



SO MANY RIVERS TO CROSS:

MISA-ZIMBABWE REPORT ON THE MEDIA POTRAYAL OF FEMALE POLITICAL CANDIDATES IN THE ZIMBABWE MARCH 2005 PARLIAMENTARY ELECTIONS.

Introduction

Zimbabwe held its sixth parliamentary elections on 31 March 2005. The elections resulted in a ZANU PF victory amid allegations of voting irregularities, which the main opposition MDC is challenging in the court of law.

MISA-Zimbabwe, in line with its mission of promoting equal access and fair representation of all voices in society, embarked on an exercise to monitor the coverage of female candidates in the pre election period.

Monitoring the media, on how female candidates were covered in the pre-election period, for one month might, at face value, appear distanced from critical national issues that were under the spotlight prior to and in the post election period.

MISA-Zimbabwe, however, notes that the lack of access to the media by citizens of Zimbabwe (see annexure 1) is at the pinnacle of the heap of many injustices that take place under the guise of culture, respect for leadership and maintaining the status quo, which is supposed to be accepted as hermetic.

It is these underlying and often subtle injustices that build authoritarianism, and form the base of a much bigger crisis of governance. Zimbabwe has seen injustices being perpetrated in the past five years and voices that dare to dissent are ruthlessly silenced. The media is seriously polarized with the private media

having borne the brunt of repressive media laws (see annexure 2) that include the Access to Information and Protection of Privacy Act, Public Order and Security Act and the Broadcasting Services Act.

Many actions have been taken to challenge these laws and indeed the presence of an over bearing political system and culture that leaves no room for dialogue nor independent interpretation of issues (see annexure 3).

Although gender issues have been identified as a core concern by civil society in Zimbabwe, not much discussion has taken place on the relationship between gender inequalities and the crisis we find ourselves in as a country.

Social, political and economic injustices in Zimbabwe, that include among many unemployment, lack of access to housing, health facilities, food, information, education, transport etc, reflect serious underlying problems embedded in our political and social culture. Such injustices include patriarchy, in as far as almost all positions, senior or junior, in our political, social and economic lives are held by man, who believe they have a right to be in those positions and cannot be challenged, questioned, nor be removed. It becomes important, therefore, to monitor how our media, a critical player in society, reports on elections and portray female candidates. Such monitoring would result in efforts being taken to change the way the media operates, basing on research and also influence organizations working on gender rights issues to take the issue of contestation for political power seriously and identify impediments to the political advancement of women in Zimbabwe as a contribution to our democracy. To challenge patriarchy in the media, in our families, in our politics and private lives, is to challenge a certain political order, culture and system that have brought us to where we are.

More importantly gender equality also means a change in the social orientation of Zimbabwean women and freedom from the burdens of socialization that are embedded from an early age. Equality is therefore not only a game of numbers, or names but also an enlightenment of the mind. This report presents bare and minimum facts on how the elections were covered in relation to female voices. Much research would still need to be undertaken on issues identified in this report.

Background

A total of 58 women candidates participated in the elections with 30 drawn from Zimbabwe African National Union - Patriotic Front (ZANU PF), 18 from The Movement for Democratic Change (MDC), 8 from ZANU Ndonga, with the remainder (2) being independent candidates.

Despite the increased number of women in politics, the coverage of female candidates remains inadequate and almost all issues are covered from a male perspective. The media, which is a critical player in facilitating the realization of gender equality, has done little in reflecting problems faced by female candidates and pay-lip service to the efforts taken by the few courageous women who have dared to challenge the status quo.

The results from this report are to be used to increase awareness among policy-makers, government officials, political parties, media, youths, women, academia, and society at large on the gender stereotypes present in Zimbabwe and how these spoil efforts to attain change in our political culture. The data and analysis resulting from the monitoring are going to be the basis for training sessions, public debates, and roundtable discussions with the new parliamentarians as a contribution to the democratization of Zimbabwe.

Scope of the Monitoring

On 8 September 1997, the Southern Africa Development Community (SADC) of which Zimbabwe is a member, signed the Declaration on Gender and Development. The leaders of member states pledged to spearhead the implementation of the undertakings in the declaration as well as ensure the eradication of all gender inequalities in the region. An important aspect that each country pledged in this declaration and the major area of focus of this report is to encourage the mass media to disseminate information and materials in respect of the rights of women and children.

In adopting the SADC guidelines on Free and Fair Elections, Zimbabwe pledged to among other fundamental basic tenets, give free and fair access to the state media to all political parties. Women were also considered in their role on the political front, in line with the quota system adopted of 30% representation in Parliament adopted by all SADC members.

The media environment as well as the political environment in Zimbabwe has not been conducive to gender mainstreaming in the media and politics since 1980 as the few women, who participated in political life, did so at the benevolence of their male counterparts. It therefore took Zimbabwe close to two decades to come up with a gender policy that attempts to spell out policy guidelines on mainstreaming gender in both the public and private life.

For the purposes of the exercise, MISA-Zimbabwe, monitored four media outlets, the state owned *The Chronicle*, operating from Zimbabwe's second city of Bulawayo, *The Herald*, which is the flagship of the state owned company Zimbabwe Newspapers Holdings (Zimpapers) and based in the capital Harare, the privately owned; *The Daily Mirror*, operating from Harare and the Zimbabwe

Broadcasting Holdings main news bulletin broadcast every day at 8 pm. It is noted that these newspapers, as a result of their frequency covered the pre - election period more widely than weekly papers that were restricted by having to follow up on issues and also do more in-depth news analysis and commentary as events such as rallies would have been covered by the dailies. Zimbabwe has four weekly newspapers and these are *The Standard* and the *Zimbabwe Independent*, published by ZimInd publishers, *The Sunday Mirror* published by the Southern Africa Printing and Publishing House (SAPPHO), *The Financial Gazette*, published by Modus Publications and the state owned *The Sunday Mail*, published by Zimpapers.

Number of Items Monitored

The table below shows the total number of news items monitored for each paper. It shows the media monitored and the total number of items (403) monitored. Zimbabwe television (ZTV) had the highest number of items (165).

Table 1

Media	Total Items
<i>The Chronicle</i>	100
<i>The Daily Mirror</i>	79
<i>The Herald</i>	59
ZTV	165
Total	403

Key National events during the Monitoring Period

The month of March 2005 is not seen as a gender-neutral month for media monitoring, as March 8 is International Women's Day. A gender neutral month is one in which there are no international or national days commemorated which have to do with women or children. Such days tend to increase the number of women as sources as they are sought out to give opinions and commemorative events covered, which equally give an increased coverage to women. For purposes of this report, March 2005 had to be monitored despite the influence that March 8 would have in terms of the representation of female voices in the media. This study looked at the coverage of female candidates for 30 days that is from March 1 to March 31 2005.

It is important to note some of the events that happened before the monitoring period that increased the inclusion of voices of women in the news. These are listed below;

- The ZANU PF National Peoples Congress in December 2004 elected Joice Mujuru as the Vice President. She is the first woman in Zimbabwe to hold such a position since independence in 1980. It follows that the number of times she is mentioned in the news increases and to the data coded adds the number of times a woman is mentioned.
- President Robert Mugabe announced that 30 seats out of the 120 to be contested by his party, ZANU PF would be reserved for women candidates. The intention was that ZANU PF attains a 30% female representation in Parliament. This in itself caused an uproar in the ruling party as some sitting male and aspiring male candidates were thrown out resulting in others as such former Information and Publicity Minister contesting as an independent candidate. The issues of giving space to female candidates within the ruling party was also used to settle political scores within the party as no criteria was set on why certain constituencies were reserved for female candidates only.
- March 8 was International Women's Day, and female candidates should have had the opportunity to feature in the news and be profiled.

Monitoring methodology

Sampling and Inclusion

Two distinct categories of media were studied as part of the 2005 monitoring of the Zimbabwe Parliamentary election.

The first, text based media, used newspapers and the coding was done with the assistance of The Gender and Media Southern Africa (GEMSA) Zimbabwe chapter.

The second, electronic media had data captured using the one and only broadcast network, the Zimbabwe Broadcasting Holdings (ZBH) Zimbabwe Television (ZTV). The taping and coding was done at the Media Monitoring Project of Zimbabwe (MMPZ).

Newspapers

Three daily papers were monitored namely; *The Daily Mirror*, *The Chronicle* and *The Herald* from Monday to Friday during the month of March 2005. Although Zimbabwe has 17 Newspapers including weeklies and Online Editions, the three were monitored because they are accessed by a larger number of people in both rural and urban areas. (See annex 4 Newspaper Readership statistics)

The *Daily Mirror* is a privately owned newspaper, which is available throughout Zimbabwe. It was founded in 2002 and was first published on September 9, of the same year. The *Daily Mirror* accounts for approximately 2% of readership.

The *Herald* is a state newspaper that was established in 1891 and enjoys the widest circulation of the three papers. The *Chronicle* is based in Bulawayo and has the second largest circulation. It is also a state newspaper and was established in 1894. *The Herald* and *The Chronicle* are owned by Zimbabwe Newspapers, a company in which the state holds the majority shares.

Stories were procured and monitored via hard copies of the daily publication and selected using distinct bylines that had to do with the 2005 general election.

Broadcast News

There was a need to make direct comparison between newspaper and broadcast news findings and as a result the weekday sample dates for the two categories are the same. The weekend news bulletins rounded up all the election news that had happened during the week so these two days were coded for data.

The 8pm evening bulletin on ZTV was procured via videotape and then coded. Stories that were selected for coding were the ones concerning the parliamentary election and candidates.

ZTV is the only TV station in Zimbabwe, a subsidiary under the Zimbabwe Broadcasting Holdings. It is a state broadcaster and the only station available in Zimbabwe. Other subscription stations are available on Digital Satellite Television (DSTV) owned and operated by MultiChoice from South Africa. More information on the viewership of television is found on Annexe 5

Description

The monitoring codes as designed by the Global Media Monitoring Project (GMMP) of 2005 were adopted by MISA-Zimbabwe in the monitoring of the parliamentary elections of 2005 for the following objectives:

- To ascertain from the recent electoral campaign the media's reflection of women's political participation as compared with men's political participation;
- to analyze the ways in which gender biased social and professional roles (familial relationships), as reflected in the media, are barriers to women's enhanced political participation;
- to analyze ways in which various stereotyped images of women in the media might influence the self-perception of women as potentially competent/ incompetent to enter politics;

Quantitative Analysis

The quantitative analysis consisted of capturing data consisting of:

- Proportion of female and male sources.
- How the sources are described (Familial Relationships)?
- Who between the men and women featured the most in the items monitored?

Qualitative Analysis

The qualitative analysis according to guidelines by the GMMP, aims to demonstrate to journalists and media practitioners that good stories are produced by paying attention to high professional standards and gender mainstreaming in the stories. It looks at missed opportunities or stories that

could have been enriched and expanded by a wider range of sources and view points, or shedding light on different implications for both women and men. Questions posed are;

- Is there a good balance of male and female sources?
- How are women/men portrayed in the story?
- Are stereotypes reinforced or challenged?
- Is there gender disaggregated data?

Quantitative Findings

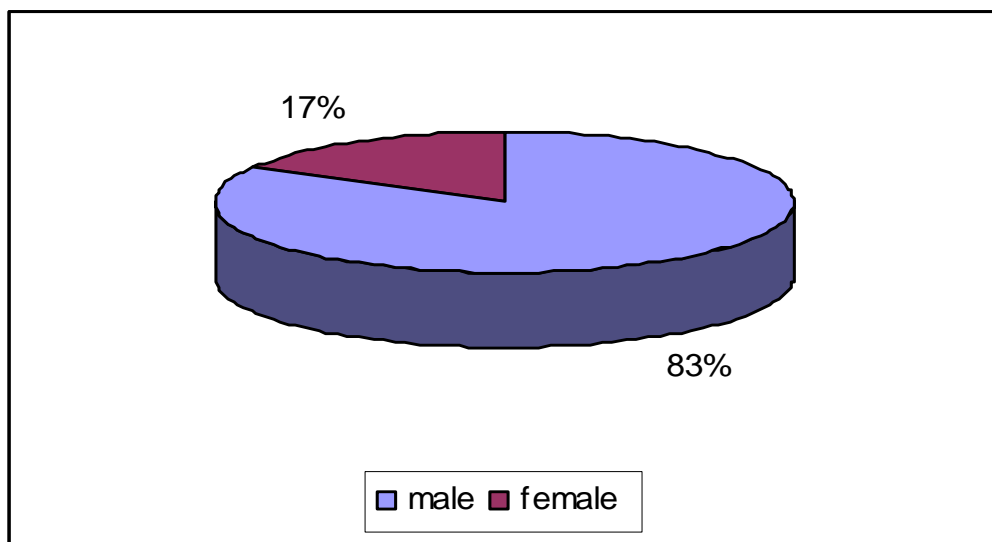
The quantitative findings come from the data captured that compared women and men. The findings counted and presented in graphs and tables:

- Proportion or ratios of female and male sources.
- How many times men and women are portrayed in their familial relationships when mentioned.
- How many stories focus on women

Newsmakers

It is evident that women politicians still play second fiddle to their male counterparts in making news. Women parliamentary candidates accounted for only 17% of the news during the period under review despite the fact they were 54 (in the 120 constituents) women participating in the elections (Table 1). This was common in the three print media houses and the sole Zimbabwean television station as clearly depicted in the pie chart (Figure 1).

Figure 1: Analysis for male and female sources for all media



In all the media, comparing the total number of stories monitored with the number of stories in which women were the newsmaker or the major source,

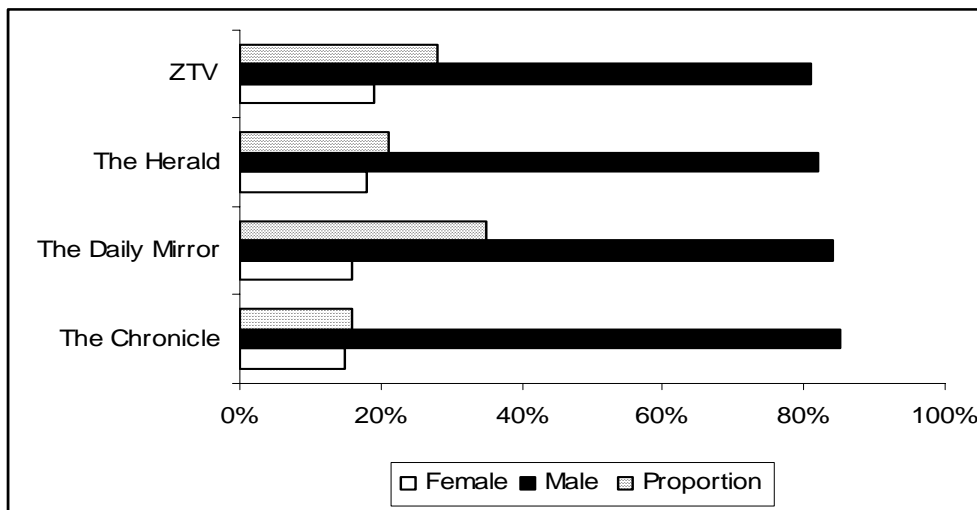
proportionally, none gave women coverage above 19%. This is despite the calls to give equal or proportionate coverage to the candidates during the pre - election period. This is clearly illustrated by the table, (Table 2) and the graph (figure 2) of the proportion of male and female candidates used as sources by the different media.

Table 2 Female versus Male Sources in all Media, Percentages

Media	Female	Male	Total
<i>The Chronicle</i>	21 (15%)	118 (85%)	139 (16%)
<i>The Daily Mirror</i>	50 (16%)	258 (84%)	308 (35%)
<i>The Herald</i>	33 (18%)	151 (82%)	184 (21%)
ZBH (ZTV)	48 (19%)	202 (81%)	250 (28%)
Total	152 (17%)	729 (83%)	881 (100%)

The table highlights that there is a dominance of male sources over female sources that exists in all media, though in some more heavily than in others

1. Figure 2: Representation (%) of news sources by gender for all media



As already highlighted, the low proportion of 17% of women candidates being given coverage by the media monitored, not only suggests but reinforces the notion that the media is still unjust, pro-male and at worst still promoting gender inequality actively and/or passively.

Portrayal of News Sources

In professional reporting it is required that familial relationships (i.e. wife of, daughter of) are only mentioned if they are relevant to the story. Table 3 clearly shows the extent to which sources are identified according to family relationships.

Table 3: How sources are identified through relationships

Source	Relationships		
	Wife, daughter, mother- (n)	Husband, son, father- (n)	Total (n)
<i>The Chronicle</i>	2	0	2
<i>The Daily Mirror</i>	1	0	1
<i>The Herald</i>	2	1	3
ZBH (ZTV)	1	0	1
Total	6	1	7

Women in all the media monitored were much more likely to be identified in their familial relations as, *mother of or wife of* unlike their male counterparts (Table 3). The media seems to have the perception that men shed their private lives as they work in the public while women are expected to carry their private identity with them.

Women as central to news making

According to the GMMP 2005, most newsmakers, i.e. the people whose actions and opinions are reported are men. But, women too make the news in a significant way. The stories that were coded are the ones in which women play a central role. The story may focus on a group of women, or on an individual woman.

Table 4: Stories in which women are central

Source	Relationships		
	Total stories (n)	Women Central (n)	Proportion (%)
<i>The Chronicle</i>	100	17	17
<i>The Daily Mirror</i>	79	10	13
<i>The Herald</i>	59	4	7
ZBH (ZTV)	165	6	4
Total	403	37	9

Of the 403 stories monitored only 37 (9%) had women as centers of the story. This figure is less than the 17% the total percentage of times that women were mentioned. This suggests that the orientation towards males goes beyond the primary source in a story. Finding a male as the best first source did not

apparently lead a journalist to look for a female as the second or third source and neither did it lead the journalist to acknowledge women as newsmakers.

Qualitative Analysis

The qualitative analysis aims at complimenting the quantitative analysis by drawing in examples or case studies to demonstrate how the journalist:

- balanced the male and female source
- Portrayed the source in the story
- Missed opportunities to enrich the story by not giving gender disaggregated data.

Case 1 Balancing Sources of News
Title: Mujuru Urges Cadres to Follow Party Procedure
Details: *The Herald*, 22 March 2005

Summary of the Story

This is a story on page 2 with a caption on page 1 about Vice President Joice Mujuru addressing a rally at Nyamuzuwe Mission in Mutoko North and another in Mudzi East and West. She was urging ambitious party cadres to grow within the party before climbing the leadership ladder.

Women as part of the speech were urged to utilize the resources made available to them for self help projects. Mujuru went on to say that it was critical that women stay close to their home to prevent social ill. This was in reference to women cross boarder traders who are raped or engage in prostitution resulting from long absence from home resulting in family break ups, divorces etc.

The full story is attached as annex 6.

Sources

There are two sources mentioned in the story, the Vice President Joice Mujuru and Beatrice Mushonga who is in the caption.

Analysis

From the analysis done of the article no balanced presentation of male and female sources is achieved. This is not to say that journalists should seek to juxtapose male and female voices in every story but seek to balance the voices of the powerful women with those of the less privileged as well. Story balance in every story. It is also acknowledged that in some stories the most appropriate sources might be male just as in others it might be female. But in cases where there are women standing as candidates it would have been best to use them as sources and not mention them in passing.

In the story Joice Mujuru was the best first source, the second and third source could have been, Olivia Muchena and Aqualinah Katsande both of whom are part of the 36 female candidates who are trying to make up the 30% quota in Parliament. These two are just mentioned in passing and none of what they said when presented to the electorate is mentioned.

Case 2 Familial Relationships

Title: MDC Lorry Hijacked
Details: *The Daily Mirror, 11 March 2005*

Summary

The article is about a lorry that was hijacked while carrying campaign materials for the MDC candidate for Chimanimani, Heather Bennett. For full text refer to annexe 7.

Sources

Heather Bennett is coded as a source as well as the officer in charge of Marondera Central Police, Inspector Rukunda. The other source is the ZANU PF Commissar, Elliot Manyika who comments on the incident

Title: Campaigning Hots up in Tsholotsho
Details: *The Chronicle, 16 March 2005*

Summary

The story is about the losing candidates in the Tsholotsho Primaries who have decided to assist the winning candidate in her campaigns. This is against the backdrop where the President declared Tsholotsho as one of the 36 constituencies reserved for female candidates. For full text refer to annexe 8.

Sources

Two women are mentioned as sources, Josephine Moyo one of the losing candidates and Musa Ncube the candidate. The third source is the acting district coordinating committee chairperson, Vumile Dube.

Analysis

The Daily Mirror writes, "Narrating the incident, Roy Bennett's wife...." There is no need to mention her private identity as no prior reference had been made to her husband and the story was not in any way about Roy Bennett. The Chronicle

also denotes Musa Ncube as the wife of the resident minister Cain Matema. She is also noted in her familial relationship in the Chronicle of 14 March 2005.

Portraying women in their private roles is not necessary as they would have sought to stand for herself in the public domain. Portrayal of a source in terms of their familial relationships seems to occur to the female candidates than to their male counterparts. In the Zimbabwean context it seems that even if a woman has excelled on her own she has to have her private identity revealed.

Missed Opportunities

As explained earlier in aiming to enrich a story a journalist should strive to balance the story in terms of balancing the sources and giving gender aggregated data instead of using the word 'people' or 'perpetrators' or 'victims'. This gives the wrong picture as the words 'perpetrators of violence' may bring into mind a male perpetrator, which is not the case as females are equally capable of perpetrating violence.

Annexe 9 contains the various examples from the stories where there are missed opportunities where the journalist could have given gender disaggregated data but did not.

Recommendations

Despite all these calls for equitable access to the media by political parties, in the media monitored nothing has been mentioned on inclusion of women as a quota in the stories. This is despite the fact that there is the declaration on Gender and Development, and the SADC principles and guidelines to which government has pledged to adhere to improve gender equality. The media is a vital tool in communicating these declarations to the Zimbabwean society, which will lead to the inclusion of women in the political process as they will gain recognition from the much needed exposure.

The recommendations below are meant to spearhead gender mainstreaming in the media and political sphere of Zimbabwe.

- Publication and distribution of the monitoring report will raise awareness in both media and female politicians on the role of the media in promoting gender equality.
- There is need to educate women leaders, be they political or community leaders to interact with the media by providing themselves as sources of news and information. Organizations such as Women in Politics Support

Unit (WiPSU) already work with female politicians, such efforts must be encouraged and there should be more collaboration amongst civil society organisations to bring more focus and synergies on finding solutions to identified problems.

- Advocacy work and strong lobbying by stakeholders and institutions involved in media is necessary towards bridging the gender gap that exists. There is need to develop a comprehensive policy programme for mainstreaming gender in the media. This will need CSO's to come up with activities with regard to, technical assistance, reporting methodology, gender-impact assessments and coordination and play an active role in the implementation of the programmes.

Annexure 1: The Media Environment in Zimbabwe

The media environment in Zimbabwe has been turbulent over the past five years with four newspapers shut down and hundreds of media workers thrown into the streets. The space for the exercise of freedom of expression and access to information has adversely been reduced.

The Southern African Development Community (SADC) has joined the growing chorus of voices agitating for the creation of an enabling environment that allows for equitable access to the state media by all Zimbabweans across the socio-political and economic divide. The call was made by the SADC Election Observer Mission at the end of Zimbabwe's parliamentary elections, which were held on March 31, 2005. The mission, in presenting its report, expressed concern over the skewed media environment favoring the ruling party and suggested that this be changed.

MISA regional office also carried out a pre election assessment of the media situation in Zimbabwe in June 2004 and found out that the March 31 2005 election would not be free and fair as a result of the government's monopoly of the airwaves, through its control of the ZBH and the use of repressive laws to arrest and shut down private media houses. In the report, "Fact-Finding Mission to Zimbabwe: June 2004' MISA noted that, "violence seems to be encouraged by hate messages that are carried out in the state media, particularly the Zimbabwe Broadcasting Holdings, (ZBH) and the country's main daily newspaper, The Herald."

In apparent capitulation to the incessant calls to improve access to the public broadcaster, the government gazetted the parameters and regulations pertaining to equal access to radio and television in the run-up to the parliamentary elections. While the BSA provides that every political party has the right to

reasonable access to the media, a similar provision is not provided for under AIPPA, which regulates the print media. A similar provision should apply to the print media as well given that the government has the controlling stake in Zimpapers, which publishes its flagship national daily "The Herald" and its stable mates, "The Sunday Mail", "Chronicle", "Sunday News", "Manica Post" and "Kwayedza". In any case, the ZBH's reportage remained in favor of the ruling party ZANU PF to the extent that ZBH reporters put on ZANU PF T Shirts while covering its National Congress and gave acres of space to ZANU PF jingles and other messages attacking the opposition, MDC as stooges of the west.

Annexure 2: AIPPA on Gender MISA-Zimbabwe Fact sheet

The Access to Information and Protection of Privacy Act (AIPPA) of 2002 like most pieces of legislation ignores gender issues on two levels, its technical provisions and its overall effect on the right to information and expression.

Technically, AIPPA in the provisions relating to the Media and Information Commission does not set the pre-requisite of gender balance in the composition of the commission. The Media and information Commission is appointed by the Minister of Information and he/she has discretionary powers to decide without input from any gender or women's organisations on who should be on the commission.

The AIPPA limits access to information in general but more specifically on women who are already marginalized in relation to acquiring information. In section 14 AIPPA protects information relating to cabinet and local government bodies. Information relating to public gender policy is therefore inaccessible to women whether it is on advice given to cabinet or draft legislation relating that cabinet wishes to bring before parliament. In section 15 AIPPA entrenches the non-disclosure of information relating to advice that is given to public institutions. It does not outline that information relating to gender policies is not protected. At a time Zimbabwe is undergoing through an economic crisis, coupled with the HIV-AIDS pandemic accessing information on available of drugs, aid etc becomes necessary especially for already marginalized groups such as women.

Annexure 3: Zimbabwe's Political Environment

¹Zimbabwe's descent into government-sanctioned lawlessness began in February 2000, shortly after Zimbabweans rejected the Government's draft constitution in a national referendum. President Mugabe and his ruling ZANU-PF party were clearly stunned by the defeat, and feared that their 20-year stranglehold on power might be threatened by an increasingly popular opposition party, the Movement for Democratic Change (MDC), in the June 2000 parliamentary elections.

Since June 2000, the Government has orchestrated a campaign of violence and intimidation against the judiciary, the independent media. It has forced the Chief Justice into early retirement and replaced him with someone widely considered sympathetic to the ruling party's political agenda. It has conducted an intensive rhetorical campaign against the independent press and threatened and arrested individual journalists, charging them under repressive legislation passed in early 2002 namely the Access to information and Protection of Privacy Act (AIPPA), (POSA) and to some extent the Broadcasting Services Act (BSA).

The President has the power to appoint 30 more Members of Parliament (MP) to the 120 that are voted for. Of those appointed in 2000, the President appointed 2 only bringing a total of 13 female MPs. In 2005 a total of 20 women were elected, one was made a non-constituency member of Parliament. This comprises of 27% and nowhere near the 30 percent quota that was being targeted. In key positions of decision-making or ministerial capacity women have not made much headway in terms of numbers; it is only in 2004 that the vice president chosen was a woman.

¹ Country Commercial guide 2003

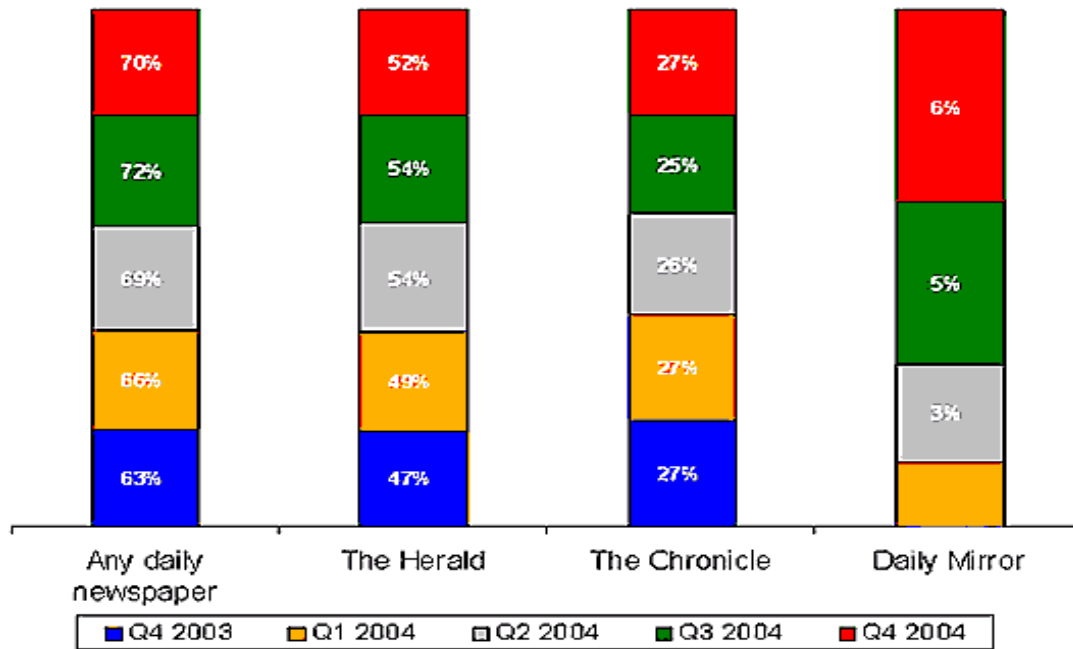
Annexure 4: Newspaper Readership

Statistics from the Zimbabwe All Media Products Survey (ZAMPS) are from the third quarter of 2004 covering the period between July and September and show newspaper readership.

The ZAMPS survey, showed a five-percentage point increase in the readership of weeklies over the year to 66 percent and by two percentage points since the second quarter of 2004. Readership of daily newspapers, on the other hand, declined by five percentage points since the third quarter of 2003 – from 77 percent to 72 percent.

ZAMPS 2004: DAILY NEWSPAPERS READ IN THE PAST 8 MONTHS								
TOTAL POPULATION (Adult pop': 6,729,000)								
	1998*	1999	2000	2001	2002	2003	2004	
	%	%	%	%	%	%	%	000s
The Chronicle	20.5	19	21.4	12.9	13.7	17	16	1 053 942
The Daily News	**	**	27.6	38.4	30.6	**	**	2061
The Daily Mirror	**	**	**	**	**	**	2	121 475
The Herald	38.4	37.9	40.6	35.5	28.9	28.4	31.2	2 114 600

So many rivers to cross: A Report by MISA-Zimbabwe on the Portrayal of Female Candidates in the Zimbabwe March 2005 Parliamentary Elections



Annex 5: Television Viewership

The ZAMPS survey reports a decline in Zimbabwe Television (ZTV) viewership figures in the past 12 months, while that of pre-recorded videos and Digital Satellite Television (DSTv) grew over 2003 as well as between the second and third quarters of 2004.

Fewer viewers were also reported for ZTV’s flagship News Hour prime time news programme, from 18 percent in the third quarter of 2003 to 16 percent in the third quarter. News Hour viewership was gauged at about 19 percent in a ZAMPS survey for the previous quarters

The table below outlines in detail the survey results against the population of Zimbabwe.

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ZAMPS 2004: TELEVISION WATCHED								
TOTAL POPULATION (Adult pop': 6,729,000)								
	1998*	1999	2000	2001	2002	2003	2004	
	%	%	%	%	%	%	%	000s
ZTV1	25	24.9	28.2	26.6	28.4			1912
								304
Satellite**	1.6	1.5	1.8	1.4	1.4			92
○								
*1998 Target Population was 5,717,000								
**Satellite TV includes: SABC, eTV and DSTV								

