



Daily Media Monitoring Report

Issue 5: 4 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 sixth 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 sixth day of the election period – 5 June 2018.

1.2 Key Events

On this day,

- MDC Alliance will hold a demonstration in demand of electoral reforms today whilst the ZANU PF Youth League has moved its solidarity march to the 6th of June.
- The increase in lawsuits against ZEC is said to be costing the commission a lot of money.
- Heal Zimbabwe recorded 55 cases of human rights violations in the month of May.
- Following the Voter Registration Inspection exercise, ZEC has reported that the number of registered voters now stands above 5,5 million.
- A Commonwealth delegation is in Zimbabwe on a 5-day pre-election assessment.

In campaign news;

- Addressing a rally in Mvurwi ZANU PF Mashonaland Central Provincial Chairperson Kazembe Kazembe called on party members to unite and ensure the party's victory in the upcoming elections.
- ZANU PF held a rally in Chipinge where party members were urged to set aside their differences and work together to mobilise support for the party's Presidential candidate Emmerson Mnangagwa.
- MDC Alliance spokesperson Welshman Ncube appealed to coalition members who attended a rally in Nkayi to concentrate their efforts on rallying support for MDC Alliance Leader Nelson Chamisa.
- ZIPP rally in Mbare where party leader Blessing Kasiyamhuru told supporters that the main focus of his party would be poverty eradication.

1.3 Media Monitored

News Platform	Print	Broadcast (6-10pm)
Public media	<ul style="list-style-type: none"> <i>The Herald</i> <i>Chronicle</i> 	<ul style="list-style-type: none"> ZTV SFM Radio Zimbabwe
Commercial radio		<ul style="list-style-type: none"> Star FM ZiFM
Private media	<ul style="list-style-type: none"> <i>Daily News</i> <i>NewsDay</i> 	

1.4 Methodology

Monitoring aims to quantify and qualify time dedicated to political parties by the media. The quantitative analysis measures the total amount of space (cm²) and time (seconds) devoted to politicians and political parties by the media. The analysis also evaluates representations of political actors by gender and age as well as the type of programmes in which they are featured.

For print media, the monitored sample includes articles published in the following sections: front page, local news, and political/election news. Monitoring also focuses on editorial pages and letters to the editor sections. Monitoring does not include articles published in the business section, sport pages, and entertainment sections

Television and radio channels have been monitored daily during a select time frame, from 6 to 10 pm. All programs have been analyzed during the sampled time period.

2.0 Did the media represent political parties in a fair and balanced manner?

There continues to be very little diversity in the number of political actors and parties featured in the media. Appendix 1 shows a list of political parties that have been covered by the media over the past six days.

As has become the trend, ZANU PF continues to receive the most coverage in both the electronic and print media monitored. ZANU PF accounted for 62% of the coverage followed by a new entrant, Forces of The Liberation Organization of African National Party (FLOANP) with 10%. MDC-T (NC) was a close third with 9%. The remaining seven parties combined for 19%.

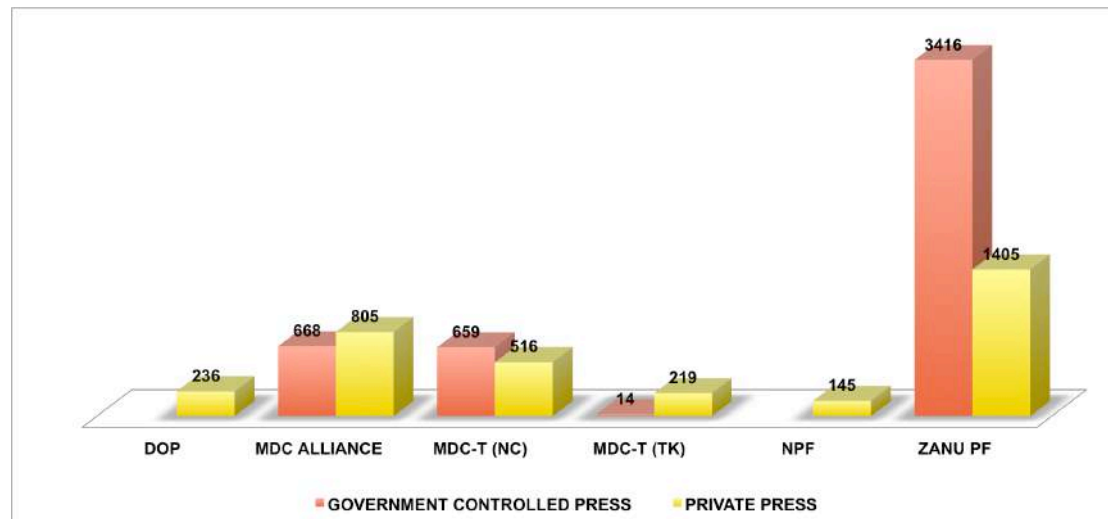
Overall ten parties were covered in the media, six were featured in the press whilst seven were covered in the electronic media. This was a diversion from the trend observed over the past six days in which there was more diversity in the press than in the electronic media. Three parties made their first appearance during the official electoral period, these were FLOANP led by Egypt Dzinemunhenzva, Word of Yahwe Express (WOYE) led by Tonderai

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

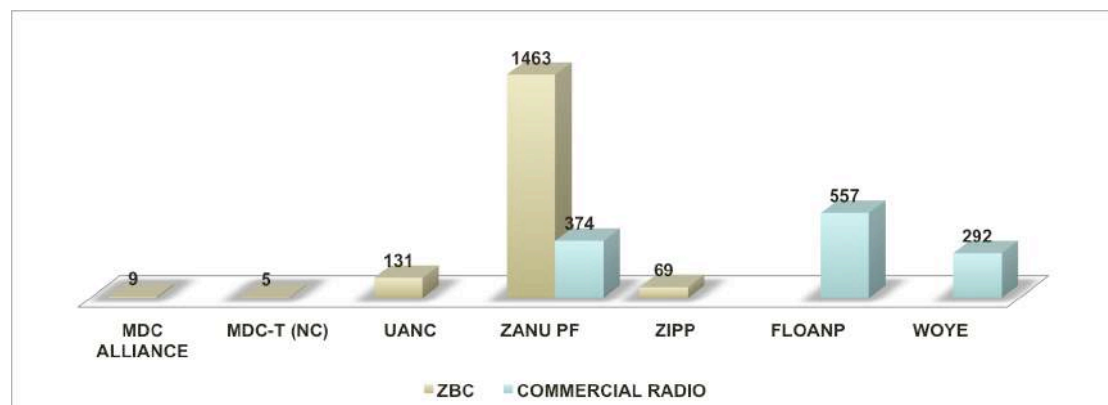
Manakiwa and Zimbabwe Partnership for Prosperity (ZIPP) led by Blessing Kasiyamhuru.

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

Space allocated to political parties in the print media



Time dedicated to political parties in the electronic media



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

There appears to be a gradual increase in political actors receiving coverage in all the media platforms monitored. Twenty political actors were covered in the broadcast media monitored while 53 appeared in the print media. Political actors from ZANU PF dominate coverage in both print and electronic media. The top ten featured political players are represented in the tables below.

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Top political actors in the press

Actor	Political Party	Total Space in cm ²
Emmerson Mnangagwa	ZANUPF	1254
Nelson Chamisa	MDC Alliance	866
George Charamba	ZANUPF	344
Kembo Mohadi	ZANUPF	324
Perrance Shiri	ZANUPF	250
Auxillia Mnangagwa	ZANUPF	205
Sibusiso Moyo	ZANUPF	203
Simon Khaya Moyo	ZANUPF	201
Obedingwa Mguni	ZANUPF	164
Amon Murwira	ZANUPF	160
Linda Masarira	MDC-T (TK)	157

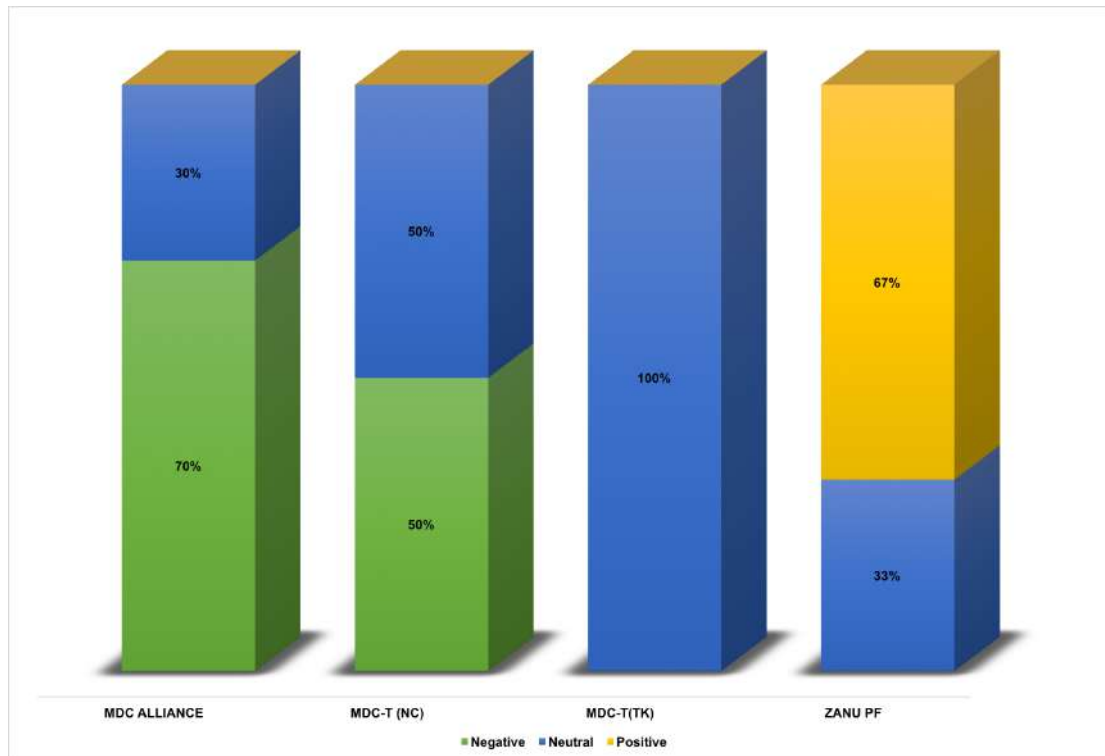
Top political actors in the electronic media

Actor	Political Party	Total time in seconds
Emmerson Mnangagwa	ZANUPF	564
Egypt Dzinemunhenzva	FLOANP	557
Kembo Mohadi	ZANUPF	424
Tonderai Manakiwa	WOYE	292
Sibusiso Moyo	ZANUPF	233
Nesbert Mtengezanwa	UANC	103
Auxilia Mnangagwa	ZANUPF	65
Ability Gandawa	ZANUPF	64
Oppah Muchinguri	ZANUPF	63
Mike Bimha	ZANUPF	50

2.3 Tone of coverage for political parties

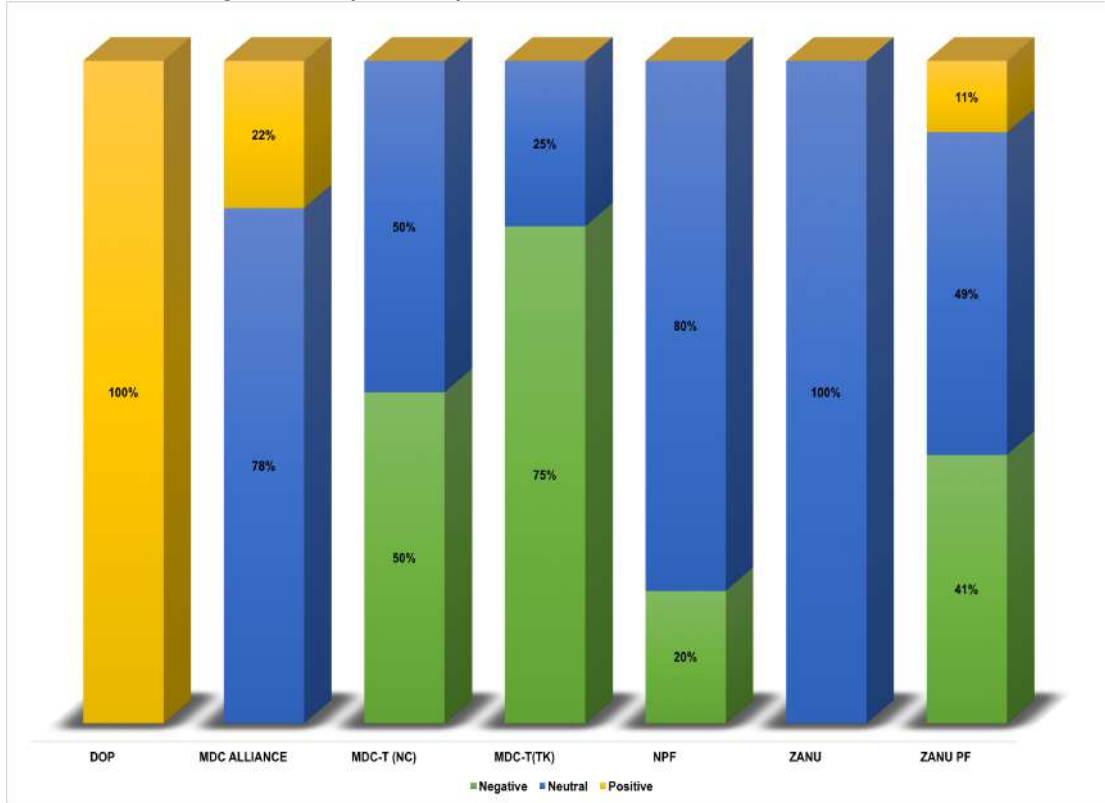
MDC Alliance and MDC-T (NC) received coverage that was predominantly negative in the government-controlled press whilst ZANU PF was mostly portrayed positively.

Tone of coverage in the government controlled press



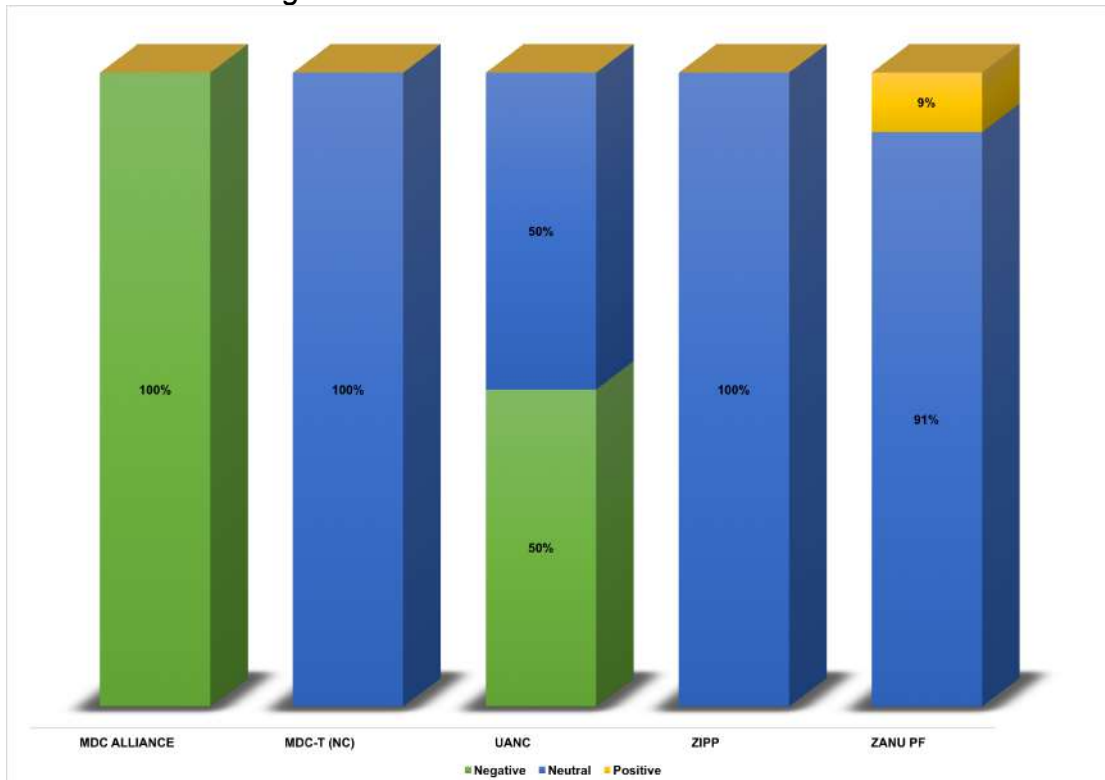
In the privately-owned press DOP received coverage that was positive whilst ZANU PF received neutral coverage on the day. Whilst MDC-T (TK) received neutral coverage in the state-owned press it had the most negative coverage in the privately-owned press.

Tone of coverage in the private press



ZBC covered five parties, its largest total during this election period. Most of the parties received coverage that was neutral whilst MDC Alliance was negatively portrayed. Only ZANU PF had positive coverage on ZBC's stations.

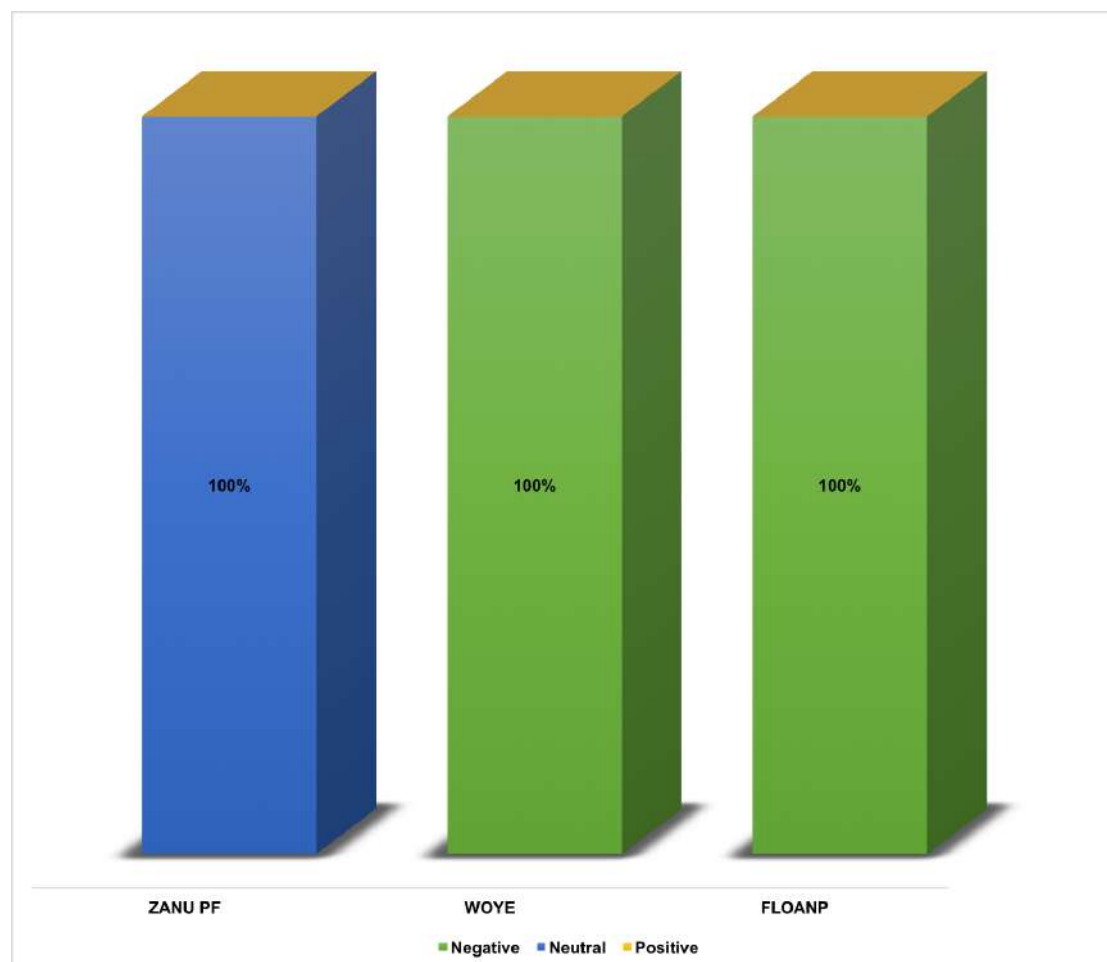
ZBC tone of coverage



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Three political parties were covered by commercial radio; of these ZANU PF received neutral coverage whilst WOYE and FLOANP were presented negatively.

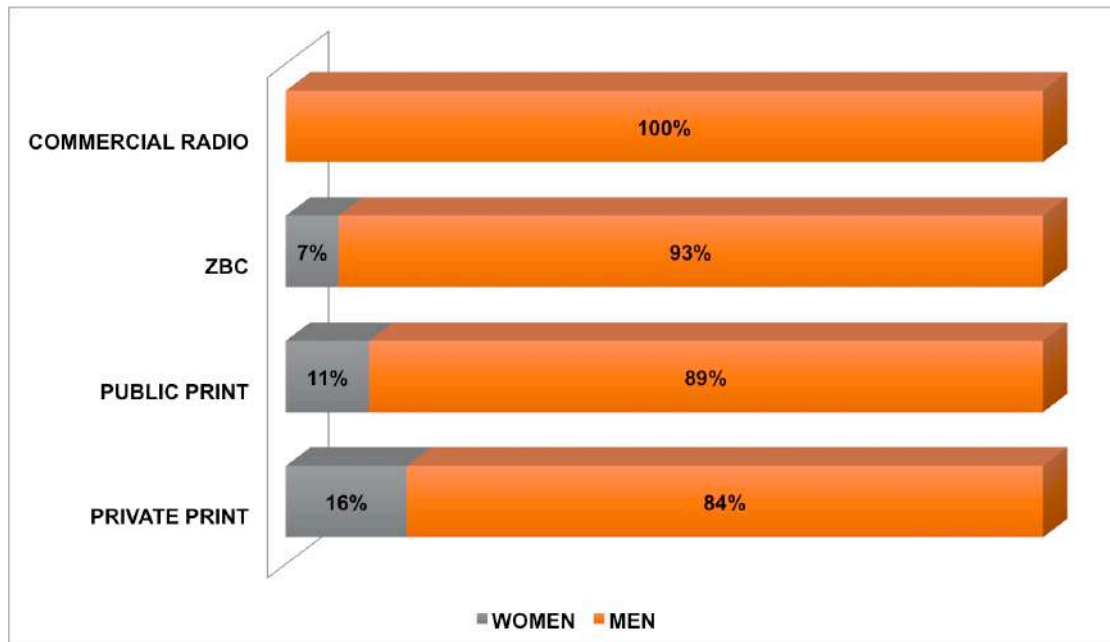
Commercial radio stations' tone of coverage



2.4 Gender representation in election programmes

Coverage of women political actors remains erratic in all the monitored media, their representation dropped from 17% yesterday (4 June) to 9% today (5 June). Coverage of men increased from 83% to 91%. Women's voices accounted just 8% of the coverage whilst men made up 92%. Lack of coverage of women political actors on commercial radio is a cause for serious concern.

Gender representation in both the private and public media

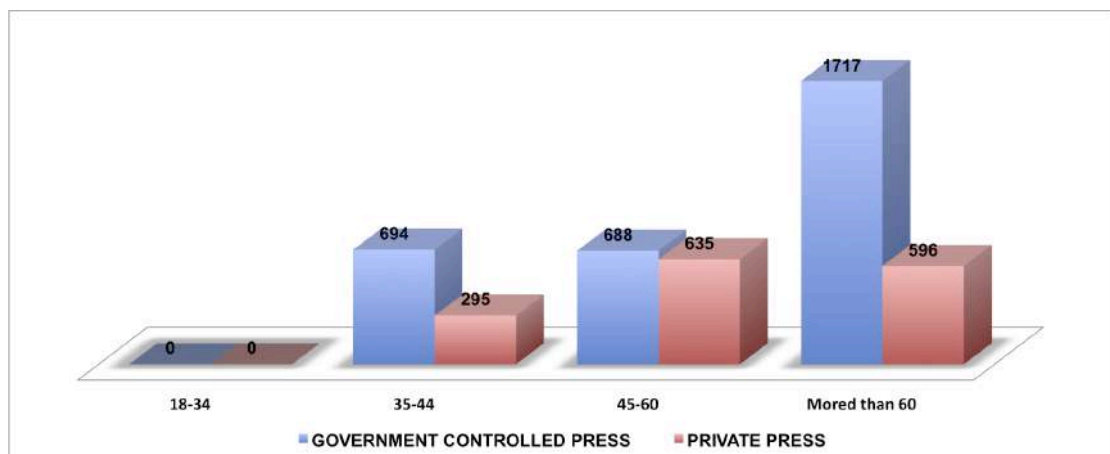


2.5 Youth representation in election programmes

Coverage of youths as political actors is very marginal in both the press and the electronic. Day-on-day analysis of youth representation shows that their visibility declined from 2% to 0%.

Even though youths were not visible in the press, there were election related activities that talked about youths that were covered. MDC Alliance youths were said to be going ahead with their demonstration for electoral reforms scheduled for today whilst ZANU PF youths postponed their solidarity march to 6 June.

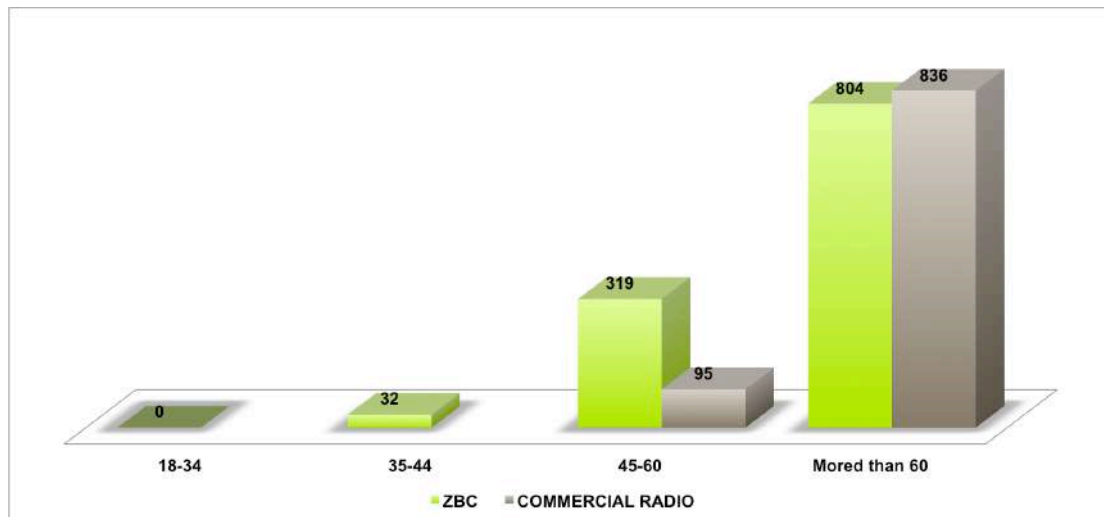
Representation of youths in the press



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In the electronic media, ZANU PF youths took their #EDhasmyvote campaign to Chipinge where calls for unity of purpose in ZANU PF were made.

Representation of youths in the broadcast media

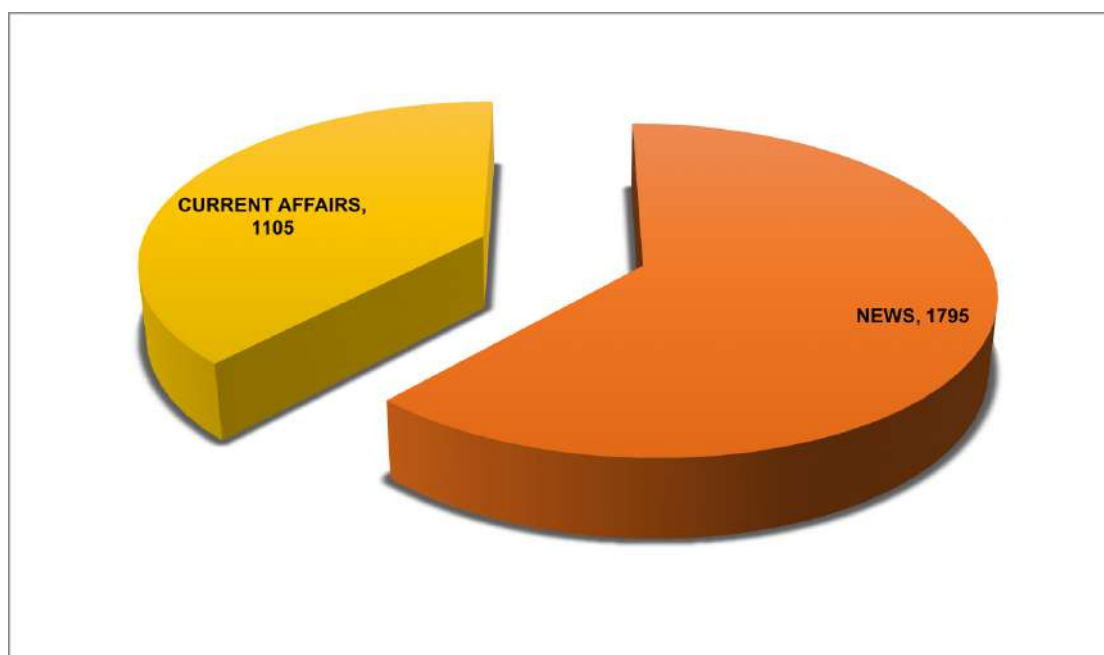


**Statistics included were for political players where data was available*

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

On the day of monitoring political actors were more visible in current affairs programmes than in the news.

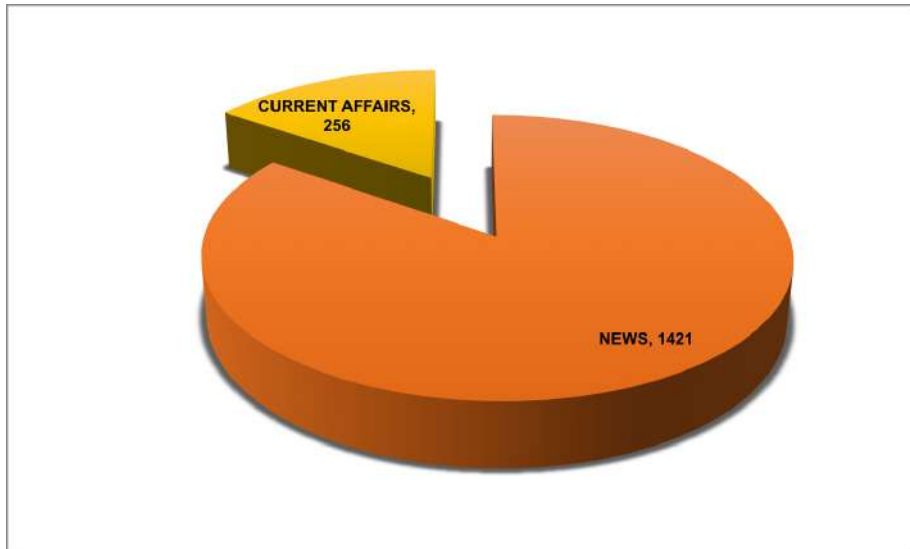
Overall time dedicated to political players in the different programming types



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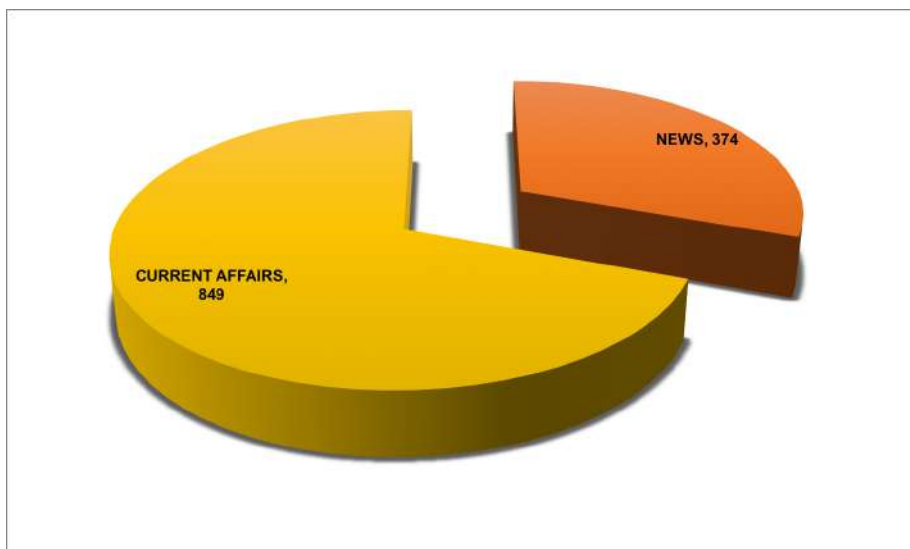
ZBC (radio and TV) covered political actors more in the news than in current affairs. On ZTV there was coverage of a Symposium for Peace and Elections that was held at University of Zimbabwe where Vice President Kembo Mohadi gave a speech on the need for peaceful elections.

ZBC (radio and TV) programming types



On Commercial radio, more time was given to political actors in current affairs than in the news. ZiFM Stereo's *The Platform* featured FLOANP and WOYE leaders who discussed their prospects in the upcoming elections.

Commercial radio programme types



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.

3.0 Conclusion

Trends recorded on the sixth day of monitoring show that the media is making gradual progress in accommodating more political parties in their prime-time programming and in the press. However, a lot needs to be done for the coverage to be deemed fair since more than 130 parties have registered their intentions to take part in the harmonised elections and yet only 20 have received media coverage so far. Despite the increase in the number of parties covered, the media should ensure their tone of coverage is neutral so as not to mislead the electorate.

The media should take heed of the electoral commission's reminder that the country is officially in the electoral period. This should be reflected in their reportage, which is expected to be professional, fair and equitable as stated in the Electoral Act.

ZEC should follow up its statement on the expected media conduct with an effective monitoring mechanism that enables the commission to address lapses in professional conduct during the electoral period.

APPENDIX 1

List of Political Parties

- Bethel Christian Party –BCP
- Democratic Opposition Party –DOP
- Forces of The Liberation Organization of African National Party - FLOANP
- Mavambo Kusile Dawn
- 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 Constitution Assembly –NCA
- National Patriotic Front –NPF
- National People’s Party - NPP
- People’s Democratic Party –PDP
- Transform Zimbabwe –TZ
- True Democracy –TD
- United National African Council –UANC
- Word of Yahwe Express - WOYE
- 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

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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