



Daily Media Monitoring Report

Issue 8: 7 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 eighth media monitoring report on the 2018 elections highlights trends in the media's performance in their coverage of 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 eighth day of the election period – 7 June 2018.

1.2 Key Events

On this day,

- ZEC held an induction workshop in Bulawayo for aspiring candidates to appraise them on nomination court requirements and procedures.
- Questions raised by opposition MPs on whether ZANU PF's recently imported campaign material paid customs duty.
- MDC-T (NC) Binga North Legislator said some of the electoral reforms that his party are seeking from ZEC are administrative and do not require authority from parliament to implement.

In campaign news;

- MDC Alliance to launch 2018 policy document under the theme, "Behold the new change that delivers".
- FLOANP President Egypt Dzinemunhenzva says his party will hold its manifesto and campaign launch after the sitting of nomination courts.
- ZANU PF and MDC Alliance presidential candidates will both hold rallies in Masvingo over the weekend.
- The presidential campaign seems to have turned to economic issues with candidates addressing economic development. President Mnangagwa has been on a visit of numerous industrial sites and has promised to reopen closed companies while Nelson Chamisa had a meeting with British Investors whom he apprised on his proposed government business policy.
- ZANU PF stalwart Tshinga Dube held a meeting with women in Makokoba constituency who were encouraged to vote for Emmerson Mnangagwa so that they can complete the development initiatives they have begun.
- Coverage of ZANU PF's march showed two different sides as that of the MDC Alliance's demonstration yesterday, the media gave two separate pictures of the march.

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> 	

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?

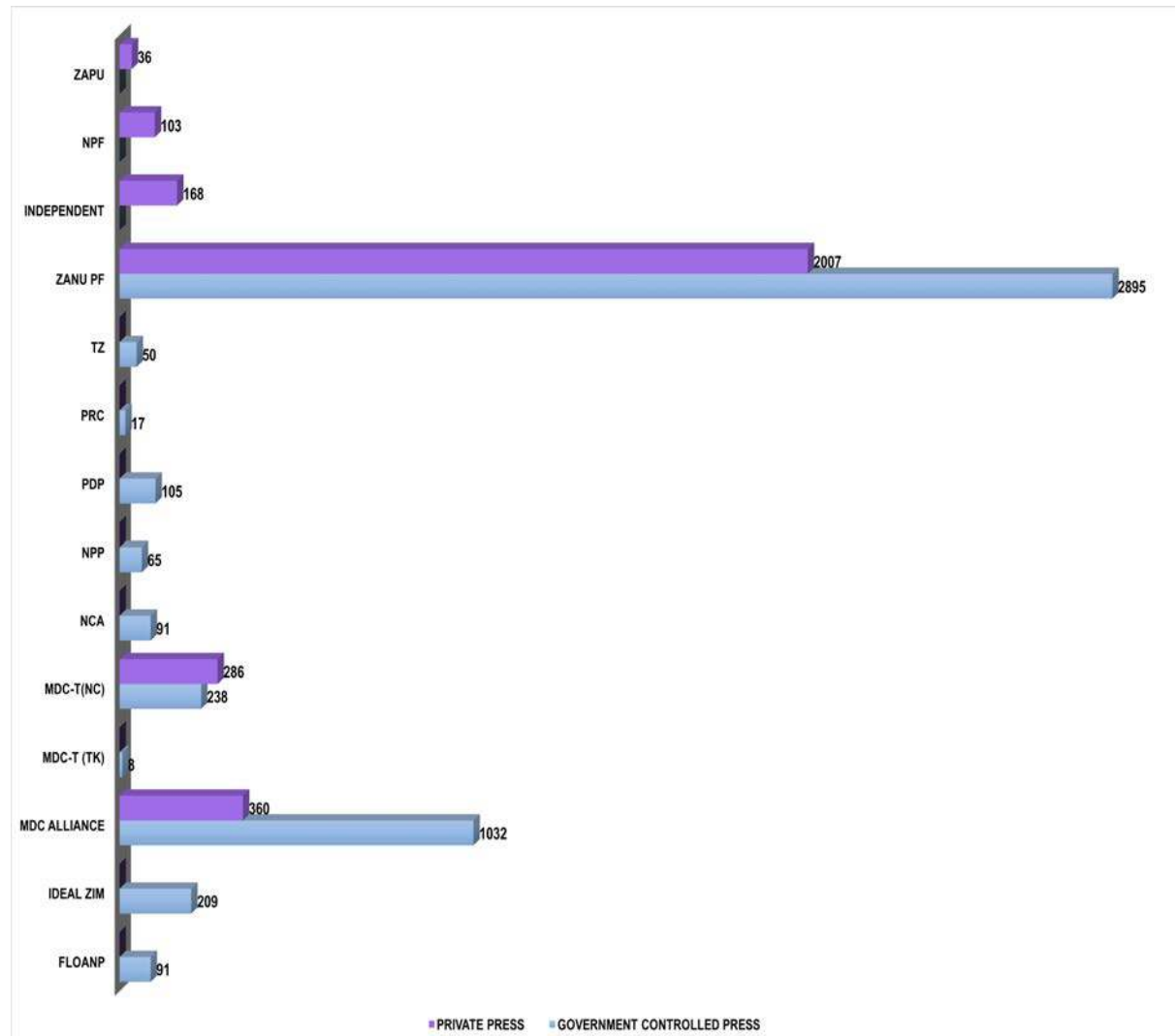
The number of political parties covered in the local media is increasing gradually, this has seen the space and time occupied by ZANU PF slowly declining from the totals recorded in earlier days. Fourteen political parties were covered on this day. The press seems to be more diverse in its coverage of political parties than the broadcast media. Fourteen parties were featured in the press whilst four appeared in the electronic media.

Tinashe Jonas' Ideal Zimbabwe (IZ) and Joice Mujuru's People's Rainbow Coalition made their first appearances in the media since the election date was proclaimed. Appendix 1 shows a list of political parties that have been covered by the media over the past seven days.

ZANU PF received 59% of the coverage ahead of MDC Alliance's 23% and the National Constitutional Assembly's 7%. The remaining eleven parties were covered in 11% of the coverage.

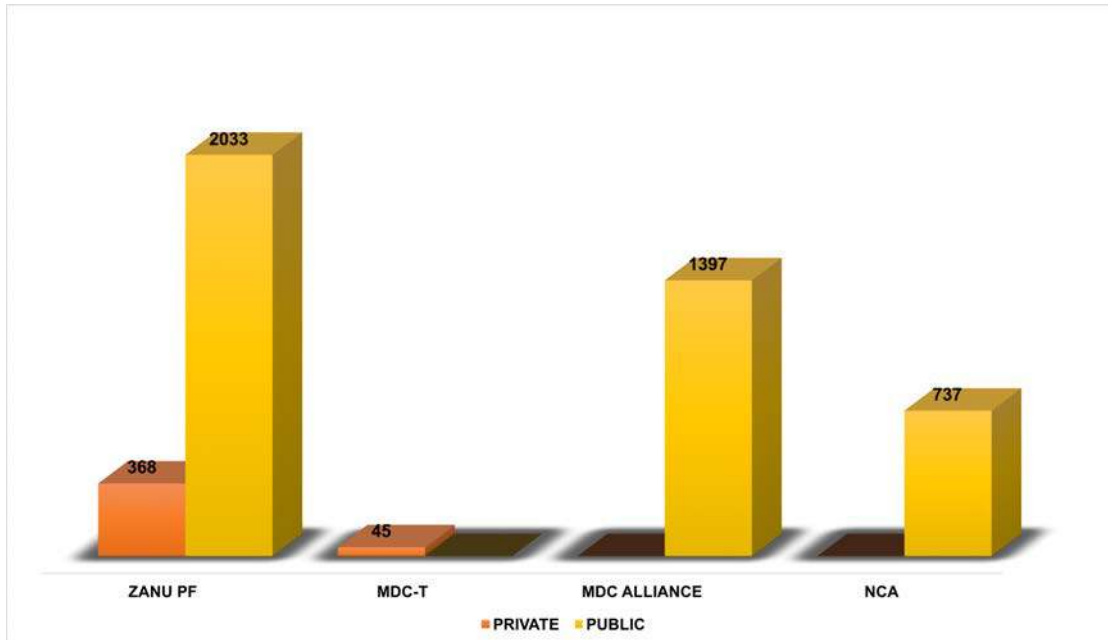
2.1 Space and time dedicated to political parties in private and public media

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.

Time dedicated to political parties in the electronic media



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

Seventeen political actors were covered in the broadcast media monitored whilst 71 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	ZANUPF	2402
Nelson Chamisa	MDC-Alliance	698
Obert Mpofu	ZANUPF	217
Tinashe Jonas	IDEAL ZIMBABWE	209
George Charamba	ZANUPF	168
Prince Dubeko Sibanda	ZANUPF	167
Evan Mawarire	INDEPENDENT	158
Sithembiso Nyoni	ZANUPF	149
Perrance Shiri	ZANUPF	120
Patrick Chinamasa	ZANUPF	116
Prosper Mutseyami	ZANUPF	111

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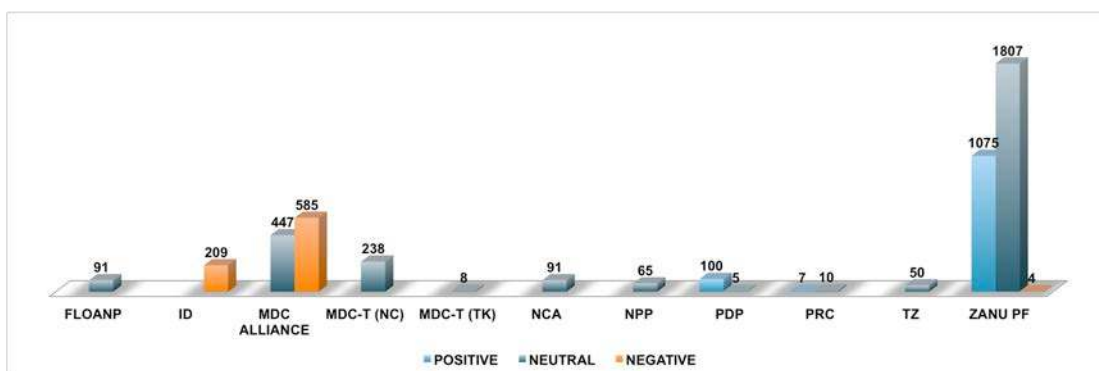
Top political actors in the electronic media

Actor	Political Party	Total time in seconds
Douglas Mwonzora	MDC-Alliance	1385
Tendai Chirawu	ZANUPF	977
Lovemore Madhuku	NCA	737
Emmerson Mnangagwa	ZANUPF	533
Pupurai Togarepi	ZANUPF	267
Godwin Gomwe	ZANUPF	90
Obert Mpfu	ZANUPF	83
Sthembiso Nyoni	ZANUPF	82
Joram Gumbo	ZANUPF	79
Amon Murwira	ZANUPF	75

2.3 Tone of coverage for political parties

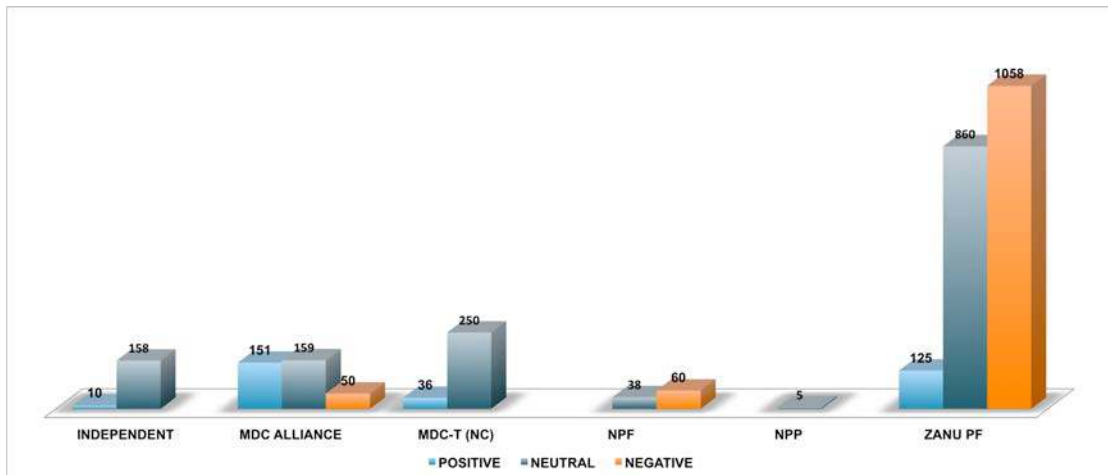
Parties covered in the government controlled press received coverage that was mostly neutral while MDC-T and Ideal Zimbabwe received coverage that was negative. ZANU PF received most of the positive coverage.

Tone of coverage in the government controlled press



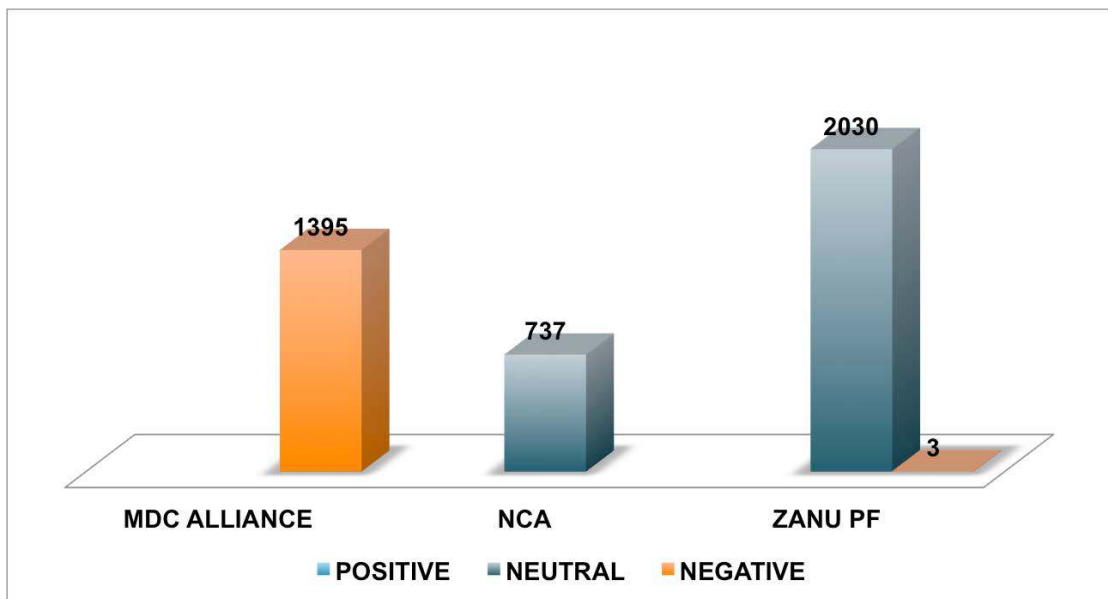
In the privately owned press ZANU PF received the most coverage that was negative and neutral, whilst MDC Alliance received the most positive coverage.

Tone of coverage in the private press



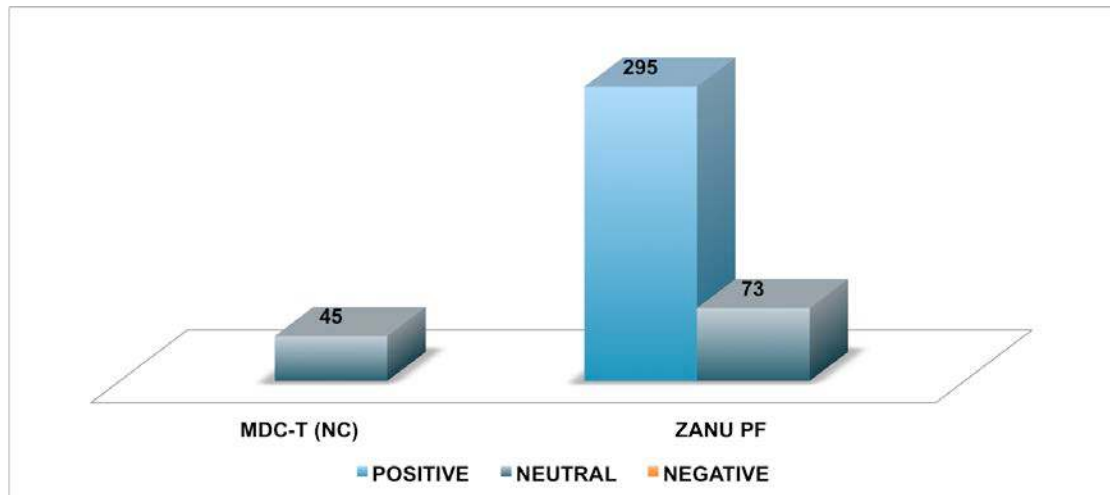
On ZBC, three parties were covered, of these MDC Alliance received negative coverage whilst NCA and ZANU PF received neutral coverage.

ZBC tone of coverage



Commercial radio stations gave coverage to two political parties, of these MDC-T (NC) received neutral coverage whilst ZANU PF was mainly portrayed positively.

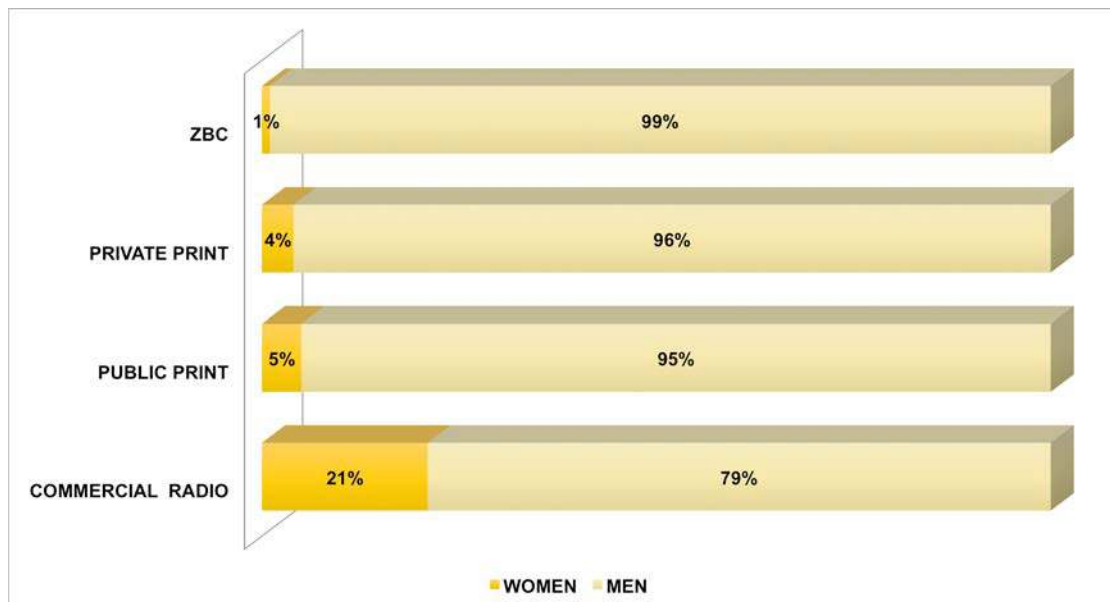
Commercial radio stations' tone of coverage



2.4 Gender representation in election programmes

Even though women politicians continue to be marginalised by the media, there was a 5% increase in their visibility from 3% to 8% of the total coverage of men and women. This was largely due to the 21% coverage of women recorded by commercial radio stations monitored. Men however continue to feature the most on all platforms.

Gender representation in both the private and public media

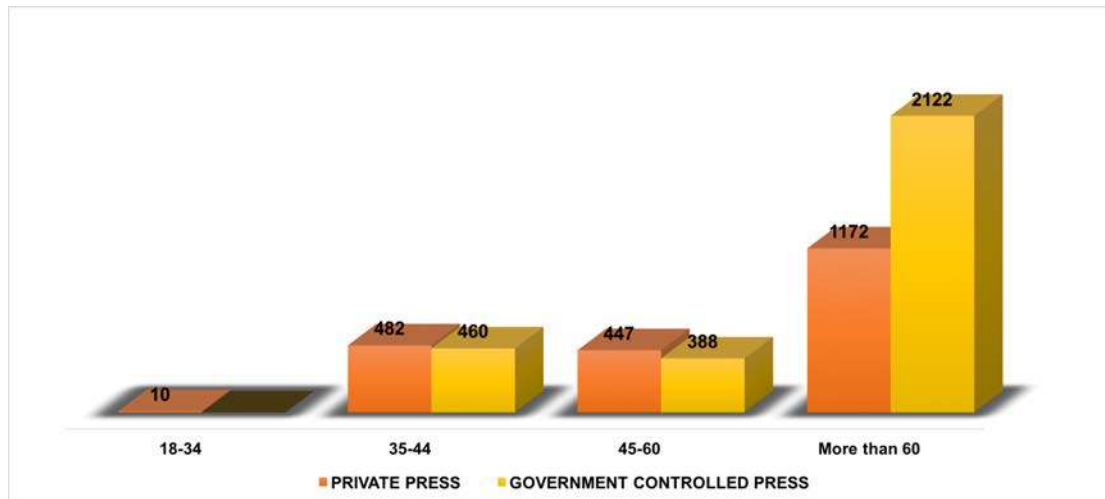


The media have an ethical obligation to be impartial in their coverage of electoral processes; this requires fairness and balance in their representation of the prevailing context.

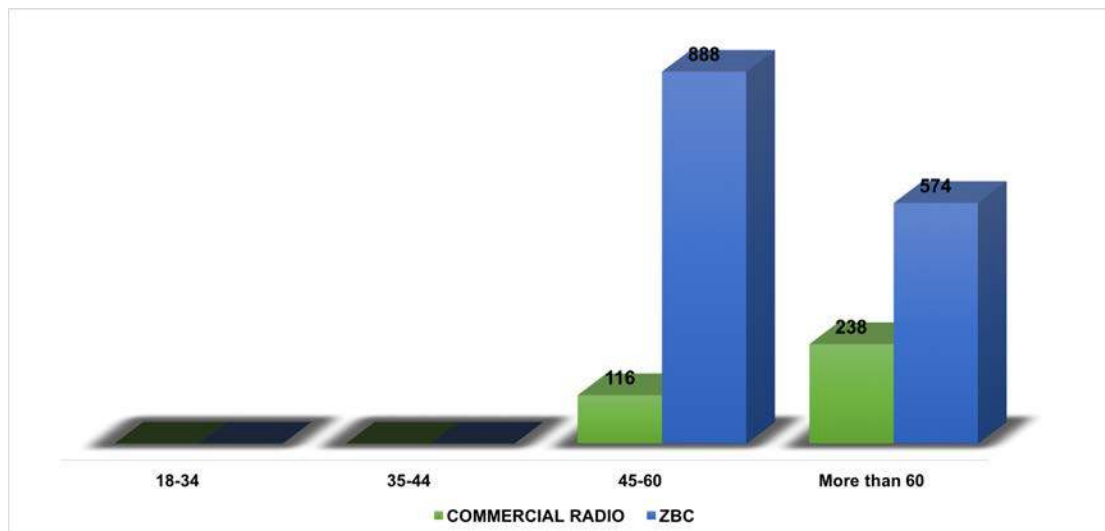
2.5 Youth representation in election programmes

While there have been some youth issues raised in the media, older people have been speaking on behalf of the youths. Only 10cm² of space was dedicated to youth voices in the press while in the electronic media youth voices have been scarce.

Representation of youths in the press



Representation of youths in the broadcast media



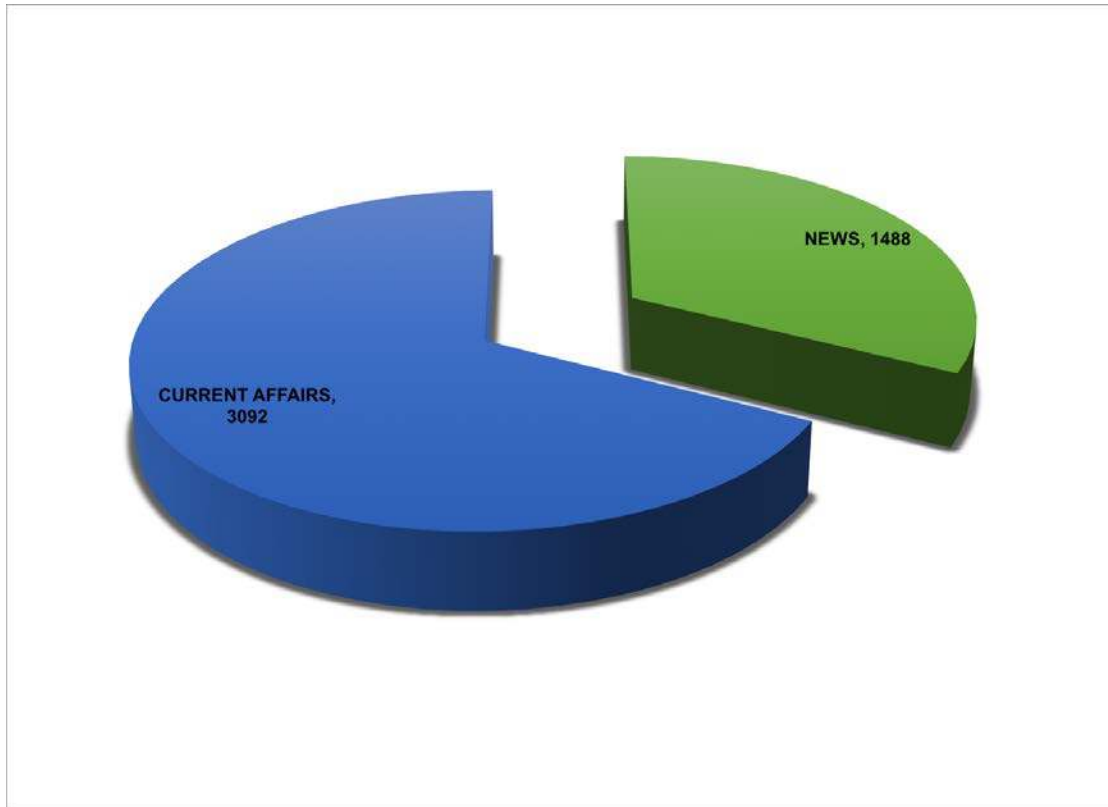
**Statistics included were for political players where data was available*

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 current affairs programmes than in the news.

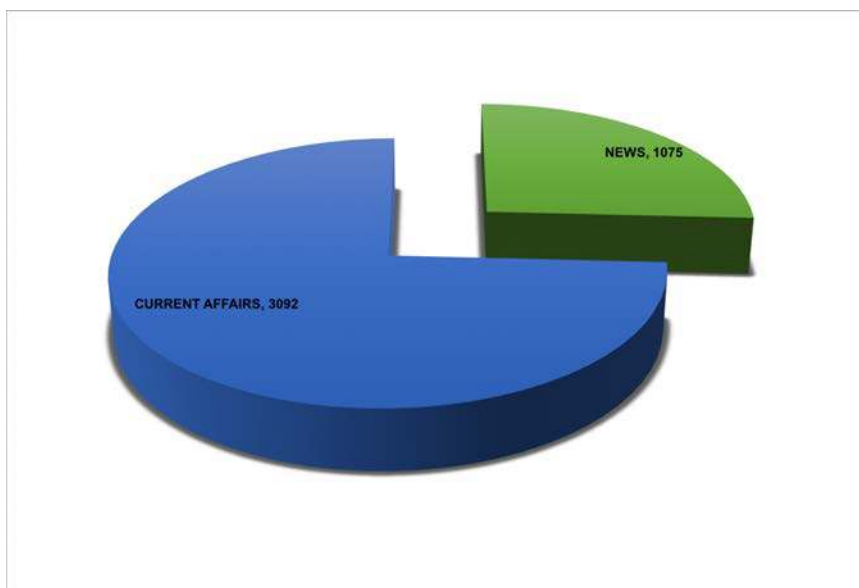
Overall time dedicated to political players in the different programming types

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.



Once again ZBC contained all the coverage of political actors in current affairs programming that was recorded on the day. ZTV carried a programme titled “Election 2018”, which discussed the progress made by President Emmerson Mnangagwa since he assumed power in November 2017. The programme was more of a publicity piece for ZANU PF and featured ZANU PF Youth League Secretary for Administration Tendai Chirawu who outlines President Mnangagwa’s achievements and his promise to deliver a middle-income economy by 2030.

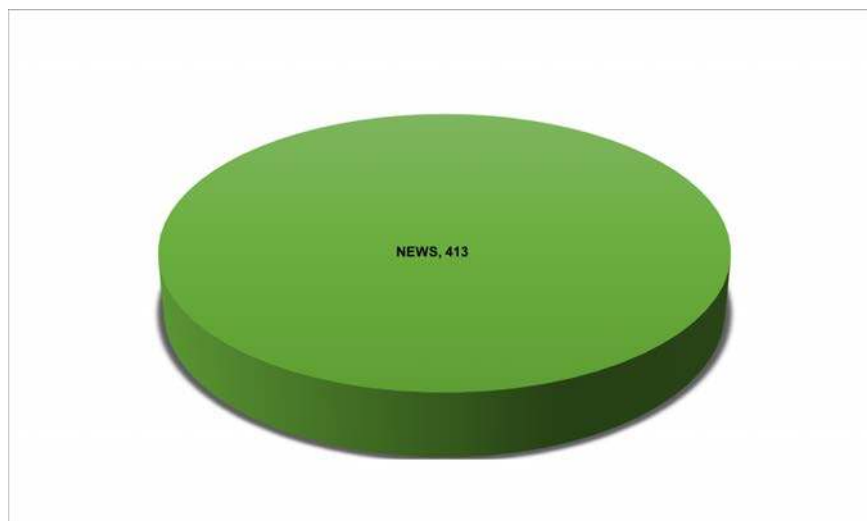
ZBC (radio and TV) programming types



The media have an ethical obligation to be impartial in their coverage of electoral 10 processes; this requires fairness and balance in their representation of the prevailing context.

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

Commercial radio programme types



2.7 Use of pictures in the press

Coverage of ZANU PF's march for peace was a reflection of the challenges recorded yesterday when the media covered MDC's demonstrations for electoral reforms. The media used pictures to feed their narrative about the legitimacy of the march.

NewsDay reported that the march had "floppED"¹ and attributed its failure to ZANU PF leader Emmerson Mnangagwa. The private papers (*Daily News* and *NewsDay*) took a cue from the government-controlled papers and focused on "low turnout" of the march as proof of its failure. *Daily News* carried a small picture on Page 3 of the march along with a headline that read, "Turnout blow for ZANU PF".

¹ FloppED: Chaotic Mnangagwa demo fails

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

PICTURE 1: Page 1 of the NewsDay showing and Image of Emmerson Mnangagwa



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.

In the government controlled media, even though the story of the march made the front page, a picture of the march only appeared on page 3 showing an acute angle of a more sizeable crowd than that was shown the previous day of the opposition.

PICTURE 2: Page 3 of *The Herald* showing and Image of ZANU PF's March for Peace

MDC-Alliance launches policy document

MPs demand payment of outstanding allowances

Dzinemuhenzva's party begins poll preps

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The local media's efforts to outdo each are costing the readers the truth about the reality of different parties' campaigns. They appear to be portraying a particular image of the parties that is a version of the truth, which is a disservice to their mandate to objectively inform the public.

3.0 Conclusion

On the eighth day of monitoring, there has been an increase in the plurality of political voices heard in the media, which is a step closer to meeting the legal expectations of election reporting. There however continues to be a challenge in the manner in which the media has consistently portrayed certain parties through their tone of coverage. ZANU PF barely receives negative coverage in the state controlled media and the commercial radio stations while the MDC Alliance have been negatively portrayed on these platforms. The same can be said of the privately owned media, which has to an extent carried more negative coverage of the ruling party.

ZEC needs to step in and remind the media that partisan coverage will not serve citizens as the country heads towards elections as it is retrogressive and goes against the dictates of the Electoral Act.

APPENDIX 1

List of Political Parties

- Bethel Christian Party –BCP
- Democratic Opposition Party –DOP
- Forces of The Liberation Organization of African National Party – FLOANP
- Ideal Zimbabwe - IZ
- 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
- People’s Rainbow Coalition - PRC
- 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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