

MACRA BROADCASTING MONITORING UNIT ISSUE BASED REPORT

FOR

NATIONAL BROADCASTING STATIONS

Monitoring exercise conducted from 1st April to 30th June, 2019

Prepared by:

MACRA BROADCASTING MONITORING UNIT

**BROADCASTING MONITORING UNIT ISSUE BASED PROGRAMMING
QUARTERLY REPORT**

1.0. **INTRODUCTION**

The Broadcasting Monitoring Unit monitored 13 broadcasters during the period beginning 1st April to 30st June, 2019. 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:

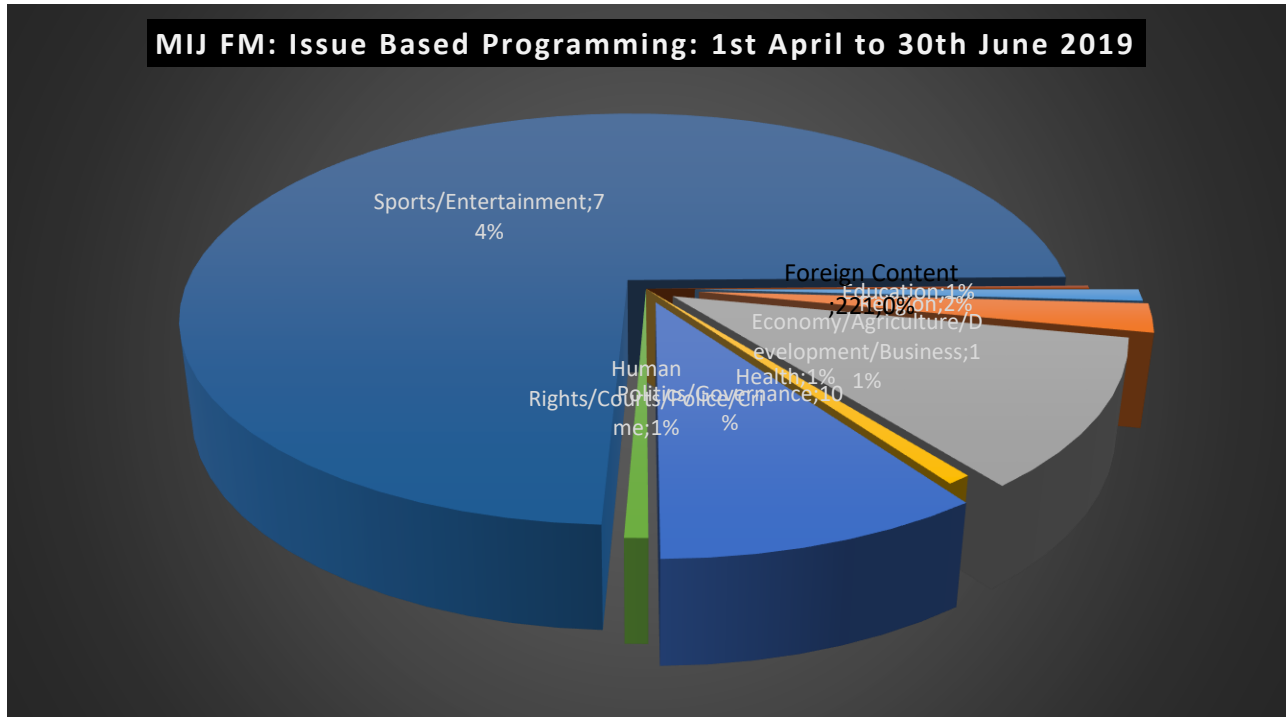
1. Business/Economy/Agriculture/Development
2. Politics/Governance
3. Human Rights/Courts/Police/Crime
4. Sports/Entertainment
5. Foreign Content
6. Religion
7. Health
8. Education.

The data was collected by analyzing news bulletins and programs from concerned stations.

2.0. SIGNAL AVAILABILITY

In this quarter most of the stations performed well. It was observed that during this period, there were reductions in transmission breakups. Most of the stations were on air during their prescribed time. However, the most outstanding signal was recorded on MBC Radios 1 and 2, Radio Islam, MBC TV, Radio Islam and ZBS radio. The chart below shows how stations performed in terms of signal availability.

Fig: 1



2.0. ALLOCATION OF AIRTIME TO ISSUE BASED PROGRAMMES

2.1 ZODIAK RADIO

Politics and Governance issues were the most covered on Zodiak radio with 36% and Economy/Agriculture/Development / Business came second with 19%. Human rights/Police/Courts/Crime followed with 18% while Sports / Entertainment got 14%. However foreign content got the least coverage with 1% .The pie chart below shows coverage allocation for the station;

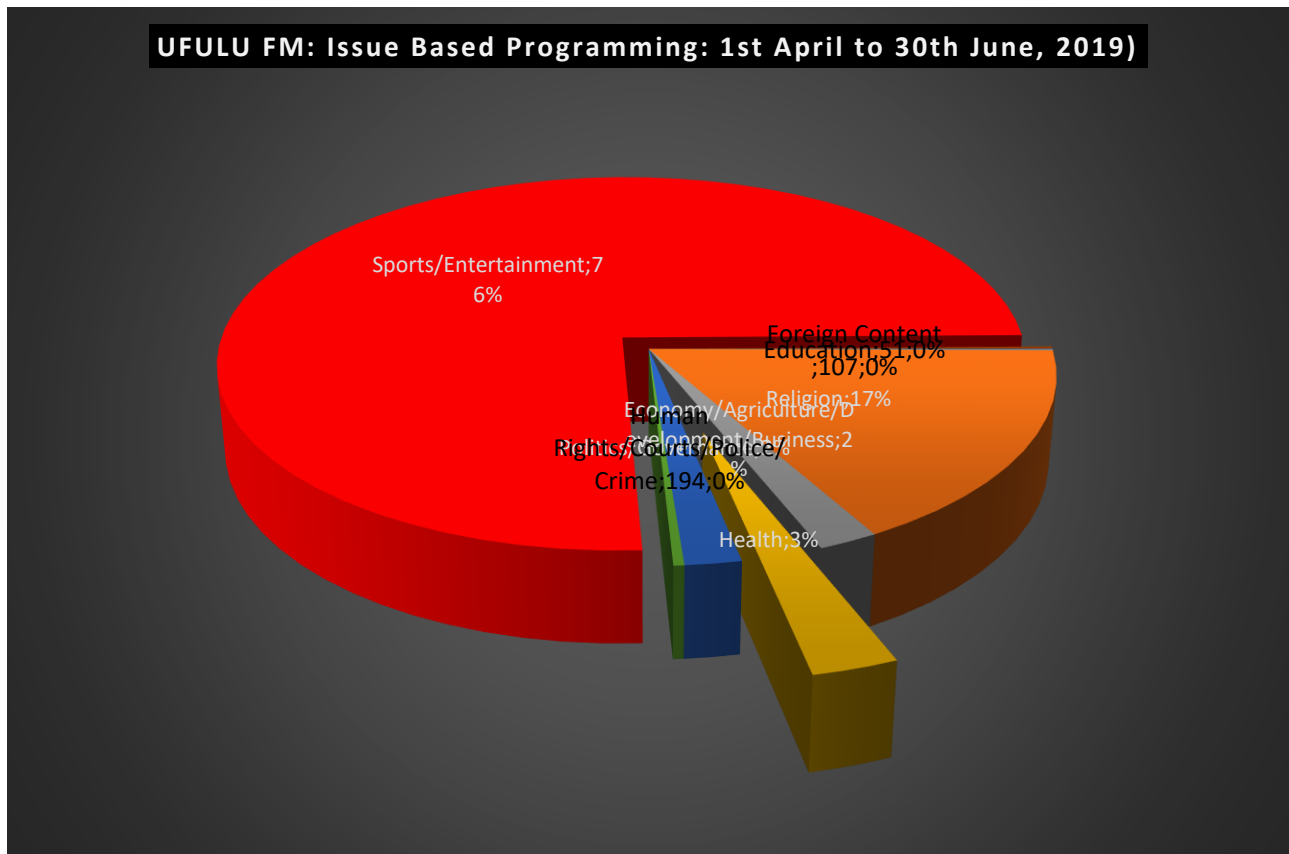


Fig: 2

2.2 MIJ FM

In the second quarter MIJ gave Sports/entertainment highest airtime of **74%** followed by Economy/agriculture/development/business with **11 %**. Politics/Governance got **10%** while religion **2 %**. Education, Human Rights/ Court / Police / Crime and health got a least coverage **1%** each.

Times Radio: Issue based programming:1st April to 30 th June 2019

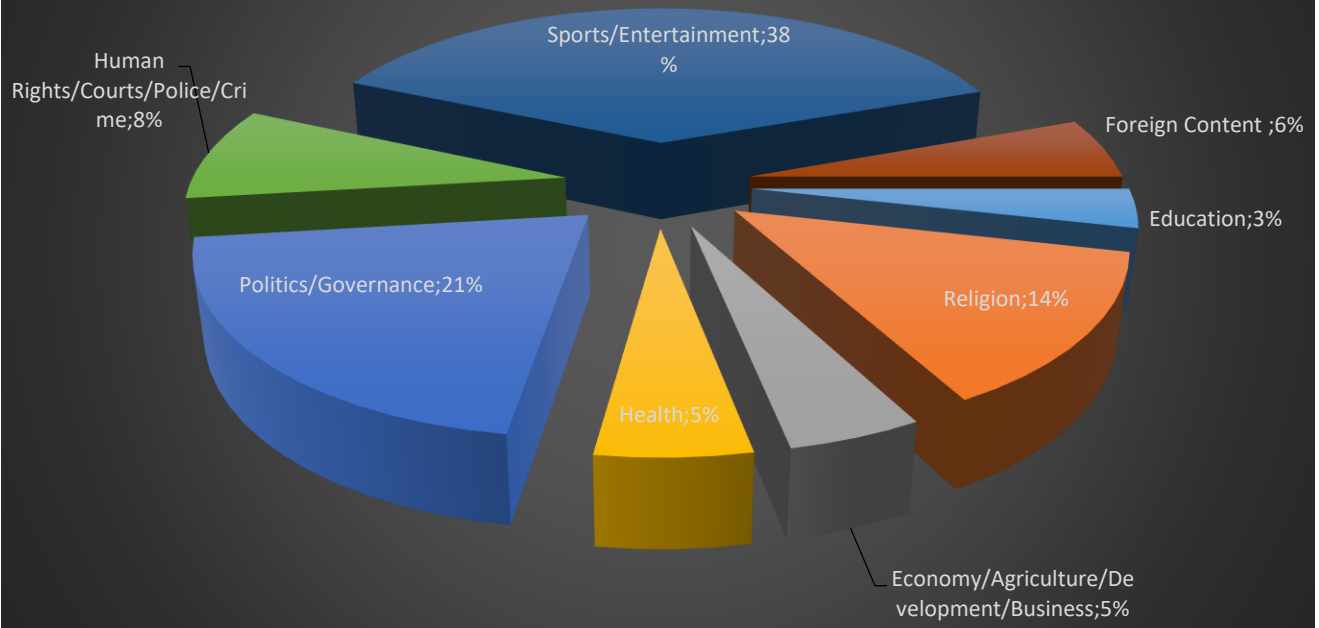


Fig: 3

2.3 RADIO ISLAM

In the second quarter of 2019, Radio Islam allocated **88 %** towards Religion, Economy/ Agriculture/ Development/Business issues came second with **5 %** ,followed by sports /entertainment at **4%** while Human Rights/Courts /Police/Crime , Foreign Content , Health and Education shared **1%** each. See the pie chart below;

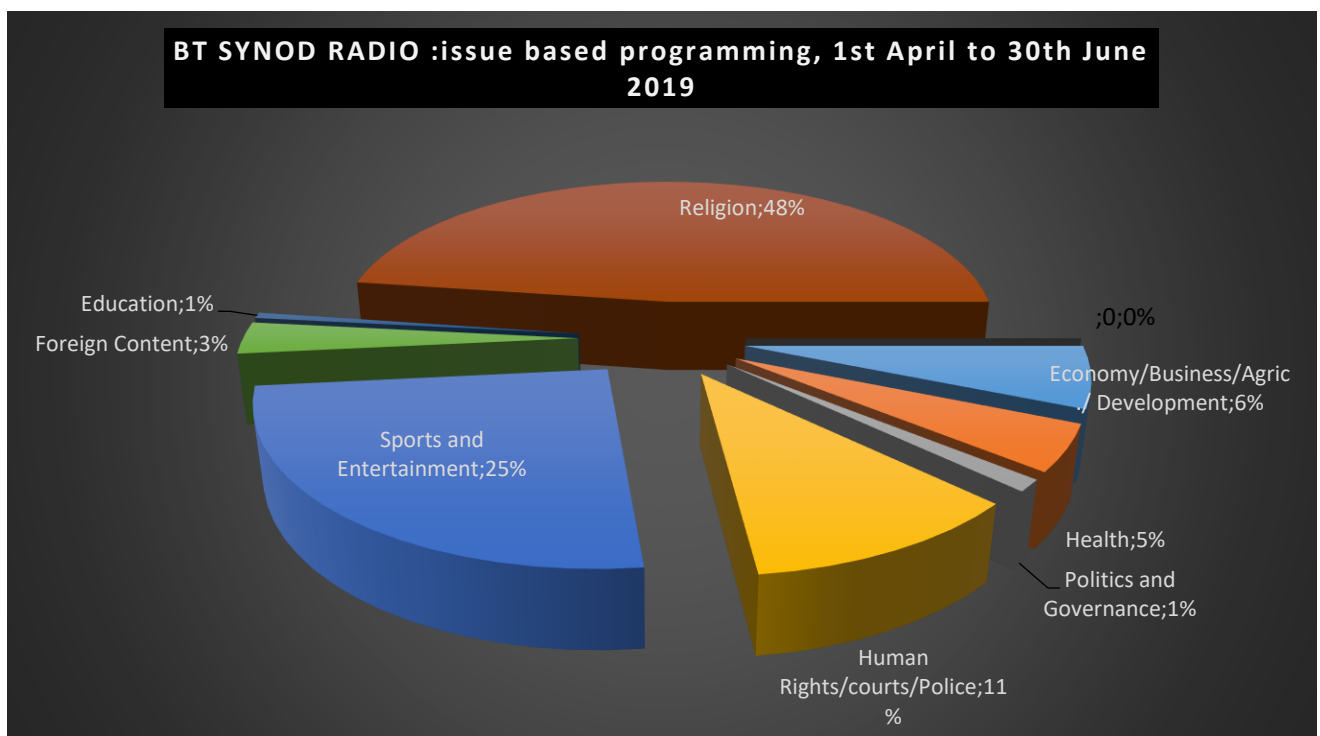


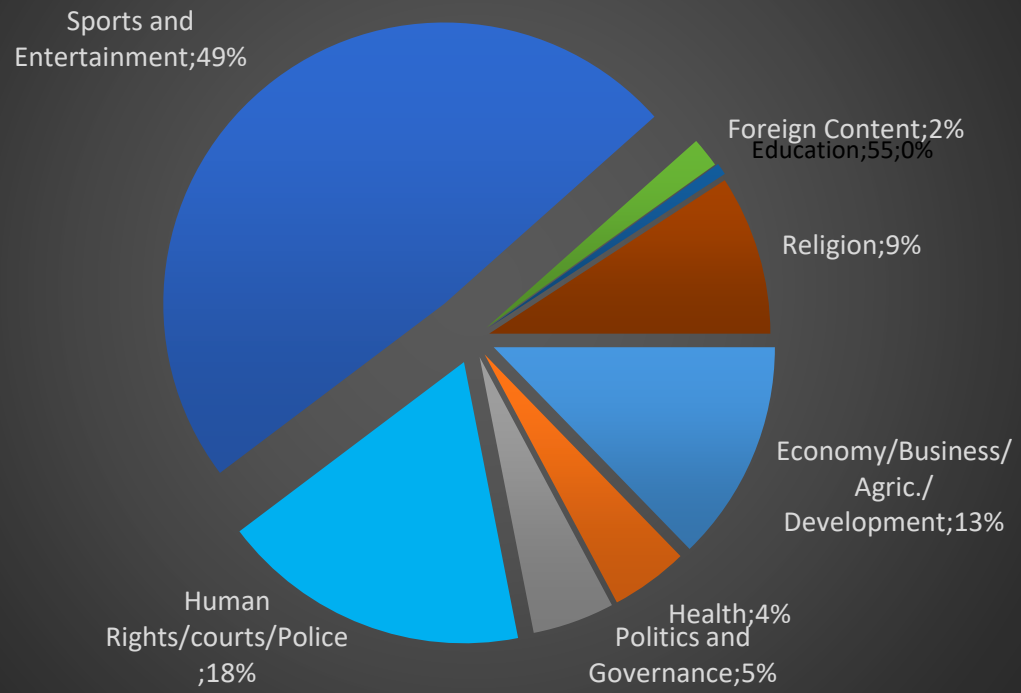
Fig: 4

2.4 UFULU FM

In the second quarter under review, Ufulu FM allocated more airtime towards Sports/Entertainment getting **76 %** of the total share. Religious issues came second with **17 %** followed by Health issues with **3 %**. Politics/ Governance and Economy /Agriculture /Development/ Business got also **2%** each of airtime. The pie chart below shows how the radio station shared airtime to issue based programming.

Fig: 5

YONECO FM: Issue Based Programming: 1st April to 30th June, 2019



2.5 MBC RADIO 1

MBC Radio maintained its role of informing, educating and entertaining its audience. Politics and governance got the highest share of 29% while sports and entertainment got **19%**, Health came third with 15% while education had the lowest share of **3%**.

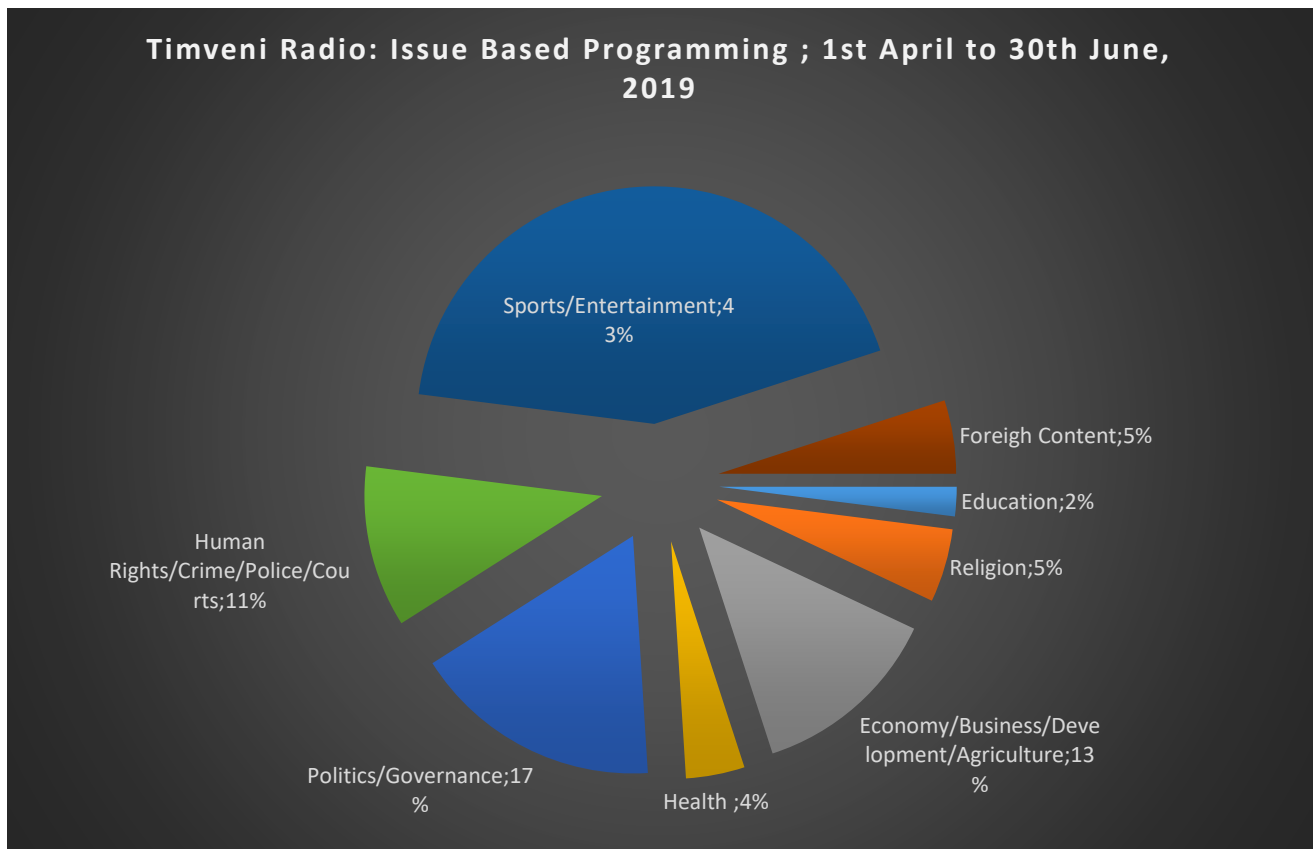


Fig: 6

2.6 TIMES RADIO

In the second quarter of 2019, Times Radio allocated a large amount towards sports/entertainment with **38%**, Politics and governance came second getting **21%** followed by Religion with **14%**. Human rights, courts, police and crime related programs got **8%**. Foreign content got **6%** share of the programming and news. Economy, agriculture, development, business and health got 5%. The least covered on the station was Education with **3%**. Refer to the graph below:

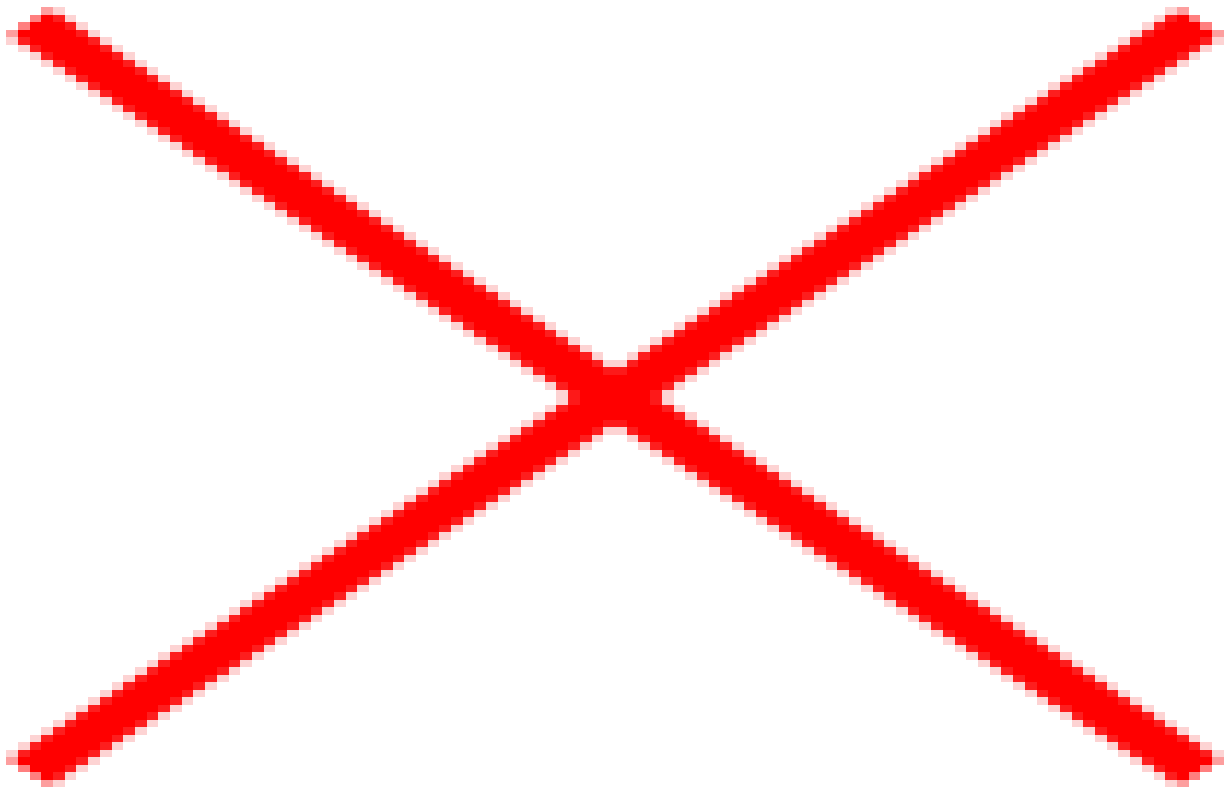


Fig: 7

2.7 TIMES TV

During the second quarter, Sports and Entertainment had a larger share of airtime getting **51 %** followed by issues of politics and governance at **12 %**. Human rights subjects took 11 percent of the airtime share. As seen in the graph, Religious and Education were the least covered with 2 % each respectively.

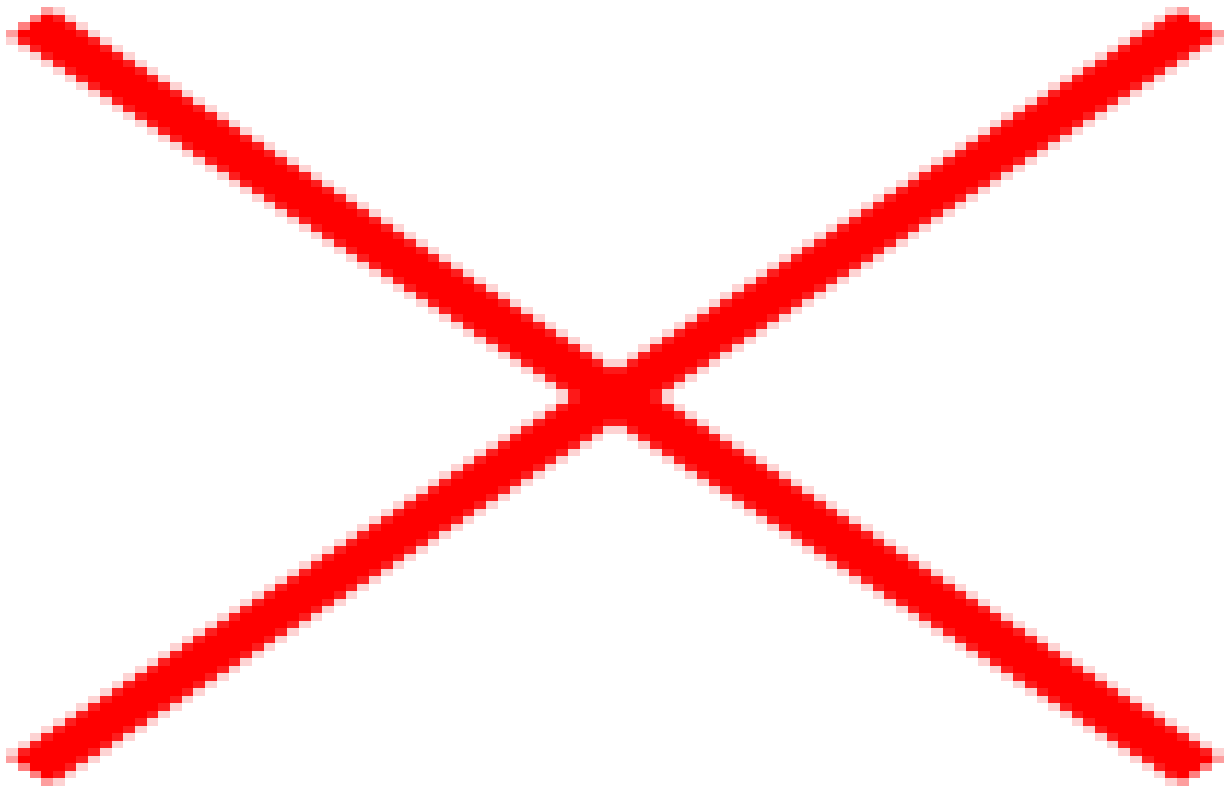


Fig: 8

2.8. BLANTYRE SYNOD RADIO

Blantyre Synod Radio being a religious broadcaster gave Religious programming prominence in the second quarter getting **48 percent** followed by Sports and Entertainment which scored **25 percent**. Issues of Human rights came third with **11 percent**.

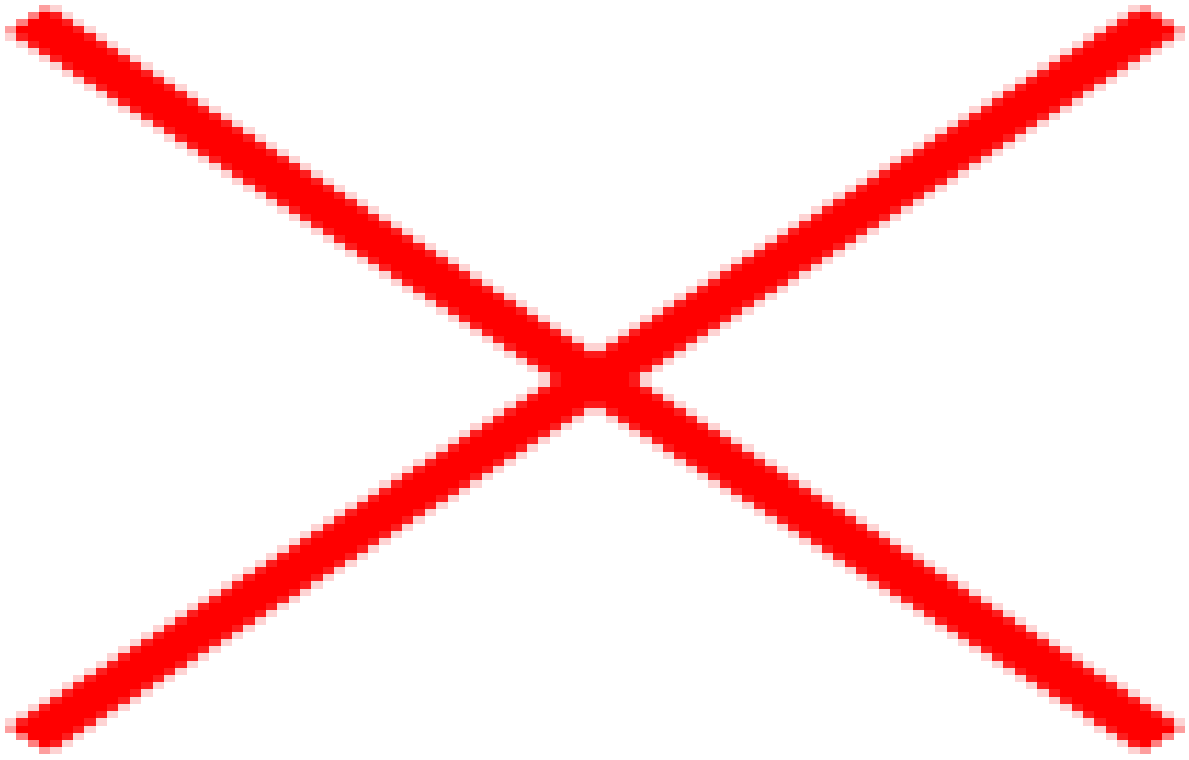


Fig: 9

2.9. CAPITAL FM

During the period under review, Capital FM programming predominantly featured Sports/Entertainment programmes which scored **51 %** followed by Economy/Business/Agriculture/Development at **14 %**. However, there was an increase in Political/Governance reporting between March and June thereby increasing the political percentage to **12%** as shown in the graph below . Health issues were negligibly covered during this period. .

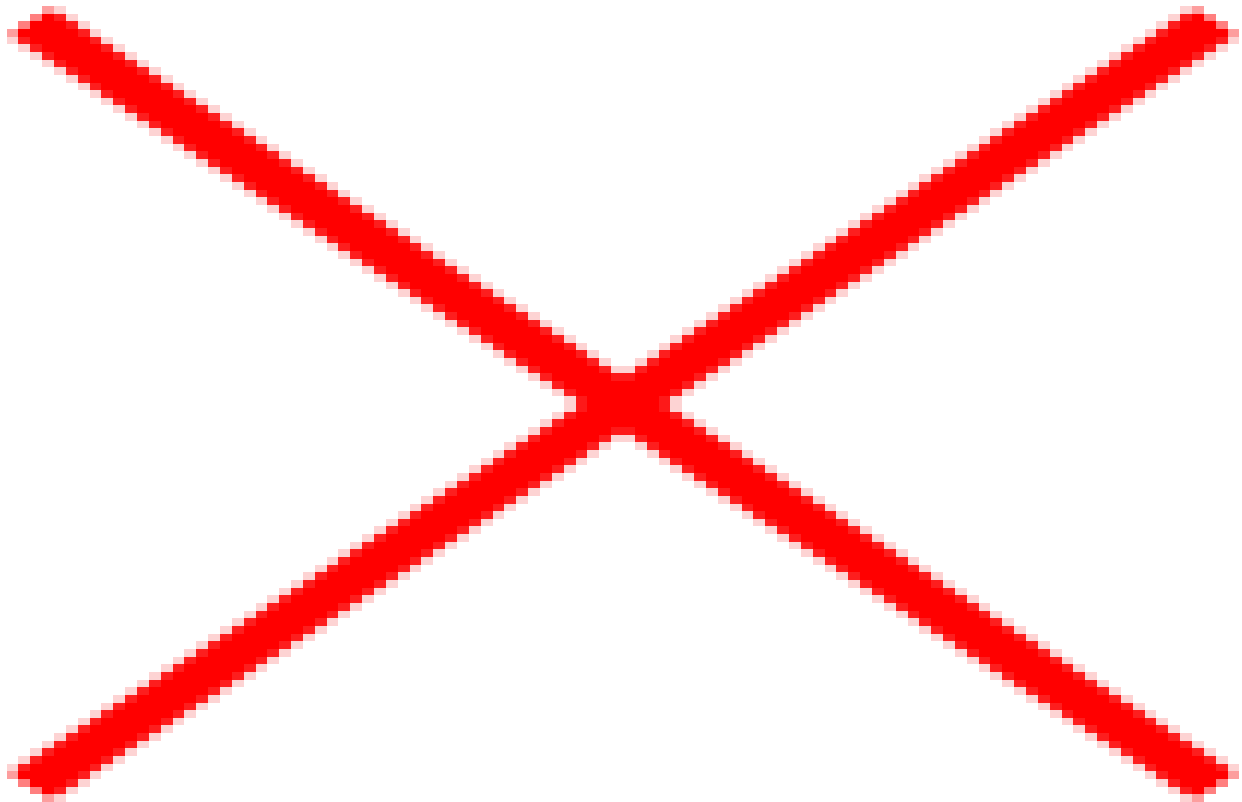
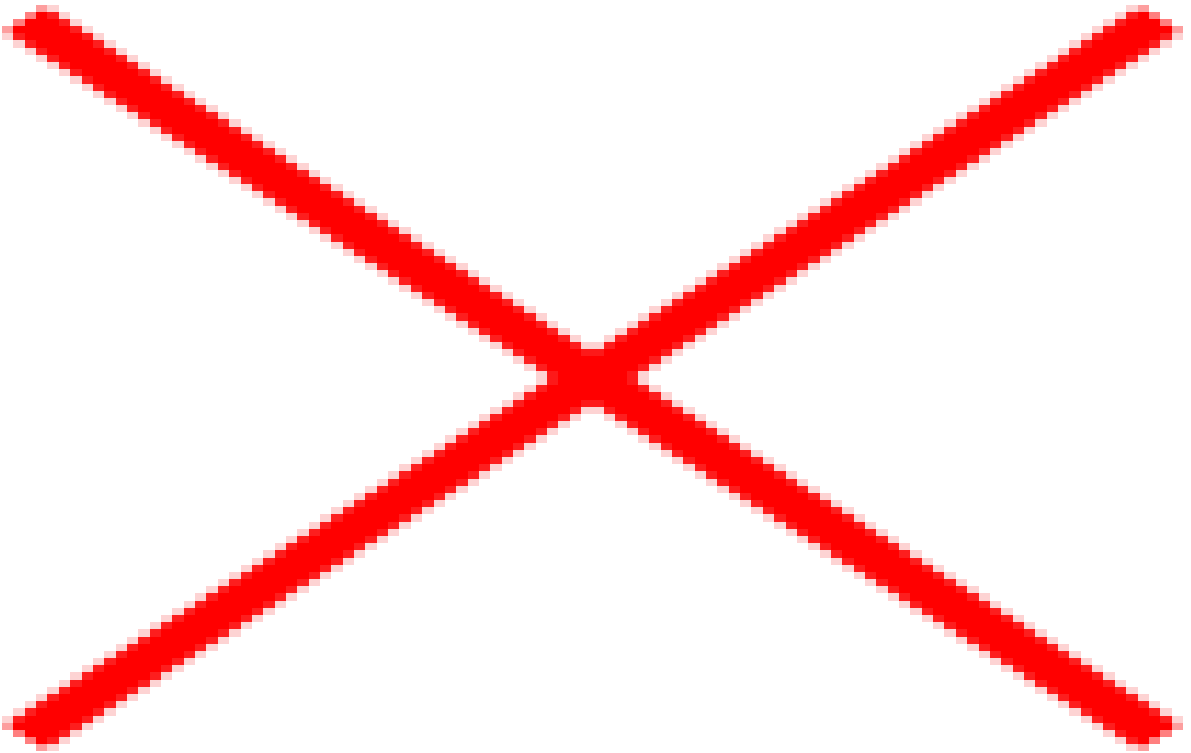


Fig: 10

2.10. YONECO

YONECO gave a large percentage of its airtime to sports and entertainment at **49%**. Human rights and issues came second with **18%**. On third were issues of Economy/Business/ Agriculture/Development with **13%**. Below is the chart showing how the station allocated its airtime on the rest of the issues.

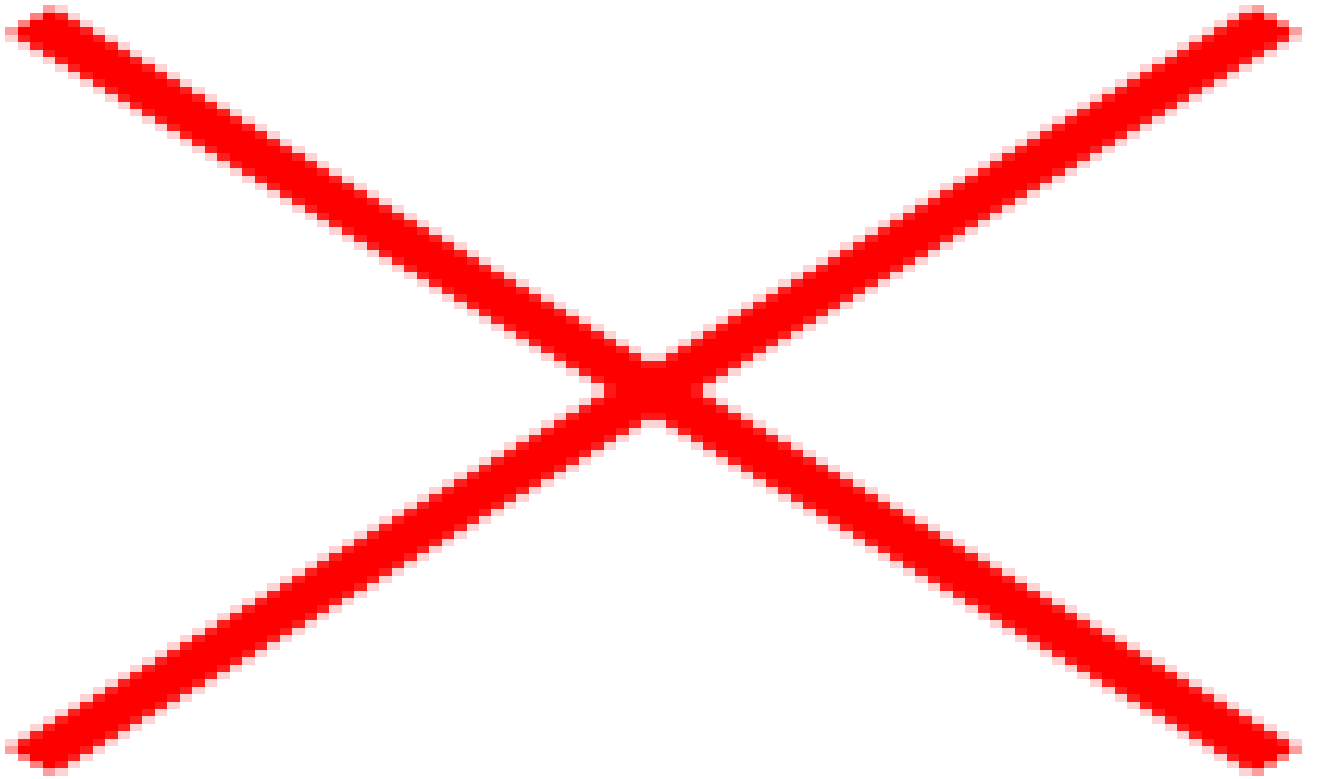
Fig: 11



2:10. MBC Radio 2

Sports and entertainment got the highest coverage with **42%** due to musical programs being broadcast on the radio. On second were issues of Economy/Business/Agriculture/Development with **15%**. Below is how the rest of the categories were allocated airtime.

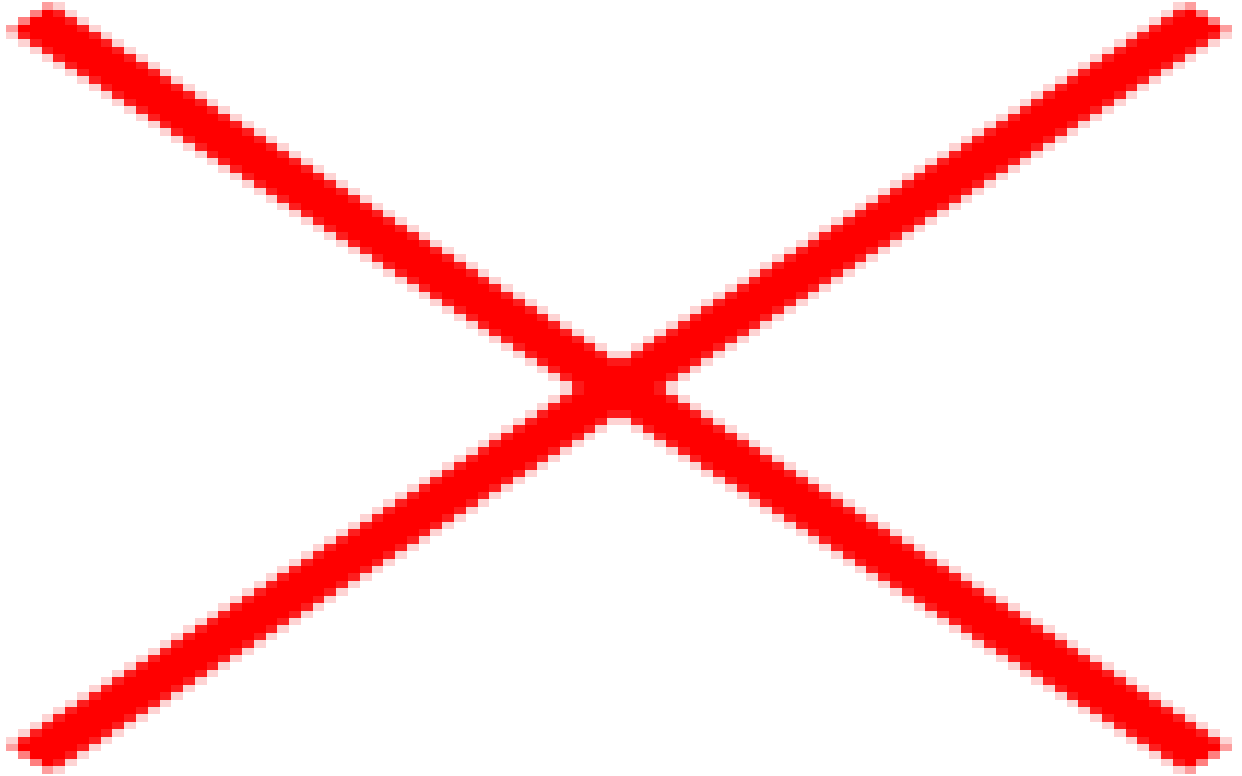
Fig: 12



2:11. MBC TELEVISION

MBC TV covered issues of Politics/Governance more at **33%** than other issues. The category of Economy/Business/Development/Agriculture came second with **26%**. On third were issues of Sports/Entertainment with **15%**. The rest of the issues were covered as presented below in the chart.

Fig: 13



2:12. TIMVENI RADIO

Timveni being a youth oriented station has a lot of entertainment programmes. This is evidenced by the category of Sports/Entertainment being allocated more airtime than the rest (**43%**). The category of Politics/Governance came second with **17%**. On third were issues of Economy/Business/Development/Agriculture which were given **13%** of the airtime.

Fig: 14

