

Addendum B

Media coverage

Publicity and media coverage was an essential part of the Convention's broader strategy. Therefore, mass awareness of its vision, process and impact was promoted on several media platforms before, during, and after the event itself.

Online dissemination

- All phases of the Convention's development were documented on the [FUTURE ARMENIAN](#) and [Convention of the Future Armenian](#) websites. These online platforms act as a resource hub which hosts much of the Convention's documentation in the spirit of transparency. They also host a community platform for signatories of the 15 Goals; a focal point for engaging the pan-Armenian community.
- Information about all phases of the Convention was also posted on FUTURE ARMENIAN's social media pages on the following platforms: [Facebook](#), [Twitter](#), [Instagram](#), [YouTube](#), and [LinkedIn](#). The total following of the mentioned platforms is around 43 000. A variety of paid and organic promotion methods was utilized to amplify the total audience reached by the posts. The Social media strategy of the Convention promotion included organization of live streams that documented the entire three-day-long event as well as the press conference preceding and announcing it. The live streams during the Convention lasted for 7-8 hours each, were hosted by professional show-hosts who were interviewing co-Founders, Chairs, and members of Expert Committees, special guests, and participants to ensure detailed coverage and to showcase the entire diversity of the opinions voiced during the Convention. All stages of the event including the learning phase, discussion phase, and decision-making/voting process were also covered during the live stream. The interviews taken during the live streams are recycled as separate content posted to The FUTURE ARMENIAN's social pages to continue the broad information campaign aimed at spreading the word about the Convention of the Future Armenian.
- Interviews with several dozens of Convention participants were also conducted and recorded on the sidelines of the event. The participants were asked to share their opinion about the discussions as well as the steps they are planning to take after the Convention to help implement its decisions. The interviews are edited and also posted to The FUTURE ARMENIAN's social pages during the post-Convention period.

Example social media posts

Facebook [live stream](#) of the first day of the Convention of the Future Armenian.

[Interview](#) with a Convention participant posted on YouTube. Instagram [post](#) featuring a photo from the discussion phase.

Written media

Around **300 news articles and stories** covering all phases of the Convention were published in printed and online local Armenian media. The publications covered the discussions held during the Convention, the speeches of co-Founders and special guests, as well as interviews with co-Founders, experts, and participants.

Example publications

Armenpress Armenian State News Agency | [Artsakh in focus at the Future Armenian Convention](#) | A story summarizing the first day of the Convention.

News.am online media | [Only with unity will we be able to lead our country to a reliable, peaceful and safe life. Garegin II's message](#) | A publication focusing on the message of Catholicos of the Armenian Apostolic Church Garegin II to the Convention participants.

Aravot newspaper | [The classic old mechanisms of cooperation with the Diaspora no longer work - Vardan Marashlian](#) | A story covering the second day of the Convention quoting one of the experts.

Broadcast media

All Armenian TV stations, except 1st Public TV and Kentron TV, have broadcasted at least one news report from the Convention. Most of them shared the reports on their social media pages and YouTube channels. The reports covered the discussions held during the Convention, the speeches of co-Founders and special guests, as well as interviews with co-Founders, experts, and participants.

Example news reports

ArmeniaTV station | Zhamy news program | [news report](#) covering the first day of the Convention.

Armenian Second TV Channel | Lraber news program | [news report](#) covering the third day of the Convention.

SHANT TV Channel | Horizon news program | [news report](#) covering the second day of the Convention, quoting co-Founder Noubar Afeyan.

Armenian Public Radio | [news report](#) covering the first day of the Convention.

Live streams

A number of media and news websites have been sharing The FUTURE ARMENIAN Live Stream from the Convention on their social media, YouTube channels, and webpages.

Example live streams

A1+ media outlet | Live Stream of the press conference ahead of the Convention on [YouTube](#) & [webpage](#)

1in.am media outlet | | Live Stream of the press conference ahead of the Convention on [Facebook](#)

Yerkir Media TV channel | Live Stream of the first day of the Convention on [Facebook](#)

Printed and online diaspora media

Involvement of the Armenian Diaspora in the Convention as well as its active promotion in Armenian communities abroad prompted an active coverage of the event in the Diaspora media. It has not been possible to monitor most of the Diaspora media because of the lack of websites and social media pages. Some media outlets (“Orer”, “The Armenian Mirror-Spectator” etc.) published special issues on the Convention.

Example publications

The Armenian Mirror-Spectator (Armenian Weekly, USA) | [Future Armenian Convention Attempts Expanding Citizen Involvement in Vital Issues for Nation](#)

Armenian Weekly (Armenian Weekly, USA) | [The Convention of the Future Armenian held in Yerevan](#)

Nouvelles d’Arménie (Armenian weekly, France, by subscription) | [Le congrès de « The Future Armenian » se tiendra à Erevan du 10 au 12 mars](#)