



Daily Media Monitoring Report

Issue 17: 22 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 seventeenth media monitoring report on the 2018 elections highlights trends in the Zimbabwean media's performance in their coverage of the 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 twenty-third day of the election period – 22 June 2018.

1.2 Key Events

On this day,

- ZEC published a notice of withdrawal of candidature informing candidates who were duly nominated for the 2018 elections and intended to withdraw their candidature to do so by 4pm Friday 22 June 2018.
- MDC Alliance and the electoral commission are at odds over the voters roll. The party reportedly received a copy of the voters' roll, which does not contain pictures of the registered voters, and it says this is not the final voters roll. ZEC on the other hand says the roll it disbursed contained adequate detail.
- National Council of Chief president, Fortune Charumbira has alleged that the utterances he made about chiefs supporting ZANU PF were taken out of context, as they were a representation of the position of the NCC not his alone. This comes after the Election Resource Centre sought a High Court order for Charumbira to retract his statement.
- In a letter to the *Daily News* editor New Patriotic Front leader, Tendai Munyanduri has lamented that the upcoming elections cannot be free and fair when all parties are paying nomination fees whilst only two political parties receive political party financing.
- The European Union indicates that it intends to deploy at least 140 observers for Zimbabwe's July 30 elections.

In campaign news;

- MDC Alliance leader, Nelson Chamisa is holding rallies in Midlands where he held rallies in Sanyati and Gokwe-Nembudziya. He is scheduled to address supporters at Chitekete, Gokwe Center, Silobela, Redcliff and Kadoma.
- ZANU PF presidential candidate, Emmerson Mnangagwa held a meeting with people living with disabilities and will hold a rally at Phelandaba Stadium in Matabeleland South, and White City Stadium tomorrow (23 June).
- DOP leader, Harry Peter Wilson says, Zimbabwe's next President should be a civil servant who is surrounded by competent and highly skilled people and not just political appointees.
- NCA leader Lovemore Madhuku says he will lead the process of writing a new people-driven Constitution to replace the current one which he says was the product of a negotiation between ZANU PF and the MDC formations in 2013.

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1.3 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?

The two main parties (ZANU PF and MDC Alliance) combined for 88% of the coverage on this day. A total of 16 political parties were covered in the media. ZANU PF accounted for 54% of the coverage whilst MDC Alliance made up 34%. The other 14 political parties were featured in the remaining 12%. There was more plurality in the electronic media than in the monitored newspapers.

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

Only actors from four political parties were covered in the government-controlled press. ZANU PF received 78% of the coverage whilst MDC

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Alliance was a distant second with 16%. NCA and APA combined for the remaining 6%.

Space allocated to political actors in the government-controlled press in (cm²)

Political Affiliation	National Government	Local Government	Member of Parliament	Party Member	Total
ZANU PF	1535	376	0	1027	2938
MDC ALLIANCE	0	0	0	595	595
NCA	0	0	0	204	204
APA	0	0	0	30	30

There was more diversity of coverage in the privately owned press where a total of eleven political parties were covered on this platform. ZANU PF was the most visible party; it took up 35% of the coverage slightly ahead of MDC Alliance and ZIPP, which received 33% and 10% of the space respectively. The remaining eight parties combined for 32% of the coverage.

Space allocated to political actors in the private press (in cm²)

Political Affiliation	National Government	Local Government	Member of Parliament	Party Member	Total
ZANU PF	147	0	10	842	999
MDC ALLIANCE	0	0	0	935	935
ZIPP	0	0	0	274	274
NPF	0	0	0	164	164
ZAPU	0	0	0	151	151
UANC	0	0	0	135	135
APA	0	0	0	115	115
DOP	0	0	0	30	30
CODE	0	0	0	20	20
INDEPENDENT	0	0	0	6	6
MDC-T (TK)	0	0	0	1	1

ZBC gave the most coverage to political parties as they covered 13 parties overall. Of the parties covered, ZANU PF accounted for 65% of the total time, ahead of Independent political actors and MDC Alliance who were featured in 25% and 6% of the coverage respectively. A closer look at the time allocated to the political parties shows that the coverage was not equitable. The remaining ten parties featured on the stations combined for 4% of the time allocated to political actors.

Time dedicated to political parties on ZBC (in seconds)

Political Affiliation	National Government	Local Government	Member of Parliament	Party Member	Total
ZANU PF	538	0	0	1627	2165
INDEPENDENT	0	0	0	838	838
MDC ALLIANCE	0	0	0	203	203
UDM	0	0	0	26	26
# 1980 FMZ	0	0	0	23	23
RPZ	0	0	0	19	19
Free Zim Congress	0	0	0	18	18
NAPDR	0	0	0	18	18
PPP	0	0	0	112	17
RZ	0	0	0	15	15
APA	0	0	0	1	1
ZIPP	0	0	0	26	1
ZPF	0	0	0	1	1

Commercial radio stations gave more time to opposition political parties. MDC Alliance received 61% of the coverage ahead of ZANU PF's 38%. MDC-T (TK) and NPF combined for the remaining 2%.

Time dedicated to political parties on commercial radio (in seconds)

Political Affiliation	National Government	Local Government	Member of Parliament	Party Member	Total
MDC ALLIANCE	0	0	0	1832	1832
ZANU PF	416	0	0	726	1142
MDC-T	0	0	0	13	13
NPF	0	0	0	1	1

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

Thirty-four political actors were covered in the broadcast media whilst 55 politicians were featured in the press. The top ten actors in the press and electronic media are presented in the tables below.

Top political actors in the press

Actor	Political Party	Total Space in cm ²
Emmerson Mnangagwa	ZANUPF	1078
Constantino Chiwenga	ZANUPF	655
Nelson Chamisa	MDC ALLIANCE	324
Auxillia Mnangagwa	ZANUPF	294
Thelma Takaedza	ZIPP	274
Lovemore Madhuku	NCA	204
Abednico Ncube	ZANUPF	160
Dumiso Dabengwa	ZAPU	151
Oppah Muchinguri	ZANUPF	150
Nkosana Moyo	APA	145

Top political actors in the electronic media

Actor	Political Party	Total time in seconds
Cornelius Guta	MDC ALLIANCE	1710
Emmerson Mnangagwa	ZANUPF	926
Danny Musukuma	ZANUPF	864
Jacob Mutisi	INDEPENDENT	838
Tafadzwa Mugwadi	ZANUPF	613
Constantino Chiwenga	ZANUPF	235
Welshman Ncube	MDC ALLIANCE	189
Auxilia Mnangagwa	ZANUPF	163
Christopher Sibanda	ZANUPF	140
Albert Nguluvhe	ZANUPF	123

2.3 Tone of coverage for political parties

In the government controlled press four political parties were covered. Of these, MDC Alliance and APA received coverage that was mostly negative whilst ZANU PF and NCA received predominantly neutral coverage.

Tone of coverage in the government controlled press (in cm²)

PARTY	NEGATIVE	NEUTRAL	POSITIVE
MDC ALLIANCE	430	165	0
ZANU PF	0	2908	30
NCA	0	204	0
APA	30	0	0

The private press was mostly neutral in its coverage of political parties and actors. There was however more negative coverage of ZANU PF and more positive portrayal of MDC Alliance.

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Tone of coverage in the private press (in cm²)

PARTY	NEGATIVE	NEUTRAL	POSITIVE
APA	0	115	0
CODE	0	20	0
DOP	0	30	0
INDEPENDENT	0	6	0
MDC ALLIANCE	76	544	315
MDC-T(TK)	0	1	0
NPF	115	49	0
UANC	0	135	0
ZANU PF	352	559	88
ZAPU	0	151	0
ZIPP	0	274	0

On this day, all parties covered by ZBC stations received neutral coverage. ZANU PF also received relatively more positive coverage.

ZBC tone of coverage (in seconds)

PARTY	NEGATIVE	NEUTRAL	POSITIVE
#1980 FMZ	0	2	0
APA	0	1	0
Free Zim Congress	0	18	0
INDEPENDENT	0	838	0
MDC ALLIANCE	0	203	0
NAPDR	0	18	0
PPP	0	112	0
RPZ	0	19	0
RZ	0	15	0
UDM	0	26	0
ZANU PF	0	2098	67
ZIPP	0	26	0
ZPF	0	1	0

Of the four parties featured on commercial radio stations monitored, most of coverage was negative even though ZANU PF enjoyed relatively more positive coverage. Most of ZANU PF and MDC Alliance's negative coverage emanated from a discussion on Star FM's *Spotlight* in which ZANU PF and MDC Alliance representatives traded allegations of political violence.

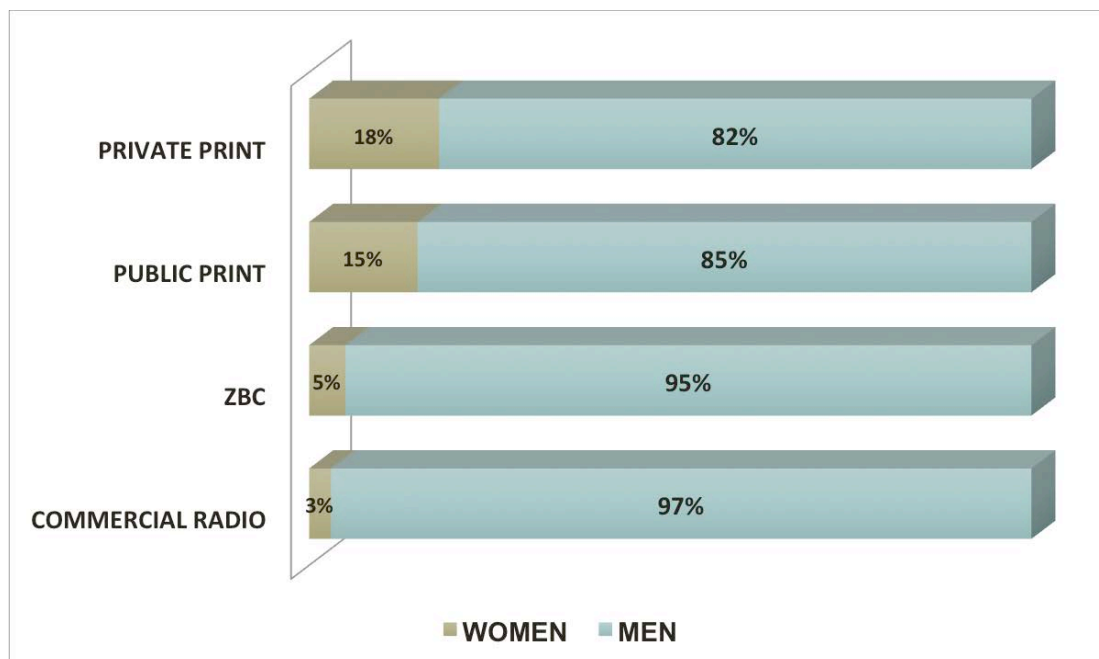
Commercial radio stations' tone of coverage (in seconds)

PARTY	NEGATIVE	NEUTRAL	POSITIVE
ZANU PF	656	417	69
MDC ALLIANCE	1779	53	0
MDC T	13	0	0
NPF	1	0	0

2.4 Gender representation in election programmes

Even though women political actors remain marginalised, their overall representation increased from 4% to 10% on the day of monitoring. Men continue to be more visible in the media's coverage; they made up 90% of the coverage. The private press gave the most coverage to women; they made up 18% of the political actors who were visible in the monitored newspapers. Thelma Takaedza was the most visible woman actor in the print media. Takaedza is ZIPP's national assembly candidate for St Mary's. In an interview with *Daily News* she said her mission is to transform the constituency into one of the most developed in Chitungwiza.

Gender representation in both the private and public media



2.5 Youth representation in election programmes

Even though youths were not extensively covered in the monitored media, there was relatively more coverage of youth related issues in both the print and electronic media. Youths were most visible in the privately owned press where they made up 17% of the actors covered.

In the press, *Daily News*¹ reported that, MDC Alliance and ZANU PF presidential candidates were battling to impress tertiary education students.

¹ Daily News, (22/6) ED, Chamisa battle for student vote; Page 6

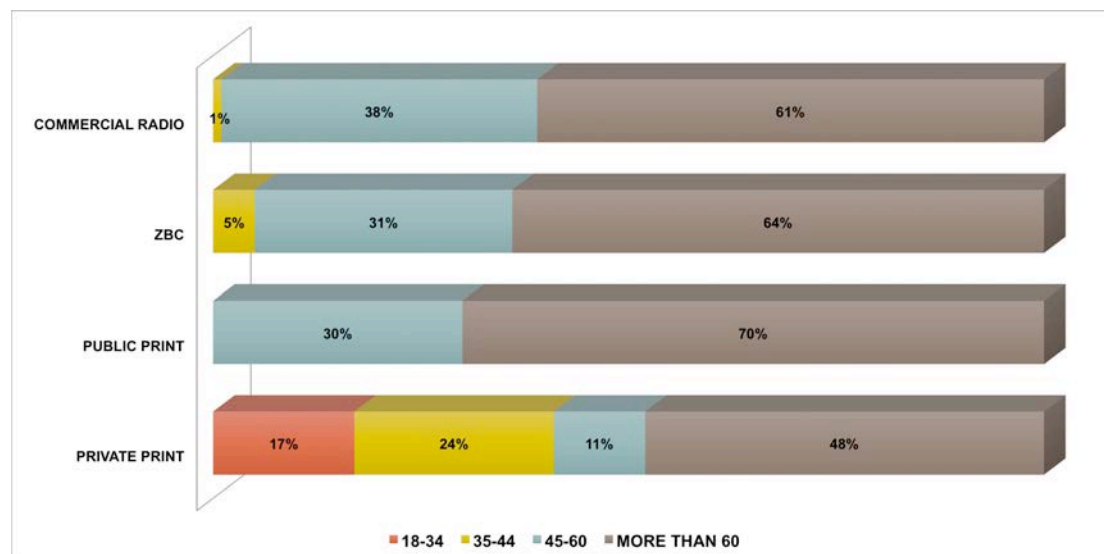
² The Herald (22/6) ZANU PF intensifies campaign in Mbungu; Page 7
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Emmerson Mnangagwa is reportedly angling for students to pay what they can without borrowing crippling loans whilst Chamisa has been pitching the reinstatement of student grants.

*The Herald*² also reported that, ZANU PF youths in Mhangura would be conducting door-to-door campaigns to mobilise 30,000 votes for Emmerson Mnangagwa.

On Star FM, *Spotlight* held a discussion on the role of youths in maintaining peace during the electoral period. The programme featured representatives from the MDC Vanguard and ZANU PF youth representatives.

Representation of youths in the press



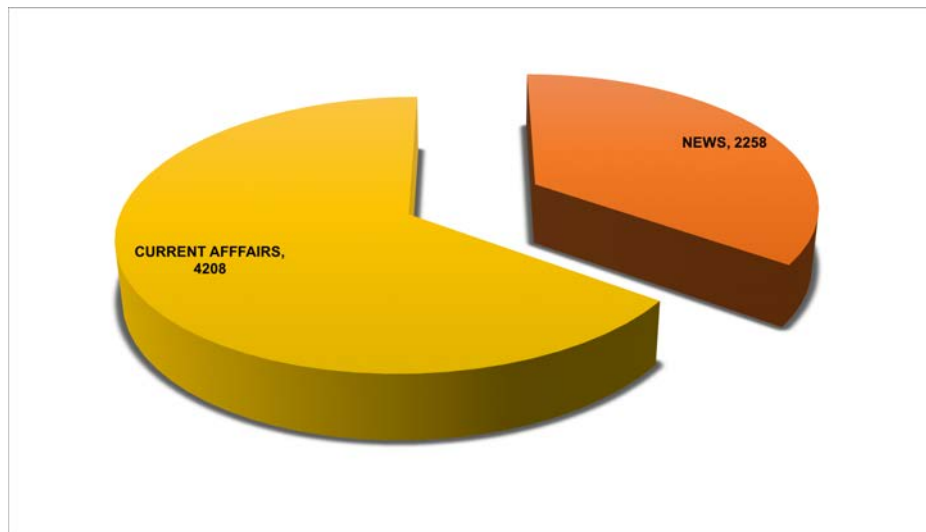
**Statistics included were for political players whose data was available*

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

There continues to be more coverage of political actors in current affairs programming lately, a welcome development that gives political actors more time to debate election related issues.

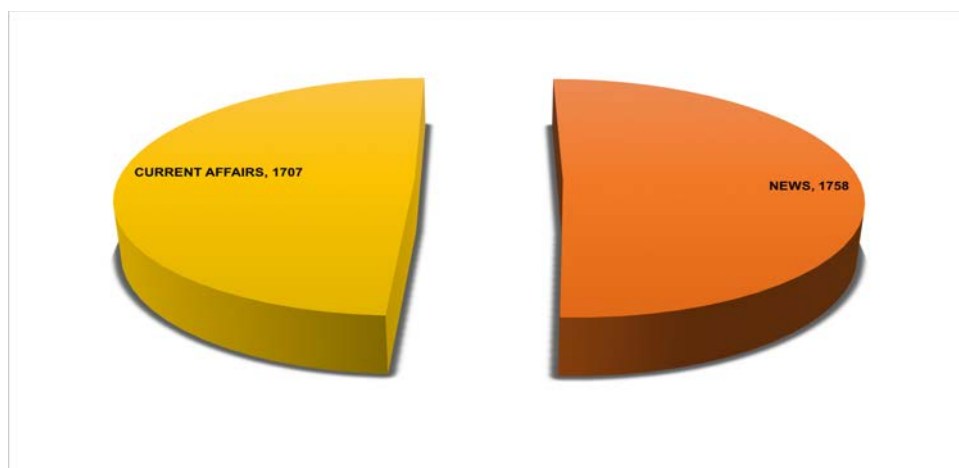
² The Herald (22/6) ZANU PF intensifies campaign in Mhangura; Page 7
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Overall time dedicated to political players in the different programming types (in seconds)



On ZBC (radio and TV) the visibility of political actors was balanced between news and current affairs programming. SFM carried a new programme called *The Daily Dose*, which discusses political issues. On this particular day, Jacob Mutisi (independent) and Danny Musukuma (ZANU PF) were guests on the show, they discussed issues ranging from: their assessment of the nomination of candidates, experiences with other political contestants and the issue of “plagiarism” of manifestos.

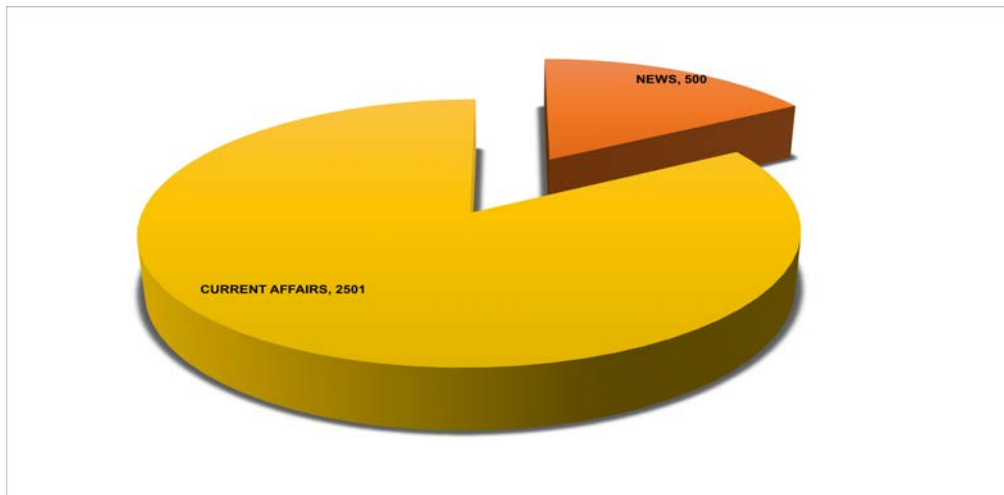
Total time dedicated to political actors on ZBC (in seconds)



On commercial radio, there was also more coverage of political actors in current affairs programmes than on the news. Star FM featured a discussion on the role of the church in electoral processes. The discussion was held on a programme called, *Pray, Register, Vote*. This programme did not feature any political actors.

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Total time dedicated to political actors on commercial radio (in seconds)



3.0 Conclusion

On the twenty-third day of the electoral period, there continues to be lack of equitable coverage of political parties. The two main parties (ZANU PF and MDC Alliance) received 88% of the media's coverage whilst the less known political parties and actors are barely visible in the media.

This trend of reporting is quite disconcerting as there are only 39 days left before the harmonised elections. There is an urgent need for the media to broaden their scope in covering more political actors from the 133 political parties that will be contesting in the July 30 elections.

The electoral commission has an obligation to ensure the local media adhere to the dictates of the Electoral Act, which call for equitable coverage of all political parties and actors taking part in the elections.

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APPENDIX 1

List of Political Parties

- #1980 Freedom Movement Zimbabwe
- Alliance for People's Agenda - APA
- Alliance for National Salvation Party
- Bethel Christian Party –BCP
- Coalition of Democrats - CODE
- Democratic Opposition Party –DOP
- Forces of The Liberation Organization of African National Party –FLOANP
- FreeZim Congress
- Ideal Zimbabwe - IZ
- Mavambo Kusile Dawn- MKD
- 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 Alliance of Patriotic and Democratic Republicans - NAPDR
- National Constitution Assembly –NCA
- New Patriotic Front
- National Patriotic Front –NPF
- National People's Party - NPP
- People's Democratic Party –PDP
- Progressive and Innovative Party of Zimbabwe
- People's Progressive Party - PPP
- People's Rainbow Coalition – PRC
- Rebuild Zimbabwe -RZ
- Transform Zimbabwe –TZ
- True Democracy –TD
- United Democratic Alliance
- United Democratic Front -UDF
- United Democratic Movement
- United National African Council –UANC
- Word of Yahwe Express - WOYE
- Youth Alliance for Democracy - YAD
- Zimbabwe African National Union Patriotic Front - ZANU PF
- Zimbabwe African National Union Ndonga - ZANU Ndonga
- Zimbabwe African Peoples Union –ZAPU
- Zimbabwe Partnership for Prosperity (ZIPP)
- Zimbabwe People First –ZPF
- Zimbabwe Rainbow Democratic Party

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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