



## Daily Media Monitoring Report

Issue 16: 21 June 2018

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*The media have an ethical obligation to be impartial in their coverage of electoral processes; this requires fairness and balance in their representation of the prevailing context.* 1

## 1.1 Introduction

This sixteenth media monitoring report on the 2018 elections highlights trends in the Zimbabwean media's performance in their coverage of the elections. The study assessed the level to which the media is fair and balanced in representing political players.

The report covers issues reported by the media on the twenty-second day of the election period – 20 June 2018.

## 1.2 Key Events

On this day;

- The Gender Commission expresses concern over low participation of women in the run up to the 2018 elections.
- UN assistant secretary general for political affairs Taye-Brook Zerihoum says there is a positive predisposition on the way things are going on election preparation.
- A statement by 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.
- National Chiefs Council president, Fortune Charumbira has filed an emergency motion contesting a High Court ruling compelling him to issue an apology for urging traditional leaders to support ZANU PF.
- Civil rights group, ZESN says ZEC 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.
- Civil society organisations to launch a "Go Zim, Get Out and Vote" campaign in Epworth to urge people to vote.

In campaign news;

- Emmerson Mnangagwa and Nelson Chamisa are reportedly worried by party members who lost in the primary elections but still filed their nomination papers as independent candidates.
- APA leader Nkosana Moyo launches policy document under the theme: "It is time to rehabilitate Zimbabwe". The launch was broadcast of ZTV after the main news.
- Multiple ZANU PF rallies were covered by the media: Constantino Chiwenga in Zaka North and Bikita South and Jacob Mudenda in Gwanda South.
- In his manifesto, New Patriotic Front presidential candidate, Peter Munyanduri promised to focus on improving the social welfare of Zimbabweans.

### 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?

On this day, ZANU PF accounted for an unprecedented 32% of the total coverage. Even though the party remains the most covered political party there appears to be relatively more focus on the other political parties. Following the launch of its manifesto, APA was a close second with 29% of the coverage; the MDC Alliance was third as it took up 14% of the space and time allocated to political parties. The remaining 25% of the coverage was shared amongst 16 political parties.

Despite the decline in the coverage of ZANU PF, the total number of political parties covered by the media remains quite low as only 19 political parties were covered on the day.

*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.* 3

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

In the state owned press, eleven political parties were covered on this day. The government controlled media continues to contribute to the high coverage of ZANU PF. The party accounted for 61% of the coverage whilst MDC Alliance featured in 21% of the space allocated to political actors. The remaining nine parties combined for 18% of the space.

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

Political Affiliation	National Government	Local Government	Member of Parliament	Party Member	Total
ZANU PF	1695	60	0	744	2499
MDC ALLIANCE	0	0	0	846	846
APA	0	0	0	235	235
CODE	0	0	0	209	209
ZRDP	0	0	0	202	202
NEW PATRIOTIC FRONT	0	0	0	71	71
ZAPU	0	0	0	20	20
INDEPENDENT	0	0	0	9	9
BCP	0	0	0	7	7
BZA	0	0	0	6	6
NPP	0	0	0	6	6

Eight political parties were covered in the privately owned press. MDC Alliance received the most coverage, taking up 46% of the total space. ZANU PF was a close second with 45%. The remaining six political parties accounted for the remaining 9% of the coverage. There was less diversity in the privately owned press than in the government controlled press.

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

Political Affiliation	National Government	Local Government	Member of Parliament	Party Member	Total
MDC ALLIANCE	0	28	0	1588	1616
ZANU PF	147	0	573	894	1614
INDEPENDENT	0	0	104	26	130
UDA	0	0	0	120	120
MDC –T (TK)	0	0	0	29	29
CODE	0	0	0	21	21
ZIPP	0	0	0	14	14
PRC	0	0	0	9	9

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There was noticeably more plurality on ZBC stations on this day of monitoring. The national broadcaster covered ten different political entities. APA led by Nkosana Moyo received the most coverage, the party featured in 58% of the time allocated to political parties following the launch of its policy document in Harare. ZANU PF and NCA were second and third with 16% and 15% of the coverage respectively. The remaining 7 political parties made up 11% of the time registered.

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

Political Affiliation	National Government	Local Government	Member of Parliament	Party Member	Total
APA	0	0	0	4734	4734
ZANU PF	631	0	0	637	1268
NCA	0	0	0	1240	1240
INDEPENDENT	0	0	0	926	926
MDC ALLIANCE	0	0	0	3	3
MDC T (TK)	0	0	0	2	2
ANSA	0	0	0	1	1
MRP	0	0	0	1	1
PRC	0	0	0	1	1
ZAPU	0	0	0	1	1

Commercial radio stations covered five political parties. Build Zimbabwe Alliance had the most coverage; it received 67% of the total coverage on the stations monitored. ZANU PF and APA followed with 18% and 8% respectively.

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

Political Affiliation	National Government	Local Government	Member of Parliament	Party member	Total
BZA	0	0	0	1140	1140
ZANU PF	225	0	0	84	309
APA	0	0	0	130	130
MDC-T (TK)	0	0	112	0	112
INDEPENDENT	0	0	5	0	5

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

On the day of monitoring, 33 political actors were covered in the broadcast media whilst 61 politicians were featured in the press. There was a significant decline in the number of political actors covered in the press from the 115 recorded on the previous day (20 June). The top ten actors in the press and electronic media are presented in the tables below.

### *Top political actors in the press*

<b>Actor</b>	<b>Political Party</b>	<b>Total Space in cm<sup>2</sup></b>
Emmerson Mnangagwa	ZANUPF	1867
Constantino Chiwenga	ZANUPF	363
Nelson Chamisa	MDC ALLIANCE	352
Nimrod Lunga	MDC ALLIANCE	335
Obert Mpofo	ZANUPF	299
Nkosana Moyo	APA	231
Elton Mangoma	CODE	209
Joseph Chinotimba	ZANUPF	193
Robert Mugabe	NON ALIGNED	180
Ezra Chadzamira	ZANUPF	177

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

<b>Actor</b>	<b>Political Party</b>	<b>Total time in seconds</b>
Nkosana Moyo	APA	1350
Lovemore Madhuku	NCA	1240
Albert Gumbo	APA	1201
Noah Manyika	BZA	1140
Brian Muteki	INDEPENDENT	920
Emmerson Mnangagwa	ZANUPF	604
Jacob Mudenda	ZANUPF	234
Sibusiso Moyo	ZANUPF	152
Susan Matsunga	MDC-T (TK)	112
Constantino Chiwenga	ZANUPF	107

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

Coverage of political parties in the state owned press was mostly neutral even though there was more negative coverage for MDC Alliance. It must also be noted that ZANU PF had the most positive coverage followed by ZRDP and APA respectively.

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

<b>Political Affiliation</b>	<b>Negative</b>	<b>Neutral</b>	<b>Positive</b>
<b>MDC ALLIANCE</b>	479	367	0
<b>ZANU PF</b>	194	1851	454
<b>BZA</b>	0	6	0
<b>CODE</b>	1	208	0
<b>INDEPENDENT</b>	0	8	1
<b>NPP</b>	0	6	0
<b>ZRDP</b>	0	0	202

*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.* 6

APA	0	150	85
BCP	0	7	0
NEW PATRIOTIC FRONT	0	71	0
ZAPU	0	20	0

Most of the parties covered by the privately owned press received neutral coverage. However, the MDC Alliance received most of the positive coverage ahead of ZANU PF. These two political parties also received the most negative coverage. Trends are shown in the table below.

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

Political Affiliation	Negative	Neutral	Positive
CODE	0	21	0
INDEPENDENT	0	130	0
MDC ALLIANCE	451	750	415
MDC-T (TK)	20	9	0
PRC	0	9	0
UDA	0	120	0
ZANU PF	482	886	246
ZIPP	0	14	0

On this day, all ten political entities that were covered on ZBC received neutral coverage.

*ZBC tone of coverage (in seconds)*

Political Affiliation	Negative	Neutral	Positive
ANSA	0	1	0
APA	0	4734	0
INDEPENDENT	0	926	0
MDC ALLIANCE	0	3	0
MDC-T (TK)	0	2	0
MRP	0	1	0
NCA	0	1240	0
PRC	0	1	0
ZANU PF	0	1268	0
ZAPU	0	1	0

Of the five parties covered by commercial radio stations monitored, most of the political parties were portrayed positively.

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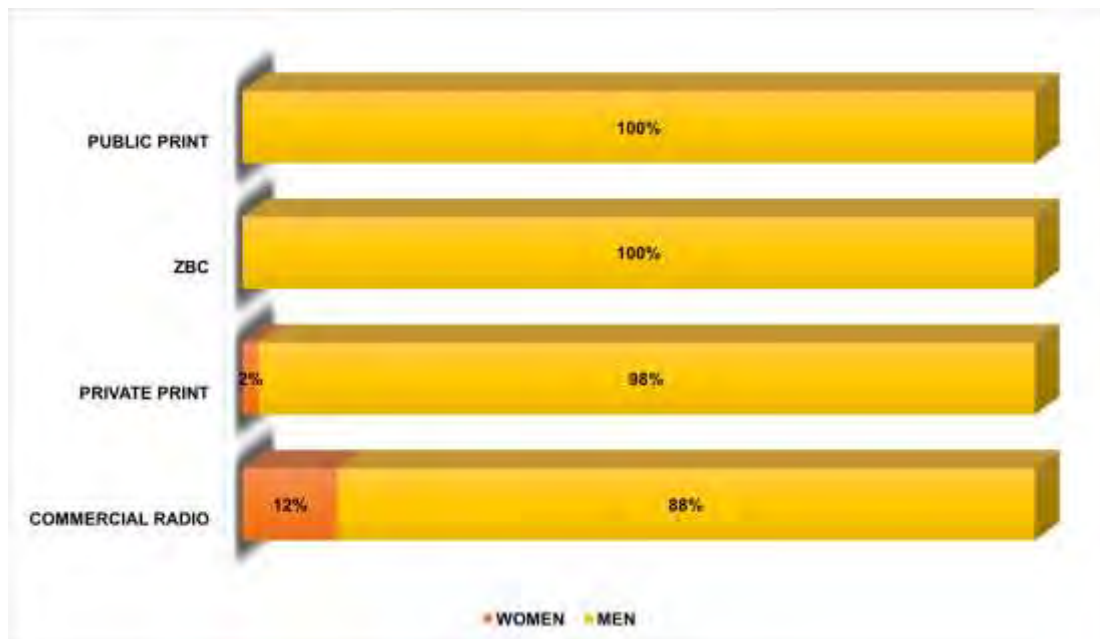
*Commercial radio stations' tone of coverage (in seconds)*

Political Affiliation	Negative	Neutral	Positive
ZANU PF	0	150	159
MDC-T(TK)	0	0	112
APA	0	0	130
BZA	0	1140	0
INDEPENDENTS	5	0	0

**2.4 Gender representation in election programmes**

Women political actors remain marginalised in the news media, they continue to lag behind male political actors in terms of representation in the news. Women political actors combined for 4% of the coverage of political actors as opposed to men's 96%. On this day, commercial radio gave the most coverage to women political actors. Susan Matsunga of the MDC-T led by Thokozani Khupe was the most visible woman political actor.

*Gender representation in both the private and public media*

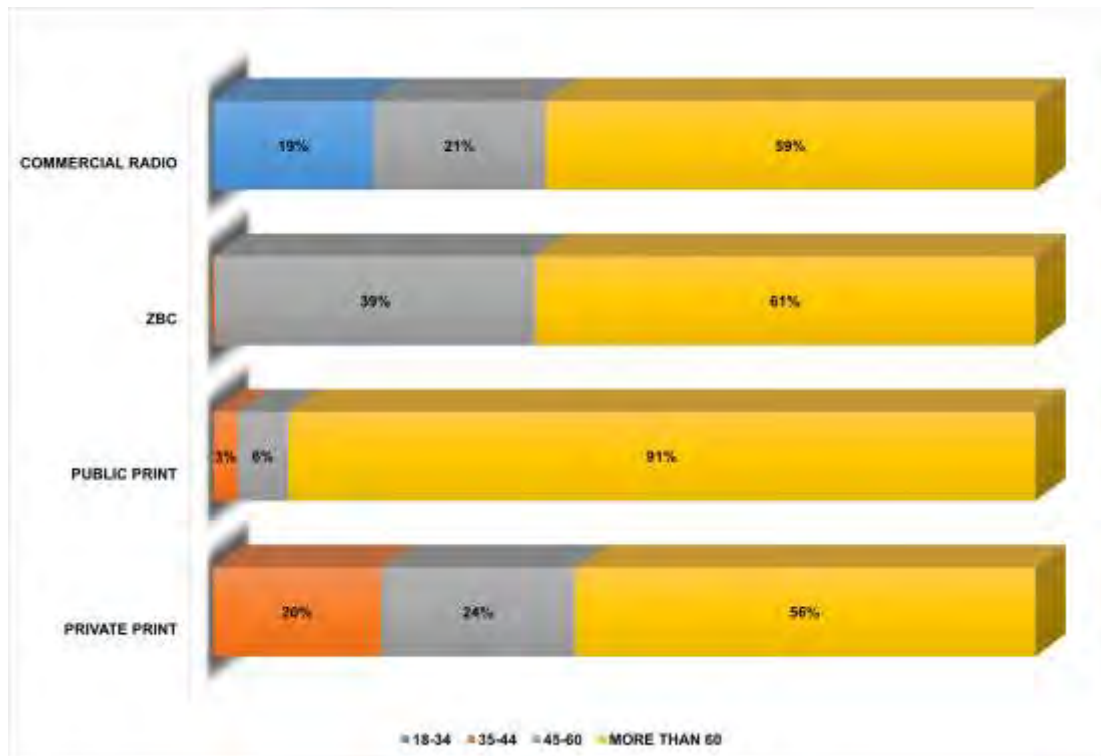


**2.5 Youth representation in election programmes**

Youth political actors continue to be less covered in both the print and electronic media monitored. Only the private press and commercial radio stations covered youth political actors on this specific day. The total coverage was however marginal as compared to the other age groups. Melody Dziva of ZANU PF was covered on Star FM where she was talking about limited participation of women in Zimbabwean politics.



## Representation of youths in the press

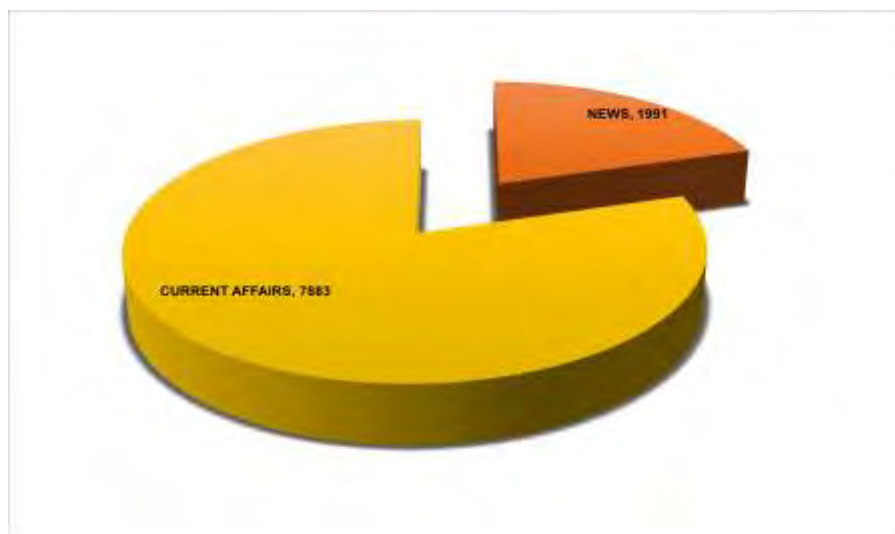


*\*Statistics included were for political players whose data was available*

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

There seems to be more coverage of political actors in current affairs recently. This shows the increase in election programming in the electronic media.

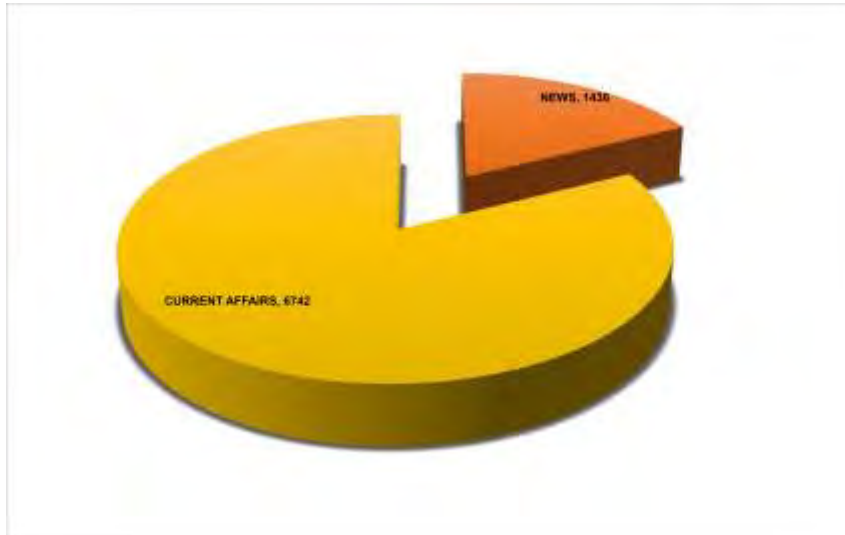
*Overall time dedicated to political players in the different programming types (in seconds)*



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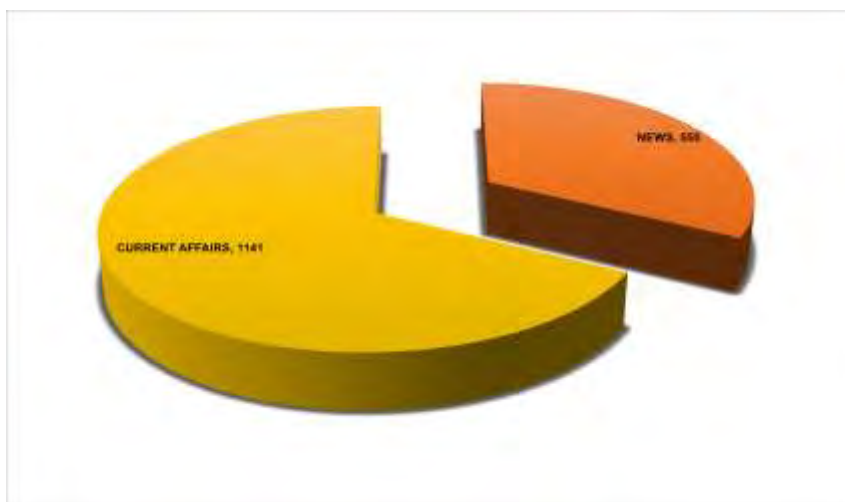
On ZBC (radio and TV) political actors were covered more on current affairs than in news. ZTV covered APA's launch its policy document under the theme: *It's time to rehabilitate Zimbabwe*. Independent presidential candidate, Brian Muteki and NCA candidate Lovemore Madhuku were covered on Radio Zimbabwe's programme *Musoro Wenyaya* where they talk about campaign strategies and their reasons for joining the presidential race.

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



On commercial radio, there was also more coverage of political actors in current affairs programmes than on news. Build Zimbabwe Alliance's presidential candidate was on ZiFM's *The Platform* where he laid out his plans to address the social and economic situation in Zimbabwe.

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



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### 3.0 Conclusion

On the twenty-second day of the electoral period, there continues to be limitations with the number of political parties covered in the local mainstream media. It must however be noted that of the parties receiving media coverage the share of space for ZANU PF has declined to unprecedented levels during this electoral period. This quantitative decline in coverage has not translated to a qualitative decline in the portrayal of the party as it continues to enjoy most of the positive coverage on government controlled news platforms.

More current affairs programmes continue to be produced on both commercial radio stations and ZBC. This has enabled more political actors to be visible in the media discussing their policies and political ambitions.

## APPENDIX 1

### List of Political Parties

- #1980 Freedom Movement Zimbabwe
- Alliance for People's Agenda - APA
- Alliance for National Salvation Party
- Bethel Christian Party –BCP
- 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)
- 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
- Transform Zimbabwe –TZ
- True Democracy –TD
- United Democratic Alliance
- United Democratic Front -UDF
- United Democratic Movement
- United National African Council –UANC
- Word of Yahwe Express - WOYE
- Youth Alliance for Democracy - YAD
- Zimbabwe African National Union Patriotic Front - ZANU PF
- Zimbabwe African National Union Ndonga - ZANU Ndonga
- Zimbabwe African Peoples Union –ZAPU
- Zimbabwe Partnership for Prosperity (ZIPP)
- Zimbabwe People First –ZPF
- Zimbabwe Rainbow Democratic Party

#### About US:

Media Monitors is an independent Trust registered under the laws of Zimbabwe. The organisation has a 18-year track record of monitoring the media, existing between 2000 and 2016 as the Media Monitoring Project of Zimbabwe (MMPZ) and re-branded to Media Monitors in 2017. The organisation monitors the media to promote evidence-based interventions for societal development. For more information contact us on 08677108362 or email us on <mailto:monitors@mediamonitors.org.zw>.

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