



Daily Media Monitoring Report

Issue 2: 1 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 second 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 second day of the election period – 1 June 2018.

1.2 Key Events

This report covers the day after the announcement of the beginning of the official electoral period. The MDC-T threatened to “shut down Harare” if its demands for electoral reforms are not met. The day also marked the beginning of official campaign period for the country's political parties; ZANU PF held its Youth league Conference in Gweru whilst MDC Alliance held its rally in Mutoko. The day also saw the dismissal of a Constitutional Court application challenging the constitutionality of the Electoral Act. ZEC put out a notice calling for applications to observe the 2018 elections.

1.3 Media Monitored

News Platform	Print	Broadcast (6-10pm)
Public media	<ul style="list-style-type: none">• <i>The Herald</i>• <i>The 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>NewsDay</i>• <i>Daily News</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.

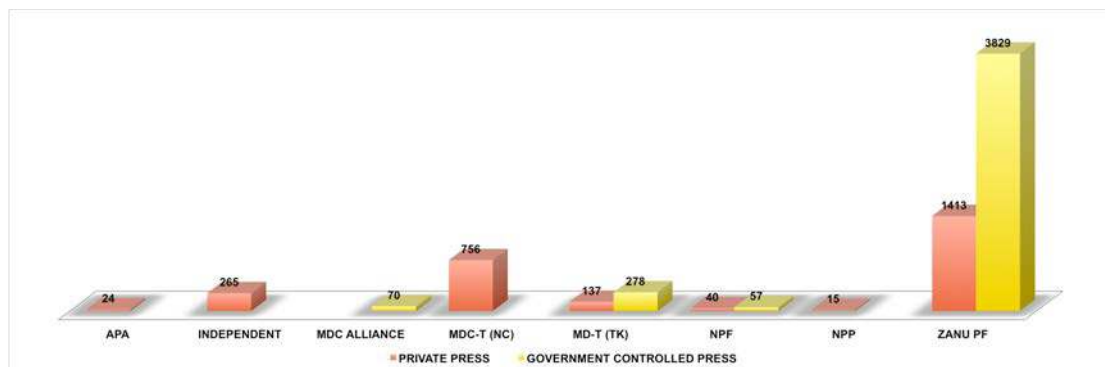
The media have an ethical obligation to be impartial in their coverage of electoral processes; this requires fairness and balance in their representation of the prevailing context. 2

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

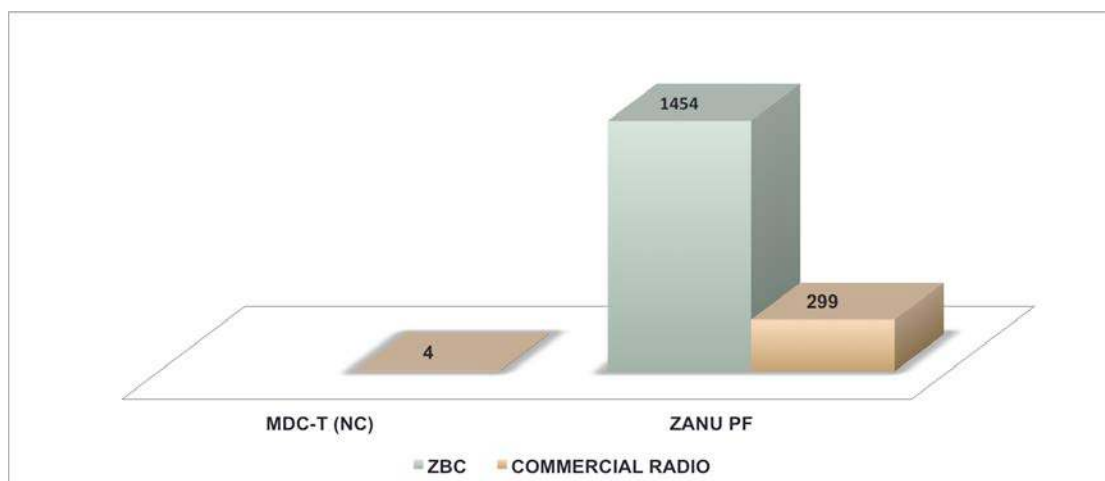
Two days into the electoral period the trends in the media's coverage do not reflect political diversity in Zimbabwe as required by the Constitution and the Electoral Act. Eight political parties were covered on both the print and electronic media platforms that were monitored. There was however more plurality in the press than the broadcast media. The newspapers featured eight political parties as opposed to two on radio and TV. ZANU PF accounted for 81% of the coverage that was recorded followed by MDC-T (NC) (Led by Nelson Chamisa) with 9% and MDC-T (TK) led by Thokozani Khupe with 5% while the remaining five parties combined for the remaining 5%.

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



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

Eleven political actors were covered in the broadcast media monitored whilst 41 appeared in the print media. The top ten featured political players are represented in the tables below

Top political actors in the press

Actor	Total Space in cm ²
Emmerson Mnangagwa	2994
Nelson Chamisa	1104
Auxillia Mnangagwa	312
Temba Mliswa	265
Robert Mugabe	246
Killer Zivhu	210
Simon Khaya Moyo	209
Ziyambi Ziyambi	204
Constantino Chiwenga	198
Amon Murwira	140
Others	1086

Top political actors in the electronic media

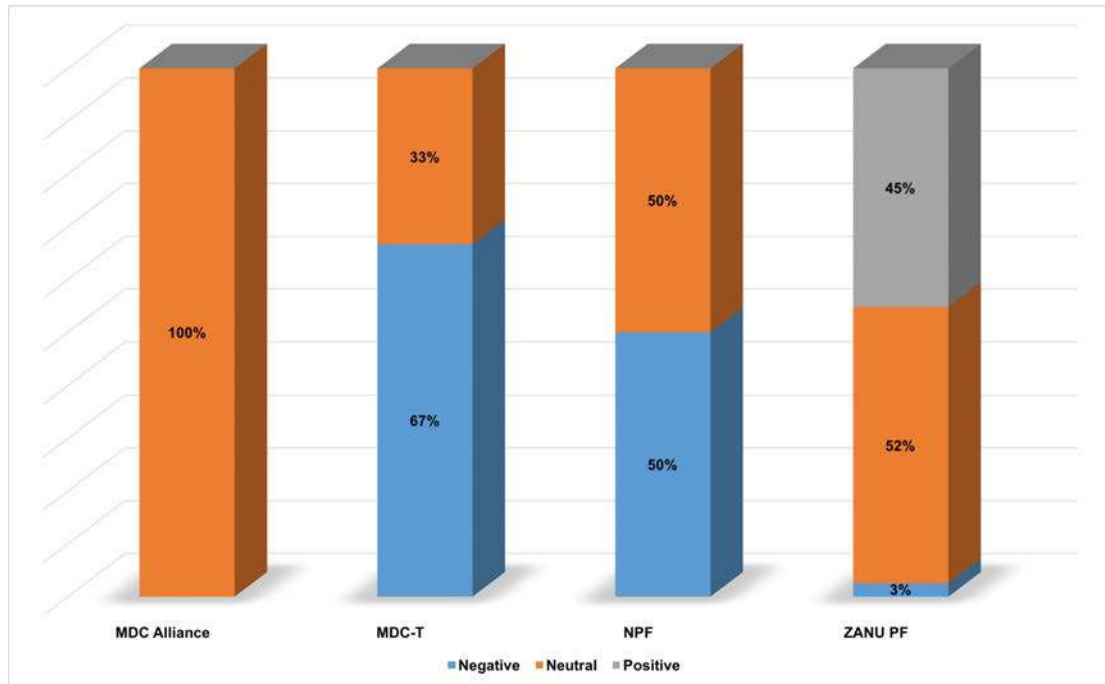
Actor	Total Time in seconds
Emmerson Mnangagwa	1114
Auxillia Mnangagwa	215
Constantino Chiwenga	107
Davis Marapira	79
Pupurai Togarepi	61
Simon Khaya Moyo	56
Killer Zivhu	31
Engelbert Rugeje	15
Perrance Shiri	5
Nelson Chamisa	3
Robert Mugabe	1

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2.3 Tone of coverage for political parties

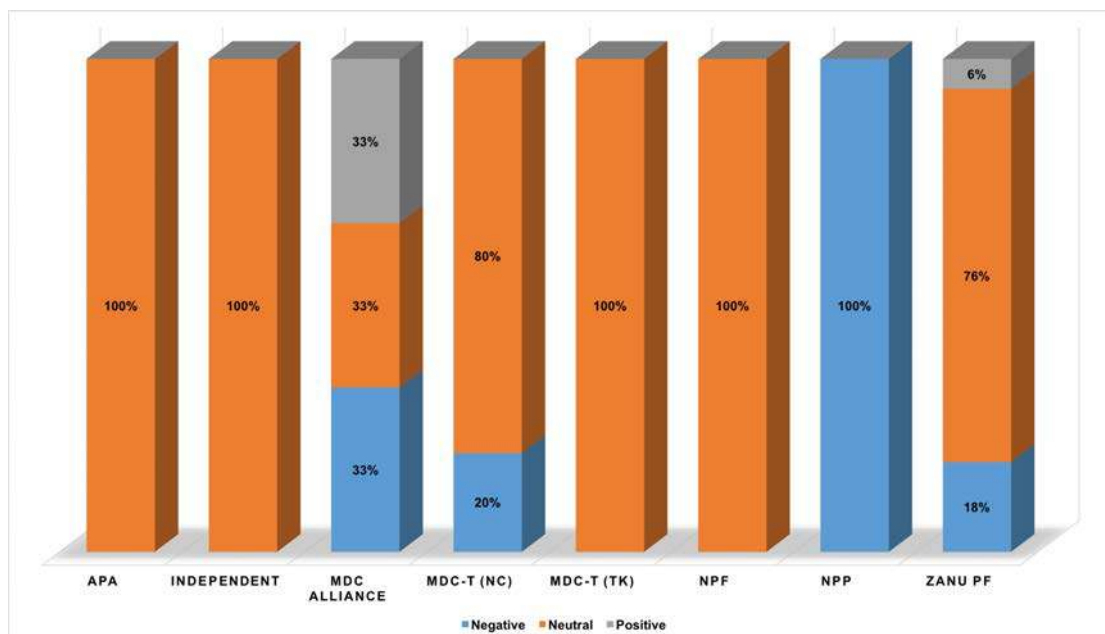
ZANU PF received more positive coverage in the state-controlled newspapers whilst the opposition received coverage that was mostly negative as shown in the graphs below.

Tone of coverage in the government controlled press



In the privately owned press portrayal of political parties was mostly neutral. MDC Alliance received most of the positive coverage whilst NPP received the most negative coverage.

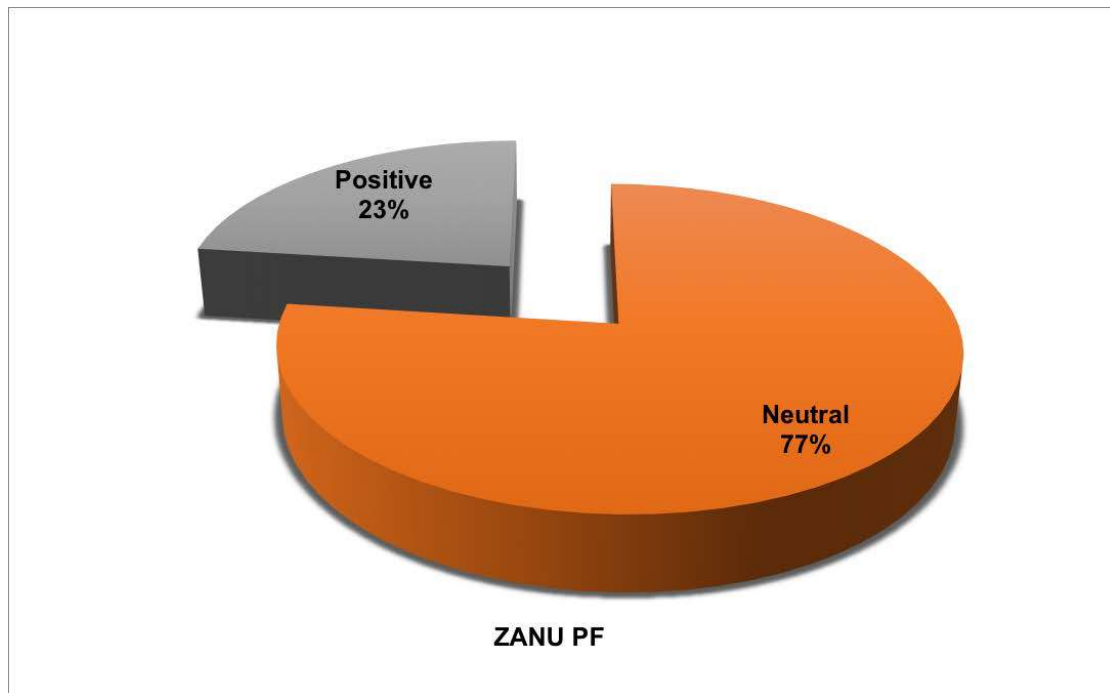
Tone of coverage in the government controlled press



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. 5

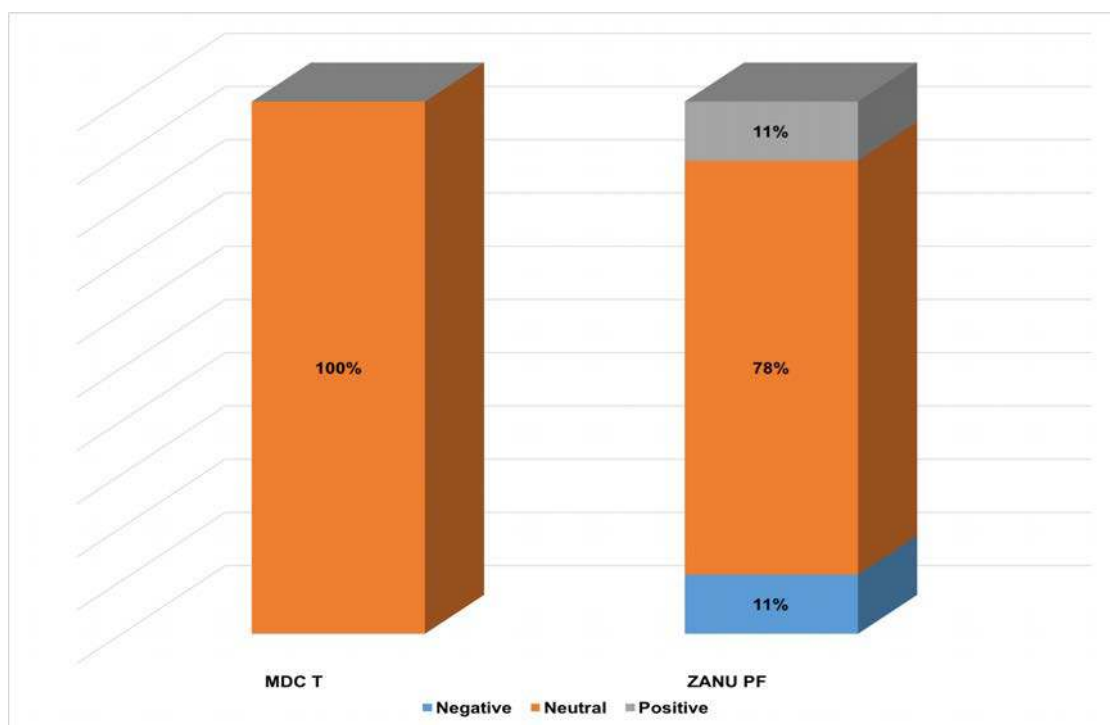
On ZBC (radio and TV) only ZANU PF received coverage and this was mostly neutral or positive.

ZBC tone of coverage



On the commercial radio stations, only ZANU PF and MDC-T were covered. All of MDC-T's coverage was neutral whilst ZANU PF had a mixture of neutral (78%) positive (11%) and negative (11%) coverage.

Commercial radio stations' tone of coverage

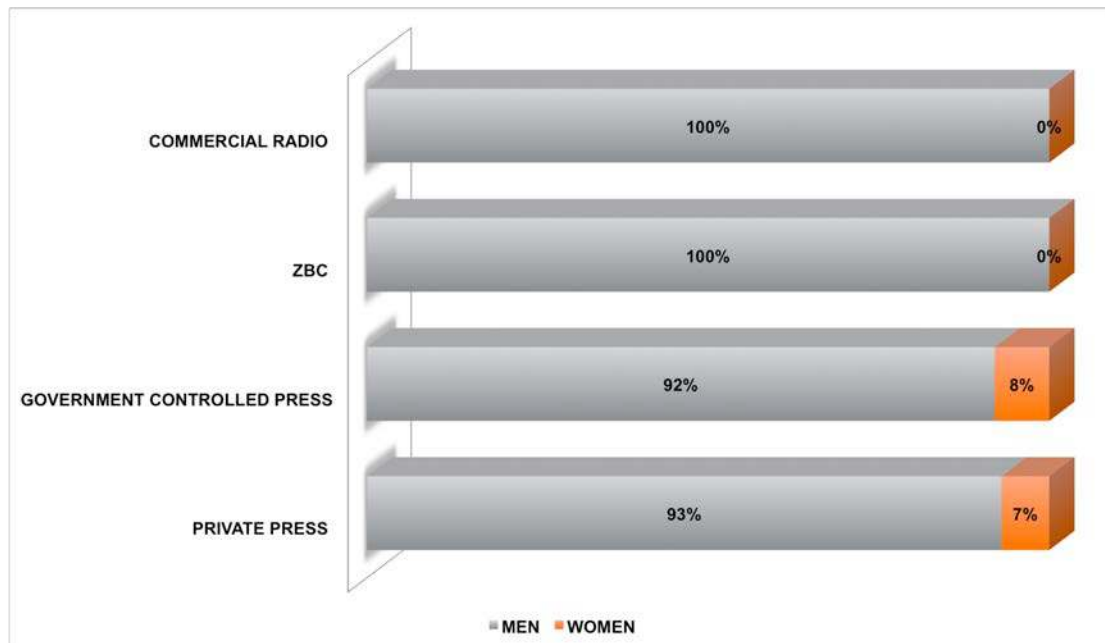


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2.4 Gender representation in election programmes

Women political actors continue to be underrepresented in both the print and electronic media; they accounted for 4% of the coverage, while men made up 96%. Their voices were heard in 5% of the coverage whilst men were quoted 95% of the time. On the day of monitoring women political actors were not seen or heard in the electronic media

Gender representation in both the private and public media



2.5 Youth representation in election programmes

None of the political actors who were covered by both the print and electronic media were youths (18-34 years). MDC (TK) Spokesperson Linda Masarira (35-years) was the youngest political actor (whose details are available in the public domain). The average age of political actors who received media coverage on the day was 66.

Representation of youths in the private and public media



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Average age in the private and public media

News Platform	Average age of actors (years)
Privately Owned Newspapers	62
ZBC (Radio and TV)	69
Government controlled newspapers	70
Privately owned radio	63

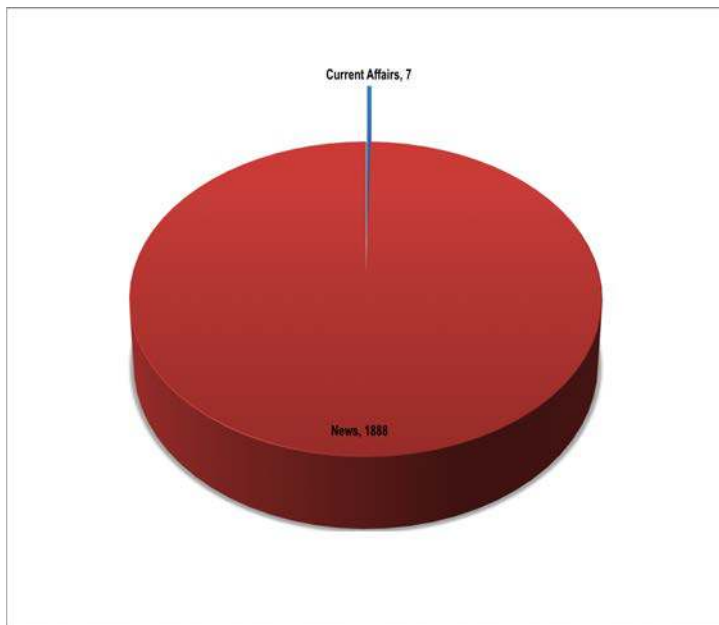
**Statistics included were for political players where data was available*

Even though youths were not represented in the political actors who were covered by the media, their issues were covered on the day. The interests of the youths were discussed at ZANU PF's Youth League Conference. MDC-T youths pledged to fight for electoral reforms before elections were held on 30 July.

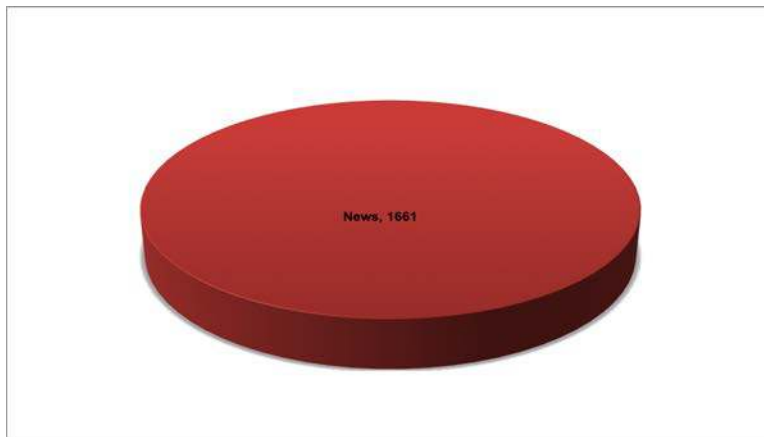
2.6 Time dedicated to political players in the different programme types in broadcast media

Political actors were featured more in the news than in current affairs in the electronic media. Only the privately owned radio stations contained current affairs programmes that featured political actors. There were mentions of President Emmerson Mnangagwa, ZANU PF National Chairperson, Oppah Muchinguri and MDC Alliance leader Nelson Chamisa on ZIFM's current affairs programme –Weekly Brief.

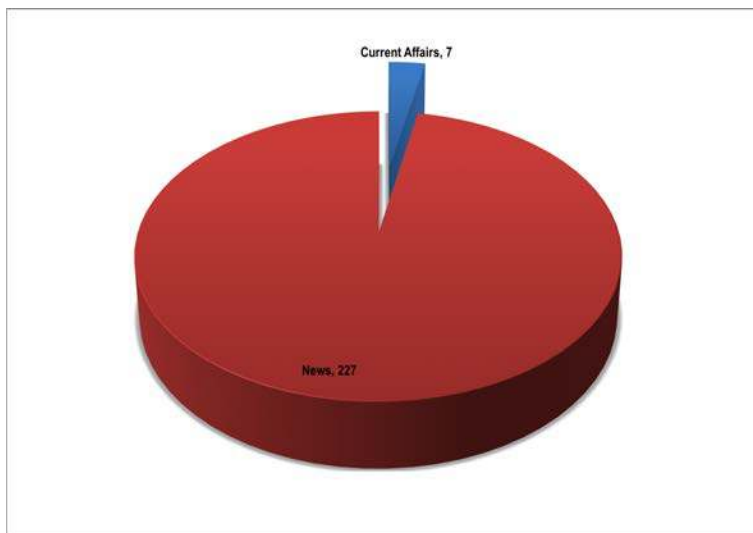
Overall time dedicated to political players



Overall time dedicated to political players on ZBC



Overall time dedicated to political players on commercial radio



3.0 Conclusion

Reporting of second day of the official election period shows very little effort on the part of the media to give equitable coverage to all political parties and players as required by the electoral laws of Zimbabwe. The monitored news platforms are yet to show the diversity that fairly represents the political landscape in Zimbabwe in terms of political affiliation, tone, gender or age.

Media Monitors strongly recommends media houses to align their editorial policies with the legal requirements of equitable representation of all political parties in their coverage.

The Zimbabwe Electoral Commission should urgently put in place an effective mechanism to monitor, supervise and sanction the media where there are glitches in electoral reporting.

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