



## Daily Media Monitoring Report

Issue 7: 6 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 seventh 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 seventh day of the election period – 6 June 2018.

## 1.2 Key Events

On this day,

- MDC Alliance held a demonstration in protest of delays in the implementation of electoral reforms, the demonstration received mixed reviews in the media with the state controlled media calling it a “flop” and insincere as it was held in the 11<sup>th</sup> hour before elections whilst the private media called it a resounding success.
- ZANU PF youths will hold a solidarity March today to show their support for Emmerson Mnangagwa.
- Legal think tank Veritas has highlighted circumstances that could lead to the disqualification of prospective candidates when the nomination court sits.
- Two United States of America based observer teams are in Zimbabwe to assess the country's state of preparedness ahead of the July 30 elections.

In campaign news;

- Two ZANU PF candidates in Makoni District (Patrick Chinamasa and Misheck Mataranyika) have made donations of building materials and chucks to schools in their constituencies.
- *The Herald* profiles twenty-seven-year-old prospective Independent national assembly candidate, Rairo Gunguwo, who is running for the Seke-Manyame Rural seat.
- Following disputed primary elections in both the ruling and opposition parties, disgruntled supporters from ZANU PF and MDC Alliance have threatened to vote against their parties if imposed candidates are allowed to represent them in Mbizo and Gwanda South.

News Platform	Print	Broadcast (6-10pm)
Public media	<ul style="list-style-type: none"><li>• <i>The Herald</i></li><li>• <i>Chronicle</i></li></ul>	<ul style="list-style-type: none"><li>• ZTV</li><li>• SFM</li><li>• Radio Zimbabwe</li></ul>
Commercial radio		<ul style="list-style-type: none"><li>• Star FM</li><li>• ZiFM</li></ul>
Private media	<ul style="list-style-type: none"><li>• <i>Daily News</i></li></ul>	

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	• <i>NewsDay</i>	
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### 1.3 Media Monitored

#### Methodology

Monitoring aims to quantify and qualify time dedicated to political parties by the media. The quantitative analysis measures the total amount of space (cm<sup>2</sup>) 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.

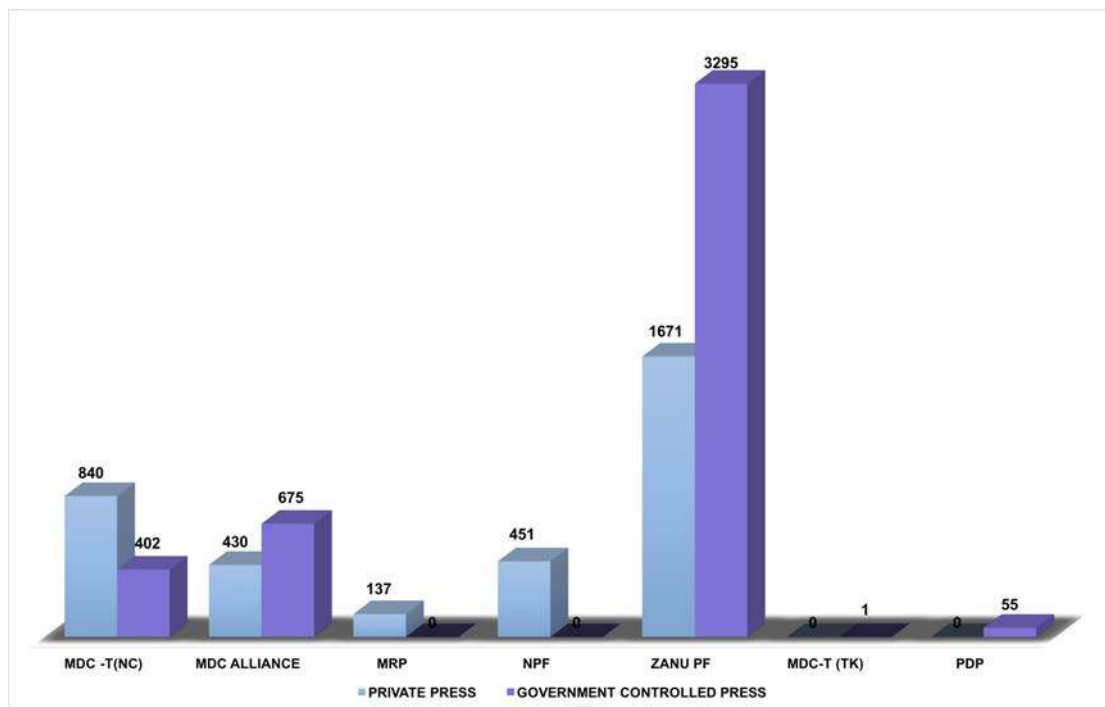
### 2.0 Did the media represent political parties in a fair and balanced manner?

The number of political parties covered in the media continues to be relatively low as the monitored media covered only eight parties on this particular day. Seven parties were featured in the print media whilst five were covered in the electronic media. Mthwakazi Republic Party (MRP) led by Mqondisi Moyo appeared in the media for the first time during the monitoring period. Appendix 1 shows a list of political parties that have been covered by the media over the past seven days.

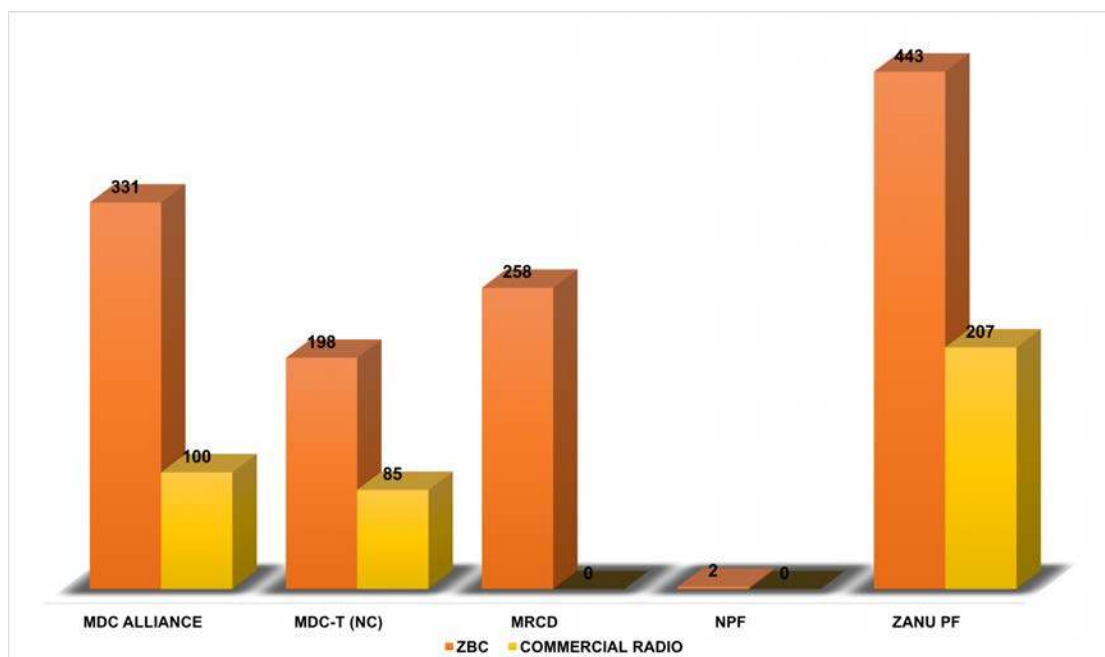
ZANU PF's coverage continues to tower over all the other parties, it accounted for 59% of the total space and time allocated to political parties. MDC Alliance and MDC-T (NC) were a distant second with 16% of the coverage apiece. The remaining six parties made up the remaining 9%. Proportionally, there has been a remarkable decline in the space and time allocated to ZANU PF in both the print and electronic media.

## 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*



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. 4

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

Sixteen political actors were covered in the broadcast media monitored whilst 62 appeared in the print media. In terms of numbers, political actors from ZANU PF are more prominent in both the print and electronic media. There appears to be very little diversity in terms of the political affiliation of political actors covered by the 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 <sup>2</sup>
Emmerson Mnangagwa	ZANUPF	1247
Nelson Chamisa	MDC-Alliance	947
Kembo Mohadi	ZANUPF	329
Robert Mugabe	ZANUPF	322
Ezra Chadzamira	ZANUPF	174
Walter Chidhakwa	ZANUPF	168
George Charamba	ZANUPF	133
Joram Gumbo	ZANUPF	105
Martin Dinha	ZANUPF	100
Paul Mavima	ZANUPF	100
Obert Mpfu	ZANUPF	97

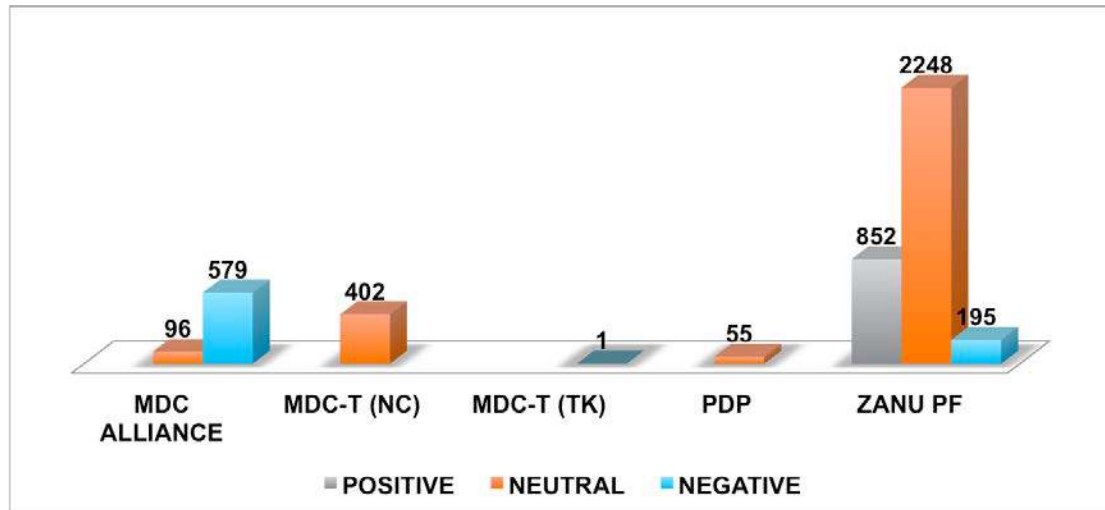
### *Top political actors in the electronic media*

Actor	Political Party	Total time in seconds
Nelson Chamisa	MDC-Alliance	297
Mathias Guchutu	MRCD	258
Obert Mpfu	ZANUPF	151
Winnose Dube	ZANUPF	139
Christopher Mushohwe	ZANUPF	64
Monica Mutsvangwa	ZANUPF	50
Proper Mutseyami	ZANUPF	36
Michael Madiro	ZANUPF	33
Emmerson Mnangagwa	ZANUPF	29
Godfrey Tsenengamu	ZANUPF	25

### 2.3 Tone of coverage for political parties

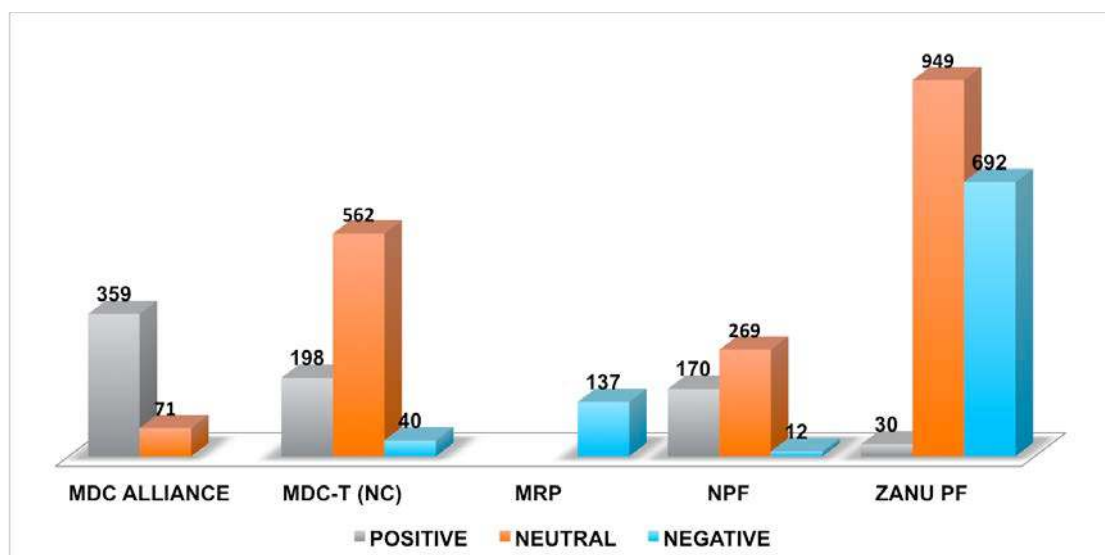
Most of the parties covered in the government controlled press received coverage that was mostly neutral save for MDC-T (TK) and MDC Alliance whose coverage was mostly negative.

*Tone of coverage in the government controlled press*



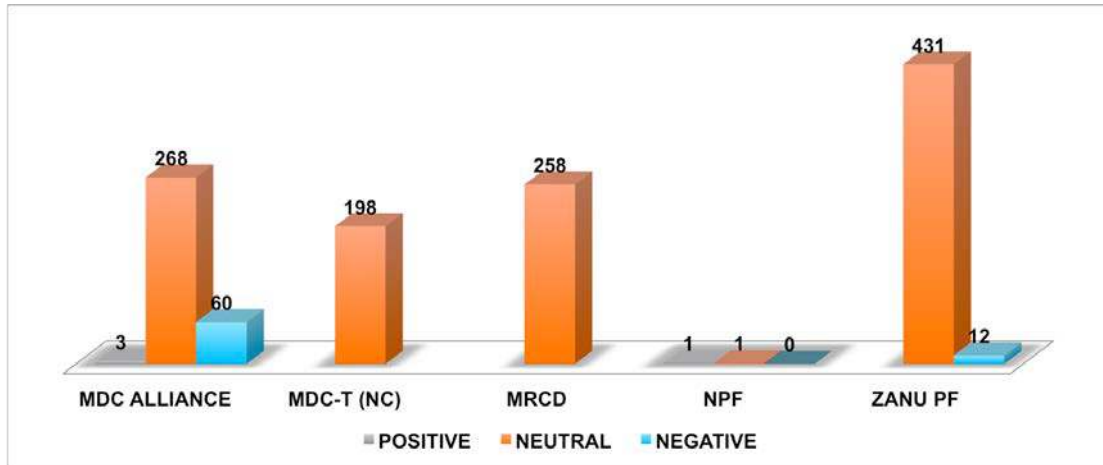
In the privately owned press MDC Alliance received most of the positive coverage whilst ZANU PF received most of the negative coverage. Other political parties that were covered received coverage that was mostly neutral and positive.

*Tone of coverage in the private press*



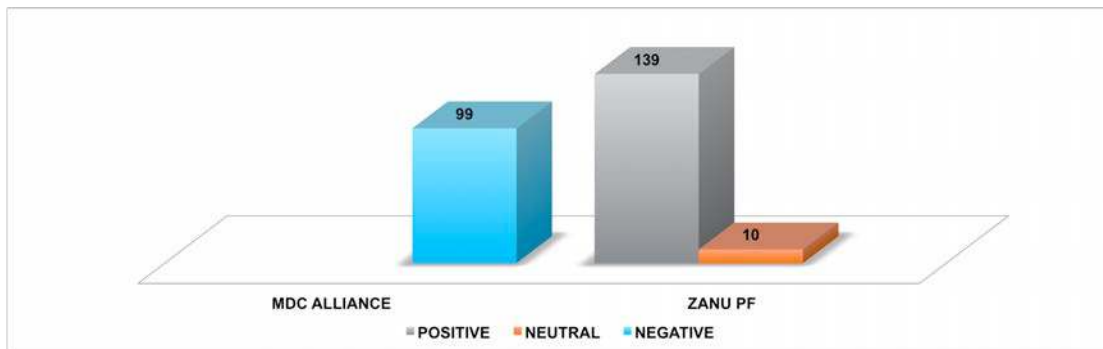
On ZBC coverage was mostly neutral and positive for all the parties even though ZANU PF and MDC Alliance received some coverage that was negative.

### ZBC tone of coverage



Two political parties were covered by commercial radio; ZANU PF received all the positive coverage whilst MDC Alliance received negative coverage.

### Commercial radio stations' tone of coverage

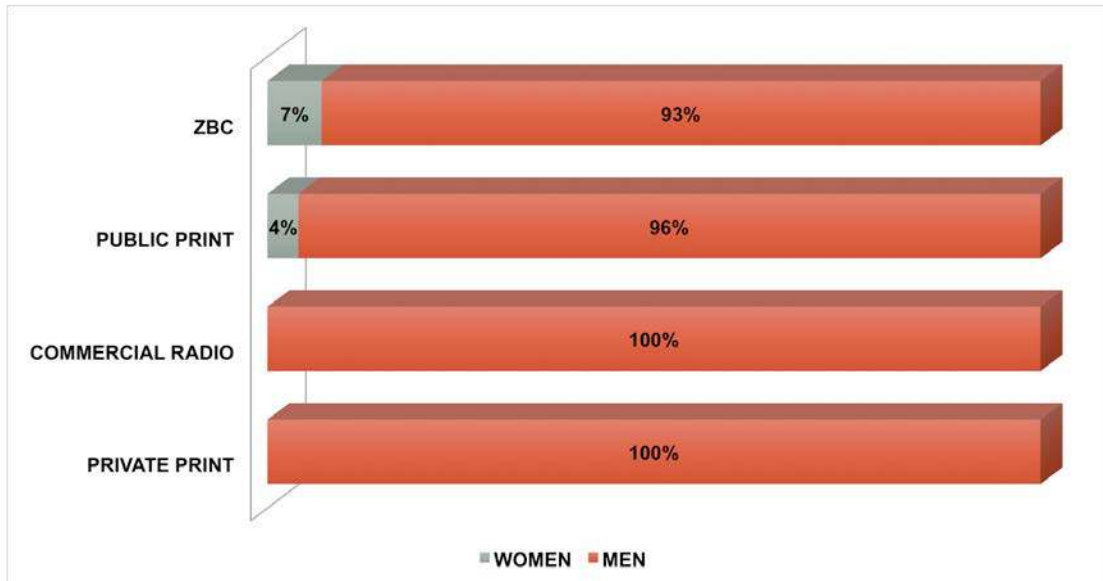


## 2.4 Gender representation in election programmes

The visibility of women political actors in the media continues to be marginal; they were featured in just 3% of the programmes while men were covered in 97%. This marked a further decline from the 9% recorded yesterday (5 June). Coverage of women's voices was equally low on all the monitored platforms. The electronic media did not feature any women in its prime time programming.

### Gender representation in both the private and public 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.*

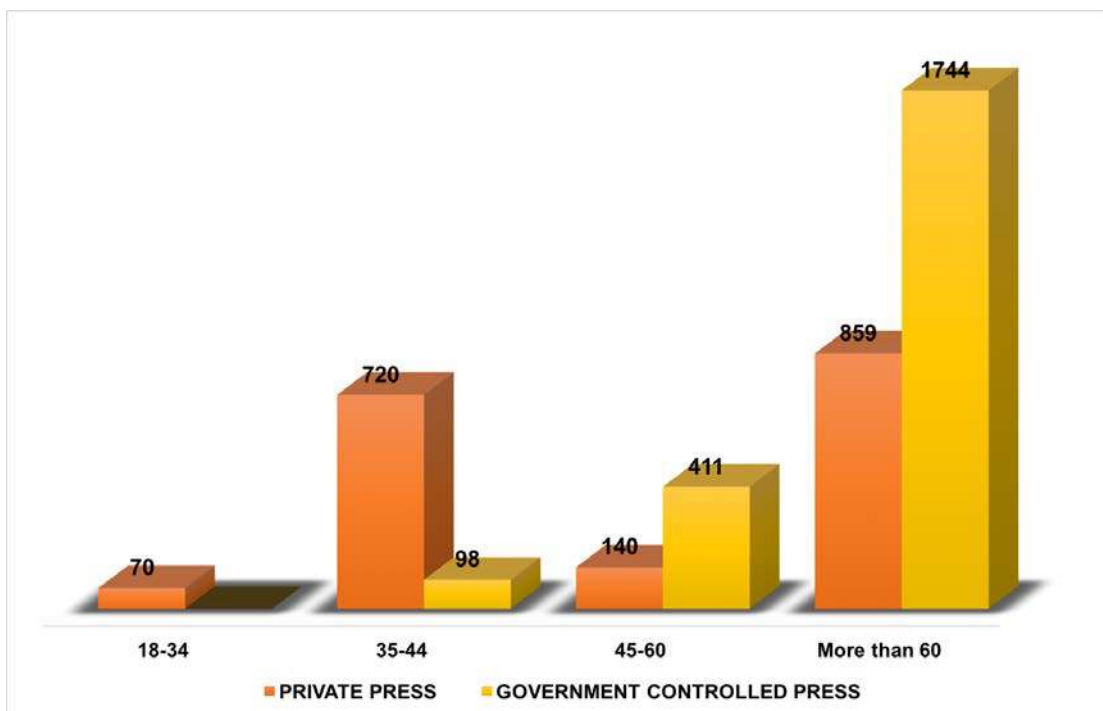


## 2.5 Youth representation in election programmes

Coverage of youths as political actors remains relatively low in the print and electronic media. Overall only 70 cm<sup>2</sup> of space was dedicated to youths in the print media whilst in the electronic media youths were not visible.

In the print media, *The Herald* carried a profile of Rairo Gunguwo, a 27-year-old woman who is running for the Seke-Manyame Rural seat. The paper also carried a report about three youths who appeared in court on charges of political violence in Chitungwiza.

### *Representation of youths in the press*

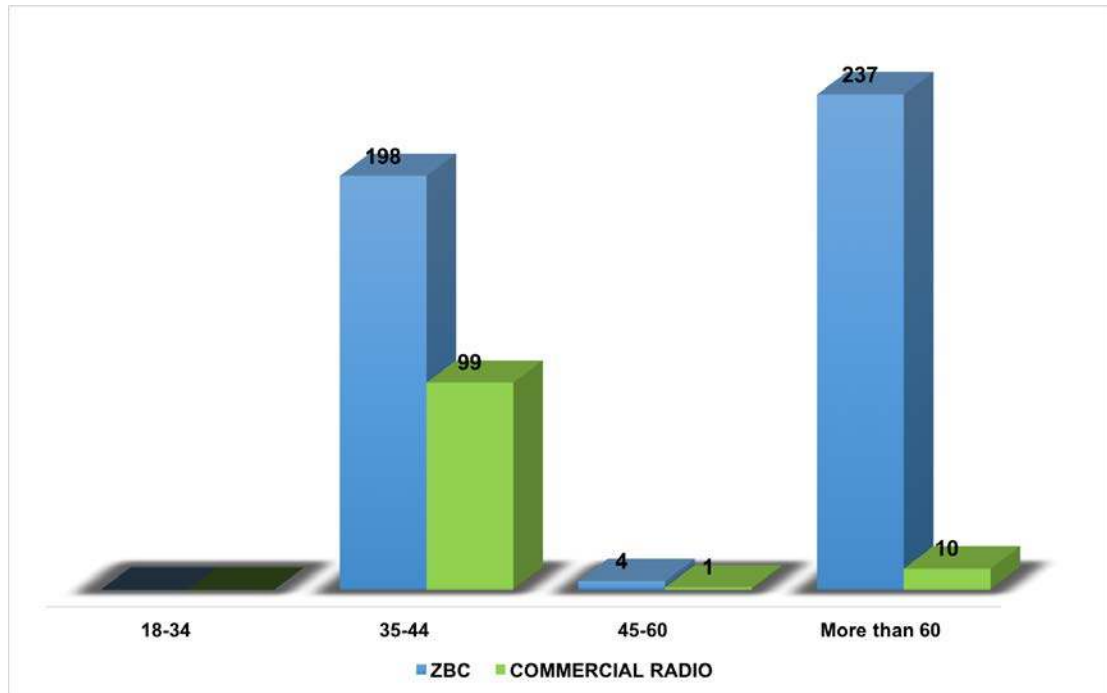


The media have an ethical obligation to be impartial in their coverage of electoral processes; this requires fairness and balance in their representation of the prevailing context. 8



In the electronic media youths were not featured during prime-time programming. The 60 plus age group was allocated the most time.

*Representation of youths in the broadcast media*

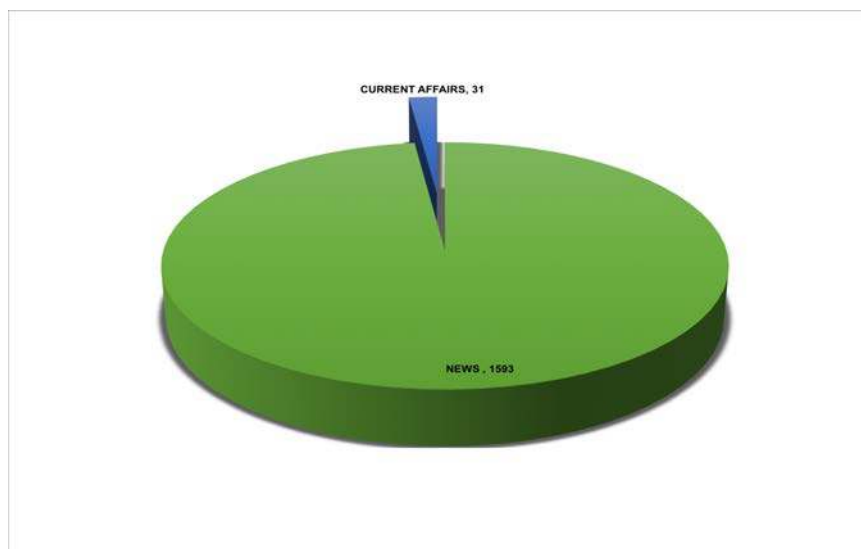


*\*Statistics included were for political players where data was available*

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

On the day of monitoring political actors were more visible in the news than in current affairs programming.

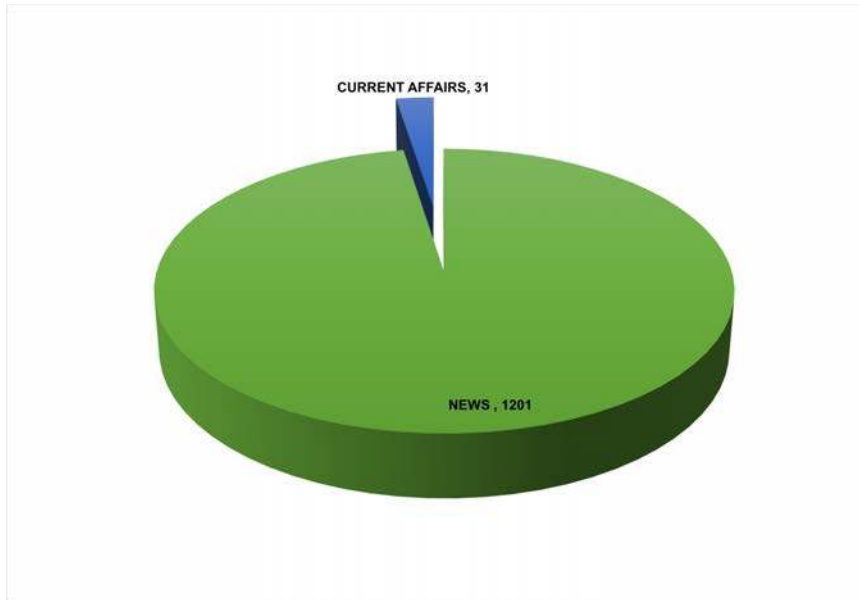
*Overall time dedicated to political players in the different programming types*



*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.*

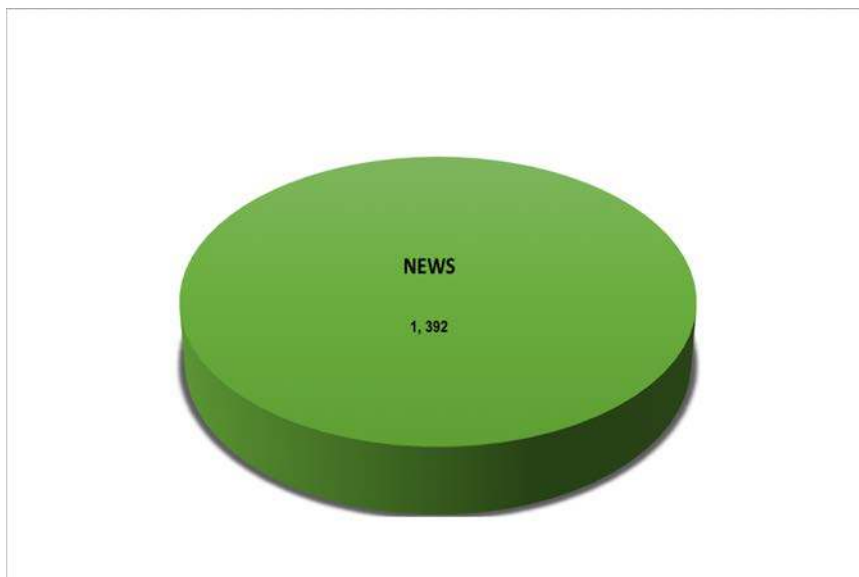
ZBC contained all the coverage of political actors in current affairs programming that was recorded on the day. There were mentions of Robert Mugabe, Emmerson Mnangagwa, Oppah Muchinguri and Engelbert Rugeje in relation to the political transition that occurred in November 2017 in a panel discussion broadcast by SFM on a programme called Focus. The discussants also talked about MDC Alliance’s demonstration for electoral reforms.

*ZBC (radio and TV) programming types*



On commercial radio, all the coverage of political actors was in the news. There were no current affairs programmes recorded during prime time on the monitored stations.

*Commercial radio programme types*



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## 2.7 Use of photographs to tell the election story in the press

Coverage of MDC Alliance's demonstration for electoral reforms received mixed reactions from the local print media. While the government controlled papers said the demonstration was a "flop" as "the majority of Harare residents ignored the event and went about their business"<sup>1</sup>. *The Herald* carried a photograph of a few people holding a banner and a few more in the background to back up its claim. The picture used on the demonstration was carried on page 2 of publication further bringing to focus the "insignificance" of the march.

**Picture 1:** Page 2 of *The Herald* newspaper that shows a photograph of the MDC Alliance march held on the 5<sup>th</sup> of June

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<sup>1</sup> *The Herald*, 6 June 2018, MDC Alliance Demo flops: Page 1

<sup>2</sup> *Daily News*, 6 June 2018, Mugabe's Party backs Chamisa: Page 1  
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. 11

# Zanu-F holds fruitful talks with C'swealth team

Daniel Nhemwaya  
Special Reporter

ZANU-FF yesterday hosted a Commonwealth delegation in the country to ease tensions for a harmonised election set for July 30.

The team was deployed to Zimbabwe on an ambassadorial mission, between June 2 and 7 to gain appreciation of the function of democracy in Zimbabwe and the

Administration Cde Obert Mpfah said the discussion was fruitful. Cde Mpfah said he had provided the team with the relevant information and emphasised the party's commitment to holding a free, fair and credible election.

"We assured them that the party was ready and that our commitment to holding a free, fair and credible election was self-evident."

"Yesterday (Monday) we met the National Democratic Institute and the International Research Institute from Ireland."



## Saharawi leader hails ED for warm welcome

Elita Chikwati  
Special Reporter

SAHARAWI Republic President Mr Ibrahim Ghali arrived in the country yesterday on a two-day official visit.

He was welcomed at the Robert Gabriel Mugabe International Airport by Vice President Constantino Chiromo, Environment, Water and Climate Minister Oppo Muchinguri, Minister of State for Harare Miriam Chikwira, among other senior Government officials.

President Gbali later met President Mnangagwa at State House.

"They discussed several issues, including strengthening the bilateral relations between the two countries."

"So, there are very strong bonds between Zimbabwe and Saharawi Republic."

"He has come to continue to strengthen and solidify that relationship that has existed all this time."

President Gbali said his visit to Zimbabwe was meant to further strengthen bilateral relations between the two countries.

"This is a working visit to our comrades and allies in Zimbabwe to further strengthen our bilateral relations at the level of Government and also at the party level," he said.

"We discussed bilateral, regional and international issues. I would like to thank President Mnangagwa for allowing us to visit Zimbabwe and we really feel that this is our second country."

"We discussed with His Excellency the various ways and methods that we can cooperate to assist us and His Excellency knows that the things Zimbabwe can do to Saharawi people and the kind of assistance the country can give to Saharawi to get its independence."

Saharawi is fighting to get out of Morocco from Morocco. Vice President Constantino Mubayi was also part of the State House meeting.

Mr Gbali is on a tour of the region.

He has been to South Africa, Lesotho, Botswana and Namibia appearing to the region to put pressure on Morocco to end its colonialisation of Saharawi. The Saharawi Arab Democratic Republic is a former Spanish colony annexed by Morocco in 1975.

President Gbali is expected to visit the National Heroes Acre and Victoria Falls today.

## Let them march: President

From Page 1

tion political parties, especially the MDC and its alliance partners.

In an interview with *The Herald* yesterday, Secretary for Information, Media and Broadcasting Services Mr George Charamba confirmed President Mnangagwa had no problems with the demonstrations as such rights were enshrined in the Constitution.

"Yes, His Excellency the President underlined to security structures that Section 50 of the Constitution which allows the right to demonstrate must be respected and that its provision in the supreme law of the country guarantees a right whose enjoyment cannot be optional except in terms provided for under the same Constitution," said Mr Charamba.

"It is that end, he emphasised on the security structures that in the absence of any real good reason that would justify abridgement of that right to demonstrate, the request by the opposition should be honoured."

President Mnangagwa, who is also the ZANU-FF First Secretary and President, relayed the same message to the ruling party.

"His Excellency underlined that the ZANU-FF Youth League had planned its solidarity march for peaceful elections in support of the President yesterday, the same day as the MDC's demonstration."

Equally, the President communicated to the leadership of the party that the party could not raise demonstrations on the same

day and in the same space already secured by the opposition as to do that would raise the risk of inter-party clashes, thereby undermining the overarching goal of ensuring a peaceful, violence-free poll," said Mr Charamba.

During the term of the previous administration, ZANU-FF supporters would stage demonstrations on the same day as MDC's followers and these inevitably ended in bloody clashes, press peace.

"The President said if the party (ZANU-FF) wanted to mount a demonstration it had to do it either before the opposition one or after it in terms of the same section of the Constitution," said Mr Charamba.

"He stressed the importance of peace, press, peace, order, order and respect for persons and property."

Since his inauguration last November, President Mnangagwa and his administration have worked tirelessly to open up the democratic space.

President Mnangagwa is walking the talk on his pledges that include delivering a free, fair, credible and democratic election.

He has invited literally the whole world to come and observe the country's harmonised elections set for July 30 including countries previously hostile to Zimbabwe.

President Mnangagwa is also opening Zimbabwe to foreign direct investment and has revised policies that are thought to be inimical to the flow of capital into the country.

## MDC Alliance demo flops

From Page 1

should be met first," he said. "If the conditions are not met, we will tell you. How many?"

Mr Chaminwa said that electoral demands failed to get traction in Parliament where ZANU-FF controls the majority of legislators.

"We said there are issues which needed attention, but we are being told it should be done in Parliament," he said.

"The things that we want corrected have nothing to do with Parliament, they are administrative issues. So, we do not want to tie to each other that go to Parliament. It doesn't resolve our disagreements with ZANU-FF in Parliament."

"Not to be outdone on the threats of violence, MDC's youth chairperson Happiness Chidziva said: 'What we want to tell Mnangagwa is that if our demands are not met, this country will become ungovernable starting from July 30.'"

MDC's national organising secretary Mr Anzo Chibaya said they would unleash violence on the masses and remove President Mnangagwa violently if ZANU-FF did not accede to their demands.

"If there are no reforms, there will be no elections to talk about," he said. "We will go into the streets and remove Mnangagwa."

In a provocation to the police, MDC activists breached conditions set by the law enforcement agents when they diverted their route and marched past Mumbusha Street.

The roads were not part of the route outlined by the police in their letter to MDC's secretary general Mr Douglas Mwauro.

Mr Chaminwa commanded the police not to interfere with the demonstration.

"Let's give credit where it is due," he said. "The police did a good job today. We have done our march without incident."

A analyst yesterday said although the march was needless, it demonstrated the highest level of political tolerance by President Mnangagwa's administration.

"While the march by the MDC faction was needless and by all standards a waste of time, one salient feature of this new diplo-

## Matter of fact

From Page 1

in our edition of June 4, 2018, we carried a story headlined 'Minister's powers lawful, court rules'. In the story we erroneously attributed the court judgment to Chief Justice Luke Malaba when it was written by a judge of the Constitutional Court, Justice Maree Kore-Gowora. We sincerely apologise for any inconvenience caused — Editor-in-Chief.



Justice Gowora

## Govt mourns 'astute diplomat' Chimbandi

Herald Reporter

GOVERNMENT on Monday expressed its sadness over the death of career diplomat Cde John Chimbandi on Saturday.

"The Minister of Foreign Affairs and International Trade, Honorable Lieutenant General (Retired) Dr S B Moyo, the Permanent Secretary Ambassador J M Bemba and the entire staff in the ministry learnt with profound grief and sadness, the sudden passing on of Cde John Chimbandi on the 2nd of June, at an Ardenle Hospital in Harare," said the ministry in a statement.

"The ministry expresses deep and heartfelt condolences to Mrs Chimbandi, the children and the entire family in this very sad and untimely loss."

Cde Chimbandi was born on October 1, 1951 in Zvymbe, Wedza.

He attended St Anne's Mission College Wedza and Ranch House College in Harare for his secondary education from 1964 to 1966.

Cde Chimbandi proceeded to Botswana where he acquired a Bachelor of Political Science degree at the then University of Botswana, Lesotho and Swaziland between 1966 and 1971.

He started his career as a school teacher in 1971, at Muchudi Secondary School in Botswana, and in 1972, as the war interned home, he traded the comfort of urban professional life for the liberation struggle.

Cde Chimbandi received his military training in Tanzania and was deployed to the war front in 1973. He rose through the ranks to the position of Field Operations and Camps Political Commissar in Mozambique in 1974, a position he held until 1976.

From 1977 to 1980, Cde Chimbandi was the Chief Representative of ZANU-FF for East Africa in the then Organisation for African Unity (OAU), Liberation Committee in Dar es Salaam, Tanzania.

He joined the then Ministry of Foreign Affairs at independence in 1980 as an Assistant Secretary (Cde Chimbandi was the ministry's institutional liberation expert as he coordinated Zimbabwe's policy on all liberation movements in Southern Africa, including the African National Congress (ANC), the South West African People's Organisation (SWAPO), and the Palestinian

Liberation Organisation (PLO) in the 1980s.

In spite of a health setback that temporarily sidelined the left side of his body, Cde Chimbandi had an illustrious career in the ministry that saw him serving as Deputy Director at Head Office and Minister Counsellor in West Germany (1990-1996), China (1996-2000) and Iran (2000-2005).

In March 2005, Cde Chimbandi was appointed Zimbabwe's Consul-General in Mozambique, based in Beira.

He served in that position until his time of retirement at the end of September 2017.

Cde Chimbandi was instrumental in the building of Zimbabwe's Foreign Service.

"His revolutionary background was evident in the way he pro-

## Matter of fact

From Page 1

posed November revolution across the political divide.

"It is for this reason that President Mnangagwa will be triumphant indisputably come 30 July elections because he has demonstrated unmatched maturity in ensuring peaceful conduct at a time when other contestants, particularly the notorious MDC-F factions, are provocative."

Another analyst, Mr Godwin Murewa, said: "President Mnangagwa has cultivated a culture of tolerance. Everyone sees that there is a discernible freedom of expression and association. Unlike under the old order, opposition parties are campaigning more freely, have greater access to the public media and can lawfully demonstrate."

"These are clear positive indicators to enable and indicate a genuine promise to dialogue, free, fair and credible elections. At a time when foreign envoys like the ones from the Commonwealth are assessing our pre-election environment and preparations, this is reflective of democratic maturity."

The MDC Alliance has held nearly 50 rallies, all of which have been sanctioned by police.

"We discussed with His Excellency the various ways and methods that we can cooperate to assist us and His Excellency knows that the things Zimbabwe can do to Saharawi people and the kind of assistance the country can give to Saharawi to get its independence."

Saharawi is fighting to get out of Morocco from Morocco. Vice President Constantino Mubayi was also part of the State House meeting.

Mr Gbali is on a tour of the region.

He has been to South Africa, Lesotho, Botswana and Namibia appearing to the region to put pressure on Morocco to end its colonialisation of Saharawi. The Saharawi Arab Democratic Republic is a former Spanish colony annexed by Morocco in 1975.

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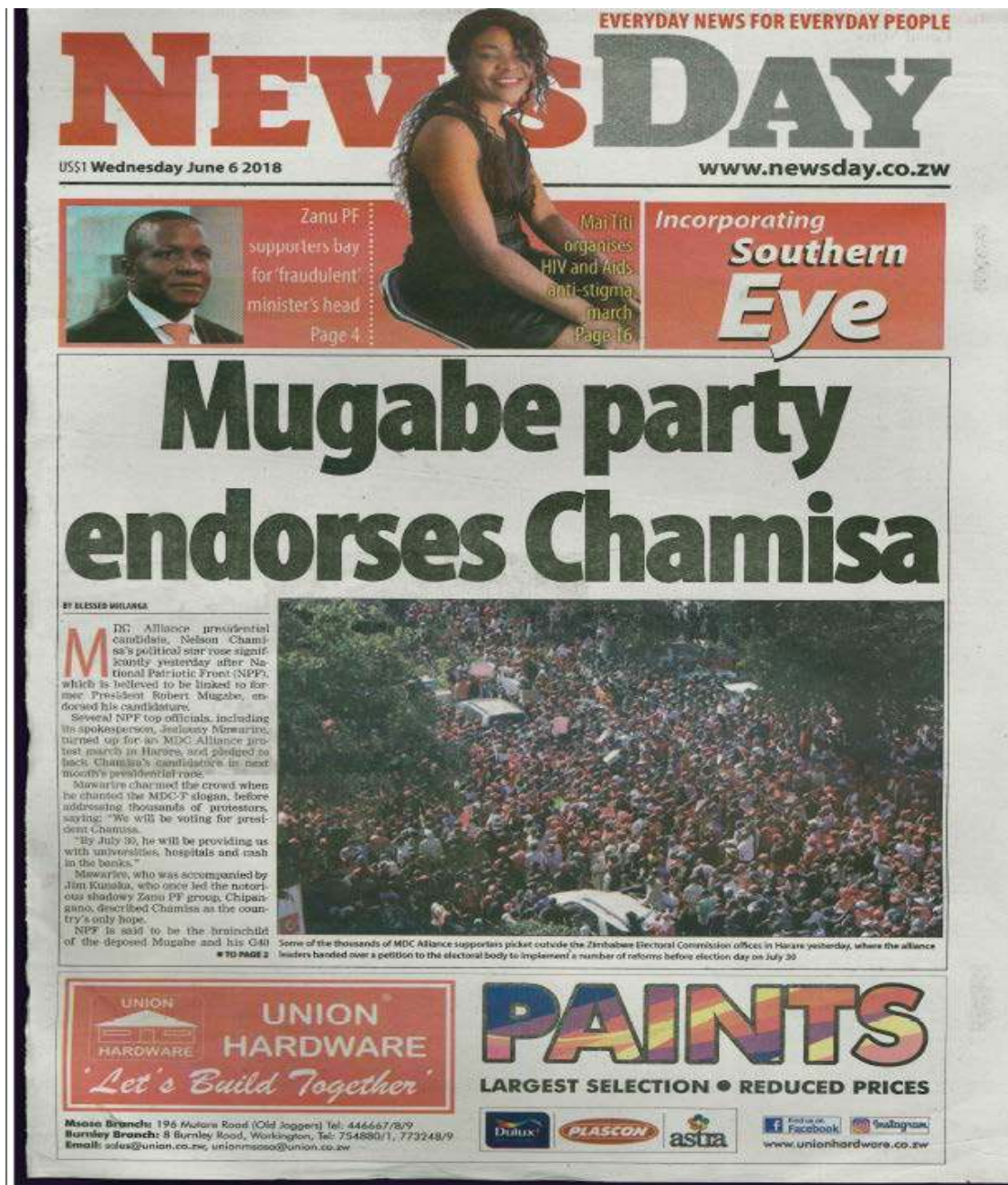
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The privately owned dailies gave a different account of the demonstrations, which were hailed to be a success by both *NewsDay* and *Daily News*. *Daily News* reported "...thousands brave cold weather for demo"<sup>2</sup>. The two papers had pictures of the demonstration on their front pages. The pictures show huge crowds that the papers say attended the MDC Alliance march.

**Picture 2:** The front page of the *Newsday* featuring a photograph of the MDC Alliance March held on the 5<sup>th</sup> of June



<sup>2</sup> *Daily News*, 6 June 2018, Mugabe's Party backs Chamisa: Page 1

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.

### **3.0 Conclusion**

On the seventh day of monitoring, the local media's trends of coverage continue to fall short of the requirements of the Electoral Act which stipulates that coverage of political parties be diverse and equitable. A week into the electoral period only 21 parties have been covered by the media out of +/- 130 that have registered interest in taking part in the elections.

As the fourth estate, it is imperative that the media are cognisant of their obligations to the public who rely on their content to make pertinent decisions about elections. The manner in which the MDC Alliance march leaves the public with more questions than answers about what really transpired, there were no reports in the media about whether the party met its objective to get electoral reforms implemented, in the end it became about the turnout.

## APPENDIX 1

### List of Political Parties

- Bethel Christian Party –BCP
- Democratic Opposition Party –DOP
- Forces of The Liberation Organization of African National Party - FLOANP
- 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)
- Mthwakazi Republic Party - MRP
- 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
- Word of Yahwe Express - WOYE
- 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

#### **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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