



## Daily Media Monitoring Report

Issue 18: 25 June 2018

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## 1.1 Introduction

This eighteenth 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-sixth day of the election period – 25 June 2018.

## 1.2 Key Events

On this day,

- Zimbabwe Election Support Network (ZESN) and Zimbabwe Lawyers for Human Rights (ZLHR) publish their assessment of the extent to which the Electoral Amendment Act of May 28 is aligned to the Constitution.
- The European Union (EU) appoints Elmar Brock as chief observer of the EU Election Observation Mission to Zimbabwe.

In campaign news:

- ZANU PF held a rally in Chitungwiza at Chibuku stadium where Constantino Chiwenga promised state security to all aspiring presidential candidates
- Addressing a ZanuPF rally in Uzumba, Perrance Shiri castigated the attack on Emmerson Mnangagwa at a rally in Bulawayo's White City Stadium.
- MDC Alliance Presidential candidate Nelson Chamisa held rallies in Kadoma, Silobela and Redcliff.
- Joice Mujuru cancels a campaign rally in Victoria Falls where she was supposed to make an appearance.
- Alliance for National Salvation leader, Moses Mzila-Ndlovu alleges that a lot of opposition party members are surrogates of ZANU PF infiltrating the opposition parties.
- In an interview, PPP leader Timothy Chiguvare promises to generate 2,5 million jobs by 2020 if elected as the country's President.
- United Democratic Movement leader Daniel Shumba says his party manifesto proposes to immediately deal with economic challenges in Zimbabwe.

### 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?

14 political parties were covered in the media. ZANU PF was the most visible political entity, it accounted for 77% of the total coverage dedicated to political actors. The bombing incident that occurred at ZANU PF's rally at White City Stadium in Bulawayo led to a spike in the mentions of ZANU PF on the day of monitoring. MDC Alliance was distant second placed with 11% of the coverage. These two parties combined for 88% for total coverage. The other 12 political parties that were covered by the monitored media were accounted for 12% of the total space and time.

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

Six political parties were covered in the government-controlled press. ZANU PF and PPP received most of the coverage on this platform with 83% and 12% respectively. PPP was covered in an interview where they promised more jobs for Zimbabweans if elected into office. The other four political parties accounted for the remaining 5%.

*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
ZANU PF	374	275	0	1355	2004
PPP	0	0	0	287	287
MDC ALLIANCE	0	0	0	51	51
MULTI PARTY CHRISTIAN DEMOCRATS	0	0	0	27	27
MDC-T (TK)	0	0	0	22	22
INDEPENDENT	0	0	0	12	12
PRC	0	0	0	6	6

There was relatively more diversity of coverage in the privately owned press, a total of ten political parties were covered on this platform. ZANU PF had the most coverage with 67% of the total followed by MDC Alliance with 17%. The remaining 16% was shared amongst the remaining eight political parties.

*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
ZANU PF	344	0	0	2350	2694
MDC ALLIANCE	0	0	12	679	691
UDA	0	0	0	255	255
ANSA	0	0	0	158	158
PRC	0	0	0	82	82
MRP	0	0	0	54	54
PDP	0	0	0	42	42
ZAPU	0	0	0	36	36
APA	0	0	0	1	1
MDC-T (TK)	0	0	0	1	1

ZBC stations gave coverage to three political parties on the day of monitoring. Most of the coverage was dedicated to ZANU PF, which featured in 87% of the total coverage. MDC Alliance and NCA were a distant second and third. The two parties were covered in 8% and 5% of the total time allocated to political actors respectively.

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

Political Affiliation	National Government	Local Government	Member of Parliament	Party Member	Total
ZANU PF	305	0	21	1540	1866
MDC ALLIANCE	0	0	0	175	175
NCA	0	0	0	94	94

The national commercial radio stations monitored gave all the coverage of political actors to government officials from ZANU PF.

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

Political Affiliation	National Government	Local Government	Member of Parliament	Party Member	Total
ZANU PF	145	0	0	18	163

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

Eighteen political actors were covered in the electronic media whilst the print media covered sixty-two political actors. Political actors from ZANU PF were the most visible on all the monitored platforms. 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>
Emmerson Mnangagwa	ZANUPF	1412
Constantino Chiwenga	ZANUPF	454
George Charamba	ZANUPF	384
Owen Ncube	ZANUPF	340
Perrance Shiri	ZANUPF	337
Daniel Shumba	UDA	255
Nelson Chamisa	MDC ALLIANCE	225
Joseph Chinotimba	ZANUPF	202
Auxillia Mnangagwa	ZANUPF	177
David Parirenyatwa	ZANUPF	173

*Top political actors in the electronic media*

*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.*

Actor	Political Party	Total time in seconds
Emmerson Mnangagwa	ZANUPF	367
Simon Khaya Moyo	ZANUPF	324
Auxilia Mnangagwa	ZANUPF	303
George Charamba	ZANUPF	280
Constantino Chiwenga	ZANUPF	245
Nelson Chamisa	MDC ALLIANCE	218
Mike Bimha	ZANUPF	103
Lovemore Madhuku	NCA	94
Perrance Shiri	ZANUPF	71
David Parirenyatwa	ZANUPF	44

### 2.3 Tone of coverage for political parties

Most of the parties covered by the government-controlled press received predominantly positive coverage. ZANU PF enjoyed more neutral and positive coverage than the other political parties covered.

Of these the Multi-Party Christian Democrats and the MDC Alliance received negative coverage on this day. ZanuPF and PPP on the other hand had the most positive coverage respectively. MPCD received coverage that was negative from the state owned press.

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

PARTY	NEGATIVE	NEUTRAL	POSITIVE
MDC ALLIANCE	23	12	38
ZANU PF	0	2042	364
INDEPENDENT	0	0	12
MULTI-PARTY CHRISTIAN DEMOCRATS	30	0	0
PPP	0	0	287
PRC	0	6	0
MDC-T (TK)	0	0	22

The private press was mostly neutral in its coverage of political parties and actors. There was more negative coverage of ZANU PF, MDC Alliance and PRC respectively. However, MDC Alliance received relatively more positive coverage than the other parties.

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

PARTY	NEGATIVE	NEUTRAL	POSITIVE
ANSA	0	158	0
APA	1	0	0
MDC ALLIANCE	179	342	170
MDC-T	0	1	0
MRP	0	54	0

PDP	0	42	0
PRC	32	0	0
UDA	0	255	0
ZANU PF	406	2219	69
ZAPU	0	36	0

All political parties covered by ZBC stations received neutral coverage.

*ZBC tone of coverage (in seconds)*

PARTY	NEGATIVE	NEUTRAL	POSITIVE
MDC ALLIANCE	0	175	0
NCA	0	94	0
ZANU PF	0	1866	0

Only one political party was covered in the national commercial radio stations. All the coverage that ZANU PF received was neutral on the day monitored.

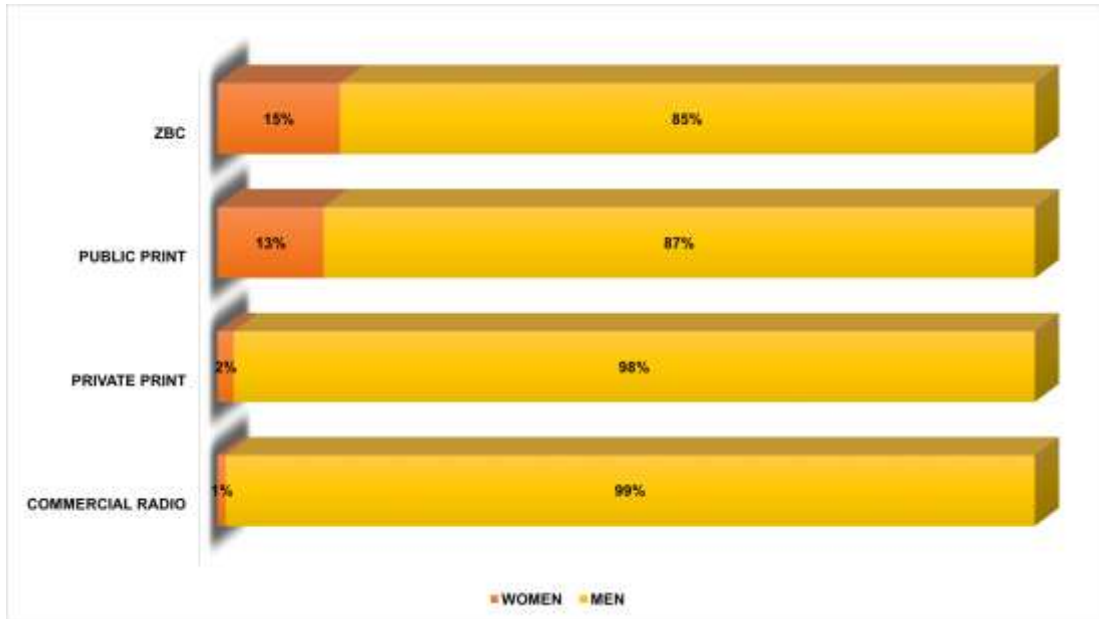
*Commercial radio stations' tone of coverage (in seconds)*

PARTY	NEGATIVE	NEUTRAL	POSITIVE
ZANU PF	0	163	0

## 2.4 Gender representation in election programmes

Women political actors were not prominently featured in the monitored media. Overall they were visible in 9% of the coverage. Male political actors continue to dominate coverage dedicated to political actors across all platforms. Men accounted for 91% of the total space and time allocated to political actors. Auxilia Mnangagwa received the most coverage on both government controlled press and ZBC stations (radio and TV). Her visibility emanated from coverage of the Family Fun Day she hosted in Mabvuku and the cervical cancer awareness campaign she was a part of. On commercial radio, Oppah Muchinguri was the only woman featured. Joice Mujuru and Oppah Muchinguri were the most prominent political actors amongst women covered in the private press.

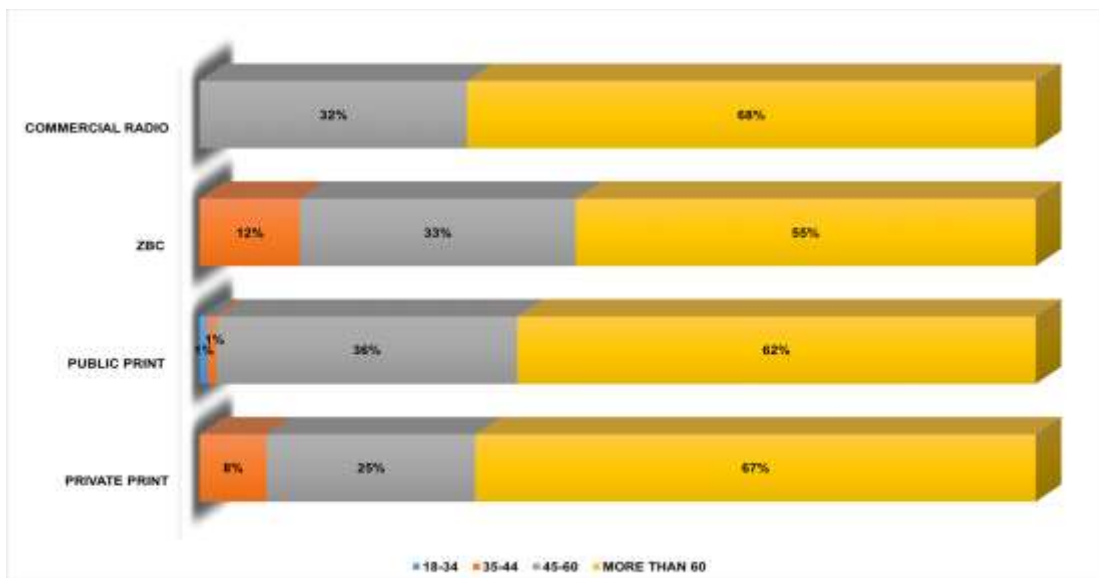
*Gender representation in both the private and public media*



### 2.5 Youth representation in election programmes

As has become the trend, there was marginal coverage of youth political actors across all news platforms monitored. Political actors who are older than 60 years of age continue to receive most of the coverage in the media. The publicly owned press was the only platform where youth were visible on the day. Gutu West aspiring candidates; John Paradza (ZANU PF) and Tauya Chinama (PRC) who are 27 and 26 years old respectively were the only youths who were visible in the media on the day on monitoring. The contest between the two youths was covered as one of the most “intriguing contest” for a parliamentary seat.

#### *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.*

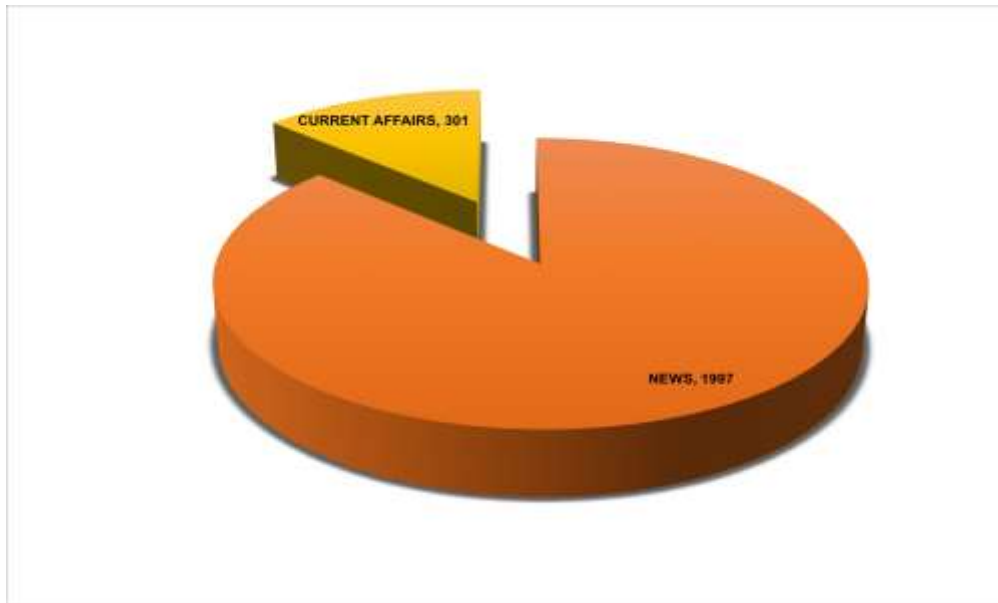


## 2.6 Time dedicated to political players in the different programme types in broadcast media

There was more coverage of political actors in the news bulletins than in current affairs programmes.

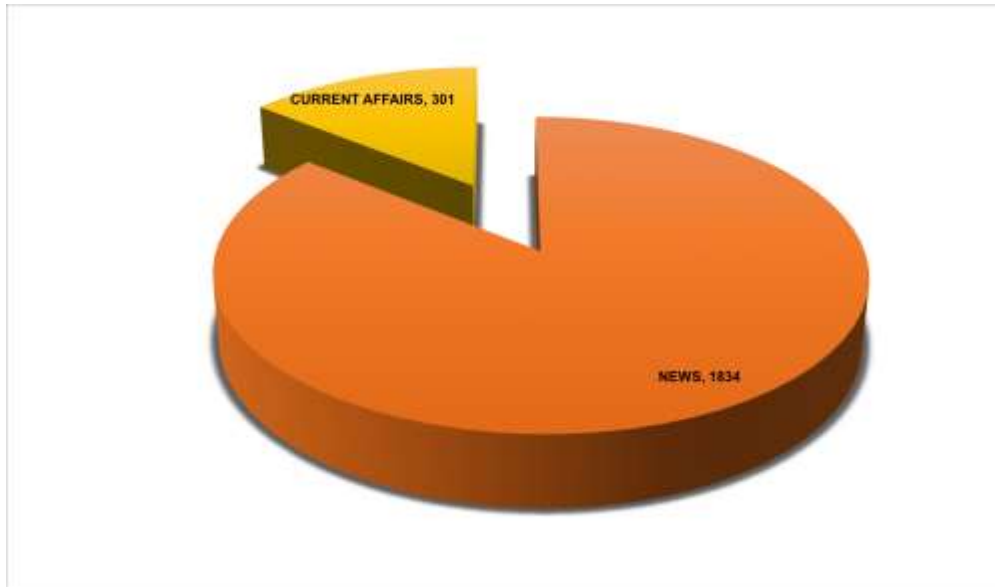
**N.B.** The weekend has generally had less coverage of political actors in current affairs programmes

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



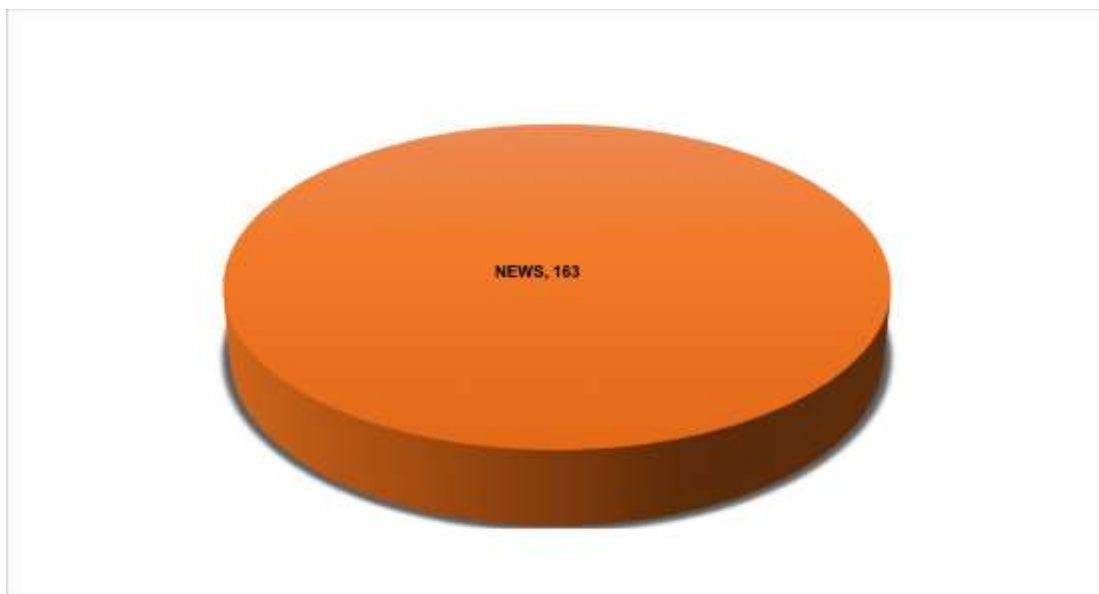
On ZBC (radio and TV) the visibility of political actors was mostly in news, which accounted for 86% of the coverage of political actors during prime time. Current affairs programmes contributed to 14% of the coverage. Most of the space on current affairs came from analysis of the bomb explosion that occurred at White City Stadium in Bulawayo where ZANU PF Presidential candidate, Emmerson Mnangagwa was holding a rally.

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



On commercial radio, there was no time dedicated to political actors in their current affairs programmes. All the coverage of political actors was in the news.

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



### 3.0 Conclusion

*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 the twenty-sixth day of the electoral period, there continues to be lack of diversity in the coverage of political parties. Only 14 political parties were covered across all platforms, with the electronic media only featuring political actors from three political parties. There was also a regression in the equitability of the coverage as ZANU PF accounted for 77% of the total coverage.

It is commendable that coverage of political actors across all platforms has been predominantly neutral. This trend should be the norm as it reflects the standard to which journalists are held to by the ethics of the profession.

## **APPENDIX 1**

### **List of Political Parties**

- #1980 Freedom Movement Zimbabwe

- Alliance for People's Agenda - APA
- Alliance for National Salvation Party-ANSA
- 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 -UDA
- United Democratic Front -UDF
- United Democratic Movement -UDM
- United National African Council –UANC
- Word of Yahwe Express - WOYE
- Youth Alliance for Democracy - YAD
- 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>.