MEDIA MONITORS
PUTTING THE MEDIA INTO PERSPECTIVE

MEDIA COVERAGE OF THE

2018 ELECTIONS IN ZIMBABWE

REPORTING TRENDS ON THE DAY OF NOMINATION

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1.1 Introduction

This 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 a day after the sitting of the nomination courts – 15 June 2018.

1.2 Key Events

On this day,

- Nomination of candidates for the harmonised elections occurred on the 14th of May.
  - 23 candidates vying for presidency
  - 20 men and 3 women.
- While ZEC appears to be satisfied with the nomination process, the opposition and election monitoring CSOs have castigated the commission for failing to avail the voters' roll in time for the sitting of the nomination court. The NCA has taken the electoral commission to court for not availing the voters' roll to them.
- Disgruntled party members from ZANU PF and MDC Alliance have reportedly registered to contest as Independent candidates.
- ERC has published guidelines on best practices of printing ballot papers, transmission of results and the need for consistent and open consultation of stakeholders.
- Veritas also published stipulations in the Electoral Act on penalties for those convicted for election related offenses.

1.3 Media Monitored

News Platform	Print	Broadcast (6-10pm)
Public media	• *The Herald* • *Chronicle*	• ZTV • SFM • Radio Zimbabwe
Commercial radio		• Star FM • ZiFM
Private media	• *Daily News* • *NewsDay*	

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.

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^2) 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 increased significantly following the sitting of the nomination court. Overall 36 political parties were covered on the day. However, a closer look at the space and time allocated to the political parties shows that the majority of the political parties that were visible in the media were merely mentioned as having submitted their nomination papers. ZANU PF accounted for 45% of the overall coverage of political parties ahead of MDC Alliance, which had 36%. The remaining 34 parties combined for 19% of the coverage. There is need for the media both print and electronic to profile the prospective candidates so that the electorate has a better appreciation of the stock of candidates at their disposal.

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

In the government-controlled press, 22 political parties were covered in total. Political actors from ZANU PF received most of the coverage. They received more coverage in their capacity as party members than they were covered as central or local government officials.

Space allocated to political actors in the government-controlled press in cm²

Political Parties	National Government	Local Govt	Member of Parliament	Party Member	Total Space
ZANU PF	772	24	26	1123	1945
MDC Alliance			10	141	`151
FLOANP				96	96
Independent				53	53
NPF				12	12
UDF				11	11
Build Zim				2	2
PRC				2	2
UDM				2	2
Others				12	12

In the private press, 33 political parties were covered with ZANU PF being allocated the most time although half the time allocated was on ZANU PF member's roles in government.

Space allocated to political actors in the private press in cm²

Political Parties	National Government	Local Govt	Member of Parliament	Party Member	Total Space
ZANU PF	424			484	908
MDC ALLIANCE		75	21	786	872
NCA				264	264
INDEPENDENT				242	242
NPF				180	180
NPP				73	73
MDC-T (TK)				48	48
UDA				46	46
ZAPU				44	44
OTHERS				*86*	*86*

Seventeen political parties were covered on ZBC stations. ZANU PF received relatively more coverage than the other parties.

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Time dedicated to political parties on ZBC (in seconds)

Political parties	National Government	Party Member	Total Time
ZANU PF	185	177	362
INDEPENDENT		112	112
MDC ALLIANCE		44	44
PRC		27	27
UDF		20	20
BZA		3	3
RPZ		3	3
UDM		3	3
CD		2	2
NAPDZ		2	2
Others		9	9

Commercial radio carried the same number of political parties as the ZBC stations. MDC Alliance received the most coverage on the two commercial radio stations.

Time dedicated to political parties on commercial radio (in seconds)

Commercial Radio	National Government	Party Member	Total Time
MDC ALLIANCE		1746	1746
ZANU PF	171	174	345
Independent		142	142
NPF		56	56
MDC T (TK)		18	18
APA		2	2
BCP		2	2
BZA		2	2
NCA		2	2
PRC		2	2
RPZ		2	2
UDM		2	2
OTHERS		9	9

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

Sixty-three political actors were covered in the broadcast media monitored whilst 110 appeared in the print media. Most of the political actors recorded on this day were either listed or mentioned in relation to the nomination process.

Top political actors in the press

Actor	Political Party	Total Space in cm^2
Emmerson Mnangagwa	ZANUPF	1074
Nelson Chamisa	MDC-Alliance	308
Munyaradzi Mahacha	ZANUPF	255
Perrance Shiri	ZANUPF	205
Tshinga Dube	ZANUPF	205
Jessie Majome	Independent	131
Douglas Mwonzora	MDC-Alliance	122
Martin Dinha	ZANUPF	115
Egypt Dzinemunhenzva	FLOANP	108
Victor Matemadanda	ZANUPF	108

Top political actors in the electronic media

Actor	Political Party	Total time in seconds
Emmerson Mnangagwa	ZANUPF	197
Jesse Majome	Independent	141
July Moyo	ZANUPF	95
Monica Mutsvangwa	ZANUPF	50
Webster Shamhu	ZANUPF	34
Brian Muteki	Independent	26
Florence Chaurura	Independent	25
Nelson Chamisa	MDC-Alliance	21
Peter Gava	UDF	19
Robert Mugabe	ZANUPF	18

2.3 Tone of coverage for political parties

Most of the coverage in the government-controlled press was neutral. FLOANP and MDC Alliance received negative coverage in the publicly owned press. ZANU PF received all the positive coverage recorded in the state-owned press.

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*Tone of coverage in the government controlled press (*in cm^2*)*

PARTY	NEGATIVE	NEUTRAL	POSITIVE
BUILD ZIM	0	1	0
FLOANP	96	0	0
INDEPENDENT	0	55	0
MDC ALLIANCE	79	80	0
NEW PATRIOTIC FRONT	0	11	0
PRC	0	2	0
UDM	0	2	0
ZANUPF	0	1889	55
OTHERS	0	20	0

In the privately owned press most of the coverage was neutral, there was however more negative coverage of ZANU PF and MDC Alliance.

*Tone of coverage in the private press (*in cm^2*)*

PARTY	NEGATIVE	NEUTRAL	POSITIVE
INDEPENDENT	0	242	0
MDC ALLIANCE	**189**	751	0
NCA	0	264	0
NPF	74	106	0
NPP	0	73	0
UDA	0	46	0
ZANUPF	**303**	605	0
ZAPU	0	44	0
OTHERS	0	61	0

All coverage on ZBC was neutral.

ZBC tone of coverage (in seconds)

PARTY	NEGATIVE	NEUTRAL	POSITIVE
BZA	0	3	0
CODE	0	2	0
INDEPENDENT	0	113	0
MDC ALLIANCE	0	40	0
NAPDZ	0	3	0
CD	0	3	0
PRC	0	27	0
UDF	0	20	0
UDM	0	3	0
ZANUPF	0	317	0
OTHERS	0	9	0

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Commercial radio stations gave negative coverage to opposition parties, particularly the MDC Alliance. ZANU PF received all of the positive coverage that was recorded.
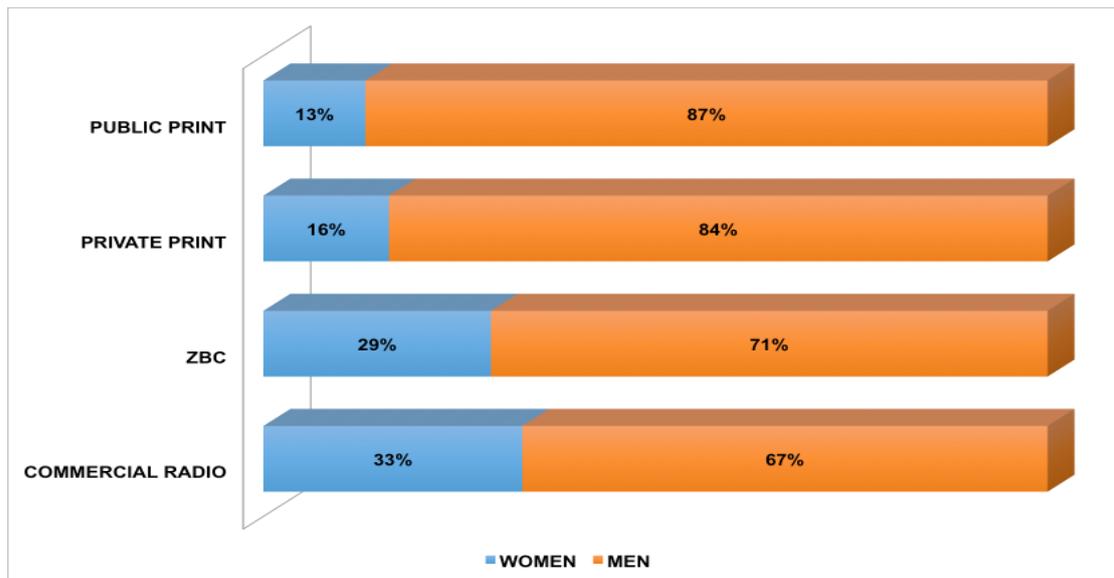
Commercial radio stations' tone of coverage (in seconds)

PARTY	NEGATIVE	NEUTRAL	POSITIVE
APA	0	2	0
BCP	0	2	0
BZA	0	2	0
INDEPENDENT	140	2	0
MDC ALLIANCE	1761	3	0
NAPDR	0	2	0
NCA	0	2	0
NPF	55	1	0
PRC	0	2	0
RPZ	0	2	0
RZP	0	1	0
UDM	0	2	0
ZANUPF	1	152	193
ZIPP	0	2	0
OTHERS	0	5	0

2.4 Gender representation in election programmes

There was been a significant increase in the representation of women in the monitored media platforms. Overall women accounted for 23% of the coverage of political actors whilst men made up 77%. The increase in women's visibility was largely due to the announcements of some of the political actors who handed in their nomination papers. It was reported that three of the 23 candidates vying for the country's presidency are women; Joice Mujuru (PRC), Thokozani Khupe (MDC-T) and Violet Mariyacha of the United Democratic Movement.
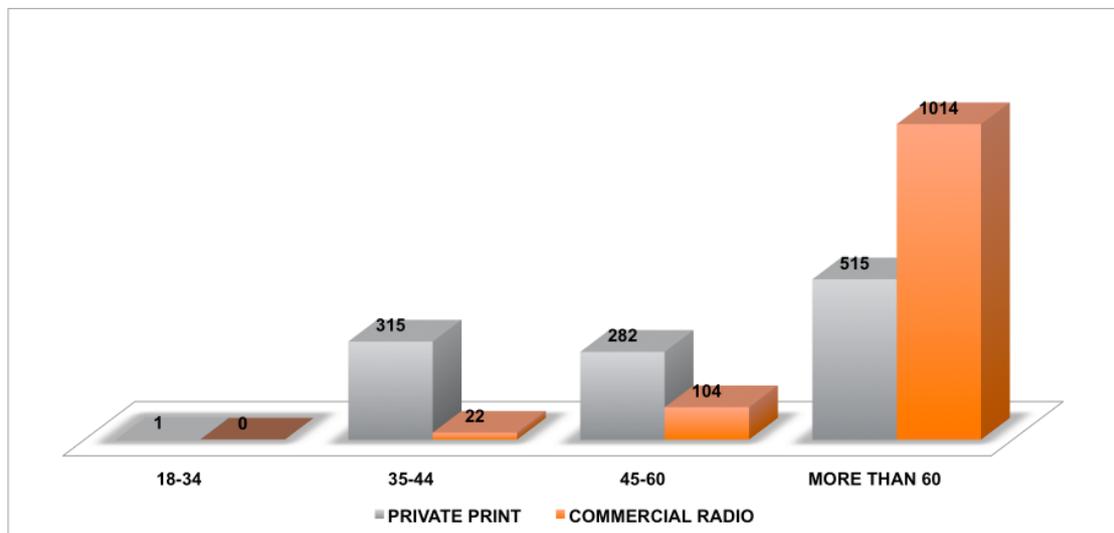
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Gender representation in both the private and public media

## 2.5 Youth representation in election programmes

Youths continue to be marginalised in both the print and electronic media, their voices make up less than 1% of the political actors covered in the press and just 3% of the political actors visible in the electronic media.

Representation of youths in the press (in cm^2)

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Representation of youths in the broadcast media (in seconds)
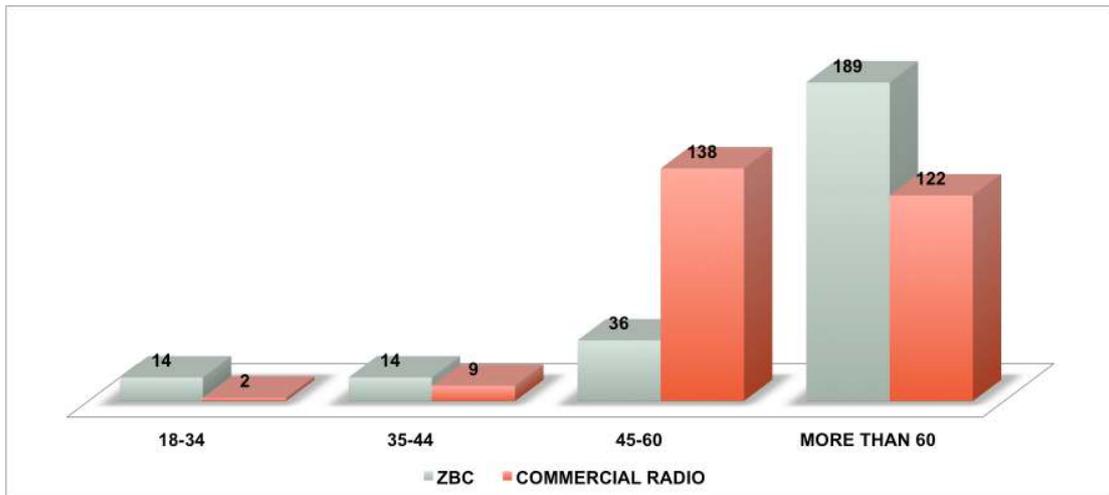
Statistics included were for political players whose data was available

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*
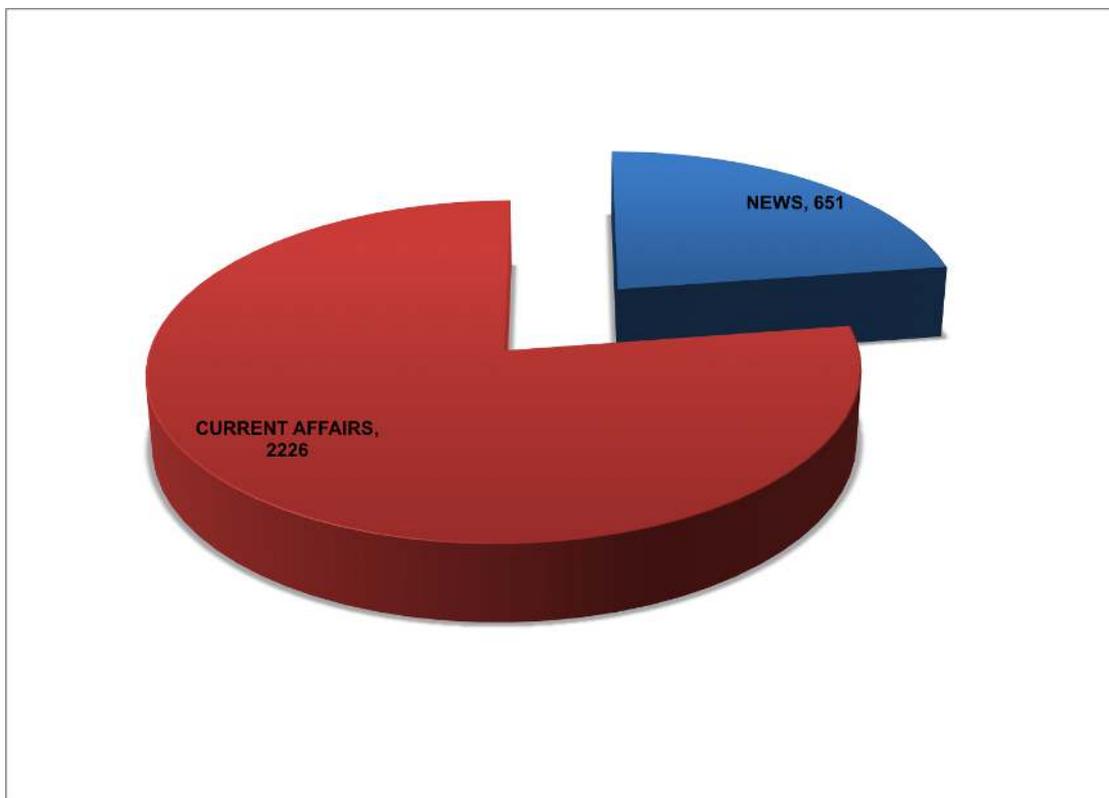
On ZBC (Radio and TV) political actors were more visible in the news than in current affairs programmes. ZTV carried a programme ZEC on Thursday on

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which the MDC Alliance was mentioned briefly. Radio Zimbabwe also carried a voter education programme, which however did not feature any political actors.

ZBC (radio and TV) programming types (in seconds)
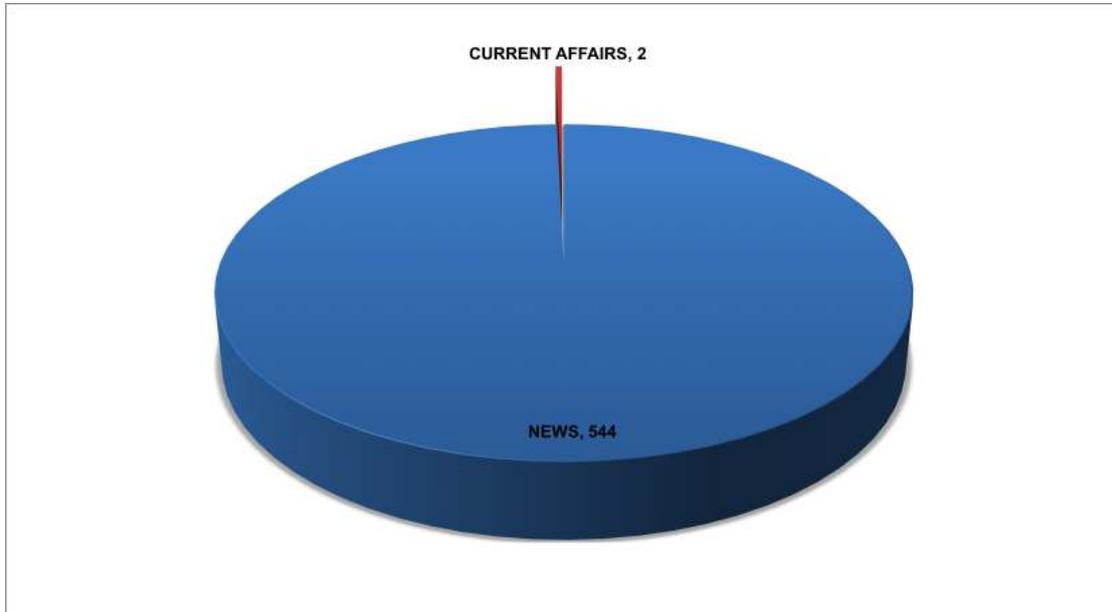
Commercial radio gave more time to political actors in current affairs programmes than in the news. There were numerous mentions of political actors from ZANU PF, NPF and MDC Alliance on Star FM's Spotlight.

Commercial radio programme types (in seconds)
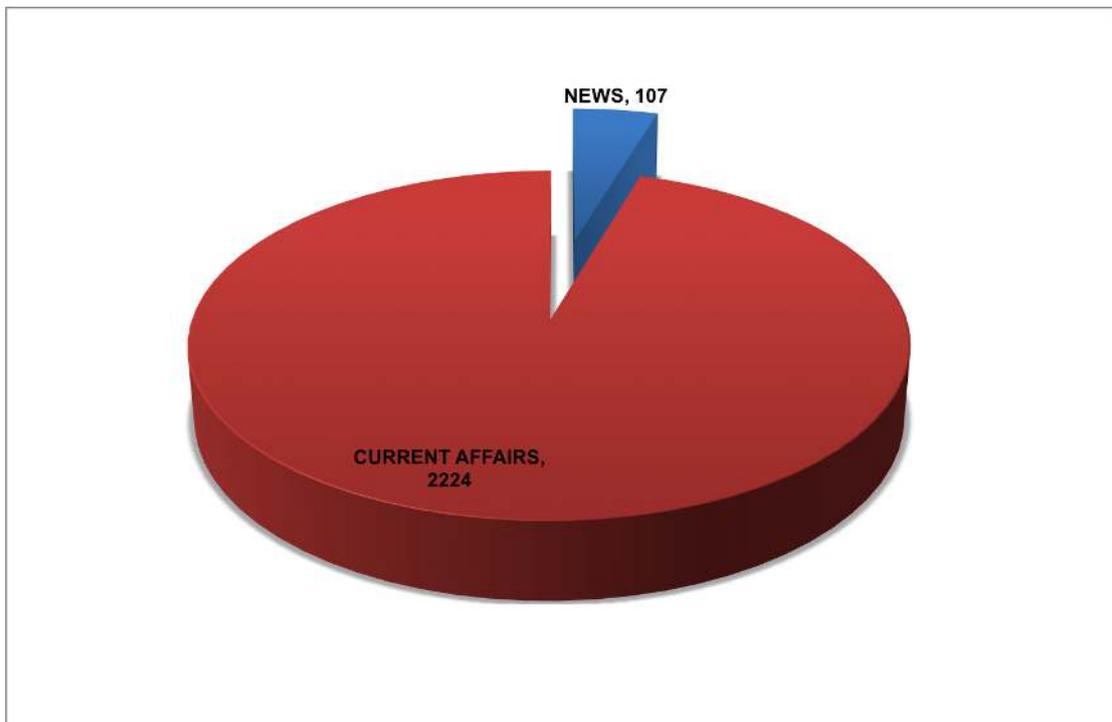
The media have an ethical obligation to be impartial in their coverage of electoral 11
processes; this requires fairness and balance in their representation of the prevailing context.

3.0 Conclusion

A day after the sitting of nomination courts there were numerous mentions of political actors from different political parties. It should however be noted that the majority of the coverage was in the form of mentions which did not give adequate information to the electorate about the candidates who will be contesting in the upcoming elections. More time and space was allocated to parties that receive media coverage regularly which left the readers with very little detail about the candidates they were hearing for the first time.

Now that the candidates who will be contesting in the upcoming elections are a bit clearer, it is important for the media to profile these candidates and give them more space or time to market themselves ahead of the July 30 elections.

It is imperative for ZEC to set up media monitoring mechanisms that enable them to keep track of the coverage being allocated to the listed candidates who will be taking part in the upcoming elections.

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context.

APPENDIX 1

List of Political Parties

- #1980 Freedom Movement Zimbabwe
- Alliance for People's Agenda - APA
- Bethel Christian Party –BCP
- Coalition of Democrats - CODE
- Democratic Opposition Party –DOP
- Forces of The Liberation Organization of African National Party –FLOANP
- FreeZim Congress
- 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 Alliance of Patriotic and Democratic Republicans - NAPDR
- National Constitution Assembly –NCA
- New Patriotic Front
- National Patriotic Front –NPF
- National People's Party - NPP
- People's Democratic Party –PDP
- Progressive and Innovative Party of Zimbabwe
- People's Progressive Party - PPP
- People's Rainbow Coalition – PRC
- Rebuild Zimbabwe -RZ
- Transform Zimbabwe –TZ
- True Democracy –TD
- United Democratic Alliance
- United Democratic Front -UDF
- United Democratic Movement
- 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

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