



MEDIA COVERAGE 10 DAYS AFTER NOMINATION COURT

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TABLE OF CONTENTS

ACKNOWLEDGEMENTS.....	ii
EXECUTIVE SUMMARY.....	iv
CHAPTER ONE: INTRODUCTION AND BACKGROUND.....	1
1.1 Introduction.....	1
1.2 Context.....	1
CHAPTER TWO: FAIRNESS AND BALANCE	2
2.1 Space and time allocated to political parties and candidates	2
2.2 Analysis of different media's performance in representing political players	5
2.3 Tone of coverage of political parties	8
2.4 Gender representation in election programmes	12
2.5 Representation of youths in the media.....	13
2.6 Coverage of political players in election programmes in broadcast media	14
CHAPTER THREE: THE NEWS AGENDA IN THE ELECTORAL PERIOD	21
3.1 The Election Agenda	21
3.2 Election administrative issues covered	22
3.3 Campaign news.....	27
CHAPTER FOUR: MEDIA'S CONDUCT IN ELECTION REPORTING	29
4.1 lack of objectivity in election related news	29
4.2 Imbalanced coverage	29
4.3 Failure to distinguish between government activities and campaigns	30
4.4 Gendered use of language	32
4.5 Use of hate speech in the news.....	33
CHAPTER FIVE: CONCLUSION.....	34
Annex 1: Sample of monitored media.....	35
Annex 2: Methodology.....	36
Annex 3: Coverage of aspiring national assembly candidates	36

EXECUTIVE SUMMARY

Nomination court proceedings ahead of the 2018 elections were held on the 14th of June. This report assesses the media's performance in the ten days following the sitting of the nomination courts. Fifteen national and regional news platforms were monitored.

The study assessed the nature of the media's coverage on

- space and time allocated to political parties and candidates
- the tone of coverage of parties and candidates
- gender and youth representation
- nature of programming on election issues
- news media's election agenda, and
- the conduct of news media in reporting election related news.

The study of this 10-day period concluded that:

1. There is heavy bias in favour of ZANU PF - the ruling party and its candidates, in election coverage particularly in state-owned and public media. ZANU PF received 45% of all coverage, 75% in state newspapers (*Chronicle, Herald and The Sunday Mail*) and 54% on ZBC TV and radio stations (Classic263 formerly SFM and Radio Zimbabwe)
2. There is little diversity of the number of political parties covered by the media. Of the 55 political parties that registered interest in contesting the election in July, 45 were mentioned in the media. ZANU PF and MDC Alliance received 64% of coverage and the remaining 43 (including independent candidates) were covered in the remaining 36% space.
3. Allocation of space in news and current affairs programmes has been distinctly unfair in state owned and public media. State newspapers for example gave 61% more space to ZANU PF than the MDC Alliance, with a 51% difference between the parties on ZBC. The rest of the other parties were given even less time and space.
4. Overall the tone of coverage of political parties has been neutral and free of bias, the media has however been polarised in their representation of ZANU PF and the MDC Alliance. ZANU PF has enjoyed more positive coverage in the state controlled media and the MDC Alliance has received more positive coverage in the privately-owned press.
5. Representation of women is low; women make up just 15% of all political players in the media

Table 1. Visual summary of key findings

Research variable		Overall	Newspapers		Broadcasters		
			Public	Private	ZBC	National Commercial Radio	Local Commercial Radio
Total number of parties covered		45	33	33	28	20	28
Number of candidates covered			230	200	120	70	98
Space and time allocated to political parties (%)	ZANU PF	45	75	42	54	27	32
	MDC Alliance	19	14	36	3	29	14
	Independents	14	2	5	9	15	41
	Others	22	9	17	34	29	13
Gender representation (%)	Men	85	93	86	93	73	79
	Women	15	7	14	7	27	21
Youth representation (%)	% of youths	4	0	2	5	4	7
Elections Agenda (%)	Campaigns	68	73	56	74	78	62
	Nomination	17	19	22	11	8	19
	Voter education	8	2	12	9	5	16
	Planning	5	3	4	6	6	3
	Reform	1	0	4	0	0	0
	Voter registration	1	3	2	0	3	0
Neutrality in elections reporting (%)	Neutral	80	71	60	95	81	95
	Not neutral	20	29	40	5	19	5

CHAPTER ONE: INTRODUCTION AND BACKGROUND

1.1 Introduction

The media's performance during the ten days following the sitting of the nomination courts shows a significant increase in the plurality of parties covered in the monitored media. Despite the numerical increase in political parties covered, the overall representation of political parties has not been fair and balanced.

In assessing media performance in covering these 10 days, Media Monitors assessed

- The level to which the media is fair and balanced in representing political players
- The media's election agenda and what they consider the most important electoral issues
- The media's professional conduct in reporting elections

1.2 Context

The report covers developments that occurred in the 10-days from the 14th of June, the date of the Nomination Court sittings. Some of the key event included:

- 23 Presidential candidates handed in their nomination papers, including four women and 19 men. 55 political parties will contest the elections
- Losing candidates in ZANU PF and the MDC Alliance submitted nomination papers as independent candidates
- ZEC provided access to the voter's roll after the sitting of the nomination courts, a decision criticized by civil society and opposition groups
- Several lawsuits were filed against ZEC. Veritas, a legal pressure group challenged constitutionality of the Electoral Act's clauses, which give ZEC and political parties the authority to conduct voter education while individuals and CSOs have to submit their material to the commission for vetting. Veritas also sought to compel the commission to reveal the names of personnel seconded to the commission by government amidst suspicion that there were military and state security agents in its structures.
- A bomb went off at the end of ZANU PF's Presidential rally at White City Stadium in Bulawayo. The bomb went off next to the podium as the President, senior party officials that included the two vice presidents among others were leaving. Two security officers subsequently died. The President was not injured.

CHAPTER TWO: FAIRNESS AND BALANCE

2.1 Space and time allocated to political parties and candidates

Coverage of political parties and candidates has been neither fair, balanced nor equitable. A trend continued in which ZANU PF continues to receive the most coverage of all political parties. The MDC Alliance receives high percentage of coverage; however, this is significantly lower than the ruling party.

Political parties

A total of 45 political parties were covered in the media in the 10-day period. This is eight parties more than the 37 that were covered during the first ten days following proclamation of the election.

ZANU PF continues to receive the most coverage of all the parties. The party was featured in 45% of the recorded coverage followed by MDC Alliance, which accounted for 19%. Independent political actors were covered in 14% of the total coverage. The remaining 44 political parties combined for 22% of the coverage.

ZANU PF received the most coverage on four of the five news platforms while the MDC Alliance received more coverage on national commercial radio stations, and independent candidates featured most on local commercial radio than any other party.

Presidential candidates

Of the 23 candidates, Emmerson Mnangagwa received significantly more coverage than the other candidates. Overall, Mnangagwa occupied 58% of the coverage of presidential candidates ahead of Nelson Chamisa's 15% and Nkosana Moyo who was a distant third with 7% of the coverage. The remaining 20 presidential hopefuls were covered in 20% of the publicity.

National Assembly and provincial councils

Print media covered more candidates than broadcast media. The print media featured 177 national assembly candidates as opposed to the electronic media's 73. Candidates from ZANU PF dominated coverage.

Local government

Aspiring local government candidates received very little coverage in the monitored media. Eleven actors were featured in the press and only one was featured in the electronic media.

Table 2: Coverage of political parties

Party	Newspapers (space in square centimeters)		Broadcasters (time in seconds)		
	State owned	Private	ZBC	National commercial	Local commercial
ZANU PF	25779	11899	15120	3484	2442
MDC Alliance	4668	10288	795	3694	1008
Alliance for Peoples Agenda - APA	316	178	4847	174	87
MDC -T (Thokozani Khupe)	507	677	159	1428	317
National Constitutional Assembly - NCA	211	339	1314	2	2
Zimbabwe African People's Union - ZAPU	149	439	1155	41	
Build Zim	400	4	24	1144	3
YAD			1346		
PRC	171	736	273	2	122
NPF	49	969	3	57	24
POVO				749	
PPP	2	455	112		2
ZIPP	7	293	30	2	122
NAPDR	394		18	2	
CODE	286	83	3		3
ZRDP	368				
UNAC	22	264			
# 1980 FMZ	2	61	161	50	
MRP	27	30	1		187
UDA	7	167		1	1
Free Zim Congress	144	1	18		2
FLOANP	96	8			
New Patriotic Front	72	10			
UDM	7	32	29	2	3
NPRC					60
UMD		57			
UDF	25	4	20	1	2
ZPF			1		50
NRC					41
ANSA	2	33	1		
DOP	2	31			
RPZ	2	1	22	2	2
ZANU NDONGA	28				
REBUILD ZIM	2	4	18	2	
BCP	9	1		2	2
ANP		12			
NAPDZ		3	2		2
PIPZ		3			
ZIM PF		3			
TZ	2				
UNF			1	1	
ZITR					2
DC			1		
NAPR		1			
NAWQ					1
Independent candidates	709	1388	2414	1875	3170

Table 3: Coverage of Presidential candidates (F – Female candidate)

Candidate	Party Affiliation	State press	Private press	ZBC	Commercial radio	Local commercial radio
		Coverage in cm ²			Coverage in seconds	
Mnangagwa Emmerson	ZANU PF	8498	3583	4609	1087	607
Chamisa Nelson	MDC Alliance	1292	2995	395	24	58
Moyo Nkosana	APA	648	0	1238	154	94
Mteki Bryn	Independent	325	20	1234	2	13
Madhuku Lovemore	NCA	206	68	1241	2	2
Manyika Noah	BZA	1	4	5	1142	3
Mujuru Joice (F)	PRC	187	419	0	2	14
Mangoma Elton	CODE	294	64	3	0	2
Wilson Peter	DOP	2	286	0	0	0
Mugadza William	BCP	0	1	256	2	2
Khupe Thokozani (F)	MDC -T	110	46		2	27
Shumba Daniel	UDA	2	166	0	1	0
Mutinhiri Ambrose	NPF	8	125	0	1	0
Munyanduri Tendai	NPF (New)	89	0	0	0	0
Gava Peter	UDF	24	4	47	1	2
Chiguvare Timothy	PPPZ	0	3	48	0	2
Mariyacha Violet (F)	UDM	7	26	3	2	3
Kasiyamhuru Blessing	ZIPP	2	4	29	2	2
Mhambi Divine	NAPDR	2	0	21	2	2
Dzapasi Melbah (F)	#1980FMZ	2	1	23	0	0
Hlabangana Kwanele	RPZ	1	0	21	2	2
Chikanga Evaristo	Rebuild Zimbabwe	2	0	17	2	2
Busha Joseph	FreeZim Congress	3	0	0	0	2
Total		11705	7815	9190	2430	839

*Table 4: Coverage of National Assembly and Provincial Council candidates
(A detailed table of individual candidates is attached as Annex 3)*

PARTY AFFILIATION	SPACE	TIME
ZANU PF	5649	4620
INDEPENDENT	995	3028
MDC ALLIANCE	2509	165
MDC -T	1954	49
ZAPU	32	1133
ZRDP	338	0
ZIPP	277	0
NPF	233	14
PRC	171	0
MPR	54	1
ANSA	35	1
UDA	9	0
BUILD ZIM	8	0
BZA	8	0
NCA	7	0

Table 5: Coverage of aspiring Local Government candidates

Actor	Party Affiliation	Space (Print)	Time (TV and radio)
Ashley Hongoro	MDC-T	44	0
Benjamin Mutema	INDEPENDENT	2	0
Bernard Manyenyeni	MDC ALLIANCE	455	72
Faniel Mabvuta	INDEPENDENT	2	0
Gilbert Munetsi	ZANUPF	24	0
Lucia Nzwere	INDEPENDENT	2	0
Martin Dhumbura	INDEPENDENT	2	0
Nicholas Phiri	INDEPENDENT	2	0
Sam Jumbe	INDEPENDENT	2	0
Shumba Taperesa	INDEPENDENT	2	0
Wilbert Murambiwa	INDEPENDENT	10	0

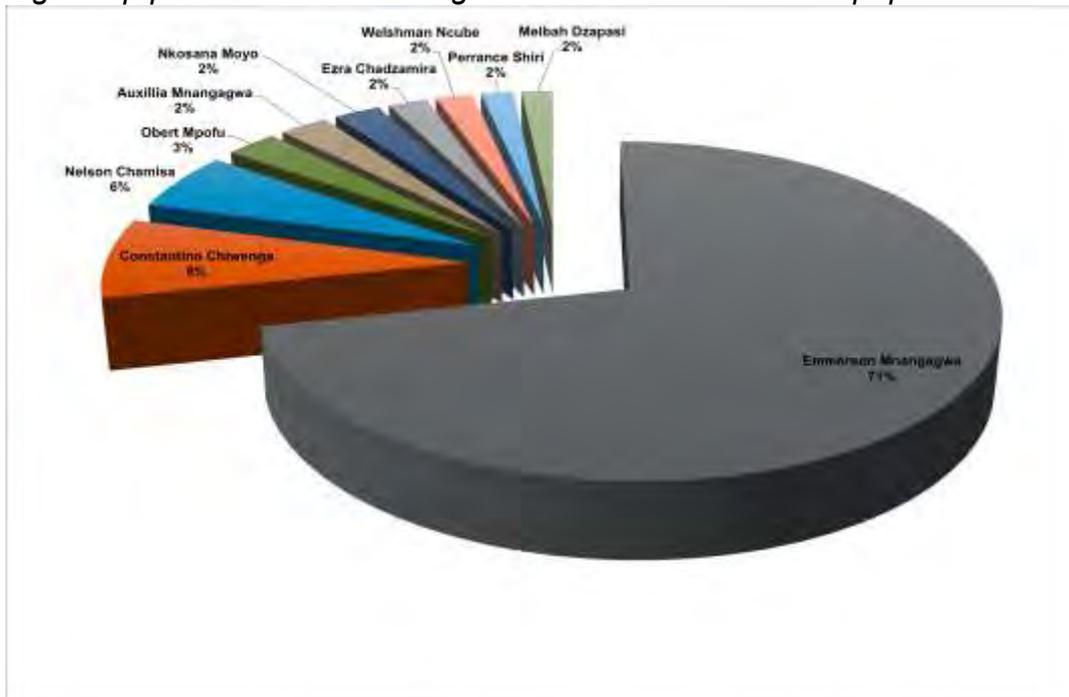
2.2 Analysis of different media's performance in representing political players

Newspapers

Overall, 230 politicians were featured in the government controlled newspapers. The top ten political actors covered in the state-owned press combined for 51% of the space allocated to political actors. President

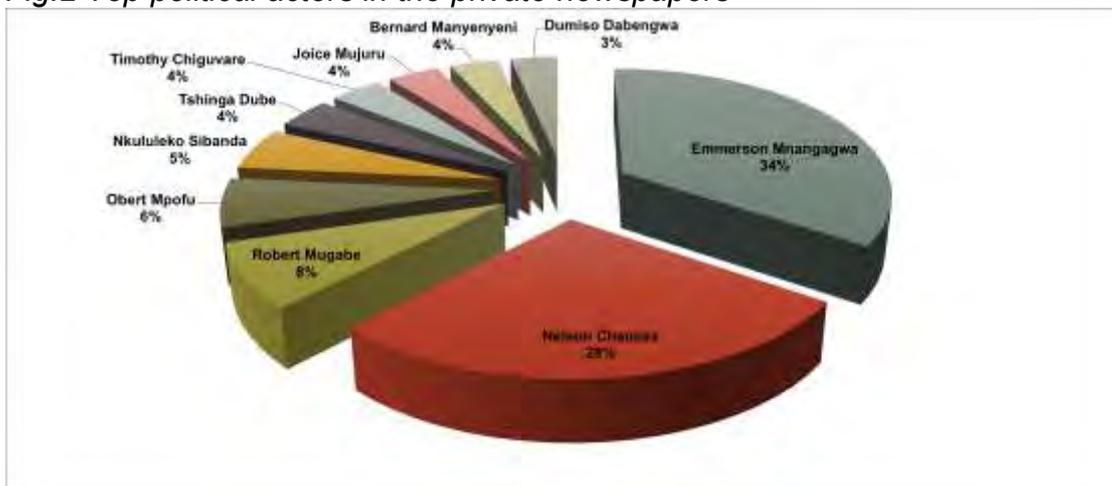
Emmerson Mnangagwa was the most visible political actor taking up 71% of the coverage of individual actors.

Fig.1 Top political actors in the government controlled newspapers



The private newspapers gave coverage to 200 political actors. The top ten actors on this platform accounted for 41% of the total coverage of politicians.

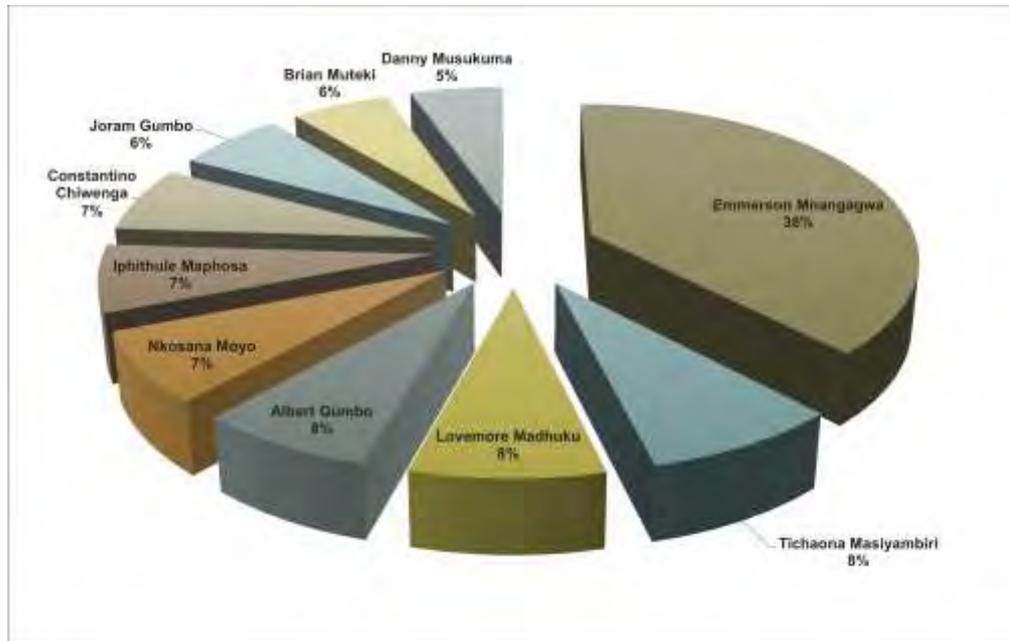
Fig.2 Top political actors in the private newspapers



Broadcast Media

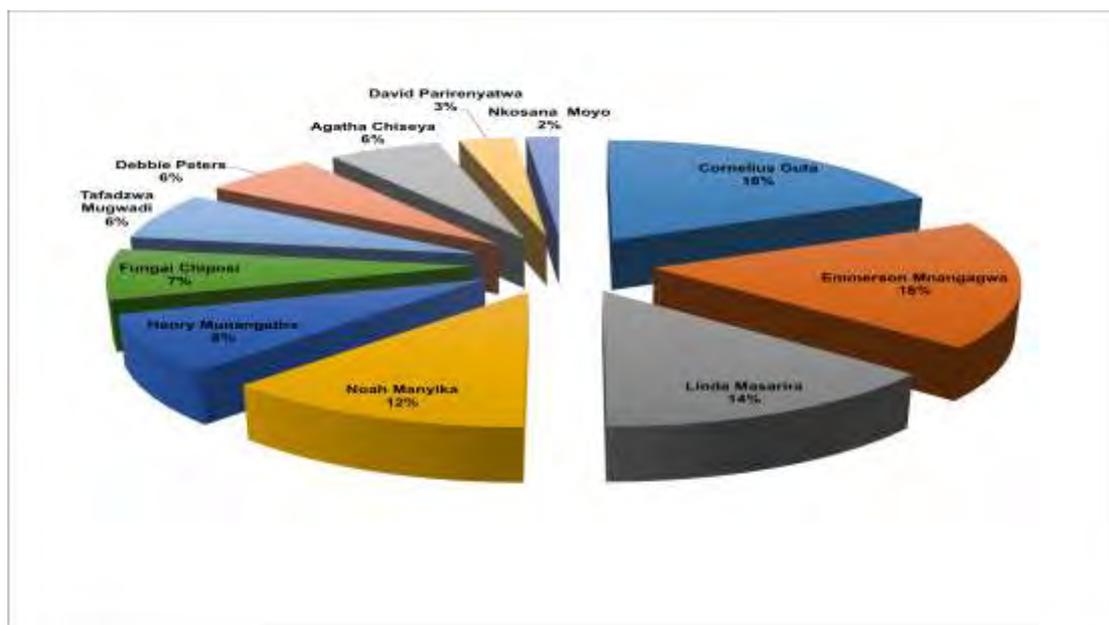
One hundred and twenty political actors were featured on ZBC (radio and TV). The top ten political actors featured on the national broadcaster made up 59% of the coverage.

Fig.3: Top political actors on ZBC (radio and TV)



The national commercial radio stations carried relatively fewer political actors than the other news platforms. The stations monitored gave coverage to a total of 70 politicians during the monitoring period. The top 10 actors covered by the commercial radio stations received 70% of the coverage.

Fig: 4 Top political actors in the national commercial stations



Political actors covered by the local provincial radio stations had a more localized representation. The actors who were featured were mostly contesting at parliamentary and local government level. Actors from Harare and Masvingo were the most visible in the provincial radio stations monitored.

Table 6: Top political actors in the local provincial radio stations

Political Actor	Title	Party Affiliation	Time
Obert Gutu	Harare East National Assembly Candidate	MDC T (TK)	877
Terrence Mukupe	Harare East National Assembly Candidate	ZANU PF	869
Sam Chapfudza	Masvingo Urban - National Assembly Candidate	Independent	721
Paul Nyashanu	Masvingo Urban - National Assembly Candidate	Independent	720
Trust Mhaka	Mberengwa - National Assembly Candidate	Independent	710
Taguma Benjamin Mazarire	Masvingo Urban - National Assembly Candidate	ZANU PF	670
Collins Maboke	Aspiring Ward 2 (Masvingo) candidate	MDC Alliance	630
Emmerson Mwangagwa	Presidential Candidate	ZANU PF	607
Henry Munangatire	Aspiring Ward 8, (Highlands) candidate	Independent	594
Agatha Chiseya	Mufakose National Assembly Candidate	Independent	580

2.3 Tone of coverage of political parties

Overall the tone of coverage in the monitored media was predominantly neutral for most of the little-known parties. The media's portrayal of the bigger and well-known parties was a bit more complex. The ruling party enjoys significantly more positive coverage in state-owned media.

State newspapers

State controlled newspapers gave relatively neutral coverage to most of the parties covered during the monitoring period. There was however more negative coverage for MDC Alliance. ZANU PF received significantly more positive coverage than all the other parties.

Private newspapers

Most of the parties covered by the private press enjoyed neutral coverage however, there was relatively more sentiment, both positive and negative expressed on ZANU PF and MDC Alliance.

ZBC

Commendably, most of the coverage on ZBC was neutral although more sentiment, both positive and negative was expressed about ZANU PF. This is a welcome improvement from the national broadcaster as it allows the electorate to develop their own perceptions about the different political actors and parties.

National commercial radio

Commercial radio, was a lot more neutral than other media. MDC Alliance and NPF however received coverage that was predominantly negative whilst APA, independent politicians, MDC T (TK) and POVO received coverage that was mostly positive.

Local commercial radio stations

Local provincial radio stations were the most neutral platform monitored in terms of representation of political parties. Only APA, MDC Alliance and ZANU PF received positive coverage.

Table 7: Tone of coverage in the press (in cm²)

Space In cm ²	PUBLIC PRESS			PRIVATE PRESS		
	NEGATIVE	NEUTRAL	POSITIVE	NEGATIVE	NEUTRAL	POSITIVE
#1980 FMZ	0	2	0	60	1	0
ANP	0	0	0	0	12	0
ANSA	0	2	0	0	33	0
APA	30	201	85	0	178	0
BCP	0	9	0	0	1	0
BUILD ZIM	0	55	345	0	4	0
CODE	66	220	0	40	43	0
DOP	0	2	0	0	31	0
FLOANP	96	0	0	0	0	8
FREEZIM CONGRESS	1	3	140	0	1	0
INDEPENDENT	6	422	438	59	934	0
MDC ALLIANCE	2224	2643	104	2376	5839	1660
MDC-T (TK)	251	459	0	93	1284	258
MRP	0	27	0	0	30	0
NAPDR	0	2	392	0	0	0
NAPDZ	0	0	0	0	3	0
NAPR	0	0	0	0	1	0
NCA	0	211	0	0	290	0
NEW PATRIOTIC FRONT	0	83	0	10	0	0
NPF	1	37	0	375	594	0
NPP	0	6	0	0	0	0
PIPZ	0	0	0	0	3	0
PPP	0	2	0	0	5	450
PRC	41	81	42	0	736	0
RPZ	0	2	0	0	1	0
RZ	0	2	0	0	5	0
TZ	0	2	0	0	0	0
UANC	0	22	0	40	224	0
UDA	0	11	0	0	167	0
UDF	0	25	0	0	4	0
UDM	0	6	0	0	89	0
ZANU NDONGA	0	28	0	0	0	0
ZANU PF	640	15431	9927	3730	6385	1784
ZAPU	0	22	126	0	306	133
ZIPP	0	7	0	0	293	0
ZRDP	0	166	202	0	0	0

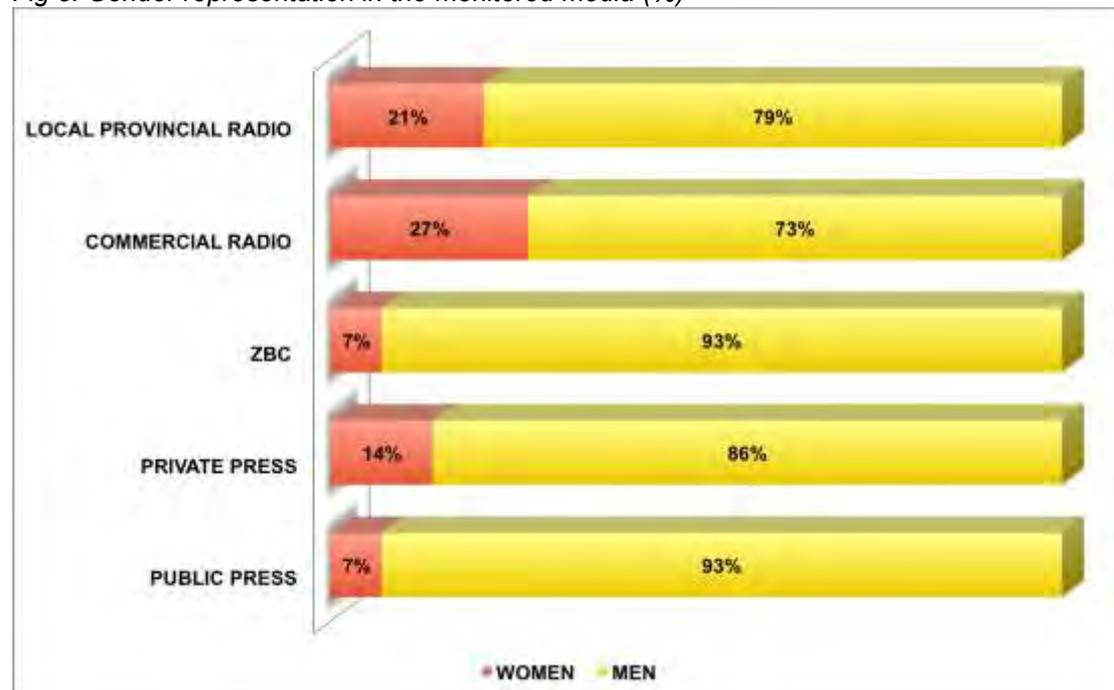
Table 8: Tone of coverage on national broadcasters

Time in seconds	ZBC			COMMERCIAL RADIO		
PARTY	NEGATIVE	NEUTRAL	POSITIVE	NEGATIVE	NEUTRAL	POSITIVE
#1980 FMZ	0	2	0	0	0	0
ANSA	0	1	0	0	0	0
APA	0	4736	0	0	2	172
BCP	0	0	0	0	2	0
BUILD ZIM	0	5	0	0	1142	0
CODE	0	3	0	0	0	0
DC	0	1	0	0	0	0
FREE ZIM CONGRESS	0	18	0	0	0	0
INDEPENDENT	0	2407	0	148	2	1725
MDC ALLIANCE	1	648	1	2677	126	3
MDC-T (TK)	0	143	0	895	2	1325
MRP	0	1	0	0	0	0
NAPDR	0	18	0	0	2	0
NAPDZ	0	3	0	0	0	0
NCA	0	1241	0	0	2	0
NPF	0	3	0	56	1	0
POVO	0	0	0	0	0	749
PPP	0	112	0	0	0	0
PRC	0	273	0	0	2	0
REBUILD ZIM	0	0	0	0	2	0
RPZ	0	22	0	0	2	0
RZ	0	18	0	0	0	0
UDA	0	0	0	0	1	0
UDF	0	20	0	0	1	0
UDM	0	29	0	0	2	0
UNF	0	1	0	0	1	0
YAD	0	1346	0	0	0	0
ZANUPF	301	10650	935	882	1271	654
ZAPU	0	1245	0	0	41	0
ZIPP	0	30	0	0	2	0
ZPF	0	1	0	0	0	0

2.4 Gender representation in election programmes

During the monitoring period, there was an improvement in the visibility of women in the local media. Even though women continue to be under represented, coverage of women political actors improved from 5% in the first ten days of the electoral period to 15% of the political actors covered by the media. Despite the increase in women political actors' visibility, coverage of men political actors overshadowed that of women. Men accounted for 85% of the coverage in all the news platforms monitored. Commercial and local provincial radio stations experienced a dramatic increase in the coverage of women political actors. The two platforms improved from 5% and 1% to 27% and 21% respectively.

Fig 5: Gender representation in the monitored media (%)



Overall 66 women were covered in the monitored media. Women political actors were more visible in the private press, which featured 37 actors. Commercial radio gave the least coverage to women political actors.

Table 9: Women covered in the news

News Platform	Overall	Public Press	Private press	ZBC	Commercial radio	Local provincial Radio
Number of Women Covered	66	30	37	19	15	19

2.4.1 Nature of coverage of women political actors

The first lady Auxillia Mnangagwa was the most prominent woman political actor featured in the news. The state controlled media presented her as a dutiful and big-hearted woman. All the coverage she received was on philanthropic initiatives she was a part of through her Angel of Hope Foundation. In a report headlined *First lady unveils Mega Poultry Project*, Minister of Women Affairs, Sthembiso Nyoni said, “The women are involved at every stage of the value chain and this blends well with the new dispensation mantra of inclusivity and that Zimbabwe is open for business...¹” Activities she was involved in seemed to drum up support for ZANU PF.

In some instances, women political actors were presented as victims of political violence. NPF’s Sarah Mahoka is quoted in the *Daily News*² saying cases of violence and intimidation has been on the rise. Thokozani Khupe’s MDC-T formation has been embroiled in a legal battle with MDC Alliance over the use of the original MDC’s logo (the open palm). It was reported that members of the MDC Alliance verbally abused Thokozani Khupe and her party spokesperson Linda Masarira during court proceedings.

Coverage of women political actors has not been as dynamic as that of the male politicians. While male political actors made headlines in a diverse range of issues, the scope of coverage for women actors was constricted. Ninety-three-percent of the registered coverage of women was on politics and governance issues particularly domestic politics. Only 4% of the coverage was on economic policy discussions. The remaining 3% was on social and legal issues, crime and violence as well as science and health issues. When women political actors were given platforms to campaign, their messages have been targeted at women. NPP’s Tsitsi Chikonyora who is vying for the Ward 25 Murewa Rural District council seat committed to developing gardening and poultry projects for women. While women appear to be focusing on small-scale development, male candidates have been cited in discussions on development at a macro-scale.

2.5 Representation of youths in the media

The lack of visibility of youth political actors in the news media remains an issue of concern. During the monitoring period, young men and women aged between 18 and 34 years only made up 4% of the coverage of political actors. This figure does not do justice to their contribution in Zimbabwe’s political arena. Local provincial radio stations gave relatively more coverage to youths who contributed to 7% of the visibility of political actors.

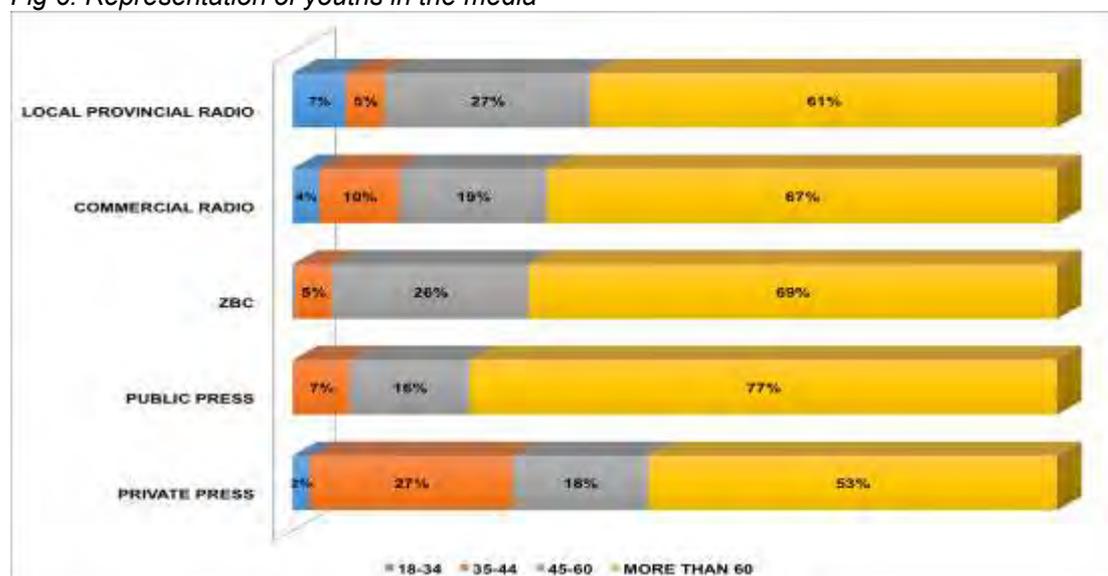
When young people are covered in the media, in many cases it is on the involvement of youths in instances of political violence. ZANU PF youths were more visible during the monitoring period; they were portrayed as vital cogs in the party’s election campaign; as they were said to be mobilizing votes for

¹ *The Herald* (19/6) *First Lady unveils mega poultry project*; Page 1

² *Daily News* (16/6) *Intimidation, violence cases rise*; Page 2

Emmerson Mnangagwa in Mhangura and were part of a clean-up campaign in Masvingo. One report noted that Emmerson Mnangagwa and Nelson Chamisa were targeting students from tertiary institutions in their campaigns by proposing policies that would make their stay in college more convenient.

Fig 6: Representation of youths in the media



Overall, five youths were covered in the media; the distribution of youths among the different media platforms is as follows.

Table 10: Youths covered in the media

News Platform	Overall	Public Press	Private press	ZBC	Commercial radio	Local provincial Radio
Number of Youths	5	1	4	1	2	1

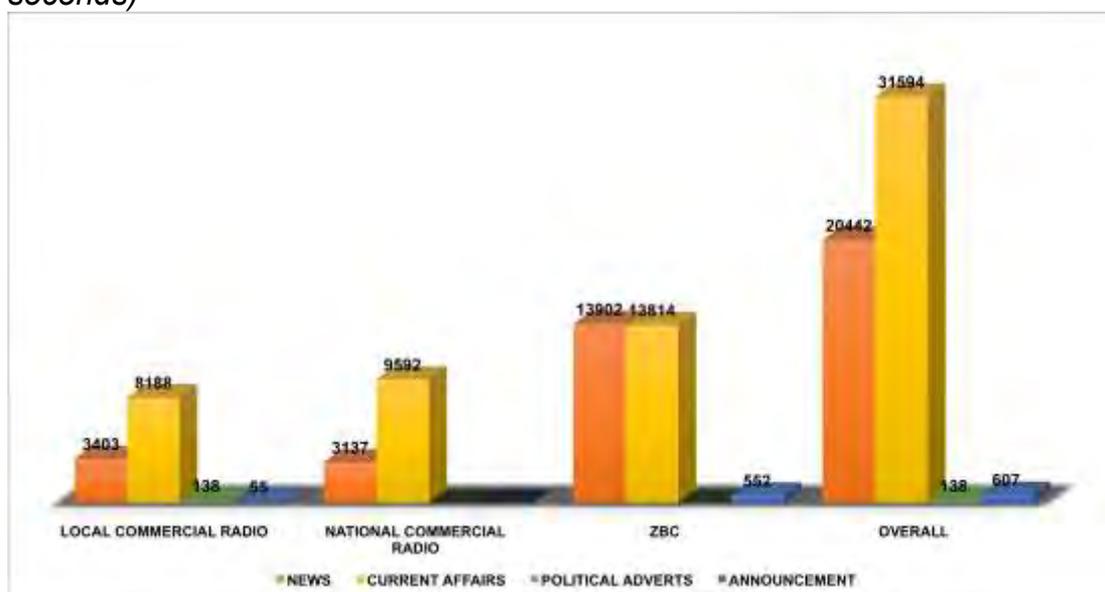
Of the five young political actors who were featured in the news during the monitoring period, four were women and one was a man. Fadzayi Mahere was the most featured; she was covered by all but one of the news platforms monitored. The other youth actors who received coverage were Joana Mamombe (MDC Alliance), Mqondisi Moyo (MRP), Thelma Takaedza (ZIPP) and Melody Dziva (ZANU PF). Mqondisi Moyo was the only male youth actor quoted.

2.6 Coverage of political players in election programmes in broadcast media

During the monitoring period, there was more coverage of political actors in current affairs programmes than in the other programming variables. Sixty-percent of the time allocated to political actors in the electronic media

emanated from current affairs programmes. News bulletins were the second highest publicity earner for political actors, 39% of their visibility in the electronic media was from the news. Election related announcements and political adverts combined for 1% of the coverage. The distribution of time allocated to the different programming variables on the monitored electronic platforms were as follows.

Fig 7: Distribution of programming variables in the electronic media (in seconds)



While there has been extensive coverage of political actors in the broadcast media there have been issues with compliance to SI33 of 2008, which sets stipulations on the nature of election programming in the broadcast media. The local electronic media has complied with two of the three programming variables listed in SI33 of 2008. The instrument states that broadcasters should air the following programmes:

- Programmes to which political parties or candidates are invited to present their election manifestos and policies to the electorate without being interviewed (**Direct Access**).
- Programmes in which there are **discussions** relating to elections
- **Interviews** with candidates or their representatives on elections
- Each of the stations of a public broadcaster shall allocate four hours of available purchasable airtime during an election period for election **advertisements**, which shall be distributed, equitably to political parties and candidates contesting the election in question.

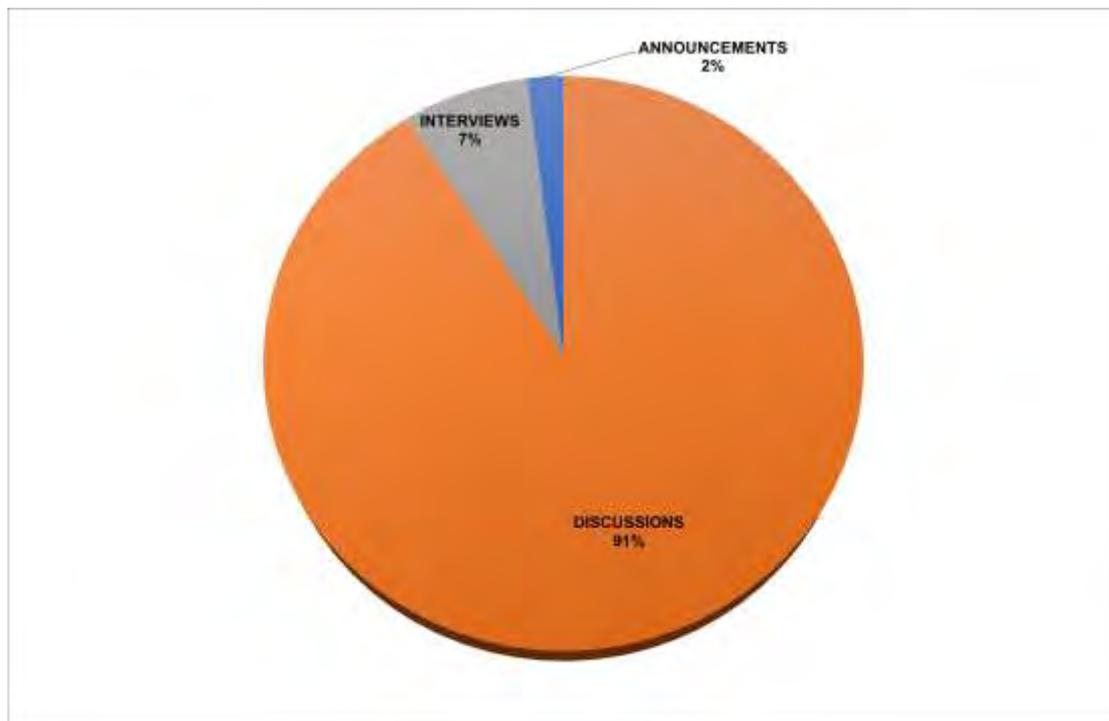
Media Monitors observed that there have been efforts by the electronic media to comply with the above programming variables with varied success. So far show hosts have moderated direct access programmes on which political actors have been invited to talk about their manifestos. This has the potential to influence how the electorate views political parties or actors or deprives the political actors of a chance to market their party's strong points. As a result of

the moderation, none of the programmes monitored qualified to be called direct access.

During the monitoring period, only ZANU PF managed to post its adverts on the monitored news platforms. Political adverts did not contribute a significant amount of time to the overall visibility of political actors in election programming.

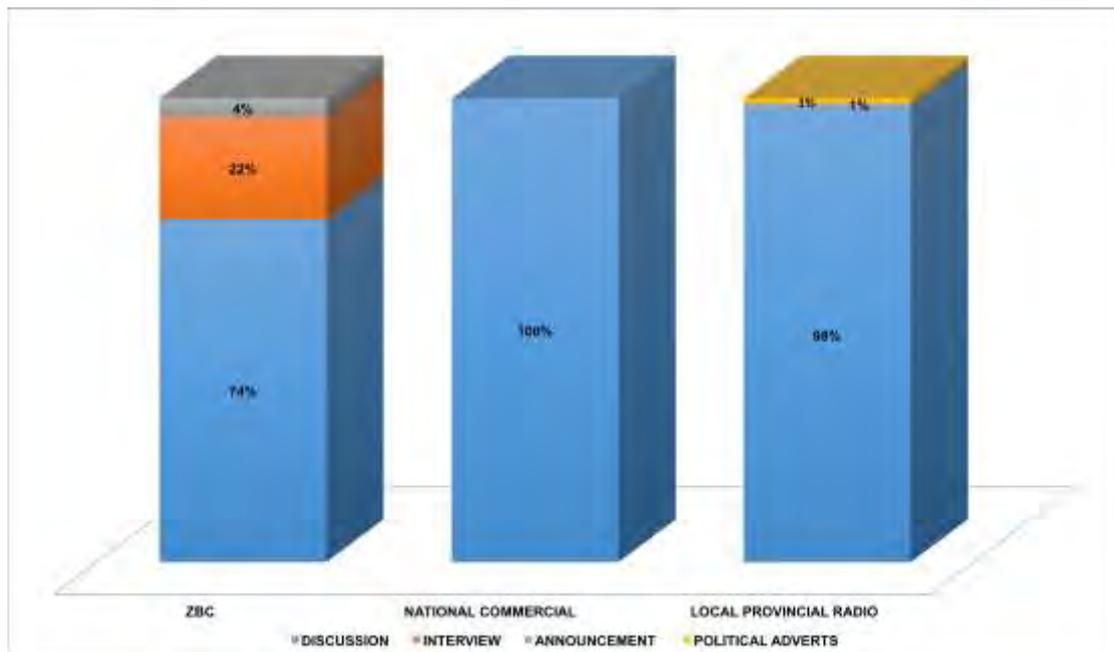
It should however be noted that most of the election related programming has been in the form of discussions and interviews with candidates, the electoral commission and civil society groups. Ninety-one-percent of the election related programmes were discussions with political actors, which focused on their views on the ongoing electoral processes. Interviews with political party representatives talking about their campaigns made up 7% of the visibility of political actors. Election announcements made 2% of the programming.

Fig 8: Overall programming types



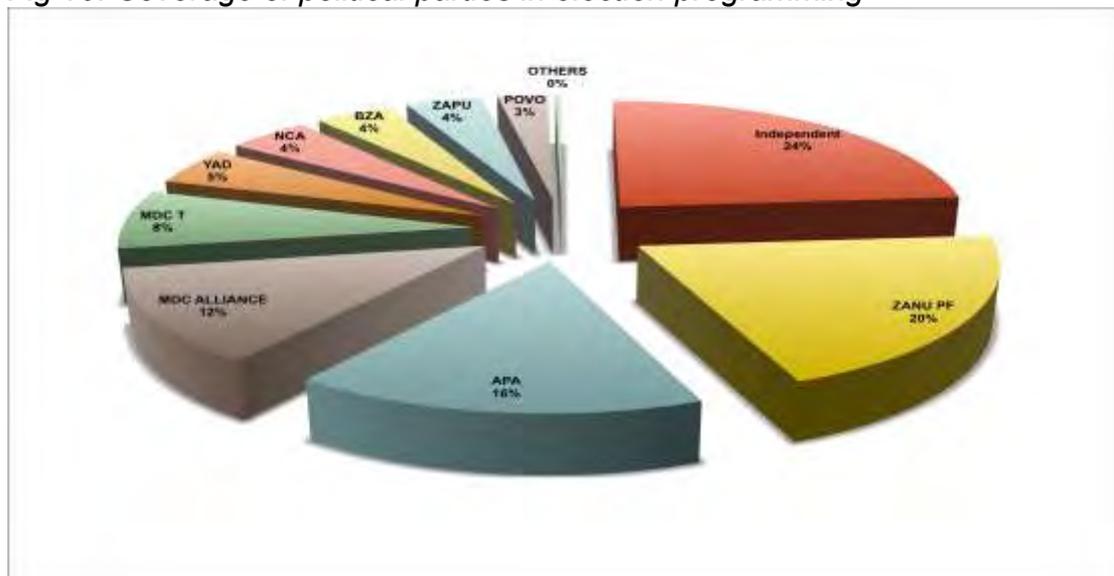
The different broadcasters exhibited different programming trends. Discussions were the most prominent programming format on all the radio stations monitored. ZBC's programming schedule contained interviews and announcements.

Fig 9: Programming types per broadcaster



Another stipulation of SI 33 of 2008 is political parties and candidates should be treated equitably in the allocation of airtime for broadcasting of election matters. Media Monitors noted that the distribution of coverage amongst the different political parties has not been systematic as it has been event driven in most of the cases. Most of the programmes were on the political actors' perceptions of the nomination process. Overall 18 political parties were covered in current affairs programmes. Ten of the parties received substantial coverage whilst the remaining eight were so marginally covered that they featured in less than 1% of the programming. The 18 parties covered make up just 33% of the total number of parties that will be taking part in the upcoming elections.

Fig 10: Coverage of political parties in election programming



So far only, ZANU PF has managed to flight adverts in the electronic media. During the monitoring period, 98.4 FM carried political adverts for ZANU PF's Owen Ncube who will be contesting on the party's ticket for the Gokwe Kana National Assembly seat. Each station is supposed to set aside 4 hours of space for political adverts during the electoral period.

Table10: *Election related current affairs programmes*

Station	Name of programme	Nature of programming	Issues discussed on programme	Time of broadcast
ZTV	ZEC on Thursday	Interview	ZEC officials talk about election related issues	Thursday 2130
	Elections 2018	Discussion	A discussion on the nomination process	2130
	Liquid Soil		Chegutu West MP Dexter Nduna is featured on the programme discussing WASH concerns in Chegutu.	1800
	Economic Forum	Discussion	Government officials discuss on going government projects. On this particular day, Minister of State for Manicaland, Monica Mutsvangwa discussed the viability of ground nut farming	Sunday 2130
	Constituency Talk	Interview	Aspiring candidates talk about what they are doing for their constituencies. In this programme Philip Chiyangwa was featured donating medical equipment to medical institutions in his constituency.	Monday 2130
Classic 263 (Formerly SFM)	Focus	Discussion	Unpacking nomination proceedings	Thursday 1915
	Focus	Interview	Parties joining other parties. ZAPU backing MDC Alliance presidential candidate	Monday 1915
	Focus	Interview	APA unpacks its manifesto	Tuesday 1915
	Daily Dose	Discussion	A discussion on nomination court proceedings. It featured an Independent political and an official from ZANU PF.	Thursday 1915
	ZEC Voter Education Programme	Interview	ZEC preparedness for elections, addressing MDC Alliance's petition	Thursday 1930-2000
Radio Zimbabwe	Mudariro	Discussion	YAD Director and Political Analyst Dr Maxwell Hove discuss youth participation in elections.	Tuesday 1930
	Musoro Wenyaya	Discussion	Brian Muteki and Lovemore Madhuku discuss their campaign strategies and their plans to develop the country.	Wednesday
Star FM	Spotlight	Discussion	Discussion with political actors post nomination court proceedings.	Thursday 1815
	Zim Decides: My	Discussion	Voter education discussion with ZimRights	Monday –

	vote my right			Friday 1830
	Ruvheneko	Discussion	Discussion with aspiring MPs and councilors	Monday 1915
	Spotlight	Discussion	Discussion with MDC-T spokesperson Linda Masarira and Debbie Peters and the Vendors Association.	Monday 2020
	Spotlight	Discussion	Debate between MDC Vanguard and ZANU PF Youth League representatives on the involvement of youth in political violence	Thursday 2020
	The Platform	Discussion	Discussion on the availability, provision and distribution of the Voters' Roll	Thursday 1930
ZiFM	Ask The MP	Discussion	Simbarashe Moyo HMRA and Kenneth Mutata (ZCC) and ZESN discuss what needs to be done for the elections to be free and fair.	Wednesday
CapiTalk FM	MISA Special Edition	Interview	A discussion on the media and coverage of elections	1800
	Ruvheneko Show	Discussion	Political actors from different political parties are invited to discuss topical issues on campaigns and election preparations.	Monday 1900
	The Deep Dive	Talk	The host talks about events from the nomination courts across the country	Thursday 1905
Hevoi FM	State of Masvingo	Discussion	Prospective Independent candidates and an MDC Alliance representative talk about what they intend to do for their constituencies if elected into office.	Monday, Wednesday 1930

CHAPTER THREE: THE NEWS AGENDA IN THE ELECTORAL PERIOD

3.1 The Election Agenda

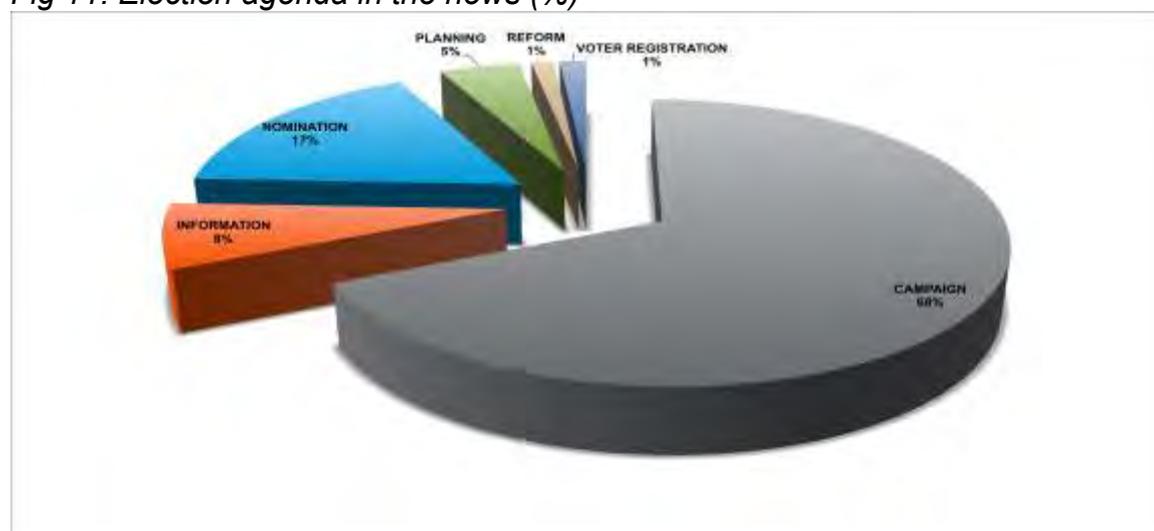
This assessment looked at the amount of space and time allocated to various election related activities and issues. These activities/ issues were categorized under the following headings:

Table 11: Election agenda variables

Election issue/activity	Description
Campaigns	Party activities, which included rallies, coordination meetings and profiles of political actors.
Information	This includes news on voter and civic education by ZEC or civic organisations.
Planning	Activities of the commission, which include, staff recruitment, procurement, logistics and security.
Reforms	This includes legal reform proposals.
Nomination	Mentions of the sitting of nomination courts and the electoral commission's announcement of the date of nomination.
Registration	Includes stories on the voter registration processes, Voters' roll Inspection, and storage of voter registration kits as well as announcement of figures of registered voters.

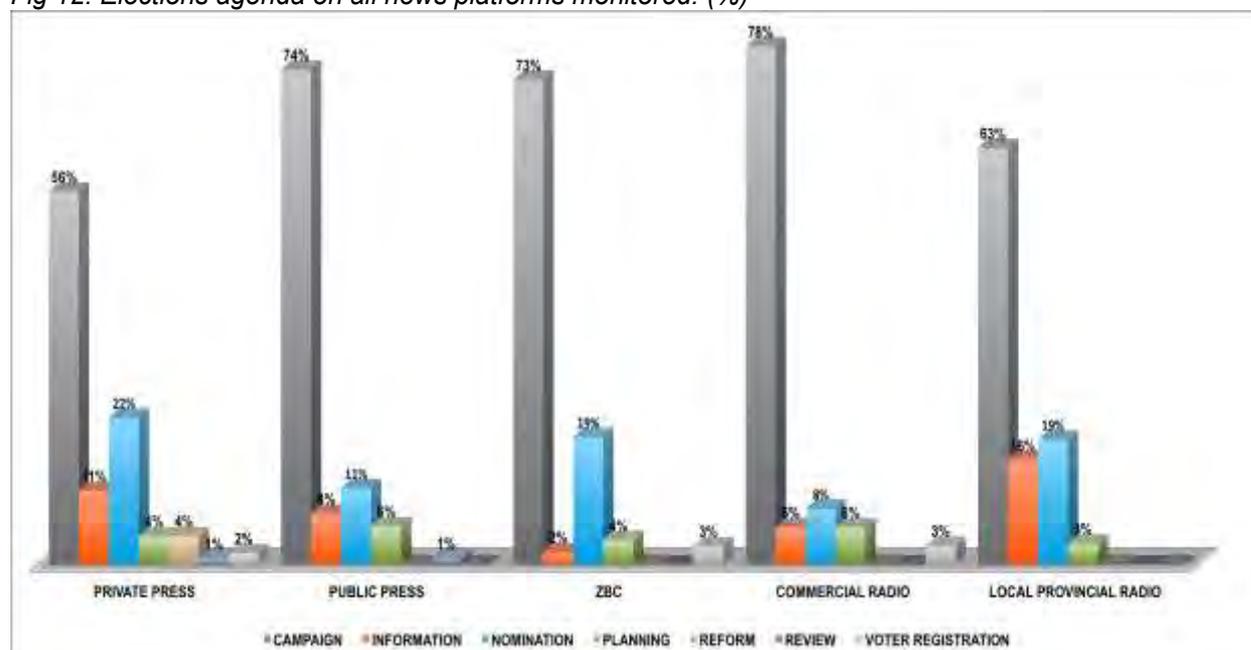
During the monitoring period, the election agenda in the news was once again dominated by coverage of campaign activities. These made up 68% of the election related stories followed by stories on the sitting of the nomination courts and other issues related to this electoral process. These stories made up 17% of the elections agenda.

Fig 11: Election agenda in the news (%)



As was the case during the first ten days of the electoral period, campaign activities were prominent on all the monitored platforms.

Fig 12: Elections agenda on all news platforms monitored. (%)



3.2 Election administrative issues covered

3.2.1 Nomination

The sitting of the nomination courts and other activities that were linked to nomination were covered in 68 stories. The nomination courts sat on June 14; this process and subsequent developments received extensive media coverage. The media reported that 23 candidates would be vying for the presidency. These candidates include 19 men and four women.

The media presented mixed reactions towards the administration of the nomination process. All of the monitored media gave updates on the presidential candidates nominated but the private press gave space to opposition parties' reservations over failure by the electoral commission to avail the voters roll to political parties and candidates before the sitting of the nomination courts. They reported on NCA's High Court challenge to compel the electoral commission to urgently avail the voter's roll as required by the Electoral Act.

The privately owned press also reported on the complaints raised by CSO's over the handling of the nomination process. For example, civil rights group, Zimbabwe Election Support Network (ZESN) said ZEC had failed to adequately conduct voter education for aspiring candidates before the sitting of the nomination courts after 21 aspiring councilors in Manicaland failed to properly file their nomination papers.

The state controlled press and the ZBC stations (radio and TV) were not critical of the performance of ZEC but were defensive in their stance on this issue. They dismissed complaints raised by the opposition as frivolous. The commission was praised for 'successfully' facilitating the nomination process. *The Herald* reported that, "the nationwide nomination process, held in line with Chapter 7 of the Constitution on Electoral Systems and Processes, testified to the efficacy of our democracy given the sheer, record number of aspirants, and also spoke to ZEC's ability to conduct a professionally-run, free, fair and credible poll"³. The state owned media appeared to be ZEC's mouthpiece as it fielded ZEC's responses to the allegations raised in the private press.

When the MDC Alliance threatened to boycott the elections over the unavailability of the voters' roll the ZEC Chairperson contended that nothing short of an earthquake⁴ would stop the holding of elections on July 30; she went on to state that the commission was printing free copies of the voters' roll for all the candidates who successfully filed their nomination papers.

Both the privately owned and the government controlled media reported that some of the political actors from both ZANU PF and MDC Alliance who were disgruntled with the outcome of the parties' primary elections handed in their nomination papers as independent candidates.

3.2.2 Information

Thirty of the election related reports provided civic education on electoral processes. Civil society organisations and the media were quite active in producing civic education material. The Election Resource Centre (ERC) published guidelines on best practices of printing ballot papers, transmission of results and the need for consistent and open consultation of stakeholders. Veritas also published stipulations in the Electoral Act on penalties for those convicted for election related offenses. Most of the voter education information appeared in the private press, the broadcast media (commercial and ZBC). ZEC officials were featured on radio and TV discussing electoral processes.

3.2.3 Planning

Eighteen reports outlined the electoral commission's plans in preparation for the July 30 elections. In the reports that were recorded, the privately owned media carried concerns by opposition political parties about the transparency of the electoral commission with regards to the design of ballot papers and the company tendered to do the printing. MDC director of elections, Muri Zwizwai implored ZEC to ensure ballot papers for the upcoming presidential election have names arranged in alphabetical order beginning with surnames in line with international best practices. He said, "We do not expect to see a

³ *The Herald* (15/6), Editorial Comment: *Nomination Court: ZEC proves mettle*; Page 1

⁴ *The Herald* (19/6) *Only an earthquake can stop elections, says Chigumba*; Page 1

situation where the incumbent (President Emmerson Mnangagwa)'s name is on the front page seeing that there are over 20 candidates, meaning that the ballot paper will be more than one page"⁵.

ZEC's responses to the issue of accountability were featured in both the government controlled and privately owned media. In an interview with *NewsDay*, ZEC's Acting Chief Elections Officer; Utoile Silaigwana said, political parties would be invited to observe the printing of ballot papers⁶. He noted that, "I am a bit perplexed that this question continues to come. You will know that in terms of the law, Zec is supposed to publicise the printer, the place where the printer is located, the number of ballots to be printed and the distribution thereof. We have done this in previous elections and it will be done again in this election," In the government-controlled press, the commission articulated the extent of its transparency as ZEC Commissioner, Qhubani Moyo indicated that representatives of political parties would also be given a chance to test the paper used for printing⁷.

In another issue, the private press reported on the High Court ruling that Mount Pleasant Heights situated North of Harare would remain part of Mazowe South Constituency in the July 30 elections and not Mount Pleasant as in previous elections. Mount Pleasant Heights is on the border of Mount Pleasant in Harare and Mazowe, a predominantly rural constituency. The privately owned media closely followed this case and reported it from an angle sympathetic to the plight of the Mount Pleasant residents.

3.2.4 Reforms

The issue of electoral reform was covered in five reports during the monitoring period. Questions of the independence of the electoral commission continue to loom. During the monitoring period, both the public and privately owned media reported that Veritas had filed two cases against ZEC. The organisation sought an order from the High Court for ZEC to disclose the names people seconded to the commission by government amid suspicions that these include military and intelligence operatives.

In Zimbabwe, only the electoral commission and political parties have the authority to conduct Voter Education programmes. Civic organisations are supposed to submit all voter education materials to ZEC. This is stated in section 40C (1) and 40C (2) of the Electoral Act. Veritas has challenged the constitutionality of these clauses, as they are "so restrictive they violate citizens' constitutional rights to freely receive and impart information and ideas and their rights to equality and to make free and informed political choices."⁸

The state controlled media tried to discredit Veritas by questioning the organisation's motives for filing the lawsuits. *The Herald* alleged that Veritas

⁵ Daily News (16/6) Put presidential ballot names in alphabetical order: MDC Alliance

⁶ NewsDay, (19/6) ZEC capitulates: Parties to observe ballot printing

⁷ Chronicle, (19/6) ZEC to unveil ballot printing company

⁸ The Herald, (20/6) High Court to rule on Veritas challenge

was employing a “string pulling strategy” to bring futile litigation against the Zimbabwe Electoral Commission (ZEC) in an attempt to discredit President Mnangagwa’s administration in the event of an election loss by opposition political alliances in the July 30 harmonised elections⁹. The paper went on to cite political analysts who supported this line of argument. The private media on the other hand questioned ZEC’s impartiality based on its aggressive response to the lawsuits. *NewsDay*, quoted Veritas that, “ZEC is an independent constitutional commission and should preserve its impartiality at all costs. ZEC’s course is to abide by the decision of the court: that is to say, to leave it to government to contest the challenge and to act in conformity with whatever the court may decide. In that way, Zec will remain impartial and will avoid incurring heavy legal costs.”¹⁰

3.2.5 Registration

Six reports discussed processes related to voter registration. ZEC held a press conference where it announced that 100,000 people were struck off the Voters’ roll, leaving the number of registered voters at 5,681,604. Those removed from the roll included; the deceased, late registrants and people who had issues with their national identity cards.

MDC Alliance and the electoral commission were at odds once again over the voters’ roll. The party was quoted in the privately owned media complaining that it had received a copy of the voters roll which does not contain pictures of the registered voters which it said makes it difficult to conduct an independent audit without the pictures. The state controlled media cited ZEC Commissioner, Qhubani Moyo saying the roll it disbursed contained adequate detail¹¹.

⁹ The Herald, (20/6) Veritas Zimbabwe under fire

¹⁰ NewsDay, (27/6) Veritas casts doubt on ZEC’s impartiality

¹¹ The Herald (22/6) MDC gets roll, demands voters’ photos

Human rights violations

As the campaign season enters its peak period there appears to be an increase in cases of human rights violations with numerous politicians claiming cases of intimidation and political violence initiated by rival party representatives. Zimbabwe Peace Project (ZPP) reported that of the 81 cases of human rights violations recorded in May, 75% were linked to ZANU PF and MDC Alliance's primary elections. In another case, there was an instance of suspected political violence in which a two-year-old boy; Professor Lumbe; was abducted and killed by unknown assailants. *NewsDay*¹² has also registered concern over the re-emergence of the "infamous" ZANU PF Green Bombers who have a ... record of being used as pawns to harass and beat up opposition activists".

In other human rights related news, the Amalgamated Rural Teachers Union of Zimbabwe has castigated ZANU PF for allegedly forcing school going children and teacher to attend the party's rallies. Stories on human rights violations were mostly featured in the privately owned press. However incidents of political violence involving members of opposition parties were featured in the state owned media.

¹² NewsDay, (21/6) Re-emergence of ZANU PF Green Bombers worrisome

3.3 Campaign news

Overall, 272 stories were on the different political parties' campaign activities. The plurality of campaign activities covered does not however translate to diversity in political parties covered. During the monitoring period, the media covered the campaign activities of five political parties (**this does not include interviews and studio discussions**). There was more coverage of ZANU PF's campaign activities in the government-controlled media than in the private media. In the private press, there was more coverage of coverage of activities of the opposition parties than the ruling party. On radio (commercial and local provincial stations) there is more coverage of ZANU PF activities than those of the opposition.

Table 12: Party events covered by the media

Private press	Public press	ZBC	Commercial radio	Local provincial Radio
<p>MDC Alliance</p> <ul style="list-style-type: none"> • Hwange • Murewa • Victoria Falls <p>PRC</p> <ul style="list-style-type: none"> • Bulawayo <p>ZANU PF</p> <ul style="list-style-type: none"> • Bulawayo • Murewa • South • Muccheke 	<p>ZANU PF</p> <ul style="list-style-type: none"> • Bikita • Bindura • Binga • Bulawayo • Chipadze • Gutu • Gwanda • Marondera • Mhangura • Muccheke • Mutoko • Redcliff • Sakubva 	<p>APA</p> <ul style="list-style-type: none"> • Harare <p>MDC Alliance</p> <ul style="list-style-type: none"> • Hwange • Victoria Falls <p>ZANU PF</p> <ul style="list-style-type: none"> • Bikita South • Bulawayo • Chipinge • Chiredzi • Gwanda • Kambuzuma • Kwekwe 	<p>ZANU PF</p> <ul style="list-style-type: none"> • Bikita • Bulawayo • Gutu • Muccheke <p>APA</p> <ul style="list-style-type: none"> • Harare 	<p>APA</p> <ul style="list-style-type: none"> • Harare <p>PRC</p> <ul style="list-style-type: none"> • Bulawayo <p>ZANU PF</p> <ul style="list-style-type: none"> • Bikita • Bulawayo • Gutu • Muccheke • Mutare • Mutoko

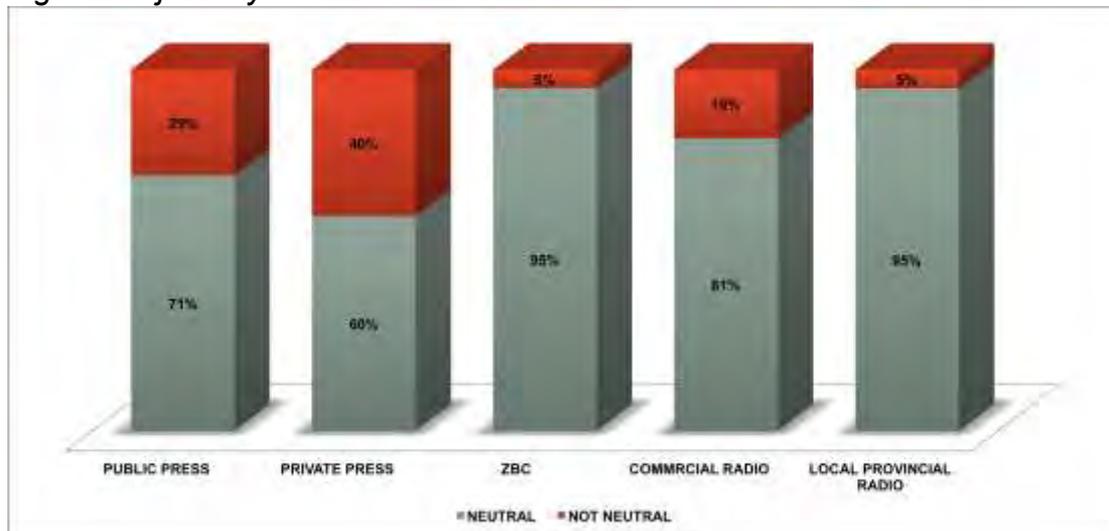
	<ul style="list-style-type: none">• Zaka ZRDP <ul style="list-style-type: none">• Old Pumula APA <ul style="list-style-type: none">• Harare	<ul style="list-style-type: none">• Mabvuku• Mucheke• Mutare• Nkayi• Redcliff• Tafara• Zaka		
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CHAPTER FOUR: MEDIA'S CONDUCT IN ELECTION REPORTING

4.1 lack of objectivity in election related news

There was a slight improvement in the objectivity of election related reports covered by the monitored media. Overall, 20% of the monitored reports were not objective whilst the remaining 80% were neutral. This was a 13% improvement from the 33% recorded during the first ten days of the electoral period. It should be noted that the performance of all the media platforms improved on all platforms with regards to neutrality.

Fig 13: Objectivity in election related news



Stories that were classified as not being neutral included those in which journalists picked sides in controversial issues like the availability or unavailability of the voters roll. Some arguments became very emotional which clouded the media's analysis of the issue at hand.

4.2 Imbalanced coverage

In both the print and electronic media, the coverage of political parties has been imbalanced. The distribution of time/space amongst political parties has not been equitable. During this monitoring period 45 parties were covered but two parties, ZANU PF (45%) and MDC Alliance (19%) accounted for 64% of the total coverage. Independent candidates were featured in 14% of the coverage, which means the remaining 43 parties shared 22% of the coverage. The distribution of space and time amongst the political parties has not been fair to the smaller and less known parties that are trying to make a name for themselves.

The reporting trends have disadvantaged political actors from the smaller political parties in a number of ways. Firstly, their presidential candidates have not been prominently featured in both the print and electronic media. Overall, Emmerson Mnangagwa made up 58% of the coverage of political actors whilst, Nelson Chamisa has been a distant second with 15%. The other 21 candidates combined for 27% of the coverage. Secondly, prospective national assembly candidates from ZANU PF were more visible than those from the other political parties as they made up 48% of the candidates featured followed by Independents who made up 19%. MDC-T was a distant third with 13% of the aspiring members of parliament covered. Actors from the other parties were covered in the remaining 20% of the coverage.

Of the 55 parties that will be taking part in the July 30 elections only 18 have been covered in current affairs programmes. Of the parties covered in current affairs programmes, eight were marginally covered as they made up less than one-percent of the total programming. There is need for the distribution of time amongst political parties to be systematic and fair.

4.3 Failure to distinguish between government activities and campaigns

One of the major challenges that has been observed in the state media's coverage has been the blurring of lines between government activities and ZANU PF campaigns. There have been instances where government activities have been covered from a campaign angle by the government controlled media, which gives the impression that the party and not government is responsible for a particular development.

Media Monitors has noted that there have been 15 reports, which emanated from, launches, tours or official openings by government officials in government during the monitoring period. These events give a subtle advantage to ZANU PF's campaign as they usually coincided with the party's campaign activities or were presided over by a government official who is running for election in the upcoming election. From the manner in which these reports were covered it was difficult to distinguish whether the government officials were acting in their official capacity or were campaigning for ZANU PF.

Care should be taken by the media to ensure there is a distinct line between government functions and party campaign activities. They should also avoid subtle attempts to gain subtle campaign mileage at government events.

A case in point was the coverage of President Emmerson Mnangagwa's visit to Masvingo where he toured CSC Masvingo and Mashava Asbestos Mine before addressing a gathering of ZANU PF supporters at Mucheke Stadium's B. Arena. The tours seem to be part of ED's campaign even though he appeared in his capacity as the President of Zimbabwe.

Investor beefs up CSC revival: President

Levi Mukarati in MASVINGO

CABINET will next week approve an investor to partner Government in reviving the Cold Storage Company (CSC) as the new administration continues implementing a raft of measures to reinvigorate companies and boost economic performance.

The development comes amid indications that Cabinet approval will be a precursor to the signing of a new investment agreement with the investor.

President Mnangagwa yesterday said necessary interventions had been set in motion to revive CSC, which during its days ran asbestos countrywide and employed thousands of people.

The President was responding to questions from journalists at CSC Masvingo after touring the company before addressing a huge rally in Mucheke.

"We don't need to look back, we have to look forward. Looking forward, the process of reinvigorating the plant is now in progress," he said.

"Next Tuesday, in Cabinet, we are approving the investor who has closed its partnership to the Cold Storage Company. So far I am informed that the Tongwe Pallet group has already committed to supply a 500 cattle per month, the balance will come from the list of other farmers in the region."

"And of course, I think you are aware of the Commercial Loanback programme which, again speaks to increasing the supply of cattle to the Cold Storage Company. We will make sure the approach is holistic and comprehensive."

Later on, President Mnangagwa said thousands of suppliers at a rally held at an open space near to Mucheke Stadium, that the new Government's focus on economic revival hinges on successful efforts at bringing CSC to life.

He said it was Government's hope that CSC Masvingo would resume operations at the end of next month.

"Since the meeting in of the new Government, we need necessary that business feel and jobs first," said President Mnangagwa.

"There is the Cold Storage

... Govt comes to Shabanie Mine's rescue

From George Maponga in MASHAVA

PRESIDENT Mnangagwa yesterday toured Mashava Asbestos Mine which he said will soon resume operations after Government poured in 320 million for the firm's revival.

Mashava Mine, a subsidiary under the name Mashava Mines (SMM), ceased operations nearly a decade ago, under the weight of stability challenges, leaving thousands of workers jobless and the mining settlement on the verge of becoming a ghost town.

The President toured the mine where he was briefed by SMM management about progress in reviving asbestos mining at King Mine.

SMM management led by the firm's chief executive Mr. Chiranda Dzindzube briefed the President about progress in de-watering the flooded mine shaft ahead of resumption of operations and also new equipment including bigger pumps that were imported after Government injected funds into the firm.

Before starting the tour, President Mnangagwa told hundreds of 2000 or so supporters who had thronged Mashava Pallets to welcome him that the asbestos mine was set to resume operations soon.

"We have come to see progress at the mine where there is a shaft which will soon re-open

after we secured some funds to revive it," said President Mnangagwa to the cheering crowd.

In his address to thousands of people at Mucheke Stadium B Arena, President Mnangagwa told the crowd about the impending re-opening of Mashava Mine after re-capitalisation by Government.

"Mashava Mine will be re-opening soon after we set down as Government and availed 320 million for recapitalisation out of the 535 million that is required to reach full production capacity and right now de-watering of the mine shaft at King Mine is underway and we expect production to start soon," he said.

"During my tour of the mine (Mashava) I was shown new pumps and other equipment that have been procured after we injected funding towards revival of the mine. We are also working far out to make sure Shabanie Mine is fully functional and we also injected funds that were required to resume operations and the two mines (Shabanie and Mashava) should be up and running soon."

President Mnangagwa said the two firms had potential to create 1000 direct jobs whereby operating at full capacities with thousands more expected to benefit from downstream activities.

He said the new Administration was most focused on fixing

the country's economy, saying the ongoing drive to re-open closed firms was an indication of a new narrative by his Government.

Speaking to the media on the sidelines of President Mnangagwa's tour, Mr Nhembeu said Mashava Mine was expected to resume production by year-end.

He said projected asbestos was anticipated to hover around 40 000 tonnes before shooting up to the full capacity of 75 000 tonnes upon injection of more capital.

"We have so far started re-employing some of the workers we had laid off and our staff complement now stands at 400 and we employ more as production increase until we reach a workforce of 1 400 which is the maximum."

"The 320 million that we got will see us producing 40 000 tonnes of asbestos and we will reach the full capacity of 75 000 tonnes per annum if we get the additional 215 million capital. At the moment workers are de-watering the mine shaft and doing fabrication," said Mr Dzindzube.

Mashava Mine manager Mr Graciano Mapfema said they had acquired a bigger pump that will pump out 400 cubic metres of water per hour, a development he said will speed up the de-watering process to pave way for resumption of operations.

Early this year, the National Social Security Authority expressed concern to revive the company stating that it was prepared to provide 10 million into the venture.

President Mnangagwa has been on a countrywide drive to identify companies that would be profitable agents to stimulate economic activities.

The venture had suffered from a subdued economy for nearly two decades, owing to unexpedient policies of the previous Government led by Mr Robert Mugabe.

many people, almost 100 here in Masvingo alone. On Tuesday, we are signing an agreement with an investor that we trust when I went to Dande (last month).

"We saw an investor whom we presented opportunities available in the country and they took our issue into consideration."

"So next week on Tuesday, they will be giving us the money to revive the Cold Storage Company so that it gets back to full operations. We had a tour of the company where senior managers there told

me that they have already started preparing for the resumption of operations."

"Employees have already been recruited and so hope that on July 31, a day after voting in national elections, we should see the opening of CSC Masvingo."

"We are seeing all the concerns on issues that affect the economy of the country and crime also."

... Masvingo is the biggest diamond in the country and during its operating years, employed over 6 000 workers.

4.4 Gendered use of language

Media Monitors observed that coverage of women political actors in the media has been gendered. In the recorded instances, women were unnecessarily linked to their husbands or had their marital statuses disclosed. ZANU PF's Precious Chinhamo Masango who is running for the party's national assembly seat for Mhangura is referred to as a mother of three and married to businessman James Masango. These mentions do not add to her portfolio as a successful politician. The same challenge has been noted in the profiles on Pauline Sixpence (mother of five) and Tsitsi Chikonyora (Widow). These references perpetuate the stereotype that women cannot achieve political success without support from their husbands or being a mother.

4.5 Use of hate speech in the news

One case of hate speech was recorded in the media during the monitoring period. MDC-T leader Thokozani Khupe was the target of the hate speech through discriminatory language. It should be noted that in this instance the media played the role of challenger as it reported on the launch of the Zimbabwe Gender Commission's Gender Observatory Mechanisms.

Table 13: Hate speech in the news

Publication/ Date	Headline	Type of hate speech	Speaker	Target	Quotation	Media's attitude
<i>The Herald</i> (20/6)	<i>Commission slams attacks on women politicians</i>	Discriminatory Language	MDC Alliance supporters	Thokozani Khupe	Mr Chamisa's supporters called Dr Khupe 'hure' (prostitute) at the High Court prompting her chief election agent Ms Priscillah Misihairabwi-Mushonga to wear a hoodie inscribed 'hure' at the back when she filed Dr Khupe's nomination papers at the High Court.	Challenger

CHAPTER FIVE: CONCLUSION

There has been a steady increase in the number of political parties covered by the monitored media with a total of 45 parties mentioned during the monitoring period. Despite the increase in political parties covered, the distribution of space and time amongst the political parties has not been systematic and equitable. ZANU PF and MDC Alliance continue to be the most visible political parties, together they combined for 64% of the coverage whilst the remaining 43 parties shared 22%. Independent candidates were featured in 14% of the coverage. On average, each of the 43 parties was covered in 0,5% of the coverage. The disparity in the coverage of the bigger parties and the less known parties gives political actors from the main parties a greater chance visibility than those from the less known parties.

There was a notable improvement in the media's overall tone of representation of political actors from different political parties. Most of the coverage has been neutral in most instances even though the extent of positive and negative portrayal varied from platform to platform. While most of the parties have enjoyed predominantly neutral coverage, there has been media polarisation in the representation of the two main parties, ZANU PF and MDC Alliance. In the state-controlled news platforms there was more positive coverage of ZANU PF whilst MDC Alliance received relatively more negative coverage in the private press and the national commercial radio stations. There was no negative coverage of political actors on ZBC platforms during this monitoring period. In the private press, there was more negative coverage of ZANU PF even though it also enjoyed most of the positive coverage during this monitoring period. It is imperative for ZEC to keep track of the quality of coverage given to the different political parties and take corrective action to ensure none of the political actors are disadvantaged in the coverage they are getting from the media.

Inclusivity remains a major challenge in Zimbabwe's news media; marginalised groups, which include women and youths, were not prominently featured in election related news. There was also limited coverage of issues that are central to their needs during the monitoring period. More needs to be done to ensure women and youths' interests are mainstreamed as the country heads towards elections.

There has been a notable increase in the coverage of political actors in current affairs programmes on all the electronic media platforms monitored. This has increased the platforms in which political actors can interact with their constituencies. There is however need for the media to be systematic in their coverage of political actors and also adhere to the programming variables listed in the Electoral Act.

Annex 1: Sample of monitored media

The media monitored is a snapshot of the private, commercial and public media in Zimbabwe. It includes:

- All four of the country's daily newspapers.
- Two weekly newspapers representing private and government controlled media
- Two of ZBC's four radio stations and the country's sole TV station, ZTV
- Both national commercial radio stations
- Four of the eight local provincial radio stations in the country.

In determining coverage, this monitoring looked at prime time programming on radio and television (6 – 10pm) and all content except sport and entertainment in print media.

Sample of monitored media

News Platform	Print	Broadcast (6-10pm)
Public media	<ul style="list-style-type: none"> • <i>The Herald</i> • <i>Chronicle</i> • <i>The Sunday Mail</i> 	<ul style="list-style-type: none"> • ZTV • SFM • Radio Zimbabwe
Commercial radio		<ul style="list-style-type: none"> • Star FM • ZiFM
Local Provincial radio		<ul style="list-style-type: none"> • CapiTalk FM • Diamond FM • Hevoi FM • Skies Metro FM
Private media	<ul style="list-style-type: none"> • <i>Daily News</i> • <i>NewsDay</i> • <i>The Standard</i> 	

Annex 2: Methodology

Methodology

Media Monitors used three tools to assess the media's performance in its allocation of space and time to political parties, the news agenda and the media's conduct in reporting election related news.

Political Pluralism – fairness and balance

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, tone, gender and age as well as the type of programmes in which they are featured.

Media Monitoring of agenda setting

The analysis of agenda-setting aims to identify the main topics covered by the main news programmes of the media houses on a daily basis. This type of monitoring identifies the key issues presented in the public discourse and it represents a complementary element to assess the quality of media coverage of topics of public interest during an election campaign.

Media monitoring of adherence to journalistic standards in election reporting

This layer of analysis aims at verifying to what extent and how election reporting respects professional journalistic standards. In this respect, the Media Monitors (MM) produced an assessment for a number of dimensions (accuracy, separation of facts and opinions, use of misleading headlines and graphics among others.)

Annex 3: Coverage of aspiring national assembly candidates

Candidate	Party Affiliation	Space (Print)	Time (TV and radio)
Obert Gutu	MDC-T	1332	48
Iphithule Maphosa	ZAPU	0	1133
Phillip Chiyangwa	ZANUPF	335	756
Joram Gumbo	ZANUPF	0	1004
Jacob Mutisi	INDEPENDENT	0	838
Deborah Nyasha Peterson	INDEPENDENT	0	696
Monica Mutsvangwa	ZANU PF	372	289
Fungai Chiposi	INDEPENDENT	0	653
Agartha Chiseya	INDEPENDENT	0	526
Obert Mpofo	ZANU PF	337	159
Oppah Muchinguri Kashiri	ZANU PF	332	112
Morgen Komichi	MDC ALLIANCE	397	40
Chinhamo Masango	ZANU PF	429	0

Jessie Majome	INDEPENDENT	236	152
Temba Mliswa	INDEPENDENT	373	0
Owen Ncube	ZANU PF	370	0
Dexter Nduna	ZANU PF	24	324
Douglas Mwonzora	MDC ALLIANCE	344	1
Curthbet Ncube	ZRDP	338	0
Tshinga Dube	ZANU PF	337	0
Nimrod Lunga	MDC ALLIANCE	335	0
July Moyo	ZANU PF	181	141
Jacob Mudenda	ZANU PF	0	288
Kazembe Kazembe	ZANU PF	267	15
Thelma Takaedza	ZIPP	274	0
Terrence Mukupe	ZANU PF	193	79
Sibusiso Moyo	ZANU PF	0	226
Davis Marapira	ZANU PF	161	64
Supa Mandiwanzira	ZANUPF	0	215
Christopher Sibanda	ZANU PF	64	140
Linda Masarira	MDC-T	200	0
Joseph Chinotimba	ZANUPF	193	1
Lynette Karenji	MDC ALLIANCE	173	0
Martin Dinha	ZANUPF	162	0
Simon Khaya Moyo	ZANU PF	21	127
Jimayi Muduvuri	ZANUPF	145	0
Tendai Biti	MDC ALLIANCE	137	1
Godfrey Munyamana	MDC ALLIANCE	133	0
David Coltart	MDC ALLIANCE	129	0
Priscilla Misihairabwi	MDC-T(TK)	128	0
Albert Nguluvhe	ZANU PF	3	123
Daniel Mackenzie Ncube	ZANU PF	100	26
Petronella Kagonye	ZANU PF	0	123
David Parirenyatwa	ZANU PF	74	46
Prisca Mupfumira	ZANUPF	100	20
Prosper Mutseyami	MDC ALLIANCE	120	0
Patrick Chinamasa	ZANUPF	42	77
Cleopas Kundiona	ZANU PF	116	0
Brighton Mupfapfaira	INDEPENDENT	104	0
Elifasi Mashaba	ZANU PF	102	0
Ralph Magunje	MDC ALLIANCE	100	0
Obadiah Moyo	ZANU PF	99	0
Sarah Mahoka	NATIONAL PF	86	6
Muchineripi Chinyanganya	MDC ALLIANCE	91	0
Farai Tarvinga	ZANU PF	80	0
Lynette Mudehwe	MDC -T	80	0
Shadreck Mashayamombe	MDC ALLIANCE	80	0
Noah Magondo	INDEPENDENT	79	0
Campion Mugweni	ZANU PF	78	0
Lucia Matibenga	PRC	75	0
Nomvula Mguni	MDC-T(TK)	75	0
Sthembile Gumbo	ZANU PF	75	0
Tapiwa Mashakada	MDC T	74	0
Daniel Garwe	ZANU PF	70	0
Killer Zivhu	ZANU PF	70	0
Murisi Zwizwai	MDC ALLIANCE	70	0
Omega Sibanda	ZANU PF	0	69
Florence Chaurura	INDEPENDENT	0	63

James Munetsi	ZANUPF	60	0
Dorcas Sibanda	MDC ALLIANCE	58	0
Johnson Madhuku	ZANU PF	58	0
Christopher Mutsvangwa	ZANU PF	36	21
Dickson Mafios	NPF	54	0
Josaya Hungwe	ZANUPF	25	28
Tambudzani Mohadi	ZANU PF	52	0
Strike Mkandla	MDC ALLIANCE	6	45
Happymore Chidziva	MDC ALLIANCE	50	0
Jonathan Samukange	ZANU PF	50	0
Lwazi Sibanda	MDC-T(TK)	50	0
Beartice Nyamupinga	ZANU PF	40	5
Godfrey Gandawa	INDEPENDENT	31	13
Joana Mamombe	MDC ALLIANCE	42	2
Brian Munyoro	ZANU PF	42	0
Fadzai Mahere	INDEPENDENT	10	32
Jealousy Mawarire	NPF	40	2
Lungisani Costa Ncube	INDEPENDENT	42	0
Garikai Zonde	ZANU PF	0	42
Batsirayi Pemhanayi	INDEPENDENT	41	0
Brian Dube	MDC ALLIANCE	27	11
David Chimhini	MDC ALLIANCE	38	0
Godwills Masimirembwa	ZANU PF	35	1
Moses Mzila Ndlovu	ANSA	34	1
Martin Khumalo	ZANU PF	34	0
Abednico Ncube	ZANU PF	3	30
Martin Moyo	ZAPU	32	0
Michael Taderera	NPF	32	0
Joseph Tshuma	ZANU PF	31	0
Mqondisi Moyo	MRP	29	1
Sibongile Sibanda	ZANU PF	30	0
Pupurai Togarepi	ZANU PF	28	1
Samuel Sipepa Nkomo	PRC	28	0
Esau Mupfumi	ZANUPF	0	27
Zalera Makari	INDEPENDENT	0	26
Brighton Ithutheng Sibanda	MPR	25	0
Charlton Hwende	MDC ALLIANCE	10	15
Job Sikhala	MDC ALLIANCE	4	21
Richard Mavunga	INDEPENDENT	22	3
Mlungisi Moyo	ZANU PF	24	0
Joel Biggie Matiza	ZANU PF	23	0
Eunice Sandi Moyo	NPF	20	1
James Maridadi	MDC ALLIANCE	20	0
Bernard Mazarire	ZANU PF	19	0
Cornelius Mpereri	ZANU PF	3	15
Hosiah Chipanga	INDEPENDENT	18	0
Joel Gabbuza	MDC ALLIANCE	18	0
Rambai Lumbe	PRC	17	0
Cain Mathema	ZANU PF	15	0
Johane Ndou	PRC	15	0
Lovemore Matuke	ZANU PF	15	0
Gift Chimankire	MDC ALLIANCE	0	14
Agrippa Mutambara	MDC ALLIANCE	0	13
Nicola Watson	MDC ALLIANCE	13	0
Energy Mutodi	ZANU PF	12	0

Paul Mavima	ZANU PF	0	12
Fani Phiri	ZANU PF	11	0
Munyaradzi Matombo	INDEPENDENT		11
Ziyambi Ziyambi	ZANUPF	0	11
Nomalanga Khumalo	PRC	10	0
Yeukai Simbanegavi	ZANU PF	10	0
Gift Banda	MDC ALLIANCE	9	0
James Chidhakwa	MDC ALLIANCE	9	0
Michael Madiro	ZANU PF	9	0
Tapiwa Matangaidze	INDEPENDENT	6	3
Webster Shamhu	ZANUPF	9	0
Shepherd Mushonga	INDEPENDENT	0	9
Bonface Mudzingwa	MDC ALLIANCE	8	0
Claudios Maronge	ZANU PF	8	0
Festus Dumbu	MDC ALLIANCE	8	0
John Paradza	ZANU PF	8	0
Juniel Manyere	MDC ALLIANCE	8	0
Justin Makota	MDC ALLIANCE	8	0
Knowledge Mabvure	BZA	8	0
Knowledge Mupini	MDC ALLIANCE	8	0
Last Mafuratidze	PRC	8	0
Lawrence Mavhaire	PRC	8	0
Lovemore Matongo	MDC ALLIANCE	8	0
Pascal Mudzikisi	INDEPENDENT	8	0
Pias Rungwaro	MDC T	8	0
Shillah Bikoloni	BUILD ZIM	8	0
Simon Senda	UDA	8	0
Stanley Manguma	MDC ALLIANCE	8	0
Tauya Chinama	PRC	8	0
Christopher Chingosho	ZANUPF	7	0
Enerst Rambe	NCA	7	0
Daniel Mabonga	INDEPENDENT	6	0
Francis Mangwendeza	MDC ALLIANCE	6	0
Kunashe Muchemwa	MDC ALLIANCE	6	0
Perrance Shiri	ZANU PF	6	0
Thabitha Khumalo	MDC ALLIANCE	6	0
Crispa Musoni	MDC ALLIANCE	5	0
Enerst Mandigo	MDC ALLIANCE	5	0
Eugene Makore	INDEPENDENT	5	0
Jonah Wakurawarerwa	MDC T	5	0
Masango Matambanadzo	NPF	1	3
Simon Chidakwa	INDEPENDENT	4	0
Action Haruchenjerwi	INDEPENDENT	3	0
Amos Chibaya	MDC ALLIANCE	3	0
Happyson Jasi	ZIPP	3	0
Ophius Murambiwa	ZANU PF	3	0
Osherd Mutunami	MDC ALLIANCE	3	0
Xavier Kazizi	INDEPENDENT	0	3
Grandmore Hakata	INDEPENDENT	2	0
Vimbai Java	MDC ALLIANCE	2	0
Japi Jaboon	NPF	0	2
Clayton Jones	PRC	1	0
Dzikamai Mavhaire	ZANU PF	1	0
Francis Samuel Nyakurita	PRC	1	0
Gideon Shoko	MDC ALLIANCE	1	0

Jacob Nyokanhete	MDC ALLIANCE	1	0
Josphat Muzaca Ngulube	INDEPENDENT	1	0
Kholwani Ngwenya	MDC-T(TK)	1	0
Kudakwashe Bhasikiti	ZANU PF	1	0
Lisa Singo	ZANU PF	1	0
Lovemore Chevure	UDA	1	0
Maideyi Mpala	ZANU PF	1	0
Miriam Makweya	ZANU PF	1	0
Misheck Mangwende	ZANU PF	1	0
Nketha Mangoye Dlamini	ANSA	1	0
Norman Mpofu	INDEPENDENT	1	0
Nqobizitha Ndlovu	ZANU PF	1	0
Obedingwa Mguni	ZANU PF	1	0
Oswell Gwanzura	INDEPENDENT	1	0
Patricia Ndlovu	MDC ALLIANCE	1	0
Paul Nyashanu	INDEPENDENT	1	0
Philip Nyeberah Munhuweyi	MDC-T(TK)	1	0
Ruth Maboyi	ZANU PF	1	0
Sam Chapfudza	INDEPENDENT	1	0
Solani Moyo	MDC ALLIANCE	1	0
Soul Ncube	ZANU PF	1	0
Taguma Benjamin Mazarire	ZANU PF	1	0
Fortune Chasi	ZANU PF	0	1
Miriam Chikukwa	ZANU PF	0	1
Murwisi Zwizwai	MDC ALLIANCE	0	1
Nixon Nyikadzino	MDC T	0	1
Paulina Mupariwa	MDC ALLIANCE		1
Winston Chitando	ZANU PF	0	1