



Media coverage of political parties in Namibia in the run- up to the elections in November, 2004



1 September – 9 November, 2004



Supported by:

Finnish Embassy Namibia

Presented by:

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This year is the fourth time since Independence that Namibians go to the polls to elect a president and members of the National Assembly. Although every election is special, this election will be remembered as the first of the post-Nujoma era. Despite the fact the few expect a significant change in past voting patterns, this election will answer some important questions. Firstly, will the new president be as popular as the founding father? Secondly, after four elections, will Namibians have the energy when it comes to visiting the polls as they did before? Thirdly, will the new opposition parties have a significant negative impact on the support for the existing opposition parties? Given their past track record, how would opposition parties perform? Finally, Would the quality of this electoral process be of the same high standard as those of past years?

One neglected aspect of elections in Namibia is the role of the media during and after the electoral process. The following questions often goes unanswered: Who is covered during the election period and how often? What prominence is given to elections and those agencies that are associated with it? Are these agencies portrayed with any clear slant? Ultimately, does the media frame elections in any specific way that shapes voting patterns or turnout? In this, our second presentation on the Media and The 2004 Elections we seek to provide some tentative answers to these and other questions.



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- The total volume of coverage started increasing significantly only about one month before the elections. Before then the elections were almost a “non-event”.
- SWAPO Party has highest volume of coverage.
- Most coverage on political parties are ‘neutral’, but with all parties, the volume of negative statements are larger than the volume of positive ones.
- NBC News covers mainly non-policy issues.
- Outgoing president Nujoma receives twice as much coverage as possible successor
- Parties speak mainly on themselves, not on their competition.



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Summary: 1 September - 9 November 2004

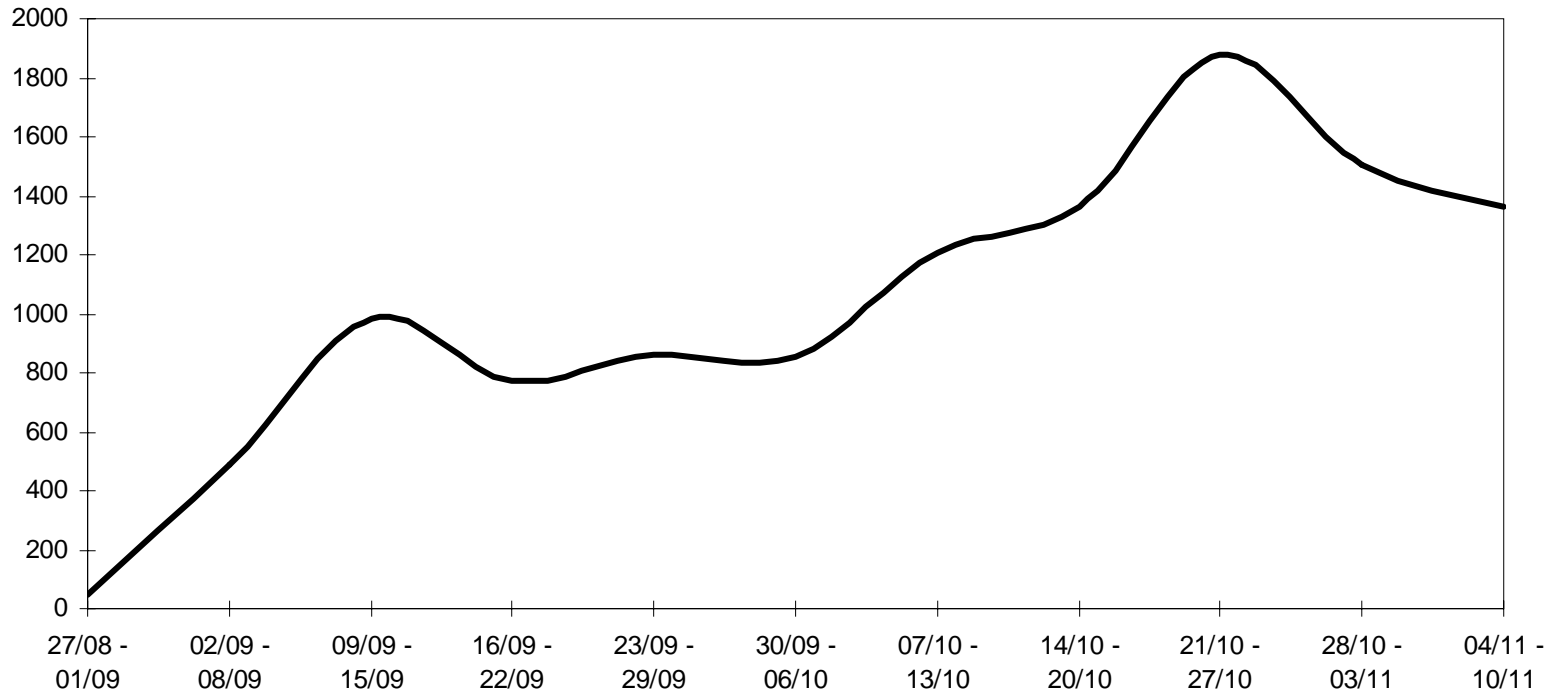
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Appendix



Volume of coverage steadily increasing... And dropping, prior to election

Political parties receiving coverage: 1 September - 9 November 2004



N= 11 314

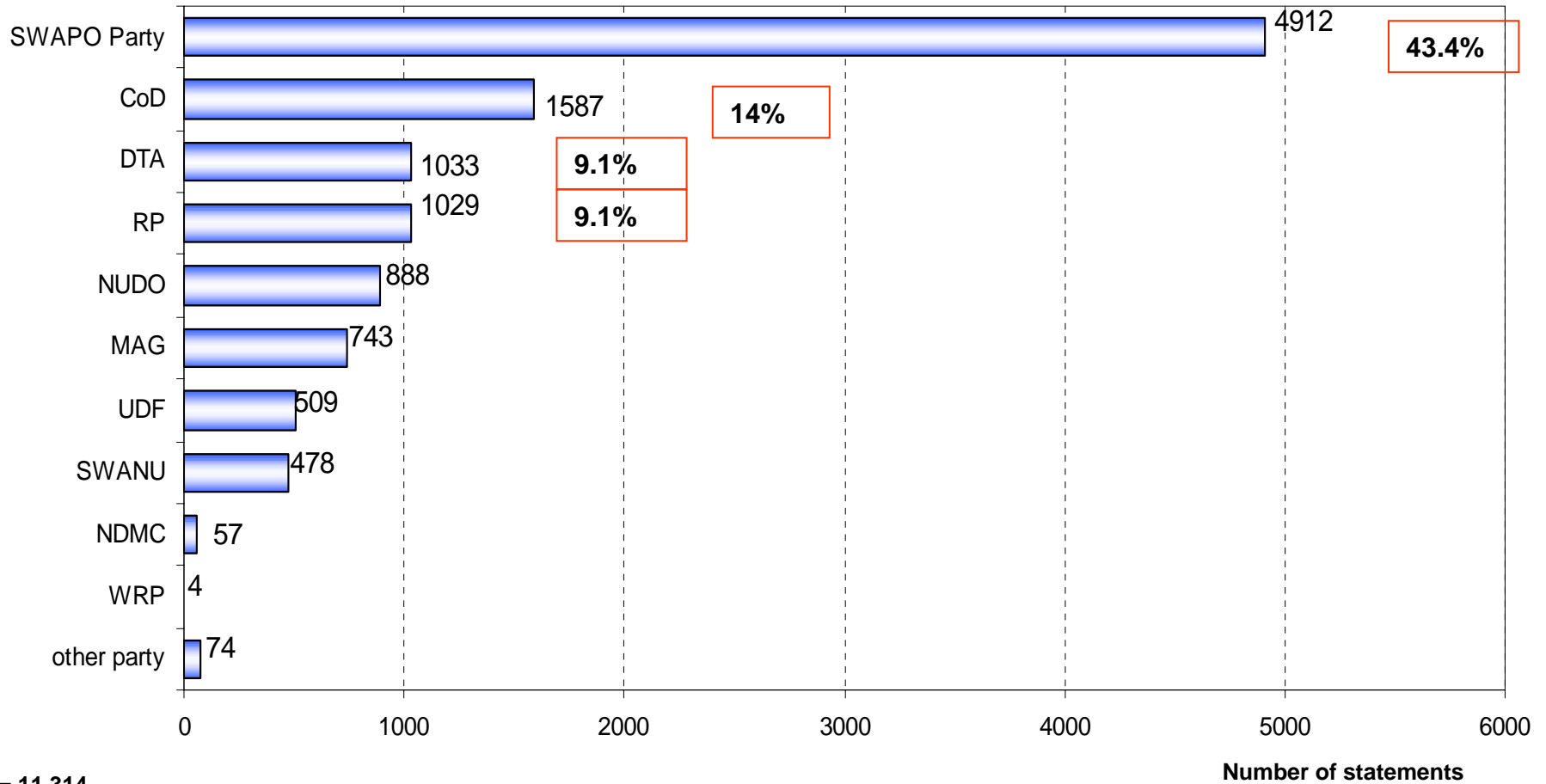
Number of statements

The volume of coverage only started increasing as of 06/10/2004, slightly more than a month before election day. It peaked about two weeks later.



SWAPO with bulk of coverage, CoD distant second

Political parties receiving coverage: 1 September - 9 November 2004

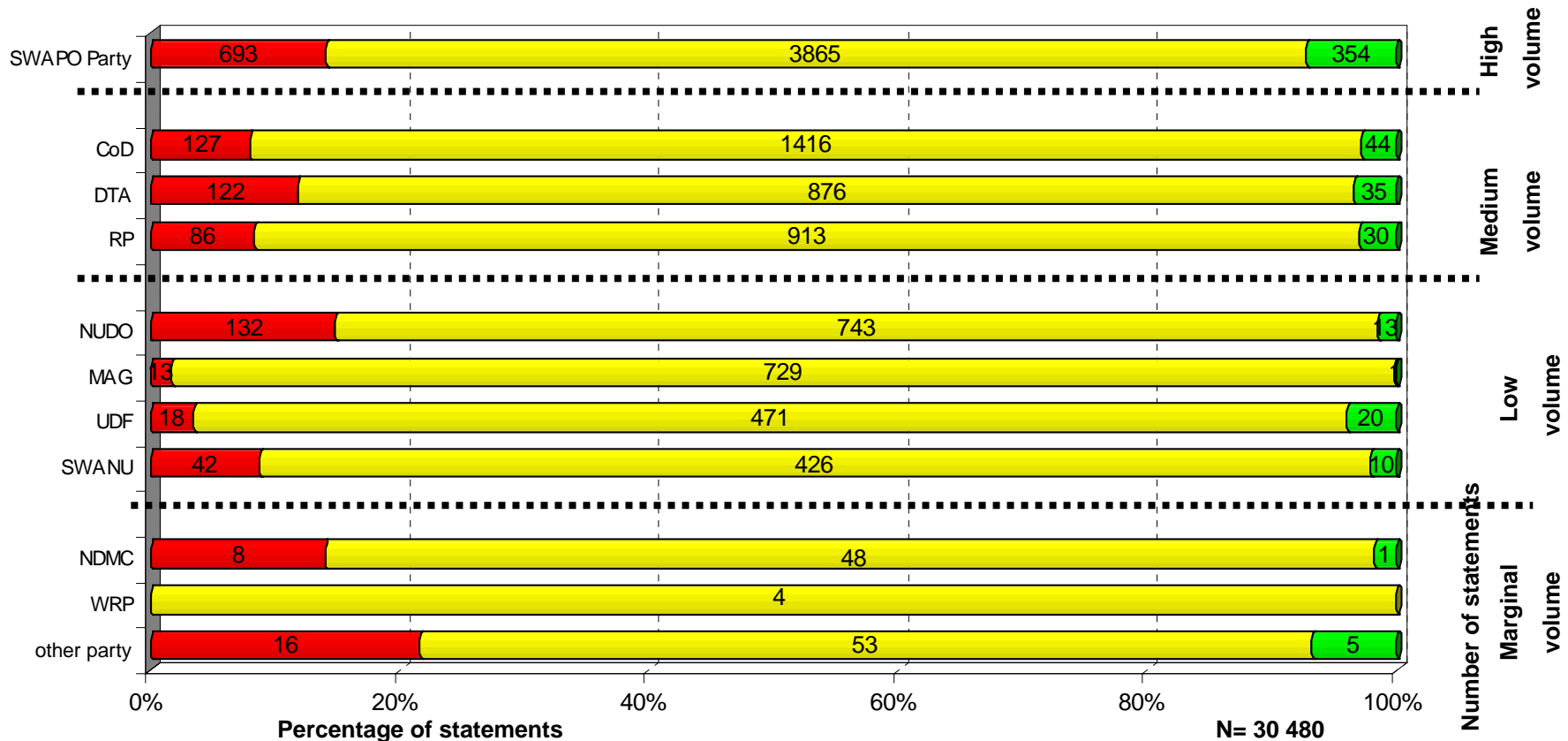


SWAPO party receives almost three times as much coverage as the CoD which is second. DTA and RP received almost equal volumes of coverage.



Most parties reported on without a clear positive or negative slant

Rating of political parties in Namibian daily media: 1 September - 9 November 2004



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Although the overall slant is neutral, the number of negative statements is almost double that of positive statements for all parties.

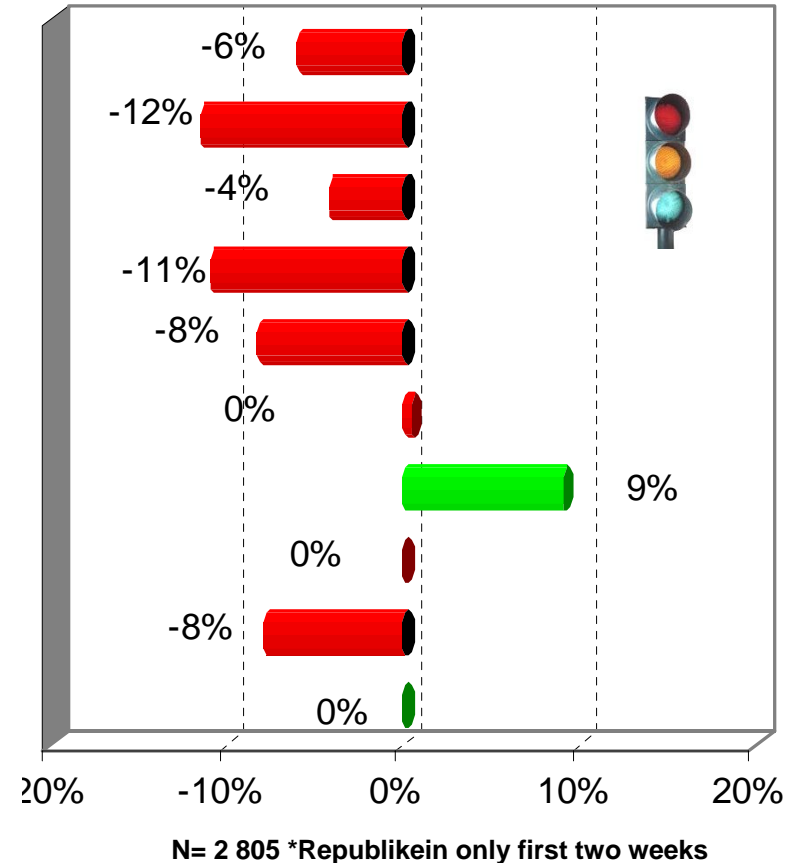
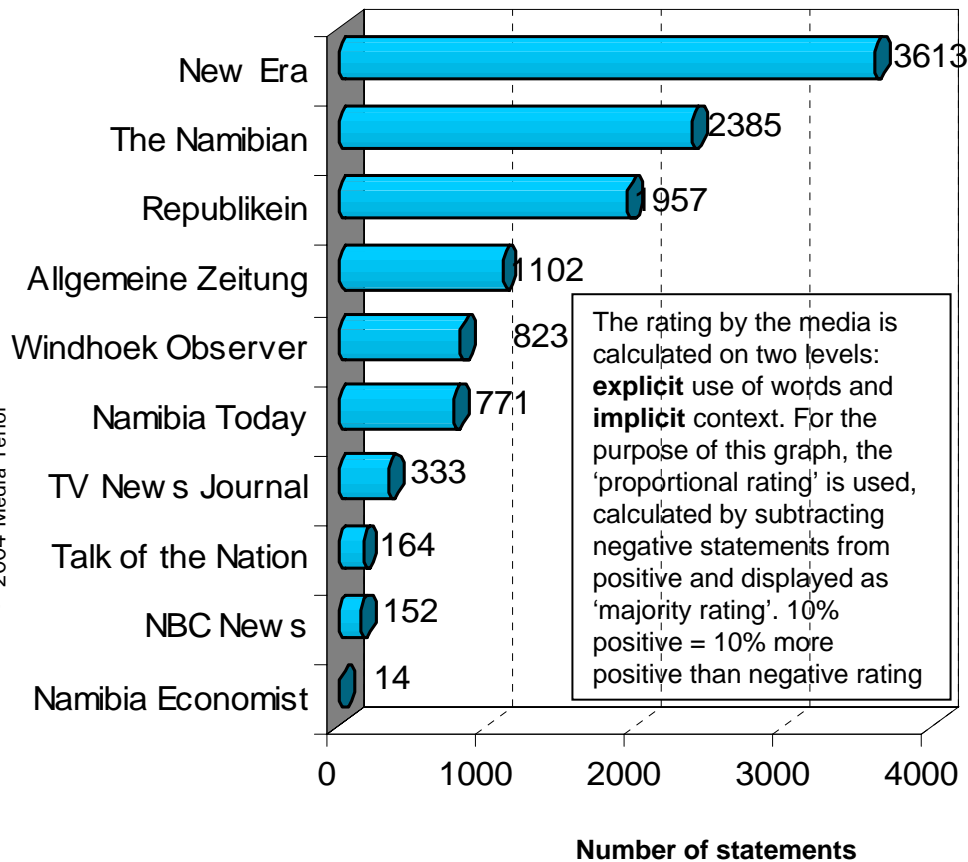


The rating by the media is calculated on two levels: **explicit** use of words and **implicit** context. The combination is the overall rating, expressed in the colours of a traffic light (robot).



Media with negative slant, only TV News Journal with positive coverage

Media reporting on political party and rating of its political coverage: 01/09/04-09/11/04

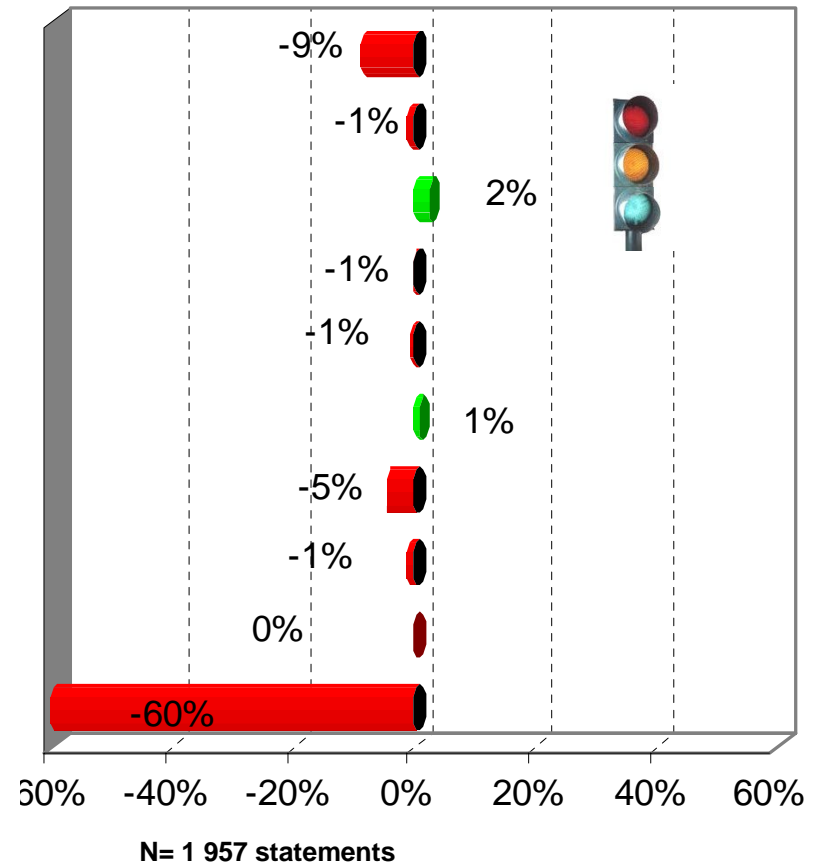
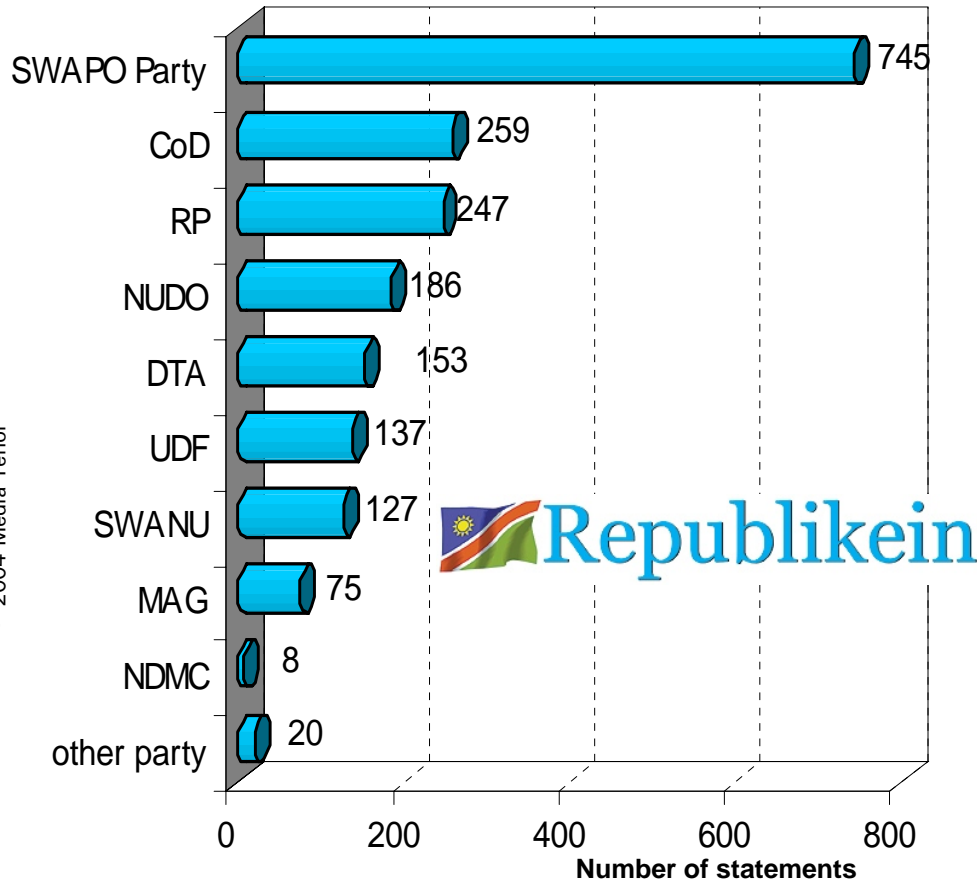


For most media, the number of statements with a negative slant, is greater than those with a positive slant.



Republikein focuses on SWAPO, but RP with more positive coverage

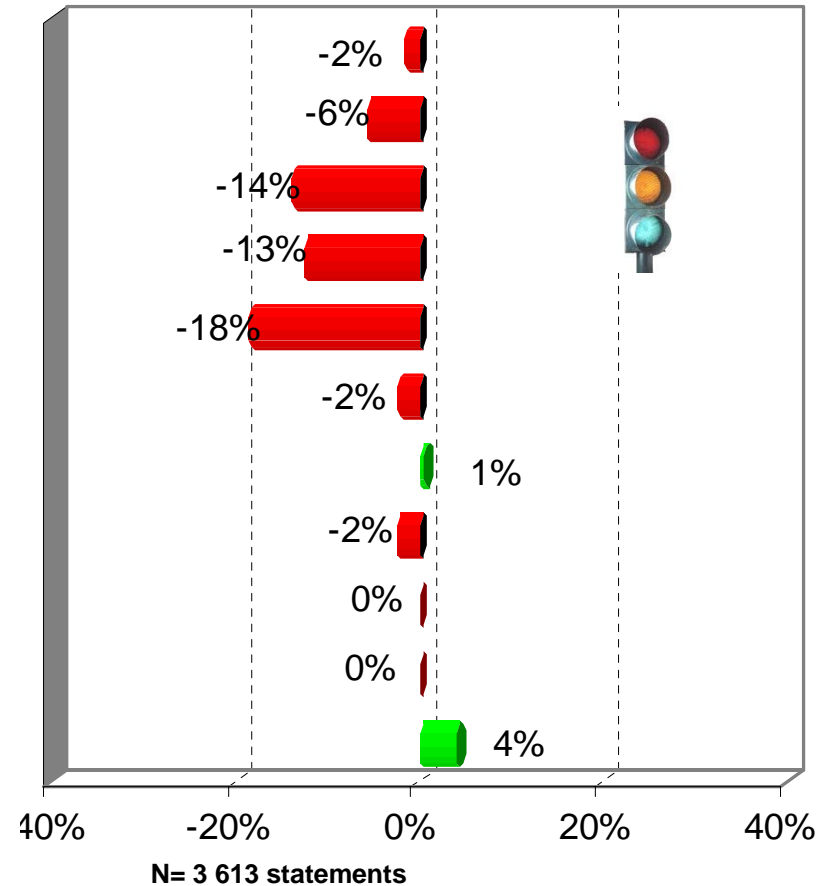
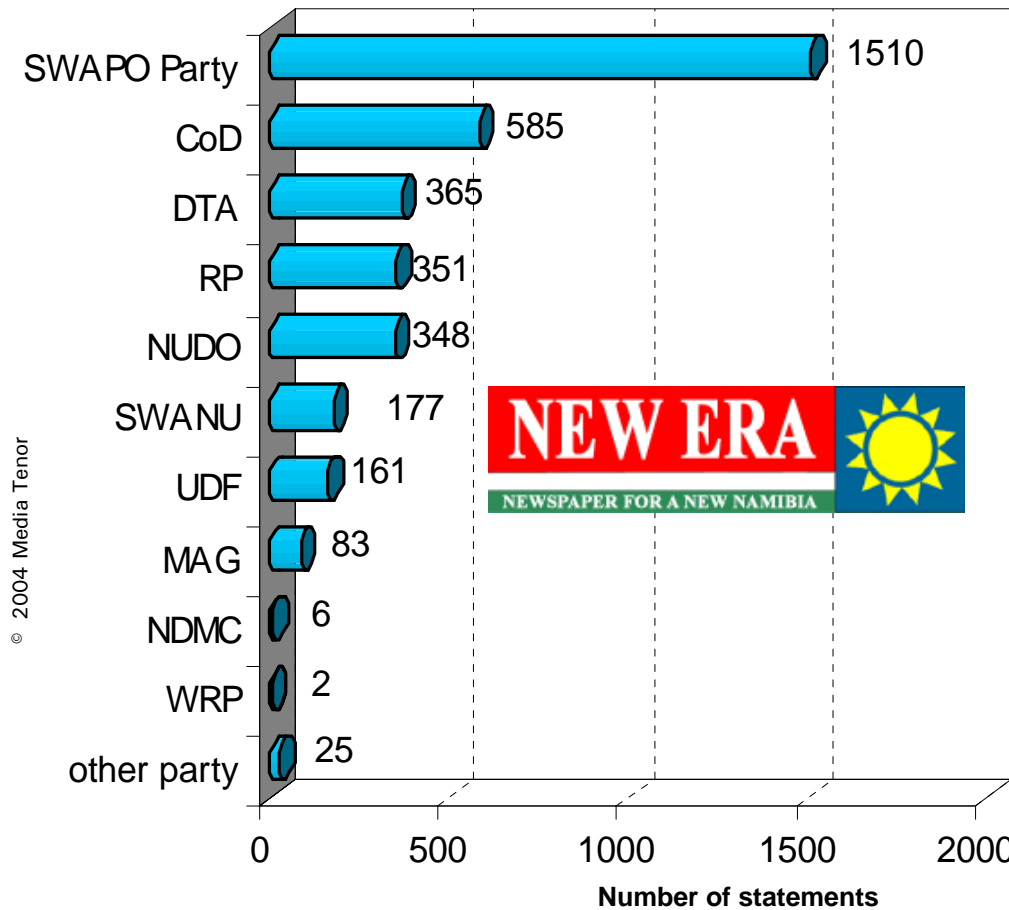
Media reporting on political party and rating of its political coverage: 01/09/04 – 09/11/04





New Era gives non-Swapo parties similar share of coverage

Media reporting on political party and rating of its political coverage: 01/09/04 – 09/11/04

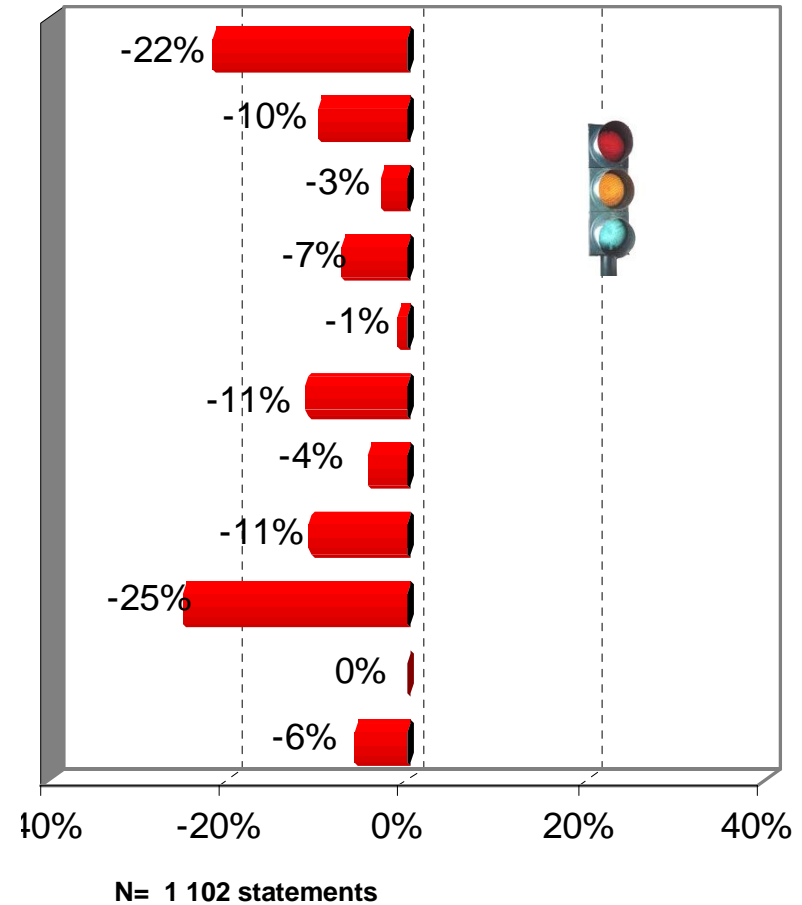
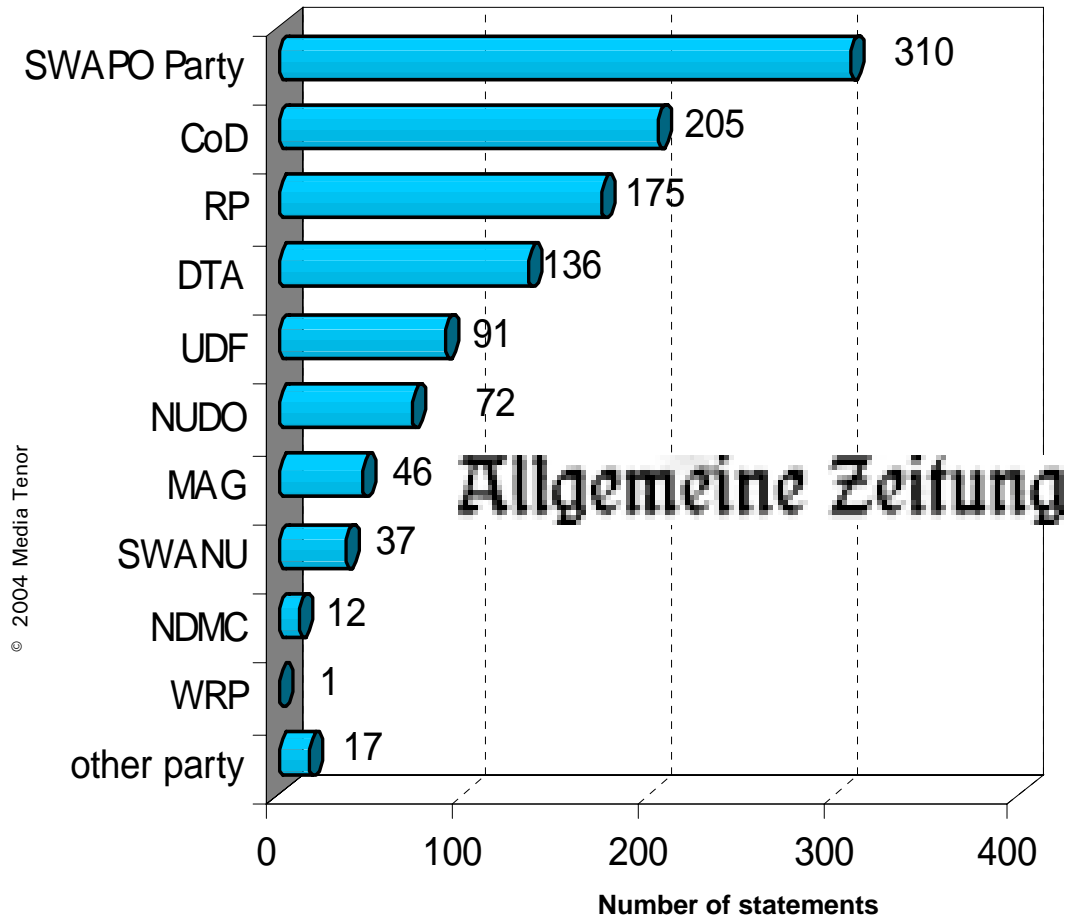


For all main opposition parties, the number of statements with a negative slant is greater than those with a positive slant. Greatest difference between positive and negative statements for DTA, RP and NUDO.



Allgemeine Zeitung with good diversity of coverage, mostly negative

Media reporting on political party and rating of its political coverage: 01/09/04 – 09/11/04

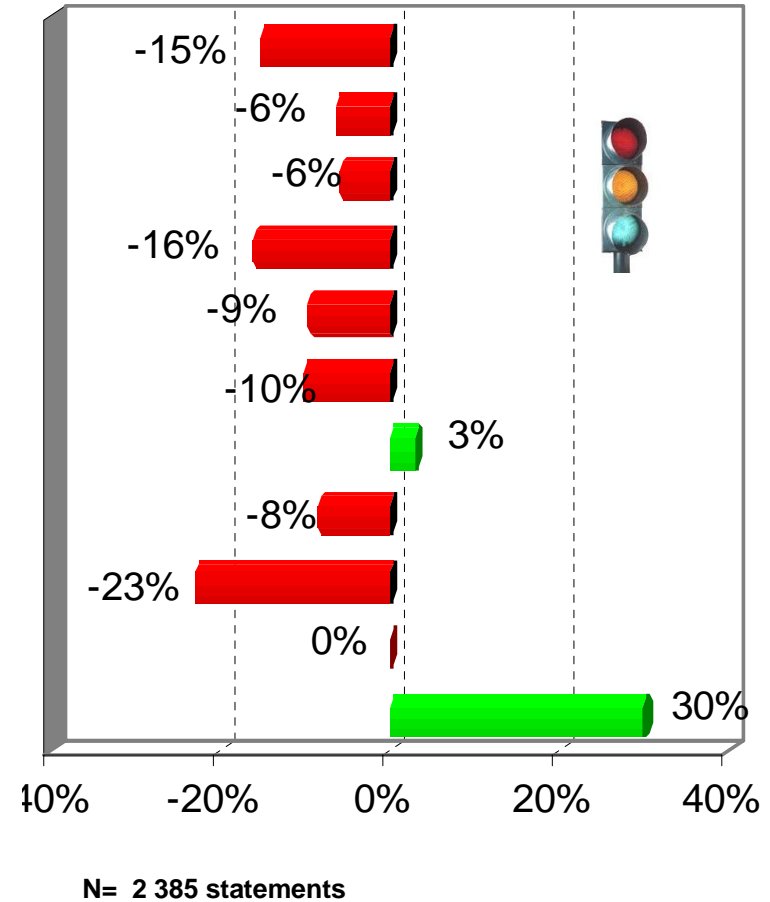
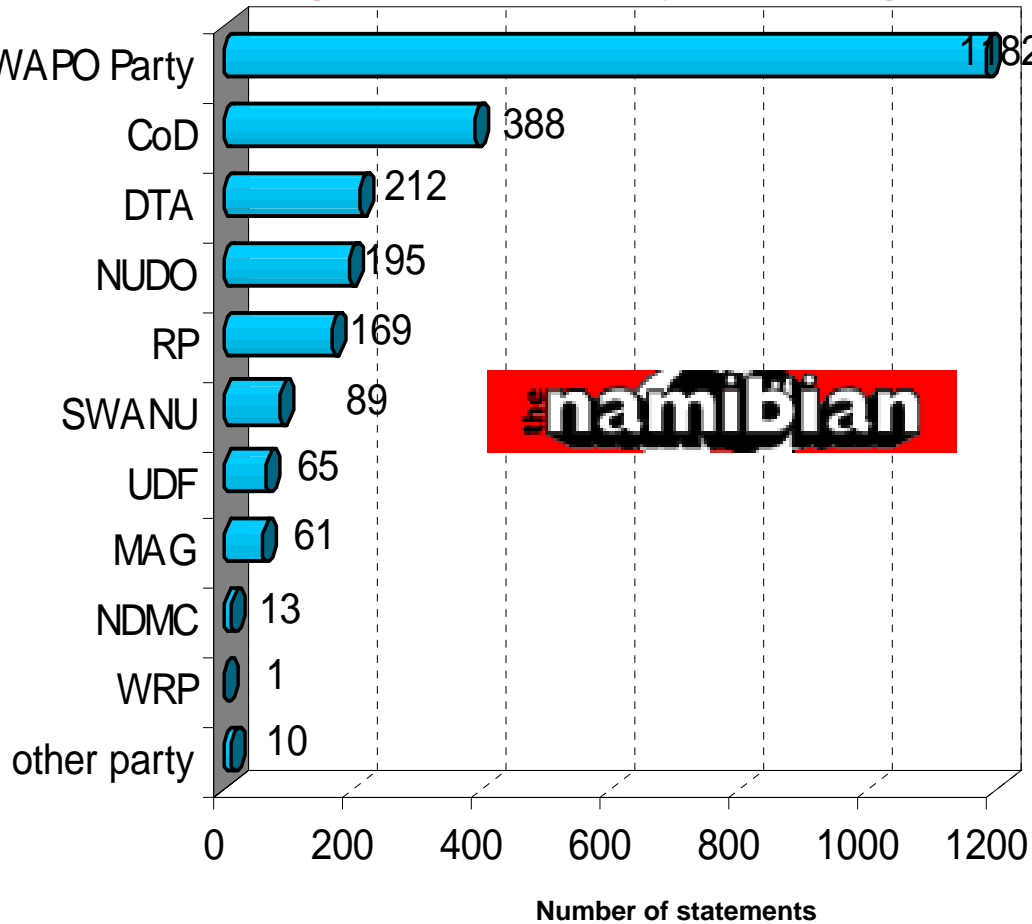


For all parties, the number of negative statements greater than the number of positive statements.



Only UDF getting more positive coverage, strong focus on SWAPO

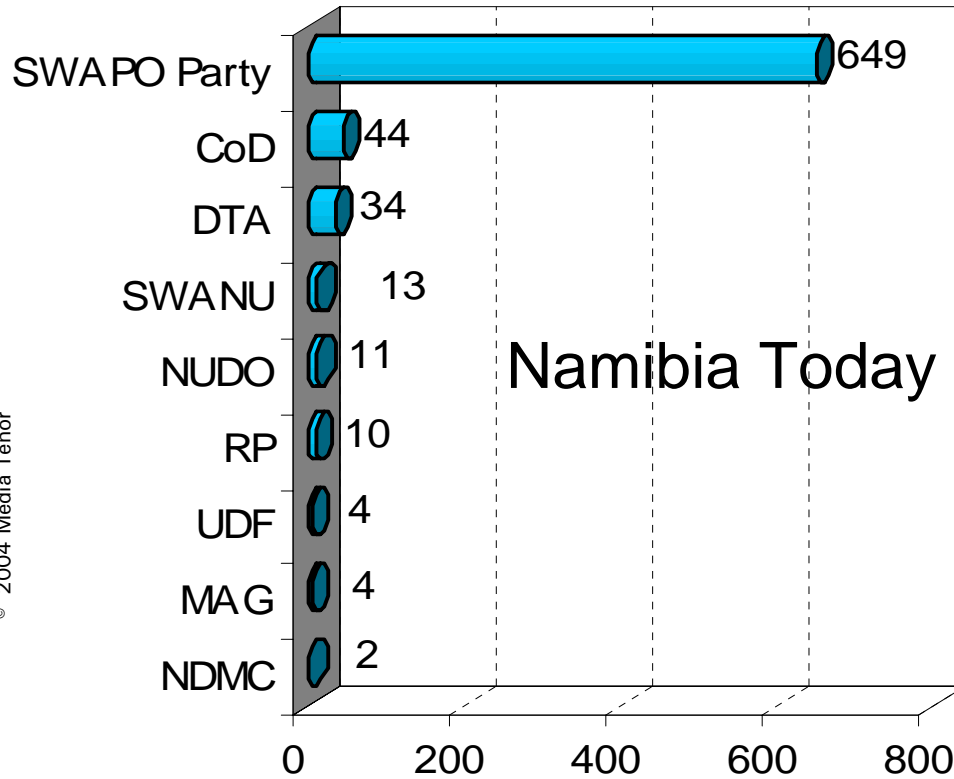
Media reporting on political party and rating of its political coverage: 01/09/04 – 09/11/04



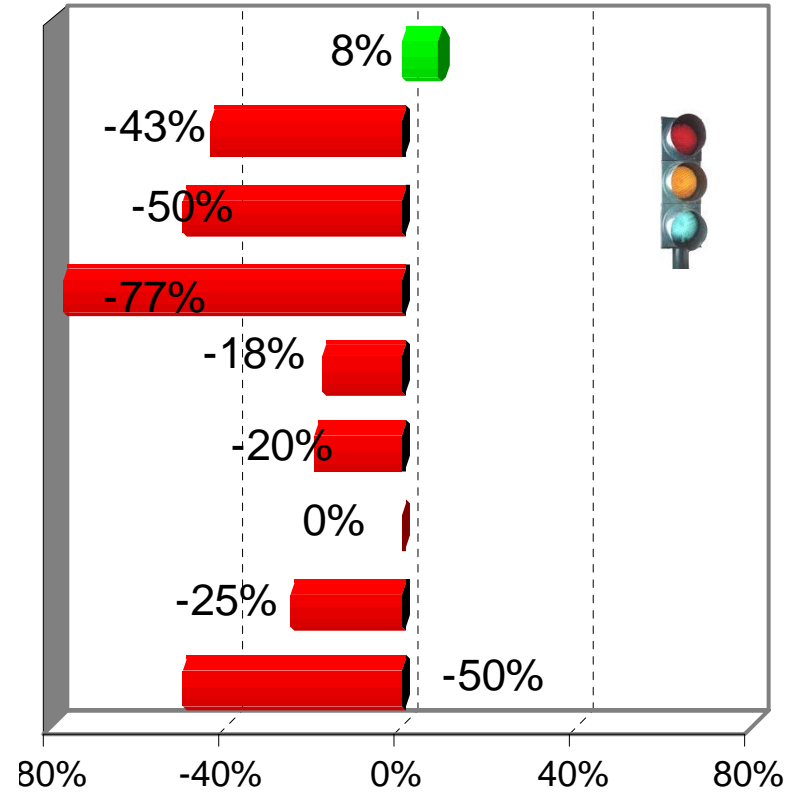


Swapo newspaper with severe criticism of opposition

Media reporting on political party and rating of its political coverage: 01/09/04 – 09/11/04



Number of statements



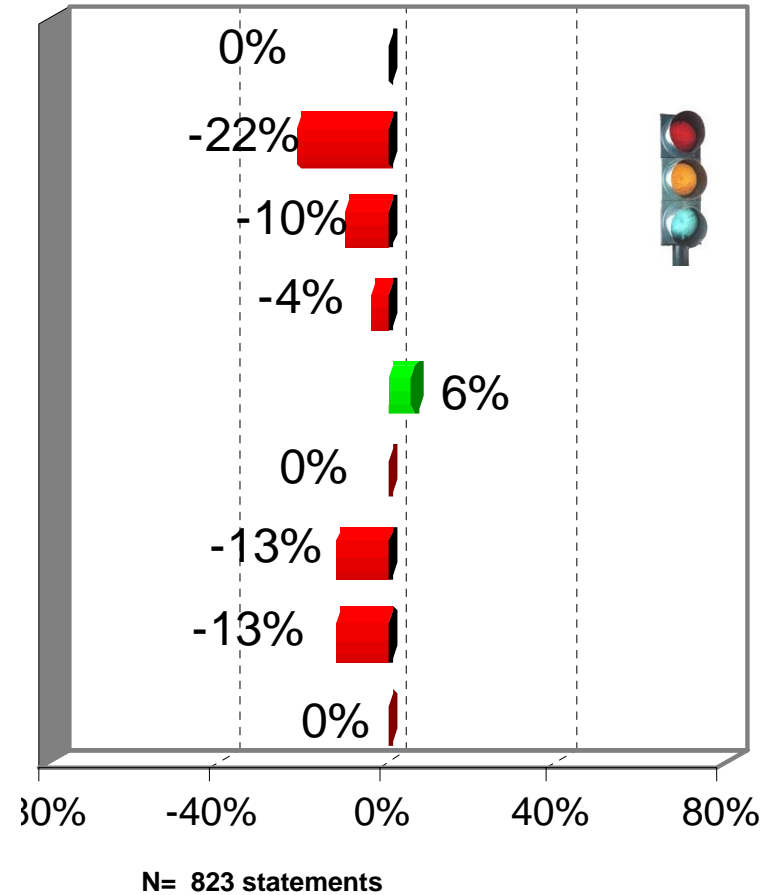
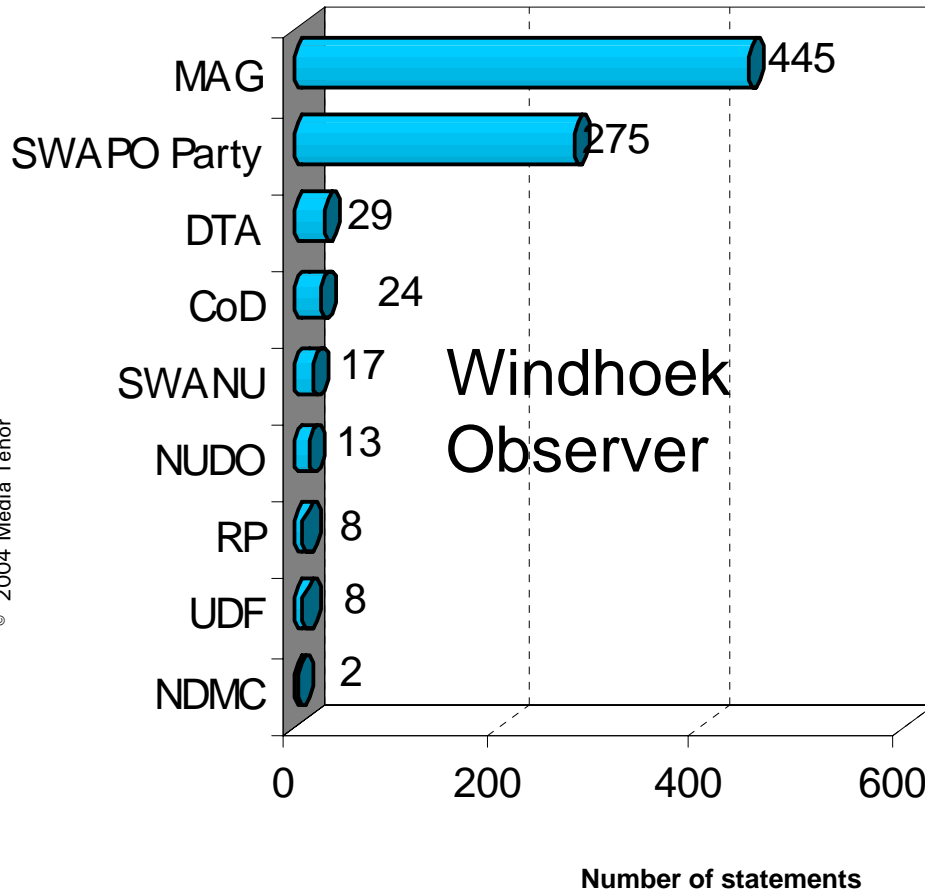
N= 771 statements

Generally very low volume coverage of opposition parties with outright negative slanting.



Windhoek Observer coverage dominated by MAG

Media reporting on political party and rating of its political coverage: 01/09/04 – 09/11/04

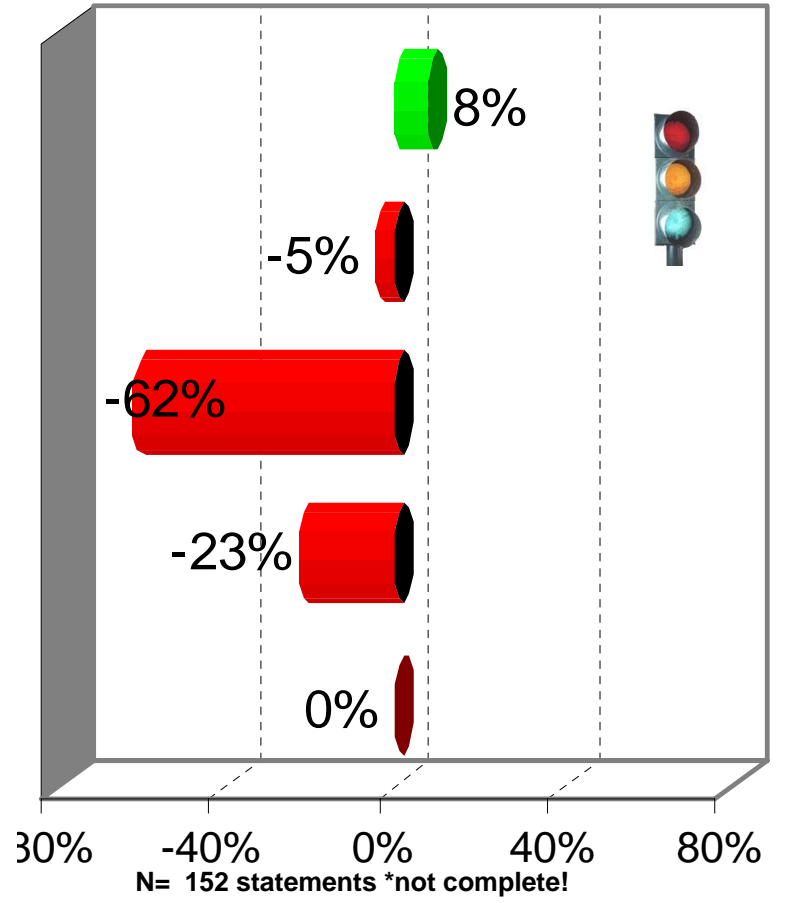
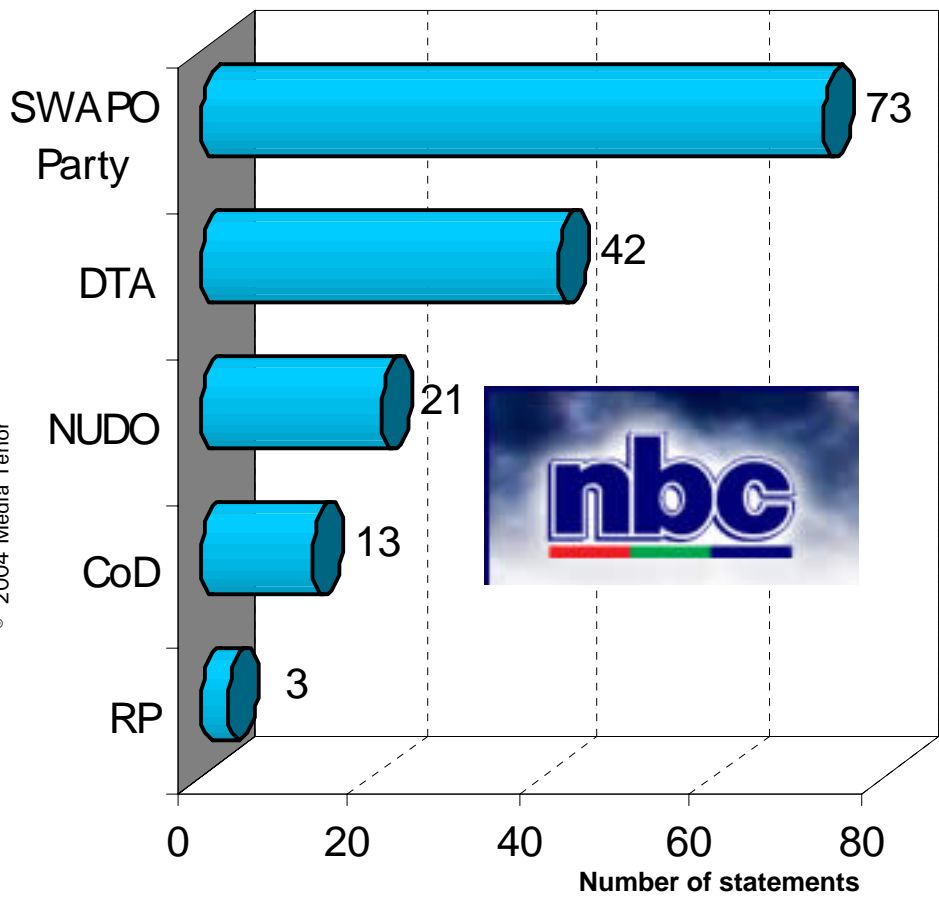


Generally low volume coverage of all parties. Leader of MAG has own column in newspaper.



Swapo comes out top in NBC news, but volume low

Media reporting on political party and rating of its political coverage: 01/09/04 – 09/11/04

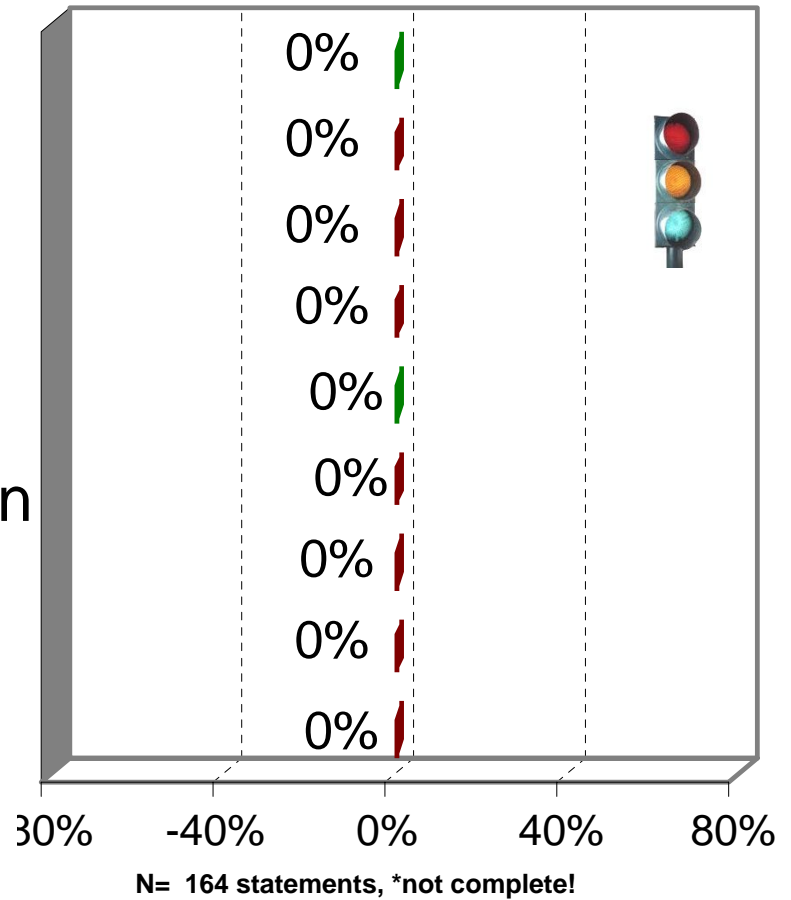
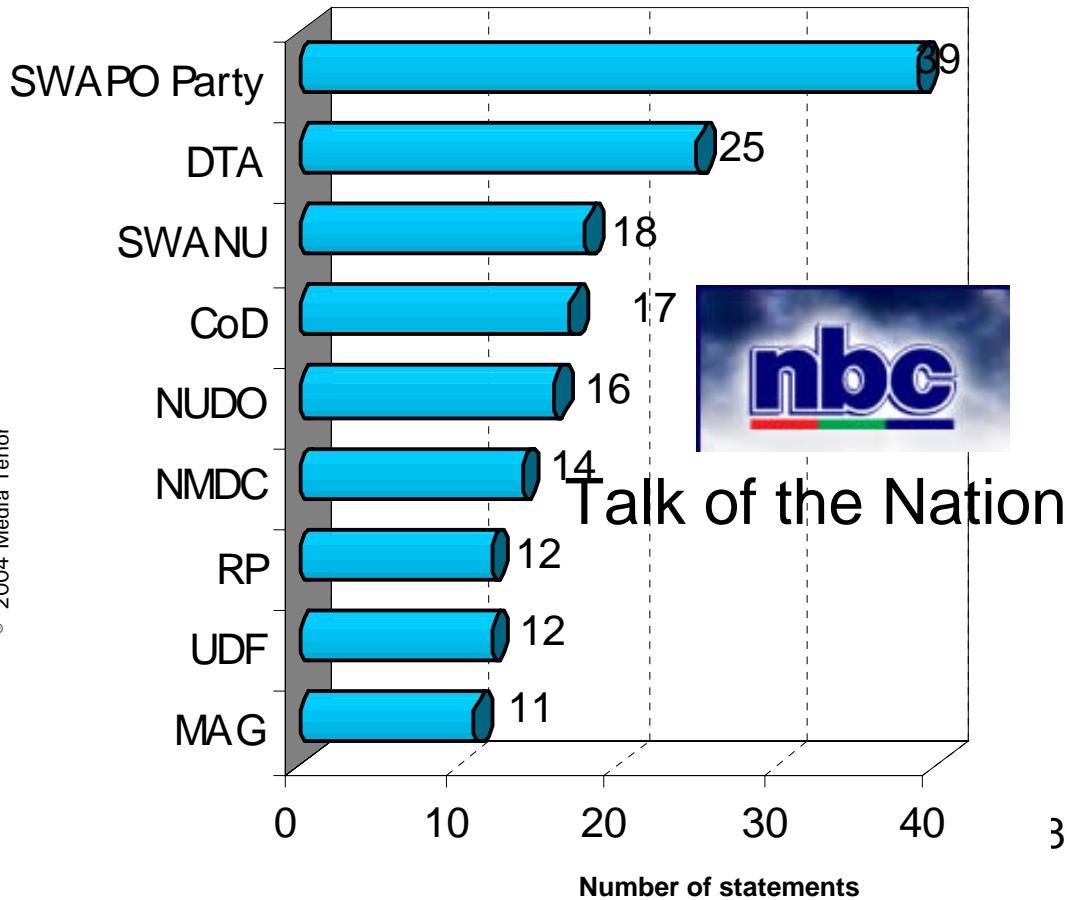


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All parties get space, but no slanting observed

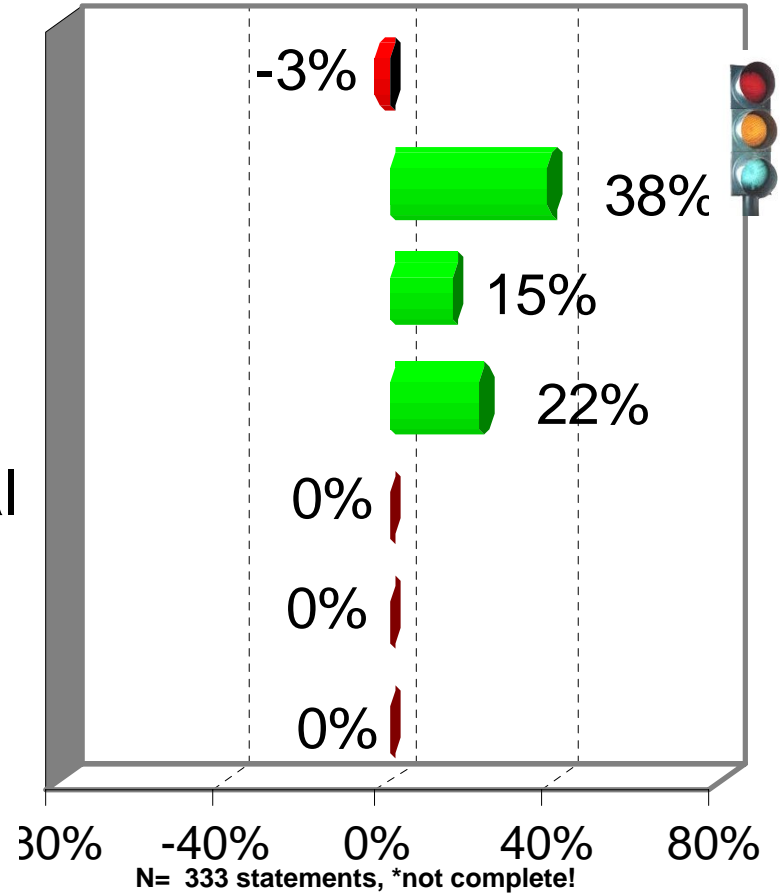
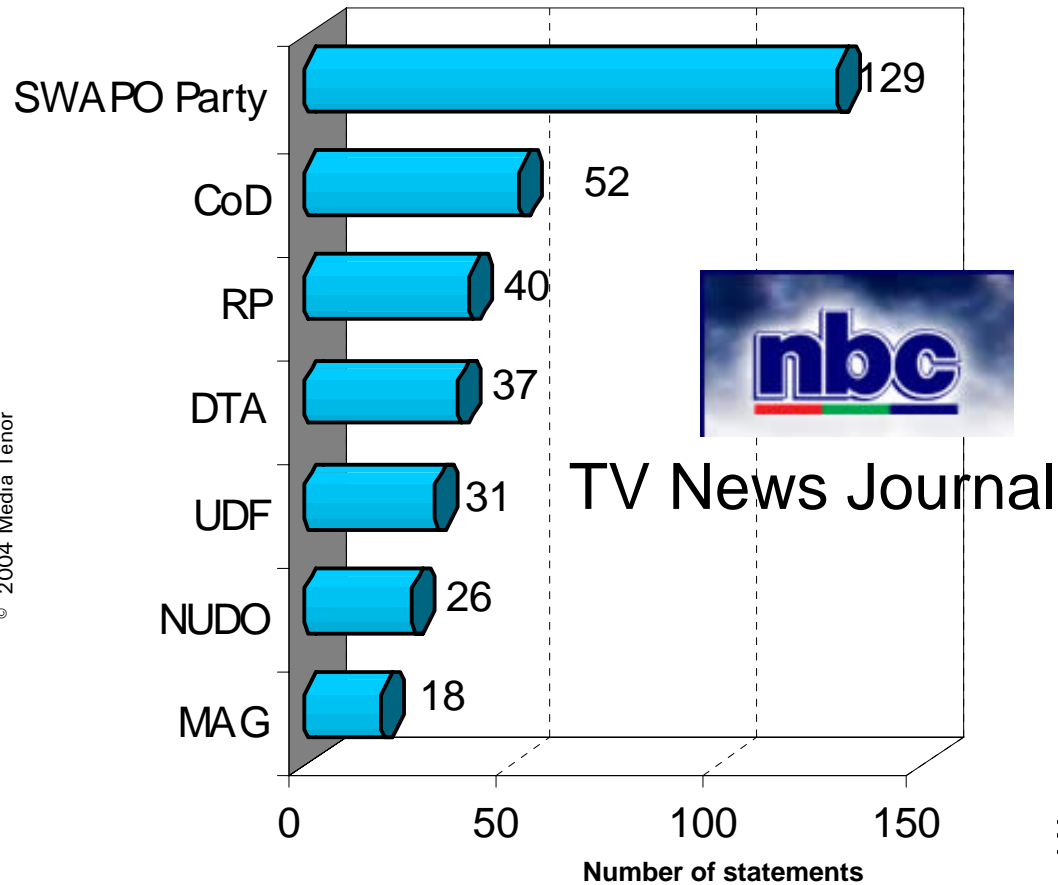
Media reporting on political party and rating of its political coverage: 01/09/04 – 09/11/04





TV News Journal paints favourable picture of opposition parties

Media reporting on political party and rating of its political coverage: 01/09/04 – 09/11/04

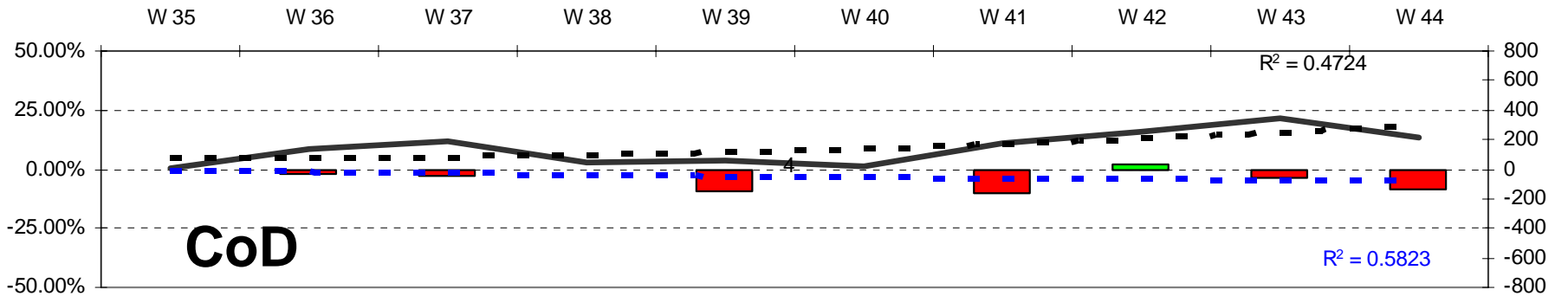
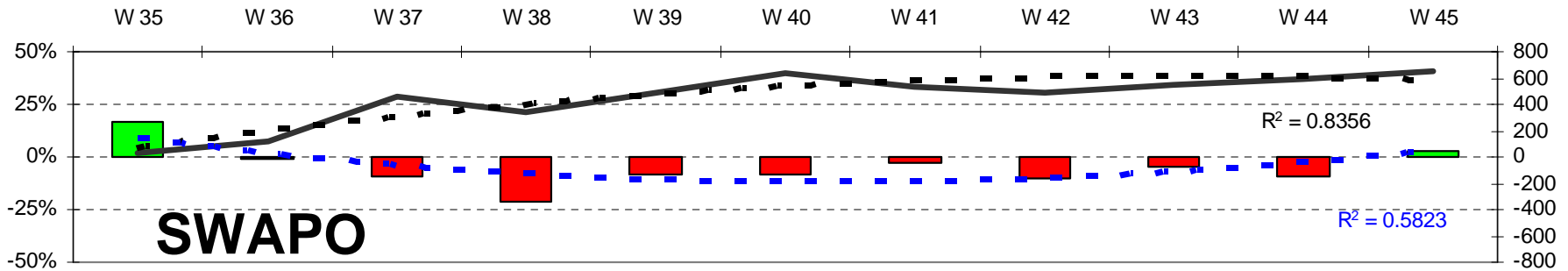


For the three main opposition parties the number of positive statements greater than the number of negative statements.



Swapo manages to improve rating towards end of campaigning period

Number, trend and rating of SWAPO, CoD in Namibian media: 01/09/04 – 09/11/04

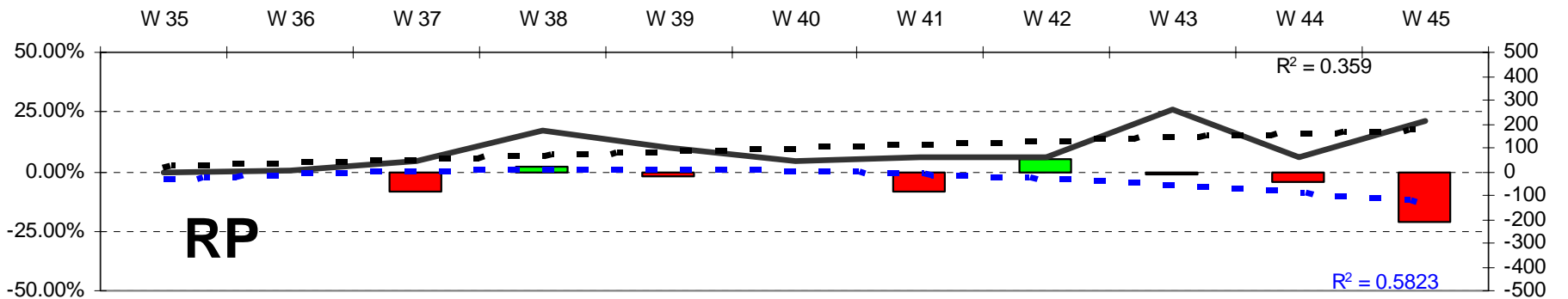
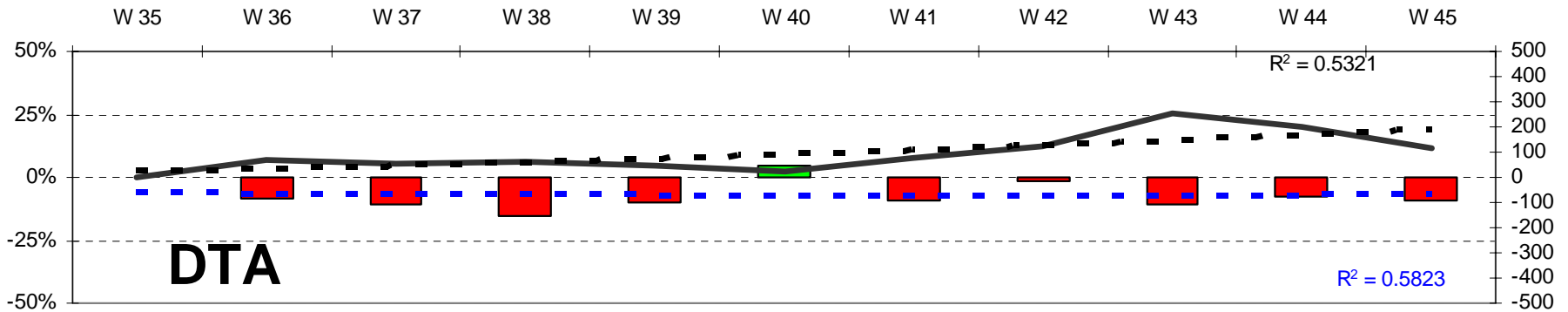


----- Trendline rating
 ----- Trendline volume
 ——— Number of statements



DTA, RP increasing volume, but not rating in the media

Number, trend and rating of DTA, RP in Namibian media: 01/09/04 – 09/11/04



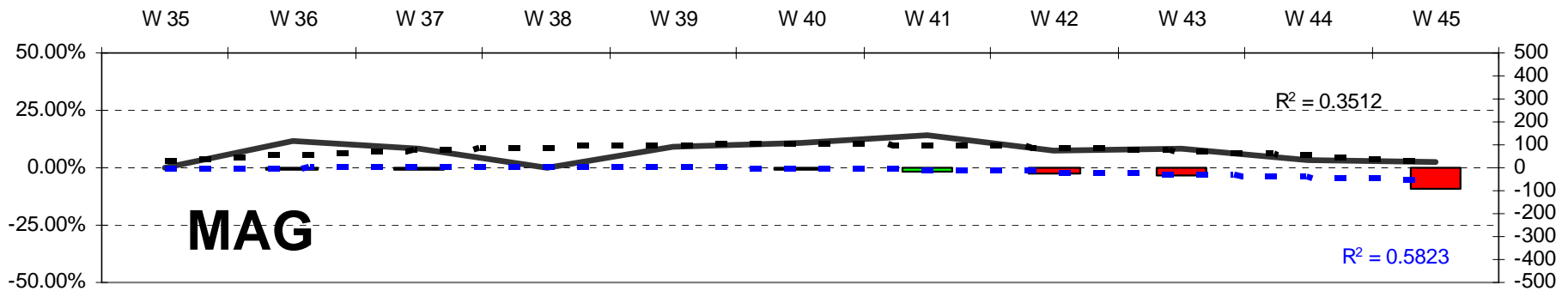
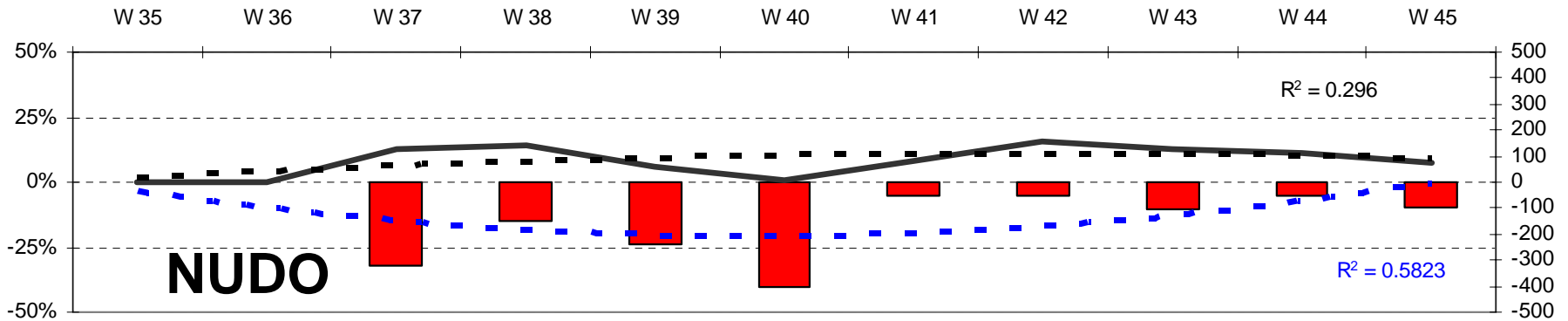
----- Trendline rating
 ----- Trendline volume
 ——— Number of statements

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Neither party increasing volume, rating remains more negative

Number, trend and rating of Nudo, MAG in Namibian media: 01/09/04 – 09/11/04



----- Trendline rating
 ----- Trendline volume
 _____ Number of statements



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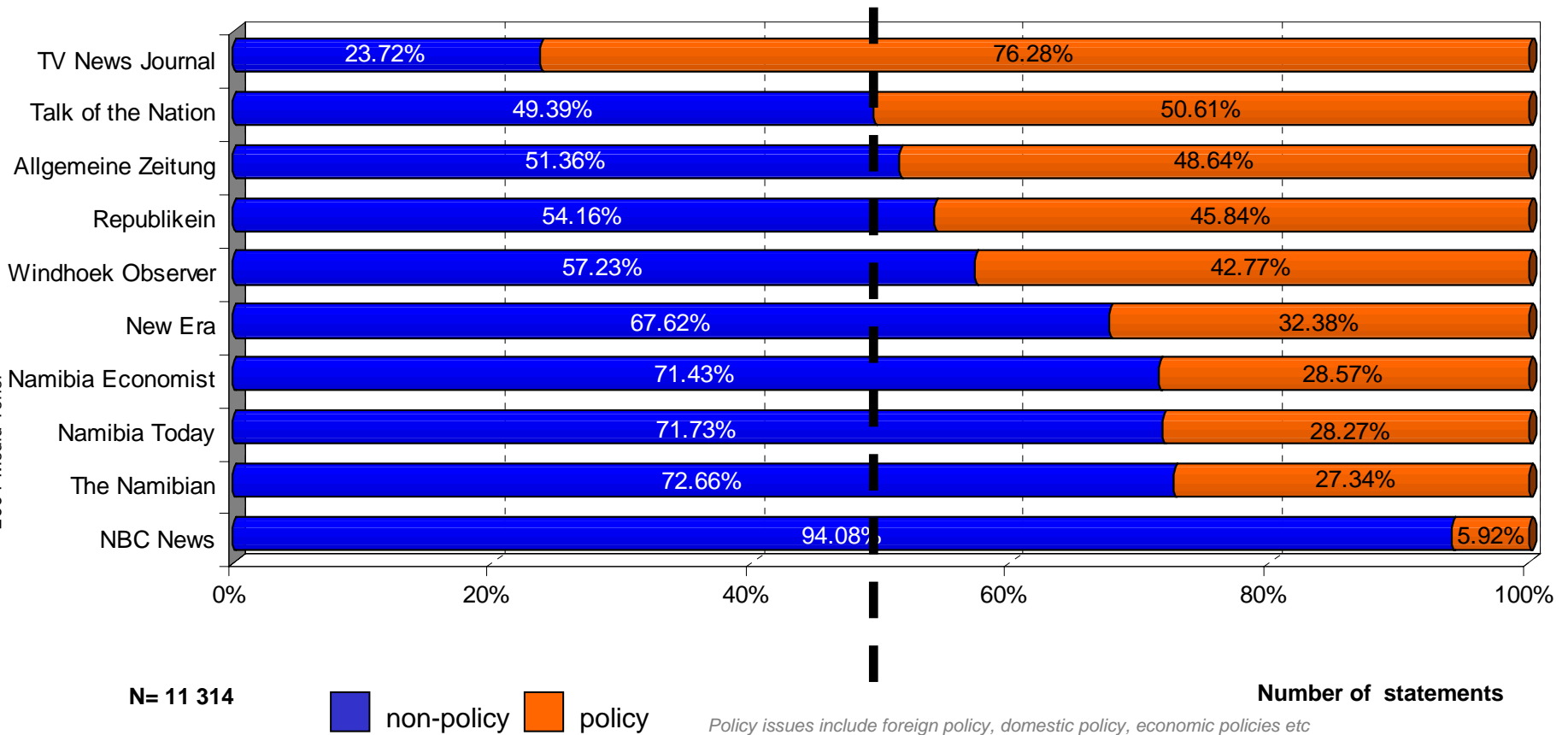
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Appendix



NBC news with almost no policy coverage

Share of policy vs. non-policy coverage in media: 01/09/04 – 09/11/04

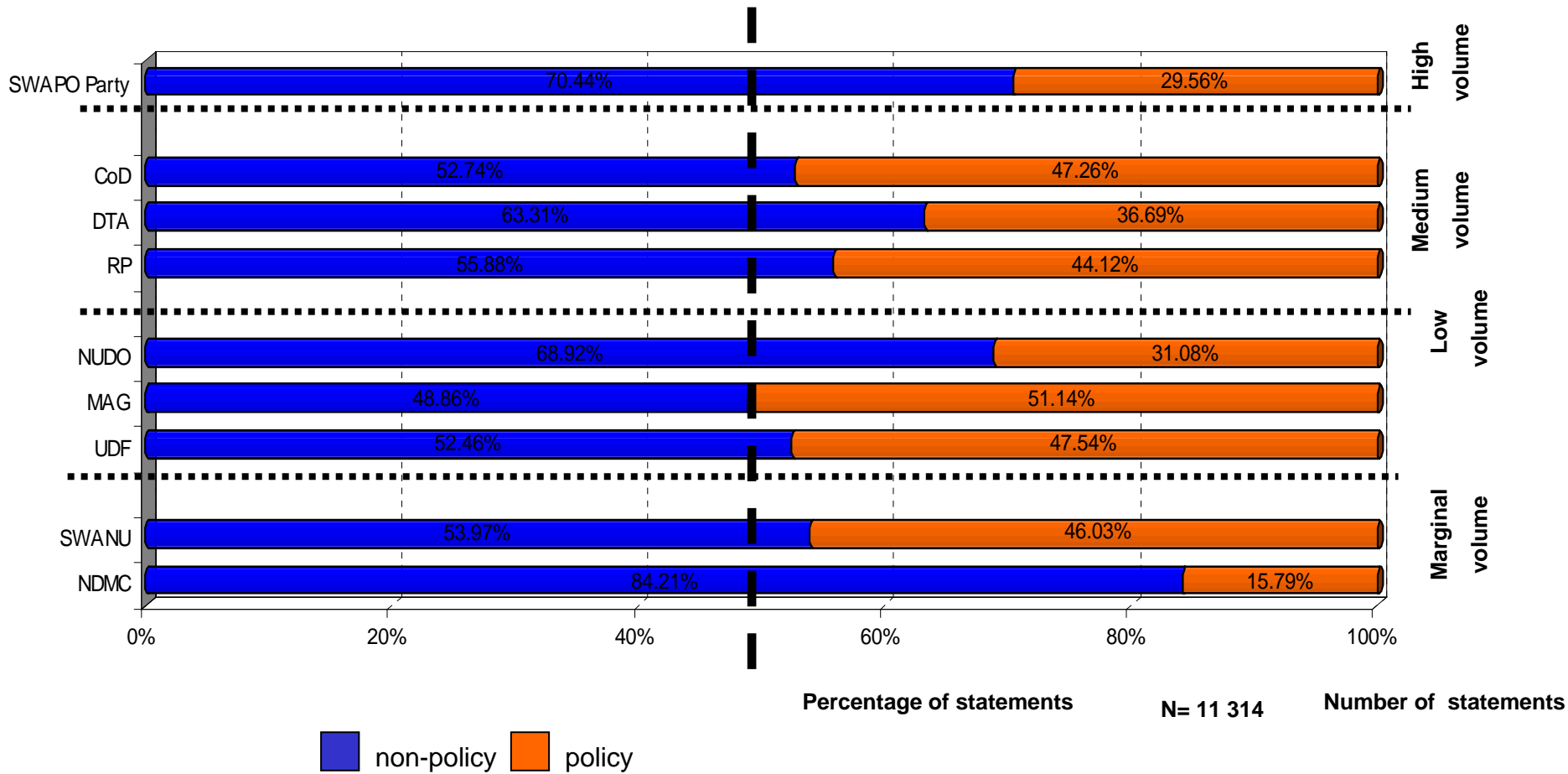


TV News Journal and Talk of the Nation gives most policy coverage; of the newspapers Allgemeine Zeitung and Republikein most policy coverage.



Only CoD, MAG with sufficient policy coverage

Share of policy vs. non-policy related coverage on political parties: 01/09/04 – 09/11/04

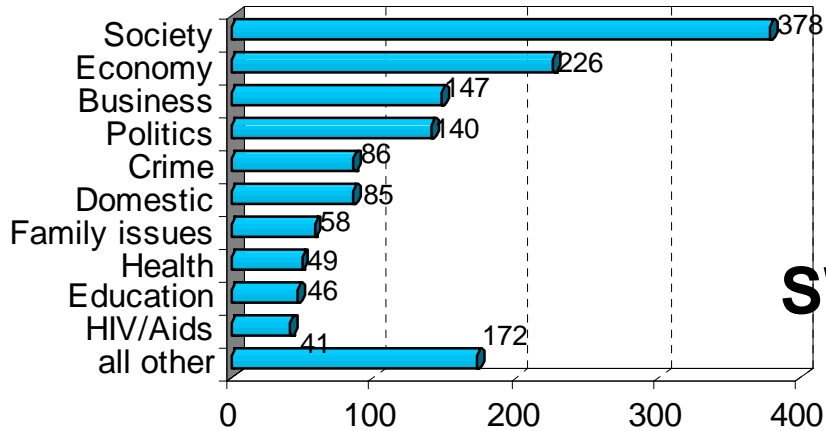


Most statements on SWAPO Party does not deal with policy issues.

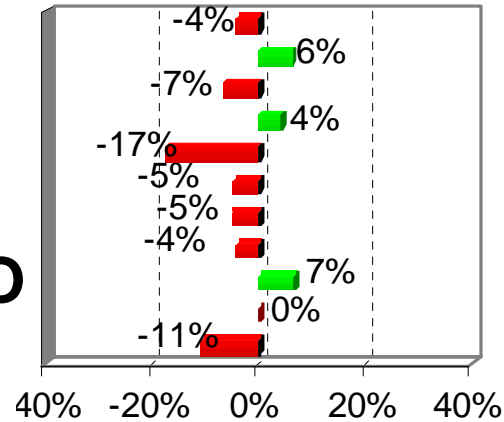


Swapo top on economy, CoD on Health and Business

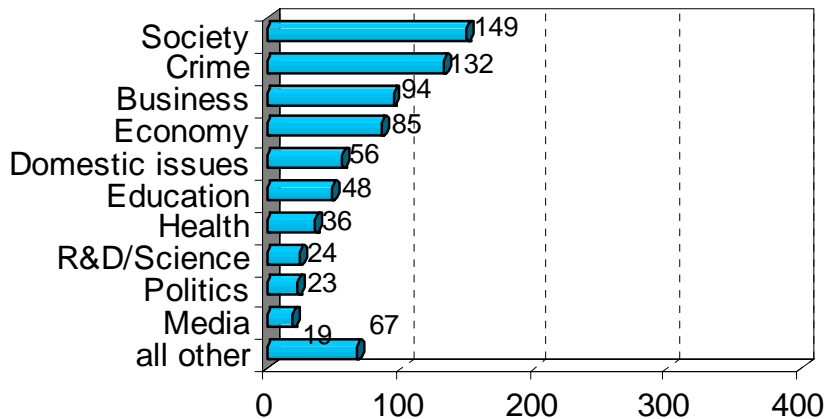
Main issues in policy coverage of SWAPO, CoD: 01/09/04 – 09/11/04



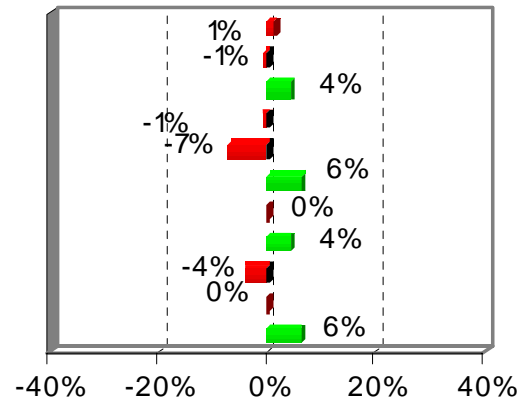
SWAPO



The rating by the media is calculated on two levels: **explicit** use of words and **implicit** context. For the purpose of this graph, the 'proportional rating' is used, calculated by subtracting negative statements from positive and displayed as 'majority rating'. 10% positive = 10% more positive than negative rating



CoD

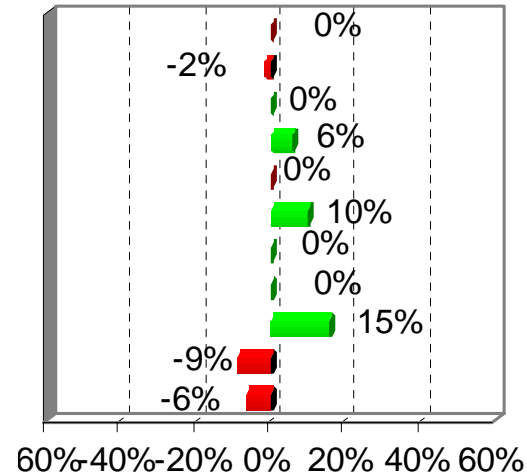
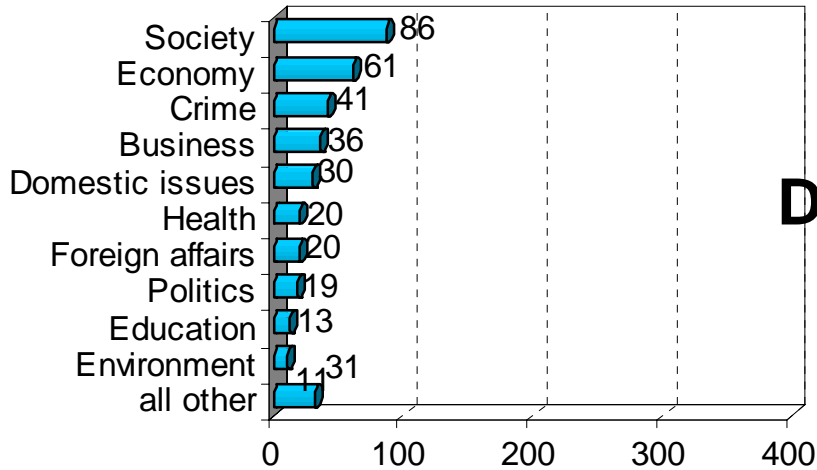
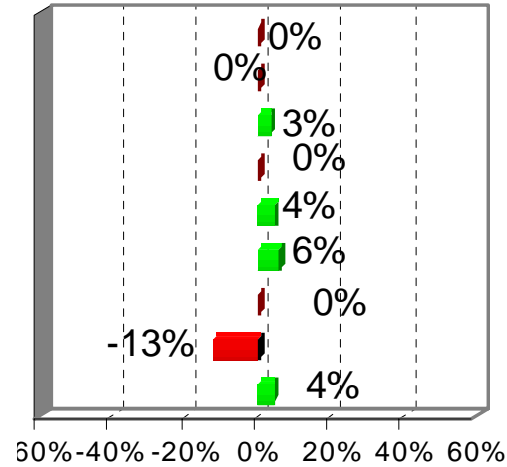
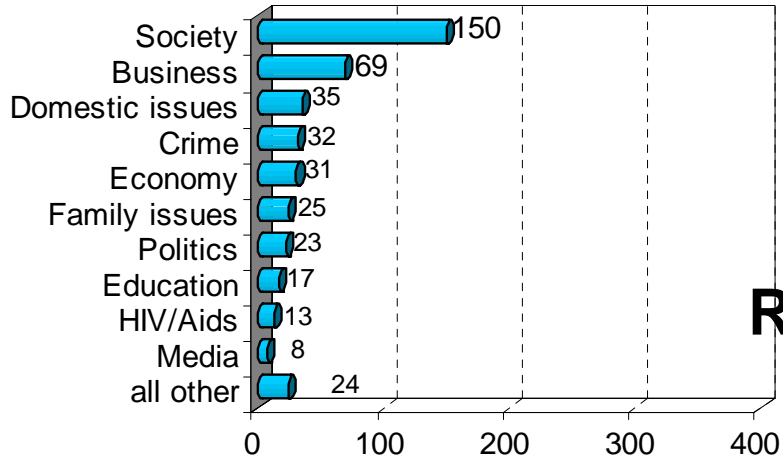


The main difference between the CoD and SWAPO is the emphasis on crime by the CoD.



RP and DTA with positive policy coverage

Main issues in policy coverage of RP, DTA: 01/09/04 – 09/11/04



The rating by the media is calculated on two levels: **explicit** use of words and **implicit** context. For the purpose of this graph, the 'proportional rating' is used, calculated by subtracting negative statements from positive and displayed as 'majority rating'. 10% positive = 10% more positive than negative rating





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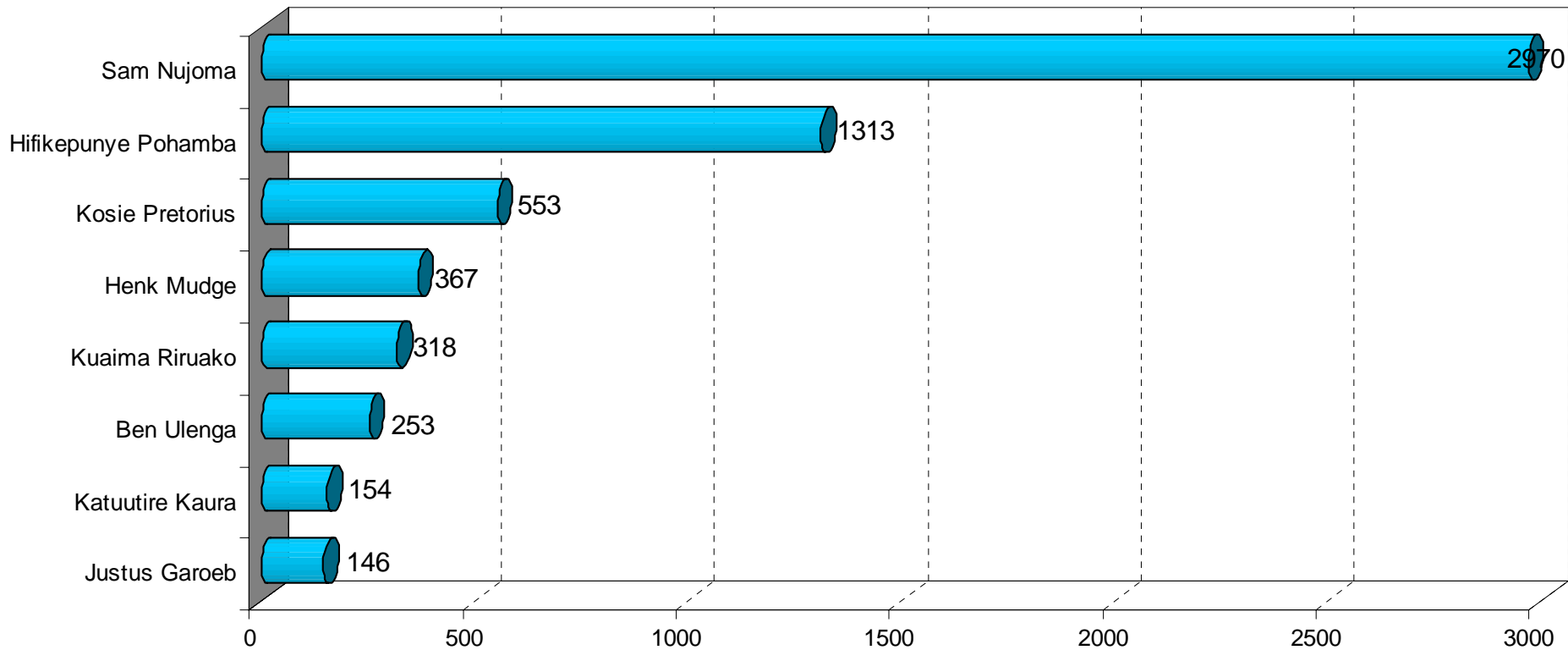
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Appendix



Focus on the President, possible successor

Party leaders getting coverage in Namibian media: 01/09/04 – 09/11/04



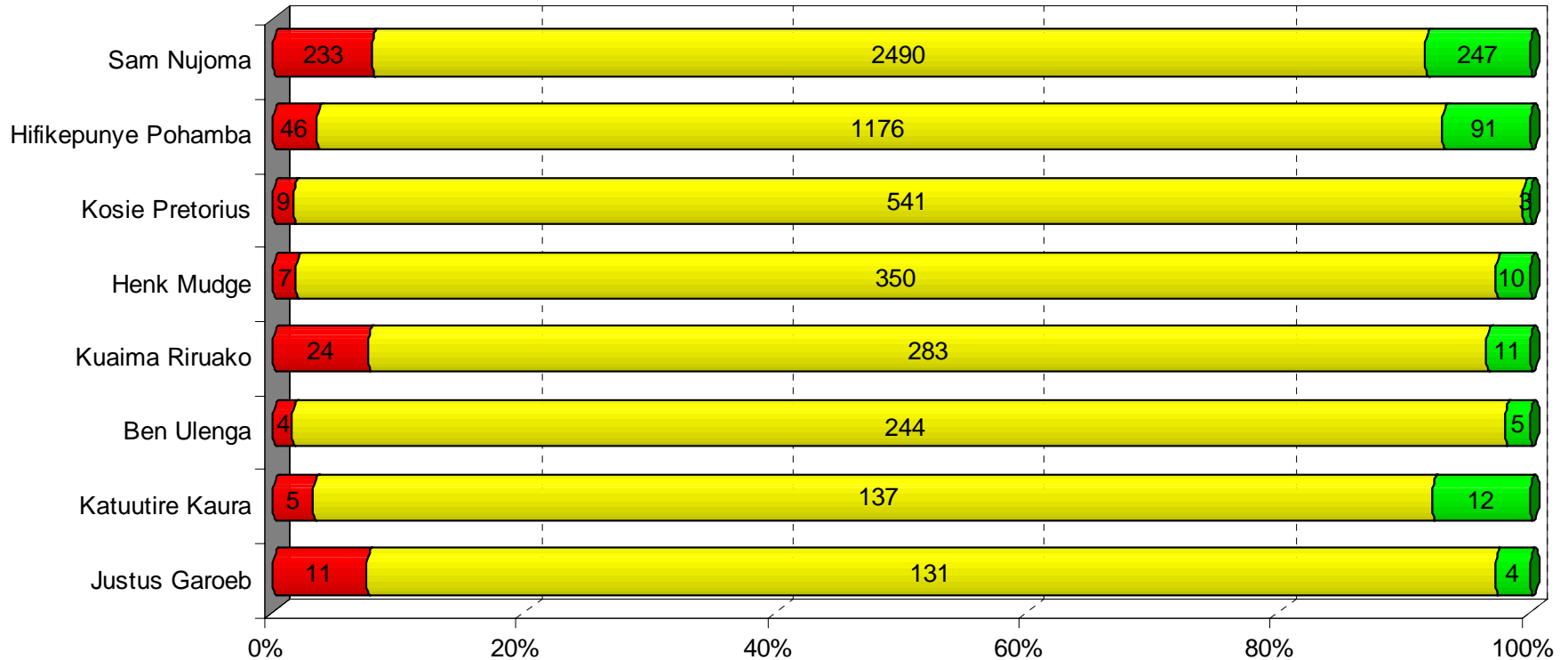
N= 6 074

Kosie Pretorius most covered of all opposition leaders. Leaders of largest opposition parties, have no significant media profile.



Possible successor gaining in favourable coverage

Party leaders rating in Namibian media: 01/09/04 – 09/11/04



N= 6 074

Percentage of statements

All leaders receive predominantly neutral coverage.

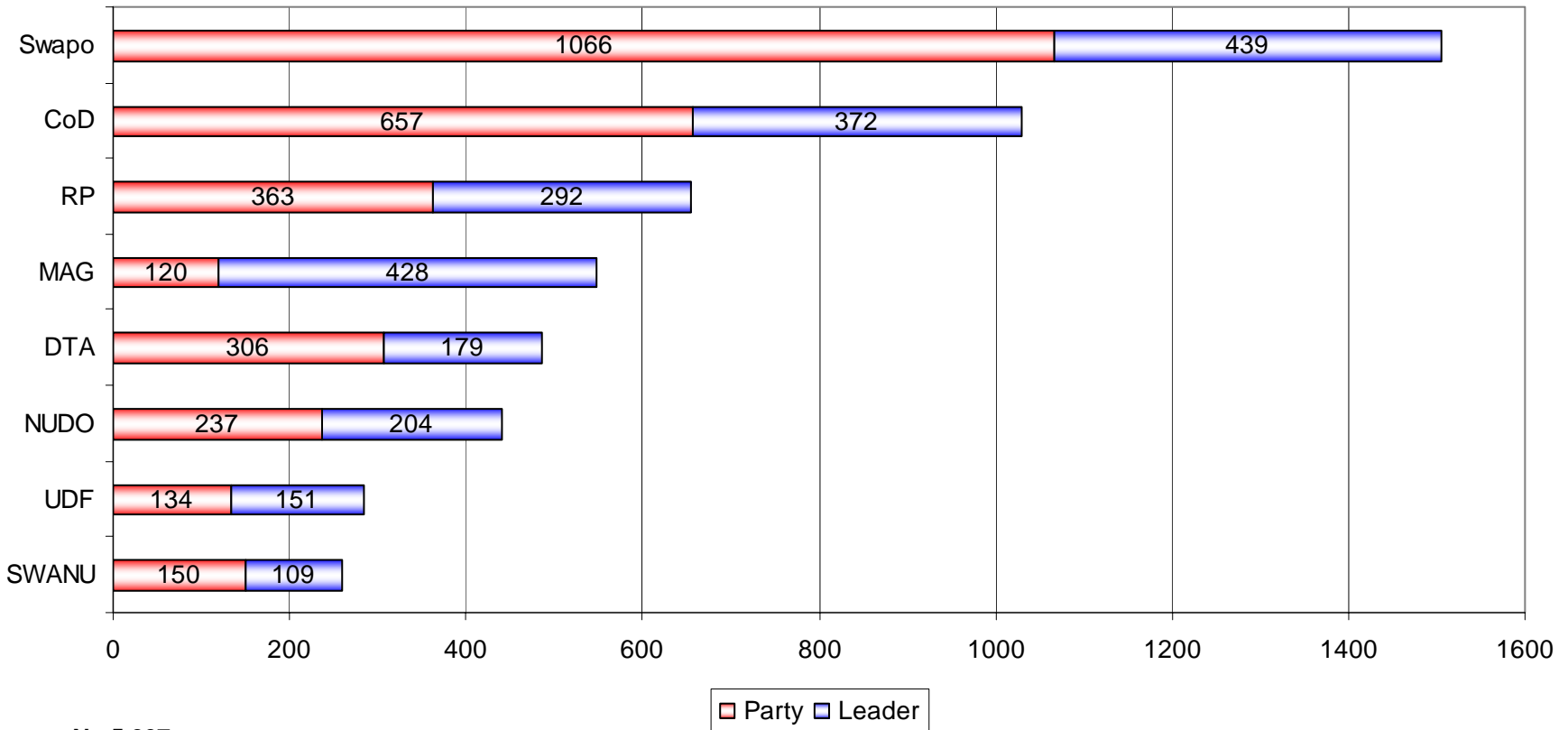


The rating by the media is calculated on two levels: **explicit** use of words and **implicit** context. The combination is the overall rating, expressed in the colours of a traffic light (robot).



Only MAG leader actively quoted in the media

Political sources in media on other political parties: 01/09/04 – 09/11/04



N= 5 207

Percentage of statements

In most cases, it is the party rather than the leader this is the main source of statements.

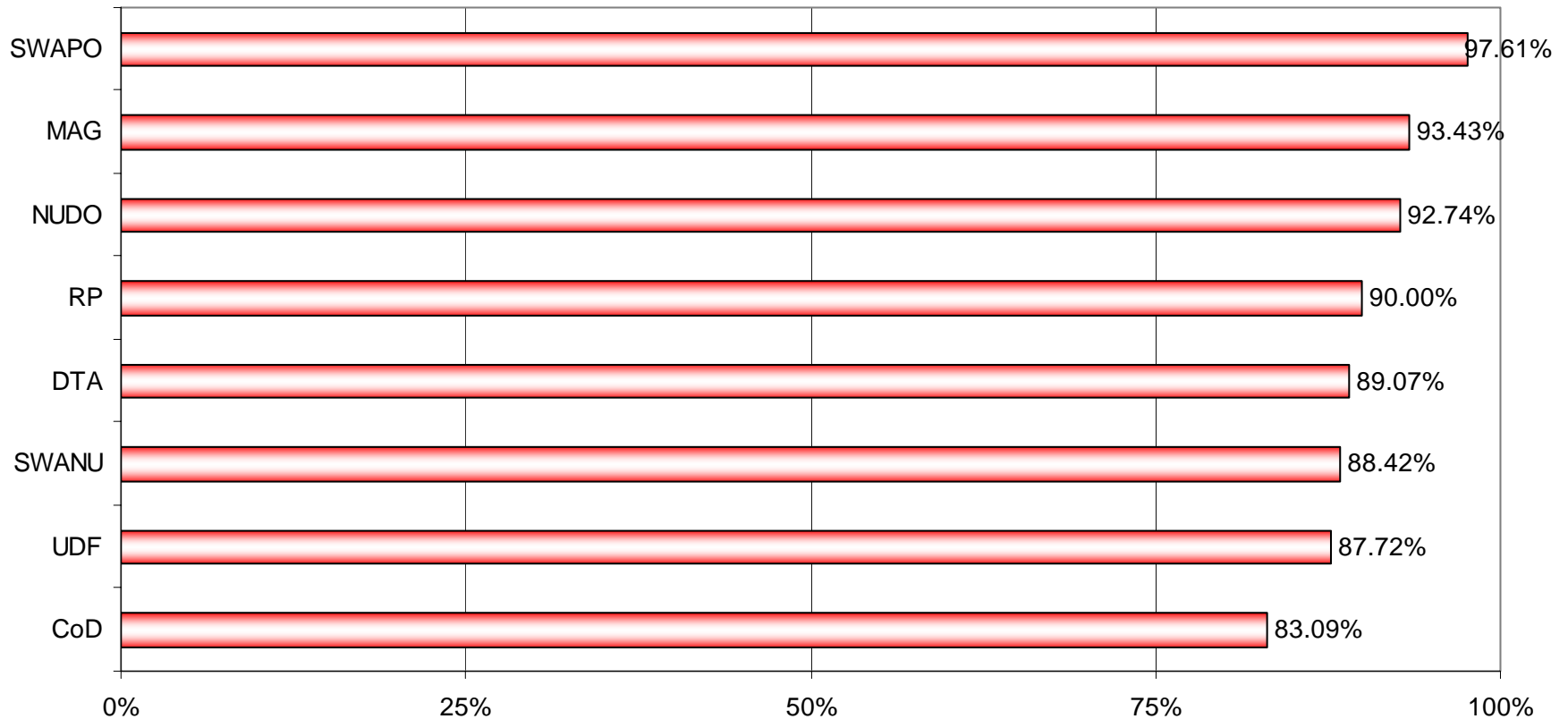


The rating by the media is calculated on two levels: **explicit** use of words and **implicit** context. The combination is the overall rating, expressed in the colours of a traffic light (robot).



Percentage of quotes in the media on own party

Political sources in media on themselves: 01/09/04 – 09/11/04



N= 5 207

Percentage of statements

All parties speak on themselves rather than on their opposition. There appears to be an absence in negative campaigning in the media.



The rating by the media is calculated on two levels: **explicit** use of words and **implicit** context. The combination is the overall rating, expressed in the colours of a traffic light (robot).



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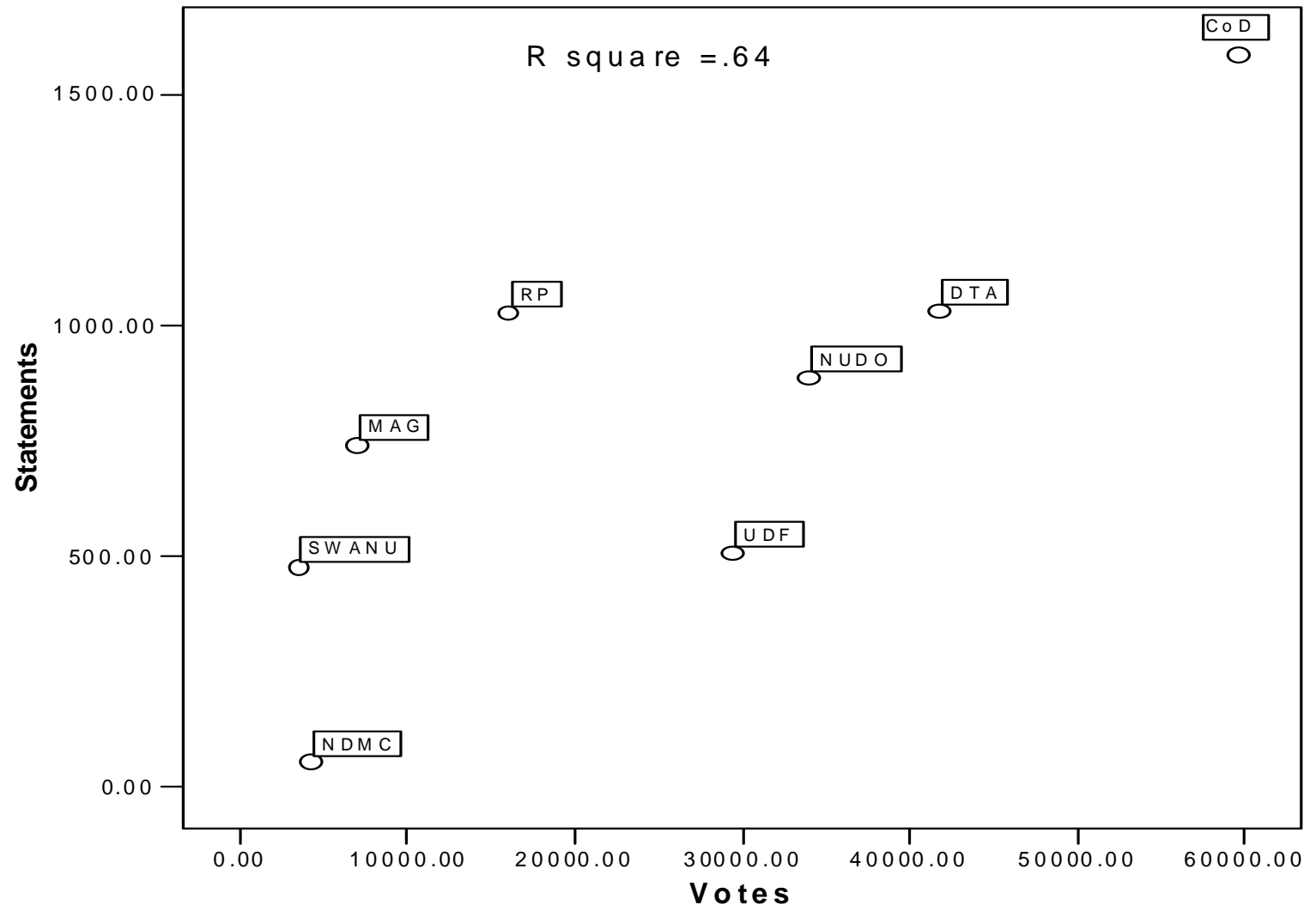
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Methodology:

Identify every relevant piece of information

UDM wants Aids to be notifiable

By Ido Lekota

South Africa needs to have accurate records of the prevalence of HIV/Aids if it is to develop efficient strategies to fight the pandemic. Hence the need to make HIV/Aids a notifiable disease.

This is the view of United Democratic Movement leader Bantu Holomisa, who launched his party's election manifesto in Durban at the weekend.

In the manifesto the UDM calls for HIV/Aids to be a notifiable disease (meaning doctors must keep records of the number of patients who have tested HIV-positive) "with due regard to confidentiality, to ensure that accurate and continuous information on the prevalence of HIV/Aids is available to guide the fight against the pandemic".

HIV/Aids is not a notifiable disease like malaria and tuberculosis. The argument against making it

notifiable has been that in doing so there was a risk of people being discriminated against and stigmatised due to their HIV-positive status.

The party is dismissive of the government's recent commitment to provide Aids drugs to all people

living with Aids.

"If they cannot deliver linen and basic medicines in clinics, can we trust them to roll out HIV/Aids treatment? Or was their turn-around occasioned by the looming elections?" asked Holomisa.

Manifesto summary

Education

- * Make education free from grades 1 to 12
- * Spend more on education to improve infrastructure including human resources, physical infrastructure and learning materials

The economy and job creation

- * Work towards an 8% growth rate by encouraging small business development and equal economic empowerment, which is broad-based as opposed to black economic empowerment, where only the selected few are given opportunities to have shares in non-job-creating stocks and shares
- * Be less conservative with budget deficit control – borrow money to create jobs if need be

Health and HIV/Aids

- * Improve delivery of health services based on the current budget "because it is sufficient if effectively used"
- * Make HIV/Aids notifiable

Crime prevention

- * Merge the ministries of safety and security and justice in order to form a Crime Prevention Ministry
- * Recruit and train a further 40 000 new police officers over a three-year period

- All articles in print or broadcast media (TV News Shows, TV Magazines) in which a political party or a party leader is described in at least five lines or for 5 seconds, are analysed in this report for the media list referenced on the last page.

select

- The information is evaluated on statement level. All information given about the company or its senior executives is coded as a new individual statement.

understand

- Each coded statement contains: a political party/politician, the sub organisation, topic, +/-rating and source of the statement/rating. As data are analysed, if any part of a statement changes (i.e. the topic) a new statement has to be coded.

code

- Data are checked through monthly tests.

„...SA needs to have accurate Aids records...“

Aspect	Code	Key
Party mentioned:	UDM	(200201)
Subgroup mentioned:	National party	(20)
Topic mentioned:	Aids figures	(154818)
Evaluation:	explicitly: neutral	(5)
	context: ambivalent	(3)
Source:	Bantu Holomisa	(208701)



Who we are

Vision

As a point of reference in media analysis worldwide, we contribute to better communication between governments, companies, NGOs, universities and the media.

Mission

To do so, we follow our mission of an objective, continuous and comprehensive monitoring and analysis of international media content.

Promise

We provide to our partners a **solid understanding of how their businesses are seen by the media and, consequently, by the public.** Through our experience and expertise, it becomes possible for our partners **to improve their relations with the media and, as a consequence, with their different markets.**

Goals

Working as scientists, we analyse not only one aspect of a particular report. We go for the whole picture by analyzing every single piece of information. That gives us and our partners a better understanding of what the needs and interests in the complex field of external communications are.

Media Tenor's USP is to not simply strive for profit but to also contribute to better ways of communication for our clients. To reach this goal, a detailed knowledge of the needs, standards and, daily as well long-term, work processes of journalists is inevitable.

We want to provide our partners with 10 times more data than they expect. Giving an almost complete picture without causing an information overflow is of utmost importance. Thus, clippings services or benchmarks only are simply not satisfying.



Media Set

Dailies	Weeklies	Television
THE NAMIBIAN ALLGEMEINE ZEITUNG REPUBLIKEIN	NAMIBIA TODAY WINDHOEK OBSERVER NAMIBIA ECONOMIST	TV NEWS JOURNAL NBC NEWS TALK OF THE NATION



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