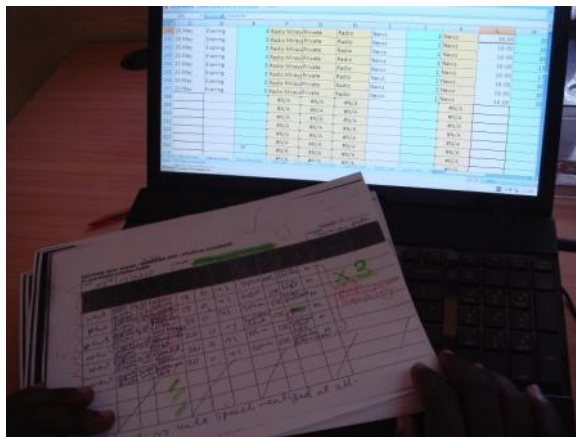


**MEDIA AND ELECTIONS IN SUDAN**  
**MONITORING THE COVERAGE OF SUDAN 2010 ELECTIONS**

**INTERIM REPORT No. 9**

*Period 28 May – 8 June 2010*

**Issued on 13 June 2010**



## Table of contents

<b><u>Foreword and Executive Summary</u></b>	<b>3</b>
<b><u>II. Post-election political coverage: general trends</u></b>	<b>4</b>
<b><u>III. Hate Speech and Post-election Violence</u></b>	<b>7</b>
<b><u>Annex I – Election and political coverage: charts</u></b>	<b>8</b>
<b><u>a. Television and radio news coverage</u></b>	<b>8</b>
<b><u>b. The print press</u></b>	<b>19</b>

Pictures front page:

Khartoum Media Monitoring Unit - SUDIA/Eniko Nagy (left above)

Monitoring the media at Juba Media Monitoring Unit – IMS/ Brigitte Sins (right above)

Monitoring the media at Juba Media Monitoring Unit – IMS/Brigitte Sins (left below)

Database of media monitoring - IMS/Brigitte Sins (right below)

## **Foreword and Executive Summary**

This report provides the findings of the media monitoring activities in the period from 28 May to 8 June 2010<sup>1</sup>. This is the ninth 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 the monitoring of Sudanese media election coverage. The media monitoring takes place all over Sudan with two main joint media monitoring units, one in Khartoum and one in Juba. The media monitoring units commenced their activities on 13 February coinciding with the beginning of the election campaign and will continue in order to assess post-election coverage and the coverage of election re-runs in several states. The SMEC carries out media monitoring of TV stations, radio channels and newspapers on a daily basis<sup>2</sup>. 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.

Over the last weeks the post election news (news related to the elections) decreased, which is a common trend. Where last month a television station like Sudan TV still devoted 9, 145 seconds to post election news, this period it was only 2,439 seconds. Blue Nile Television, like the other media, showed the same trend; last month the news bulletins were covering post election topics with over 4, 000 seconds, this period it was less than half of that. Although it is natural that media shift their news agenda, the modest attention for the post election news is remarkable since in this period postponed elections took place. The postponed elections<sup>3</sup> took place in 33 constituencies throughout the country at 5 and 6 June. It were the Northern media which devoted space and time to the postponed elections.

The newspaper Akhbar Alyoum used 9, 000 cm2 to post election news, whereas for the Citizen it was 2, 678 cm2 for instance. With that figure, the Citizen newspaper was the English newspaper that paid most attention to post elections news. News related to the referendum to be held early next year dominated the Southern media.

The number of hate speech cases decreased strongly. No hate speech cases were recorded in the Southern media, whereas only 6 cases of hate speech were recorded in the Northern media.

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

<sup>1</sup> The monitoring activity took place in Khartoum from 1 to 6 June and in Juba from 28 May to 8 June

<sup>2</sup> 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

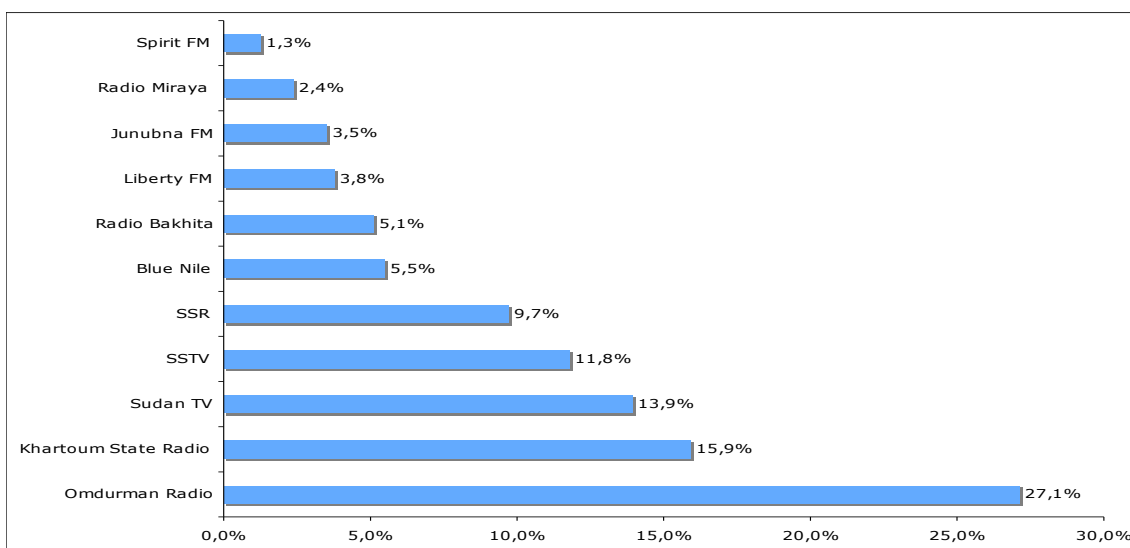
Radio stations; Omdurman Radio, Khartoum State Radio, Peace Service, Al Qwat Al Mussalaha, Saheroon, North Kurdufan, North Darfur, Red Sea, South Sudan Radio, Radio Miraya, Radio Bakhita, Liberty FM, Junubna FM, Rumbek FM, 97.5 FM/Voice of Eastern Equatoria, South Sudan Radio Malakal, Spirit FM

<sup>3</sup> The NEC decided to repeat the elections in 17 out of 270 national constituencies and also in 16 out of 749 state constituencies to take place at 5th and 6th of June 2010. Six constituencies, five national and one state constituency in the state of Khartoum saw repeated elections at these dates. Postponed elections in Southern Kordofan is scheduled to take place during November and December after receiving census results. In the Gezira state, legislative council repeat election is scheduled to place in October. All the postponed elections are according to the National Electoral Commission going to be conducted in the North and the disputed area of Southern Kordofan.

## II. Post-election political coverage: general trends<sup>4</sup>

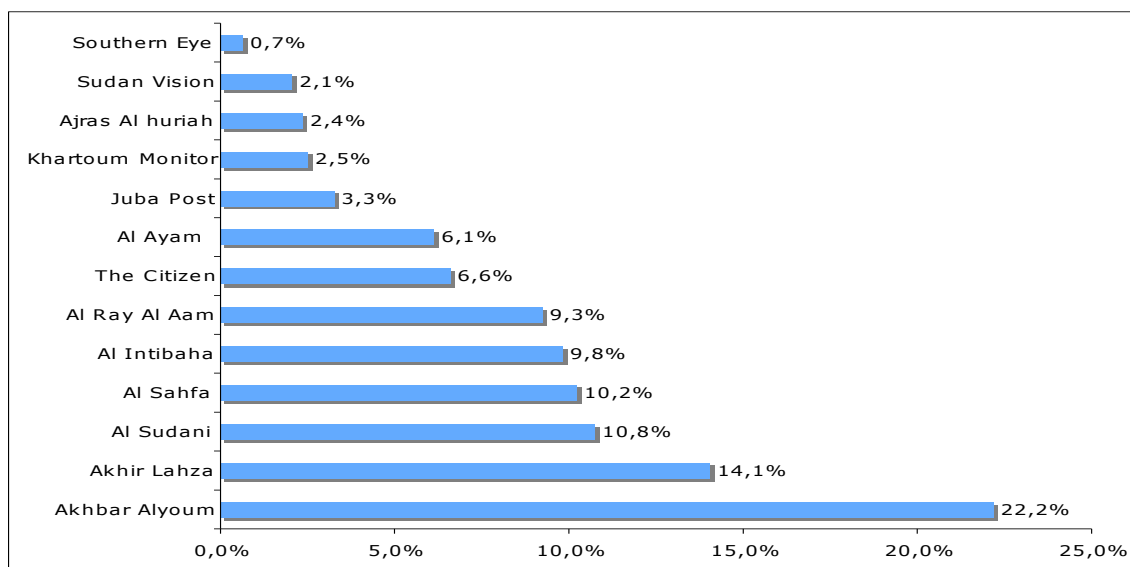
Over the present monitoring period, the airtime devoted to political actors in news coverage differed amongst the different media outlets. In line with previous reports, Omdurman Radio, Khartoum State Radio and Sudan TV were the channels showing the largest volume of election and political news coverage. For the press, Akhbar Alyoum, Akhir Lahza, Al Sudani and Al Sahafa were the outlets presenting the highest level of political and election coverage.

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



Base in seconds: 54998

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



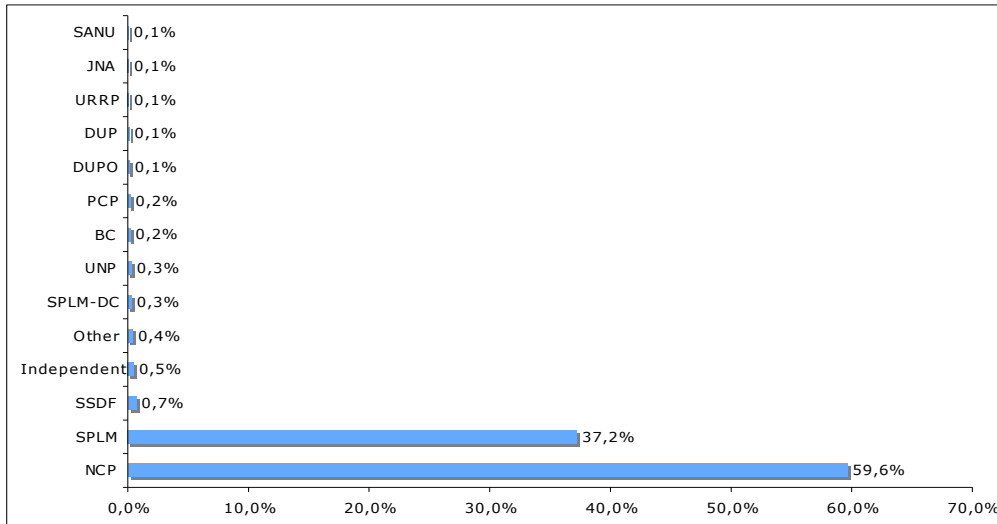
Base in cm2: 40559

<sup>4</sup> The present report is focused only on news 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.

In the media targeting Northern audiences the agenda was dominated by a few issues: Darfur peace negotiations between the Sudanese government and Darfurian movements in Doha; the beginning of the second round of elections in some states; NCP’s Shura council meetings and the withdrawal of some political parties (FLP, DUPO, BCP, EDP) from the second round of the elections in Red Sea state.

The most important issues characterising the political agenda of Southern media were essentially related to the future referendum for the independence and the formation of new local governments.

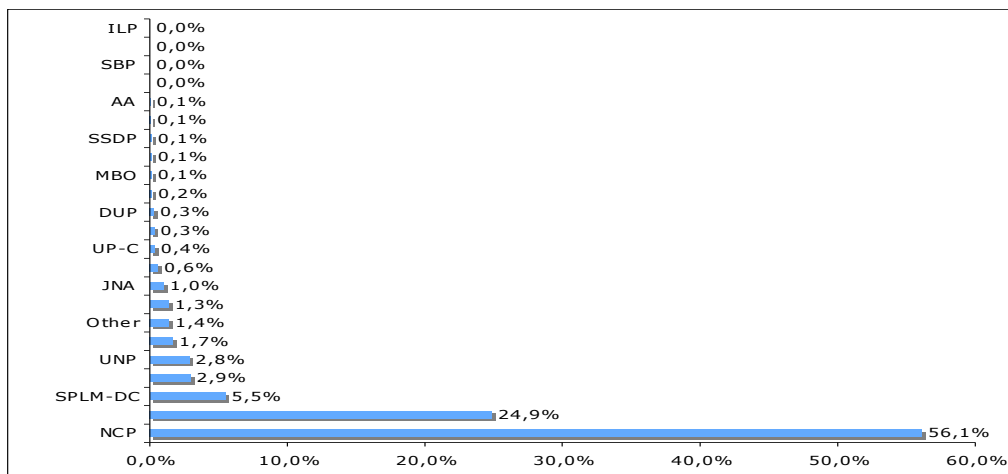
**Chart 3 Allocation of airtime in all audiovisual media**



Base in seconds: 54998

Two main parties, the National Congress Party (NCP) and the Sudan People’s Liberation Movement (SPLM) dominated media reports, both in audiovisual and print media (charts 3 and 4). However, the print media gave space to a wider range of parties and political actors than TV and radio and showed a higher level of balance in the distribution of the coverage.

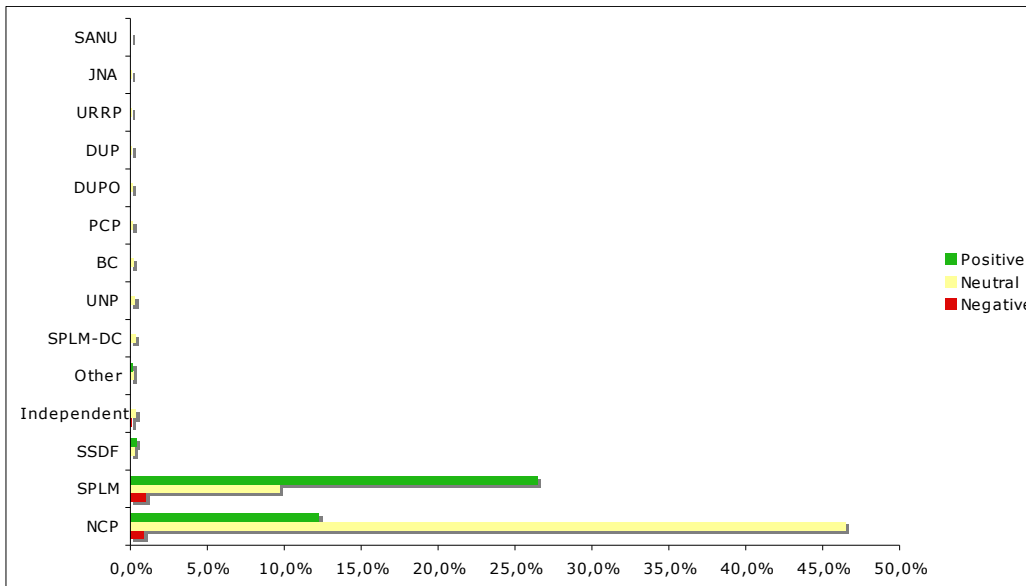
**Chart 4 Allocation of space in all print media**



Base in cm2: 40559

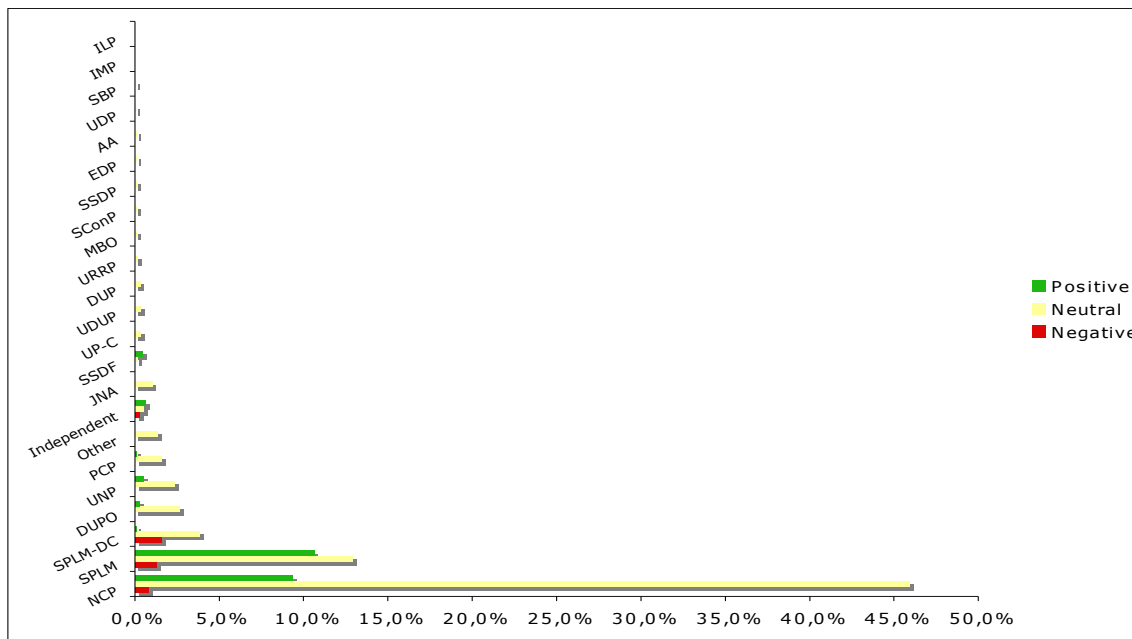
The tone of the coverage was mainly neutral or positive while negative tones were very sporadic, particularly on radio and television. The print media displayed a more negative (albeit limited) style of reporting. In line with the previous report the SPLM was the party receiving the largest amount of positive coverage mainly in the TV and radio stations targeting Southern audiences.

**Chart 5 Tone of the coverage in all audiovisual media**



Base in seconds: 54998

**Chart 6 Tone of the coverage in all print media**



Base in cm2: 40559

### **III. Hate Speech and Post-election Violence**

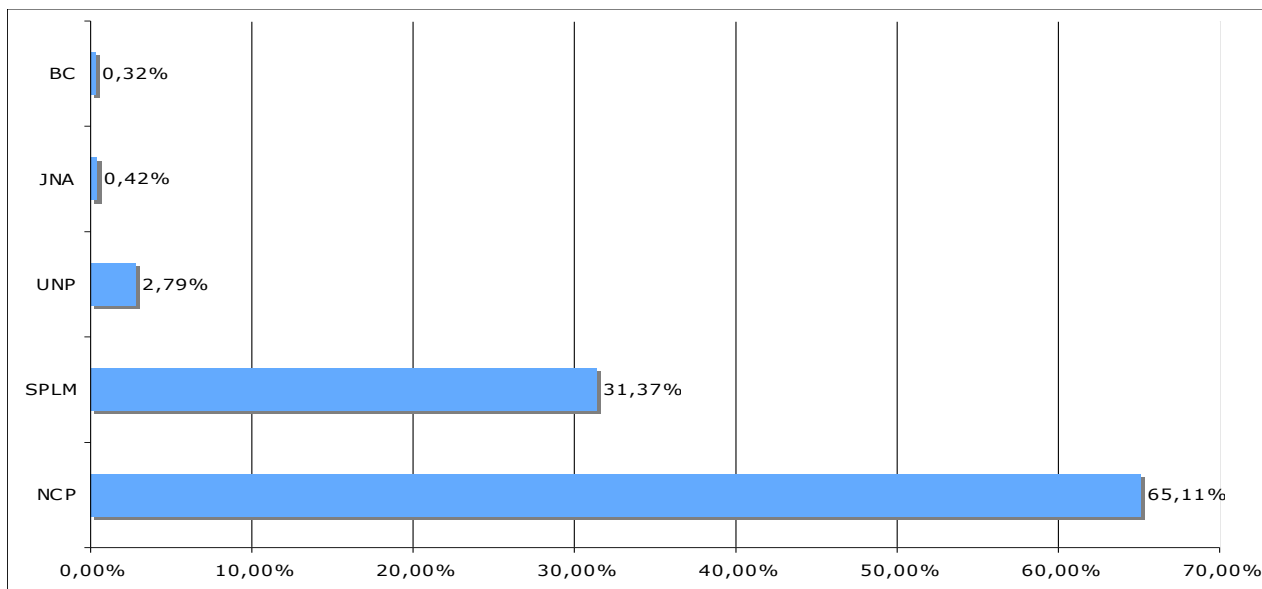
The episodes of inflammatory language during this period were limited; differently from the previous report, there were 6 cases of defamation in the media who are targeting Northern audiences. Furthermore, all the cases of hate speech recorded in the period were concentrated in the press.

Table 1 Summary of hate speech and election-related violence cases

8-June 2010	Al Sahafa	Defamation
8-June 2010	Al Sahafa	Defamation
8-June 2010	Al Ray Al Aam	Defamation
8-June 2010	Al Ray Al Aam	Defamation
8-June 2010	Al Sudani	Defamation
8-June 2010	Al Sudani	Defamation

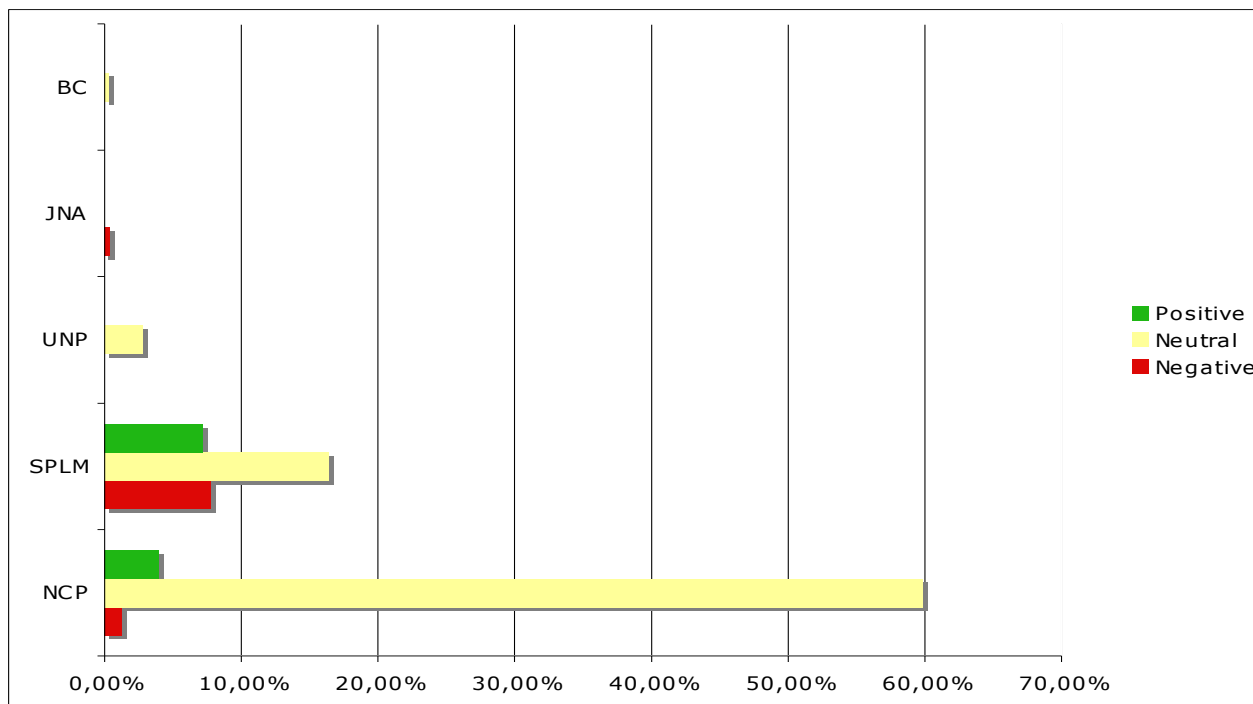
**Annex I – Election and political coverage: charts**

**a. Television and radio news coverage**



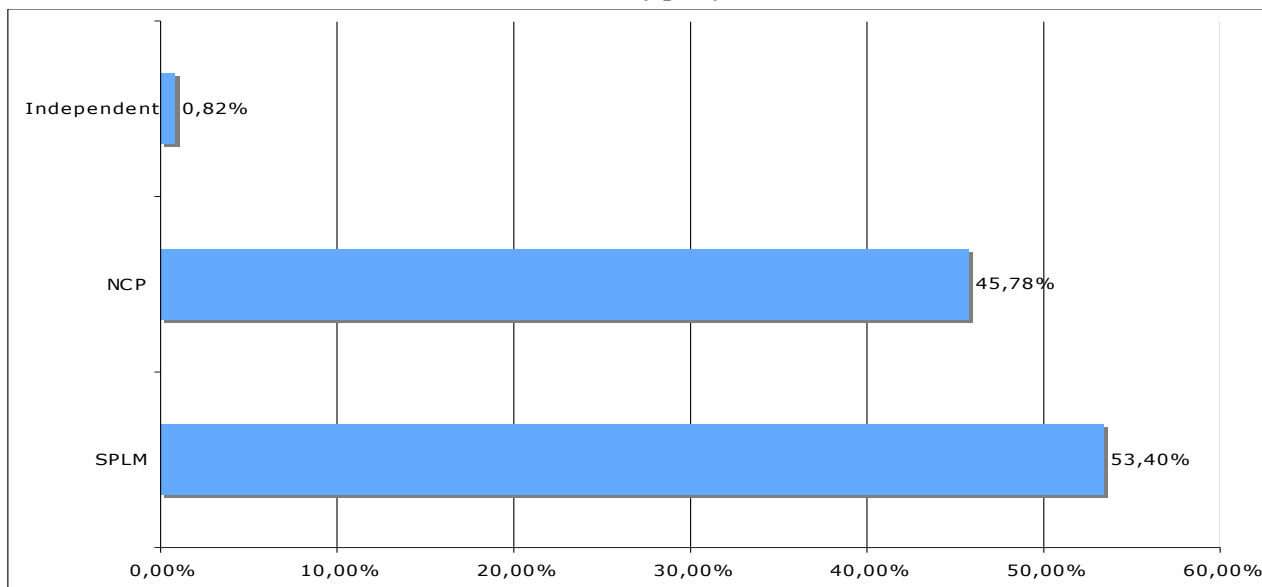
Base in seconds: 1900

**Chart 8 Allocation of time and tone in Blue Nile TV**



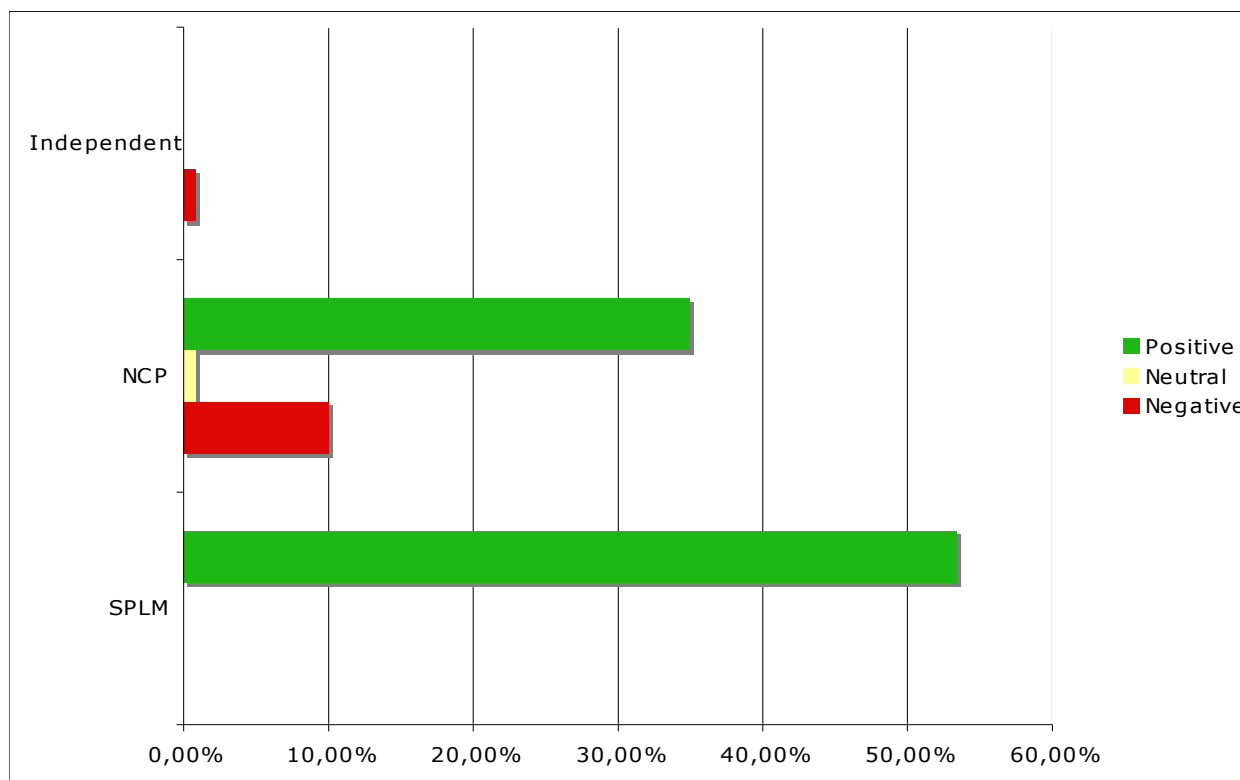
Base in seconds: 1900

**Chart 9 Allocation of airtime by party on Radio Junubna FM**



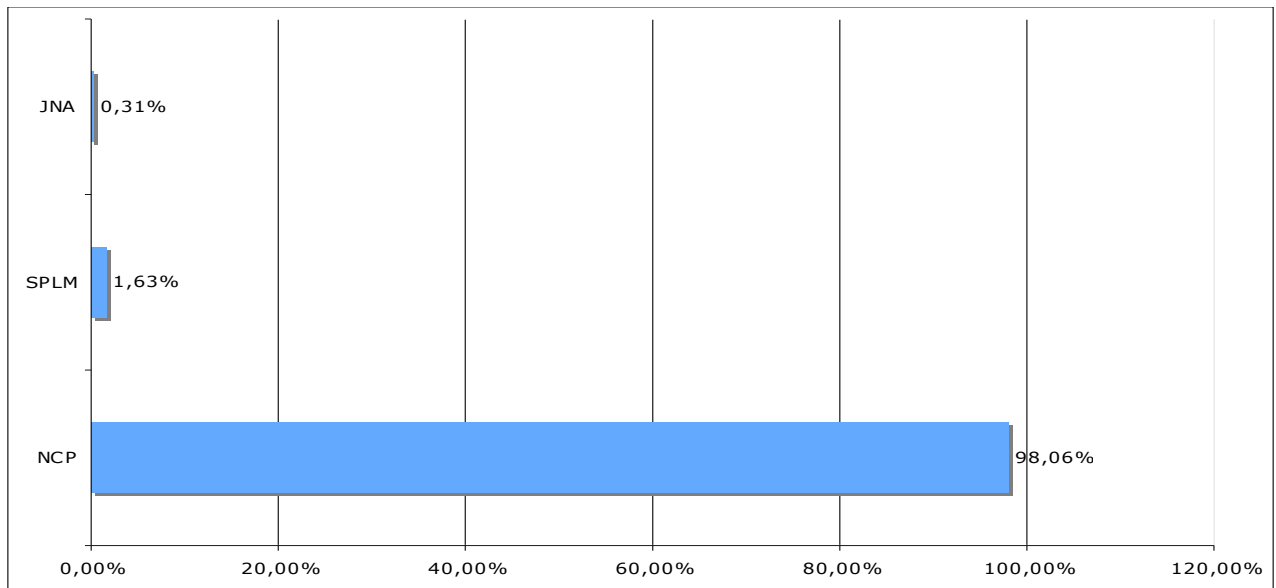
Base in seconds: 1219

**Chart 10 Allocation of time and tone in Radio Junubna FM**



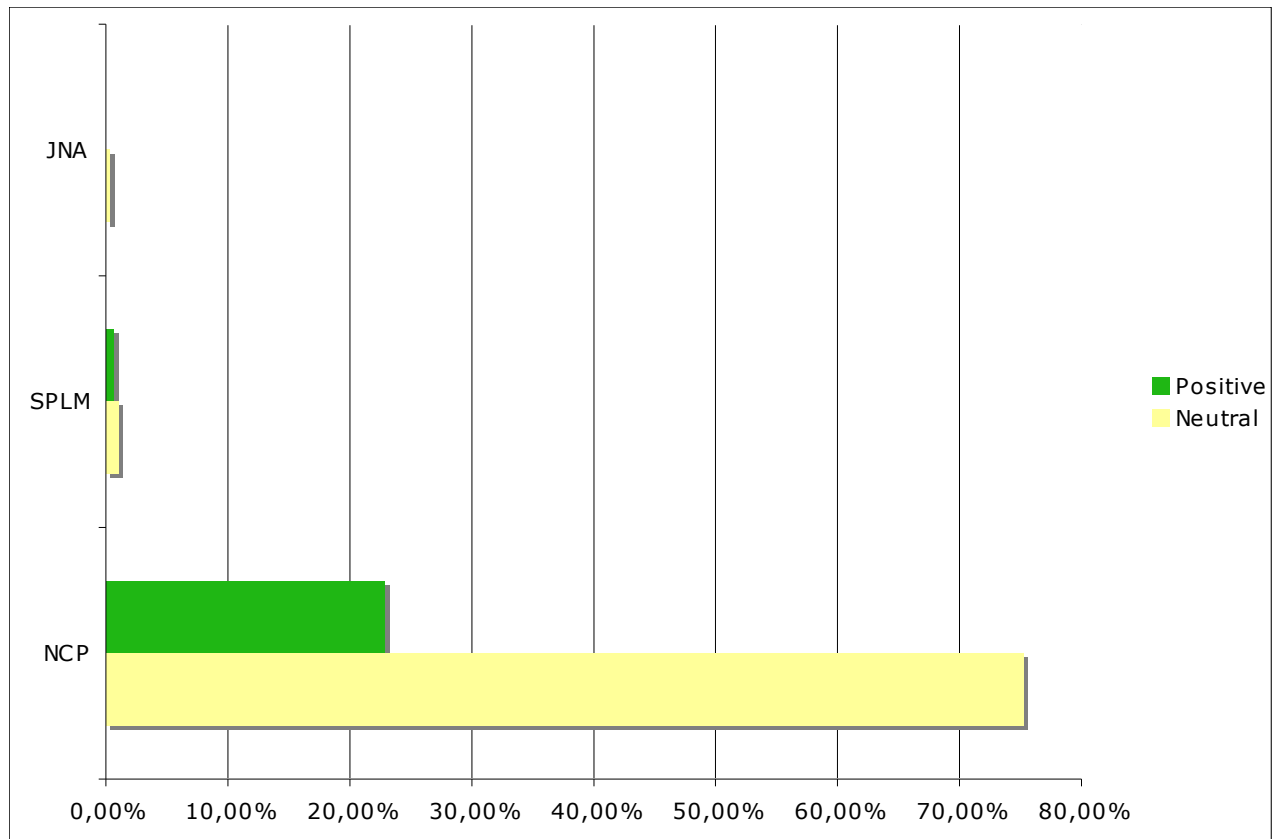
Base in seconds: 1219

**Chart 11 Allocation of airtime by party on Khartoum State Radio**



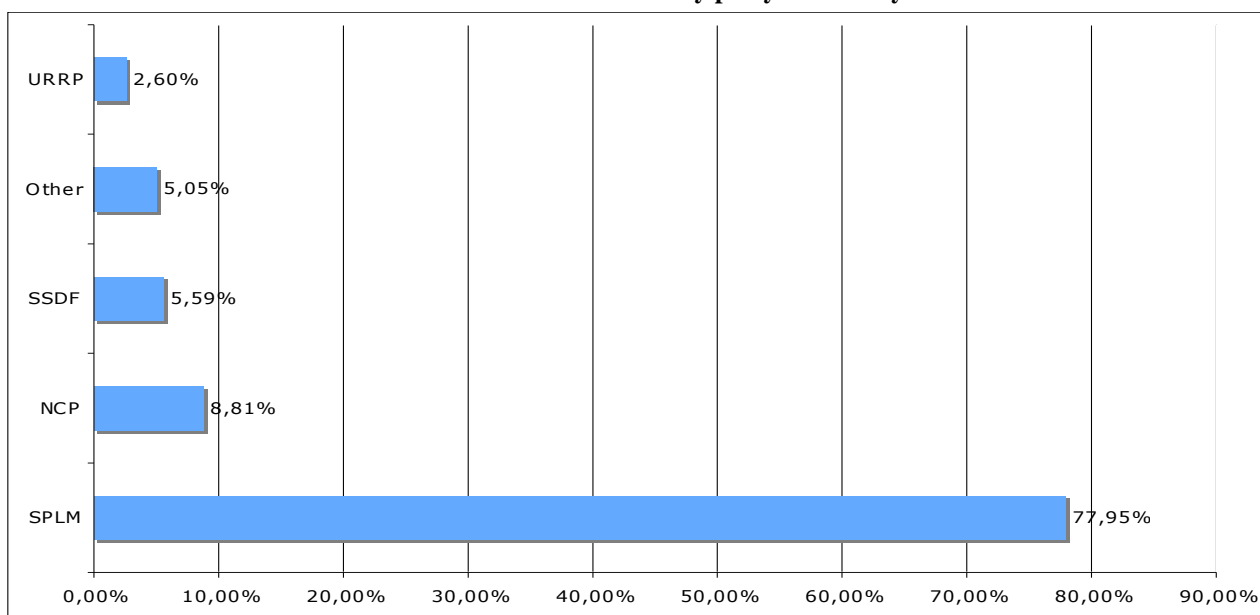
Base in seconds: 5517

**Chart 12 Allocation of time and tone in Khartoum State Radio**



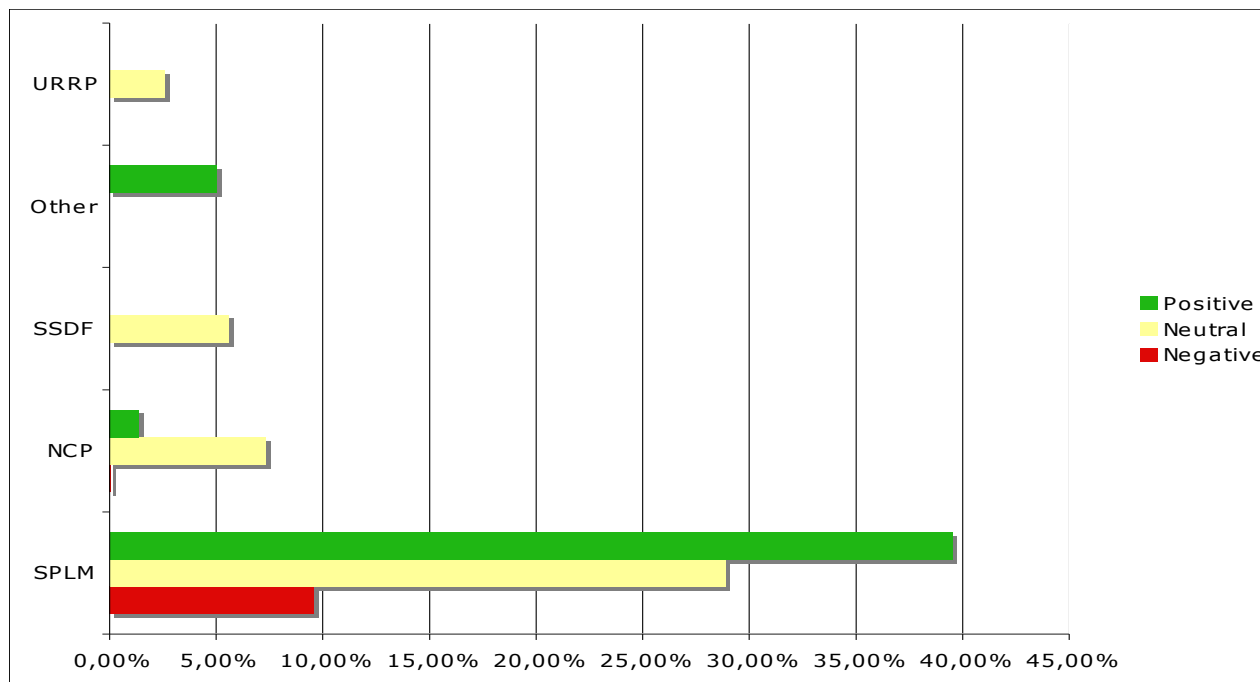
Base in seconds: 5517

**Chart 13 Allocation of airtime by party on Liberty FM**



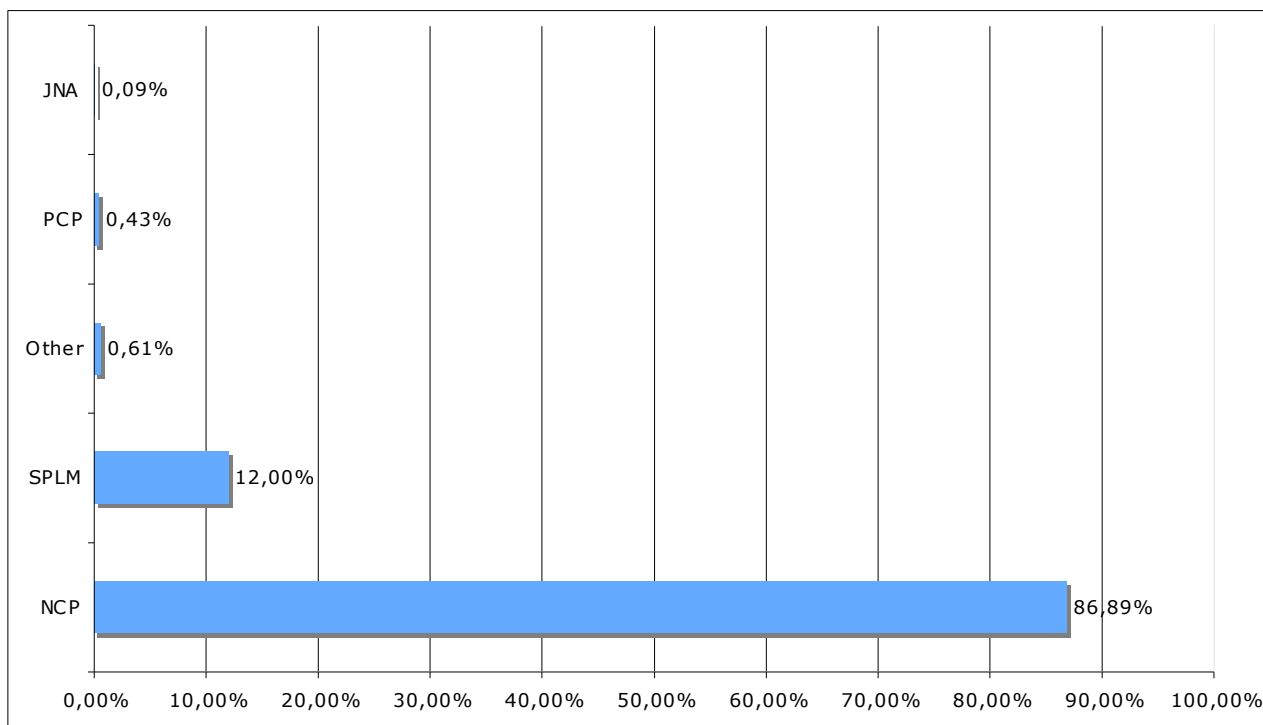
Base in seconds: 1306

**Chart 14 Allocation of time and tone in Liberty FM**



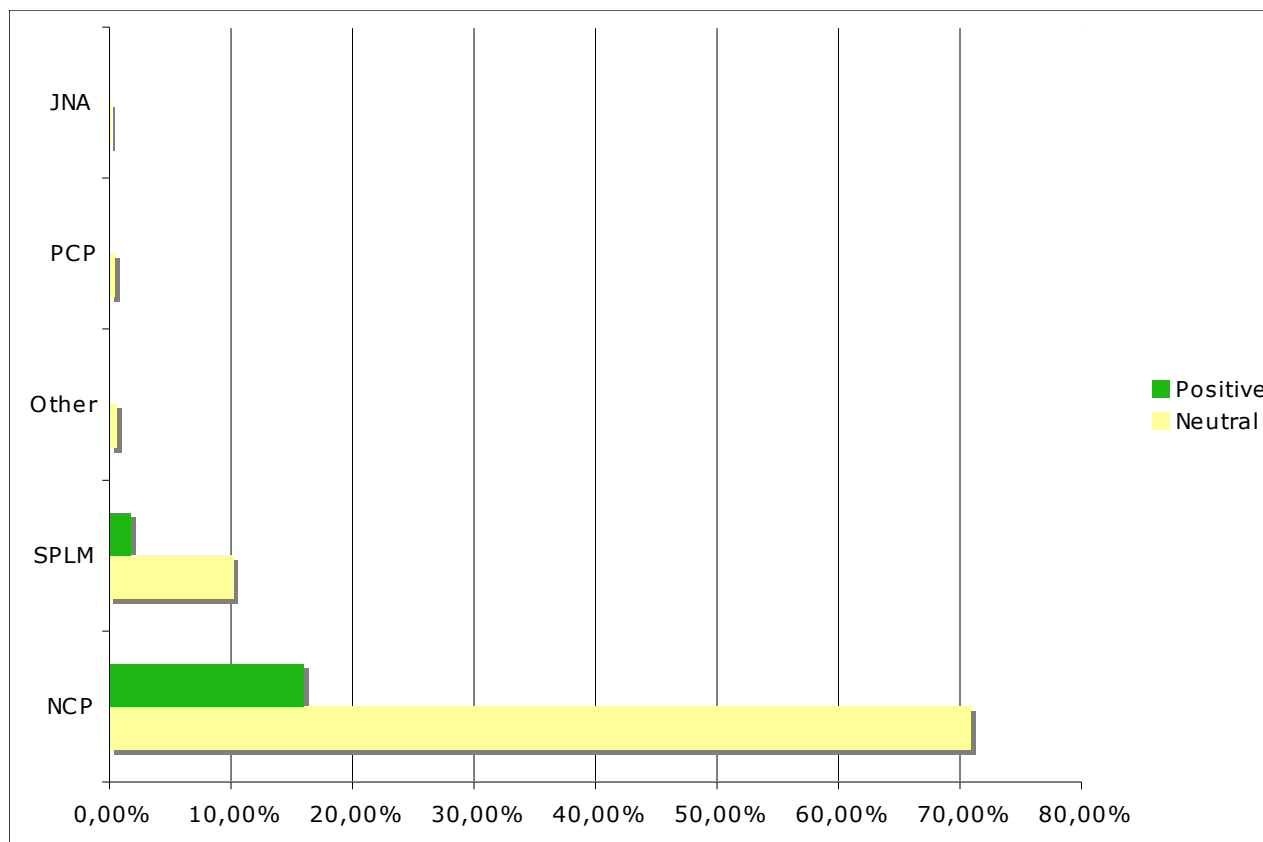
Base in seconds: 1306

**Chart 15 Allocation of airtime by party on Omdurman Radio**



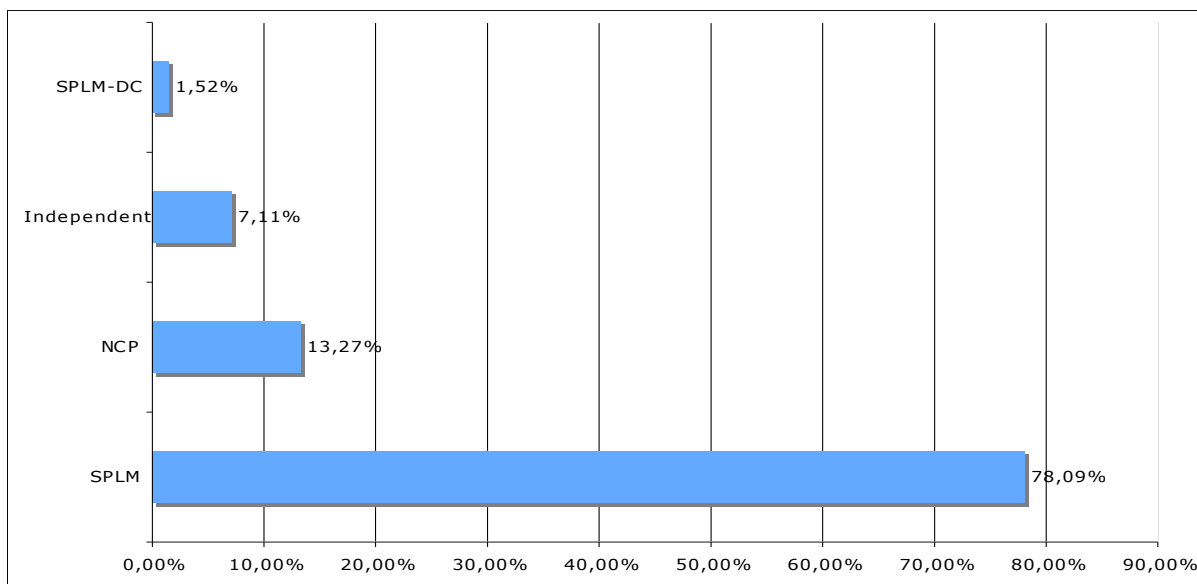
Base in seconds: 9394

**Chart 16 Allocation of time and tone in Omdurman Radio**



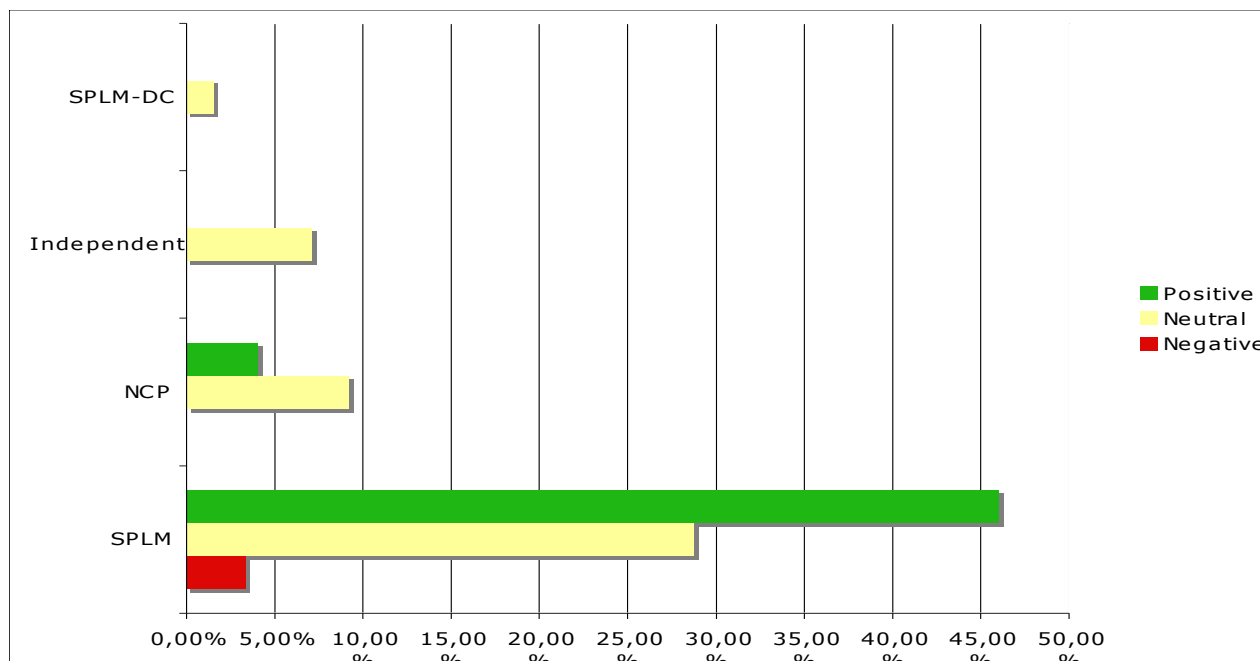
Base in seconds: 9394

**Chart 17 Allocation of airtime on Radio Bakhita**



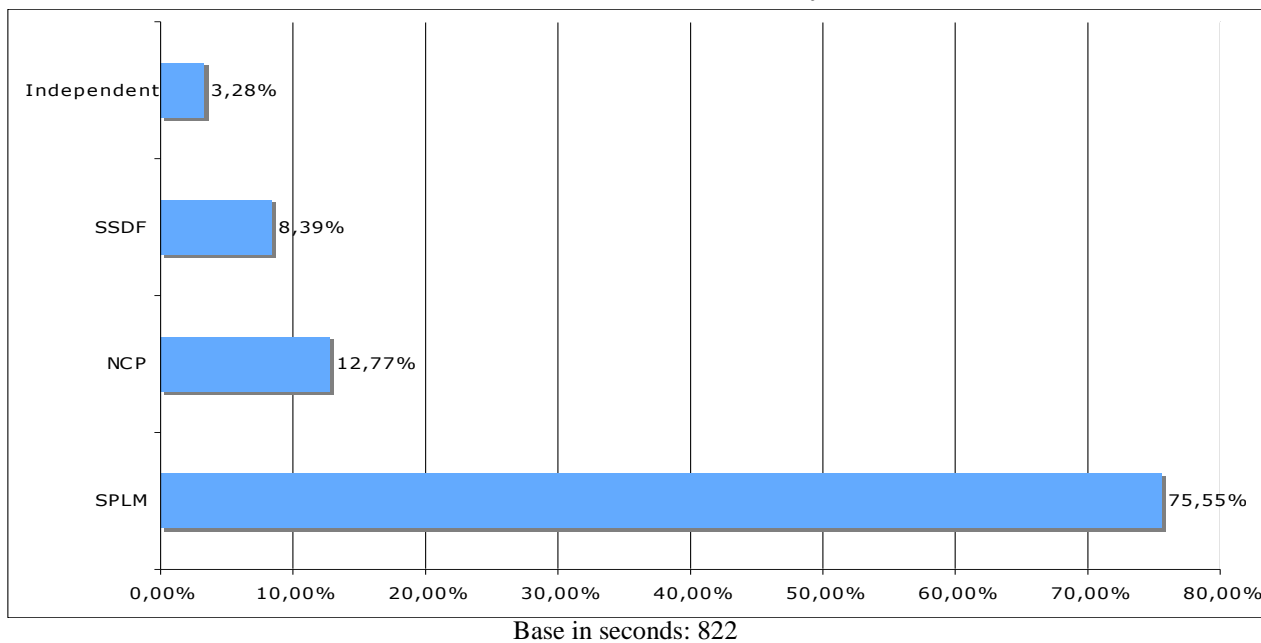
Base in seconds: 1771

**Chart 18 Allocation of time and tone in Radio Bakhita**

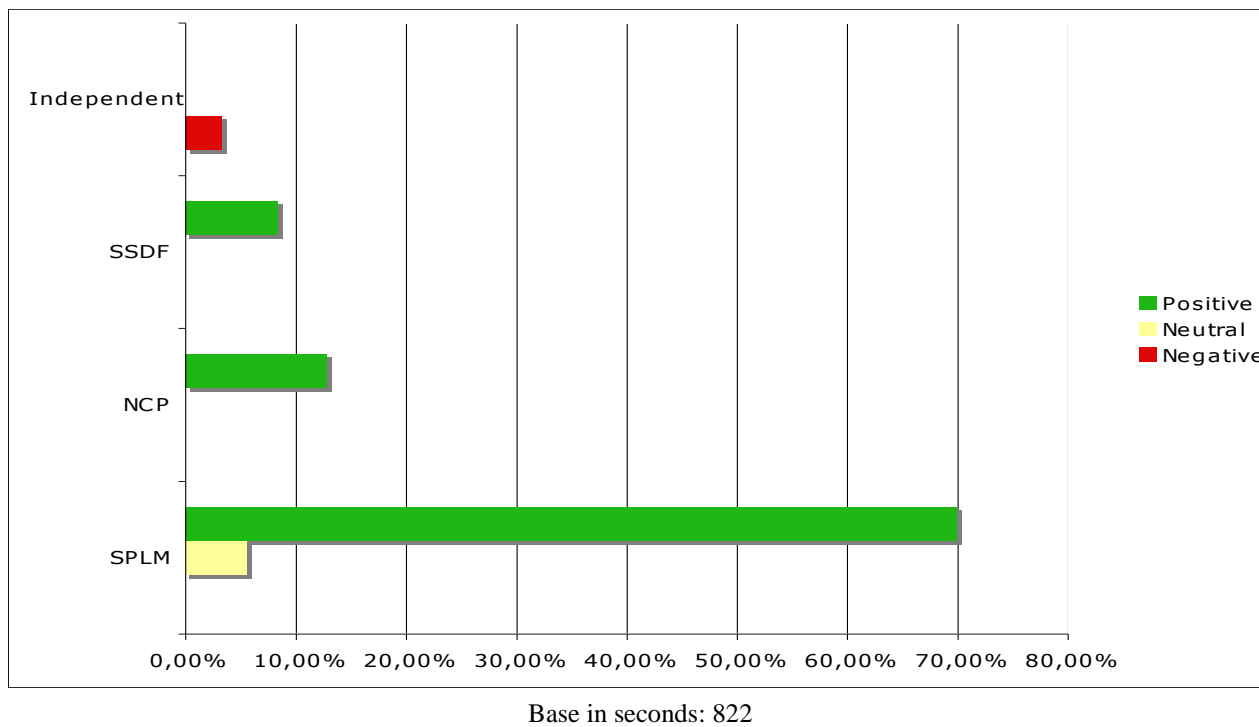


Base in seconds: 1771

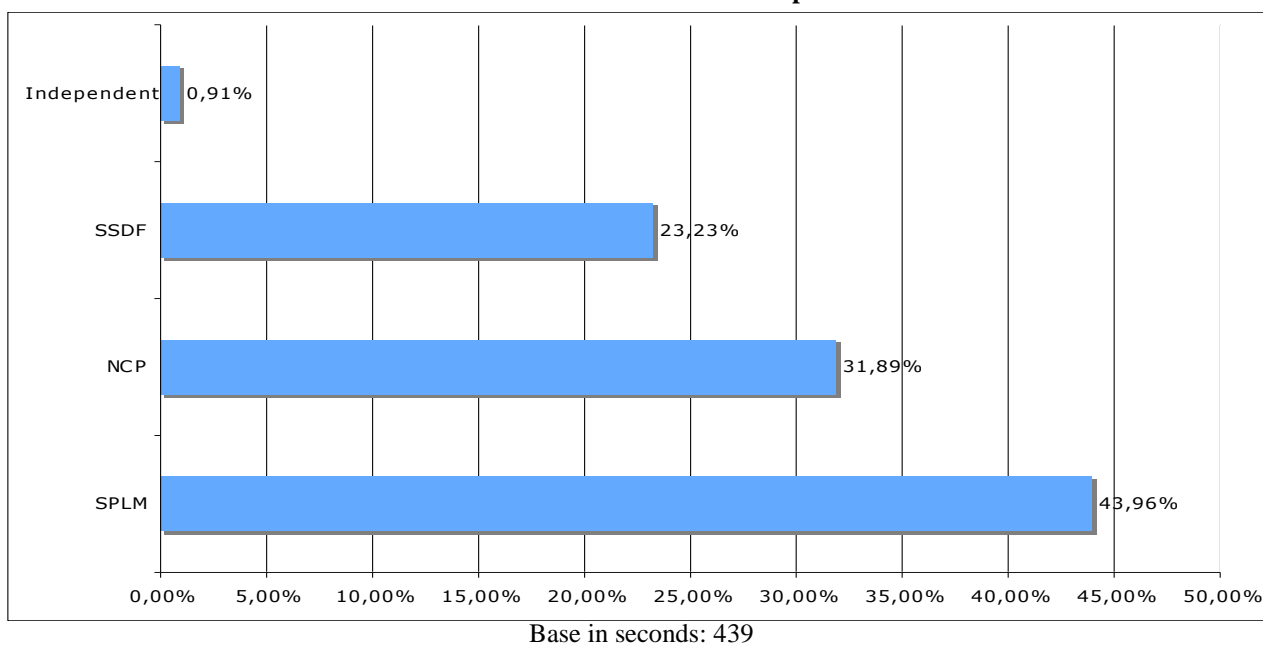
**Chart 19 Allocation of airtime on Miraya FM**



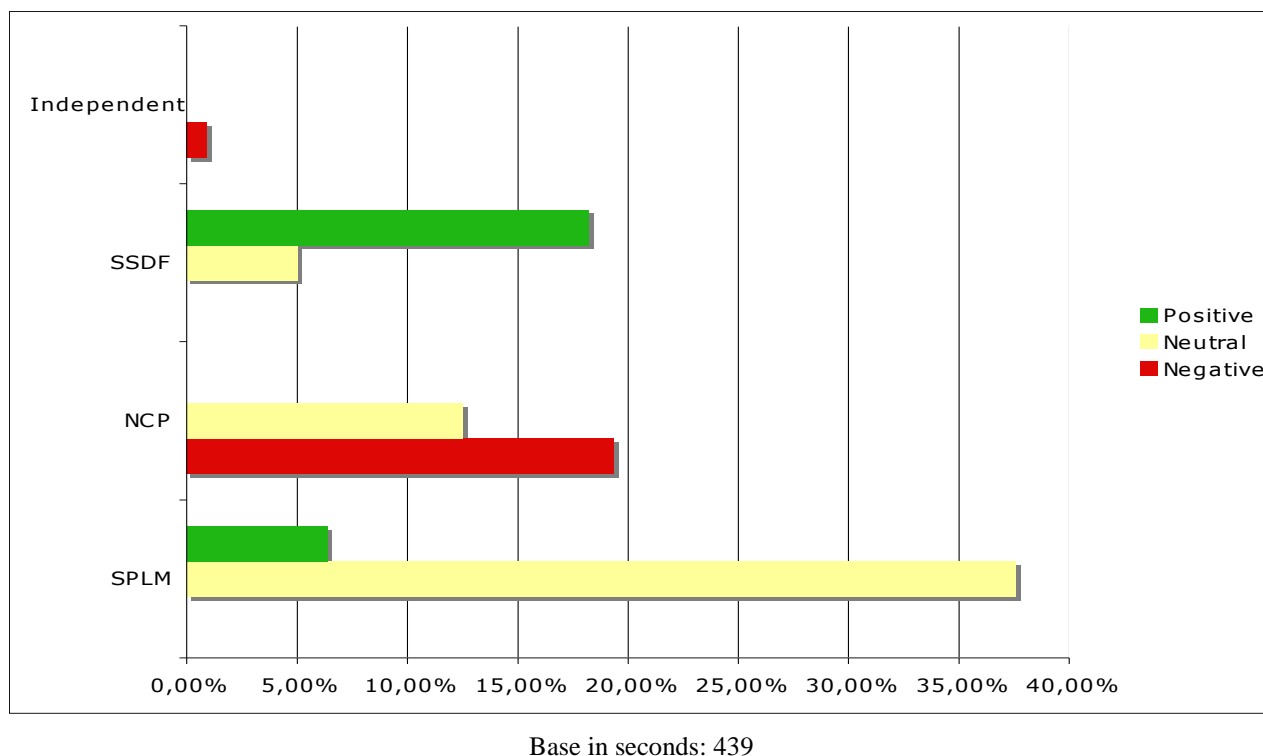
**Chart 20 Allocation of time and tone in Miraya FM**



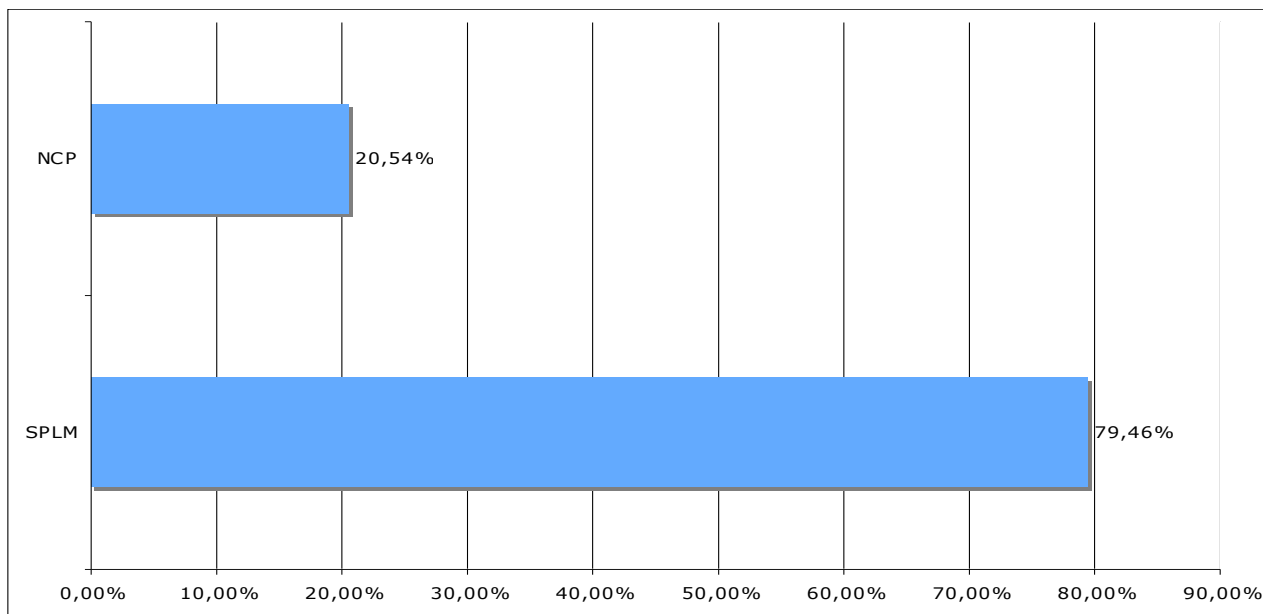
**Chart 21 Allocation of airtime on Spirit FM**



**Chart 22 Allocation of time and tone in Spirit FM**

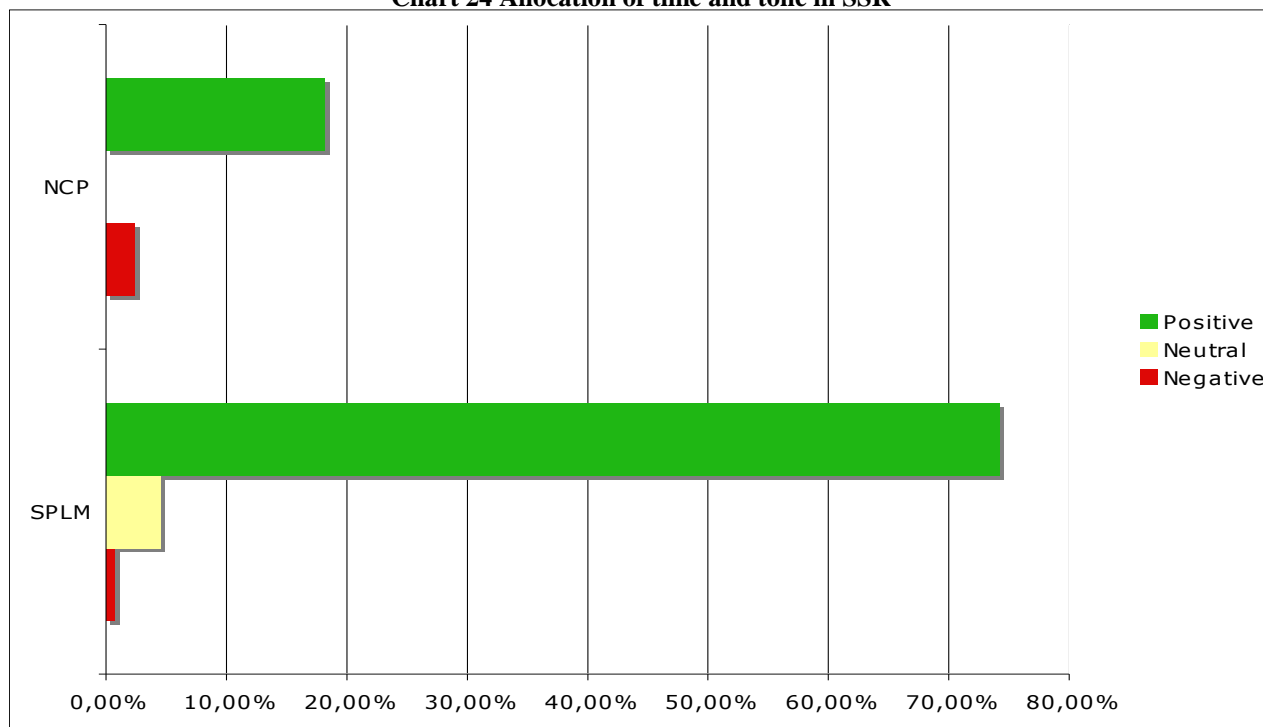


**Chart 23 Allocation of airtime on SSR**



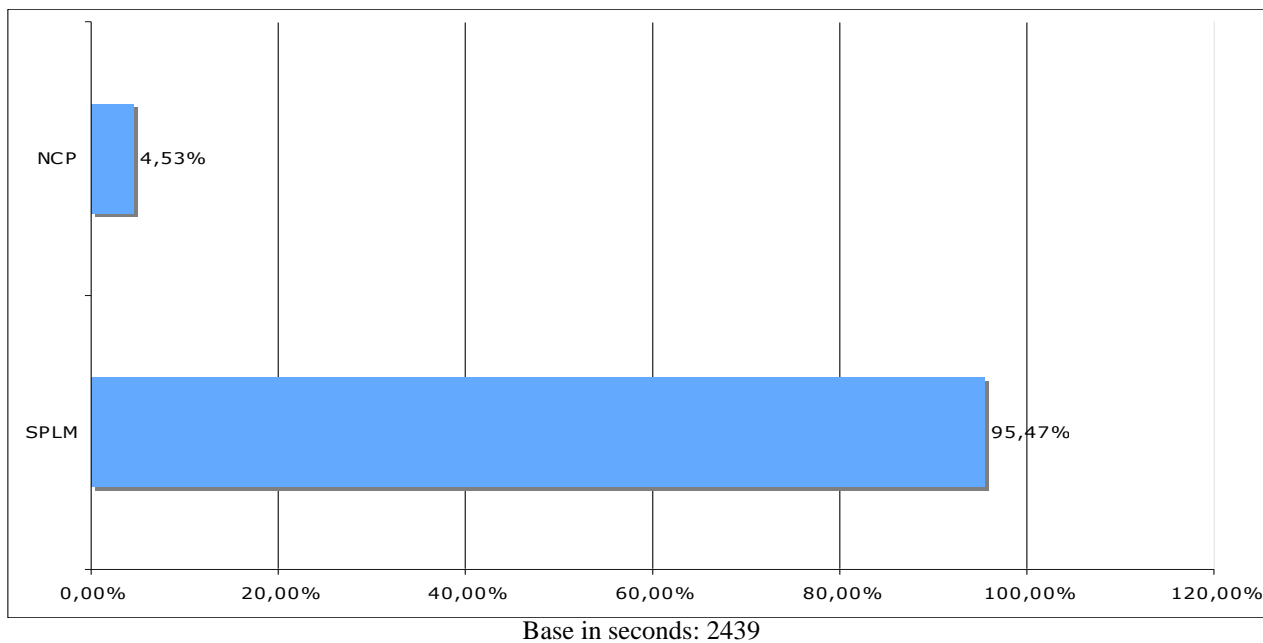
Base in seconds: 3364

**Chart 24 Allocation of time and tone in SSR**

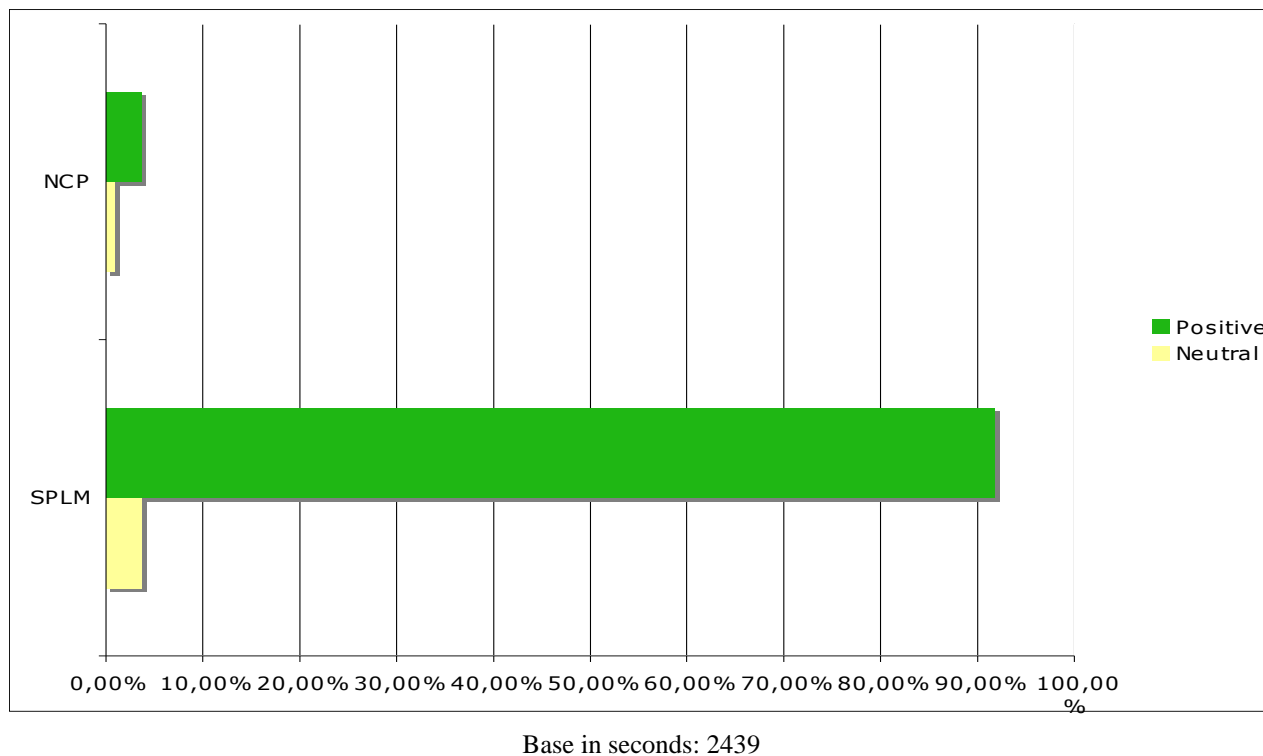


Base in seconds: 3364

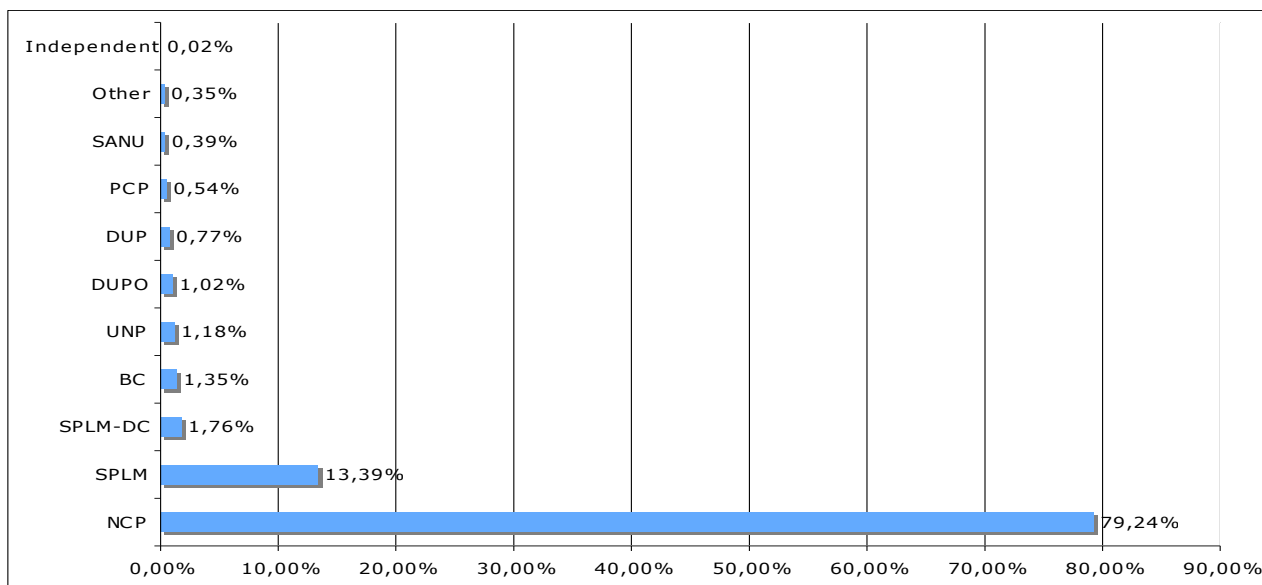
**Chart 25 Allocation of airtime on SSTV**



**Chart 26 Allocation of time and tone in SSTV**

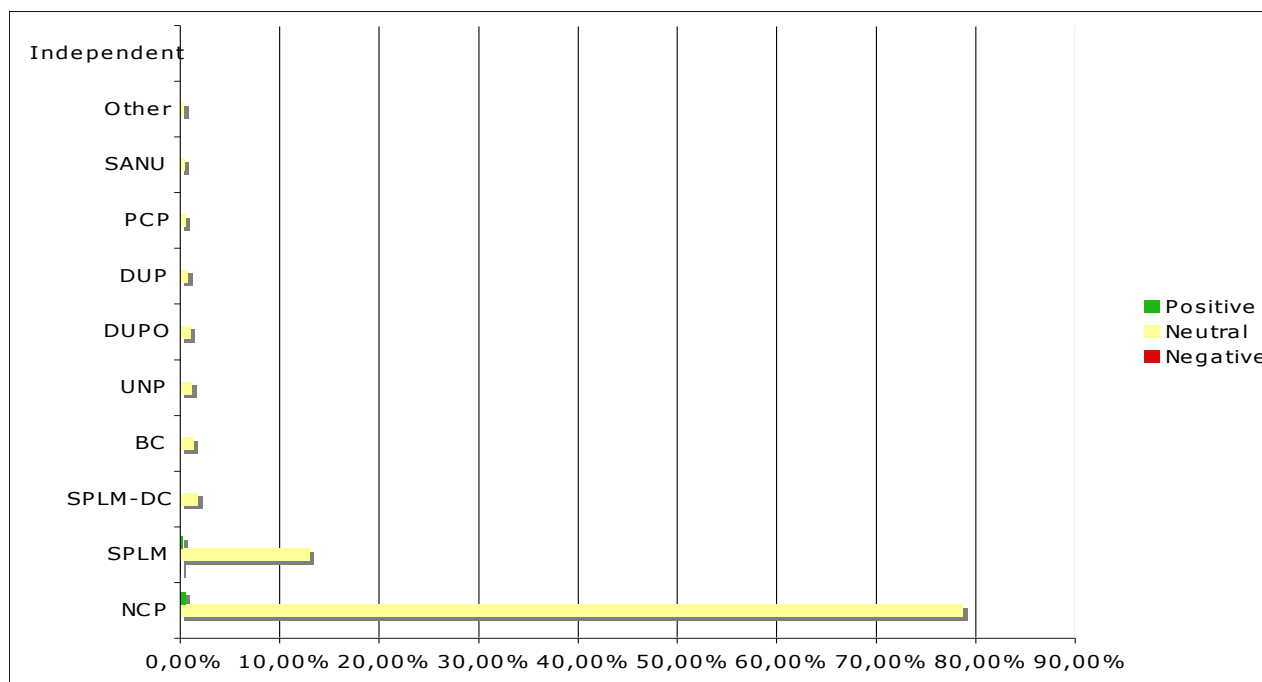


**Chart 27 Allocation of airtime on Sudan TV**



Base in seconds: 2439

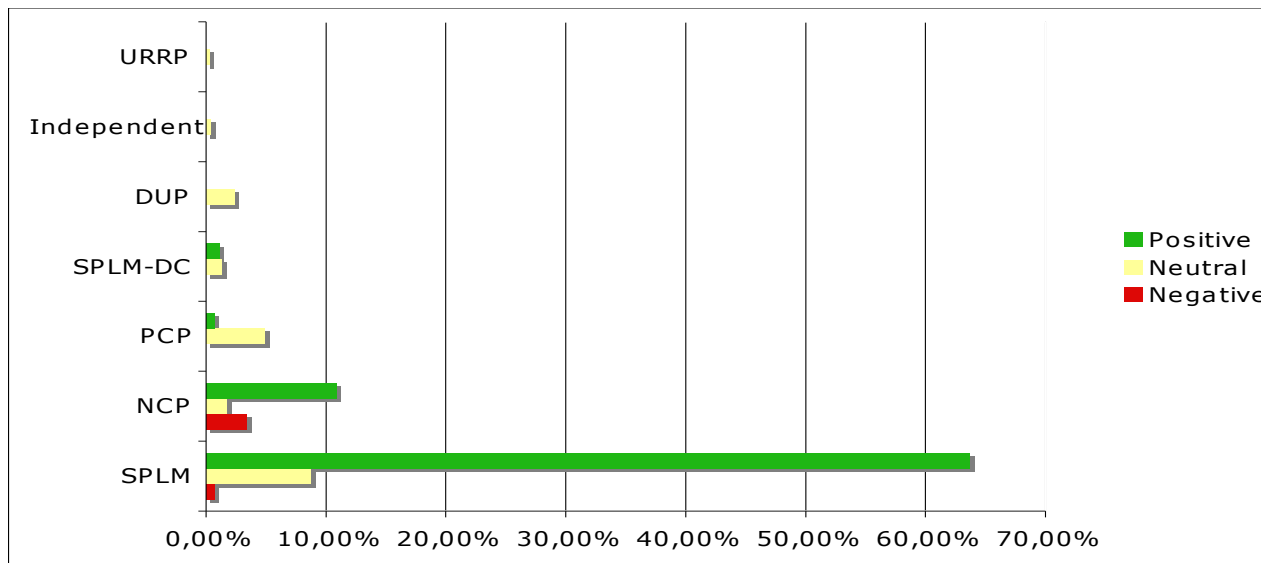
**Chart 28 Allocation of time and tone in Sudan TV**



Base in seconds: 2439

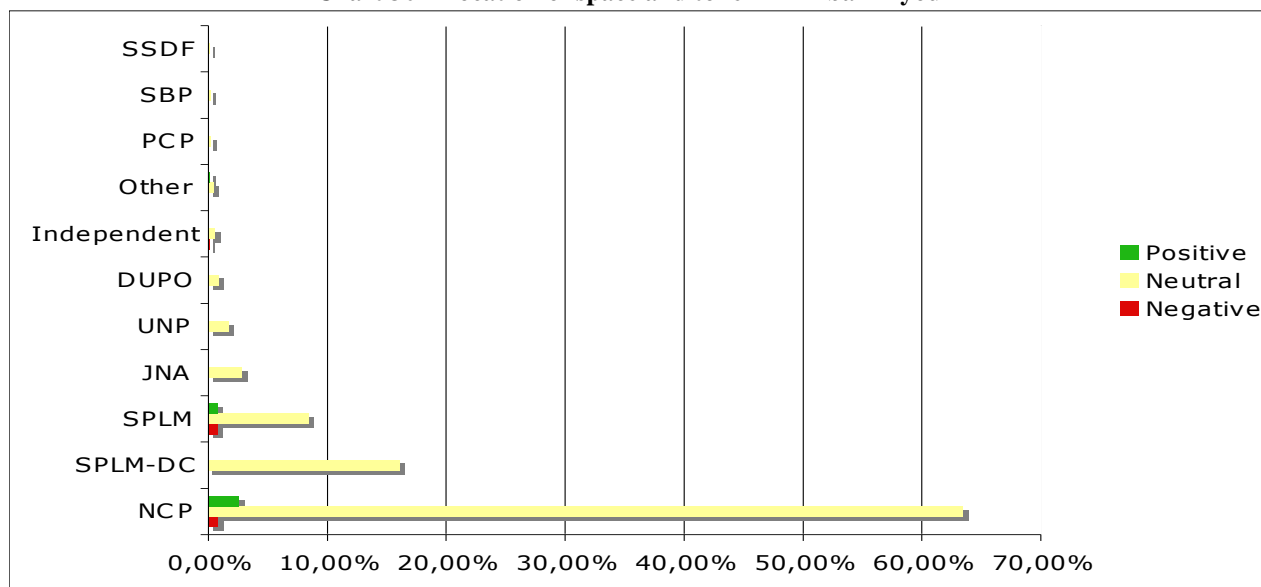
**b. The print press**

**Chart 29 Allocation of space and tone in Arjas Al Huriyah**



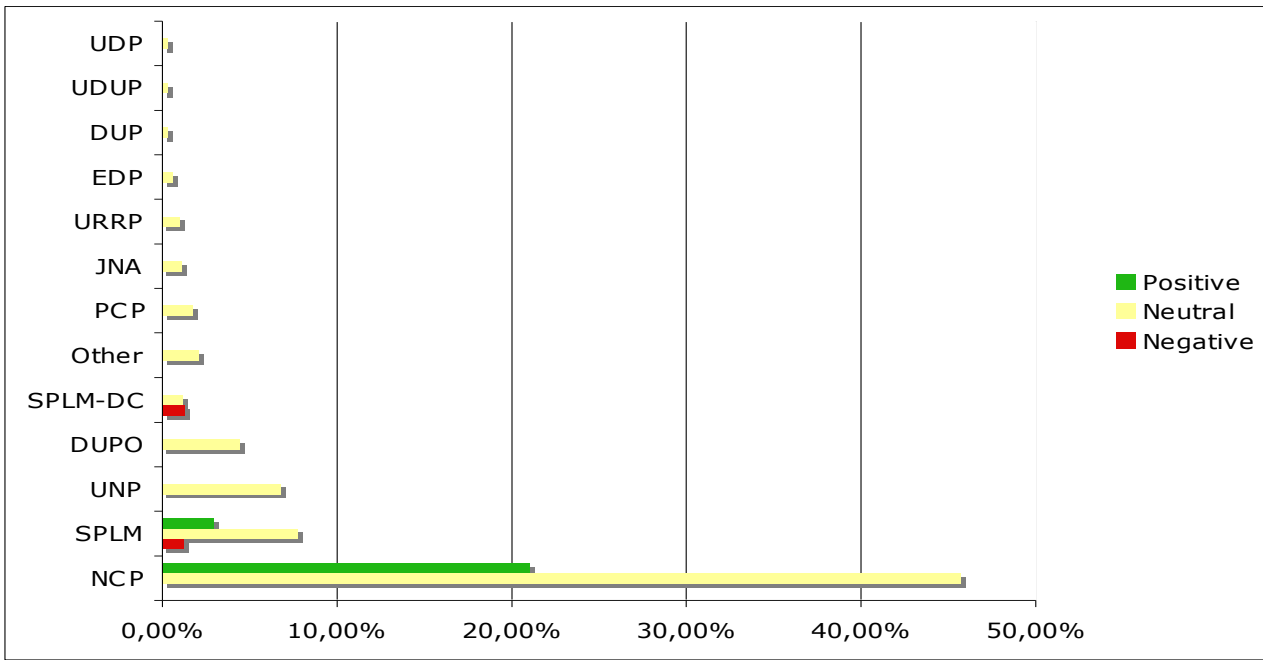
Base in cm2: 964

**Chart 30 Allocation of space and tone in Akhbar Alyoum**



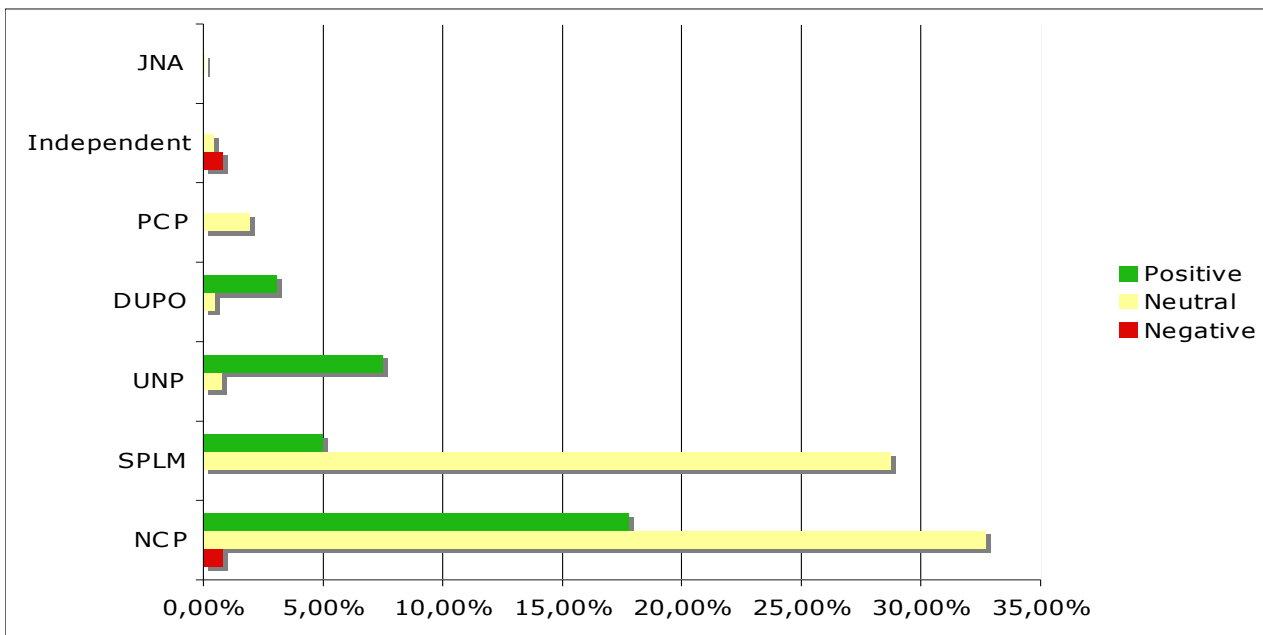
Base in cm2: 9002

**Chart 31 Allocation of space and tone in Akhir Lahza**



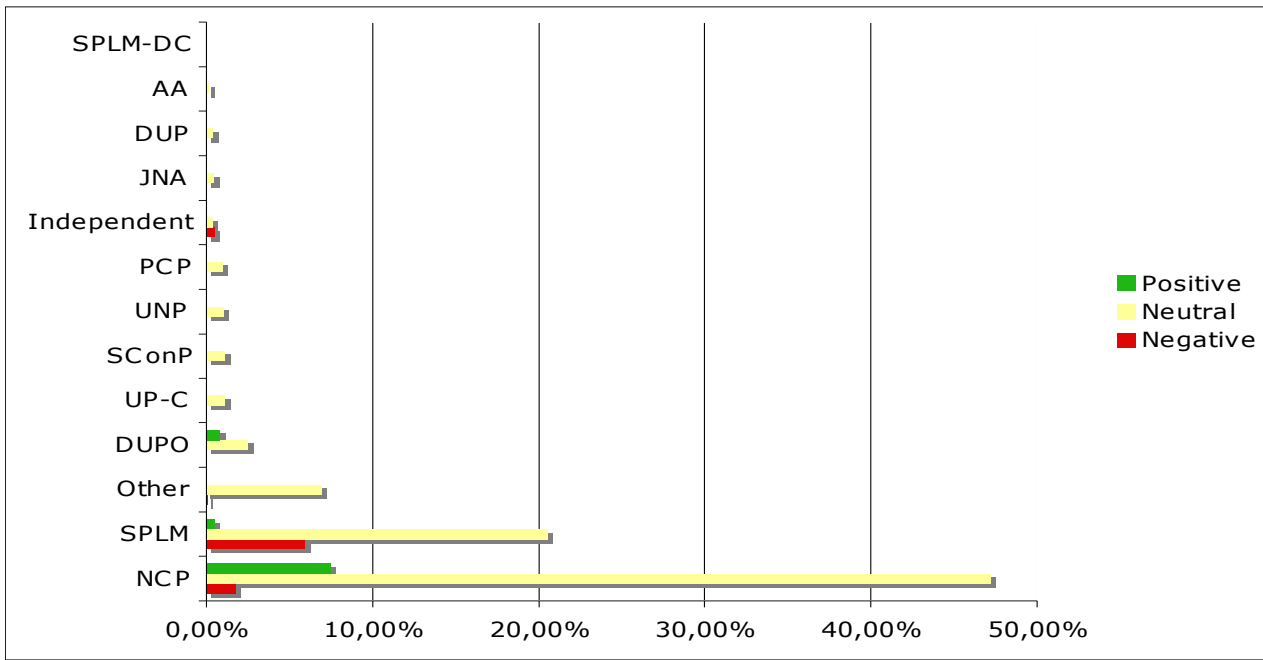
Base in cm2: 5700

**Chart 32 Allocation of space and tone in Al Ayam**



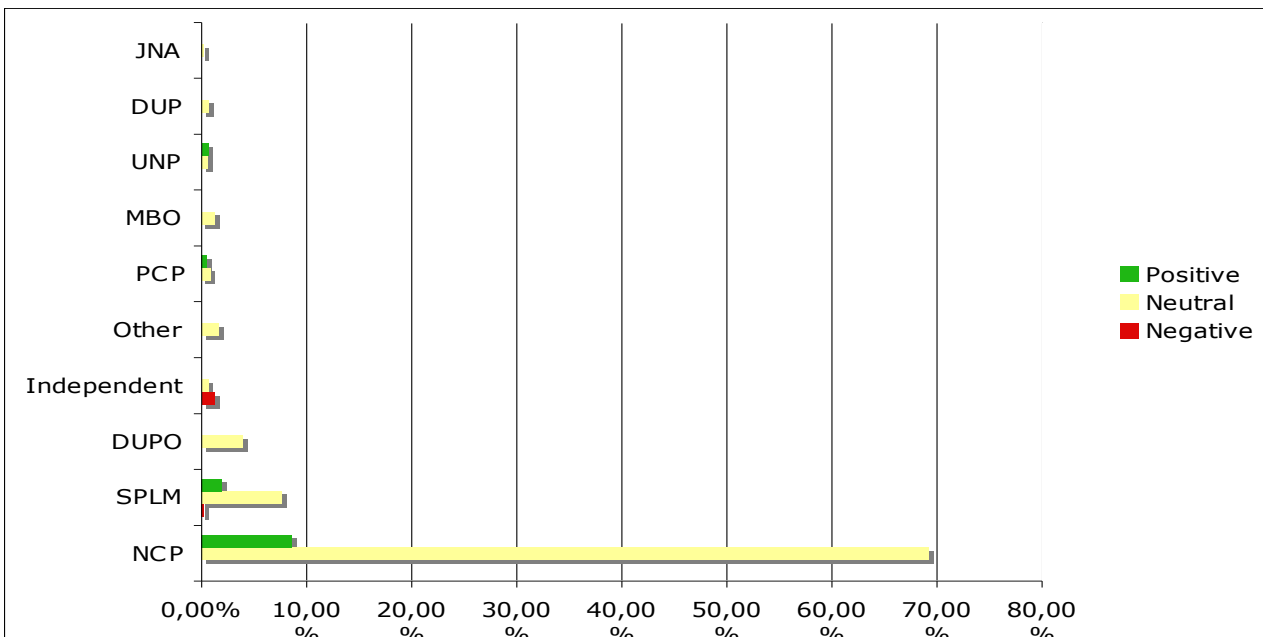
Base in cm2: 2492

**Chart 33 Allocation of space and tone in Al Intibaha**



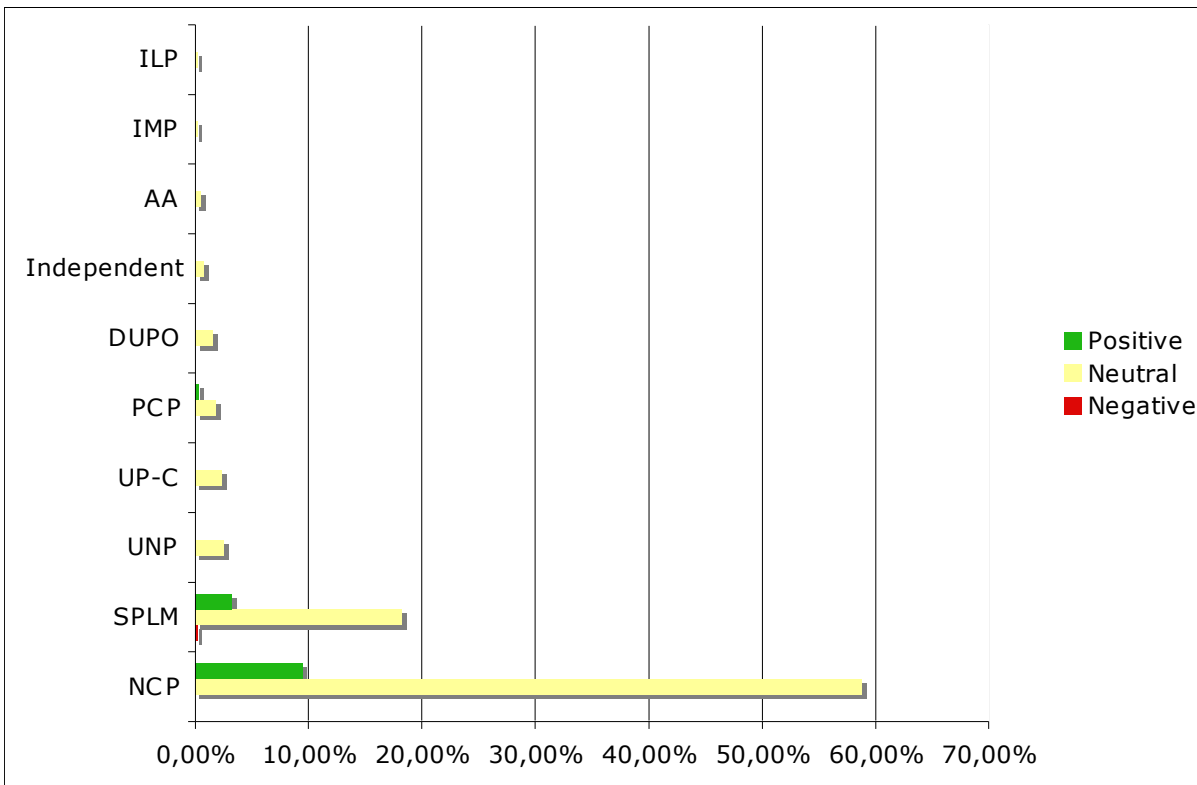
Base in cm2: 3992

**Chart 34 Allocation of space and tone in Al Ray Al Aam**



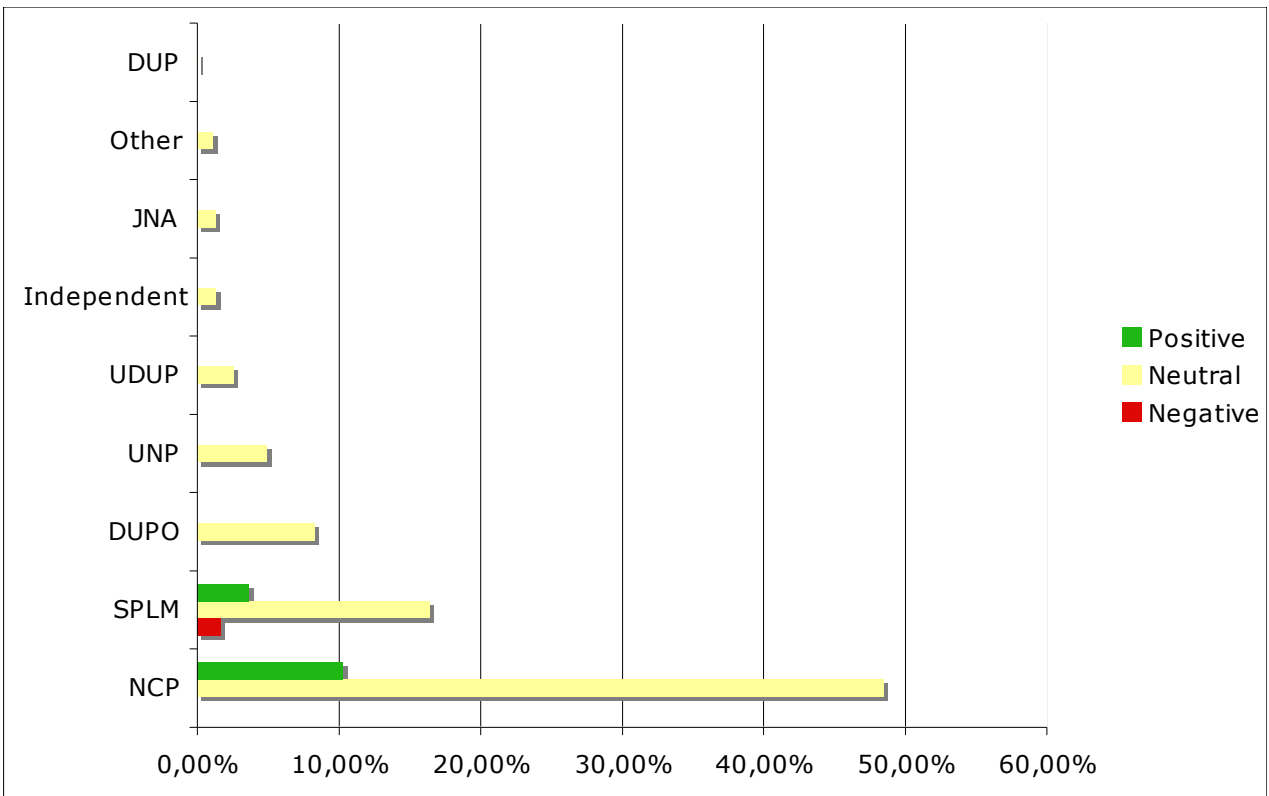
Base in cm2: 3753

Chart 35 Allocation of space and tone in Al Sahafa



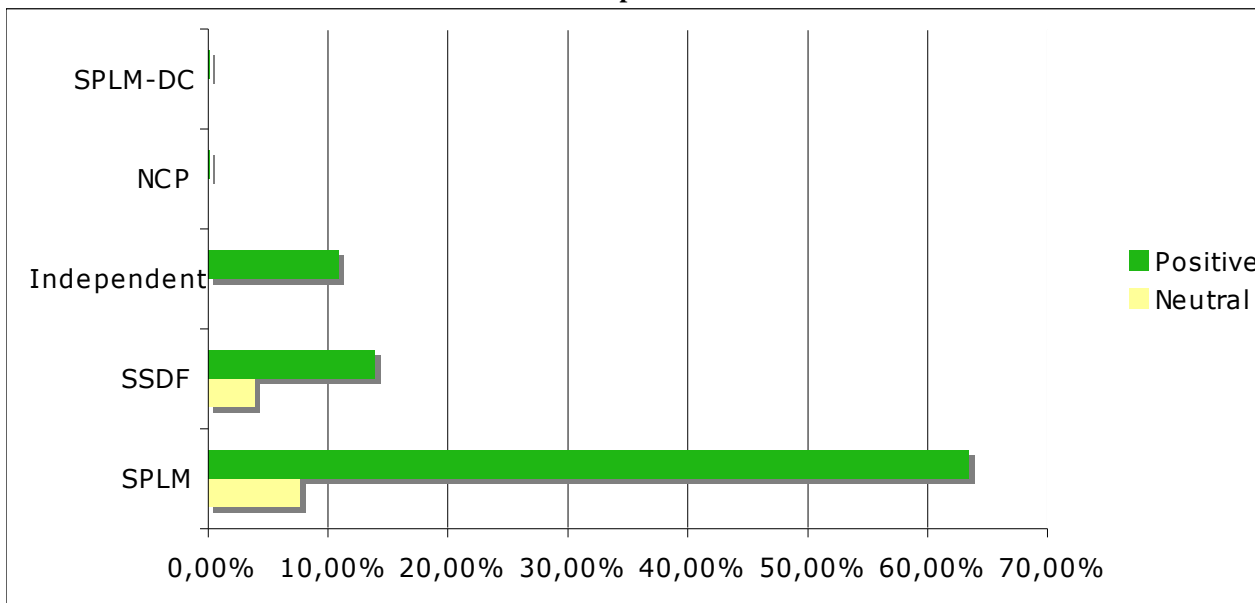
Base in cm2: 4152

Chart 36 Allocation of space and tone in Al Sudani



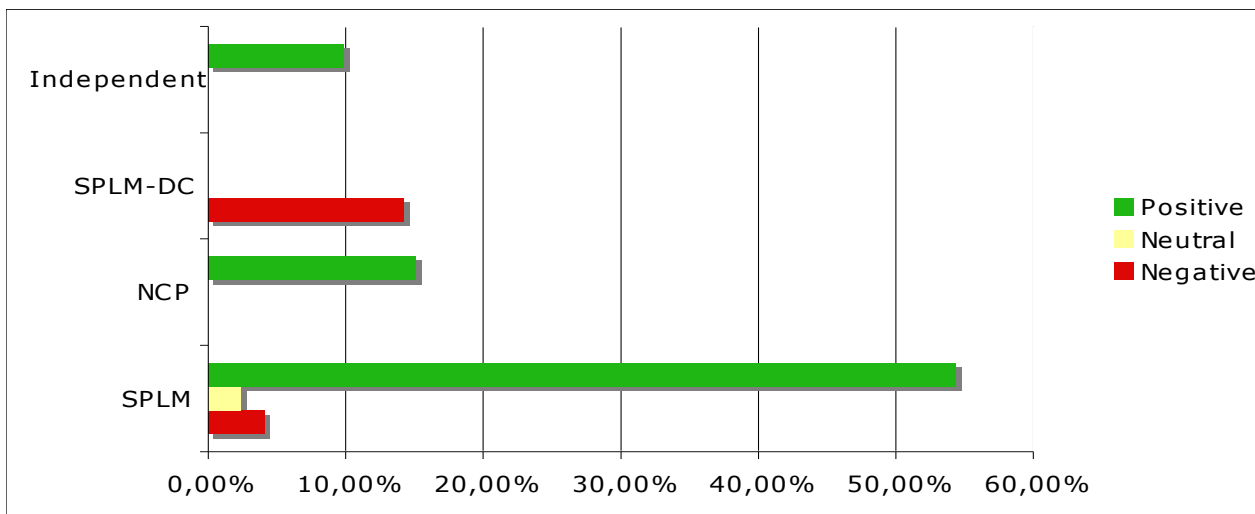
Base in cm2: 4364

**Chart 37 Allocation of space and tone in Juba Post**



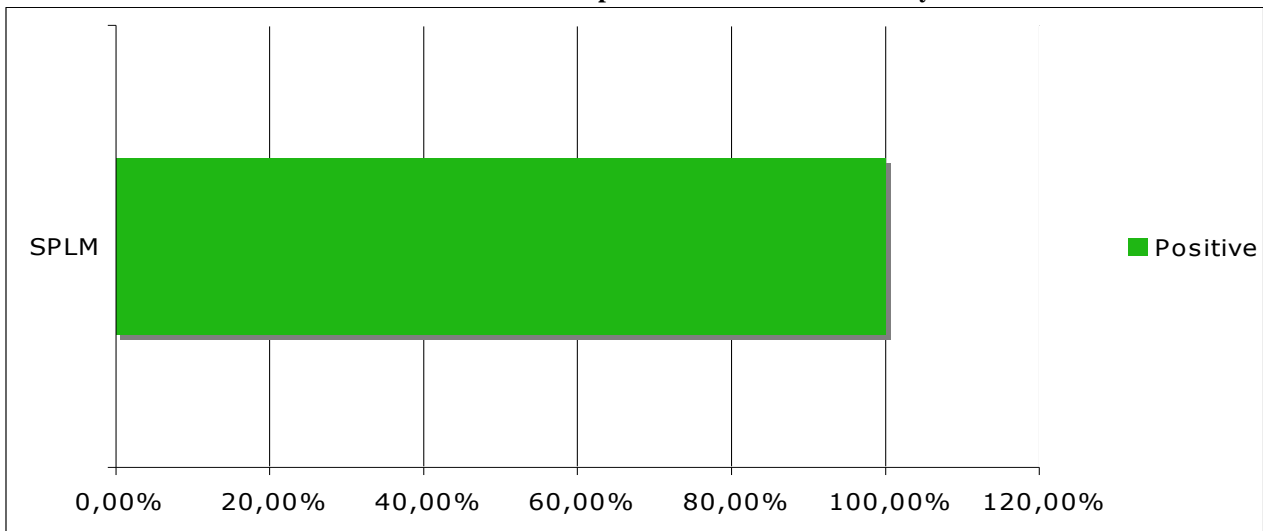
Base in cm2: 1331

**Chart 38 Allocation of space and tone in Khartoum Monitor**



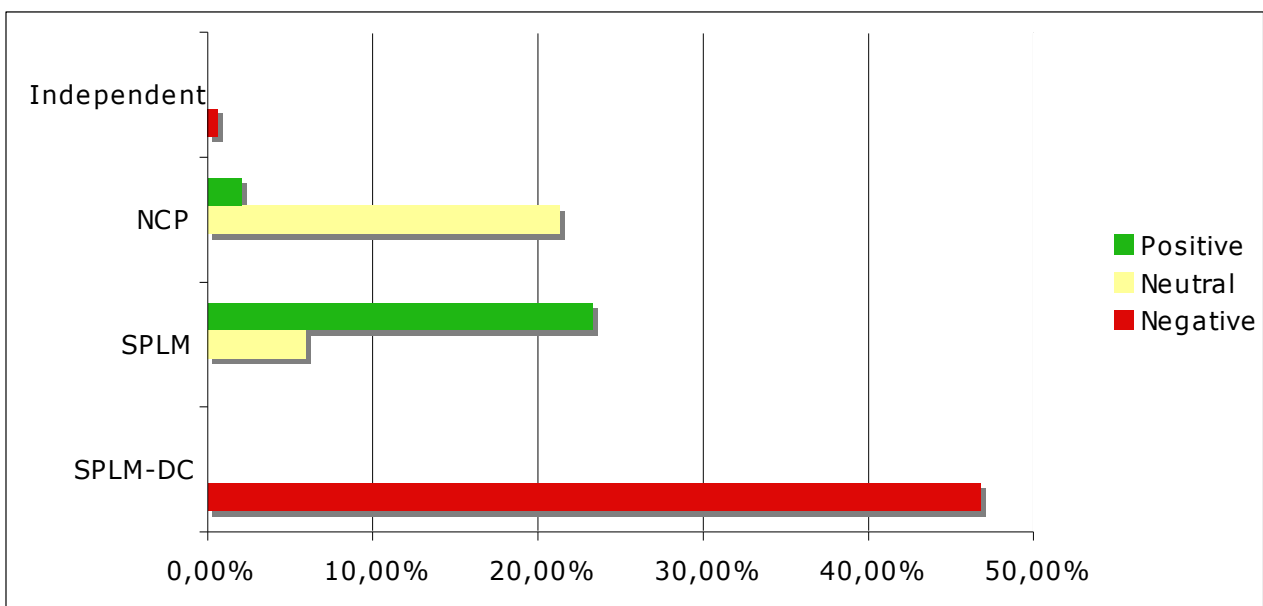
Base in cm2: 1026

**Chart 39 Allocation of space and tone in Southern Eye**



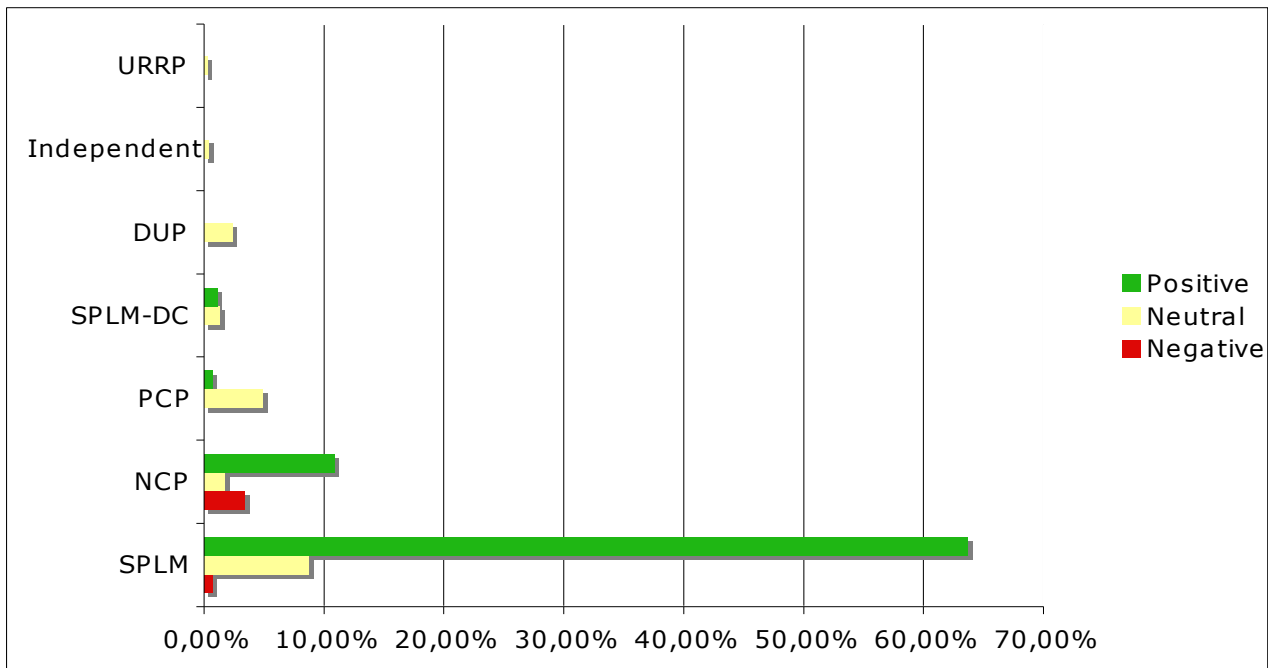
Base in cm2: 265

**Chart 40 Allocation of space and tone in Sudan Vision**



Base in cm2: 840

Chart 41 Allocation of space and tone in The Citizen



Base in cm2: 2678

