



## Daily Media Monitoring Report

Issue 25: 04 July 2018

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## 1.1 Introduction

This twenty-fifth media monitoring report on the 2018 elections highlights trends in 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 35<sup>th</sup> day of the election period – 04 July 2018.

## 1.2 Key Events

On this day,

- ZEC says about 7,200 people have applied for postal voting; the majority are diplomats outside the country.
- Vatican ambassador to Zimbabwe says the country is stable and conducive for polls.
- State owned companies, Fidelity Printers and Print Flow have started printing of ballot papers.
- ZBC through an announcement calls for political parties and independent candidates to submit their adverts for allocation of airtime.
- US government releases a travel alert to its citizens travelling to Zimbabwe, anticipating an increase in crime rate and civil unrest ahead of elections.
- MDC Alliance leader Nelson Chamisa threatens unspecified action against ZEC and President Emmerson Mnangagwa.
- A report by ZimRights reveals that there is an upsurge of political violence in Mudzi district, Mashonaland East.

In campaign news:

- UDM presidential candidate, Violet Mariyacha vows to clear bank queues in three weeks if elected into power.
- MDC Alliance holds a women engagement rally in Mufakose.
- Gutu South ZANU PF Candidate, Pupurai Togarepi addresses village rallies in his constituency
- Aspiring Epworth MP, Zalerah Makari (Independent) accuses ZANU PF contestant Kudakwashe Damson of intimidating the electorate.
- MDC Alliance national assembly candidate, Settlement Chikwinya accuses Emmerson Mnangagwa of capturing ZEC and state media.

### 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 fourteen political parties were covered across all monitored media platforms. There continues to be a decline in the coverage of Zanu PF even though it was the most covered party, accounting for 36% of the coverage dedicated to political actors. 29% of the coverage was dedicated to the MDC Alliance. Independent candidates and MDC-T accounted for 23% and 8% respectively. The top three political parties covered during the monitored time

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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.*

contributed to 88% of the overall visibility. 12% was shared amongst other ten political parties.

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

Political actors from eleven political parties were covered in the government-controlled press. ZANU PF was covered in 51% of space dedicated to political parties, registering a drop from the 86% coverage of the previous day. MDC Alliance received 42% of the coverage. The remaining 8% of space was distributed amongst nine other political parties.

*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	921	0	0	1357	2278
MDC ALLIANCE	0	0	91	1899	1899
UDM	0	0	0	190	190
PRC	0	0	0	80	80
MRP	0	0	0	44	44
INDEPENDENT	0	0	0	4	4
ZIPP	0	0	0	1	1
UANC	0	0	0	1	1
NPF	0	0	0	1	1
FREE ZIM	0	0	0	1	1
NCA	0	0	0	1	1

Seven political parties were covered in the private press. MDC Alliance was the most visible political party with 42% followed by ZANU PF with 33% and MDC-T accounting for 12% of the total reportage. NPF, PRC and independent candidates shared the remaining 13%.

*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
MDC ALLIANCE	0	0	0	1307	1307
ZANUPF	517	0	0	517	1034
MDC -T	0	0	0	366	366
INDEPENDENT	0	0	0	187	187
PRC	0	0	0	122	122
NPP	0	0	0	111	111
NPF	0	0	0	1	1

Five political parties were covered on ZBC stations (radio and TV). ZANU PF was the most covered political party during the monitored time, with 49% of the visibility. MDC-T was the second most covered with 34% and MDC Alliance was a distant third with 13%. The outstanding 4% was distributed between independent candidates and PRC.

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

Political Affiliation	National Government	Local Government	Member of Parliament	Party Member	Total
ZANU PF	386	1	87	392	866
MDC-T	0	0	0	603	604
MDC ALLIANCE	0	0	44	195	239
INDEPENDENT	0	0	0	77	77
PRC	0	0	0	1	1

There was a drop in the diversity of political parties covered on the national commercial radio stations. Independent candidates got most of the airtime with 95% of the total while ZANU PF accounted for the remaining 5%.

*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	0	2458	2458
ZANUPF	1	0	0	122	123

## 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 seventy-three actors were featured in the print media. There appears to be more time dedicated to independent candidates in the electronic 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 <sup>2</sup>
Nelson Chamisa	MDC ALLIANCE	1022
Emmerson Mnangagwa	ZANU PF	941
Terrence Mukupe	ZANU PF	349
Absalom Sikhosana	ZANU PF	278
Welshman Ncube	MDC ALLIANCE	265
Eddie Cross	MDC ALLIANCE	256
Violet Mariyacha	UDM	190
Joice Mujuru	PRC	189
Simon Khaya Moyo	ZANUPF	162
Francis Mangwendeza	MDC ALLIANCE	159

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

<b>Actor</b>	<b>Political Party</b>	<b>Total time in seconds</b>
Neville Mutsvangwa	INDEPENDENT	1037
Kelvin Motsi	INDEPENDENT	769
Nomathemba Nkomane	INDEPENDENT	640
Linda Masarira	MDC-T	602
Emerson Mhangagwa	ZANU PF	310
Auxilia Mhangagwa	ZANUPF	239
Esau Mupfumi	ZANU PF	116
Sibusiso Moyo	ZANUPF	115
Pupurai Togarepi	ZANUPF	87
Maxwell Kasema	INDEPENDENT	77

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

Reportage of most political parties covered in the government press was predominantly neutral. However, MDC Alliance received most of the negative sentiment whilst ZANU PF was the only party that had positive coverage during the monitored time.

#### *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	0	2259	19
MDC ALLIANCE	1155	838	0
ZIPP	0	1	0
MRP	0	44	0
UANC	0	1	0
PRC	0	80	0
NPF	0	1	0
INDEPENDANT	0	3	0
FREE ZIM	0	1	0
UDM	0	190	0
NCA	0	1	0

All of the political parties featured in the private press received coverage that was mostly neutral. ZANU PF was the only political party that had negative reportage.

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

PARTY	NEGATIVE	NEUTRAL	POSITIVE
MDC ALLIANCE	0	1307	0
ZANU PF	91	943	0
MDC -T	0	366	0
INDEPENDENT	0	187	0
PRC	0	122	0
NPP	0	111	0
NPF	0	1	0

On the ZBC stations, most of the political parties were covered in a neutral manner. However, MDC Alliance was the only party that received negative coverage following failure by Nelson Chamisa to turn up for a women engagement rally in Mufakose.

*ZBC tone of coverage (in seconds)*

PARTY	NEGATIVE	NEUTRAL	POSITIVE
INDEPENDENT	0	77	0
MDC ALLIANCE	58	181	0
MDC-T	0	603	0
PRC	0	1	0
ZANU PF	0	866	0

The two political entities covered on commercial radio received coverage that was predominantly neutral even though ZANU PF received a bit of coverage that was negative.

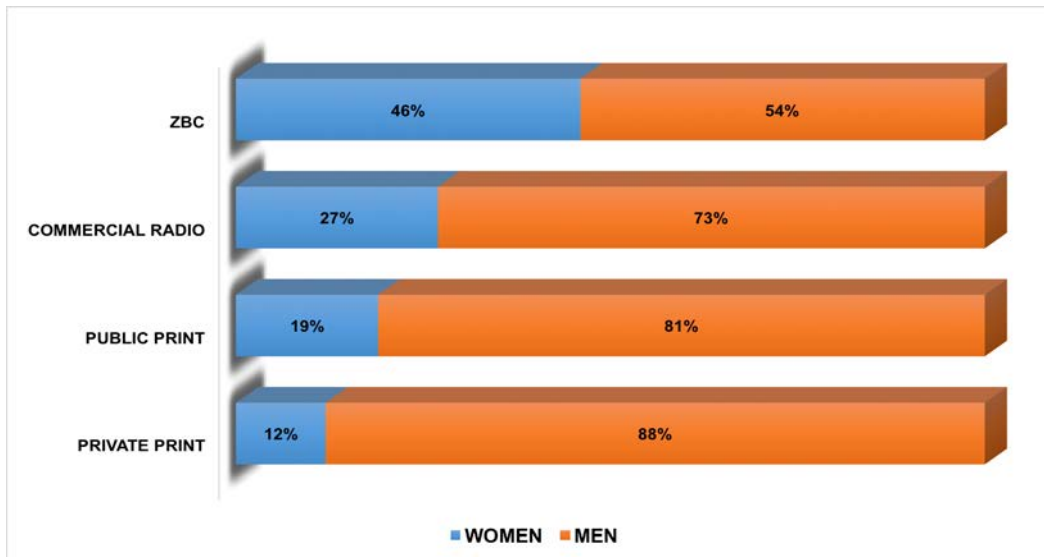
*Commercial radio stations' tone of coverage (in seconds)*

PARTY	NEGATIVE	NEUTRAL	POSITIVE
ZANU PF	6	117	0
Independent	0	2458	0

## 2.4 Gender representation in election programmes

Even though coverage of women political actors remains relatively low, their visibility improved from 16% to 26%. Despite the increase men continue to be more visible in the media's coverage of political actors. ZBC gave relatively more coverage to women politicians than the other platforms. Linda Masarira was the most prominent woman covered on the ZBC stations following a current affairs programme on which she featured.

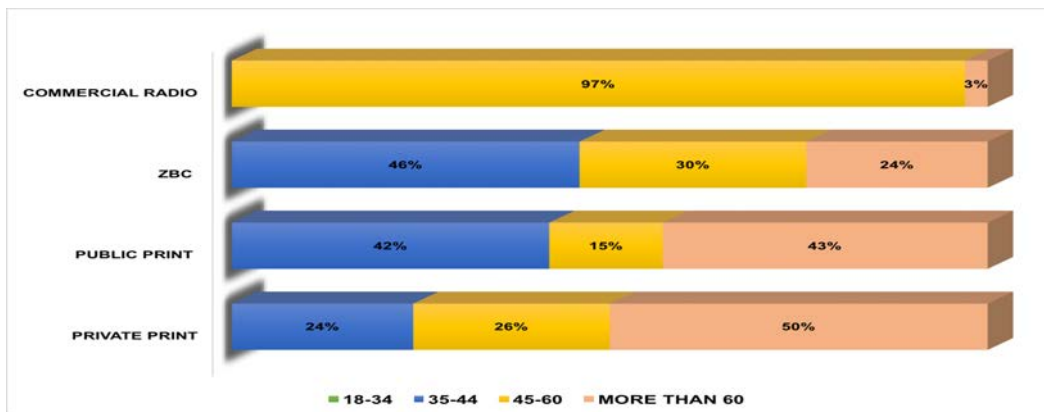
*Gender representation in both the private and public media*



**2.5 Youth representation in election programmes**

There were no identifiable youth actors that were covered on the monitored media. Most of the visibility was dedicated to actors between 45 to 60 years of age. This age group accounted for 42% of the overall coverage.

*Representation of youths in the media*



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

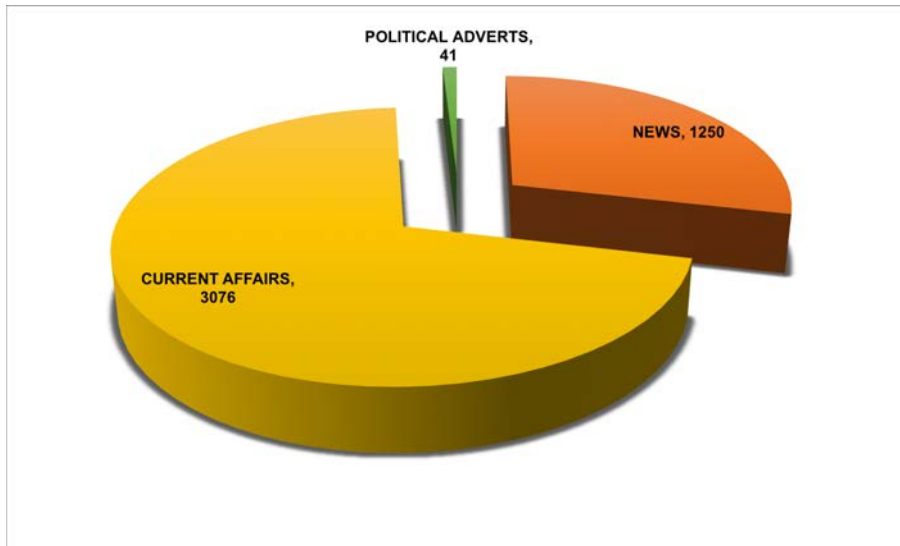
**2.6 Time dedicated to political players in the different programme types in broadcast media**

Current affairs programming provided more visibility to political actors than news bulletins in the broadcast media. Seventy-percent of the total time that was dedicated to political parties in the electronic media emanated from current affairs. Political adverts only accounted for 1% while news took up the remaining 29% of the day.

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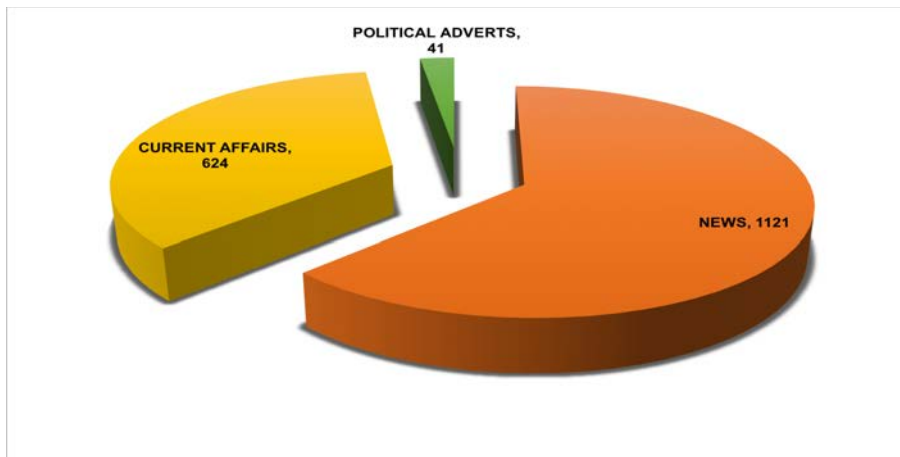


*Overall time dedicated to political players in the different programming types (in seconds)*



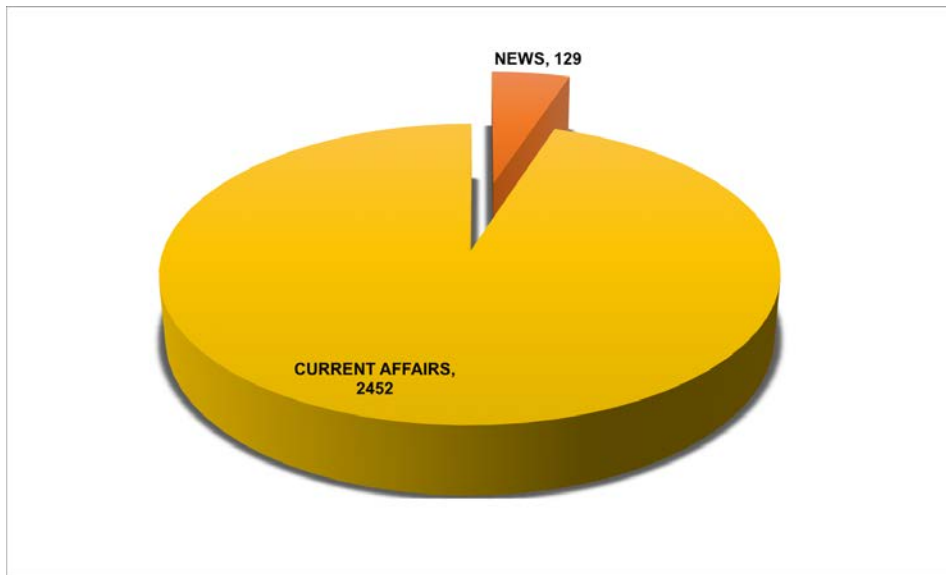
On ZBC (radio and TV), there was more coverage of political actors on the news than in current affairs programmes. The political advert recorded was flighted on ZTV. Radio Zimbabwe's *Dariro* contributed to the visibility of political actors on this platform as it featured MDC-T's Linda Masarira.

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



National commercial radio featured politicians more in current affairs programmes than in the news. Current affairs accounted for 95% of the visibility as opposed to 5% for the news. *The Platform*, which was aired on ZiFM, featured aspiring independent local government candidates Neville Mutsvangwa, Kelvin Motsi and Nomathemba Nkomane who highlighted what their wards should expect from them upon winning elections.

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



### **3.0 Conclusion**

On the 35<sup>th</sup> day of the electoral period, it is commendable that ZBC has called for political adverts from all contesting political parties and independent candidates. This is a notable step towards compliance with the Electoral Act. In addition this will improve diversity in the political messages heard on the stations. The commercial radio stations should also follow suit and invite adverts from political actors. While Media Monitors welcomes the increase in current affairs programming in the electronic media, it is imperative for them to comply with the programming variables stipulated in the Electoral Act.

## 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>.