



Daily Media Monitoring Report

Issue 26: 05 July 2018

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1.1 Introduction

This twenty-sixth 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 36th day of the election period – 05 July 2018.

1.2 Key Events

On this day;

- The Zimbabwe Defense Forces Spokesperson Colonel Overson Mugwisi says ZDF will respect the results of the polls regardless of the outcome.
- MDC Alliance leader, Nelson Chamisa has rejected the ballot papers produced by ZEC for the 2018 elections and has sent diplomatic emissaries to SADC and AU to pile pressure on ZEC to print a new set in the presence of all key stakeholders.
- Zimbabwe Political Victims Trust reportedly dealing with two cases of political violence in Nyanga where two MDC Alliance supporters were assaulted.
- The Amalgamated Rural Teachers Union of Zimbabwe has urged ZEC to facilitate that all teachers recruited as polling officers are enabled to vote.

In campaign news;

- RPZ leader Kwanele Hlabangana says his party's vision takes into cognisance key issues that include supporting the informal sector, fostering industrialization and value addition of natural resources.
- President Emmerson Mnangagwa to launch the Youth Empowerment Bank and meet tertiary students to discuss their challenges.
- VP Chiwenga held a rally at Hwange Colliery stadium where he told supporters that government had set up a raft of measures to ensure Hwange Colliery Company Limited returns to its status as the biggest employer in the country. Other ZANU PF campaign activities were held in Norton, Chivi South, Dangamvura-Chikanga and Gokwe-Kana.
- ZAPU leader Dumiso Dabengwa addressed a rally in Bulawayo where he lamented failure by the opposition to form a grand coalition against ZANU PF.

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 twenty-two political parties were featured on all the media platforms monitored. Once again, ZANU PF was the most visible political party; it commanded a 47% share of the publicity allocated to political parties. The MDC Alliance was a distant second with 24% of the visibility followed by Reform Zimbabwe, which took up 7% of the overall coverage. Despite an increase in political parties covered, the distribution of space and time amongst political parties has not been equitable as shown by the limited space and time occupied by the remaining 19 parties which shared 22% of the coverage.

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

Seven political parties were covered in the government-controlled newspapers. Of these parties, ZANU PF made up 72% of the coverage followed by MDC Alliance's 15% and RPZ with 7%. The remaining four parties combined for 6% of the space allocated to political parties.

Space allocated to political actors in the government-controlled press in (cm²)

Political affiliation	National Government	Local Govt	Member of Parliament	Party member	Total
ZANU PF	1096	0	0	628	1728
MDC ALLIANCE	0	0	0	367	367
RPZ	0	0	0	176	176
PDP	0	0	0	70	70
PPPZ	0	0	0	32	32
UDF	0	0	0	20	20
RZ	0	0	0	20	20

The private press featured eleven political parties with ZANU PF accounting for 60% of the coverage. MDC Alliance was the second most visible party with 25% of the publicity followed by RPZ's 6%. The remaining eight parties combined for 9% of the space dedicated to political parties.

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	1104	0	0	1158	2262
MDC ALLIANCE	0	119	0	811	930
RPZ	0	0	0	228	228
ZAPU	0	0	0	132	132
PRC	0	0	0	76	76
INDEPENDENT	0	0	0	50	50
MRP	0	0	0	35	35
NPF	0	0	0	35	35
ZANU	0	0	0	26	26
APA	0	0	0	1	1
MDC-T	0	0	0	1	1

A total of ten political parties were featured on the monitored ZBC stations (radio and TV). ZANU PF accounted for 29% of the total time dedicated to political parties. Rebuild Zimbabwe was a close second with 27% of the

coverage. NAPDR came in third with 17% of the publicity. The outstanding 27% of the coverage was shared amongst seven political parties.

Time dedicated to political parties on ZBC (in seconds)

POLITICAL AFFILIATION	NATIONAL GOVERNMENT	LOCAL GOVERNMENT	MEMBER OF PARLIAMENT	PARTY MEMBER	TOTAL
ZANU PF	898	0	0	1174	2072
REBUILD ZIM	0	0	0	1907	1907
NAPDR	0	0	0	1225	1225
FREEZIM CONGRESS	0	0	0	900	900
UDM	0	0	0	699	699
MDC ALLIANCE	0	0	0	226	226
CODE	0	0	0	107	107
MDC T (TK)	0	0	0	38	38
#1980 FMZ	0	0	0	1	1
RPC	0	0	0	1	1

Political actors from seven political parties received coverage on commercial radio stations. The MDC Alliance was the most visible political party on this platform; it took up 50% of the total time. ZANU PF was a distant second with 27% followed by BZA's 15%. The remaining four parties were featured in 4% 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
MDC ALLIANCE	0	1 548	0	332	1 880
ZANU PF	55	930	0	36	1 021
BZA	0	735	0	3	738
MDC-T	0	0	0	70	70
NCA	0	0	0	44	44
INDEPENDENT	0	0	0	27	27
NPF	0	0	0	18	18

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

Thirty-three political actors were covered in the electronic media whilst fifty-three 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 cm²
Emmerson Mnangagwa	ZANU PF	4256
Nelson Chamisa	MDC ALLIANCE	662
Kwanele Hlabangana	RPZ	404
Owen Ncube	ZANU PF	319
Constantino Chiwenga	ZANU PF	193
Michael Madiro	ZANU PF	179
Martin Dinha	ZANU PF	148
Dumiso Dabengwa	ZAPU	132
Welshman Ncube	MDC ALLIANCE	130
Robert Mugabe	NON ALIGNED	126

Top political actors in the electronic media

Actor	Political Party	Total time in seconds
Evaristo Chikanga	REBUILD ZIM	1907
Munyaradzi Kufahakutizwi	MDC ALLIANCE	1548
Devine Hove	NAPDR	1225
Tawanda Chidzidzi	ZANU PF	930
Joseph Makamba Busha	FREEZIM CONGRES	900
Chati Butawo	BZA	735
Violet Mariyacha	UDM	699
Emmerson Mnangagwa	ZANU PF	676
Auxillia Mnangagwa	ZANU PF	424
Nelson Chamisa	MDC ALLIANCE	387

2.3 Tone of coverage for political parties

Coverage of political parties by the government-controlled press has largely been neutral. However, the MDC Alliance was the only political party with negative coverage on this platform.

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

PARTY	NEGATIVE	NEUTRAL	POSITIVE
ZANU PF	0	2543	0
MDC ALLIANCE	155	282	0
RZ	0	20	0
RPZ	0	176	0
PPPZ	0	32	0
UDF	0	20	0

Coverage of political parties in the private press was mostly neutral. All of RPZ's coverage was positive. ZANU PF received all of the coverage that was negative on this platform.

Tone of coverage in the private press (in cm²)

PARTY	NEGATIVE	NEUTRAL	POSITIVE
APA	0	1	0
INDEPENDENT	0	20	30
MDC ALLIANCE	0	752	178
MDC-T	0	1	0
MRP	0	35	0
NPF	0	25	10
PRC	0	76	0
RPZ	0	0	228
ZANU	0	26	0
ZANU PF	728	1534	0
ZAPU	0	132	0

All of the political parties that were covered by the ZBC stations were portrayed in a neutral manner.

ZBC tone of coverage (in seconds)

PARTY	NEGATIVE	NEUTRAL	POSITIVE
#1980 FMZ	0	1	0
CODE	0	107	0
FREEZIM CONGRESS	0	900	0
MDC ALLIANCE	0	226	0
MDC T (TK)	0	38	0
NAPDR	0	1225	0
REBUILD ZIM	0	1907	0
RPC	0	1	0

UDM	0	699	0
ZANU PF	0	2072	0

Most of the parties covered by the commercial radio stations received coverage that was predominantly positive. MDC Alliance received relatively more negative coverage than the other political parties.

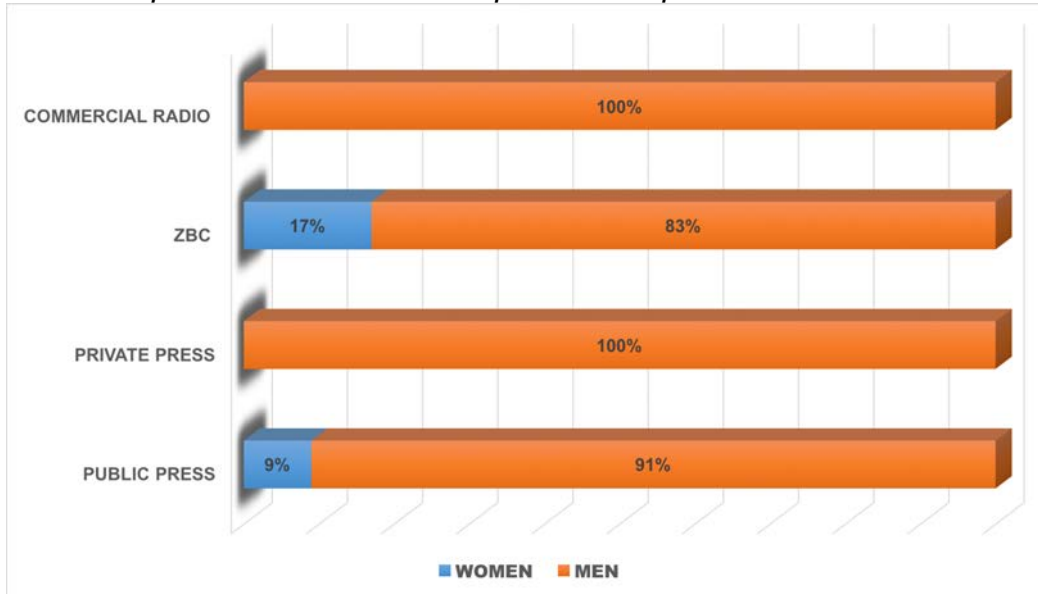
Commercial radio stations' tone of coverage (in seconds)

PARTY	NEGATIVE	NEUTRAL	POSITIVE
ZANU PF	16	75	930
MDC ALLIANCE	69	263	1 548
MDC-T	0	0	70
NCA	0	0	44
NPF	0	0	18
BZA	0	3	735
INDEPENDENT	0	27	0

2.4 Gender representation in election programmes

Inequitable gender representation remains a challenge in the local media's representation of men and women. Women political actors were featured in 7% of the coverage whilst men were visible in 93%. Women were covered in the publicly owned press and broadcast platforms; they were barely visible in the privately-owned media.

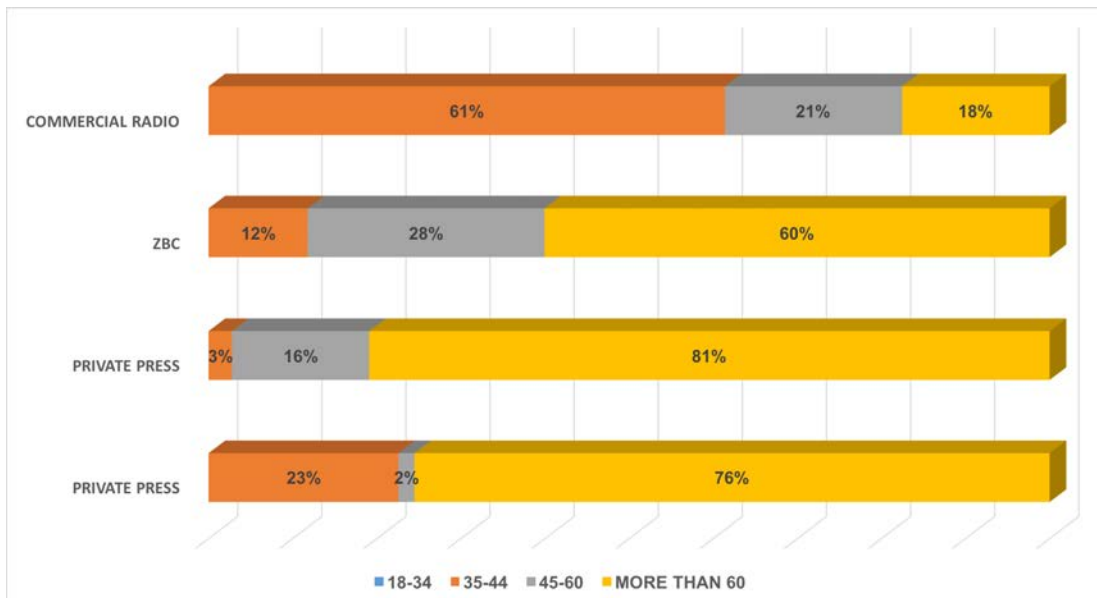
Gender representation in both the private and public media



2.5 Youth representation in election programmes

Youths were not visible in the monitored media on this particular day. The sixty-plus age-group was the most visible group in the media as they accounted for 59% of the space and time. A missed opportunity for the visibility of youths was the preview of the launch of President Mnangagwa meeting with tertiary level students and the launch of the Youth Empowerment Bank.

Representation of youths in the media



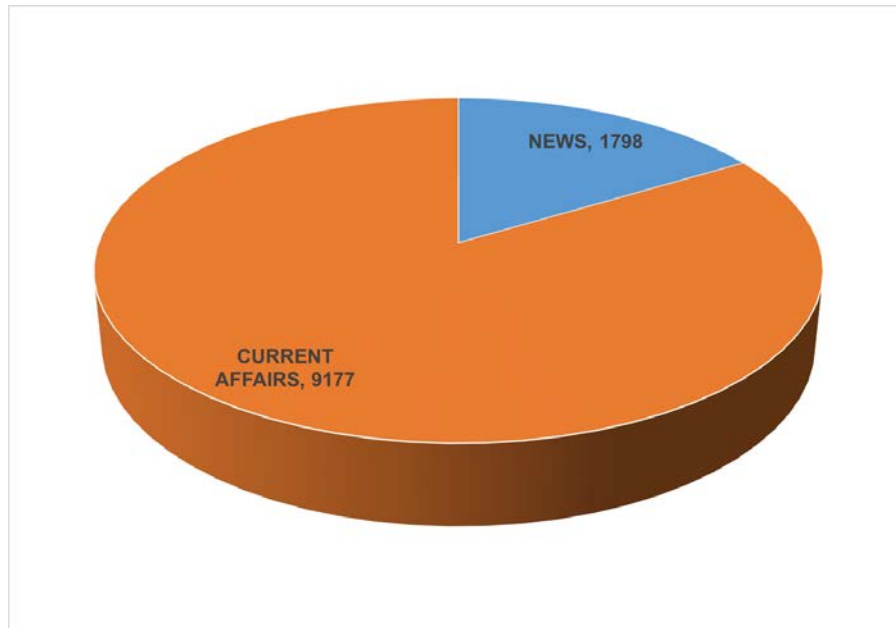
**Statistics included were for political players whose data was available*

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.

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

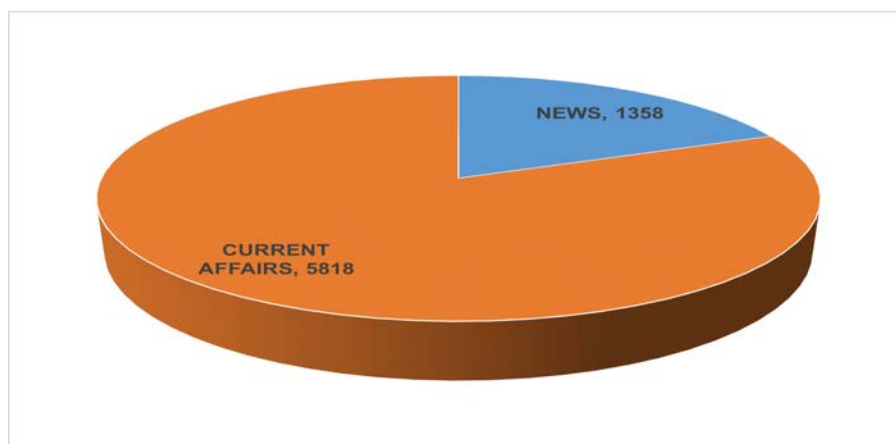
There was more coverage of political actors in current affairs programmes than in the news. Eighty-six percent of the total coverage of political actors was in current affairs programmes.

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



On ZBC (radio and TV), political actors featured more in current affairs programmes than in the news. On Radio Zimbabwe, there was an election programme, which articulated the operations of the electoral commission and the issue of ballot papers. Political actors engaged include; Violet Mariyacha, Evaristo Chikanga, Devine Hove, Jameson Timba and Douglas Mwonzora.

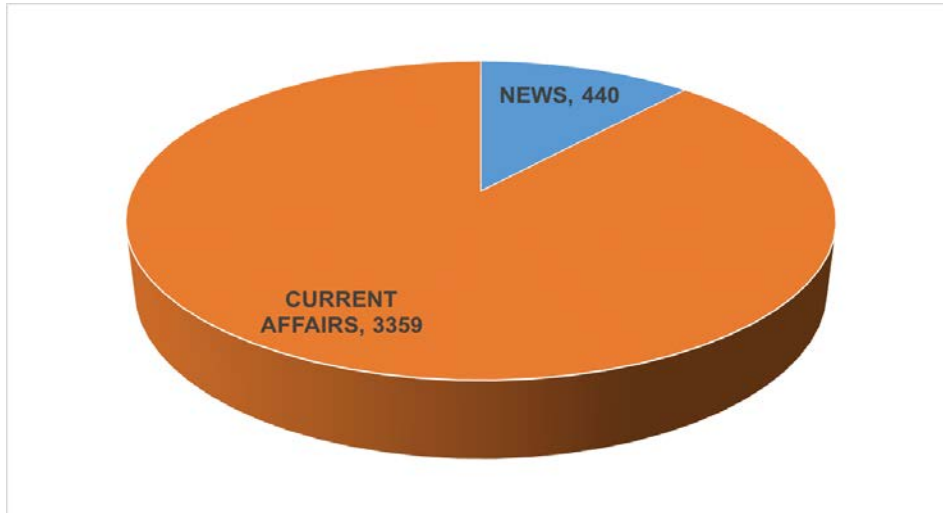
Total time dedicated to political actors on ZBC (in seconds)



Commercial radio followed a similar trend witnessed on the ZBC stations where political actors were more visible in current affairs programmes. Star

FM carried a voter education programme, *My Vote, My Right My Choice* as well as *City Watch*, which featured a discussion with candidates from Ward 9 in Mabvuku.

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



3.0 Conclusion

On the 36th day of the electoral period, there remains a challenge with the plurality of political parties covered in the media. There has however been an improvement in the quality of coverage enjoyed by most parties as they are receiving coverage that is predominantly neutral. The two main parties (ZANU PF and MDC Alliance) continue to receive polarized coverage in the government controlled and privately owned media an issue that needs to be addressed urgently as it has the potential to mislead the electorate on what the two parties have to offer.

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>.