



## Daily Media Monitoring Report

Issue 27: 06 July 2018

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## 1.1 Introduction

This twenty-seventh 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 37<sup>th</sup> day of the election period – 06 July 2018.

## 1.2 Key Events

On this day;

- EU delegation to Zimbabwe meet ZANU PF politburo to get clarity on allegations made by opposition parties.
- MDC-T Vice President, Obert Gutu and NCA leader Lovemore Madhuku claim MDC Alliance's declaration to invite SADC and AU to preside over elections is unconstitutional.
- Rebuild Zimbabwe leader, Evaristo Chikanga says he is impressed with ZEC and its preparations for elections.
- Nelson Chamisa (MDC Alliance) demands a meeting with President Emmerson Mnangagwa and ZEC over the voting process.
- Zimbabwe Republic Police launches countrywide district patrol units to ensure a peaceful environment as the country heads for polls.

In campaign news;

- MDC Alliance leader, Nelson Chamisa addresses a rally in Chivhu where he promised that there would be no elections boycott.
- ZANU PF holds campaign rallies in Binga, Hwange, Tsholotsho and Umzingwane drumming up support for Emmerson Mnangagwa.
- APA president, Nkosana Moyo takes campaign trail to Masvingo.
- MDC Alliance ropes in ZCTU, VISET and ZINASU for a joint demo against ZEC.
- ZANU PF appeals against court ruling on taking students to their rallies saying the party has been wrongly accused.

## 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 featured on all the media platforms monitored. Again, ZANU PF was the most visible political party taking up 70% of the total coverage accorded to political actors. MDC Alliance was the second most visible party with 12% whilst independent candidates accounted for 10% of the total. The outstanding 8% was distributed amongst the remaining eleven political parties. It should be noted that the national broadcaster, ZTV has been giving political parties time to broadcast their manifestos on a programme called *The Manifesto*.

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

Five political parties were covered in the government-controlled newspapers. Of these ZANU PF had the most publicity as it featured in 88% of the total coverage. MDC Alliance was a distant second with 7%. The remaining 5% was distributed among three political parties.

*Space allocated to political actors in the government-controlled press in (cm<sup>2</sup>)*

Political affiliation	National Government	Local Govt	Member of Parliament	Party member	Total
ZANU-PF	2691	0	629	5108	8428
MDC ALLIANCE	0	126	15	527	668
NAPDR	0	0	0	242	242
MDC-T	0	0	0	171	171
PRC	0	0	15	0	15

The private press gave coverage to ten political parties. Of the parties covered, ZANU PF was the most visible with 63% of the total space followed

by MDC Alliance, which featured in 27% of the space allocated to political actors. The remaining eight parties combined for 10% 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	456	0	0	3111	3567
MDC ALLIANCE	0	60	0	1399	1459
INDEPENDENT	0	0	0	263	263
PRC	0	0	0	188	188
APA	0	0	0	150	150
ZAPU	0	0	0	25	25
MDC-T	0	0	0	7	7
#1980 FMZ	0	0	0	3	3
PPP	0	0	0	3	3
NPF	0	0	0	2	2

Eight political parties were featured on the monitored ZBC stations. ZANU PF was the most featured party with 51% of the total time dedicated to political actors. Independent candidates were second with 28% followed by CODE, which took up 13% of the total coverage. The remaining political parties made up 8%.

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

POLITICAL AFFILIATION	NATIONAL GOVERNMENT	LOCAL GOVERNMENT	MEMBER OF PARLIAMENT	PARTY MEMBER	TOTAL
ZANUPF	947	0	135	2501	3583
INDEPENDENT	0	0	0	1935	1935
CODE	0	0	0	876	876
MDC ALLIANCE	0	0	0	421	421
APA	0	0	0	85	85
MDC-T	0	0	85	0	85
PRC	0	0	0	1	1
ZIPP	0	0	0	1	1

Four political parties were represented in the commercial radio stations monitored. ZANU PF was the most visible political party; it was responsible for 72% of the total time. MDC Alliance was a distant second 13% of the publicity whilst CODE and Rebuild Zimbabwe took up 9% and 6% respectively.

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

POLITICAL AFFILIATION	NATIONAL GOVERNMENT	LOCAL GOVERNMENT	MEMBER OF PARLIAMENT	PARTY MEMBER	TOTAL
ZANU PF	181	0	0	315	496
MDC ALLIANCE	0	0	0	91	91
CODE	0	0	0	63	63
REBUILD ZIM	0	0	0	44	44

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

Twenty-nine political actors were covered in the electronic media whilst sixty-two 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 <sup>2</sup>
Emmerson Mnangagwa	ZANU PF	7796
Constantino Chiwenga	ZANU PF	883
Nelson Chamisa	MDC ALLIANCE	767
Last Taguma Sauramba	ZANU-PF	629
George Charamba	ZANU PF	396
Joshua Malinga	ZANU PF	367
Eddie Cross	MDC ALLIANCE	310
Devine Mhambi Hove	NAPDR	242
Omega Sibanda	ZANU-PF	217
Blessing Chebundo	MDC ALLIANCE	187

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

Actor	Political Party	Total time in seconds
Emmerson Mnangagwa	ZANU PF	2821
Garikai Mlambo	INDEPENDENT	1924
Elton Mangoma	CODE	876
Constantino Chiwenga	ZANUPF	629
Kazembe Kazembe	ZANUPF	348
Obert Gutu	MDC ALLIANCE	329
Nelson Chamisa	MDC ALLIANCE	257
Amon Murwira	ZANU PF	240
Simon Khaya Moyo	ZANU PF	213
Kembo Mohadi	ZANU PF	129

### 2.3 Tone of coverage for political parties

Coverage of political parties by the government-controlled press has largely been neutral. ZANU PF was the only party that was positively portrayed whilst the MDC Alliance was the only political party with negative coverage on this platform. This followed backlash from the MDC Alliance's call for SADC and AU to intervene in the administration of elections in Zimbabwe.

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

PARTY	NEGATIVE	NEUTRAL	POSITIVE
MDC ALLIANCE	286	489	0
MDC-T	0	171	0
NAPDR	0	242	0
ZANU PF	0	5564	2864
PRC	0	15	0

Most of the political parties featured in the privately owned press received coverage that was mostly neutral. MDC Alliance and ZANU PF received most of the negative and positive coverage. ZAPU was the only party to receive coverage that was entirely negative.

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

PARTY	NEGATIVE	NEUTRAL	POSITIVE
#1980 FMZ	0	3	0
APA	0	150	0
INDEPENDENT	0	81	182
MDC ALLIANCE	405	377	677
MDC-T	0	0	7
NPF	0	2	0
PPP	0	3	0
PRC	0	104	84
ZANU PF	409	1942	1216
ZAPU	25	0	0

All of the political parties that were covered by the ZBC stations were largely portrayed in a neutral manner. Only MDC Alliance received some coverage that was negative on this platform whilst ZANU PF enjoyed most of the positive coverage.

*ZBC tone of coverage (in seconds)*

PARTY	NEGATIVE	NEUTRAL	POSITIVE
APA	0	85	0
INDEPENDENT	0	1935	0
MDC ALLIANCE	65	356	0
MDC-T	0	85	0
PRC	0	1	0
ZANU PF	0	3214	369
ZIPP	0	1	0
CODE	0	876	0

Coverage of political parties on commercial radio was a mixture of positive and neutral portrayal. ZANU PF and CODE received coverage that was predominantly positive whilst MDC Alliance and RZ received neutral coverage.

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

PARTY	NEGATIVE	NEUTRAL	POSITIVE
ZANU PF	0	234	262
MDC ALLIANCE	0	91	0
CODE	0	0	63
RZ	0	44	0

## 2.4 Gender representation in election programmes

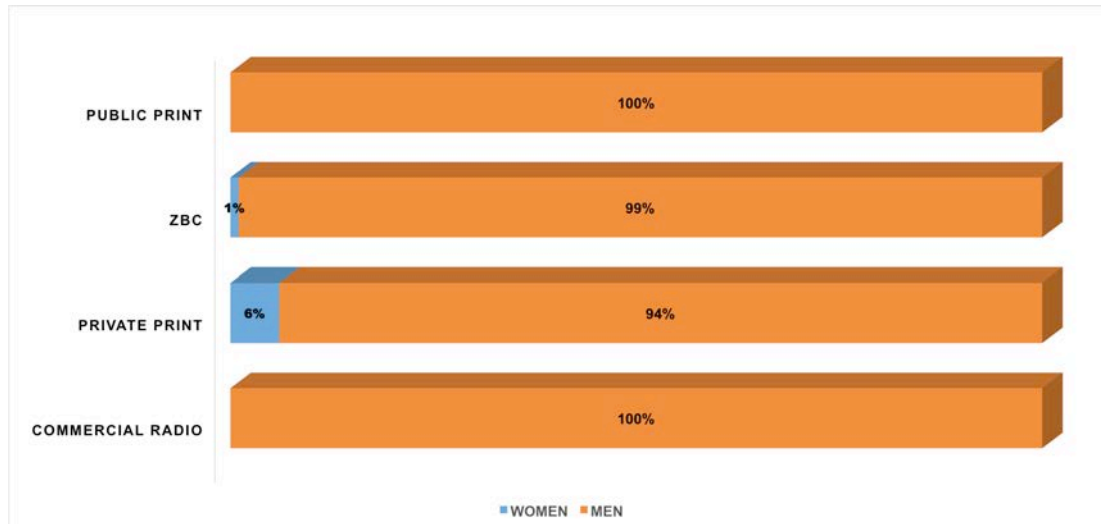
Women's representation in the news has been erratic and inconsistent during this electoral period, it dropped from 26% to 2% overall whilst men's visibility has been constantly high as it stood at 98% on the day from 74%. The public press and commercial radio did not feature any women whilst the private press gave relatively more coverage to women than the other platforms. In

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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.*

the private Press PRC's Joice Mujuru and Deborah Peters (Independent) were the most featured women. On ZBC, Angeline Masuku (ZANU PF) was the most prominent woman.

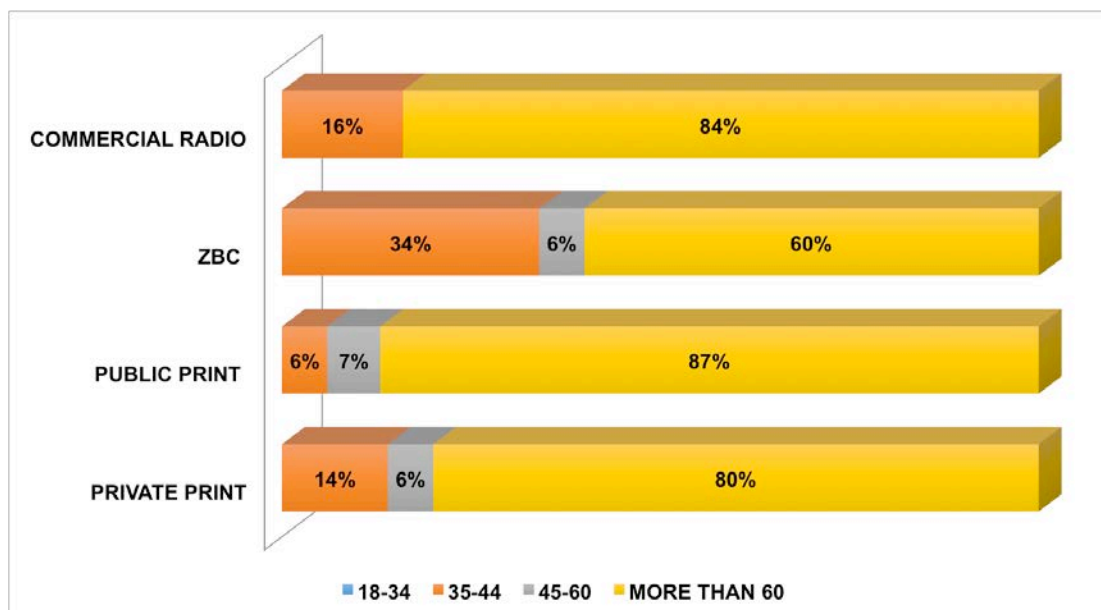
*Gender representation in both the private and public media*



**2.5 Youth representation in election programmes**

Once again, youth political actors were not visible in the media. The over sixty-age group dominated media coverage. Even though, President Mnangagwa held a meeting with tertiary education students at the launch of Empower Bank, President Mnangagwa and the Minister of Sports, Arts and Culture, Kazembe Kazembe were given more prominence than the students as their portion of the event footage was replayed after the news.

*Representation of youths in the media*



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

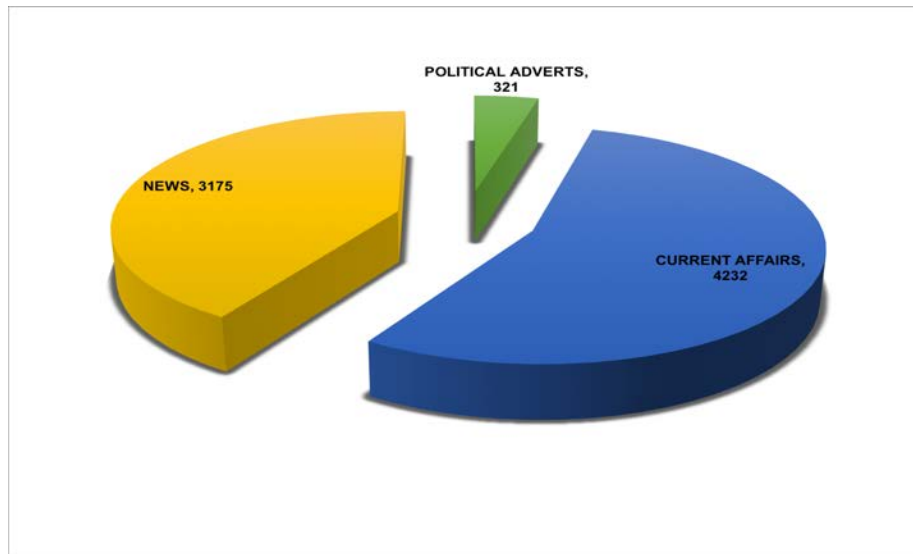
*The media have an ethical obligation to be impartial in their coverage of electoral processes; this requires fairness and balance in their representation of the prevailing context.*



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

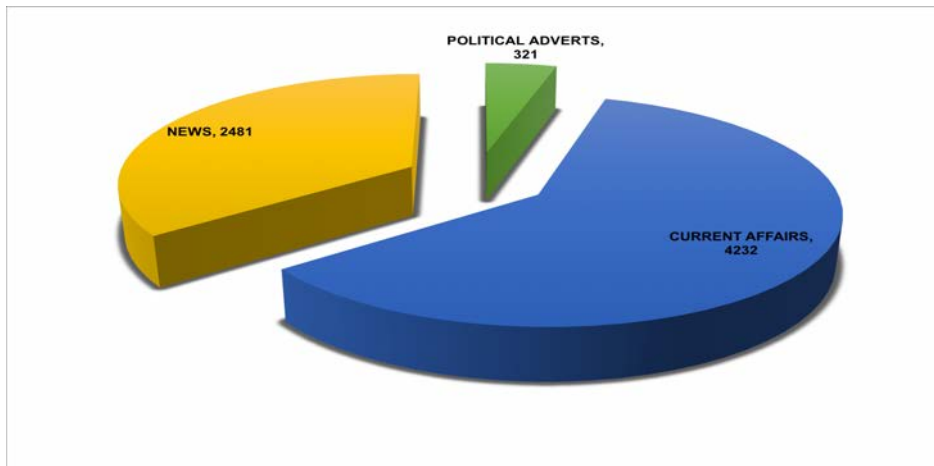
Current affairs programming continues to contribute the majority of political actors' visibility on broadcast media. Fifty-five-percent of the coverage emanated from current affairs programmes whilst the news made up 41%. Political adverts contributed 4% to political actors' visibility in the electronic media. The number of political adverts recorded appears to be on the increase as the poll date approaches.

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



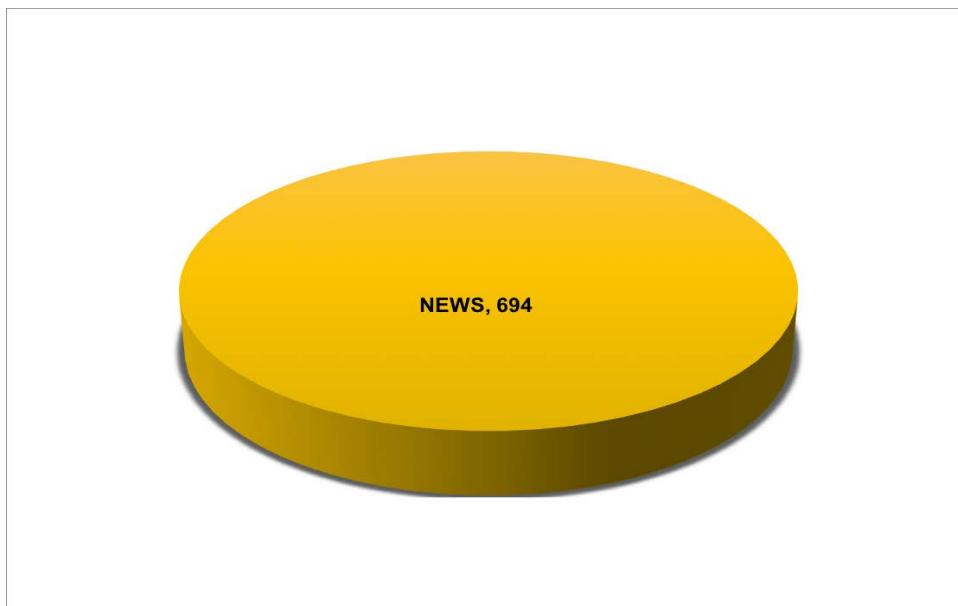
On the ZBC stations monitored, politicians featured more in current affairs programmes than in the news. These stations accounted for all the political adverts and current affairs recorded on the day. ZTV has introduced a live rally programme, *The Manifesto* which featured Elton Mangoma (CODE). The same programme was also aired earlier featuring representatives from BZA. It should be noted that this was before prime time. On *Classic 263*, Garikai Mlambo who is an independent candidate for Harare East constituency was featured on *The Great Election Debate*. All the adverts recorded were for ZANU PF.

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



There were no current affairs programmes featuring political actors on commercial radio. Politicians were featured in the news on this particular day.

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



### **3.0 Conclusion**

On the 37<sup>th</sup> day of the electoral period, Media Monitors has noted efforts by ZBC to comply with the Electoral Act's stipulations for Direct Access programming through its programme *The Manifesto*, which gives time to political actors to share their manifestos without moderation. While the programme is a welcome idea, care should be taken to ensure timing of the programme does not disadvantage some parties as BZA's manifesto was aired before primetime at (1740) whilst that of CODE was aired at (1915) during primetime.

## 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>.