



Daily Media Monitoring Report

Issue 9: 8 June 2018

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The media have an ethical obligation to be impartial in their coverage of electoral processes; this requires fairness and balance in their representation of the prevailing context. 1

1.1 Introduction

This ninth media monitoring report on the 2018 elections highlights trends in the media's performance in their coverage of elections. The study assessed the level to which the media is fair and balanced in representing political players.

The report covers issues reported by the media on the ninth day of the election period – 7 June 2018.

1.2 Key Events

On this day,

- The local media published results of two poll surveys, the first conducted by the Mass Public Opinion Institute and Afrobarometer and the second by the Kenyan Research Network. Both the private and public media reported some of the survey results.
- President Mnangagwa was urged by US observers to do more to ensure the electoral environment is conducive for free and fair elections.
- ZEC published nomination court venues and the names of presiding officers.
- President of the National Council of Chiefs, Fortune Charumbira was served with a high court order to apologise for rallying other chiefs to “support the ruling party in this year’s general elections”.

In campaign news;

- The MDC Alliance launched its manifesto, which was aired live on ZTV from 11.30 hours to 13.00 hours; footage of the launch was however not aired during prime time. The launch was covered by the media both the private and public media.
- Emmerson Mnangagwa met the ZANU PF Women’s League and assured them that there would be increased representation of women in Parliament. This came at a time when 22 women qualified to represent the party in the upcoming elections.
- Supporters belonging to the Thokozani Khupe led MDC-T faction were acquitted of torching a bus hired by the Nelson Chamisa led faction at a rally held in Bulawayo.

1.3 Sample of media monitored

News Platform	Print	Broadcast (6-10pm)
Public media	<ul style="list-style-type: none">• <i>The Herald</i>• <i>Chronicle</i>	<ul style="list-style-type: none">• ZTV• SFM• Radio Zimbabwe
Commercial radio		<ul style="list-style-type: none">• Star FM• ZiFM
Private media	<ul style="list-style-type: none">• <i>Daily News</i>• <i>NewsDay</i>	

Methodology Monitoring aims to quantify and qualify time dedicated to political parties by the media. The quantitative analysis measures the total amount of space (cm²) and time (seconds) devoted to politicians and political parties by the media. The analysis also evaluates representations of political actors by gender and age as well as the type of programmes in which they are featured.

For print media, the monitored sample includes articles published in the following sections: front page, local news, and political/election news. Monitoring also focuses on editorial pages and letters to the editor sections. Monitoring does not include articles published in the business section, sport pages, and entertainment sections

Television and radio channels have been monitored daily during a select time frame, from 6 to 10 pm. All programs have been analyzed during the sampled time period.

2.0 Did the media represent political parties in a fair and balanced manner?

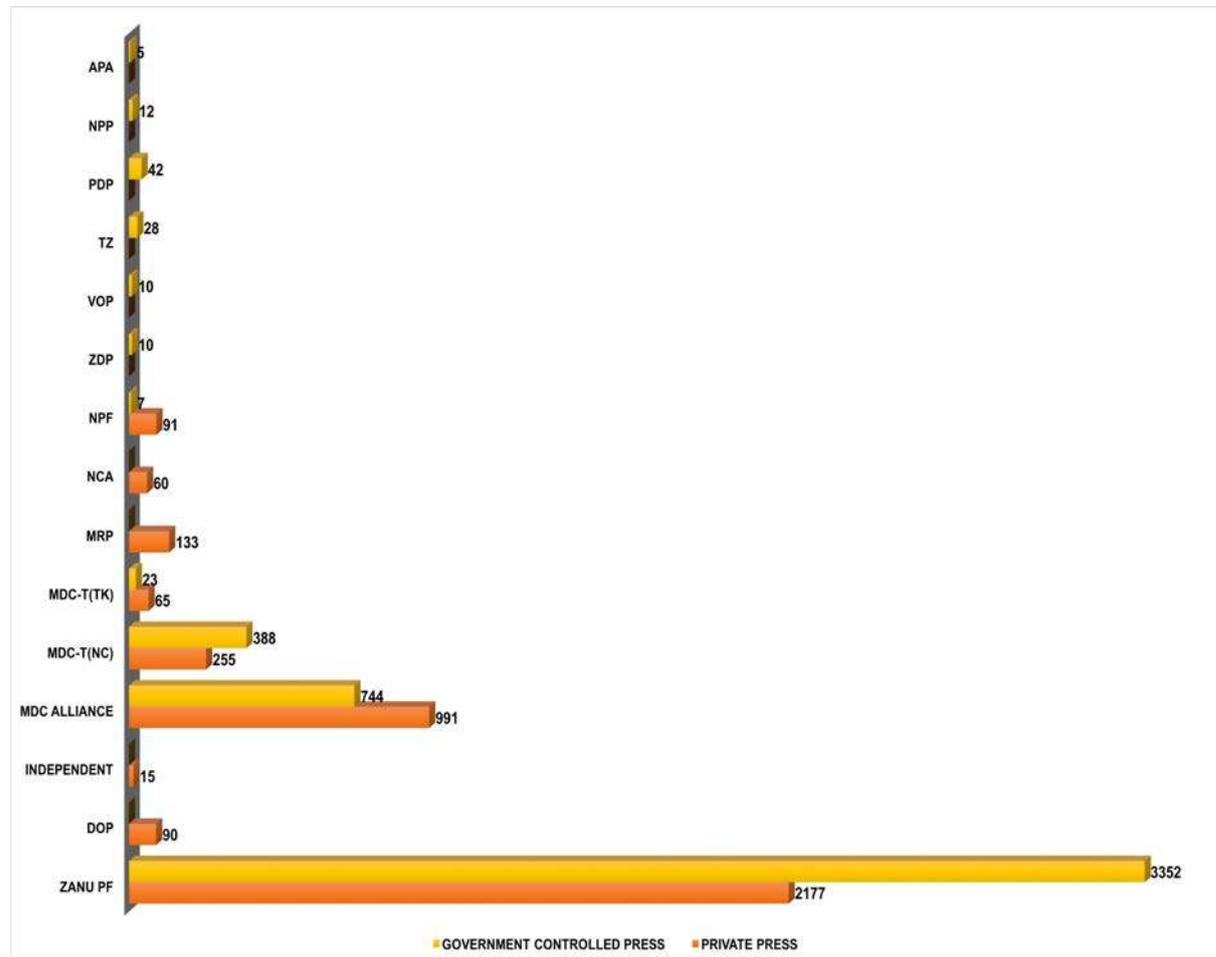
More political parties are receiving coverage in the media by the day even though three parties continue to consistently receive most of the media's attention. This trend of coverage is unfair to the political parties receiving minimal coverage in the media. It is imperative that the local media gives fair and balanced coverage to all the parties that intend to take part in the harmonised elections.

Fifteen parties were featured in the press while eight appeared in the electronic media. Three parties received coverage for the first time during the electoral period; these are Alliance for People's Agenda (APA) led by Nkosana Moyo, Zimbabwe Development Party (ZDP) led by Kisinoti Mukwazhi and Voice of the People (VOP) led by Moreprecious Muzadzi. Appendix 1 shows a list of political parties that have been covered by the media in the last nine days.

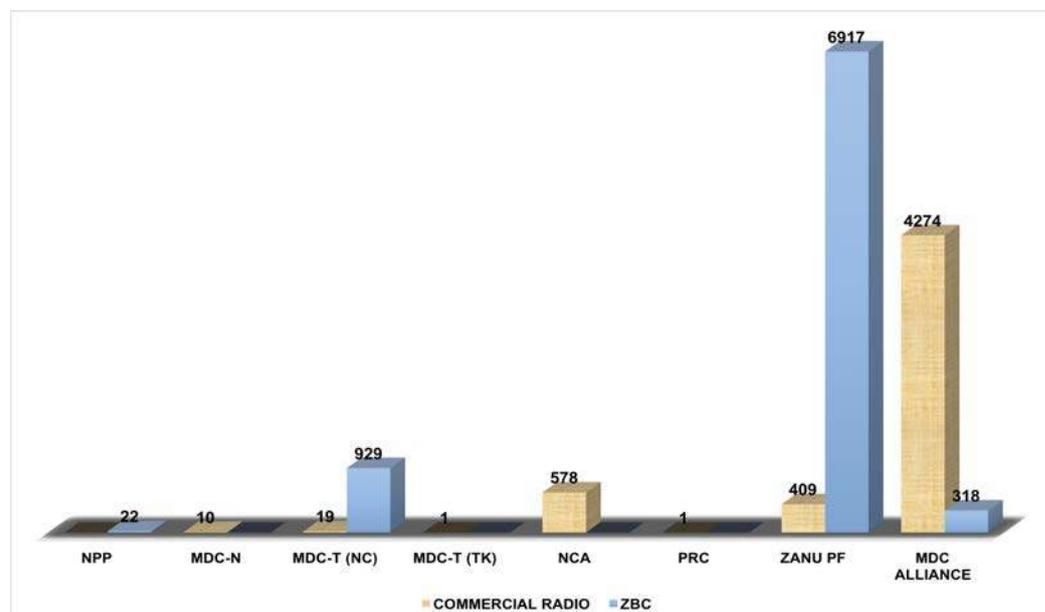
ZANU PF received 58% of the coverage ahead of MDC Alliance's 29% and MDC-T (NC) led by Nelson Chamisa with 7%. The remaining 14 parties were covered in 6% of the coverage.

2.1 Space and time dedicated to political parties in private and public media

Space allocated to political parties in the print media



Time dedicated to political parties in the electronic media



The media have an ethical obligation to be impartial in their coverage of electoral processes; this requires fairness and balance in their representation of the prevailing context. 4

2.2 Space and time dedicated to political actors in private and public media

Twenty-five political actors were covered in the broadcast media monitored while 43 appeared in the print media. The top ten featured political players are represented in the tables below.

Top political actors in the press

Actor	Political Party	Total Space in cm²
Emmerson Mnangagwa	ZANUPF	2295
Nelson Chamisa	MDC-Alliance	804
Constantino Chiwenga	ZANUPF	270
Kembo Mohadi	ZANUPF	210
David Parirenyatwa	ZANUPF	175
Obert Mpofo	ZANUPF	158
Auxilia Mnangagwa	ZANUPF	154
Pupurai Togarepi	ZANUPF	126
Bramwell Bushu	ZANUPF	124
Terence Mukupe	ZANUPF	122
Prosper Mutseyami	ZANUPF	112

Top political actors in the electronic media

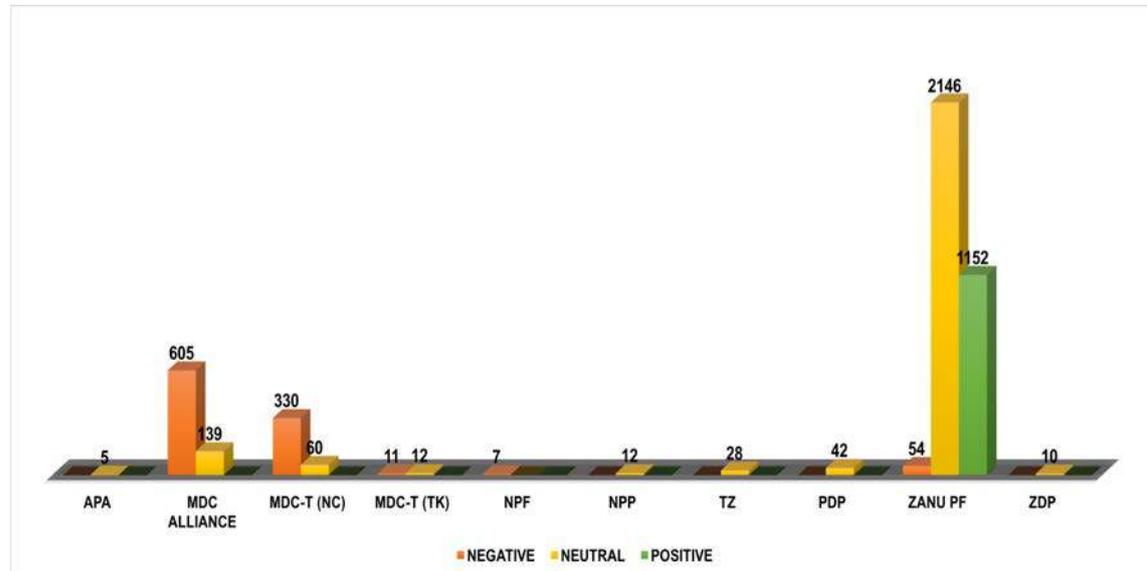
Actor	Political Party	Total time in seconds
Emmerson Mnangagwa	ZANUPF	4915
Tendai Biti	MDC-Alliance	3159
Joram Gumbo	ZANUPF	1440
Douglas Mwonzora	MDC-Alliance	1051
Lovemore Chinoputsa	MDC-T (NC)	792
Lovemore Madhuku	NCA	578
Constantino Chiwenga	ZANUPF	205
Nelson Chamisa	MDC-Alliance	190
Oppah Muchinguri	ZANUPF	157
Mabel Chinomona	ZANUPF	135

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2.3 Tone of coverage for political parties

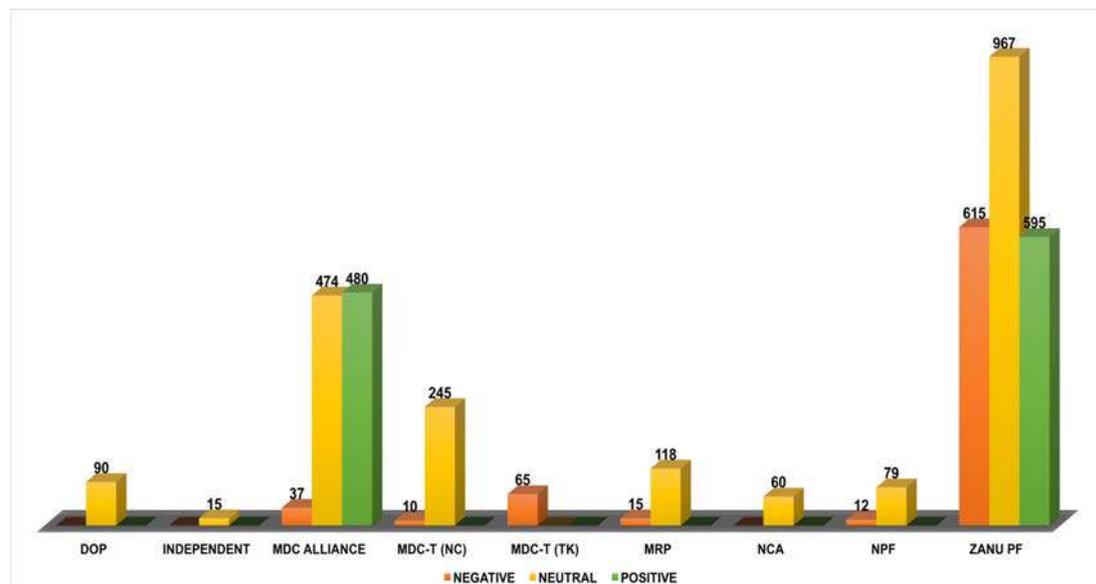
ZANU PF received most of the positive coverage and the MDC Alliance and MDC-T (NC) received coverage that was mostly negative.

Tone of coverage in the government controlled press



In the privately owned press, most of the parties received neutral coverage. ZANU PF received most of the negative and positive coverage. All of MDC-T (TK)'s coverage was negative.

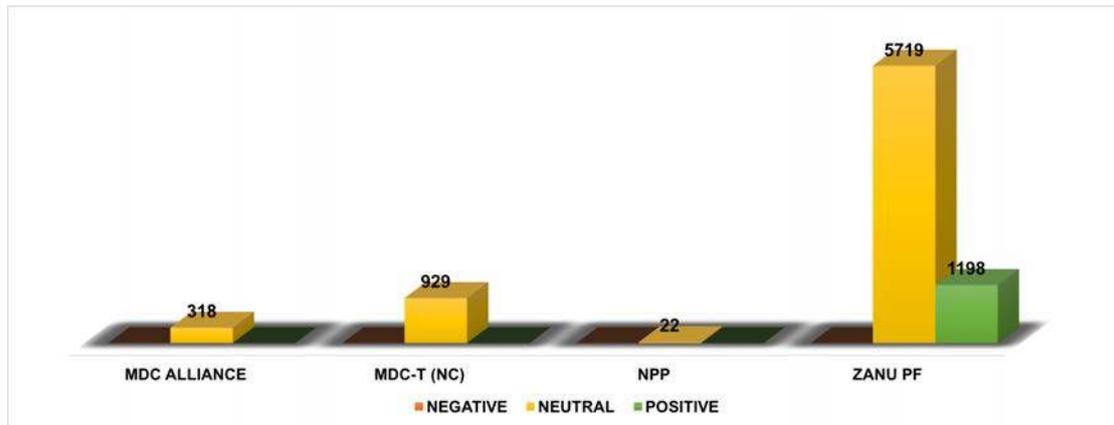
Tone of coverage in the private press



Four parties were covered by ZBC, all of the coverage of opposition parties was neutral and ZANU PF received all coverage that was positive.

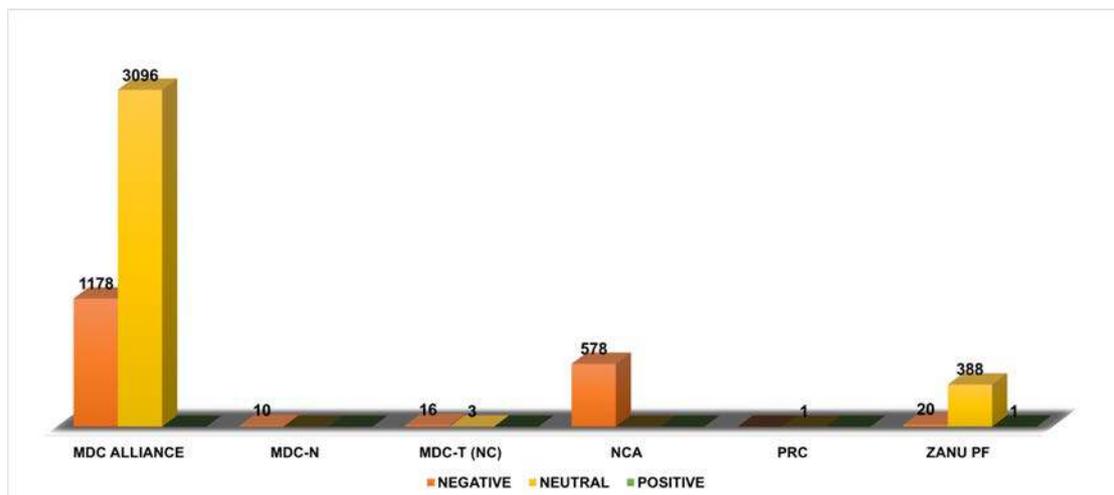
The media have an ethical obligation to be impartial in their coverage of electoral processes; this requires fairness and balance in their representation of the prevailing context. 6

ZBC tone of coverage



The tone of coverage on commercial radio was a mixture of neutral and negative. MDC Alliance received the most negative coverage. NCA, MDC-N and MDC-T (NC) received coverage that was mostly negative.

Commercial radio stations' tone of coverage

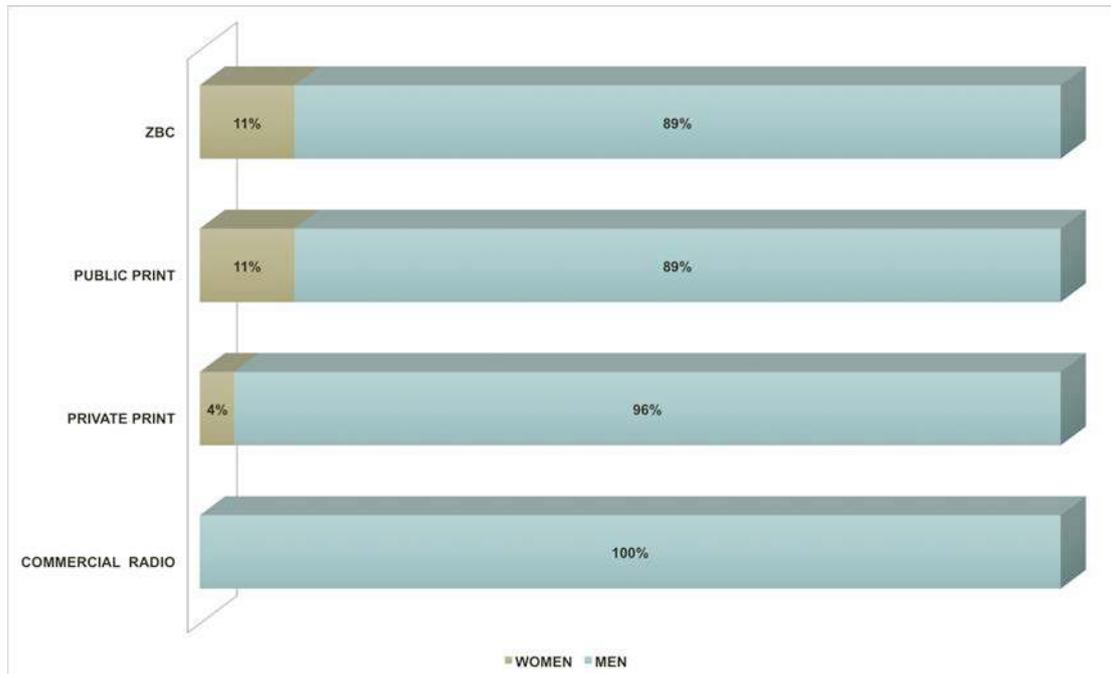


2.4 Gender representation in election programmes

Representation of women in the news remains low and coverage was at 7%. This was largely due to the absence of women on commercial radio stations monitored. Coverage of political actors continues to be dominated by men on all the platforms monitored. Overall men accounted for 93% of the coverage.

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Gender representation in both the private and public media

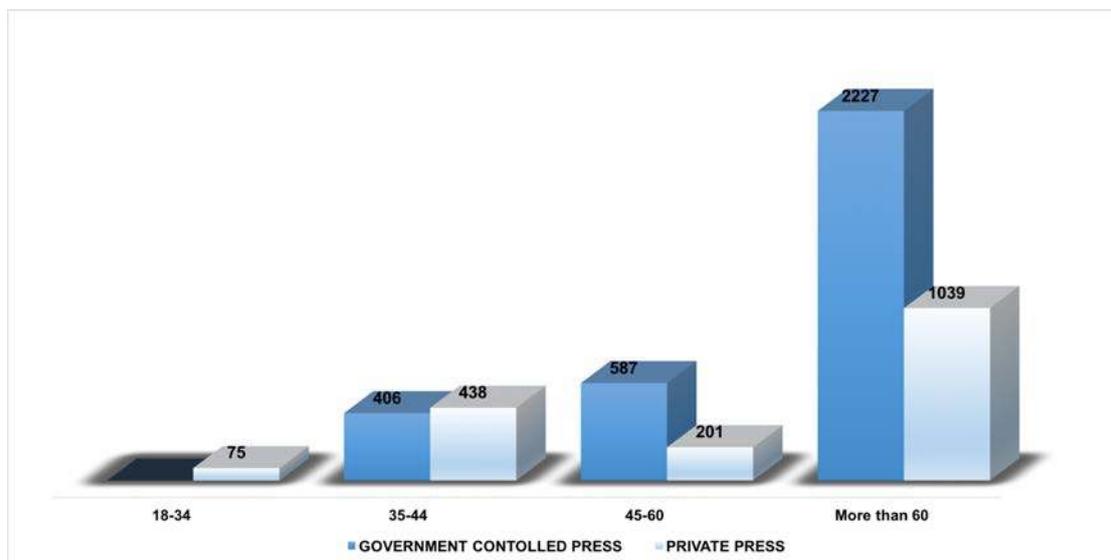


2.5 Youth representation in election programmes

Youth representation in the media is relatively low, their visibility is erratic and sometimes nonexistent.

In the press there was 75cm² of space dedicated to youths, these were mostly mentions that youths affiliated to Thokozani Khupe’s MDC-T formation had been acquitted of vandalism.

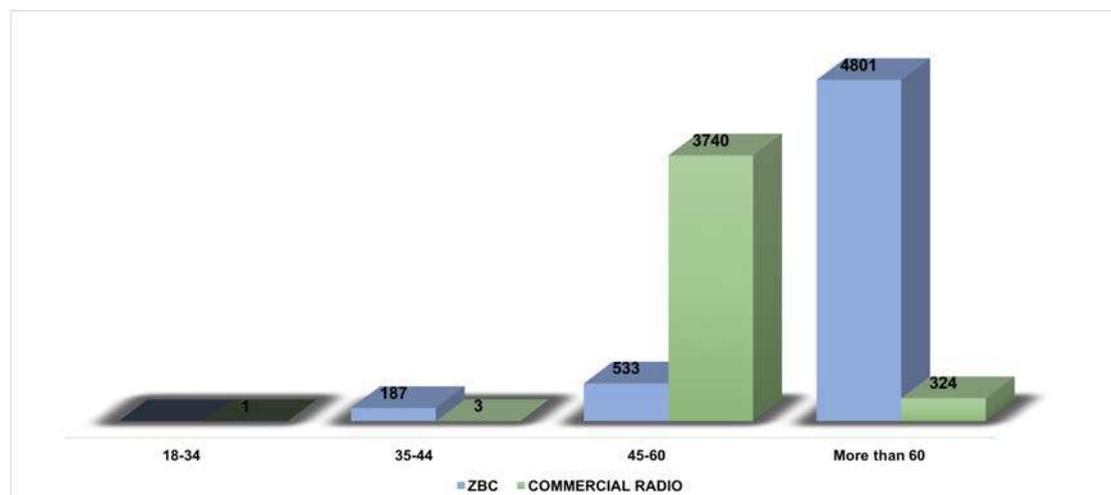
Representation of youths in the press



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In the electronic media, visibility of youths was marginal, the 60 plus age group was the most active.

Representation of youths in the broadcast media

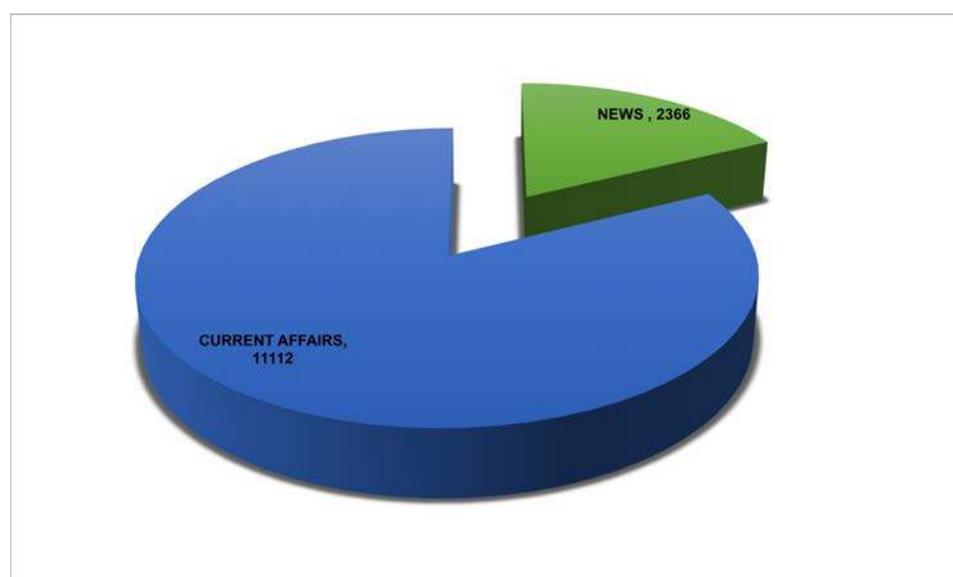


**Statistics included were for political players where data was available*

2.6 Time dedicated to political players in the different programme types in broadcast media

Political actors were more visible in current affairs programmes than in the news on the day of monitoring.

Overall time dedicated to political players in the different programming types

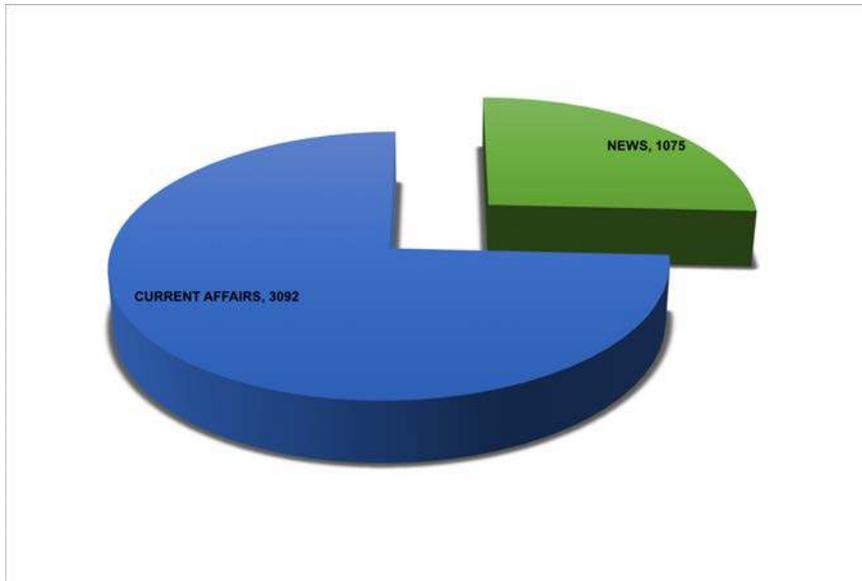


Once again ZBC (radio and TV) there was significantly more current affairs programming as a result of coverage of Emmerson Mnangagwa's meeting with ZANU PF's Women League. This was broadcast live on ZTV and SFM.

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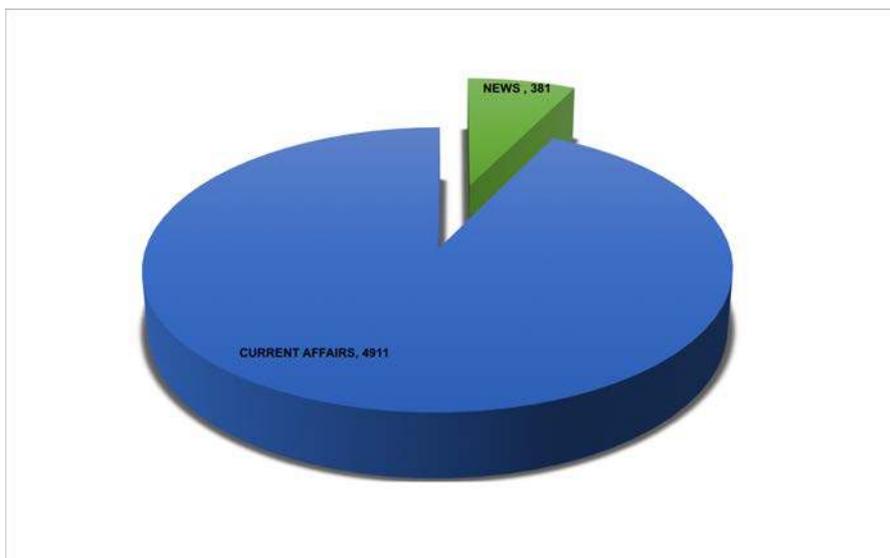
There was also a discussion on SFM in which ZEC and MDC Alliance representatives discussed MDC Alliance's march for electoral reforms.

ZBC (radio and TV) programming types



On commercial radio, there was also more coverage of political actors in current affairs programming than in the news. On Star FM's *Spotlight* MDC Alliance and NCA had a debate about the legitimacy of MDC Alliance's call for reforms. ON ZiFM's "Business Unusual" Tendai Biti unpacked MDC Alliance's manifesto.

Commercial radio programme types



The media have an ethical obligation to be impartial in their coverage of electoral 10 processes; this requires fairness and balance in their representation of the prevailing context.

2.7 Coverage of election poll results

Two election poll results were published yesterday, one by the Mass Public Opinion Institute (MPOI) in collaboration with Afrobarometer and another by Trends and Insights for Africa (TIFA). The government-controlled press gave more prominence to the TIFA results which projected that Emmerson Mnangagwa would receive 68.5% of the vote. Although the MPOI survey was covered by both *The Herald* and *Chronicle*, this was less prominent. Both *NewsDay* and *Daily News* gave prominence to MPOI's survey results which noted that none of the presidential candidates would get a majority vote if elections were held now.

The media have a responsibility to be professional in their presentation of poll results as they have a responsibility to their readers to do so. There is need for stories on poll surveys results to provide the readers with comprehensive data about how the surveys were conducted e.g. sample size, demographics of the sample, geographical distribution. These facts were present in the coverage of the two polls as reflected in Appendix 2

3.0 Conclusion

On the ninth day of monitoring, more parties received coverage in the media even though the distribution of space and time continues to consistently be dominated by three political parties. Today, 14 political parties were crammed into 6% of the overall space and time, which is unfair to them, as they deserve adequate space and time to canvass for votes.

Commendably there were more current affairs programmes during the electronic media's primetime, which should be a regular feature during the electoral period. These programmes should be inclusive of all parties and not be limited to particular parties in order for the electorate to vet the political actors' policies and ideologies before casting their ballots.

APPENDIX 1

List of Political Parties

- Alliance for People's Agenda - APA
- Bethel Christian Party –BCP
- Democratic Opposition Party –DOP
- Forces of The Liberation Organization of African National Party – FLOANP
- Ideal Zimbabwe - IZ
- Mavambo Kusile Dawn
- MDC Alliance
- Movement for Democratic Change -Tsvangirai led by Nelson Chamisa (MDC-T (NC))
- Movement for Democratic Change -Tsvangirai led by Thokozani Khupe – MDC-T (TK)
- National Constitution Assembly –NCA
- National Patriotic Front –NPF
- National People's Party - NPP
- People's Democratic Party –PDP
- People's Rainbow Coalition - PRC
- Transform Zimbabwe –TZ
- True Democracy –TD
- United National African Council –UANC
- Voice of the People - VOP
- Word of Yahwe Express - WOYE
- Zimbabwe African National Union Patriotic Front - ZANU PF
- Zimbabwe African National Union NDONGA - ZANU Ndonga
- Zimbabwe African Peoples Union – ZAPU
- Zimbabwe Democratic Party - ZDP
- Zimbabwe Partnership for Prosperity (ZIPPP)
- Zimbabwe People First –ZPF

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APPENDIX 2

Analysis of the daily newspapers adherence to poll reporting guidelines in their coverage of surveys by Trends and Insights for Africa (TIFA) and Mass Public Opinion Institute (MPOI).

Poll reporting guidelines	Chronicle	The Herald	NewsDay	Daily News
Who conducted the survey?	Yes	Yes	Yes	Yes
Who funded the survey?	yes	Yes	Yes	Yes
The period in which the survey was conducted?	yes	Yes	Yes	Yes
Methodology used	yes	Yes	Yes	Yes
The number of people who were respondents	yes	Yes	Yes	Yes
Structure of the sample	yes	Yes	Yes	yes
The margin of error	yes	Yes	No	Yes

About us:

Media Monitors is an independent Trust registered under the laws of Zimbabwe. The organisation has a 18-year track record of monitoring the media, existing between 2000 and 2016 as the Media Monitoring Project of Zimbabwe (MMPZ) and re-branded to Media Monitors in 2017. The organisation monitors the media to promote evidence-based interventions for societal development. For more information contact us on 08677108362 or email us on <mailto:monitors@mediamonitors.org.zw>.

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