

MEDIA AND ELECTIONS IN SUDAN
MONITORING THE COVERAGE OF SUDAN 2010 ELECTIONS

INTERIM REPORT No. 6

Period 16 April – 4 May 2010

Issued on 11 May 2010



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I. Foreword and Executive Summary

This report provides the findings of the media monitoring activities in the period from 16 April to 4 May 2010. This is the sixth media monitoring report published by the Sudan Media and Elections Consortium (SMEC). The Sudan Media and Elections Consortium (SMEC) was established to implement a Media and Elections project in Sudan. One of the main activities of the SMEC is media monitoring of Sudanese media's election coverage. The media monitoring takes place all over Sudan with two main joint media monitoring units, one in Khartoum and one in Juba. There are also parallel media monitoring units set up in seven states. The media monitoring units commenced their activities on 13 February coinciding with the beginning of the election campaign and will continue until the end of May in order to assess post-election coverage and the coverage of election re-runs in several states. The SMEC carries out media monitoring of four TV stations, seventeen radio channels and thirteen newspapers on a daily basis¹. All selected media are monitored according to a methodological approach created in 1995 and based on content analysis. The monitoring of election and political coverage is based on both quantitative and qualitative analysis and aims to observe and assess the extent to which media provide fair and balanced coverage of politicians and other stakeholders. The project also monitors hate speech or inflammatory language to assess whether the media acted as agents of pacification or rather contributed to increase any potential tensions related to elections.

In the period from 16 April – 4 May most findings were in line with the findings of previous reports: the main format used by media to channel (post) election news and political actors was the news format, and NCP and SPLM remained the main actors covered in the media.

As during the election days and in the first days after the elections, there was a low number of hate speech cases in this latest reporting period with most cases found in print media. Politicians and parties were in most cases the sources and the targets of hate speech.

As in the previous report, this report also provides an overview the findings of the tone of coverage and the allocation of time and space per medium observed. The conclusion to be drawn from this is that –as in previous periods of monitoring – the Northern media devote most time and space to NCP and Southern media devote most time and space to SPLM, where only Radio Miraya makes an exception and provides more balanced coverage. For television stations, Khartoum state TV devotes 83.3 % to the NCP, Blue Nile TV 61.7 % and Sudan Television 71.6 %, whereas South Sudan TV devotes 91.4 % to SPLM. Also for radio and print media, the same trend is visible. For instance, the newspaper Southern Eye devotes a remarkable 100 % (positive tone) of its space allocated to post-election coverage to the SPLM.

The Media and Elections Project, funded by United Nations Development Programme (UNDP), is implemented by the Sudan Media and Elections Consortium (SMEC), a group of national and international organisations with expertise in media support. These are: Sudanese Development Initiative (SUDIA), International Media Support (IMS), Norwegian Peoples Aid (NPA), Osservatorio di Pavia, Arab Working Group for media monitoring and Fojo Media Institute.

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¹ Press: Al Sahfa, Al Ray Al Aam, Al Intibaha, Al Sudani, Akhir Lahza, Ajras Al huriah, Akhbar Alyoum, Al Ayam, The Citizen, Juba Post, Khartoum Monitor, Southern Eye and Sudan Vision

TV: Sudan TV, Blue Nile, Khartoum State TV and South Sudan TV

Radio stations: Omdurman Radio, Khartoum State Radio, Peace Service, Al Qwat Al Mussalaha, Saheroon, North Kurdufan, North Darfur, Red Sea, South Sudan Radio, Radio Miraya, Radio Bakhita, Liberty FM, Junubna FM, Rumbek FM, 97.5 FM/Voice of Eastern Equatoria, South Sudan Radio Malakal, Spirit FM

II. Post-election and political coverage: general trends

During the period observed the main format used to cover political actors were news, both in audiovisual and print media. A few interviews with the elected candidates and congratulatory messages for the successful contestants were aired and published. In the print media, paid advertising was published to support the National Congress Party’s (NCP) candidates participating in the re-run in some states.

The main media reported on clashes between competing supporters in the South and allegations of fraud and malpractices during the elections days. Some reports focussed on the complaints submitted by the political parties to the National Election Commission (NEC) while others covered the accusations made against the NEC of participating in election fraud.

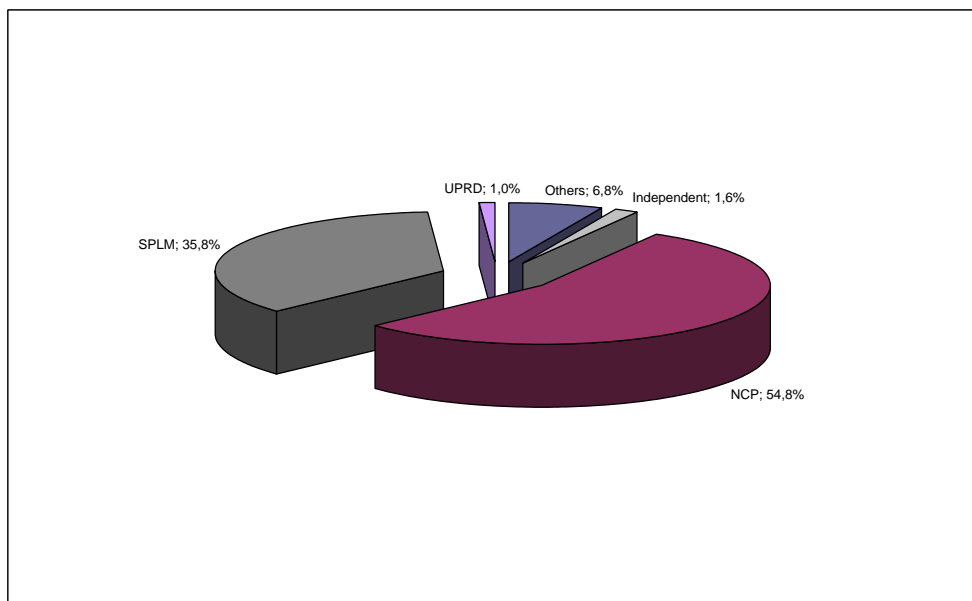
The volume of coverage varied in the different media outlets, with Omdurman Radio, South Sudan TV, Sudan TV and Khartoum State Radio being the channels with the higher amount of election and political news coverage. For the print media, Akhbar Alyoum, Akhir Lahza, Al Ray Al Aam and Al Sahfa were the outlets showing the most relevant quantity of coverage.

In line with what has been observed during the election campaign period, the NCP and the Sudan People’s Liberation Movement (SPLM) dominated overall political and election coverage as data for television, radio and print media coverage showed (chart 1 and 2).

As observed in the previous reports, a clear difference existed between those media targeting the Northern public and those focussed on Southern affairs. While the former tended to allocate the largest amount of coverage to the NCP, the latter devoted the largest amount of coverage to the SPLM (charts 3 and 4). An exception to this general trend is represented by Radio Miraya that ensured balanced coverage of the main political parties (see Annex I for a breakdown of distribution of coverage by individual media outlets).

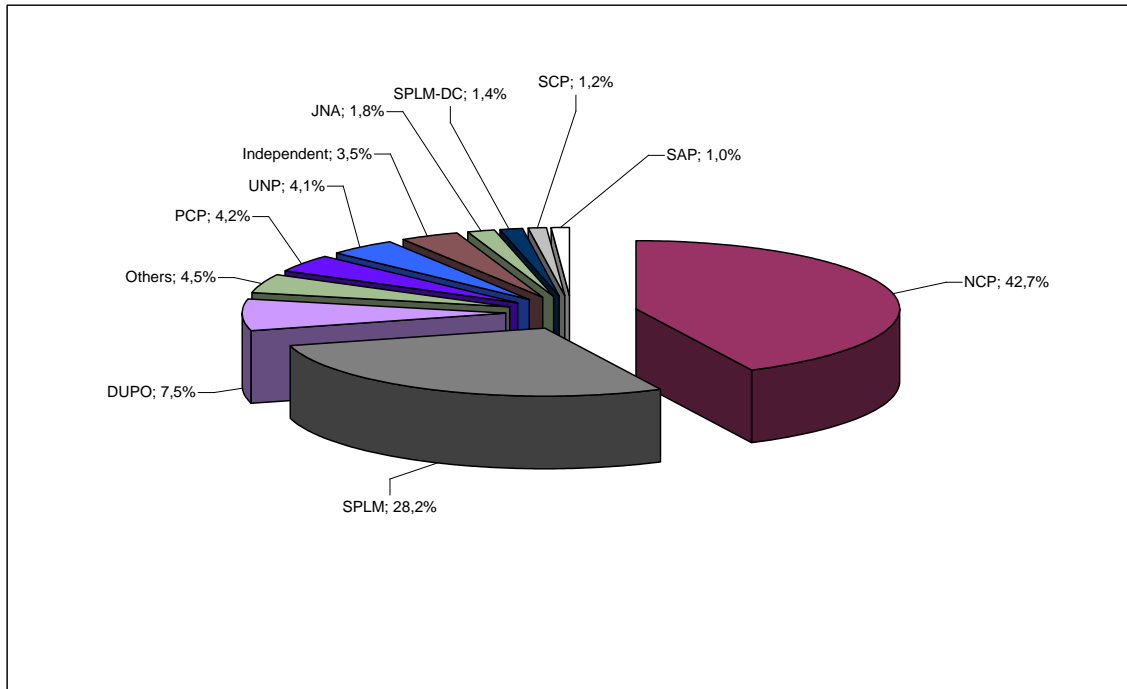
The tone of the coverage was generally neutral or positive while negative tones were very sporadic, particularly on radio and television.

Chart 1 Allocation of airtime in all audiovisual media



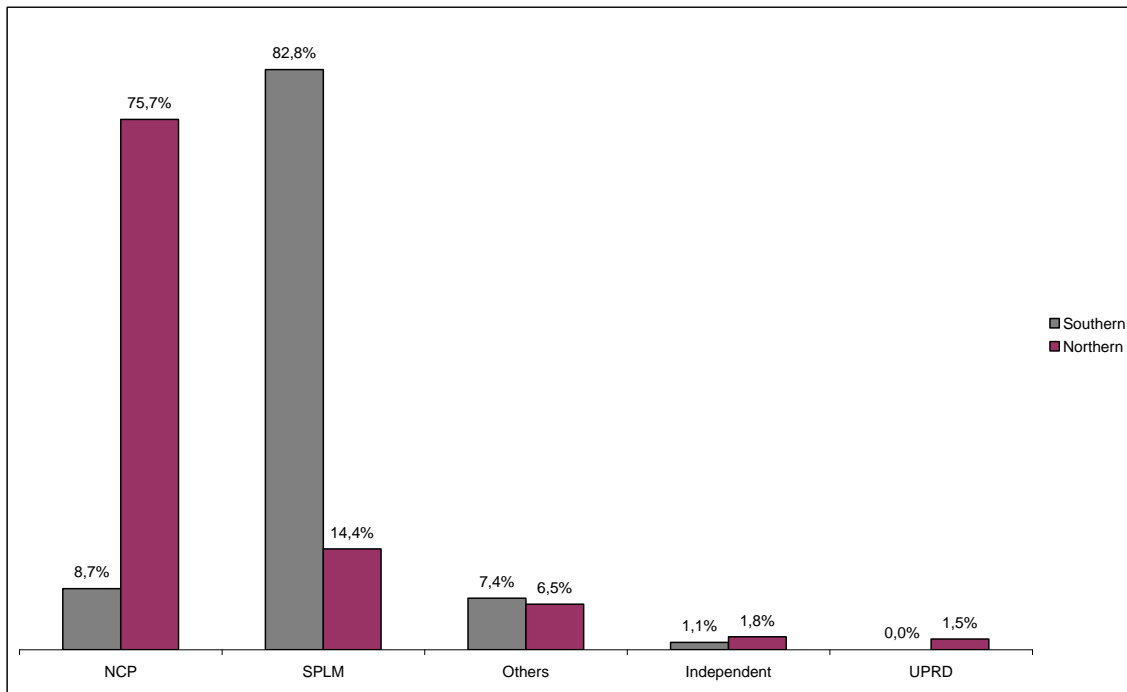
Base in seconds: 133631

Chart 2 Allocation of airtime in all print media



Base in cm2: 245688

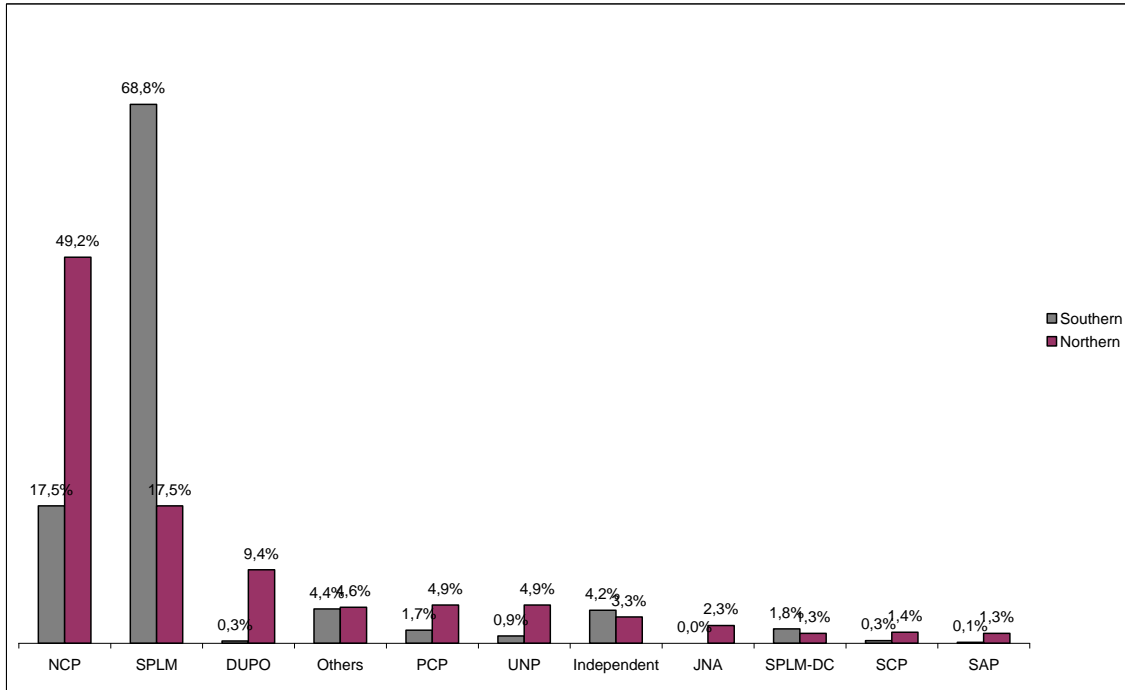
Chart 3 Allocation of airtime in all audiovisual media by geographical target²



Base in seconds: 133631

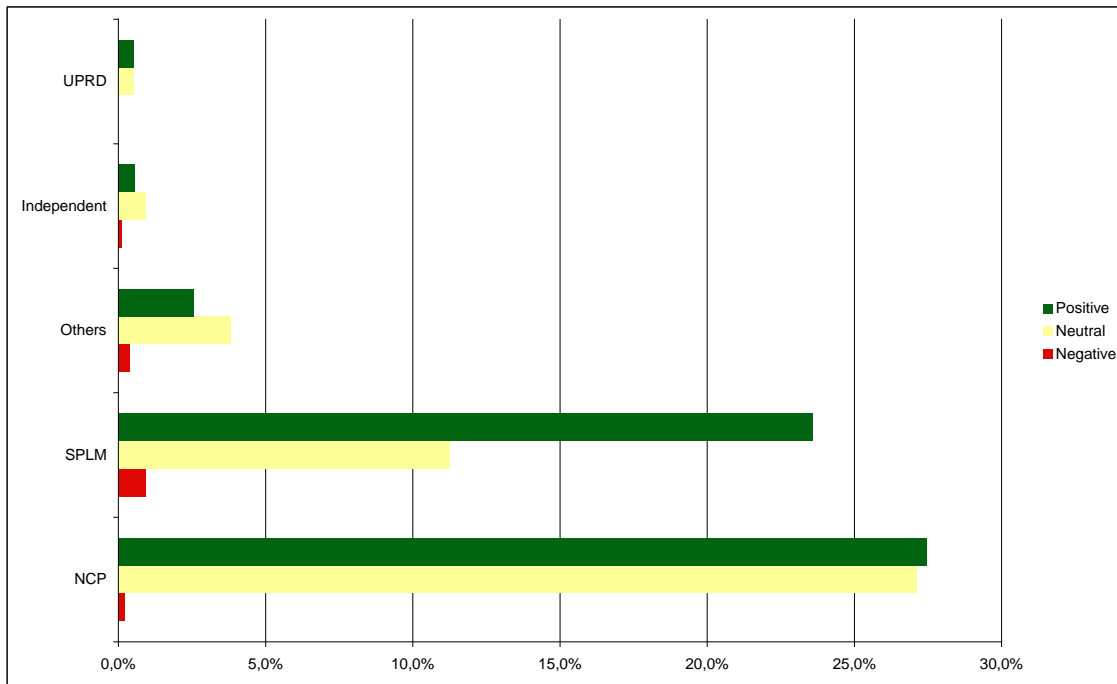
² Northern media include: Al Qwat Al Mussalaha, Blue Nile, Khartoum State Radio, Khartoum State TV, Omdurman Radio, Peace Service, Red Sea, Saheroon, Sudan TV. Southern media include: Junubna FM, Liberty FM, Radio Bakhita, Radio Miraya, Rumbek FM, South Sudan Radio Malakal, Spirit FM, SSR, SSTV

Chart 4 Allocation of space in all print media by geographical target³



Base in cm2: 245688

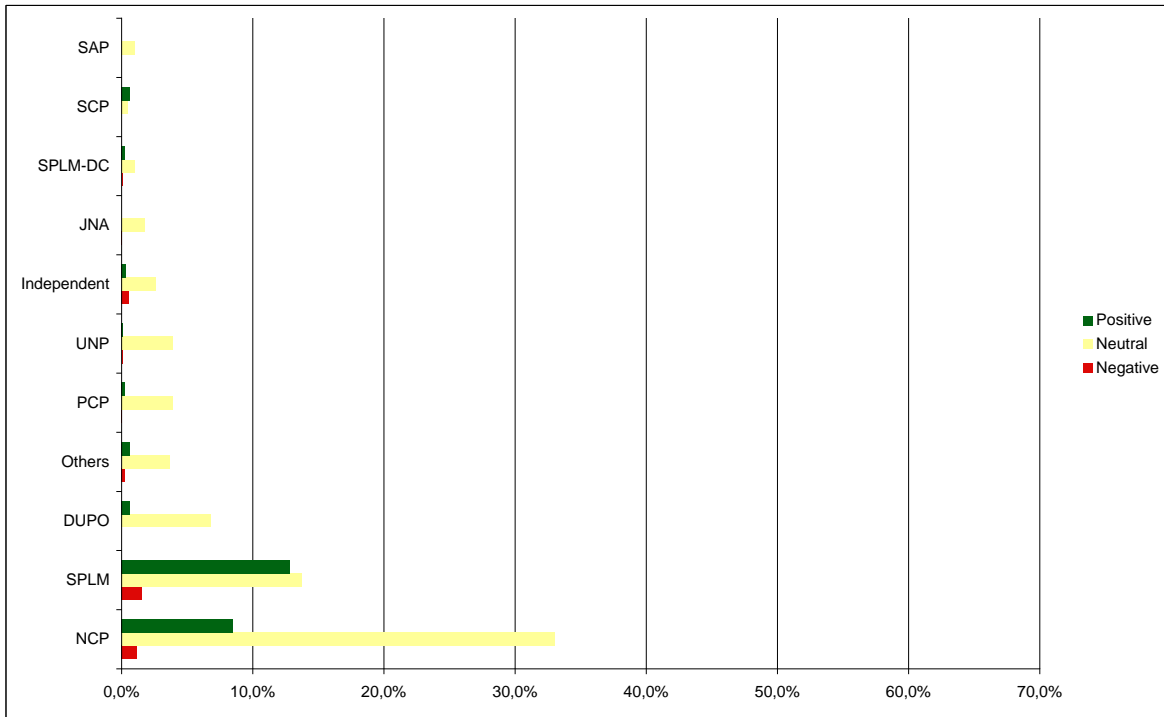
Chart 5 Tone of the coverage in all audiovisual media



Base in seconds: 133631

³ Northern media include: Ajras Al huriyah, Akhbar Alyoum, Akhir Lahza, Al Ayam , Al Intibaha, Al Ray Al Aam, Al Sahfa, Al Sudani. Southern media include: Juba Post, Khartoum Monitor, Southern Eye, Sudan Vision, The Citizen

Chart 6 Tone of the coverage in all print media



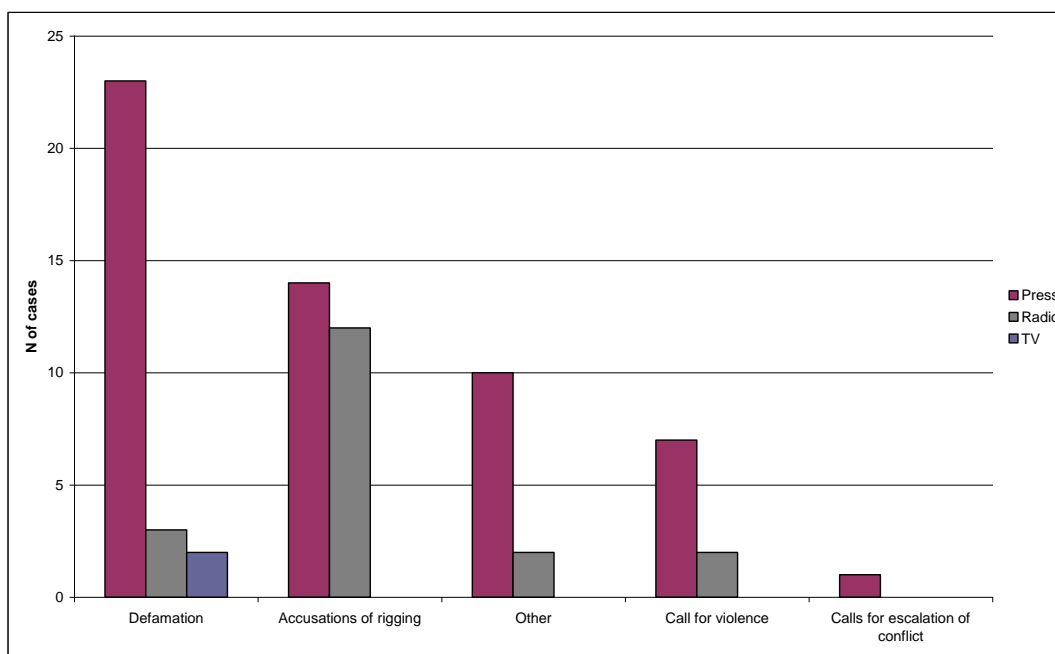
Base in cm2: 245688

III. Hate Speech and Inflammatory Language

The episodes of inflammatory language during the post-election phase were few (76 cases recorded). They were mainly related to the election results with defamation cases or accusation of rigging being the topics mainly in play.

Print media presented the highest number of episodes in the media sector with 55 cases observed, followed by 19 cases monitored on the radio. Only two cases were observed on television.

Chart 7 Episodes of hate speech and inflammatory language in all media



Data regarding the sources and targets of hate speech confirms the trend observed during the election period. This kind of speech mainly involved political actors and election-related issues. The media were not the root of the hate speech, but rather a channel through which these messages were conveyed to the public.

Chart 8 Sources of hate speech and inflammatory language in all media

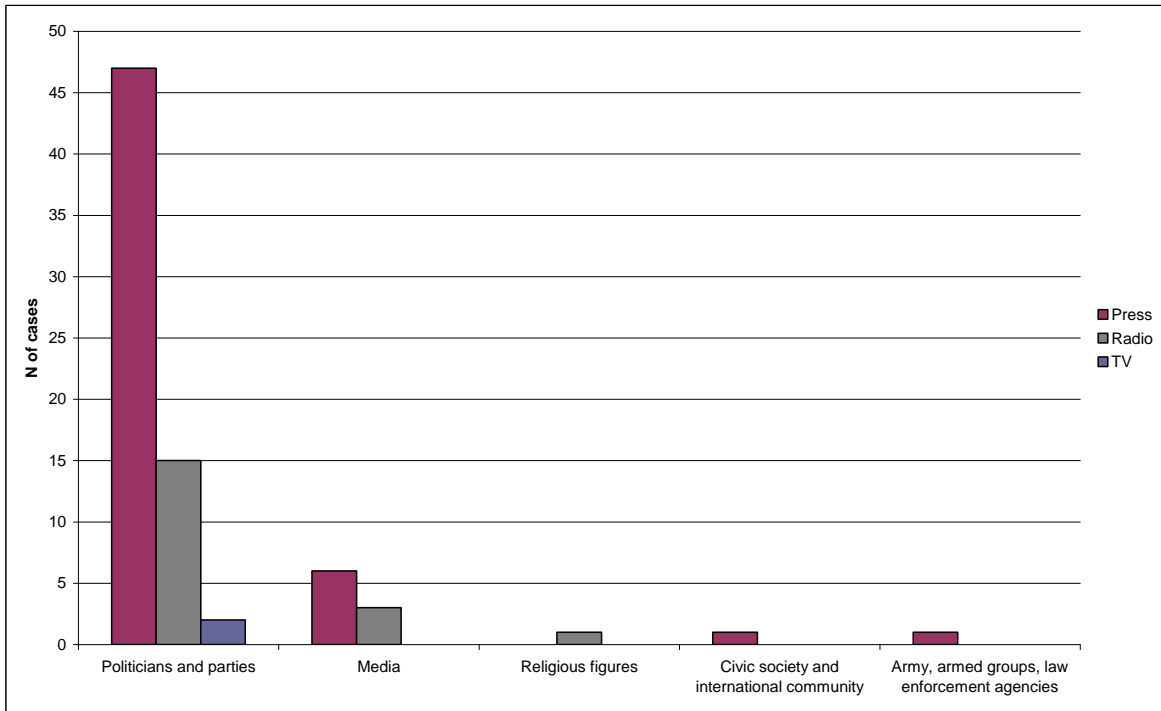


Chart 9 Targets of hate speech and inflammatory language in all media

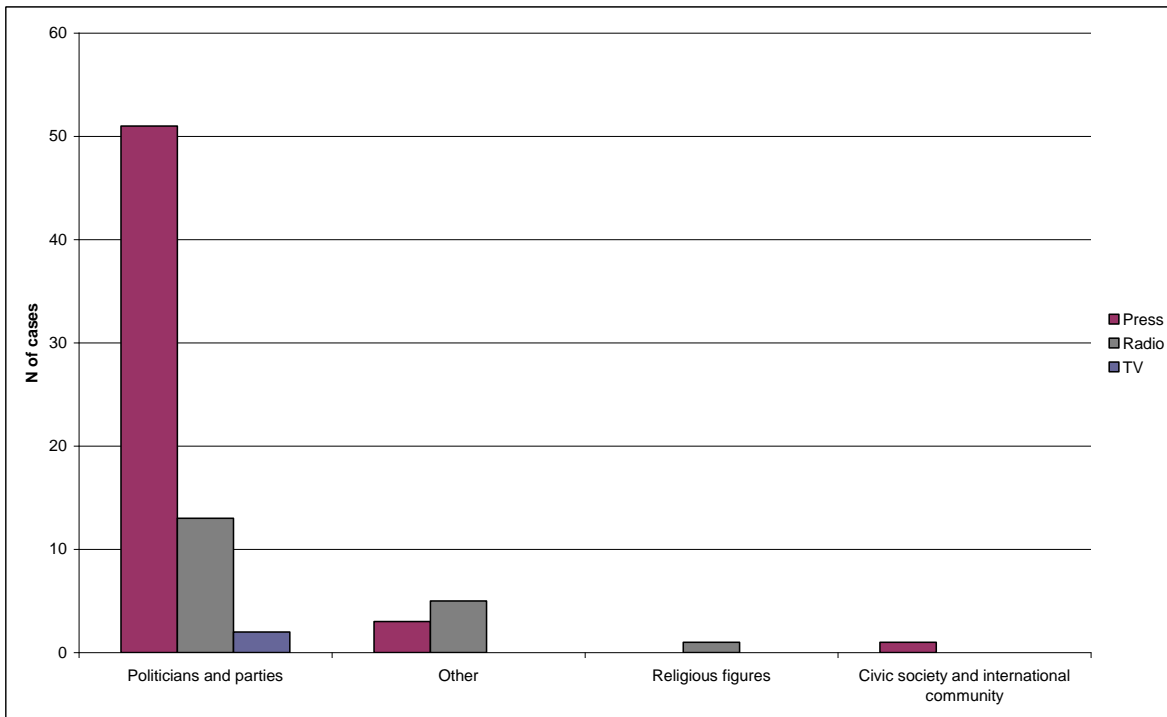
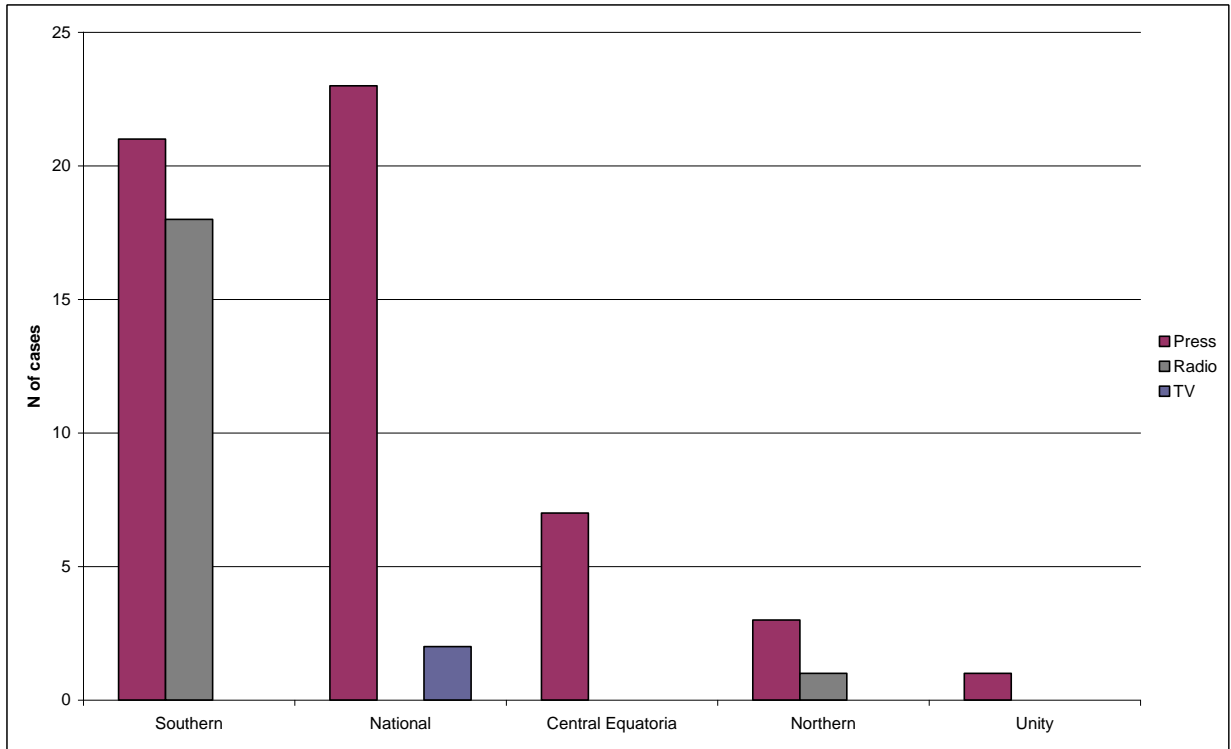


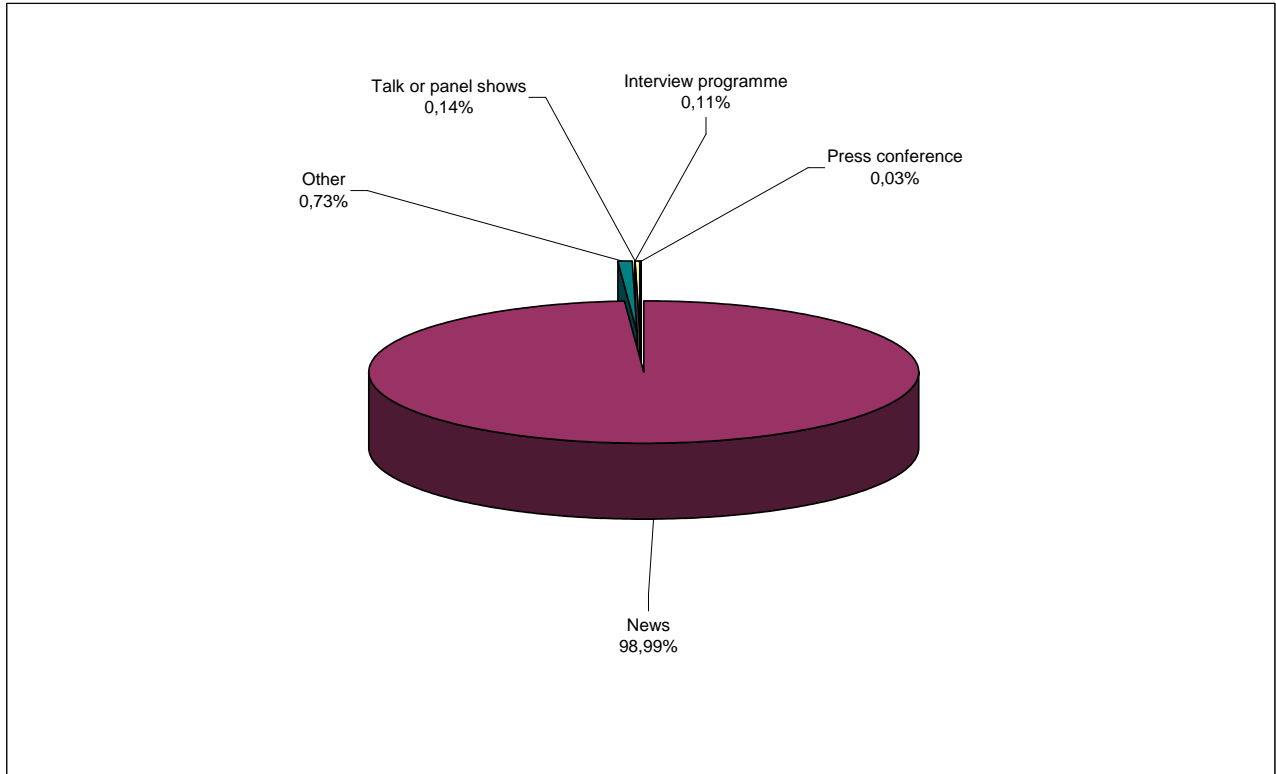
Chart 10 Geographical areas involved in hate speech and inflammatory language in all media



Annex I – Election and political coverage: charts

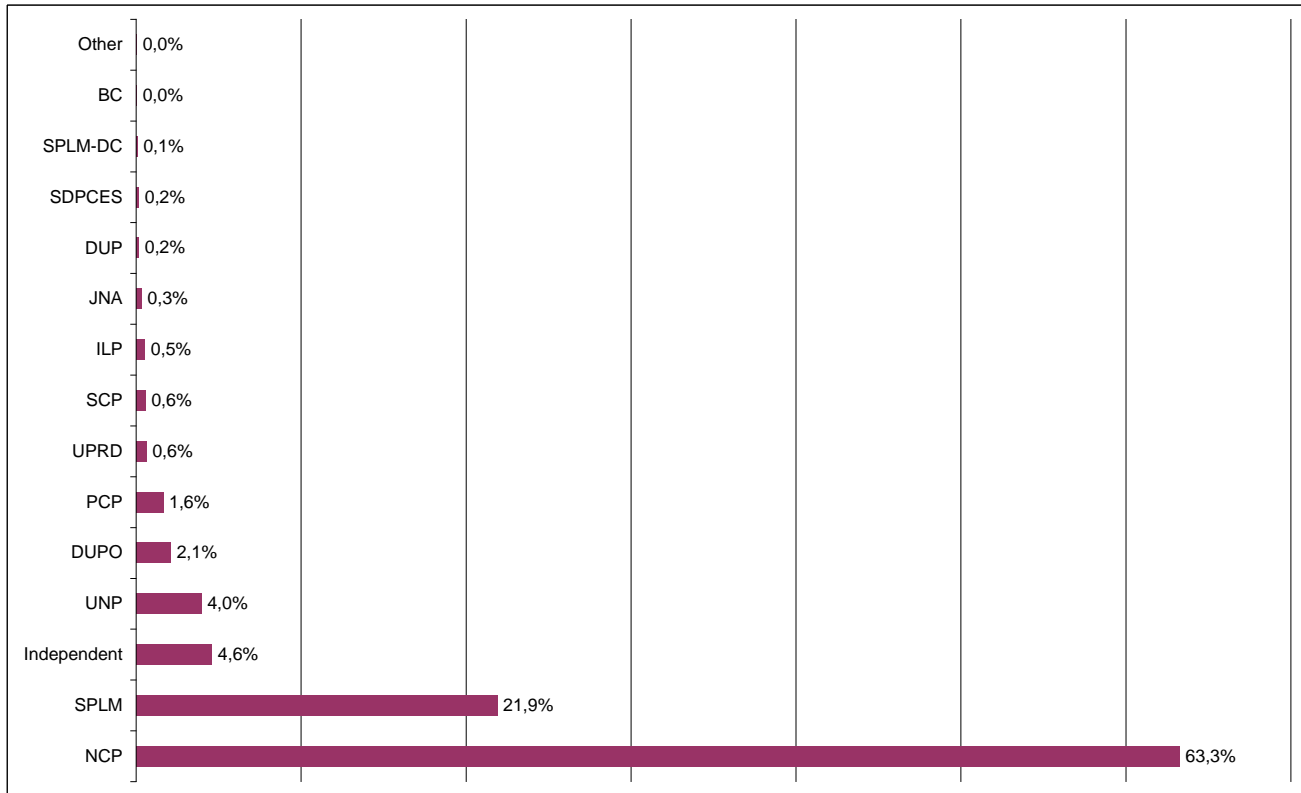
a. Television and radio

Chart 11 Formats of election and political coverage on radio and television



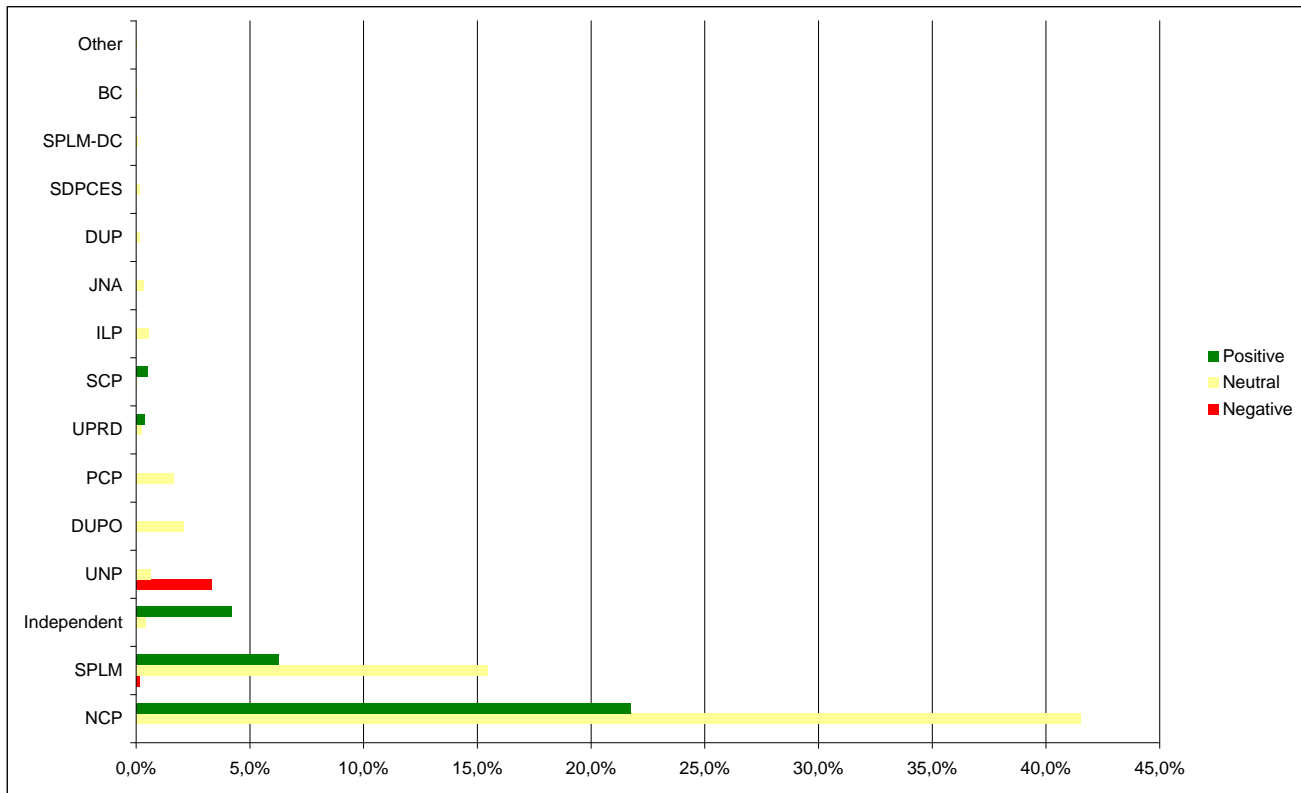
Base in seconds: 133661

Chart 12 Allocation of airtime by party in Blue Nile TV news bulletins



Base in seconds: 5240

Chart 13 Tone of the coverage by party on Blue Nile TV



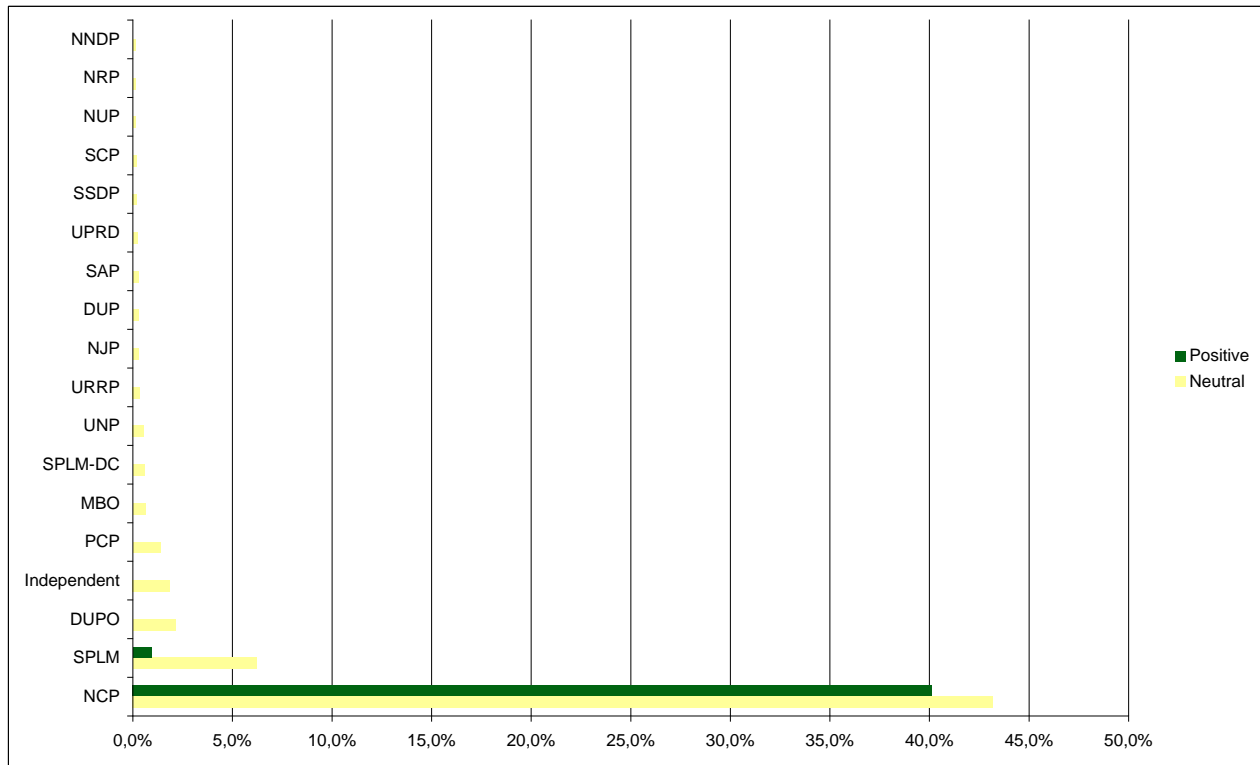
Base in seconds: 5240

Chart 14 Allocation of airtime in Khartoum State TV news bulletins



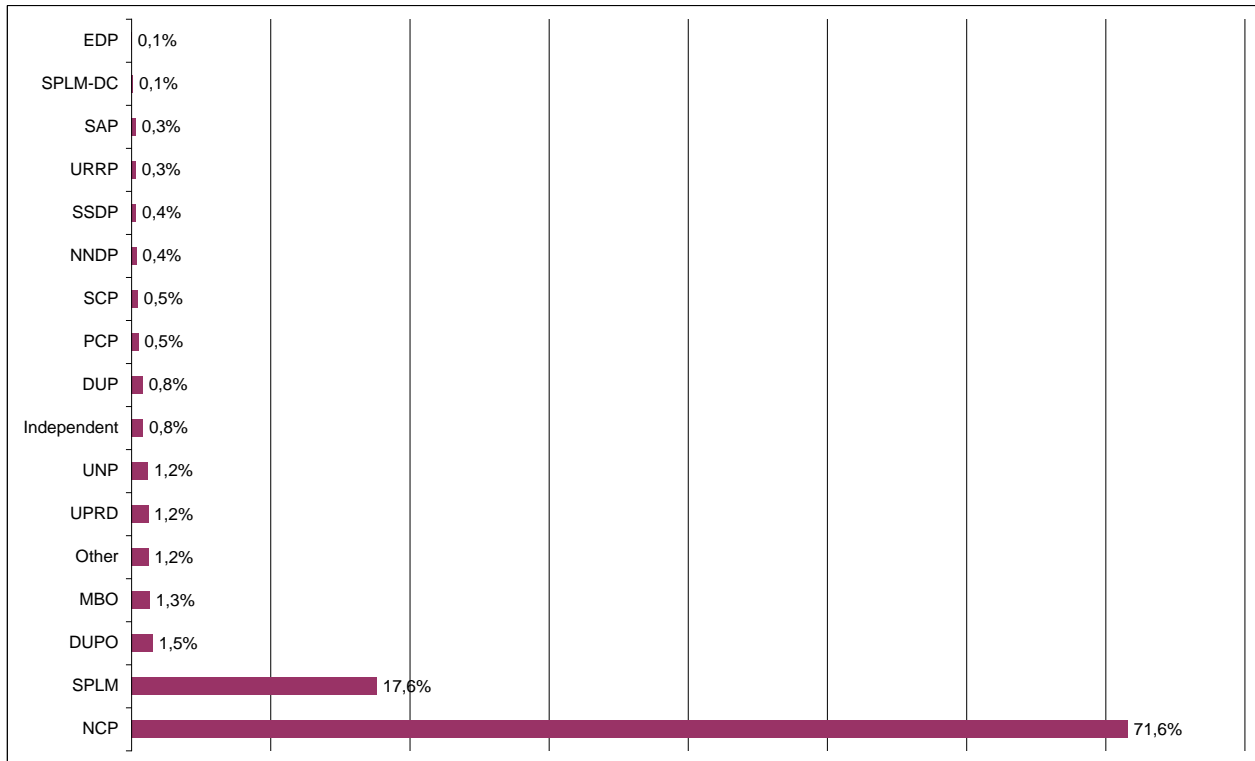
Base in seconds: 3371

Chart 15 Tone of the coverage by party on Khartoum State TV



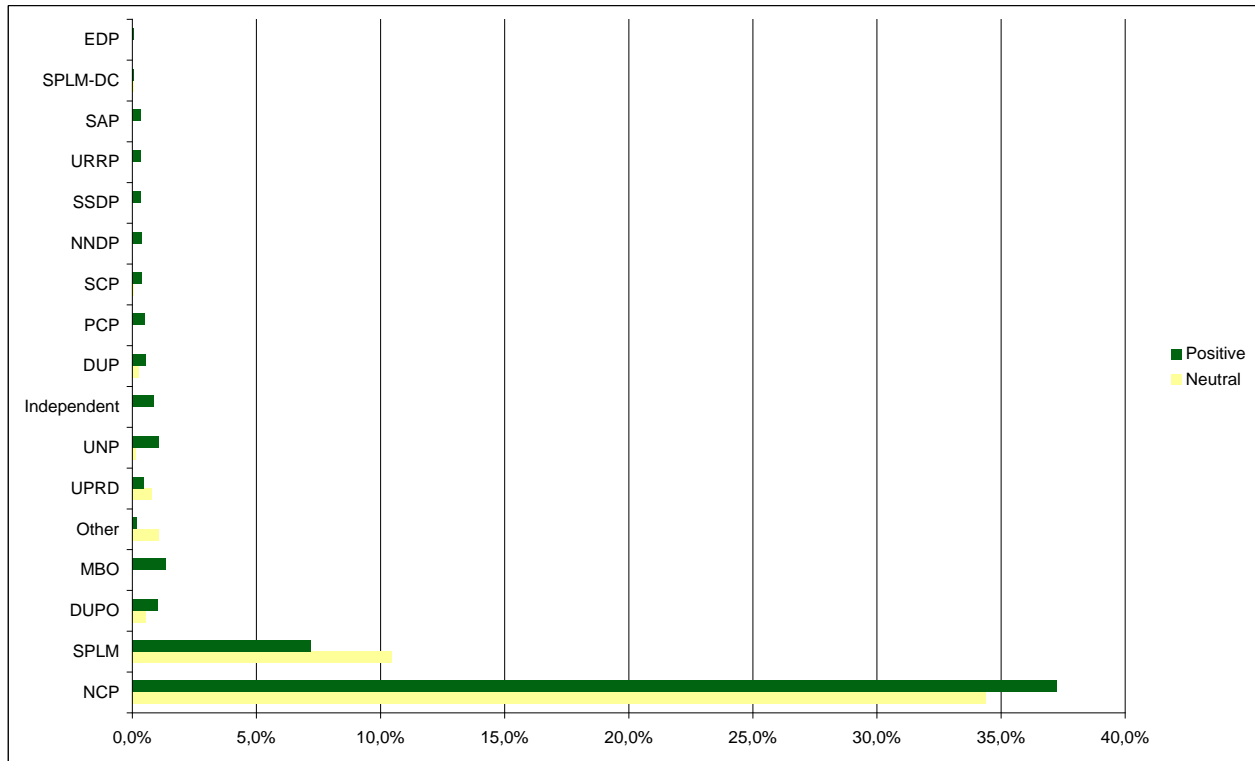
Base in seconds: 3371

Chart 16 Allocation of airtime in Sudan TV news bulletins



Base in seconds: 15537

Chart 17 Tone of the coverage by party on Sudan TV



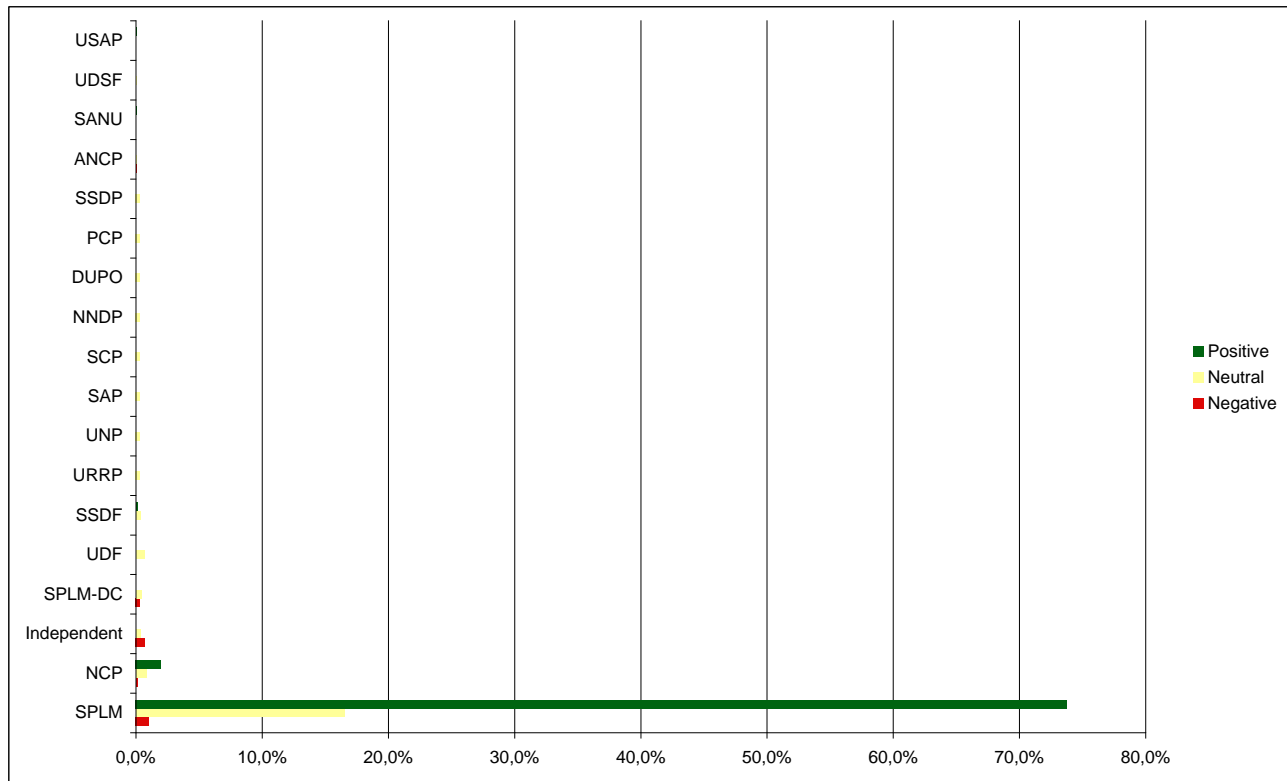
Base in seconds: 15537

Chart 18 Allocation of airtime in South Sudan TV news bulletins



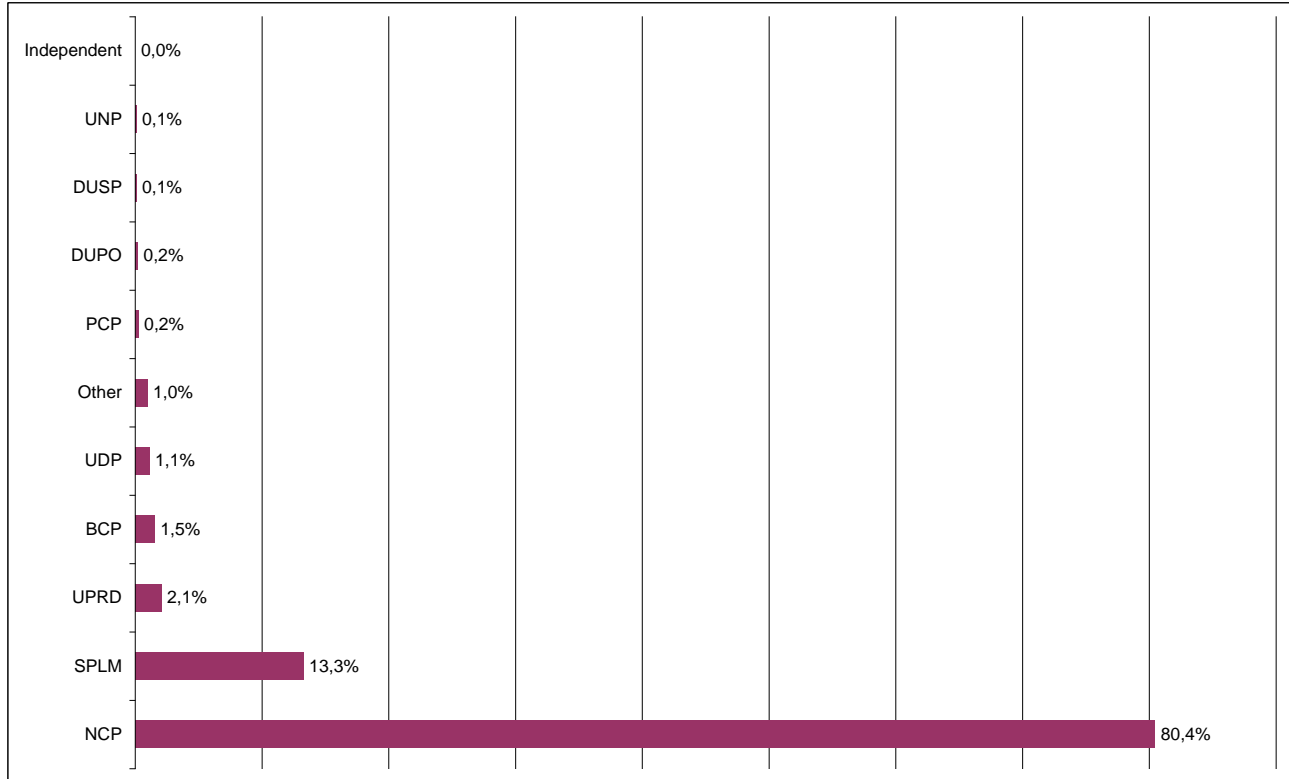
Base in seconds: 19646

Chart 19 Tone of the coverage by party on South Sudan TV



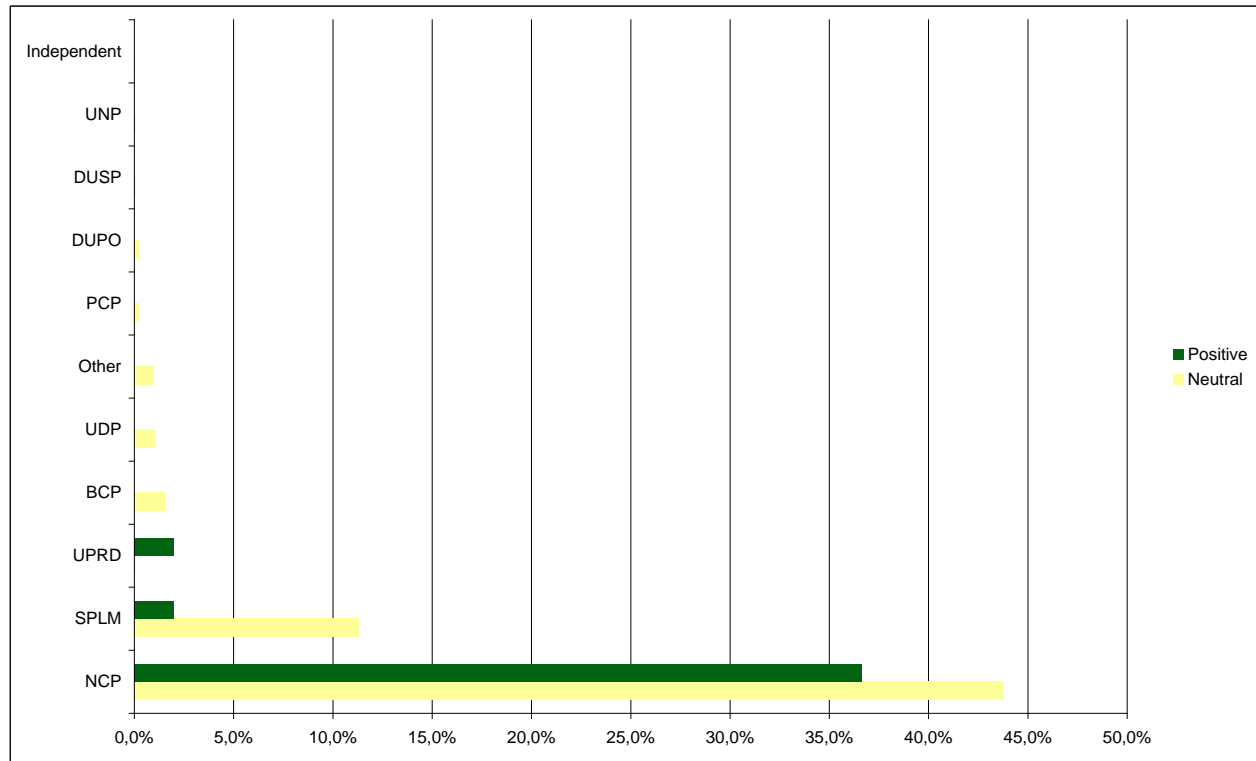
Base in seconds: 19646

Chart 20 Allocation of airtime in Al Qwat Al Mussalaha Radio news bulletins



Base in seconds: 4805

Chart 21 Tone of the coverage by party on Al Qwat Al Mussalaha Radio



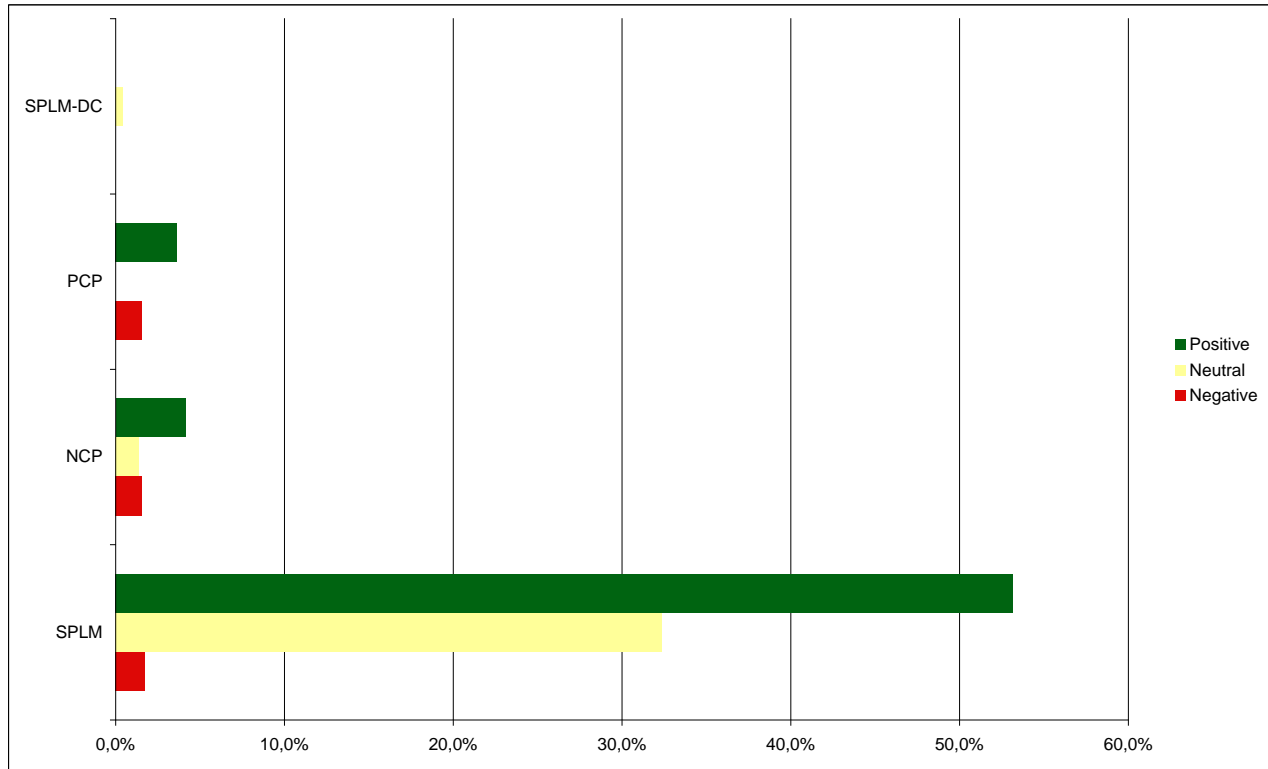
Base in seconds: 4805

Chart 22 Allocation of airtime in Junubna Radio news bulletins



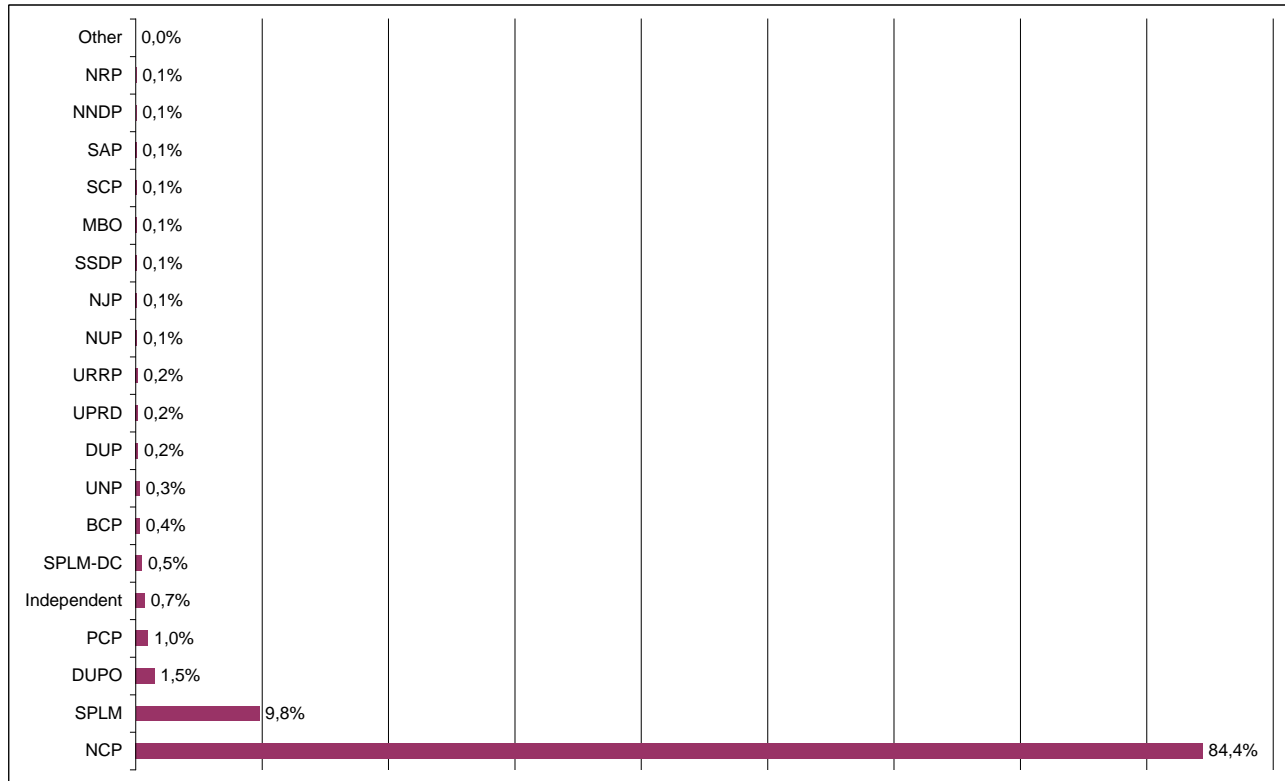
Base in seconds: 1158

Chart 23 Tone of the coverage by party on Junubna Radio



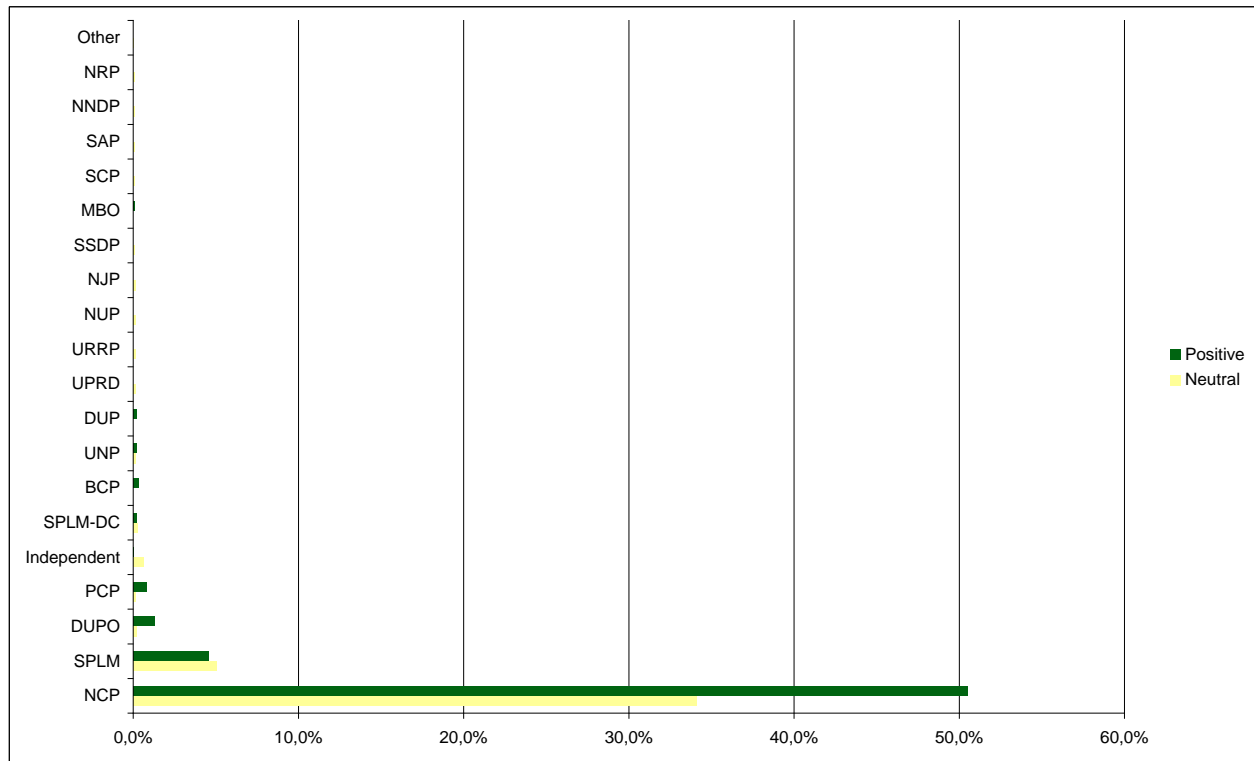
Base in seconds: 1158

Chart 24 Allocation of airtime in Khartoum State Radio news bulletins



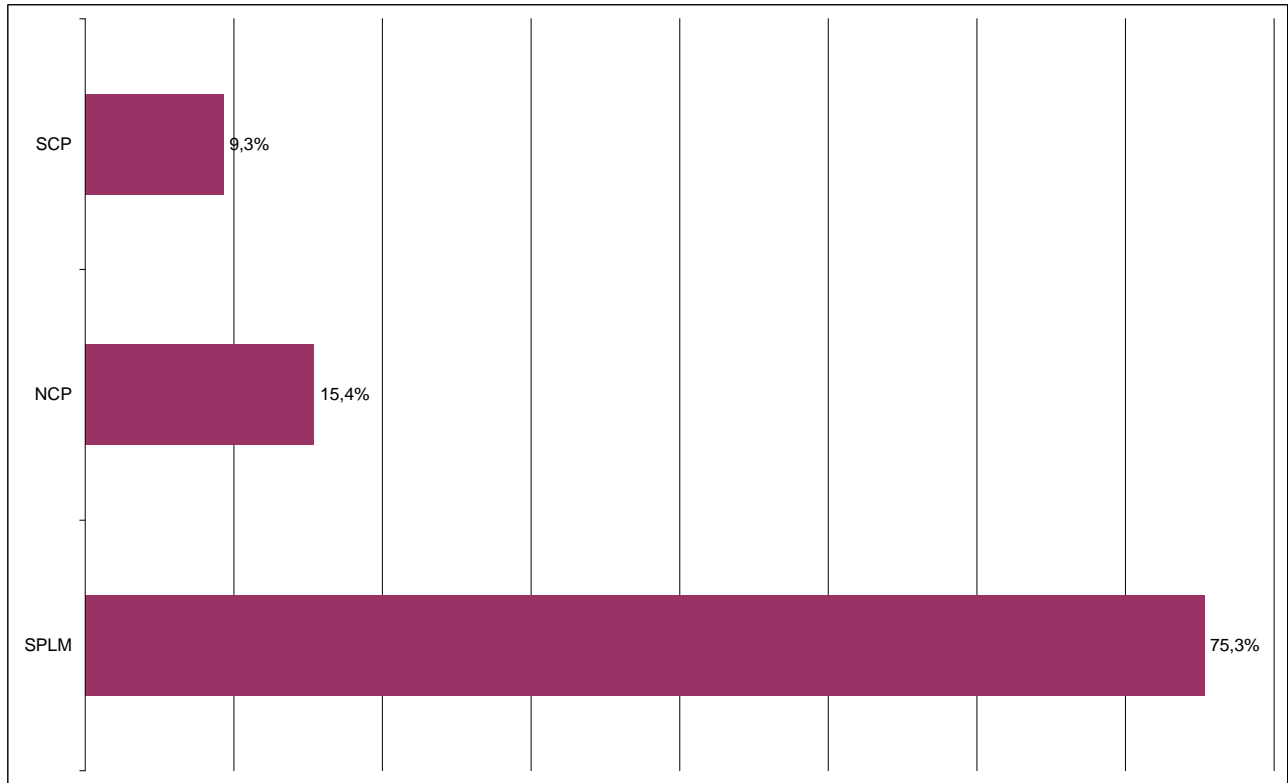
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Chart 25 Tone of the coverage by party on Al Qwat Al Mussalaha Radio



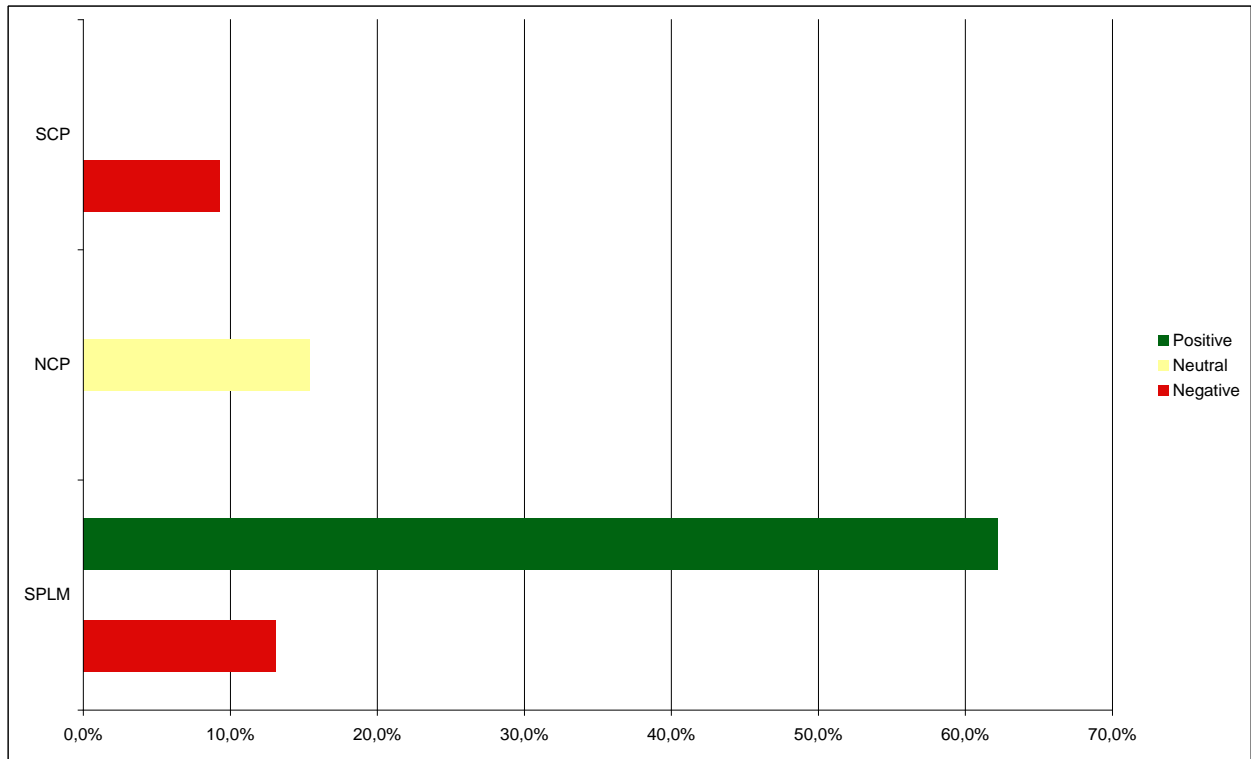
Base in seconds: 13542

Chart 26 Allocation of airtime on Liberty Radio news bulletins



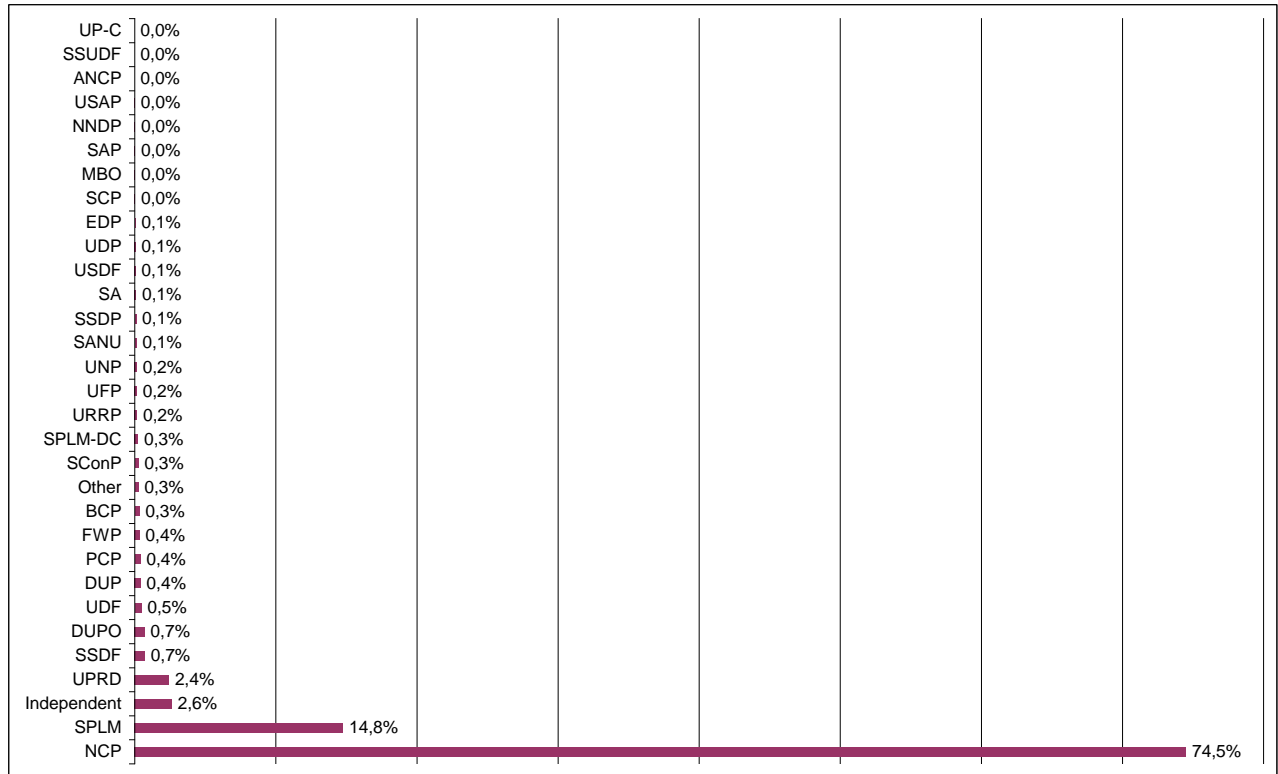
Base in seconds: 344

Chart 27 Tone of the coverage by party on Liberty Radio



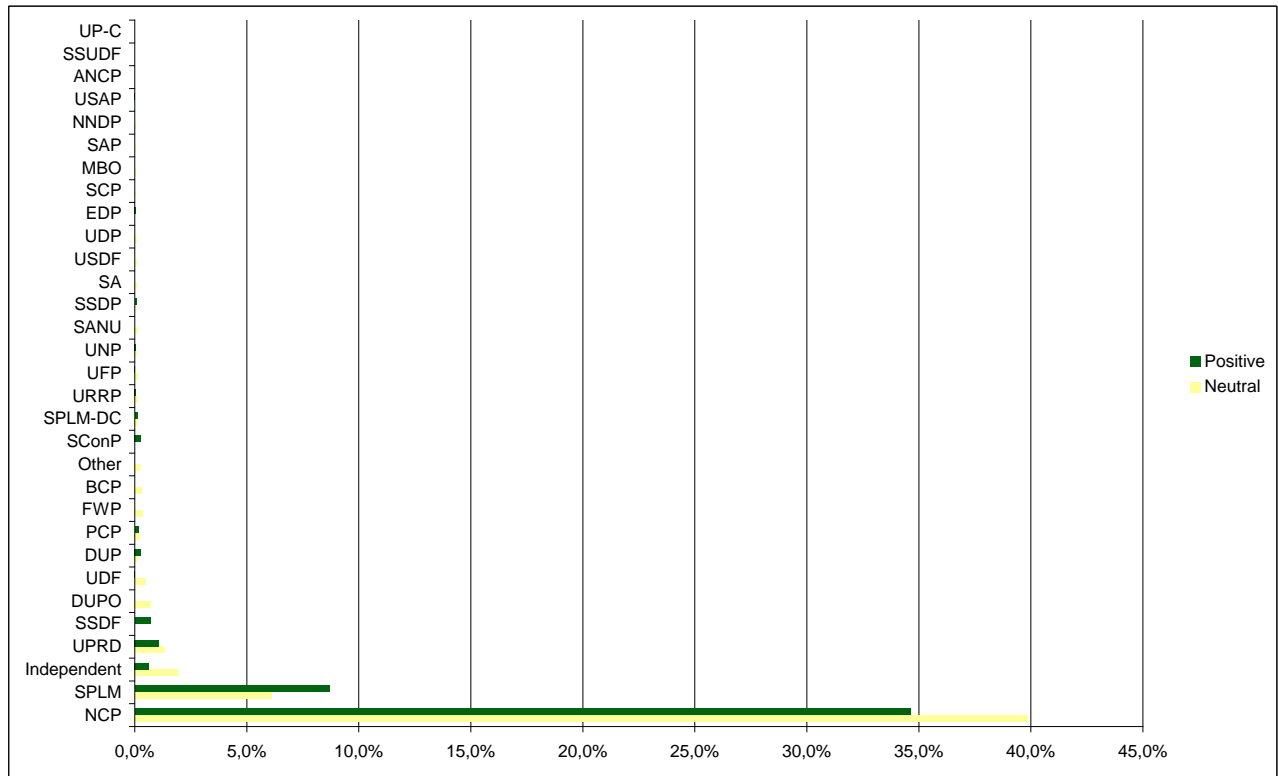
Base in seconds: 344

Chart 28 Allocation of airtime on Omdurman Radio news bulletins



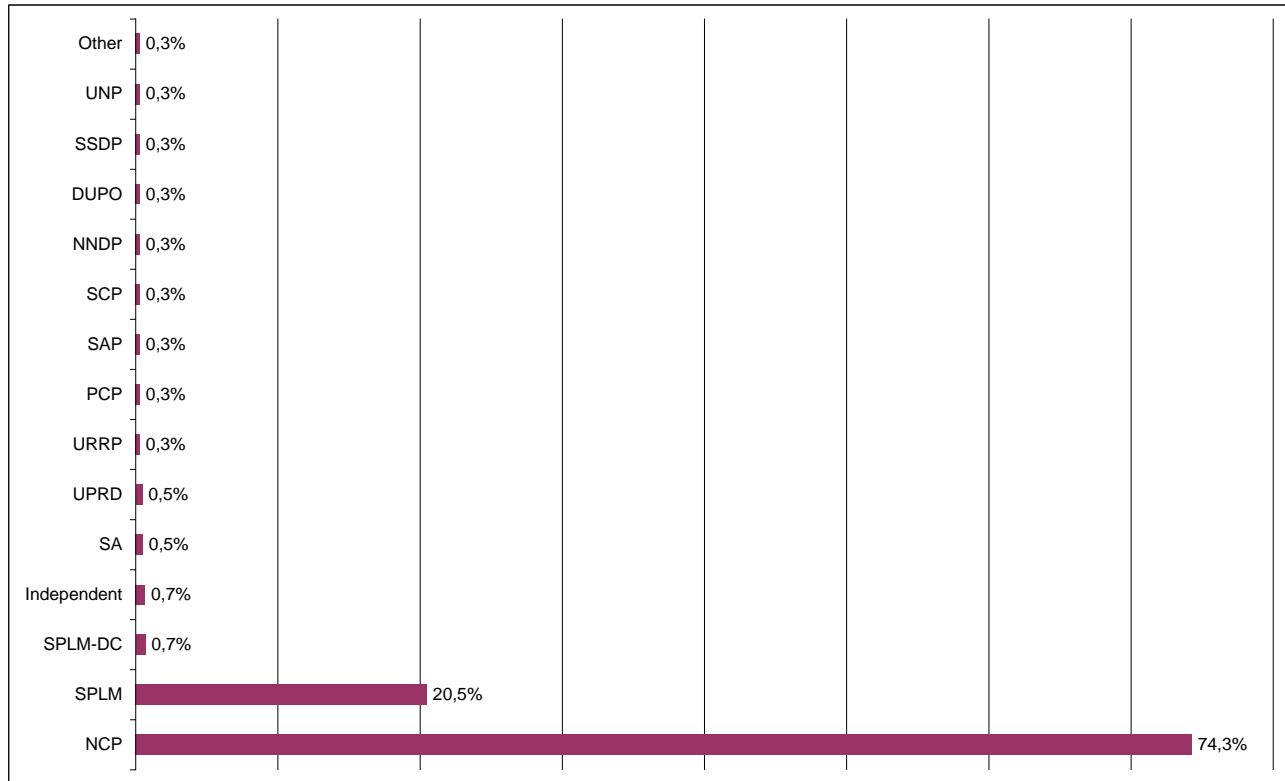
Base in seconds: 38228

Chart 29 Tone of the coverage by party on Omdurman Radio



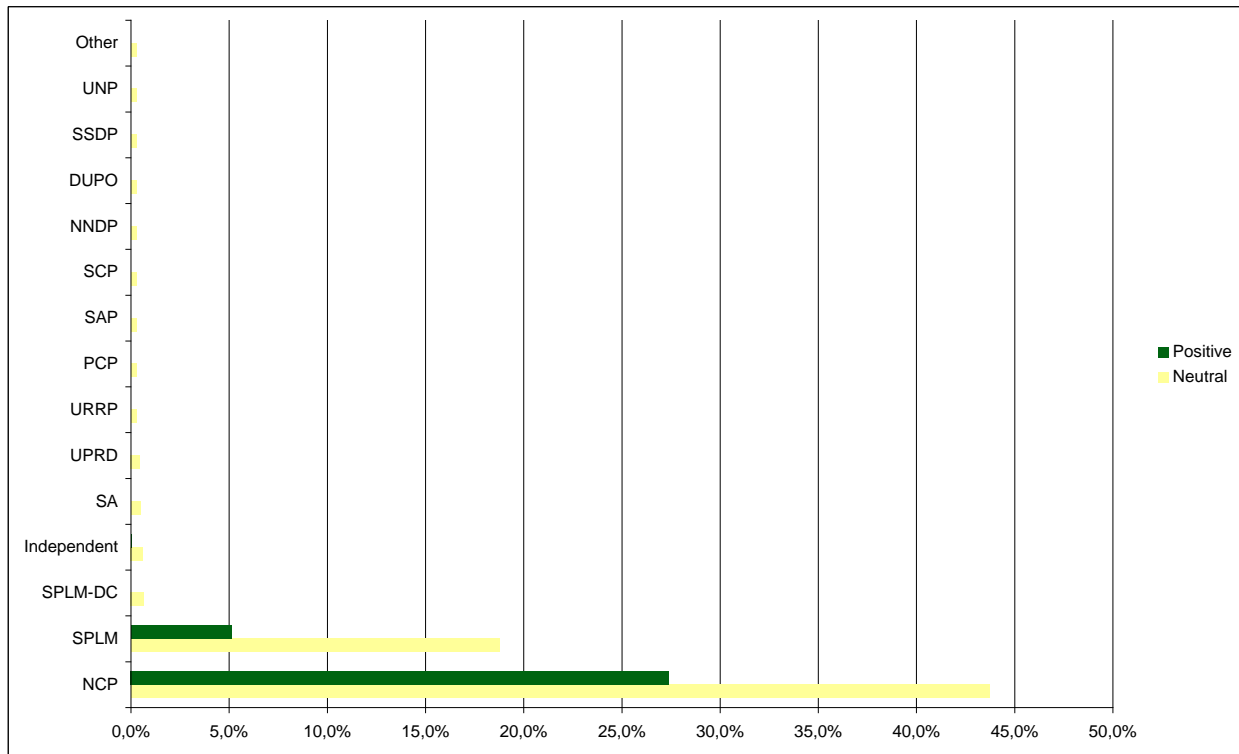
Base in seconds: 38273

Chart 30 Allocation of airtime on Peace Service Radio news bulletins



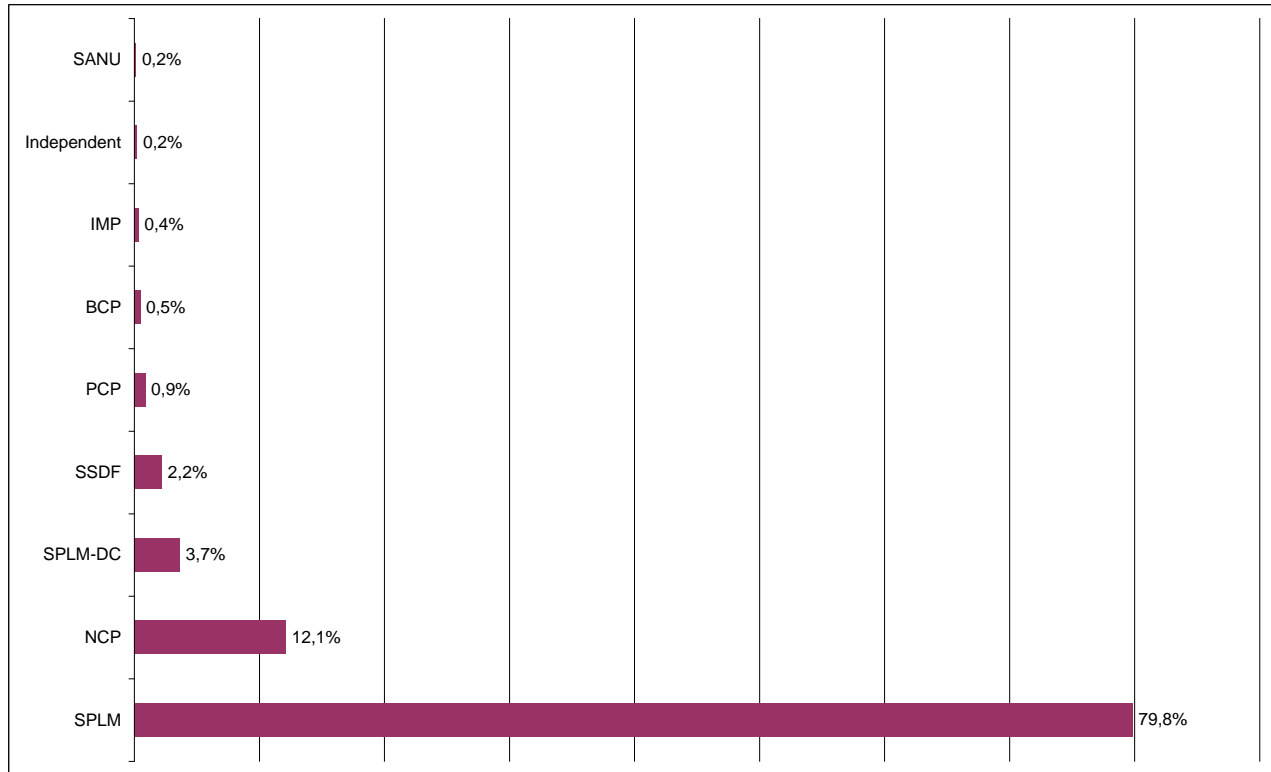
Base in seconds: 3445

Chart 31 Tone of the coverage by party on Peace Service Radio



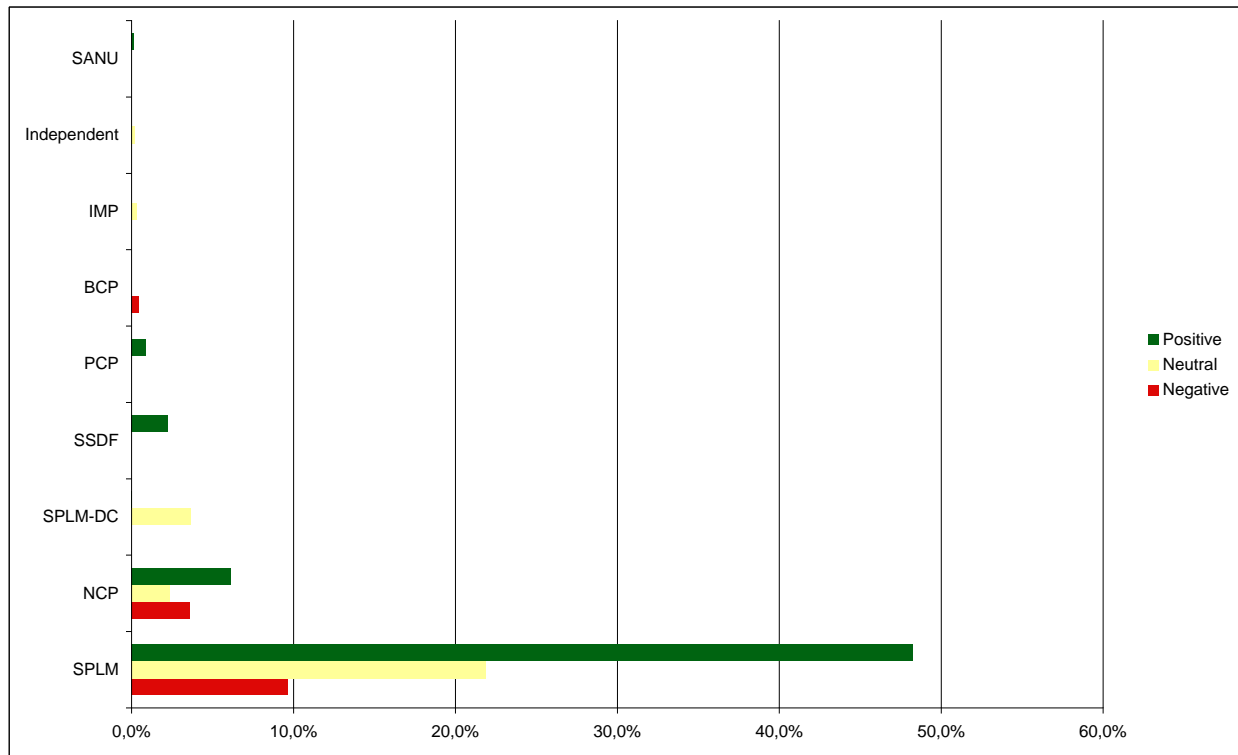
Base in seconds: 3598

Chart 32 Allocation of airtime on Bakhita Radio news bulletins



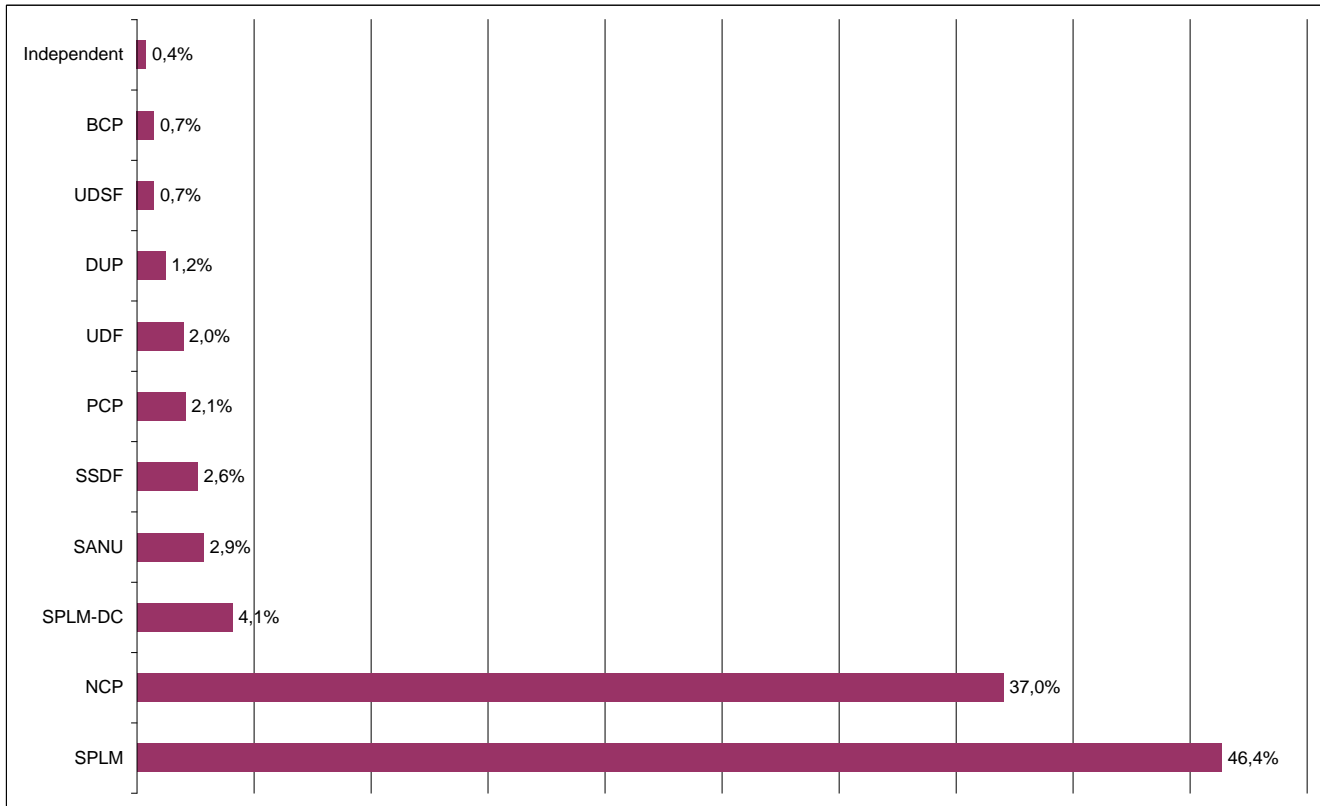
Base in seconds: 5071

Chart 33 Tone of the coverage by party on Bakhita Radio



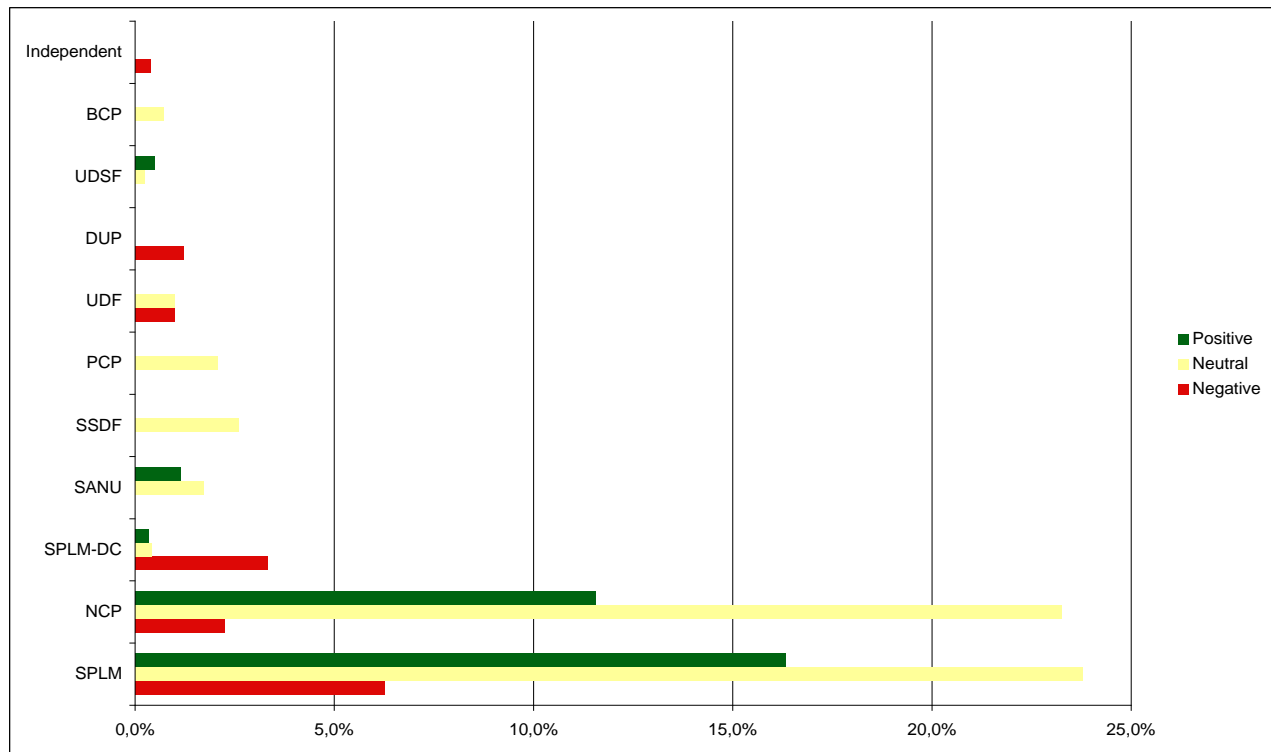
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Chart 34 Allocation of airtime on Miraya Radio news bulletins



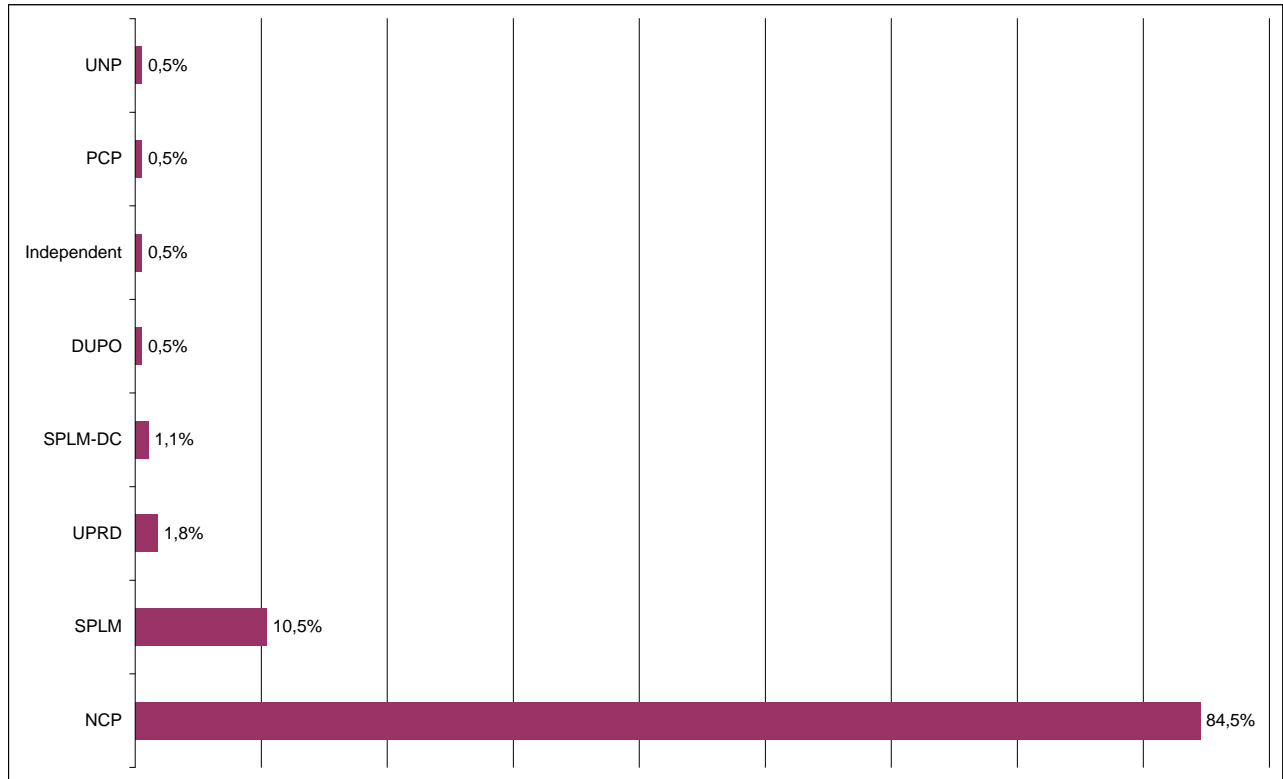
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Chart 35 Tone of the coverage by party on Miraya Radio



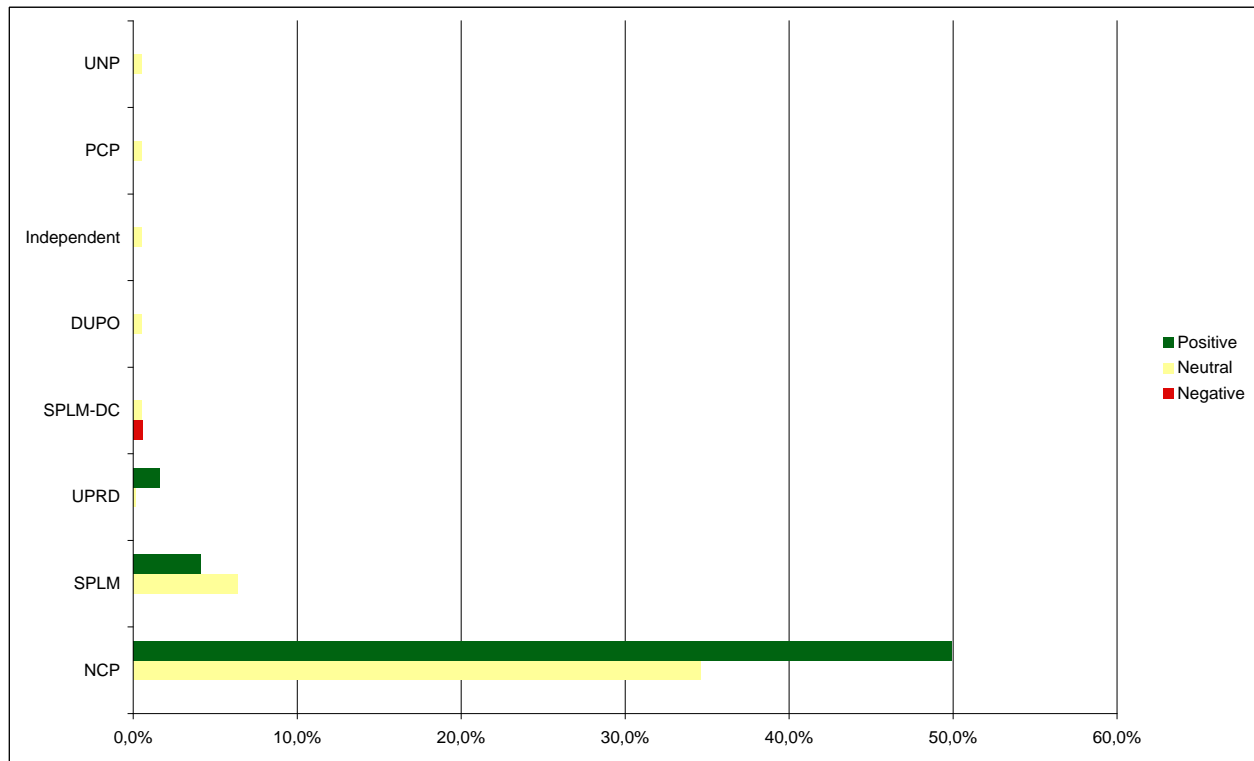
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Chart 36 Allocation of airtime on Saheroon Radio news bulletins



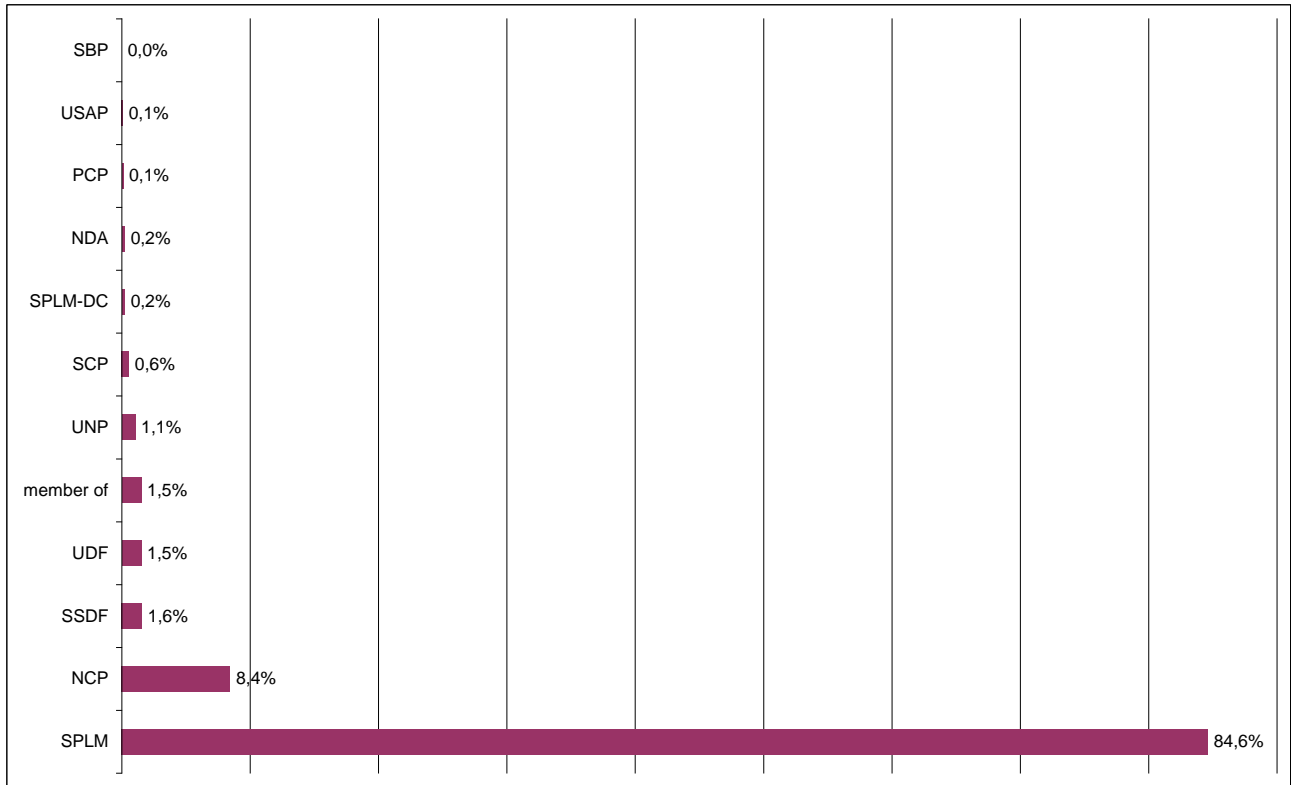
Base in seconds: 5492

Chart 37 Tone of the coverage by party on Saheroon Radio



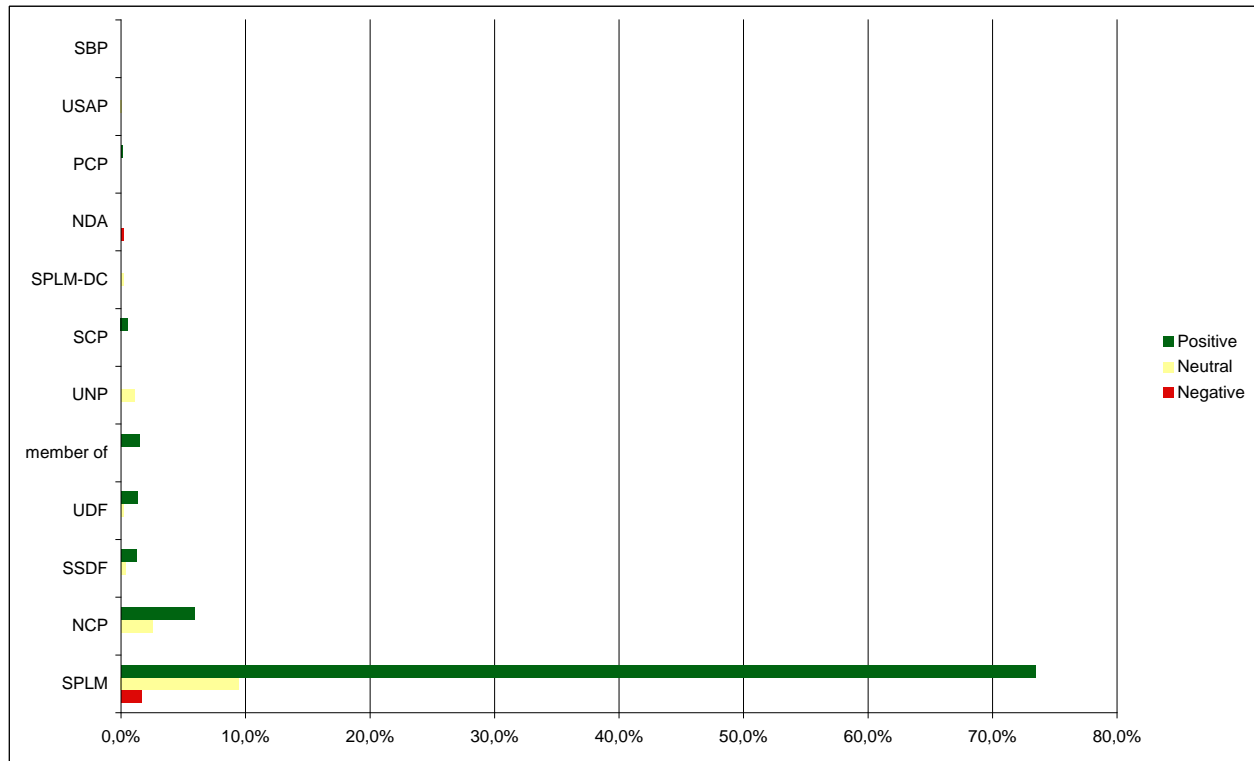
Base in seconds: 5492

Chart 38 Allocation of airtime on South Sudan Radio news bulletins



Base in seconds: 8831

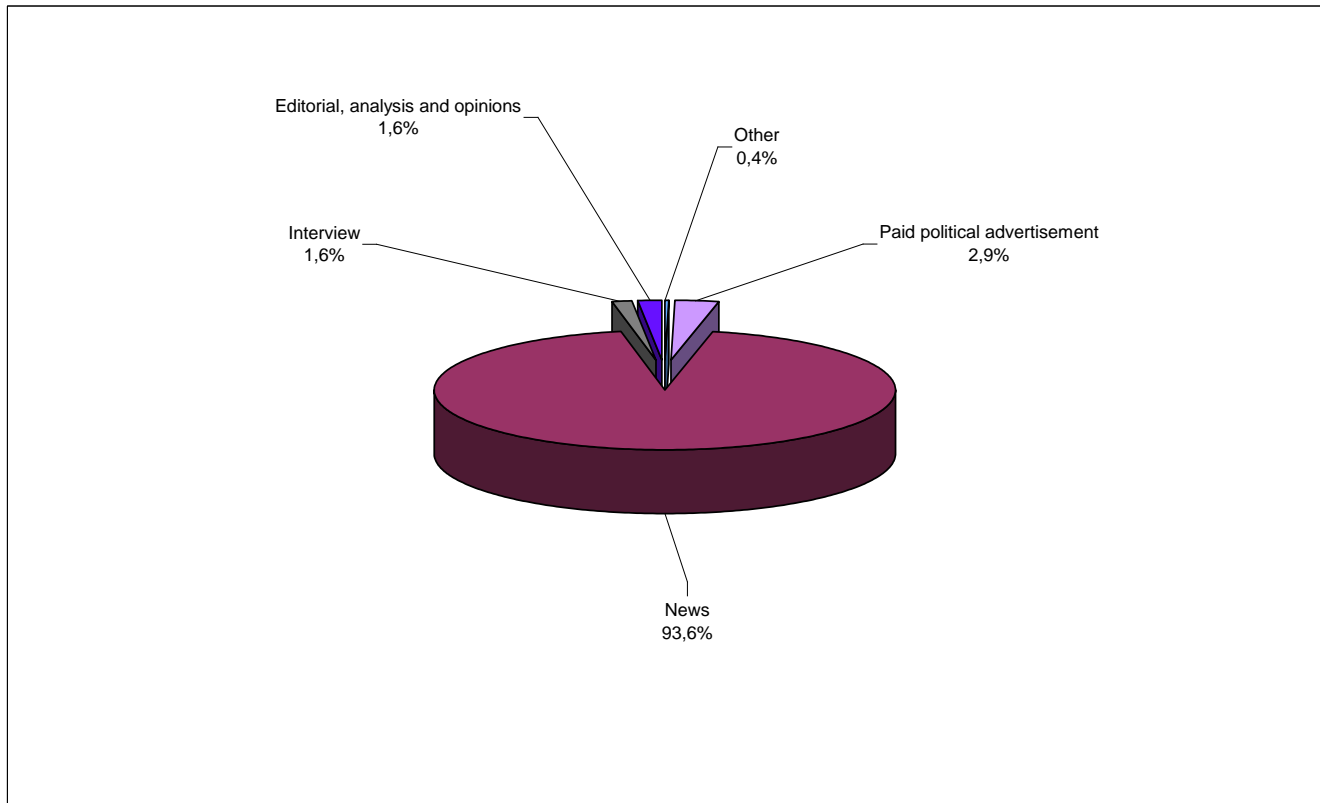
Chart 39 Tone of the coverage by party on South Sudan Radio



Base in seconds: 8831

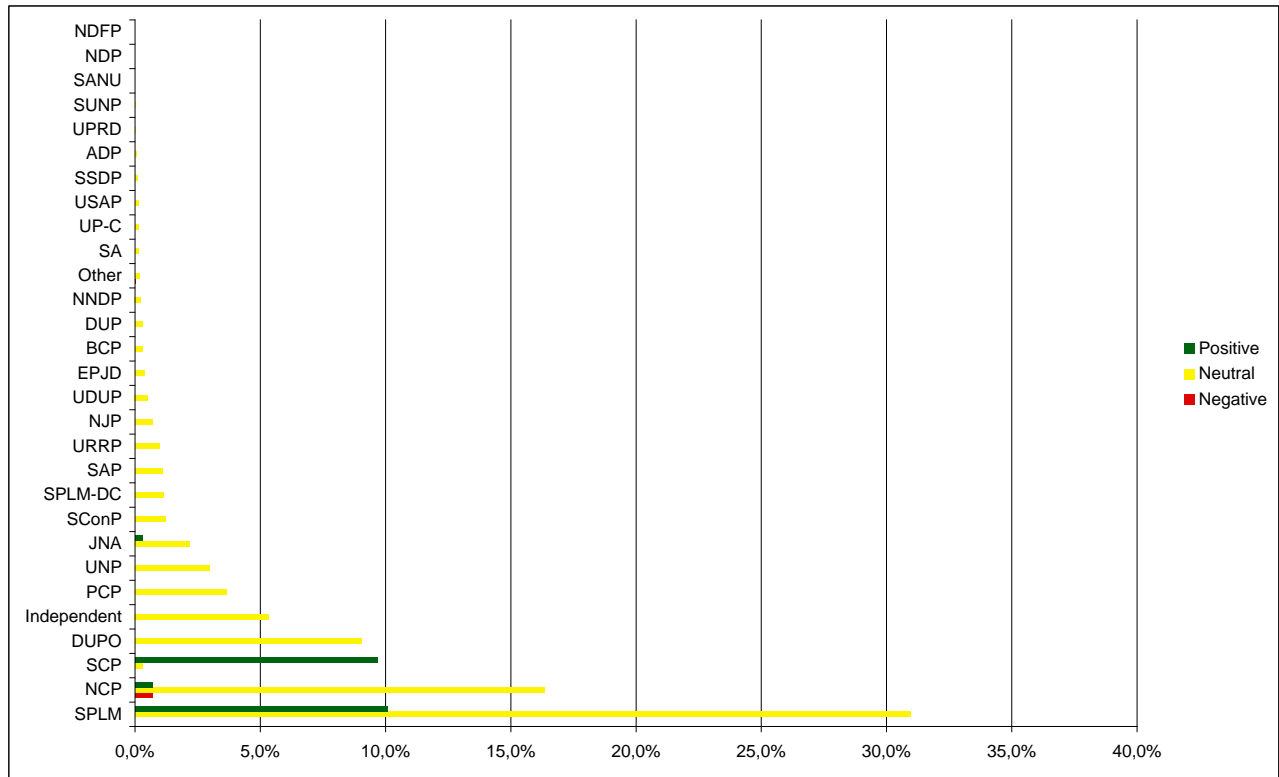
b. The Print press

Chart 40 Formats of coverage



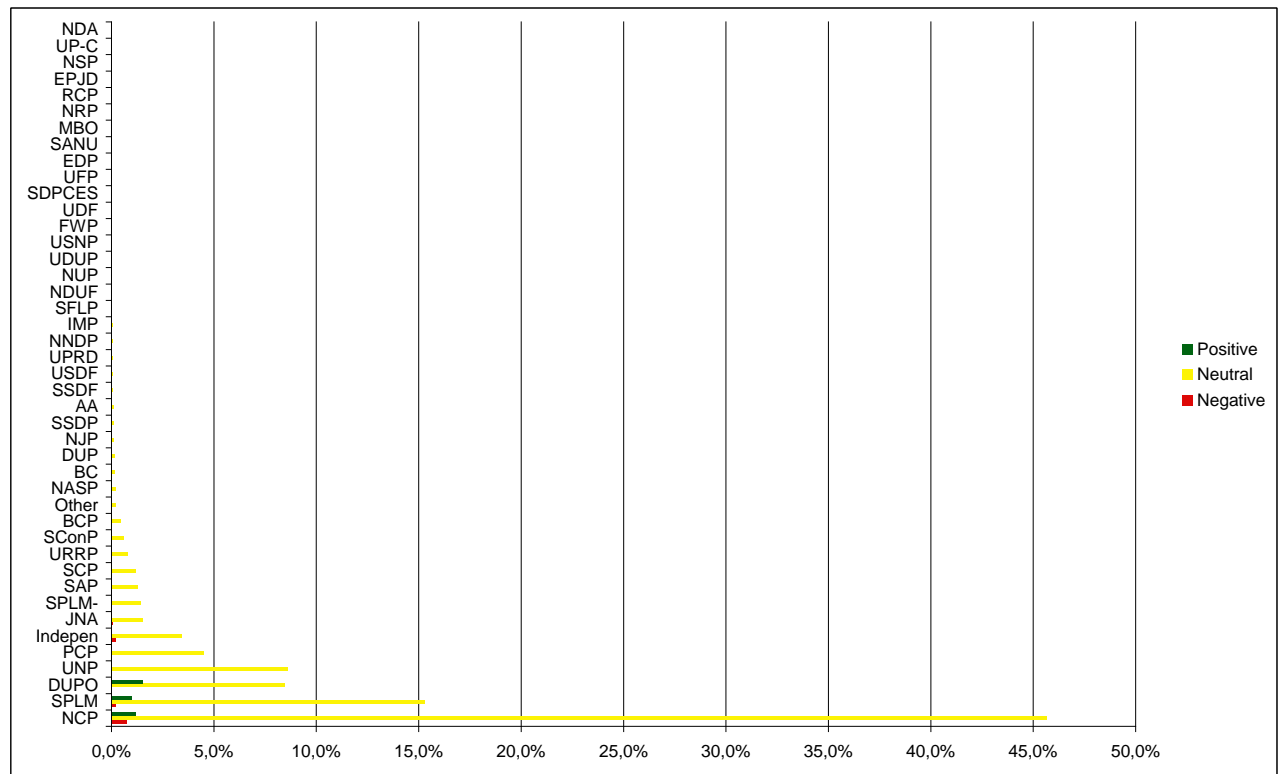
Base in cm2: 253453

Chart 41 Allocation of space and tone in Ajras Al Huriah



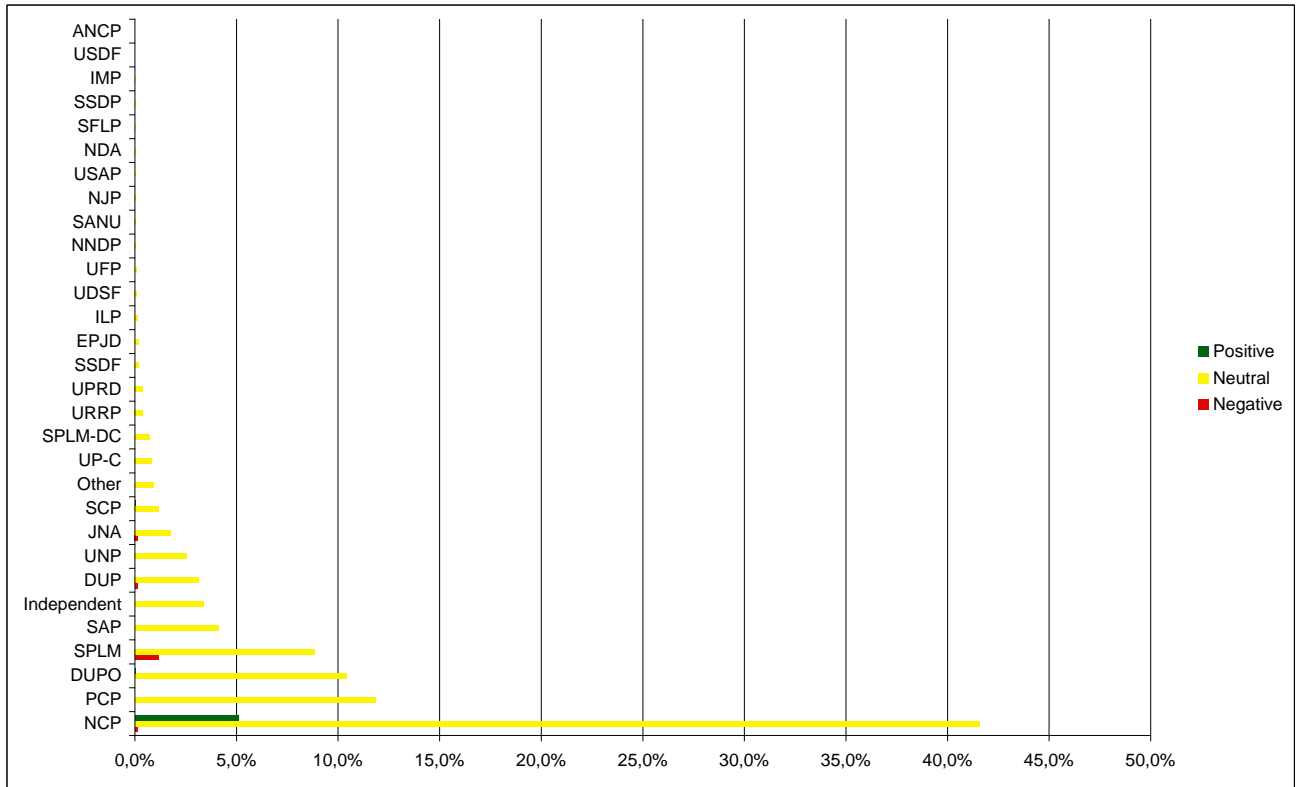
Base in cm2: 16658

Chart 42 Allocation of space and tone in Akhbar Alyoum



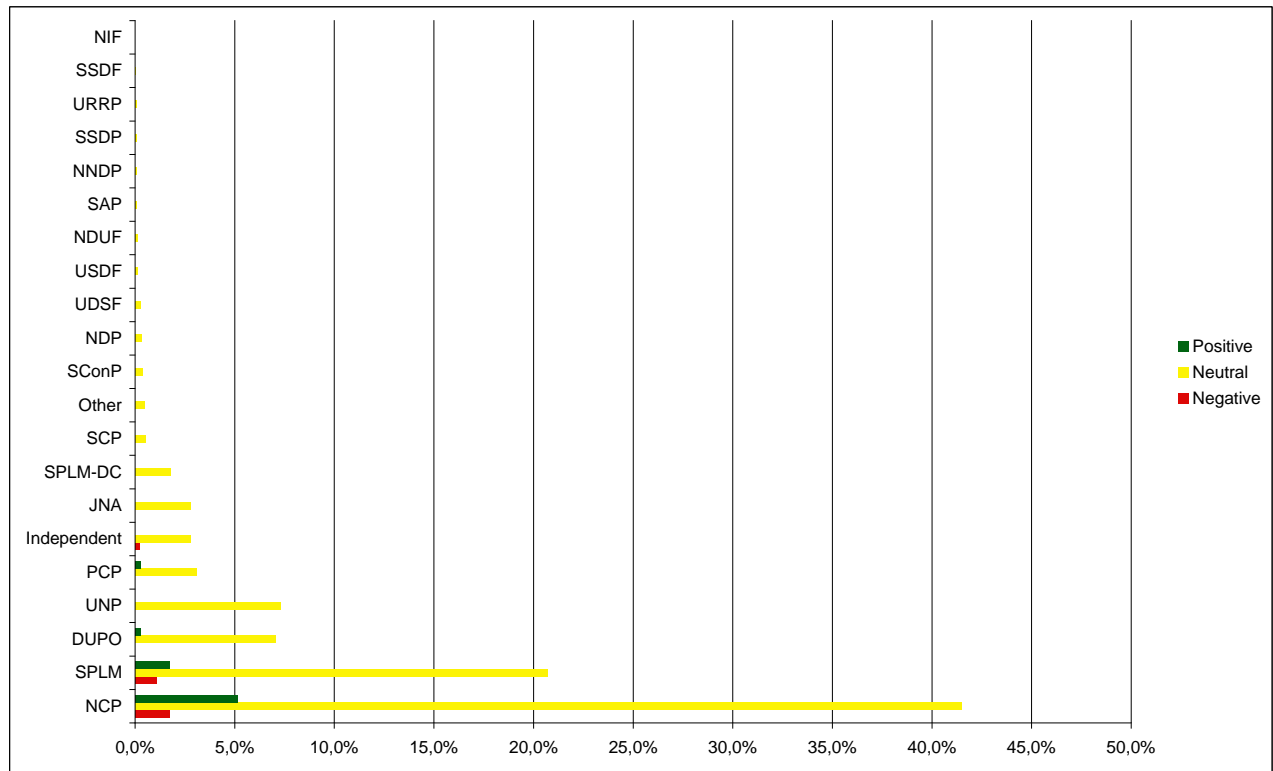
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Chart 43 Allocation of space and tone in Akhir Lahza



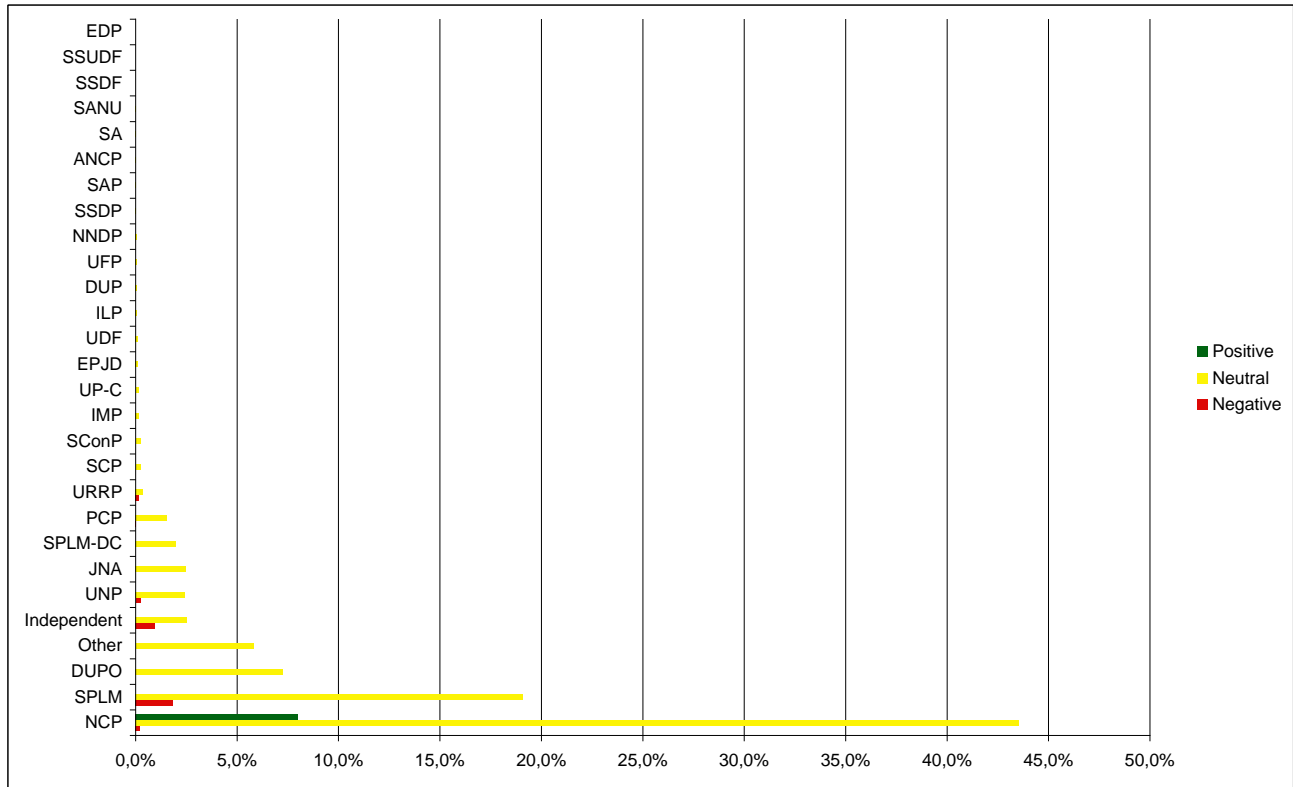
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Chart 44 Allocation of space and tone in Al Ayam



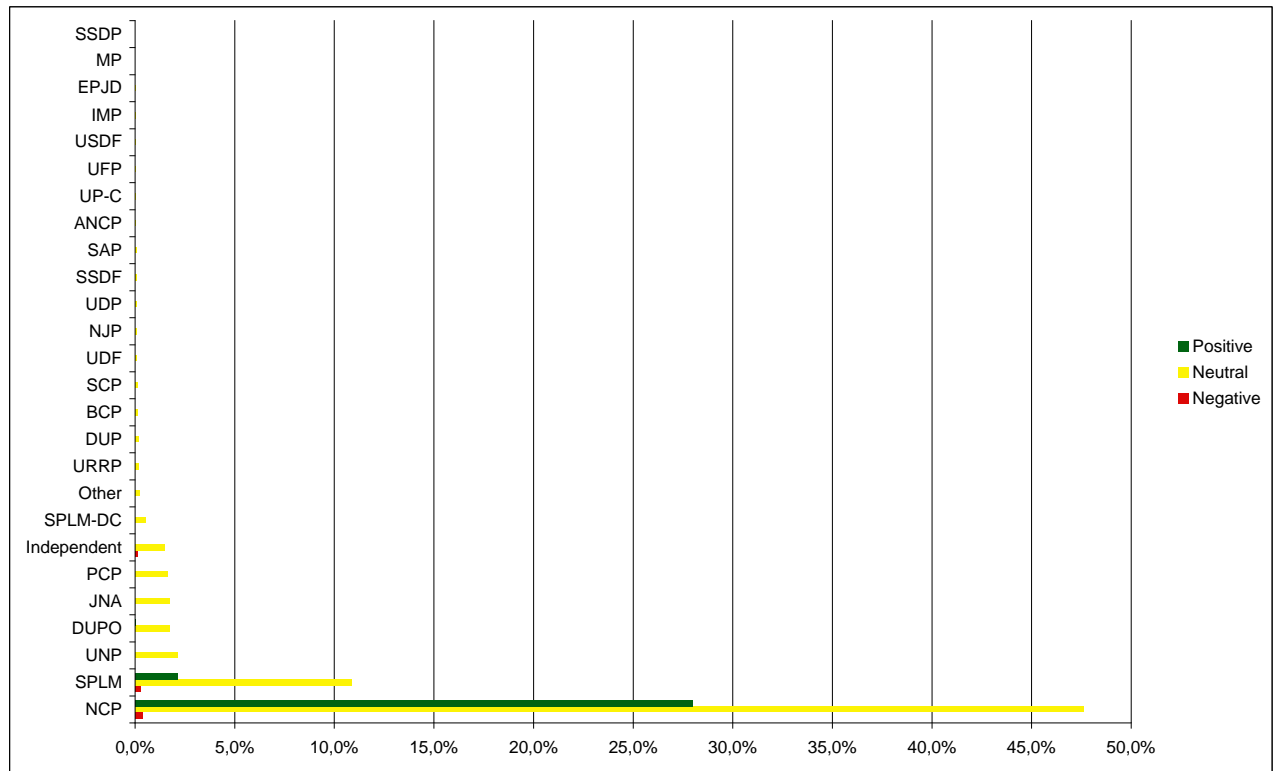
Base in cm2: 9632

Chart 45 Allocation of space and tone in Al Intibaha



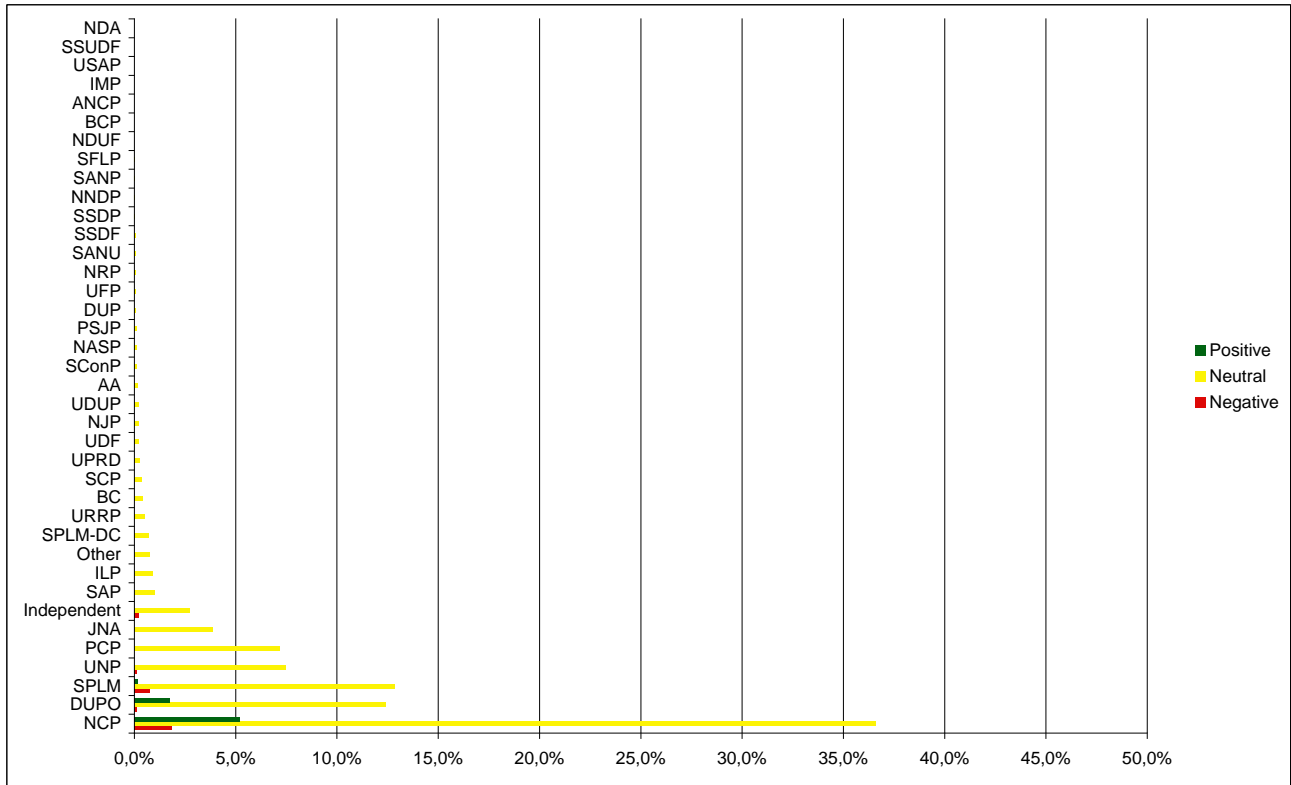
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Chart 46 Allocation of space and tone in Al Ray Al Aam



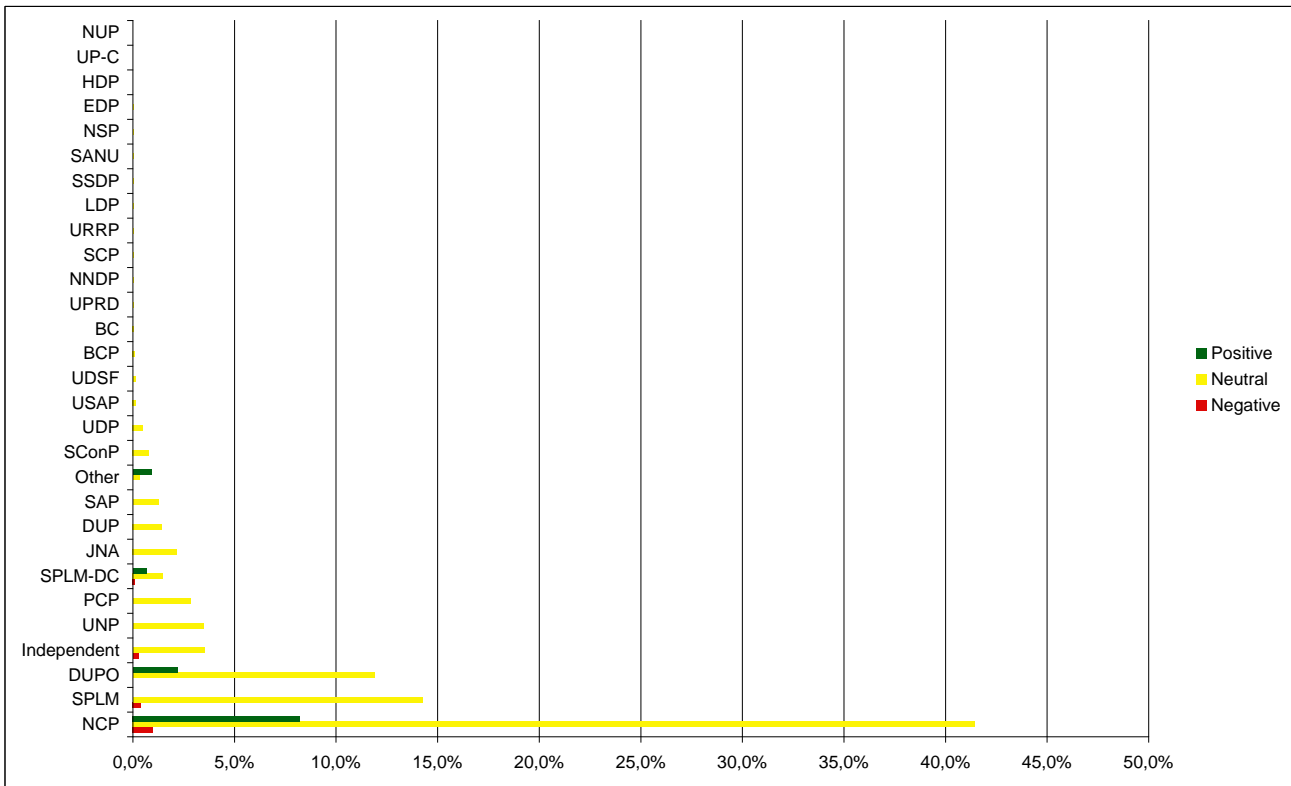
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Chart 47 Allocation of space and tone in Al Sahfa



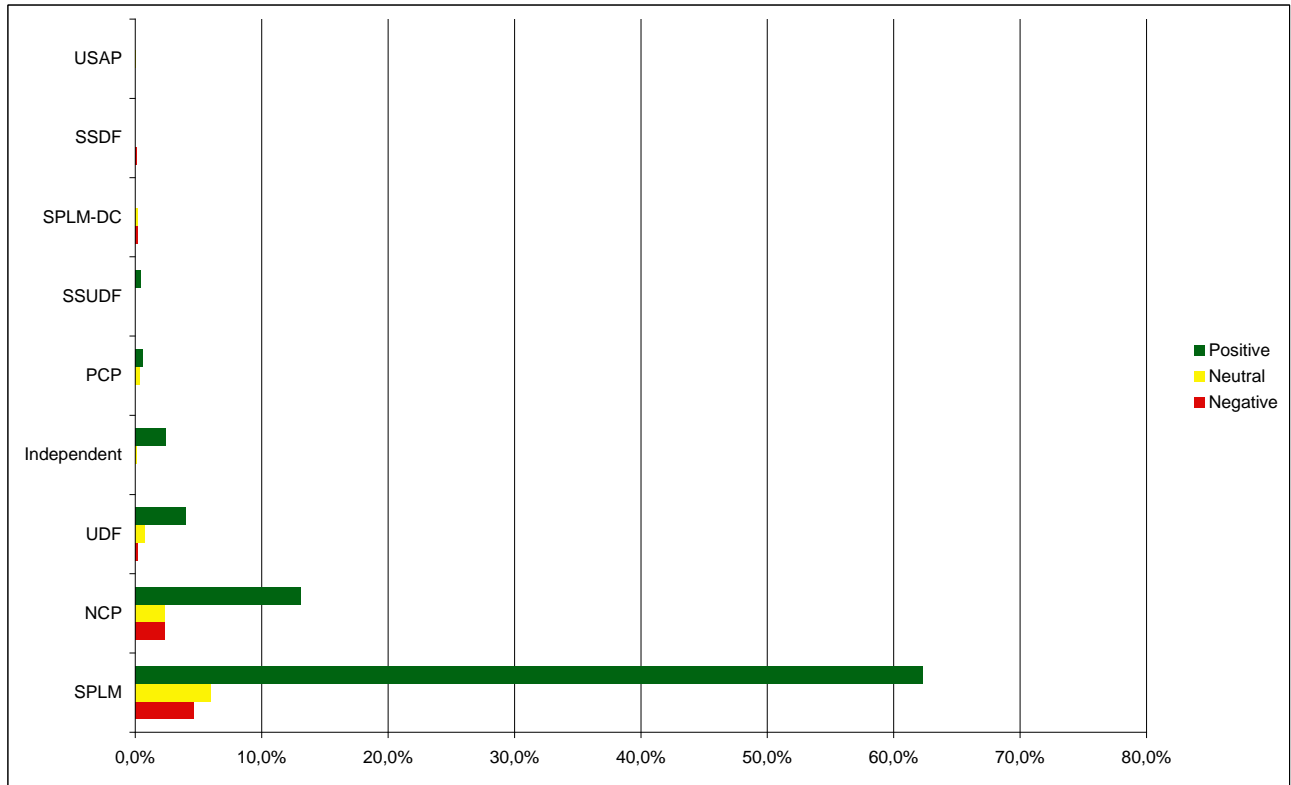
Base in cm2: 26018

Chart 48 Allocation of space and tone in Al Sudani



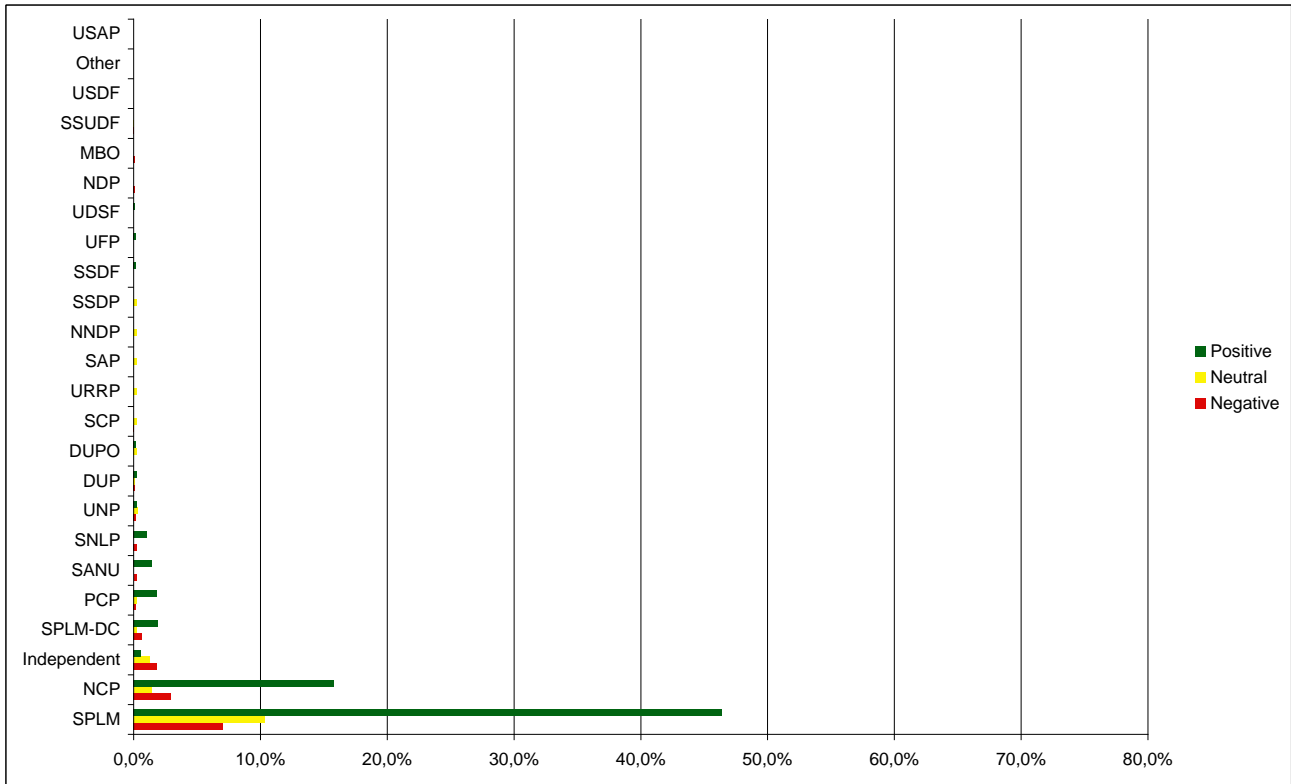
Base in cm2: 20600

Chart 49 Allocation of space and tone in Juba Post



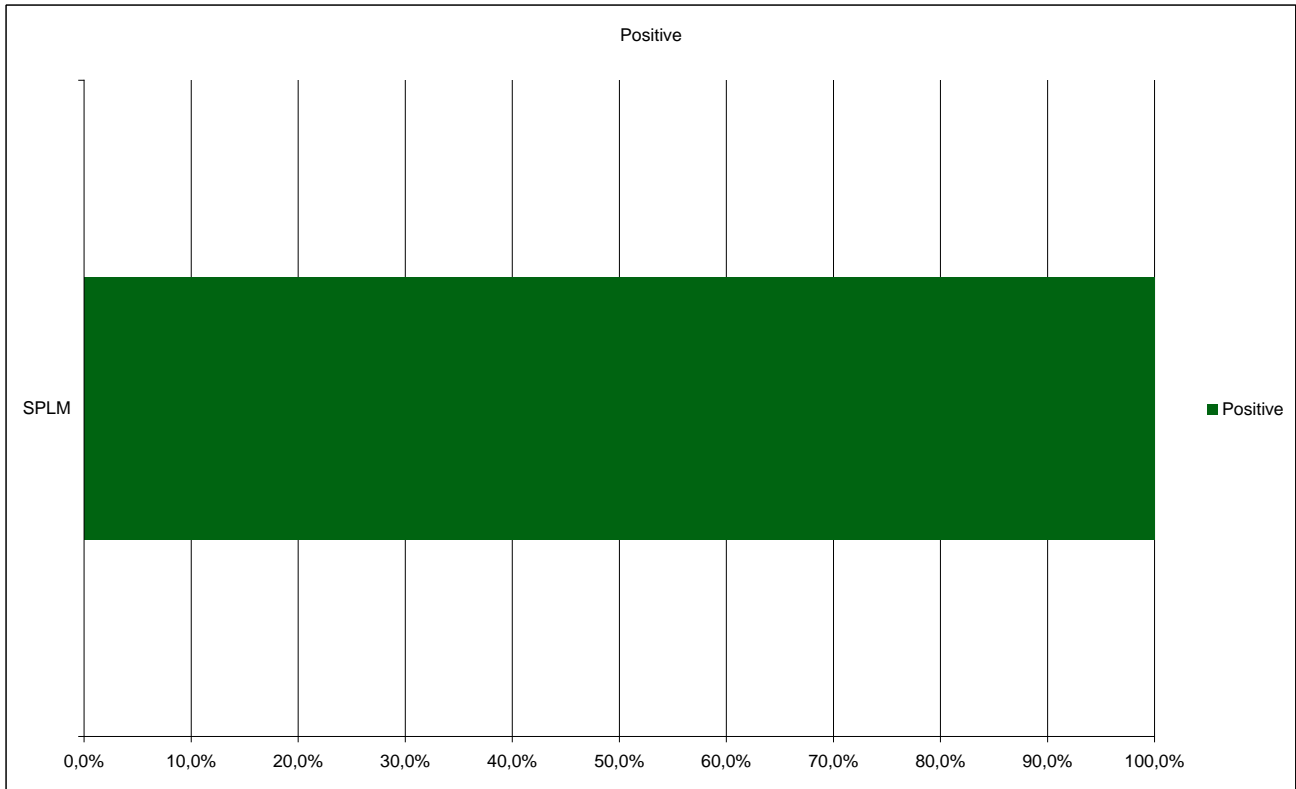
Base in cm2: 8084

Chart 50 Allocation of space and tone in Khartoum Monitor



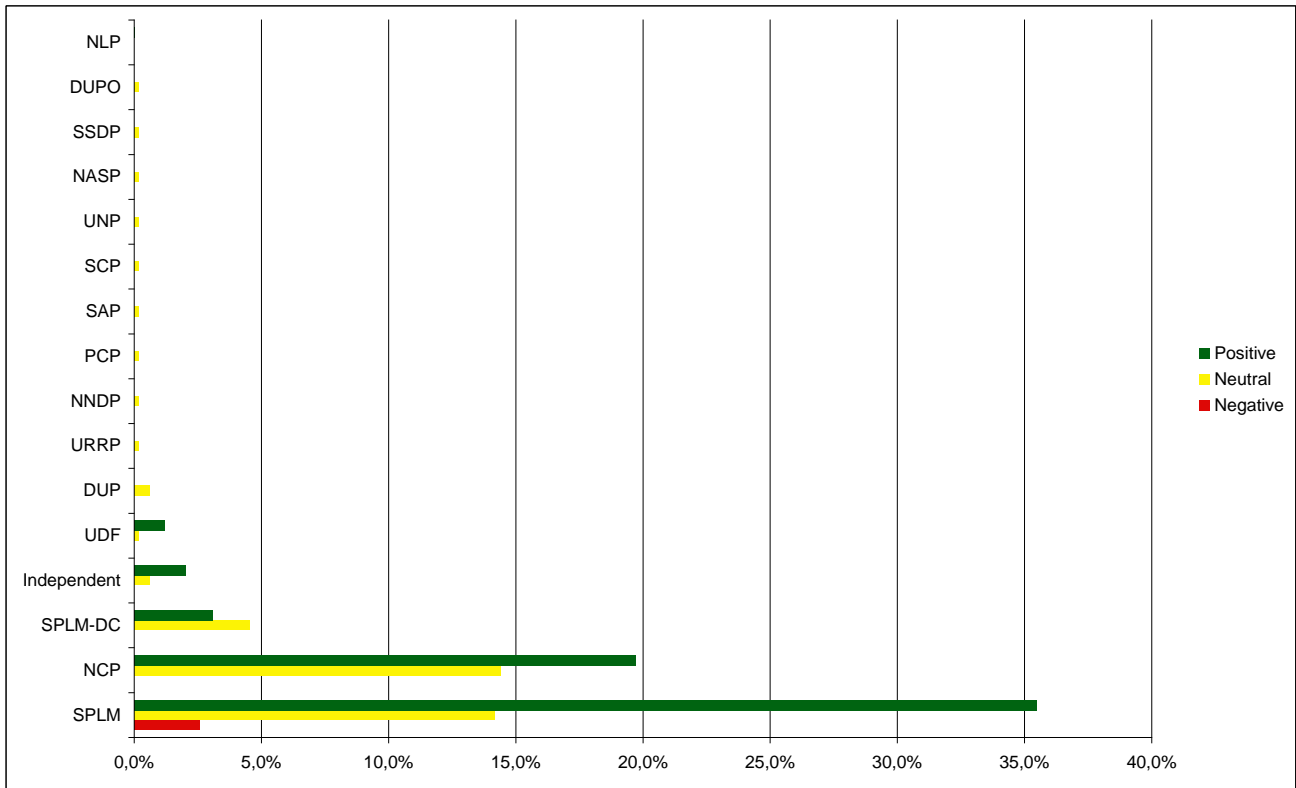
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Chart 51 Allocation of space and tone in Southern Eye



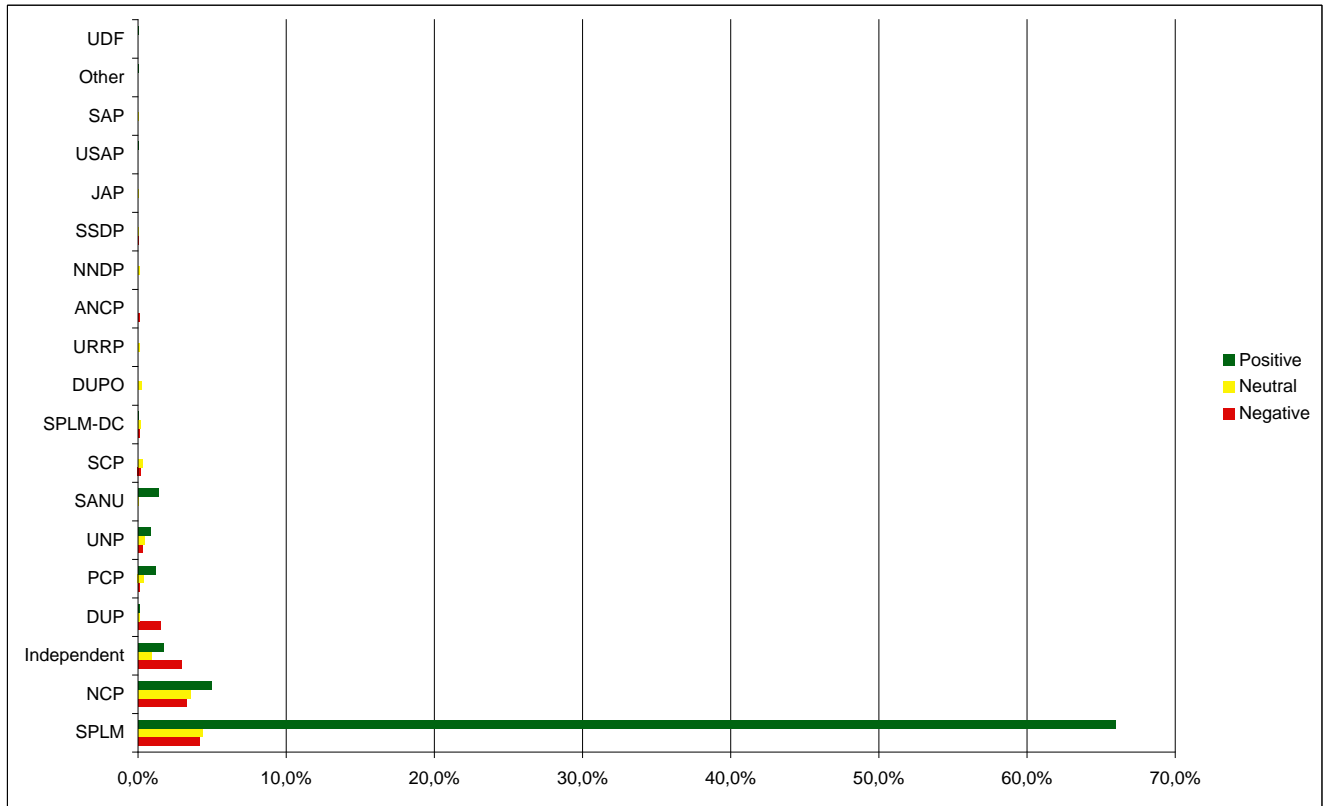
Base in cm2: 208

Chart 52 Allocation of space and tone in Sudan Vision



Base in cm2: 4395

Chart 53 Allocation of space and tone in The Citizen



Base in cm2: 20779



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