



Daily Media Monitoring Report

Issue 3: 2 June 2018

Table of Contents

1.1 Introduction	2
1.2 Key Events	2
1.3 Media Monitored	2
Methodology	3
2.0 Did the media represent political parties in a fair and balanced manner?	3
2.1 Space and time dedicated to political parties in private and public media.....	3
2.2 Space and time dedicated to political actors in private and public media.....	4
2.3 Tone of coverage for political parties.....	5
2.4 Gender representation in election programmes	7
2.5 Youth representation in election programmes.....	8
2.6 Time dedicated to political players in the different programme types in broadcast media	9
3.0 Conclusion	9

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 third 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 third day of the election period – 2 June 2018.

1.2 Key Events

On this day,

- Chief Justice Luke Malaba set up special election courts to deal with cases of politically motivated violence before and after the elections.
- ZEC announced the conclusion of the provisional Voters Roll inspection exercise in which 1,489,602 physically inspected the roll whilst 916,001 inspected using the USSD code. An additional 144,873 people were registered during the inspection period bringing the total figure of registered voters to 5,524,188.
- MDC Alliance called for transparency from ZEC regarding the availability of the voters roll; the company awarded the tender to print ballot papers and the technology being used to develop the paper.

In campaign news;

- ZANU PF candidate Emmerson Mnangagwa conducted a rally in Chegutu where he promised 7% economic growth in the next five years.
- MDC Alliance leader will address a rally in Wedza today (2 June)
- ZAPU has embarked on a door-to-door campaign in Bulawayo

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

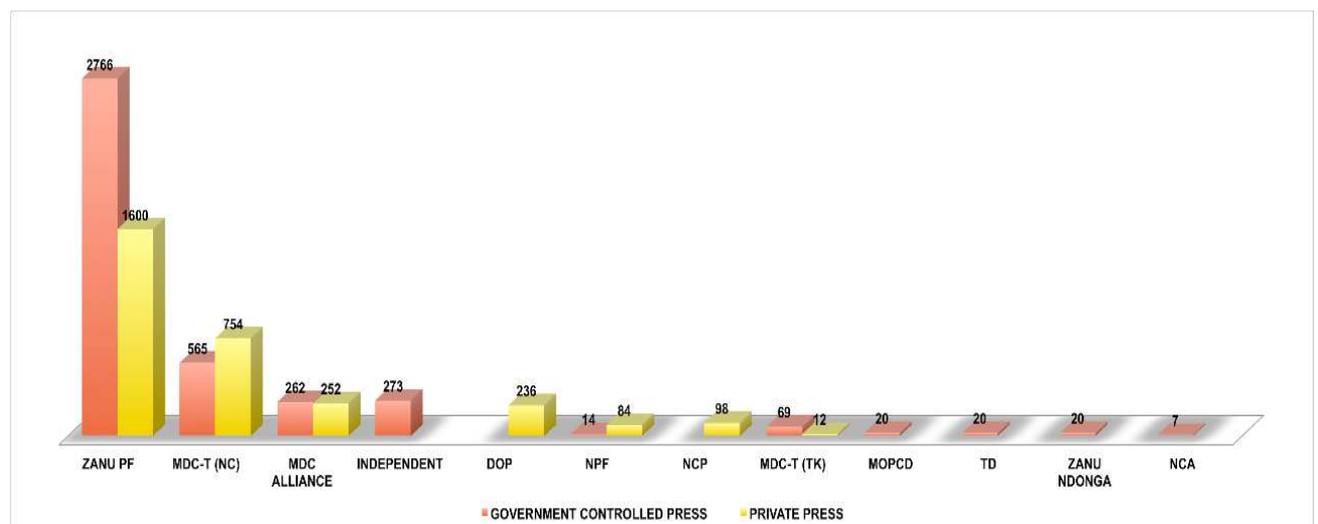
Television and radio channels have been monitored daily during a select time frame, from 6 to 10 pm. All programs have been analyzed during the sampled time period.

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

While there has been a notable increase in the number of political parties being covered by the media, the coverage is still not equitable as required by law. Thirteen political parties were covered on both the print and electronic media platforms that were monitored. ZANU PF accounted for 73% of the coverage that was recorded followed by MDC-T (NC) (Led by Nelson Chamisa) with 10% and the MDC Alliance 8% while the remaining ten parties shared the remaining 9%. The print media covered developments on 12 parties whilst the broadcast media featured five political parties.

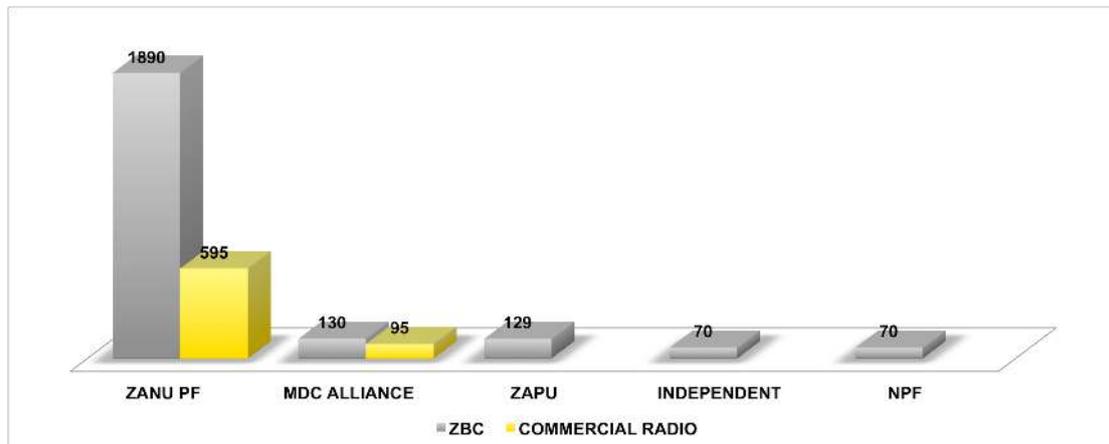
2.1 Space and time dedicated to political parties in private and public media

Space allocated to political parties in the print 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. 3

Time dedicated to political parties in the electronic media



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

Eight political actors were covered in the broadcast media monitored whilst 32 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 cm²
Emmerson Mnangagwa	1756
Nelson Chamisa	611
Kembo Mohadi	395
Tendai Biti	311
Pupurai Togarepi	258
Temba Mliswa	249
Simon Khaya Moyo	187
Paul Mavima	155
Robert Mugabe	121
Oppah Muchinguri	119
Others	1042

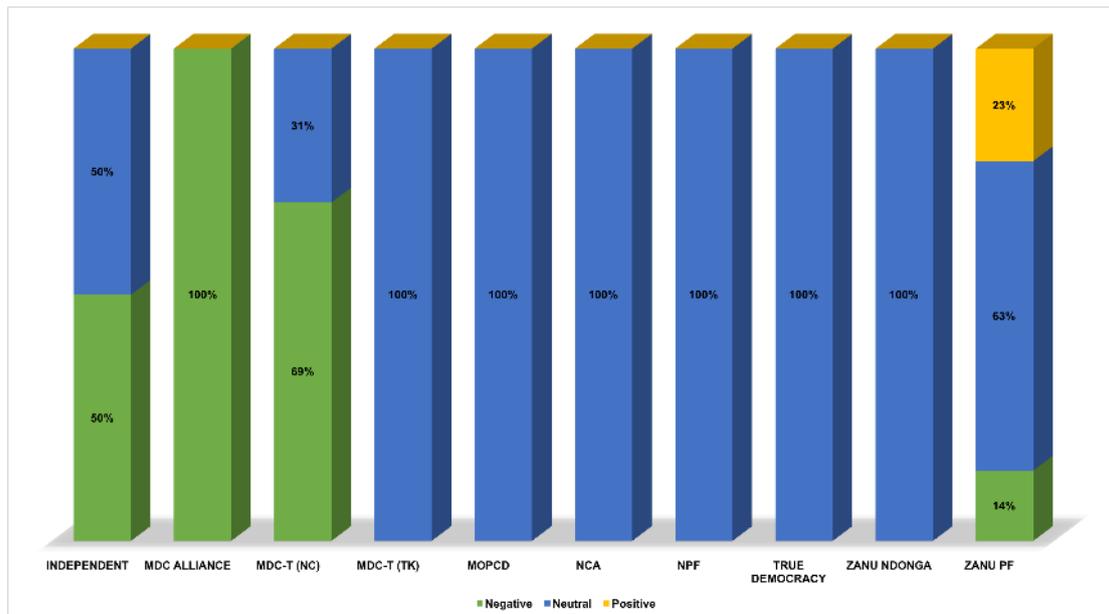
Top political actors in the electronic media

Actor	Total time in seconds
Emmerson Mnangagwa	1352
Tendai Biti	95
David Parirenyatwa	85
Kembo Mohadi	45
Ziyambi Ziyambi	14
Omega Jokonya	1
Vengai Munaki	1
Winston Chitando	1

2.3 Tone of coverage for political parties

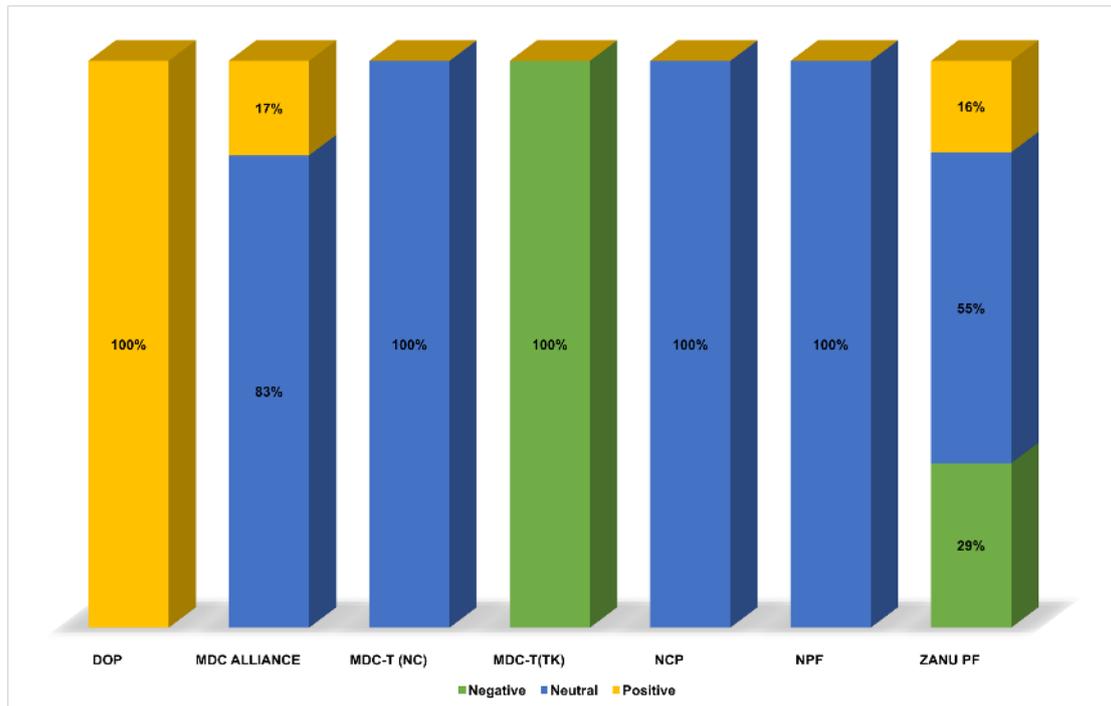
ZANU PF received more positive coverage in the state-controlled newspapers whilst the opposition received coverage that was mostly neutral save for MDC Alliance and the MDC-T led by Nelson Chamisa, which received coverage that was mostly negative.

Tone of coverage in the government controlled press



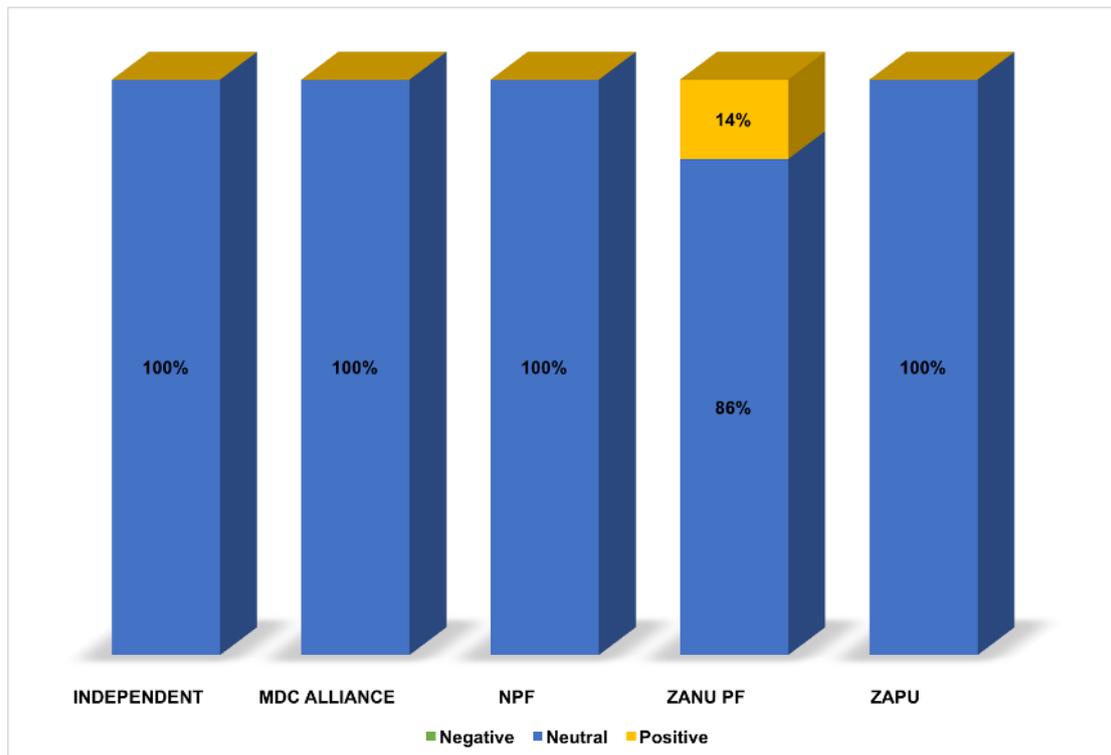
In the privately owned press most of the parties received coverage that was mostly neutral except for Democratic Opposition Party (DOP) and MDC-T (TK) which received coverage that was all positive and negative respectively.

Tone of coverage in the government controlled press



On ZBC (radio and TV) all the opposition parties that were covered received neutral coverage. ZANU PF received coverage that was neutral or positive.

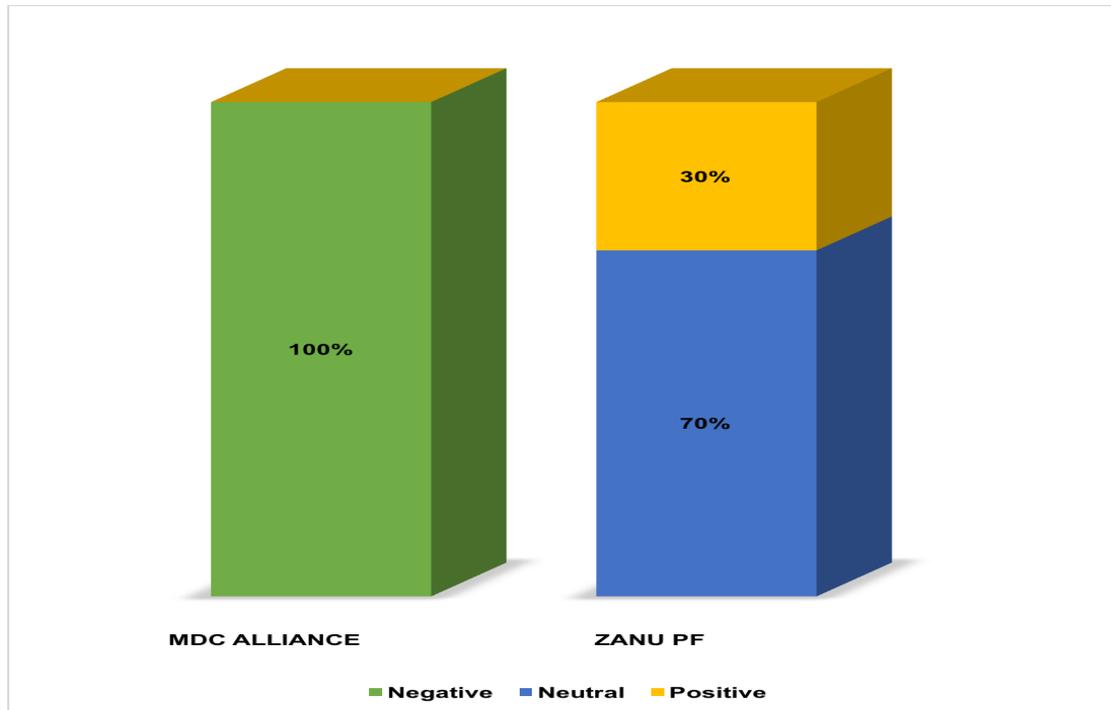
ZBC tone of coverage



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.

On the commercial radio stations, only ZANU PF and MDC Alliance were covered. All of MDC Alliance's coverage was negative whilst ZANU PF received a mixture of neutral (70%) and positive (30%) coverage.

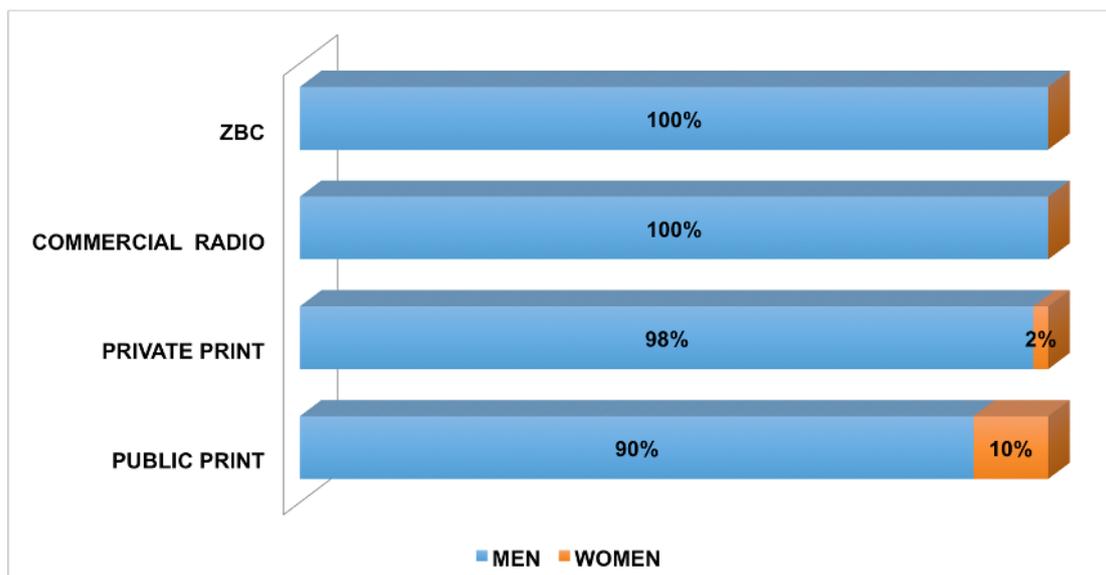
Commercial radio stations' tone of coverage



2.4 Gender representation in election programmes

Representation of women political actors remains very low on both the print and electronic news platforms that were monitored. Overall women accounted for 3% of space and time dedicated to political actors whilst men were covered in 97%. Their voices were also heard in 3% of the coverage compared to men's 97%. Women political actors were not visible in the electronic media during the monitored period.

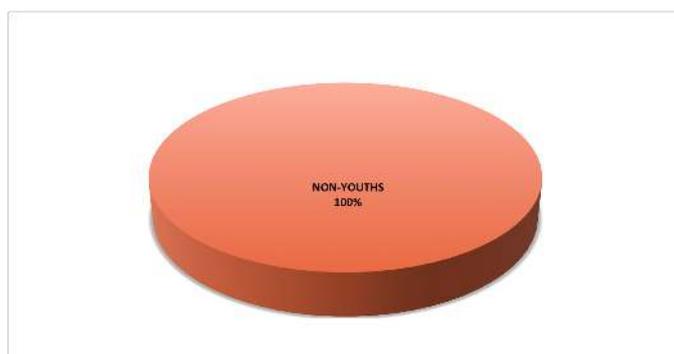
Gender representation in both the private and public media



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 Alliance leader Nelson Chamisa (40-years) was the youngest political actor (whose details are available in the public domain) covered by the media. The average age of political actors who received media coverage on the day was 65.

Representation of youths in the private and public media



Average age in the private and public media

News Platform	Average age of actors (years)
Government controlled newspapers	60
Privately Owned Newspapers	61
ZBC (Radio and TV)	68
Commercial radio	71

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

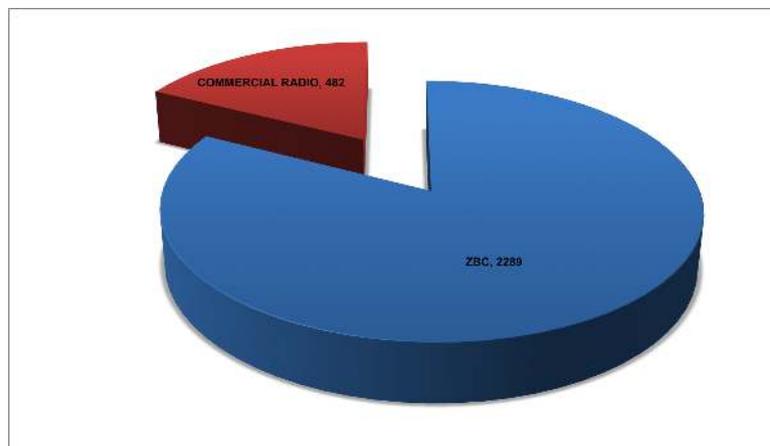
The media have an ethical obligation to be impartial in their coverage of electoral processes; this requires fairness and balance in their representation of the prevailing context. 8

In one report that covered youth issues, *The Herald* interviewed ZANU PF Secretary for Youth Affairs Pupurai Togarepi (56-years-old) who received 258cm² to discuss the party's youth empowerment programmes and their expectations from the party's leadership¹.

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

On the day of monitoring, political actors were only featured in the news during prime time (6-10pm). The state broadcaster (ZBC) dedicated more time to political actors than the commercial radio stations.

Overall time (in seconds) dedicated to political players



3.0 Conclusion

Reporting trends on the third day of the official electoral period exhibited slightly more diversity of coverage of political parties in terms of plurality even though the distribution of space and time was not equitable. Women and youths continue to be marginalised in the news media, which is an understatement of the role they play in Zimbabwe's politics.

The media should proactively take measures to ensure they coverage of political actors on their platforms gives a fair reflection of the political diversity in the country. This will help the electorate to make informed decisions about who to vote for.

The Zimbabwe Electoral Commission should urgently put in place an effective mechanism to systematically monitor trends in the media's reportage so as to ensure they meet the requirements of the Electoral Act.

¹ The Herald (2 June, 2018 'New dispensation alive to youth concerns')