

MACRA BROADCASTING MONITORING SECOND QUARTER REPORT
1st April to 30st June, 2018

1.0. INTRODUCTION

The Broadcasting Monitoring Unit monitored 15 broadcasters during the period beginning 1st April to 30st June, 2018. The Unit analysed how broadcasters performed in terms of allocation of airtime on various issues of public interest. The issues are grouped in eight categories namely:

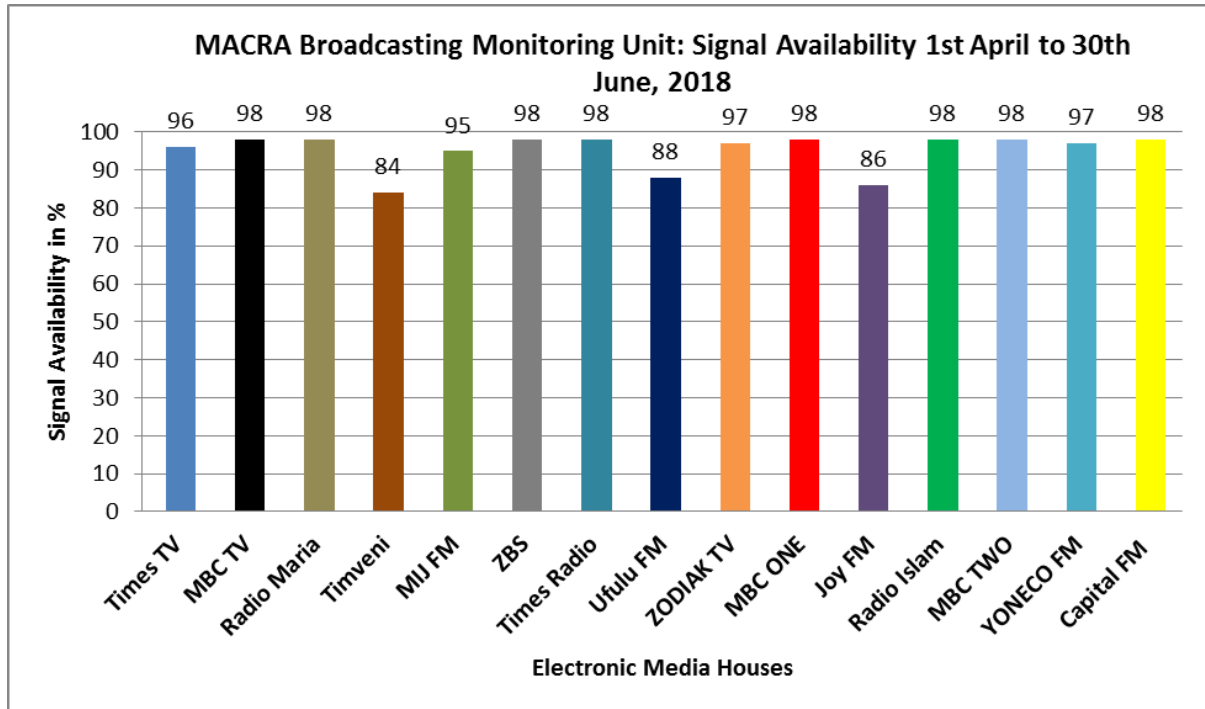
1. Business/Economy/Agriculture/Development
2. Politics/Governance
3. Human Rights/Courts/Police/Crime
4. Sports/Entertainment
5. Foreign Content
6. Religion
7. Health
8. Education.

The data was collected by analysing news bulletins and programmes from concerned stations.

2.0. SIGNAL AVAILABILITY

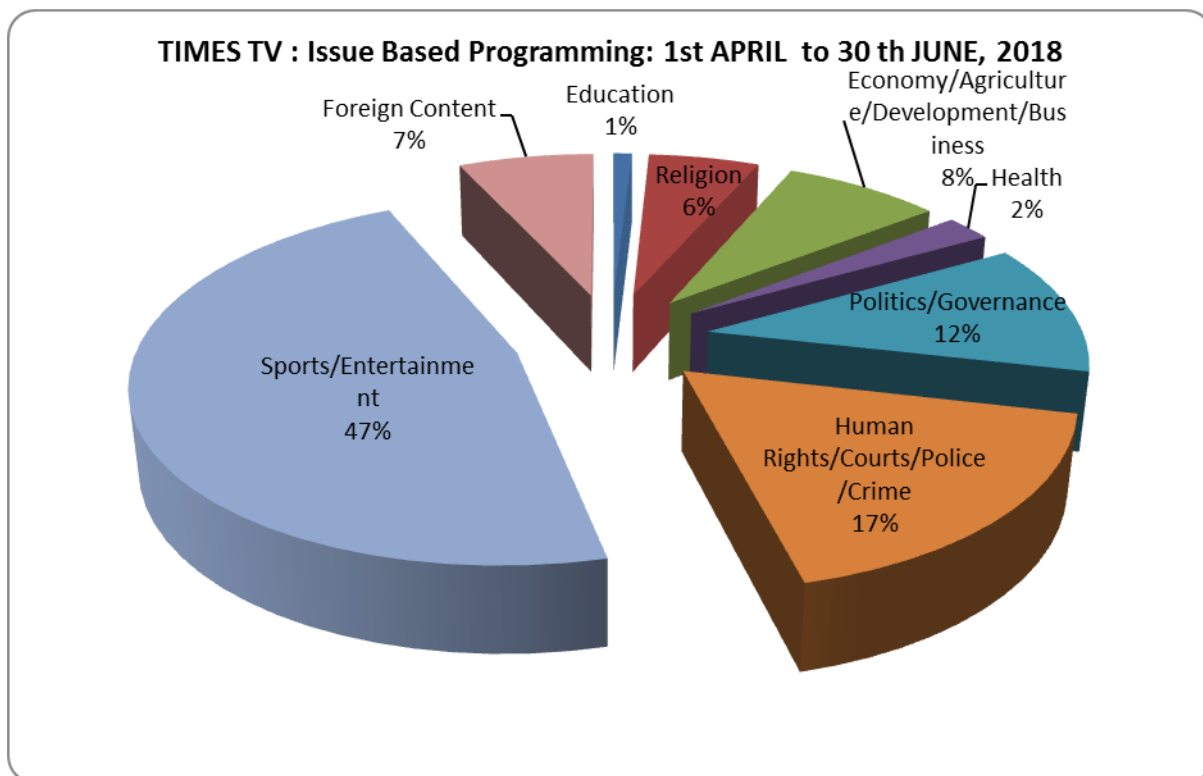
During this period, most radio stations performed well in regard to signal availability and quality. However, it was noted that a number of broadcasters such as Timveni, Ufulu FM and Joy FM experienced some challenges that caused breaks in transmission. The most stable and good quality signals were those from MBC Television, Radio Maria, ZBS, Times Radio, MBC Radios, Radio Islam and Capital FM. The chart below shows how stations performed in terms of signal availability and quality.

Fig. 1



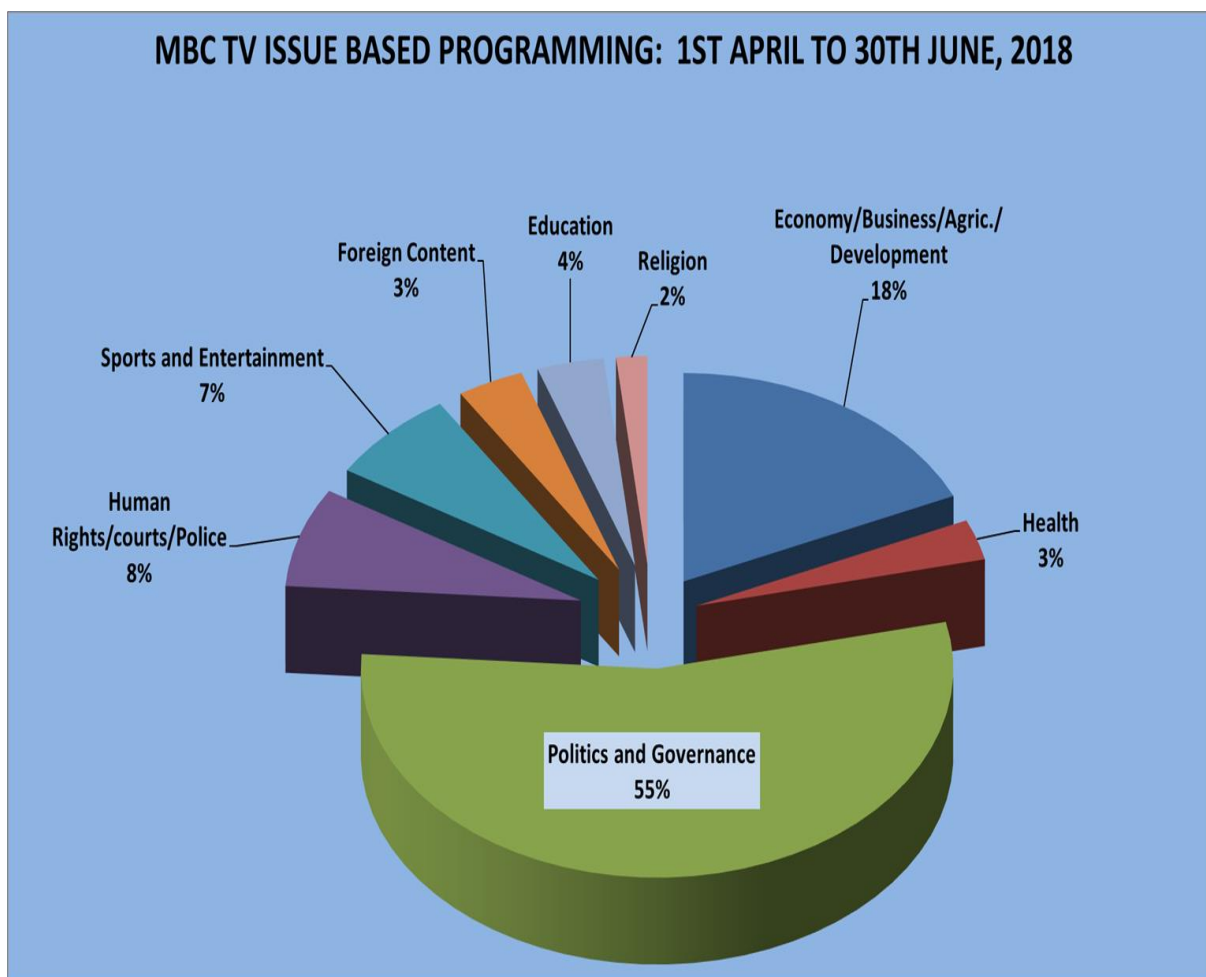
During the period under review, Times TV allocated much of its airtime to issues of Sports/Entertainment with 47%. This was followed by issues of Human Rights /Court /Police 17%. Politics/Governance issues were given 12%. The diagram below illustrates the rest of the allocations.

Fig: 2



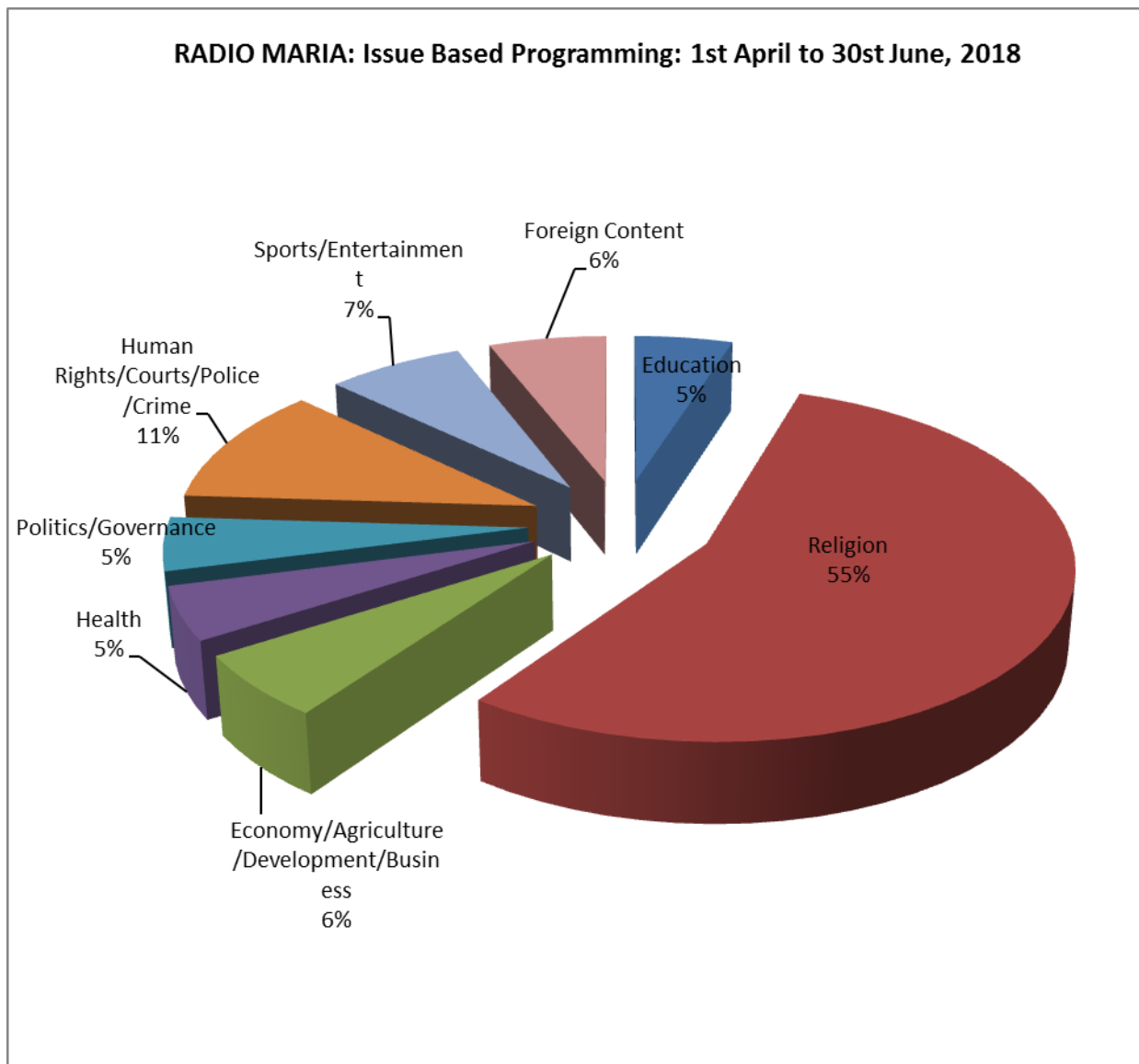
MBC TV shared airtime to issues based programmes as follows: Issues of Politics/ Governance were the most covered with 55%. Issues of Economy/Development/Business followed with 18%. On third were issues of Human rights/Police/Courts/Crime which got 8% while Sports/Entertainment got 7%. Religious issues were the least covered by being allocated 2%. The rest of the coverage is presented by the pie chart below

Fig 3:

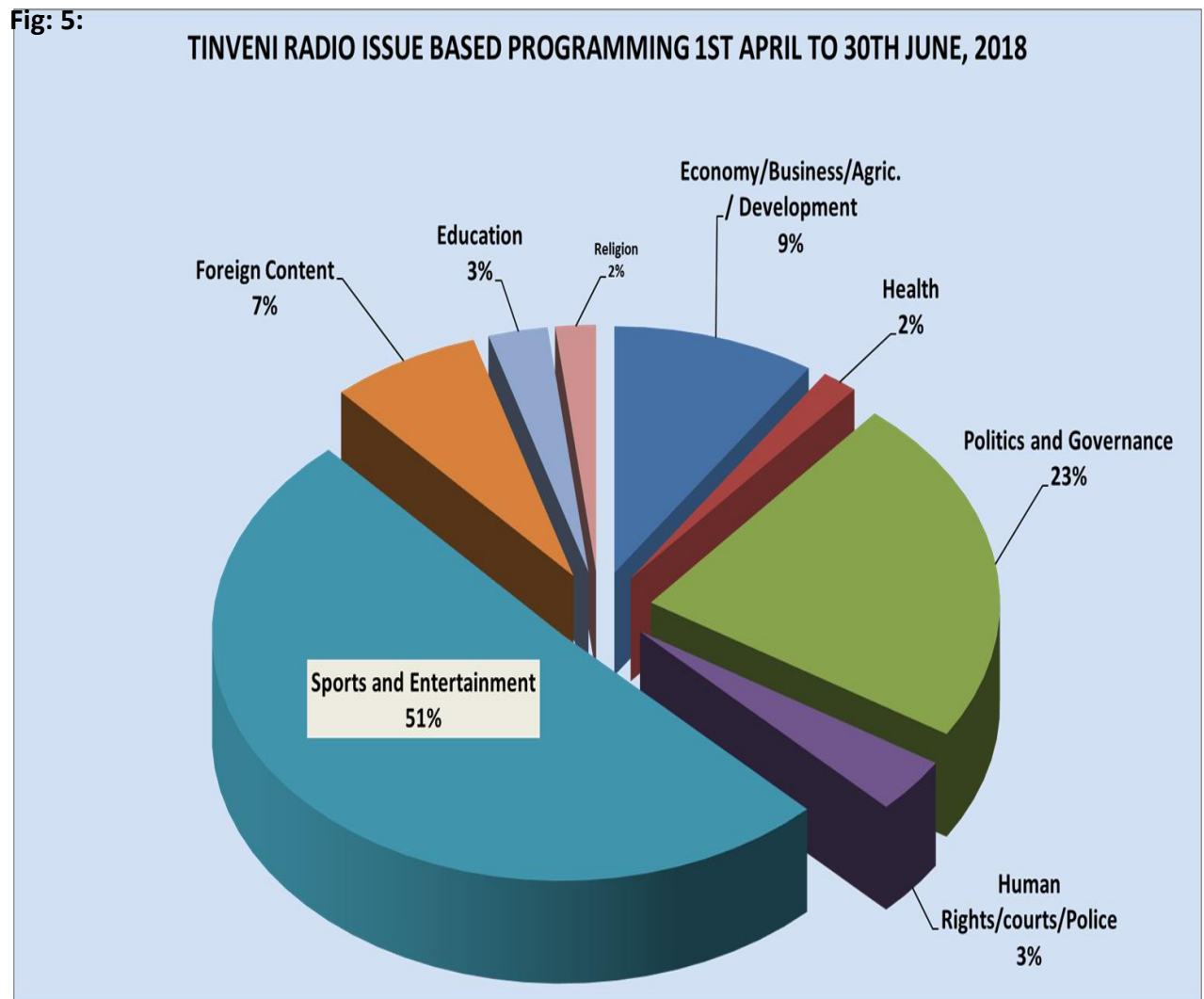


Below is how Radio Maria shared its airtime on issue based programmes. Issues of Religion were the most covered with 55%, followed by issues of Human Rights/Crime/Police/Courts with 11%. The rest of the coverage is presented by the pie chart below.

Fig 4:

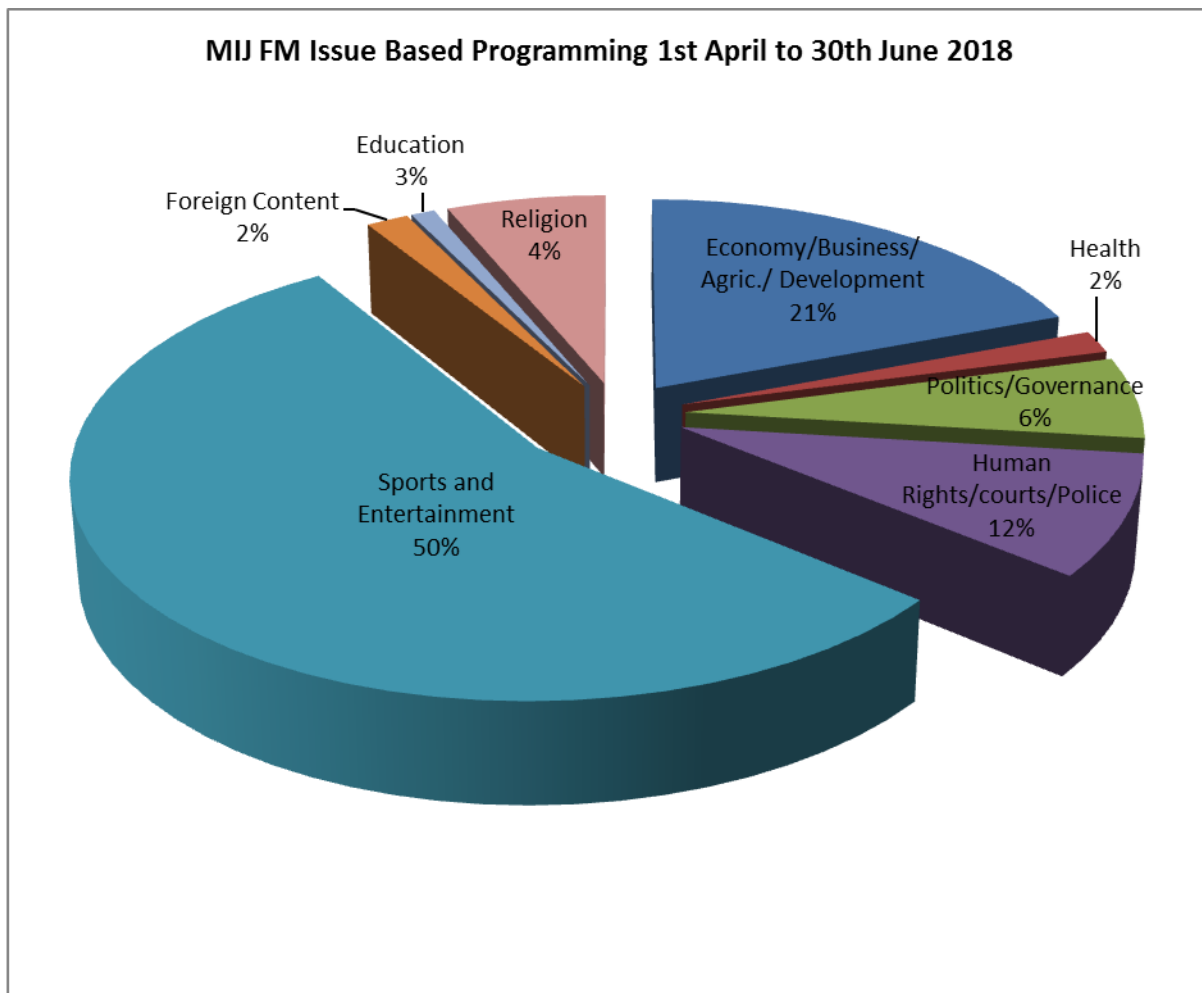


Below is how TIMVENI Radio shared airtime on issue based programming. Issues of Sports/Entertainment were covered the most (51%). The category of Politics/Governance followed with 23%. Categories of Education, Religion and Health were covered the least by getting 3%, 2% and 2% in that order. The coverage of other issue based programming is illustrated in the pie chart below



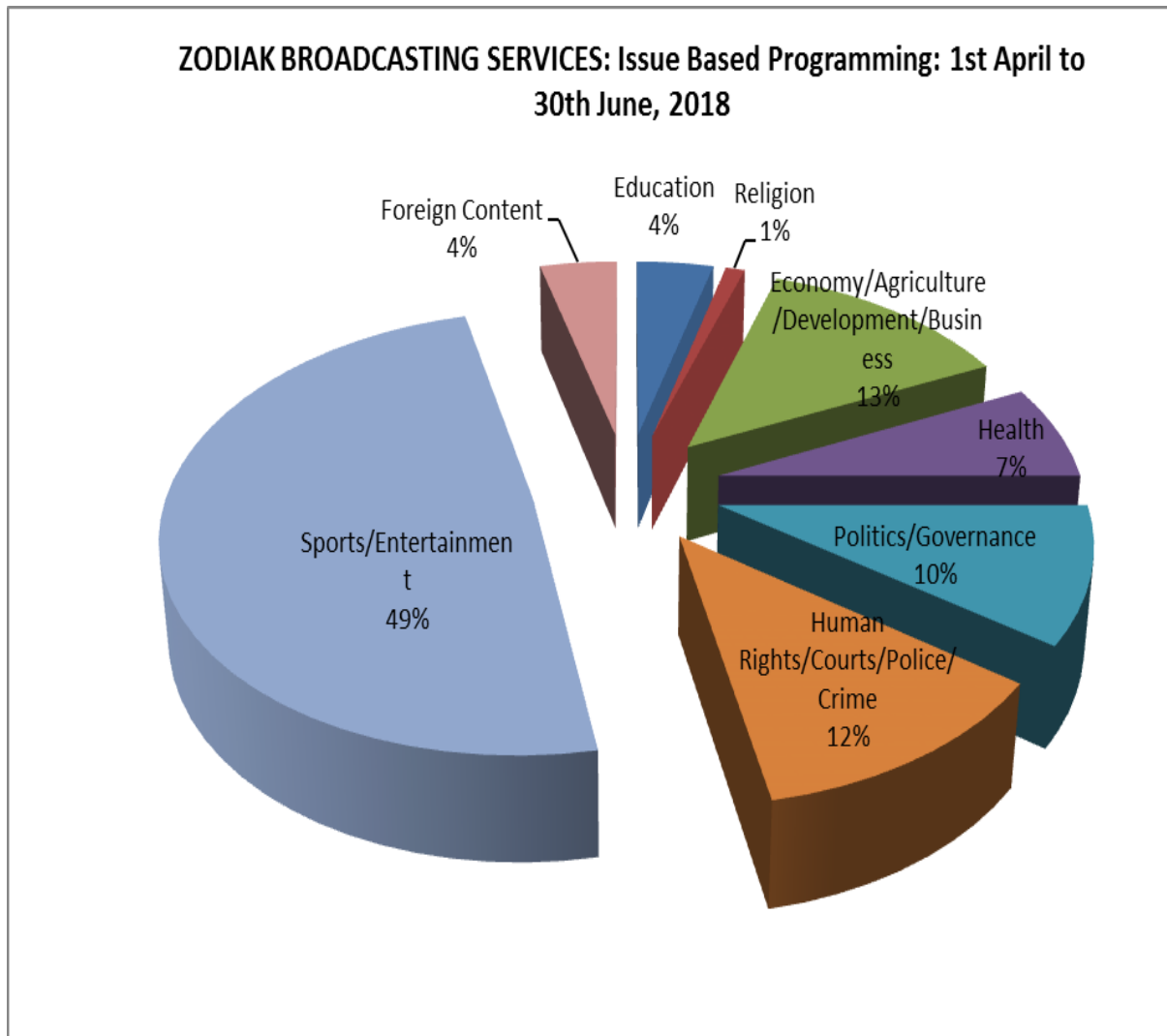
Malawi Institute of Journalism allocated 50% of its airtime to issues of Sports/Entertainment. This was followed by Economy/Business/Agriculture/Development which got 21% while Human Rights/Courts/Police/Crime got 12% of the airtime. The pie chart below shows how other issues took up the airtime on this station.

Fig 6:



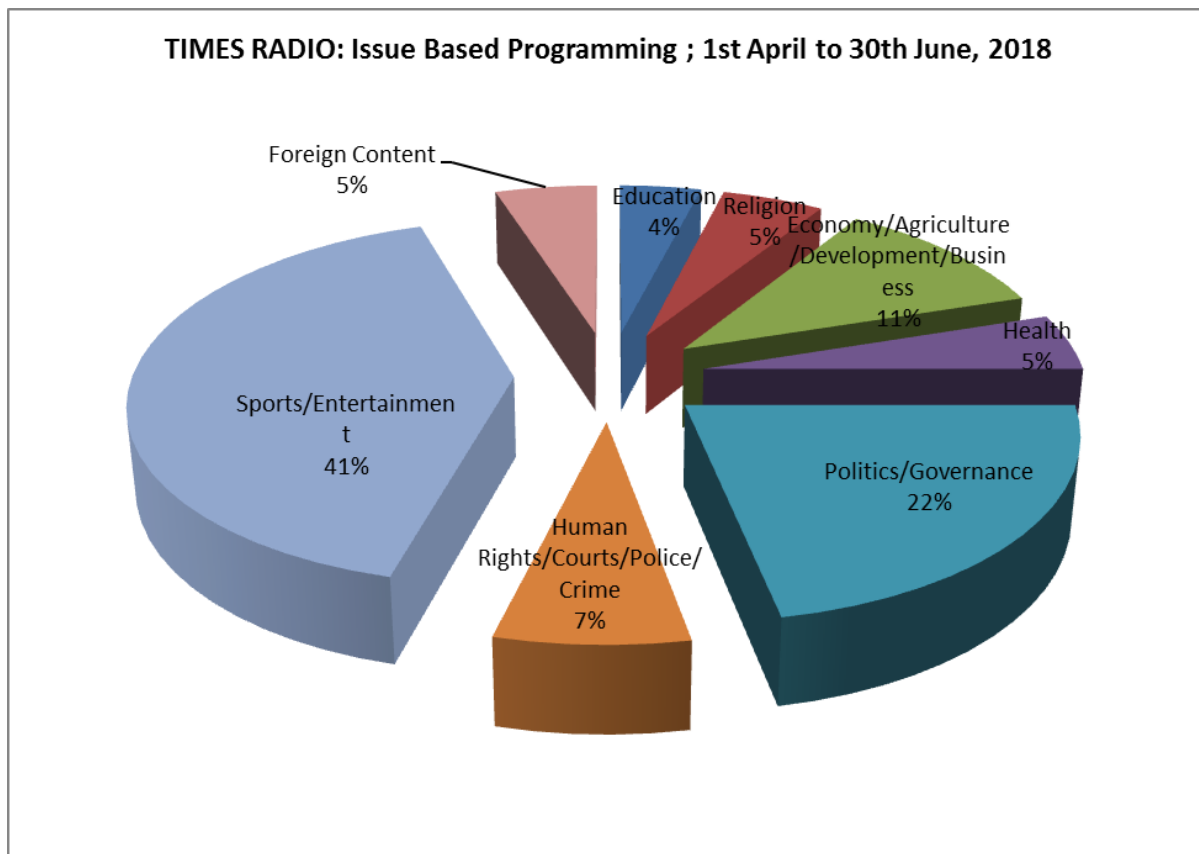
The station allocated much of its airtime to issues of Sports/Entertainment with got 49% of the total airtime. Issues of Economy/Business/Agriculture/Development followed with 13%. On third position were issues of Human Rights/Courts/Police/Crime which got 12%. The least covered were religious issues with 1%.

Fig: 7



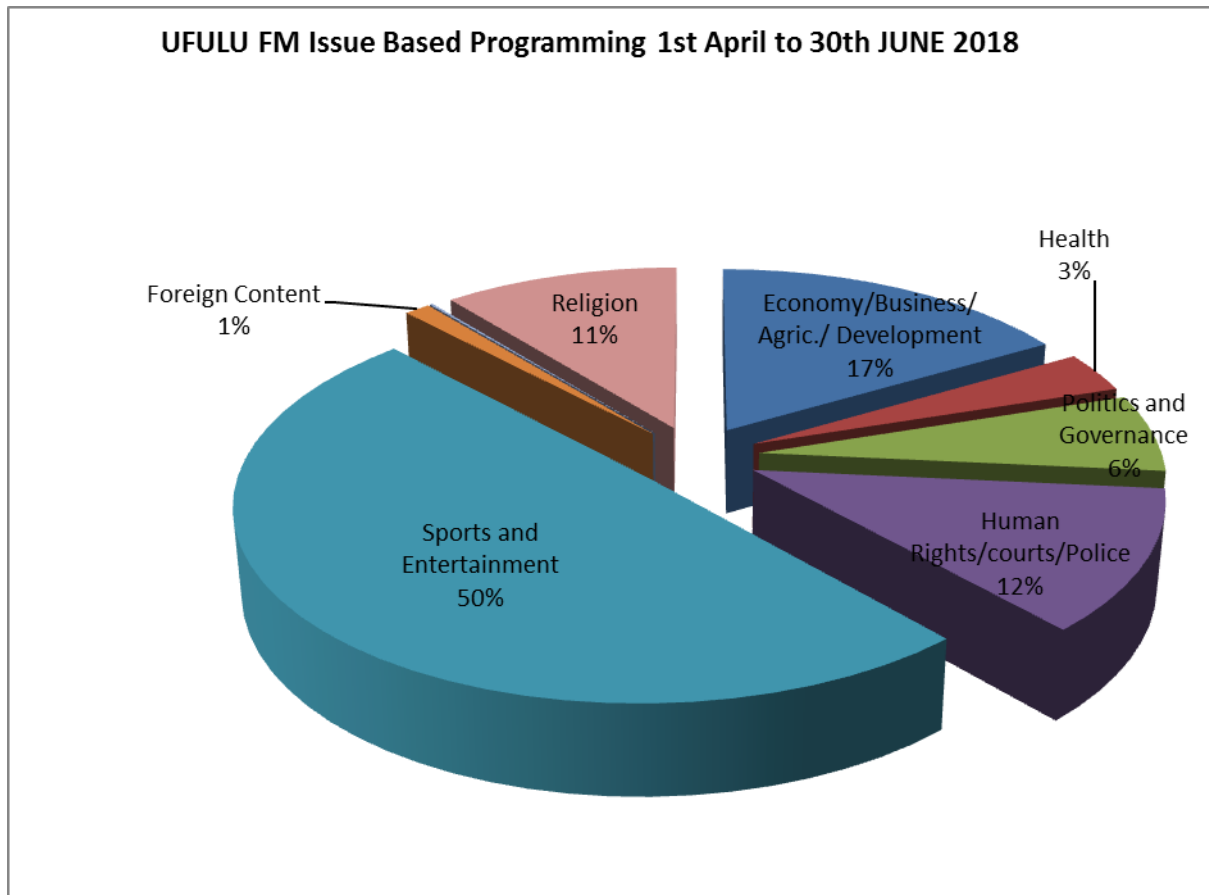
During the period under review Times radios apportioned most of the airtime to issues of Sports/Entertainment with 41%. The category of Politics/Governance followed with 22%. The categories that were least covered were those of Religion and Education which got 5% and 4% respectively. The rest of the allocations are presented below.

Fig. 8



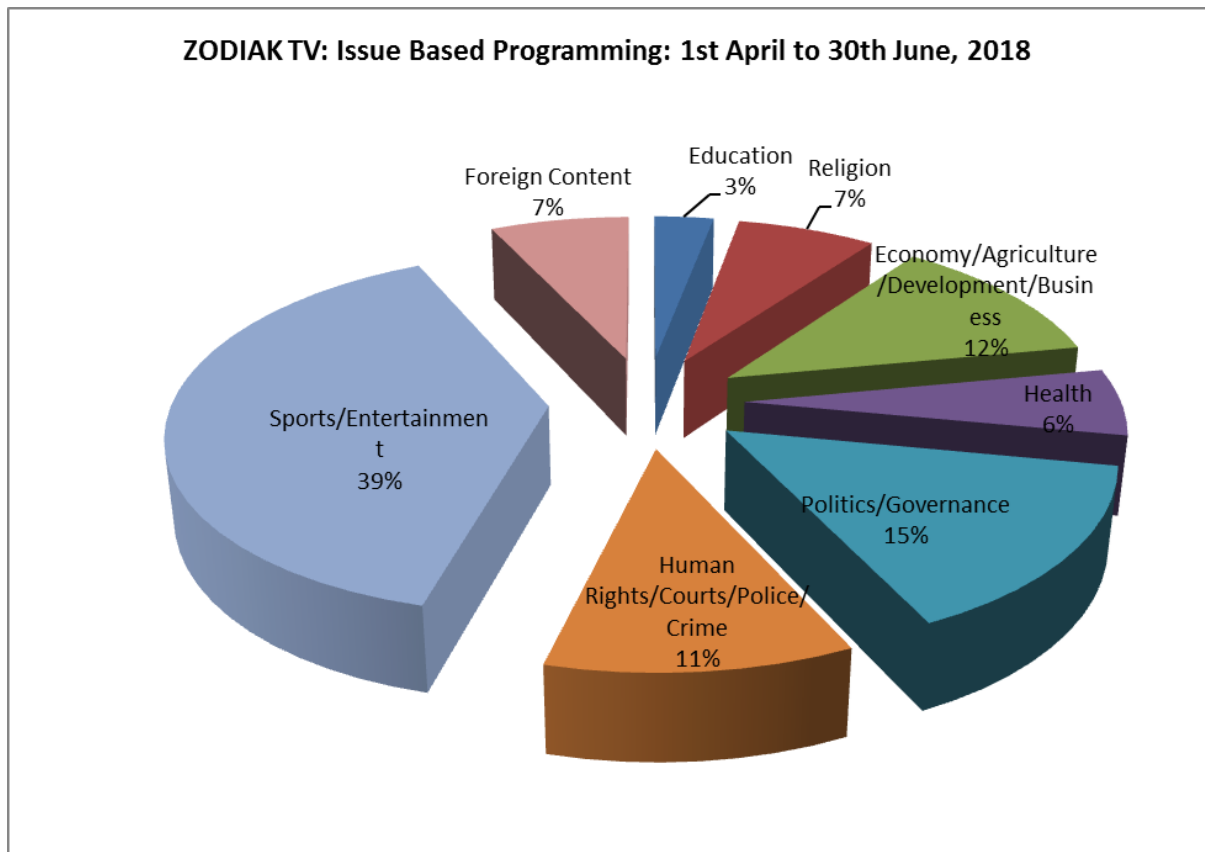
During the period under review Ufulu gave most of its airtime to issues of Sports/Entertainment (50%). This was followed by issues of Economy/Business/Agriculture/Development got 17%. The category of Education was given negligible airtime.

Fig: 9



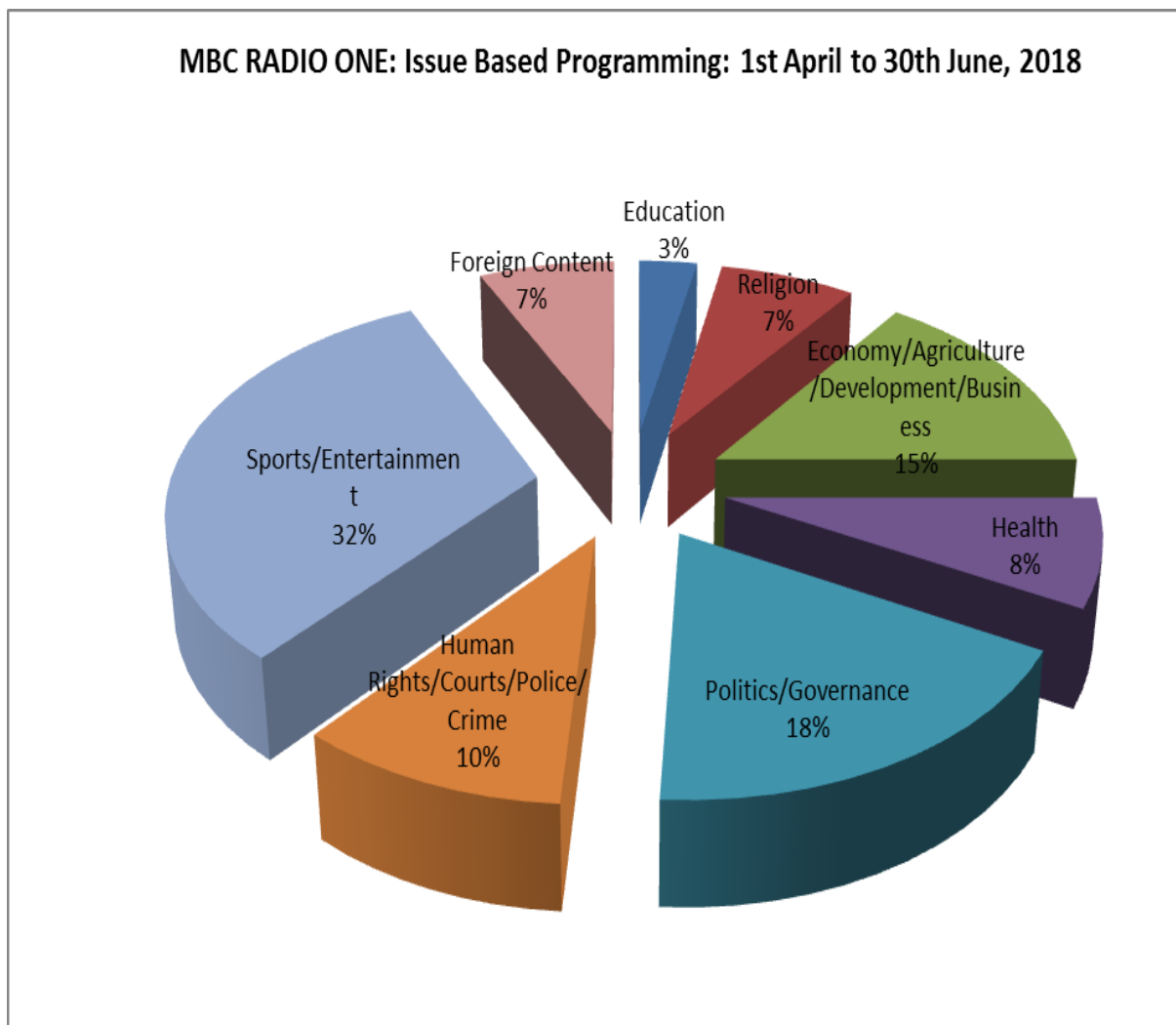
Zodiak Television allocated 39% of its airtime to issues of Sports/Entertainment. The category of Politics/Governance followed with 15%. On third position are issues of Economy/Agriculture/Development/Business which got 12%. The least covered were issues of Education with 3% coverage. The rest of the categories were allocated as shown in the pie chart below.

Fig: 10



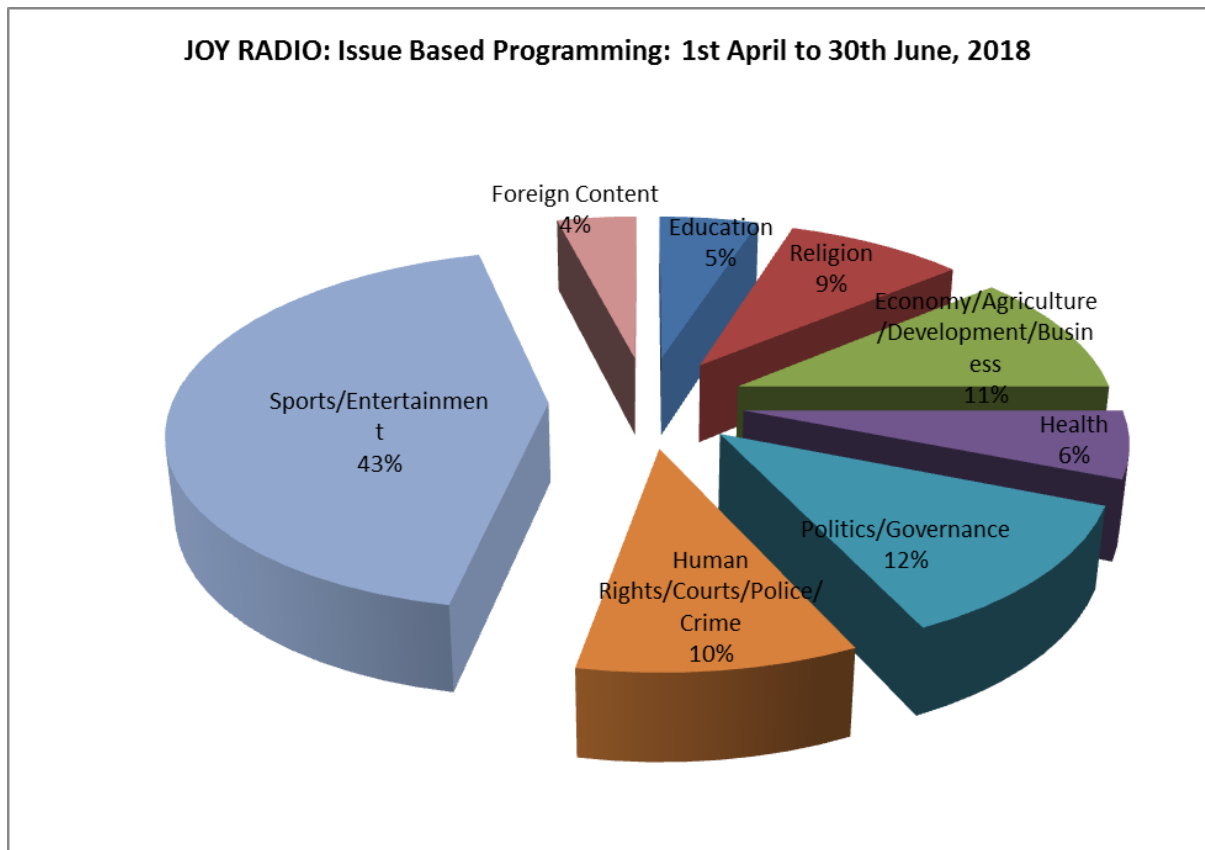
MBC Radio One gave much of its airtime to issues of Sports/Entertainment which got 32% of the total airtime. Issues on Politics/Governance got 18% of the airtime. On third were issues of Economy/Agriculture/Development/Business which got 15%. The rest of the allocation are presented in the chart below.

Fig: 11



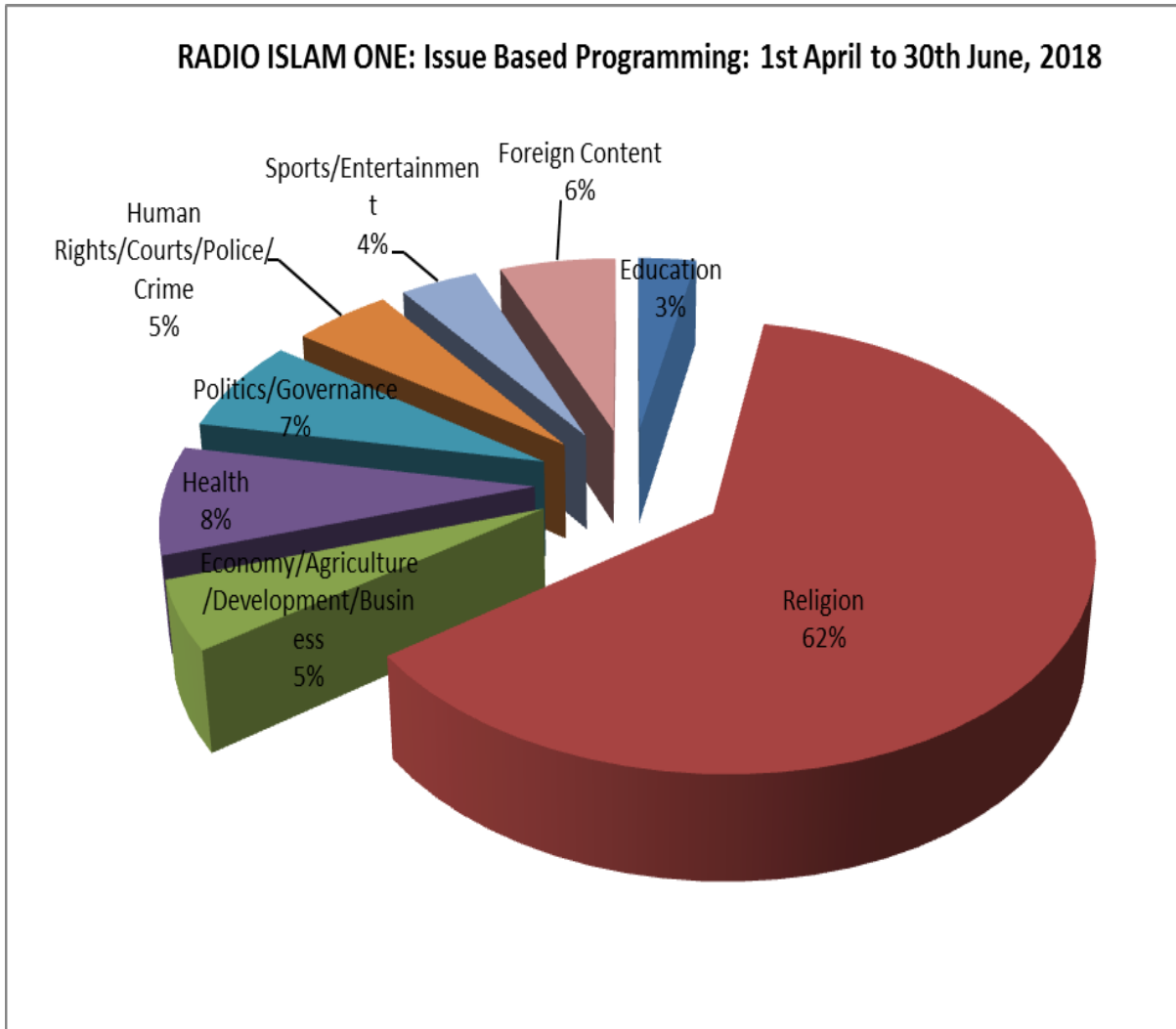
Joy Radio allocated much of its airtime to issues on Sports/Entertainment (43%). On second position were issues on Politics/Governance which got 12%. This was followed by issues on Agriculture/Business/Economy/Development which with 11%. The rest of the allocations are presented in the pie chart below.

Fig: 12



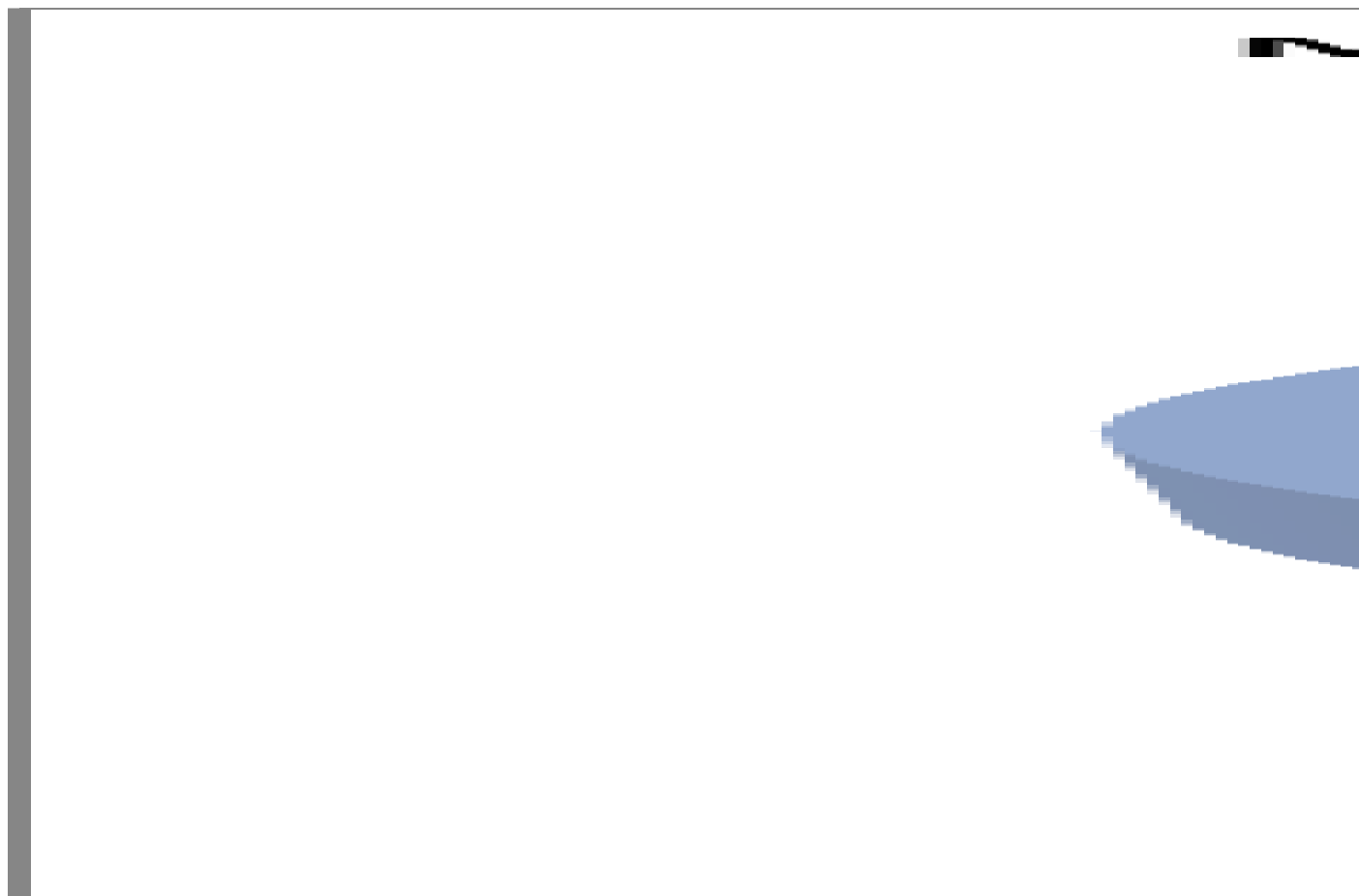
This religious Radio station allocated 62% of its airtime to issues of religion. Issues on Health came second with 8%. The rest of the categories were given almost equal airtime as shown in the pie chart. The least covered category was that of Education with 3%

Fig: 13



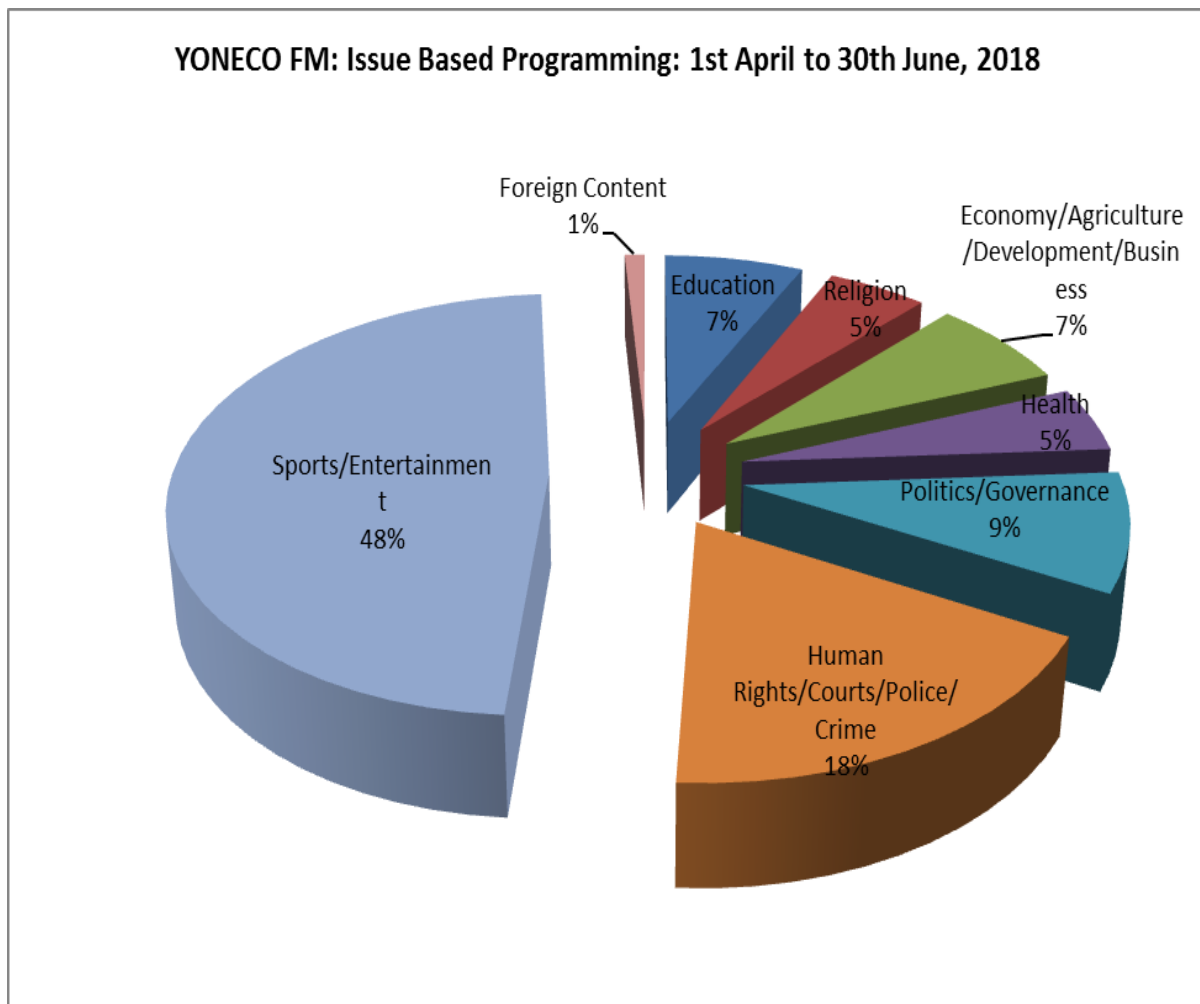
MBC Radio Two gave 52% of its airtime to issues of Sports/Entertainment. Issues of Human Rights/Courts/Police/Crime came second with 12% of the airtime. This was followed by the category of Economy/Business/Agriculture/Development which got 11%. For the rest of the allocations refer to the chart below.

Fig: 15



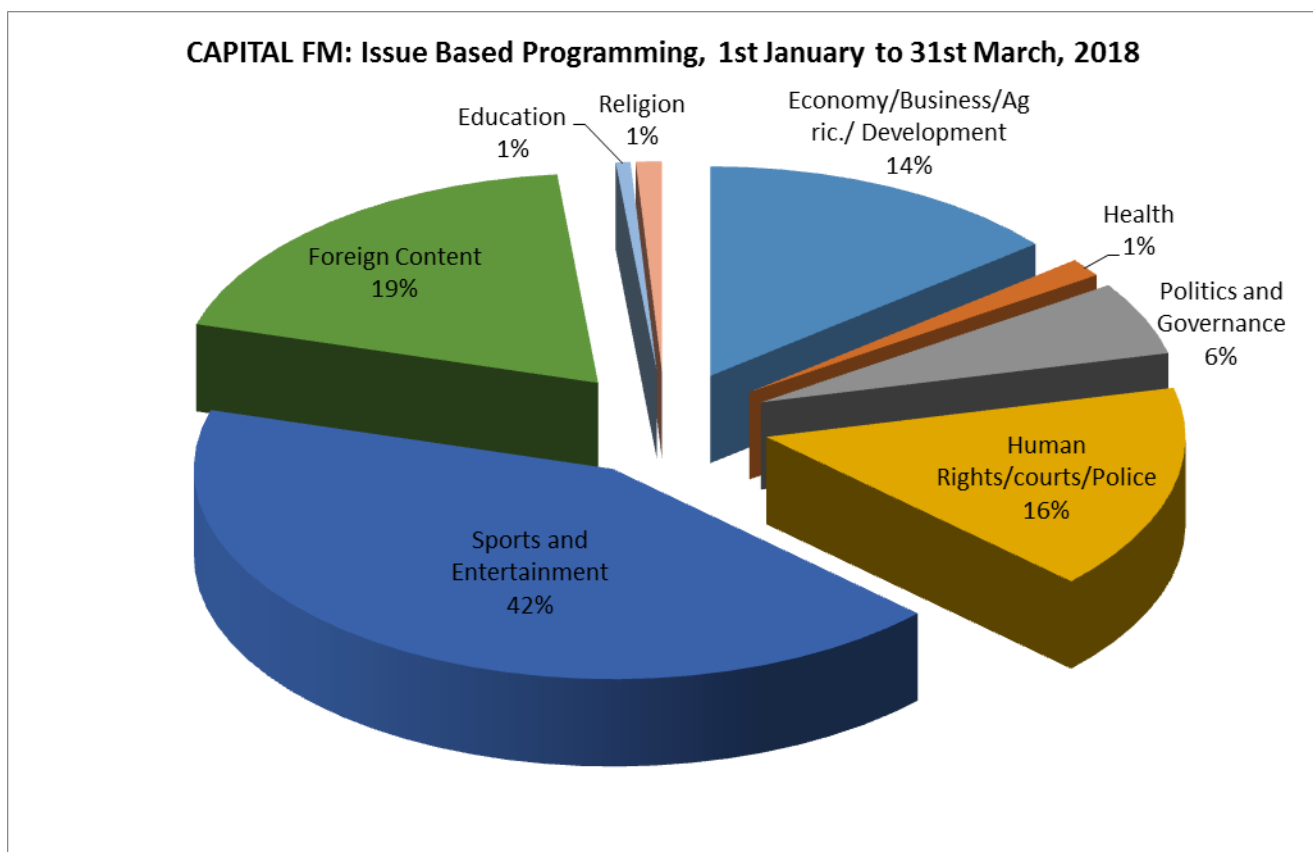
Sports/Entertainment dominated airwaves on YONECO FM by getting 48% of the airtime. This was followed by issues of Human Rights/Police/Crime/Courts with 18%. Apart from the least category of Foreign Content that got 1% the rest of the categories were allocated almost equal airtime as presented in the chart below.

Fig: 16



On Capital FM, Sports/Entertainment got 42% of the total airtime. This was followed by the category of foreign content 19%. Religion and Education were the least covered with 1% each. Below is a pie chart presenting airtime allocated to the rest of the categories.

Fig: 17



ISSUE BASED PROGRAMMING ON NATIONAL BROADCASTERS

Content in %	MBC TV	RADIO MARIA	TIMVENI RADIO	MIJ FM	TIMES TV	ZBS	TIMES RADIO	UFULU FM	ZBS TV	MBC ONE	JOY RADIO	RADIO ISLAM	MBC TWO	YONECO FM	CAPITAL FM
Education	5	5	3	3	1	4	4	0	3	3	5	3	4	7	1
Religion	55	55	2	4	6	1	5	11	7	7	9	62	7	5	1
Business	6	6	9	21	8	13	11	17	12	15	11	5	11	7	14
Health	5	5	2	2	2	7	5	3	6	8	6	8	5	5	1
Politics & Govern	5	5	23	6	12	10	22	6	15	18	12	7	7	9	6
Human Rights	11	11	3	12	17	12	7	12	11	10	10	5	12	18	16
Sports & Entertain	7	7	51	50	47	49	41	50	39	32	43	4	52	48	42
Foreign Content	6	6	7	2	7	4	5	1	7	7	4	6	2	1	19
TOTAL	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

- **Community of Interest Radio Stations**
- **Private Radio Stations**

Entertainment/Sports dominated airwaves on Private radio stations while Community of Interest broadcasters allocated more airtime to Religious issues.