



Daily Media Monitoring Report

Issue 20: 27 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 twentieth 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-eighth day of the election period – 27 June 2018.

1.2 Key Events

On this day,

- Political parties contesting in the July 30 elections signed a National Peace Pledge that was initiated by the National Peace and Reconciliation Commission.
- Legislative watchdog Veritas has urged ZEC to be impartial and not to respond to every electoral case in the courts. Veritas argues it is the duty of Attorney General's Office or the Ministry of Justice to oppose or not oppose challenges.
- ZEC released a full list of candidates who were successfully nominated through an Election Notice.
- ZEC condemns the explosion at White City Stadium saying the attack is a drawback to electoral democracy.

In campaign news:

- Joice Mujuru addressed a rally in Matebeleland North.
- PPP leader Timothy Chiguvare took his campaign to Chitungwiza where he held a rally.
- In an interview, UDM leader Violet Mariyacha says Zimbabwe is now broken and needs a motherly figure for a president.
- Independent candidate, Noah Mangondo addresses a rally in Macheke where he promised to fight for town status for the constituency once he is elected into office.
- NPP officially launched its party campaign in Bindura.
- ZANU PF reportedly won 46 uncontested local government seats across the country after MDC Alliance failed to field candidates in these wards.
- Perrance Shiri addressed a ZANU PF rally at Maneta Primary School in Buhera.

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?

On this day, a total of 22 political parties were covered in the media. The distribution of time and space among the political parties continues to be inequitable. The top three parties that were covered combined for 79% of the overall coverage. ZANU PF accounted for 57% of the coverage followed by MDC Alliance and NCA, which accounted for 17% and 5% of the visibility. The remaining 19 parties gained coverage from media mentions that identified them as signatories to the National Peace Pledge. These parties made up 21% of the total coverage recorded.

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 covered sixteen political parties. There was a significant decline of the coverage of ZANU PF in the government-controlled press following the waning of the coverage of the bombing incident. ZANU PF coverage dropped from 77% to 54% on this day. MDC Alliance was the second most visible party with 22% followed by New Patriotic Front with 6% of the total coverage. A total of fourteen political parties were featured in 18% of 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	1447	124	0	1904	3475
MDC ALLIANCE	0	0	0	1427	1427
NEW PF	0	0	0	356	356
DOP	0	0	0	186	186
NAPDR	0	0	0	183	183
NCA	0	0	0	161	161
BZA	0	0	0	155	155
MPDP	0	0	0	149	149
BCP	0	0	0	137	137
NPP	0	0	0	123	123
INDEPENDENT	0	0	0	16	16
CODE	0	0	0	16	16
BZ	0	0	0	12	12
UDM	0	0	0	12	12
NPF	0	0	0	2	2
ZAPU	0	0	0	1	1

A total of twelve political parties were covered in the private press. ZANU PF received 57% of the total visibility accorded to political actors. Build Zimbabwe Alliance and MDC Alliance were a distant second and third second with 12% and 9% respectively. The remaining nine political parties were covered in 22% of the coverage.

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	382	0	0	1332	1714
BZA	0	0	0	366	366
MDC ALLIANCE	0	0	0	258	258
UDM	0	0	0	257	257
MDC-T (TK)	0	0	0	235	235
INDEPENDENT	0	0	0	56	56
CODE	0	0	0	42	42

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

NPF	0	0	0	24	24
#1980FMZ	0	0	0	20	20
APA	0	0	0	14	14
PRC	0	0	0	6	6
NPP	0	0	0	4	4

Thirteen political parties were covered on ZBC (radio and TV). There was a notable decrease in the total time allocated to ZANU PF. The party accounted for 45% of the coverage followed by MDC Alliance (23%) and NCA, which appeared in 17% of the coverage. The outstanding 15% was distributed amongst the remaining ten parties.

Time dedicated to political parties on ZBC (in seconds)

Political Affiliation	National Government	Local Government	Member of Parliament	Party Member	Total
ZANU PF	469	21	102	810	1402
MDC ALLIANCE	0	0	3	728	731
NCA	0	0	3	536	539
PRC	0	0	3	154	157
PPP	0	0	0	108	108
INDEPENDENT	0	0	71	16	87
APA	0	0	0	36	36
#1980 FMZ	0	0	0	29	29
UDM	0	0	0	21	21
MDC T (TK)	0	0	0	16	16
CODE	0	0	0	15	15
BUILD ZIM	0	0	0	7	7
ZAPU	0	0	3	0	3

The commercial radio stations monitored gave publicity to eight political parties. Despite the increase in political parties covered on these stations, the distribution of coverage was not equitable as ZANU PF featured in 86% of the total time dedicated to political parties whilst #1980FMZ was the second most visible political party even though it featured in 4% of the coverage. The remaining six parties combined for 10% of the coverage.

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

Political Affiliation	National Government	Local Government	Member of Parliament	Party Member	Total
ZANU PF	83	0	0	1724	1807
DOP	0	0	0	35	35
NCA	0	0	0	40	40
MDC ALLIANCE	0	0	0	52	52

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RZP	0	0	0	35	35
#1980 FZM	0	0	0	75	75
UDA	0	0	0	25	25
BUILD ZIM	0	0	0	25	25

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

Thirty-six political actors were covered in the electronic media and sixty-six political actors were featured in the press. The top ten political actors in the press and electronic media are presented in tables below.

Top political actors in the press

Actor	Political Party	Total Space in cm²
Emmerson Mnangagwa	ZANUPF	1687
Nelson Chamisa	MDC ALLIANCE	923
Tatenda Mavetera	ZANUPF	385
Tendai Munyanduri	NEW PATRIOTIC FRONT	356
Thokozani Khupe	MDC-T (TK)	289
Owen Ncube	ZANUPF	227
Violet Mariyacha	UDM	217
Pupurai Togarepi	ZANUPF	209
Harry Peter Wilson	DOP	186
Obert Mpfu	ZANUPF	172

Top political actors in the electronic media

Actor	Political Party	Total time in seconds
Lewis Mathuthu	ZANU PF	1698
Morgan Komichi	MDC ALLIANDCE	654
Fortune Chasi	ZANU PF	616
Lovemore Madhuku	NCA	574
Emmerson Mnangagwa	ZANUPF	280
Paul Mavhima	ZANU PF	140
Joice Mujuru	PRC	127
Owen Ncube	ZANUPF	108
Francis Danha	#1980 FMZ	99
Christopher Mutsvangwa	ZANUPF	80

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2.3 Tone of coverage for political parties

Most coverage of political parties was neutral or positive MDC Alliance receiving most of the negative coverage and relatively more positive coverage of ZANU PF. MDC Alliance's negative coverage mainly came from the criticism of MDC Alliance's campaigns by correspondents in *The Herald*.

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

PARTY	NEGATIVE	NEUTRAL	POSITIVE
MDC ALLIANCE	752	236	439
ZANU PF	4	2305	1166
INDEPENDENT	0	16	0
NCA	0	0	161
NEW PF	198	0	158
BZ	0	12	0
BZA	0	0	155
MPDP	0	0	149
BCP	0	0	137
CODE	0	16	0
NAPDR	183	0	0
UDM	0	12	0
DOP	0	186	0
ZAPU	1	0	0
NPF	2	0	0
NPP	1	122	0

The private press was more neutral in its coverage of political parties and actors. There was relatively more positive coverage of Build Zimbabwe Alliance and more negative coverage of ZANU PF. Build Zimbabwe Alliance's positive coverage emanated from a positive review of the party's manifesto. had the most positive coverage following a positive review of their manifesto in the *NewsDay*.

Tone of coverage in the private press (in cm²)

PARTY	NEGATIVE	NEUTRAL	POSITIVE
#1980 FMZ	20	0	0
APA	0	14	0
BUILD ZIM	0	6	360
CODE	0	42	0
INDEPENDENT	0	56	0
MDC ALLIANCE	0	258	0
MDC-T (TK)	0	235	0
NPF	0	24	0
NPP	0	4	0
PRC	0	6	0

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.

UDM	0	257	0
ZANU PF	186	1429	99

On ZBC (radio and TV) political parties featured received coverage that was predominantly neutral. However, PRC received the most negative coverage following a poorly attended rally in Matebeleland North. #1980 FMZ also received negative coverage after Francis Danha was arrested for disrupting proceedings at the signing of the National Peace Pledge. ZANU PF was the only party with positive coverage.

ZBC tone of coverage (in seconds)

PARTY	NEGATIVE	NEUTRAL	POSITIVE
#1980 FMZ	25	4	0
APA	0	36	0
BUILD ZIM	0	7	0
CODE	0	15	0
INDEPENDENT	0	87	0
MDC ALLIANCE	0	731	0
MDC T (TK)	0	16	0
NCA	0	539	0
PPP	0	108	0
PRC	150	7	0
UDM	0	21	0
ZANU PF	0	1322	80
ZAPU	0	3	0

On national commercial radio stations, most of the political parties received coverage that was neutral. MDC Alliance, RZP and NCA were portrayed positively whilst #1980FMZ was the only party that received negative coverage.

Commercial radio stations' tone of coverage (in seconds)

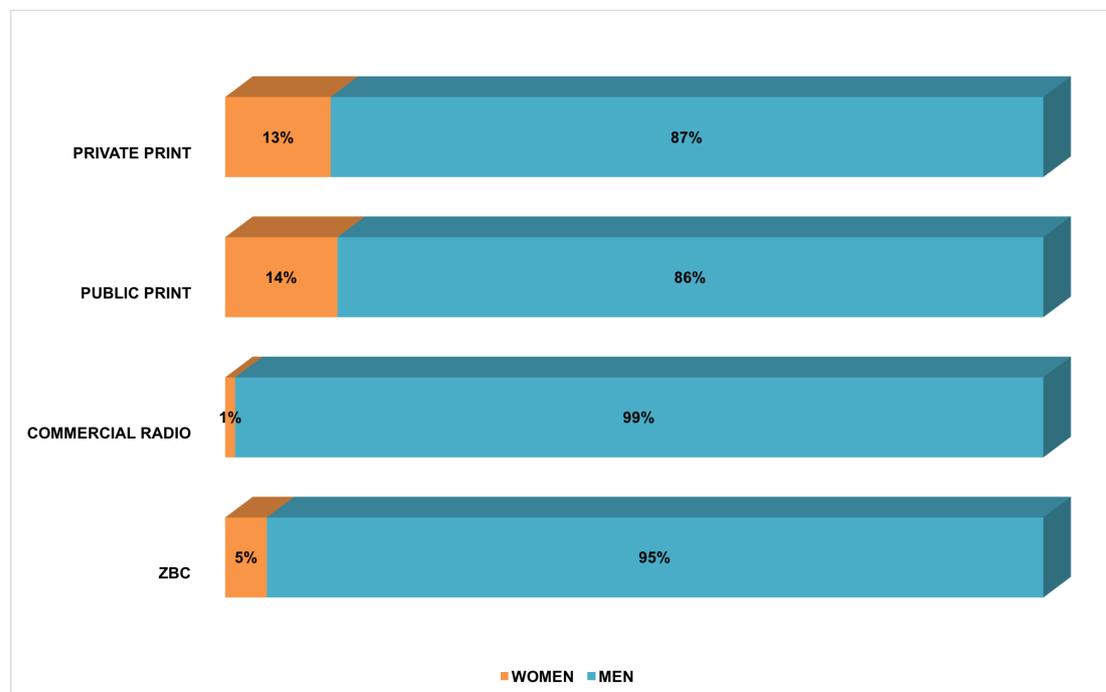
PARTY	NEGATIVE	NEUTRAL	POSITIVE
ZANU PF	0	1748	59
MDC ALLIANCE	0	0	52
UDM	0	25	0
BUILD ZIM	0	25	0
CODE	0	12	0
#1980FMZ	74	1	0
RZP	0	0	35
NCA	0	0	40

2.4 Gender representation in election programmes

Female political actors continue to receive less coverage across all platforms in the media. There was a significant decrease in the visibility of women political actors overall, they made up 8% of the political actors covered by the media. Men were covered in 92% of the overall space and time. Commercial radio representation of women dropped from 53% to 1%. The coverage of women tends to be done in silos where specific programmes are done that feature women and they do not appear in many of the “mainstream” reporting and programmes on elections.

Tatenda Mavetera (ZANU PF) and Thokozani Khupe (MDC-T) received the most coverage in the government controlled press. In the private print media, UDM presidential candidate Violet Mariyacha was the most visible woman on the day.

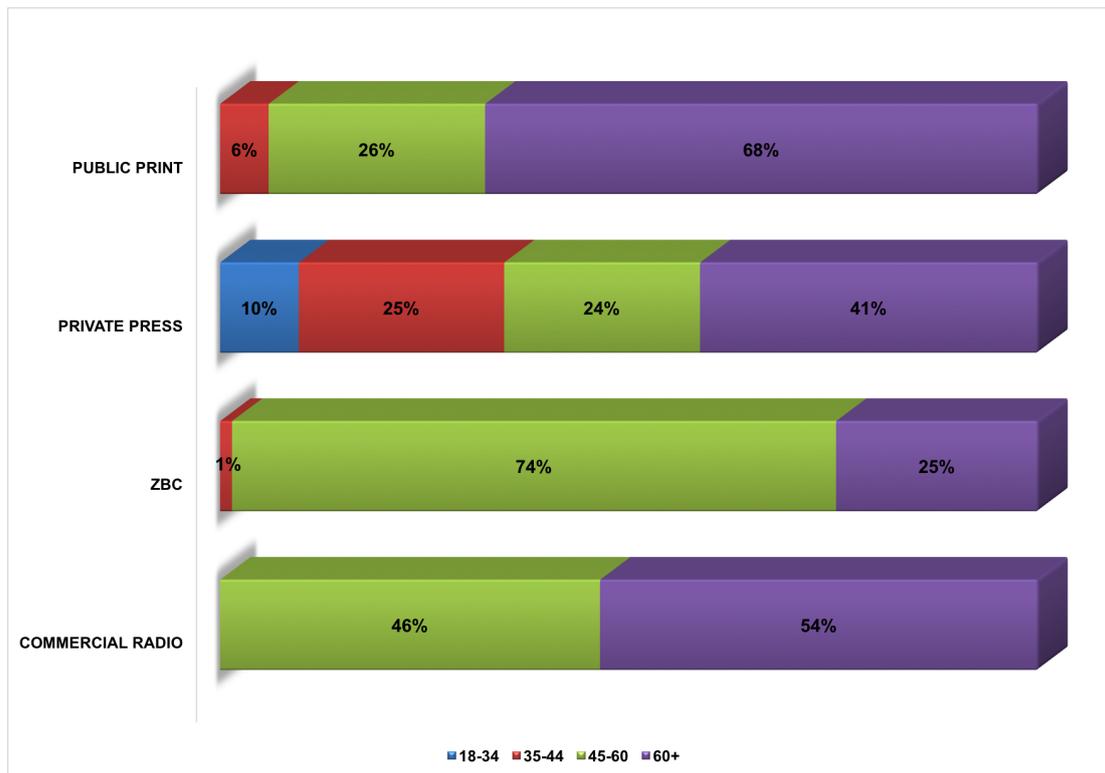
Gender representation in both the private and public media



2.5 Youth representation in election programmes

There was very little coverage of identifiable youth political actors across all media platforms monitored on the day. Tatenda Mavetera was the only youth political actor who was covered in the public print media. She is the ZANU PF representative for Seke-Chikomba constituency. The other youth issue that was in the media was the condemnation of the White City Stadium explosion by ZANU PF’s Youth League.

Representation of youths in the press



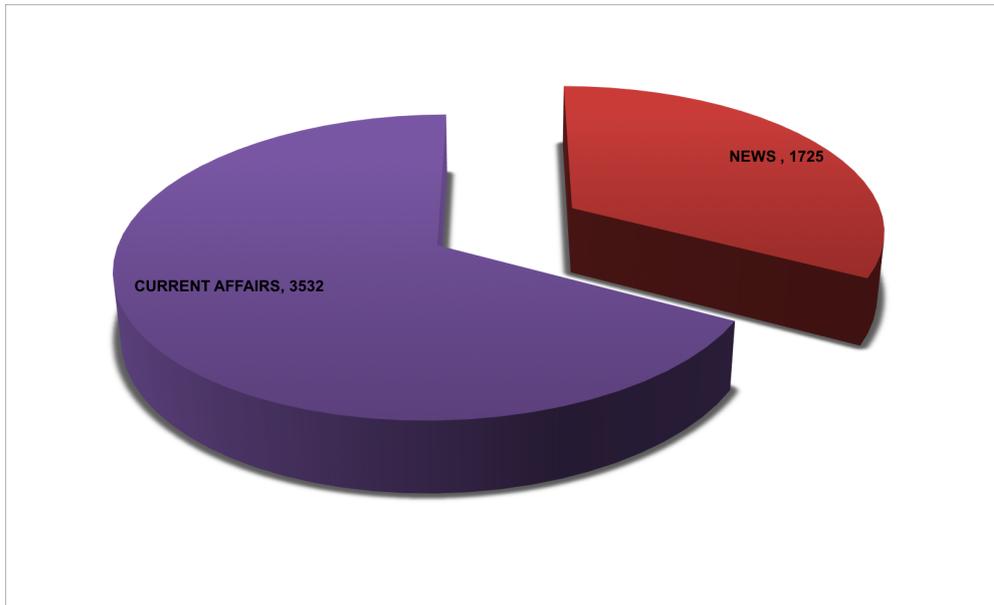
**Statistics included were for political players whose data was available*

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

The visibility of political actors in current affairs appears to be on a steady increase, which is a welcome development as the electorate is being served with more detailed election related information outside the news. On this day, current affairs programmes accounted for 67% of the total coverage that was committed to political actors whilst the news made up the remaining 33%.

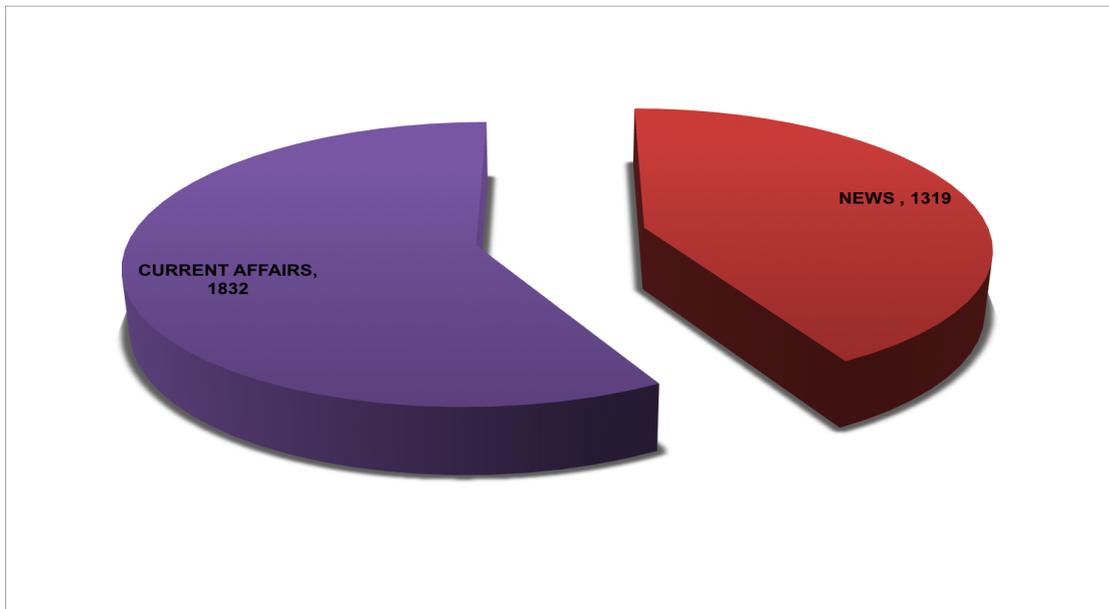
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Overall time dedicated to political players in the different programming types (in seconds)



On ZBC stations, political actors were more visible in current affairs programmes. The newly rebranded Classic263 FM formerly SFM gave airtime to political actors on their program *The Daily Dose* that featured Lovemore Madhuku (NCA), Fortune Chasi (ZANU PF) and Morgen Komichi (MDC Alliance). These actors were laying out their commitment to the recently signed National Peace Pledge ahead of the July 30 elections.

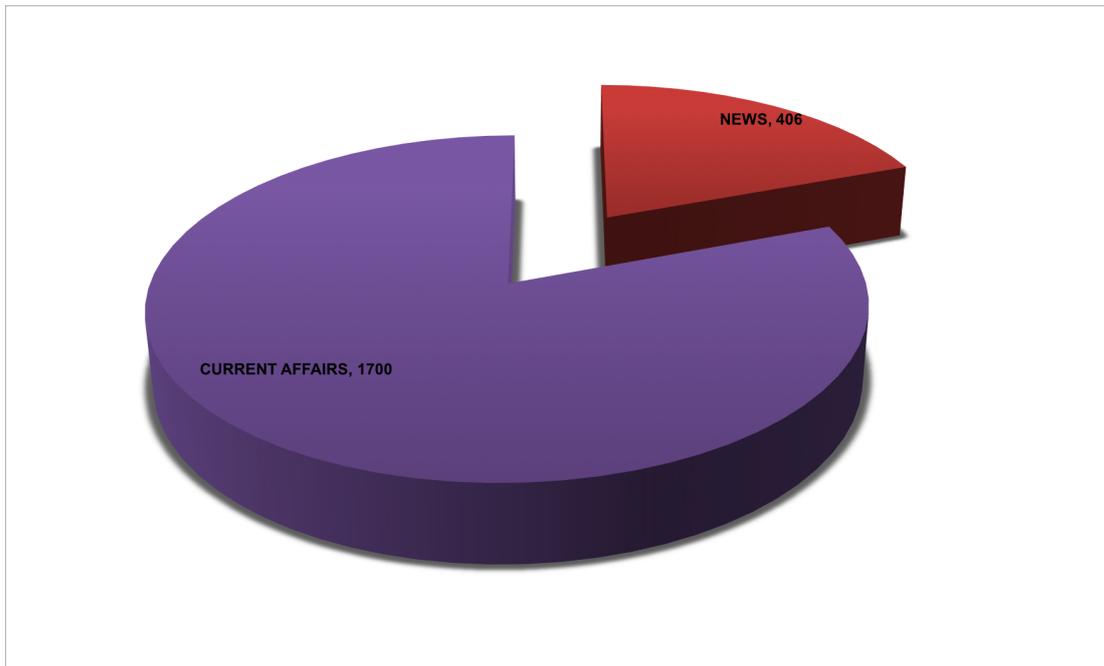
Total time dedicated to political actors on ZBC (in seconds)



Commercial radio also gave more publicity to political actors in current affairs programmes than the news. Lewis Mathuthu of ZANU PF was featured on ZiFM's *The Platform* where he talked of the need for a peaceful and stable political environment in the aftermath of the explosion at White City Stadium.

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



3.0 Conclusion

On the twenty-seventh day of the electoral period, Media Monitors observed that more needs to be done by both the print and electronic media to ensure equitability of coverage of political parties as stipulated in the Electoral Act. Despite the lack of equity in the representation of political parties it should be noted that most of the coverage recorded has been neutral which will help the electorate to independently vet the political actors and the performance of the electoral authority.

Most of the coverage of political actors in the electronic media has emanated from current affairs, care needs to be taken to ensure political actors are covered in the programming formats stipulated in the Electoral Act.

The media have an ethical obligation to be impartial in their coverage of electoral 12 processes; this requires fairness and balance in their representation of the prevailing context.

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>.

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