demand of the audience and the supply of the channels, as manifest with regard to thematic section "Standing for the communal interest on national level by the local self-government bodies (attraction of investment, creation/inclusion in

development programs of the region, etc.)”, is a sign of insufficient focus on the interests of the consumer of the information products. Besides, the passive coverage of the theme in question signifies both difficulties in the development of local self-government in Armenia as well as about the rather ineffective role of media in this process.

9. The little interest from media and their audience to the sections of “Participation of political parties and prominent politicians, public figures in local elections” and, particularly, “Issue of integration of business and local self-government” reflects the poor public understanding of the profound problems that impede the development of political, administrative systems of the country.

10. Little attention has also been paid to such sections as “Environment protection in the community/region. Protection and development of green zones and water areas in the community/region” and “Social infrastructure development (parks, sports and play grounds, yards, etc.) in the community/region”, is a sign of concentration on the current issues of the day and the relative indifference towards the factors, defining the quality of life in longer term. The change in the situation is certainly related, first of all, with the overall improvement of social and economic conditions that could be assisted also by more proactive media activities.

11. The coverage of subjects having public and political significance is also influenced by the support of appropriate program cycles by foreign/donor organizations. This leads not only to the assessment of the Armenian television, but also prompts a possible solution to the problem of issue-based coverage.

APPENDIX 1 METHODOLOGY

GUIDELINES FOR MONITORING THE ISSUE-BASED REPORTING BY ARMENIAN TV CHANNELS DURING ELECTIONS OF LOCAL SELF-GOVERNMENT

I. BACKGROUND INFORMATION

1. Monitoring objectives - to determine and define through analysis of quantitative data:

- the level of attention of broadcast media of Armenia to elections of local self-government;
- the level of attention of broadcast media of Armenia to urgent issues of communities/regions.

2. Monitoring period: September 1 - October 31, 2008.

3. Monitoring covers 11 media:

4 national TV companies - First Channel of the Public Television of Armenia, Second Armenian TV Channel, "ALM", "Armenia";

1 TV company of Yerevan - "Shant";

3 TV companies of Gyumri (Shirak region) - "Shirak" public TV channel, "Tsayg" (28th UHF), "GALA";

2 TV companies of Vanadzor (Lori region) - "Lori", "MIG";

1 TV company of Kapan (Syunik region) - "Sosi".

4. Monitoring object: main issues of the newscasts/current affairs programs, and discussion programs of the TV channels listed above.

5. Object of special study: all TV pieces that touch upon the urgent problems of communities/regions of Armenia, as well as the local elections (election campaign, election process, etc.).

II. MONITORING METHODOLOGY

1. The main unit of the study is **TV piece**.

A TV piece is defined 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 are considered to be a part of the piece they refer to;
- e. program host text that introduces the TV piece (report, etc.) is considered to be a part of this piece (report, etc.).

2. Count of the total number and volume of TV pieces in the newscast/discussion program:

A. Monitors count and record the total number of TV pieces in each issue of the news, current affairs, discussion program of the TV channel **except** the weather forecasts, commercial/political advertising, announcements and TV program schedules.

The category is measured *in units*.

B. Monitors measure and record the volume of TV pieces of each issue of news, current affairs, discussion program of the TV channel (air time) **except** the weather forecasts, commercial/political advertising, announcements and TV program schedules.

The category is measured *in seconds*.

3. The count of the total number of TV pieces of the newscast/discussion program, dealing with the monitoring subject:

Monitors count and record the total number of TV pieces in each issue of the news, current affairs, discussion program, dealing with the monitoring subject.

The category is measured *in units*.

4. Determination of the thematic section that the TV piece can be classed with:

All the TV pieces, dealing with the monitoring subject, are classified by **13 thematic sections** - depending on the issues raised in the piece:

1. Legislation, normative acts on local self-government and local elections: autonomy, budget sizes, transparency, accountability (in the case of Yerevan the issue status - direct or indirect elections), etc;
2. Participation of political parties and prominent politicians, public figures in local elections;
3. Issue of integration of business and local self-government;
4. Local elections process;
5. Standing for the communal interest on national level by the local self-government bodies (attraction of investment, creation/inclusion in development programs of the region, etc.);
6. Development of health care, education, culture in the community/region;
7. Development of economy, small and medium business, creation of workplaces in the community/region;
8. Solution of housing and other social issues in the community/region;

9. Infrastructural development (roads, utilities, quality of construction, public areas, etc.) in the community/region;

10. Environment protection in the community/region. Protection and development of green zones and water areas in the community/region;

11. Issues of land and water use in the community/region. Land allocation for construction (allocation transparency, accessibility for ordinary citizens, adherence to norms of urban development, observation of legal requirements and the extent of bureaucracy) in the community/region;

12. Transportation in the community/region;

13. Social infrastructure development (parks, sports and play grounds, yards, etc.) in the community/region.

If one piece contains references to two or more thematic sections, it is recorded in each of the appropriate sections.

Classing the references with a certain thematic section is made by the following principles:

- The materials of **all TV channels studied**, in which references are contained, **matching the thematic sections 1, 2, 3 or 4**, are recorded in an appropriate section irrespectively of the community/region that the piece tells about.

- The pieces of **national TV channels** (PTA First Channel, Second Armenian TV Channel, "ALM", "Armenia") and of **Yerevan TV channel** ("Shant"), in which references are contained, **matching the thematic sections 5-13**, are recorded in an appropriate section irrespectively of the community/region that the piece tells about.

- Pieces of **local TV channels** ("Shirak", "Tsayg", "GALA", "Lori", "MIG", "Sosi"), in which references are contained, **matching the thematic sections 5-13**, are recorded in an appropriate section only if the piece tells about the community/region that this TV company broadcasts in. Thus, all pieces about Gyumri or other communities of Shirak region, aired by "Shirak", "Tsayg" or "GALA" and matching sections 5-13, are recorded. If on the air of "Shirak", "Tsayg" or "GALA" a piece is broadcast about a community in Armavir or Lori or other regions, it is not being monitored for these Gyumri TV channels.

5. Count of the number of references, volume, determination of the nature of references to the thematic sections in a TV piece:

Monitors record the data for each piece studied in a respective section:

A. Monitors count and record the total number of references to the thematic sections in the piece.

Each of the pieces records only one reference to each thematic section. If one piece contains references to two or more thematic sections, each of the references is recorded in an appropriate section.

The category is measured *in units*.

B. Monitors measure and record the volume of references to the thematic section in the piece (air time).

If one piece contains references to two or more thematic sections, the airtime is divided *equally* between these sections.

The category is measured *in seconds*.

C. Monitors define and record the nature of reference to the thematic section in the piece:

- *pure news*;

- *complimentary*;

- *issue-based/critical*.

If one piece contains references to two or more thematic sections, the nature of each reference is recorded in the respective section.

The category is measured *in units*.

III. MONITORING ADMINISTRATION

a. Monitors count and record all the necessary data for each TV channel in coding sheets on a daily basis.

b. Every month the data for each TV channel are summarized and submitted to the coordinator.

c. The data gathered for the whole monitoring period are summarized for each TV channel and for all TV channels studied.

APPENDIX 2 TABLES

TV Name **First Channel of the Public Television of Armenia, "ALM", "Armenia", Second Armenian TV Channel, "Shant", "Shirak", "GALA", "Tsayg", "Lori", "MIG", "Sosi"**

Date **September 1 - October 31, 2008**

Total number of TV pieces in the program (units)				7831		
Duration of TV pieces in the program (seconds)				1155430		
Total number of TV pieces, dealing with the monitoring subject (units)				1119		
	Thematic sections	Number of references to thematic sections in the pieces (units)	Duration of the thematic sections in the pieces (seconds)	Nature of references to thematic sections in the pieces (units)		
				News	Complimentary	Issue-based/critical
1.	Local elections process	404	106291.4	307	25	72
2.	Development of health care, education, culture in the community/region	274	40414.5	109	106	59
3.	Legislation, normative acts on local self-government and local elections	65	34074.5	58	1	6
4.	Infrastructural development (roads, utilities, quality of construction, public areas, etc.) in the community/region	227	30191.8	74	45	108
5.	Solution of housing and other social issues in the community/region	122	18615	42	33	47
6.	Development of economy, small and medium business, creation of workplaces in the community/region	84	12176.4	31	20	33
7.	Issues of land and water use in the community/region. Land allocation for construction (allocation transparency, accessibility for ordinary citizens, adherence to norms of urban development, observation of legal requirements and the extent of bureaucracy) in the community/region	79	9848.6	29	13	37
8.	Participation of political parties and prominent politicians, public figures in local elections	38	7081.3	15	1	22
9.	Environment protection in the community/region. Protection and development of green zones and water areas in the community/region	49	5974	25	7	17
10.	Transportation in the community/region	14	2242.8	5	0	9
11.	Social infrastructure development (parks, sports and play grounds, yards, etc.) in the community/region	15	1681	3	11	1
12.	Issue of integration of business and local self-government	9	1541.5	2	0	7
13.	Standing for the communal interest on national level by the local self-government bodies (attraction of investment, creation/inclusion in development programs of the region, etc.)	2	390.4	1	0	1
Total		1382	270523.2	701	262	419

TV Name **First Channel of the Public Television of Armenia, "ALM", "Armenia", Second Armenian TV Channel, "Shant"**

Date **September 1 - October 31, 2008**

Total number of TV pieces in the program (units)					4771	
Duration of TV pieces in the program (seconds)					729729	
Total number of TV pieces, dealing with the monitoring subject (units)					395	
	Thematic sections	Number of references to thematic sections in the pieces (units)	Duration of the thematic sections in the pieces (seconds)	Nature of references to thematic sections in the pieces (units)		
				News	Complimentary	Issue-based/critical
1.	Development of health care, education, culture in the community/region	104	13740	39	46	19
2.	Infrastructural development (roads, utilities, quality of construction, public areas, etc.) in the community/region	100	10423.2	28	26	46
3.	Local elections process	75	9614	63	2	10
4.	Solution of housing and other social issues in the community/region	52	6099.3	16	23	13
5.	Participation of political parties and prominent politicians, public figures in local elections	23	3839.3	7	1	15
6.	Development of economy, small and medium business, creation of workplaces in the community/region	36	3678.2	13	14	9
7.	Issues of land and water use in the community/region. Land allocation for construction (allocation transparency, accessibility for ordinary citizens, adherence to norms of urban development, observation of legal requirements and the extent of bureaucracy) in the community/region	36	2866.1	12	10	14
8.	Environment protection in the community/region. Protection and development of green zones and water areas in the community/region	26	2734	11	7	8
9.	Legislation, normative acts on local self-government and local elections	15	1509.5	15	0	0
10.	Social infrastructure development (parks, sports and play grounds, yards, etc.) in the community/region	10	988	0	10	0
11.	Issue of integration of business and local self-government	2	408.5	0	0	2
12.	Transportation in the community/region	7	221.8	4	0	3
13.	Standing for the communal interest on national level by the local self-government bodies (attraction of investment, creation/inclusion in development programs of the region, etc.)	1	40	1	0	0
Total		487	56161.9	209	139	139

TV Name "Shirak", "GALA", "Tsayg", "Lori", "MIG", "Sosi"

Date September 1 - October 31, 2008

Total number of TV pieces in the program (units)					3060	
Duration of TV pieces in the program (seconds)					425701	
Total number of TV pieces, dealing with the monitoring subject (units)					724	
	Thematic sections	Number of references to thematic sections in the pieces (units)	Duration of the thematic sections in the pieces (seconds)	Nature of references to thematic sections in the pieces (units)		
				News	Complimentary	Issue-based/critical
1.	Local elections process	329	96677.4	244	23	62
2.	Legislation, normative acts on local self-government and local elections	50	32565	43	1	6
3.	Development of health care, education, culture in the community/region	170	26674.5	70	60	40
4.	Infrastructural development (roads, utilities, quality of construction, public areas, etc.) in the community/region	127	19768.6	46	19	62
5.	Solution of housing and other social issues in the community/region	70	12515.7	26	10	34
6.	Development of economy, small and medium business, creation of workplaces in the community/region	48	8498.2	18	6	24
7.	Issues of land and water use in the community/region. Land allocation for construction (allocation transparency, accessibility for ordinary citizens, adherence to norms of urban development, observation of legal requirements and the extent of bureaucracy) in the community/region	43	6982.5	17	3	23
8.	Participation of political parties and prominent politicians, public figures in local elections	15	3242	8	0	7
9.	Environment protection in the community/region. Protection and development of green zones and water areas in the community/region	23	3240	14	0	9
10.	Transportation in the community/region	7	2021	1	0	6
11.	Issue of integration of business and local self-government	7	1133	2	0	5
12.	Social infrastructure development (parks, sports and play grounds, yards, etc.) in the community/region	5	693	3	1	1
13.	Standing for the communal interest on national level by the local self-government bodies (attraction of investment, creation/inclusion in development programs of the region, etc.)	1	350.4	0	0	1
Total		895	214361.3	492	123	280

TV Name **First Channel of the Public Television of Armenia**

Date **September 1 - October 31, 2008**

Total number of TV pieces in the program (units)					1212	
Duration of TV pieces in the program (seconds)					156814	
Total number of TV pieces, dealing with the monitoring subject (units)					121	
	Thematic sections	Number of references to thematic sections in the pieces (units)	Duration of the thematic sections in the pieces (seconds)	Nature of references to thematic sections in the pieces (units)		
				News	Complimentary	Issue-based/critical
1.	Development of health care, education, culture in the community/region	32	3589.5	8	15	9
2.	Solution of housing and other social issues in the community/region	24	2464.8	4	12	8
3.	Infrastructural development (roads, utilities, quality of construction, public areas, etc.) in the community/region	24	2331.3	6	10	8
4.	Local elections process	21	2073	20	0	1
5.	Development of economy, small and medium business, creation of workplaces in the community/region	19	1861.8	5	11	3
6.	Environment protection in the community/region. Protection and development of green zones and water areas in the community/region	12	985	4	3	5
7.	Issues of land and water use in the community/region. Land allocation for construction (allocation transparency, accessibility for ordinary citizens, adherence to norms of urban development, observation of legal requirements and the extent of bureaucracy) in the community/region	10	696.2	2	4	4
8.	Social infrastructure development (parks, sports and play grounds, yards, etc.) in the community/region	3	251	0	3	0
9.	Transportation in the community/region	2	78.3	1	0	1
10.	Legislation, normative acts on local self-government and local elections	1	20	1	0	0
11.	Participation of political parties and prominent politicians, public figures in local elections	0	0	0	0	0
12.	Issue of integration of business and local self-government	0	0	0	0	0
13.	Standing for the communal interest on national level by the local self-government bodies (attraction of investment, creation/inclusion in development programs of the region, etc.)	0	0	0	0	0
Total		148	14350.9	51	58	39

TV Name "ALM"

Date September 1 - October 31, 2008

Total number of TV pieces in the program (units)					846	
Duration of TV pieces in the program (seconds)					211315	
Total number of TV pieces, dealing with the monitoring subject (units)					83	
	Thematic sections	Number of references to thematic sections in the pieces (units)	Duration of the thematic sections in the pieces (seconds)	Nature of references to thematic sections in the pieces (units)		
				News	Complimentary	Issue-based/critical
1.	Development of health care, education, culture in the community/region	30	4802	17	13	0
2.	Participation of political parties and prominent politicians, public figures in local elections	15	2412.8	1	1	13
3.	Local elections process	17	1956	8	2	7
4.	Infrastructural development (roads, utilities, quality of construction, public areas, etc.) in the community/region	12	1602.3	6	0	6
5.	Solution of housing and other social issues in the community/region	10	1369	4	2	4
6.	Development of economy, small and medium business, creation of workplaces in the community/region	5	1049.8	0	0	5
7.	Issues of land and water use in the community/region. Land allocation for construction (allocation transparency, accessibility for ordinary citizens, adherence to norms of urban development, observation of legal requirements and the extent of bureaucracy) in the community/region	10	950.8	4	0	6
8.	Environment protection in the community/region. Protection and development of green zones and water areas in the community/region	6	928	2	2	2
9.	Social infrastructure development (parks, sports and play grounds, yards, etc.) in the community/region	3	455	0	3	0
10.	Issue of integration of business and local self-government	2	408.5	0	0	2
11.	Legislation, normative acts on local self-government and local elections	2	126	2	0	0
12.	Transportation in the community/region	1	40	0	0	1
13.	Standing for the communal interest on national level by the local self-government bodies (attraction of investment, creation/inclusion in development programs of the region, etc.)	0	0	0	0	0
Total		113	16100.2	44	23	46

TV Name "Armenia"

Date September 1 - October 31, 2008

Total number of TV pieces in the program (units)					745	
Duration of TV pieces in the program (seconds)					84220	
Total number of TV pieces, dealing with the monitoring subject (units)					62	
	Thematic sections	Number of references to thematic sections in the pieces (units)	Duration of the thematic sections in the pieces (seconds)	Nature of references to thematic sections in the pieces (units)		
				News	Complimentary	Issue-based/critical
1.	Infrastructural development (roads, utilities, quality of construction, public areas, etc.) in the community/region	31	3801	2	7	22
2.	Development of health care, education, culture in the community/region	16	2487	3	8	5
3.	Solution of housing and other social issues in the community/region	5	838.5	0	4	1
4.	Issues of land and water use in the community/region. Land allocation for construction (allocation transparency, accessibility for ordinary citizens, adherence to norms of urban development, observation of legal requirements and the extent of bureaucracy) in the community/region	3	419.5	0	3	0
5.	Environment protection in the community/region. Protection and development of green zones and water areas in the community/region	2	327	1	1	0
6.	Local elections process	3	306	3	0	0
7.	Development of economy, small and medium business, creation of workplaces in the community/region	1	92.5	0	1	0
8.	Transportation in the community/region	1	70.5	0	0	1
9.	Social infrastructure development (parks, sports and play grounds, yards, etc.) in the community/region	2	65	0	2	0
10.	Legislation, normative acts on local self-government and local elections	1	50	1	0	0
11.	Participation of political parties and prominent politicians, public figures in local elections	0	0	0	0	0
12.	Issue of integration of business and local self-government	0	0	0	0	0
13.	Standing for the communal interest on national level by the local self-government bodies (attraction of investment, creation/inclusion in development programs of the region, etc.)	0	0	0	0	0
Total		65	8457	10	26	29

TV Name **Second Armenian TV Channel**

Date **September 1 - October 31, 2008**

Total number of TV pieces in the program (units)					1230	
Duration of TV pieces in the program (seconds)					135123	
Total number of TV pieces, dealing with the monitoring subject (units)					67	
	Thematic sections	Number of references to thematic sections in the pieces (units)	Duration of the thematic sections in the pieces (seconds)	Nature of references to thematic sections in the pieces (units)		
				News	Complimentary	Issue-based/critical
1.	Development of health care, education, culture in the community/region	14	1407	8	5	1
2.	Solution of housing and other social issues in the community/region	8	818	6	2	0
3.	Infrastructural development (roads, utilities, quality of construction, public areas, etc.) in the community/region	15	727.6	11	1	3
4.	Local elections process	10	710	10	0	0
5.	Issues of land and water use in the community/region. Land allocation for construction (allocation transparency, accessibility for ordinary citizens, adherence to norms of urban development, observation of legal requirements and the extent of bureaucracy) in the community/region	9	438.6	5	0	4
6.	Environment protection in the community/region. Protection and development of green zones and water areas in the community/region	5	431	3	1	1
7.	Development of economy, small and medium business, creation of workplaces in the community/region	7	413.6	6	0	1
8.	Legislation, normative acts on local self-government and local elections	5	328	5	0	0
9.	Social infrastructure development (parks, sports and play grounds, yards, etc.) in the community/region	2	217	0	2	0
10.	Participation of political parties and prominent politicians, public figures in local elections	5	154	3	0	2
11.	Standing for the communal interest on national level by the local self-government bodies (attraction of investment, creation/inclusion in development programs of the region, etc.)	1	40	1	0	0
12.	Transportation in the community/region	2	21	2	0	0
13.	Issue of integration of business and local self-government	0	0	0	0	0
Total		83	5705.8	60	11	12

TV Name "Shant"

Date September 1 - October 31, 2008

Total number of TV pieces in the program (units)					738	
Duration of TV pieces in the program (seconds)					142257	
Total number of TV pieces, dealing with the monitoring subject (units)					62	
	Thematic sections	Number of references to thematic sections in the pieces (units)	Duration of the thematic sections in the pieces (seconds)	Nature of references to thematic sections in the pieces (units)		
				News	Complimentary	Issue-based/critical
1.	Local elections process	24	4569	22	0	2
2.	Infrastructural development (roads, utilities, quality of construction, public areas, etc.) in the community/region	18	1961	3	8	7
3.	Development of health care, education, culture in the community/region	12	1454.5	3	5	4
4.	Participation of political parties and prominent politicians, public figures in local elections	3	1272.5	3	0	0
5.	Legislation, normative acts on local self-government and local elections	6	985.5	6	0	0
6.	Solution of housing and other social issues in the community/region	5	609	2	3	0
7.	Issues of land and water use in the community/region. Land allocation for construction (allocation transparency, accessibility for ordinary citizens, adherence to norms of urban development, observation of legal requirements and the extent of bureaucracy) in the community/region	4	361	1	3	0
8.	Development of economy, small and medium business, creation of workplaces in the community/region	4	260.5	2	2	0
9.	Environment protection in the community/region. Protection and development of green zones and water areas in the community/region	1	63	1	0	0
10.	Transportation in the community/region	1	12	1	0	0
11.	Issue of integration of business and local self-government	0	0	0	0	0
12.	Standing for the communal interest on national level by the local self-government bodies (attraction of investment, creation/inclusion in development programs of the region, etc.)	0	0	0	0	0
13.	Social infrastructure development (parks, sports and play grounds, yards, etc.) in the community/region	0	0	0	0	0
Total		78	11548	44	21	13

TV Name "Shirak"

Date September 1 - October 31, 2008

Total number of TV pieces in the program (units)				22		
Duration of TV pieces in the program (seconds)				75363		
Total number of TV pieces, dealing with the monitoring subject (units)				19		
	Thematic sections	Number of references to thematic sections in the pieces (units)	Duration of the thematic sections in the pieces (seconds)	Nature of references to thematic sections in the pieces (units)		
				News	Complimentary	Issue-based/critical
1.	Local elections process	19	41687.5	15	0	4
2.	Legislation, normative acts on local self-government and local elections	12	20952.5	11	0	1
3.	Participation of political parties and prominent politicians, public figures in local elections	2	1213	2	0	0
4.	Development of health care, education, culture in the community/region	1	648	1	0	0
5.	Development of economy, small and medium business, creation of workplaces in the community/region	1	648	1	0	0
6.	Solution of housing and other social issues in the community/region	1	648	1	0	0
7.	Infrastructural development (roads, utilities, quality of construction, public areas, etc.) in the community/region	1	648	1	0	0
8.	Issues of land and water use in the community/region. Land allocation for construction (allocation transparency, accessibility for ordinary citizens, adherence to norms of urban development, observation of legal requirements and the extent of bureaucracy) in the community/region	1	648	1	0	0
9.	Issue of integration of business and local self-government	0	0	0	0	0
10.	Standing for the communal interest on national level by the local self-government bodies (attraction of investment, creation/inclusion in development programs of the region, etc.)	0	0	0	0	0
11.	Environment protection in the community/region. Protection and development of green zones and water areas in the community/region	0	0	0	0	0
12.	Transportation in the community/region	0	0	0	0	0
13.	Social infrastructure development (parks, sports and play grounds, yards, etc.) in the community/region	0	0	0	0	0
Total		38	67093	33	0	5

TV Name "GALA"

Date September 1 - October 31, 2008

Total number of TV pieces in the program (units)					1173	
Duration of TV pieces in the program (seconds)					139249	
Total number of TV pieces, dealing with the monitoring subject (units)					222	
	Thematic sections	Number of references to thematic sections in the pieces (units)	Duration of the thematic sections in the pieces (seconds)	Nature of references to thematic sections in the pieces (units)		
				News	Complimentary	Issue-based/critical
1.	Local elections process	136	29508.1	99	7	30
2.	Solution of housing and other social issues in the community/region	30	5867.9	12	3	15
3.	Development of health care, education, culture in the community/region	34	5759.7	11	14	9
4.	Legislation, normative acts on local self-government and local elections	12	4699	9	0	3
5.	Infrastructural development (roads, utilities, quality of construction, public areas, etc.) in the community/region	15	2970.1	3	0	12
6.	Development of economy, small and medium business, creation of workplaces in the community/region	9	1826.4	2	2	5
7.	Transportation in the community/region	4	1774	0	0	4
8.	Participation of political parties and prominent politicians, public figures in local elections	7	1593.5	3	0	4
9.	Issues of land and water use in the community/region. Land allocation for construction (allocation transparency, accessibility for ordinary citizens, adherence to norms of urban development, observation of legal requirements and the extent of bureaucracy) in the community/region	6	1268	0	0	6
10.	Issue of integration of business and local self-government	2	514	1	0	1
11.	Environment protection in the community/region. Protection and development of green zones and water areas in the community/region	3	450	1	0	2
12.	Standing for the communal interest on national level by the local self-government bodies (attraction of investment, creation/inclusion in development programs of the region, etc.)	1	350.4	0	0	1
13.	Social infrastructure development (parks, sports and play grounds, yards, etc.) in the community/region	1	132	1	0	0
Total		260	56713.1	142	26	92

TV Name "Tsayg"

Date September 1 - October 31, 2008

Total number of TV pieces in the program (units)				1155		
Duration of TV pieces in the program (seconds)				78542		
Total number of TV pieces, dealing with the monitoring subject (units)				169		
	Thematic sections	Number of references to thematic sections in the pieces (units)	Duration of the thematic sections in the pieces (seconds)	Nature of references to thematic sections in the pieces (units)		
				News	Complimentary	Issue-based/critical
1.	Local elections process	68	7251.3	51	3	14
2.	Development of health care, education, culture in the community/region	47	6425.5	13	22	12
3.	Infrastructural development (roads, utilities, quality of construction, public areas, etc.) in the community/region	26	3791.2	5	8	13
4.	Solution of housing and other social issues in the community/region	24	2947.8	7	6	11
5.	Issues of land and water use in the community/region. Land allocation for construction (allocation transparency, accessibility for ordinary citizens, adherence to norms of urban development, observation of legal requirements and the extent of bureaucracy) in the community/region	10	1568.5	0	1	9
6.	Development of economy, small and medium business, creation of workplaces in the community/region	6	827.5	3	0	3
7.	Legislation, normative acts on local self-government and local elections	4	611.5	4	0	0
8.	Environment protection in the community/region. Protection and development of green zones and water areas in the community/region	4	381	2	0	2
9.	Issue of integration of business and local self-government	1	48	0	0	1
10.	Participation of political parties and prominent politicians, public figures in local elections	0	0	0	0	0
11.	Standing for the communal interest on national level by the local self-government bodies (attraction of investment, creation/inclusion in development programs of the region, etc.)	0	0	0	0	0
12.	Transportation in the community/region	0	0	0	0	0
13.	Social infrastructure development (parks, sports and play grounds, yards, etc.) in the community/region	0	0	0	0	0
Total		190	23852.3	85	40	65

TV Name "Lori"

Date September 1 - October 31, 2008

Total number of TV pieces in the program (units)				173		
Duration of TV pieces in the program (seconds)				45077		
Total number of TV pieces, dealing with the monitoring subject (units)				78		
	Thematic sections	Number of references to thematic sections in the pieces (units)	Duration of the thematic sections in the pieces (seconds)	Nature of references to thematic sections in the pieces (units)		
				News	Complimentary	Issue-based/critical
1.	Local elections process	33	7773.5	19	13	1
2.	Development of health care, education, culture in the community/region	25	4247	10	9	6
3.	Infrastructural development (roads, utilities, quality of construction, public areas, etc.) in the community/region	28	4126	13	8	7
4.	Legislation, normative acts on local self-government and local elections	9	2376.5	8	1	0
5.	Solution of housing and other social issues in the community/region	5	1021	4	1	0
6.	Environment protection in the community/region. Protection and development of green zones and water areas in the community/region	4	950	3	0	1
7.	Development of economy, small and medium business, creation of workplaces in the community/region	4	844	3	1	0
8.	Issues of land and water use in the community/region. Land allocation for construction (allocation transparency, accessibility for ordinary citizens, adherence to norms of urban development, observation of legal requirements and the extent of bureaucracy) in the community/region	5	746	5	0	0
9.	Social infrastructure development (parks, sports and play grounds, yards, etc.) in the community/region	1	213	1	0	0
10.	Issue of integration of business and local self-government	1	138	1	0	0
11.	Participation of political parties and prominent politicians, public figures in local elections	1	43	1	0	0
12.	Standing for the communal interest on national level by the local self-government bodies (attraction of investment, creation/inclusion in development programs of the region, etc.)	0	0	0	0	0
13.	Transportation in the community/region	0	0	0	0	0
Total		116	22478	68	33	15

TV Name "MIG"

Date September 1 - October 31, 2008

Total number of TV pieces in the program (units)				165		
Duration of TV pieces in the program (seconds)				39717		
Total number of TV pieces, dealing with the monitoring subject (units)				65		
	Thematic sections	Number of references to thematic sections in the pieces (units)	Duration of the thematic sections in the pieces (seconds)	Nature of references to thematic sections in the pieces (units)		
				News	Complimentary	Issue-based/critical
1.	Infrastructural development (roads, utilities, quality of construction, public areas, etc.) in the community/region	23	4612.5	13	0	10
2.	Legislation, normative acts on local self-government and local elections	11	3671.5	9	0	2
3.	Local elections process	18	3367.5	17	0	1
4.	Development of health care, education, culture in the community/region	15	2558.5	6	6	3
5.	Development of economy, small and medium business, creation of workplaces in the community/region	5	1638	2	1	2
6.	Solution of housing and other social issues in the community/region	3	1351	2	0	1
7.	Issues of land and water use in the community/region. Land allocation for construction (allocation transparency, accessibility for ordinary citizens, adherence to norms of urban development, observation of legal requirements and the extent of bureaucracy) in the community/region	10	1133	6	2	2
8.	Transportation in the community/region	1	169	1	0	0
9.	Social infrastructure development (parks, sports and play grounds, yards, etc.) in the community/region	2	165	1	0	1
10.	Environment protection in the community/region. Protection and development of green zones and water areas in the community/region	1	86	1	0	0
11.	Issue of integration of business and local self-government	1	53	0	0	1
12.	Participation of political parties and prominent politicians, public figures in local elections	0	0	0	0	0
13.	Standing for the communal interest on national level by the local self-government bodies (attraction of investment, creation/inclusion in development programs of the region, etc.)	0	0	0	0	0
Total		90	18805	58	9	23

TV Name "Sosi"

Date September 1 - October 31, 2008

Total number of TV pieces in the program (units)				372		
Duration of TV pieces in the program (seconds)				47753		
Total number of TV pieces, dealing with the monitoring subject (units)				171		
	Thematic sections	Number of references to thematic sections in the pieces (units)	Duration of the thematic sections in the pieces (seconds)	Nature of references to thematic sections in the pieces (units)		
				News	Complimentary	Issue-based/critical
1.	Local elections process	55	7089.5	43	0	12
2.	Development of health care, education, culture in the community/region	48	7035.8	29	9	10
3.	Infrastructural development (roads, utilities, quality of construction, public areas, etc.) in the community/region	34	3620.8	11	3	20
4.	Development of economy, small and medium business, creation of workplaces in the community/region	23	2714.3	7	2	14
5.	Issues of land and water use in the community/region. Land allocation for construction (allocation transparency, accessibility for ordinary citizens, adherence to norms of urban development, observation of legal requirements and the extent of bureaucracy) in the community/region	11	1619	5	0	6
6.	Environment protection in the community/region. Protection and development of green zones and water areas in the community/region	11	1373	7	0	4
7.	Solution of housing and other social issues in the community/region	7	680	0	0	7
8.	Participation of political parties and prominent politicians, public figures in local elections	5	392.5	2	0	3
9.	Issue of integration of business and local self-government	2	380	0	0	2
10.	Legislation, normative acts on local self-government and local elections	2	254	2	0	0
11.	Social infrastructure development (parks, sports and play grounds, yards, etc.) in the community/region	1	183	0	1	0
12.	Transportation in the community/region	2	78	0	0	2
13.	Standing for the communal interest on national level by the local self-government bodies (attraction of investment, creation/inclusion in development programs of the region, etc.)	0	0	0	0	0
Total		201	25419.9	106	15	80



www.ypc.am