



## Daily Media Monitoring Report

Issue 11: 16 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 eleventh 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 seventeenth day of the election period – 16 June 2018.

## 1.2 Key Events

On this day,

- ZEC indicates that it has availed the voters' roll to political parties after stating it had failed to release it before the nomination date due to technical difficulties beyond the commission's control.
- The electoral commission reported that it is in the process of compiling a list of candidates who will be taking part in the July 30 elections following the sitting of the nomination courts.
- Veritas has taken ZEC to the High Court to compel the commission to disclose the names of security personnel seconded to the electoral body.
- ZEC held a press conference where it reported that 100,000 people were struck off the Voters' roll, leaving the number of registered voters at 5,681,604. Those removed from the roll included; the deceased, late registrants and people who had issues with their national identity cards.
- Cases of intimidation and political violence were reported as several political actors from the opposition claim rival party representatives have intimidated them. There was also an instance of suspected political violence in which a two-year-old boy; Professor Lumbe; was abducted and killed by unknown assailants.
- Acting Chief Justice Elizabeth Gwaunza has appointed 35 judges to arbitrate in electoral disputes for the next six months.

In campaign news

- Addressing a rally at Mucheke Stadium in Masvingo, ZANU PF Presidential candidate, Emmerson Mnangagwa castigated party members who lost in the primary elections but filed nomination papers as independent candidates.
- ZAPU leader, Dumiso Dabengwa says his party will throw its weight behind Nelson Chamisa in the upcoming elections. Dabengwa withdrew his bid to contest as a presidential candidate.
- *The Herald* published a profile of ZANU PF's aspiring national assembly candidate for Mhangura, Chinhamo Masango. She plans to empower women through projects such as gardening, poultry and piggery. The paper also carried a sponsored profile of MDC Murewa Rural District Council Candidate, Pauline Sixpence

### 1.3 Media Monitored

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> <li>• <i>NewsDay</i></li> </ul>	

#### 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?

It appears as though coverage of political parties is event driven as indicated by the 30% decline in political parties covered a day after the sitting of the nomination courts. Overall, 27 political parties were featured in both the print and electronic media. The distribution of space and time among political parties shows a reversion to an inequitable trend of coverage as ZANU PF accounted for 75% of the total coverage ahead of independent candidates (19%) and ZAPU (5%). The other 24 parties that were covered combined for 3% of the coverage. It is imperative that the media align its editorial policies with the country's regulations of election reporting.

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

In the government-controlled press, 24 political parties were covered in total. Political actors from ZANU PF received most of the coverage. They received

70% of the coverage, which was split between official government activities and party campaigns.

*Space allocated to political actors in the government-controlled press (in cm<sup>2</sup>)*

Political Affiliation	National Government	Party Member	Total
ZANU PF	818	1438	2256
INDEPENDENT		526	526
MDC ALLIANCE		157	157
MDC-T (TK)		129	129
NPF		35	35
ZANU NDONGA		28	28
PRC		21	21
BUIL ZIM		13	13
UDFP		13	13
APA		5	5
UDM		5	5
OTHERS		21	21

In the private press, 10 political parties were covered with ZANU PF being allocated the most time ahead of independent candidates and ZAPU.

*Space allocated to political actors in the private press (in cm<sup>2</sup>)*

Political Affiliation	National Government	Member of Parliament	Party Member	Total Space
ZANU PF	360	12	1018	1390
INDEPENDENT			513	513
ZAPU			219	219
NPF			126	126
MDC ALLIANCE			87	87
APA			55	55
PRC			18	18
NCA			15	15
UDM			3	3
MDC-T (TK)			1	1

Seven political parties were featured on the ZBC stations (TV and radio). The ruling party received relatively more coverage than the other political parties that were covered.

*Time dedicated to political parties on ZBC (in seconds)*

Political Affiliation	National Government	Member of Parliament	Party Member	Total Time
ZANU PF	668	76	606	1350
Independent		255	119	374
MDC Alliance		12	35	47
NPF			3	3
Build Zimbabwe			2	2
PRC			2	2

Only political actors from ZANU PF received coverage in the commercial radio stations. A total of 238 seconds were allocated to ZANU PF officials.

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

Twenty-five political actors were covered in the broadcast media monitored whilst 124 were featured in the print media. Most of the political actors were mentioned in relation to the nomination process.

*Top political actors in the press*

Actor	Political Party	Total Space in cm <sup>2</sup>
Emmerson Mnangagwa	ZANUPF	1804
Nelson Chamisa	MDC ALLIANCE	448
Chinhama Masango	ZANUPF	429
Dumiso Dabengwa	ZAPU	215
George Charamba	ZANUPF	186
Douglas Mombeshora	ZANUPF	164
Philip Chiyangwa	ZANUPF	125
Robert Mugabe	ZANUPF	105
Priscilla Misihairambwi	MDC-T (TK)	98

*Top political actors in the electronic media*

Actor	Political Party	Total time in seconds
Emmerson Mnangagwa	ZANUPF	1316
Brian Muteki	INDEPENDENT	288
Constantino Chiwenga	ZANUPF	134
Dumiso Dabengwa	ZAPU	66
Jacob Mudenda	ZANUPF	54
Strike Mandla	ZAPU	44
Florence Chaurura	INDEPENDENT	38
Justin Mupamhanga	ZANUPF	22
Terrence Mukupe	ZANUPF	22
Fadzayi Mahere	INDEPENDENT	18

*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.*

### 2.3 Tone of coverage for political parties

Most of the coverage in the government-controlled press was neutral mainly because most of the parties were merely mentioned. MDC Alliance received all of the negative coverage whilst ZANU PF received all of the positive coverage.

#### *Tone of coverage in the government controlled press*

PARTY	NEGATIVE	NEUTRAL	POSITIVE
#1980 FMZ	0	1	0
APA	0	6	0
BCP	0	1	0
BUILD ZIM	0	13	0
CODE	0	1	0
DOP	0	1	0
FREEZIM CONGRESS	0	2	0
INDEPENDENT	0	28	0
MDC ALLIANCE	126	658	0
NAPDR	0	1	0
NCA	0	1	0
NEW PATRIOTIC FRONT	0	1	0
NPF	0	35	0
PPP	0	1	0
PRC	0	21	0
REBUILD ZIM	0	1	0
RPZ	0	1	0
UDA	0	4	0
UDF	0	13	0
UDM	0	4	0
ZANU NDONGA	0	28	0
ZANU PF	0	1164	1120
ZIPP	0	4	0

In the private press most of the coverage was neutral, however ZANU PF received the most negative coverage whilst MDC Alliance received relatively more positive coverage.

#### *Tone of coverage in the private press*

PARTY	NEGATIVE	NEUTRAL	POSITIVE
APA	0	55	0
INDEPENDENT	43	75	0
MDC ALLIANCE	21	284	178
NPF	63	63	0
NCA	0	15	0
PRC	0	18	0
UDM	0	3	0
ZAPU	0	86	133
ZANU PF	501	784	105

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On ZTV most of the coverage was neutral with ZANU PF receiving all the positive coverage recorded.

*ZBC tone of coverage (in seconds)*

PARTY	NEGATIVE	NEUTRAL	POSITIVE
BUILD ZIM	0	2	0
INDEPENDENT	0	379	0
MDC ALLIANCE	0	47	0
NPF	0	3	0
PRC	0	2	0
ZANUPF	0	1279	71
ZAPU	0	110	0

The two commercial radio stations monitored only gave coverage to political actors from ZANU PF. The party was covered in a neutral and positive manner.

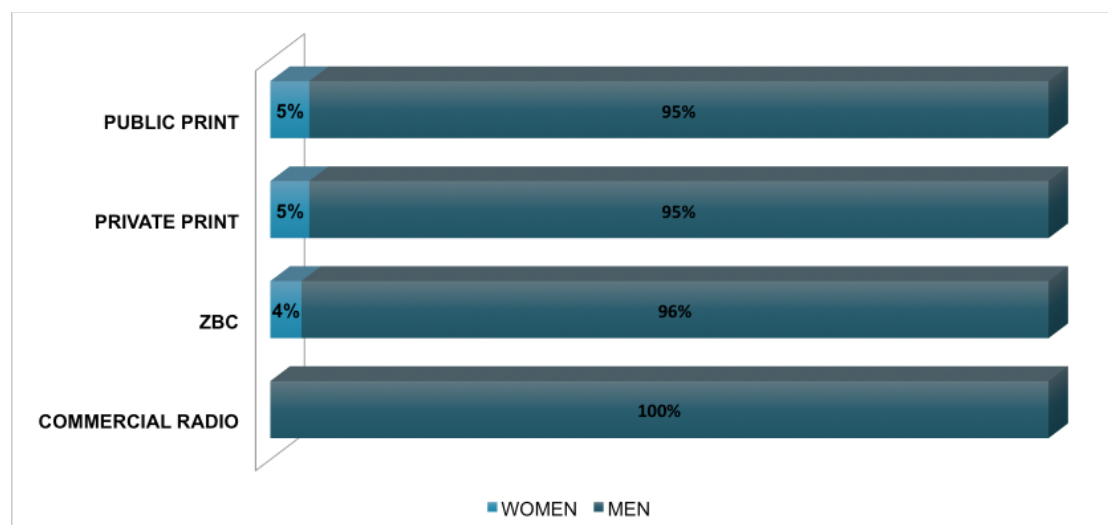
*Commercial radio stations' tone of coverage (in seconds)*

PARTY	NEGATIVE	NEUTRAL	POSITIVE
ZANUPF	0	165	73

## 2.4 Gender representation in election programmes

Representation of women regressed once again after the sitting of the nomination courts. Visibility of women political actors declined from 23% to 4% on the day of monitoring. Commercial radio did not feature any women on this particular date. As the country heads for elections it is critical for the media to equitably represent the men and women who will be contesting in the harmonised elections.

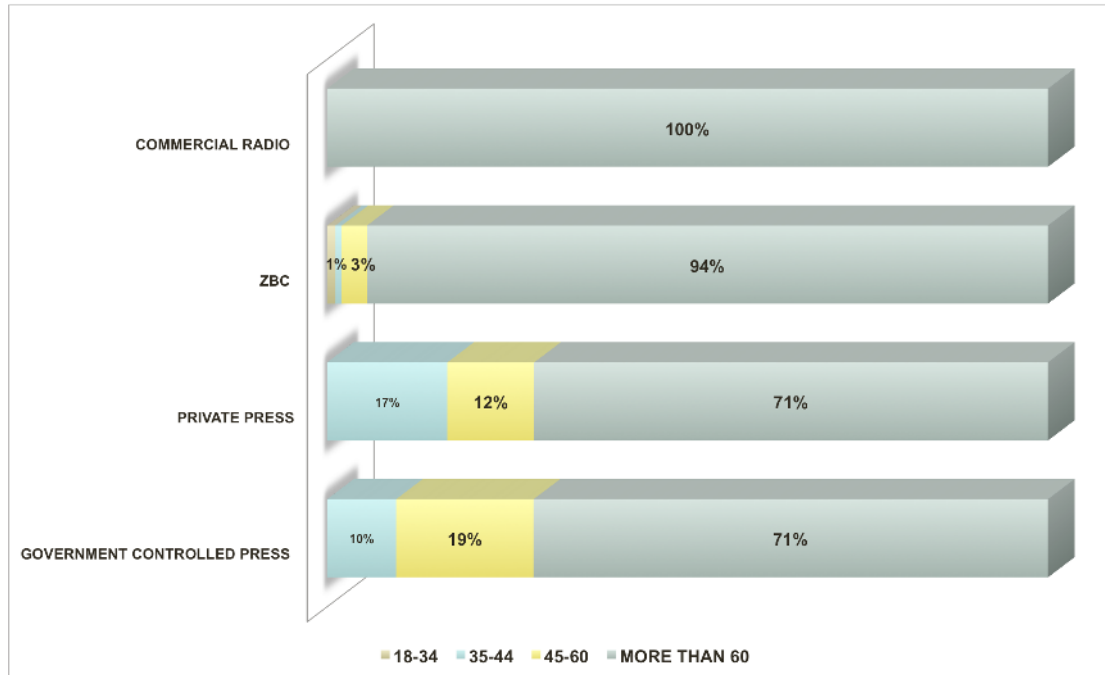
*Gender representation in both the private and public media*



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## 2.5 Youth representation in election programmes

As a group youths were not prominently covered in the privately-owned media. Overall they made up less than 1% of the political actors covered by the monitored news platforms. Fadzayi Mahere (32) was given coverage on ZTV's current affairs programme Elections 2018.

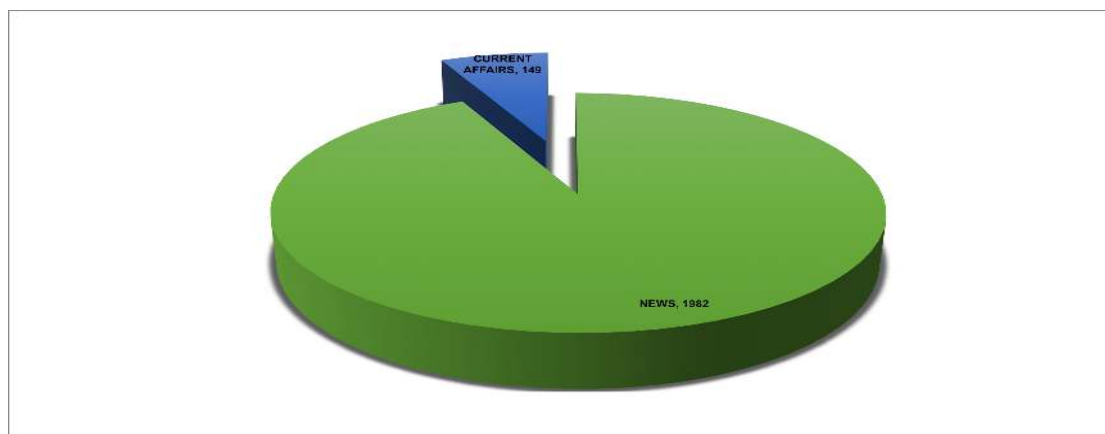


*\*Statistics included were for political players whose data was available*

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

There was more reporting of political actors on the news than on they were represented in current affairs programmes.

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

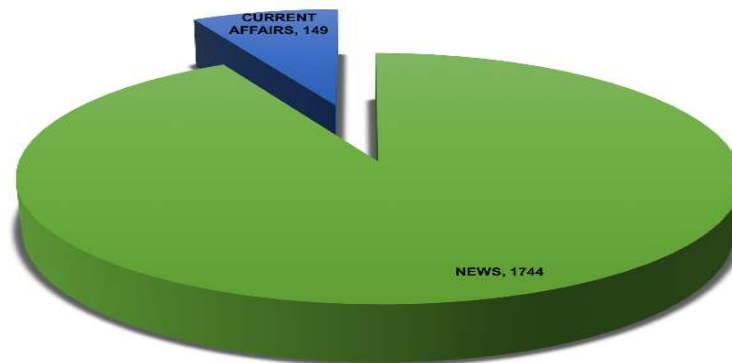


*The media have an ethical obligation to be impartial in their coverage of electoral processes; this requires fairness and balance in their representation of the prevailing context.*



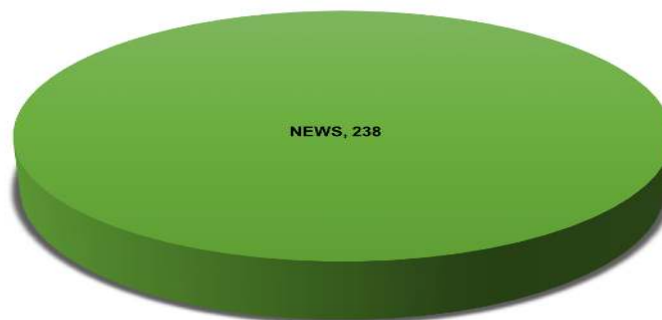
On ZBC stations, there was more coverage of political actors in the news than in current affairs programmes. The station carried a programme *Elections 2018* which featured political actors from ZANU PF, MDC Alliance and other independent candidates who included Brian Muteki, Fadzayi Mahere, Florence Chaurura and Jessie Majome.

*ZBC (radio and TV) programming types (in seconds)*



Commercial radio only covered political actors in the news. Star FM however had a current affairs programme *My Vote, My Right, My Choice*, which did not feature any political actors.

*Commercial radio programme types (in seconds)*



### **3.0 Conclusion**

It appears as though election reporting in the local media is event driven; the sitting of the nomination court drew a lot of media attention, which has faded significantly a day after. There was a notable decline in the number of political parties covered by most of the media platforms monitored. Also of note was the decline in women's voices in the news media.

Media Monitors encourages the media to consistently give coverage to election related developments until after elections. Representation of diverse groups who include, women, youths and people living with disabilities should also be prioritised.

## 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- MKD
- 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

#### 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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