

Zambia Election 2015

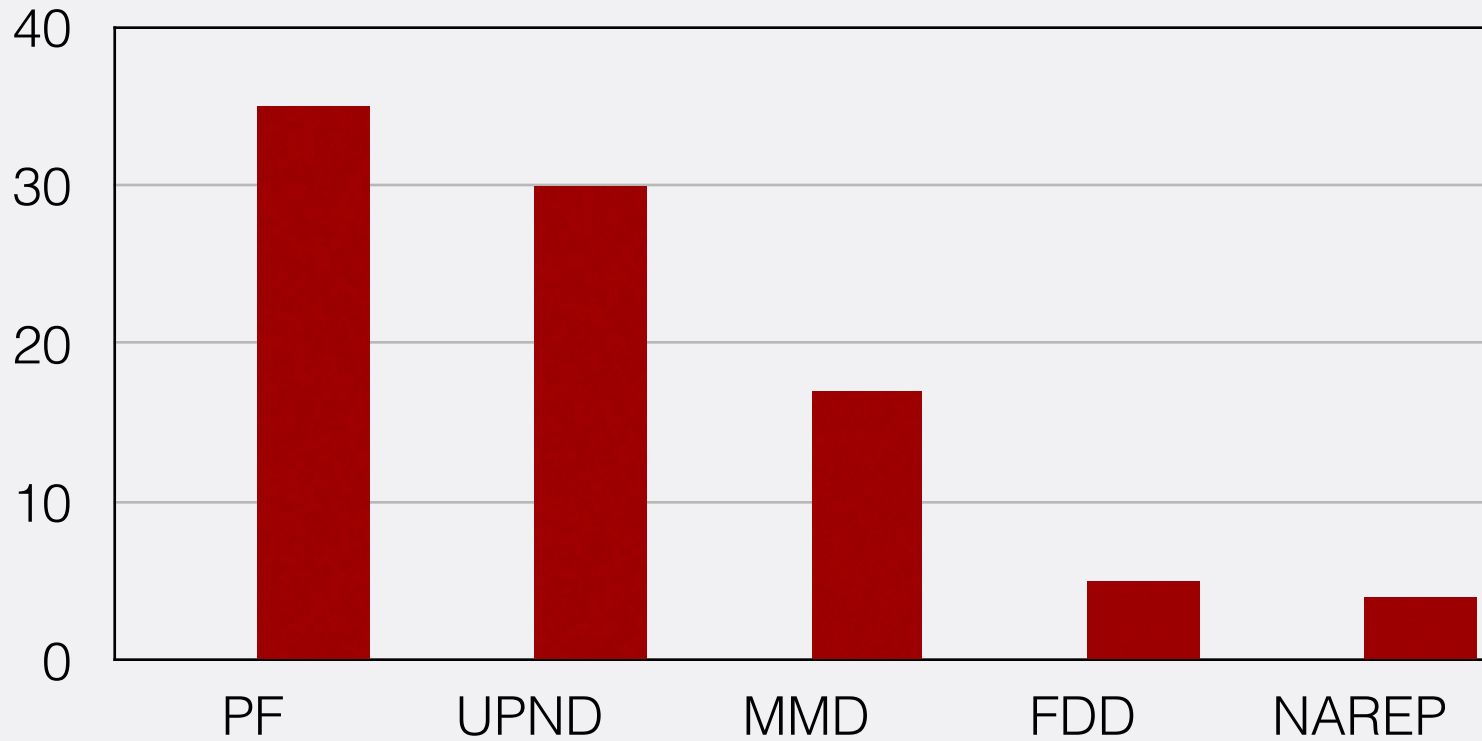
Media Monitoring Interim Results

MEDIA MONITORING
AFRICA

MEDIA INSTITUTE OF SOUTHERN AFRICA
MISA
ZAMBIA
PROMOTING MEDIA DIVERSITY •
PLURALISM • SELF-SUFFICIENCY
• INDEPENDENCE

 **OSISA**
Open Society Initiative
for Southern Africa

TOP 5 POLITICAL PARTIES COVERED



Which political parties received the most coverage?

What is equitable coverage?



Who spoke the loudest?

7%

Hakainde Hichilema – UPND
Edgar Lungu – PF

3%

Nevers Mumba – MMD
Guy Scott – PF
Cris Akufuna – ECZ
Davis Chama – PF

2%

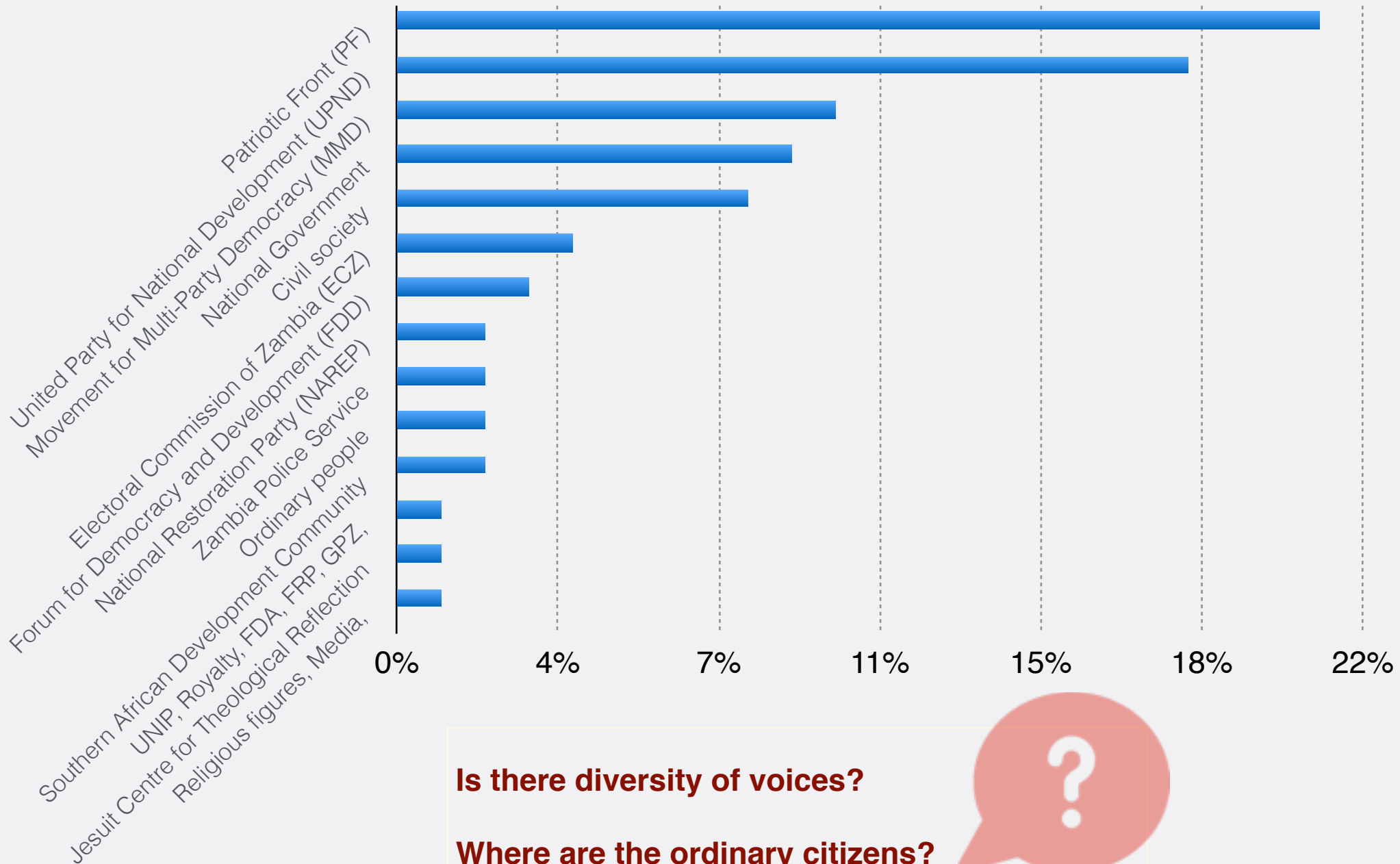
Edith Nawakwi – FDD
Rupiah Banda – PF
Edwin Lifwekelo – UPND

1%

Dipak Patel – UPND
Joseph Katema – PF
Eric Chanda – FRP
etc..



TOP 20 ORGANISATIONS ACCESSED



Is there diversity of voices?

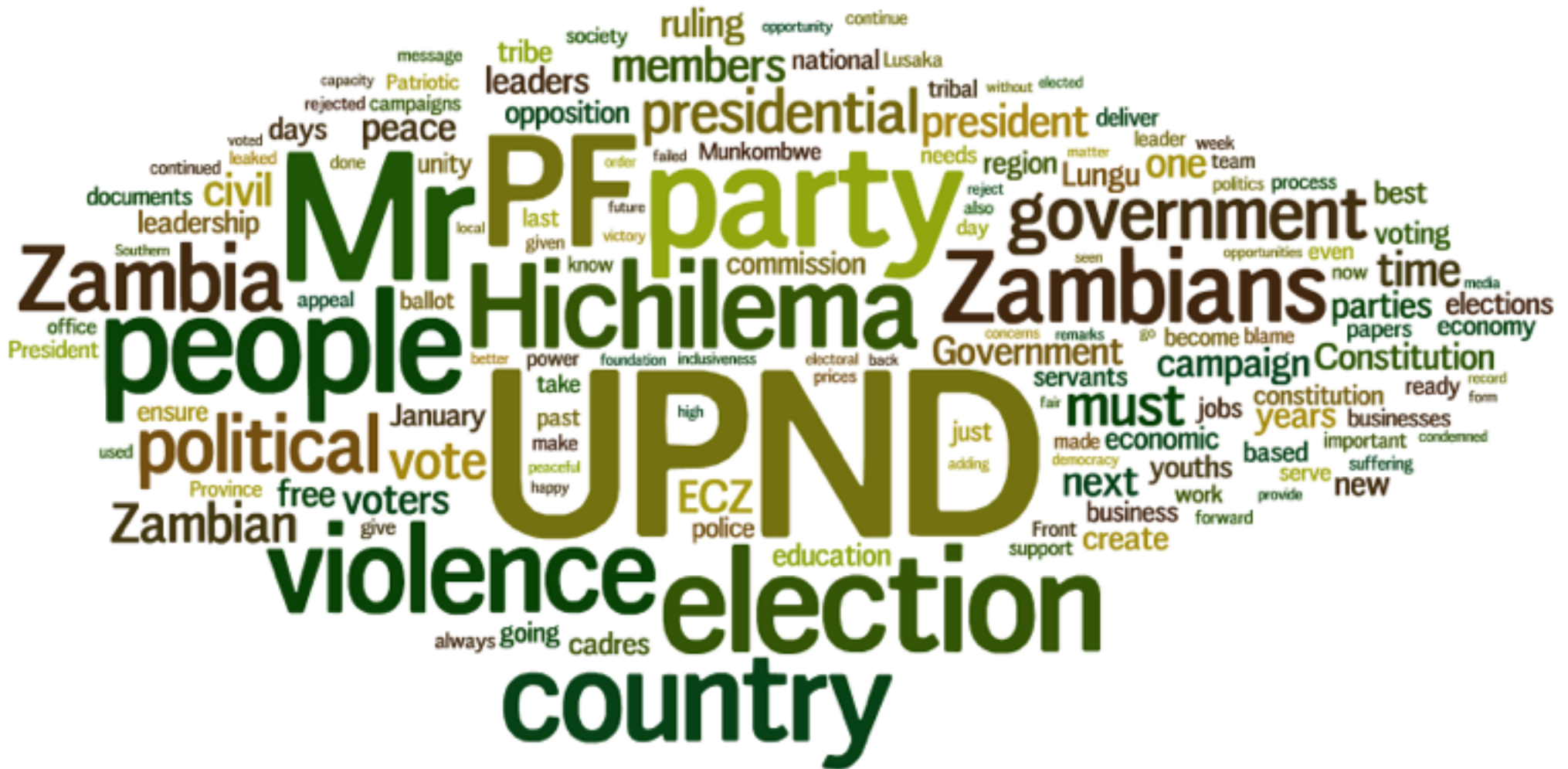
Where are the ordinary citizens?



WHAT DID POLITICAL PARTIES SAY?



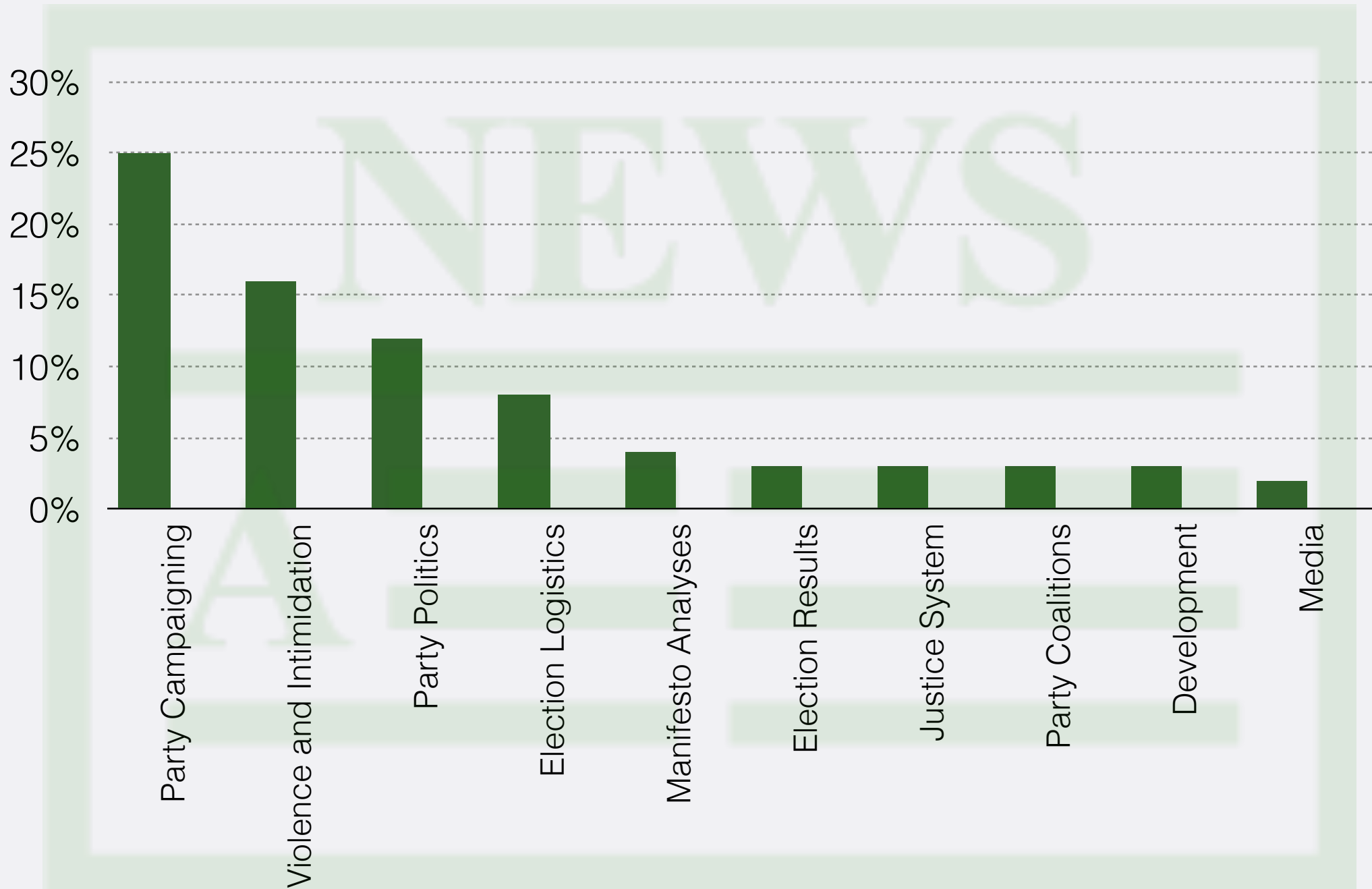
WHAT THE UPND CAMPAIGN LOOKED LIKE



WHAT THE FDD CAMPAIGN LOOKED LIKE



TOP 10 TOPICS COVERED



ISSUES THAT DID NOT MAKE IT

2%

Economics
Election fraud

Health
Voter Education

1%

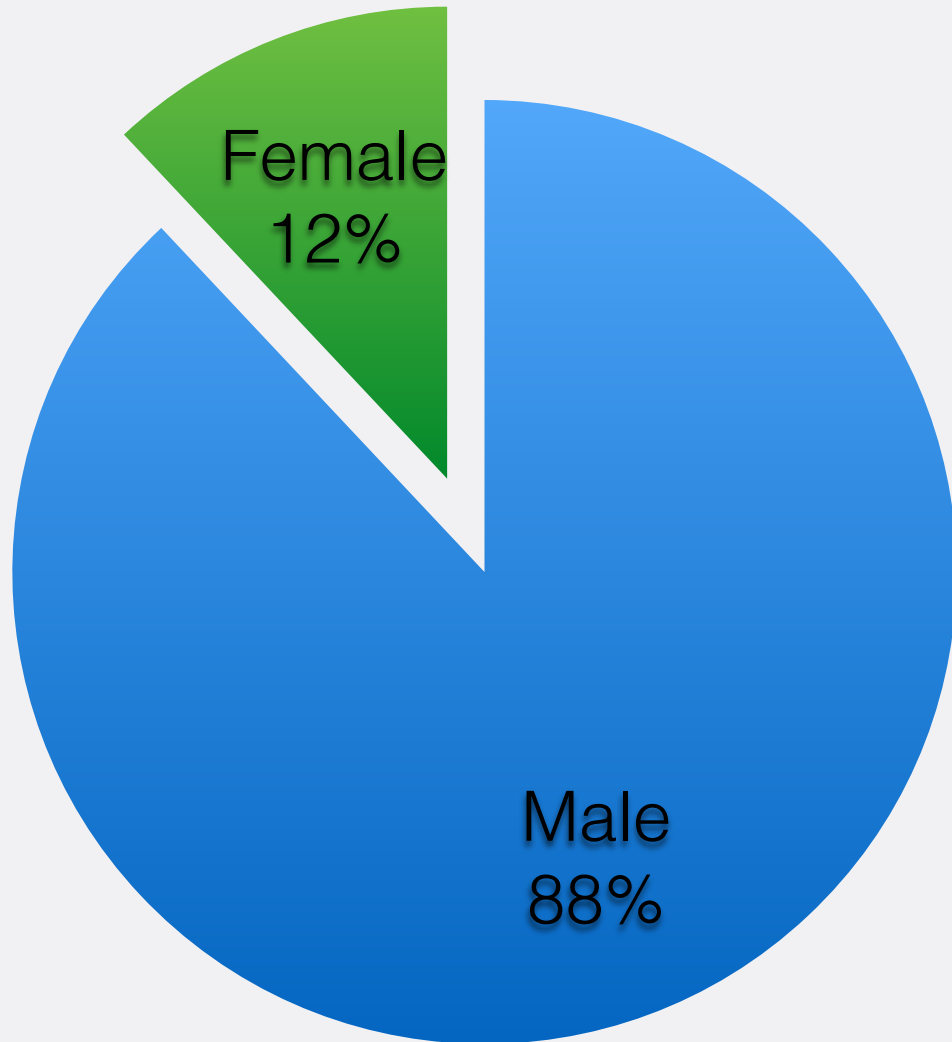
Corruption
Crime

Human rights, Education
Service delivery
Diplomacy
Opinion polls
Election funding

0%

Arts
International politics
Sport
Affirmative Action
Demonstrations, Personalities,
Land
Disasters

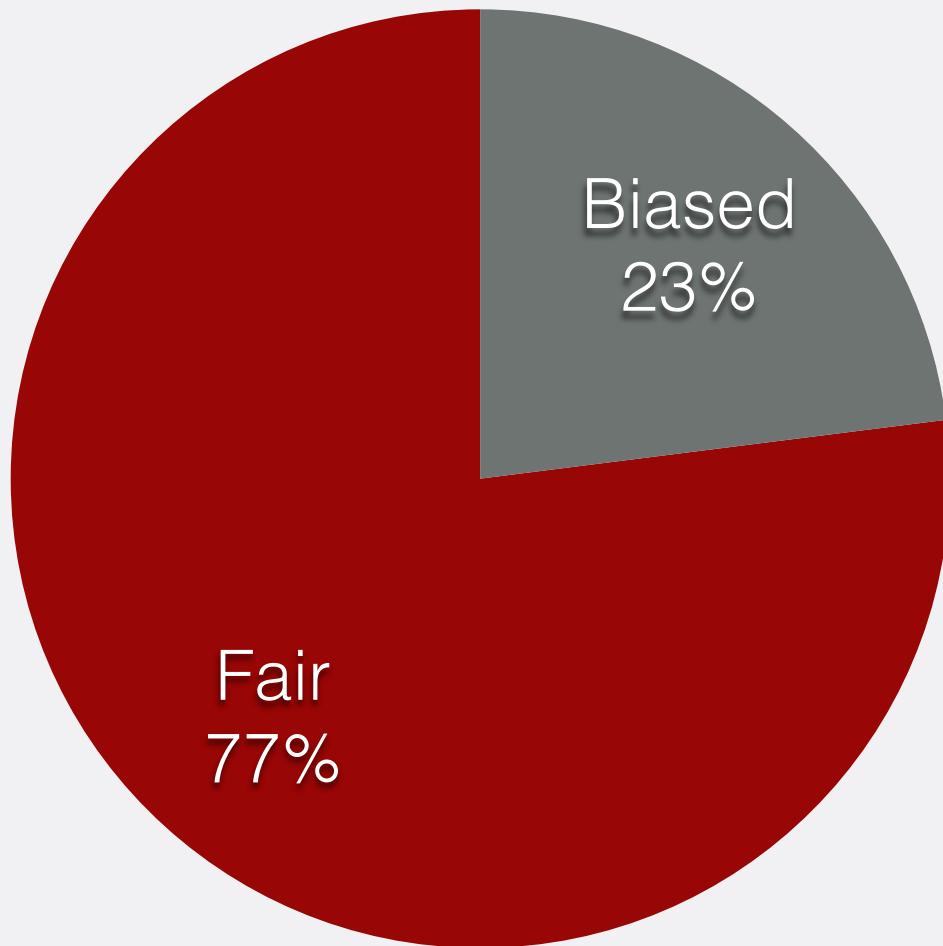
WHERE ARE THE WOMEN OF ZAMBIA?



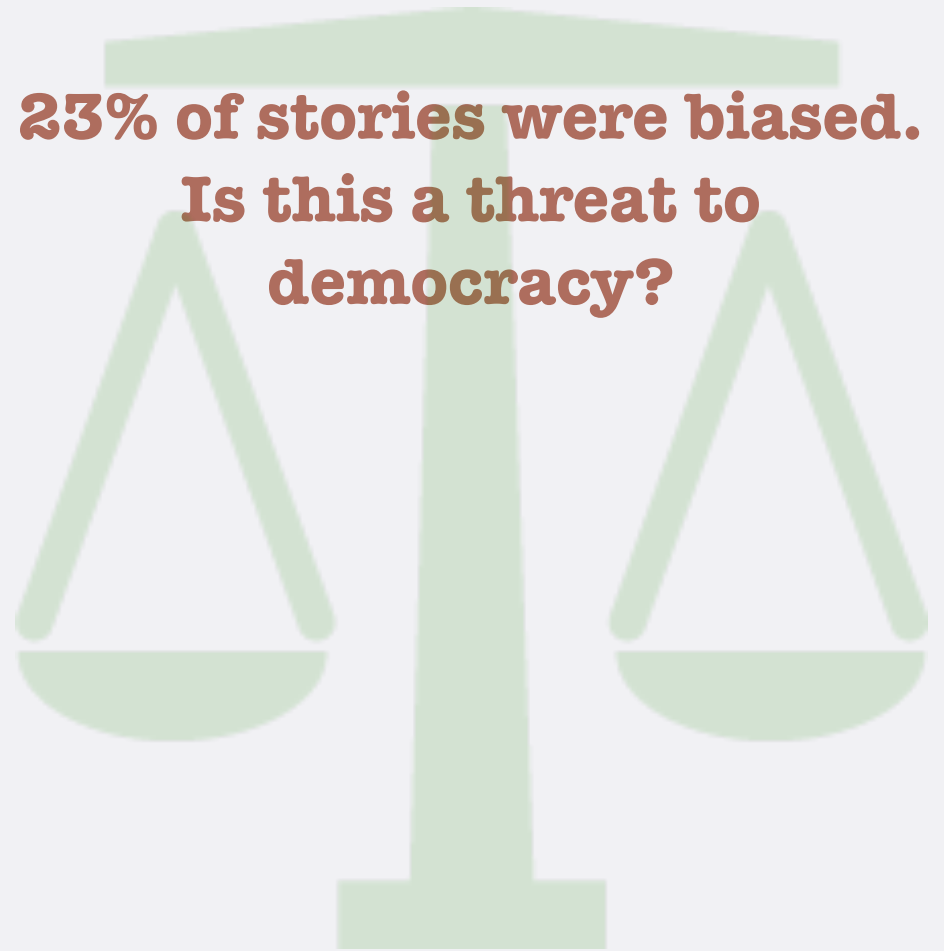
How can the media ensure gender equality in their coverage?



WAS THE COVERAGE FAIR



**23% 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?**

