



## Daily Media Monitoring Report

Issue 23: 02 July 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-third 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 33<sup>rd</sup> day of the election period – 02 July 2018.

## 1.2 Key Events

On this day,

- Nelson Chamisa vows to confront President Emmerson Mnangagwa and ZEC seeking an explanation why his party officials were allegedly denied access to witness the printing of ballot papers.
- MDC Alliance has reported that its independent audit of the voters' roll revealed that 400 registered voters shared a single address in Chitungwiza and 300 also shared a single address in Dombotombo, Marondera.
- Civil society organisations recently launched the Zimbabwe Election Situation Room.
- ZEC to start training of election officers who will chair multi-party liaison committee meetings in constituencies.
- Local NGO, MY Age has launched a campaign named I-Vote, which aims to encourage political leaders and their supporters to accept the outcome of elections.

In campaign news:

- ZANU PF held a rally in Hatcliffe, which was addressed by Vice President Constantino Chiwenga.
- Nelson Chamisa addressed a rally at Shamva Stadium in Mazowe North. His party also held a rally at Mzola in Lupane over the weekend.
- Today the Harare High Court will rule on the case between MDC Alliance and MDC-T (led by Thokozani Khupe) over the ownership of name, symbol and logo.
- ZIPP leader, Blessing Kasiyamhuru pledges to build a \$200 billion economy within five years if elected into office.

### 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?

Overall only fifteen political parties were covered across all monitored media platforms. Of the parties covered, ZANU PF was overwhelmingly the most visible political party, accounting for 81% of the coverage. The MDC Alliance was a distant second with 13%. The remaining 6% was distributed amongst thirteen political parties. ZANU PF's publicity was buoyed by a "Vote Emmerson Mnangagwa" political advert that was posted across all monitored print media on the day.

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

Political actors from three parties were covered in the government-controlled press. ZANU PF had most of the space, accounting for 86% of the coverage. MDC Alliance and ZIPP were a distant second and third with 9% and 5% of the publicity respectively.

*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	1998	136	0	2124	4258
MDC ALLIANCE	0	0	0	451	451
ZIPP	0	0	0	228	228

The privately owned press gave the most visibility to political parties as it featured thirteen. Of these, ZANU PF received 71% of the coverage followed by MDC Alliance with 19% of the total coverage. The remaining 10% was distributed amongst eleven 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	992	0	250	2195	3437
MDC ALLIANCE	0	135	0	792	927
MDC-T	0	0	0	142	142
INDEPENDENT	0	0	0	130	130
MRP	0	0	0	57	57
UANC	0	0	0	42	42
APA	0	0	0	25	25
NPP	0	0	0	18	18
PDP	0	0	0	12	12
PRC	0	0	0	8	8
BZA	0	0	0	7	7
DOP	0	0	0	7	7
NPF	0	0	0	7	7

ZBC stations were the least diverse platform in terms of representing political parties. Only ZANU PF was featured on the national broadcaster. Most of the coverage was dedicated to party members who were carrying out respective duties in national government.

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

Political Affiliation	National Government	Local Government	Member of Parliament	Party Member	Total
<b>ZANU PF</b>	1013	0	75	305	1393

Commercial radio stations monitored covered four political parties. ZANU PF received relatively more coverage than the other three parties; it featured in 38% of the total visibility. ZPF was second with 35%, followed by MDC Alliance and MDC-T, which took up the remaining 18% and 9% respectively.

*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>	101	0	0	1	102
<b>ZPF</b>	0	0	0	93	93
<b>MDC ALLIANCE</b>	0	0	0	48	48
<b>MDC-T</b>	0	0	0	23	23

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

Thirteen political actors were covered in the electronic media and fifty-six were featured in the print 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	2383
Constantino Chiwenga	ZANU PF	775
Nelson Chamisa	MDC ALLIANCE	498
Farai Musikavanhu	ZANU PF	289
Blessing Kasiyamhuru	ZIPP	225
Maidei Maswi	ZANU PF	214
Josinia Maupa	ZANU PF	187
Kudakwashe Bhasikiti	MDC ALLIANCE	160
Auxilia Mnangagwa	ZANU PF	153
Bernard Manyenyeni	MDC ALLIANCE	135

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

<b>Actor</b>	<b>Political Party</b>	<b>Total time in seconds</b>
Emmerson Mnangagwa	ZANUPF	690
Perrance Shiri	ZANUPF	219
Auxilia Mnangagwa	ZANU PF	164
Constantino Chiwenga	ZANUPF	141
David Parirenyatwa	ZANU PF	101
Agrippa Mutambara	ZPF	93
Christopher Mutsvangwa	ZANUPF	75
Monica Mutsvangwa	ZANU PF	47
Owen Ncube	ZANU PF	42
Nelson Chamisa	MDC ALLIANCE	26

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

With the exception of the MDC Alliance all political parties covered in the government controlled press had relatively more positive presentation. ZANU PF had the most positive coverage whilst the MDC Alliance had the most negative coverage.

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

<b>PARTY</b>	<b>NEGATIVE</b>	<b>NEUTRAL</b>	<b>POSITIVE</b>
ZANU PF	1	1193	3064
MDC ALLIANCE	57	394	0
ZIPP	0	0	228

Most of the parties covered in the private press were neutrally covered. However, ZANU PF had the most negative presentation as well as most of the positive coverage. ZANU PF's positive mileage emanated from its full-page advert, which appeared in both *NewsDay* and *Daily News*.

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

<b>PARTY</b>	<b>NEGATIVE</b>	<b>NEUTRAL</b>	<b>POSITIVE</b>
APA	0	25	0
BZA	0	7	0
DOP	0	7	0
INDEPENDENT	0	130	0
MDC ALLIANCE	0	902	25
MDC-T	0	142	0
MRP	57	0	0
NPF	0	7	0
NPP	0	18	0
PDP	0	12	0

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PRC	0	8	0
UANC	0	42	0
ZANU PF	705	1692	1040

On the ZBC stations, ZANU PF received predominantly neutral coverage with hints of positive and negative coverage.

*ZBC tone of coverage (in seconds)*

PARTY	NEGATIVE	NEUTRAL	POSITIVE
ZANU PF	20	1242	131

All four political parties that were covered on national commercial radio stations were represented in a neutral manner.

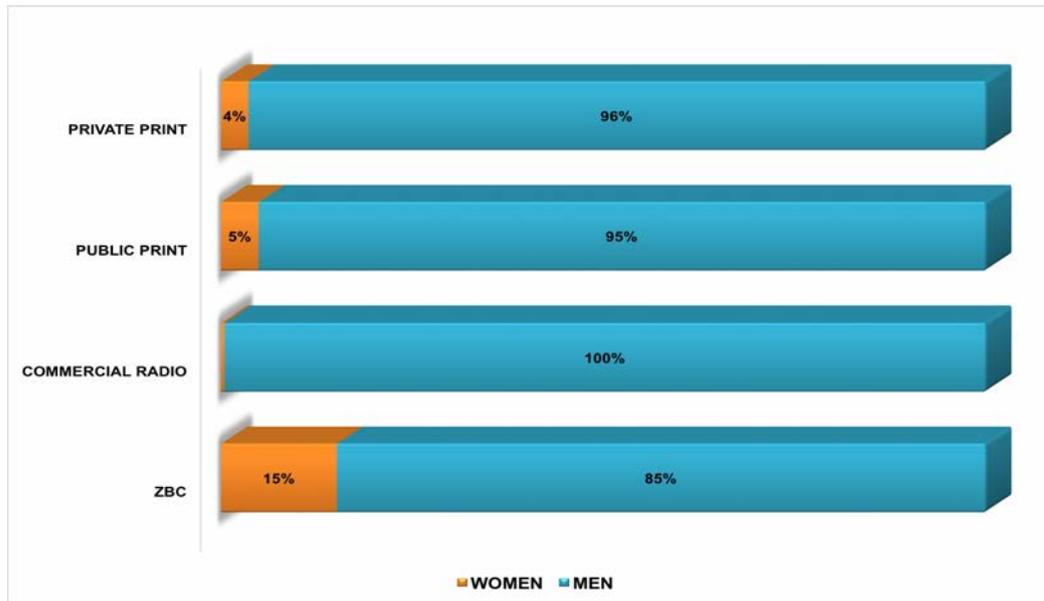
*Commercial radio stations' tone of coverage (in seconds)*

PARTY	NEGATIVE	NEUTRAL	POSITIVE
ZANU PF	0	102	0
MDC-T	0	23	0
ZPF	0	93	0
MDC ALLIANCE	0	48	0

## 2.4 Gender representation in election programmes

Women political actors continue to receive proportionally less coverage than men. Overall, they featured in 6% of the total coverage whilst men accounted for the outstanding 94%. Generally, the ZBC stations dedicated more time to women than the other monitored platforms. The stations featured Auxilia Mhangagwa and Monica Mutsvangwa's tour of Chipinge. Thokozani Khupe was the most visible woman in the private print media whilst Auxilia Mhangagwa occupied the most space in the government-controlled press.

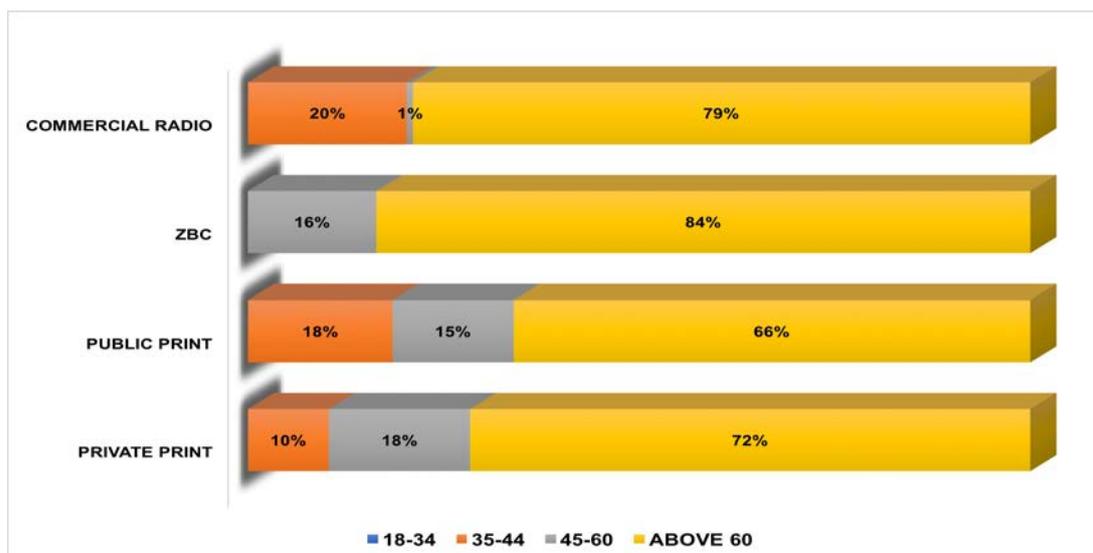
## Gender representation in both the private and public media



## 2.5 Youth representation in election programmes

There were no identifiable youths in the monitored media, another sign of the exclusive nature of the local media. Over the electoral period, the youth perspective on issues has been absent in the media. Most of the media's coverage was dedicated to political actors above 60 years of age. This age range accounted for 69% of the coverage in the press and 82% in the electronic media.

### Representation of youths in the media



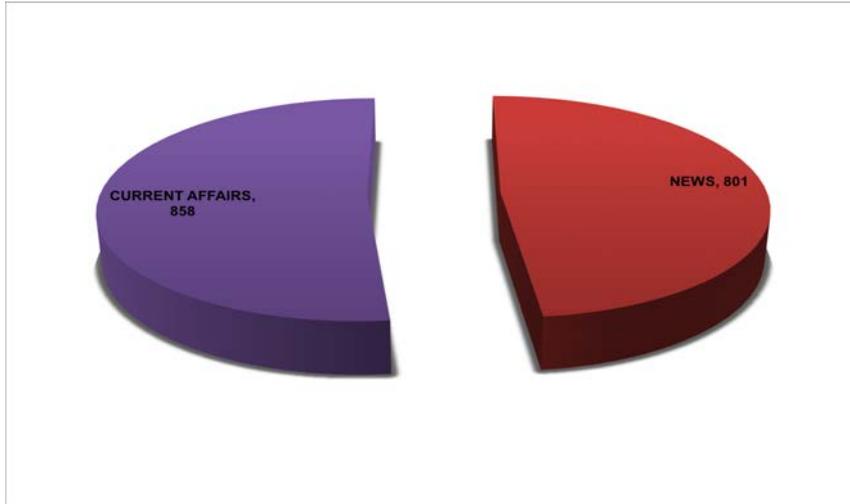
*\*Statistics included were for political players whose data was available*

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

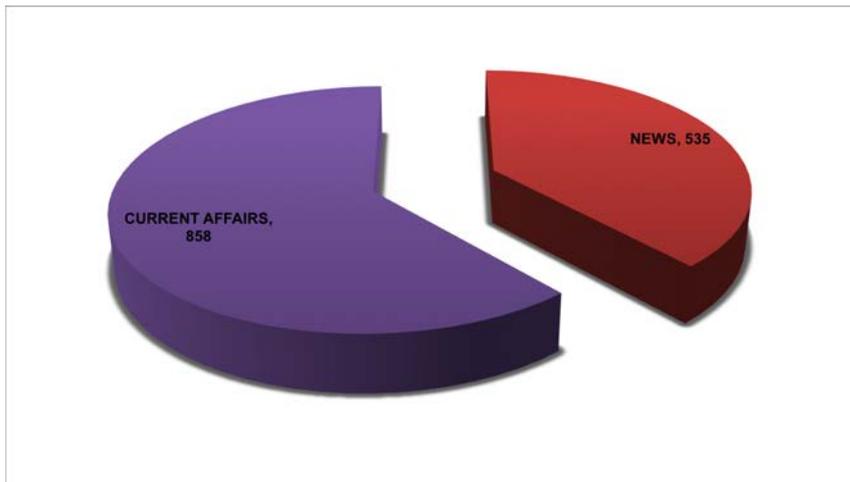
In the electronic media, slightly more time was dedicated to political actors in current affairs programmes than in the news. Current affairs accounted for 52% of the total time whilst the outstanding 48% was dedicated to news programs.

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



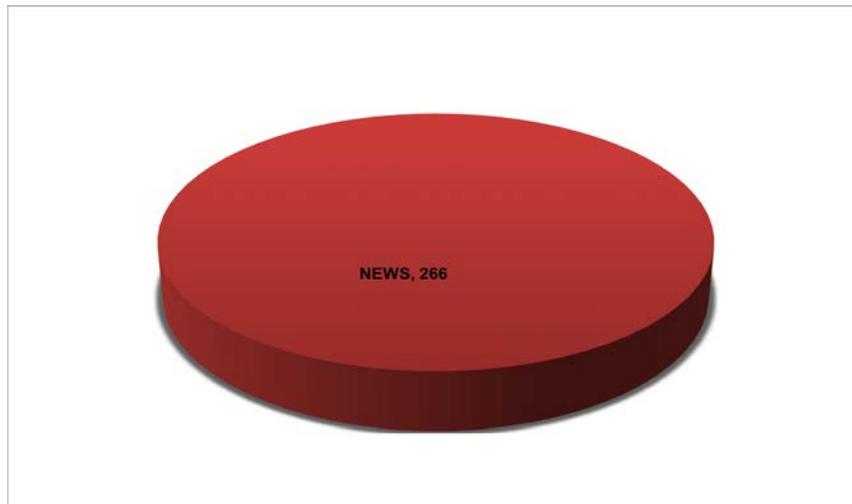
On ZBC (radio and TV) the visibility of political actors was mostly in current affairs programs. All the current affairs time recorded was on President Mnangagwa's State Visit to Tanzania, which was broadcast on ZTV.

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



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

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



### **3.0 Conclusion**

The 33<sup>rd</sup> day of the electoral period saw an increase in political advertising although this was mainly from ZANU PF. While it is not clear if the same terms of advertising were offered to the various political parties, all contestants have the right to advertise on the different platforms under the same conditions.

Media Monitors urges the electoral commission to effectively monitor the coverage of political parties so as to create a level playing field for political parties according to the dictates of the law.

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## 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)
- Mthwakazi Republican Party-MRP
- 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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