



## Daily Media Monitoring Report

Issue 13: 18 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 thirteenth 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 nineteenth day of the election period – 18 June 2018.

## 1.2 Key Events

On this day;

- Zimbabwe Peace Project (ZPP) reports that of the 81 cases of human rights violation recorded in May, 75% were linked to ZANU PF and MDC's primary elections.
- The Zimbabwe Republic Police says it has engaged Zimbabwe Union of Journalists to train police officers so as to ensure the safety of journalists during the run up to elections.

In campaign news;

- While addressing a rally in Victoria Falls Nelson Chamisa pledged to reverse *“successive ZANU PF governments’ toxic politics centred on tribalism and jobs for the boys’ policy”*
- DOP presidential candidate, Harry Peter Wilson says his party has embraced alternative media platforms (social media, handing out flyers and door-to-door campaigns) to disseminate its campaign message. He also lamented the unequal coverage of political parties on ZTV.
- Both ZANU PF and MDC Alliance appear to be undergoing internal disputes with regards to candidates who will represent the parties in the upcoming elections.
- Addressing a rally in Tshabalala, PRC presidential candidate Joice Mujuru vowed to become Zimbabwe's first woman President.
- Vice President Constantino Chiwenga addressed a rally in Mabvuku where he criticized Harare City Council for poor service delivery in the community.

### 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?

Media coverage of political parties by the local media does not represent the diversity in the country's political landscape. A total of 14 political parties were covered on the day in question. There was more diversity in the press where 14 political parties were covered opposed to three in the electronic media.

The distribution of space and time amongst these political parties was not equitable as ZANU PF (79%) and MDC Alliance (13%) continue to receive relatively more coverage than the other political parties. Combined ZANU PF and MDC Alliance accounted for 92% of the overall coverage whilst the remaining 12 parties were featured in 8% of the total coverage.

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

In the government-controlled press, nine political parties were covered in total. Political actors from ZANU PF received 87% of the coverage whilst MDC Alliance was covered in 7%. The other seven political parties combined for 6% of the coverage.

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

Political Affiliation	National Government	Local Government	Member of Parliament	Party Member	Total Space
ZANU PF	1225	361	0	1545	3131
MDC T (TK)	0	0	0	264	264
MDC ALLIANCE	0	0	0	90	90
PRC	0	0	0	34	34
BUILD ZIM ALLIANCE	0	0	0	30	30
UNCA	0	0	0	22	22
INDEPENDENT	0	0	0	8	8
NCA	0	0	0	4	4
UDA	0	0	0	4	4

The privately-owned press was the most diverse news platform in terms of political parties covered. Twelve political parties were covered on this platform. ZANU PF accounted for 45% of the coverage whilst MDC Alliance was covered in 35% of the space. The other nine political parties combined for 20% of the coverage.

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

Political Affiliation	National Government	Local Government	Member Of Parliament	Party Member	Total Space
ZANU PF	253	0	325	1205	1783
MDC ALLIANCE	0	0	0	1352	1352
PRC	0	0	0	334	334
MDC-T (TK)	0	0	0	321	321
NPF	0	0	0	53	53
CODE	0	0	0	41	41
INDEPENDENT	0	0	0	17	17
ZAPU	0	0	0	15	15
NEW PF	0	0	0	10	10
NCA	0	0	0	1	1
PPP	0	0	0	1	1
UDA	0	0	0	1	1

On this day, ZBC covered three political parties; MDC Alliance, PRC and ZANU PF. ZANU PF received the lion's share of the coverage. It made up

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83% of the coverage ahead of PRC's 9% and MDC Alliance's 8%. Political actors from ZANU PF were covered more as government officials than in their party roles.

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

Political Affiliation	National Government	Local Government	Member of Parliament	Party Member	Total
ZANU PF	1722	0	0	632	2354
PRC	0	0	0	243	243
MDC ALLIANCE	0	0	0	228	228

The commercial radio stations monitored covered only political actors from ZANU PF. These were featured more in their official government capacity than as members of the ruling party.

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

Political Affiliation	National Government	Local Government	Member of Parliament	Party member	Total
ZANU PF	85	0	0	71	156

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

On the day of monitoring, 15 political actors were covered in the broadcast media whilst 88 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 cm <sup>2</sup>
Joram Gumbo	ZANUPF	1004
Emmerson Mnangagwa	ZANUPF	576
Constantino Chiwenga	ZANUPF	370
Joice Mujuru	PRC	243
Nelson Chamisa	MDC ALLIANCE	228
Monica Mutsvangwa	ZANUPF	140
Taurai Jimu	ZANUPF	124
David Parirenyatwa	ZANUPF	83
Obert Mpofu	ZANUPF	29

*Top political actors in the electronic media*

<b>Actor</b>	<b>Political Party</b>	<b>Total time in seconds</b>
Emmerson Mnangagwa	ZANUPF	1414
Nelson Chamisa	MDC ALLIANCE	842
Tshinga Dube	ZANUPF	415
Constantino Chiwenga	ZANUPF	411
Nkululeko Sibanda	MDC ALLIANCE	303
Joice Mujuru	PRC	281
Owen Ncube	ZANUPF	275
David Parirenyatwa	ZANUPF	211
Phillip Chiyangwa	ZANUPF	150
Robert Mugabe	NON-ALIGNED	149

**2.3 Tone of coverage for political parties**

Coverage of political parties in the government-controlled press was mostly neutral even though there was negative coverage of the MDC breakaway faction led by Thokozani Khupe. There was also positive coverage of ZANU PF.

*Tone of coverage in the government controlled press (in cm<sup>2</sup>)*

<b>PARTY</b>	<b>NEGATIVE</b>	<b>NEUTRAL</b>	<b>POSITIVE</b>
<b>BUILD ZIM</b>	0	30	0
<b>INDEPENDENT</b>	0	8	0
<b>MDC ALLIANCE</b>	0	90	0
<b>MDC-T (TK)</b>	<b>136</b>	128	0
<b>NCA</b>	0	4	0
<b>PRC</b>	0	34	0
<b>UANC</b>	0	22	0
<b>UDA</b>	0	4	0
<b>ZANUPF</b>	0	2897	<b>234</b>

Most of the coverage of political parties in the privately-owned press was neutral, there was however more negative coverage of MDC Alliance and more positive coverage for ZANU PF.

*Tone of coverage in the private press (in cm<sup>2</sup>)*

PARTY	NEGATIVE	NEUTRAL	POSITIVE
CODE	40	1	0
INDEPENDENT	15	2	0
MDC ALLIANCE	520	605	227
MDC-T(TK)	30	291	0
NCA	0	1	0
NEW PF	10	0	0
NPF	0	53	0
PPP	0	1	0
PRC	0	334	0
UDA	0	1	0
ZANU PF	355	1095	333
ZAPU	0	15	0

On ZBC, there were three political parties covered, of these the tone was neutral for MDC Alliance and PRC. ZANU PF received coverage that was predominantly neutral with hints of positivity.

*ZBC tone of coverage (in seconds)*

PARTY	NEGATIVE	NEUTRAL	POSITIVE
MDC ALLIANCE	0	228	0
PRC	0	243	0
ZANU PF	0	2323	31

Commercial radio stations gave coverage to ZANU PF alone. The coverage was mostly neutral.

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

PARTY	NEGATIVE	NUETRAL	POSITIVE
ZANU PF	0	155	1

## 2.4 Gender representation in election programmes

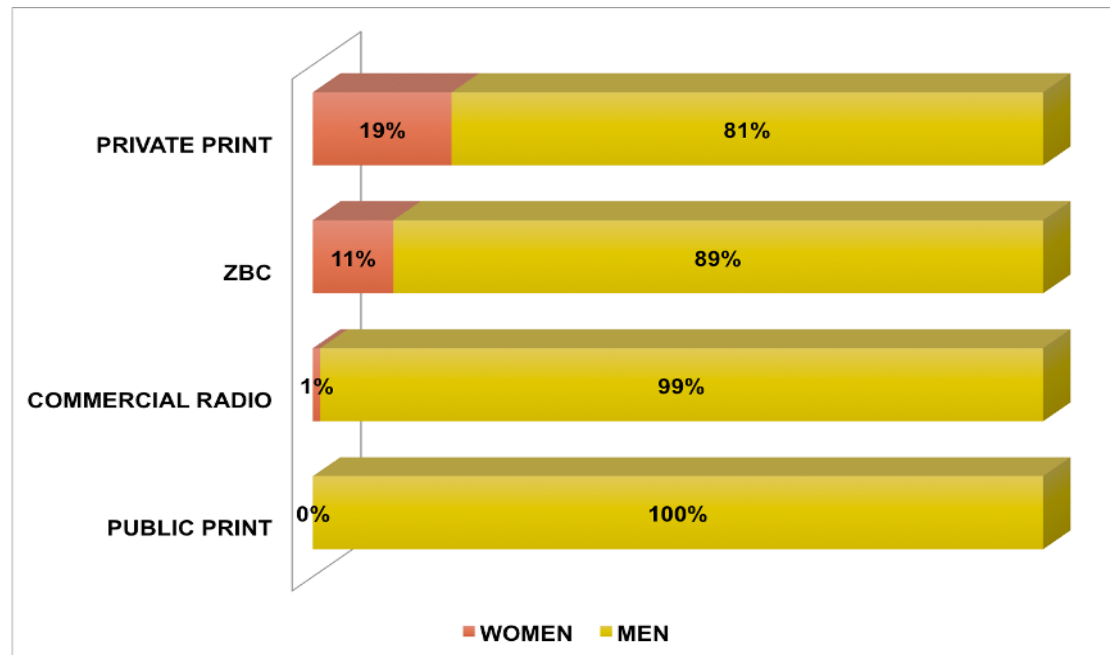
Women continue to be marginalised in Zimbabwe's news media; they made up 7% of the political actors covered whilst men were featured in 93%. The electronic media faces the largest challenge in terms of coverage of women political actors.

On this day, PRC's presidential candidate, Joice Mujuru was prominently featured in the news expressing confidence that she will be Zimbabwe's first woman president come July 30.

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Thokozani Khupe was covered in an article that addressed the issue of political violence and how it affects women political actors.

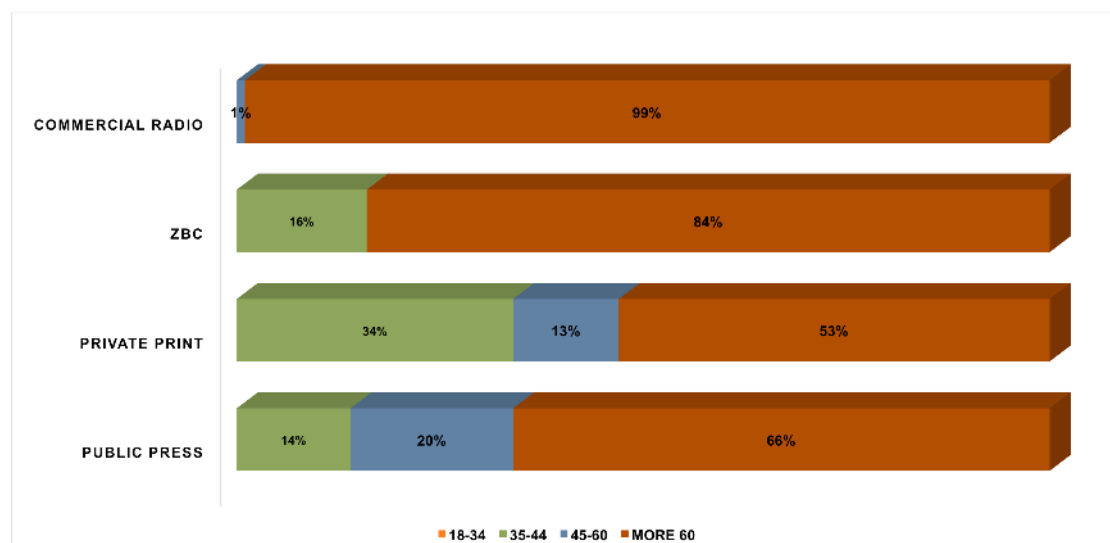
*Gender representation in both the private and public media*



**2.5 Youth representation in election programmes**

Youths were barely visible in the news media on the day of monitoring; they made up less than 1% of the political actors covered in both the electronic and privately owned media. *The Herald* carried a story in which ZANU PF youths embarked on a clean-up exercise at Trabablas Trail Heritage Site in Masvingo. The story quoted ZANU PF Masvingo Youth Co-ordinator Sylvester Chikondo.

*Representation of youths in the press*



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

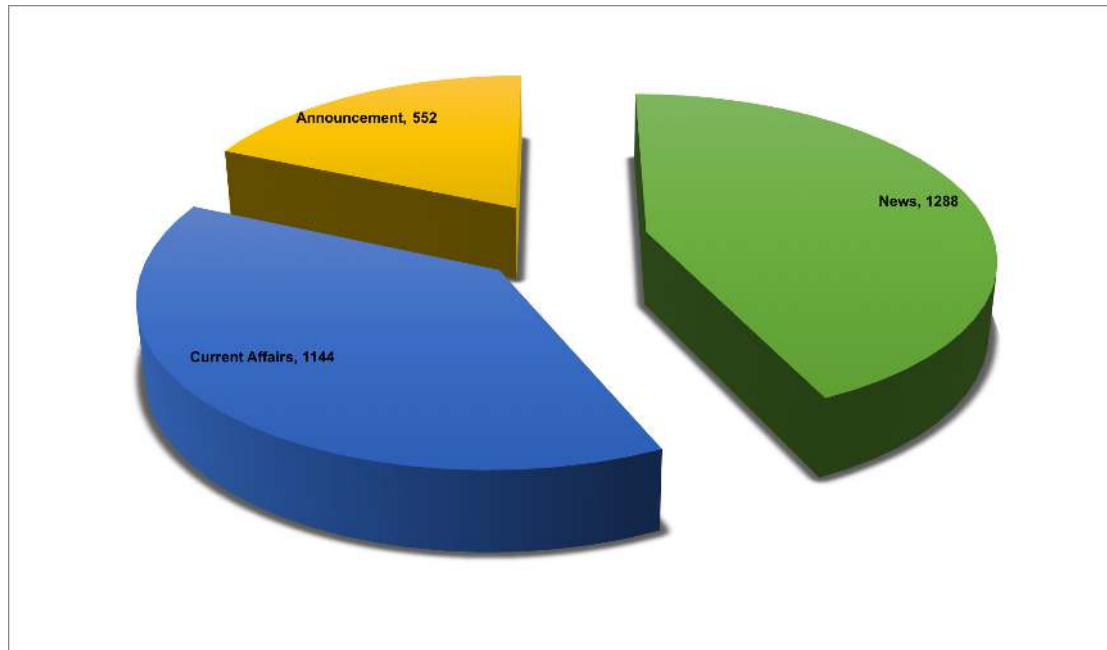
*The media have an ethical obligation to be impartial in their coverage of electoral processes; this requires fairness and balance in their representation of the prevailing context.*



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

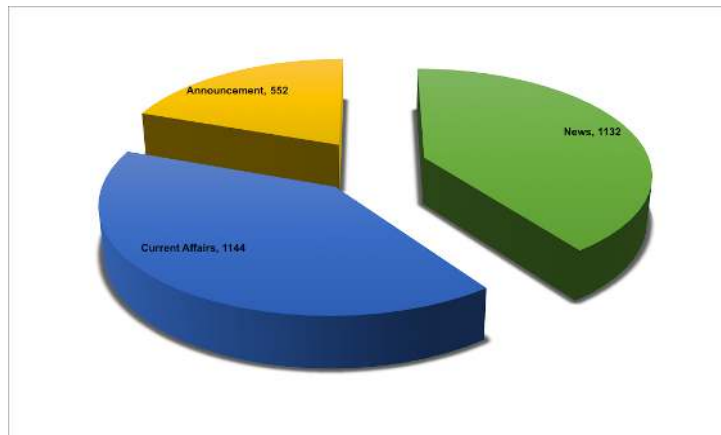
Political actors were featured in three programming variables on the day of monitoring. They appeared in news, current affairs and notices. Most of the coverage of political actors was in the news.

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



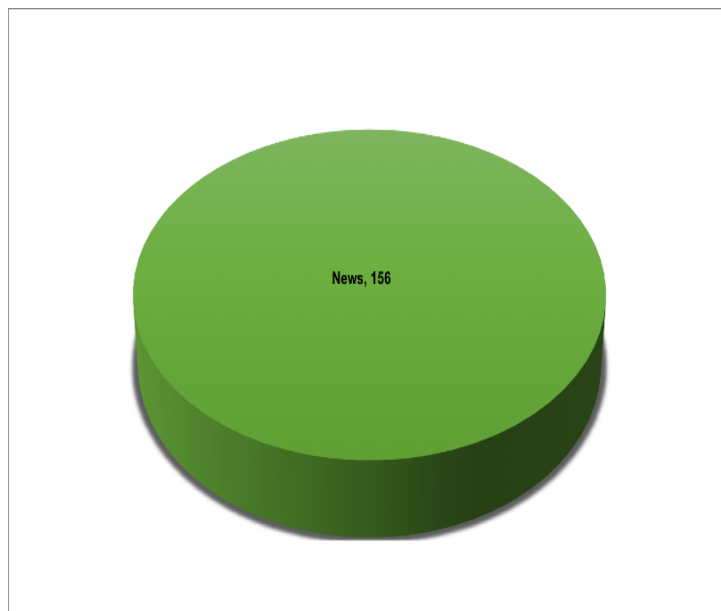
ZBC (radio and TV) gave more time to political actors in current affairs programmes than the other programming variables. In current affairs, *Economic Forum* featured Minister of State for Manicaland, Monica Mutsvangwa who talked about the benefits of growing groundnuts for commercial purposes. In another programme, The Minister of Transport, Joram Gumbo was interviewed discussing his ministry's road rehabilitation initiatives. SFM carried two notices in which President Mnangagwa urging Zimbabweans not to engage in political violence.

*Total time dedicated to political actors on ZBC (in seconds)*



On commercial radio, political actors were only featured in the news.

*Total time dedicated to political actors on commercial radio (in seconds)*



### **3.0 Conclusion**

Reporting trends on the nineteenth day of the electoral period show that the local media has a long way to go in terms of achieving the requisite standards of fair and equitable coverage of political parties and actors. Coverage is still skewed in favour of the more familiar political parties and actors, which is unfair to politicians who have just entered the political fray with the hope of winning over the electorate.

There is an urgent need for the media to come up with innovative techniques to profile and critique all the political actors who are planning to take part in the upcoming elections.

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## 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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