



## Daily Media Monitoring Report

Issue 22: 29 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 twenty-second 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 thirtieth day of the election period – 29 June 2018.

## 1.2 Key Events

On this day,

- The High Court dismissed two applications by Veritas, which sought to be allowed to conduct voter education and to push ZEC to disclose names of security personnel in its secretariat.
- Masvingo High Court judge, Justice Joseph Mafusire ordered ZANU PF to stop commandeering pupils to its rallies. The court ruled against the use of school premises, buses and furniture in political gatherings.
- The National Association of Societies for the Care of the Handicapped (NASCOH) says political violence has deterred people living with disabilities from participating in politics.

In campaign news:

- ZANU PF's Constantino Chiwenga addressed a rally at Chireya High School in Gokwe where he urged party supporters to remain vigilant in the wake of violent attacks, which occurred at White City Stadium in Bulawayo. Other ZANU PF campaign events were held in Marondera and Chirumanzu.
- Minister Oppah Muchinguri reportedly has undergone reconstructive breast surgery following injuries sustained during the White City Stadium bomb blast.
- ZANU PF members who had handed in nomination papers to contest as independent candidates have reportedly heeded calls by the party to revoke their candidature. However those who did not rescind their candidature have been warned by the party's Midlands chairperson (Daniel Ncube) not to design campaign regalia with colours similar to those of the party.
- The MDC Alliance is accused of violence against members of the Thokozani Khupe led MDC-T formation who are campaigning in Harare.
- MDC Alliance Goromonzi West candidate, Luke Tamborinyoka in court on allegations of defacing rival's campaign posters.
- New Patriotic Front leader Engineer Munyanduri promises to convert Zimbabwe from being agro-based to a technology based economy.
- Build Zimbabwe Alliance leader, Dr Noah Manyika says Zimbabwe will attain a \$100 billion economy by 2028 if he is elected as President.

### 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?

There continues to be a challenge in the number of political parties covered in the media as only 29% (sixteen) of the 55 parties taking part in the July 30 elections were covered by the media. In addition to the lack of plurality, the distribution of space and time to political parties on the monitored platforms has not been equitable. ZANU PF occupied 63% of the total coverage followed by Reform Zimbabwe and MDC Alliance which accounted for 14% and 9% of the coverage overall. The remaining thirteen parties covered were featured in 14% of the total publicity. ZANU PF was the only party featured on all news platforms monitored.

*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

Representatives from four political parties were covered in the government-controlled press. ZANU PF accounted for 85% of the coverage ahead of independent candidates and MDC Alliance which occupied 6% and 5% of the publicity overall. BZA was the least covered political party with 4% 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
ZANUPF	1055	0	511	2191	3757
INDEPENDENT	0	0	0	250	250
MDC ALLIANCE	0	0	0	237	237
BZA	0	0	0	190	190

Eleven political entities were featured in the privately owned press. Of these ZANU PF received the most coverage, it occupied 53% of the space allocated to political parties followed by MDC Alliance, which made up 32%. The remaining nine parties combined for 15% 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
ZANU PF	378	0	0	1688	2066
MDC ALLIANCE	0	30	0	1204	1234
ZAPU	0	0	0	156	156
MDC-T	0	0	0	130	130
#1980FREEDOM MOVEMENT	0	0	0	109	109
NEW PF	0	0	0	93	93
PRC	0	0	0	35	35
CODE	0	0	0	25	25
INDEPENDENT	0	0	0	24	24
NCA	0	0	0	20	20
ZIPP	0	0	0	20	20
APA	0	0	0	1	1

ZBC stations only featured three political parties on this day. Reform Zimbabwe (RZ) was the most visible political party; it featured in 49% of the time allocated to political parties followed by ZANU PF, which was a close second with 46% of the publicity. The third party covered DOP was covered in the remaining 5%.

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

Political Affiliation	National Government	Local Government	Member of Parliament	Party Member	Total
<b>RZ</b>	0	0	0	1525	1525
<b>ZANU PF</b>	873	0	0	560	1433
<b>DOP</b>	0	0	0	162	162

Commercial radio stations monitored covered five political parties. Sixty-seven-percent of the coverage was allocated to ZANU PF followed by NPF and MDC-T, which featured in 15% and 10% of the coverage respectively. APA accounted for the remaining 8% whilst MDC Alliance'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
<b>ZANU PF</b>	28	0	0	226	254
<b>NPF</b>	0	0	0	56	56
<b>MDC-T</b>	0	0	0	38	38
<b>APA</b>	0	0	0	29	29
<b>MDC ALLIANCE</b>	0	0	0	1	1

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

Sixteen political actors were covered in the electronic media and seventy-five were featured in the press. Political actors from ZANU PF were prominently featured in both the print and electronic media. 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 cm <sup>2</sup>
Emmerson Mnangagwa	ZANU PF	1991
Constantino Chiwenga	ZANU PF	688
Stephen Kabozo	ZANUPF	350
Engelbert Rugeje	ZANU PF	276
Jonhson Gore	INDEPENDENT	228
Jacob Mudenda	ZANUPF	227
Luke Tamborinyoka	MDC ALLIANCE	221
Noah Manyika	BZA	190
Nelson Chamisa	MDC ALLIANCE	186
Owen Ncube	ZANUPF	161

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### *Top political actors in the electronic media*

Actor	Political Party	Total time in seconds
Constantino Chiwenga	ZANU PF	644
Emmerson Mnangagwa	ZANU PF	304
Engelbert Rugeje	ZANU PF	128
Harry Peter Wilson	DOP	122
Christopher Mushowe	ZANU PF	79
Dexter Nduna	ZANU PF	52
Ziyambi Ziyambi	ZANU PF	46
Tendai Munyanduri	NPF	40
David Parirenyatwa	ZANU PF	38
Obert Gutu	MDC T	37

### **2.3 Tone of coverage for political parties**

All the political parties covered by the government-controlled press received predominantly neutral coverage. However ZANU PF received relatively more positive coverage whilst MDC Alliance had slightly more negative coverage.

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

PARTY	NEGATIVE	NEUTRAL	POSITIVE
BZA	0	190	0
INDEPENDENT	20	230	0
MDC ALLIANCE	85	152	0
ZANUPF	0	3177	580

Most of the parties covered in the private press were presented neutrally. There was however more negative coverage of ZANU PF and MDC Alliance. ZANU PF had the most positive coverage overall. Most of the negative coverage of MDC Alliance emanated from reports of internal party squabbles.

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

PARTY	NEGATIVE	NEUTRAL	POSITIVE
#1980FMZ	0	109	0
APA	0	1	0
CODE	0	25	0
INDEPENDENT	0	0	24
MDC ALLIANCE	432	762	40
MDC-T	0	130	0
NCA	0	20	0
NEW PF	0	93	0

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PRC	0	35	0
ZANU PF	724	934	408
ZAPU	0	156	0
ZIPP	0	20	0

On the ZBC stations all four parties covered received coverage that was mostly neutral with ZANU PF receiving all of the positive coverage recorded.

*ZBC tone of coverage (in seconds)*

PARTY	NEGATIVE	NEUTRAL	POSITIVE
DOP	0	162	0
RZ	0	1525	0
ZANU PF	0	1393	40

National commercial radio stations were mostly neutral in their representation of political parties. New Patriotic Front enjoyed positive coverage on these stations.

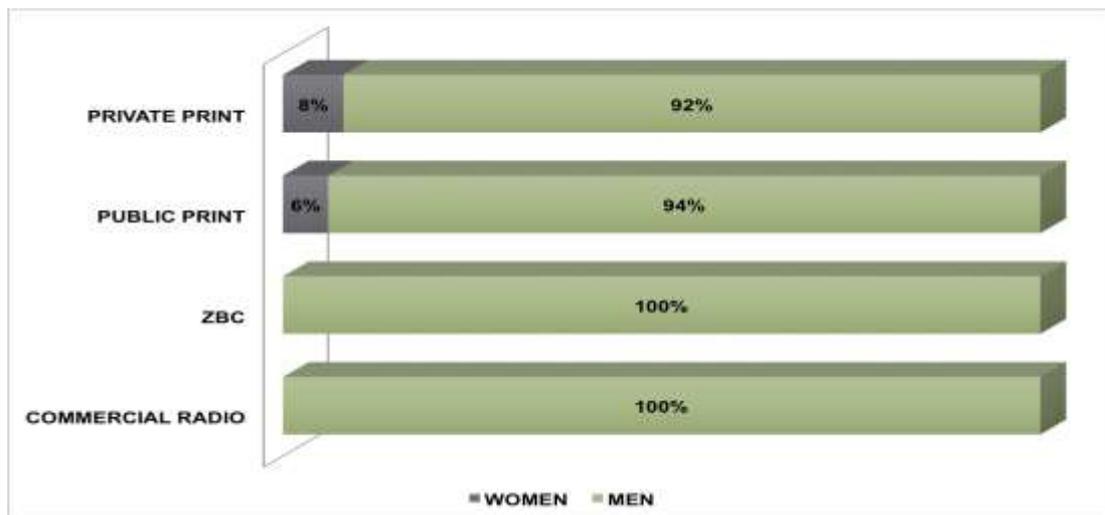
*Commercial radio stations' tone of coverage (in seconds)*

PARTY	NEGATIVE	NEUTRAL	POSITIVE
ZANU PF	0	290	2
MDC ALLIANCE	0	1	0
MDC-T (TK)	0	38	0
APA	0	29	0
NEW PF	0	0	56

## 2.4 Gender representation in election programmes

Women were under represented in the news media during the monitoring period. Overall they featured in 4% of the space and time allocated to political actors whilst men occupied the remaining 96%. Only the print media featured women political actors. In campaign news, male political actors were featured more in policy discussions whilst women appear to be covered more as victims of circumstances. MDC-T's Linda Masarira was featured in the news complaining about violence against her party whilst ZANU PF's Oppah Muchinguri was covered in reports giving an update on her status following the Bulawayo bombing Incident. She is said to have had reconstructive breast surgery.

## Gender representation in both the private and public media

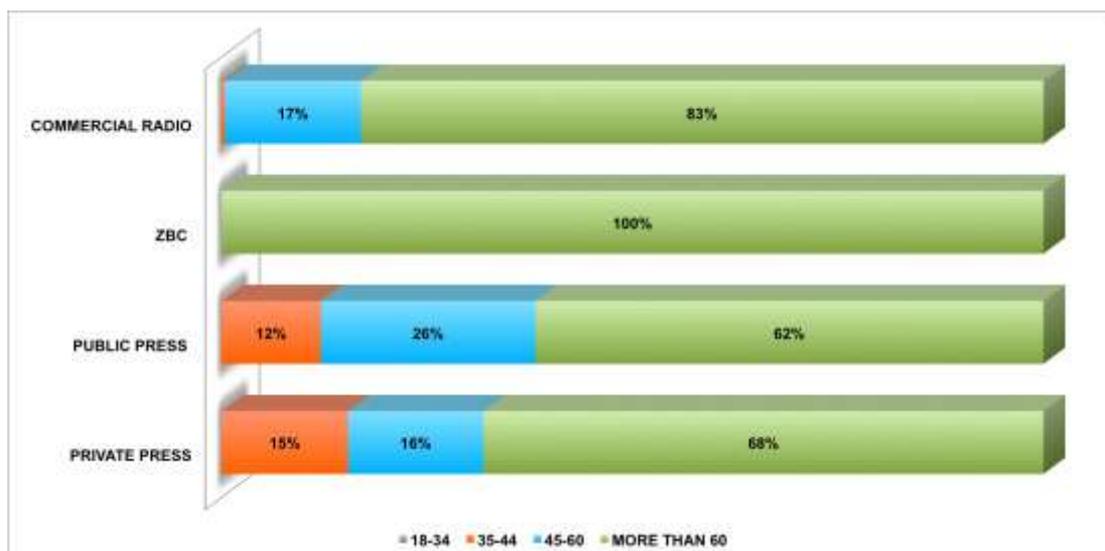


## 2.5 Youth representation in election programmes

Youth political actors appear to be excluded in election related discussion in the media as they continue to be scarcely visible. As has become the trend, older people are quoted in the media speaking for the youths. In one of the recorded instances, Midlands Provincial Affairs Minister Owen Ncube who spoke at a Provincial Culture Day event at Zhombe Shopping Centre urged youths to take up arts and appreciate the employment generation capacity of the arts and culture industry.

Youths were also implicated in instances of politically motivated violence. MDC-T spokesperson Linda Masarira accused MDC Alliance youths of attacking her party members who were campaigning in Harare<sup>1</sup>.

## Representation of youths in the media



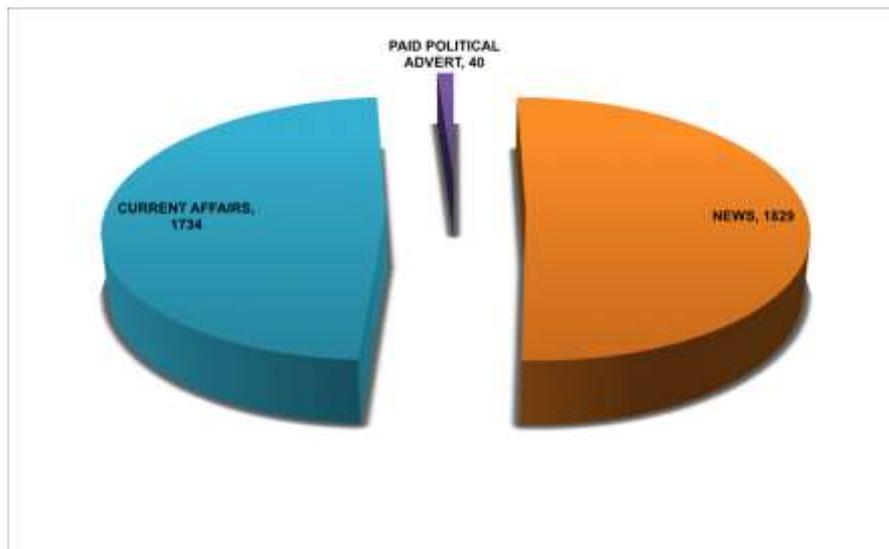
*\*Statistics included were for political players whose data was available*

<sup>1</sup> Daily News (29/6) ... as Khupe claims Chamisa is out to derail her campaign; Page 2  
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## 2.6 Time dedicated to political players in the different programme types in broadcast media

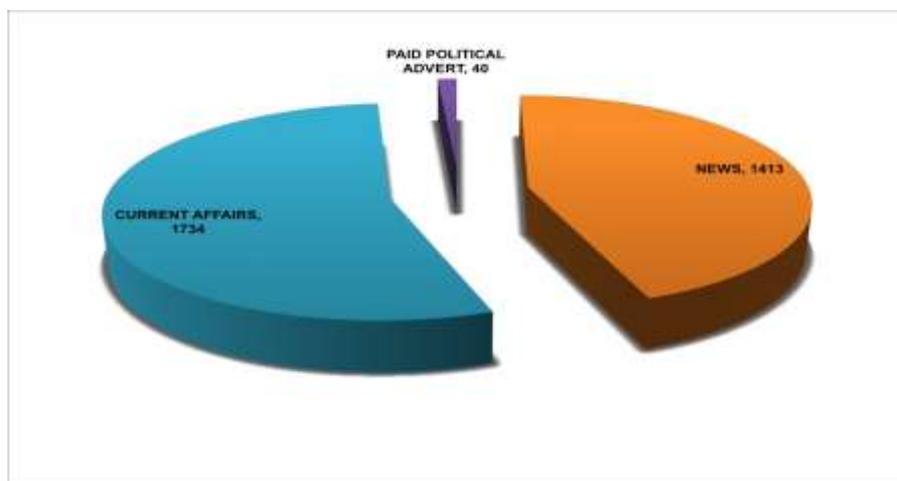
In the electronic media, slightly more time was dedicated to political actors in news than in current affairs programmes. News accounted for 51% of the visibility and current affairs took up 48%. Political adverts accounted for the outstanding 1%. Reporting trends on this day diverted from the trend recorded through out the week in which there was more coverage of political actors in current affairs than news.

*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 current affairs programmes. *Classic 263* featured two current affairs programmes; *Key Points* and *The Zone*, which featured Ziyambi Ziyambi (ZANU PF) and Evaristo Chikanga (Rebuild Zimbabwe) respectively. A ZANU PF political advert was flighted on ZTV.

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



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There were no current affairs programmes that featured political actors on commercial radio. Political actors were only visible in the news on this particular day.

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



### 3.0 Conclusion

On the thirtieth day of the electoral period, Media Monitors continues to note challenges in the diversity of the media's coverage of political parties. While there has been consistent coverage of ZANU PF on all the platforms monitored, coverage of the other political parties has been erratic and inequitable. The coverage has not been in line with the stipulations in the Electoral Act. It is critical for ZEC to track reporting trends in the media to ensure all political parties receive coverage that is fair and balanced.

Coverage of women and youth political actors has not been inclusive as they are barely visible in the monitored news platforms particularly the electronic media. There has been less coverage of women political actors' policy vision since most of their coverage has been event driven.

*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.*

## 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
- Build Zimbabwe Alliance-BZA
- 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>.

*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