



**MACRA BROADCASTING MONITORING UNIT POLITICAL COVERAGE  
REPORT**

**NATIONAL, REGIONAL, AND COMMUNITY BROADCASTERS**

**Monitoring exercise conducted from 27<sup>TH</sup> June to 10<sup>th</sup> August 2025**

**Prepared by:**

**MACRA BROADCASTING MONITORING UNIT**

## 1. INTRODUCTION

As Malawi prepares for the General Elections on 16 September 2025, the Malawi Communications Regulatory Authority (MACRA) has intensified election content monitoring to ensure broadcasters adhere to the Communications Act (Second Schedule, Section 32) and Schedule 2 of the General Terms and Conditions for Content Licensees.

These legal provisions demand equitable, balanced, and impartial treatment of all political parties and candidates during the campaign period.

This report presents both quantitative and qualitative analyses of political coverage across selected national, regional, and community broadcasters.

## 2. LEGAL FRAMEWORK

Key Legal Guidelines under Review

- **Section 32 of the Second Schedule to the Communications Act:**  
*“During any election period, all content licensees shall ensure equitable treatment of political parties, election candidates, and electoral issues.”*
- **Clause 7 of the General Terms and Conditions for Content Licensees:**
  - **7.1:** Reasonable opportunity for discussion of conflicting views.
  - **7.2:** Right of response when criticism is aired.
  - **7.3:** Obligation to broadcast election news impartially and objectively.

These obligations ensure that all political actors are given fair opportunities to communicate their messages to the electorate and that broadcasters remain impartial, professional, and ethical in their coverage.

### 3. ELECTION MONITORING SETUP

- Monitoring covered:
  - **Community radios**
  - **Local television stations**
  - **National broadcasters**
  - **Regional broadcasters**

### 4. METHODOLOGY

The report analyses:

- **Quantitative data:** Airtime allocation in news, live coverage, and election programs.
- **Qualitative data:** Tone of coverage — categorized as positive, neutral, or negative.

#### Visual Presentation

1. **Share of Airtime by Political Actor** – Pie chart showing the proportion of coverage allocated to major and minor parties, including independents.
2. **Tone of Coverage** – Bar graph showing the balance of positive, neutral, and negative coverage for each party.

### 5. QUANTITATIVE ANALYSIS

#### 5.1 Overview of Coverage

Between **27 June and 10 August 2025**, the following were observed:

- Extensive coverage was given to nomination submissions and campaign launches, particularly for MCP, DPP, UTM, and PP, mostly through live broadcasts.
- Airtime allocation was concentrated on:
  - Live events (nominations, rallies, manifesto launches).
  - News bulletins.

- Special programs such as interviews and debates.
- Community and regional radios also participated, though mainly through shorter news bulletins and paid advertising.

## **6. QUALITATIVE ANALYSIS**

### 6.1 General Observations

- Most broadcasters demonstrated efforts towards fairness and balance.
- The language used in most programs was professional, with opinions often clearly identified as such.
- Sponsorship of live events by parties significantly influenced coverage volume — giving major parties a visibility advantage.

### **6.2 Incidents of Concern**

Despite general compliance, notable violations were recorded: Monitoring revealed several issues of concern across different broadcasters:

#### **1. Use of Derogatory and Ageist Language**

2. Some programs carried remarks that insulted political candidates based on age or personality.

#### **3. Hate Speech and Incitement**

- Certain live programs, including phone-ins, allowed the airing of inflammatory language that insulted leaders and carried undertones of hate speech, without proper moderation.

#### **4. Bias and Lack of Balance**

- Coverage in some instances leaned towards favouring particular candidates or parties, while portraying others negatively. This was evident in extended airtime dedicated to criticizing opponents without offering a right of reply.

#### **5. Allegations Fueling Public Distrust**

- Some broadcasts carried unverified allegations against institutions and other players, risking the spread of misinformation and undermining public confidence.

## **6. Partiality During Live Coverage**

- During nomination presentations and rallies, certain comments made by presenters showed open excitement or dismissal of particular candidates, undermining objectivity.

## **7. Use of Offensive Terms**

- Words such as “thieves,” “killers,” and derogatory animal references were aired in describing political leaders, contrary to broadcasting standards on fairness and respect.

## **7. RECOMMENDATIONS**

### For Broadcasters

1. Uphold Clause 7 provisions — particularly the right of response.
2. Eliminate hate speech and derogatory references from programming.
3. Avoid airing unverified allegations.
4. Provide the right of reply whenever broadcasting unbalanced or critical content.

## **8. CONCLUSION**

While most broadcasters are complying with the regulatory framework, incidents of hate speech, bias, and unbalanced reporting persist. These violations risk undermining public trust and the credibility of the electoral process.

MACRA, through the Election Broadcast Media Monitoring Committee (EBMCC), will continue to:

- Engage broadcasters on compliance.
- Issue warnings where necessary.
- Take regulatory action to safeguard a fair, impartial, and peaceful media environment during the 2025 elections.

**NATIONAL BROADCASTERS**

**Monitoring exercise conducted from 27<sup>th</sup> June to 10<sup>th</sup> August 2025**

**Prepared by:**

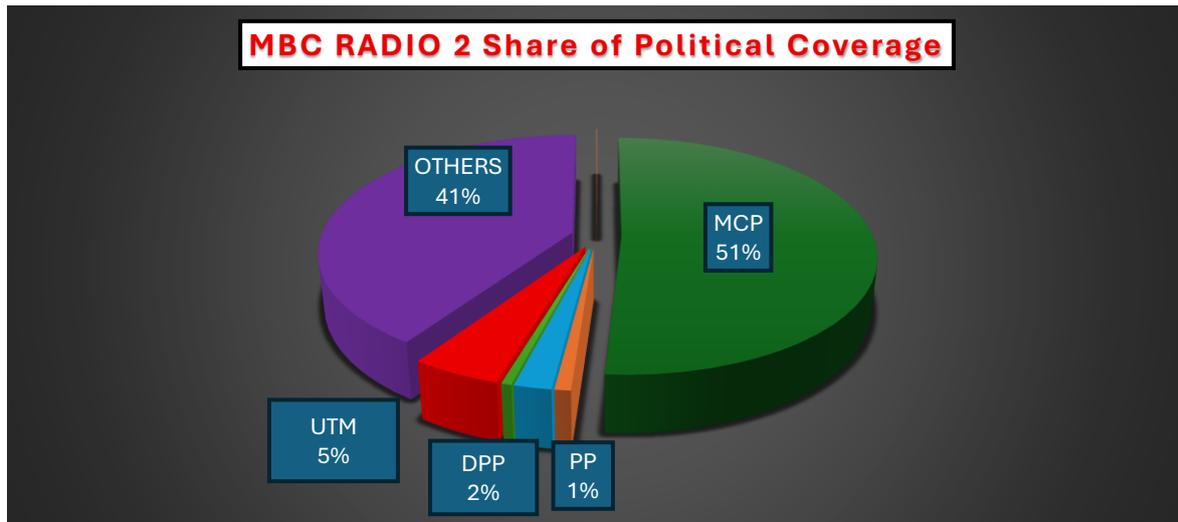
**MACRA BROADCASTING MONITORING UNIT**

## 1. MBC RADIO 2

### SHARE OF POLITICAL COVERAGE

During the period under review, **MBC Radio 2** gave **MCP 51 %** coverage, followed by **OTHERS** with **41 %**. The coverage came from adverts, songs, and news summaries. See the figure below.

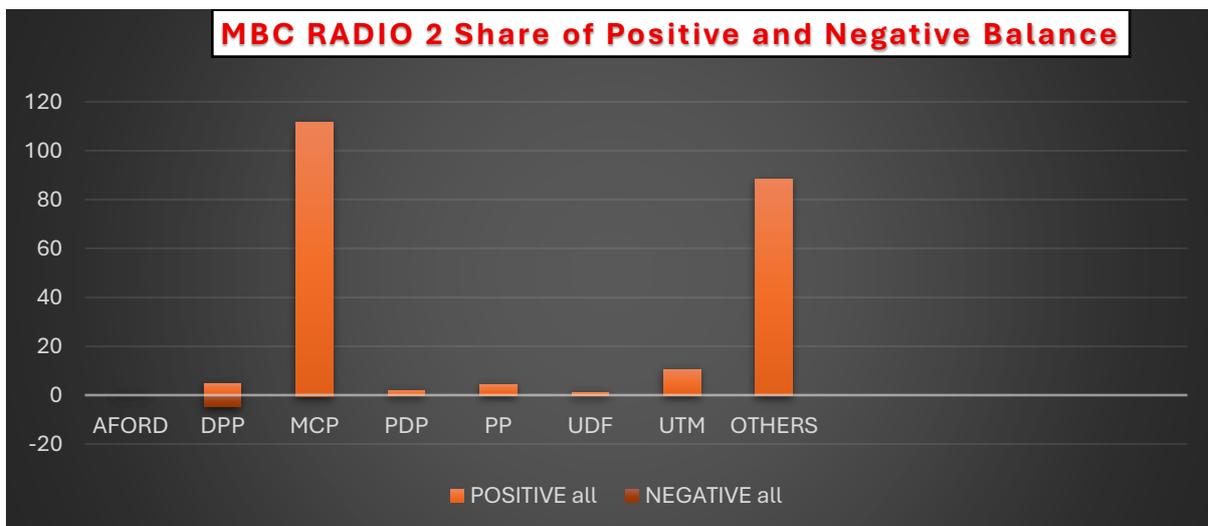
**FIG. 1**



### SHARE OF POSITIVE AND NEGATIVE COVERAGE

**MBC Radio 2** gave **MCP 111.6 minutes**, followed by **Others with 88.4 minutes**. **DPP 4.9 minutes**, **PP 4.4 minutes**. **PDP** and **UDF** had **1.9** and **1.2 minutes** of positive coverage, respectively. See the figure below

**FIG. 2**

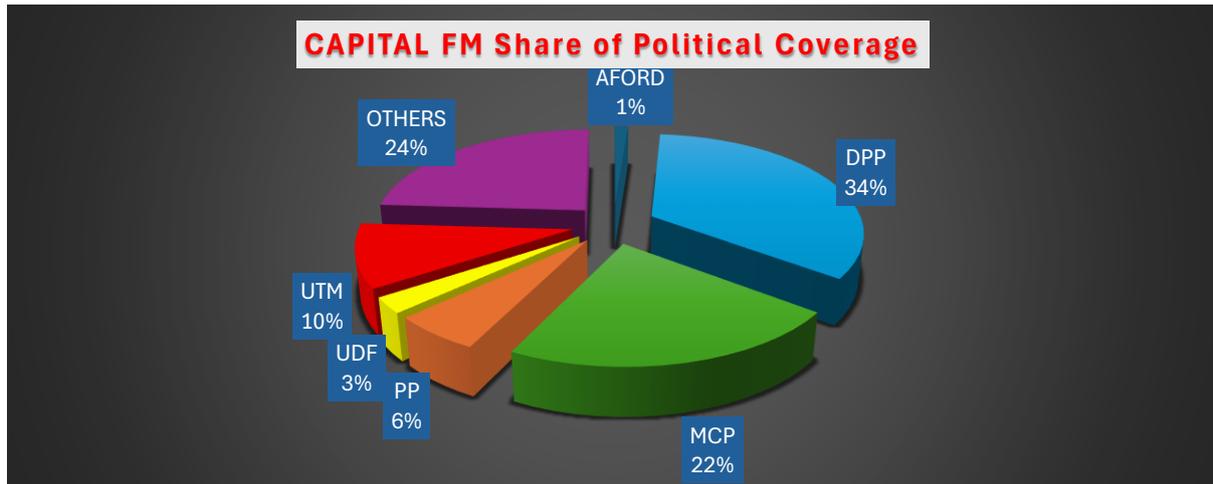


## 2. CAPITAL RADIO

### SHARE OF POLITICAL COVERAGE

DPP had the highest coverage of **34 %**, followed by **OTHERS** at **24 %** and **MCP** at **20 %**. This was due to live broadcasts of manifesto launches, alliance pressers, and news bulletins. See the chart below

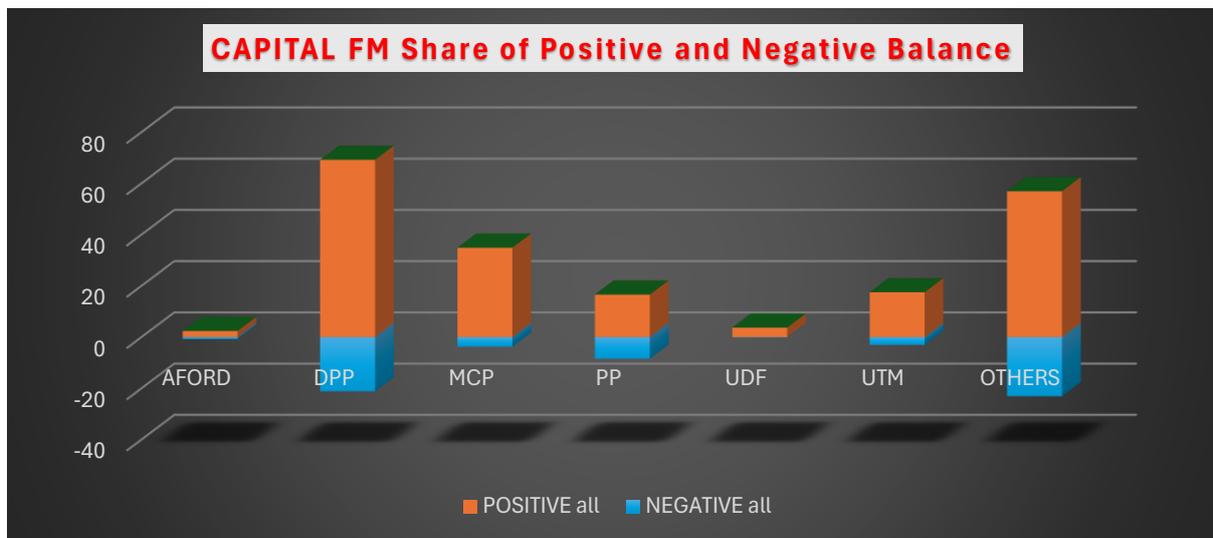
FIG. 3



### SHARE OF NEGATIVE AND POSITIVE COVERAGE

The station covered **DPP** with the highest positive minutes at **69.2**, followed by **OTHERS** at **56.93 minutes**. MCP got **34.9 minutes**. However, **OTHERS** scored negative **23 minutes**, followed by **DPP**, who had negative **21.1 minutes**. UTM had the least negative **3 minutes**. This was mainly due to live broadcasts of manifesto launches, alliance pressers, and news bulletins.

FIG 4.

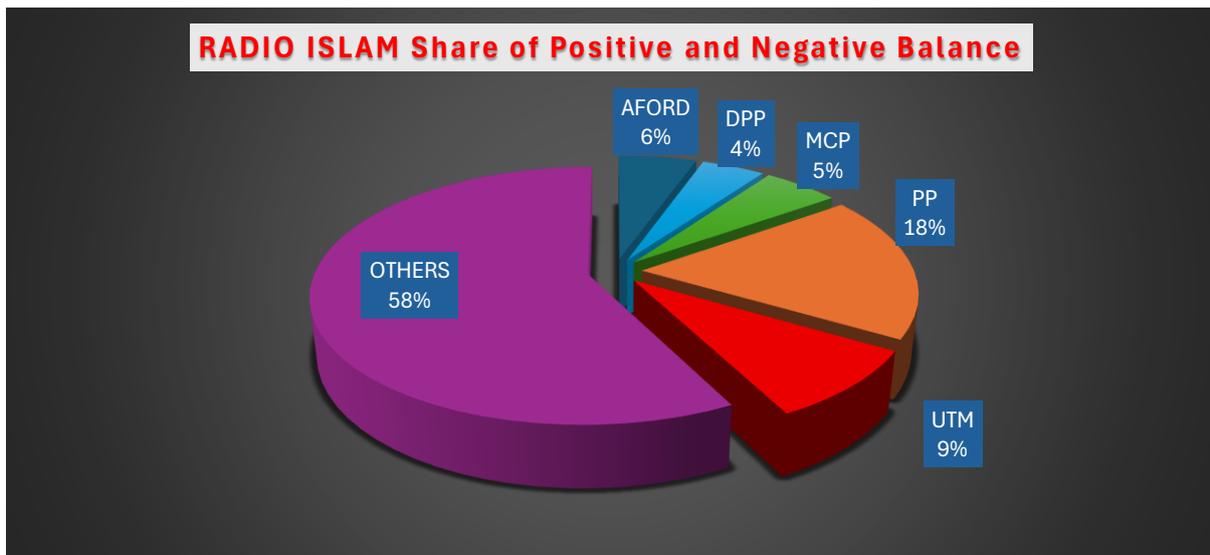


### 3. RADIO ISLAM

#### SHARE OF POLITICAL COVERAGE

The station gave **OTHERS** the highest coverage at **58 %**, followed by **PP** at **18 %**. This was mainly from the live broadcasts, candidate promotions, and news bulletins. See the figure below.

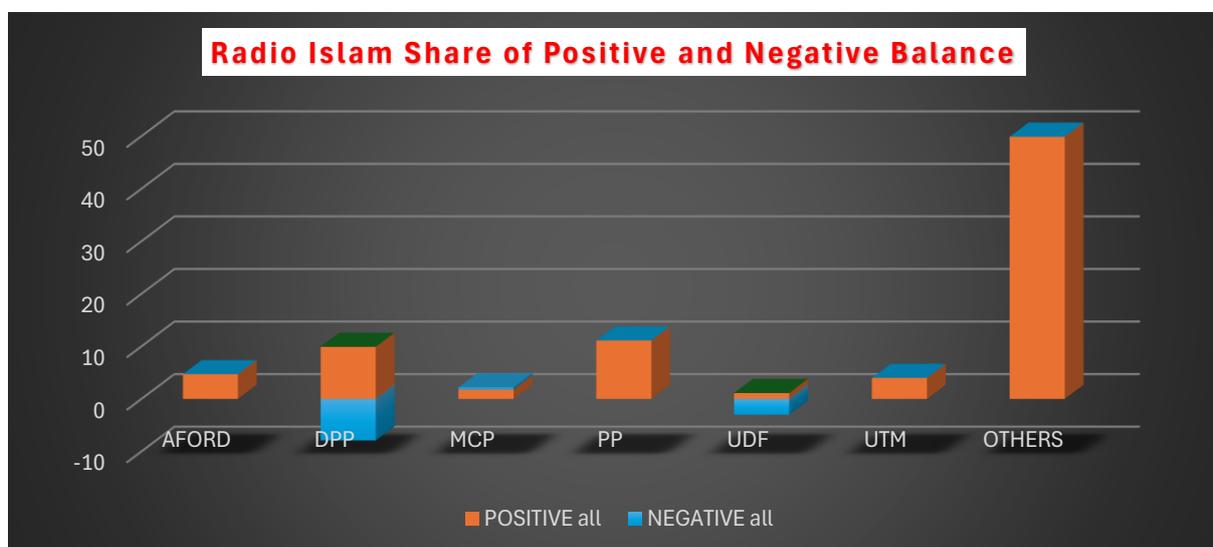
FIG 5.



#### SHARE OF POSITIVE AND NEGATIVE BALANCE

The station gave **OTHERS** the highest positive coverage of **49.9 minutes**, followed by **PP** at **11.1 minutes**, and **DPP** got **9.9 minutes**, while **DPP** and **UDF** got **7.9 minutes** and **3 minutes** of negative coverage, respectively. This was mainly from the live broadcast of manifesto launches, presentations of nomination papers, and news bulletins. See the figure below

FIG 6.

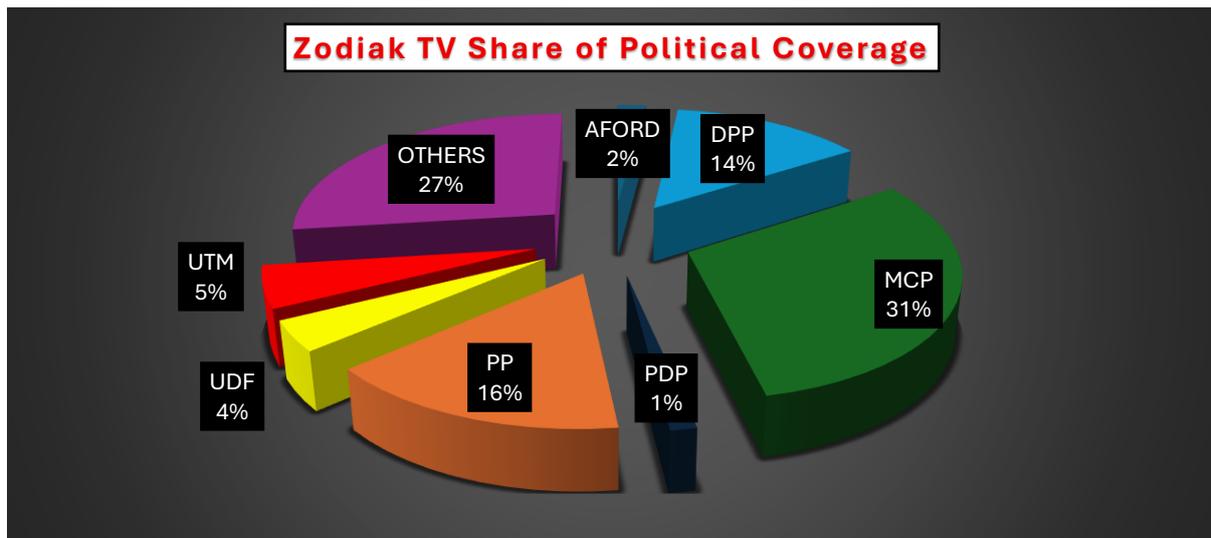


#### 4. ZODIAK TELEVISION

##### SHARE OF POLITICAL COVERAGE

During the period under review, **Zodiak TV** gave the largest share of coverage to **MCP** with **31 %**. This was followed by **OTHERS** (independents and other party candidates) with **(27%)**, **PP** (**16%**), **DPP** (**14%**), **UTM** (**5%**), **UDF** (**4%**), **AFORD** (**3%**), and **PDP** (**1%**). Most of this coverage came from live broadcasts of nomination paper presentations, campaign rallies, manifesto launches, and news bulletins.

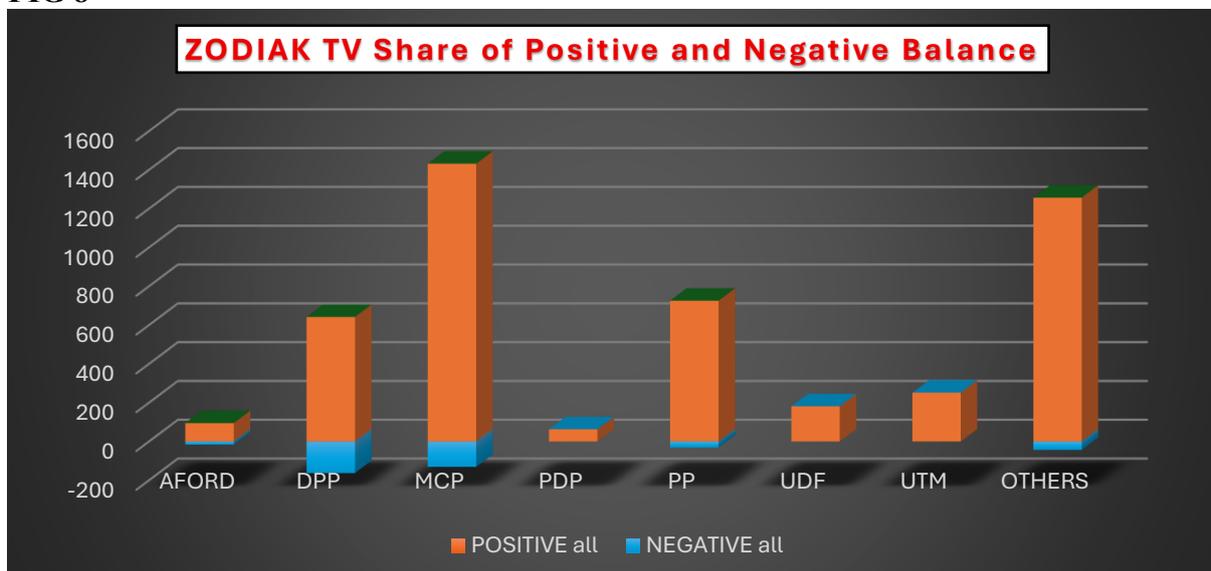
FIG. 7



##### SHARE OF POSITIVE AND NEGATIVE COVERAGE

**MCP** received **1,432 positive minutes** and **130 negative minutes**, mainly from live political rallies, whistle-stop tours, and other events. **OTHERS** received **1,257 minutes** of positive coverage and **42 minutes** of negative coverage. **PDP** recorded the least coverage of **63 positive minutes**. **DPP** had the highest negative minutes (**162**), and **AFORD** had **15 negative minutes**. The coverage mainly came from live events and political news broadcasts. See the figure below.

FIG 8

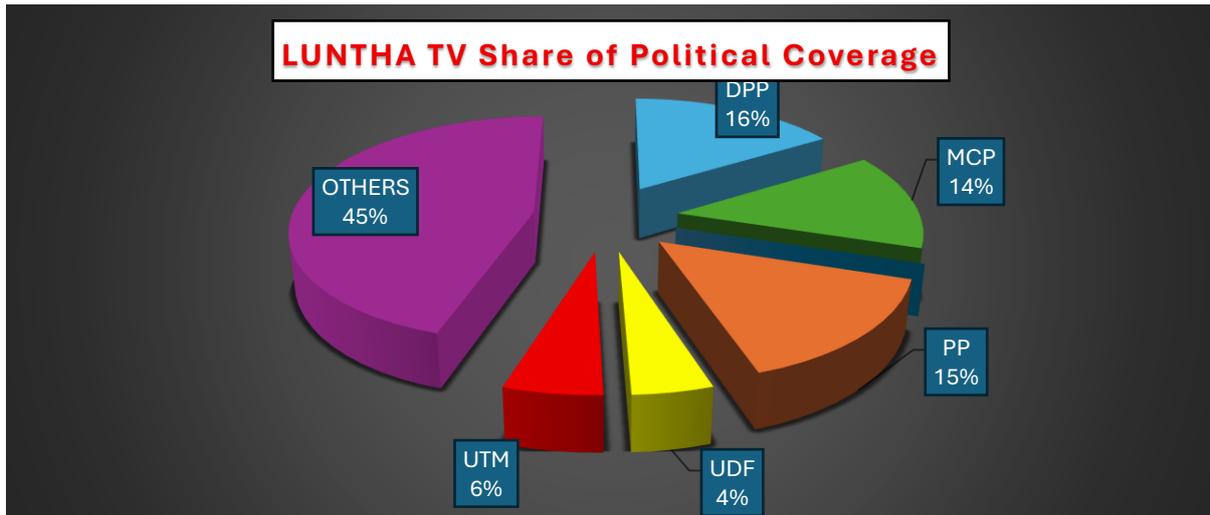


## 5. LUNTHA TELEVISION

### SHARE OF POLITICAL COVERAGE

LUNTHA TV allocated 45 % of its political coverage to **OTHERS**, mainly from live broadcasts of nomination paper presentations by independents and smaller party candidates. **DPP** received 16 %, **PP** had 15 %. **UTM** and **UDF** were the least covered, with 6 % and 4 % respectively, mainly through news bulletins. See the chart below

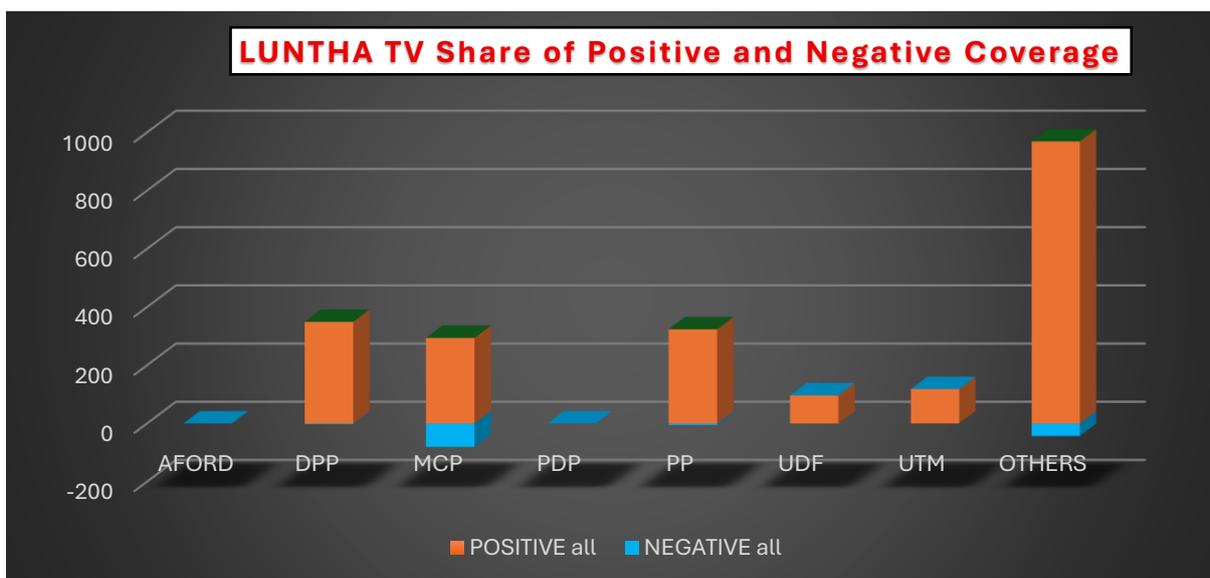
FIG 9



### SHARE OF POSITIVE AND NEGATIVE

**OTHERS** received 969.1 positive minutes and 42.5 negative minutes, mainly from nomination paper presentations. **DPP** had 349.2 positive minutes and 1.5 negative minutes, and **MCP** got 294.2 positive and 79.9 negative minutes. See the figure below

FIG 10

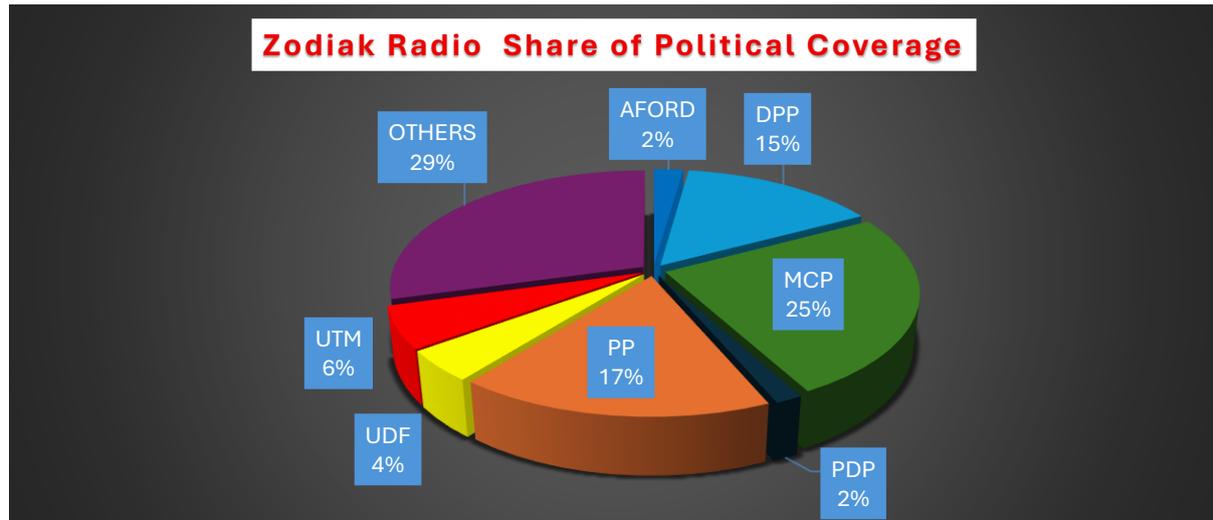


## 6. ZODIAK RADIO

### SHARE OF POLITICAL COVERAGE

During the period under review, **ZODIAK Radio** allocated the largest share of coverage to **MCP**, at **31 %**. **OTHERS** (independents and other party candidates) with **27 %**. This was followed by **PP** (**16%**), **DPP** (**14%**), **UTM** (**5%**), **UDF** (**4%**), **AFORD** (**2%**), and **PDP** (**1%**). Most of this coverage came from live broadcasts of nomination paper presentations, campaign rallies, manifesto launches, and news bulletins.

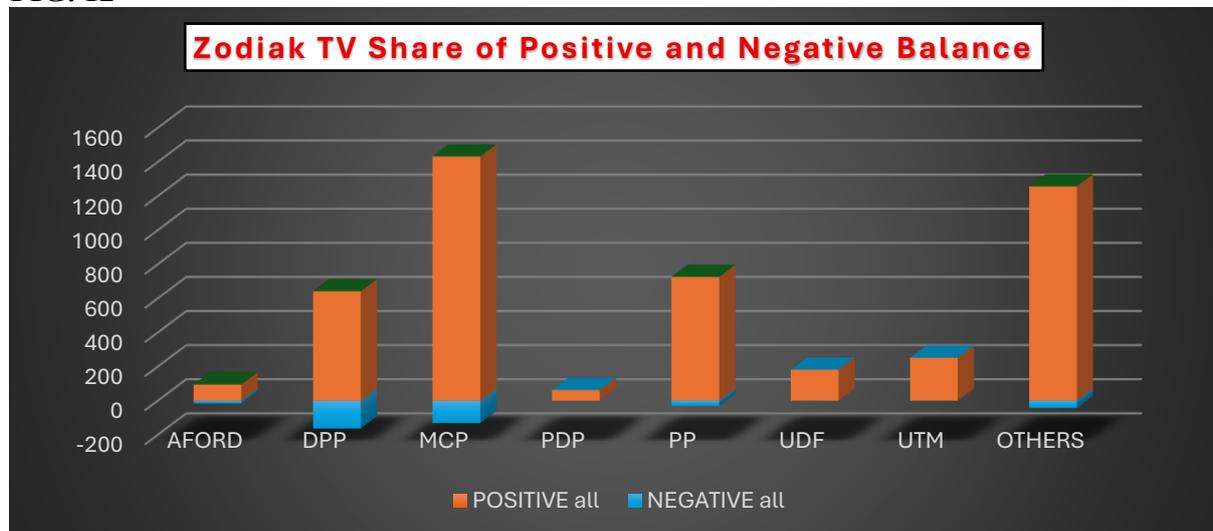
FIG. 11



### SHARE OF POSITIVE AND NEGATIVE

**MCP** received **1,432 minutes** of positive coverage and **130 minutes** of negative coverage. **OTHERS** had **1,257** positive minutes and **42** negative minutes. **PP** recorded **726** positive minutes and **30** negative minutes; **DPP** had **642** positive and **162** negative minutes. The coverage mainly came from live events (rallies, presentations of nomination papers, and whistle-stop tours) and political news broadcasts. See the figure below.

FIG. 12

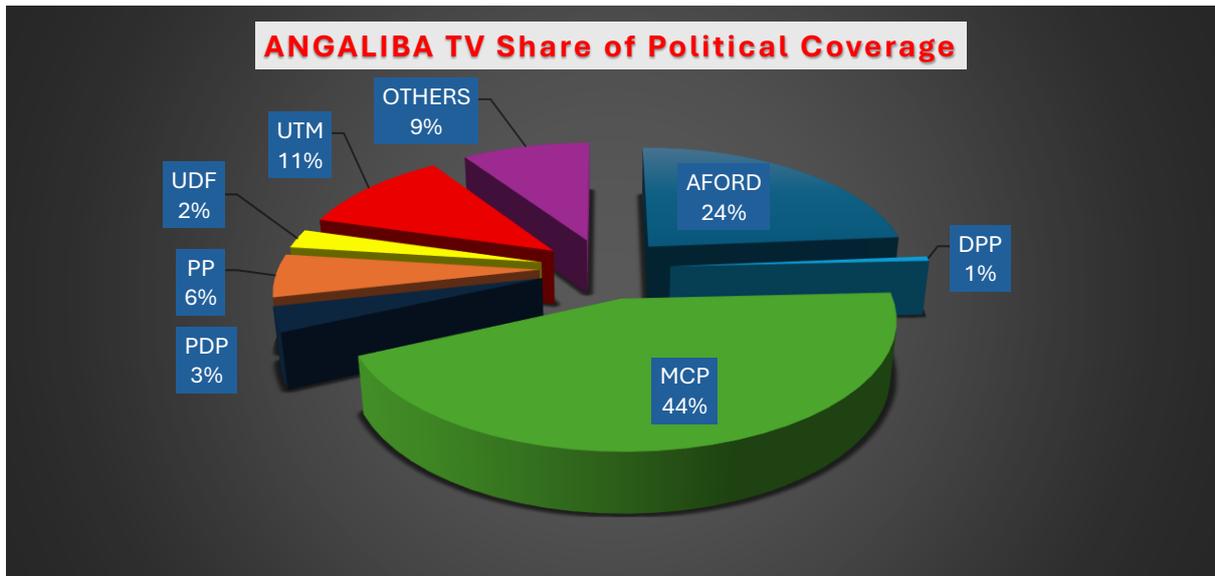


## 7. ANGALIBA TV

### SHARE OF POLITICAL COVERAGE

ANGALIBA TV's share of political coverage indicates a **44 %** share to **MCP**, followed by **AFORD** at **24 %** and **UTM** at **11 %**. This was due to candidates being featured in a special election program, as well as coverage from news bulletins. See the chart below.

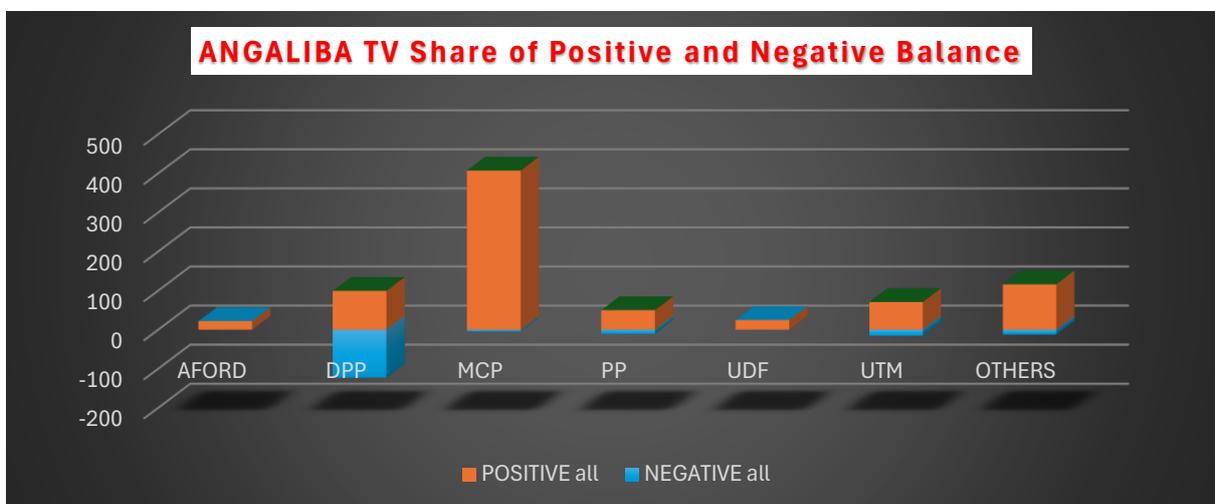
FIG. 13



### SHARE OF POSITIVE AND NEGATIVE BALANCE

ANGALIBA TV gave **MCP 407.3 minutes** of positive coverage, **OTHERS** (independent candidates and small parties) **116 minutes**, **DPP** got **99.3 minutes**, and a negative **122 minutes**. This was due to the news bulletin, adverts, and programs aired on the station. See the figure below.

FIG. 14

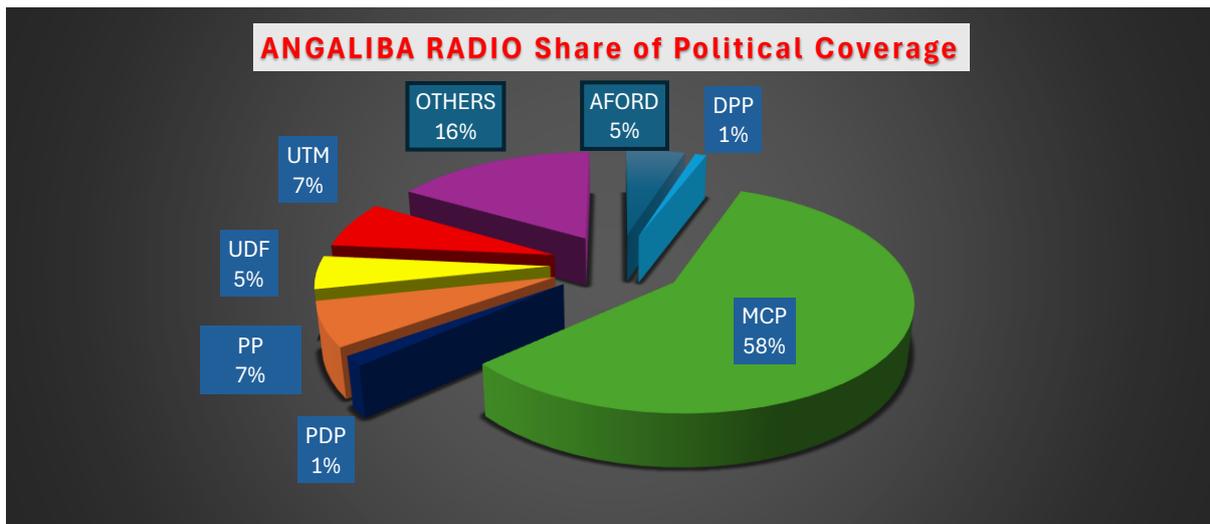


## 8. ANGALIBA RADIO

### SHARE OF POLITICAL COVERAGE

ANGALIBA RADIO share of political coverage indicates a **58 %** share to **MCP**, followed by **OTHERS** (independent candidates and small parties) with **16 %**. The least covered parties were **DPP** and **PDP** at **1 %** respectively. This was due to news bulletins, adverts, and programs such as *Bomwetamweta*, *Osadya Masanzo Anu Omwe* and *Mapanga Awiri Avumbwitsa* aired on the station. See the figure below.

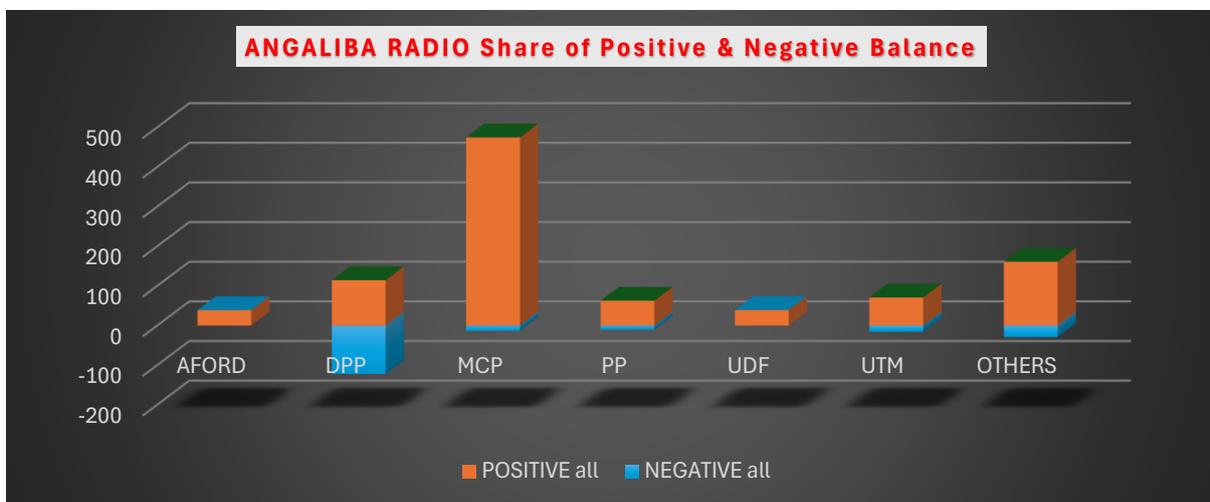
FIG. 15



### SHARE OF POSITIVE AND NEGATIVE BALANCE

ANGALIBA RADIO gave positive minutes to **MCP (474.62)**, **OTHERS (160.9)**, **AFORD** was the least covered at **38.9 minutes**. On the other hand, **DPP** had a negative coverage of **122 minutes**, and **PP (10)** minutes. This was due to news bulletins, adverts, and programs such as *Bomwetamweta*, *Osadya Masanzo Anu Omwe* and *Mapanga Awiri Avumbwitsa* aired on the station. See the figure below.

FIG.16

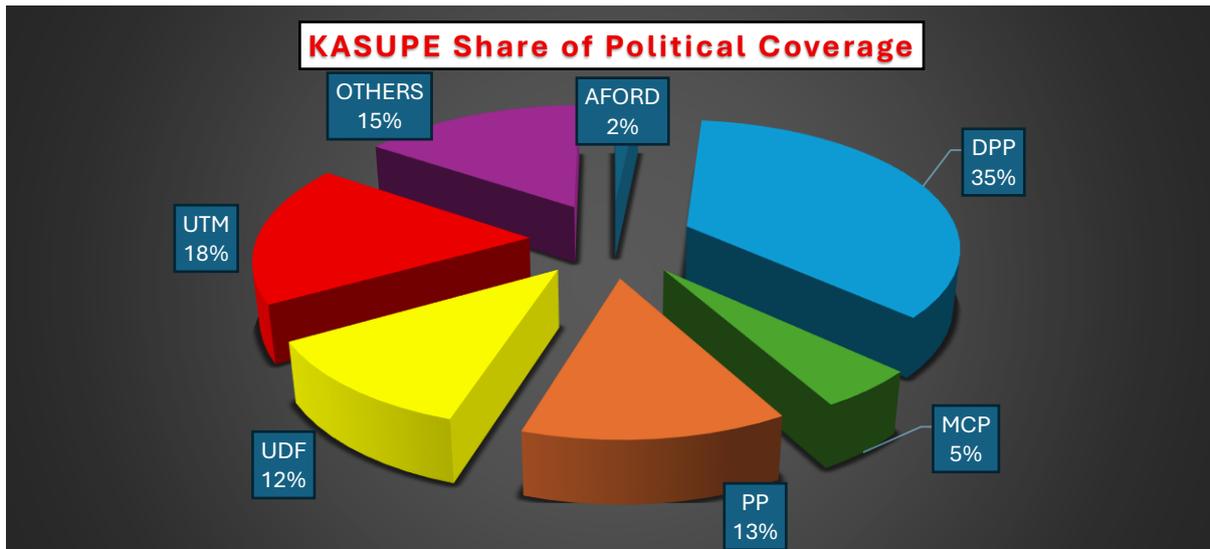


## 9. KASUPE

### SHARE OF POLITICAL COVERAGE

During the period under review, **DPP** had **35 %** coverage, followed by **UTM** with **18 %**. **OTHERS** had **15 %**. The least was **MCP** with **5 %** coverage; all the coverage was from news and phone-in programs. See the figure below

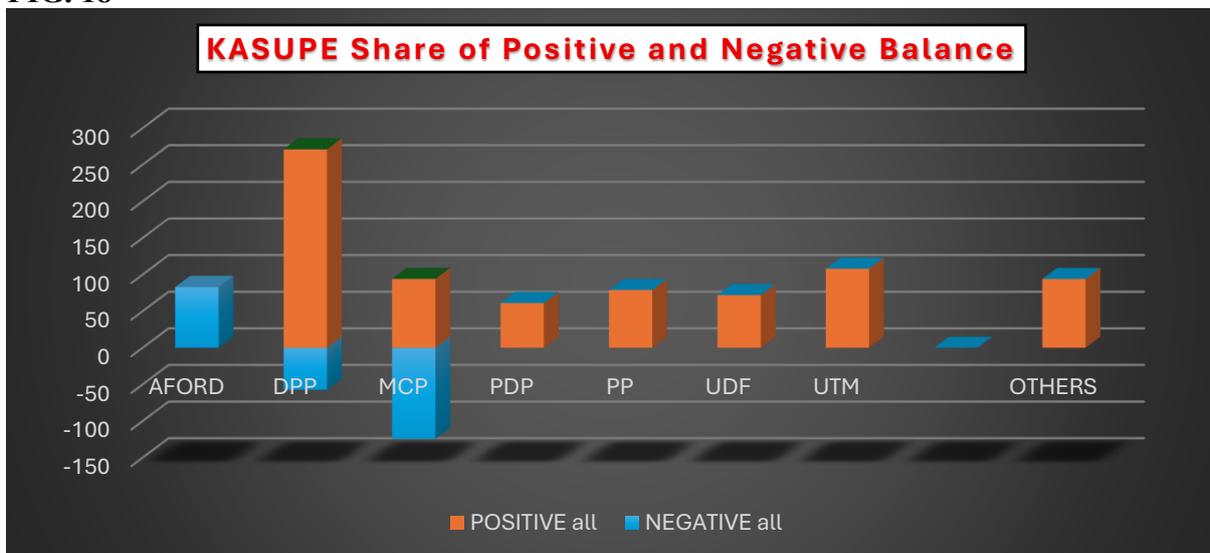
FIG. 17



### SHARE OF POSITIVE AND NEGATIVE BALANCE

**KASUPE RADIO** gave **DPP 271** positive minutes, followed by **UTM at 108 minutes**. **MCP** and **OTHERS** had **94 minutes** respectively. However, **MCP** got a larger share of negative coverage of **124 minutes**. All the coverage was from the news and phone-in program.

FIG. 18

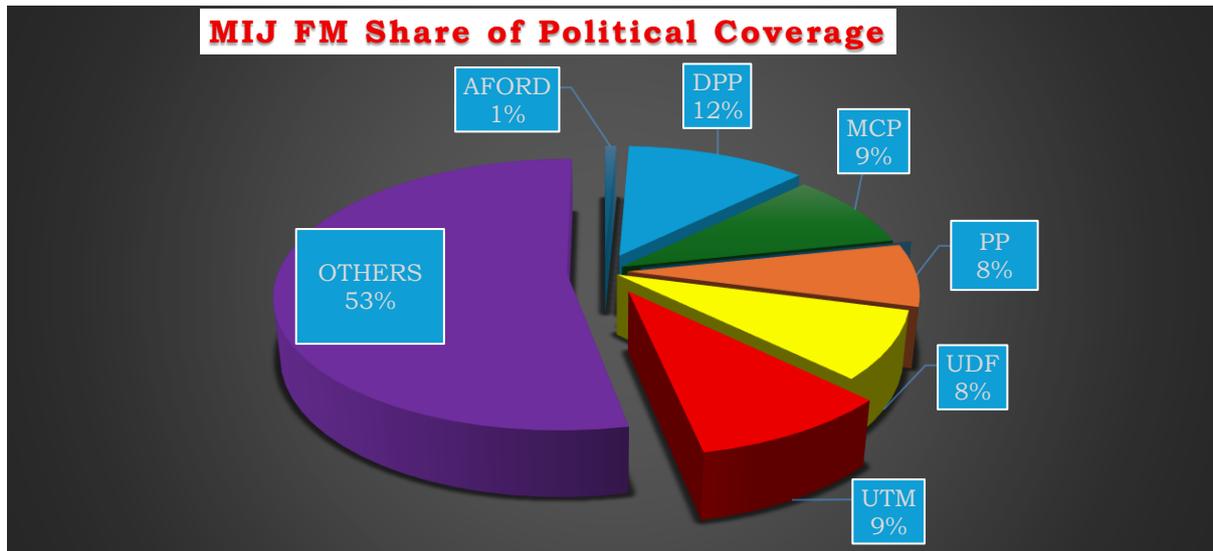


## 10. MIJ FM

### SHARE OF POLITICAL COVERAGE

MIJ FM's 53 % of political coverage was given to **OTHERS**. The **DPP** got 12 %. **MCP** and **UTM** got 9 % separately. **AFORD** got the least coverage of 1 %. This is from the presentation of nomination papers to MEC, rallies, and news items. See the figure below

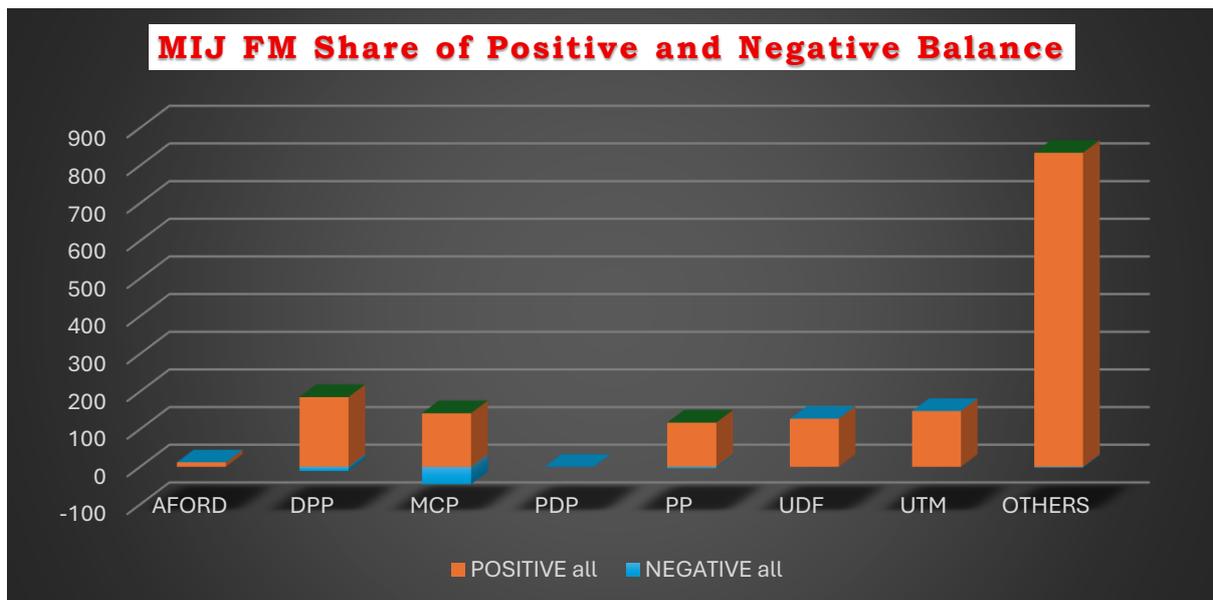
FIG. 19



### SHARE OF POSITIVE AND NEGATIVE BALANCE

MIJ FM gave **OTHERS** a positive coverage of 834.0 minutes. The **DPP** received 185.2 minutes. **MCP** had the most negative coverage of 45.8 minutes. See the figure below

FIG. 20

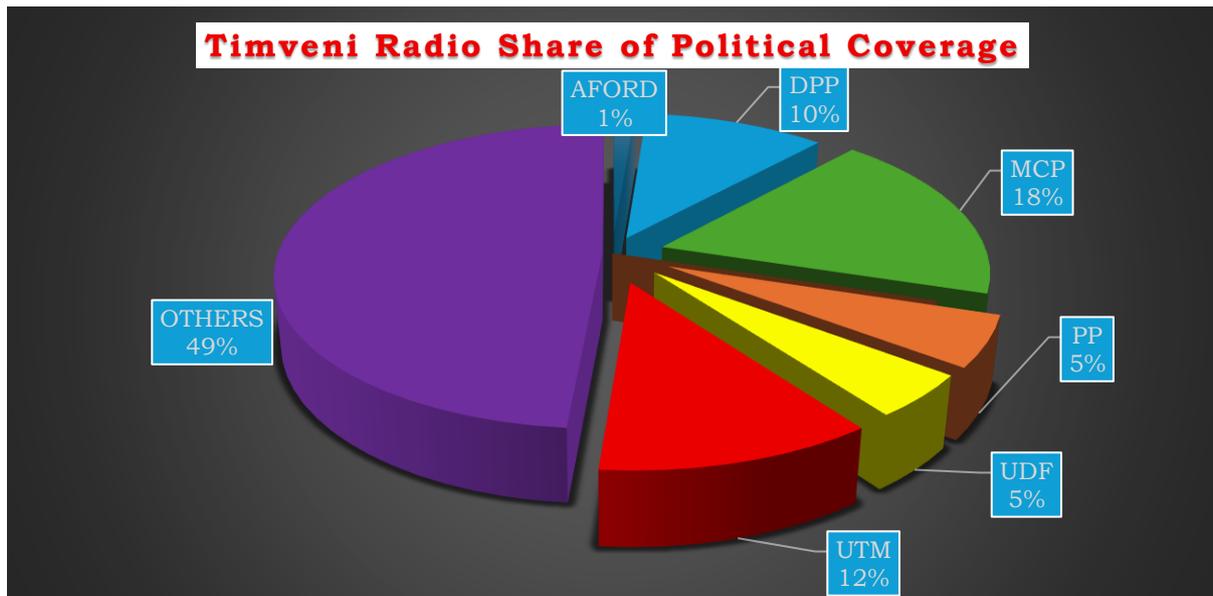


## 11. TIMVENI RADIO

### SHARE OF POLITICAL COVERAGE

The station gave a larger share of political coverage to **OTHERS (49%)**, followed by **MCP** with a coverage of **18 %**. **UTM** got **12 %** coverage. The least coverage was given to **AFORD (1%)**. The coverage mostly came from the presentation of nomination papers, programs, and news articles. See the figure below

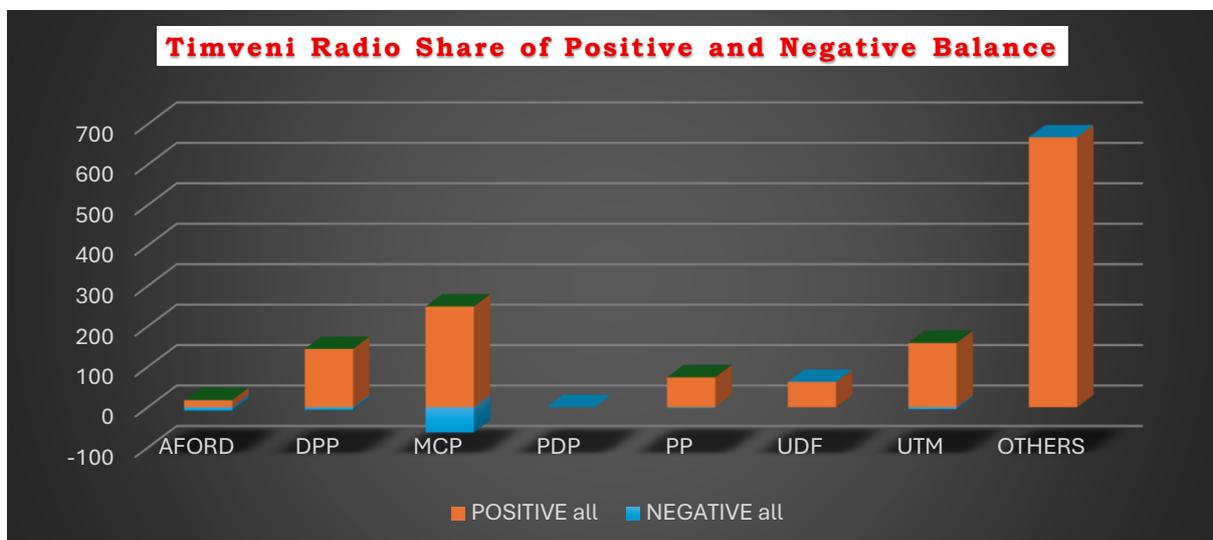
FIG. 21



### SHARE OF POSITIVE AND NEGATIVE BALANCE

**OTHERS** received a positive coverage of **667.4 minutes**. A share of **249.2 minutes** was given to **MCP**. **UTM** had a positive coverage of **158.7 minutes**. **MCP** got the largest share of negative coverage (**63.3 minutes**). See the figure below

FIG. 22

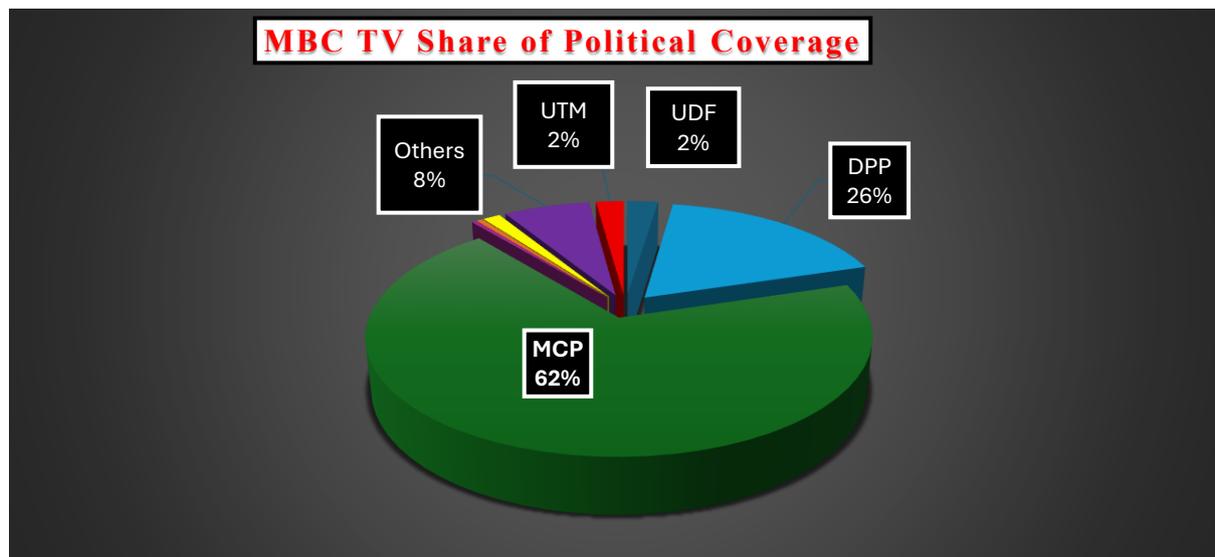


## 12. MBC TV

### SHARE OF POLITICAL COVERAGE

During the period under review, **MBC TV** covered **MCP** with **62 %** mainly from the presentation of nomination papers and rallies. **OTHER** parties got their coverage from the news and programs. See the figure below.

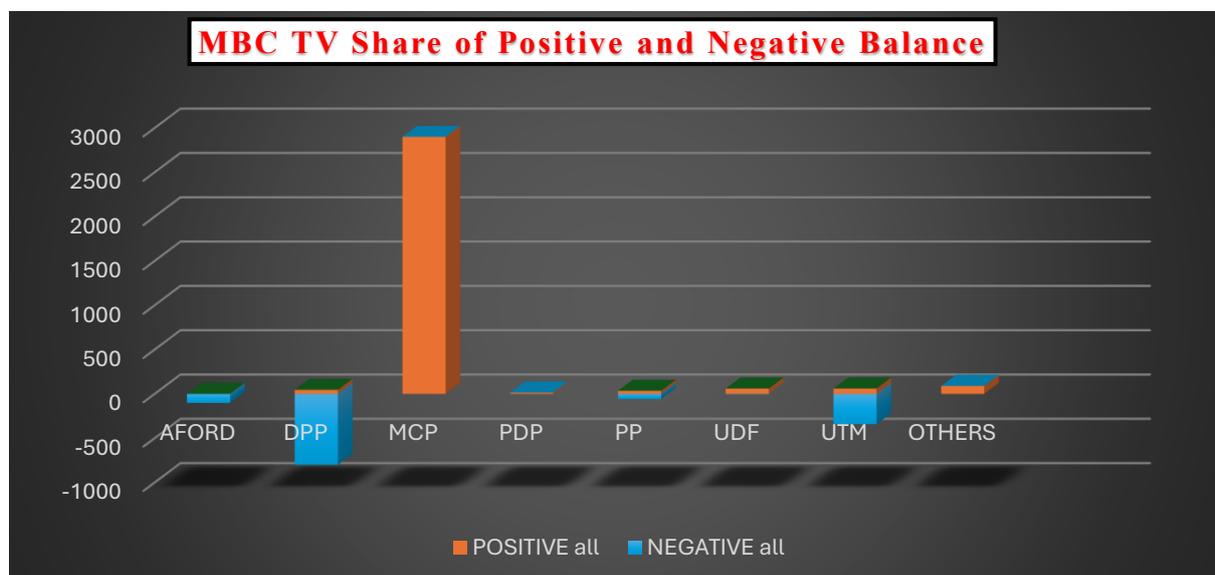
**FIG. 25**



### SHARE OF POSITIVE AND NEGATIVE COVERAGE

**MBC TV** allocated **2,900 minutes** of positive coverage to **MCP**, followed by **OTHERS** with **90 minutes**, while **UDF** and **UTM** had **60 minutes** each of positive coverage. However, **DPP** was the most negatively covered with **798.1 minutes**, while **UTM** had **340 minutes**. See the figure below.

**FIG. 26**

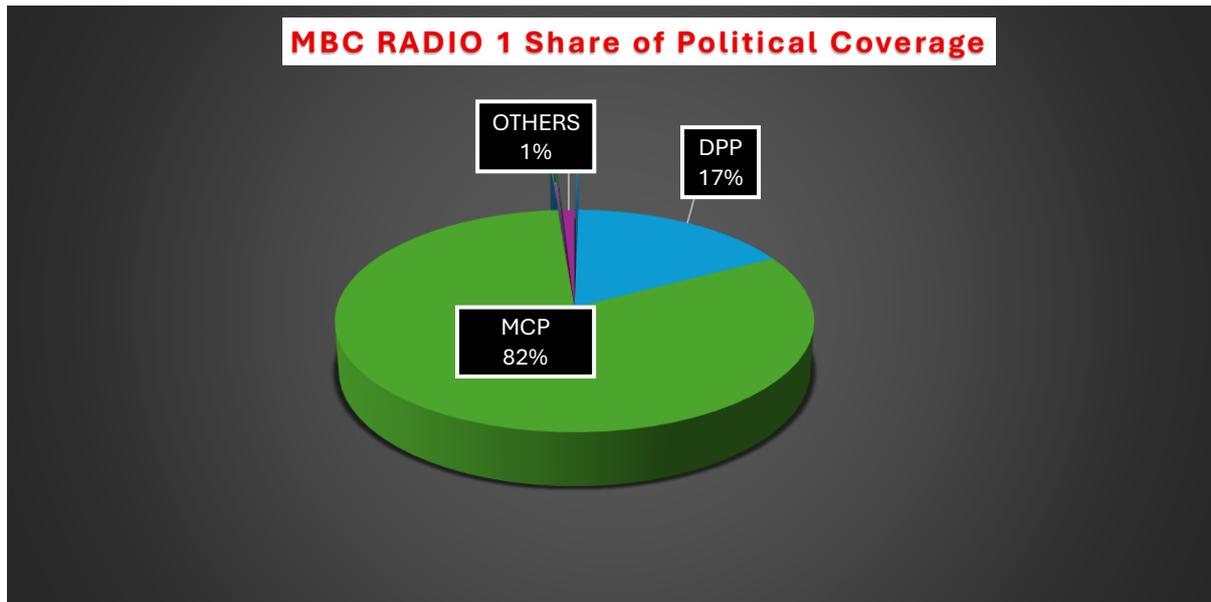


### 13. MBC RADIO 1

#### SHARE OF POLITICAL COVERAGE

MBC gave a larger part of its coverage to MCP with 82 % mainly from news, adverts, and other programs, as well as live coverage of and DPP came second with 17%. Most of the coverage came from the presentation of nomination Papers and *Dolo Amavotera Chakwera* music Bonanza finals. See the figure below

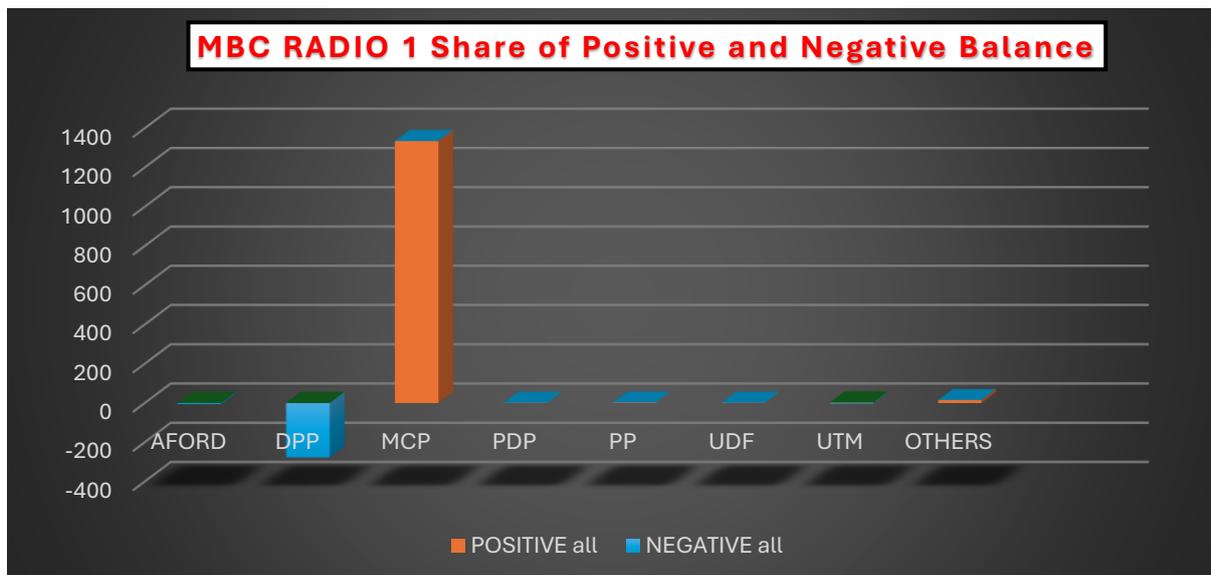
FIG. 27



#### SHARE OF POSITIVE AND NEGATIVE COVERAGE

MCP was allocated 1334.9 minutes of positive coverage, while DPP got negative coverage of 276.7 minutes. The other parties were insignificantly covered, as shown in the graph below.

FIG. 28

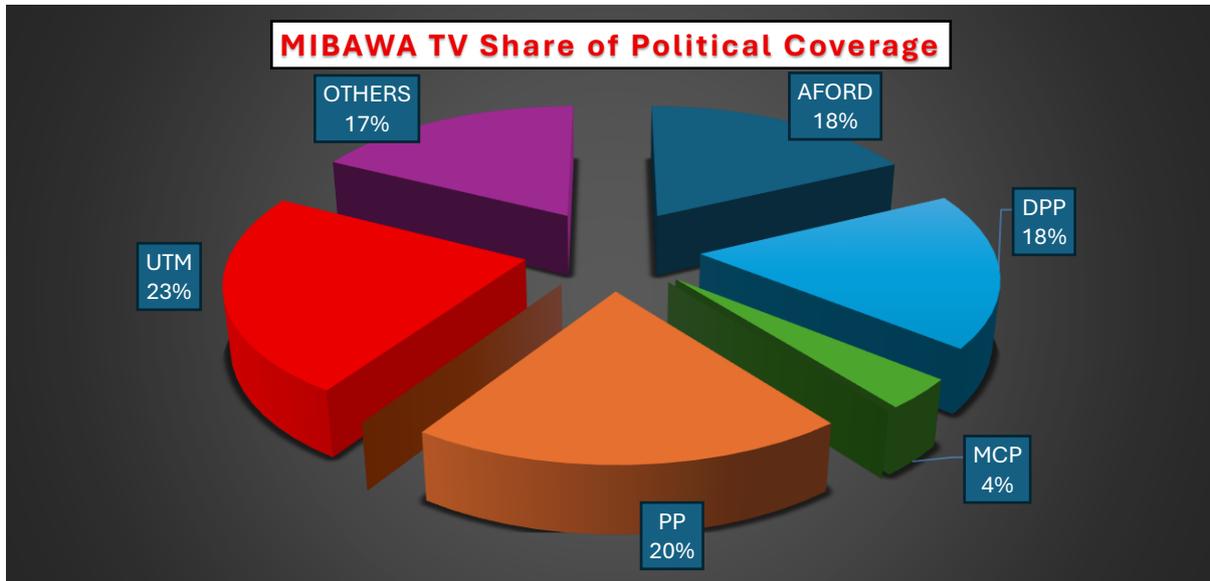


## 14. MIBAWA TV

### SHARE OF POLITICAL COVERAGE.

MIBAWA TV covered UTM 23%, PP 20%, DPP 18%, and MCP 4%. This came from live coverage for political rallies and *Gwede Gwede* programmes. See the figure below.

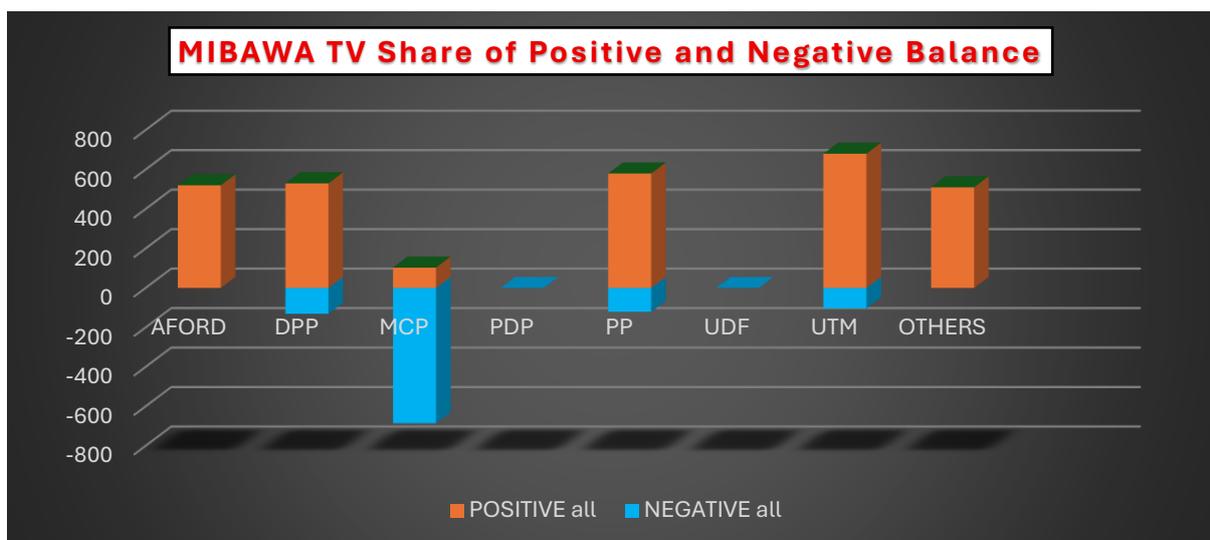
FIG. 29



### SHARE OF POSITIVE AND NEGATIVE BALANCE

In this period under review, MIBAWA TV allocated 680.2 **positive** minutes to UTM, PP 580.4 minutes, DPP 530.6 minutes, and MCP was the least covered (103.9) minutes. However, MCP got the highest negative coverage of 685.03 minutes. See the figure below.

FIG. 30

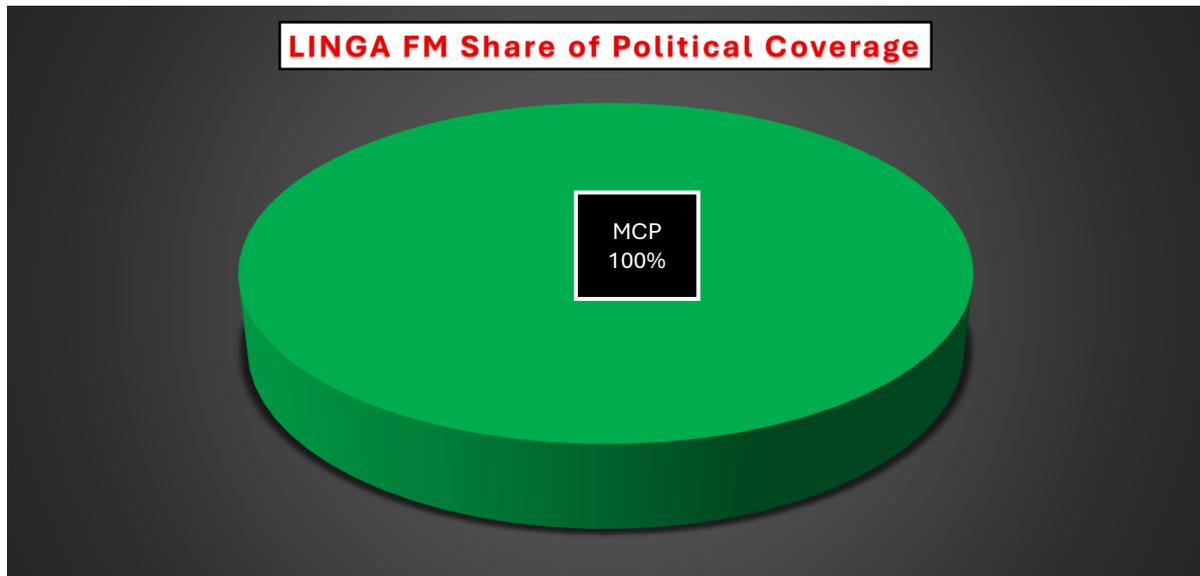


## 15. LINGA FM

### SHARE OF POLITICAL COVERAGE

During the period under review, **LINGA FM** allocated **MCP 100 %** which was monitored through news coverage. See the figure below.

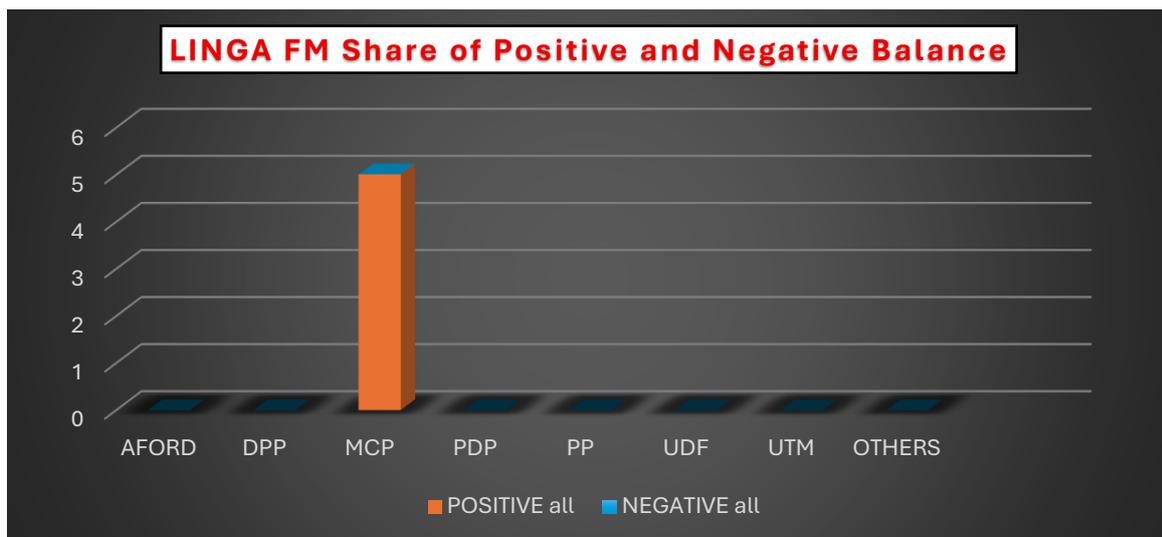
**FIG. 31**



### SHARE OF POSITIVE AND NEGATIVE BALANCE.

During the period under review, **MCP** was the only party covered with **5.1 minutes** of positive coverage. See the figure below.

**FIG. 32**

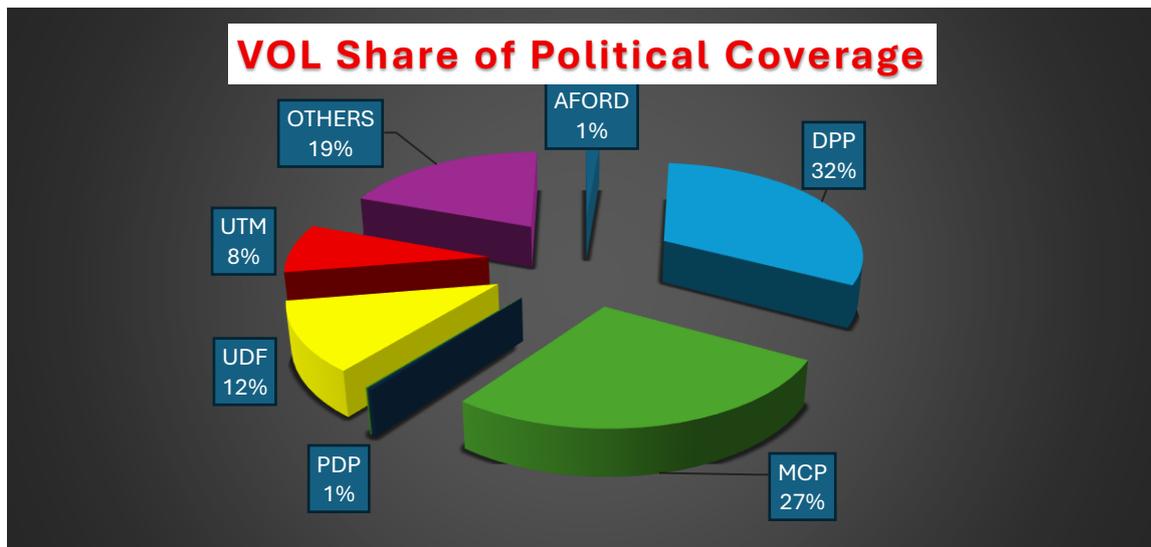


## 16. VOICE OF LIVINGSTONIA

### SHARE OF POLITICAL COVERAGE

During the period under review, **VOL Radio** gave **DPP** the largest share of coverage (**32%**). The rest went to **MCP** (**27%**), **OTHERS** (**19%**), **PDP**, and **AFORD** got **1%** each. See the figure below.

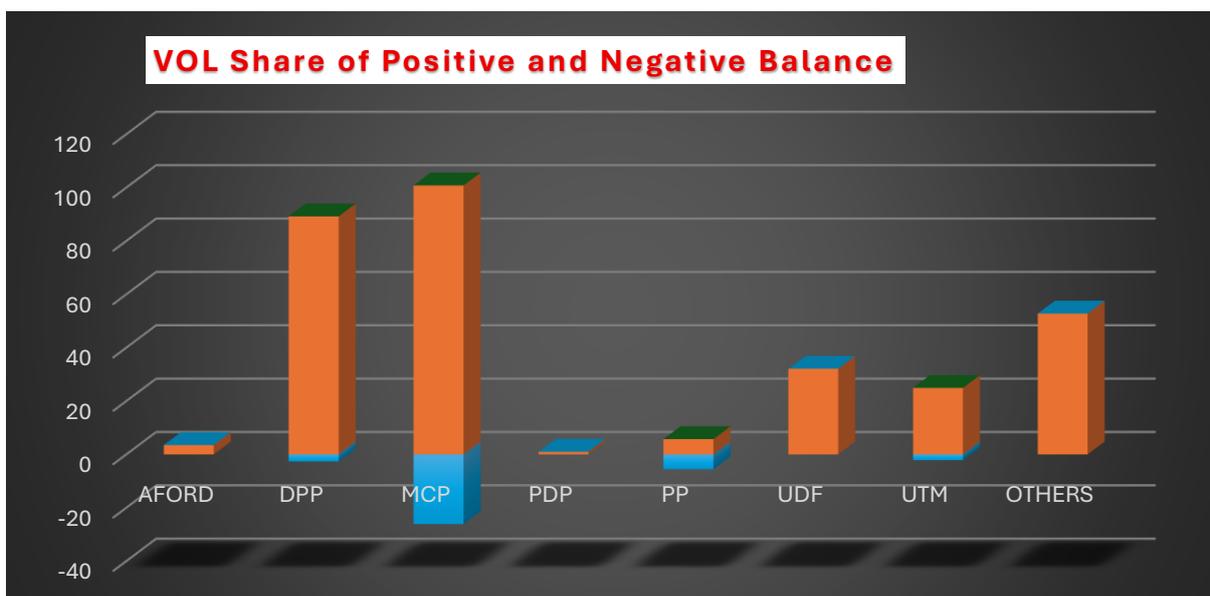
**FIG. 33**



### SHARE OF POSITIVE AND NEGATIVE BALANCE

**VOL** gave **MCP** the highest positive coverage (**100.8 minutes**), followed by **DPP** with **89.2 minutes**, and **OTHERS** had **52.1 minutes**. Meanwhile, **MCP** got the highest negative coverage with **26.1 minutes**, followed by **PP** with **5.5 minutes**. The coverage came from news bulletins and adverts.

**FIG. 34**

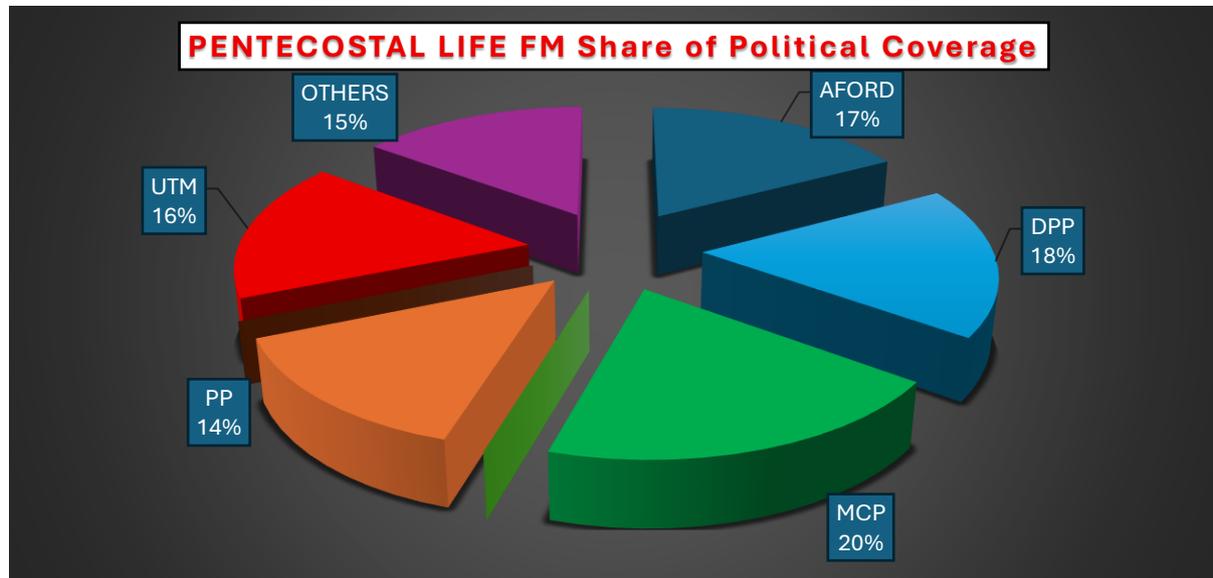


## 17. PLFM RADIO

### SHARE OF POLITICAL COVERAGE

PL FM gave MCP 20 %, DPP 18 %, and PP 14 %. The coverage was from news bulletins and programmes like *Malawi Akutinji* and *Kwacha Malawi*. See the graph below.

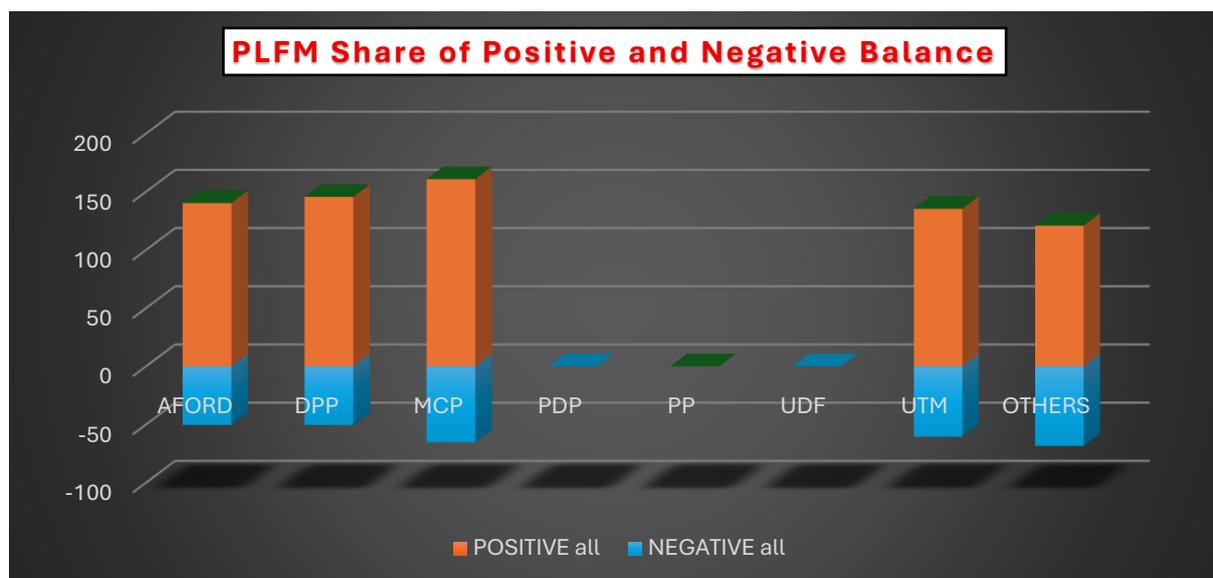
FIG. 35



### SHARE OF POSITIVE AND NEGATIVE BALANCE

In this review, PLFM radio gave MCP 160,8 minutes positive, DPP had 145.6 minutes. However, MCP got negative coverage of 65.2 minutes, which was monitored through news coverage and programmes like *Kwacha Malawi*.

FIG. 36

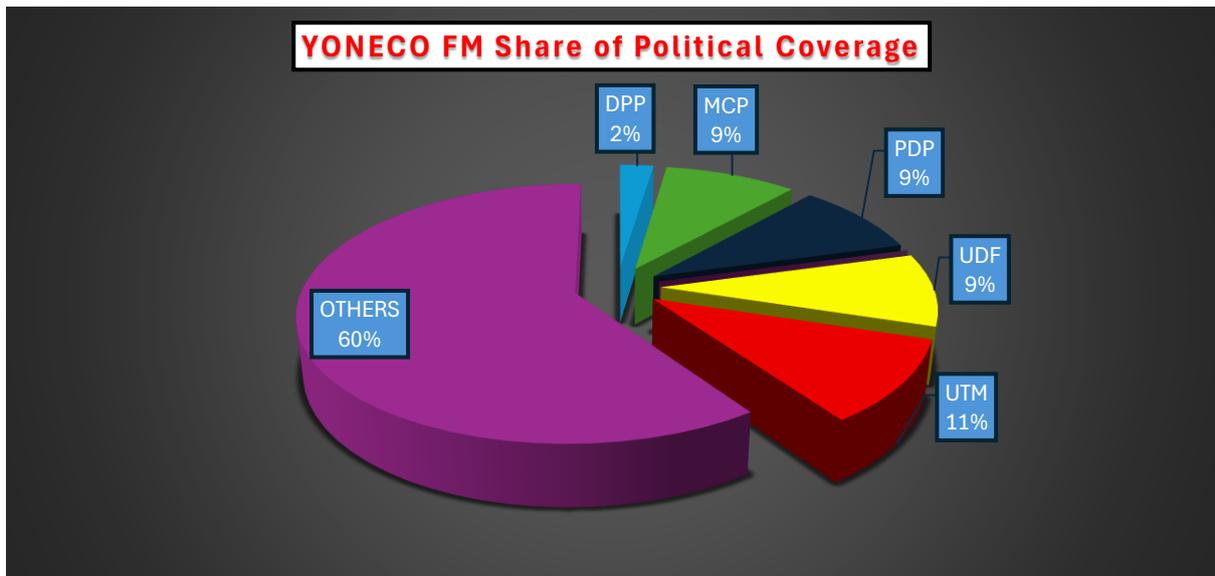


## 18. YONECO FM

### SHARE OF POLITICAL COVERAGE

During the review period, **YONECO** gave **60 %** of its total airtime to **OTHERS**, and **UTM** followed with **11 %**. The least covered was **DPP** at **2 %**. The coverage came from the presentation of presidential nomination papers. The rest is captured in the chart below:

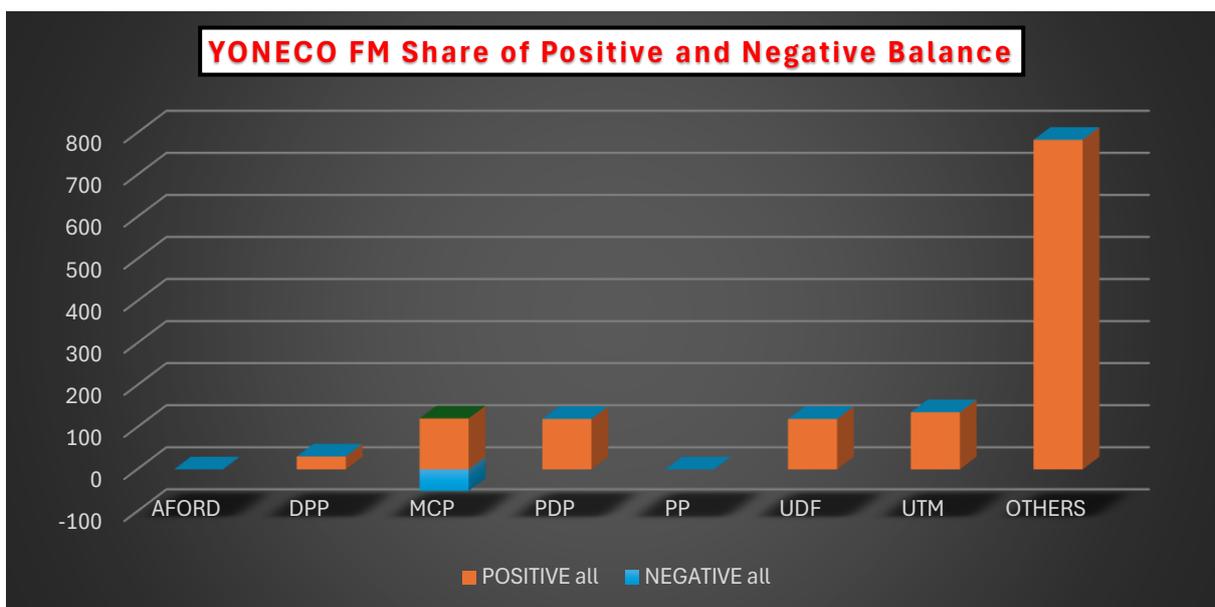
**FIG. 37**



### SHARE OF POSITIVE AND NEGATIVE BALANCE

**OTHERS** got an allocation of **783.6** Positive minutes. **UTM** followed with **136 0** positive minutes. **MCP** got a Negative coverage of **50.9** Minutes. See the graph below.

**FIG. 38**

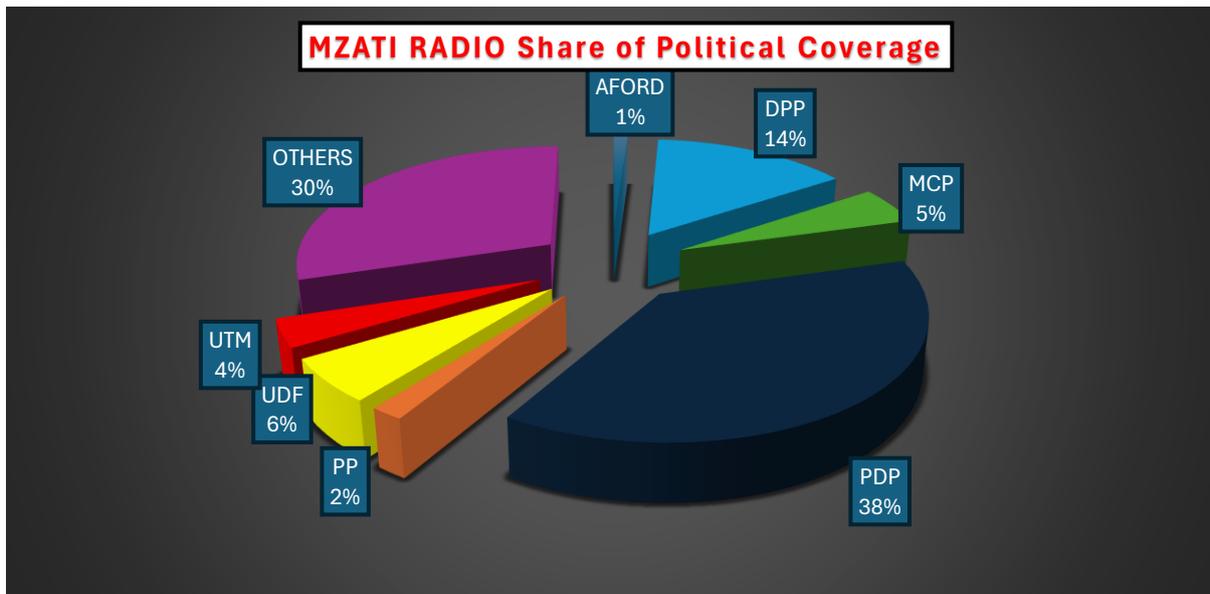


## 19. MZATI FM

### SHARE OF POLITICAL COVERAGE

MZATI FM gave a larger share of its coverage to **PDP** at **38 %**, **DPP** and **OTHERS** got **30 %**. This coverage was from the presentation of nomination papers by independent candidates. **AFORD** and **PP** got the least coverage. See the figure below.

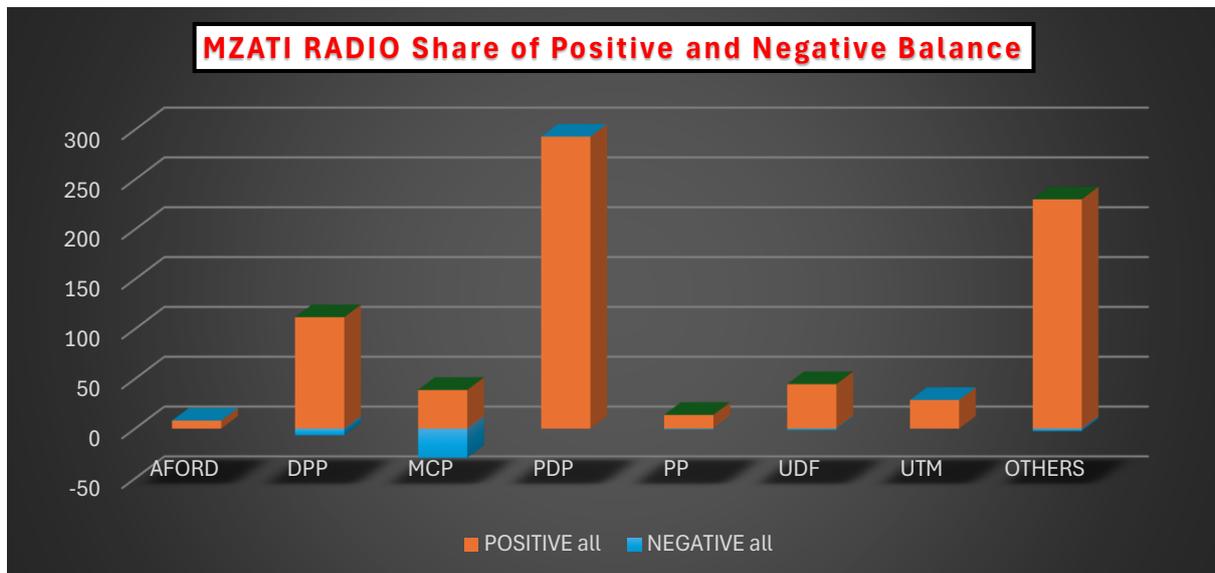
FIG. 39



### SHARE OF POSITIVE AND NEGATIVE COVERAGE

The station allocated a Positive **293.1 Minutes** to **PDP**; **OTHERS** got **230.1 Minutes**. Presentation of presidential nomination papers by Independents took centre stage. However, **MCP** got the most negative coverage (**29.1 minutes**). See figure below.

FIG. 40

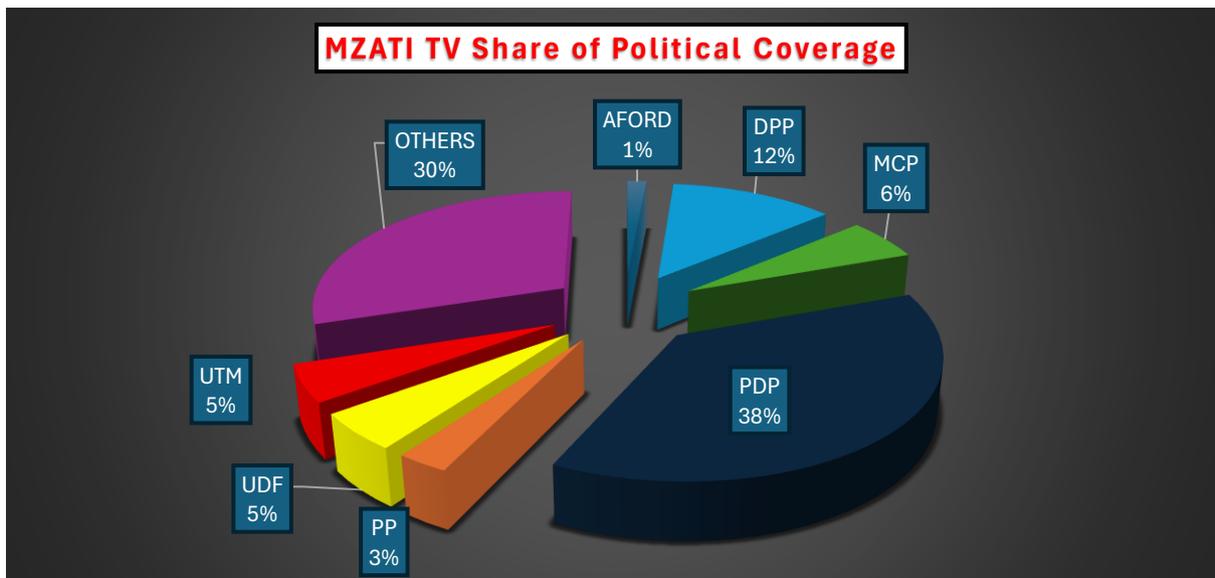


## 20. MZATI TV

### SHARE OF POLITICAL COVERAGE

MZATI TV dedicated **38 %** of its coverage to **PDP**. The station had a live coverage of the PDP president presenting his Parliamentary nomination papers. The **Others** got **30 %**. AFORD got the least coverage (**1%**). Details are shown in the graph below.

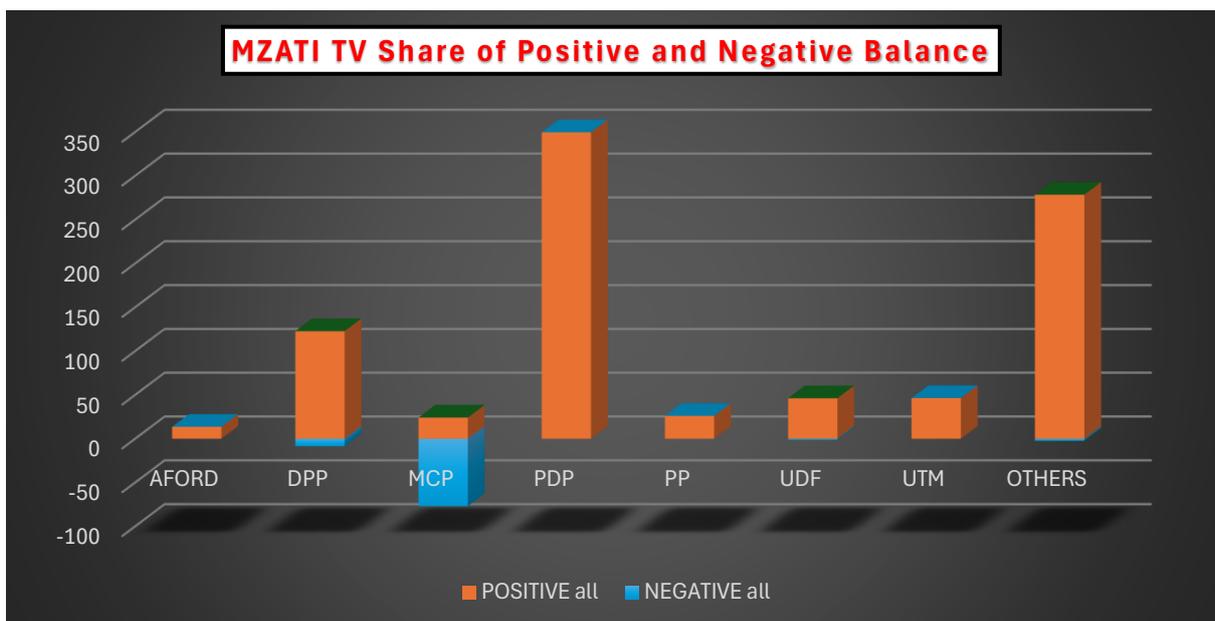
FIG. 41



### SHARE OF POSITIVE AND NEGATIVE COVERAGE

The station allocated **349.7** Minutes of Positive coverage to **PDP** and **76.8** Minutes of Negative coverage to **MCP**. A huge portion of the coverage focused on the presentation of presidential and parliamentary nomination papers. The remaining time was allocated as shown in the graph below.

FIG. 42

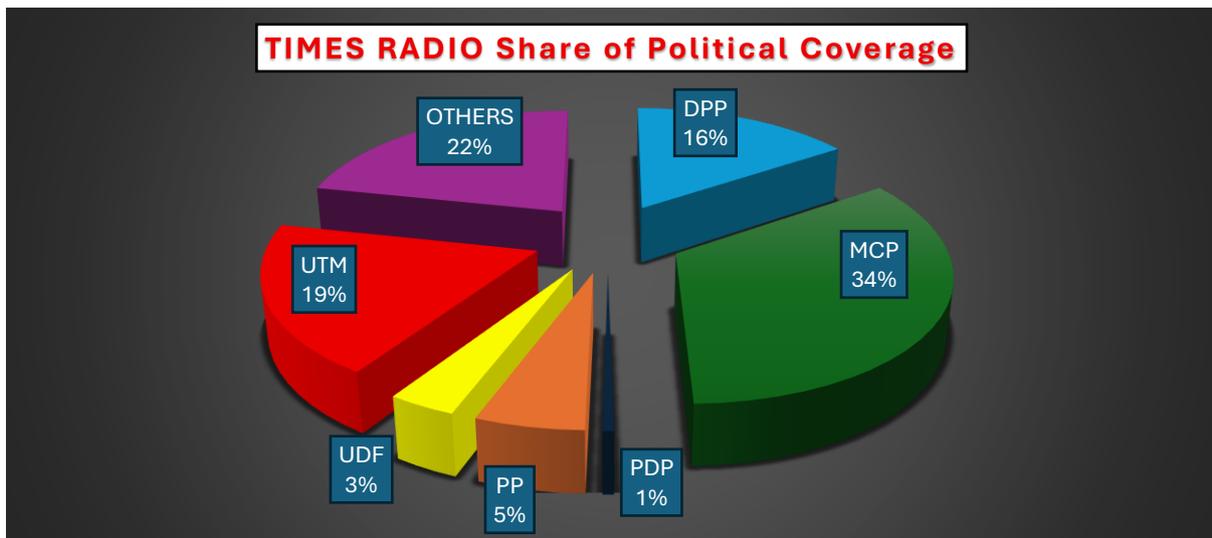


## 21. TIMES RADIO

### SHARE OF POLITICAL COVERAGE

During the period under review, **TIMES RADIO** gave **MCP 34 %** political coverage, followed by **OTHERS** with **22 %**. **UTM** had **19 %** and **DPP** got **17 %**. The coverage came from news bulletins, programs, and political rallies. See the graph below.

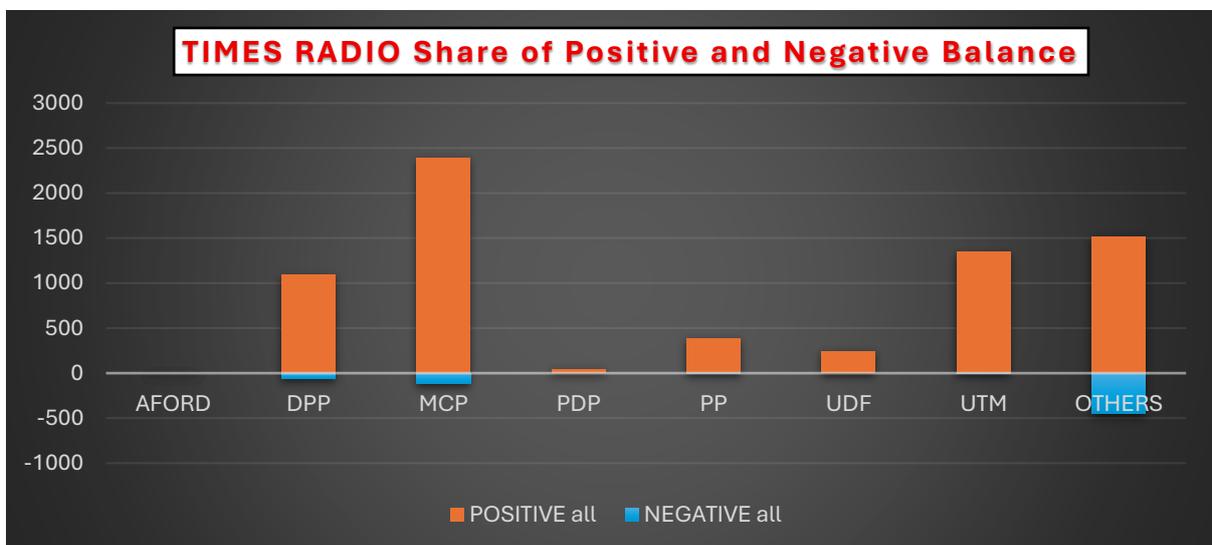
FIG. 43



### SHARE OF POSITIVE AND NEGATIVE BALANCE

**TIMES RADIO** gave **MCP** the highest Positive coverage of **2,393.3 minutes**, followed by **UTM** with **1,343.2 minutes**, while **DPP** was given **1,091.3 Minutes**. On the other hand, **OTHERS** got the highest negative coverage with **450.6 minutes**, followed by **MCP** at **119.8 minutes**. See the figure below.

FIG. 44

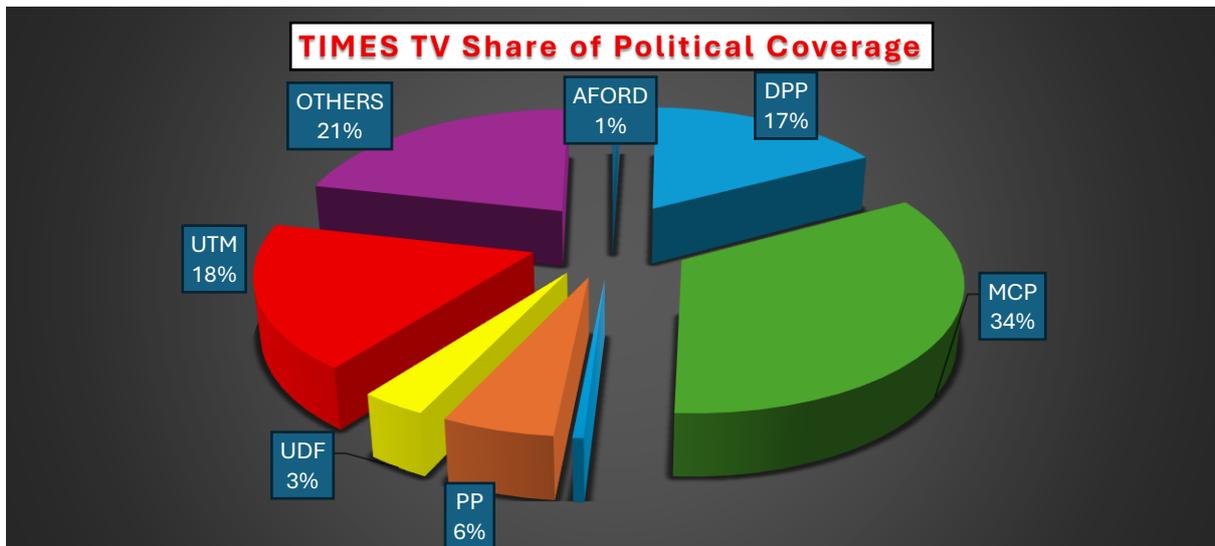


## 22. TIMES TV

### SHARE OF POLITICAL COVERAGE

During the period under review, **TIMES TV** gave **MCP 34 %** political coverage, followed by **OTHERS** with **21 %**. **UTM** had **18 %** and **DPP** got **17 %**. This coverage came from news bulletins, programs, and political rallies. See the chart below.

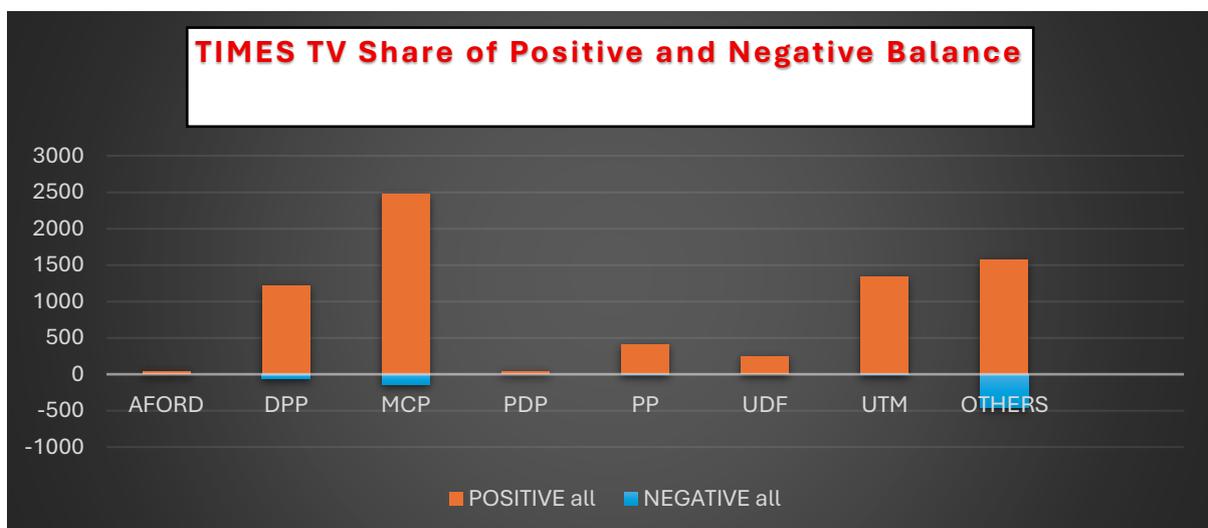
FIG. 45



### SHARE OF POSITIVE AND NEGATIVE BALANCE

**TIMES TV** gave **MCP** the highest Positive coverage of **2481.6 minutes**, followed by **UTM** with **1339.1 minutes**, while **DPP** was given **1217.2 minutes**. On the other hand, **OTHERS** got the highest negative score with **450.6 minutes**, followed by **MCP** at **137.1 minutes**. See the figure below.

FIG. 46

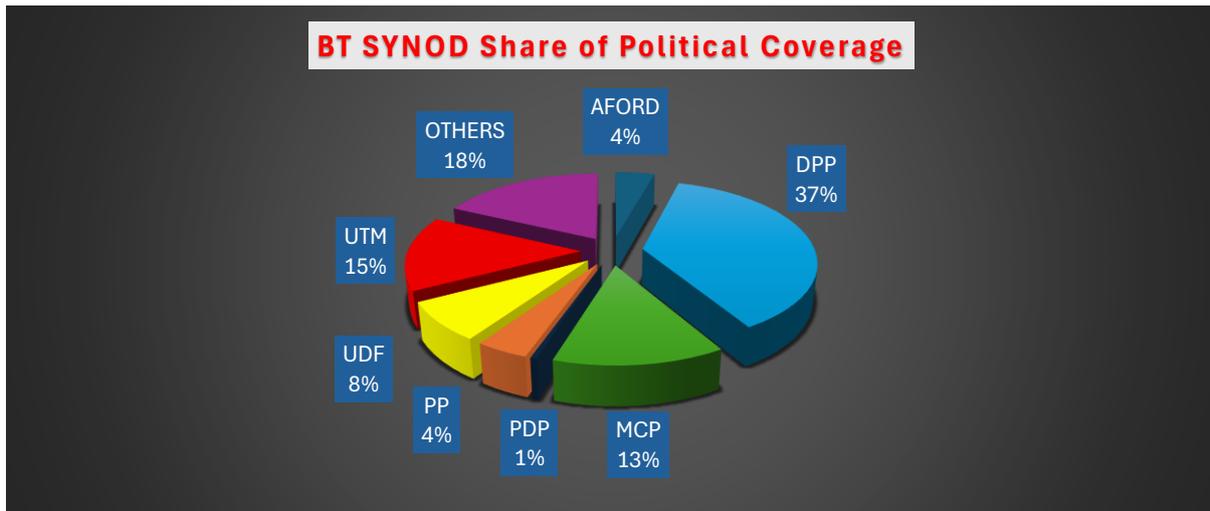


### 23. BT SYNOD RADIO

#### SHARE OF POLITICAL COVERAGE

**BLANTYRE SYNOD RADIO** share of political coverage indicates a **37 %** share to **DPP**, followed by **OTHERS**, who got **18 %** and **UTM** at **15 %**. This was due to content from its news bulletins and current affairs programs, particularly *Kambani Malawi* and *Current Affairs Talk*, which are being aired on the station. See the figure below

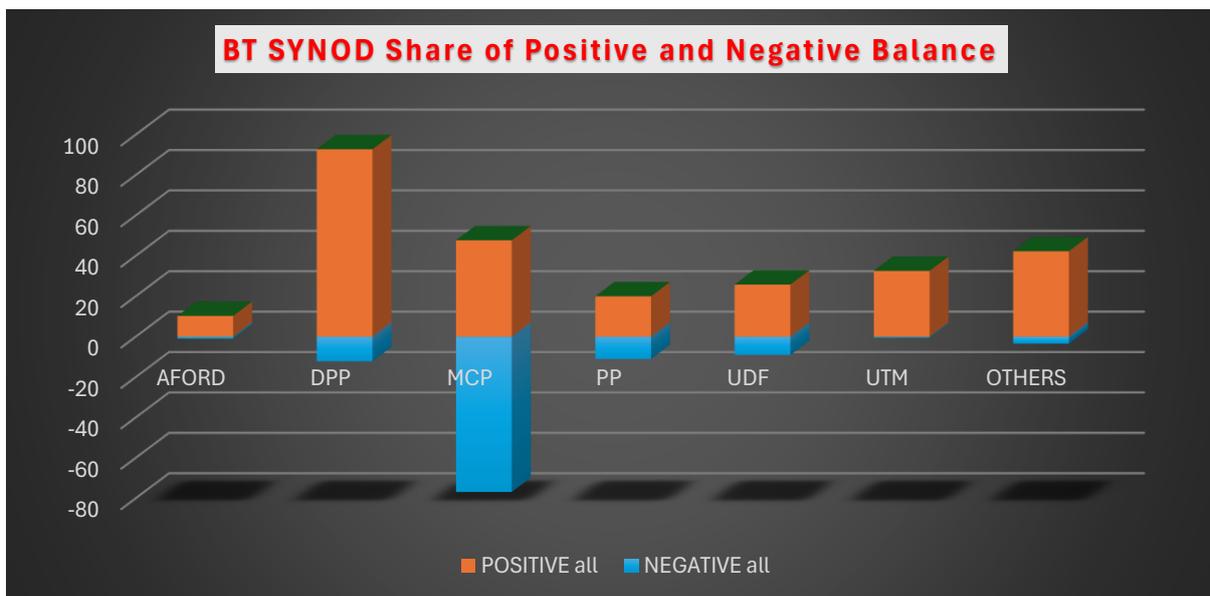
**FIG. 47**



#### SHARE OF POSITIVE AND NEGATIVE BALANCE

Overall, **DPP** had the most positive coverage with a total of **92.8 minutes**, **MCP** with **42.7 minutes**, and **PP** with **20 minutes**. However, **MCP** got negative coverage of **76.8 minutes**, and **UDF** got the least negative coverage at **9 minutes**. See the figure below

**FIG. 48**

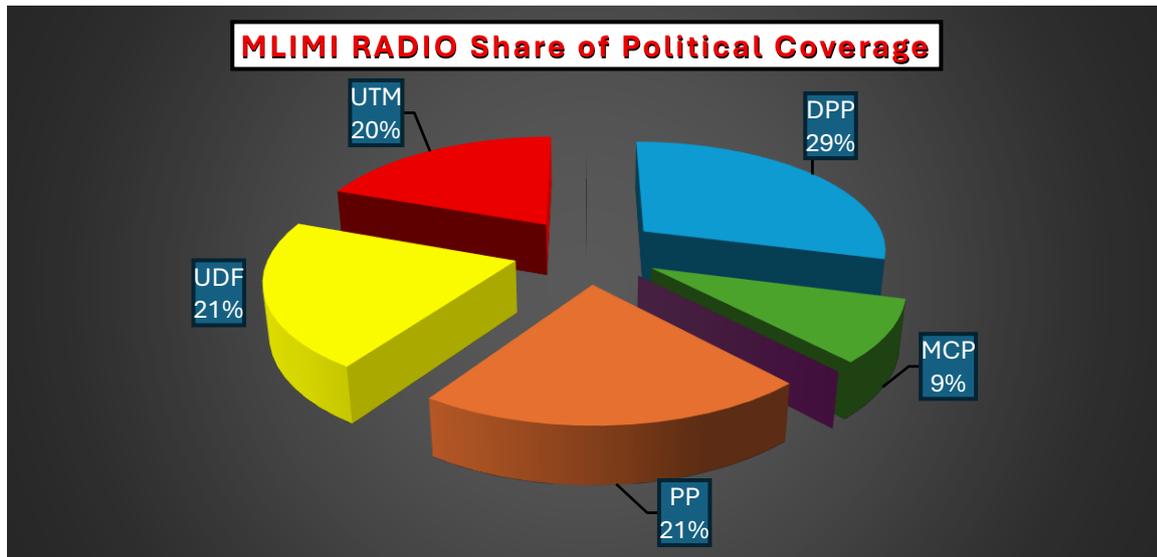


## 24. MLIMI RADIO

### SHARE OF POLITICAL COVERAGE

MLIMI RADIO gave the highest political coverage to **DPP** with **29 %** coverage. **UDF** and **PP** had **21 %** coverage, respectively. The least was **9%** for **MCP**. All the coverage was from the news. See the graph below.

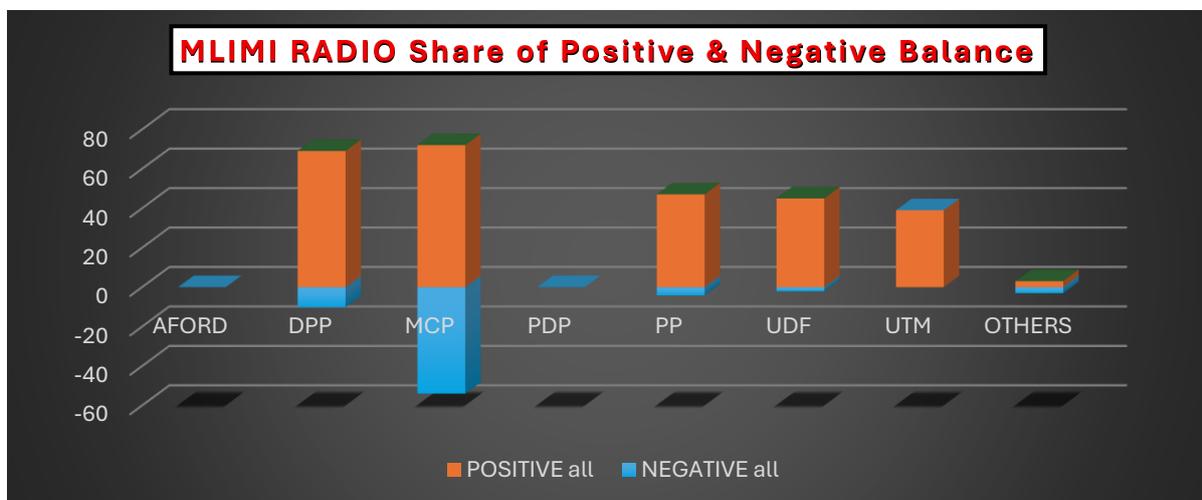
FIG. 49



### SHARE OF POSITIVE AND NEGATIVE BALANCE

MLIMI RADIO gave **MCP** **72** minutes of positive coverage and **53.9** minutes of negative coverage. **DPP** was given **69.4** minutes of positive coverage and **10.7** minutes of negative coverage. **PP** had **47** minutes of positive coverage, followed by **UDF** with **45** minutes of positive coverage. The least was **OTHERS** with **3.5** minutes of positive. All the coverage was from

FIG. 50



**MACRA BROADCASTING MONITORING UNIT POLITICAL COVERAGE  
REPORT**

**REGIONAL AND COMMUNITY BROADCASTERS**

**Monitoring exercise conducted from 27<sup>TH</sup> June to 10<sup>th</sup> August 2025**

**Prepared by:**

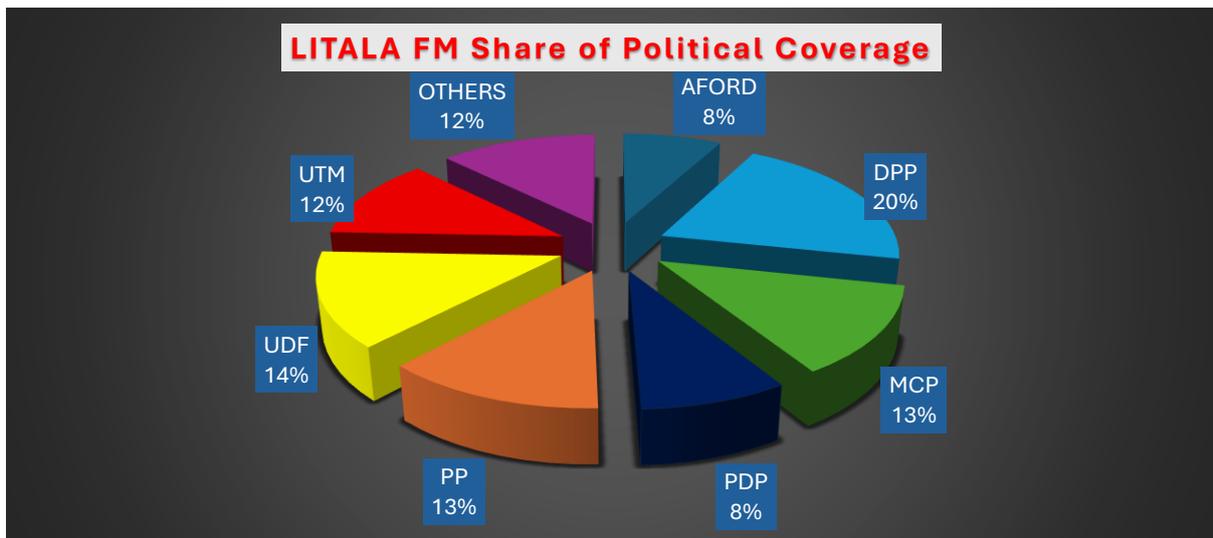
**MACRA BROADCASTING MONITORING UNIT**

### 3.1. LITALA FM (REGIONAL RADIO)

#### SHARE OF POLITICAL COVERAGE

The chart below shows how **LITALA FM** shared political coverage for various parties. **DPP** got the largest share of **20 %**, followed by **UDF** at **14 %**. This was due to programmes and news bulletins. See the figure below

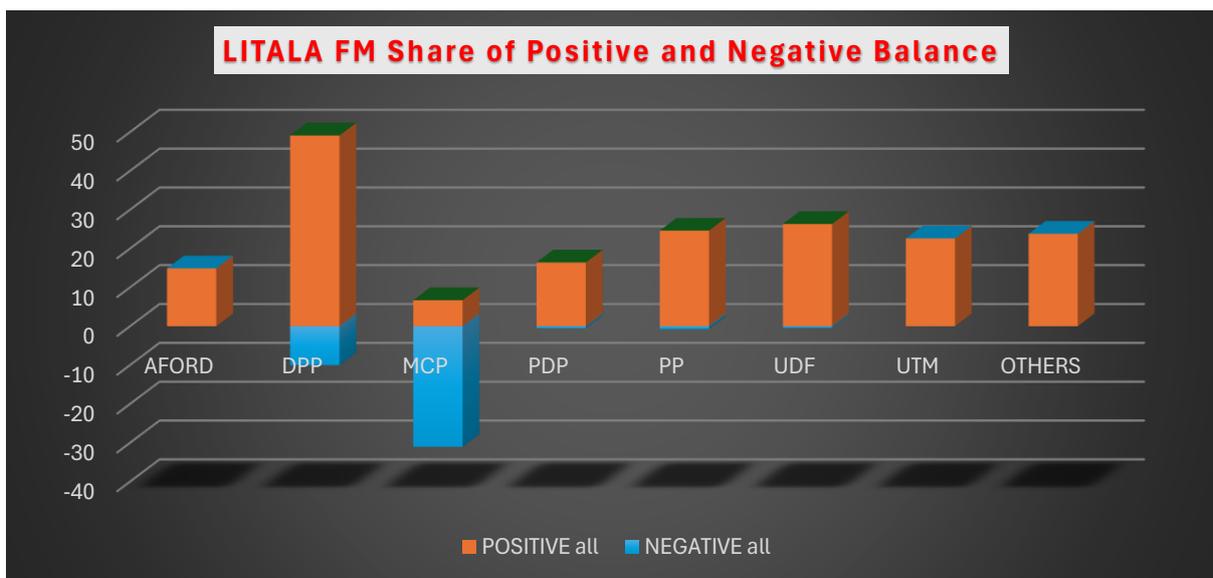
**FIG. 1**



#### SHARE OF POSITIVE AND NEGATIVE COVERAGE

**LITALA FM** allocated **49.1** positive minutes to **DPP** followed by **UDF** at **26.3 minutes**, the least covered was **PDP** with **12.9 minutes**. However, **MCP** got a negative **31 minutes** of the coverage. This was due to programmes and news bulletins. See the figure below.

**FIG. 2**

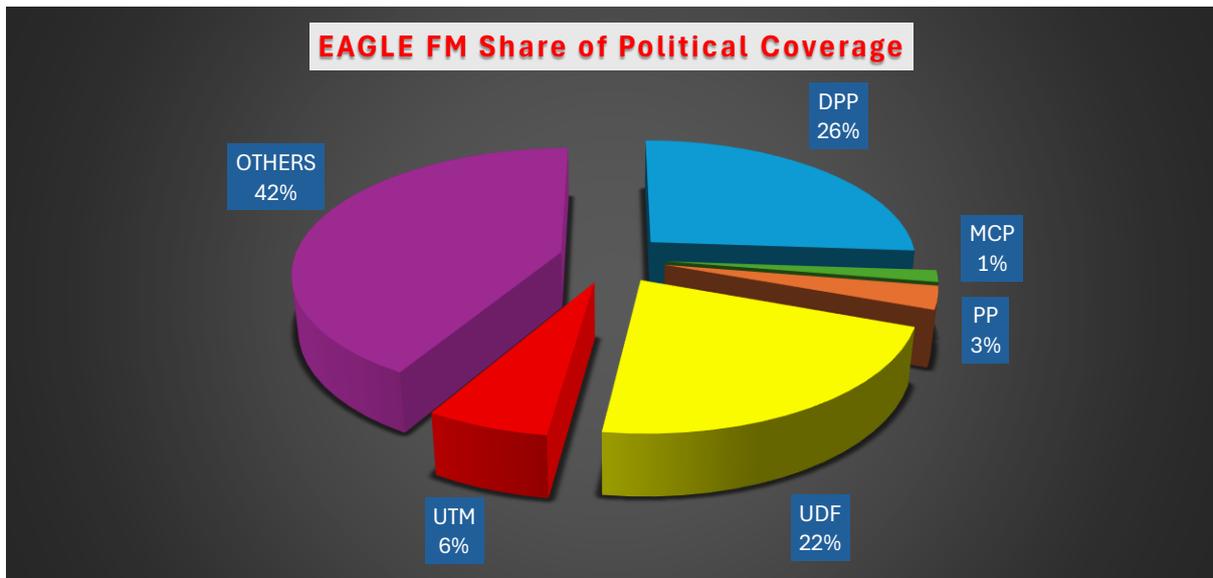


### 3.2. EAGLE FM (COMMUNITY) RADIO)

#### SHARE OF POLITICAL COVERAGE

EAGLE FM allocated 42 % of its coverage to OTHERS, DPP got 26 % while UDF got 22 % coverage. This coverage was from news bulletins and programmes such as *Mfundo Zanga*, as well as special presentations. See the figure below

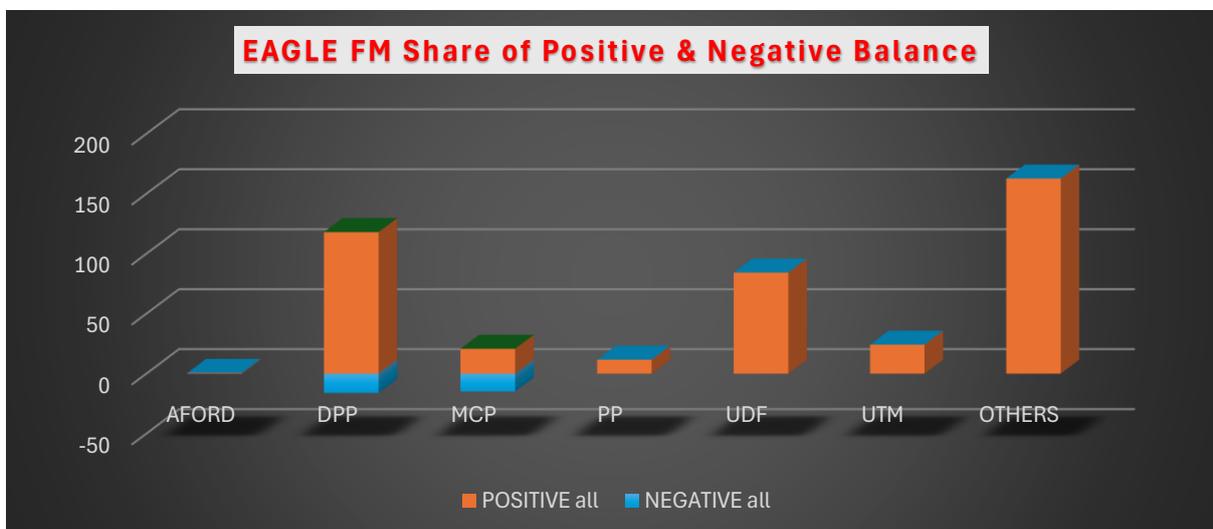
FIG. 3



#### SHARE OF NEGATIVE AND POSITIVE COVERAGE

The station covered DPP with the highest positive minutes at 118, followed by UDF 84.3 minutes, while OTHERS got 74.7 minutes. However, DPP and MCP got 16 and 14 minutes of negative coverage, respectively. This coverage was from news bulletins and programmes, as well as special presentations. See the figure below.

FIG. 4

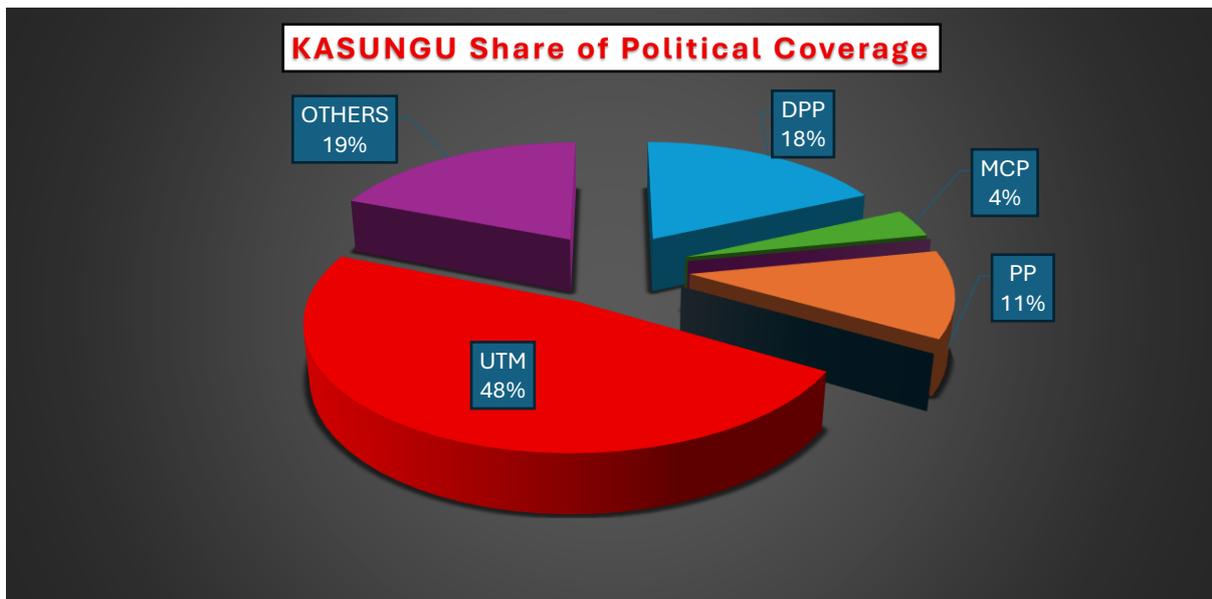


### 3.3. KASUNGU COMMUNITY RADIO

#### SHARE OF POLITICAL COVERAGE

Kasungu gave the highest share of political coverage to **UTM (48 %)**, followed by **OTHERS** with **19 %**. **DPP** had **18 %**. The least covered was **MCP** with **4 %**. All the coverage was from news bulletins. See the figure below

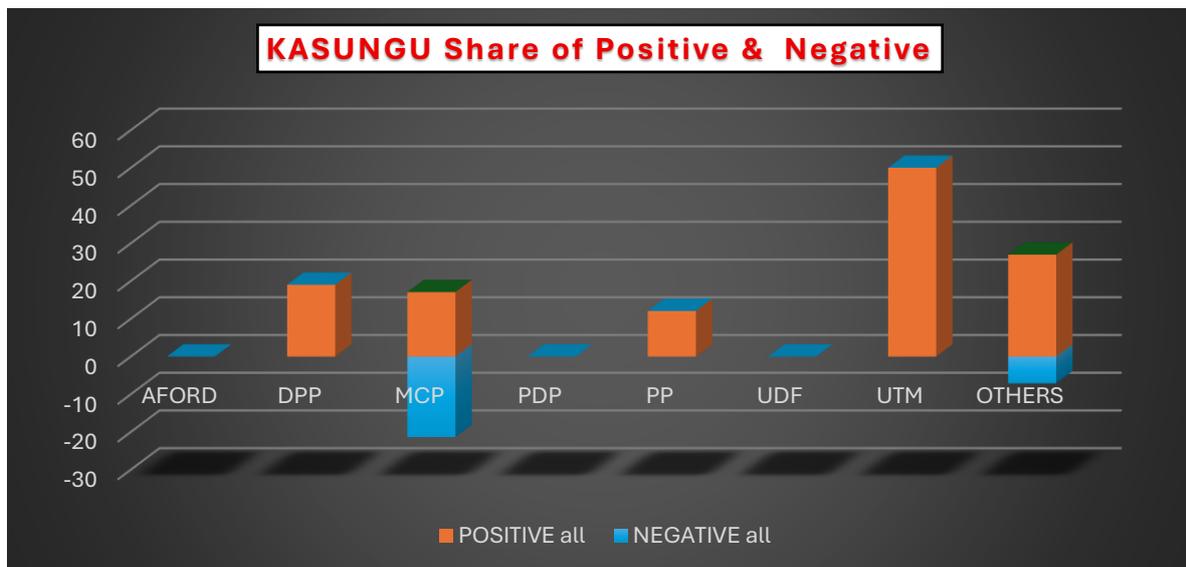
FIG. 5



#### SHARE OF POSITIVE AND NEGATIVE BALANCE

**KASUNGU** gave **UTM 50.3 minutes** of positive coverage. **OTHERS** had **27 minutes**, followed by **MCP** with **17.8 minutes** of positive and **21.3 negative minutes**. The coverage was from the news. See the graph below

FIG. 6

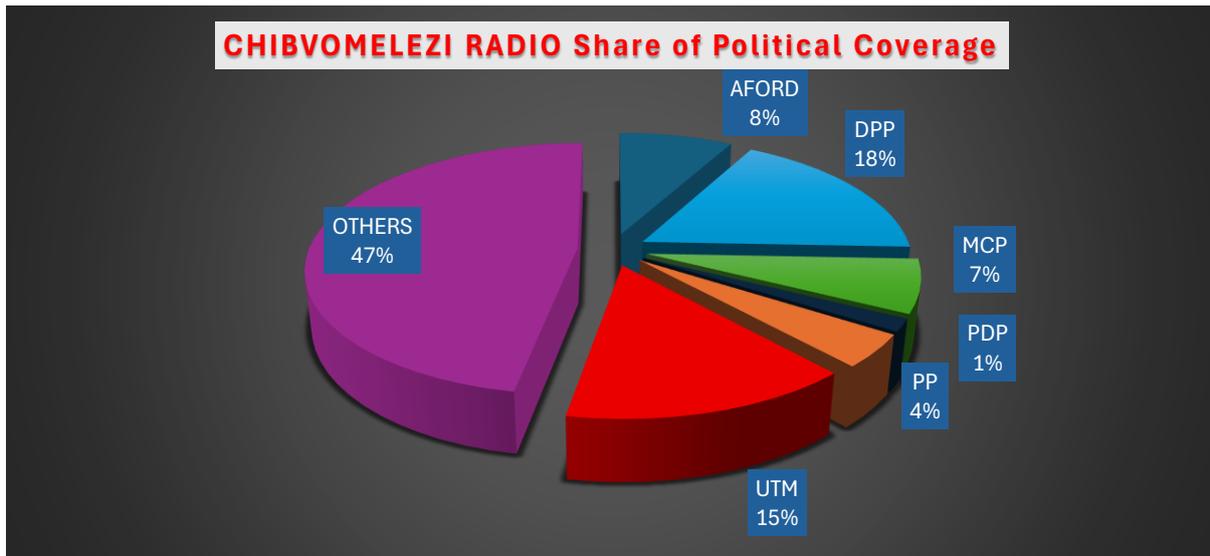


### 3.4. CHIBVOMELEZI COMMUNITY RADIO

#### SHARE OF POLITICAL COVERAGE

The station's coverage was in favour of others (independent candidates and small parties) at 47%, followed by DPP and UTM at 18% and 15%, respectively. This was mainly from news articles, live coverage of the PP manifesto, and independent candidates' promotions. See the figure below.

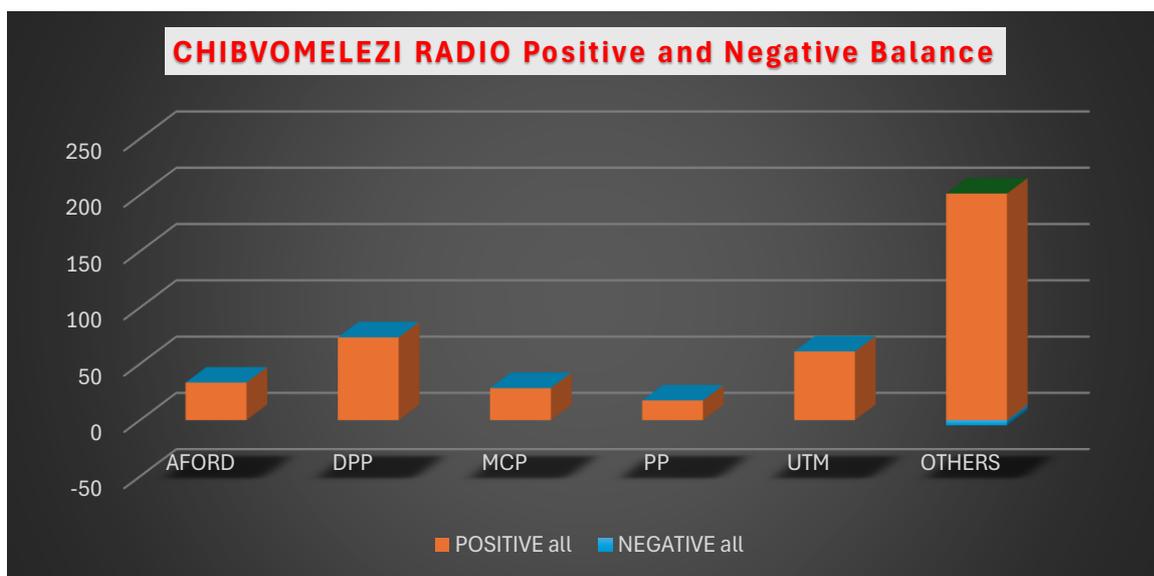
FIG. 7



#### SHARE OF POSITIVE AND NEGATIVE BALANCE

The station gave **OTHERS** the highest positive coverage of **201.3 minutes**, followed by **DPP** at **73.6 minutes**, but **OTHERS** also got negative **4.4 minutes**. This was due to news coverage and reports aired during the week. See the figure below.

Fig 8

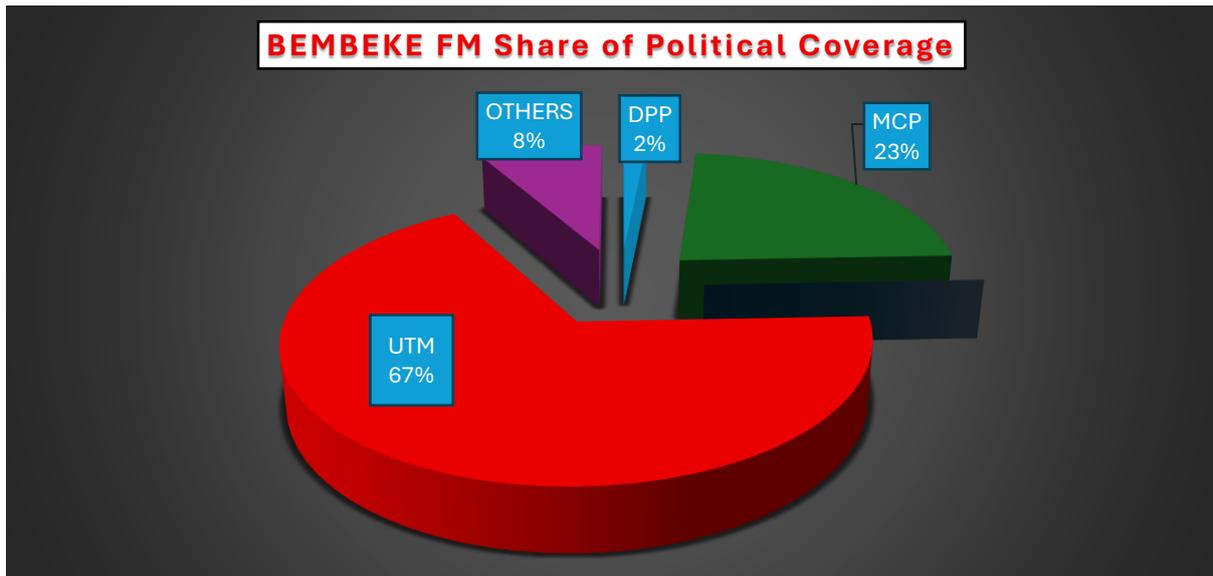


### 3.5. BEMBEKE COMMUNITY RADIO

#### SHARE OF POLITICAL COVERAGE

BEMBEKE FM gave the highest coverage to UTM with 67 %, followed by MCP (23 %). DPP had the least coverage at 2 %. Most coverage was from live broadcasts of UTM rallies and news bulletins about the General Election. See the chart below

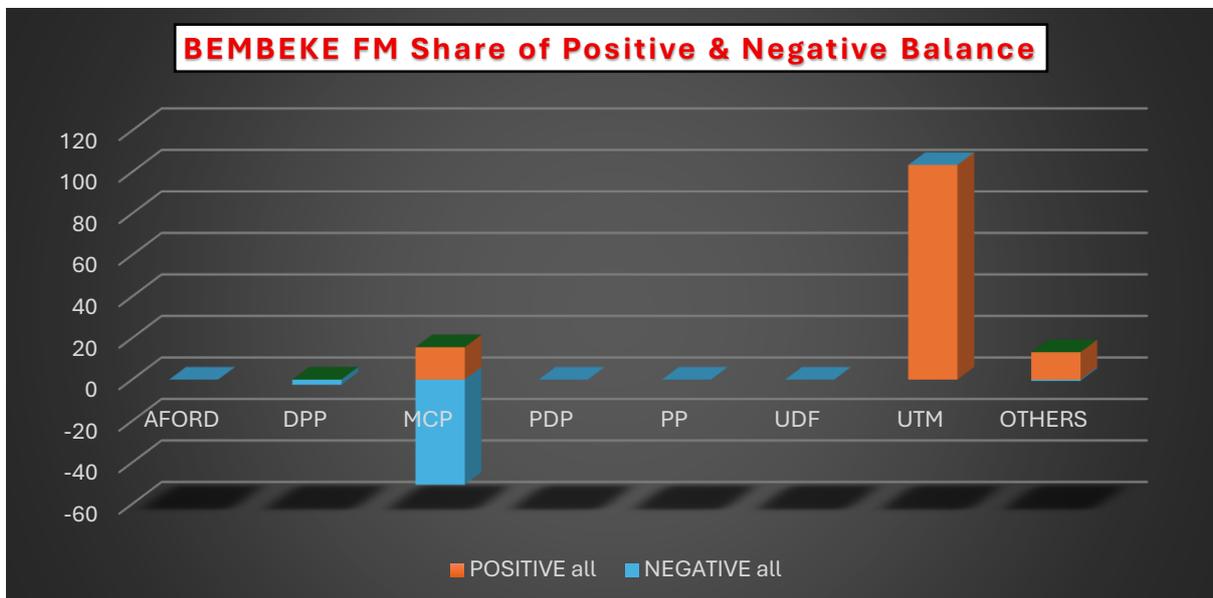
FIG. 9



#### SHARE OF POSITIVE AND NEGATIVE COVERAGE

UTM received 103.4 minutes of positive coverage from rally broadcasts and news bulletins. MCP had 15.6 positive minutes and 50.6 negative minutes. Others recorded 0.6 negative minutes. See the figure below.

FIG. 10

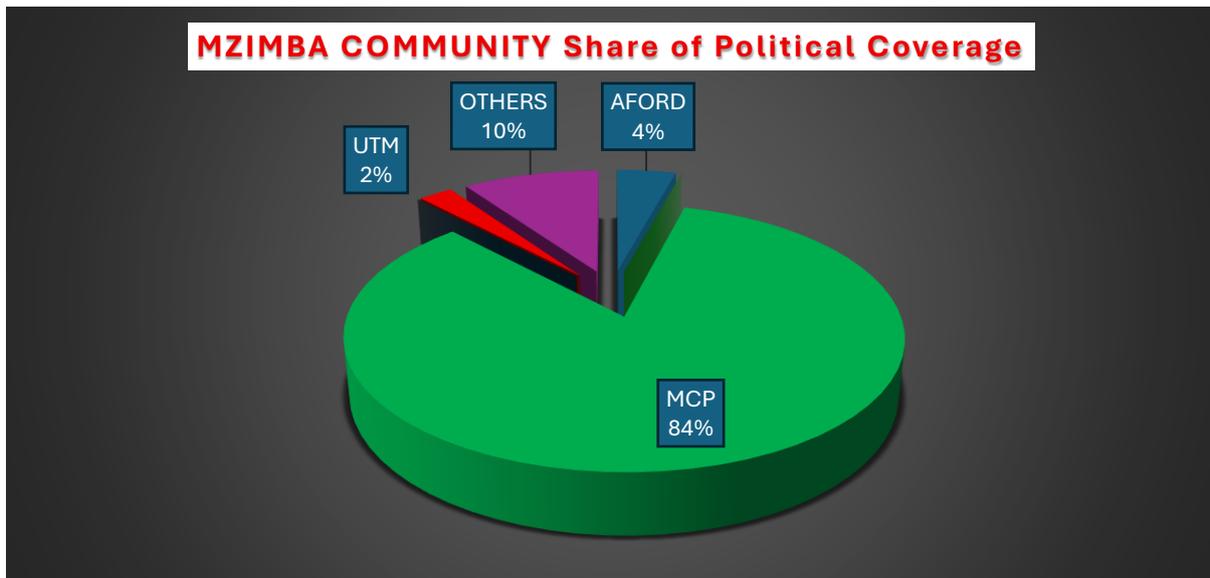


### 3.6. MZIMBA COMMUNITY RADIO

#### SHARE OF POLITICAL COVERAGE

MZIMBA COMMUNITY RADIO gave the highest political coverage to **MCP** with **84 %** followed by **OTHERS**, which got **10 %** coverage. UTM got the lowest coverage of **2 %**. See the figure below

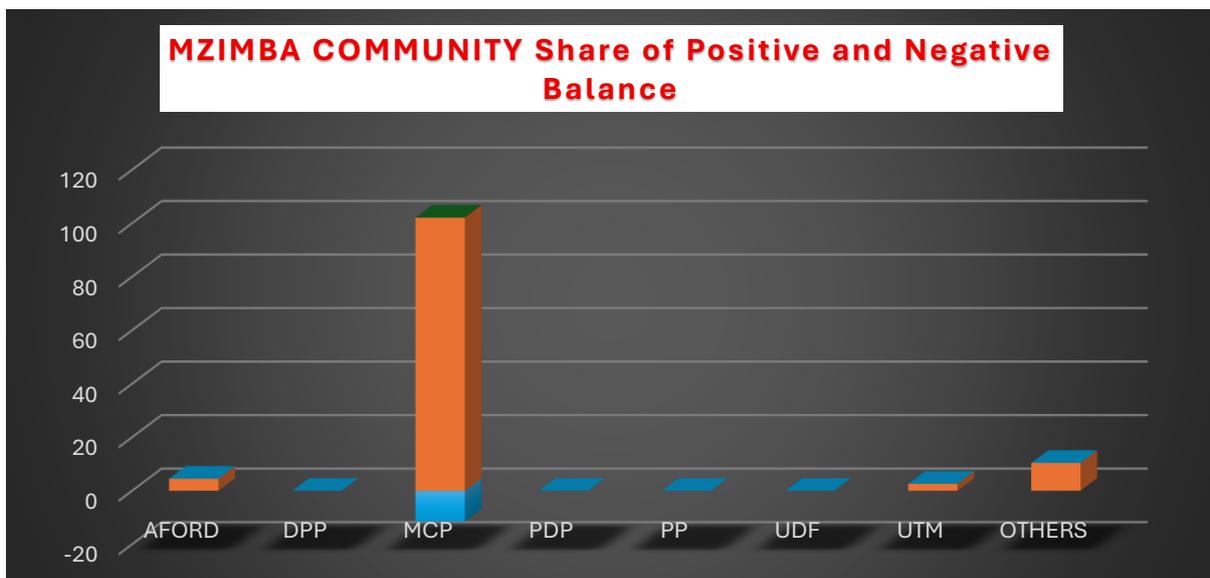
FIG. 13



#### SHARE OF POSITIVE AND NEGATIVE

The station allocated **102.1 minutes** of positive coverage to **MCP**. **OTHERS** received **10.4 minutes**. MCP got the highest minutes in negative coverage with **11.4 minutes**. These minutes emanated from whistle stops and news bulletins. See the figure below

FIG. 14

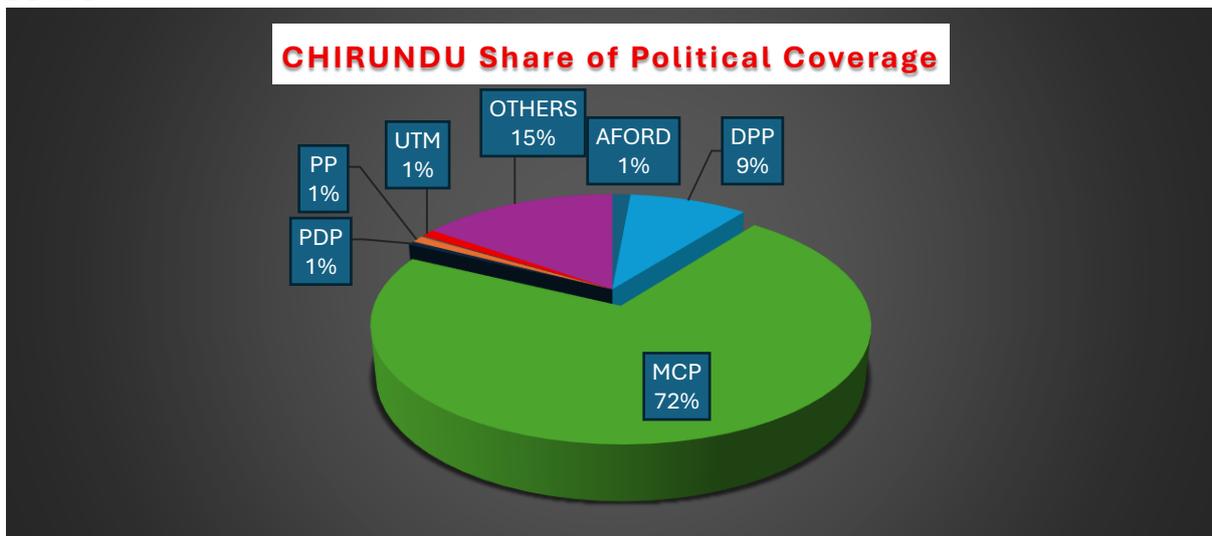


### 3.7. CHIRUNDU COMMUNITY RADIO

#### SHARE OF POLITICAL COVERAGE

CHIRUNDU FM's coverage was in favour of the MCP with 72 %, OTHERS 15 %. The MCP's coverage was due to adverts and news coverage. See the figure below.

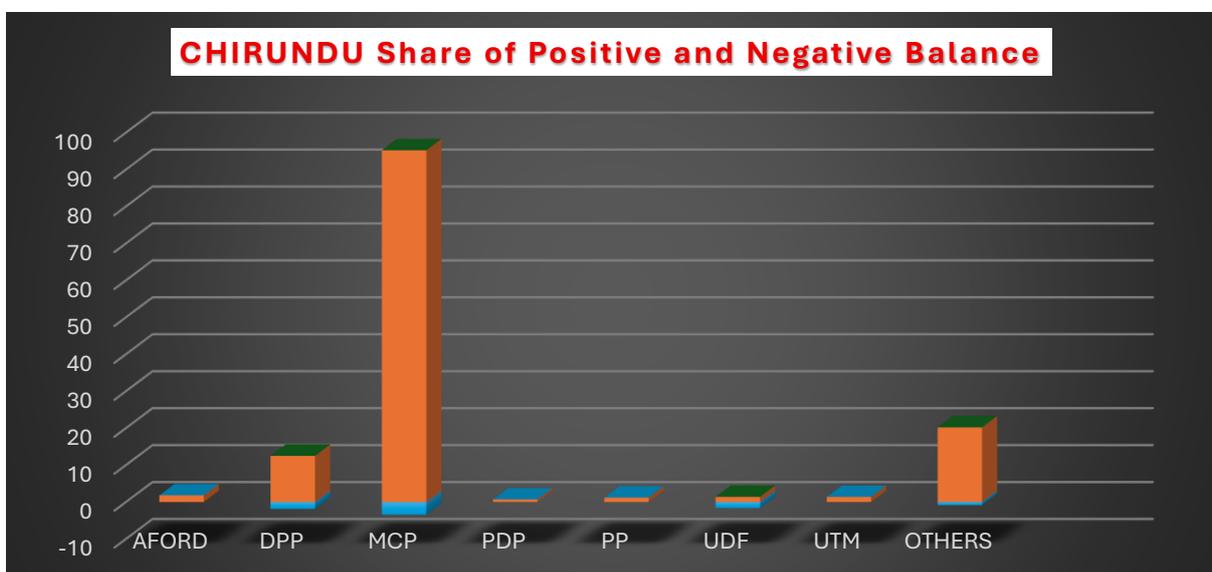
FIG. 15



#### SHARE OF POSITIVE AND NEGATIVE BALANCE

The MCP dominated positive coverage with 95.2 minutes because of adverts placed on the station; independent candidates came second with 20.2 minutes, while the DPP got 12.5 minutes of positive coverage through news bulletins. However, MCP got a negative coverage of 3.4 minutes. See the figure below.

FIG. 16

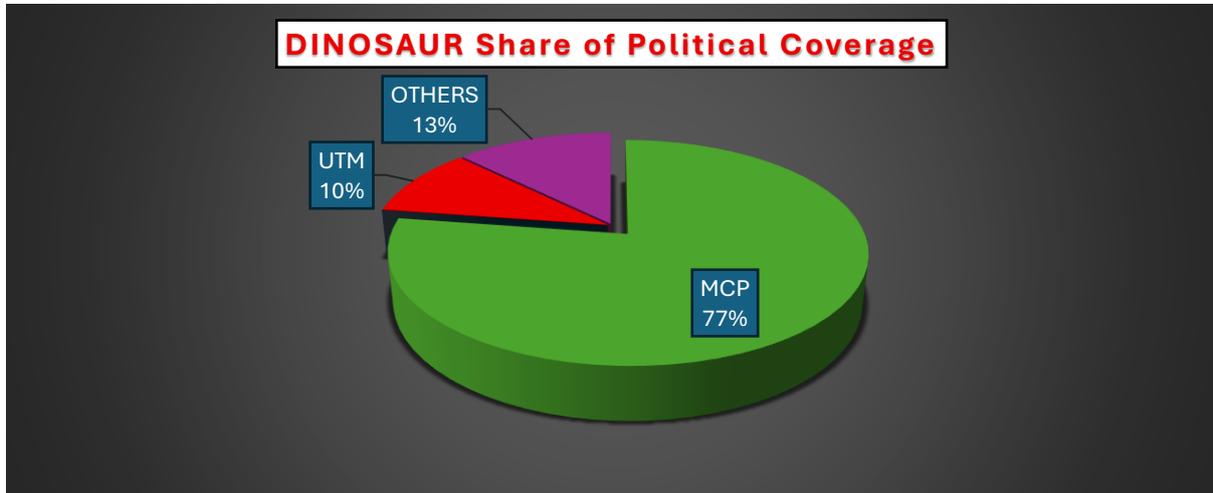


### 3.8. DINOSAUR COMMUNITY RADIO

#### SHARE OF POLITICAL COVERAGE

RADIO DINASAUR's share of political coverage indicates a **77 %** share to **MCP**, while **OTHERS** got **13 %**, and **UTM** got **10 %**. See the figure below.

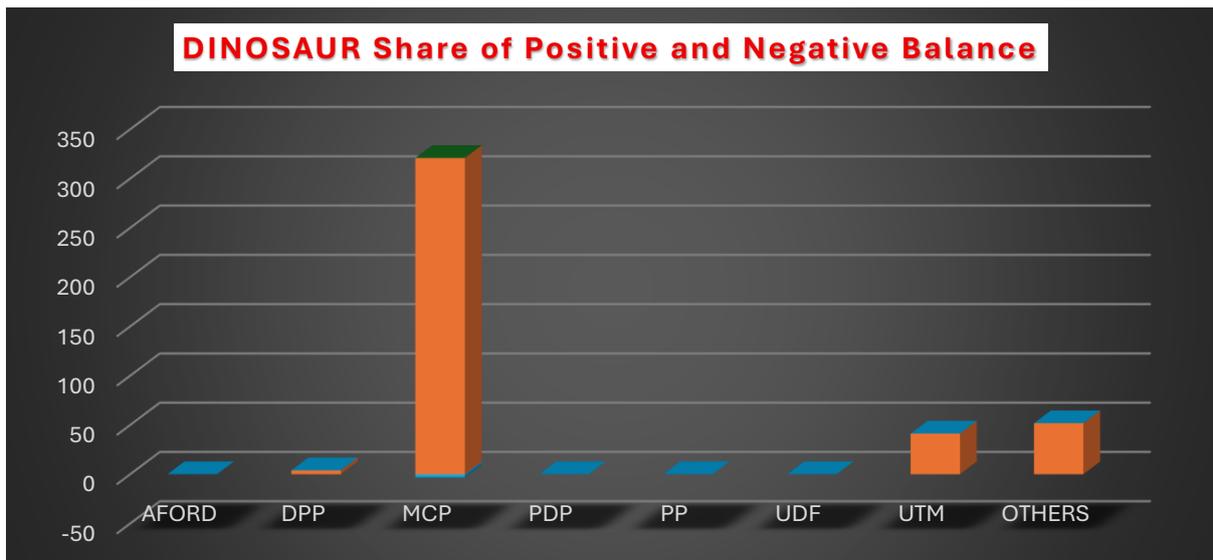
FIG. 17



#### SHARE OF POSITIVE AND NEGATIVE BALANCE

The station gave **MCP** the highest positive coverage with **320.9 minutes**, followed by **OTHERS** with **51.8 minutes** of positive coverage. **UTM** was the least covered, as shown in the graph below; this coverage was from news bulletins and jingles.

FIG. 18

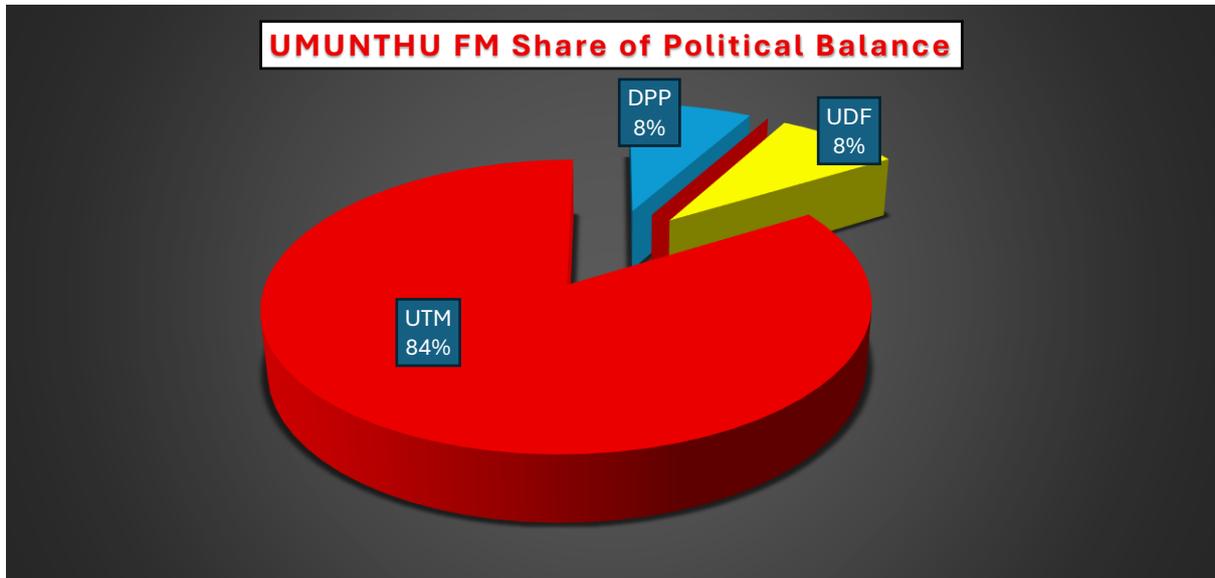


### 3.9. UMUNTHU FM (REGIONAL RADIO)

#### POLITICAL SHARE OF COVERAGE

In the period under review, **UMUNTHU FM** allocated **UTM 84 %**, **DPP 8 %** and **UDF 8 %**. This was monitored through news coverage. See the chart below.

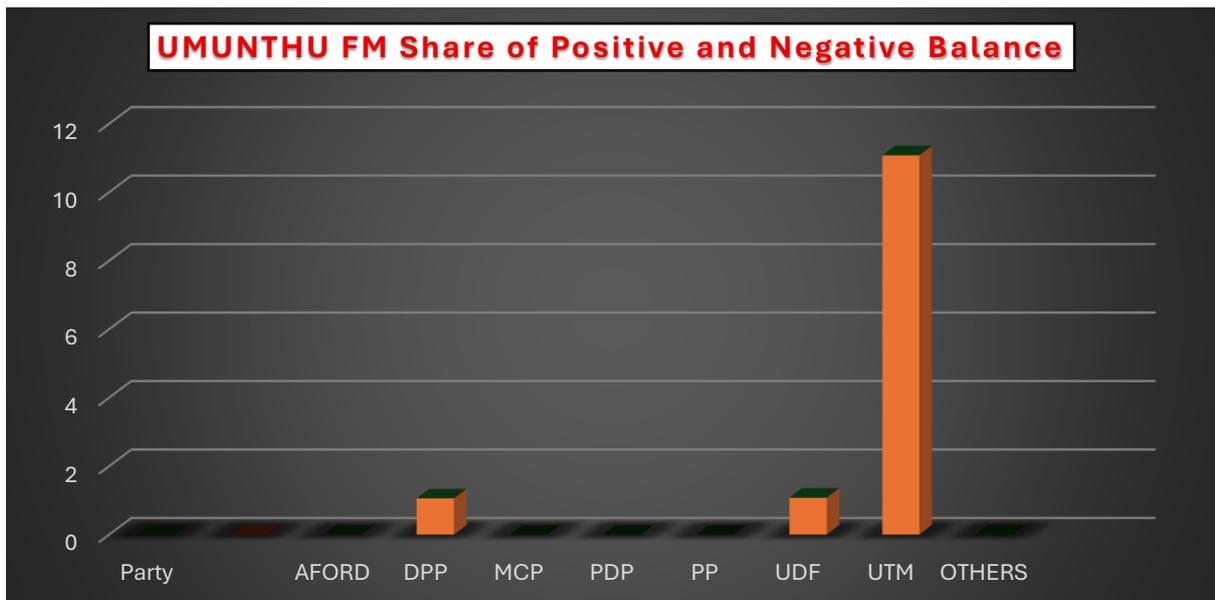
**FIG. 19**



#### SHARE OF NEGATIVE AND POSITIVE COVERAGE

**UMUNTHU FM** allocated **11.8 minutes** of positive coverage to **UTM**, **DPP** got **1.6 minutes**, and **UDF** got **1.8 minutes**. See the graph below.

**FIG. 20**

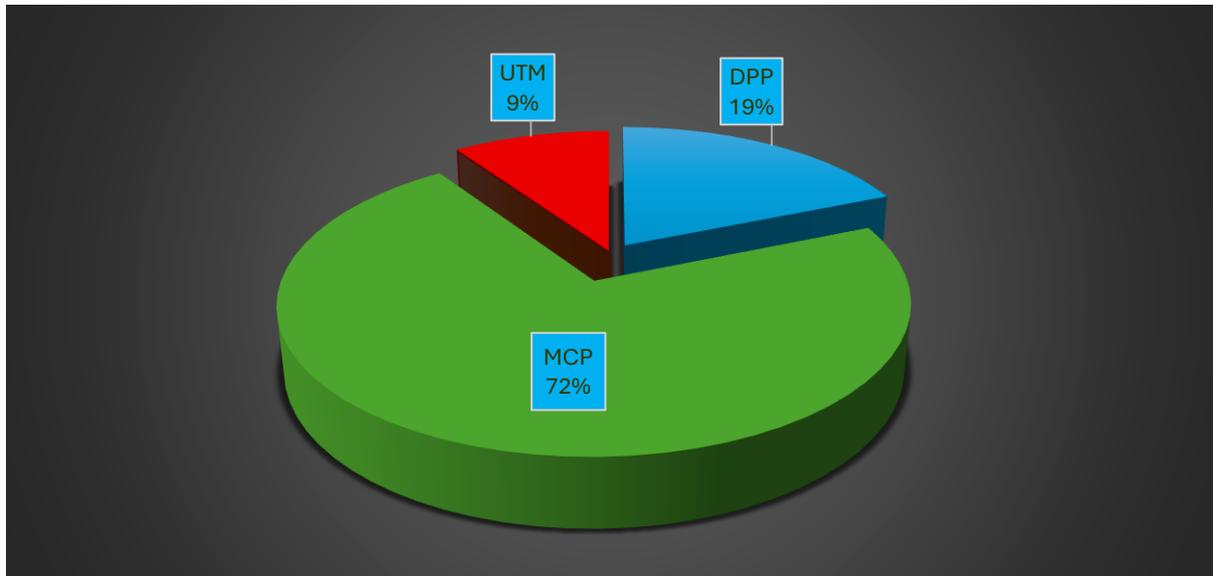


### 3.10. RADIO ALINAFE (REGIONAIO RADIO)

#### SHARE OF POLITICAL COVERAGE.

During the review period, **RADIO ALINAFE** allocated **72 %** to **MCP**, **DPP 19 %** and **UTM 9%**. This was monitored through news bulletins and programs. See the figure below.

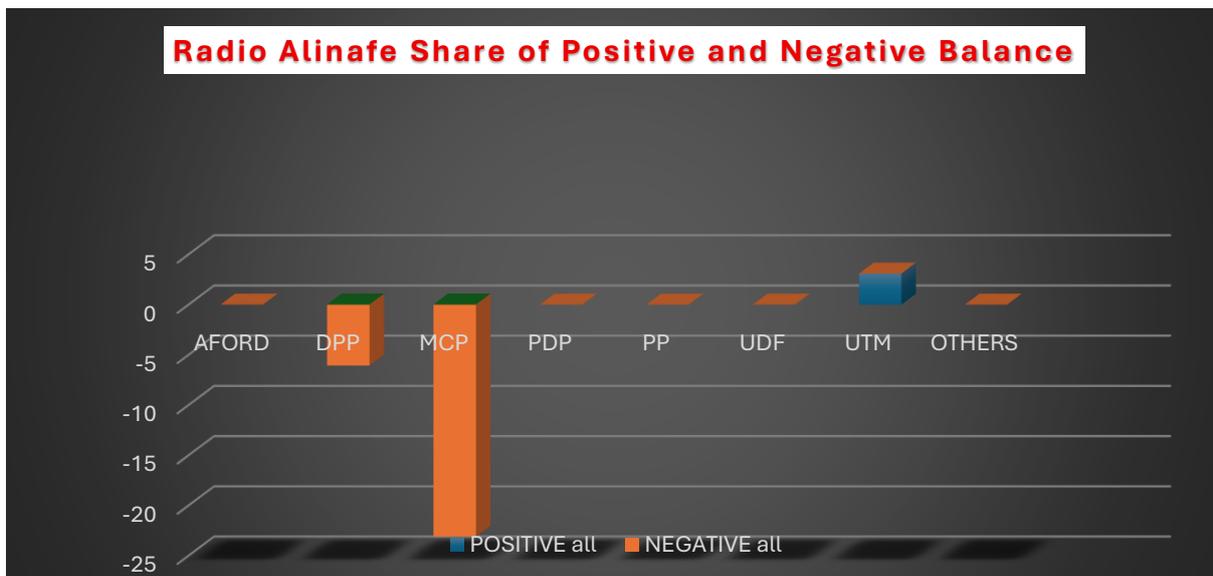
**FIG. 21**



#### SHARE OF NEGATIVE AND POSITIVE MINUTES

**UTM** was allocated **3.09 minutes** of positive coverage; however, **MCP** was allocated **23.09 minutes** of negative coverage, followed by **DPP (6.6 minutes)**. This was monitored through news bulletins and a catholic perspective program where they analyzed the choice of running mates.

**FIG. 22**

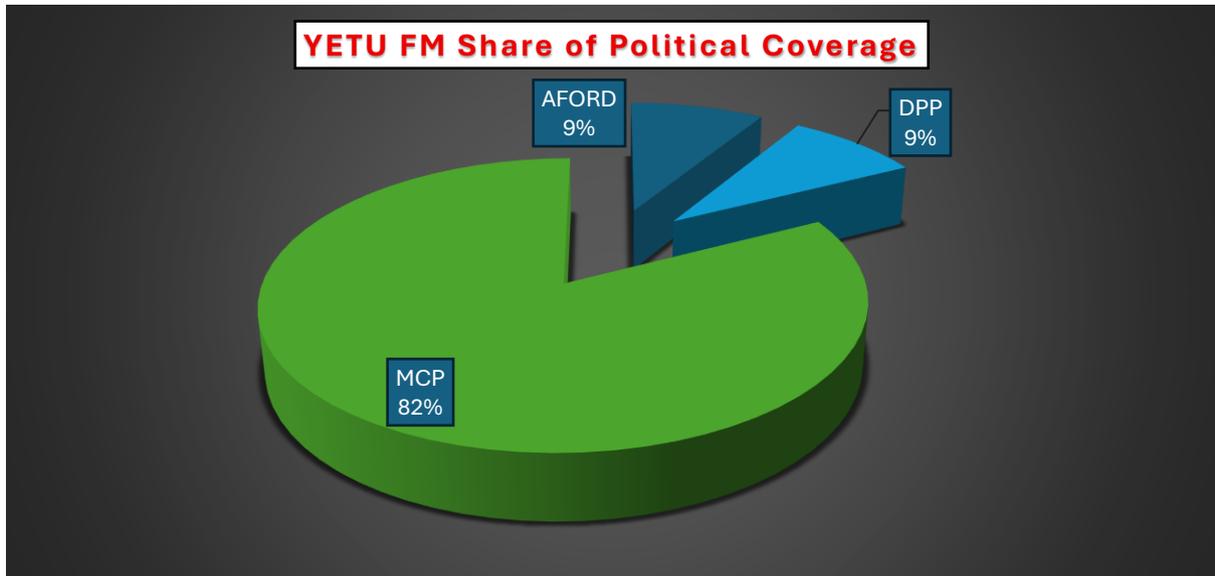


### 3.11. YETU COMMUNITY RADIO

#### SHARE OF POLITICAL COVERAGE

In this review, YETU FM allocated **MCP 82 %**, **AFORD 9 %** and **DPP 9 %**. This coverage was monitored through news bulletins. See the figure below.

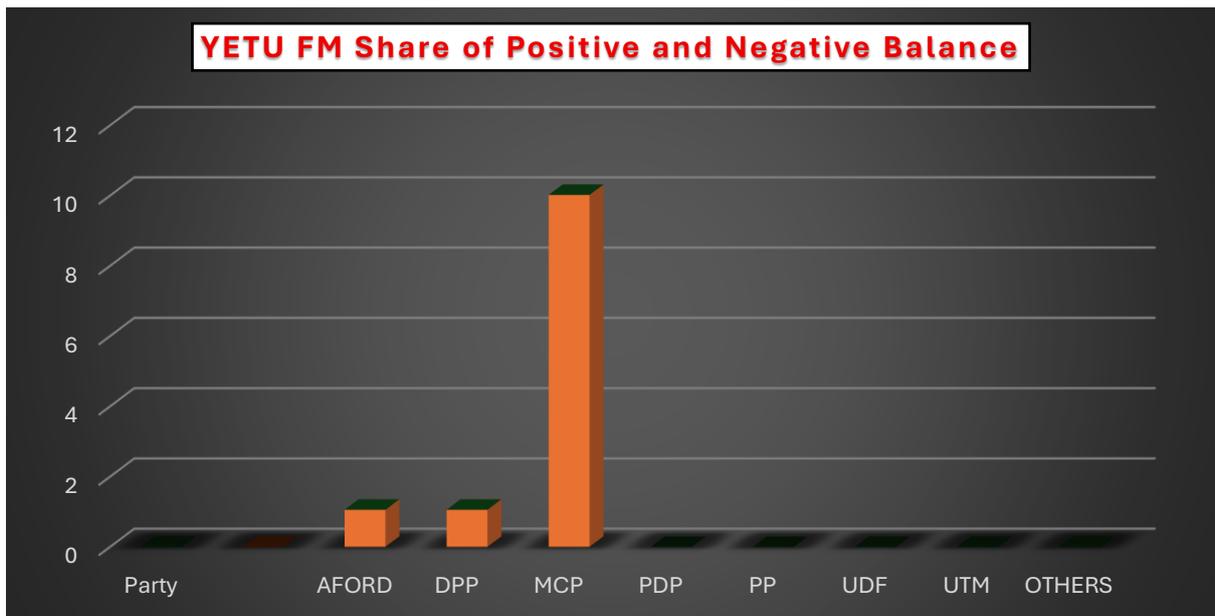
FIG. 23



#### SHARE OF POSITIVE AND NEGATIVE BALANCE

YETU FM allocated **10.2 minutes** of positive coverage to **MCP**, **DPP**, and **AFORD** got **1.6 minutes** respectively. The coverage was from news bulletins. See the figure below.

FIG. 24

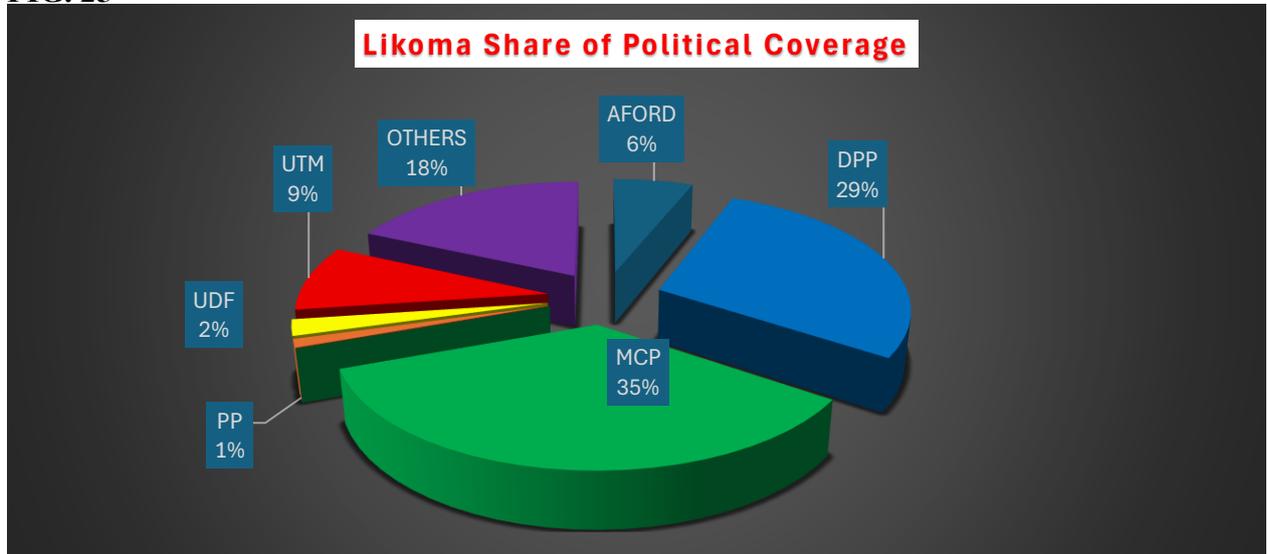


### 3.12. LIKOMA COMMUNITY RADIO

#### SHARE OF POLITICAL COVERAGE

LIKOMA FM's coverage was in favour of the MCP with 35 %, followed by DPP with 29 %, while PP got the least coverage of 1 %. See the figure below

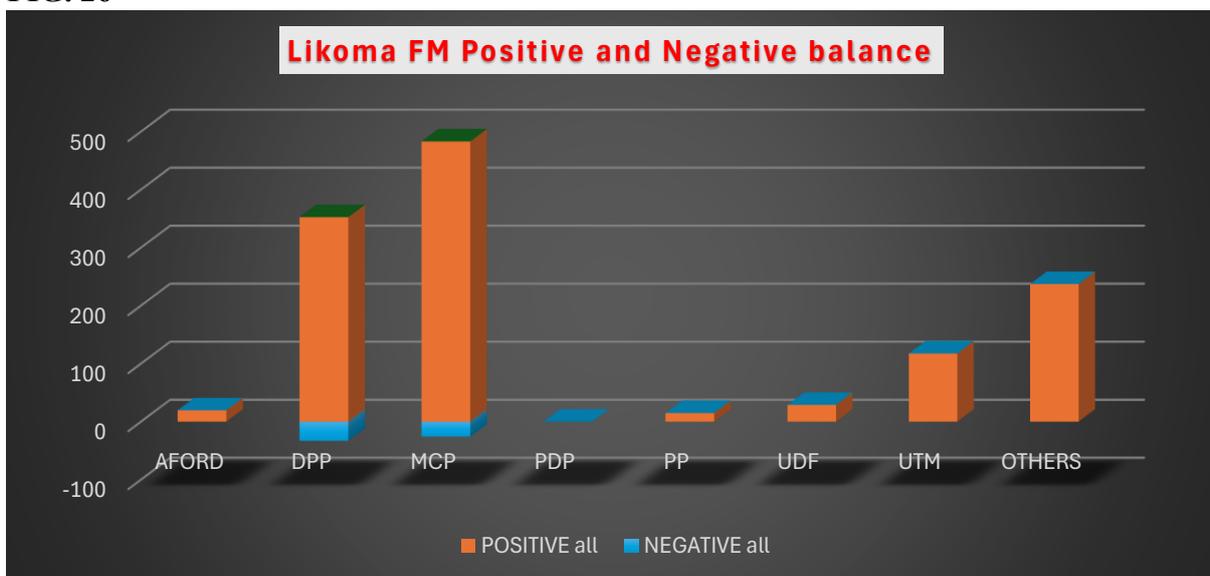
FIG. 25



#### SHARE OF POSITIVE AND NEGATIVE BALANCE

The station gave a larger percentage of positive coverage to the MCP (483.6) minutes, DPP came second with 352.4 minutes, OTHERS got 237.3 minutes. However, DPP was the most negatively covered by 32.8 minutes, followed by MCP with 25.6 minutes. This coverage was from news bulletins and programmes such as 'Tiwadziwe atsogoleli athu andale'. See the figure below.

FIG. 26

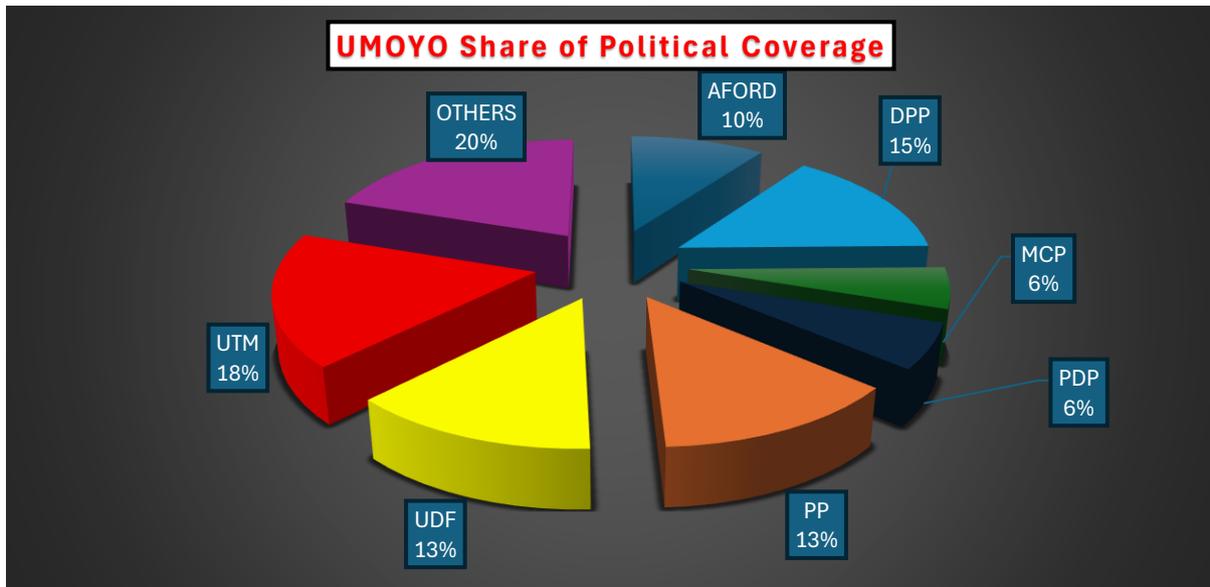


### 3.13. UMOYO COMMUNITY RADIO

#### SHARE OF POLITICAL COVERAGE

The broadcaster gave **OTHERS 20 %** of its total coverage through adverts, bulletins, and presentation of presidential nomination papers. **UTM** followed with **18 %**. **PDP** and **MCP** were the least covered at **6 %**. See the chart below

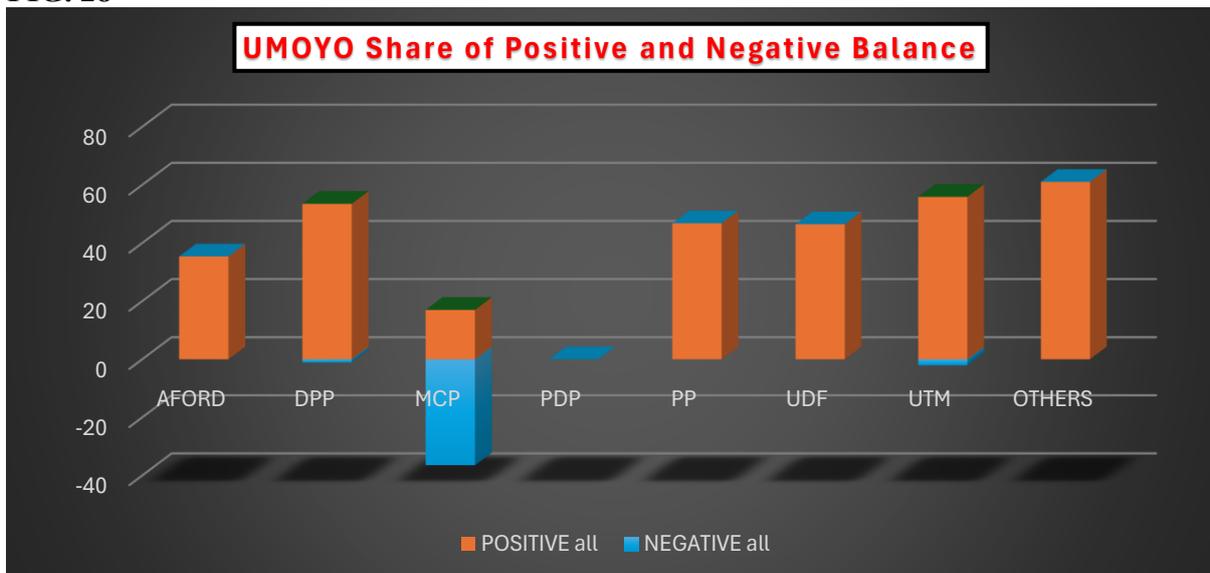
FIG. 27



#### SHARE OF POSITIVE AND NEGATIVE COVERAGE

During the review period, a total of **70.4 positive minutes** was given to **OTHERS**, as the station featured independent candidates more. **UTM** followed with **65.2 positive minutes**. **MCP** got a negative coverage of **36.4 minutes**. See the graph below

FIG. 28

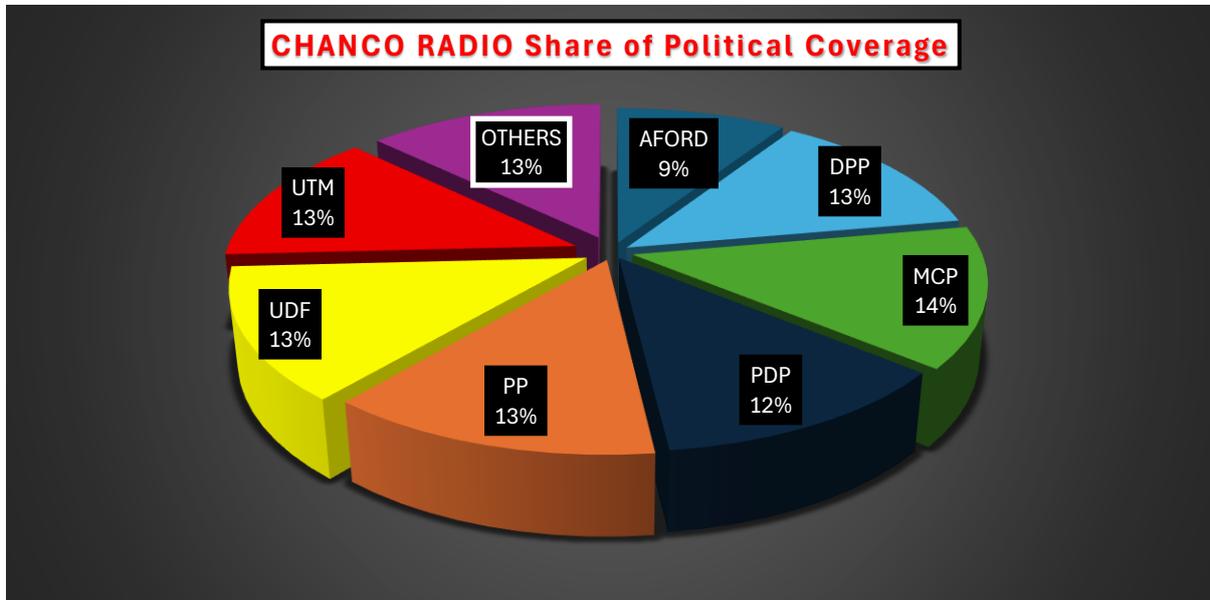


### 3.14. CHANCO COMMUNITY RADIO

#### SHARE OF POLITICAL COVERAGE

CHANCO gave the highest allocation to **MCP 14 %**. **AFORD** had the least coverage of **9 %**. The station mostly ran political adverts. Details in the figure below.

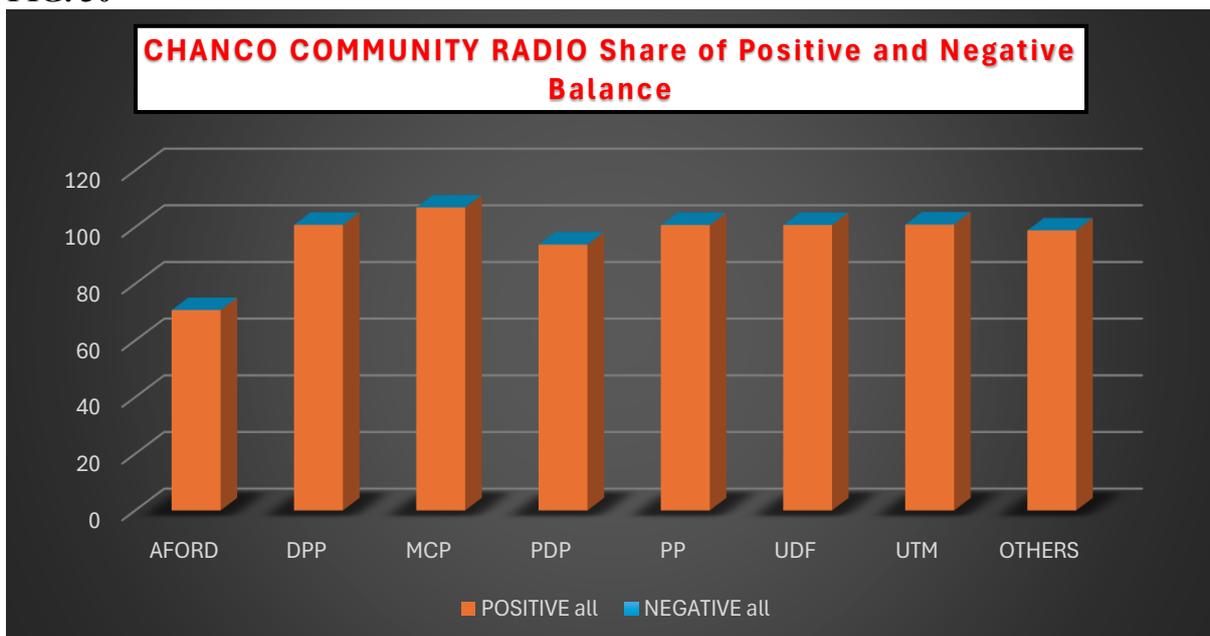
FIG. 29



#### SHARE OF POSITIVE AND NEGATIVE COVERAGE

Chanco Radio shared the minutes as follows: **MCP** had the largest allocation of Positive Minutes (**107.0**), following its advertorials. The least covered was **AFORD** with a positive **70.8 Minutes**. Details in the graph below.

FIG. 30

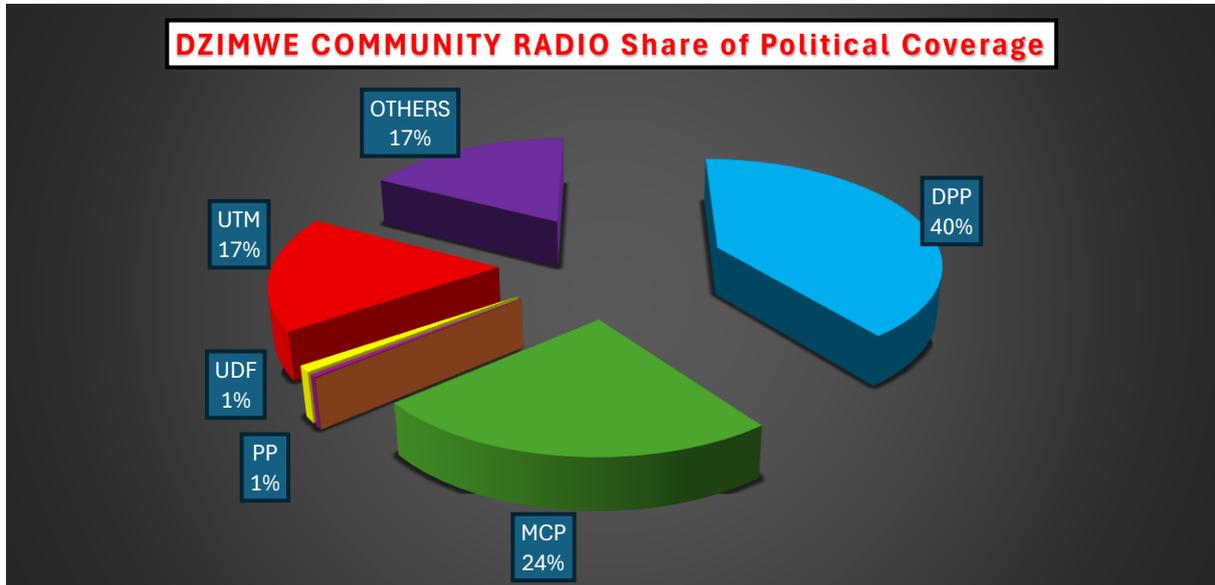


### 3.15. DZIMWE COMMUNITY RADIO

#### SHARE OF POLITICAL COVERAGE

During the period under review, **DZIMWE** gave **40 %** of its total airtime to **DPP**, and **MCP** followed with **24 %**. The least covered were **UDF** and **PP** at **1 %**. See the graph below.

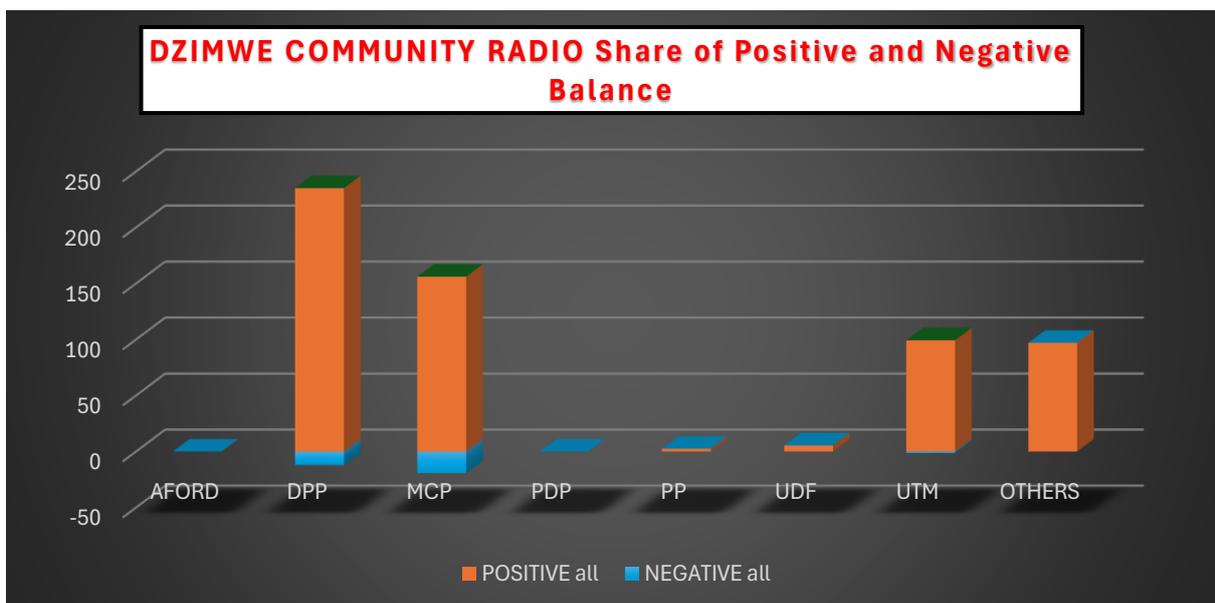
FIG. 31



#### SHARE OF POSITIVE AND NEGATIVE COVERAGE

The **DPP** was allocated **235.1** Positive minutes and a negative **11.9** minutes; **MCP** got **156.1** minutes of positive coverage with a negative **19.1** minutes. **UDF** was the least covered with **5.5** positive minutes. The time allocation came from *Tikutinji* programme, adverts, and news bulletins.

FIG. 32

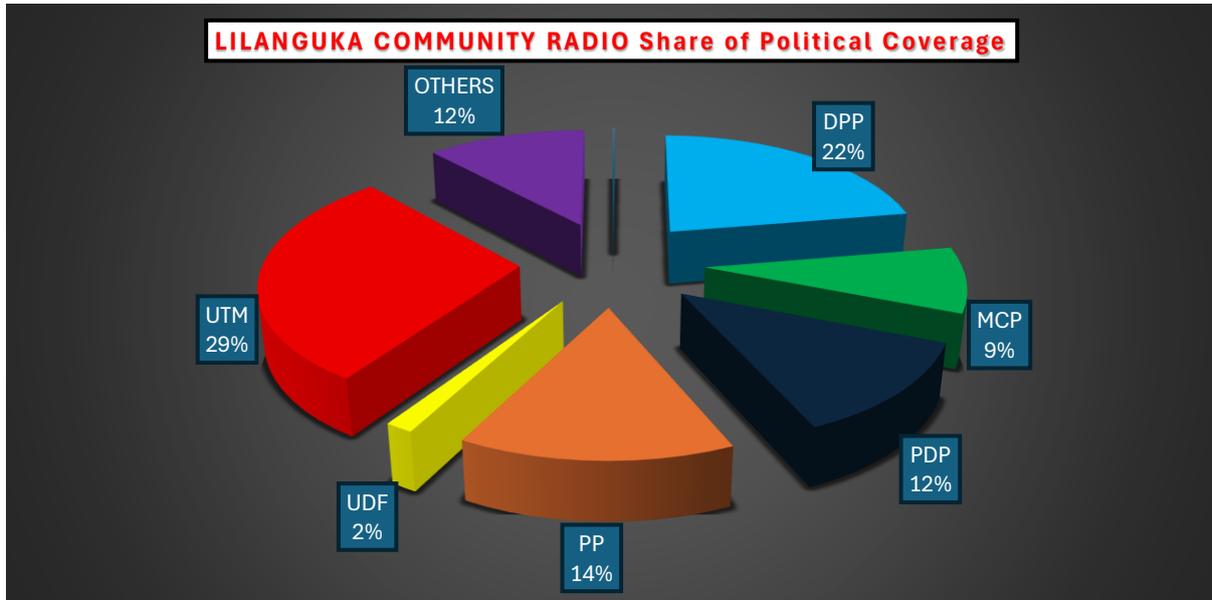


### 3.16. LILANGUKA COMMUNITY RADIO

#### SHARE OF POLITICAL COVERAGE

The station gave **33 %** coverage to **DPP**. **PDP** received a coverage of **28 %**. The least covered were **UTM** and **PP** at **3 %**, respectively. The data was collected from news bulletins, *Tawafunseni* and *Kauniuni* programmes. The graph below illustrates more:

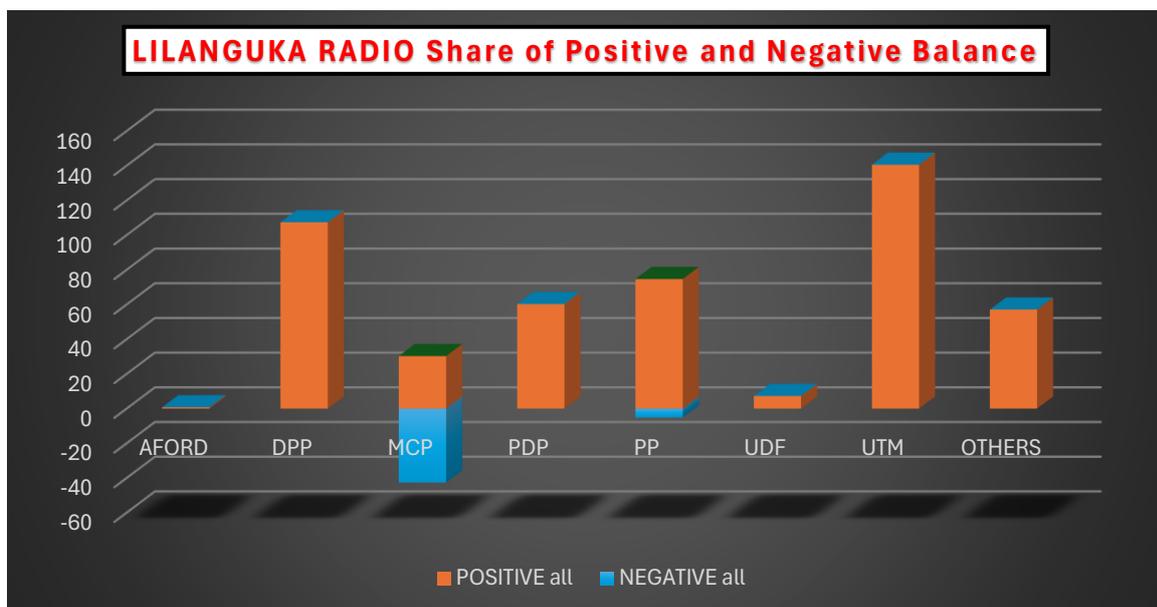
FIG. 33



#### SHARE OF POSITIVE AND NEGATIVE COVERAGE

Lilanguka gave **UTM** the highest positive coverage of **140.6 minutes**. **DPP** followed with **107.4 minutes**. **MCP** was the most negatively covered (**42.5 minutes**) as shown in the figure below.

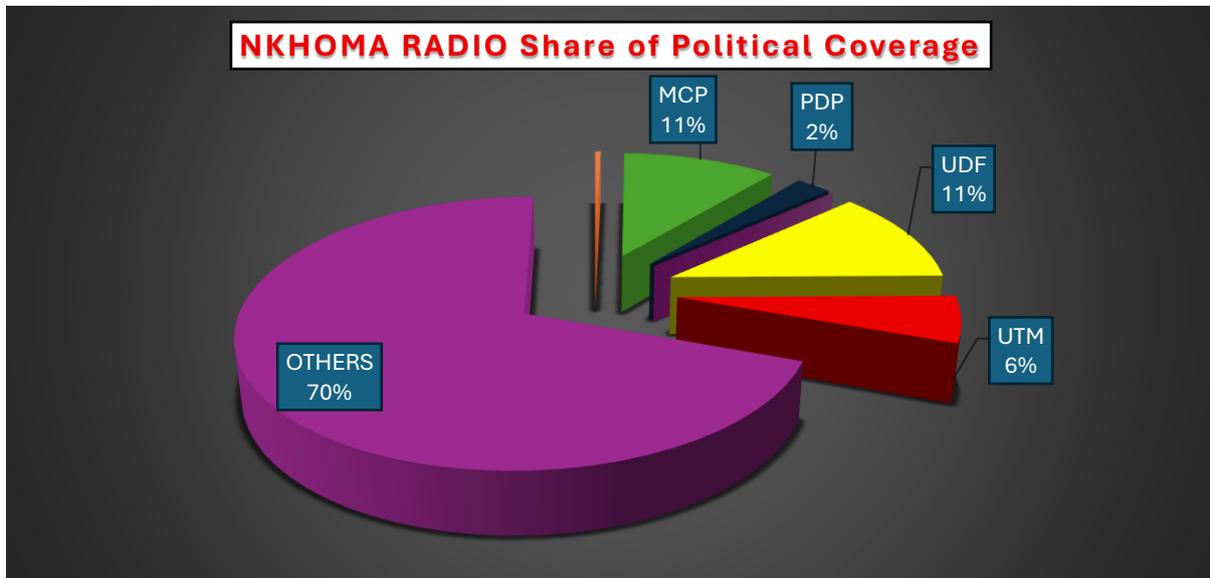
FIG. 34



### 3.17. NKHOMA RADIO (REGIONAL RADIO)

During the period under review, **NKHOMA RADIO** gave **OTHERS** **70 %** of political coverage, followed by **MCP** and **UDF** with **11 %** each. **UTM** had **6 %** and the least covered was **PDP** at **2 %**. This coverage came from news bulletins. See the graph below.

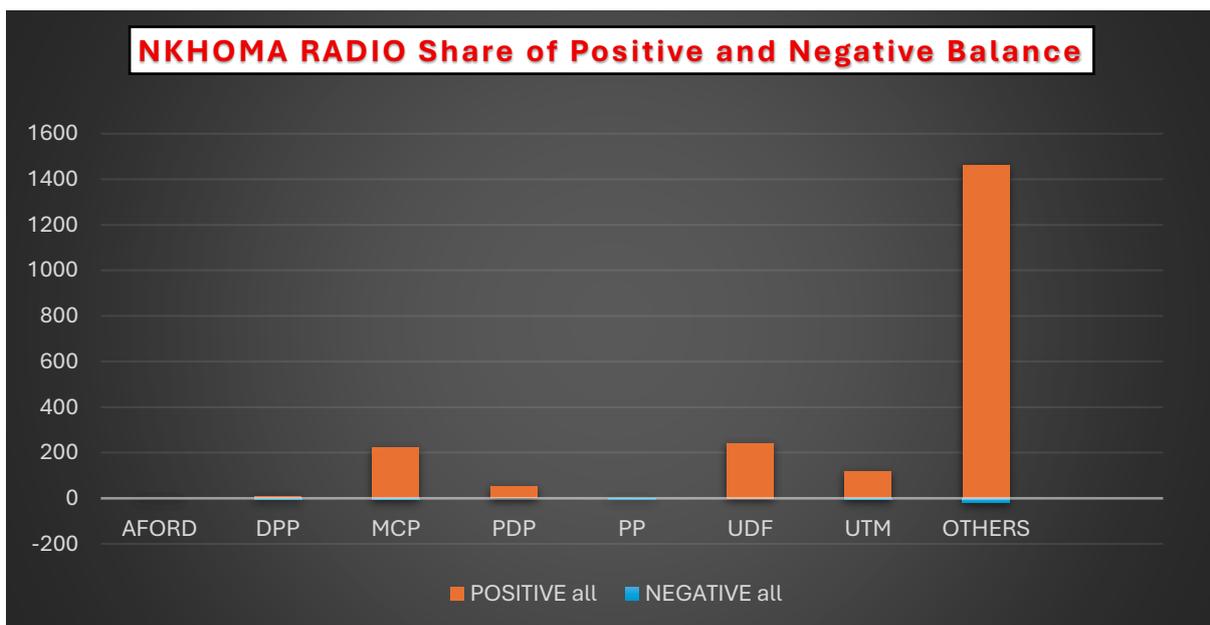
FIG. 35



### SHARE OF POSITIVE AND NEGATIVE BALANCE

**NKHOMA RADIO** gave **OTHERS** the highest positive coverage of **1,462 minutes**, followed by **UDF** with **241 minutes**, while **MCP** was given **221 minutes** of positive coverage. See figure below.

FIG. 36

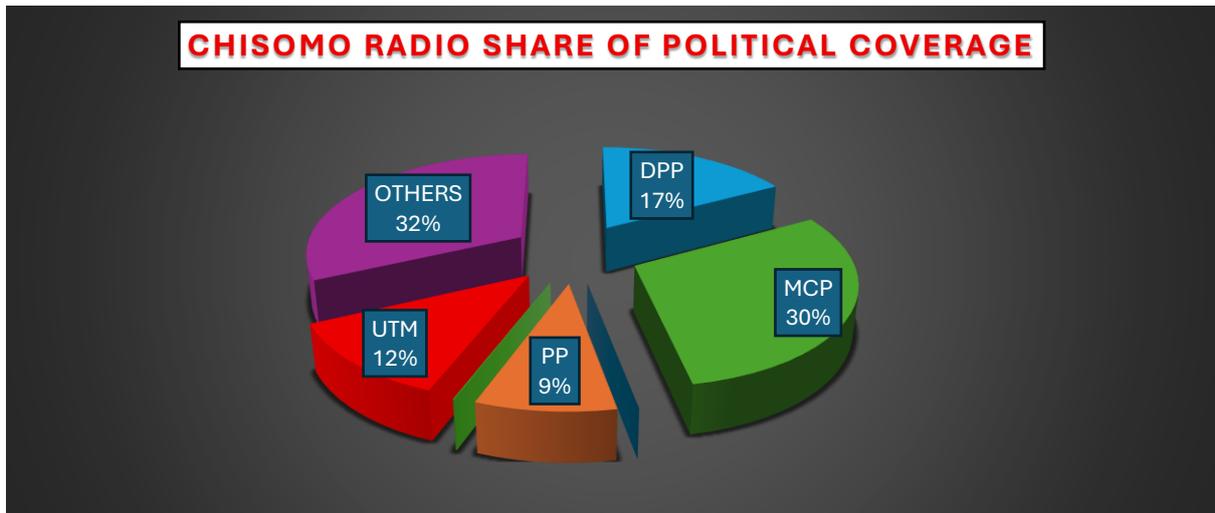


### 3.18. CHISOMO RADIO (REGIONAL RADIO)

#### SHARE OF POLITICAL COVERAGE

During the period under review, **CHISOMO RADIO** gave **OTHERS** **32 %** coverage, followed by **MCP** with **30 %**. **DPP** had **17 %** and **PP** scored **9 %**. This coverage came from news bulletins. See the graph below.

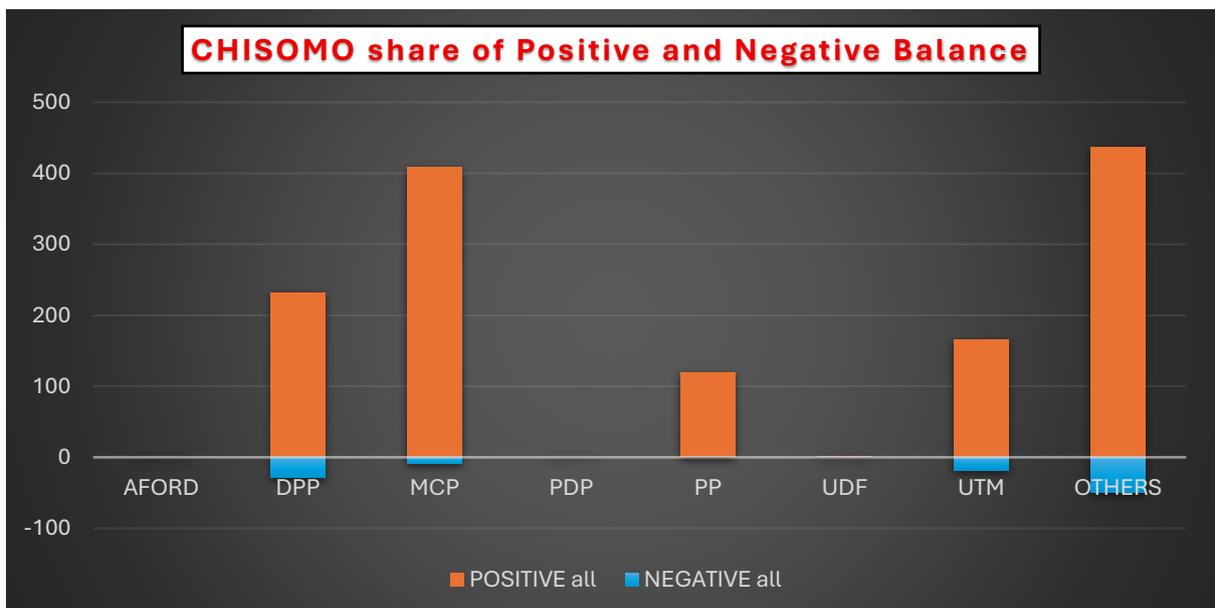
FIG. 37



#### SHARE OF POSITIVE AND NEGATIVE BALANCE

The station gave **OTHERS** the highest Positive coverage (**437 minutes**), followed by **MCP** with **409.1 minutes**. **DPP** came third with **232.1 Minutes** of positive coverage. However, **OTHERS** also led in negative coverage with **49.3 minutes**, followed by **DPP** at **28.7 minutes**. See the figure below.

FIG. 38

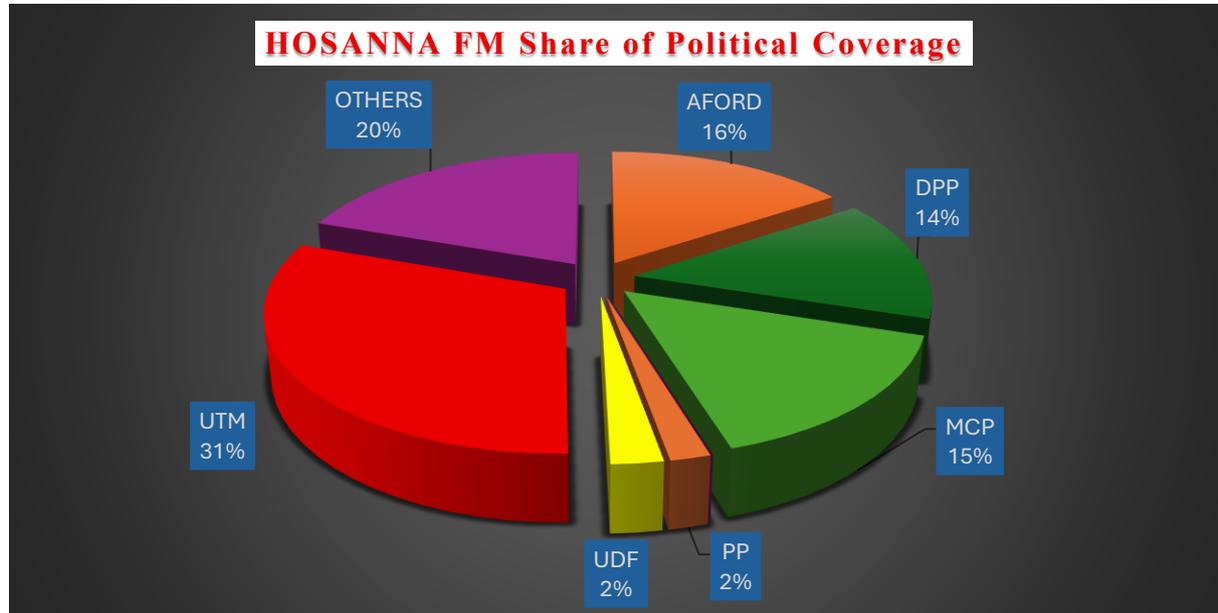


### 3.19. HOSANNA FM (REGIONAL RADIO)

#### SHARE OF POLITICAL COVERAGE

During the period under review, Hosanna gave **UTM 31 %** coverage, followed by **OTHERS 20 %** whereas **AFORD** was given **16 %** coverage. See the figure below.

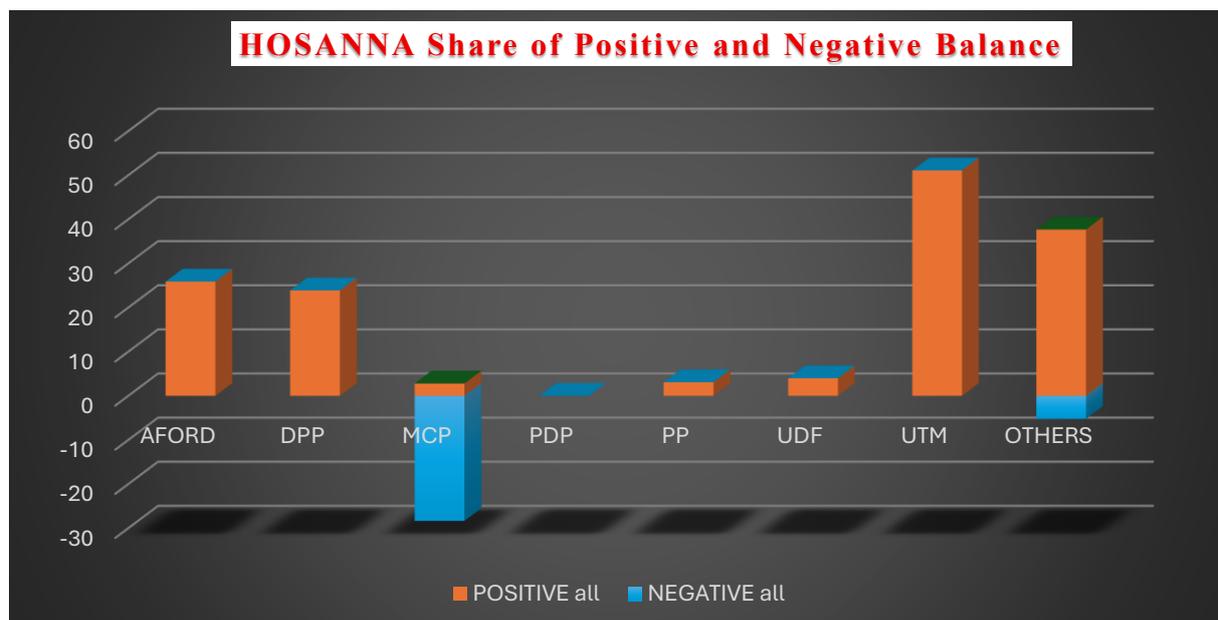
FIG. 39



#### HOSANNA FM SHARE OF POSITIVE AND NEGATIVE BALANCE

The station gave a higher share of positive coverage to **UTM, 51.1 Minutes**, **OTHERS** came second with **37.7 minutes**, and **AFORD** with **25.9**. The **MCP** got the highest Negative Coverage of **28.3 Minutes**, **OTHERS** also got **5.2 minutes** of negative coverage. This coverage was through the news bulletin and '*mlendo wathu*' programme. See the figure below.

FIG. 40

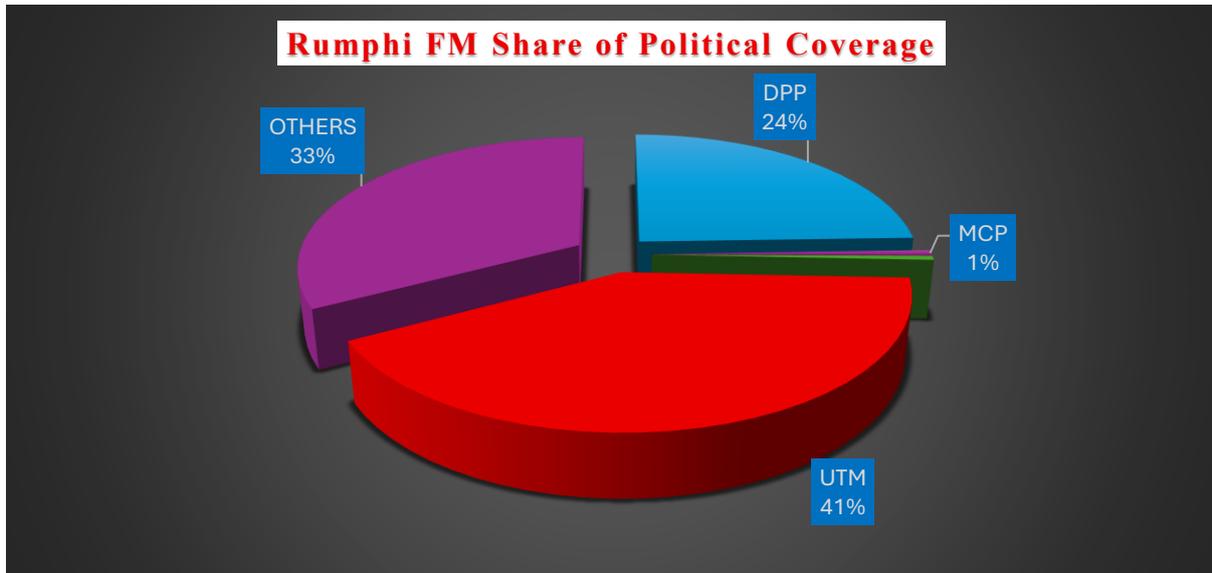


### 3.20. RUMPHI COMMUNITY RADIO

#### SHARE OF POLITICAL COVERAGE

During the period under review, RUMPHI shared its coverage with different political parties, with UTM dominating coverage by 41%, followed by OTHERS (33%), DPP had 24% and MCP was given the least coverage (1%). See the figure below

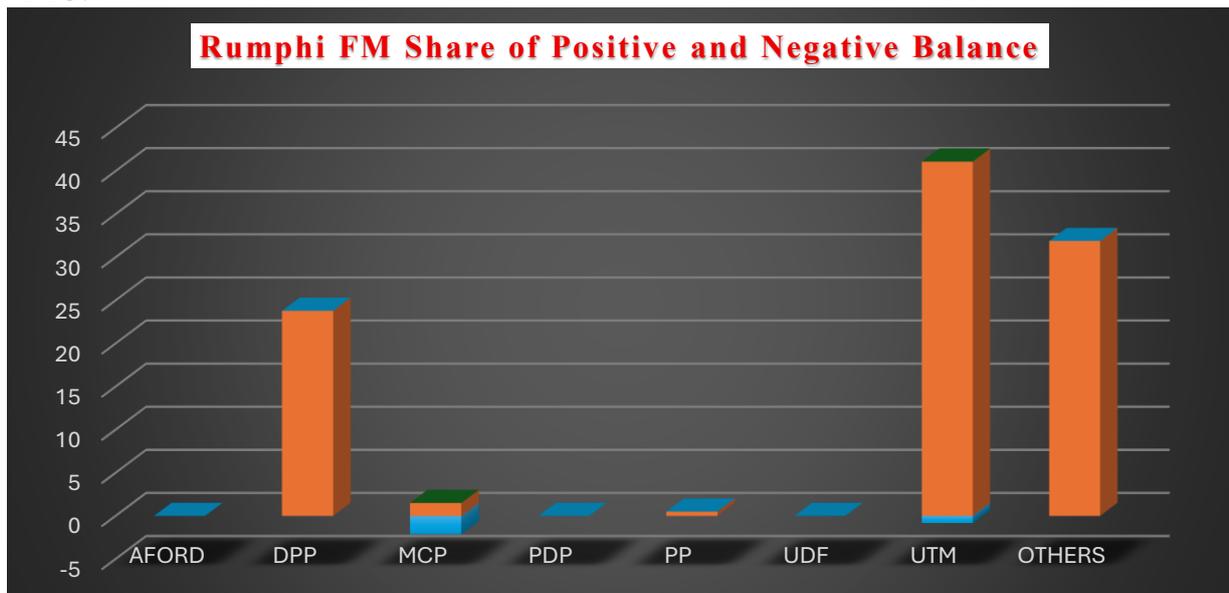
FIG. 41



#### RUMPHI SHARE OF POSITIVE AND NEGATIVE BALANCE

The station gave UTM a higher positive coverage of 41.1 minutes seconded by OTHERS with 31.9 minutes. DPP got positive coverage with 23.8 minutes coverage while MCP got the least negative coverage with 2.1 minutes. See graph below

FIG. 42

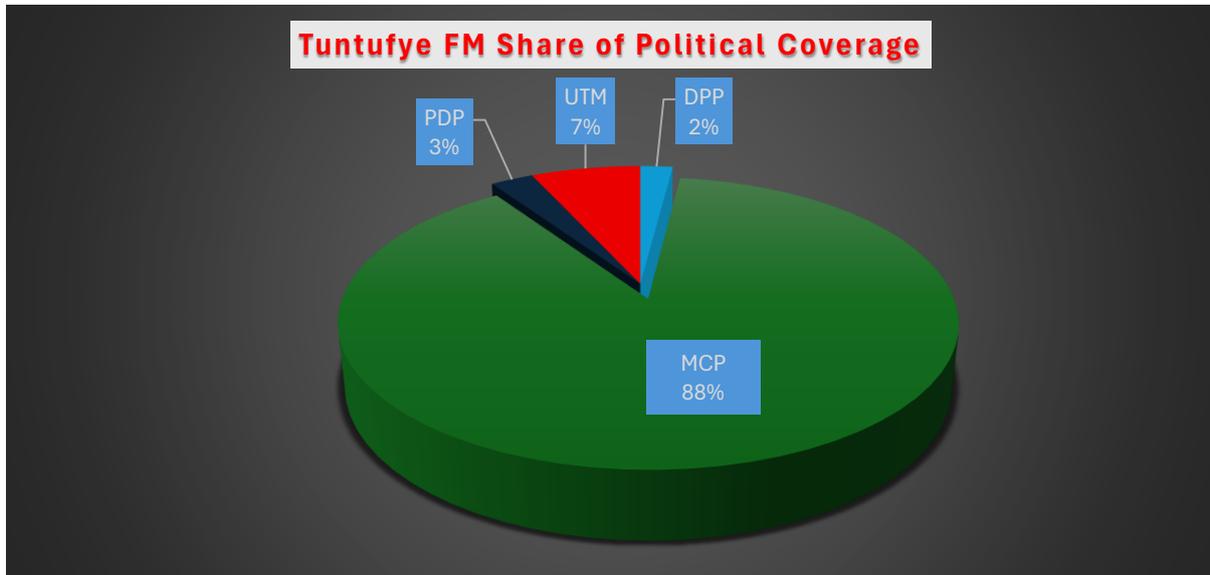


### 3.21 TUNTUFYE RADIO (REGIONAL RADIO)

#### SHARE OF POLITICAL COVERAGE

TUNTUFYE RADIO coverage was in favor of MCP with 88 %, UTM came second with 7 %. The coverage was from jingles, news bulletins, and programmes. See the figure below

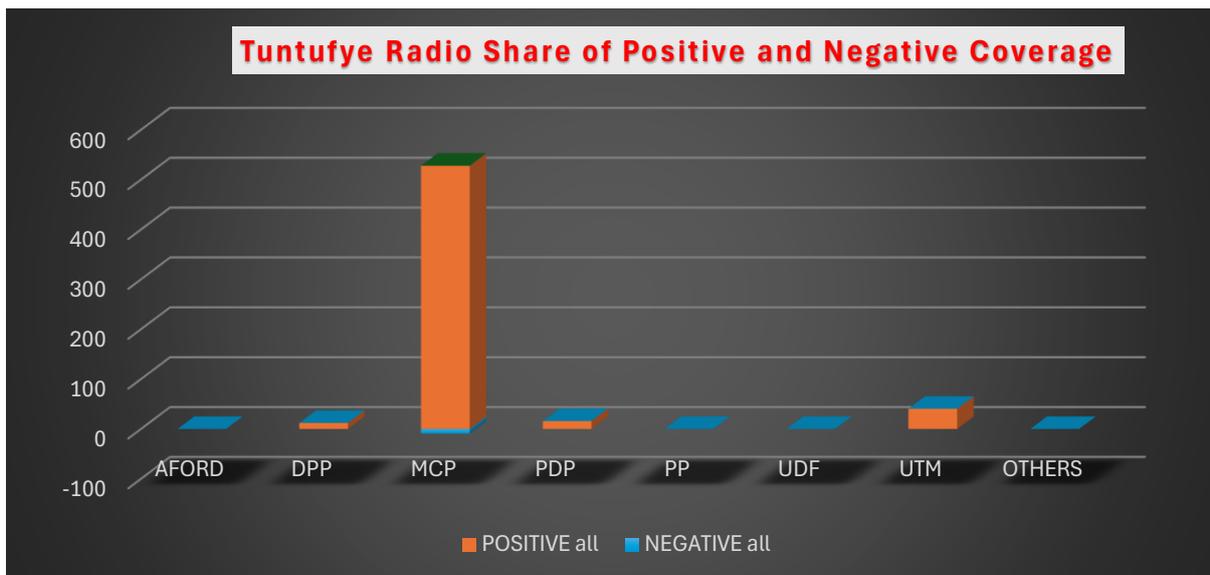
FIG. 43



#### SHARE OF POSITIVE AND NEGATIVE BALANCE

The station covered MCP positively with 527.9 minutes, followed by UTM with 40.6 minutes and PDP with 15.9 minutes. See Figure below

FIG. 44

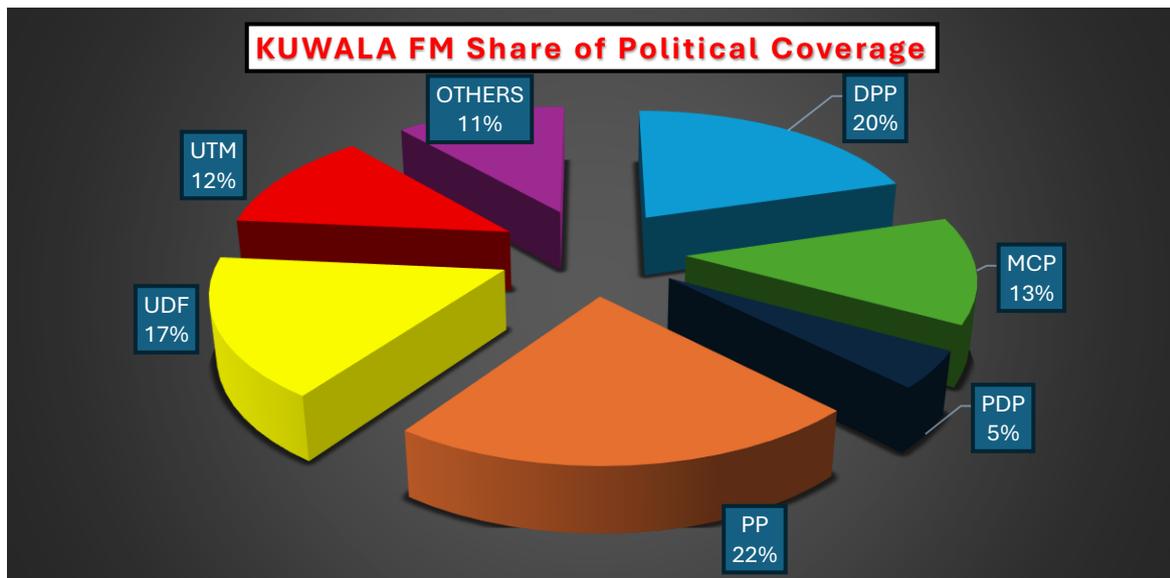


### 3.2.2. KUWALA FM (REGIONAL RADIO)

#### SHARE OF POLITICAL COVERAGE

During the period under review, **KUWALA FM** gave **PP 22 %** and **DPP 20 %** coverage, followed by **UDF** with **17 %**. **PDP** was the least covered at **5 %**. The coverage mainly came from a program called *Zikutinji* and news bulletins. See the chart below

FIG. 3



#### SHARE OF POSITIVE AND NEGATIVE COVERAGE

The station gave **PP** a higher share of positive **180 minutes**, and **DPP** came second with **164.1 minutes**. **PDP** had the least positive minutes (**48.3**). However, **MCP** and **DPP** had negative coverage of **85.4 minutes** and **11.3 minutes**, respectively. See the figure below

FIG 4.

