



Daily Media Monitoring Report

Issue 4: 3 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 fourth 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 fourth day of the election period – 3 June 2018.

1.2 Key Events

On this day,

- The opposition called for an independent audit of the voters' roll.
- ZEC put out an invitation of tenders for the provision of election materials and services.
- Foreign Affairs Minister says Commonwealth to observe Zimbabwe's harmonised elections.
- The Minister of ICTs says government will not interfere with Internet connectivity or sanction illicit monitoring of citizens' private communications over the election period.
- ZRP says it will lobby courts to deny bail to perpetrators of political violence.

In campaign news;

- MDC Alliance leader Nelson Chamisa held a rally in Wedza South where he said he was the only candidate who can turn the country's economic fortunes around.
- Aspiring ZANU PF candidate, Misheck Mangwende held a rally in Harare Central constituency where he is conducting a fish-farming project to raise school fees for students.
- ZANU PF also held a campaign-coordinating meeting in Masvingo.
- Prospective independent MP professor Austin Chakaodza launched his Manifesto in Guruve South.

1.3 Media Monitored

News Platform	Print	Broadcast (6-10pm)
Public media	<ul style="list-style-type: none">• <i>The Sunday Mail</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>The Standard</i>	

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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

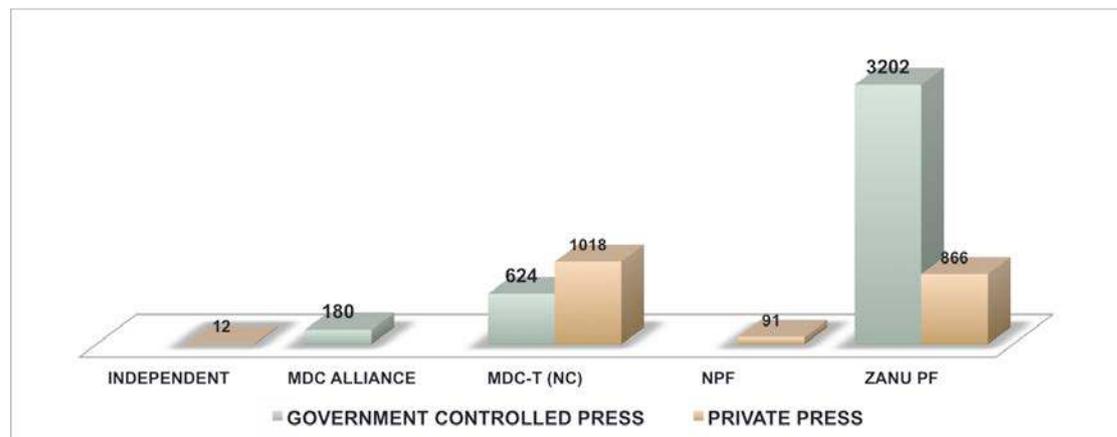
Television and radio channels have been monitored daily during a select time frame, from 6 to 10 pm. All programs have been analyzed during the sampled time period.

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

On this day of monitoring fewer parties were represented in the media, the distribution of space and time continues to be inequitable. Five parties were covered by the print and electronic media platforms monitored. ZANU PF accounted for 79% of the coverage followed by MDC-T (NC) (Led by Nelson Chamisa) with 14%. Three parties were covered in the remaining eight percent. The print media covered developments in all five parties whilst the broadcast media covered two.

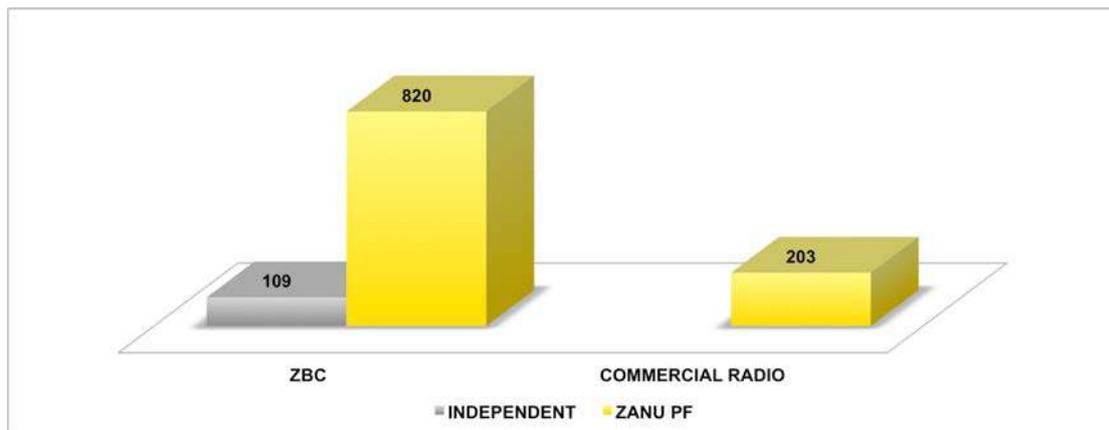
2.1 Space and time dedicated to political parties in private and public media

Space allocated to political parties in the print media



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Time dedicated to political parties in the electronic media



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

Thirteen political actors were covered in the broadcast media monitored whilst 28 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	2767
Douglas Mwonzora	717
Nelson Chamisa	620
Joseph Sibuko Mbedzi	480
Constantino Chiwenga	401
Supa Mandiwanzira	159
Oppah Muchinguri	134
Phillip Chiyangwa	112
Robert Mugabe	104
Sibusiso Moyo	102
Paul Mavima	63
Others	314

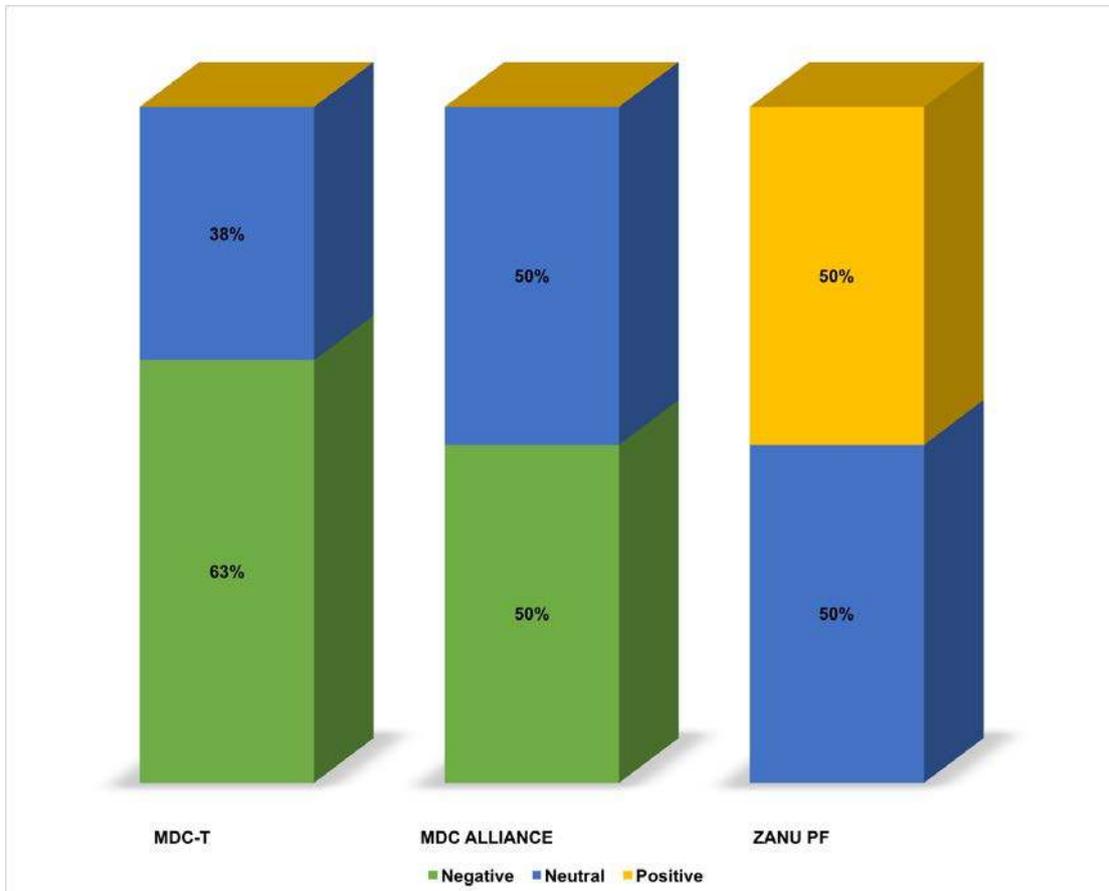
Top political actors in the electronic media

Actor	Total time in seconds
Emmerson Mnangagwa	388
Austin Chakaodza	109
Ezra Chadzamira	72
Joram Gumbo	72
Kembo Mohadi	64
Christopher Mutsvangwa	60
Owen Ncube	54
Winston Chitando	46
Miriam Chikwanha	44
Misheck Mangwende	40
Supa Mandiwanzira	38
Sibusiso Moyo	29
David Parirenyatwa	13

2.3 Tone of coverage for political parties

ZANU PF received neutral or positive coverage in the government-controlled press whilst MDC-T (NC) and MDC Alliance received coverage that was mostly negative.

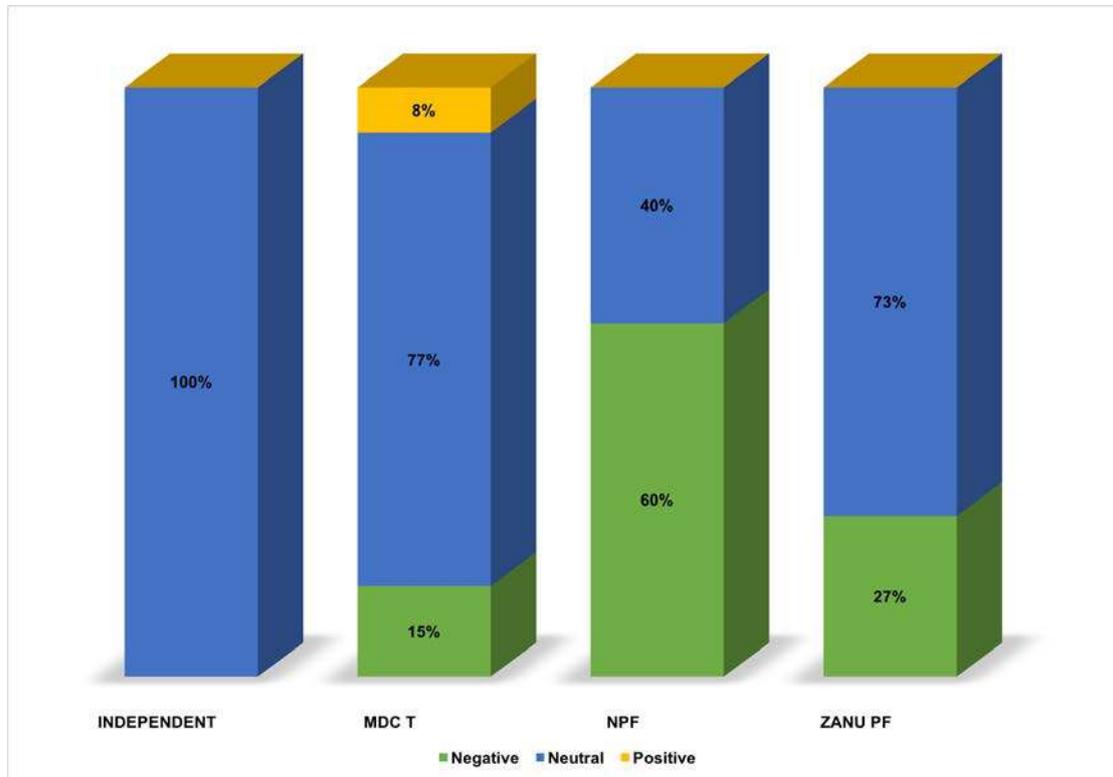
Tone of coverage in the government controlled press



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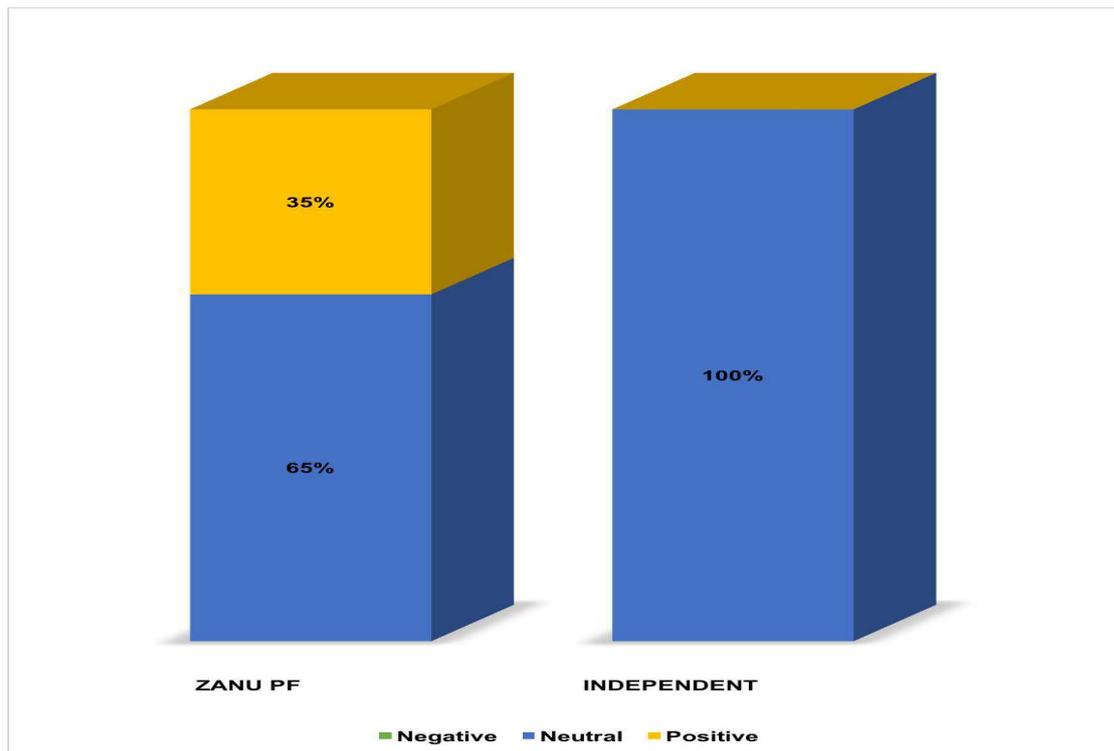
In the privately owned press, most of the parties received coverage that was mostly neutral except for NPF whose coverage was mostly negative. Only MDC-T received positive coverage in the privately owned press.

Tone of coverage in the private press



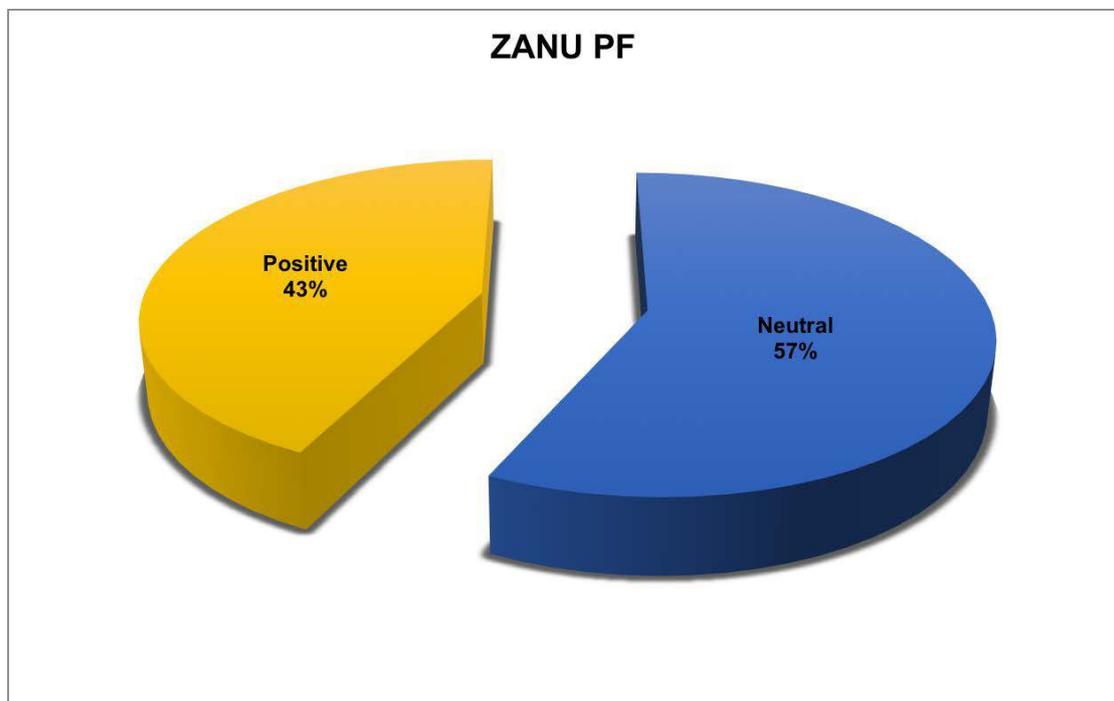
On ZBC (radio and TV) two parties were covered; ZANU PF and an independent candidate. Coverage of the independent candidate was neutral whilst that of ZANU PF was neutral (65%) and positive (35%).

ZBC tone of coverage



On the commercial radio stations, only ZANU PF was covered, the party received a mixture of neutral (57%) and positive (43%) coverage.

Commercial radio stations' tone of coverage

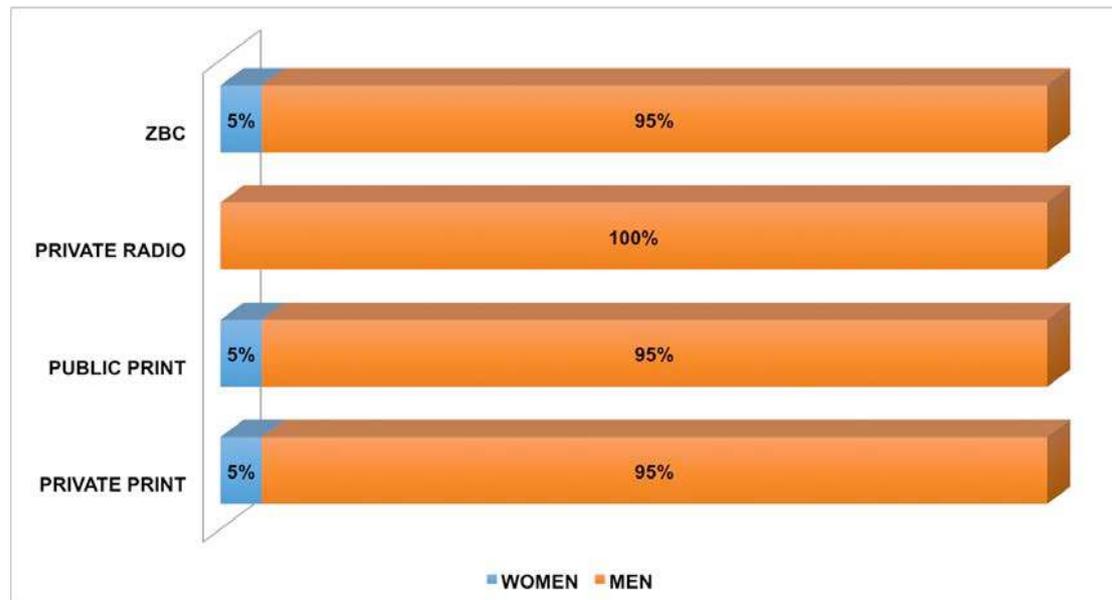


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2.4 Gender representation in election programmes

Women political actors were underrepresented in both the print and electronic media monitored. They were covered in 4% of the space and time dedicated to political actors whilst men made up 96%. Women's voices were heard in just 5% of the coverage and men were quoted 95% of the time. Private radio did not quote any women on this particular day.

Gender representation in both the private and public media

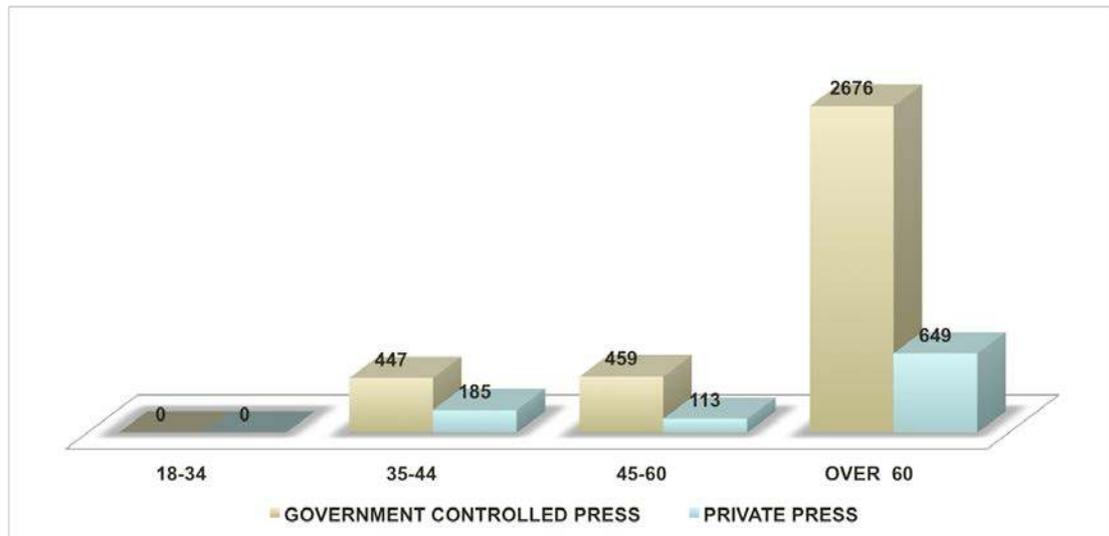


2.5 Youth representation in election programmes

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.

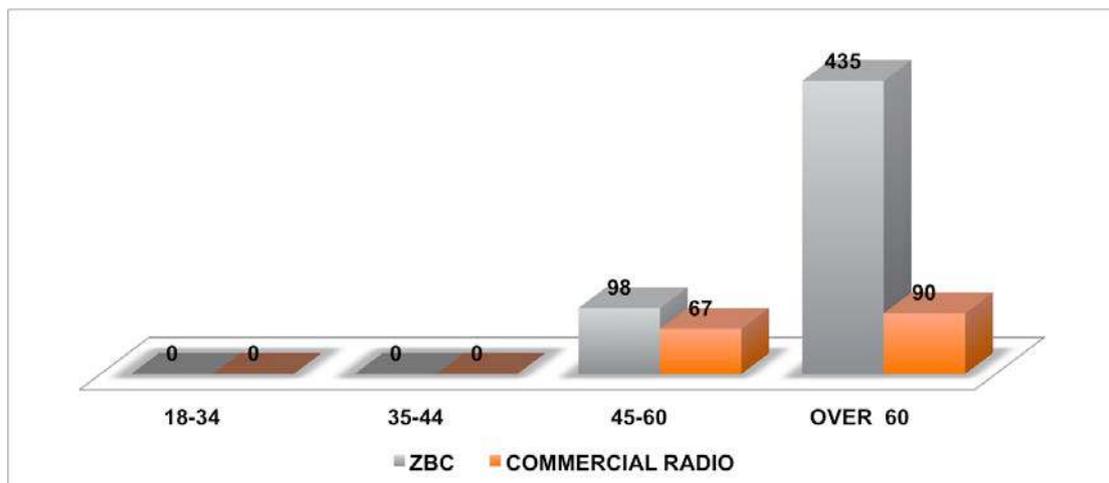
In the press, no space was dedicated to youths. Political actors older than sixty-years-old were given the most space.

Representation of youths in the press



In the broadcast media, the youngest political actor fell within the 45-60 year-old age group. The most visible age group was for political actors over the age of sixty.

Representation of youths in the press



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

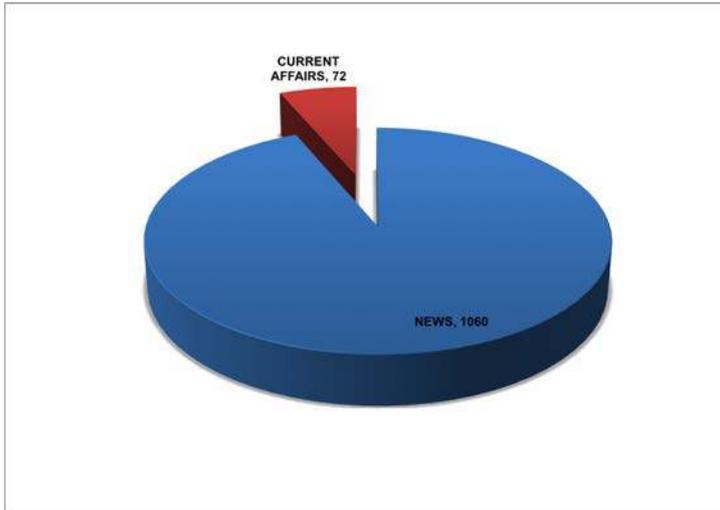
There were no reports that directly covered youth related issues on the day of monitoring.

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

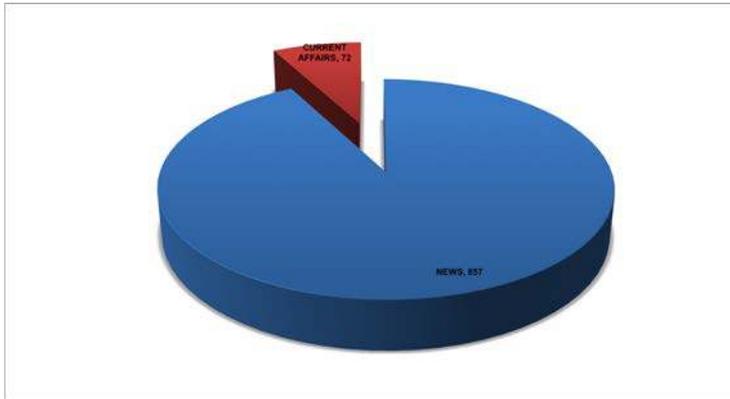
In the electronic media's prime time programming, political actors were featured more in the news than in current affairs programmes. ZANU PF's Joram Gumbo was featured on ZTV's Traffic Rules.

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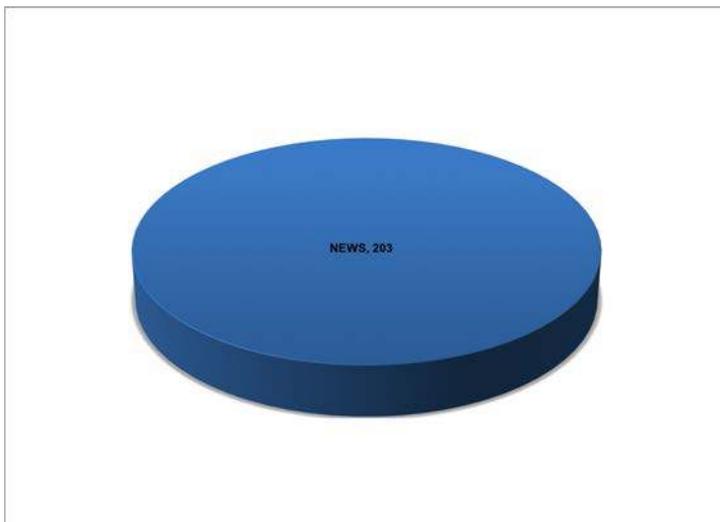
Overall time dedicated to political players in the different programme types



Overall time dedicated political players on ZTV



Overall time dedicated political players on commercial radio



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3.0 Conclusion

Reporting trends on the fourth day of the official electoral period showed a regression in the diversity of political parties covered by the media as well as the equitable distribution of space and time dedicated to the different political parties.

There is need for the media to prioritize coverage of elections during this electoral period through innovative columns and specialised programmes that ensure that the electorate is adequately informed about the ongoing electoral processes and campaigns.

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

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 Zimbabwe's mainstream and online media to promote evidence-based interventions for societal development.

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