



Daily Media Monitoring Report

Issue 5: 4 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 fifth 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 fifth day of the election period – 4 June 2018.

1.2 Key Events

On this day,

- MDC Alliance to hold a demonstration in demand of electoral reforms in Harare on the same day ZANU PF Youth League will also march in support of their leader Emmerson Mnangagwa.
- ZEC Chairperson indicates that voters roll is available on its website.
- ZEC has notified the news media of the conduct that is expected of them during the election period.

In campaign news;

- USA Senator, Chris Coons has criticized President Emmerson Mnangagwa of making empty promises and deliberately delaying the implementation of electoral reforms.
- MDC Alliance has reportedly not yet completed its primary elections two weeks before the nomination court sits.
- Vice President Kembo Mohadi was in Midlands (Gutu, Gweru) and Masvingo (Chiredzi) canvassing for ZANU PF votes.
- MDC Alliance leader, Nelson Chamisa was in Mashonaland East (Mahusekwa Growth Point) where he promised to serve one term as President if elected into office.
- ZANU PF candidate for Wedza South, Tinoda Machakaire donates foodstuffs to the underprivileged in his community.
- During a rally in Mashonaland East MDC-T member Tracy Mutinhiri appealed to the public to “punish” Zanu PF for “past political atrocities”.

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>	

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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?

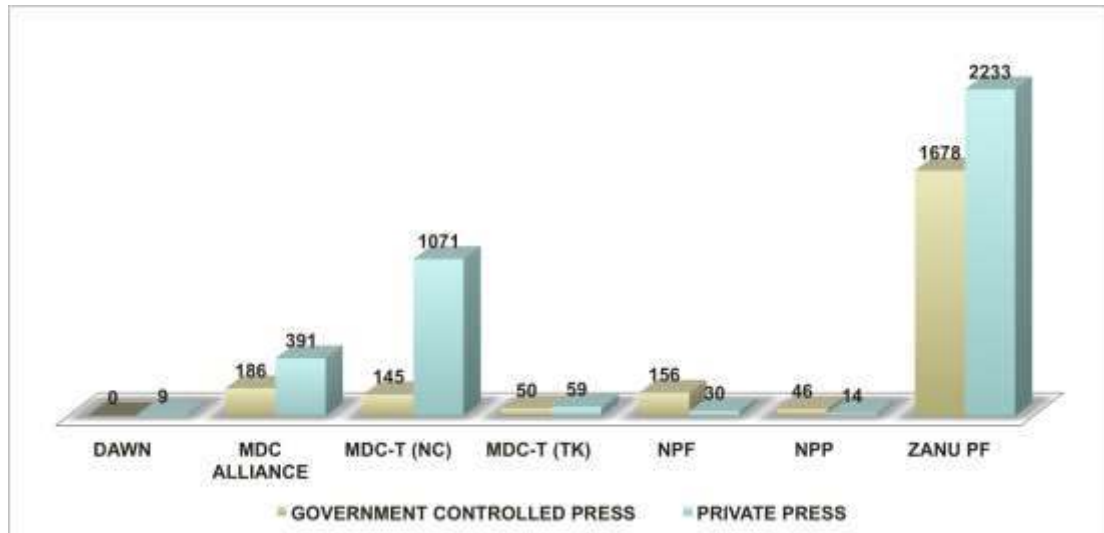
There is little diversity in the number of political actors who feature in the media. A list of the political parties that have been featured in the media are listed in Appendix 1 below.

Reporting trends continue to show similar trends as in the last 4 days, with ZANU PF receiving the highest amount of space and time in the media. ZANU PF accounted for 68% of the coverage followed by MDC-T (NC) and MDC Alliance, which were tied for second with 15% of the share of coverage apiece. The remaining four parties combined for 4% of the coverage.

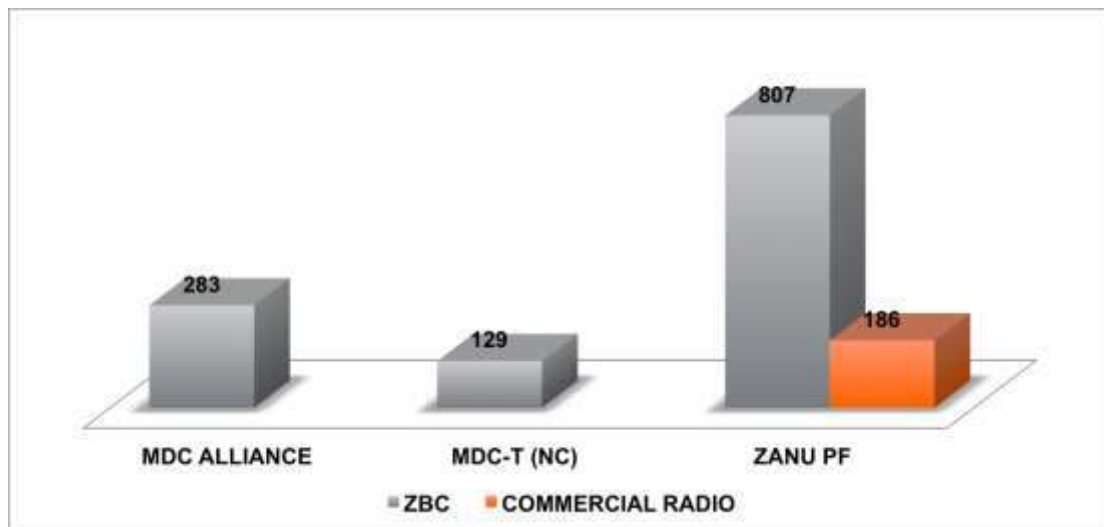
Seven political parties were featured in the print media, with Mavambo Kusile Dawn led by Simba Makoni making its first appearance in the media in this election period. Very little diversity in the coverage of political parties has been seen in the broadcast media, on both ZBC and the national commercial stations monitored. Only ZANU PF featured on the 5th day of the election period on national commercial radio during prime time. ZBC dedicated the majority of its coverage to ZANU PF with some coverage given to the Nelson Chamisa-led MDC T and the MDC Alliance. No other parties were featured.

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

Fifteen political actors were covered in the broadcast media monitored whilst 36 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 cm ²
Emmerson Mnangagwa	ZANU PF	990
Nelson Chamisa	MDC Alliance	485
Kembo Mohadi	ZANU PF	435
George Charamba	ZANU PF	304
Ruth Labode	MDC-T (NC)	252
Auxilia Mnangagwa	ZANU PF	186
Constantino Chiwenga	ZANU PF	180
Daniel Mackenzie Ncube	ZANU PF	110
Tendai Biti	MDC Alliance	110
Tinoda Machakaire	ZANU PF	107
Perrance Shiri	ZANU PF	100

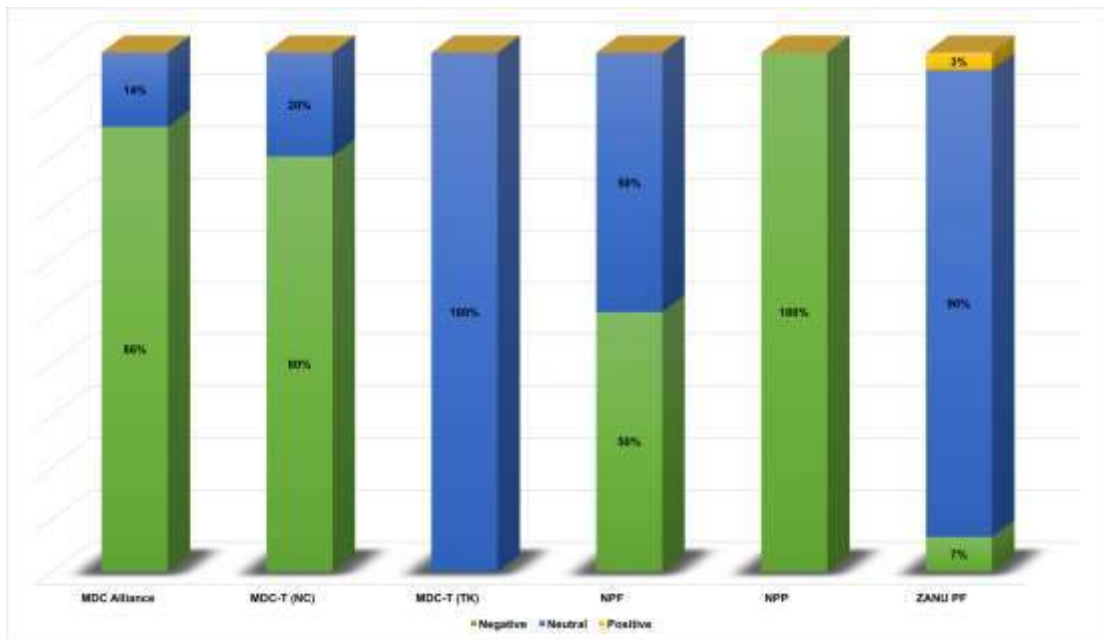
Top political actors in the electronic media

Actor	Political Party	Total time in seconds
Nelson Chamisa	MDC Alliance	176
Kembo Mohadi	ZANU PF	160
Auxilia Mnangagwa	ZANU PF	89
Paul Mavima	ZANU PF	80
Davis Marapira	ZANU PF	65
Munyaradzi Machacha	ZANU PF	60
Supa Mandiwanzira	ZANU PF	59
Joseph Chinotimba	ZANU PF	53
Miriam Chikukwa	ZANU PF	52
Tongesai Mudambo	ZANU PF	45

2.3 Tone of coverage for political parties

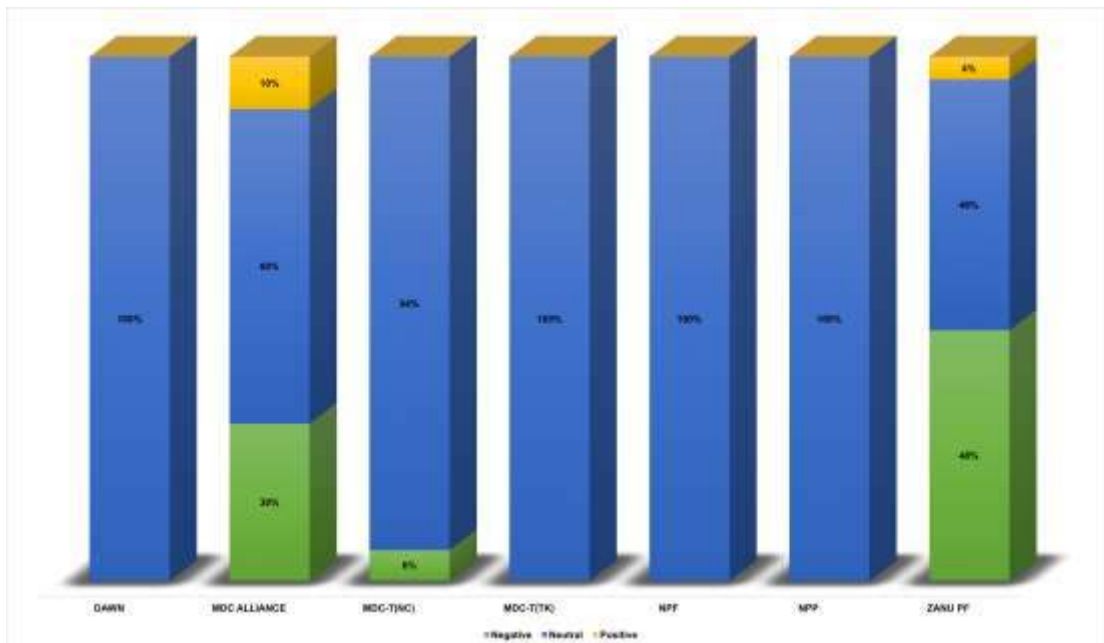
ZANU PF continues to receive the least negative coverage of all political parties in the government-controlled press. Opposition political parties receive wither negative or neutral coverage in these papers. ZANU PF was the only party that received positive coverage on this platform.

Tone of coverage in the government controlled press



In the privately owned press most of the parties received coverage that was predominantly neutral. ZANU PF received coverage that was relatively more negative than the other parties whilst MDC - Alliance received more positive coverage.

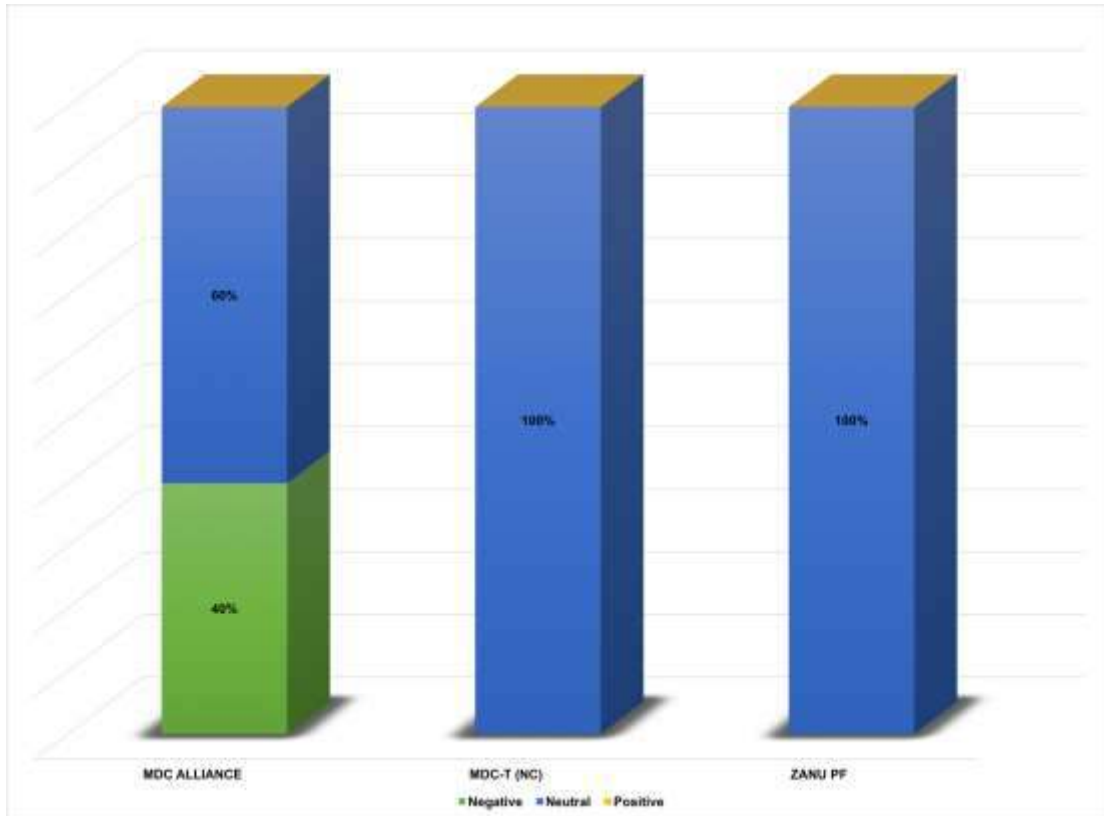
Tone of coverage in the private press



On ZBC (radio and TV) three parties were covered. ZANU PF and MDC-T (NC) received coverage that was neutral whilst MDC Alliance had a mixture of neutral (60%) and negative (40%) publicity.

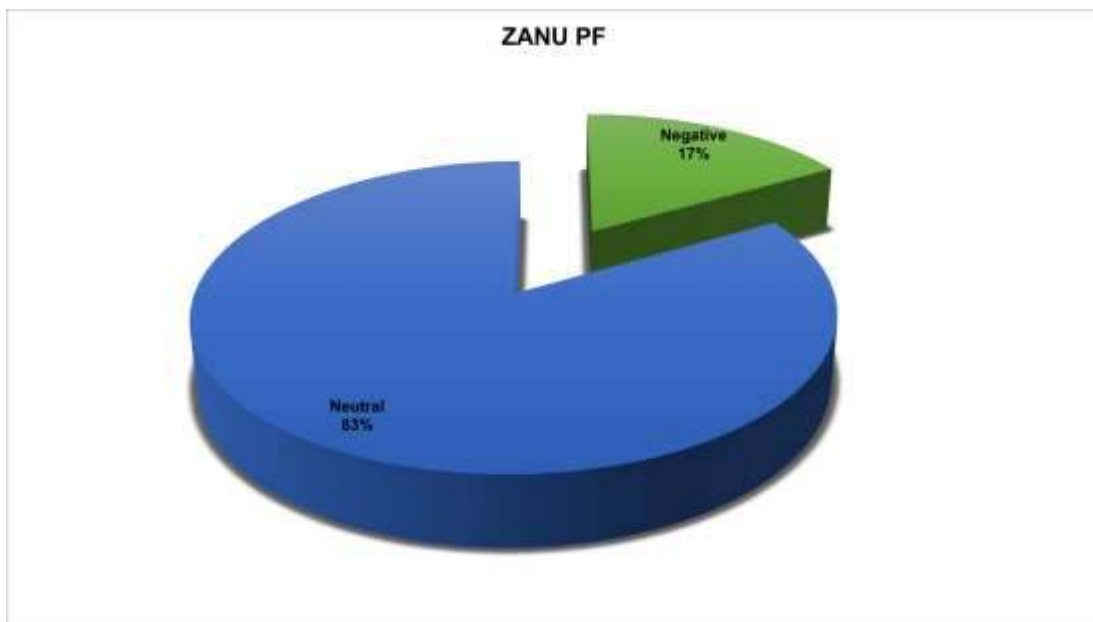
ZBC tone of coverage

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On the commercial radio stations, only ZANU PF was covered, the party received a mixture of neutral (83%) and negative (17%) coverage.

Commercial radio stations' tone of coverage

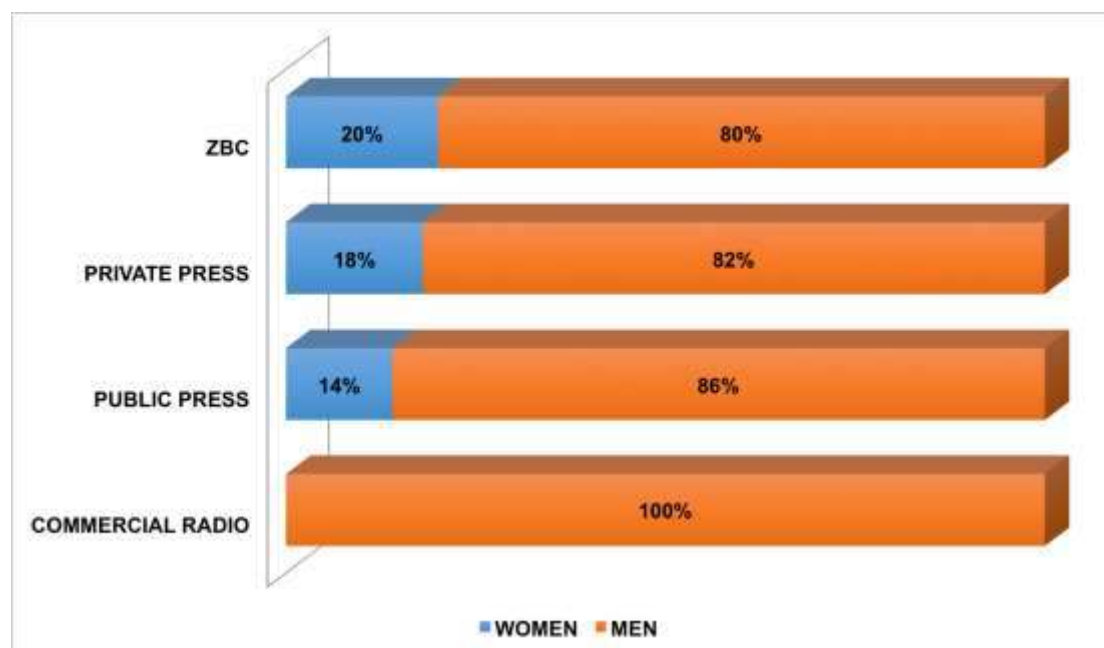


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2.4 Gender representation in election programmes

Even though women political actors continue to be underrepresented in the news media, there was a slight improvement on three of the monitored news platforms. Seventeen-percent of the voices quoted belonged to women whilst the remaining 83% were men. National commercial radio stations had the least level of diversity of all media as they did not cover women political actors on this particular day.

Gender representation in both the private and public media



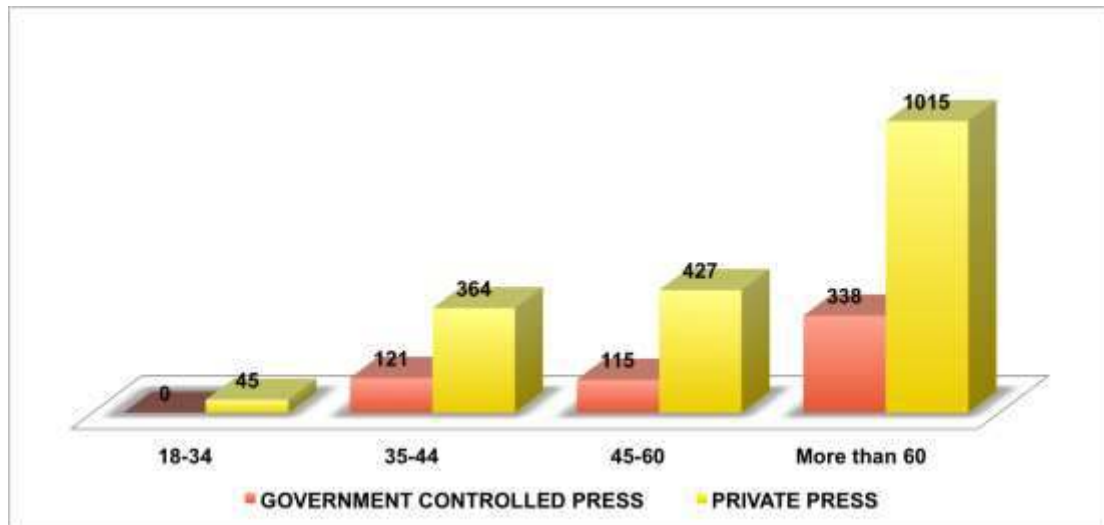
2.5 Youth representation in election programmes

Youths continue to be under represented in election related news; they were featured in 2% of the space allocated to political actors in the press whilst they were not visible in the broadcast media.

NewsDay reported that a group of youths aligned with Thokozani Khupe's MDC-T faction are set to appear before the courts after allegedly burning a bus used to transport her rivals to a rally held in in Bulawayo two months ago¹.

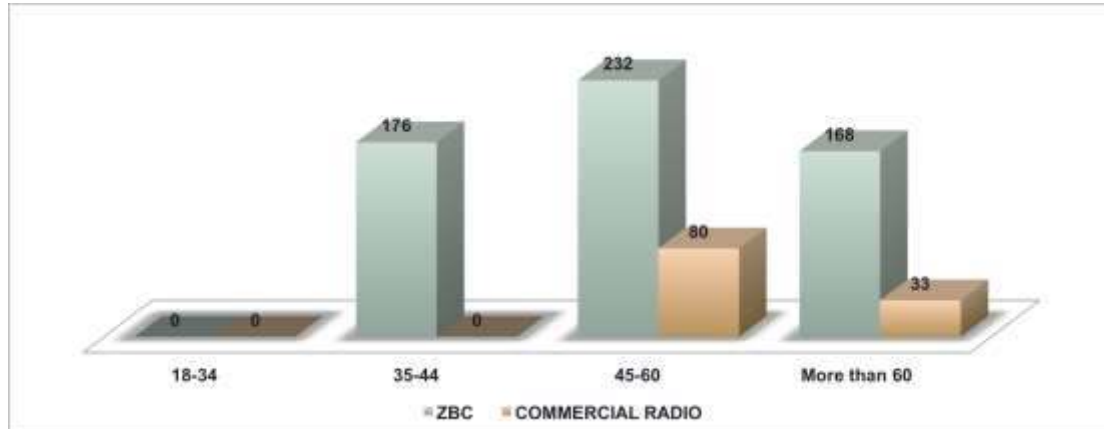
¹ *NewsDay*, 4 June 2018, Khupe allies' trial date set

Representation of youths in the press



In the broadcast media youths were not featured in both news and current affairs. The 45-60-year-old age group received the most coverage in the electronic media.

Representation of youths in the broadcast media



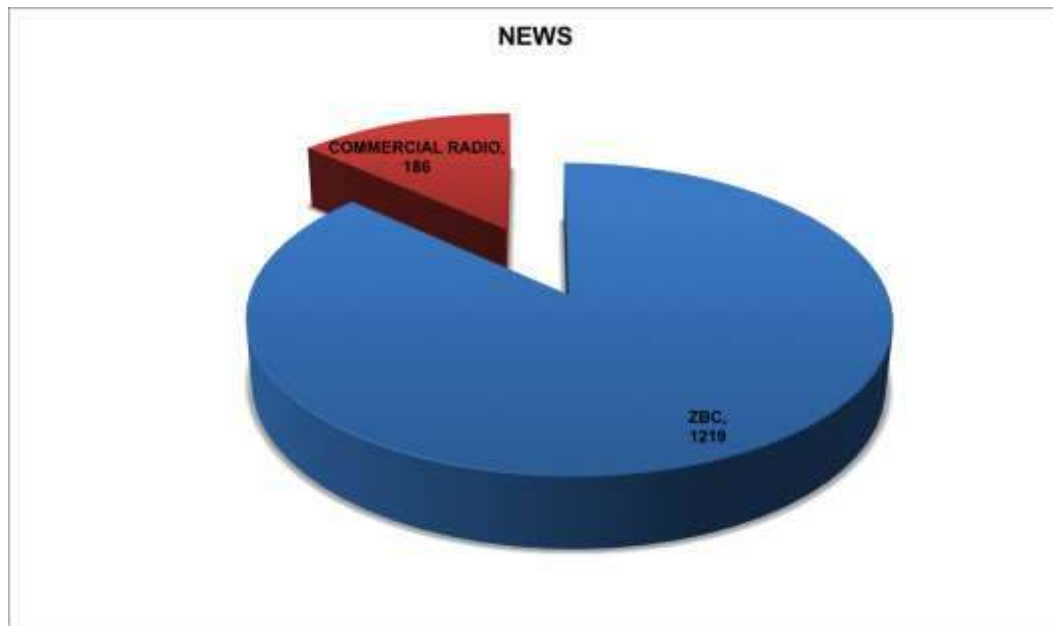
**Statistics included were for political players where data was available*

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

In the electronic media's prime time programming, political actors were only featured in the news on all the stations monitored. ZBC (radio and TV) gave more coverage to political actors than commercial radio.

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Overall time dedicated to political players on the different news platforms



3.0 Conclusion

Reporting trends recorded on the fifth day of the official electoral period showed little diversity in the coverage of political players, as only seven political parties were featured. In addition, women feature much less than men in politics. The representation of young people is even more worrisome as young people are mostly talked about but hardly speak through the media.

Trends reflect that both public and private broadcast media have much less diversity in their representation of diverse groups and interests on elections. There does not seem to be any systematic way in which broadcast media allocates time and space in their reports to political players. While ZEC has reminded media of their obligations, there still needs to be a mechanism that allows ZEC to efficiently monitor, follow up and sanction media houses that breach reporting standards.

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Appendix 1

List of Political Parties

- Bethel Christian Party –BCP
- Democratic Opposition Party –DOP
- 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
- Transform Zimbabwe –TZ
- True Democracy –TD
- United National African Council –UANC
- Zimbabwe African National Union Patriotic Front - ZANU PF
- Zimbabwe African National Union NDONGA - ZANU Ndonga
- Zimbabwe African Peoples Union –ZAPU
- Zimbabwe People First –ZPF

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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