



Daily Media Monitoring Report

Issue 15: 20 June 2018

Table of Contents

1.1	Introduction	2
1.2	Key Events	2
1.3	Media Monitored	2
	Methodology	3
2.0	Did the media represent political parties in a fair and balanced manner?	3
2.1	Space and time dedicated to political parties in private and public media	4
2.2	Space and time dedicated to political actors in private and public media	5
2.3	Tone of coverage for political parties	6
2.4	Gender representation in election programmes	8
2.5	Youth representation in election programmes	8
2.6	Time dedicated to political players in the different programme types in broadcast media	9
3.0	Conclusion	11

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 fourteenth 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 twenty-first day of the election period – 20 June 2018.

1.2 Key Events

On this day;

- The High Court ruled that Mount Pleasant Heights situated North of Harare, would remain part of Mazowe South Constituency in the July 30 election and not Mount Pleasant as in previous elections. Mount Pleasant Heights is on the border of Mount Pleasant in Harare and Mazowe, a predominantly rural constituency.
- MDC Alliance presidential candidate Nelson Chamisa alleges that ZEC has declined to avail a copy of the voters roll to his party; this contradicts claims by the commission that all parties who visited the commission's offices on the 19th of June were given copies.
- The High Court is expected to pass judgment on civil rights watchdog, Veritas' application to strike down section 40C (1) and 40C (2) of the Electoral Act which give ZEC the sole authority to conduct voter education.

In campaign news;

- Zanu PF's Dangamvura-Chikanga national assembly candidate, Esau Mupfumi held a rally at Chirowakamwe Primary School where he promised to address water woes in the constituency.
- APA leader Nkosana Moyo to launch his party's policy document in Harare.
- MDC Alliance threatens to boycott polls if election reform demands are not met by ZEC.
- MDC Alliance spokesperson, Welshman Ncube says the coalition failed to field candidates in at least 90 local government wards for this year's election.
- Thokozani Khupe dismisses claims that she had withdrawn her presidential candidacy to throw support behind Emmerson Mnangagwa.
- ZRPD leader Cuthbert Ncube addressed a rally in Old Pumula in Bulawayo where he said his party appreciated the free political environment that is currently prevailing in Zimbabwe.

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?

Twenty-three political parties were covered on this day in the media. Even though this marks a slight increase from the day before (19 June) there remains a great challenge in the diversity of political parties covered by the local media. There are many more parties that will be contesting in the 2018 elections.

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

Once again, Media Monitors has noted that coverage of Zanu PF in the media continues to decrease. The party accounted for 48% of the total space given to political actors in the media. The MDC Alliance and Youth Alliance of Democracy were a distant second and third with 23% and 10% of the coverage respectively. The other 20 political parties accounted for the remaining 19%.

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

In the state owned press, 15 political parties were covered on this day of monitoring. ZANU PF continues to hog the limelight with 57% of the coverage whilst MDC Alliance featured in 26%. The remaining thirteen parties combined for 17% of the space.

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	1275	214	0	1222	2711
MDC ALLIANCE	0	0	0	1072	1072
ZRDP	0	0	0	166	166
MDC N	0	0	0	150	150
FREEZIM CONGRESS	0	0	0	141	141
ZAPU	0	0	0	126	126
MDC (TK)	0	0	0	99	99
PRC	0	0	0	90	90
PDP	0	0	0	19	19
CODE	0	0	0	10	10
BUILD ZIM	0	0	0	2	2
INDEPENDENT	0	0	0	2	2
TZ	0	0	0	2	2
UDA	0	0	0	2	2
NCA	0	0	0	1	1

Thirteen political parties were covered in the privately owned press. MDC Alliance received the most coverage, taking up 44% of the total space. Zanu PF was a close second with 43%, whilst the other 11 political parties were responsible for the remaining 13%.

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

Political Affiliation	National Government	Local Government	Member of Parliament	Party Member	Total
MDC ALLIANCE	0	100	0	1871	1971
ZANU PF	171	0	0	1786	1957
MDC-T (TK)	0	0	0	224	224
PRC	0	0	0	91	91
PDP	0	0	0	75	75
UMD	0	0	0	57	57

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. 4

ANSA	0	0	0	33	33
INDEPENDENT	0	0	0	31	31
MRP	0	0	0	29	29
NPF	0	0	0	15	15
FLOANP	0	0	0	8	8
ZAPU	0	0	0	5	5
ZIPP	0	0	0	1	1

Five political parties were covered on the ZBC stations monitored. ZANU PF accounted for 42% of the coverage whilst a new entrant into the media YAD took up 30%. ZAPU was responsible for 26% of the coverage whilst the other two parties accounted for the remaining 2%.

Time dedicated to political parties on ZBC (in seconds)

Political Affiliation	National Government	Local Government	Member of Parliament	Party Member	Total
ZANU PF	804	0	783	263	1850
YAD	0	0	0	1346	1346
ZAPU	0	0	0	1134	1134
MDC T (TK)	0	0	0	55	55
MDC ALLIANCE	0	0	0	12	12

Four political parties were covered on commercial radio. Zanu PF received most of the coverage with 58% of the total time dedicated to political actors. APA and ZAPU were second and third with 21% and 20% of the coverage respectively.

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

Political Affiliation	National Government	Local Government	Member of Parliament	Party member	Total
ZANU PF	66			54	120
APA				42	42
ZAPU				41	41
INDEPENDENT			1		1

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

On the day of monitoring, 23 political actors were covered in the broadcast media whilst 115 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 ²
Emmerson Mnangagwa	ZANUPF	1264

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.

Nelson Chamisa	MDC ALLIANCE	909
Robert Mugabe	NON ALIGNED	360
Welshman Ncube	MDC ALLIANCE	292
Christopher Mushohwe	ZANUPF	234
Auxillia Mnangagwa	ZANUPF	214
Nkosana Moyo	APA	188
Cuthbert Ncube	ZRDP	166
Ezra Chadzamira	ZANUPF	164
Davis Marapira	ZANUPF	155

Top political actors in the electronic media

Actor	Political Party	Total time in seconds
Tichaona Masiyambiri	YAD	1346
Iphithule Maphosa	ZAPU	1133
Phillip Chiyangwa	ZANUPF	756
Emmerson Mnangagwa	ZANUPF	531
Obert Mpofu	ZANUPF	117
Supa Mandiwanzira	ZANUPF	89
Auxillia Mnangagwa	ZANUPF	66
Constantino Chiwenga	ZANUPF	65
Sibusiso Moyo	ZANUPF	64
Monica Mutsvangwa	ZANUPF	50

2.3 Tone of coverage for political parties

Coverage of political parties in the state-owned press was mostly neutral even though there was more negative coverage of Zanu PF than has been noted in previous reports. The negative coverage of ZANU PF was on the criticism of the Minister of State for Mashonaland Central, Martin Dinha by war veteran leader Victor Matemadanda. However, the party also had most of the positive coverage followed by FreeZim Congress and ZAPU respectively.

Tone of coverage in the government controlled press (in cm²)

Political Affiliation	Negative	Neutral	Positive
MDC ALLIANCE	36	1020	16
ZANU PF	104	2631	168
PDP	0	19	0
MDC N	0	150	0
ZRDP	0	166	0
BUILD ZIM	0	4	0
CODE	0	10	0
FREEZIM	1	0	140

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.

CONGRESS			
INDEPENDENT	0	2	0
MDC (TK)	0	99	0
NCA	0	1	0
PRC	42	6	42
TZ	0	2	0
UDA	0	2	0
ZAPU	0	0	126

Most of the parties covered by the privately owned press received neutral coverage. There was however more negative coverage for MDC Alliance and Zanu PF. In terms of positive coverage, Zanu PF had the most positive coverage, distantly followed by MDC Alliance and ANSA.

Tone of coverage in the private press (in cm²)

Political Affiliation	Negative	Neutral	Positive
ANSA	0	33	0
FLOANP	0	0	8
INDEPENDENT	0	31	0
MDC ALLIANCE	739	1076	156
MDC-T	23	201	0
MRP	0	29	0
PDP	0	75	0
PRC	0	91	0
UMD	0	57	0
ZANU PF	644	591	722
ZAPU	0	5	0
ZIPP	0	1	0
NPF	0	15	0

On ZBC, all the five political parties covered received mostly neutral coverage. Zanu PF however stood out with most of the positive coverage.

ZBC tone of coverage (in seconds)

Political Affiliation	Negative	Neutral	Positive
MDC ALLIANCE	0	11	1
MDC T (TK)	0	55	0
ZANU PF	1	1083	766
ZAPU	0	1134	0
YAD	0	1346	0

Commercial radio stations gave coverage to four political parties. APA received the most positive coverage followed by Zanu PF. Zanu PF also had the most negative coverage.

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.

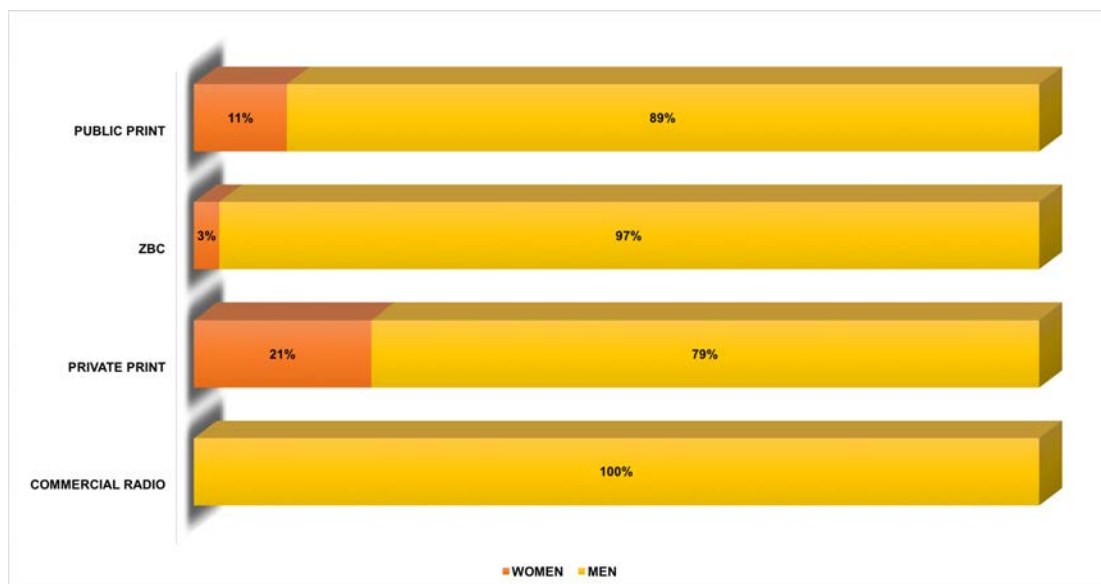
Commercial radio stations' tone of coverage (in seconds)

Political Affiliation	Negative	Neutral	Positive
ZANU PF	54	30	36
ZAPU	0	41	0
APA	0	0	42
INDEPENDENTS	1	0	0

2.4 Gender representation in election programmes

Male political actors continue to account for most of the total time allocated to political actors across all media platforms. On this day, 89% of the coverage was dedicated to male politicians whilst female politicians took up 11% of the coverage. Auxilia Mnangagwa was the most visible woman political actor in the publicly owned print media whilst Tholakele Khumalo (MDC Alliance) was featured the most in the privately owned press.

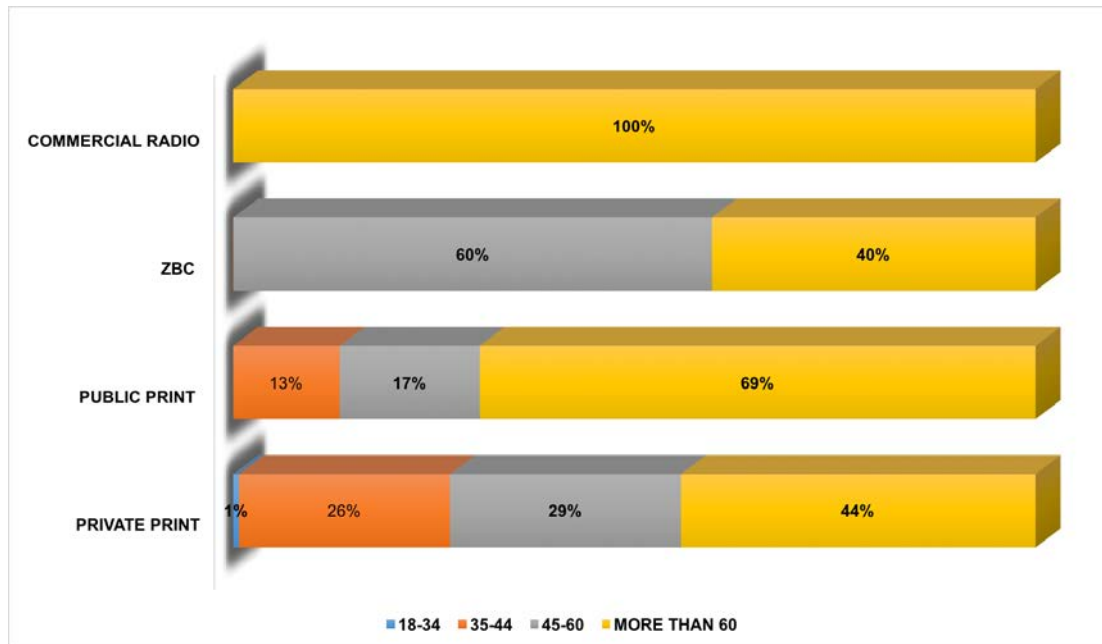
Gender representation in both the private and public media



2.5 Youth representation in election programmes

Youth political actors continue to be marginalised in both the print and electronic media monitored. Youth politicians only appeared in the private press but their visibility was marginal, they only took up 1% of the coverage. MRP's Mqondisi Moyo was mentioned as having had talks with Thokozani Khupe to form a regional alliance that did not see the light of day. Joana Mamombe also received coverage as one of the contestants running for the Harare West national assembly seat.

Representation of youths in the press

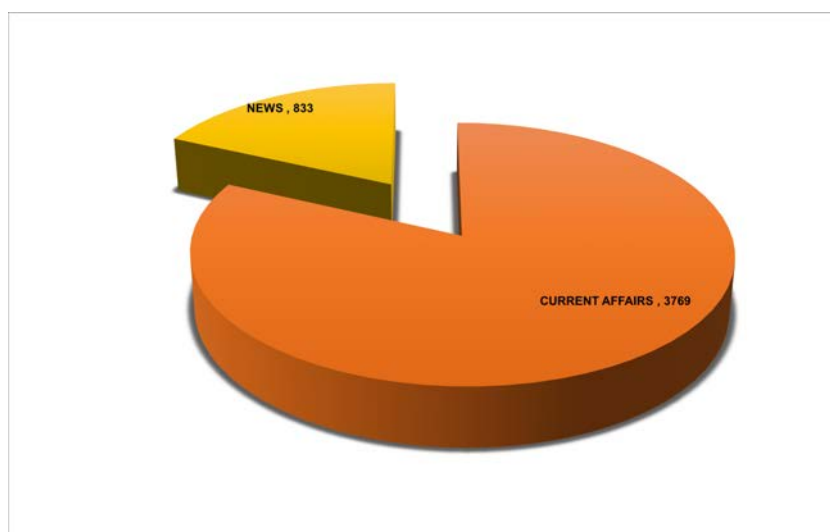


**Statistics included were for political players whose data was available*

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

On this day, more time was given to political actors in current affairs programmes as compared to news bulletins in the broadcast media.

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

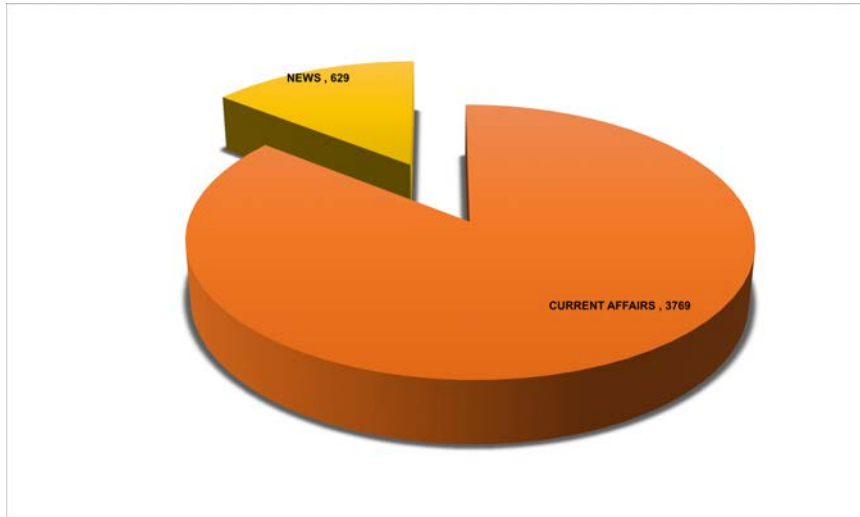


On ZBC (radio and TV) political actors were covered more in the news than in current affairs programming. Zvimba South candidate for Zanu PF, Phillip Chiyangwa appeared on ZTV's *Constituency Talk* where he was donating to

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.

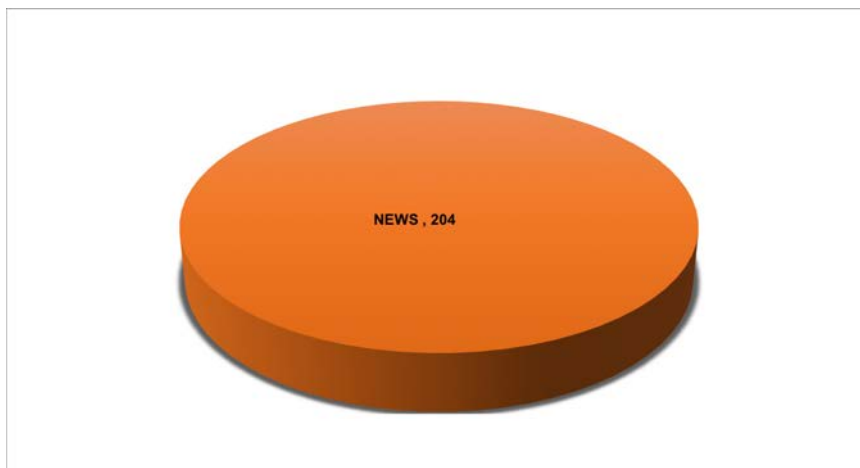
local hospitals in the area. Spot FM's current affairs programme, *Focus* continues to give coverage to different political actors to discuss topical issues of the day.

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



On commercial radio, there was no coverage of political actors in current affairs programs. All the time dedicated to political actors came from news bulletins.

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



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.

3.0 Conclusion

On the twenty-first day of the electoral period, there continues to be a challenge on the coverage of women and youth political actors in the electronic and print media. Issues that concern these two groups must also be given adequate coverage, as they are critical stakeholders in the upcoming elections.

It is commendable that the electronic media is now producing more current affairs programs that give coverage to political actors. This is a step in the right direction as the country heads towards the 2018 elections.

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
- Youth Alliance for Democracy
- 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
- Zimbabwe Rainbow Democratic Party

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>.

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.