



Daily Media Monitoring Report

Issue 24: 03 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-fourth 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 34th day of the election period – 03 July 2018.

1.2 Key Events

On this day,

- Zimbabwe Lawyers for Human Rights threatens to sue ZEC for establishing a polling station at the Presidential Army Barracks in violation of provisions of the Electoral Act.
- ZEC reports that it has accredited 104 foreign observers.
- Nelson Chamisa vows to stop ZEC from manipulating election in favour of ZANU PF leader, Emmerson Mnangagwa.
- ZEC dismisses claims that the design of the presidential election ballot paper favors Emmerson Mnangagwa and reiterated that ZEC has the sole responsibility to design, print and distribute ballot papers.
- The electoral commission published a list of 24 candidates who withdrew their candidature from the July 30 elections.

In campaign news:

- ZANU PF activist fined for tearing down MDC Alliance posters in Gweru.
- MDC Alliance withdraws court challenge against MDC-T over the use of the MDC name and symbol.
- #1980FMZ presidential candidate Melbah Dzapasi says she will pursue a protectionist policy that will give control of agriculture, infrastructure and mining sectors to Zimbabweans.
- ZANU PF expelled 41 members among them aspiring candidates who filed nomination papers as independents.

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?

Overall seventeen political parties were covered across all monitored media platforms. ZANU PF was the most visible political party even though there was a notable decline in its share of the coverage from 81% to 43%. PRC was the second most visible party with 14%. MDC Alliance and Independent candidates accounted for 13% and 11% of the coverage respectively. Thirteen political parties accounted for the remaining 9% of coverage. Media Monitors noted that only political actors from ZANU PF have flighted adverts in the monitored press and electronic media.

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

Nine political parties were covered in the government-controlled press, a notable increase from the three featured the day before. Despite the increase in parties covered, ZANU PF once again received most of the coverage with 84%. MDC Alliance was the second most visible party accounting for 10% followed by #1980FMZ, which took up 4% of the space. The remaining 2% was dedicated to six political parties.

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	1034	0	0	3810	4844
MDC ALLIANCE	0	0	0	585	585
#1980 FMZ	0	0	0	227	227
INDEPENDENT	0	0	0	58	58
NPF	0	0	0	20	20
PRC	0	0	0	12	12
BZA	0	0	0	6	6
ZPP	0	0	0	3	3
UDA	0	0	0	3	3

There was a drop in the number of political parties covered in the privately owned press as only six were featured compared to 13 yesterday. ZANU PF was the most visible political party with 55% of the total visibility followed by MDC Alliance's 32%. MDC-T and NPF were tied for third with 4% each. The remaining 5% was shared between CODE 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	507	25	0	1717	2249
MDC ALLIANCE	0	0	0	1295	1295
MDC-T	0	0	10	172	182
NPF	0	0	0	172	172
CODE	0	0	0	120	120
INDEPENDENT	0	0	0	60	60

Four political parties were covered on ZBC stations (radio and TV). APA had the most publicity as it accounted for 64% of the coverage. ZANU PF was a distant second with 22% of the time followed by MDC Alliance and MDC-T made up up 12% and 2% respectively.

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

Time dedicated to political parties on ZBC (in seconds)

Political Affiliation	National Government	Local Government	Member of Parliament	Party Member	Total
APA	0	0	0	1560	1560
ZANU PF	375	0	0	164	539
MDC ALLIANCE	0	0	0	295	295
MDC T (TK)	0	0	0	58	58

There was an increase in political parties covered by commercial radio stations. Eleven political entities were covered compared to four the previous day. PRC was the most visible party with 46% of the publicity followed by Independent candidates who accounted for 34% of the visibility. A new actor on the platform, The African Democrats took up a 16% share of the coverage. The remaining 4% was distributed amongst eight political parties.

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

Political Affiliation	National Government	Local Government	Member of Parliament	Party Member	Total
PRC	0	0	0	2522	2522
INDEPENDENT	0	0	0	1831	1831
TAD	0	0	0	880	880
FREEZIM CONGRESS	0	0	0	109	109
MDC ALLIANCE	0	0	0	203	203
ZANU PF	0	0	0	126	126
NPP	0	0	0	7	7
NPF	0	0	0	1	1
CODE	0	0	0	1	1
ZIM PF	0	0	0	1	1
MDC-T	0	0	0	0	1

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

Twenty-three political actors were covered in the electronic media and 117 actors were featured in the print media. Top ten actors from the print media 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	ZANU PF	4597
Energy Mutodi	ZANU PF	1617
Nelson Chamisa	MDC Alliance	1176
Constantino Chiwenga	ZANU PF	303
Jameson Timba	MDC Alliance	260

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Amon Murwira	ZANU PF	229
Melbah Dzapasi	#1980 FMZ	227
Winston Chitando	ZANU PF	227
Sarah Mahoka	NPF	172
July Moyo	ZANU PF	122

Top political actors in the electronic media

Actor	Political Party	Total time in seconds
Joice Mujuru	PRC	2511
Nkosana Moyo	APA	1558
Marco Machona	TAD	880
Zivanai Mavesere	INDEPENDENT	747
Brian Taurai Mteki	INDEPENDENT	578
Rufaro Kaseke	INDEPENDENT	506
Emmerson Mnangagwa	ZANU PF	321
Sibusiso Moyo	ZANU PF	130
Desire Ncube	FREEZIM CONGRESS	109
Jameson Timba	MDC ALLIANCE	105

2.3 Tone of coverage for political parties

All of the political parties featured in the government press received coverage that was predominantly neutral. However, ZANU PF had all of the positive coverage whilst MDC Alliance received relatively more negative coverage.

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

PARTY	NEGATIVE	NEUTRAL	POSITIVE
ZANU PF	2	1975	1277
MDC ALLIANCE	76	507	0
ZPP	0	3	0
#1980 FMZ	0	227	0
UDA	0	3	0
PRC	0	12	0
NPF	6	18	0
INDEPENDENT	0	58	0
BZA	0	6	0

Most of the parties covered in the private press received neutral coverage. ZANU PF was the only party with negative and positive coverage on this platform.

Tone of coverage in the private press (in cm²)

PARTY	NEGATIVE	NEUTRAL	POSITIVE
CODE	0	120	0
INDEPENDENT	0	60	0
MDC ALLIANCE	0	1295	0
MDC-T	0	182	0
NPF	0	172	0
ZANU PF	162	2047	40

On the ZBC stations all the political parties that were covered received neutral presentation. This is a positive reflection of neutrality in the coverage of political actors on this platform.

ZBC tone of coverage (in seconds)

PARTY	NEGATIVE	NEUTRAL	POSITIVE
APA	0	1560	0
MDC ALLIANCE	0	295	0
MDC T (TK)	0	58	0
ZANU PF	0	539	0

Political parties received coverage that ranged from mostly neutral to positive on commercial radio. PRC had the most positive coverage followed by Free Zim Congress. There were however slight hints of negative coverage for MDC Alliance and ZANU PF.

Commercial radio stations' tone of coverage (in seconds)

PARTY	NEGATIVE	NEUTRAL	POSITIVE
ZANU PF	8	42	76
MDC-T	0	1	0
ZIM PF	0	1	0
MDC ALLIANCE	11	87	105
PRC	0	11	2511
INDEPENDENTS	0	1832	0
CODE	0	1	0
NPP	0	7	0
FREE ZIM	0	0	109
ZAPU	0	1	0
TAD	0	880	0

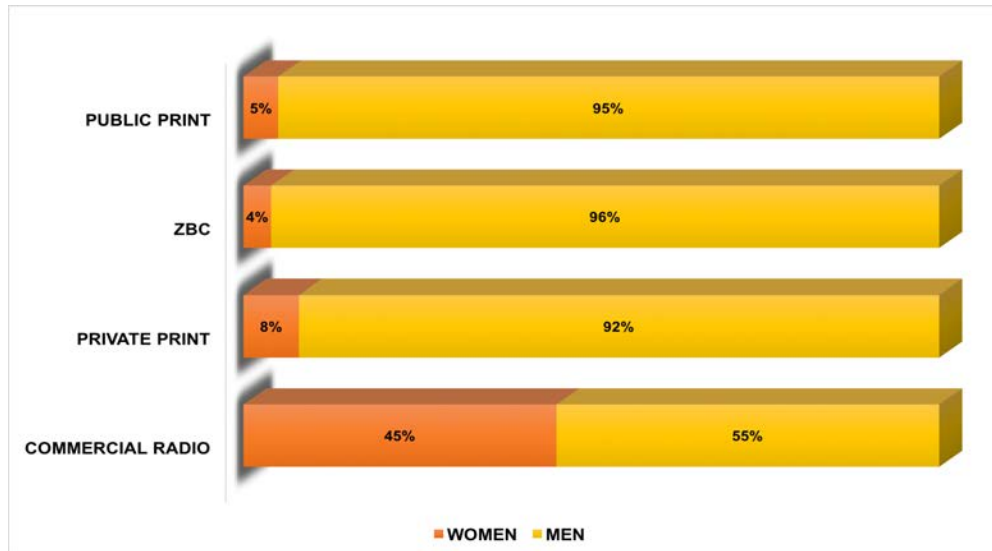
2.4 Gender representation in election programmes

Women are continuously marginalised by the news media as they made up just 16% of the total coverage of political actors overall. This is a sharp contrast to the 84% coverage dedicated to male political actors. Women were

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featured the most on commercial radio largely due to a current affairs programme, which featured PRC leader, Joice Mujuru. Sarah Mahoka and Thokozani Khupe were the most visible women in the privately owned print media whilst Melbah Dzapasi of the #1980FMZ was the most prominent woman in the public print media.

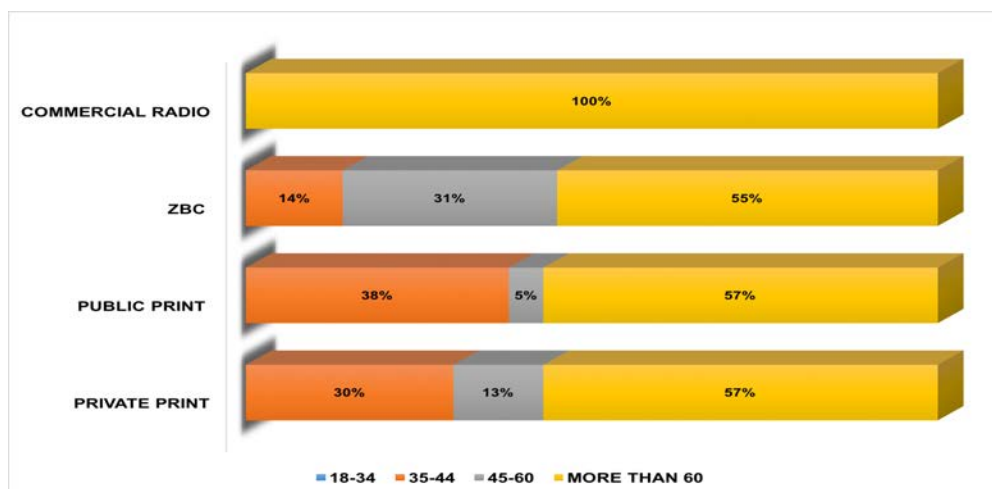
Gender representation in both the private and public media



2.5 Youth representation in election programmes

The voices of youths have been marginalised during this electoral period even though there have been mentions of youth related issues. *The Herald* reported that President Mnangagwa would officially open the Youth Empowerment Bank¹ meant to fund various projects for young people across the country. Regrettably the report did not give youths the opportunity to comment on this development.

Representation of youths in the media



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

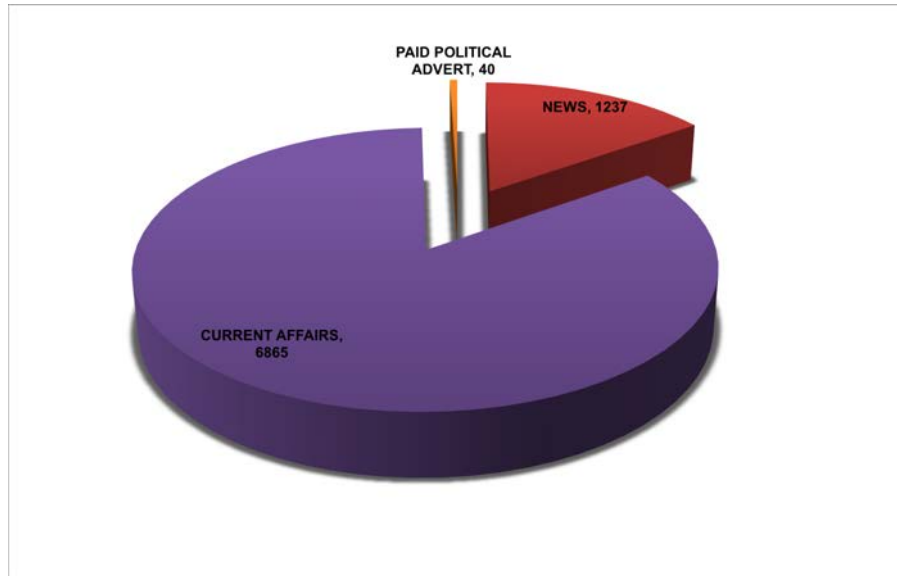
¹ *The Herald*, (3/7); ED to launch Youth Bank; Page 2

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

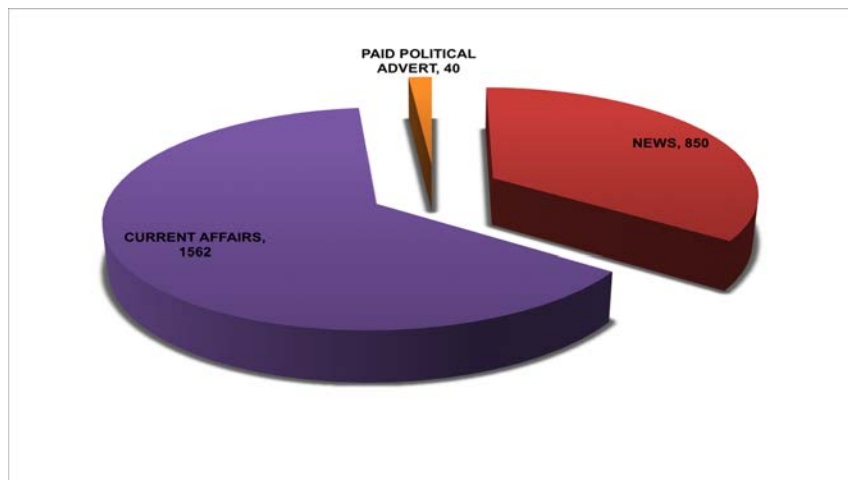
In the electronic media, there was more coverage of political actors in current affairs programmes than in the news. Eighty-four-percent of the total coverage was in current affairs with news accounting for 15%. There were also political adverts that were broadcasted during the monitored time.

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



On ZBC (radio and TV), political actors were featured more in current affairs programmes than in the news. ZTV's *Liquid Soil* focused on issues of sanitation in Kariba. On *Classic 263*, Nkosana Moyo was featured on *The Current Affairs* where he was given time to unpack his recently launched manifesto.

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

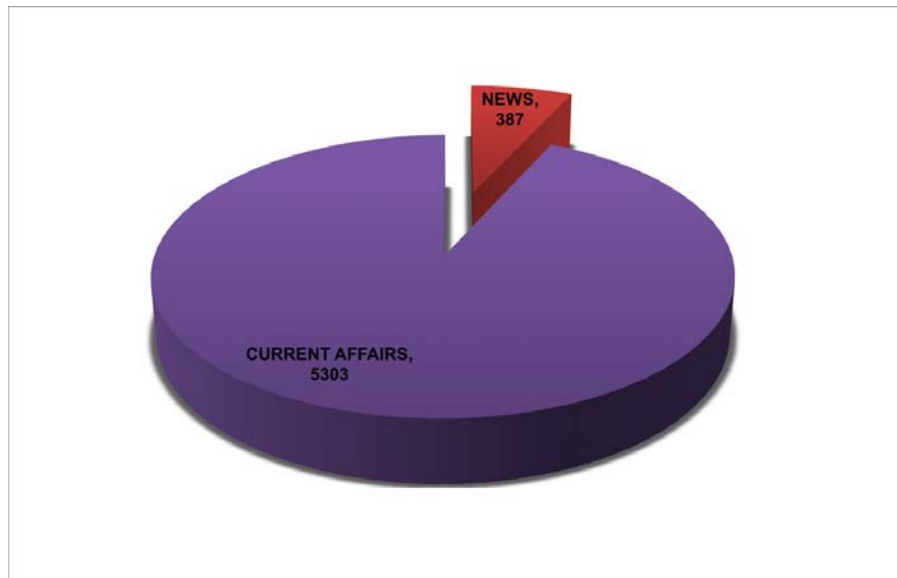


Current affairs programmes gave more publicity to political actors than news bulletins on commercial radio. ZIFM's *The Platform* featured independent

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candidates (Brian Muteki, Rufaro Kaseke, Zivanai Mavesera) and Marco Machona (TAD). Joice Mujuru was also featured on the *Ruvheneko Show* on *Star FM* where she was discussing her past political experience in ZANU PF and her vision as the leader of PRC.

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



3.0 Conclusion

On the 34th day of the electoral period, only seventeen political parties were covered across all news platforms monitored. There is need for the media to innovative and systematic in its allocation of space and time to political actors from all the 55 political parties taking part in this upcoming election to ensure none of them is disadvantaged.

It is commendable that political actors from the little known political parties are getting airtime in the electronic media in current affairs programmes. Media Monitors urges the media to cover campaign activities of these parties in the news for the electorate to familiarize with their policies and ideologies.

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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
- The African Democrats- TAD
- 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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