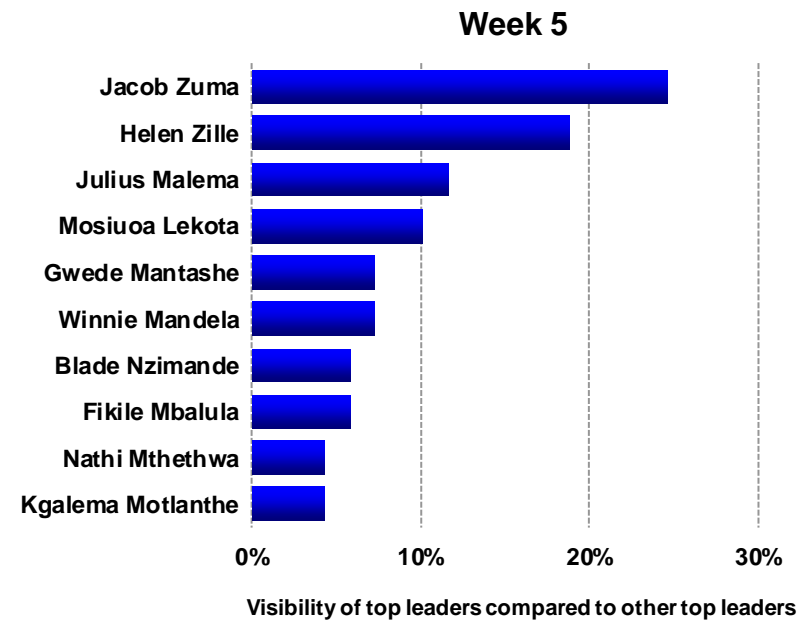


## Party leaders in campaigning overdrive

Workers Day rallies pits parties against each other

In the last week...

- **Jacob Zuma** takes campaign to Soweto.
- **Helen Zille** rallies in Nelson Mandela Bay
- **Julius Malema** and **Fikile Mbalula** warns of DA danger in Potchefstroom.
- **Gwede Mantashe** gets a hostile reception at a Workers' Day rally.



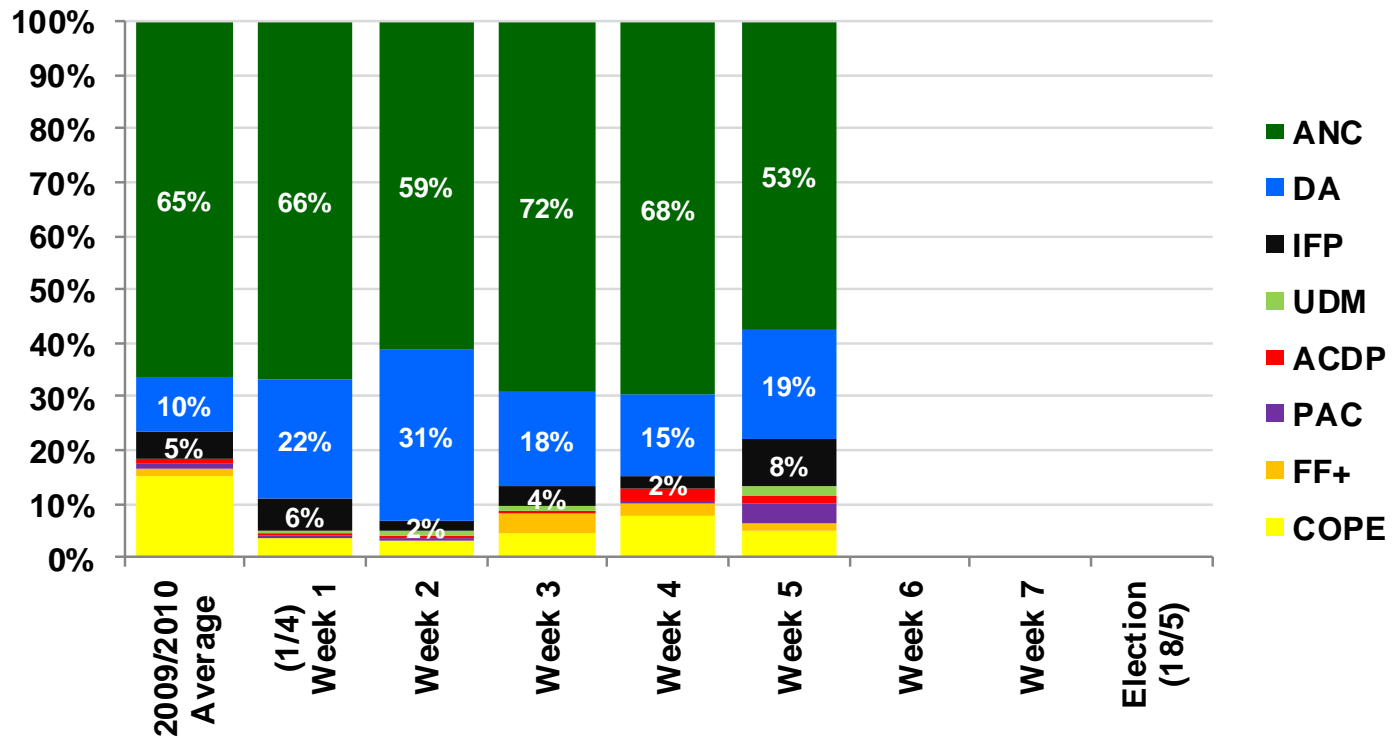
# Visibility of political parties

Focus: Week 5 = 26 April – 3 May 2011

Local Elections 2011

## Media space for smaller parties grows

But ANC still secures more than half of all coverage



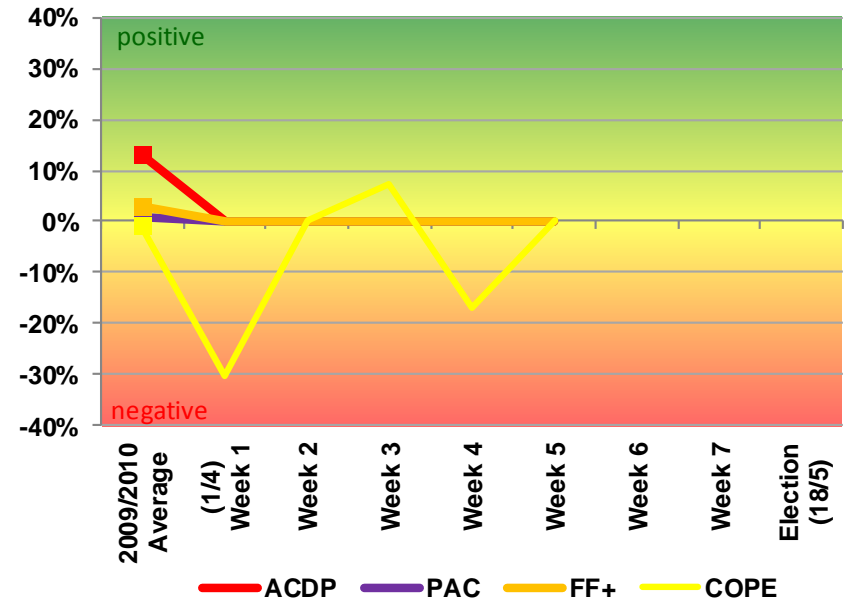
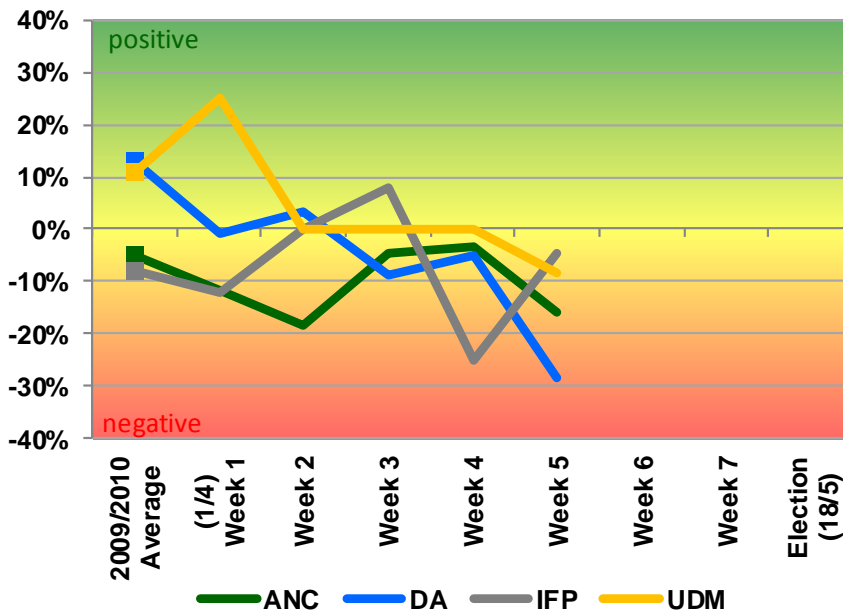
# Media rating of political parties

Focus: Week 5 = 26 April – 3 May 2011

Local Elections 2011

## Top parties increasingly criticising each other

With smaller parties generally being ignored by others



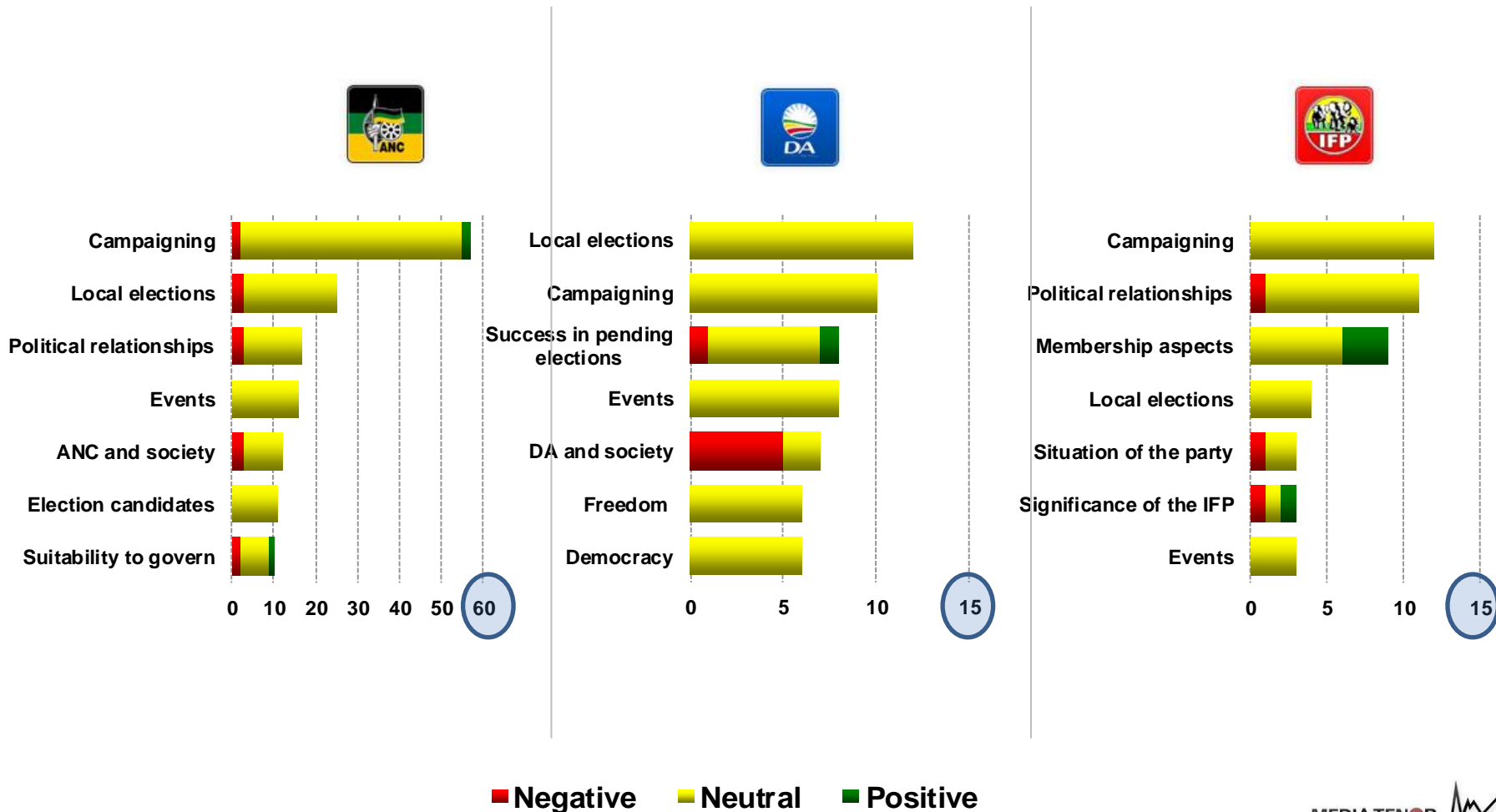
# Top party issues

Focus: Week 5 = 26 April – 3 May 2011

Local Elections 2011

## Campaign rallies top the news

With opposition focusing on DA as a 'racist' party



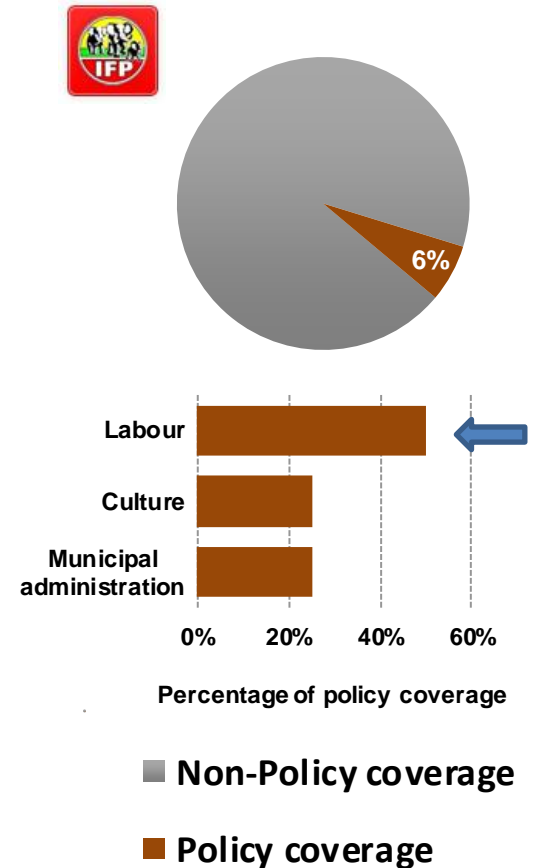
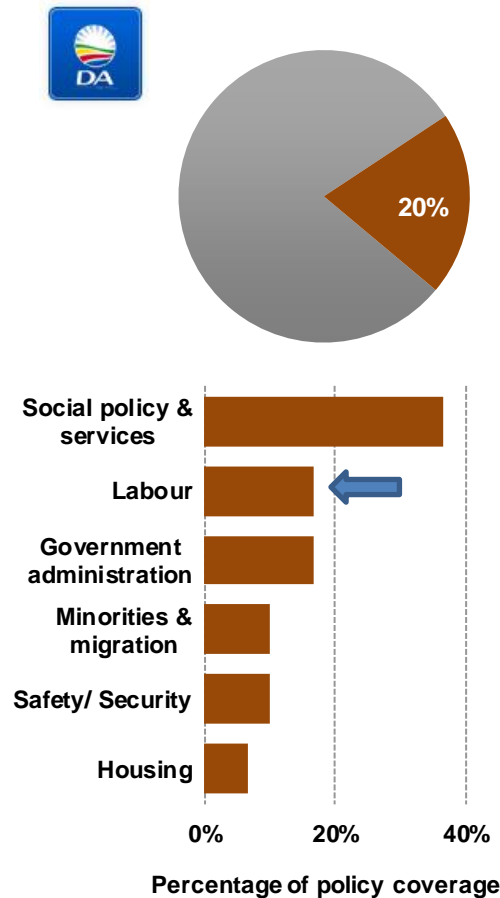
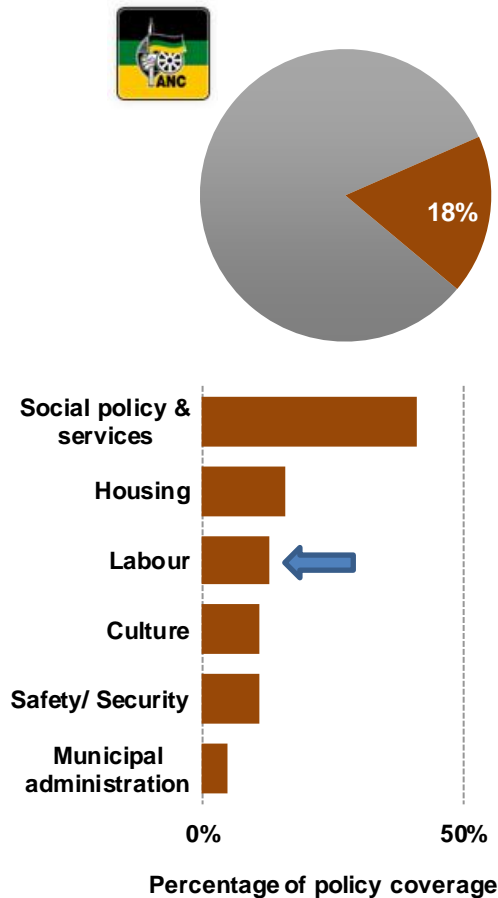
# Policy issue coverage

Focus: Week 5 = 26 April – 3 May 2011

Local Elections 2011

## Worker's Day sparks labour debate

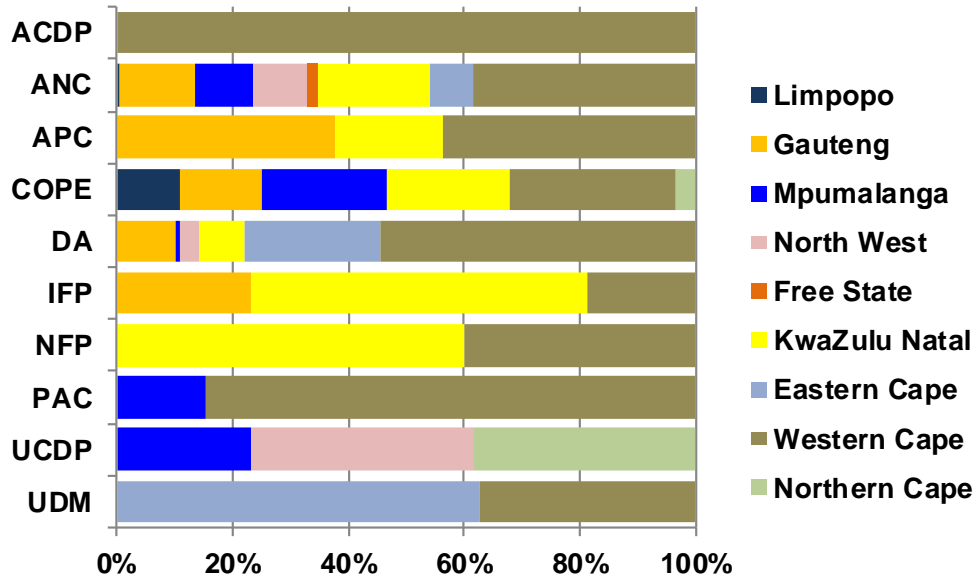
2011's theme of 'job creation' high on the political agenda



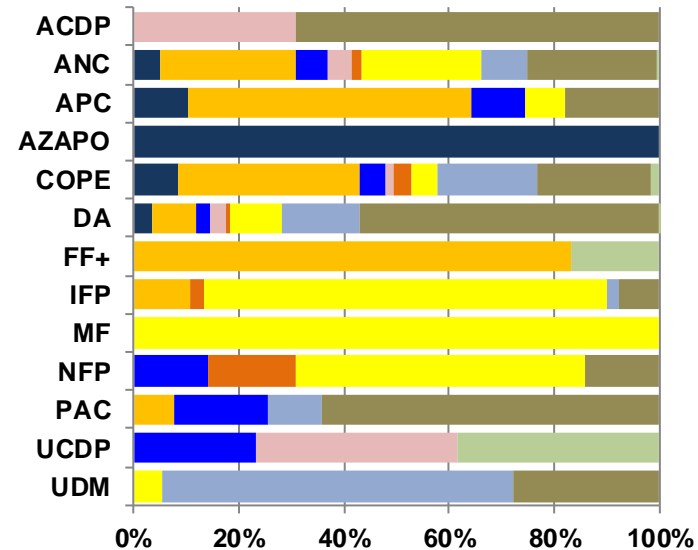
## Western Cape electioneering in focus

As ANC challenges DA over "toilets without walls" ruling

Week 5



Cumulative



## Media set

Media Tenor retrospectively analyses politics on a statement by statement level in around 40 opinion leading SA media. The following media set is maintained up to date for the 2011 Local Election project:

|                       | Format | Ownership | Language  |
|-----------------------|--------|-----------|-----------|
| Ukhozi Fm             | Radio  | SABC      | Zulu      |
| Talk 702              | Radio  | Primedia  | English   |
| Lesedi Fm             | Radio  | SABC      | Sotho     |
| Sotho News (SABC)     | TV     | SABC      | Sotho     |
| Afrikaans News (SABC) | TV     | SABC      | Afrikaans |
| E-TV News             | TV     | HDI       | English   |
| Sunday Times          | Print  | Avusa     | English   |
| City Press            | Print  | Media24   | English   |
| M&G                   | Print  | M&G Media | English   |

## Statements level coding

Statement coding analyses every single piece of information in an article separately (subject, topic, rating, source, etc.).

## Contact

Media Tenor South Africa:

P.O. Box 26493, Monument Park, Pretoria 0105.

Tel.: +27 (0)12 - 346 6422;

Fax: +27 (0)12 - 346 4436