

On January 31, 2011 "Na/Ne" Yearly Media Awards ceremony were held in Yerevan Dramatic Theatre after Hrachya Ghaplanyan. "Na/Ne" media competition, co-sponsored this year by British Council, OSCE, UNFPA, and "Viva Cell MTS" is a unique way to appreciate the support of mass media and their input into awareness raising of population on activities and achievements of women in political, economic and social spheres as well as coverage of the most pressing social issues of concern that women are face today, including gender-based violence.

At the Opening Press Conference UN Resident Coordinator/UNFPA Resident Representative Ms. Dafina Gercheva noted to her regret that in Armenia women are often subjected to sexual, physical and psychological forms of violence. She presented statistical data collected within the framework of official survey on gender-based violence conducted by UNFPA CGBV project in cooperation with the National Statistical Service of Armenia. According to the data, out of 3000 women that took part in the survey 9 percent were subjected to different forms of violence. She also stressed that in Armenia women remain underrepresented at decision-making levels and on political arena.

During the ceremony prizes were awarded to the journalists representing printed, online media, TV and radio companies of Armenia in the following nominations:

- TV programme
- Printed article
- Radio programme
- Online or blog article
- Photo or photo story
- Social or commercial advertisement raising issues of a woman or gender equality.

Every year more than 200 guests attend the event including high level officials, prominent public figures and media representatives and the ceremony is then broadcasted on all major TV stations and stories covering the event make the headlines of all the popular newspapers and magazines.