



American University of Armenia
College of Business and Management

ENGLISH SPOKEN TV NEWS PROGRAM ON ARMENIAN TV.

FEASIBILITY STUDY

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I. EXECUTIVE SUMMARY

Armenia is on its way toward a free market economy. Countries which are going to build a new democratic society need a free news media which will enable them to get accurate and timely information. Press and broadcasting are the main sources of information all over the world. In this context, it is important that the means of communication be developed in both the public and private sectors.

Broadcasting has widespread and important consequences. It ranks as the most universal means of public communication, conveying information, entertainment, education, and opinions. Broadcasting has a pervasive influence throughout the world.

The growth of public television in the past two decades has been dramatic. And its quality, whether in national and international news, entertainment, or education, is excellent.

This report examines the feasibility of an English-language, entertaining, educational, TV news program on Armenian TV for English speakers in Armenia. A study of the present business environment as well as market research was carried-out. The program would remedy the present lack of news and educational English-language programs on Armenian TV. It would provide entertainment and satisfy the demand for an appropriate and relatively inexpensive advertising media. An analysis of current physical and financial capabilities, managerial and technical factors was done. Investigative methods used were literature review, surveys as well as personal interviews with the representatives of the State Committee of Radio and Television. Recommendations are given upon the unique approach given by the presence of American University of Armenia (AUA) and United States Information Service (USIS) in Armenia and willingness of Armenian TV to provide necessary support and information.

The major objective for this project is to develop a feasibility study for an English language TV news program in Armenia. The project research has the following objectives:

- to provide a market analysis of the audience for the proposed TV program, for the benefit of potential media buyers;
- to evaluate alternative ways and places for preparing the program;
- to identify outside sponsors willing to offer technical, professional, or financial assistance;
- to provide a detailed financial analysis for start-up and operational expenses;
- to describe organizational procedures related to the establishment of a TV news program within the legislative framework of Armenia;

Based on the results of our market survey, it was determined that Armenian television needs significant improvements and diversification. Particularly there is a need for a news and educational TV program in the English language. The study also identifies the organizations which may be involved in the founding process as well as the necessary organizational structure and management which the TV news program should have.

In order to broadcast a TV news program on Armenian TV, it is necessary to go through the following departments: Sociological (market research and public opinion), Radio and TV Center (technical feasibility), Programming (acceptance of program, its frequency and duration).

It is recommended to cooperate with the "Mshakuit" organization; to buy and use our own equipment; the program should include cultural, historical, advertising and

environmental items; materials from Worldnet Television and the USIS Film Service would also be used.

An important contribution of television is its service toward the unification of the nation and, the development of the individual. The new English language TV news program has an opportunity to be the first in the market. It is our hope that this program will strengthen Armenia as a nation of free people and high ideals. We are proud to have had this opportunity to aid in the progress of Armenia.

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III. INTRODUCTION

A. BACKGROUND

Armenia, among the other newly established independent states, is stepping into the free market economy. Such integration into the world community requires Armenia to educate its population, and discuss rules of democratic society and free market relations.

The media, that is TV, newspapers, radio can effectively serve the educational needs of the population but only if properly used. In order to reach international standards and be closer to the world community, Armenia has to develop competitive communication channels.

Though newspapers and periodicals are developed on a competitive basis in Armenia, TV and radio are still state property . An English-language newspaper (the "Armenian Monitor") was the first step in providing visitors with information about all aspects of life in Armenia. At the beginning its audience only consisted of visitors but now includes schools, institutes, teachers and other English speakers. "Armenian Monitor" is successful and it now published 1500 copies per issues . An independent English language radio station in Yerevan has also been implemented and it is a good source of information for English-speaking people in Armenia. As English is one of the most popular international languages, the number of people who are interested in learning the language is increasing. An English-language TV news program might be considered to be means in the language-learning process.

B. PROBLEM STATEMENT.

There is no English-language TV news program in Armenia. Such a program could serve both as a link between Armenia and the outside world and as an educational service for those who wish to learn English.

Our group has developed a feasibility study to establish a regular English-language TV news program. It would be an educational program by means of entertainment and commercials. The program would be of interest to both, Armenians and visitors who work and live in Armenia.

The English-language TV news program will provide both news and act as an educational service for those who interested in learning English.

C. PROJECT OBJECTIVES.

The main goal of this project is to develop a feasibility study for establishing and operating TV news program broadcasting for Yerevan city, the following points were considered :

- to analyse the market for the proposed TV program, as an analysis of potential media buyers;
- to evaluate alternative ways and places for preparing the program;
- to obtain sponsorship of technical, professional, or financial assistance;
- to provide a detailed financial analysis for start-up and operational expenses;

- to lay-down organizational procedures related to the establishment of a TV news program in the context of Armenian legislation;

D. PROJECT SCOPE AND CONSTRAINTS.

This project is intended to help Armenian people who want to learn the English language by means of the news, commercials, as well as historical and cultural offerings. At the same time, the program would make English-speakers aware of the latest news.

It should be pointed out that several factors beyond the scope of this study could significantly affect the outcome of an English-language TV news program on Armenian TV. One of these is the energy problem faced by Armenia in the last few years, and the corresponding lack of electricity and gasoline. No attempt has been made to forecast the effects of this factor. The other is - the effects of high inflation.

IV. METHODOLOGY

For the entire fulfillment of the feasibility study, our group determined the following areas of research: 1) customers, potential audience, 2) competitors, 3) market share, 4) financial issues, 5) media buyers.

A. RESEARCH OBJECTIVES

Being a part of project objective's research objectives were conducted in order :

1. To identify a potential audience for an English-language TV news program and determine the market segment based on different criteria.
2. To identify local competitors of such a program.
3. SWOT analyses of the program and an estimate of its success based on competitors and customers.
4. To determine the financial aspects, by collecting the necessary data about expenses related to the creation and operation of the program.
5. To determine potential media buyers, and their perceptions about advertising.

B. DATA COLLECTION AND ANALYSIS

We conducted our market research by means of a survey based on the analysis of a questionnaire and personal interviews (primary data was obtained through the distribution and analysis of these questionnaires and in-depth interviews with the representatives of the

State Committee of Radio and Television of Armenia). These questionnaires (see Appendix "QUESTIONNAIRE") were distributed to the students of preparatory courses in the American University of Armenia, pupils in secondary schools (9-th and 10-th forms), students from Yerevan State University, and the of Foreign Languages Institute after Brusov. In other words, the target market was made up of people who are interested in learning English, who want to improve their knowledge of English and to watch TV news in English.

Sampling methodology was the following:

1. All schools with English language specialization were identified on the map of Yerevan. Our group numbered the schools moving through the map from North to South and from West to East. We chose 3 schools by using the random number's table. The chosen schools were: school #161, school # 172, and school #14. We randomly chose two classes from each of the above mentioned schools and distributed questionnaires to the pupils.
2. As there are not many universities with Department of English language, our group had to distribute questionnaires to students of Yerevan State University and Institute of Foreign Languages. The sample size was identified according to the number of students studying there.
3. Finally, questionnaires were distributed to the students in the English preparatory courses at the American University of Armenia, as it provided a large number of people willing to learn and improve their knowledge of English.

93% returned questionnaires allows our group to identify potential customers, determine market share and size, as well as predict possible outcomes .

Final results obtained from data analyses cannot be considered as a precise because of the small sample: only 500 questionnaires were distributed, and 475 were returned.

Data about the costs connected with the operation of an English-language TV news program were gathered from different sources (the Ministry of Communications, the State Committee of Radio and Television of Armenia, the Radio and Television Center , and the "Mshakuit" organization, which deal with Television problems.

Data on competitors: There is no English-language TV news program in Armenia. CNN due to its unavailability to a large audience, cannot be considered as a competitor. There is an independent FM 105.5 radio station in Yerevan. It broadcasts news and music on a daily basis. Although the program is interesting , it is available only to a small audience, in the center of Yerevan. This program, therefore can not be considered a serious competitor .

Analytic techniques: Quantitative and qualitative data collected by means of the questionnaires were analyzed by using Microsoft Excel .

Limitations: The results of market research conducted by the Sociological Department of the State Committee of Radio and Television, were difficult to obtain as this was connected with considerable expenses.

V. FINDINGS

A. MARKET RESEARCH AND ANALYSIS

In order to determine the potential audience of an English-language TV news program 500 questionnaires were distributed in Yerevan of which 465 (93%) were returned and processed by computer. The data obtained from the survey, allowed us to estimate market preferences. (See TABLE 5).

1) Primary Data

Primary data analysis gave the following results:

a) Findings from questionnaires:

- The greatest viewing frequency (28.60%) is 3 hours per day (electricity is usually available for 2-3 hours per day)
- The most popular news programs watched by the audience are news programs of Russian TV 79.35%. Armenian TV news programs are watched by 38.06% of the audience. Russian TV news programs are considered more interesting than the Armenian ones.

- The existing English educational program " Family Album" which is organized by the "Mshakuit" organization is watched by only 22.58% of the target market. 64.76% of watchers find this program as interesting (see TABLE 2).
- The following items should be included in a news program:
Culture, Sports, Advertisements, Environment, and History. Cultural items are the in greatest demand by the target market (53.33%).
- 43.90% of surveyed people want to see the program every day , that is the biggest percentage and only 7.31% - once in a week. This means that audience is very interested to see news program.
- Preferred days for watching the program are Saturday (67.5%) and Sunday (67.1%).
- Preferred time for watching the program is from 20.00 to 22.00 (53.33% of surveyed people want to see the program at this time).
- The most frequent duration for the program which was mentioned by the audience is 30 minutes and over. That is the maximum duration which we suggested to them.
- 69% of surveyed people were female , 31 % - male, so our group considered to include in the news program also items which will be interesting for women from 17 to 25 years old.
- 61.94% of our target market are people between the ages from 17 to 25 .

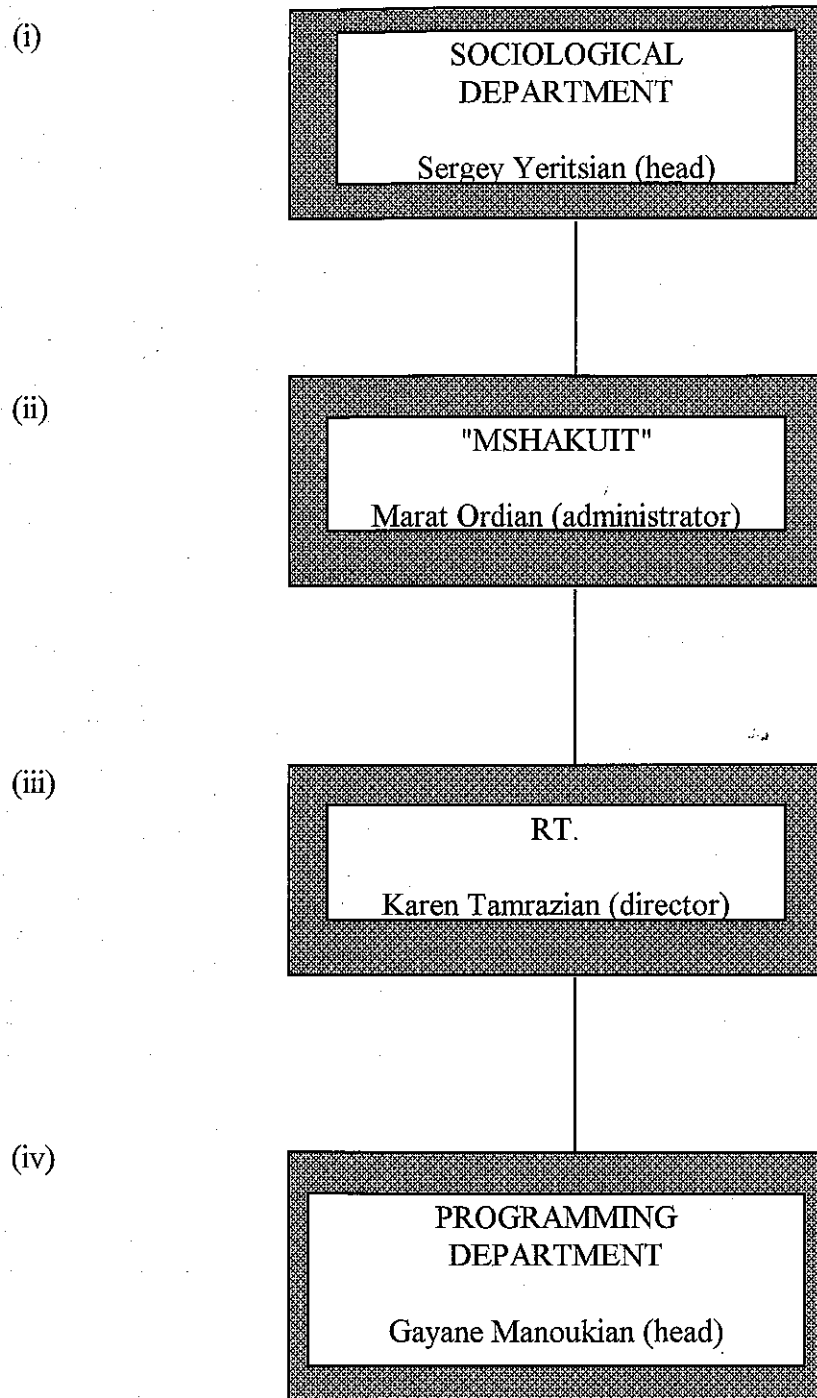
The occupations of our audience fall in these categories:

Pupils- 29.03%, students of the preparatory course at AUA- 30.11%, and students of Institutes and Universities - 40.76%.

b) Findings from in-depth interviews

- The State Committee of Radio and Television of Armenia is responsible for policies and decisions concerning various types of radio and TV programs. The latest costs to prepare TV programs as approved by this committee are given in the Appendices (see APPENDIX 1).
- In order to develop any TV program, it is necessary to have the preliminary agreement of the committee, after which the elements of the program must be worked out and accepted by the various departments of the Armenian TV station.
- The committee, after final consideration of the program, and with the approval of the Ministry of Communications and the Ministry of Justice, allows the program to be prepared and lease the broadcasting channel.
- In order to make the proposed program it is necessary to follow the steps, presented on the next page:(Figure 1)

Figure 1 *The following steps are necessary, in order to prepare TV news program on Armenian TV.*



(i) The Sociological Department is responsible for carrying out market research in order to know the public opinion about different programs. Based on the results of these surveys the time, duration, frequency and the content of the programs are determined.

(ii) The "Mshakuit" organization cooperates with Armenian TV in making youth, cultural, dramatic and science programs. The English educational program, which is currently broadcast by Armenian TV, is "Mshakuit"'s creation. It is valuable to cooperate with this organization in order to use their experienced and professional personnel in the preparation of the English-language TV news program, such as editor, producer, assistant producer, operator, translator, and script writer.

(iii) The Radio and TV Center (RTC) provides equipment and studios to prepare and broadcast various programs. The technical feasibility of program preparation and transmission is analyzed by RTC. Besides, our group obtained secondary data (the prices of equipment for TV program preparation).

(iv) Programming Department is responsible for acceptance of the prepared programs, determines their frequency and duration based on the findings of the Sociological Department. It also determines the logical order of various programs and makes-up weekly TV guides.

2. Secondary Data

a) There is a Worldnet Television and Film Service which is provided by the United States Information Agency which currently is providing various audio/video and printed materials

to USIS, Yerevan. The following materials from the Worldnet Program Guide can be used in the proposed program:

(i) American Business English telecourse teaching intermediate-to-advanced levels of conversation, using American men and women in everyday business situations. There are 40 15-minute lessons in this series, which are intended to be used with a companion set of textbooks.

(ii) American English telecourse teaching basic conversation through specialty dramatized vignettes. There are 64 15-minute lessons in this series, which are intended to be used with a companion set of textbooks.

(iii) American Culture (fine art, folk art, photography, crafts and modern dance)

(iv) First Works, 13 half-hour programs offering unique interviews with some of Hollywood's most talked-about film makers.

There is a possibility of ordering these materials from USIA. Besides, "Worldnet" and "Eutelsat" are intended to locate their special service in Armenia, in order to transmit their programs directly to the Armenian audience.

b) Prices for equipment used in preparing TV news programs were obtained from "Era" magazine (June, 1994) and presented in the APPENDIX 4.

B. SWOT ANALYSIS

SWOT analysis gives an ability for market evaluation through the identification of the strength and weaknesses of internal environment and opportunities and threats of the external environment for the English spoken TV news program.

1. Strengths

- innovative and interesting TV news program in English
- flexible, creative approach of management toward the issues of program
- new style of language education
- skillful and experienced personnel

2. Weaknesses

- non-modern equipment
- lack of broadcasting time
- expensive equipment (if new equipment is to be bought)
- lack of control over the quality during the program preparation
- electricity supply problems which Armenia experiencing now

3. Opportunities

- lack of educational programs on local TV
- high number of TV watchers in Armenia
- absence of competitors in the market
- possibility of getting necessary materials from USIA (“Worldnet” and “Eutelast” Television and Film Services)

4. Threats

- energy crisis in Armenia
- economic crisis in Armenia
- few potential media buyers, organizations and enterprises

VI. CONCLUSIONS

Based on the results of the analysis undertaken in this study, the following conclusions follow:

- * There is a need for an English-language TV news program on Armenian TV;
- * Program is intended to be informative, educational, entertaining and include commercials;
- * The target market for this TV program include those who want to learn English by means of educational programs, mainly students between 17 and 25 years old;
- * Program should be broadcast every day;
- * The most preferable watching days of TV news program are Saturday and Sunday;
- * The broadcast should take place between 8 p. m. and 10 p. m.;
- * The duration of the program should be 30 minutes and over;
- * Items such as culture, sports, history, and advertisements should be included in the program.

VII. ALTERNATIVE ACTIONS

A. TYPES OF ALTERNATIVES

There are 3 alternatives to consider.

- A. *To buy broadcasting time on the state channel, rent needed equipment and personnel from state studio,*
- B. *To cooperate with "Mshakuit" organization in order to prepare the program within their range of activities, (using their equipment and personnel);*
- C. *To cooperate with "Mshakuit" organization in order to prepare the program using own equipment, rented personnel, within their range of activities.*

A discussion of the advantages and disadvantages of each alternative follows.

1. Alternative A (see APPENDIX 1).

a) Advantages:

- i. high control over the entire program;
- ii. possibilities to hire a high qualified personnel if there is such a need;
- iii. low dependence from TV management.

b) Disadvantages:

- i. absence of modern equipment;
- ii. high rental cost of equipment and personnel (see APPENDIX 1).
- iii. low advertisement opportunities (low quality of program).
- iv. There is no possibility to get relevant information from TV representatives (for example Sociological Department research findings) free of charge

2. Alternative B (see APPENDIX 2).

a) Advantages:

- i. possibility to use "Mshakuit"'s broadcasting time;
- ii. low cost of renting the equipment;
- iii. getting relevant information from TV representatives (for example Sociological Department research findings) free of charge;

b) Disadvantages:

- i. high dependence from " Mshakuit" management
- ii. no control over the entire program;
- iii. absence of modern equipment in Armenia (in order to get it one should order it from Russia);
- iv. inflexible time and work schedule
- v. low advertisement opportunities (low quality of program)
- vi. there is no opportunity to choose the personnel

3. Alternative C (see APPENDIX 3).

a) Advantages:

- i. low channel leasing cost (comparative advantage vs. buying);
- ii. replacement of equipment in case of damage (at least 2 years warranty from vendor);
- iii. high advertisement opportunities (high quality of program);
- iv. own equipment will have salvage value after use;
- iv. getting relevant information from TV representatives (for example Sociological Department research findings) free of charge;
- v. opportunity to rent equipment

b) Disadvantages:

- i. moderate dependence on "Mshakuit" management.
- ii. low control over the entire program;
- iii. required investment for buying equipment(see APPENDIX 3).

VIII. RECOMMENDATIONS

After taking into consideration the above mentioned findings and alternatives, the Field Study team recommends the following actions for the client's benefit:

A. ORGANIZATIONAL POINT OF VIEW

1. Cooperate with the "Mshakuit" organization, as it has experience in the field of organizing educational TV programs (cultural, dramatic, popular science, etc.);
2. Make a written agreement for a long-term cooperation with "Mshakuit" organization in order to be less dependent on management;
3. Use own equipment (Alternative C) to provide opportunities for organizing TV program efficiently;
4. Include TV news program in "Mshakuit"'s English educational program as in this case there is no need to lease a channel.

B. TECHNICAL POINT OF VIEW

1. Use own equipment, as it is impossible to create a high (even medium) quality program with "Mshakuit" 's equipment;
2. Hire technical personnel which is dealing within "Mshakuit"'s range of activities;
3. Use the materials from the Worldnet Television and Film Service (USIS) within TV news program, to provide high quality of program;

C. FINANCIAL POINT OF VIEW

1. Cooperate with the "Mshakuit" organization, (Alternatives C) because if we compare the costs of the alternatives (see APPENDIX 5), we come to the conclusion that it is the most cost efficient.
2. Buy necessary equipment for preparing TV news program .(we suggest buying equipment from specialty store "Era", which located in district of Moscow , town Dzukovsky). Total price \$ 47,160.(See APPENDIX 4).
3. Include advertisements in the program (Break-even analysis is provided in APPENDIX 6).
4. Rent own equipment to other studios.

IX. IMPLEMENTATION PLAN AND COSTS

In order to implement the idea generated by the Field Study team the following actions should be done.

1. To get into touch with "Mshakuit" organization and establish a long-term cooperation agreement with it.
2. Include the English spoken TV news program in the Educational program of "Mshakuit" organization.
3. Buy necessary equipment for preparing TV news program .(we suggest buying equipment from specialty store "Era", which located in district of Moscow , town Dzukovsky). Total price \$ 47,160 (see APPENDIX 4).
4. Hire technical personnel from "Mshakuit" organization , this would cost \$250 per program. Technical personnel consists of a producer, an assistant, an editor, a script writer, an operator, and a news caster.

Anyway for the beginning of implementation it is necessary to cooperate with the "Mshakuit" organization, but it is needed to start the development of business plan for implementation of English spoken TV news program.

10.5000
25.5000
10.7500
14.1250
3.4000
5.4100
4.6000

EXHIBITS

TABLE # 1

Number of hours spent by audience watching TV

total # 1

	8.17%
	10.96%
	28.60%
	19.78%
	14.19%
	8.38%
	3.01%
hrs:	5.60%

The number of hours spent by audience watching TV (per day)

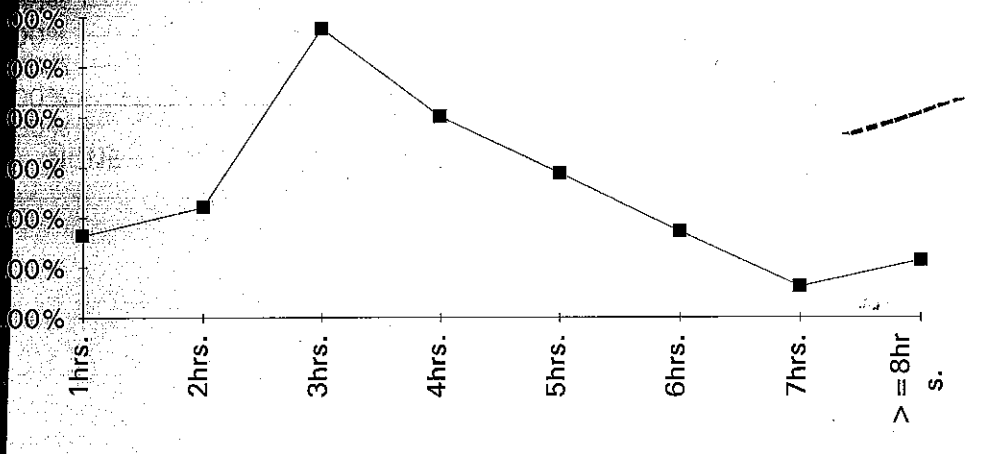


TABLE # 2

Programs watched by Armenian audience

Q1	4.30%
Q2	29.03%
Q3	38.06%
Q4	79.35%
Q5	8.60%

Programs watched by Armenian audience currently

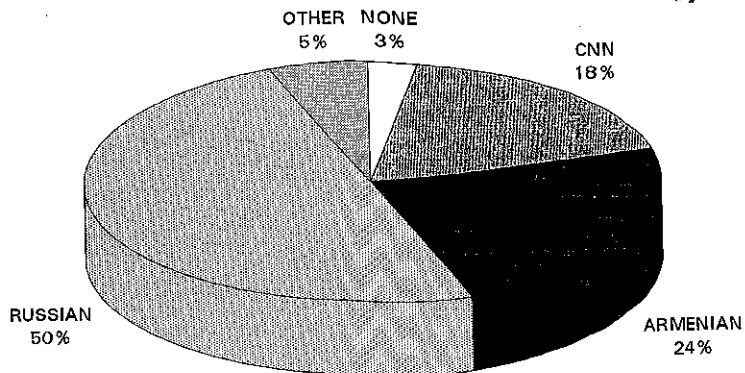
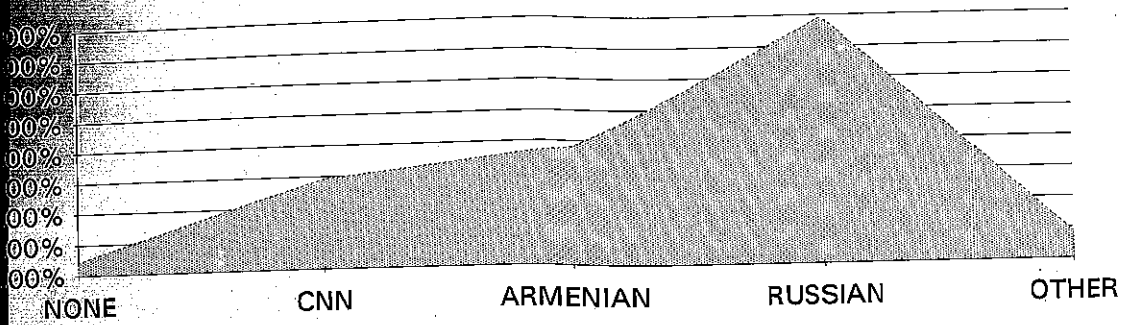


TABLE # 3

" Family Album"

Question # 3

YES	22.58%
NO	77.42%

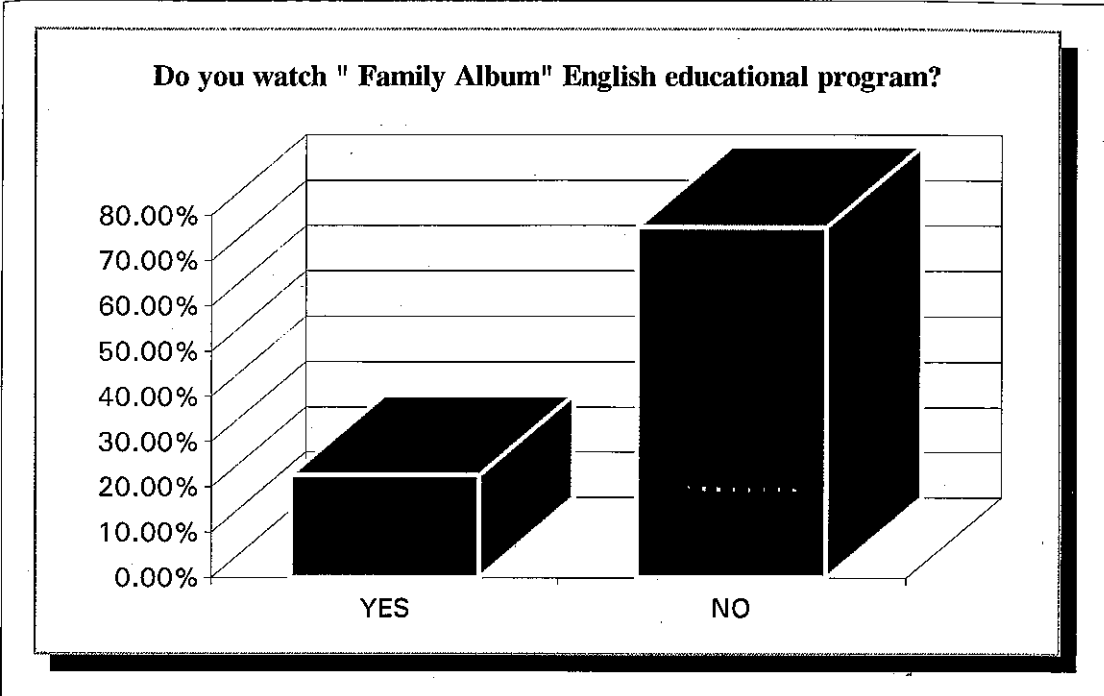


TABLE # 4

Audience opinion about "Family Album"

Question # 4

VERY INTERESTING	14.29%
INTERESTING	64.76%
NOT SO INTERESTING	20.95%
NOT INTERESTING AT ALL	0.00%

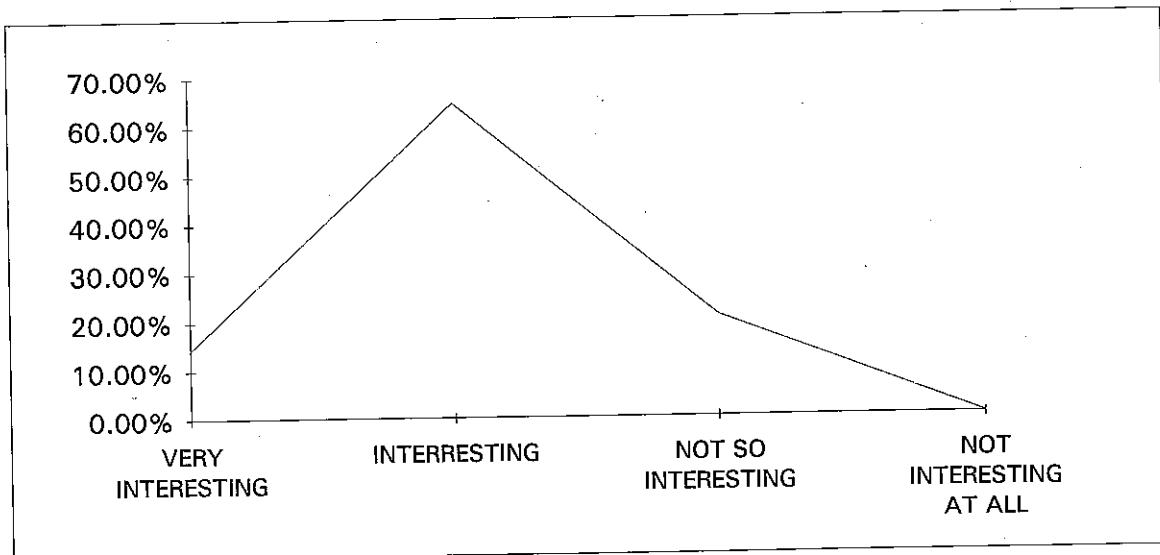
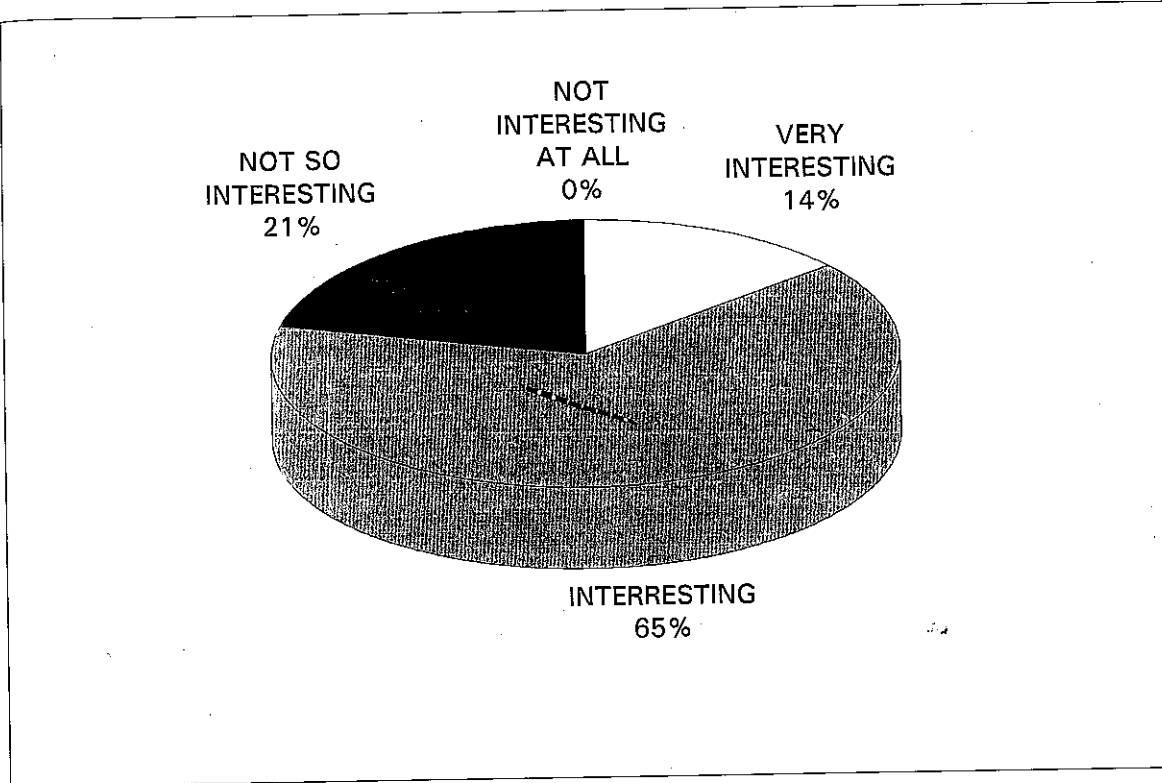


TABLE # 5

Audience opinion about English spoken TV news program.

Question # 5, Items to be included in the TV news program

Sport	40.00%
History	35.00%
Advertisements	37.85%
Culture	55.50%
Environment	35.50%
Other	26.70%

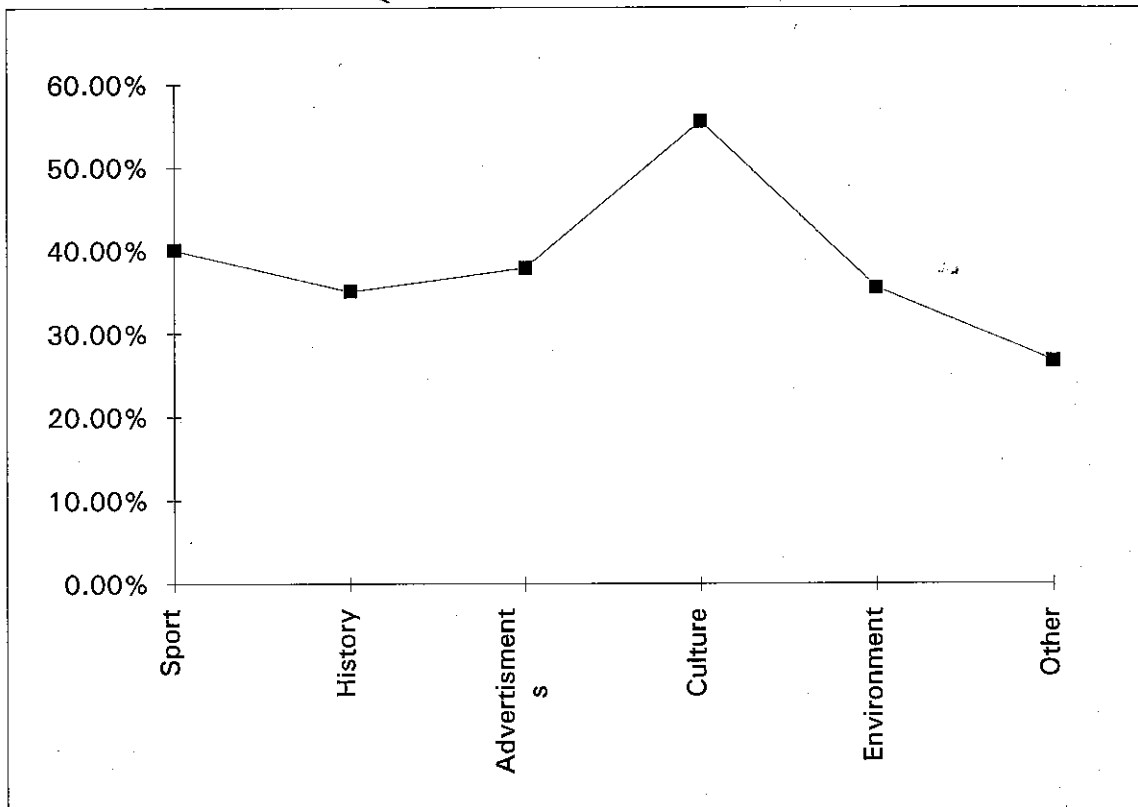


TABLE # 5

Question # 6, The frequency of the program

Every day	43.90%
3 times in a week	29.00%
2 times in a week	19.35%
Once in a week	7.31%

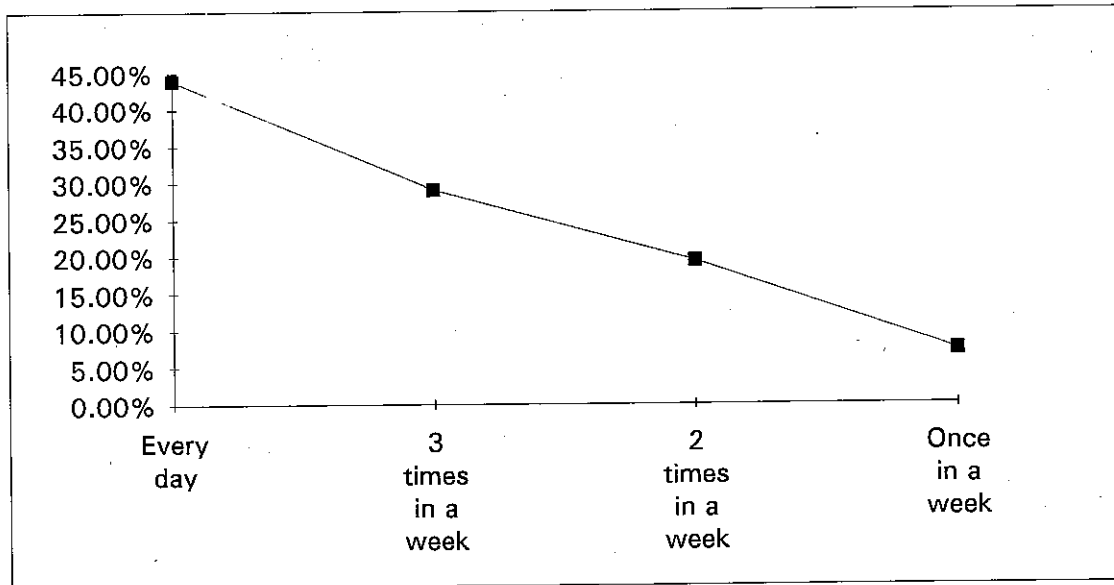


TABLE # 5

Question 7. The most available days for watching the program.

Monday	25.00%
Tuesday	28.17%
Wednesday	30.32%
Thursday	28.00%
Friday	43.67%
Saturday	67.50%
Sunday	67.10%

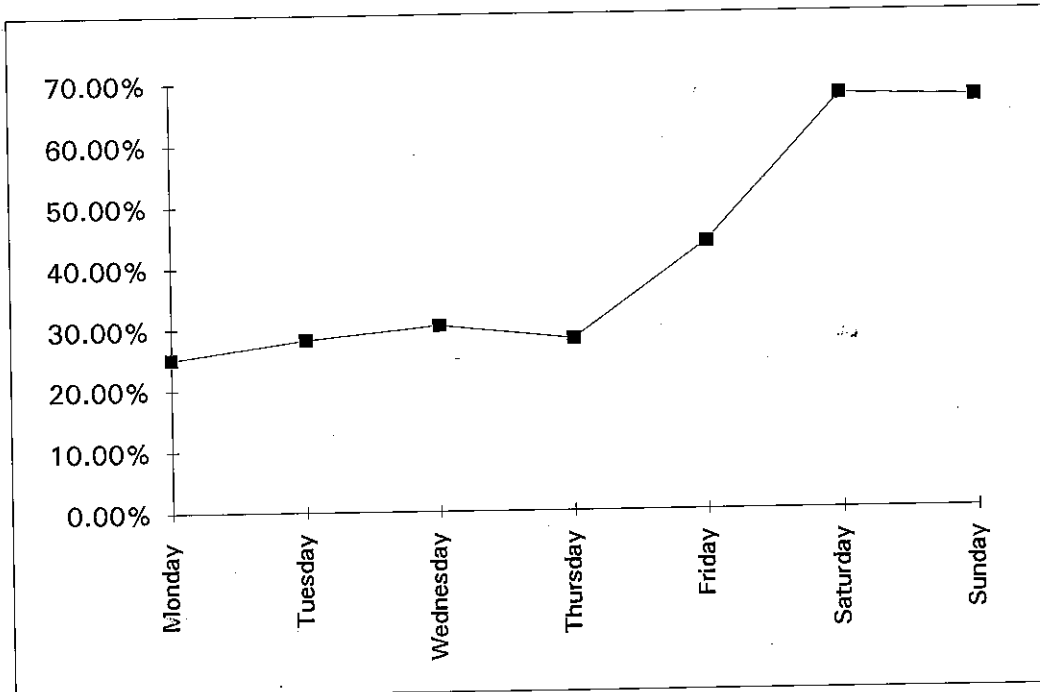


TABLE # 5

Question8. Preferable time for watching the program.

18.00 - 20.00	34.20%
20.00 - 22.00	53.33%
22.00 - 24.00	21.50%

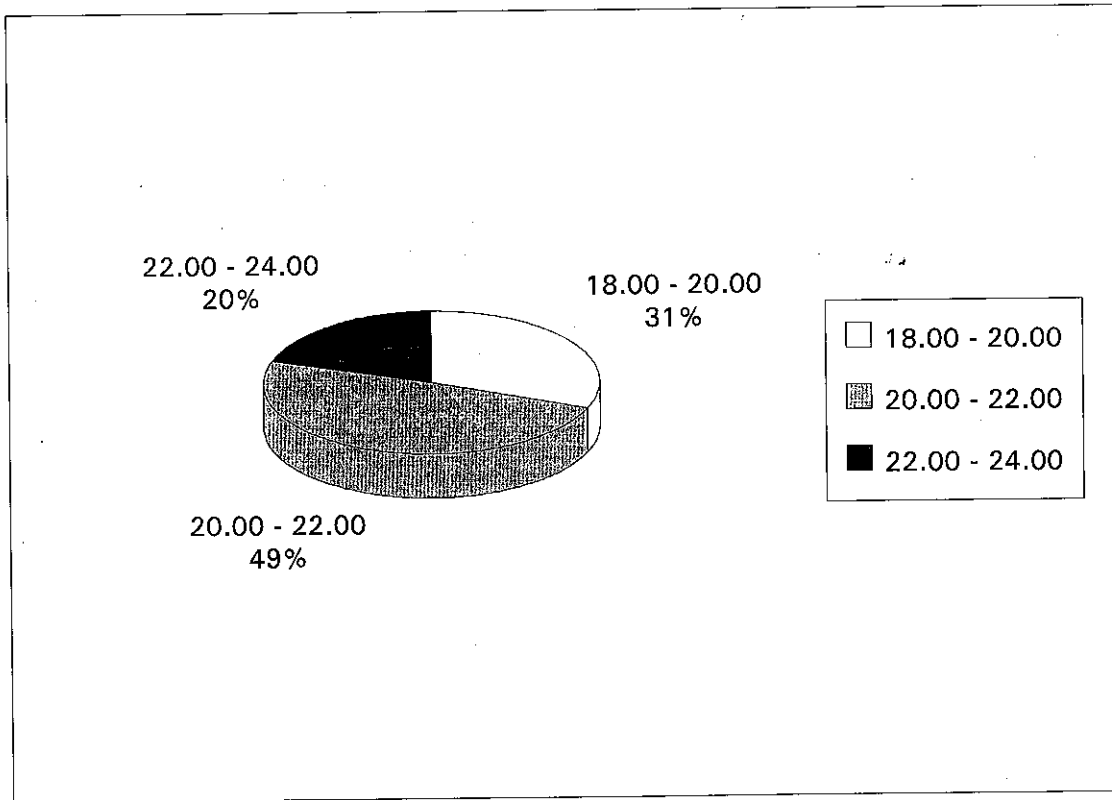


TABLE # 5

Question 9 . The durationof the program

10 - 15 min	1.30%
15 - 20 min	7.10%
20 - 25 min	7.30%
25 - 30 min	32.00%
30 and over	51.85%

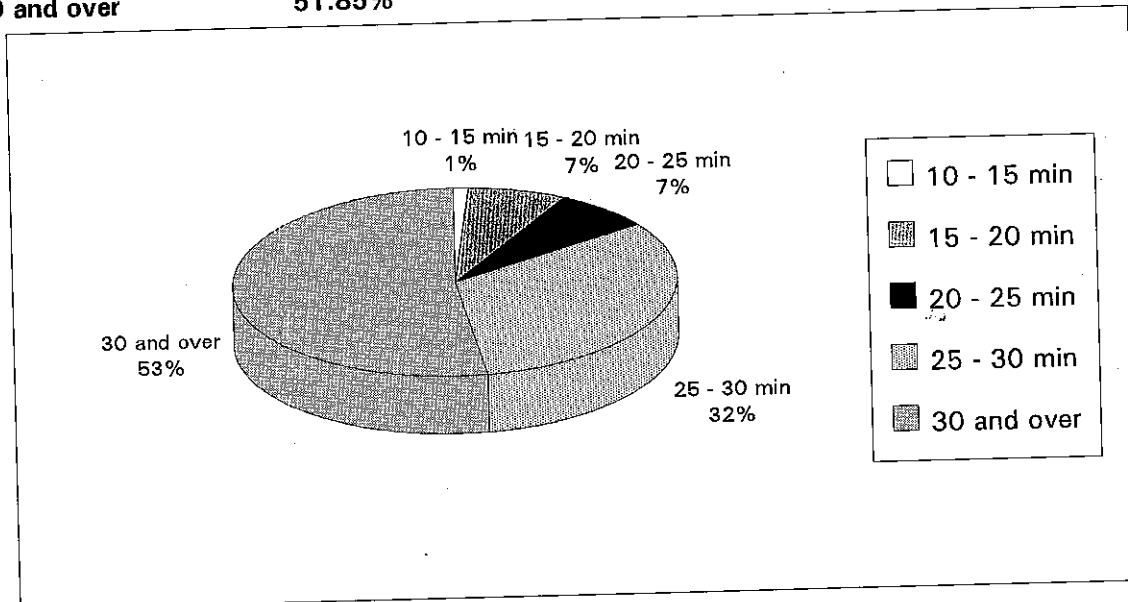
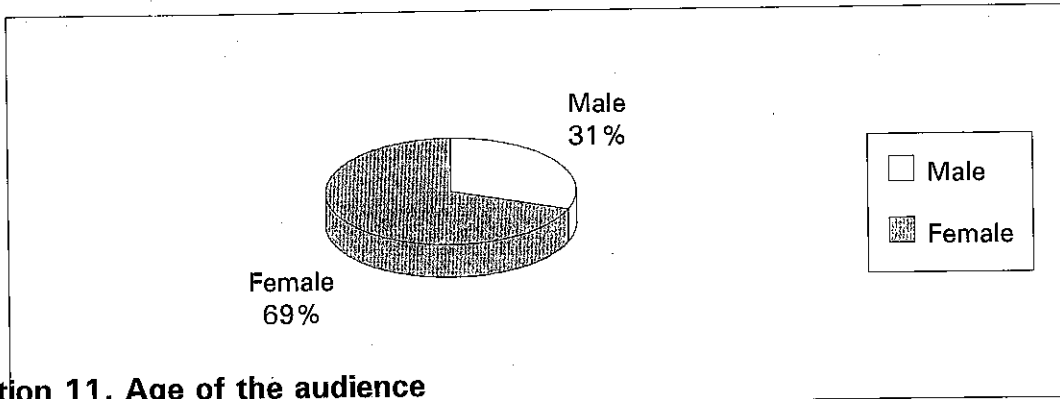


TABLE # 5

Question 10. The gender of the audience

Male 30.97%
Female 69.03%



Question 11. Age of the audience

16 and less 25.16%
17 - 25 61.94%
26 - 33 8.82%
34 - 45 4.09%

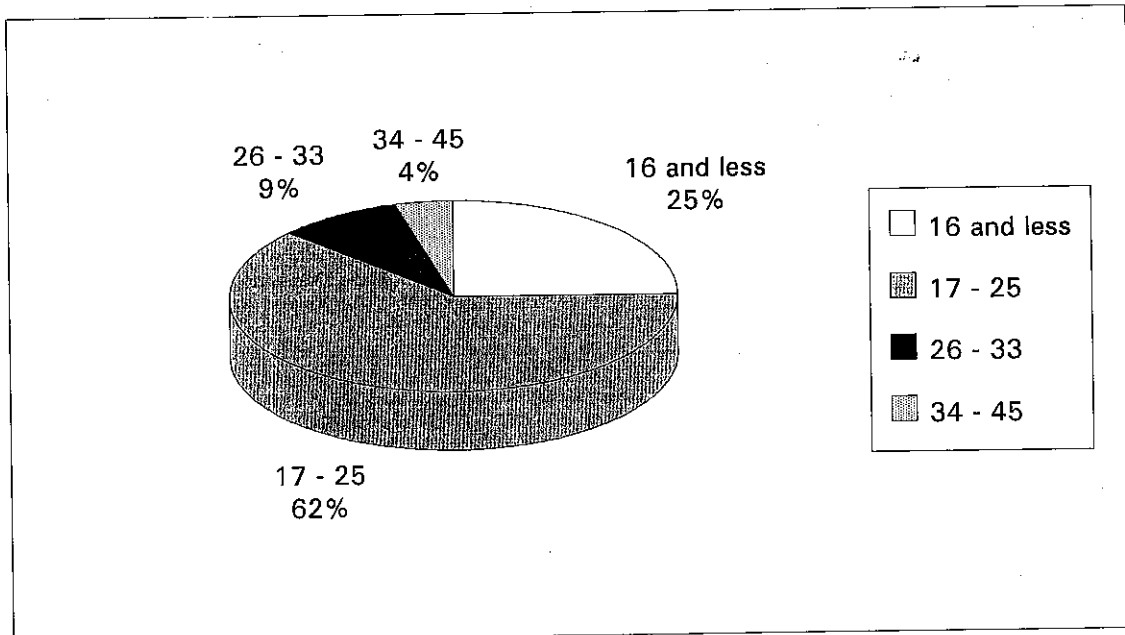
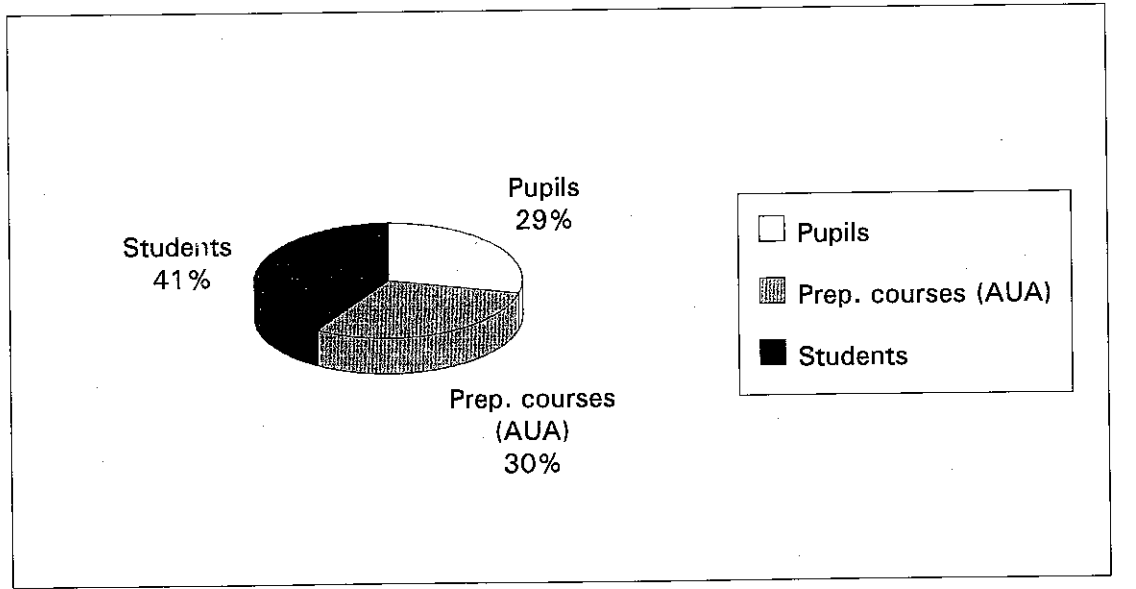


TABLE # 5

Question 12. Occupation of the audience

Pupils	29.03%
Prep. courses (AUA)	30.11%
Students	40.86%
	(56.32% - Brusov Inst. , 43.68% - State Univ.)



APPENDICES



This questionnaire is made by the graduate students of the American University of Armenia (AUA) for conducting market research for the development of English spoken TV news program on Armenian TV. The project is sponsored by the United States Information Service (USIS). We would appreciate if you kindly filled out this questionnaire regarding your opinions and suggestions on this subject. Thank you!

1. How many hours do you spend each day watching TV ? _____

2. What TV news programs do you watch currently?

- None CNN Armenian Russian _____
 Other (please indicate)

3. Do you watch the "Family Album" English educational program? Yes No

If "no", please go to the question # 5.

4. How do you find the "Family Album" program?

- very interesting interesting not so interesting no interesting at all

5. What items besides news would you like to be included in an English TV news program? Please mark as many items as you like.

- Sports Advertisements Environment
 History Culture Other (please indicate) _____

6. How often would you like to see the program?

- every day 3 times in a week 2 times in a week once in a week

7. What are the most available days for you to watch the program?

- Mo. Tu. We. Tr. Fr. Sa. Su.

8. At what time will you prefer to watch the program?

- 18 - 20 20 - 22 22 - 24

9. How long would you like the program to be?

- 10 - 15 min. 15- 20 min 20 - 25 min 25 - 30 min 30 and over

10. Please indicate your sex:

- Male Female

11. Please indicate your age:

- Less than 16 17 - 25 26 - 33

- 34 - 45 46 - 55 55 and over

12. Please indicate your occupation: _____

THANK YOU !



AMERICAN UNIVERSITY OF ARMENIA
College of Business Administration and Management

Այս հարցաթերթիկը պատրաստված հայաստանի Ամերիկյան համալսարանի (ՀԱՀ) ավարտական կուրսի ուսանողների կողմից Հայկական հեռուստատեսությամբ հաղորդվելիք անգլերեն լեզվով լրատվական հաղորդման պատրաստման համար շուկայական հետազոտություն կատարելու համար: Նախագիծը հովանավորվում է Միացյալ Նահանգների Ինֆորմացիոն Ծառայության կողմից: Այդ կապակցությամբ խնդրում ենք լրացնել սույն հարցաթերթիկը ներառնելով Ձեր կարծիքներն ու առաջարկները խնդրի վերաբերյալ: Կանխահայտ շնորհակալություն:

1. Օրեկան քանի՞ ժամ եք դիտում հեռուստացույց _____
2. Ինչ՞ հեռուստատեսային նորություններ եք դուք դիտում
 ՌԶ ՄԻ CNN Հայկական Ռուսական Այլ (խնդրում ենք նշել)
3. Գուրք դիտում՞ եք «Ընտանեկան Ալբոմ» անգլերենի ուսուցողական հաղորդումը
 Այո Ոչ
 Եթե ոչ, խնդրում ենք բաց թողնել 4-րդ հարցը
4. Ինչպիսի՞նք է այդ հաղորդումը Ձեր կարծիքով
 Ծանր հետաքրքիր հետաքրքիր ոչ այդքան հետաքրքիր անհետաքրքիր
5. Նորություններից բացի ի՞նչ կետեր կցանկանայիք ընդգրկվել անգլերեն լեզվով հեռուստատեսային լրատվական ծրագրի մեջ: Խնդրում ենք նշել այնքան կետեր, որքան կցանկանայիք:
 Սպորտ Գովազդ Ծրչակա միջավայր
 Պատմություն Մշակույթ Այլ (խնդրում ենք նշել)
6. Որքա՞ն հաճախակի կցանկանայիք դիտել հաղորդումը:
 ամեն օր շաբաթական 3 անգամ շաբաթական 2 անգամ շաբաթական 1 անգամ
7. Ծարաթվա ո՞ր օրերն են առավել նպաստավոր հաղորդումը դիտելու համար
 երկ. երք. չրք. հնգ. ուրբ. շրթ. կրկ.
8. Ո՞ր ժամին կնախընտրեիք դիտել հաղորդումը:
 18 - 20 20 - 22 22 - 24
9. Որքա՞ն ժամանակ կցանկանայիք որ հաղորդումը տևեր:
 10 - 15 րոպ 15 - 20 րոպ 20 - 25 րոպ 25 - 30 րոպ 30 և ավելի
10. Խնդրում ենք նշել Ձեր սեռը
 Արական Իգական
11. Խնդրում ենք նշել Ձեր տարիքը
 16-ից ցածր 17 - 25 26 - 33
 34 - 45 46 - 55 55 և ավելի
12. Խնդրում ենք նշել Ձեր գրադմունքը _____

ԾՆՈՐ ՀԱՎԱԼՈՒԹՅՈՒՆ

APPENDIX 1

**COST OF MAKING TV PROGRAM (ALTERNATIVE #A)
ON THE STATE TV BROADCASTING SYSTEM ***

#	ITEMS	COST OF 1 HOUR in drams	ESTIMATED QYANTTTY FOR 30 min. PROGRAM	COST (in drams) FOR 30 min. PROGRAM
1	AIR TIME	82,000	0.50	41,000
2	MOVING JOURNALIST STATION	101,000	0.50	50,500
3	RECORDING EQUIPMENT			
	a)BSU-50	75,500	1.00	75,500
	b)BJK	34,250	1.00	34,250
	c) recording, editing, previwing (BSU)	61,750	1.00	61,750
	d) video camera VHS (per trip)	69,500	1.00	69,500
	e) editing (VHS)	69,750	3.00	209,250
	f) broadcasting (VHS)	44,750	0.50	22,375
	g) making the sound track	40,750	1.50	61,125
4	CICLE PAYMENT	82,000	0.50	41,000
5	STAGING	48,500	1.00	48,500
6	SPECIAL LIGHT EQUIPMENT	10,750	1.00	10,750
7	PREVIVE ROOM	13,250	1.00	13,250
TOTAL				738,750

Exchange Rate at 10/22/1994 is 1\$ = 400 dram

738,750 / 400 = \$1,847

* Source Karen Tamrasian Director of Radio and TV Center .

APPENDIX 2
ALTERNATIVE "B"
COST OF MAKING THE PROGRAM WITH "MSHAKUIT"
USING THEIR EQUIPMENT AND PERSONNEL

EQUIPMENT*	\$0.00
TOTAL COST	<u>\$300.00</u>

* Under this alternative we become a part of "Mshakuit" and it provides as with free of charge equipment and air time.

** Source Marat Ordian Director of " Mshakuit" Organization .

APPENDIX 3

Alternative C

Cost of the program in "Mshakuit" organization with our own equipment

USEFULL LIFE* COST OF EQUIPMENT

ITEM O-TV PRICE (per unit) TOTAL PRICE 2 yrs or 208 time r 30 min. program

EQUIPMENT

1	VIDEO CASSETTE RECORDER AG-7750	1	6,950	\$6,950	208	\$33.41
2	VIDEO PLAYER AG-7650	2	5,950	\$11,900	208	\$57.21
3	EDITING CONTROLLER AG-A800	1	4,950	\$4,950	208	\$23.80
4	DIGITAL MIXER WG-MX-50	1	5,650	\$5,650	208	\$27.16
5	VIDEO CAMERA WV-F500-HE	1	7,900	\$7,900	208	\$37.98
6	TEMPORARY CODES GENERATOR AG-F700	3	1,100	\$3,300	208	\$15.87
7	INTERFACE AG-1A-81	3	1,100	\$3,300	208	\$15.87
8	TRIPOD-3	1	350	\$350	208	\$1.68
9	SMALL MICROPHONE	2	150	\$300	52	\$5.77
10	BATTERY AVBP-220	4	220	\$880	208	\$4.23
11	PORTABLE LIGHTS 50 W	1	230	\$230	208	\$1.11
12	VIDEO CASSET TDK SE-180PRO	50	19	\$950	52	\$18.27
13	SUPPORTING TOOLS	1	500	\$500	208	\$2.40

TOTAL COST of EQUIPMENT (including interest payment for credit of \$47,160) **\$47,160** **\$244.76**

TOTAL COST of EQUIPMENT (including interest payment for credit of \$47,160) **\$53,951** **\$259.38**

LABOR

14 TOTAL SALARY EXPENSES ("Mshakuit" 's pe 1 1 **\$2,000** 8 **\$250.00**

SALARY per month # of Program per mont SALARY per Progra

TOTAL COST

\$509

* All equipment have two years of warranty. (" ** Source Marat Ordian Director of "Mshakuit" organization

*** All equipment will be bought from "Era" retail, which give credit 7% interest p/ yr. For 2 yrs. \$47,160 x Int (1.144) = \$53,951.

APPENDIX 4

**COST OF EQUIPMENT NEEDED FOR GATHERING
MATERIALS FOR NEWS PROGRAM ("Era" retailing Co.)**

#	ITEM	Q-TY	PRICE (per unit)	TOTAL PRICE
1	VIDEO CASSETTE RECORDER AG-7750	1	\$6,950	\$6,950
2	VIDEO PLAYER AG-7650	2	\$5,950	\$11,900
3	EDITING CONTROLLER AG-A800	1	\$4,950	\$4,950
4	DIGITAL MIXER WG-MX-50	1	\$5,650	\$5,650
5	VIDEO CAMERA WV-F500-HE	1	\$7,900	\$7,900
6	TEMPORARY CODES GENERATOR AG-F700	3	\$1,100	\$3,300
7	INTERFACE AG-1A-81	3	\$1,100	\$3,300
8	TRIPOD-3	1	\$350	\$350
9	SMALL MICROPHONE	2	\$150	\$300
10	BATTERY AVBP-220	4	\$220	\$880
11	PORTABLE LIGHTS 50 W	1	\$230	\$230
12	VIDEO CASSET TDK SE-180PRO	50	\$19	\$950
13	SUPPORTING TOOLS	1	\$500	\$500

TOTAL COST \$47,160

APPENDIX 5

Comparison of three alternatives

TOTAL COST = 738,750 Dram(See Appendix 1)

ALTERNATIVE "A"

Given cost in drams when converted into dollars (400 DR. per \$1.00) gives

\$1,846.88

ALTERNATIVE "B"

Under this alternative the probability of the program failure is greatest, needed equipment could be engaged by other group.

The estimated coefficient of the program failure is 75%*

In that case the weighted total cost for alternative "B" is $\$300 \times 1.75 =$

\$525.00

ALTERNATIVE "C"

Under this alternative we buy equipment and pay for personnel.
(See Appendix 3)

\$509.00

* Source Marat Ordian Director of "Mshakuit " organization

APPENDIX 6

Break-even Analysis

Total Revenue = Total Cost

Unit Sales Price x Volume = Total Fixed Cost + (Variable Cost per Unit x Volume)

$$P \times Q \times t = f.c. + (V.C. \times Q)$$

P- price of one minute advertisement on Armenian TV

P(l) for locals = \$100 per minute, P(f) for foreigners \$500- \$1000 per minute (depending on broadcasting time)

In case of our program price will be P(f) = \$550 per minute *

Q = 1, because all calculations are done for one program.

F.C. - fixed cost (per 30 min. program) = \$259 (See APPENDIX 3)

V.C. - variable cost (per 30 min. program) = \$250 (See APPENDIX 3)

t - The advertisement duration, for reaching break-even point.

$$t = (F.C. + (V.C. \times Q)) / P (l, f) \times Q$$

$$t (l) = (F.C. + (V.C. \times Q)) / P (l) \times Q \qquad t (f) = (F.C. + (V.C. \times Q)) / P (f) \times Q$$

$$t(l) = \$259 + (250 \times 1) / (\$100 \times 1) = \$509 / \$100 = 5.09 \text{ or } 5.1 \text{ minute}$$

$$t(f) = \$259 + (250 \times 1) / (\$550 \times 1) = \$509 / \$550 = 0.92 \text{ min. or } 56 \text{ sec.}$$

The calculations above show that the program pays itself having either 5.1 min. (local adv.) or 1 min. (foreign adv.).

The possible combinations are the following:

- 0 min. local and 1 min. foreign
- 1 min. local and 45 sec. foreign
- 2 min. local and 35 sec. foreign
- 3 min local and 25 sec. foreign
- 4 min. local and 15 sec. foreign
- 5.1 min local and 0 min. foreign

* Source Karen Tamrazian Director of Radio and TV Center

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