

# LESOTHO ELECTION 2015

Media Monitoring Interim Results



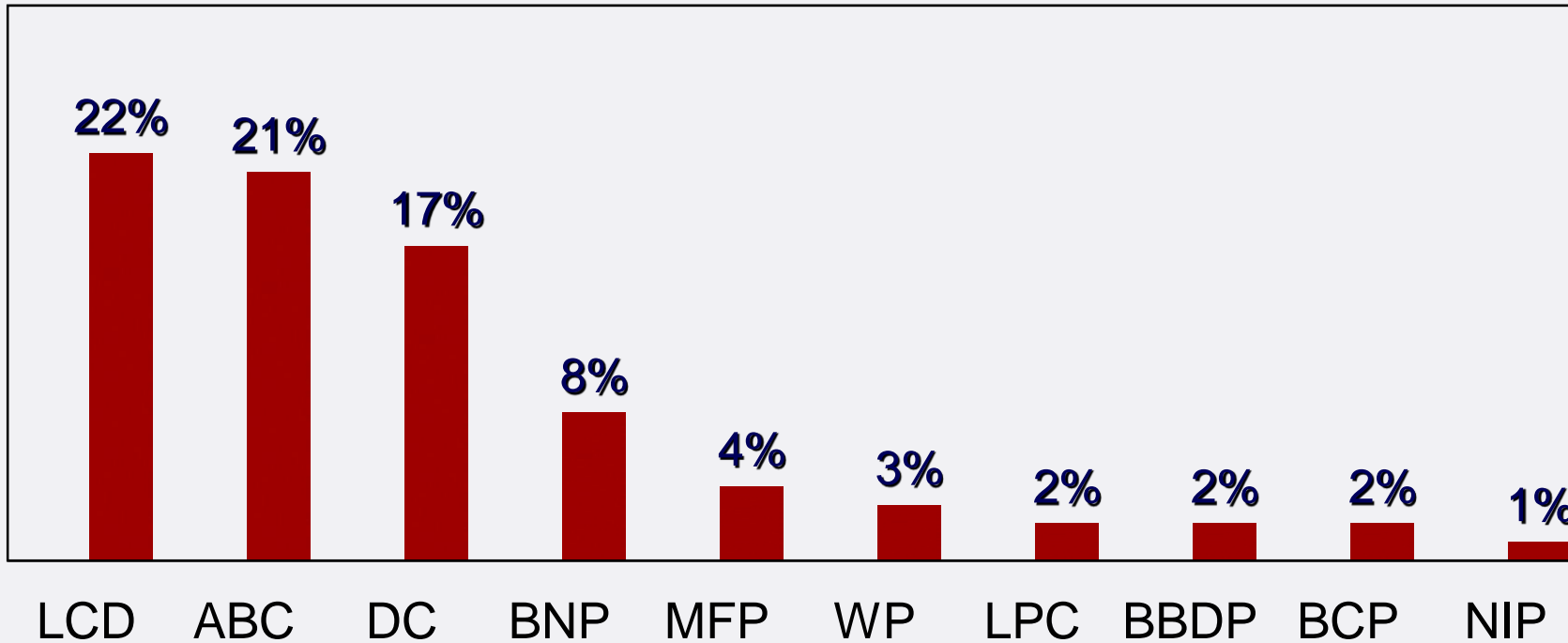
MEDIA INSTITUTE OF SOUTHERN AFRICA  
**MISA  
LESOTHO**

PROMOTING MEDIA DIVERSITY •  
PLURALISM • SELF-SUFFICIENCY  
• INDEPENDENCE •

**MEDIA MONITORING  
AFRICA**

 **OSISA**  
Open Society Initiative  
for Southern Africa

# TOP 10 POLITICAL PARTIES COVERED



Which political parties received the most coverage?

What is equitable coverage?



# WHO SPOKE THE LOUDEST

4%

Mothejoa Metsing - LCD  
Thomas Thabane - ABC  
Moahloli Mphaka - GOV

3%

Cyril Ramaphosa - SADC  
Joang Molapo

2%

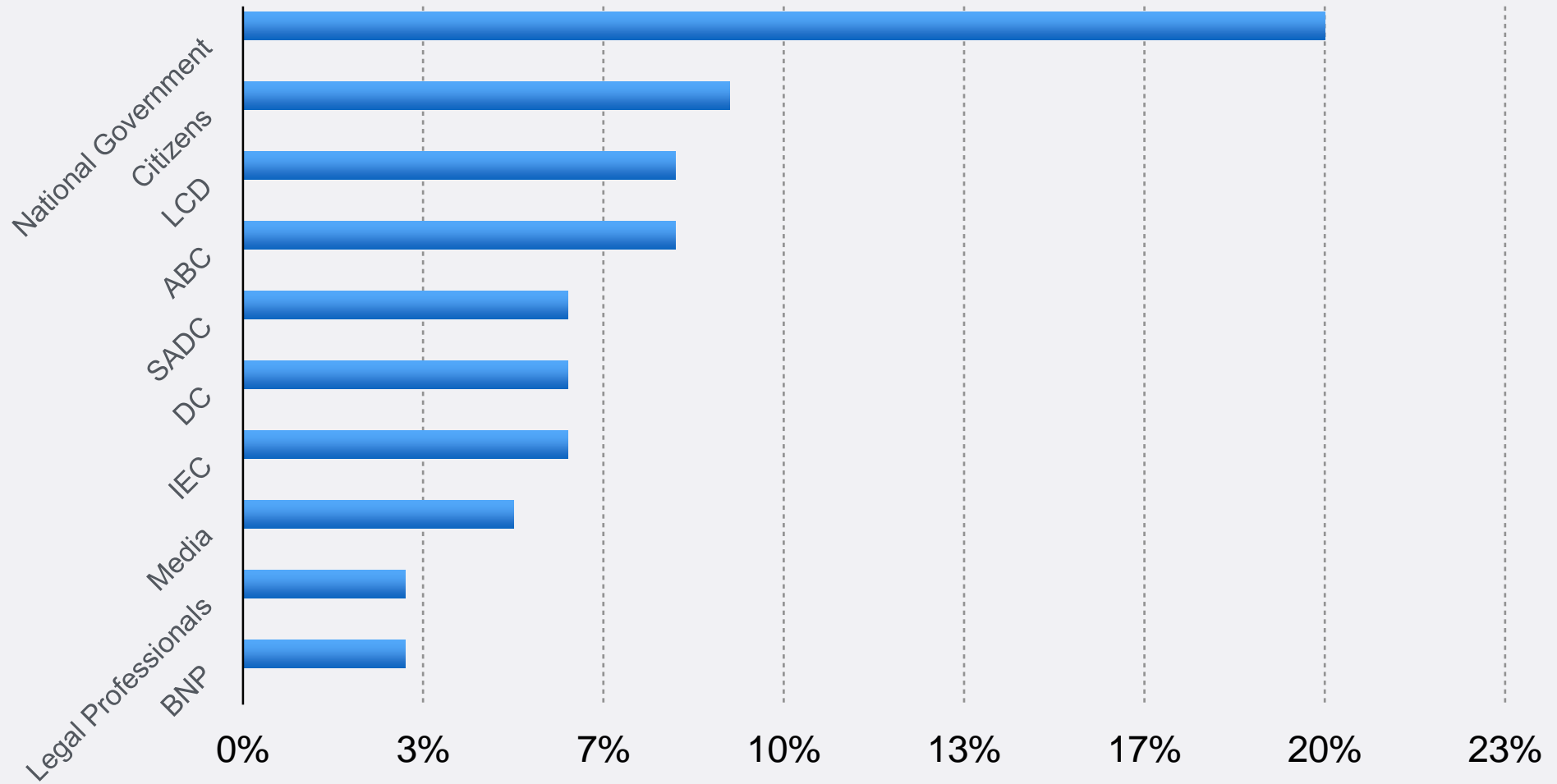
Makhauhelo Tlouoe

1%

Thabo Thakalekoala  
Puseletso Mphana  
Makase Nyapisi  
Jacob Zuma



# TOP 10 ORGANISATIONS ACCESSED



**Is there diversity of voices?**

**Where are the ordinary citizens?**

# WHAT DID POLITICAL PARTIES SAY?





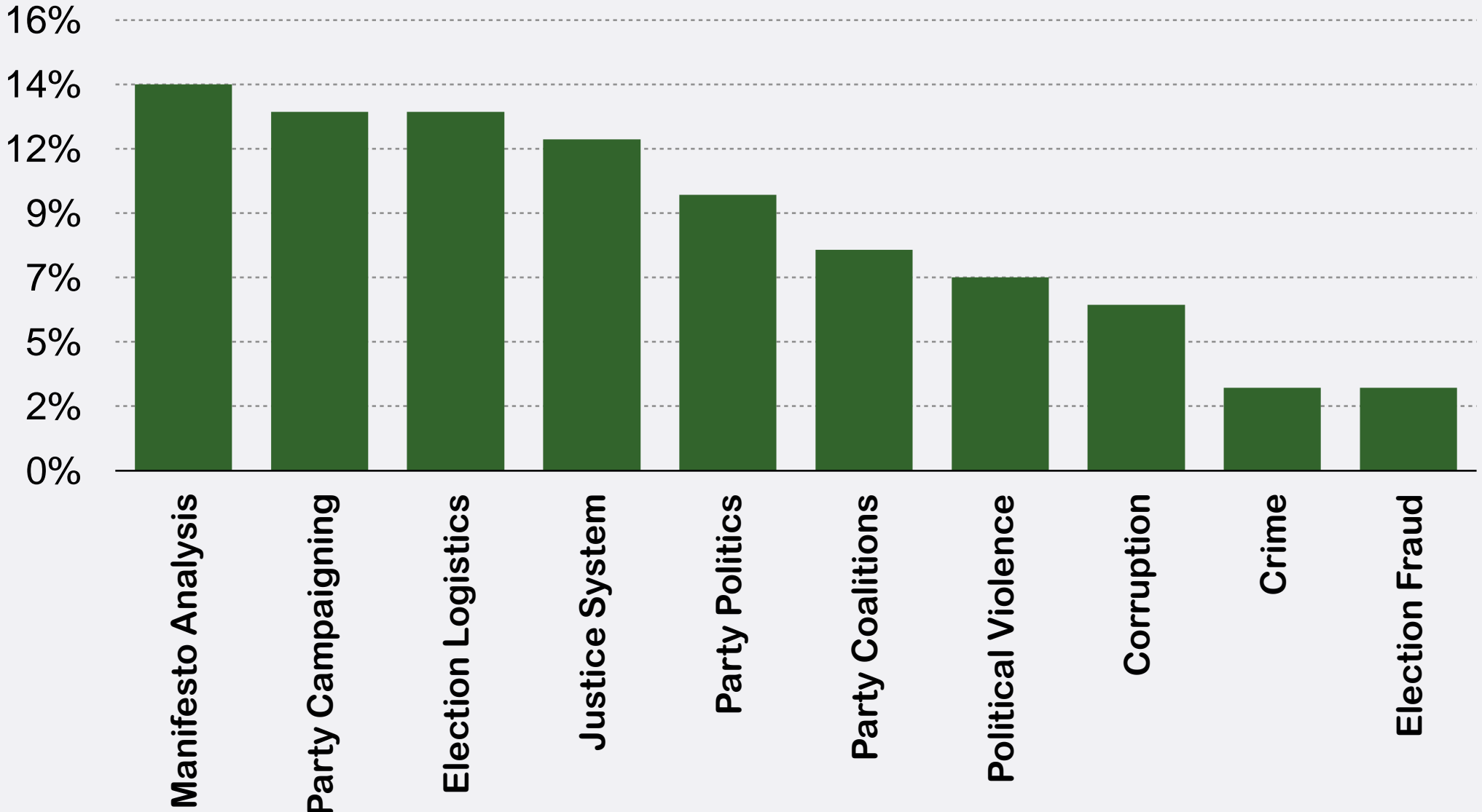




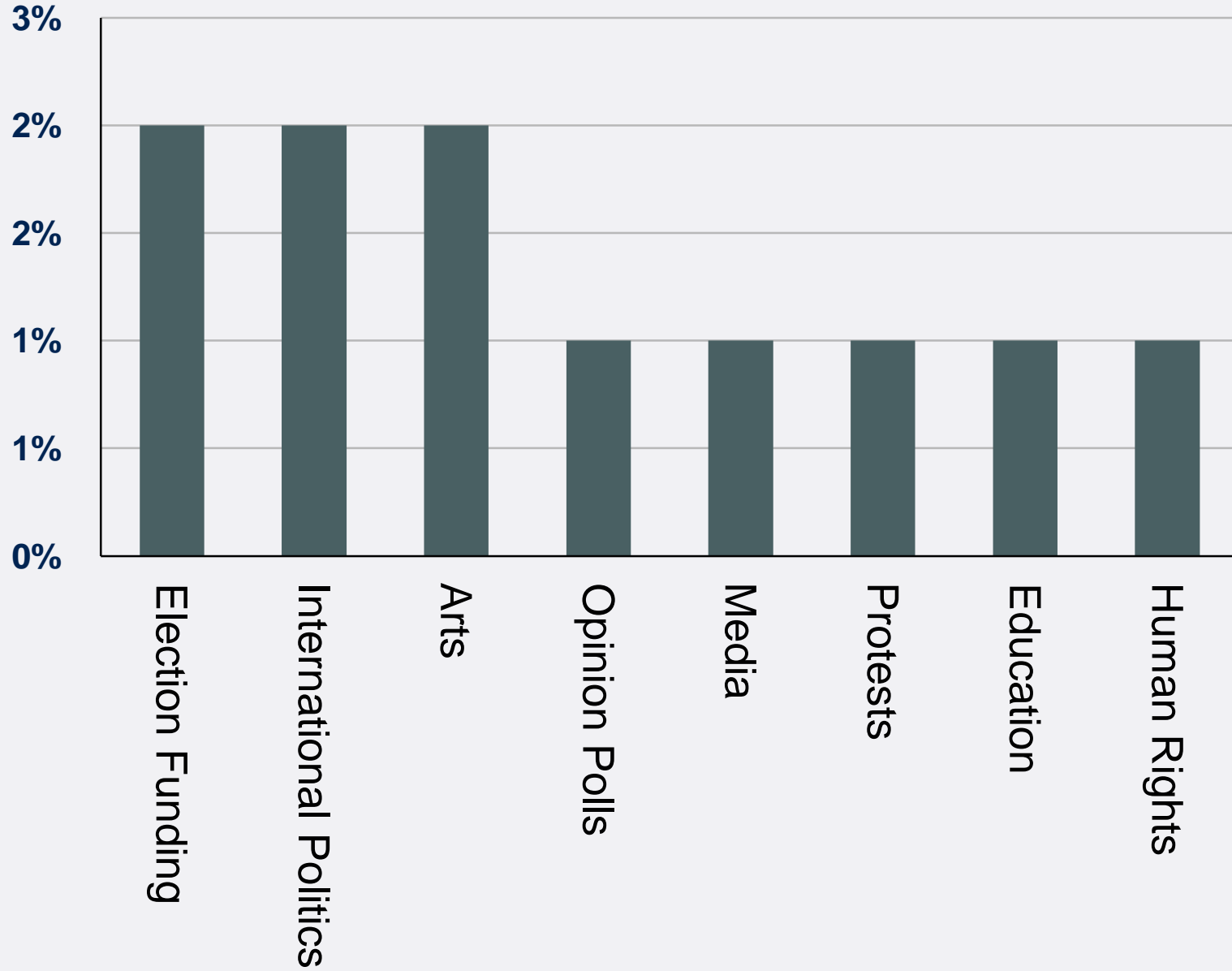




# TOP 10 TOPICS COVERED

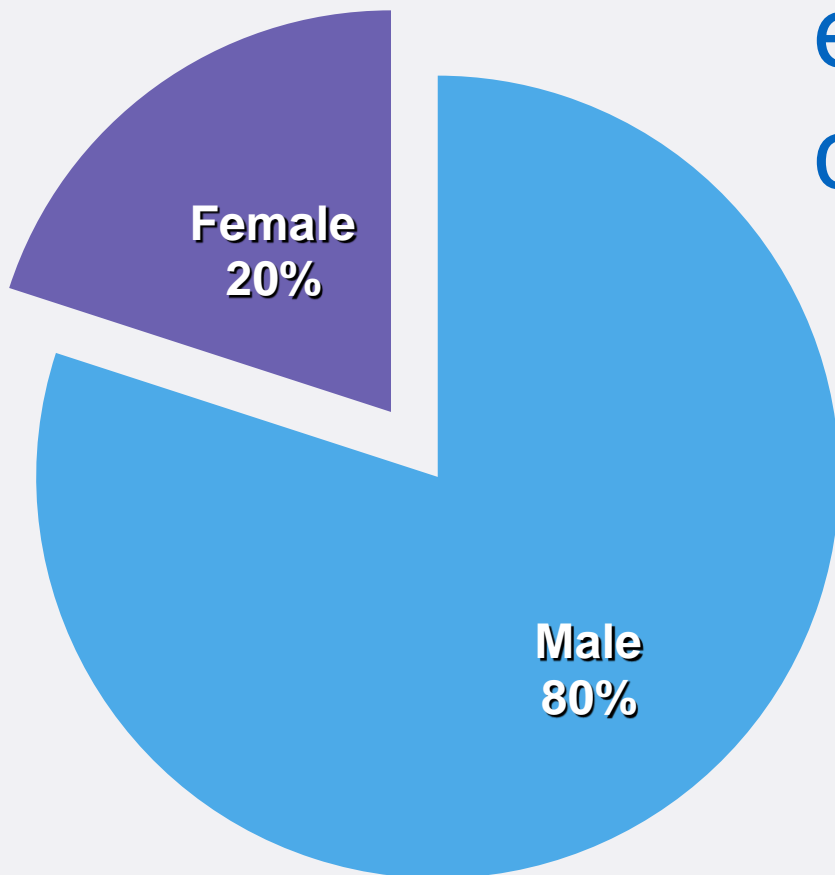


# TOPICS THAT DID NOT MAKE IT



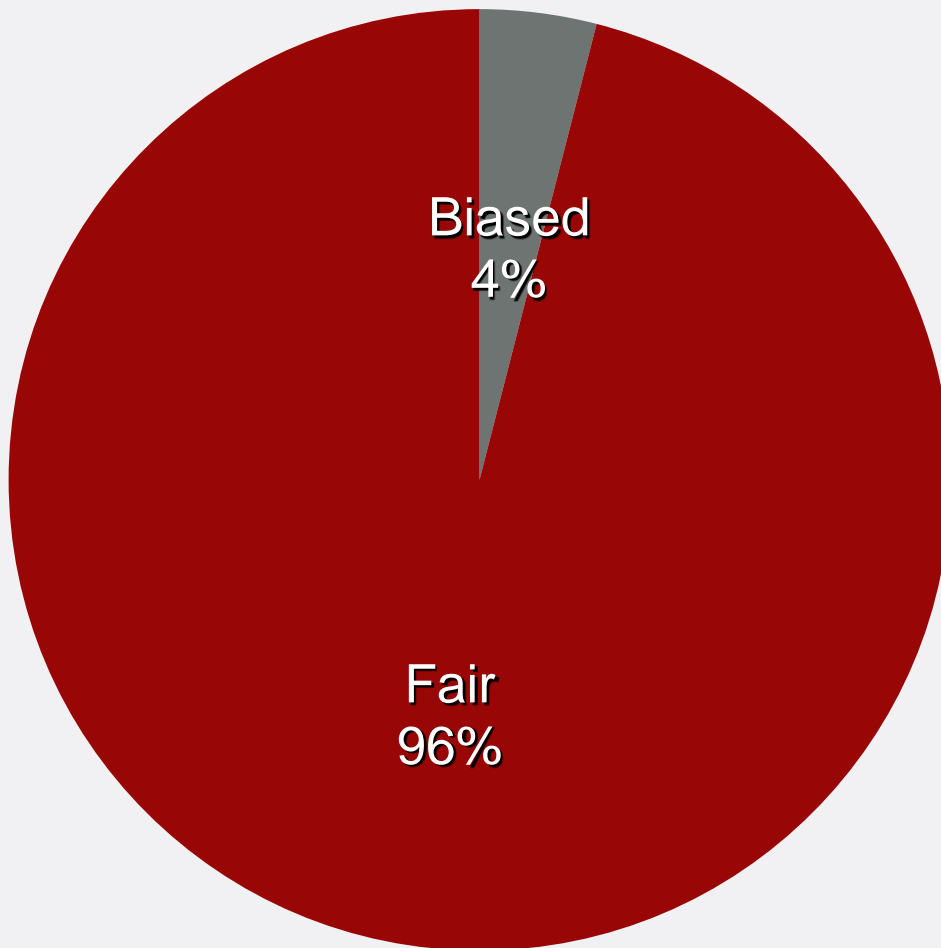
# WHERE ARE THE WOMEN OF LESOTHO?

How can the media ensure gender equality in their coverage?



# WAS THE COVERAGE FAIR

**4% of stories were biased. Is this a threat to democracy?**



# CONCLUSION

- **What is equitable coverage?**
- **Do the results reflect what is going on in broader society?**
- **Where are the women and children?**

