



Daily Media Monitoring Report

Issue 12: 17 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 twelfth 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 eighteenth day of the election period – 17 June 2018.

1.2 Key Events

On this day,

- Civil rights watchdog, Veritas took ZEC to High Court seeking a declaration order to ensure the commission runs all its activities transparently.
- Veritas sought an order to strike down a provision of the Electoral Act, which provides that only ZEC and political parties can conduct voter education.

In campaign news

- MDC Alliance presidential candidate, Nelson Chamisa addressed a rally in Binga, where he promised to scrap off bond notes if voted into office.
- In an interview, Norton Member of Parliament, Temba Mliswa said he would be backing ZANU PF presidential candidate Emmerson Mnangagwa because he “agrees with ZANU PF ideology”.

1.3 Media Monitored

News Platform	Print	Broadcast (6-10pm)
Public media	<ul style="list-style-type: none">• <i>The Sunday Mail</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>The Standard</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?

There was a 53% decline in the number of political parties covered by the media on the day of monitoring. Overall, 12 political parties were featured in both the print and electronic media. ZANU PF accounted for the majority of the coverage; the party received 71% of the total coverage ahead of MDC Alliance's 15% and independent political actors who made up 9% of the coverage. The remaining nine political parties that were covered combined for 5% of the coverage.

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

In the government-controlled press, 10 political parties were covered in total. Political actors from ZANU PF received most of the coverage, the party accounted for 80% of the total coverage in the state media followed by the MDC Alliance, which had 15%.

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

Political Affiliation	National Government	Local Government	Member of Parliament	Party Member	Total
ZANU PF	965	141	0	1295	2401
MDC ALLIANCE				466	466
INDEPENDENT				130	130
PDP				18	18
MRP				2	2
ANSA				2	2
ZIPP				1	1
PRC				1	1
NPF				1	1

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In the private press, 5 political parties were covered with ZANU PF being allocated the most time ahead of MDC Alliance. These two political parties continue to take up most of the space in the print media.

Space allocated to political actors in the private press (in cm²)

Political Affiliation	National Government	Local Government	Member of Parliament	Party Member	Total
ZANU PF	77	0	0	1030	1107
MDC ALLIANCE	0	0	0	554	554
INDEPENDENT	0	0	0	373	373
NPF	0	0	0	326	326
NCA	0	0	0	10	10

Only two political entities were featured on the ZBC stations (TV and radio). The ruling party received 87% of the total time while independent politicians made up 13% of the coverage. Political actors from ZANU PF were covered more as party representatives than as government officials.

Time dedicated to political parties on ZBC (in seconds)

Political Affiliation	National Government	Local Government	Member of Parliament	Party Member	Total
ZANU PF	520	0	0	559	1079
INDEPENDENT	0	0	0	150	150

Only political actors from ZANU PF received coverage in the commercial radio stations. The political actors were covered more in their capacity as government officials.

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

Political Affiliation	National Government	Local Government	Member of Parliament	Party Member	Total
ZANU PF	235	0	0	182	417

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

On the day of monitoring, 16 political actors were covered in the broadcast media whilst fifty-four politicians were featured in the press. The top ten actors in the press and electronic media are presented in the tables below

Top political actors in the press

Actor	Political Party	Total Space in cm²
Emmerson Mnangagwa	ZANUPF	1585
Nelson Chamisa	MDC ALLIANCE	437
Temba Mliswa	INDEPENDENT	373
Brian Muteki	INDEPENDENT	310
Robert Mugabe	ZANUPF	237
Constantino Chiwenga	ZANUPF	192
Nkululeko Sibanda	MDC ALLIANCE	154
Obert Mpofo	ZANUPF	149
Victor Matemadanda	ZANUPF	141
Ezra Chadzamira	ZANUPF	133

Top political actors in the electronic media

Actor	Political Party	Total time in seconds
Emmerson Mnangagwa	ZANUPF	1053
Deborah Peterson	INDEPENDENT	150
Petronella Kagonye	ZANUPF	123
Monica Mutsvangwa	ZANUPF	84
Christopher Mutsvangwa	ZANUPF	41
Terrence Mukupe	ZANUPF	38
Garikai Zonde	ZANUPF	29
Patrick Chinamasa	ZANUPF	28
Paul Mavima	ZANUPF	12
Sibusiso Moyo	ZANUPF	10

2.3 Tone of coverage for political parties

Most of the coverage of political parties in the government-controlled press was neutral even though Zanu PF received most of the positive coverage. MDC Alliance received most of the negative coverage. PDP also received coverage that was negative in the government-controlled press.

Tone of coverage in the government controlled press

PARTY	NEGATIVE	NEUTRAL	POSITIVE
ANSA	0	2	0
INDEPENDENT	0	313	0
MDC ALLIANCE	395	51	18
MRP	0	2	0
NPF	0	1	0
PDP	18	0	0
PRC	0	1	0
UDF	0	1	0
ZANU PF	165	630	1606
ZAPU	0	2	0
ZIPP	0	1	0

In the private press most of the coverage was neutral, there was however more negative coverage of ZANU PF and National Patriotic Front. The MDC Alliance was mainly covered in neutral and positive light.

Tone of coverage in the private press

PARTY	NEGATIVE	NEUTRAL	POSITIVE
INDEPENDENT	1	372	0
MDC ALLIANCE	15	385	154
NCA	0	10	0
NPF	123	203	0
ZANU PF	741	320	46

On ZBC, only ZANU PF and Independent politicians were covered. There was neutral coverage of all the political actors.

ZBC tone of coverage

PARTY	NEGATIVE	NEUTRAL	POSITIVE
INDEPENDENT	0	150	0
ZANUPF	0	1087	0

Commercial radio stations gave coverage to ZANU PF alone. The party's coverage ranged from neutral to positive.

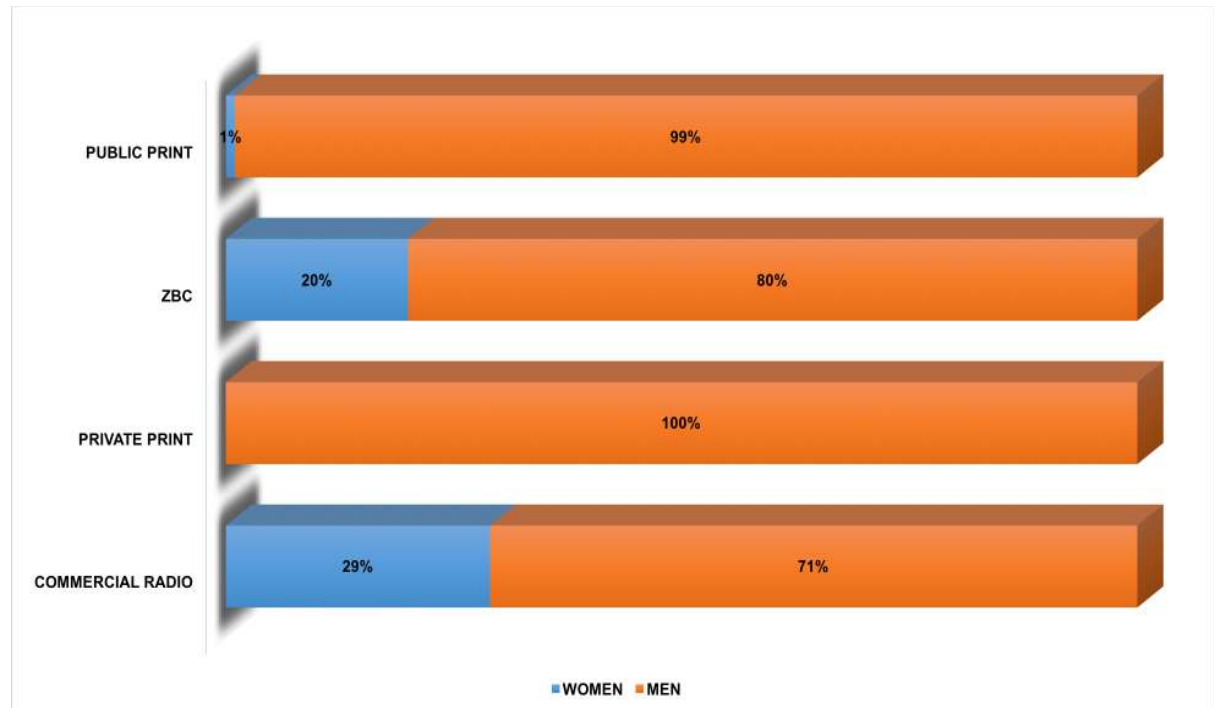
Commercial radio stations' tone of coverage

PARTY	NEGATIVE	NEUTRAL	POSITIVE
ZANUPF	0	294	123

2.4 Gender representation in election programmes

Women political actors continue to be underrepresented in the news even though their coverage improved from 4% to 7% on the day. Men accounted for 93% of the coverage of political actors. Only nine women political actors were covered in the media, with Deborah Peterson (Independent) and Patronella Kagonye (Zanu PF) having the most space in the media.

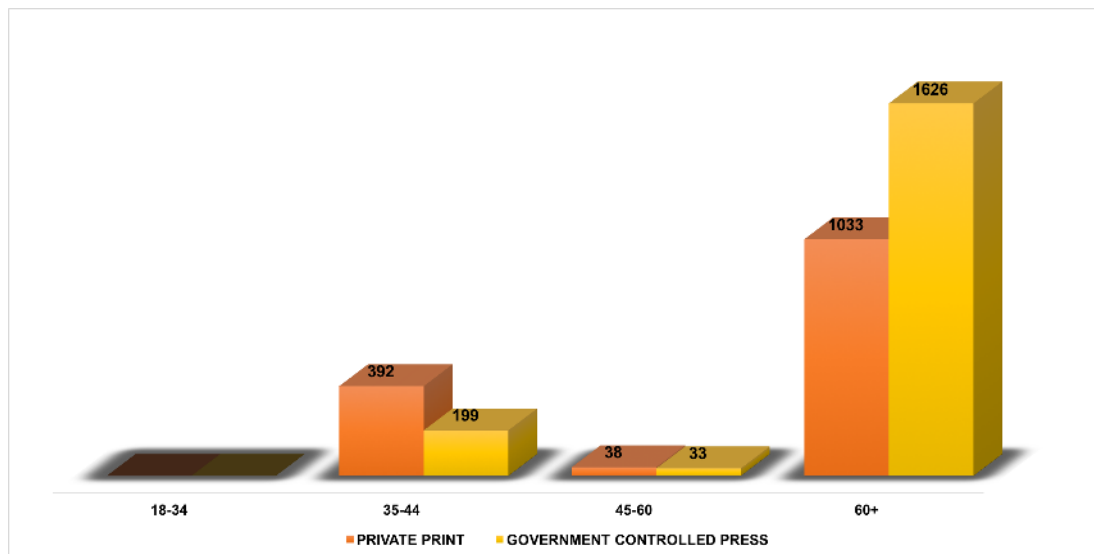
Gender representation in both the private and public media



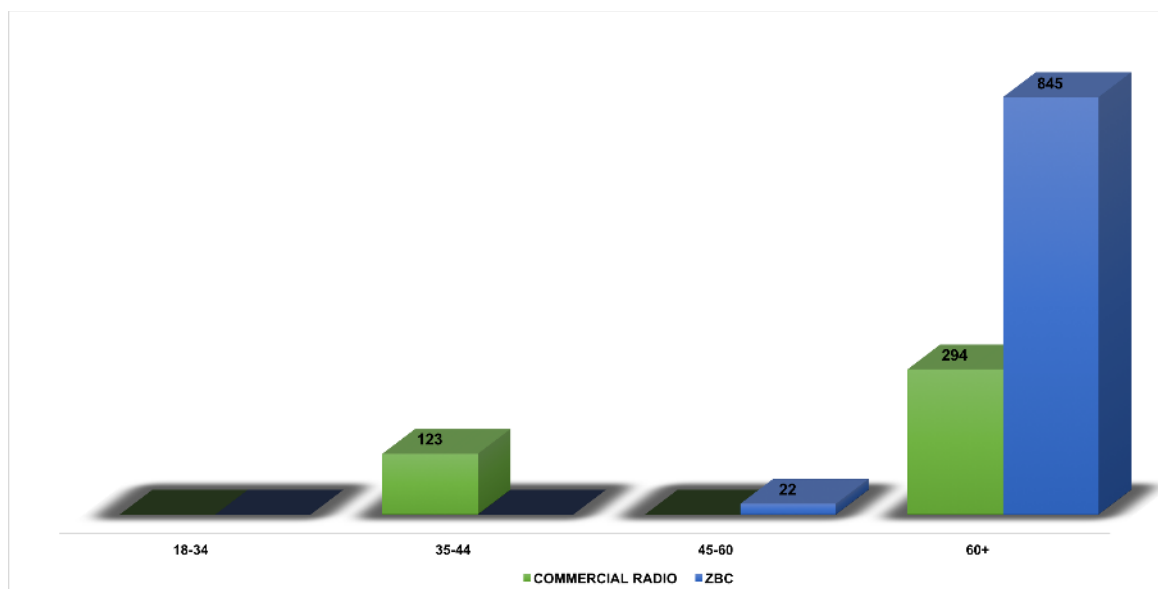
2.5 Youth representation in election programmes

Youths continue to be marginalised in both the print and electronic media. None of the political actors covered by the monitored media were youths. There was however coverage of a youth related issue, on *The Sunday Mail*, which regrettably did not quote any youths. The weekly reported that, \$12,5 million had been availed by government for youth empowerment projects. Most of the space and time in both electronic and print media was dedicated to political actors in the above sixty-age group.

Representation of youths in the press (in cm²)



Representation of youths in the broadcast media (in seconds)

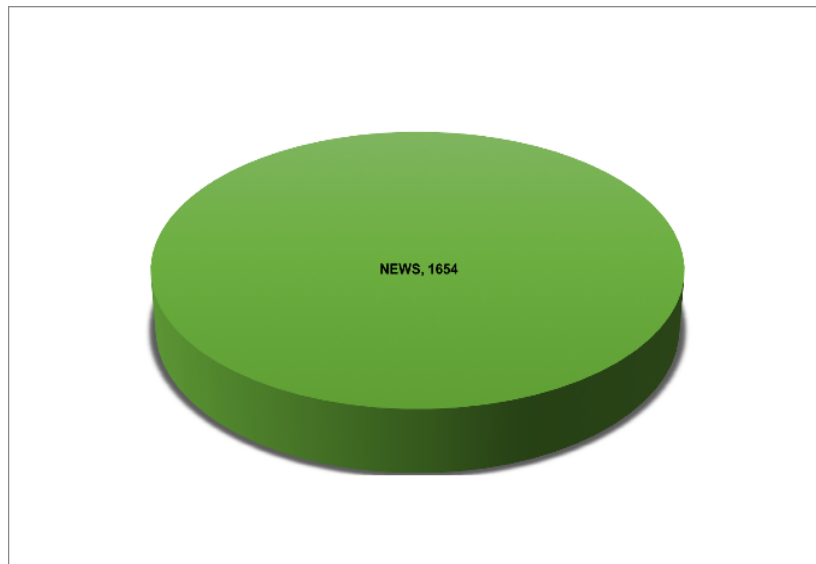


**Statistics included were for political players whose data was available*

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

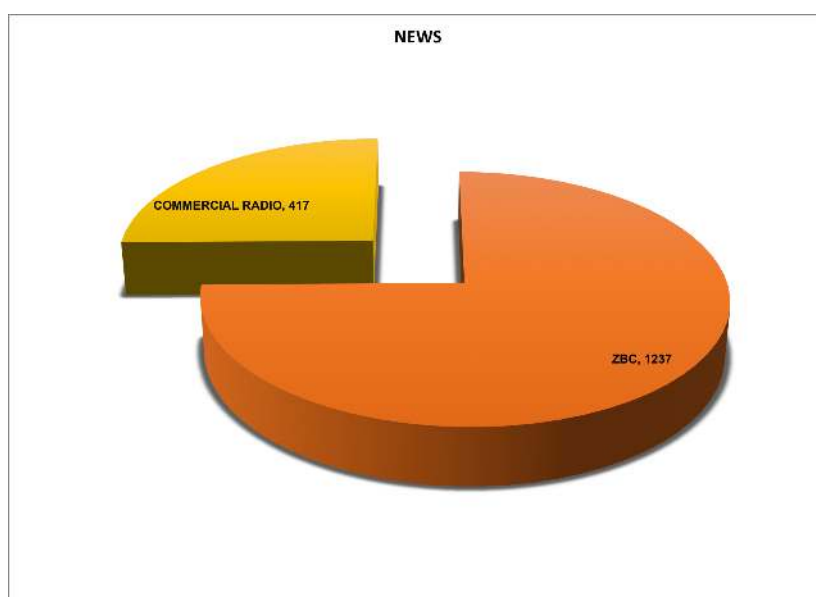
On the day of monitoring, political actors were only visible in the news across all broadcast media that was monitored.

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



There was more time dedicated to political actors on ZBC (Radio and TV) compared to commercial radio stations. Commercial radio stations accounted for 25% of the total time in which political actors were visible. This is shown in the chart below.

Total time dedicated to political actors on ZBC and commercial radio (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.

3.0 Conclusion

As Zimbabwe heads towards the 2018 elections, the media must ensure all the aspiring candidates that were nominated receive equitable coverage so that they can market their policies and ideologies to the electorate. Currently, there has only been consistent coverage of ZANU PF and MDC Alliance's campaign activities which is unfair to the other political parties and independent actors.

It is imperative for media houses to review their in-house policies and align them with the provisions of the constitution and the Electoral Act to ensure compliance with the law. There is need for the media to create a balance between personality and issue-based reports so as to serve the information needs of the electorate.

APPENDIX 1

List of Political Parties

- #1980 Freedom Movement Zimbabwe
- Alliance for People's Agenda - APA
- Alliance for National Salvation Party
- 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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