



Daily Media Monitoring Report

Issue 19: 26 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 nineteenth 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-seventh day of the election period – 26 June 2018.

1.2 Key Events

On this day,

- ZEC argues that it is not constitutionally obligated to release a voters' roll with pictures. The commission also announced that it had decentralized the distribution of the voters roll.
- Election Resource Centre (ERC) says it will independently audit the voters roll released by ZEC.
- President Emmerson Mnangagwa says the bombing incident at White City Stadium will not have any effect on the election date.
- ZESN says some of its long-term election observers were denied access to inspection centers during public inspection of the voters roll.
- EU deputy chief observer says 44 observers have started work and expects the number to accumulate to 140 by polling day.
- Civil society groups launch the Go Zim, Get Out and Vote nationwide campaign at Overspill Shopping Center in Epworth.
- National Peace and Reconciliation Commission chairperson, Justice Selo Maselo Nare explains the role of the commission in this election and the importance of the Peace Pledge to be signed by all political parties today.

In campaign news:

- MDC Alliance presidential candidate, Nelson Chamisa accuses ZEC of conniving with the Thokozani Khupe led MDC-T and ZANU PF to confuse voters by allowing MDC-T to use a party symbol similar to that of the MDC Alliance.
- PPP candidate, Timothy Chiguvare held a rally at Stanley Square in Bulawayo. He says the party does not feel safe after the bombing incident at White City Stadium.
- ZANU PF holds rallies in Goromonzi, Nyanga South, Mhangura and Chiredzi East drumming up support for the party ahead of elections.
- MDC Alliance's Gokwe rally held over the weekend is covered in the news.

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?

There has been a steady decline in the political parties being covered by the media despite the country fast approaching the date of elections. A total of 12 political parties were covered on this particular day. There continues to be a noticeable decrease in the overall coverage of ZANU PF even though it continues to dominate coverage in the media. The party accounted for 55% of the coverage followed by MDC Alliance and Independent candidates, which accounted for 23% and 10% of the coverage respectively. The remaining nine political parties combined for 12% of the overall 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. 3

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

On this day, the government-controlled press had the most diversity in terms of political parties covered. The papers provided visibility to ten political parties. However, ZANU PF's dominance is evident as it accounted for 77% of the total coverage. MDC Alliance was a distant second with 17%. The remaining six political parties shared 6% of the coverage.

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	1058	0	0	1727	2785
MDC ALLIANCE	0	0	0	618	618
NEW PATRIOTIC FRONT	0	0	0	70	70
NCA	0	0	0	42	42
MULTI PARTY CHRISTIAN DEMOCRATS	0	0	0	31	31
PPP	0	0	0	30	30
MPDP	0	0	0	20	20
BZA	0	0	0	15	15
INDEPENDENT	0	0	12	0	12

A total of six political parties were covered in the privately owned press. Despite the lack of plurality, there is a more even distribution of coverage on this platform compared to the others. ZANU PF was featured in 41% of the coverage followed by MDC Alliance and MDC-T (TK), which accounted for 34% and 12% respectively. The remaining 13% was shared amongst ZAPU, PRC and Independent candidates.

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	163	0	0	1244	1407
MDC ALLIANCE	0	115	0	1057	1172
MDC-T (TK)	0	0	0	414	414
ZAPU	0	0	0	245	245
PRC	0	0	0	180	180
INDEPENDENT	0	0	0	35	35

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Five political parties were covered on the ZBC stations (TV and radio). ZANU PF continues to be the most visible party on the national broadcaster; it occupied 80% of the total time allocated to political parties. The outstanding 20% was shared amongst the remaining four political parties.

Time dedicated to political parties on ZBC (in seconds)

Political Affiliation	National Government	Local Government	Member of Parliament	Party Member	Total
ZANU PF	1629	0	7	231	1867
PPP	0	0	0	179	179
MDC ALLIANCE	0	0	0	148	148
PRC	0	0	0	133	133
MDC T (TK)	0	0	0	16	16

Commercial radio stations monitored gave publicity to four political entities on this day. Independent candidates were the most visible group, accounting for 52% of the coverage. They were featured more in current affairs programmes. The MDC Alliance and ZANU PF came in second and third with 34% and 14% of the total time. MDC-T (TK)'s visibility was marginal.

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

Political Affiliation	National Government	Local Government	Member of Parliament	Party Member	Total
INDEPENDENT	0	0	1 059	0	1 059
MDC ALLIANCE	0	59	0	632	691
ZANU PF	186	0	20	65	271
MDC-T (TK)	0	0	0	2	2

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

Thirty-five political actors were covered in the electronic media whilst the print media featured fifty-five political actors. Despite actors from ZANU PF being the most prominent, there has been an up surge in the visibility of Independent candidates. 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	1 940
Nelson Chamisa	MDC ALLIANCE	649
Perrance Shiri	ZANUPF	291
Thokozi Khupe	MDC-T (TK)	285
Martin Dinha	ZANUPF	255
Ipithule Maphosa	ZAPU	245
Simon Khaya Moyo	ZANUPF	239
Eddie Cross	MDC ALLIANCE	224
George Charamba	ZANUPF	170
Welshman Ncube	MDC ALLIANCE	153

Top political actors in the electronic media

Actor	Political Party	Total time in seconds
Joram Gumbo	ZANUPF	794
Emmerson Mnangagwa	ZANUPF	771
Nkululeko Sibanda	MDC ALLIANCE	620
Jessie Majome	INDEPENDENT	479
Zalera Makari	INDEPENDENT	294
Duduzile Nyirongo	INDEPENDENT	286
Timothy Chiguvare	PPP	179
Nelson Chamisa	MDC ALLIANCE	148
Stembiso Nyoni	ZANUPF	121
Pupurai Togarepi	ZANUPF	113

2.3 Tone of coverage for political parties

Overall, coverage of political parties on the government-controlled press was neutral. There was however more positive coverage of ZANU PF and relatively more negative coverage of MDC Alliance.

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

PARTY	NEGATIVE	NEUTRAL	POSITIVE
MDC ALLIANCE	170	414	34
ZANU PF	0	1879	1179
INDEPENDANT	0	0	12
MULTI-PARTY CHRISTIAN DEMOCRATS	0	0	31
PPP	0	30	0
NCA	12	30	0
NEW	0	70	0

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PATRIOTIC FRONT			
BZA	0	15	0
MPDP	0	20	0

The private press was mostly neutral in its coverage of political parties and actors. There was however more negative coverage of MDC Alliance and ZANU PF. However, ZANU PF received the most positive coverage on this platform.

Tone of coverage in the private press (in cm²)

PARTY	NEGATIVE	NEUTRAL	POSITIVE
INDEPENDENT	0	35	0
MDC ALLIANCE	286	876	10
MDC-T	0	414	0
PRC	0	180	0
ZANU PF	167	1125	115
ZAPU	0	245	0

The tone of coverage on ZBC stations reflected mixed perceptions, MDC-T (TK) and PRC received negative coverage whilst MDC Alliance, PPP and ZANU PF enjoyed coverage that was predominantly neutral.

ZBC tone of coverage (in seconds)

PARTY	NEGATIVE	NEUTRAL	POSITIVE
MDC ALLIANCE	0	148	0
MDC T (TK)	16	0	0
PPP	0	179	0
PRC	133	0	0
ZANU PF	0	1827	40

On national commercial radio stations, four different political parties were covered. ZANU PF and MDC Alliance received coverage that was mostly neutral whilst Independent candidates were mostly portrayed positively.

Commercial radio stations' tone of coverage (in seconds)

PARTY	NEGATIVE	NEUTRAL	POSITIVE
ZANU PF	3	186	82
MDC ALLIANCE	15	679	0
MDC-T(TK)	2	0	0
INDEPENDENT	0	0	1059

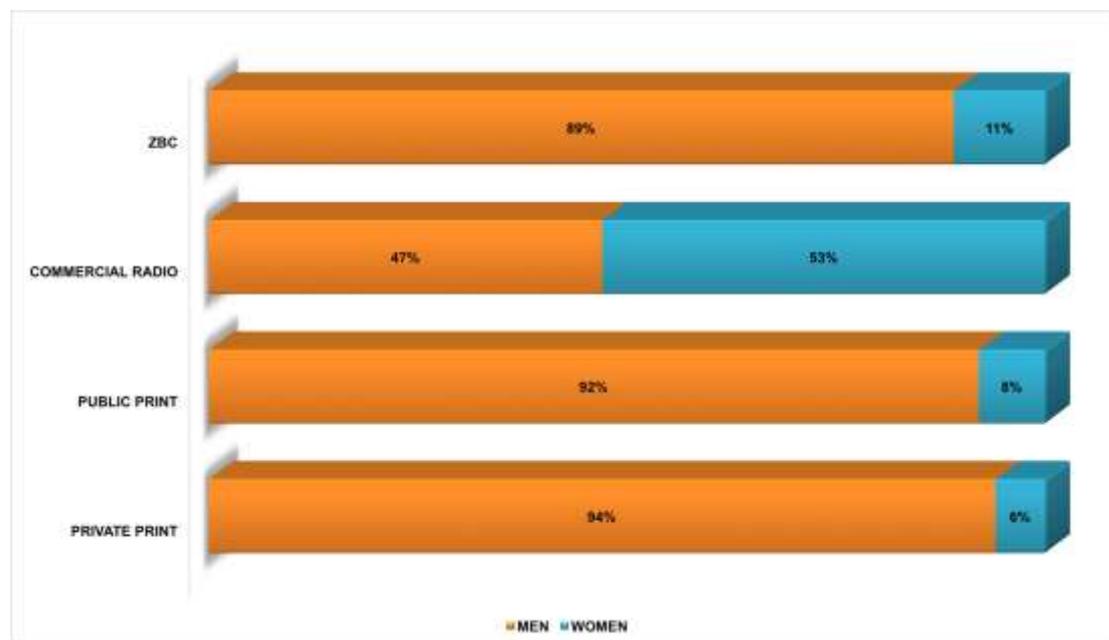
The media have an ethical obligation to be impartial in their coverage of electoral processes; this requires fairness and balance in their representation of the prevailing context.

2.4 Gender representation in election programmes

Even though women political actors continue to be marginalised in the monitored media, there was a notable increase in their visibility on this day. Overall women actors accounted for 20% of the total coverage. As a group, women political actors were most visible on commercial radio where they accounted for 53% of the total space allocated to political actors.

Women were given significant mileage on the *Ruvheneko Show* where a discussion was held on challenges faced by female politicians. The actors who were featured were independent candidates; Jessie Majome, Duduzile Nyirongo and Zaleri Makari. In the print media Thokozani Khupe was the most prominently featured woman on the day.

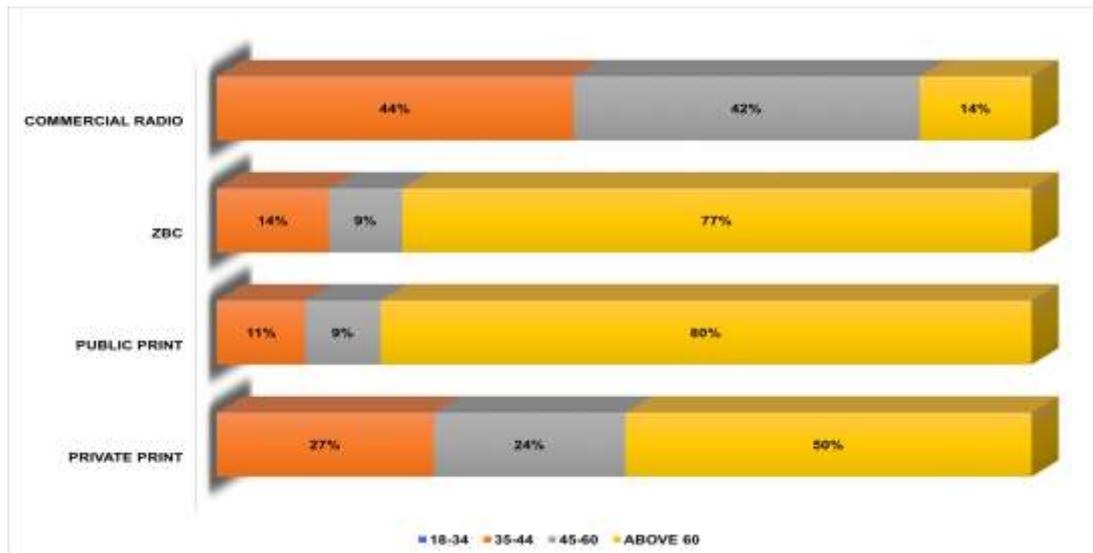
Gender representation in both the private and public media



2.5 Youth representation in election programmes

There was no coverage of identifiable youth political actors across all media platforms monitored on the day. As has become trend most political actors covered by the media are in the above 60-agegroup.

Representation of youths in the press

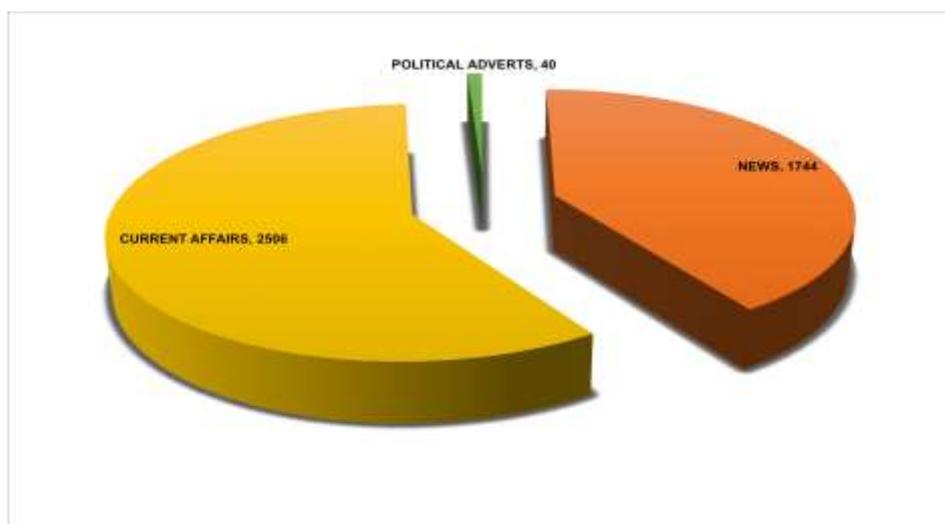


**Statistics included were for political players whose data was available*

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

On this day, the electronic media gave more publicity to political actors in current affairs programmes than in the news. This indicates that the elections agenda has taken centre stage in the media. Political adverts were also recorded on the monitored platforms.

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

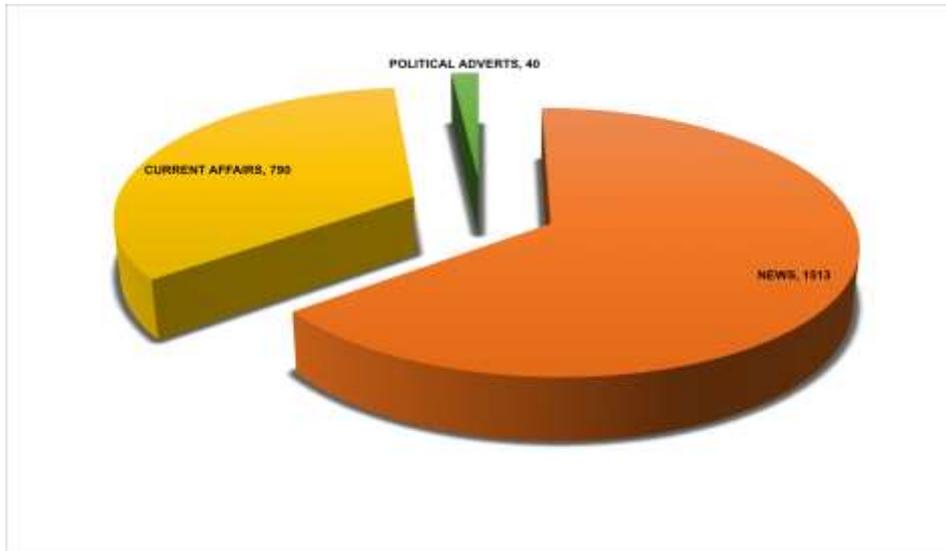


On ZBC (radio and TV) the visibility of political actors was mostly in news. The only current affairs programme recorded covered the Minister of Transport and Infrastructure Development, Dr Joram Gumbo who was

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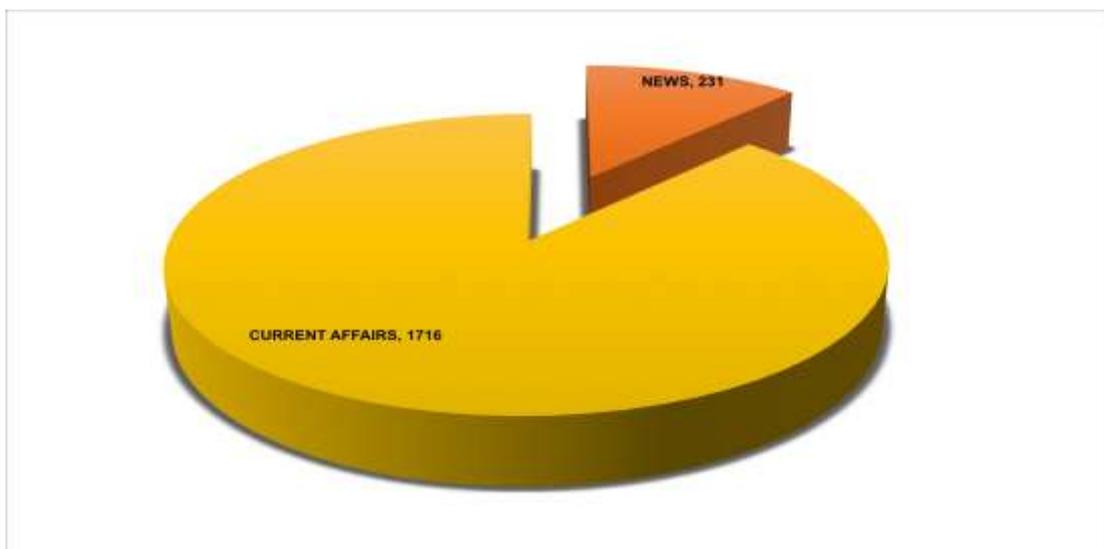
discussing the state of roads in Zimbabwe and what his ministry is doing to help local authorities to rehabilitate roads. A ZANU PF political advert was aired on ZTV.

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



On commercial radio, there was more time dedicated to political actors in current affairs programmes than in the news. MDC Alliance presidential spokesperson Nkululeko Sibanda was on ZiFM's programme *The Platform* whilst on Star FM, *The Ruvheneko Show* gave coverage to women political actors who discussed the challenges they are facing in their political campaigns,

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



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3.0 Conclusion

On the twenty-seventh day of the electoral period, it was laudable that female political actors were given more coverage to discuss challenges they were facing in their campaigns. Gender representation in the media should always be equitable and balanced.

With 35 days left before the elections, it is worrying that very few political parties are being covered by the media on a daily basis. Only twelve political parties were covered on this day out of the 55 that ZEC reported would be contesting in the upcoming elections.

APPENDIX 1

List of Political Parties

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. 11

- #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>.

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