

MEDIA AND ELECTIONS IN SUDAN
MONITORING THE COVERAGE OF SUDAN 2010 ELECTIONS
INTERIM REPORT No. 7

Period 5- 14 May 2010

Issued on 20 May 2010



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Khartoum Media Monitoring Unit - SUDIA/Eniko Nagy (left above)
 MM reports and methodology manual – IMS/ Brigitte Sins (right above)
 Juba Media Monitoring Unit – IMS/Brigitte Sins (left below)
 Radio in South Kordofan - SUDIA/Eniko Nagy (right below)

I. Foreword and Executive Summary

This report provides the findings of the media monitoring activities in the period from 5 May to 14 May 2010. This is the seventh media monitoring report published by the Sudan Media and Elections Consortium (SMEC). The Sudan Media and Elections Consortium (SMEC) was established to implement the 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.

Four weeks after the first multi-party elections in 24 years took place in Sudan, the media are scaling down their election coverage. Therefore, this report focuses on news bulletins and no other formats as the media communicate post-election news mainly through news bulletins. The news focuses on typical post-election subjects such as the rigging of votes, threats to peace and election-related conflicts in Upper Nile and Jonglei. The number of hate speech cases detected during this period was limited, but the tone of the cases which were observed was harsh.

Although election news is naturally decreasing, the media still devote significant time and space to political actors. Especially the media targeting the Northern public give time and space to post-election news such as Omdurman Radio, Sudan TV and Akhbar Alyoum, where the first two media mentioned devote most of their post-election news to NCP. Various media are providing a balanced coverage of political actors, but the majority still focus on SPLM and NCP, with some media concentrating exclusively on SPLM or NCP, devoting up to 100 percent of their airtime to one party only.

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.

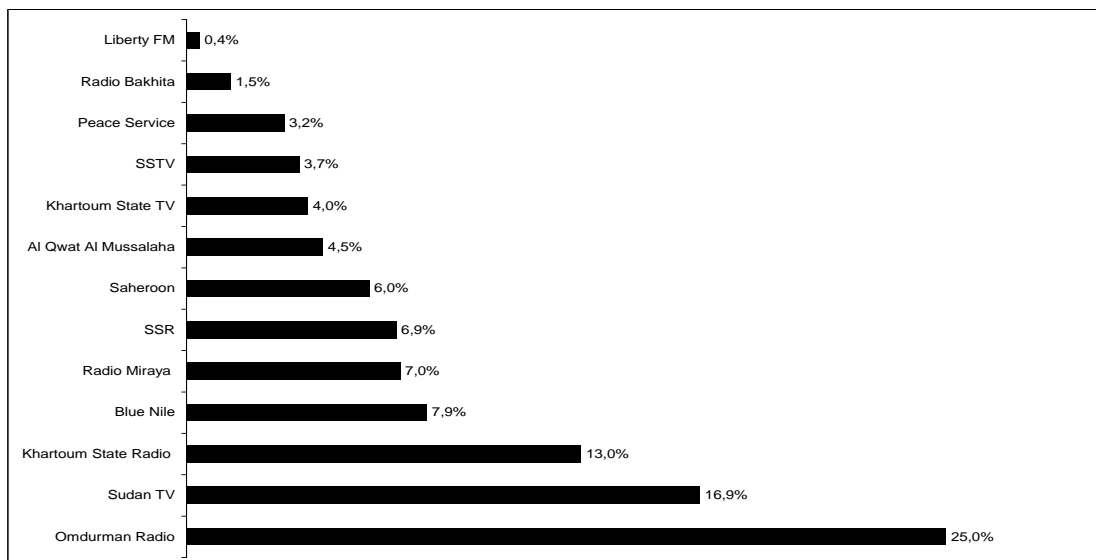
For more information, contact Ms. Brigitte Sins, Project Manager, Tel. + 249 907 206 812 or + 45 8832 7005, email: bs@i-m-s.dk or britsins@hotmail.com. Khartoum: Mr. Abbas Tigani, Tel. + 249 912 127 279, email: abbastigani@sudia.org
Juba: Mr. James Boboya Edimond, Tel. +249 955 004 798, email: boboya@npaid.org

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 political coverage: general trends²

Over the present monitoring period, the airtime devoted to political actors in news bulletins differed amongst the different media outlets with Omdurman Radio, Sudan TV and Khartoum State Radio being the channels showing the most relevant volume of election and political news.

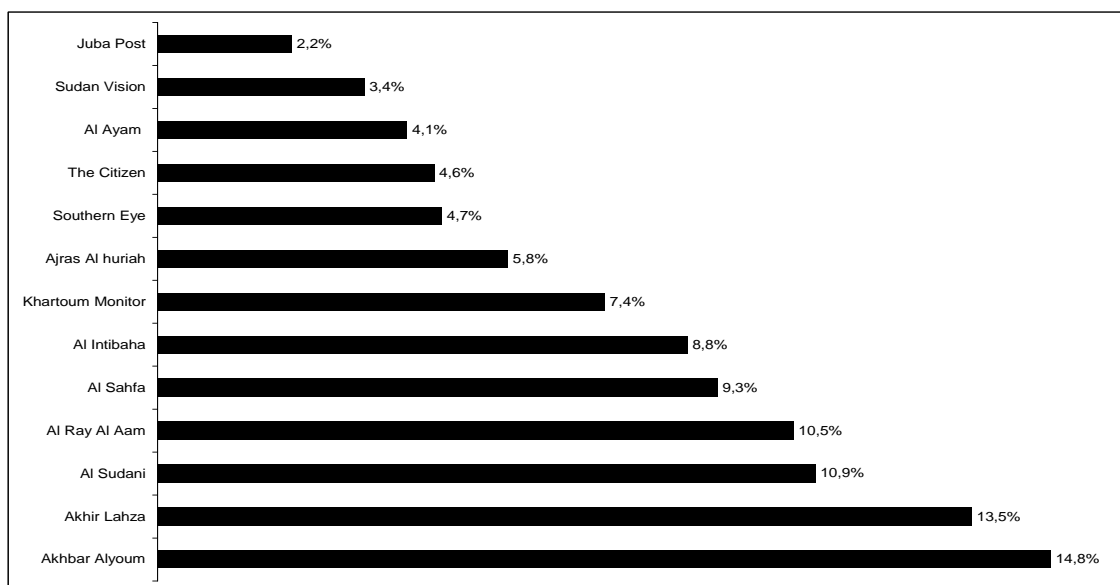
Chart 1 Volume of the coverage for political actors by media outlet – Radio and television³



Base in seconds: 54137

For the press, Akhbar Alyoum, Akhir Lahza, Al Ray Al Aam and Al Sudani were the outlets presenting the biggest amount of political and election coverage.

Chart 2 Volume of the coverage for political actors by media outlet – Press



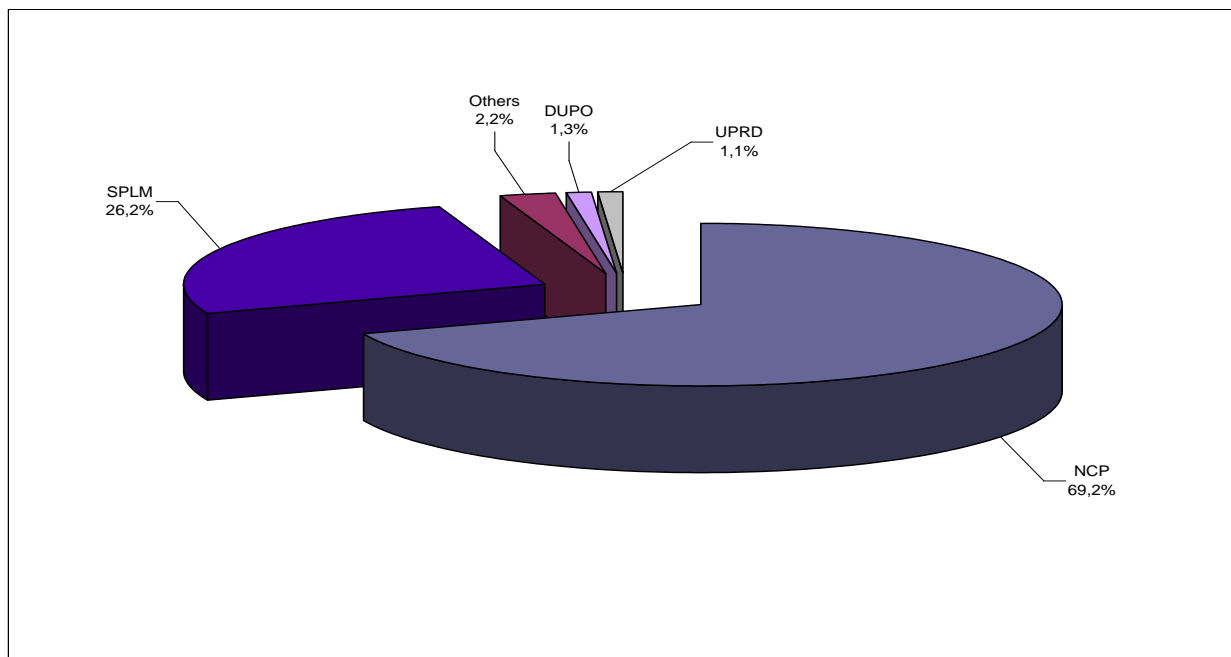
Base in cm2: 95609

² This report is focused on news bulletins and not on other types of coverage. This is for a number of reasons: the decrease in attention to election-related issues, as well as the estimated reach and audiences of news broadcasts vis-à-vis other genres of media reporting.

³ Radio Junubna did not cover any political actors in the monitoring period of this report.

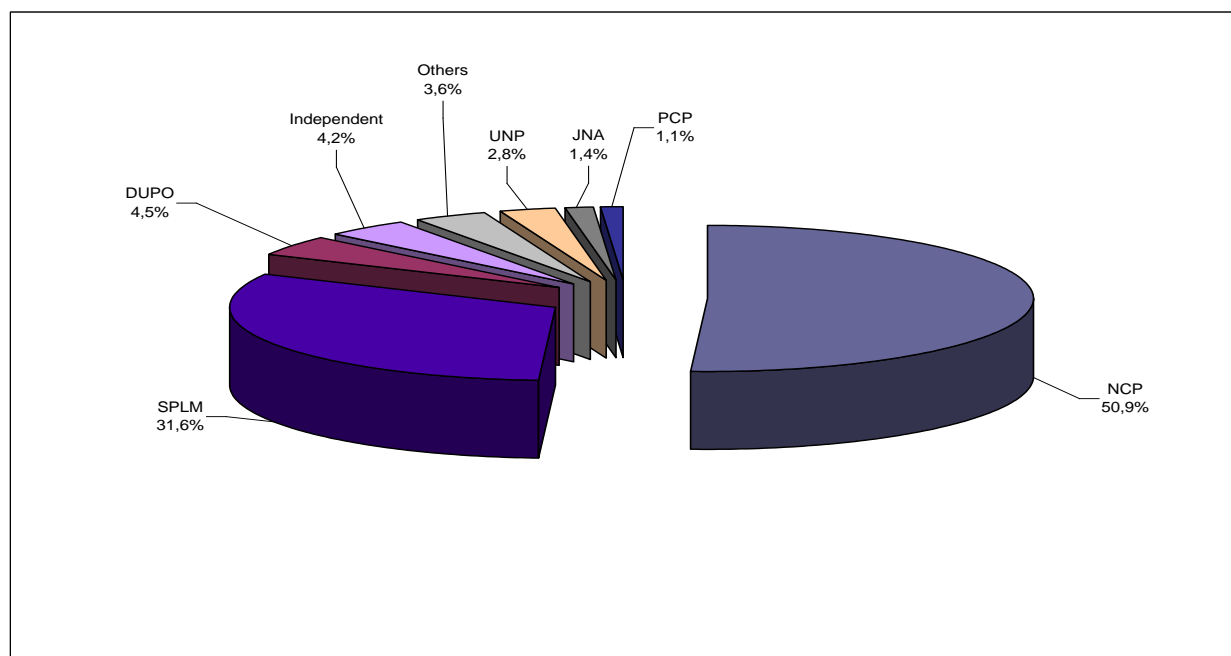
In line with what has been observed during the previous monitoring periods, both print and audiovisual media focused their coverage on two main parties, the National Congress Party (NCP) and the Sudan People’s Liberation Movement (SPLM), as shown in charts 3 and 4. The print media displayed a wider degree of diversity than TV and radio, by covering a larger number of parties and political actors.

Chart 3 Allocation of airtime in all audiovisual media



Base in seconds: 54137

Chart 4 Allocation of space in all print media



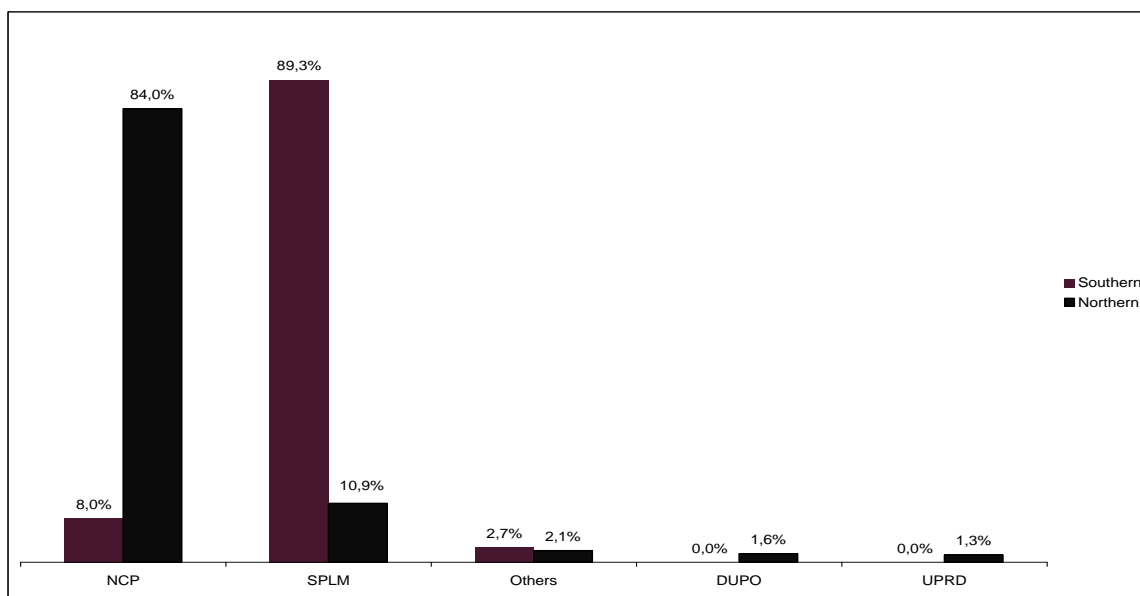
Base in cm2: 95609

As observed in the previous reports, each of the two major political parties dominated the respective reference media. Media targeting Northern audiences allocated the largest amount of coverage to the NCP, while the media focused on Southern issues allotted almost their entire airtime and space to the SPLM (charts 5 and 6).

There were exceptions to this trend like Al Sudani and Arjas al Huriah, two newspapers targeting the Northern public. They allocated space to other parties, such as DUP, UNP and PCP. Radio Miraya which also allocated a balanced time to other parties in the previous monitoring period, fell back into the overall trend of partial coverage by devoting 79.5 % of its political election news to SPLM.

Although there seems to be an improvement in the balanced coverage of political actors in various media, some media still concentrate on one party only. Amongst those were: Bakhita Radio (98.7% SPLM), SSR (90.9% SPLM), Liberty FM (100% SPLM), SSTV (100 % SPLM), Khartoum State Radio (97.4 % NCP), Khartoum State TV (97.4 % NCP), Saheroon Radio (91.4% NCP), Omdurman Radio (87.5% NCP).

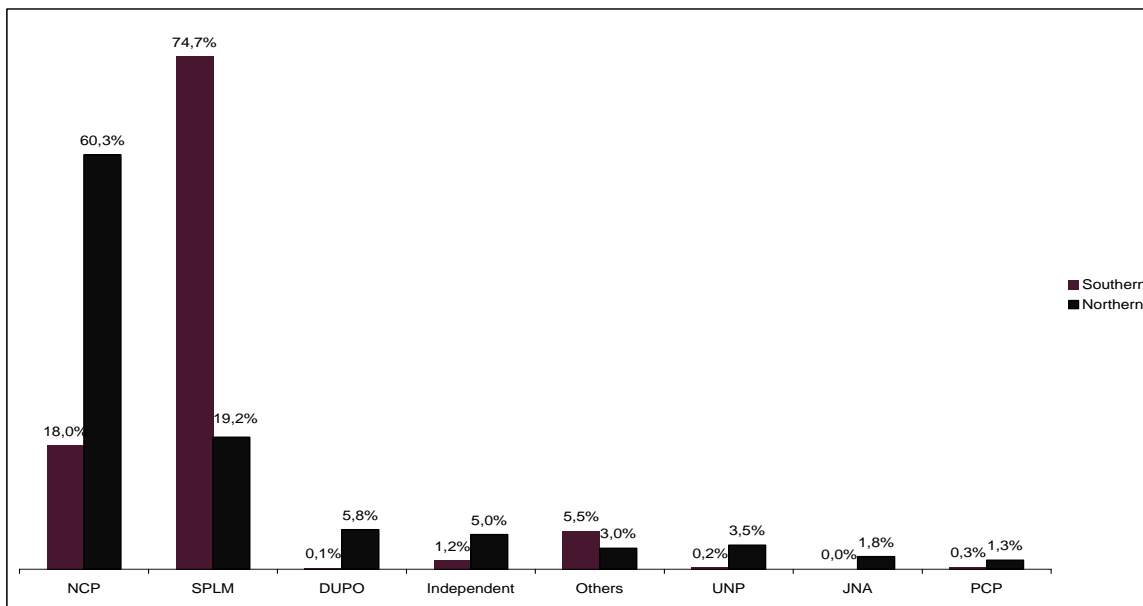
Chart 5 Allocation of airtime in all audiovisual media by geographical target⁴



Base in seconds: 54137

⁴ 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

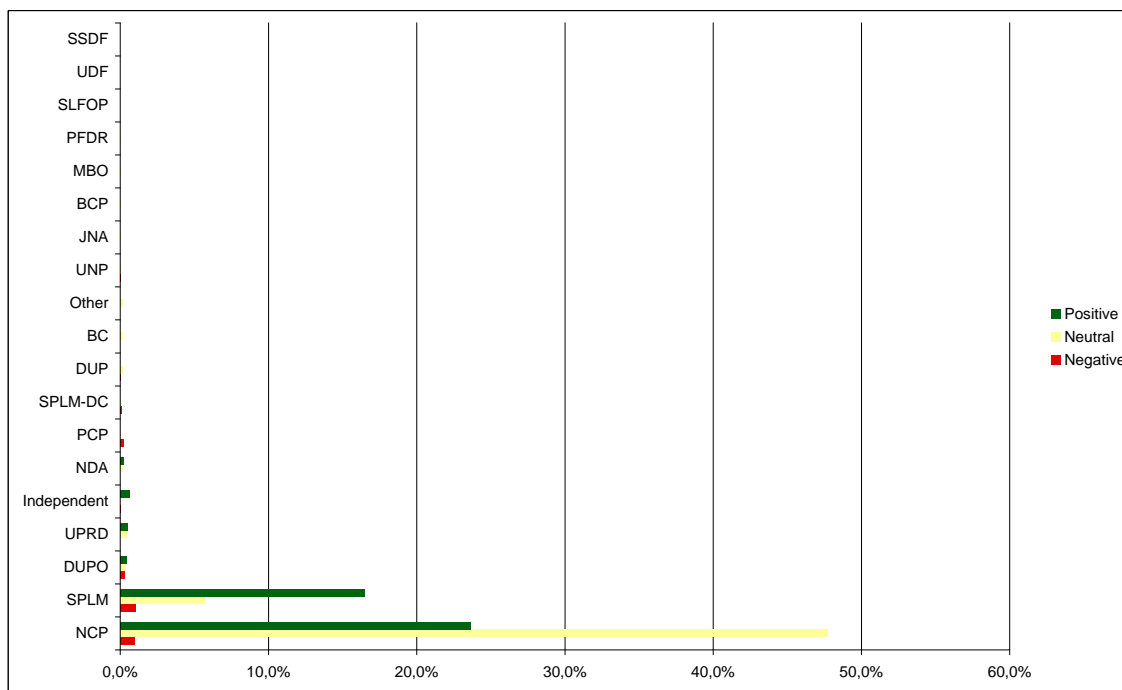
Chart 6 Allocation of space in all print media by geographical target⁵



Base in cm2: 95609

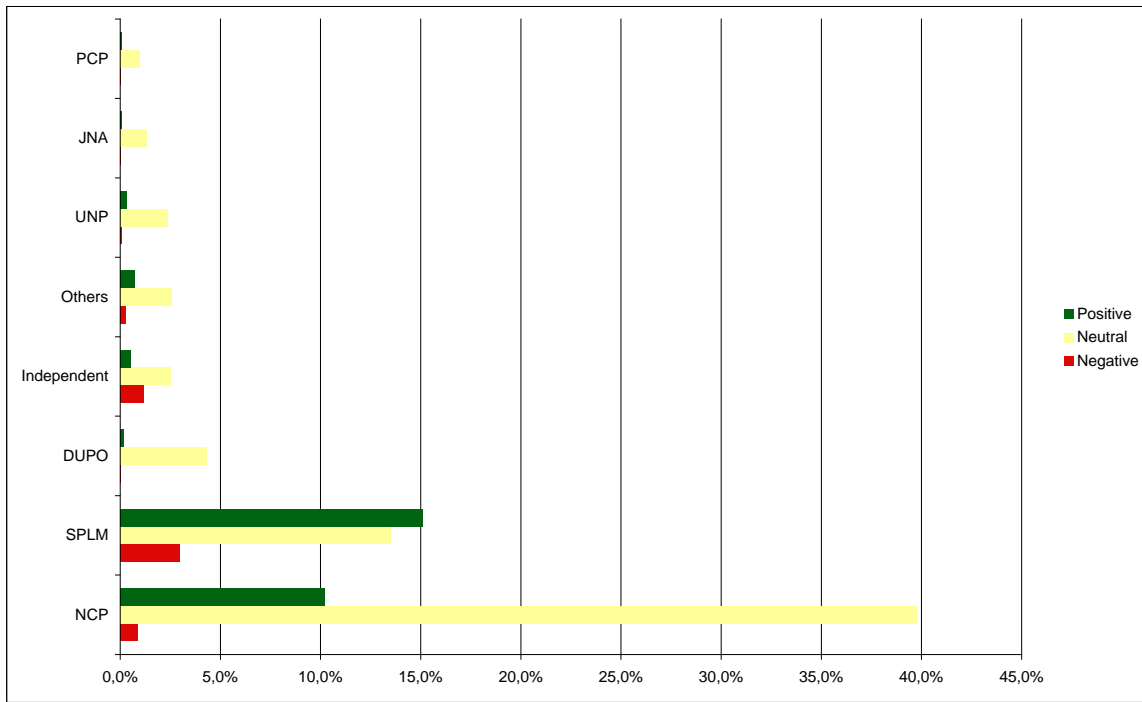
The tone of the coverage was generally neutral or positive while negative tones were very sporadic, particularly on radio and television. The SPLM was the party receiving the most – although limited – negative coverage.

Chart 7 Tone of the coverage in all audiovisual media



⁵ Northern media include: Ajras Al huriah, 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 8 Tone of the coverage in all print media

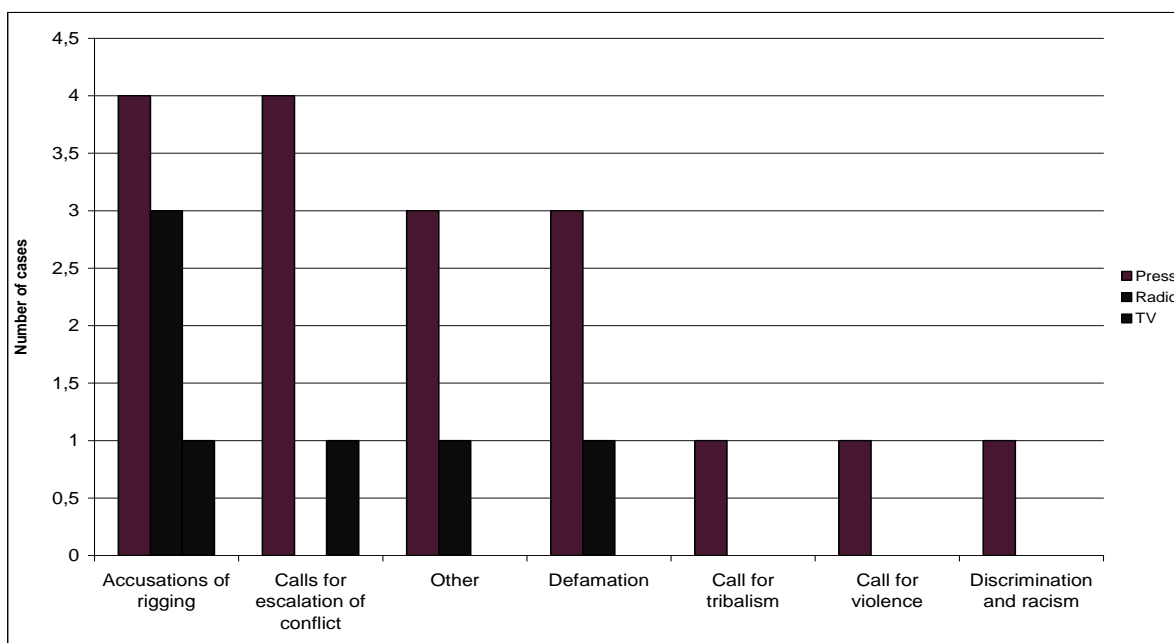


Base in cm2: 95609

III. Hate Speech and Post-election Violence

The episodes of inflammatory language during the post-election phase were limited compared to the previous period where a total of 24 cases were detected, but the tenure of the speech tone seemed to have increased in harshness. The main categories observed were related to accusations of rigging and calls for escalation of violence. Most of the cases in the media were aimed at Southern audiences with the print media presenting the highest number of episodes (17). Radio and television provided more limited airtime to hate speech with respectively 5 and 2 cases observed.

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



The sources behind offensive speech and inflammatory language were mainly political actors and parties, but also the military and law enforcement bodies were contributors in this area. The primary targets were politicians and political groups.

Chart 10 Source of hate speech and inflammatory language in all media

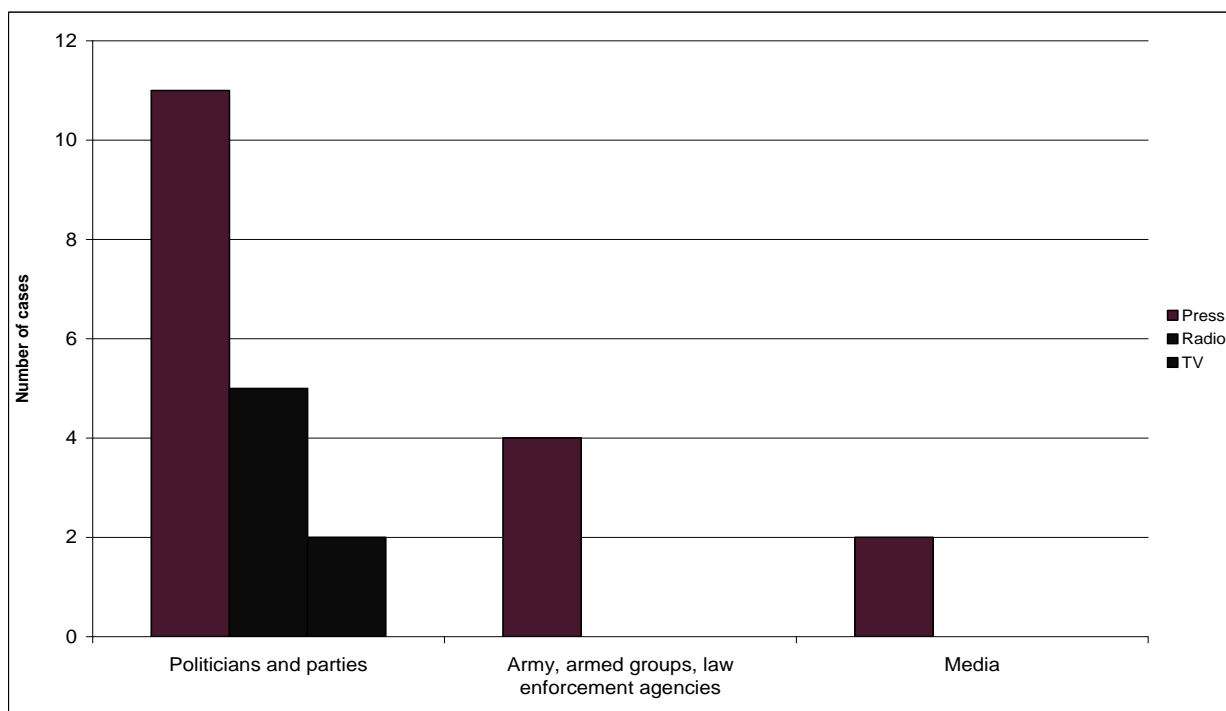
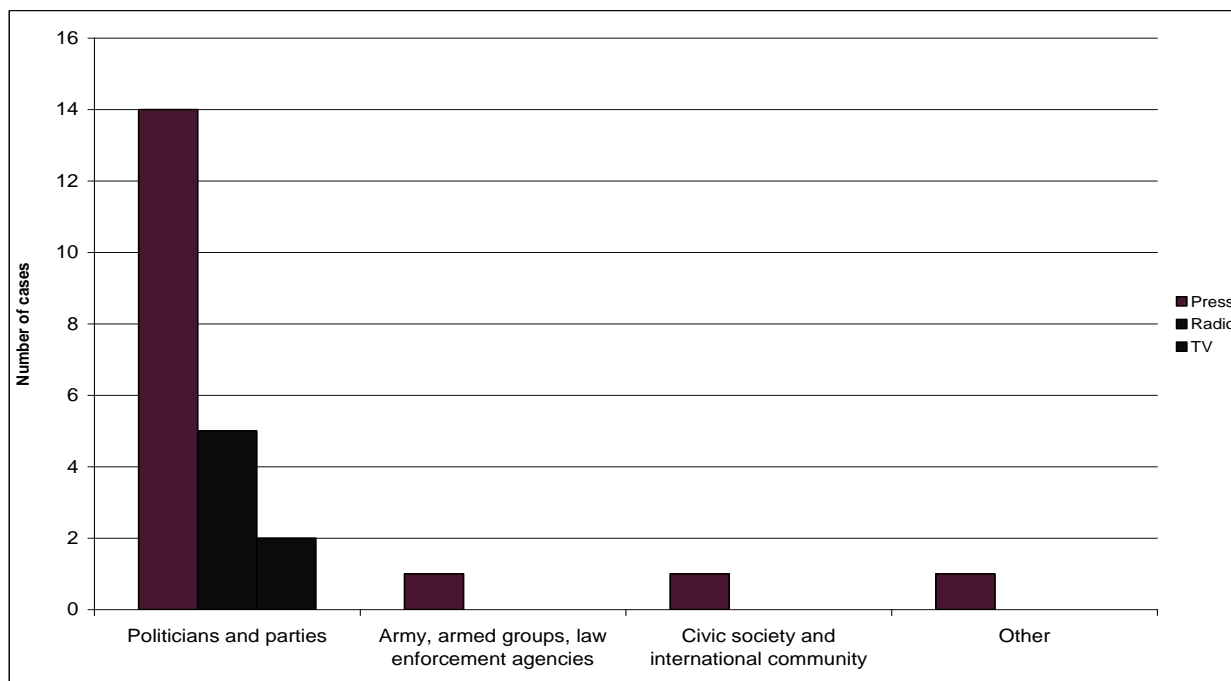
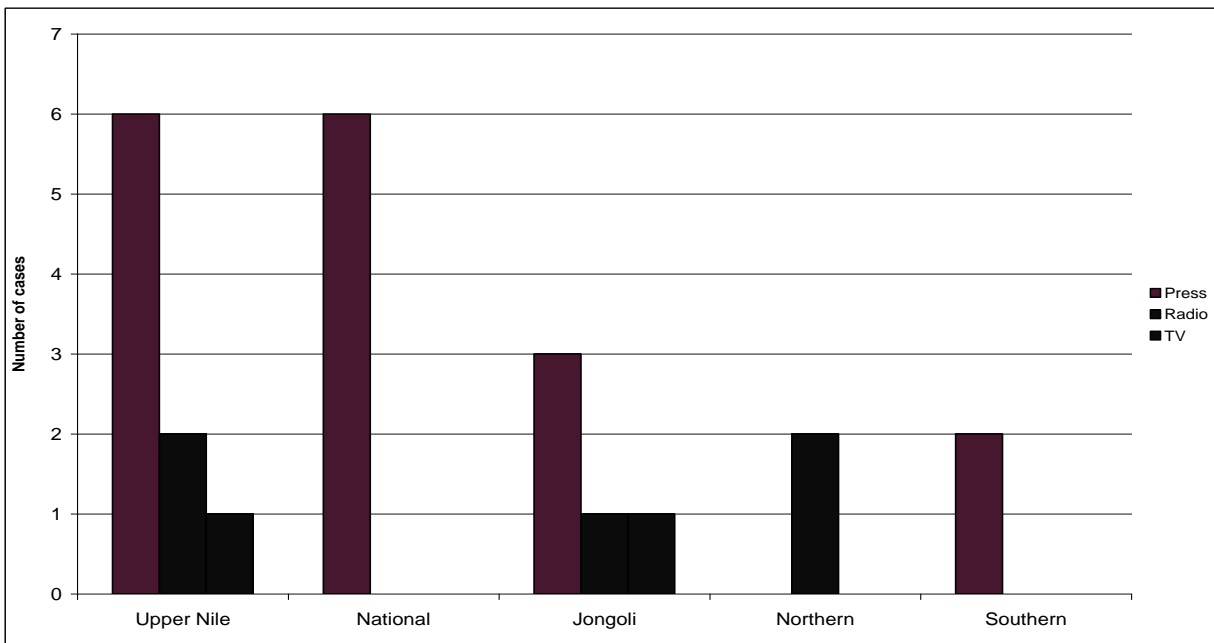


Chart 11 Target of hate speech and inflammatory language in all media



The geographical scope of the hate speech and inflammatory language involves mainly the Upper Nile State - with reciprocal exchanges of rigging accusations between SPLM and SPLM-DC. A similar trend was observed at national level where SPLM representatives accused the NCP of election fraud and of arming militias in the South to divide the independence front.

Chart 12 Geographical areas involved in hate speech and inflammatory language in all media

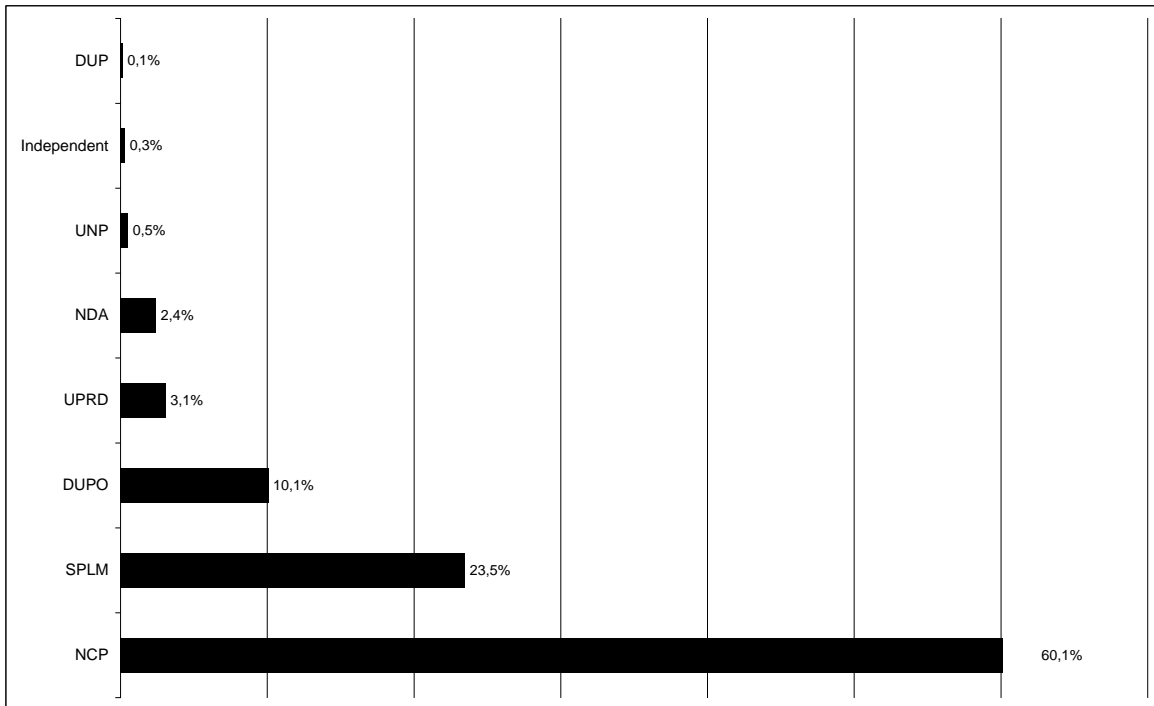


During this period, the press provided wide coverage to the fighting in Jonglei State between the forces of the independent candidate for the governor of Jonglei, George Athor Deng Dut, and the South Sudan People’s Army. Media reports also focused on episodes of violence in North Darfur State constituency East Amra, where the militias belonging to the NCP were said to have attacked a number of SPLM voters. Audiovisual media provided limited coverage of these episodes.

Annex I – Election and political coverage: charts

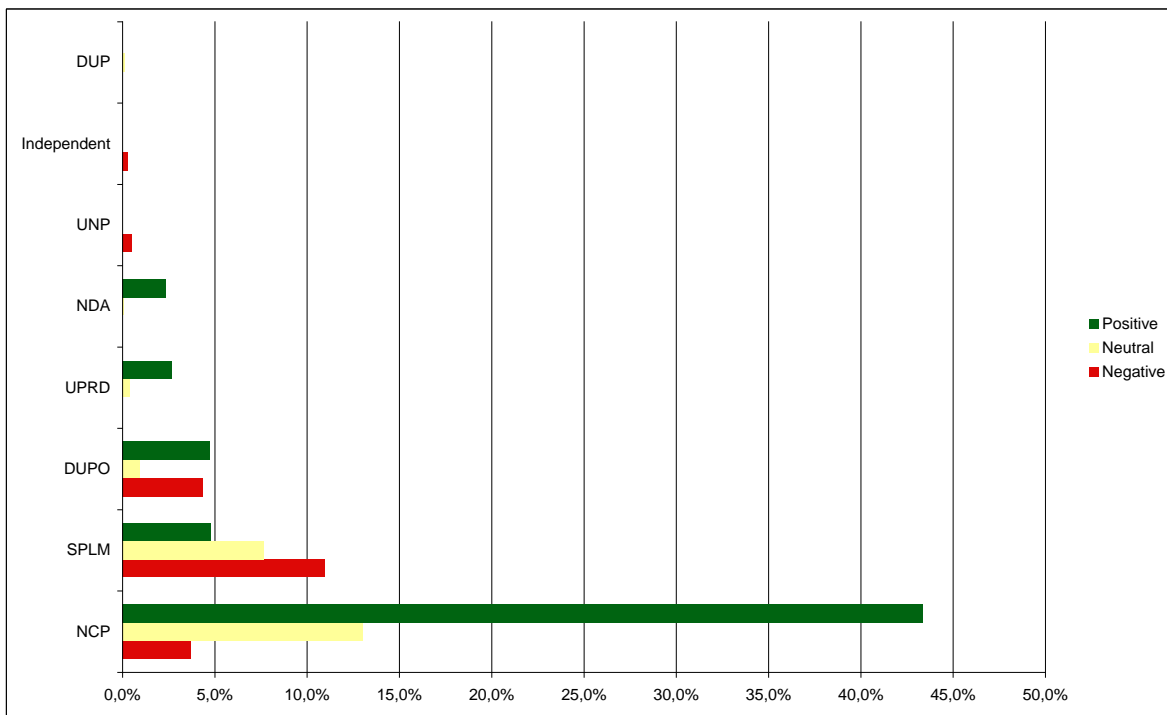
a. Television and radio news coverage

Chart 13 Allocation of airtime by party on Blue Nile TV



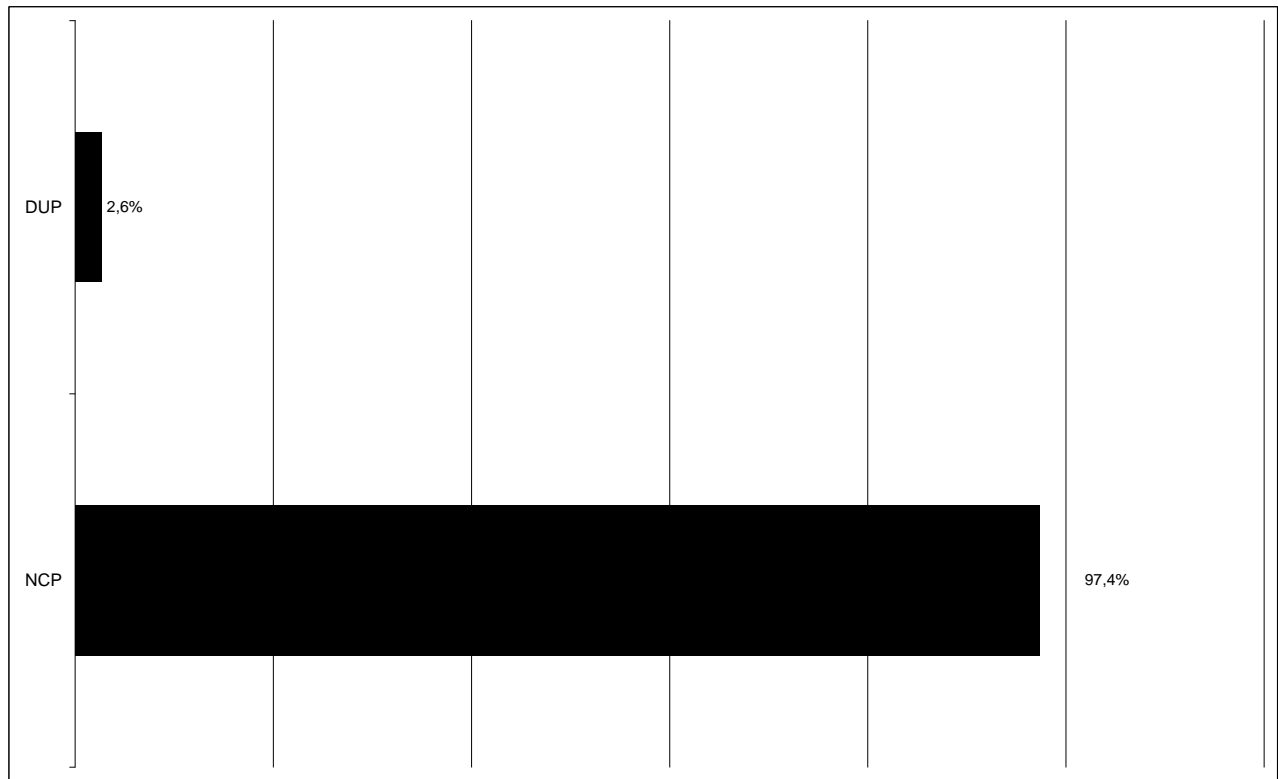
Base on seconds: 4281

Chart 14 Tone of the coverage by party on Blue Nile TV



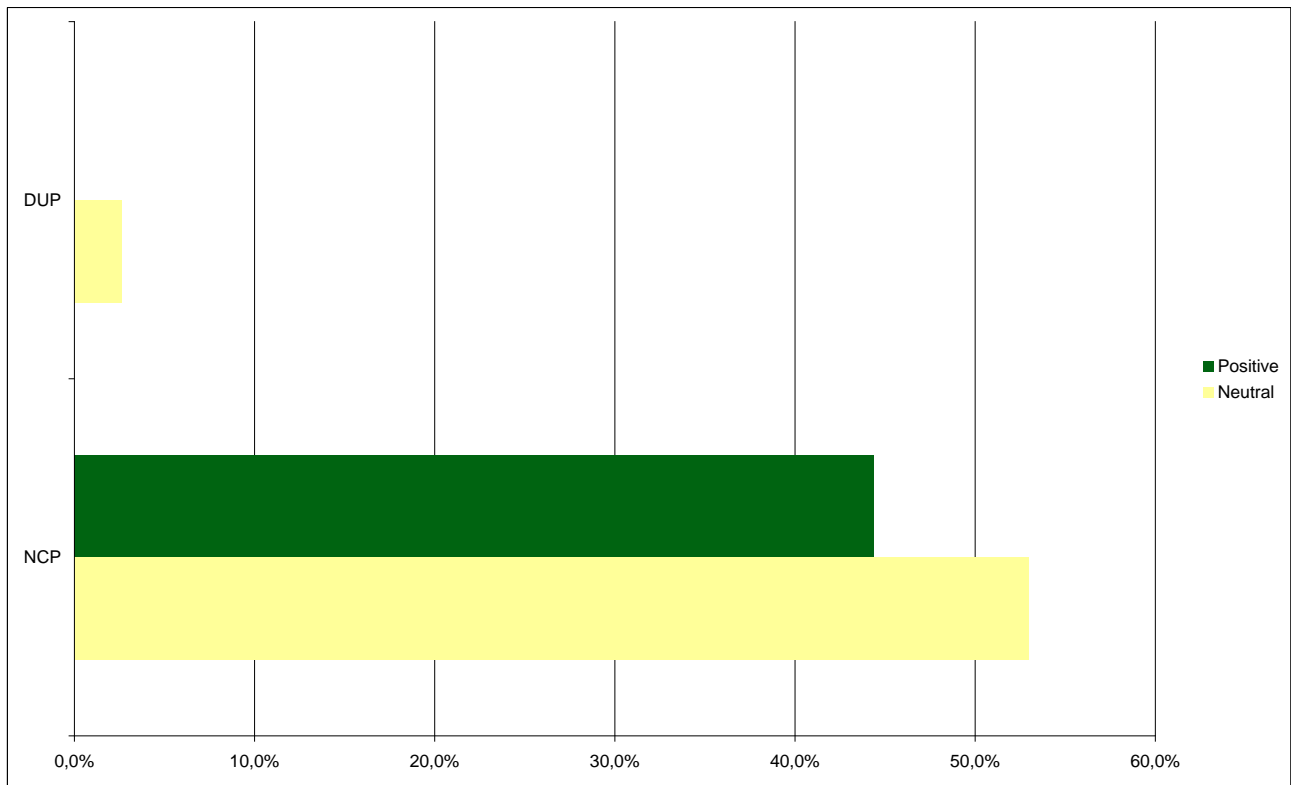
Base on seconds: 4281

Chart 15 Allocation of airtime on Khartoum State TV



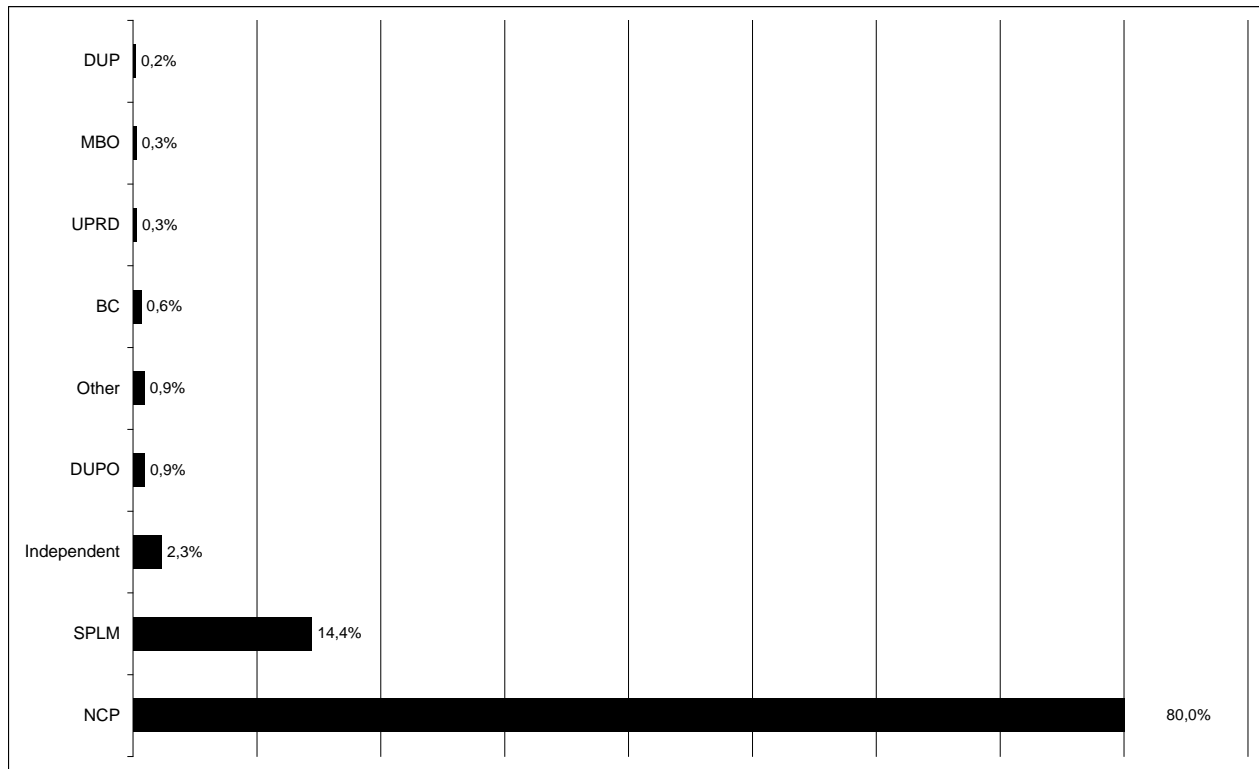
Base on seconds: 2159

Chart 16 Tone of the coverage by party on Khartoum State TV



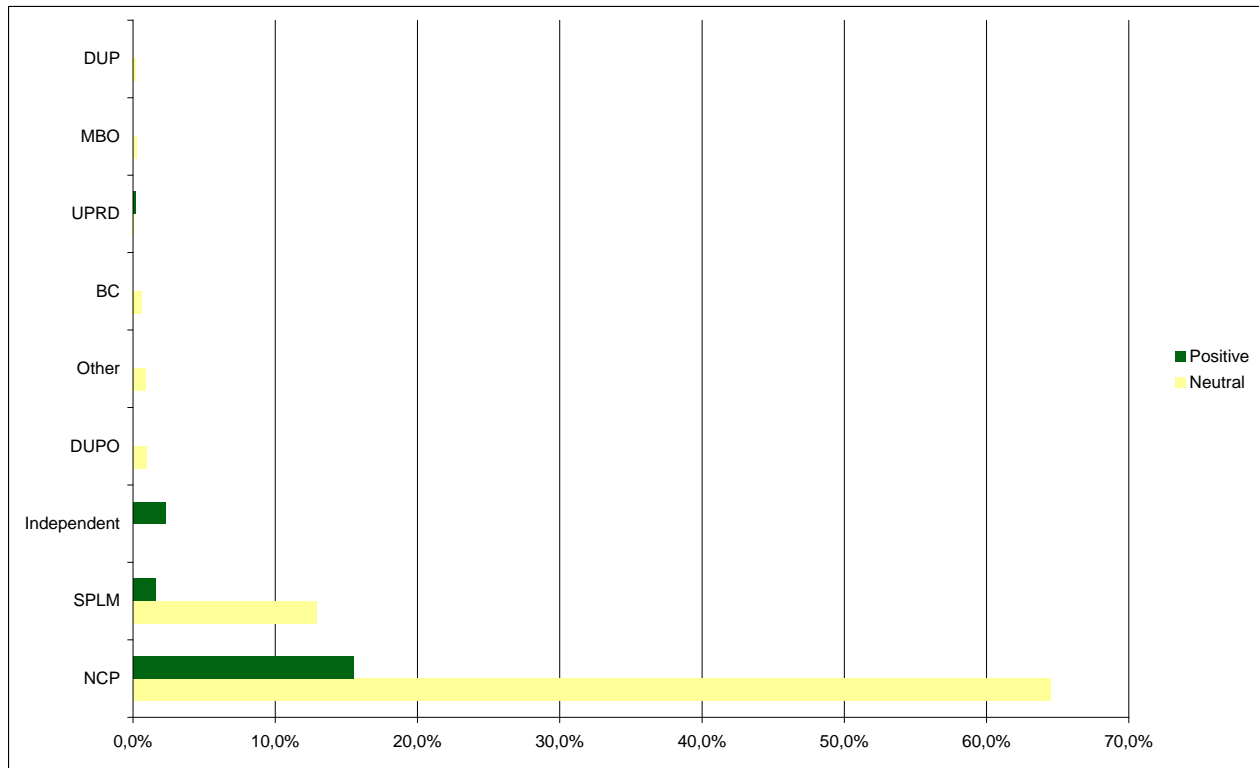
Base on seconds: 2159

Chart 17 Allocation of airtime on Sudan TV



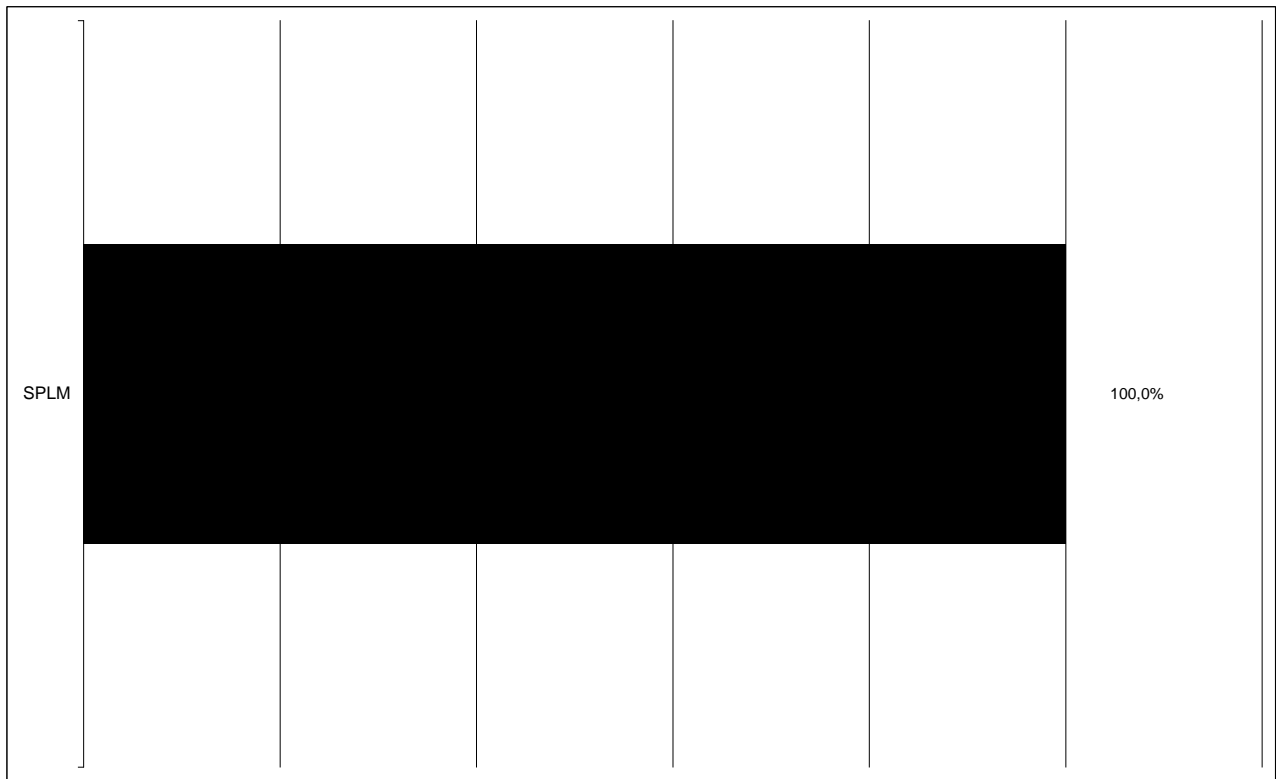
Base on seconds: 9145

Chart 18 Tone of the coverage by party on Sudan TV



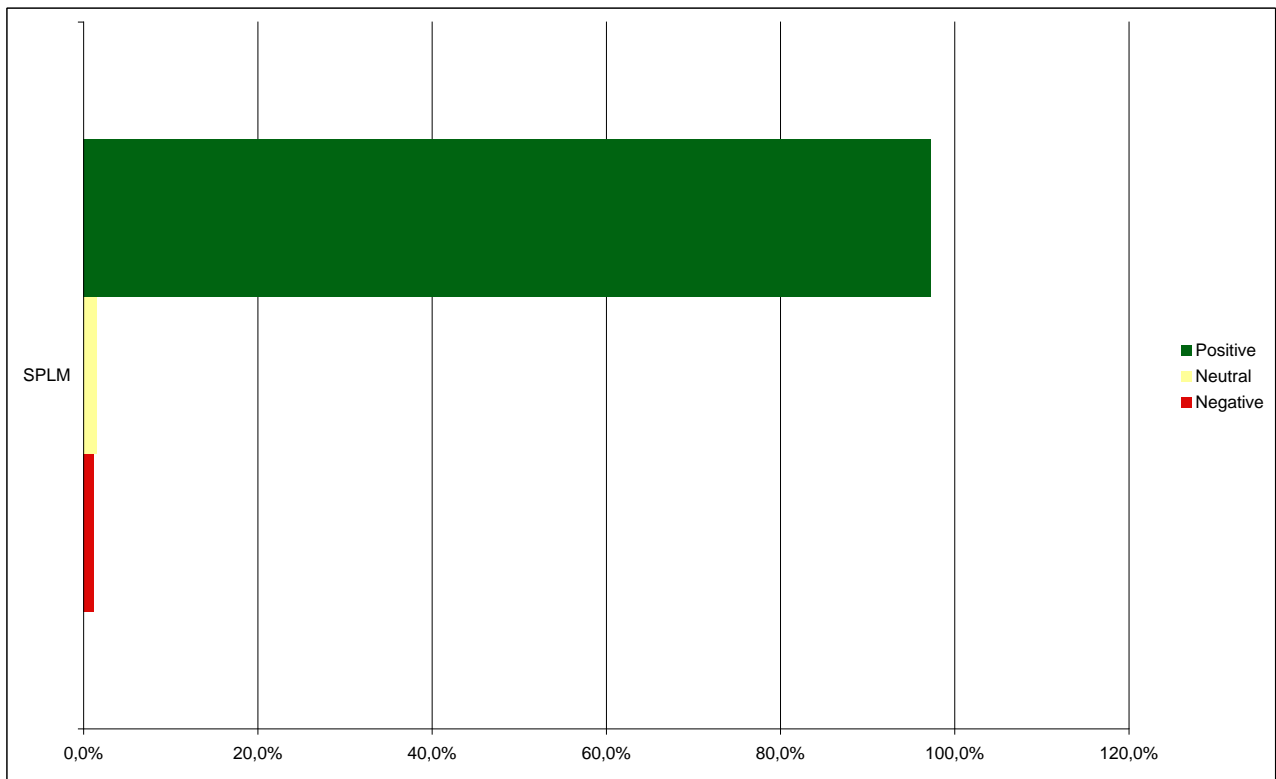
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Chart 19 Allocation of airtime on South Sudan TV



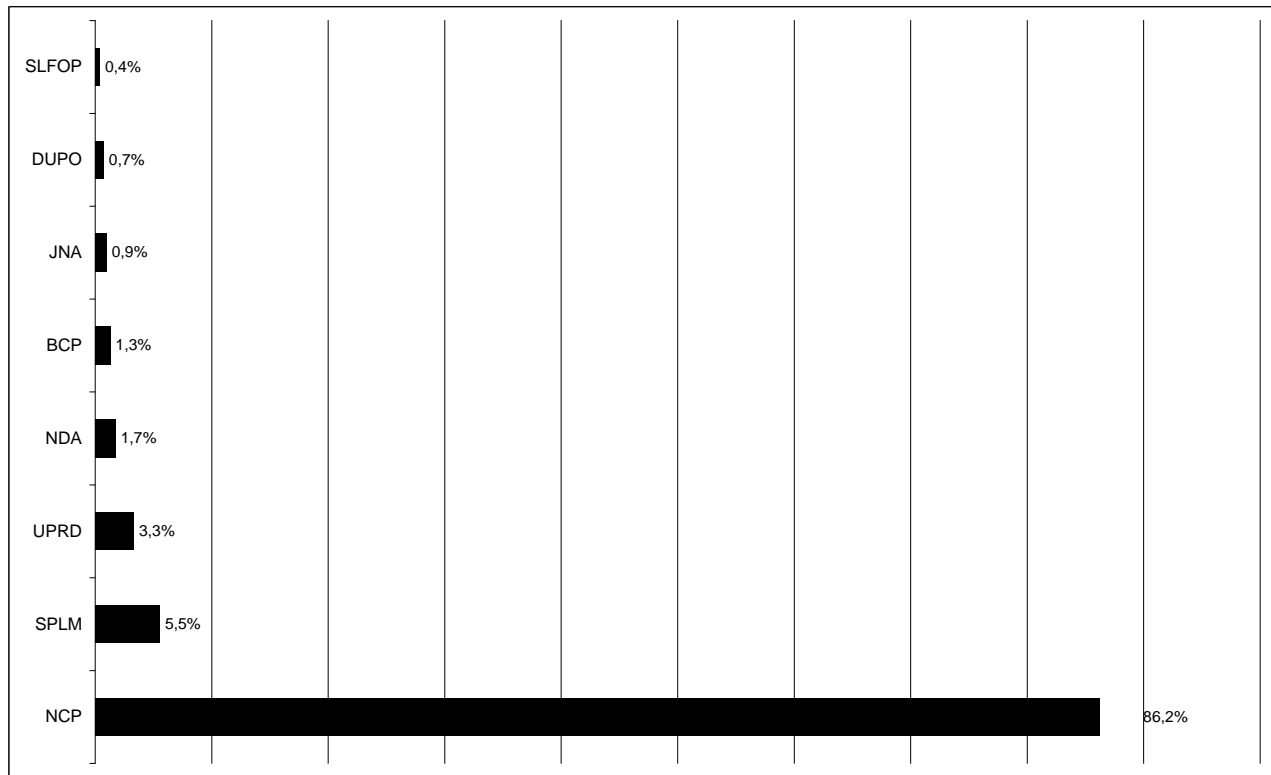
Base on seconds: 2007

Chart 20 Tone of the coverage by party on South Sudan TV



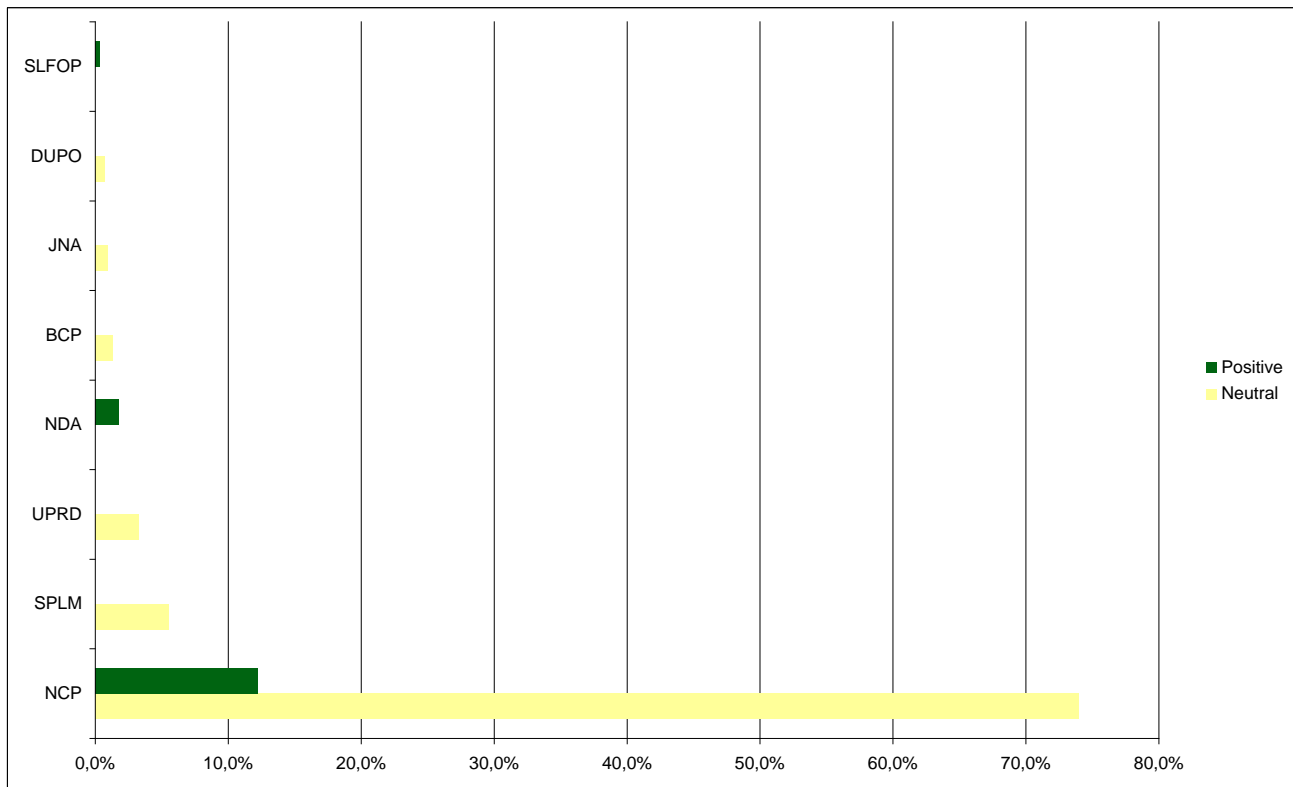
Base on seconds: 2007

Chart 21 Allocation of airtime on Al Qwat Al Mussalaha Radio



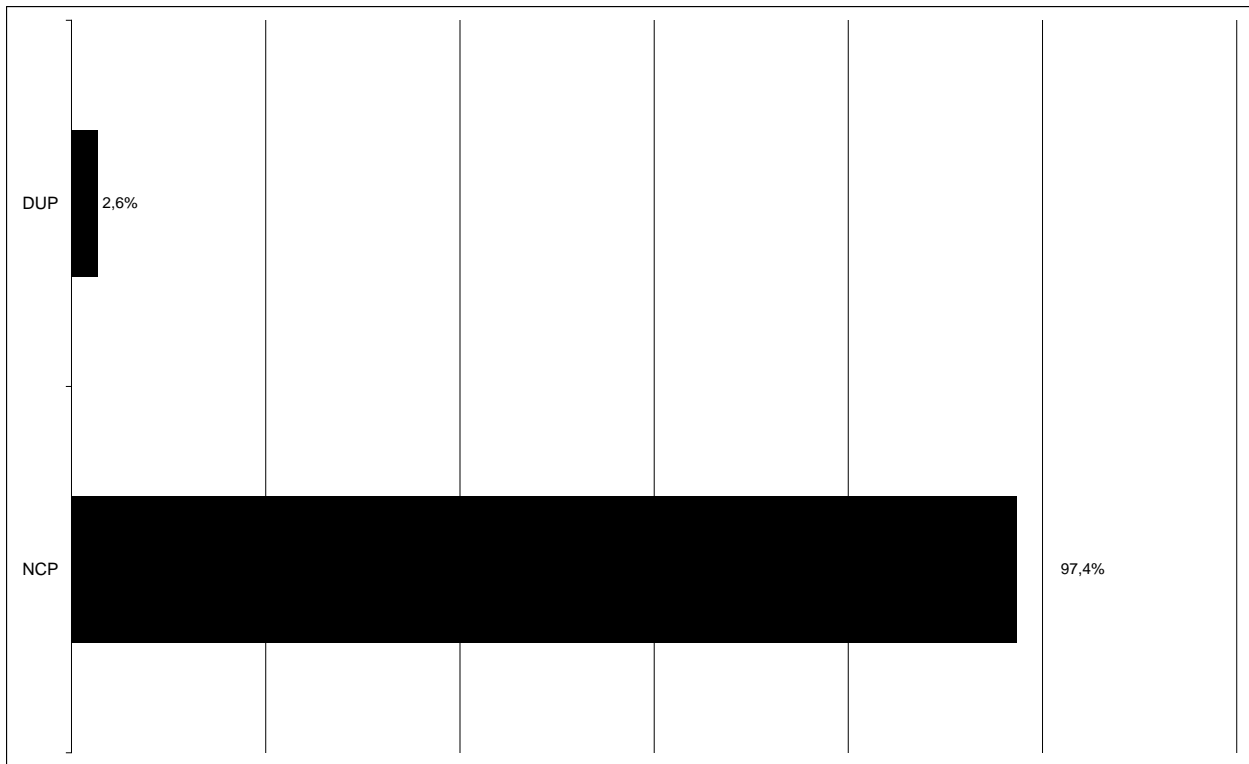
Base on seconds: 2431

Chart 22 Tone of the coverage by party on Al Qwat Al Mussalaha Radio



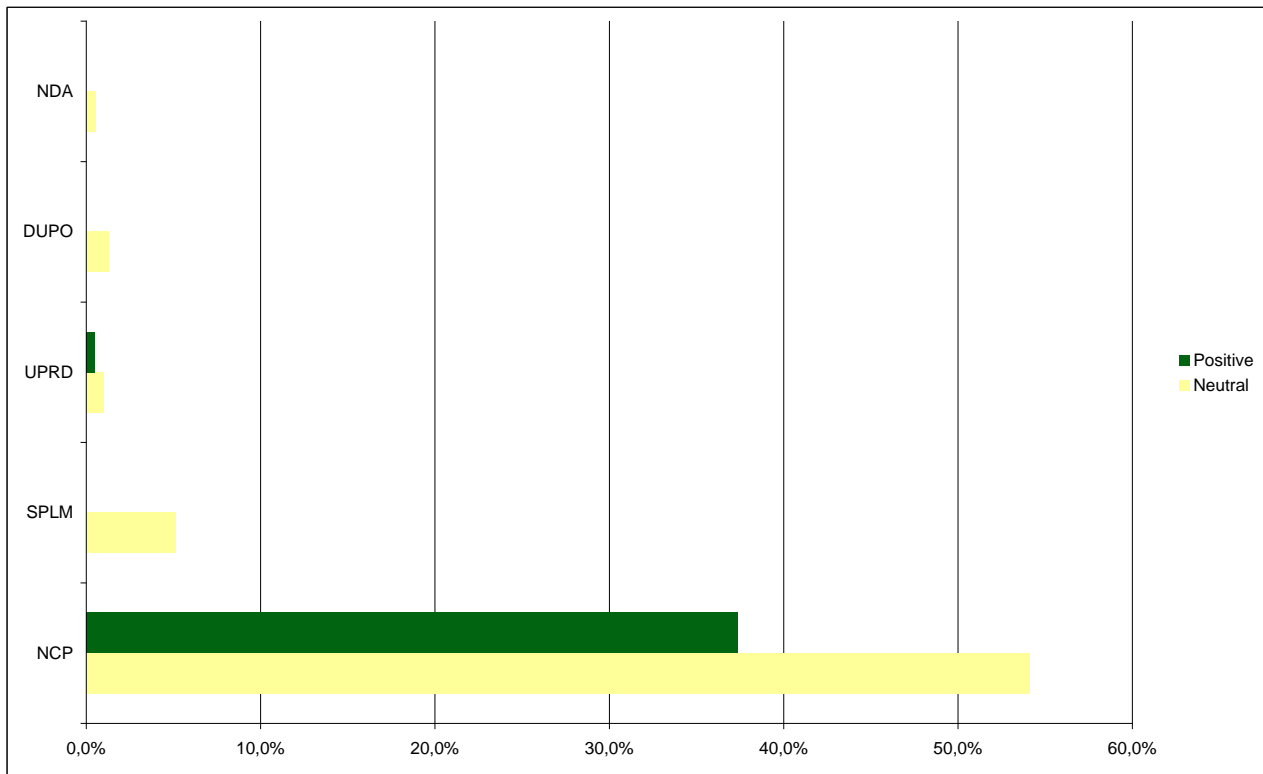
Base on seconds: 2431

Chart 23 Allocation of airtime on Khartoum State Radio



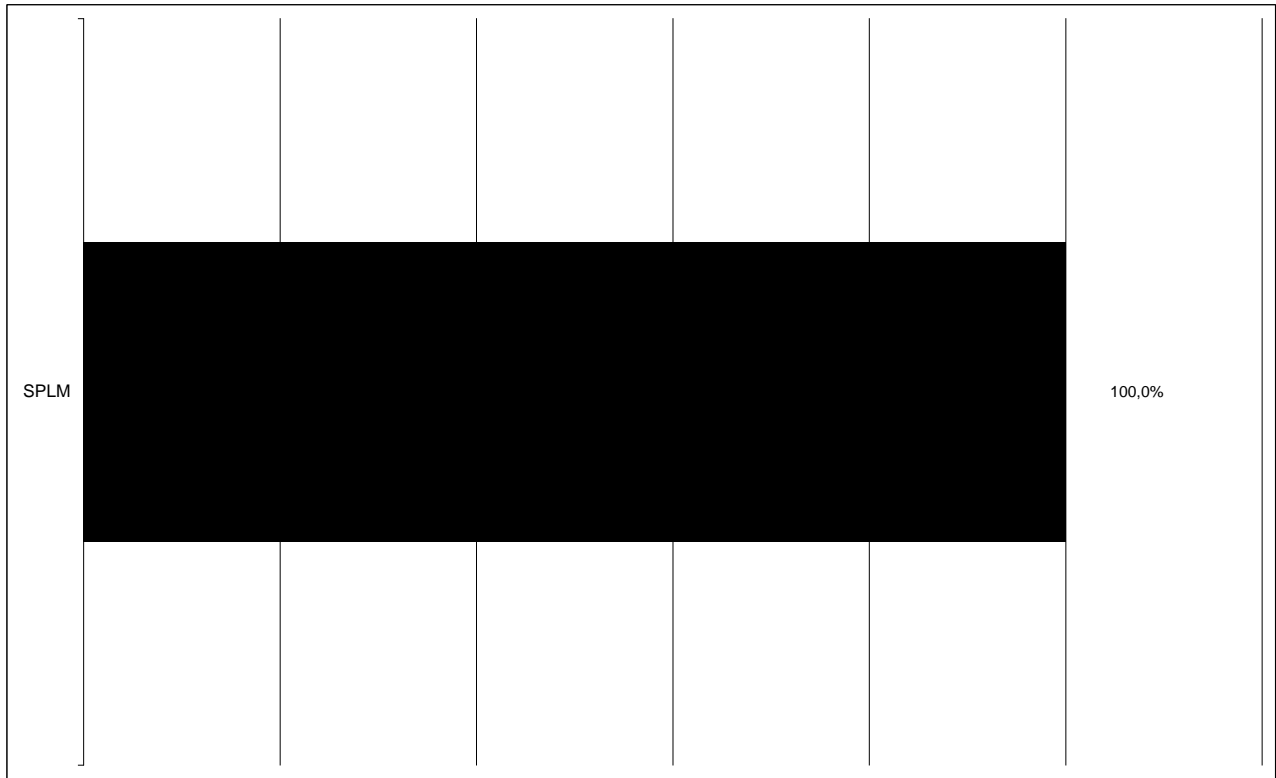
Base on seconds: 7026

Chart 24 Tone of the coverage by party on Khartoum State Radio



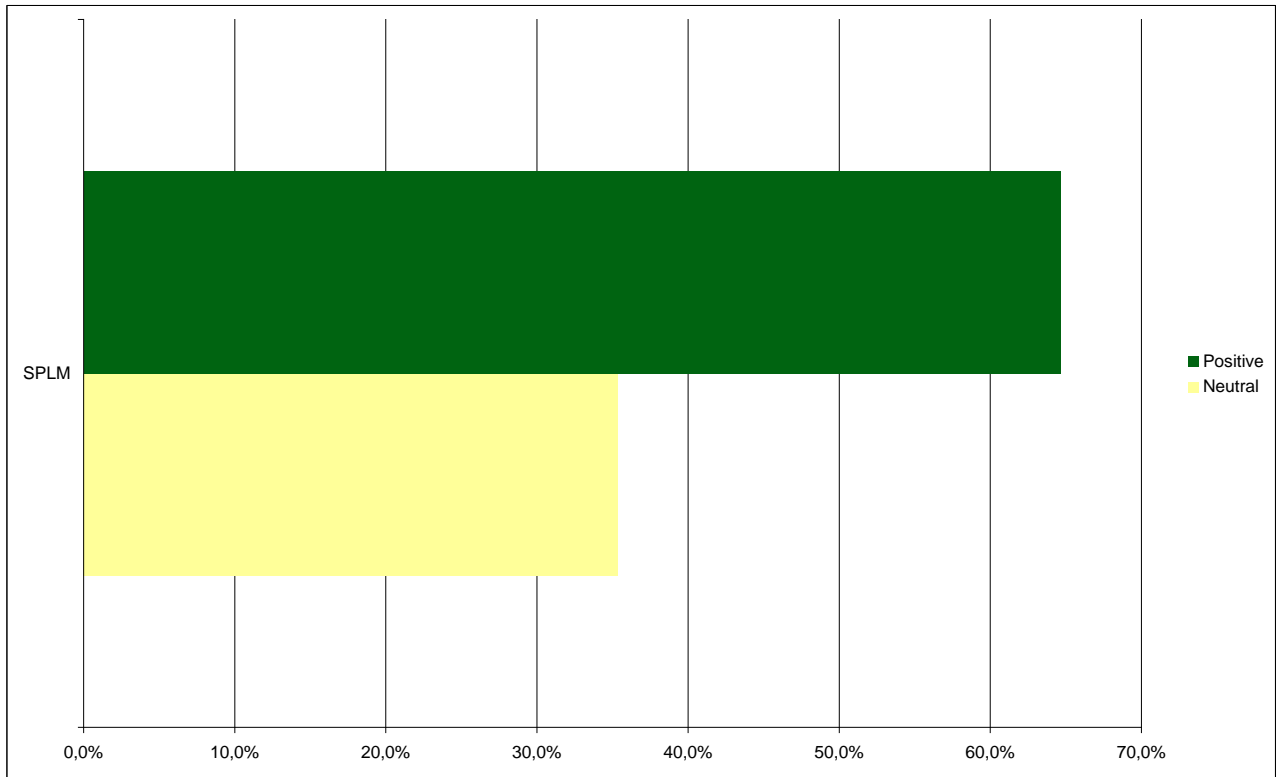
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Chart 25 Allocation of airtime on Liberty Radio



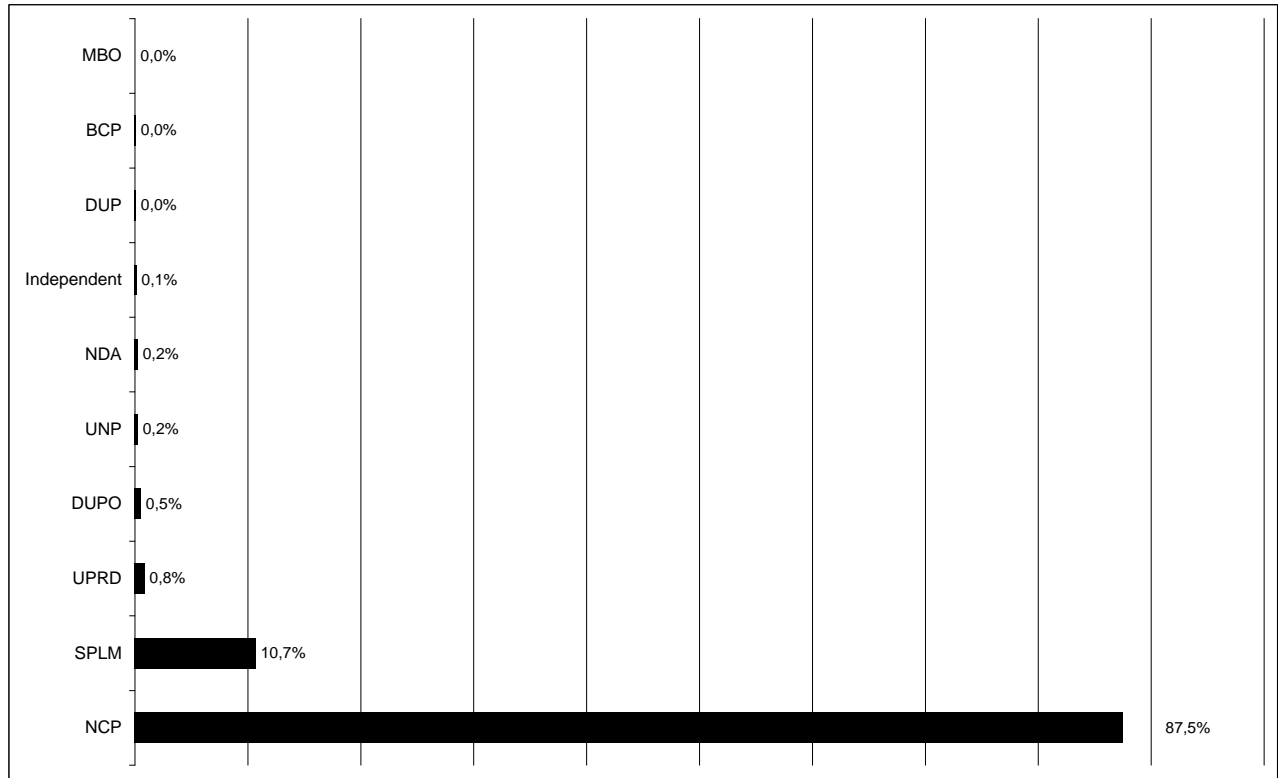
Base on seconds: 232

Chart 26 Tone of the coverage by party on Liberty Radio



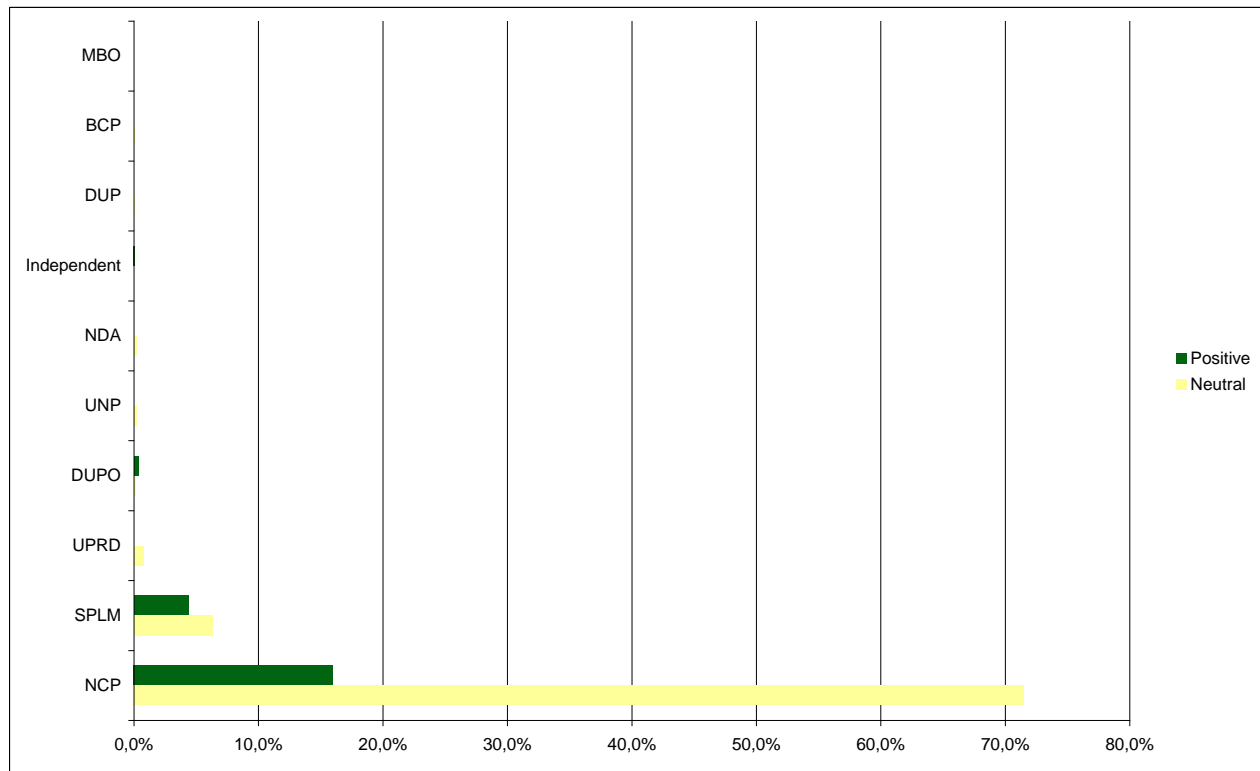
Base on seconds: 232

Chart 27 Allocation of airtime on Omdurman Radio



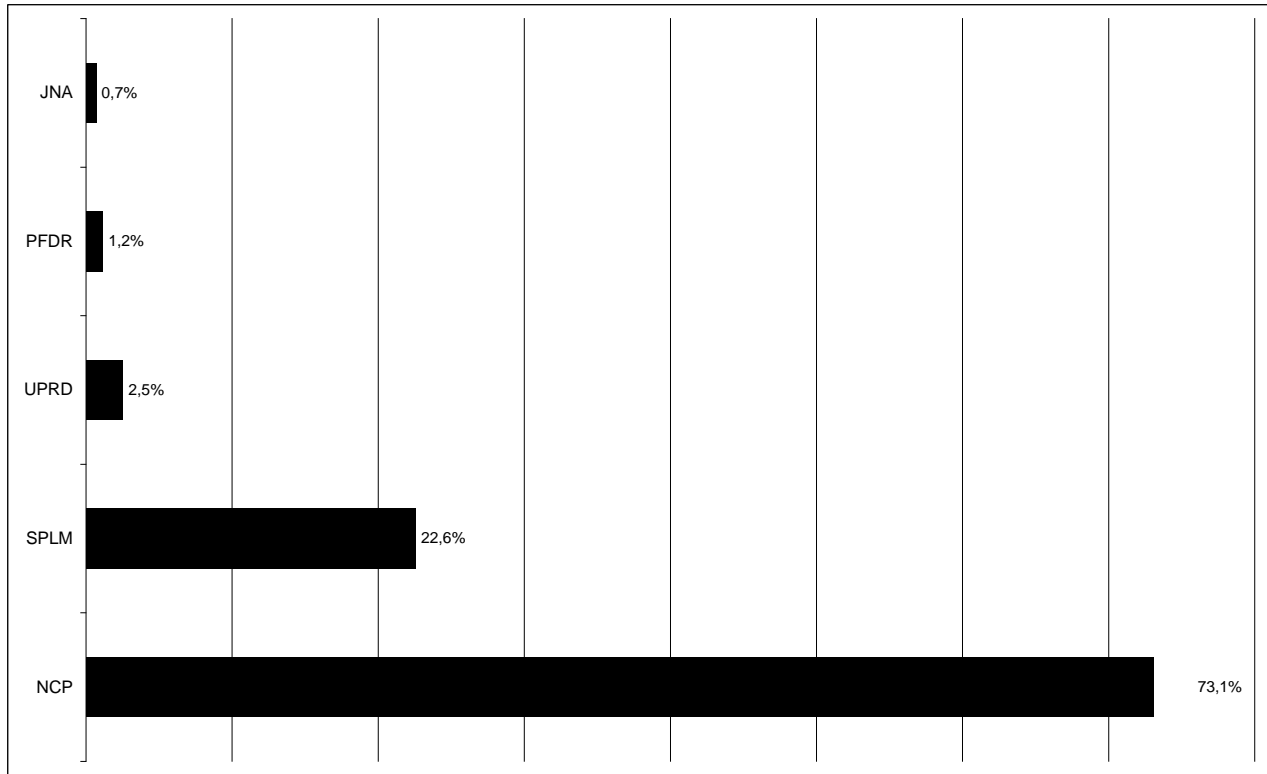
Base on seconds: 13527

Chart 28 Tone of the coverage by party on Omdurman Radio



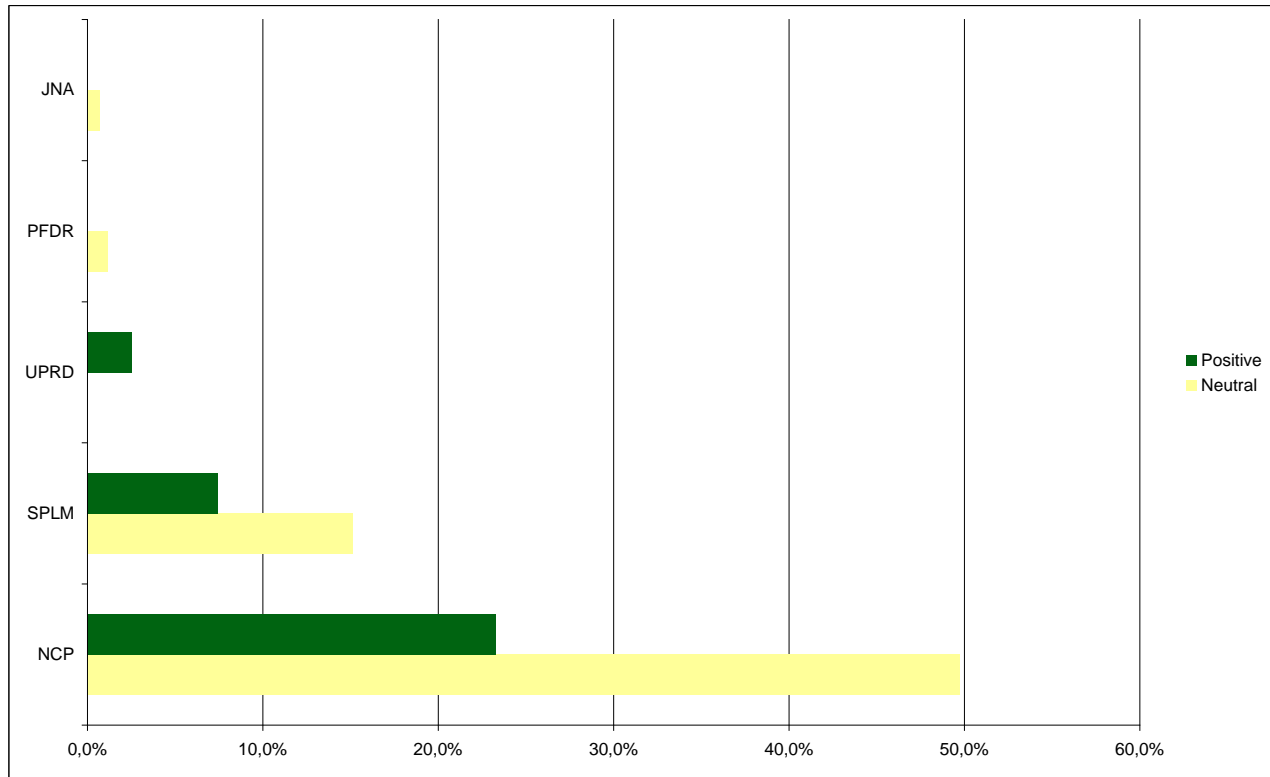
Base on seconds: 13527

Chart 29 Allocation of airtime on Peace Service Radio



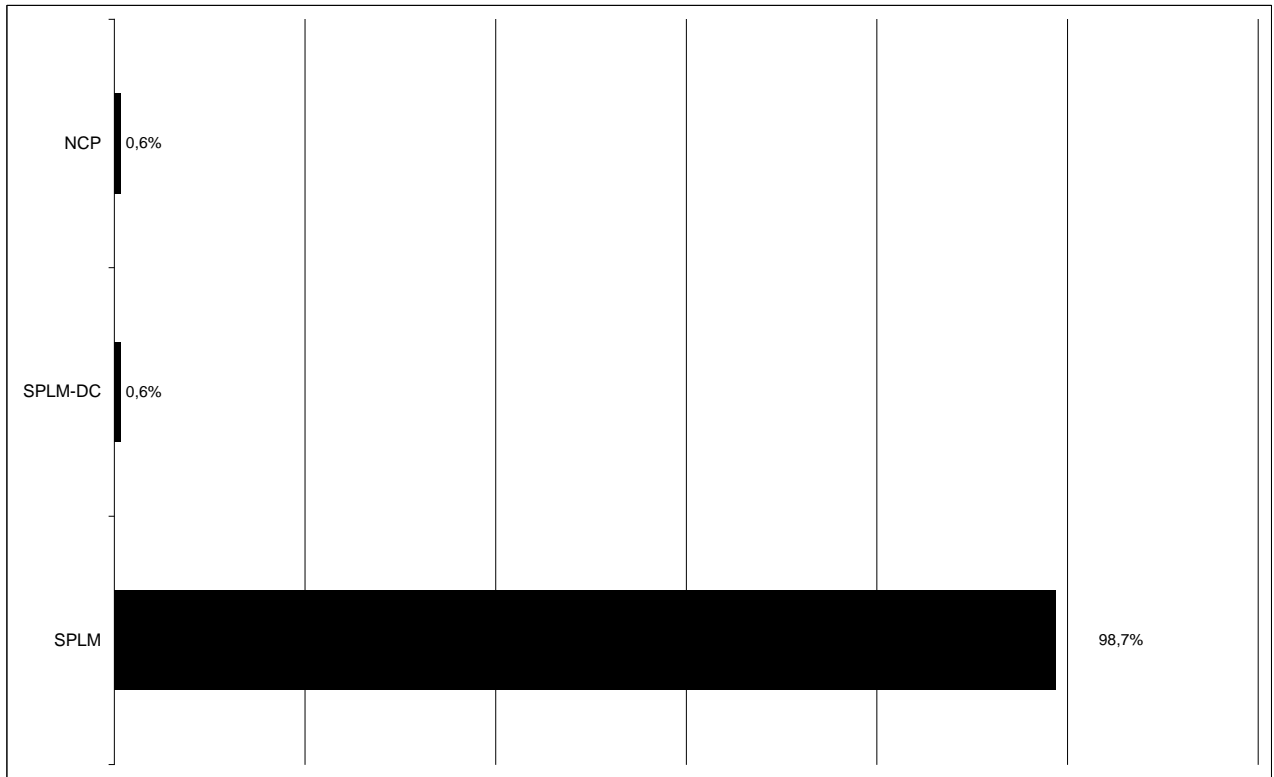
Base on seconds: 1738

Chart 30 Tone of the coverage by party on Peace Service Radio



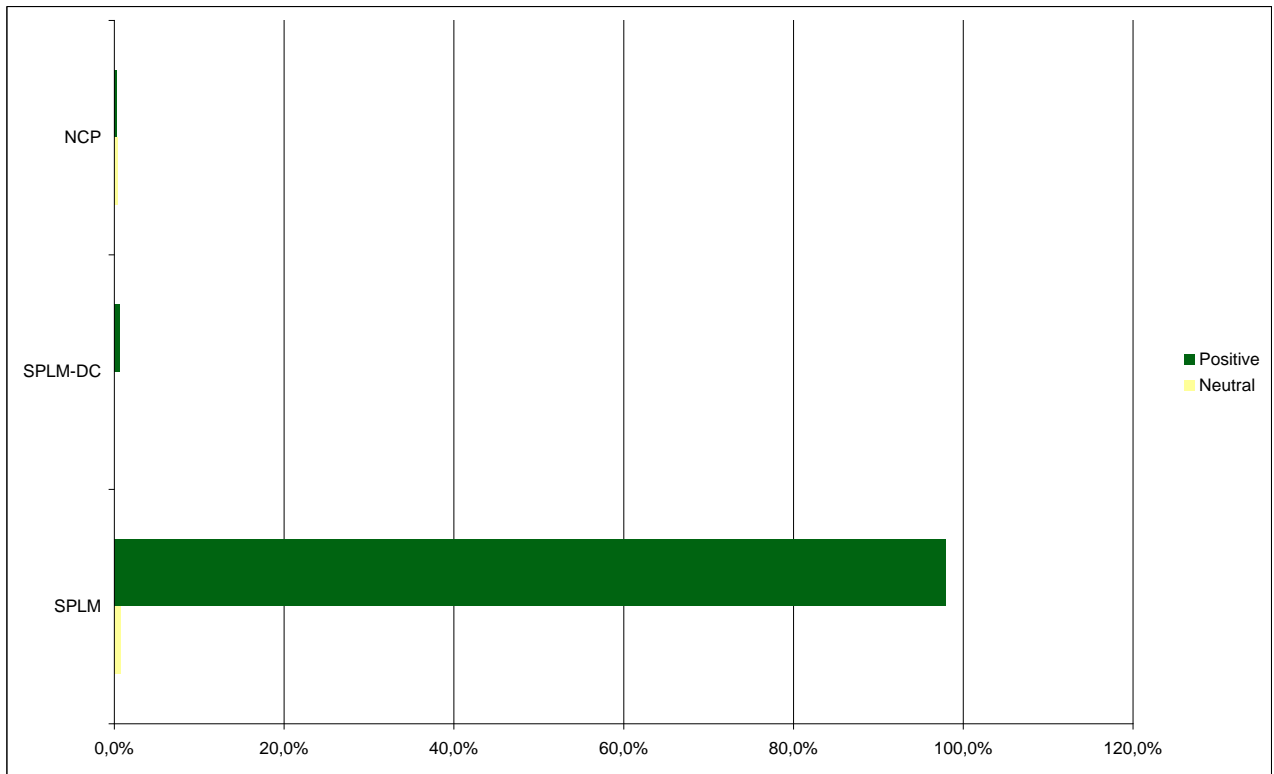
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Chart 31 Allocation of airtime on Bakhita Radio



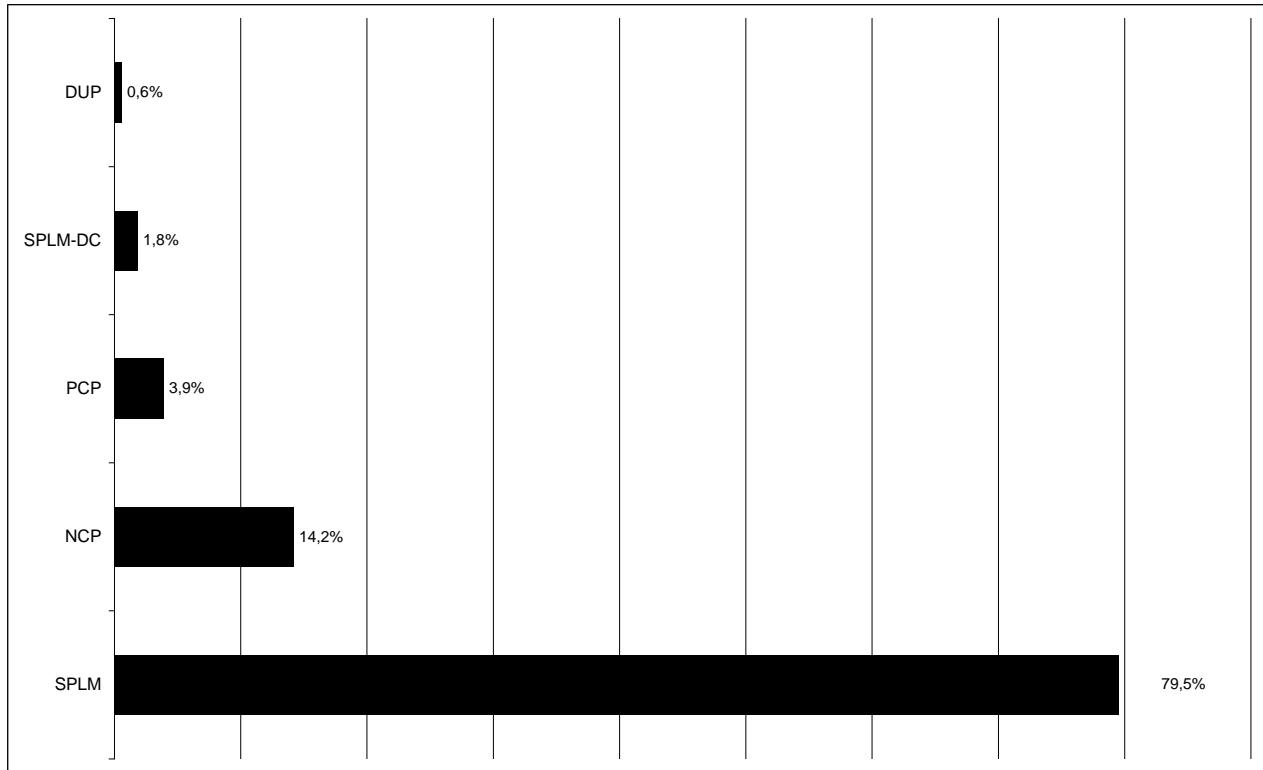
Base on seconds: 791

Chart 32 Tone of the coverage by party on Bakhita Radio



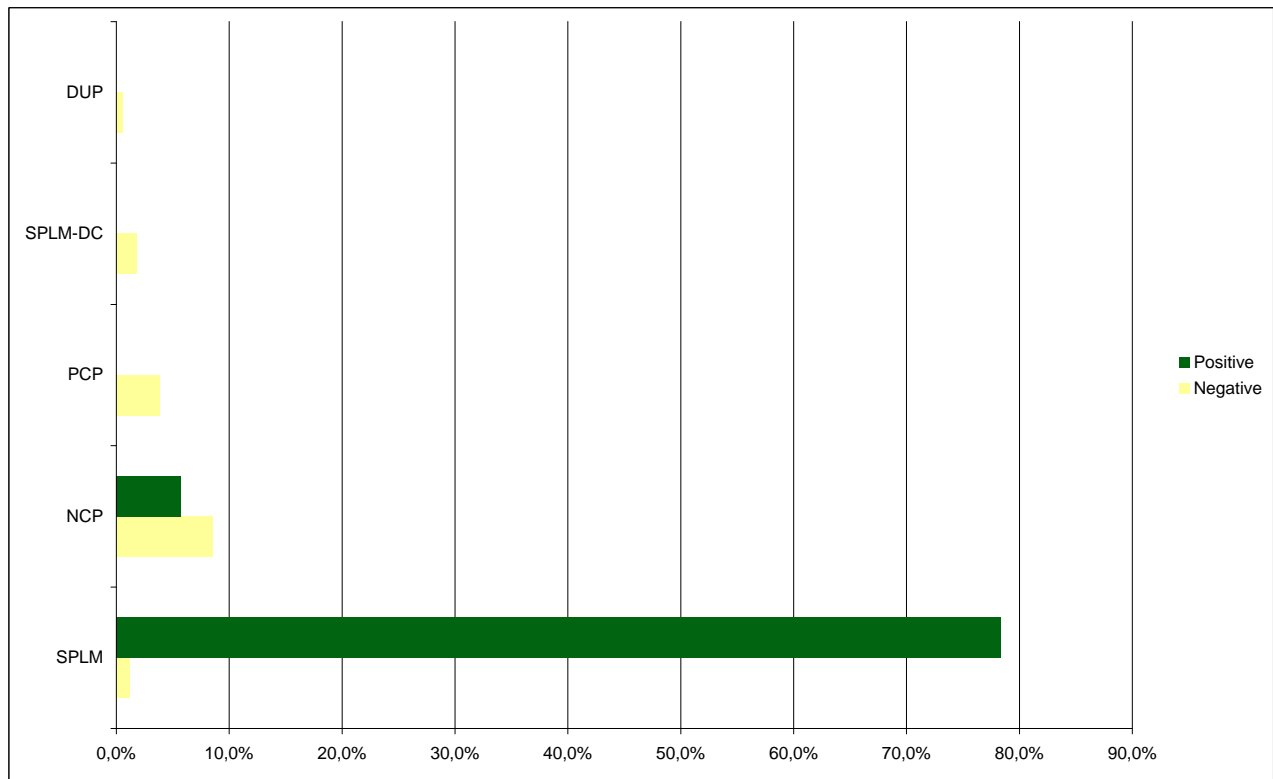
Base on seconds: 791

Chart 33 Allocation of airtime on Miraya Radio



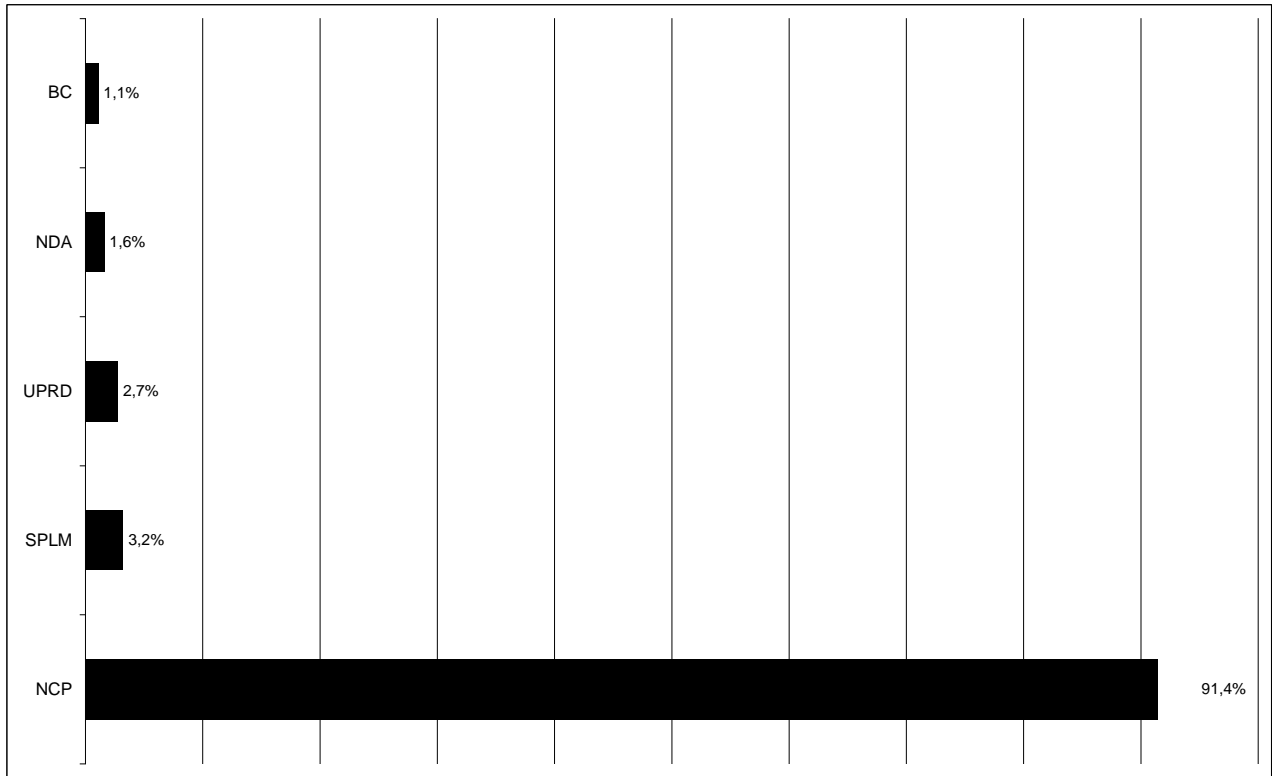
Base on seconds: 3808

Chart 34 Tone of the coverage by party on Miraya Radio



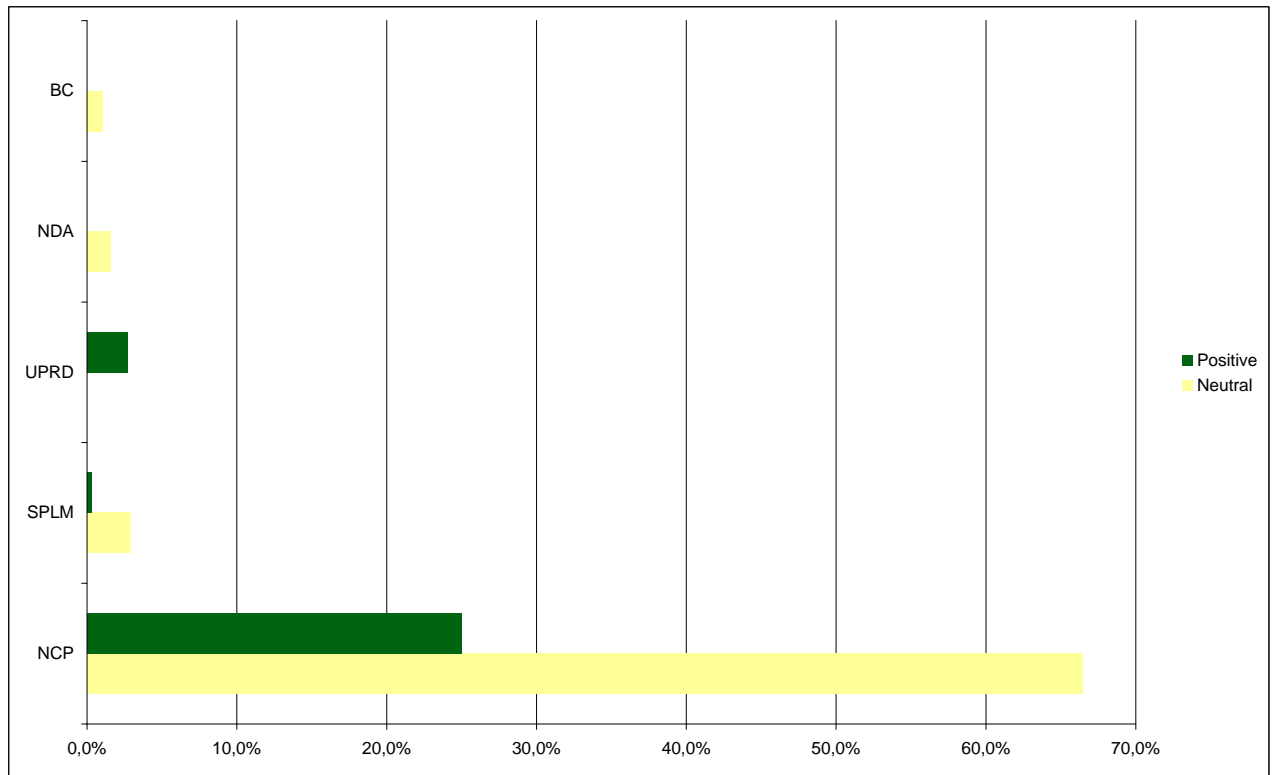
Base on seconds: 3808

Chart 35 Allocation of airtime on Saheroon Radio



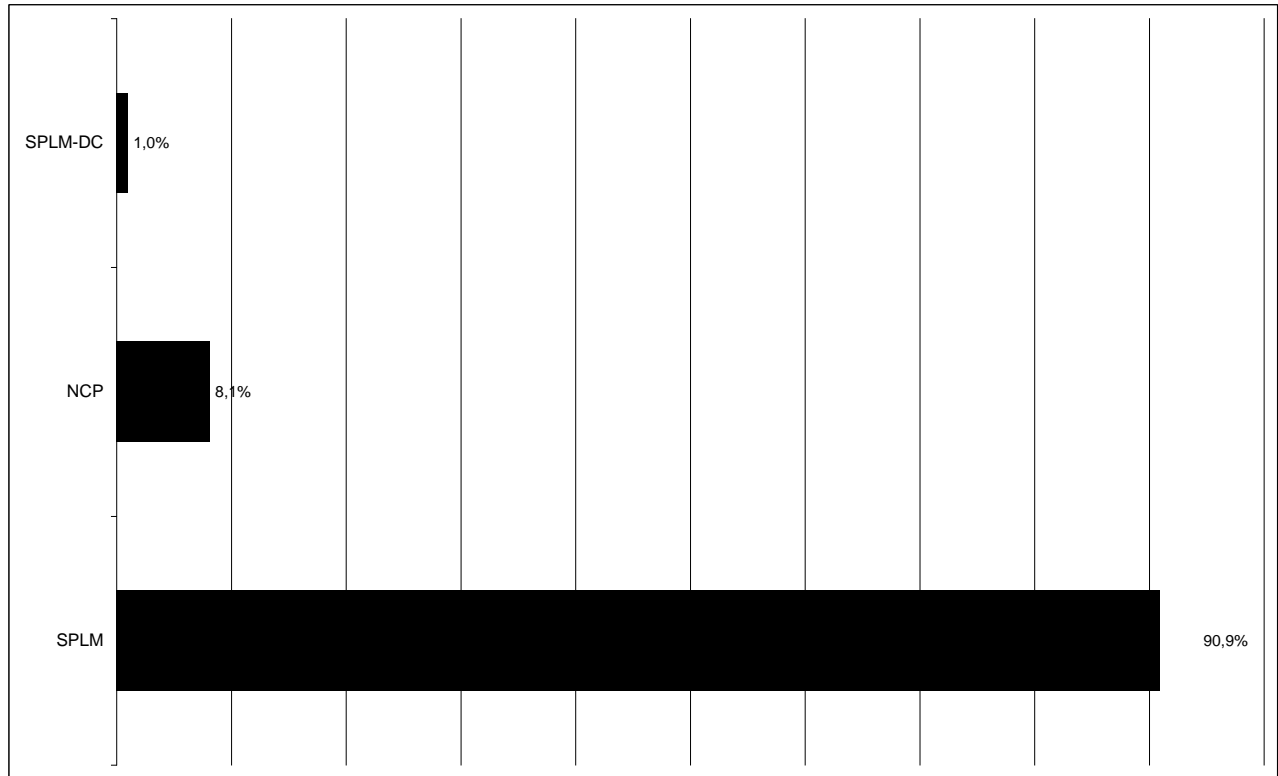
Base on seconds: 3256

Chart 36 Tone of the coverage by party on Saheroon Radio



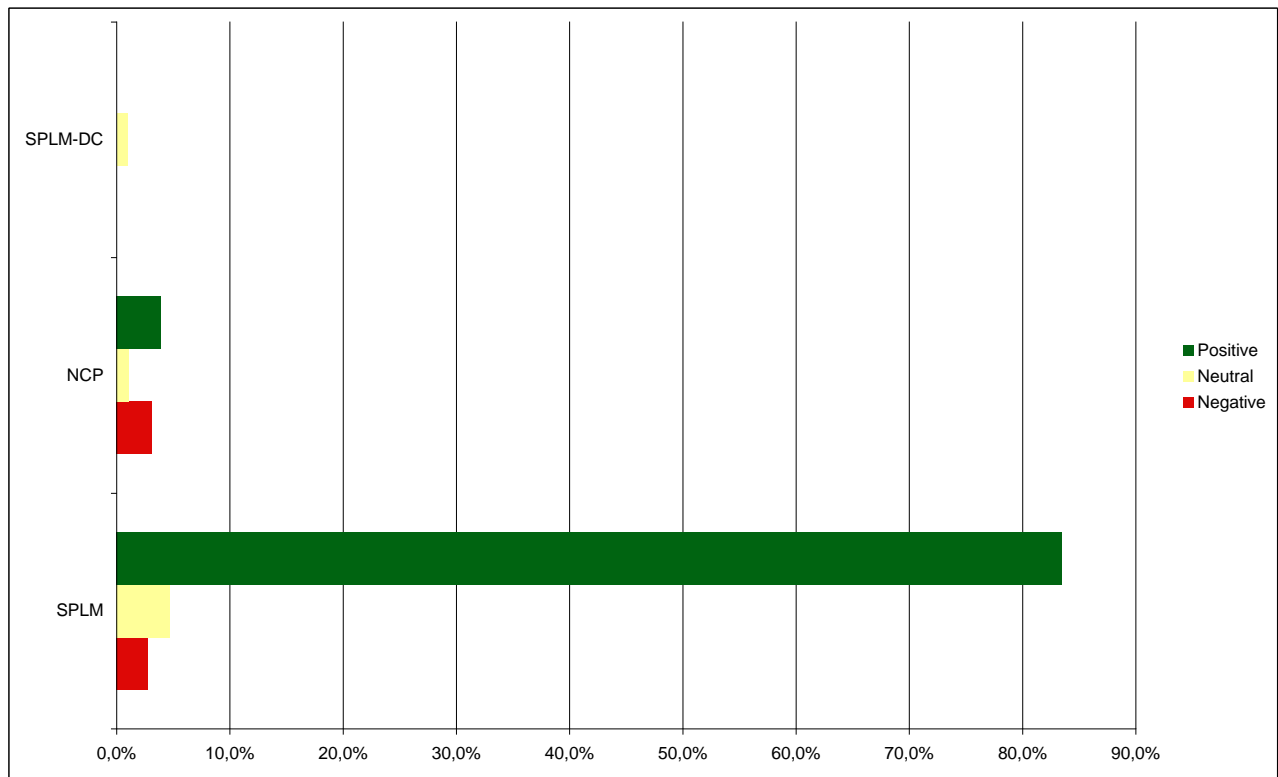
Base on seconds: 3256

Chart 37 Allocation of airtime on South Sudan Radio



Base on seconds: 3736

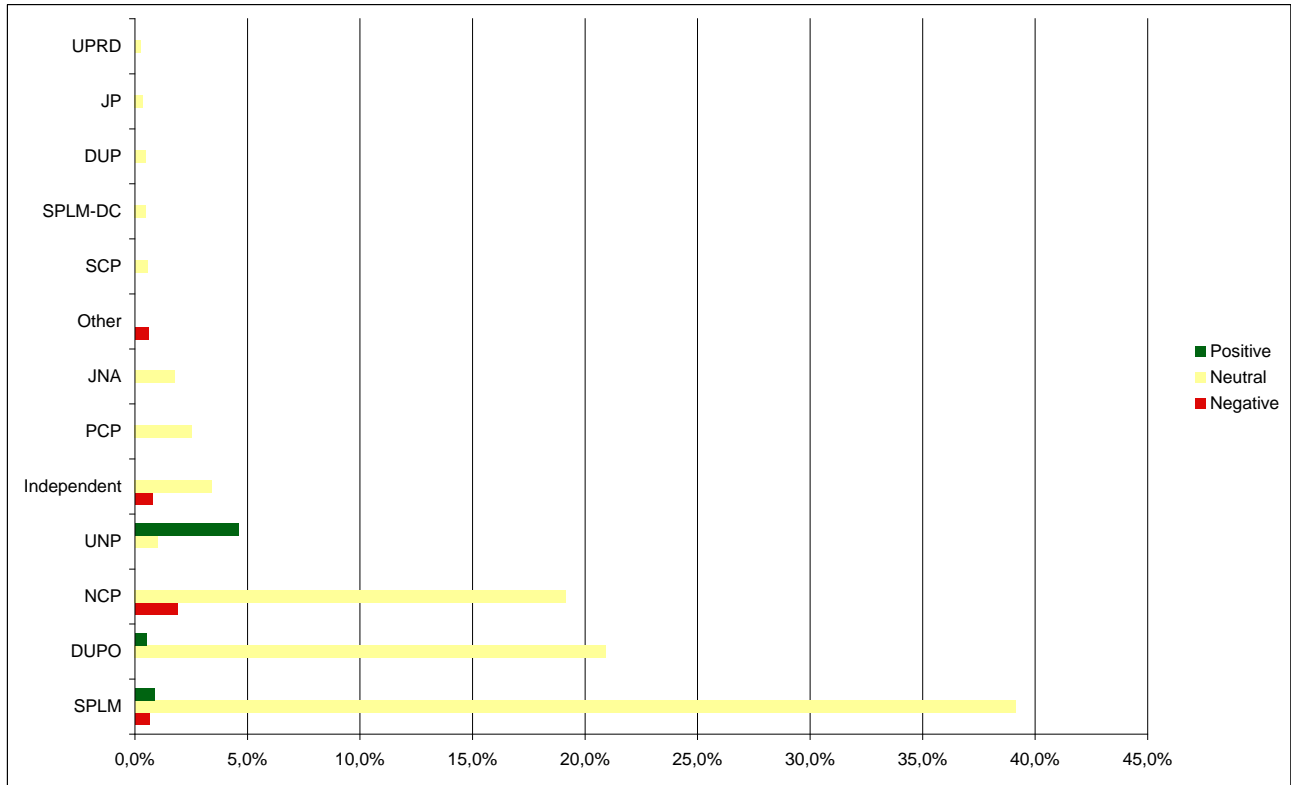
Chart 38 Tone of the coverage by party on South Sudan Radio



Base on seconds: 3736

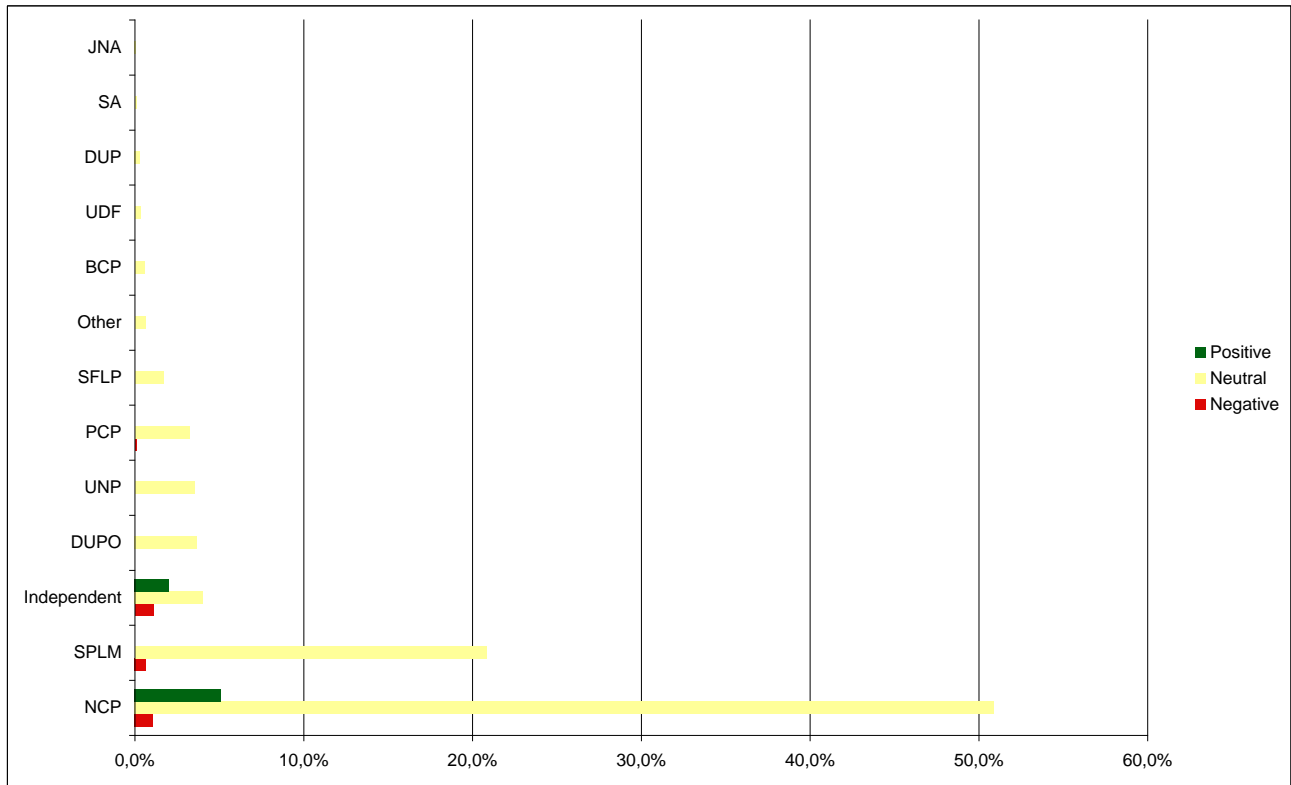
b. Print media

Chart 39 Allocation of space and tone in Ajras Al Huriah



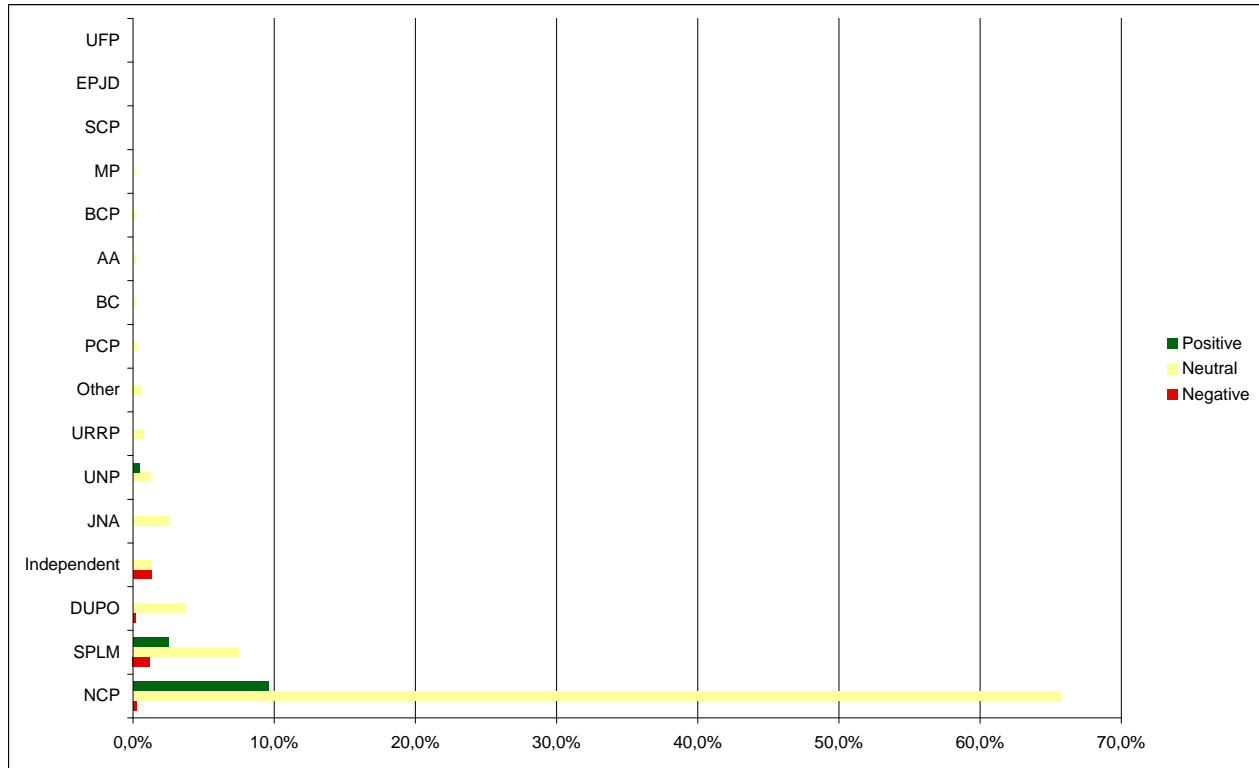
Base in cm2: 5544

Chart 40 Allocation of space and tone in Akhbar Alyoum



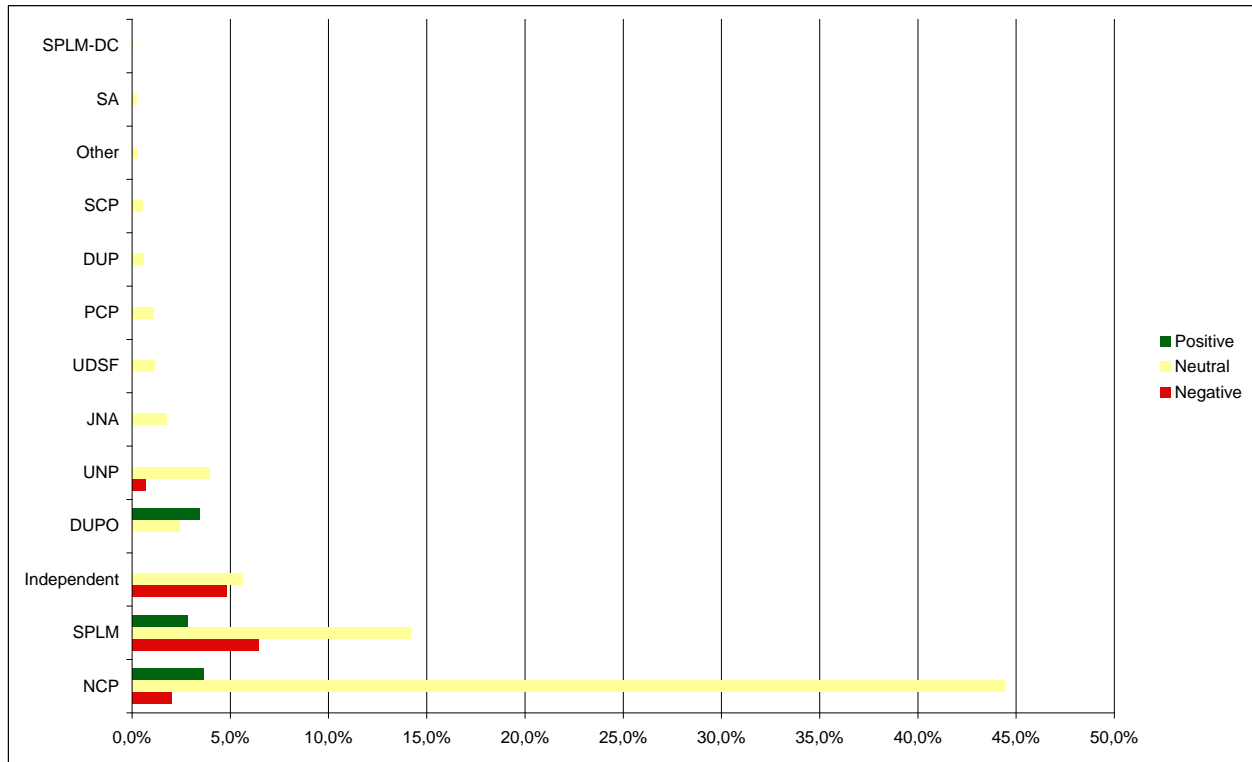
Base in cm2: 14140

Chart 41 Allocation of space and tone in Akhir Lahza



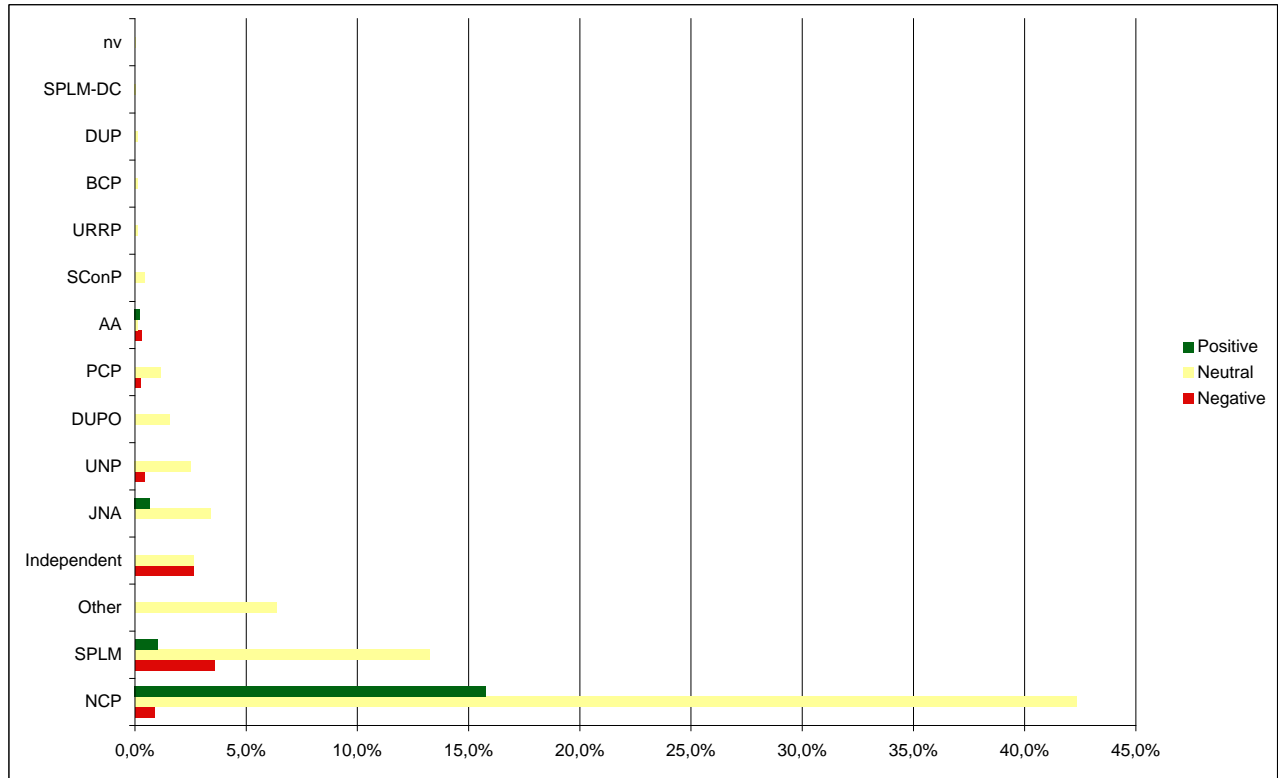
Base in cm2: 12890

Chart 42 Allocation of space and tone in Al Ayam



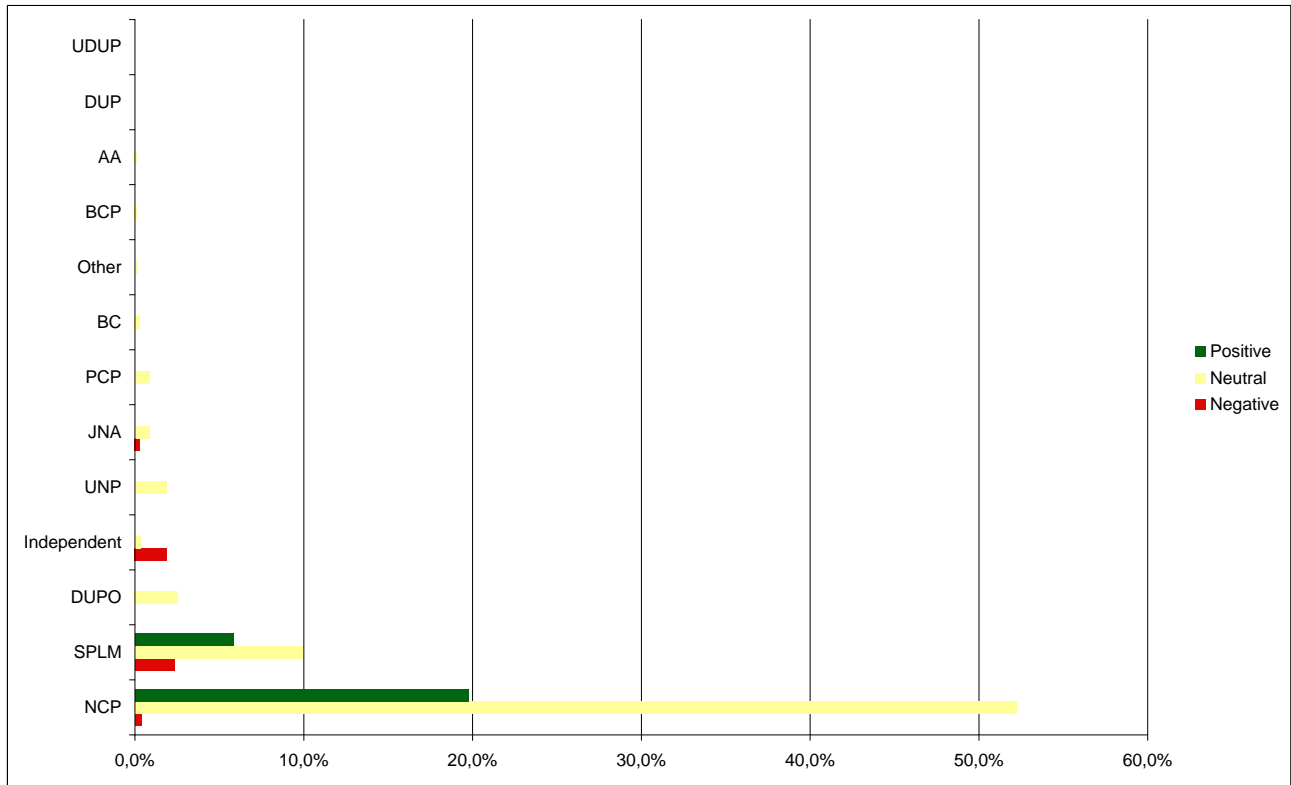
Base in cm2: 3949

Chart 43 Allocation of space and tone in Al Intibaha



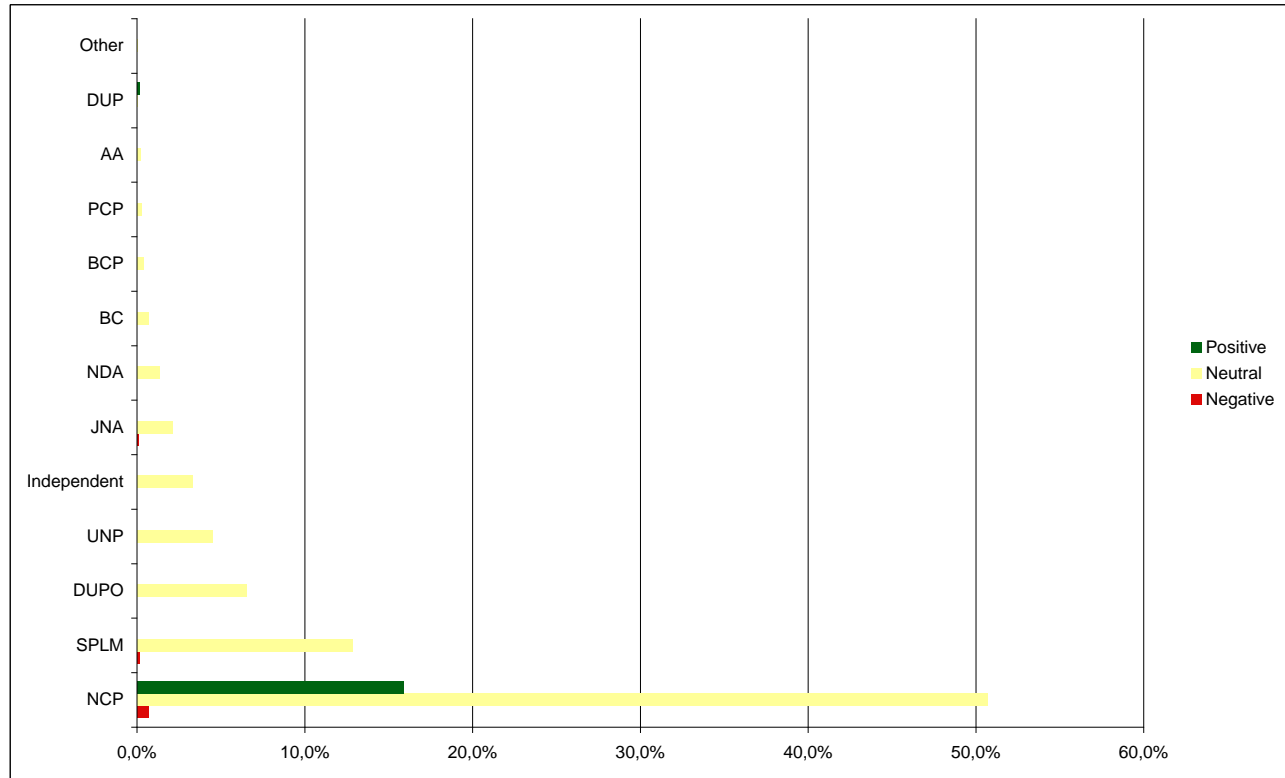
Base in cm2: 8387

Chart 44 Allocation of space and tone in Al Ray Al Aam



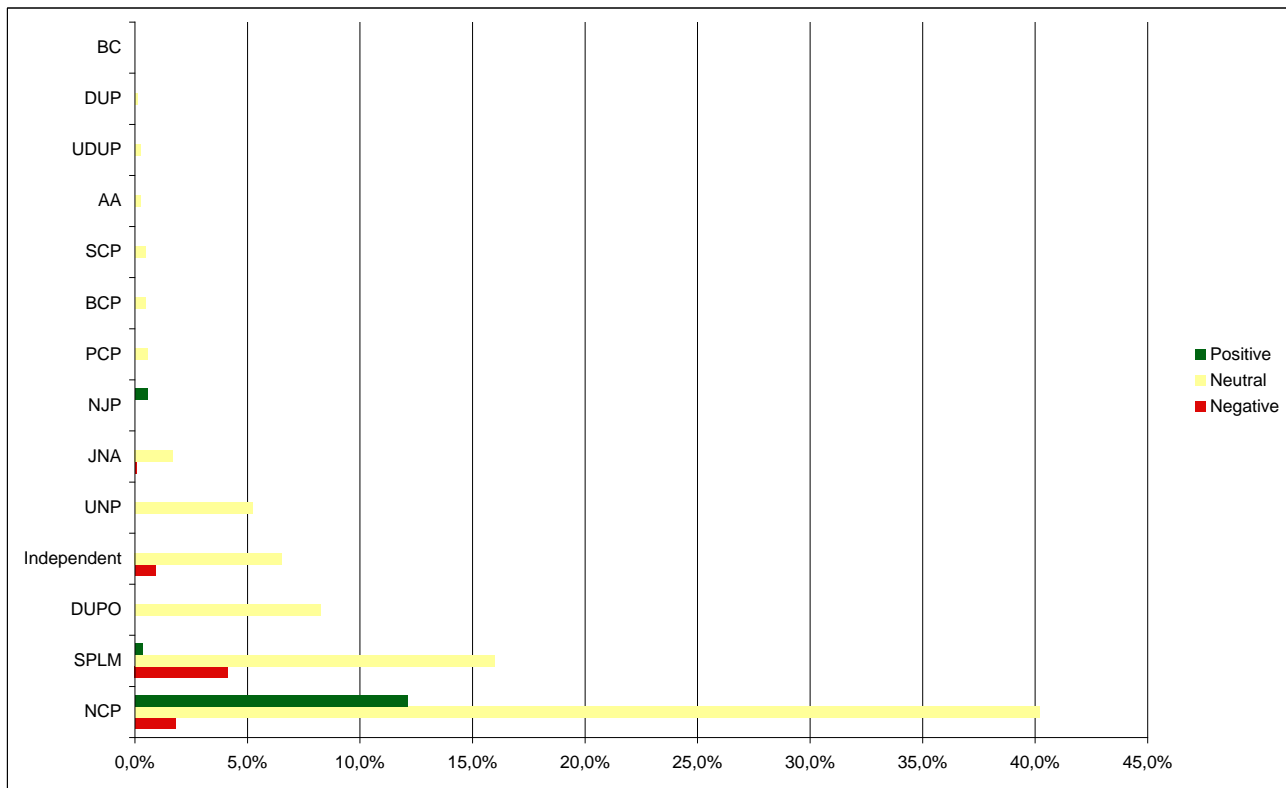
Base in cm2: 10068

Chart 45 Allocation of space and tone in Al Sahafa



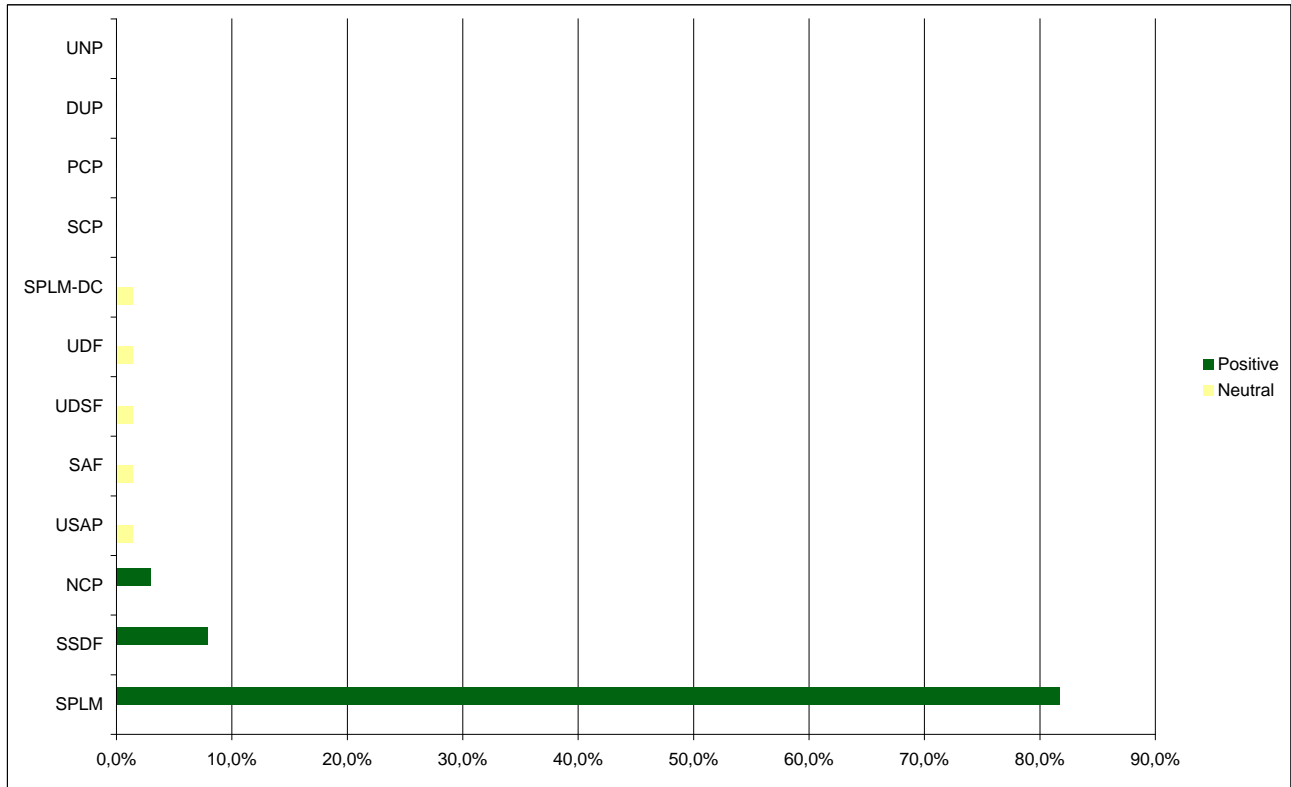
Base in cm2: 8864

Chart 46 Allocation of space and tone in Al Sudani



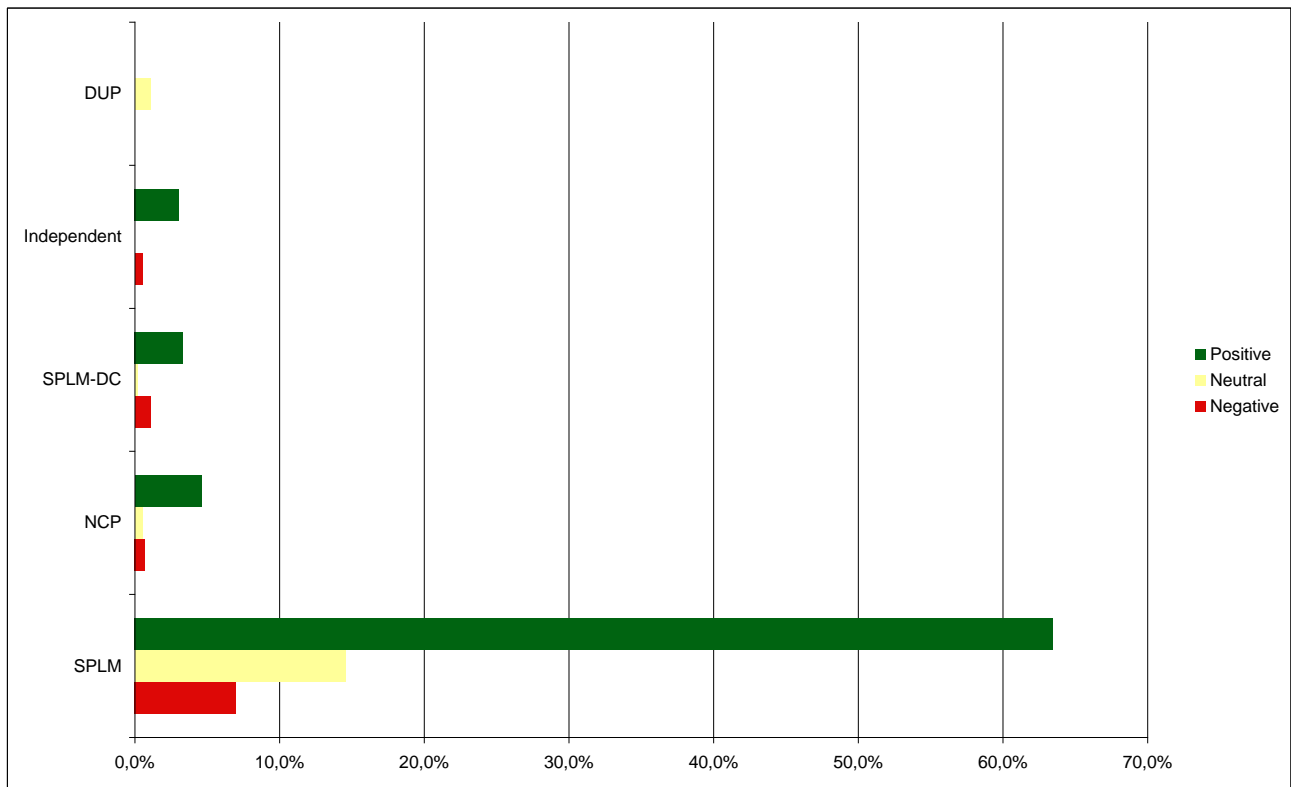
Base in cm2: 10415

Chart 47 Allocation of space and tone in Juba Post



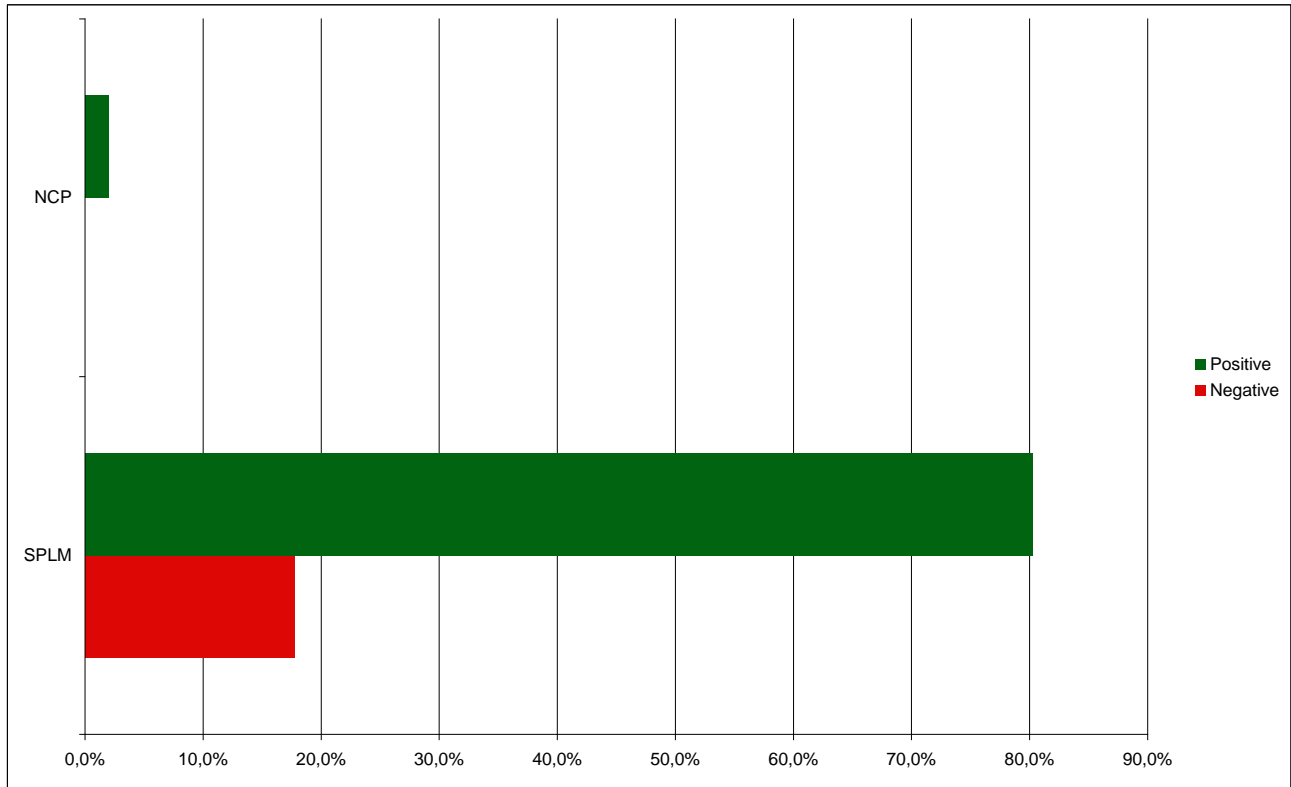
Base in cm2: 2123

Chart 48 Allocation of space and tone in Khartoum Monitor



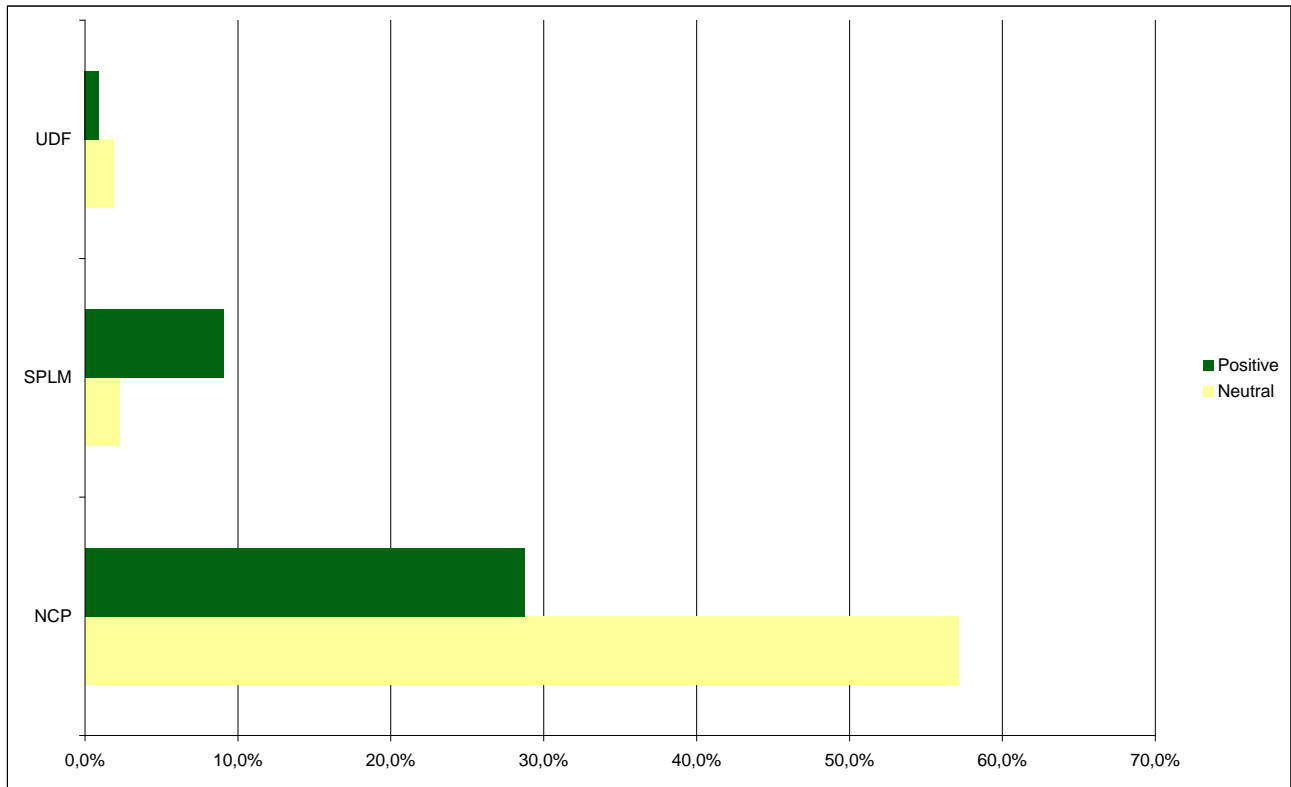
Base in cm2: 7081

Chart 49 Allocation of space and tone in Southern Eye



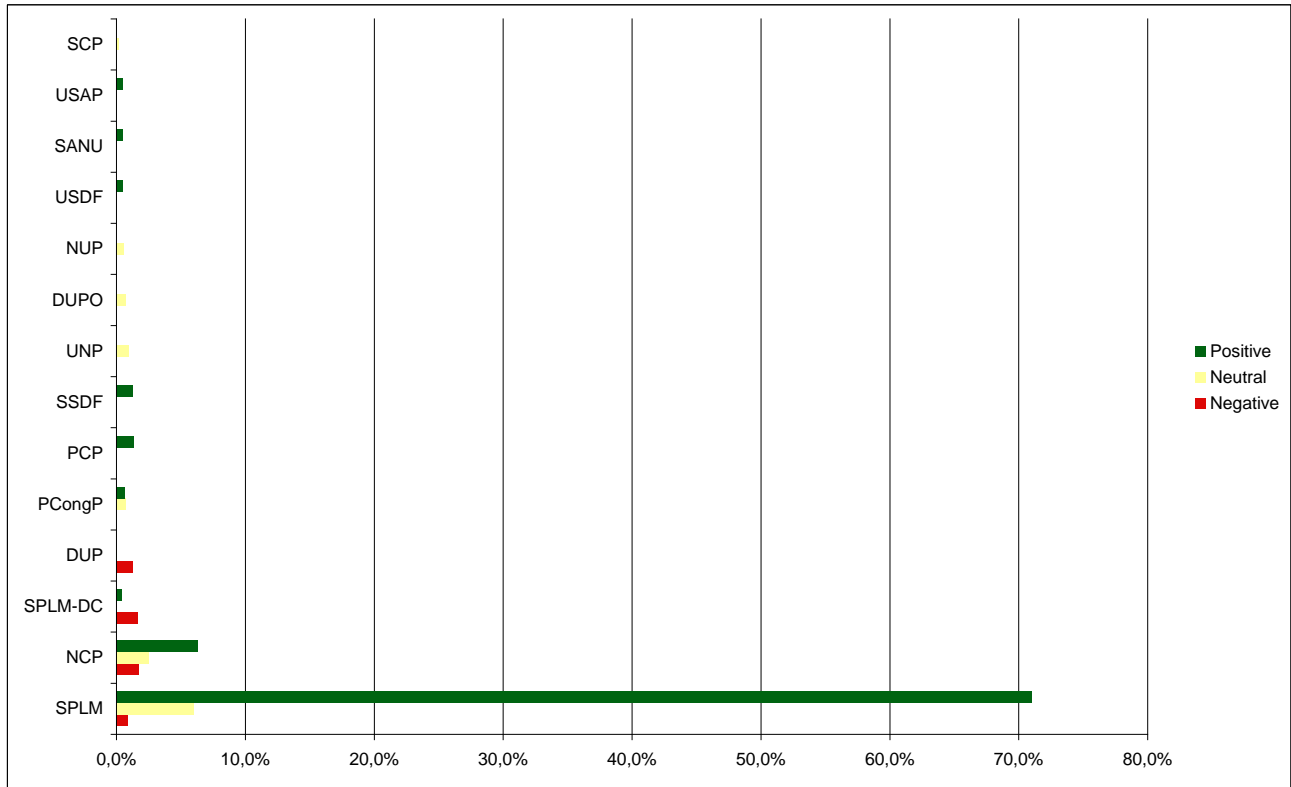
Base in cm2: 4498

Chart 50 Allocation of space and tone in Sudan Vision



Base in cm2: 3272

Chart 51 Allocation of space and tone in The Citizen



Base in cm2: 4378



DFID Department for International Development



Koninkrijk der Nederlanden



من الشعب الياباني
From the People of Japan



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