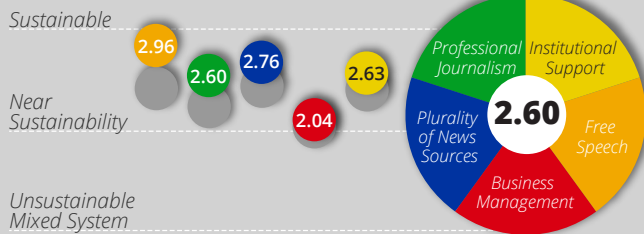


Media in Armenia

Empowering citizens to hold their government accountable.

2014 vs. 2019 **Armenia's media sustainability index**



Armenia has a small and fragmented media market.



- **Facebook is politicized** & used to shape opinions & political discourse.
- Different **voices & perspectives** are **denounced** & antagonized online.
- Online content authors self-censor to avoid attacks.
- **Hate speech is pervasive.**

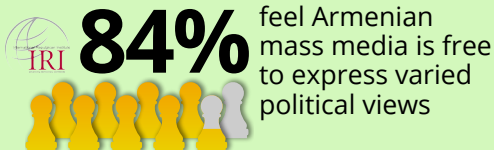
- **Promote local media outlets** whose objective content and investigative reporting can serve as a model to others.
- Support **media associations** to coordinate & advocate for sector interests.
- Develop news discussion programs to **promote dialogue & respect for pluralism.**
- Establish grants for journalists to conduct fact-based investigative reporting on social issues to **counter polarization & propaganda.**

Independent & Objective Media

Polarized media & disinformation campaigns are dangerous. Independent media & civic education can reduce the impact of false information & hate speech.

- Create programs to **increase civic awareness** & attract viewers away from Russian TV.
- Develop an **Armenian language international news program** as alternative to Russian media.
- Expand Public TV's ability to reach Armenians by adding an online platform to **air civic education programming.**

- **Media is skewed** to align with the social & political views of its owners & funders.
- **Citizens rely on outside sources** that may not be balanced, like Russian TV, for international news.



- Responses to freedom of information requests are limited.
- Government offices may **not provide requested information** or may post information on Facebook instead of through official channels.

Media Law

Access to information is now relatively unhindered. Journalists are protected by law, & constraints such as censorship & obstruction are prohibited. However, the law does not require transparency of media ownership.

- **Lack of enforcement** of already established law.

- **Support legislative reform to promote transparency in media ownership, endowment law, & the protection of journalists & related labor rights.**
- Support a **cross-sector** campaign that addresses challenges related to freedom of information law implementation.
- Support organizations that monitor & report on cases of media obstruction & violence against journalists.

Sustainability & Capacity

The weak media economy influences how media is funded, operated, & controlled. A limited advertising market hinders the sector's independence.

- **Inadequate financing** leads to lack of capacity for fact checking, investigative reporting, or producing new programming.
- If consistent & reliable funding existed with no strings attached, it could bolster Armenia's **creative & journalistic talent.**

- Limited available data on audience demographics or preferences.
- Media outlets have lost talent as ~20 sector representatives are now Members of Parliament.



Resources: Learning, Evaluation and Research Activity II (LER II) Research—Governance in Armenia: Evidence Review <https://bit.ly/3217f3P>
Civil Society & Media in Armenia: Evidence Review <https://bit.ly/34YapCb> • Civil Society & Media in Armenia: Field Assessment <https://bit.ly/2Qh4N4c>
European Union <https://bit.ly/2KckIRz> • IRI <https://bit.ly/2MfidUE> Oct. 9-29, 2018 • V-Dem <https://bit.ly/2wgc20B> • Media Sustainability Index <https://bit.ly/2ASIUx2>

The views expressed in the studies do not necessarily reflect the views of USAID.