

MEDIA AND ELECTIONS IN SUDAN
MONITORING THE COVERAGE OF SUDAN 2010 ELECTIONS
INTERIM REPORT No. 8

Period 15- 27 May 2010

Issued on 31 May 2010



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Pictures front page:

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

News on inauguration of presidents in Sudan Vision – IMS/ Brigitte Sins (right above)

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

Reading the news in Kadugli - SUDIA/Eniko Nagy (right below)

Foreword and Executive Summary

This report provides the findings of the media monitoring activities in the period from 15 May to 23 May 2010. This is the eighth media monitoring report published by the Sudan Media and Elections Consortium (SMEC). The Sudan Media and Elections Consortium (SMEC) was established to implement the Media and Elections Project in Sudan. One of the main activities of the SMEC is media monitoring of Sudanese media's election coverage. The media monitoring takes place all over Sudan with two main joint media monitoring units, one in Khartoum and one in Juba. There are also parallel media monitoring units set up in various states. The media monitoring units commenced their activities on 13 February coinciding with the beginning of the election campaign and will continue after that date in order to assess post-election coverage and the coverage of election re-runs in several states. The SMEC carries out media monitoring of four TV stations, seventeen radio channels and thirteen newspapers on a daily basis¹. All selected media are monitored according to a methodological approach created in 1995 and based on content analysis. The monitoring of election and political coverage is based on both quantitative and qualitative analysis and aims to observe and assess the extent to which media provide fair and balanced coverage of politicians and other stakeholders. The project also monitors hate speech or inflammatory language to assess whether the media acted as agents of pacification or rather contributed to increase any potential tensions related to elections.

Over the last weeks no remarkable trends were noticed compared to the first post election period. The media still devote a lot of time and space to the two major political parties. As the inauguration of Salve Kiir as president for GOSS took place during this period, this news dominated the media. Other topics included the opening of the National Assembly and the election of the States councils. The total airtime to NCP and SPLM of television stations monitored, show a balanced picture, but looking at the television stations individually, it is found that the stations broadcasting from the North like Sudan TV and Khartoum State TV allocated most of their time to political actors to NCP (75.6 % and 85.2 % respectively) whereas the station targeting the South, Southern Sudan TV, allocate most of its time to SPLM (96.7 %). Only Blue Nile TV gives a more balanced coverage to the two political actors, 28.3 % to SPLM and 57 % to NCP.

The number of hate speech cases decreased further, from 24 cases in the previous report to 10 cases in this reporting period. Most of the cases were accusations from political parties or leaders to others and only found in the English press. Some of these cases touched upon Referendum related issues, for instance there were accusations that NCP did not do enough to keep the country united. These are the first indications that the campaign for the Referendum has started in the English 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.

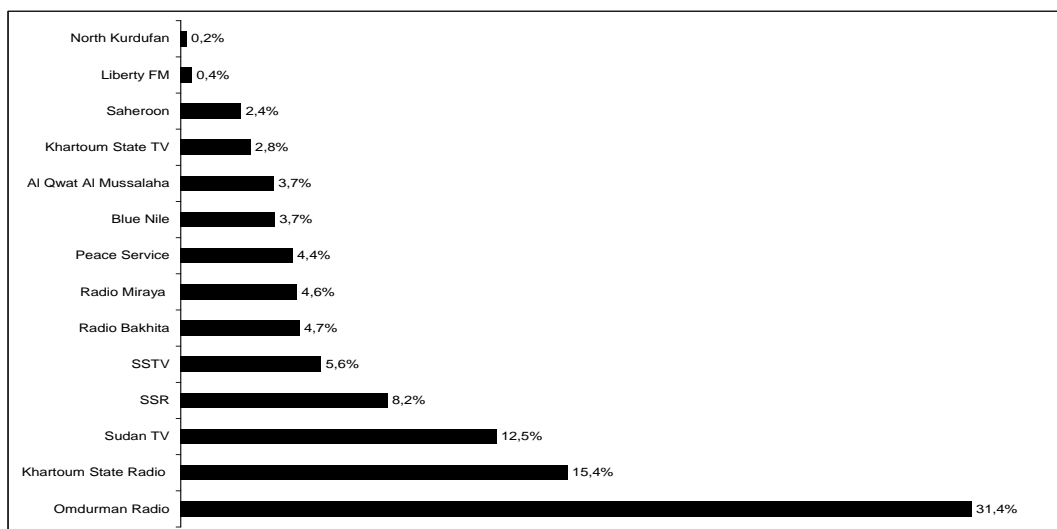
For more information, contact Ms. Brigitte Sins, Project Manager, Tel. + 249 907 206 812 or + 45 8832 7005, email: bs@i-m-s.dk or britsins@hotmail.com. Khartoum: Mr. Abbas Tigani, Tel. + 249 912 127 279, email: abbastigani@sudia.org
Juba: Mr. James Boboya Edimond, Tel. +249 955 004 798, email: boboya@npaid.org

¹ Press: Al Sahfa, Al Ray Al Aam, Al Intibaha, Al Sudani, Akhir Lahza, Ajras Al huriah, Akhbar Alyoum, Al Ayam, The Citizen, Juba Post, Khartoum Monitor, Southern Eye and Sudan Vision
TV: Sudan TV, Blue Nile, Khartoum State TV and South Sudan TV
Radio stations; Omdurman Radio, Khartoum State Radio, Peace Service, Al Qwat Al Mussalaha, Saheroon, North Kurdufan, North Darfur, Red Sea, South Sudan Radio, Radio Miraya, Radio Bakhita, Liberty FM, Junubna FM, Rumbek FM, 97.5 FM/Voice of Eastern Equatoria, South Sudan Radio Malakal, Spirit FM

II. Post-election political coverage: general trends²

Over the present monitoring period, the airtime devoted to political actors in news 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.

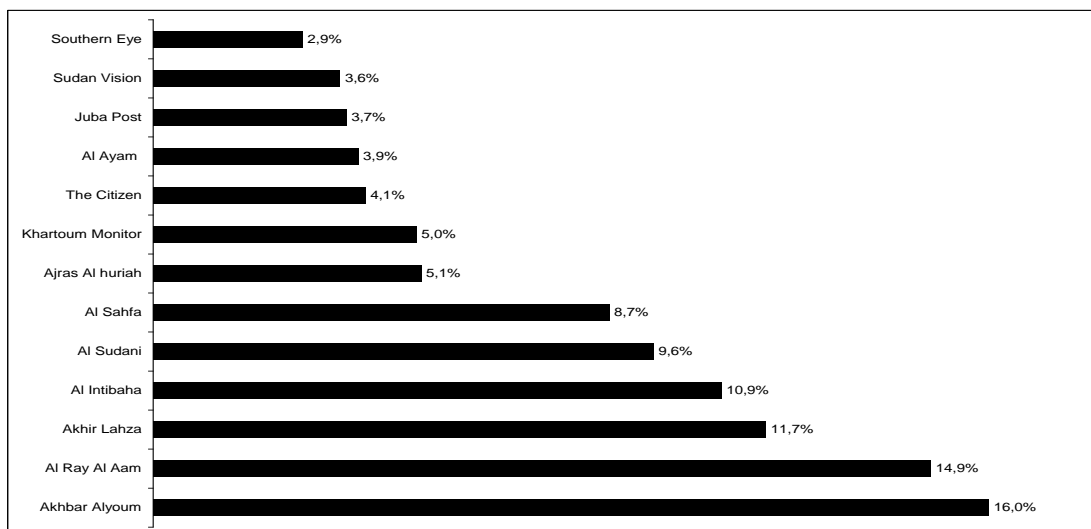
Chart 1 Volume of the coverage for political actors by media outlet – Radio and television³



Base in seconds: 54998

For the press, Akhbar Alyoum, Al Ray Al Aam, Akhir Lahza, and Al Intibaha were the outlets presenting the highest level of political and election coverage.

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



Base in cm2: 82951

² 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.

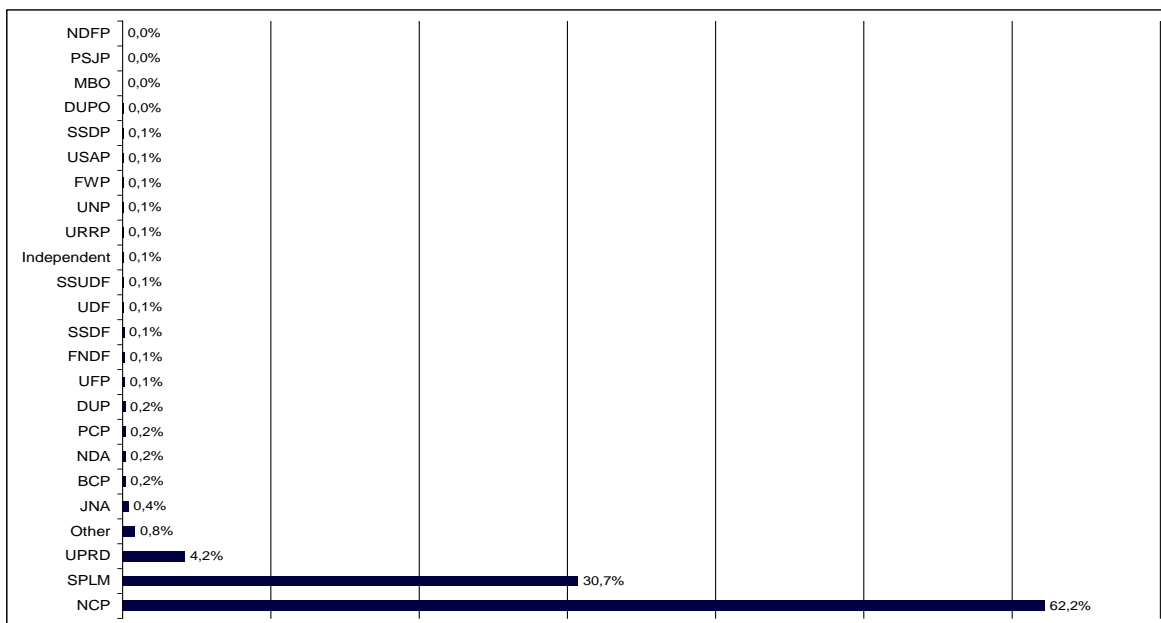
³ Radio Junubna did not cover any political actors over the period monitored in this report.

Political events and issues were mainly covered through news reporting and congratulatory messages to the successful candidates.

In the media targeting Northern audiences the agenda was dominated by a few issues: the arrest of the leader of PCP, Hassan Turabi; the Government’s calls on Interpol to arrest Khalil Ibrahim, leader of the Justice and Equality Movement; the closing of Ray Elsha'b newspaper; President Kiir’s oath as head of government in the South; the National Assembly opening and the election of the States councils. The key events characterising the political agenda of Southern media were essentially related to the future referendum for the independence and the offer made by President Kiir to General Athor to reconcile and join the SPLM.

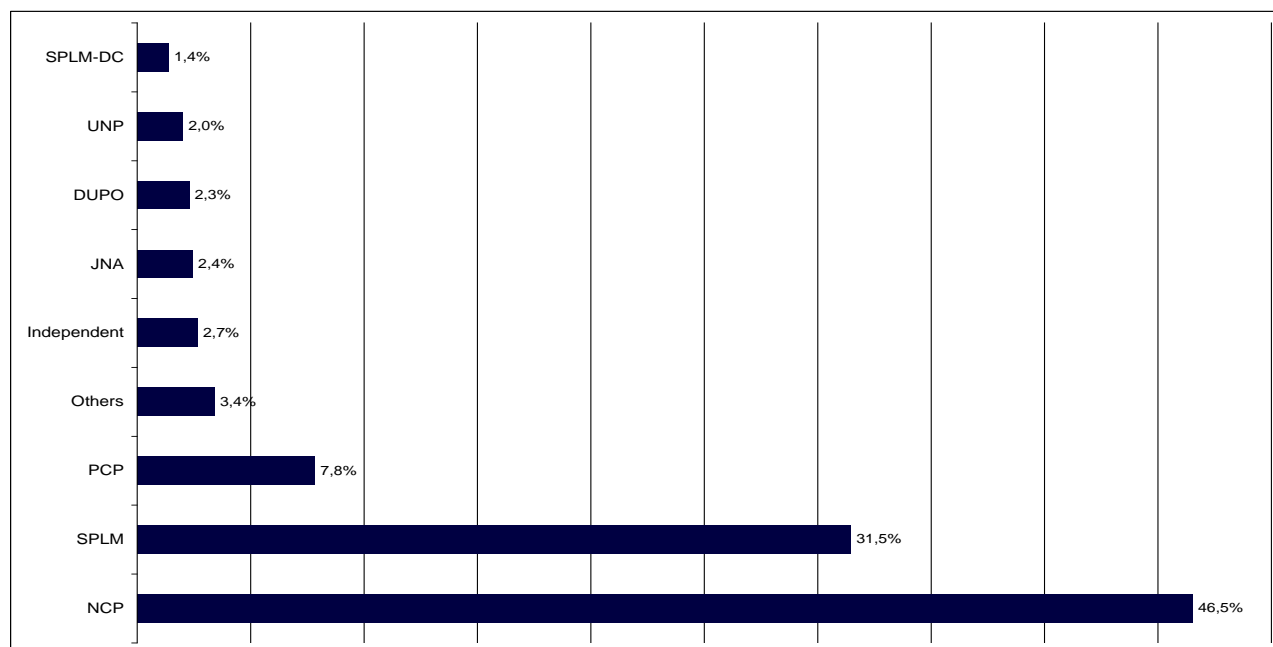
Two main parties, the National Congress Party (NCP) and the Sudan People’s Liberation Movement (SPLM) dominated media reports, both in audiovisual and print media (charts 3 and 4). However, the print media gave space to a wider range of parties and political actors than TV and radio and showed a higher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

Chart 3 Allocation of airtime in all audiovisual media



Base in seconds: 54998

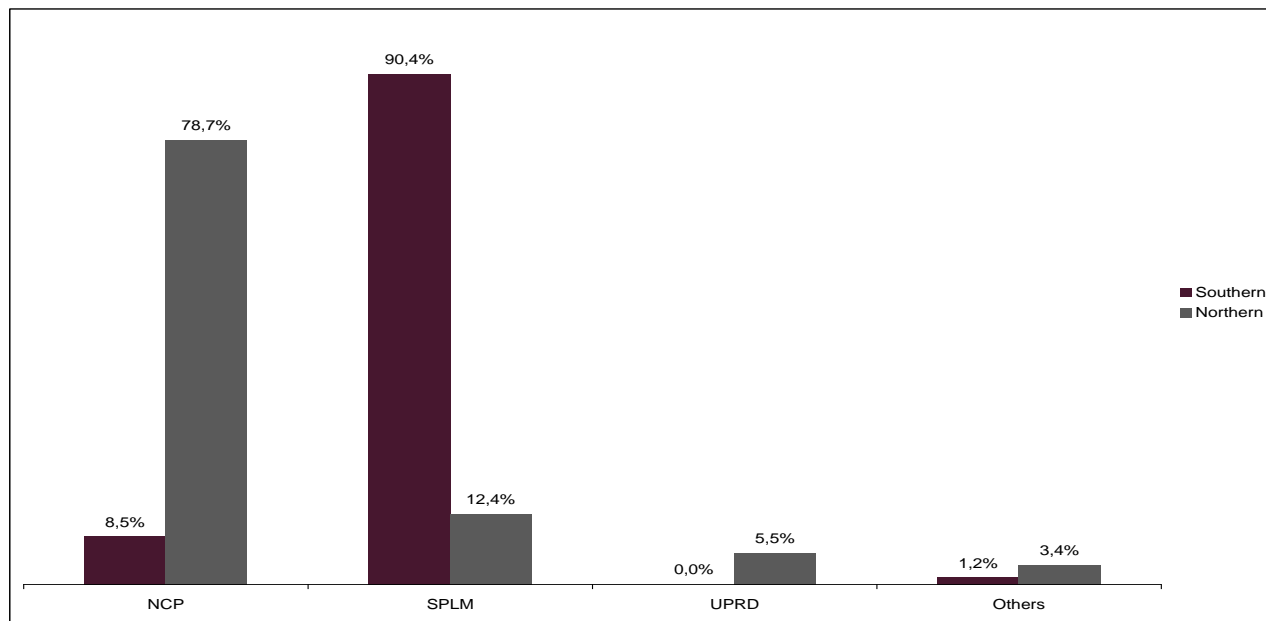
Chart 4 Allocation of space in all print media



Base in cm2: 82951

Consistent with the trends previously observed, a clear-cut division based on geographical outreach existed in terms of editorial line amongst the different outlets monitored. The media targeting Northern audiences allocated the largest amount of coverage to the NCP, while media focused on Southern issues allotted almost of their entire airtime and space to the SPLM (charts 5 and 6).

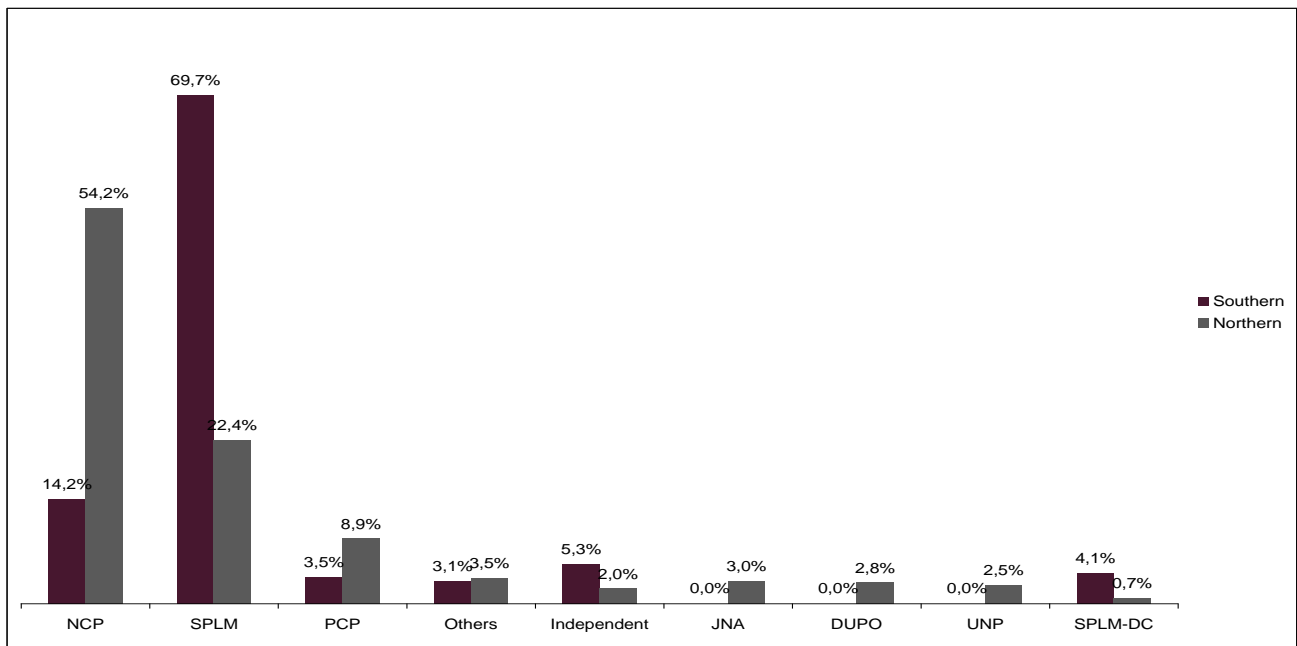
Chart 5 Allocation of airtime in all audiovisual media by geographical target⁴



Base in seconds: 54998

⁴ Northern media include: Al Qwat Al Mussalaha, Blue Nile, Khartoum State Radio, Khartoum State TV, Omdurman Radio, Peace Service, Red Sea , Saheroon, Sudan TV. Southern media include: Junubna FM, Liberty FM, Radio Bakhita, Radio Miraya , Rumbek FM , South Sudan Radio Malakal , Spirit FM, SSR, SSTV

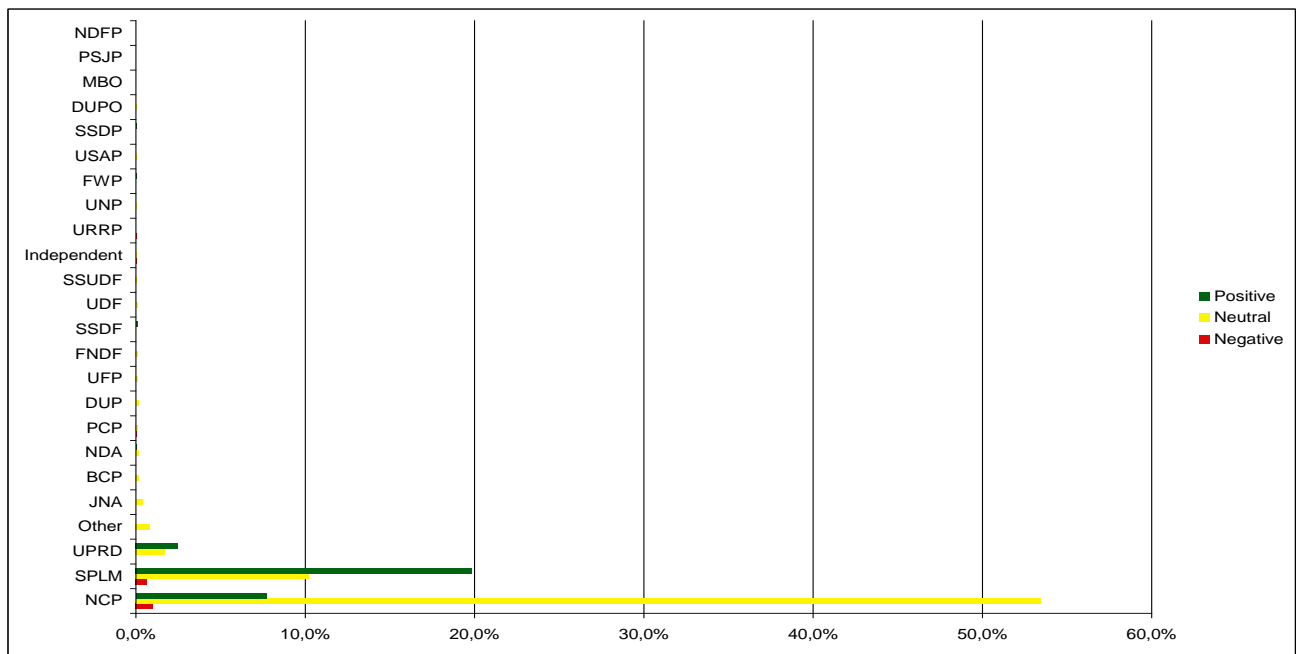
Chart 6 Allocation of space in all print media by geographical target audience⁵



Base in cm2: 82951

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 style of reporting even if still limited. The SPLM was the party receiving the largest amount of positive coverage mainly in the TV and radio stations targeting Southern audiences.

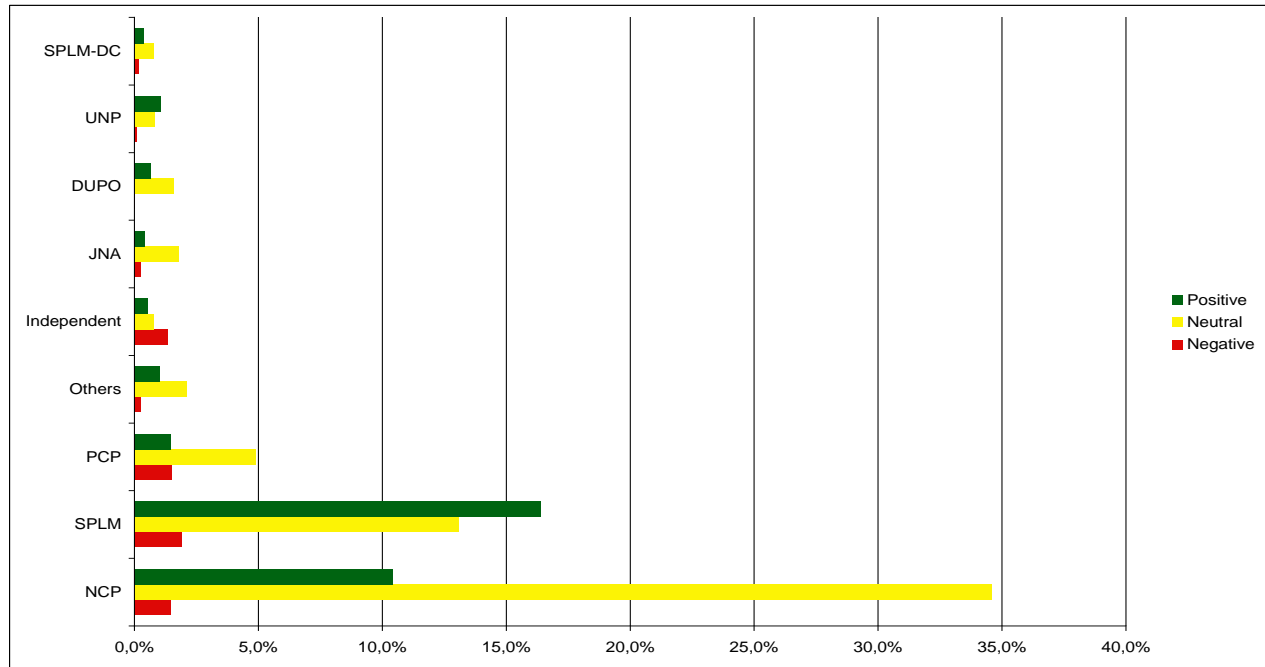
Chart 7 Tone of the coverage in all audiovisual media



Base in seconds: 54998

⁵ Northern media include: Ajras Al huriyah, Akhbar Alyoum, Akhir Lahza, Al Ayam , Al Intibaha, Al Ray Al Aam, Al Sahfa, Al Sudani. Southern media include: Juba Post, Khartoum Monitor, Southern Eye, Sudan Vision, The Citizen

Chart 8 Tone of the coverage in all print media



Base in cm2: 82951

III. Hate Speech and Post-election Violence

The episodes of inflammatory language during this period were limited and only present in the media targeting Southern audiences.

Only ten cases were recorded, mainly in the print media, with just one episode occurring on radio. The key issue dominating this area was the opposition against General Athor and the SPLM regarding the outcome of the elections in Jonglei State. The ten cases identified as hate speech were mostly accusations from politicians to other politicians and calls or quotes which can lead to conflict. The tone and choice of words are characteristic to identify whether these calls fall under the category of hate speech.⁶

Table 1 Summary of hate speech and election-related violence cases (the topics)

Mr. Amum claimed that Akol SPLM-DC groups were responsible for the killing of the Shiluk elder Peter Oyat.

Charles Kisanga (SPLM) accused authorities of Southern Sudan of arbitrary arrest, intimidation and harassment of many SPLM-DC supporters.

Mr. Gore accused the National Election Commission of being involved in election frauds that took place over polling and counting days.

President Kiir accused the NCP of not doing enough to keep Sudan united.

Mr. Amum accused NCP of arming militias to destabilise Southern Sudan ahead of the referendum.

SPLA accused Gen. Athor of an attack on the base in Doleib Hill near Malakal.

Mr. Amum claimed that NCP is behind Athors uprising to disrupt referendum.

Mr. Amum accused NCP of having undermined attempts to keep Sudan unite.

Mr. Amum said that Mr. Akol should call for forgiveness rather than confuse the Southerners.

The SPLA accused Gen. Athor's forces of attacking one of their cars.

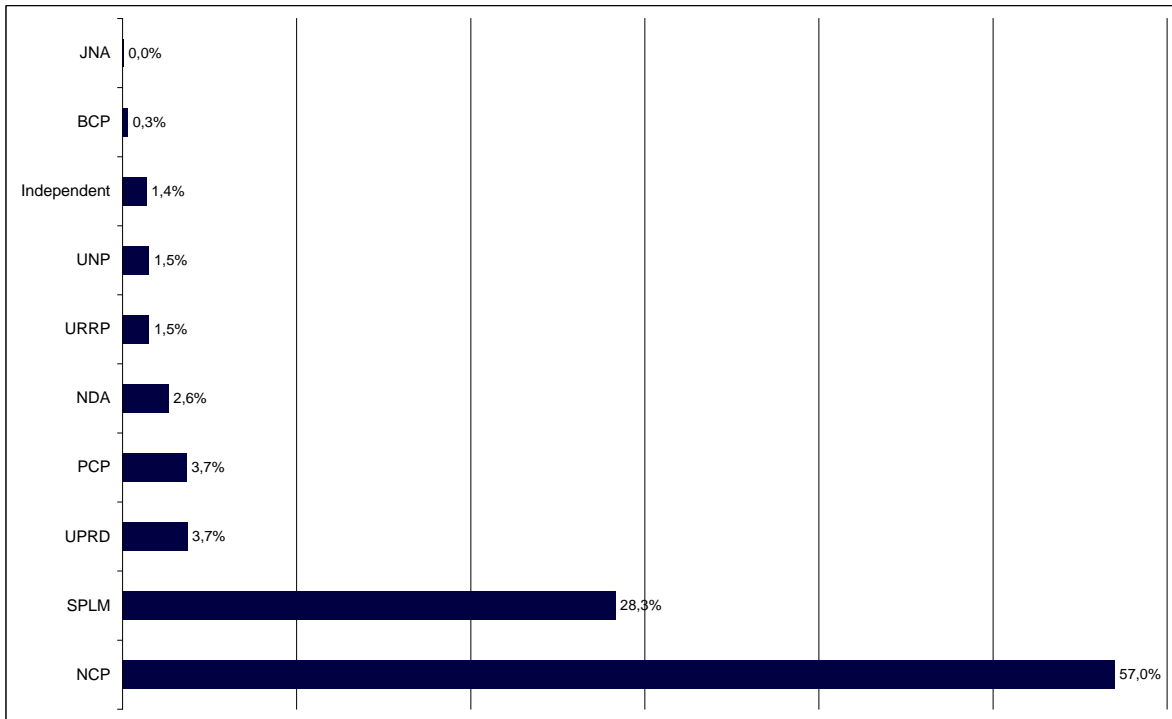
⁶ Hate speech can be defined as speech intended to foster hatred against individuals or groups based on race, religion, gender, sexual preference, place of national origin or other improper classification.

This category includes: inflammatory language, call for violence and conflict (invitations or calls to commit acts of violent nature against people and things), discrimination (invitations or calls denying the rights of certain groups on the basis of: age, tribal affiliation, ability, marital status, sexual orientation, economic level and religion), accusations of rigging (calls or messages alleging fraud and malpractices in the overall election process), call for tribalism and defamation (an act of communication that causes someone to be shamed, ridiculed, held in contempt, lowered in the estimation of the community, or to lose employment status or earnings or otherwise suffer a damaged reputation).

Annex I – Election and political coverage: charts

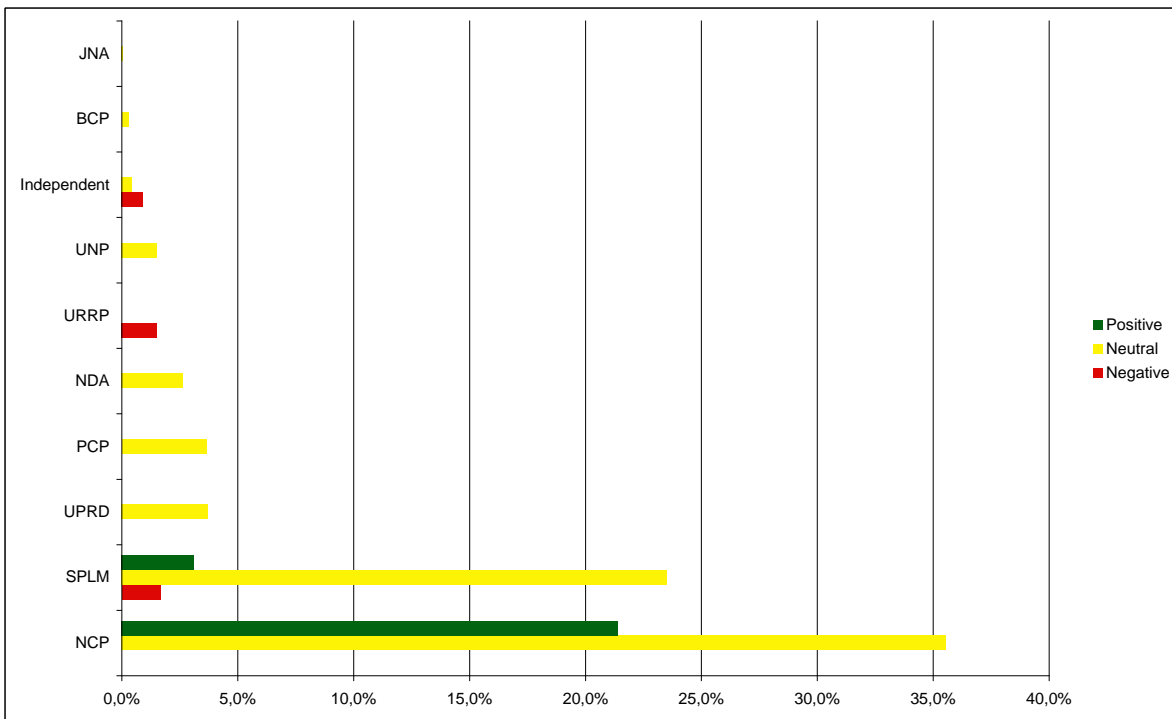
a. Television and radio news coverage

Chart 9 Allocation of airtime by party on Blue Nile TV



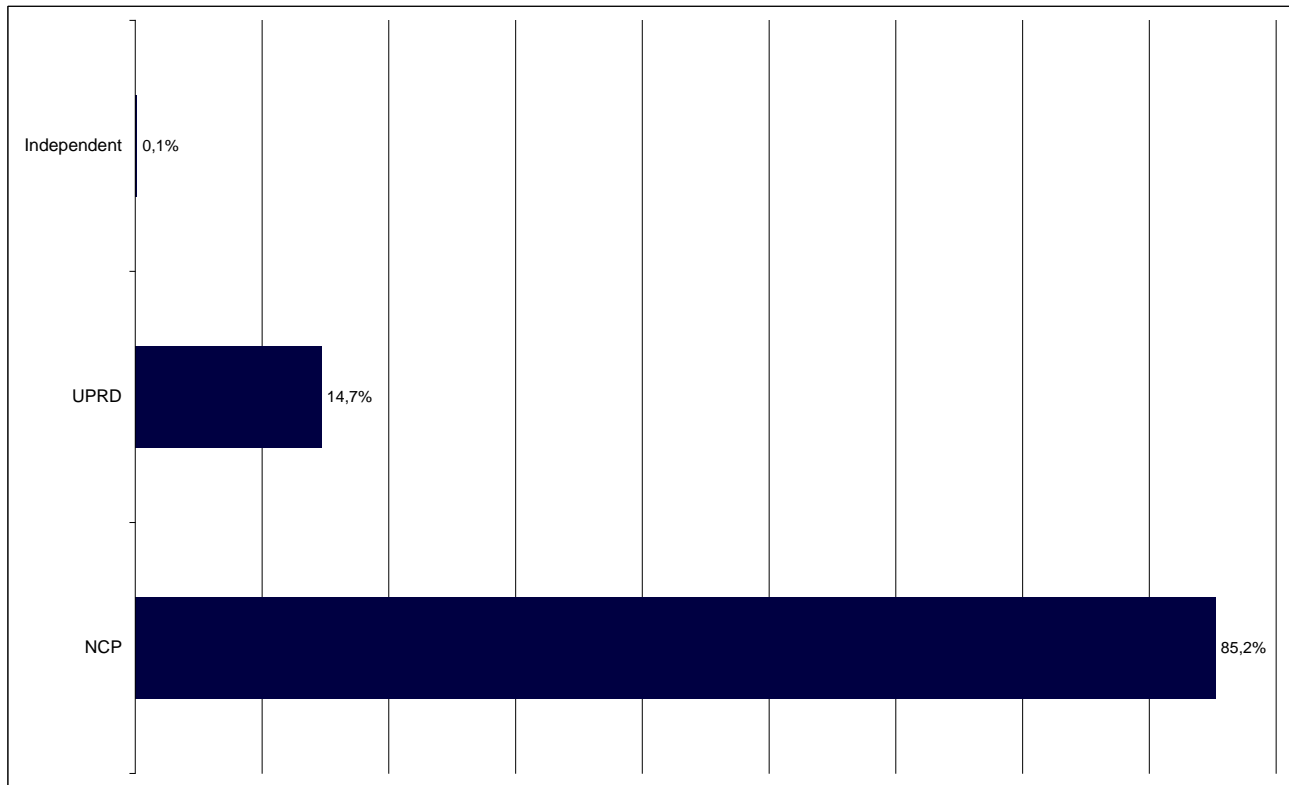
Base on seconds: 2050

Chart 10 Tone of the coverage by party on Blue Nile TV



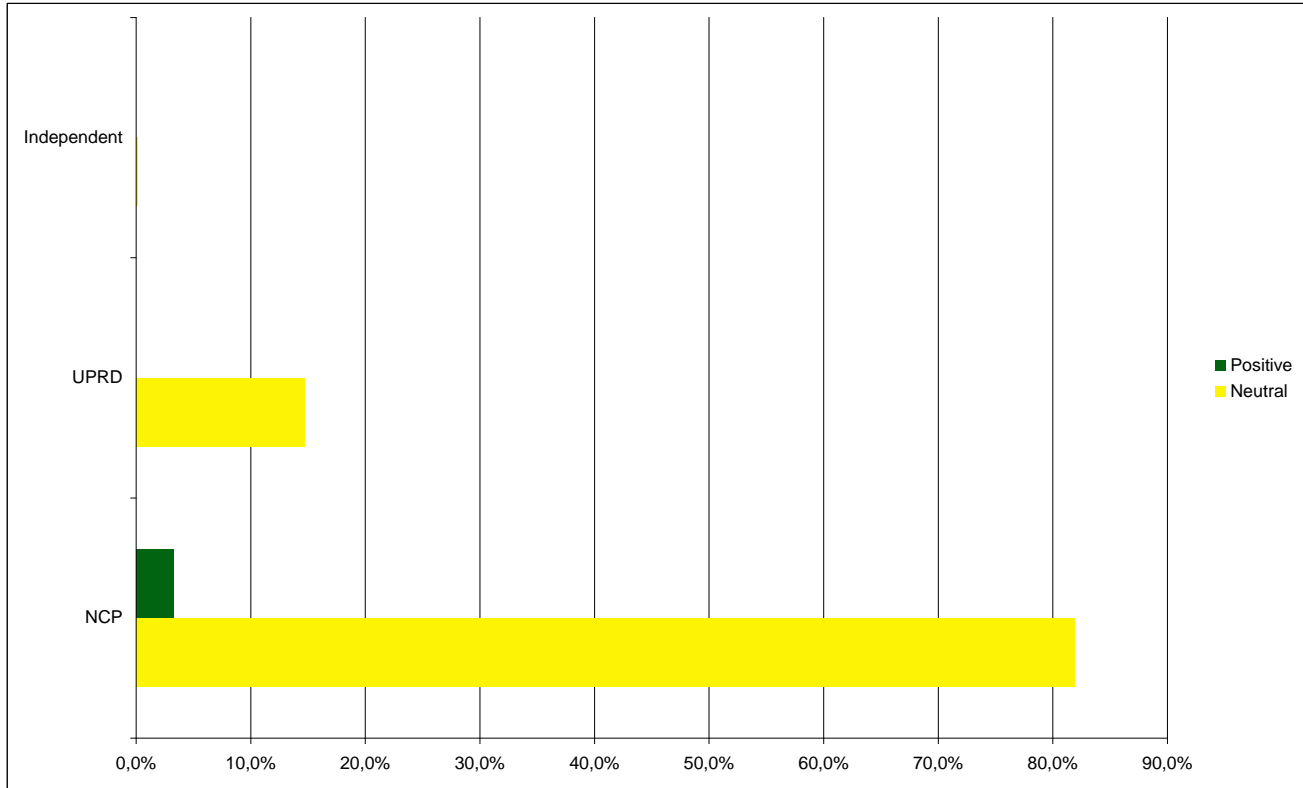
Base on seconds: 2050

Chart 11 Allocation of airtime on Khartoum State TV



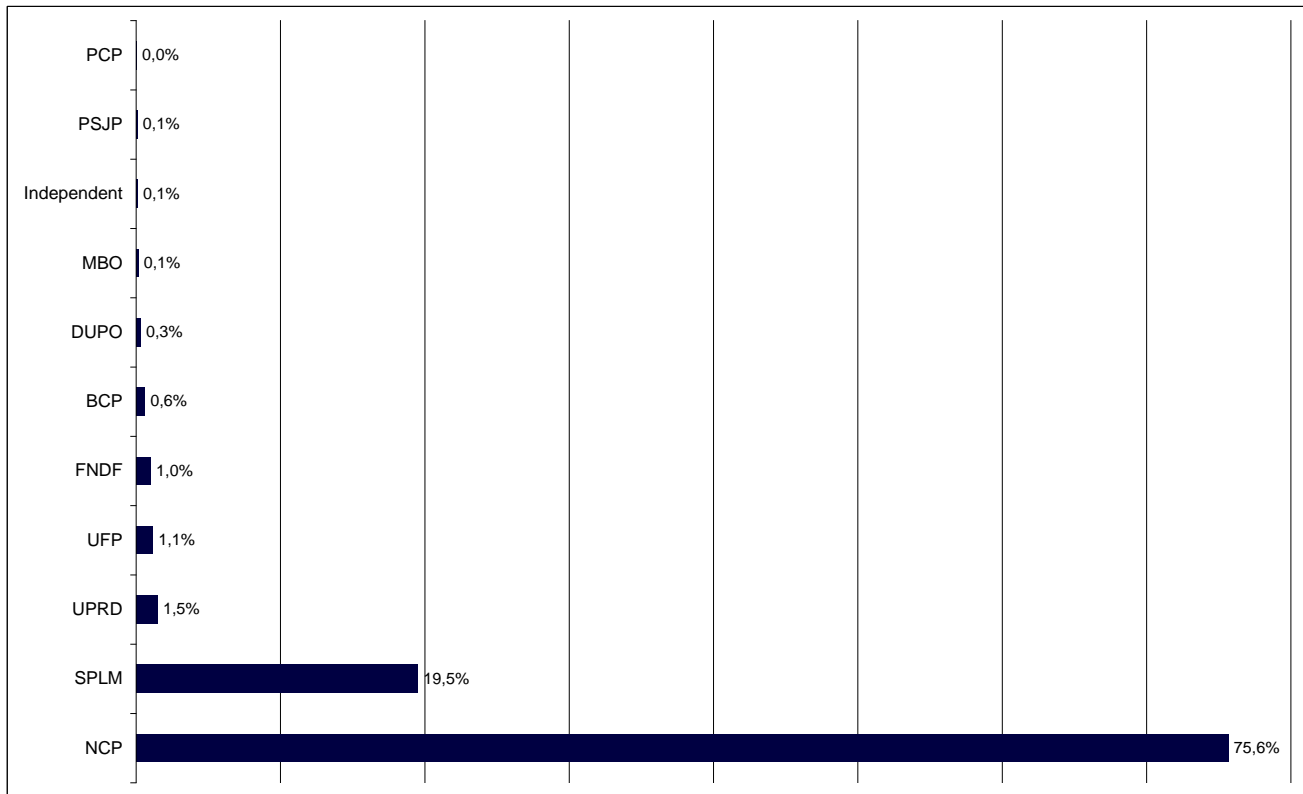
Base on seconds: 1520

Chart 12 Tone of the coverage by party on Khartoum State TV



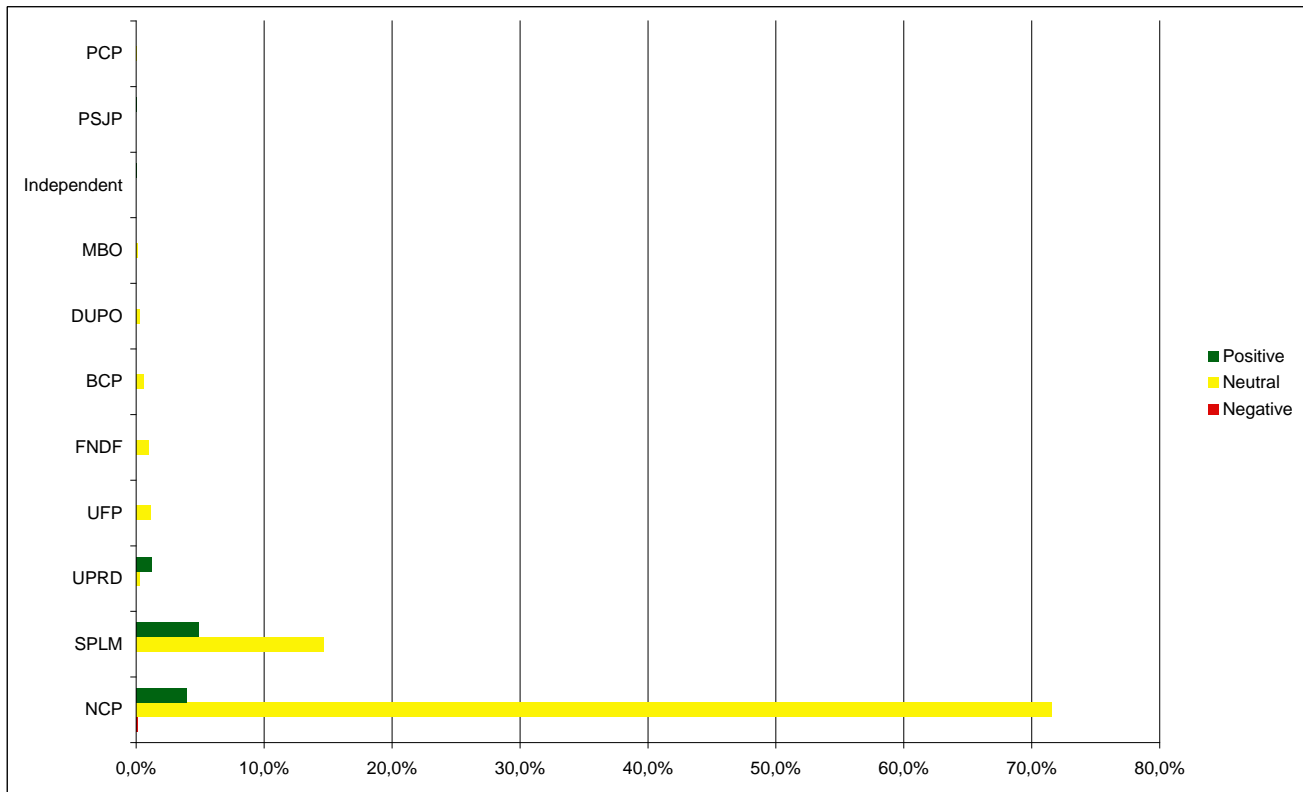
Base on seconds: 1520

Chart 13 Allocation of airtime on Sudan TV



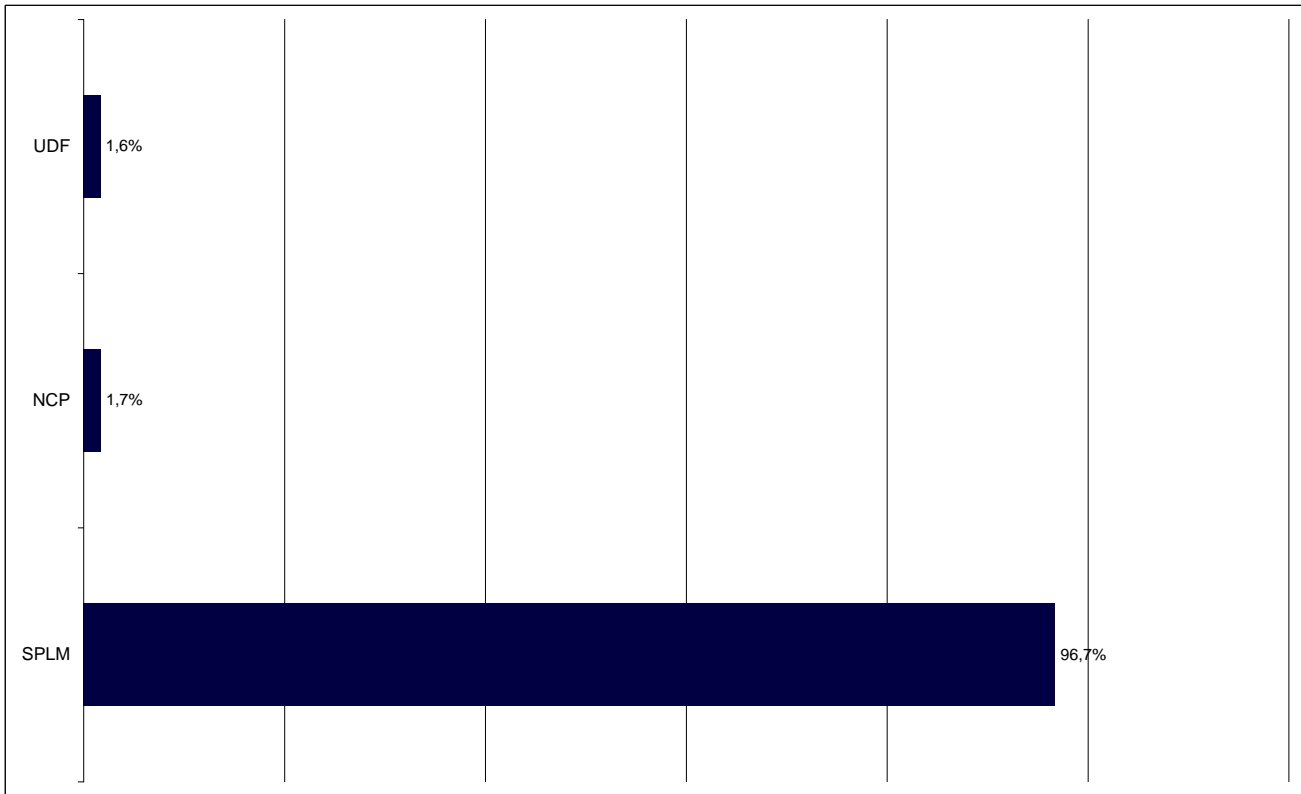
Base on seconds: 6887

Chart 14 Tone of the coverage by party on Sudan TV



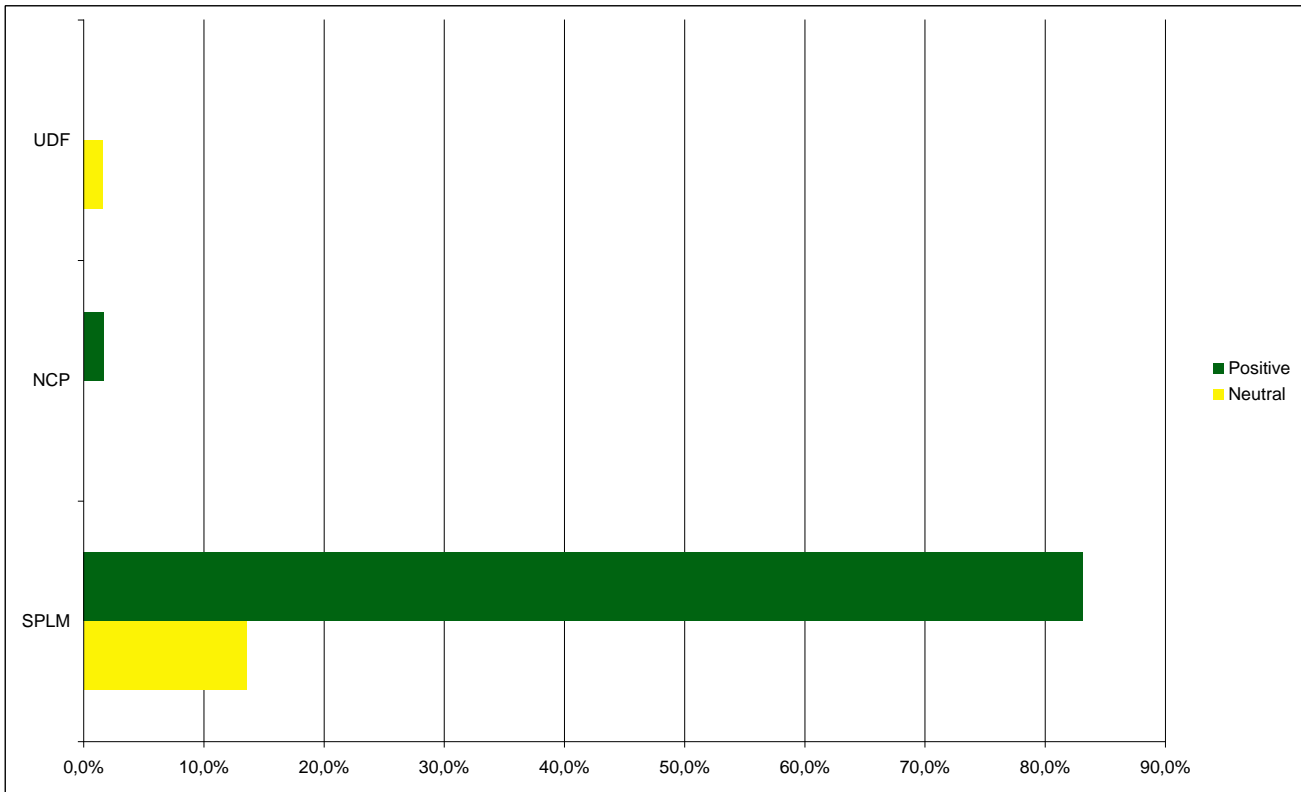
Base on seconds: 6887

Chart 15 Allocation of airtime on South Sudan TV



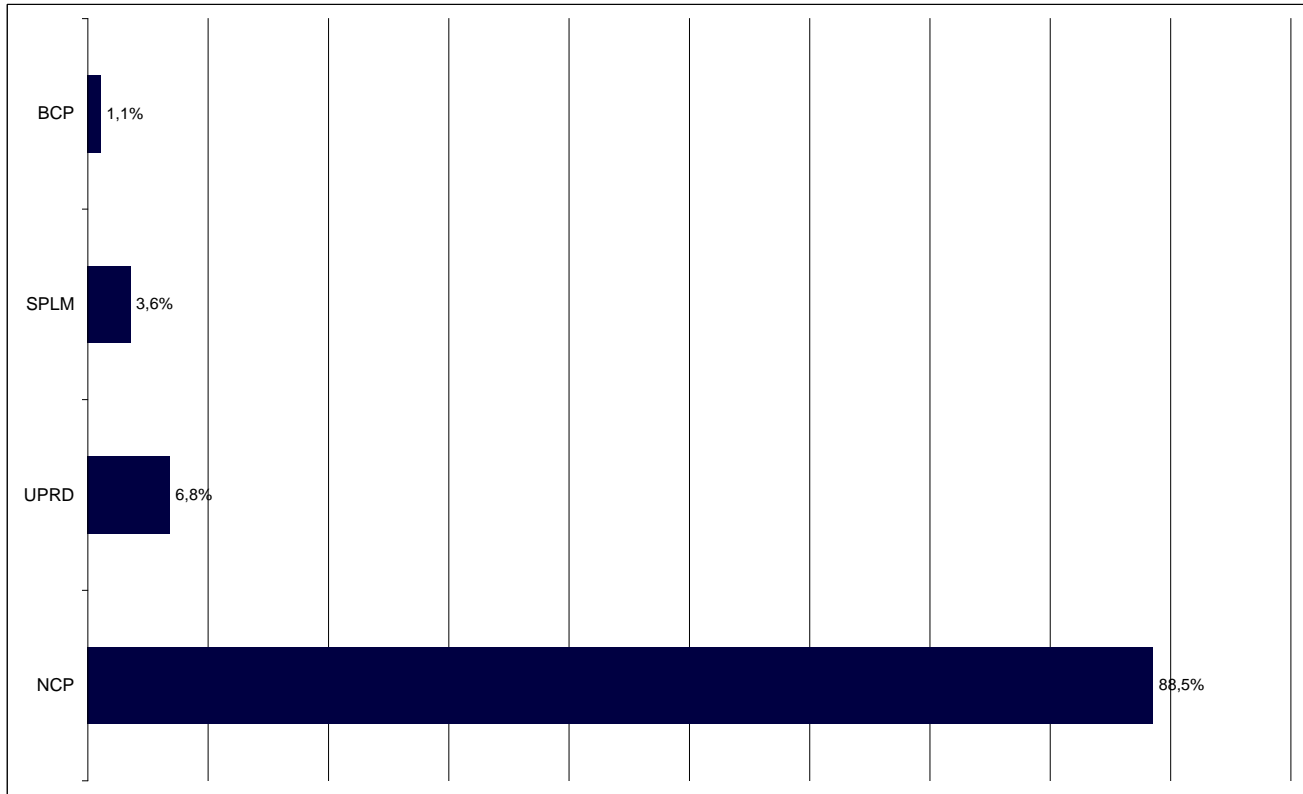
Base on seconds: 3062

Chart 16 Tone of the coverage by party on South Sudan TV



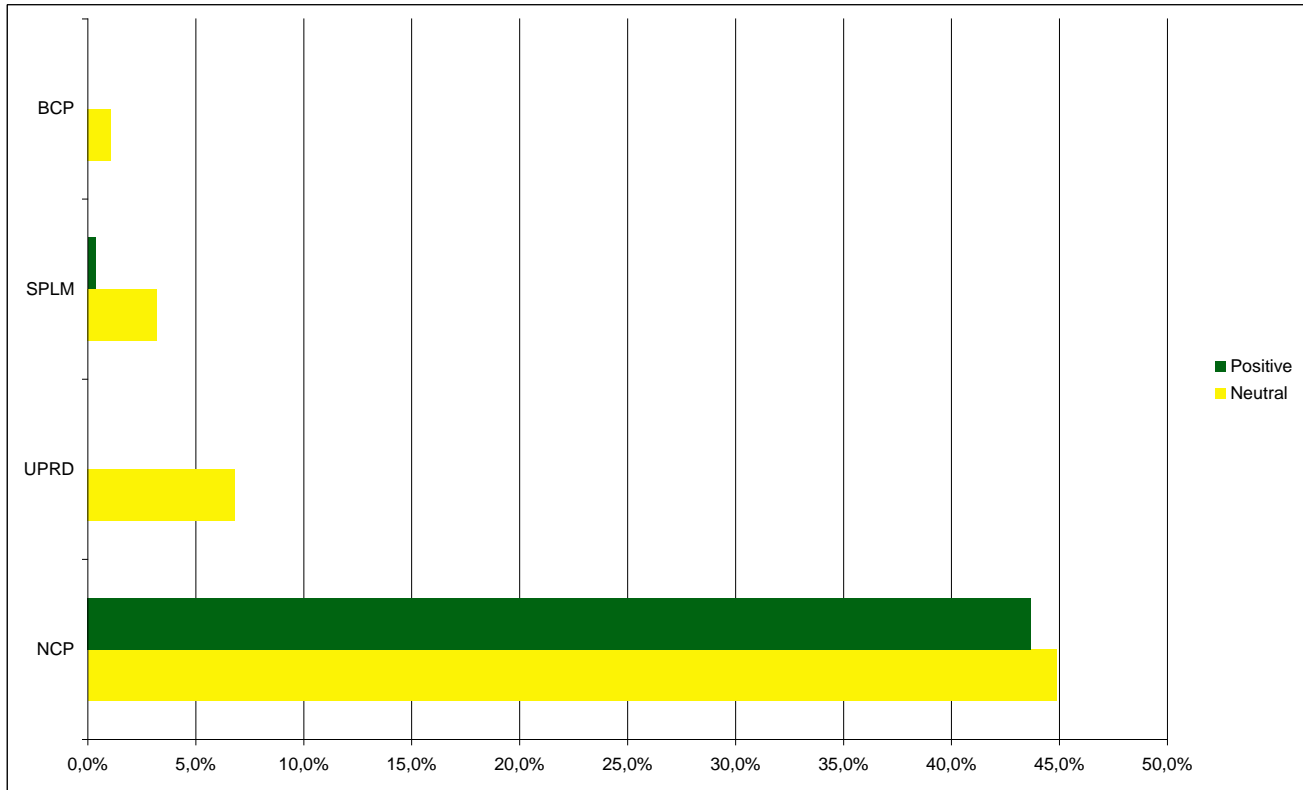
Base on seconds: 3062

Chart 17 Allocation of airtime on Al Qwat Al Mussalaha Radio



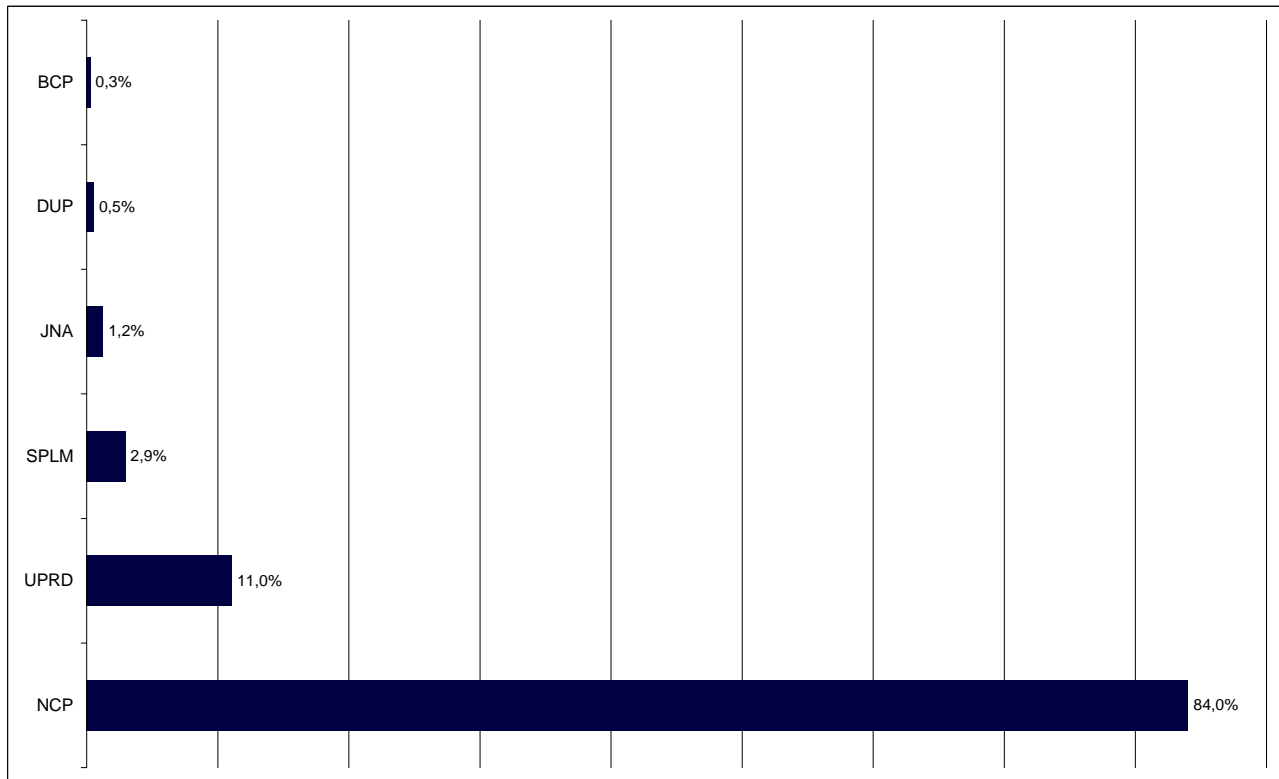
Base on seconds: 2026

Chart 18 Tone of the coverage by party on Al Qwat Al Mussalaha Radio



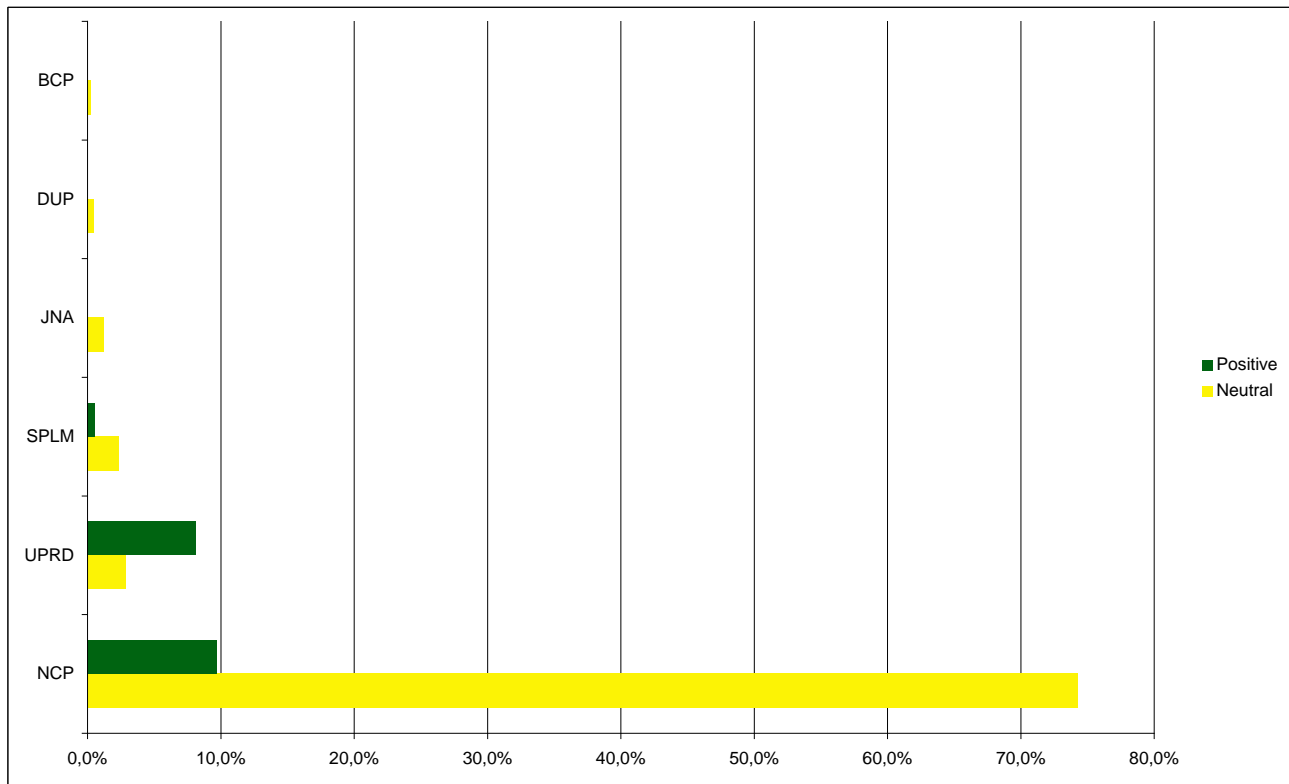
Base on seconds: 2026

Chart 19 Allocation of airtime on Khartoum State Radio



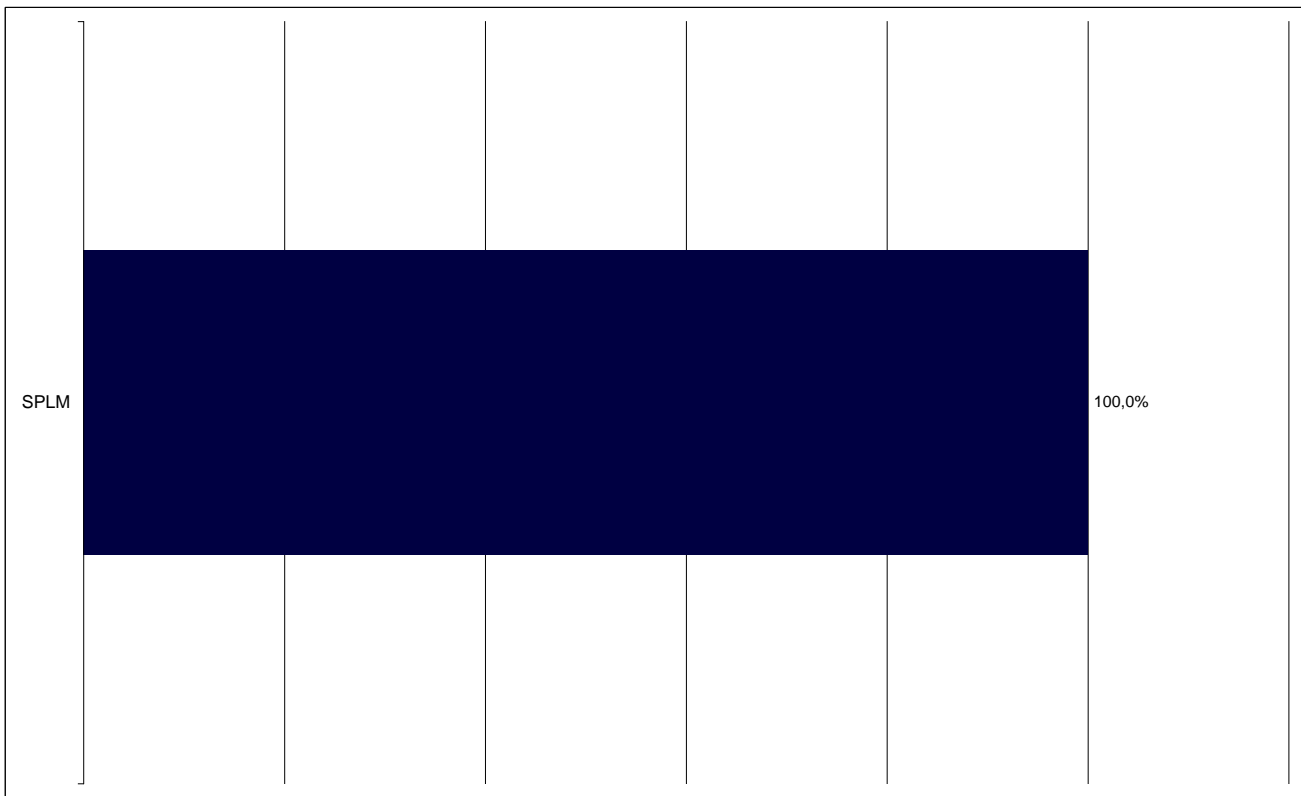
Base on seconds: 8445

Chart 20 Tone of the coverage by party on Khartoum State Radio



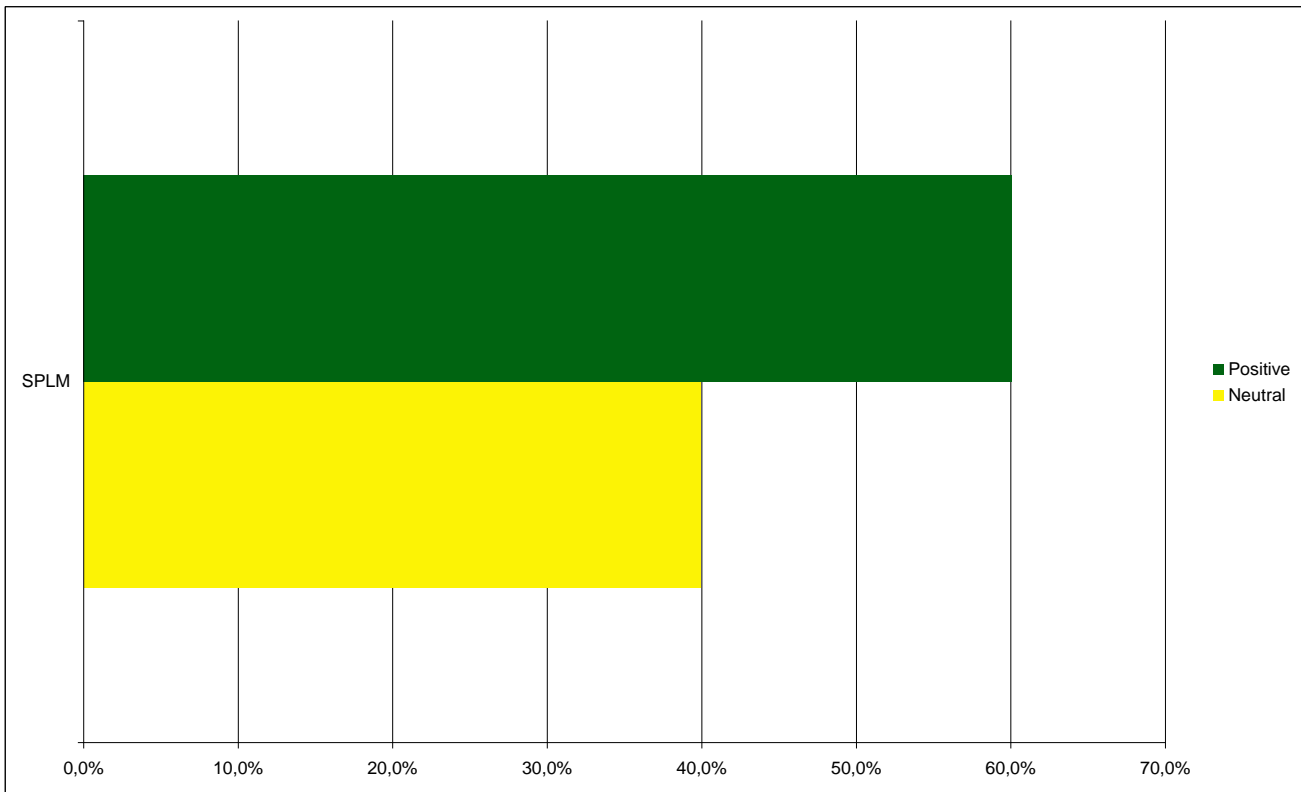
Base on seconds: 8445

Chart 21 Allocation of airtime on Liberty Radio



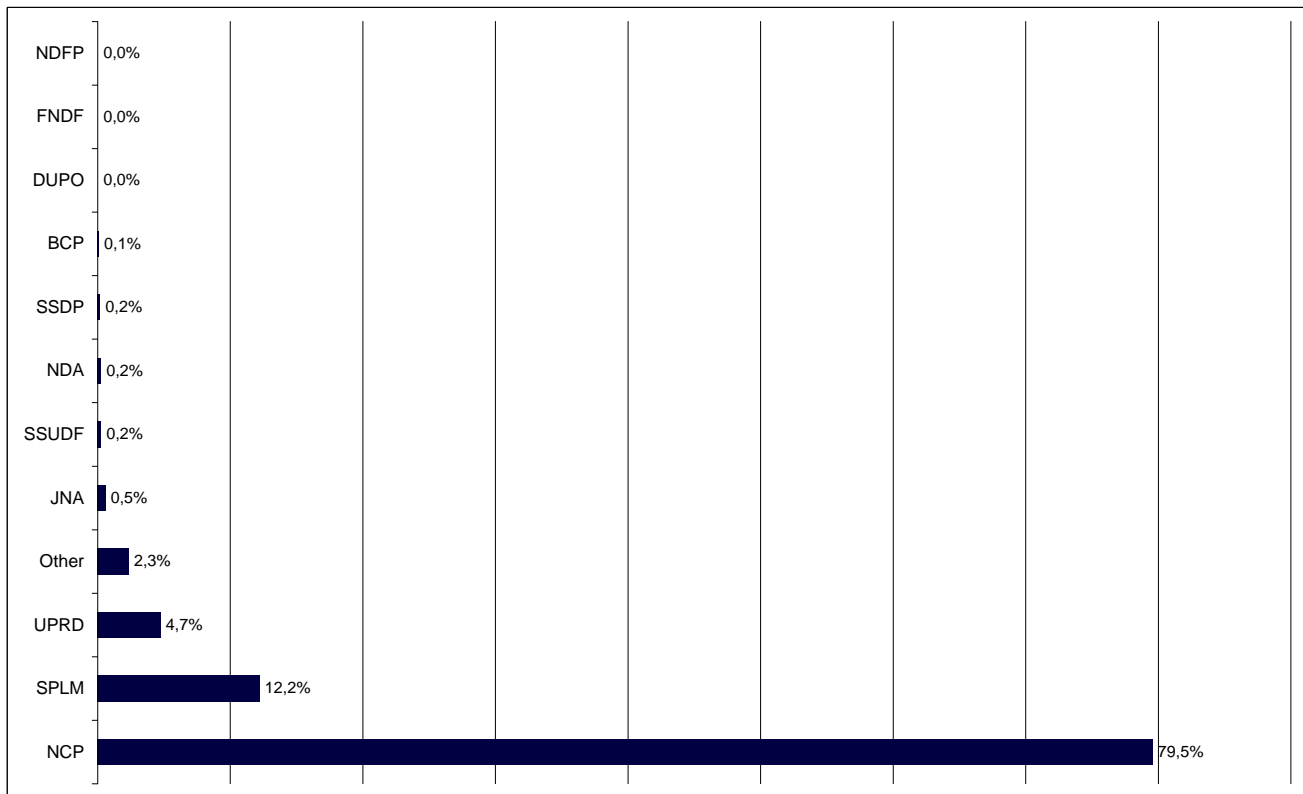
Base on seconds: 233

Chart 22 Tone of the coverage by party on Liberty Radio



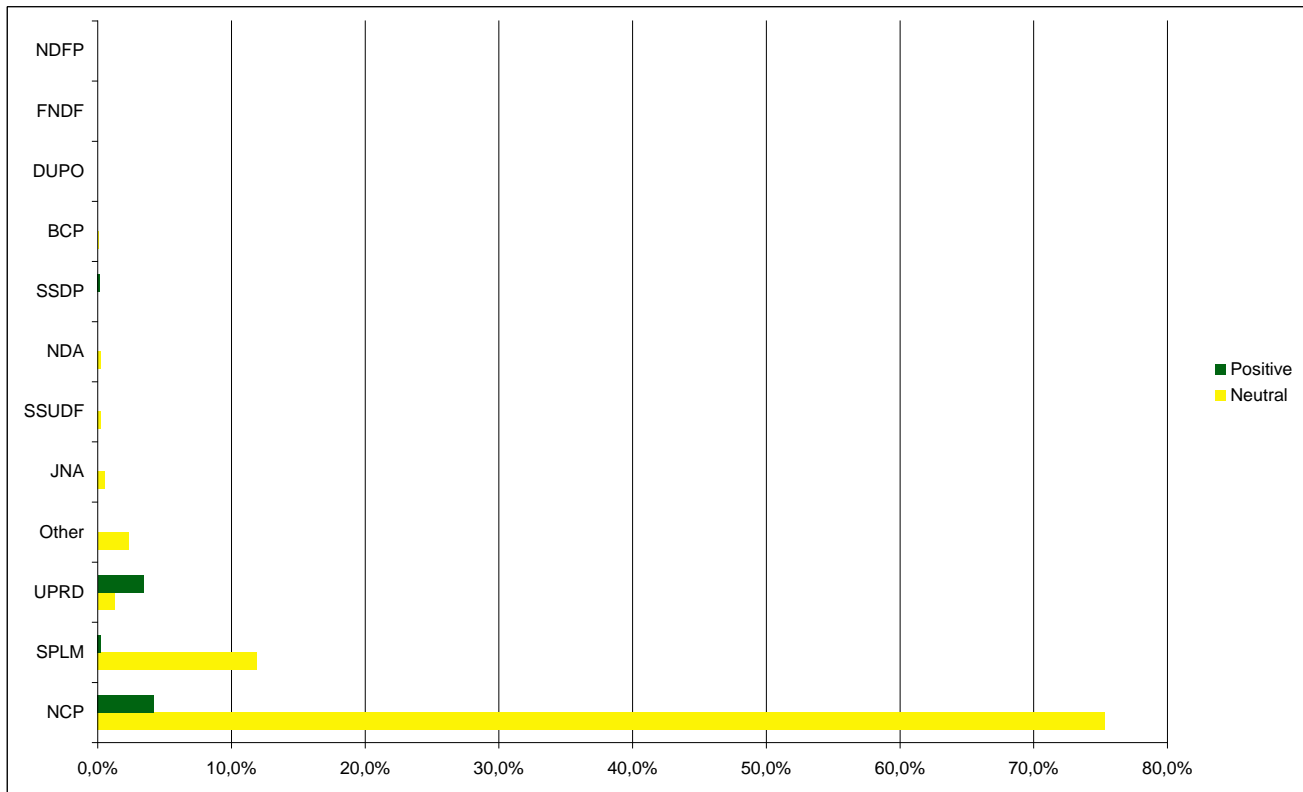
Base on seconds: 233

Chart 23 Allocation of airtime on Omdurman Radio



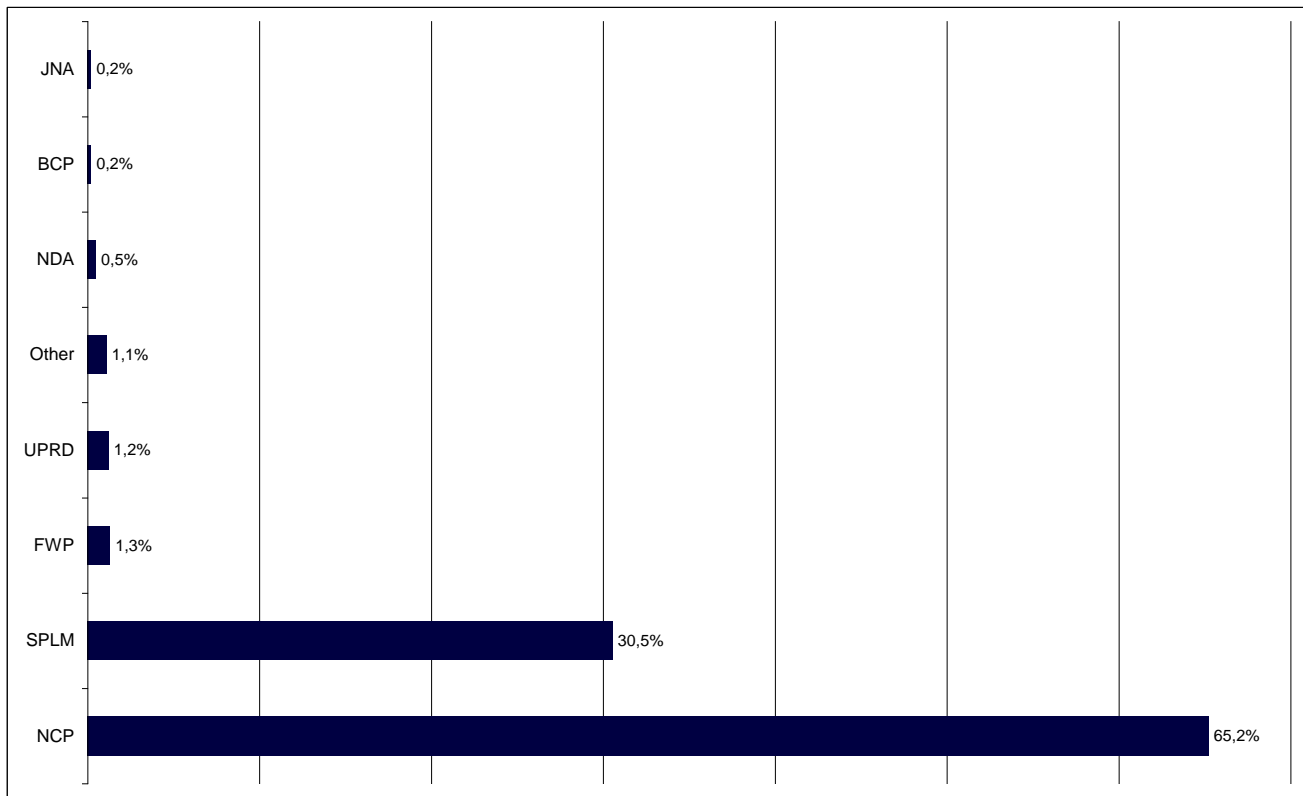
Base on seconds: 17266

Chart 24 Tone of the coverage by party on Omdurman Radio



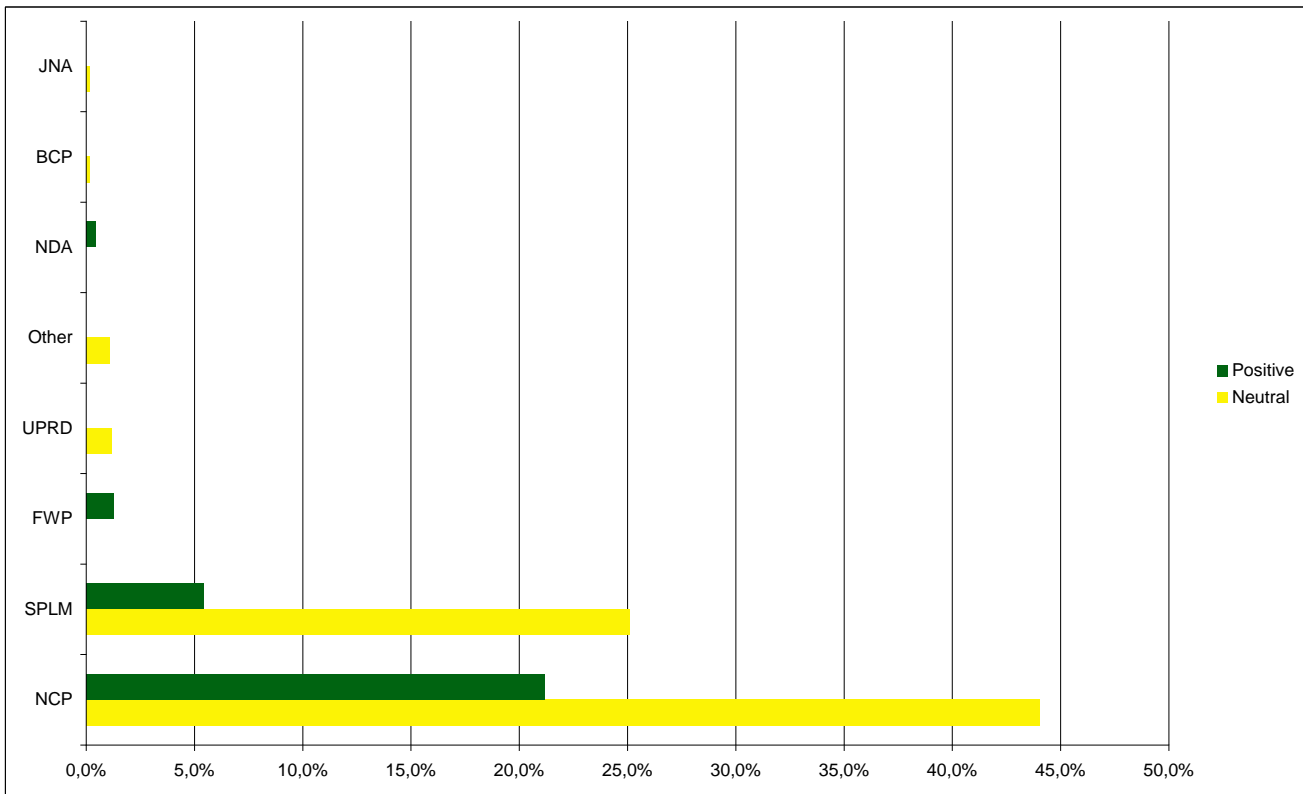
Base on seconds: 17266

Chart 25 Allocation of airtime on Peace Service Radio



Base on seconds: 2439

Chart 26 Tone of the coverage by party on Peace Service Radio



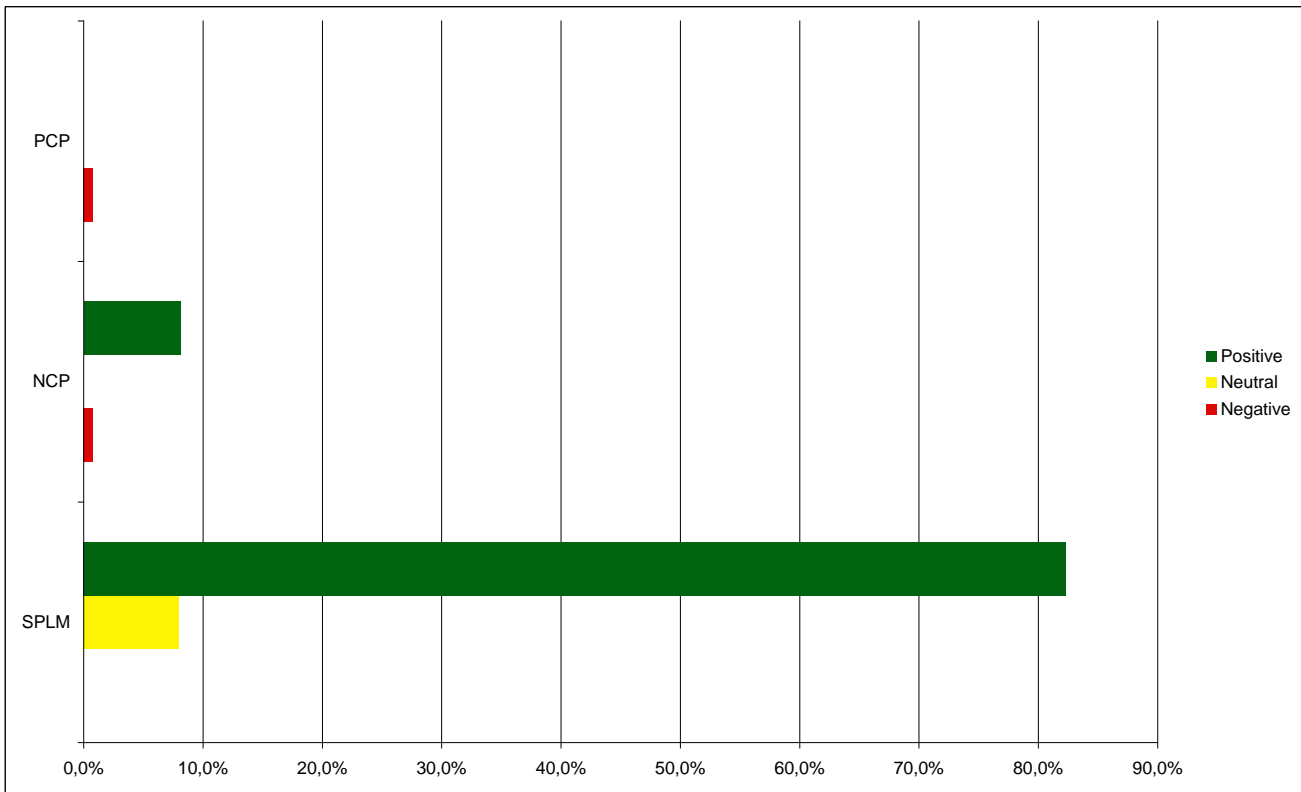
Base on seconds: 2439

Chart 27 Allocation of airtime on Bakhita Radio



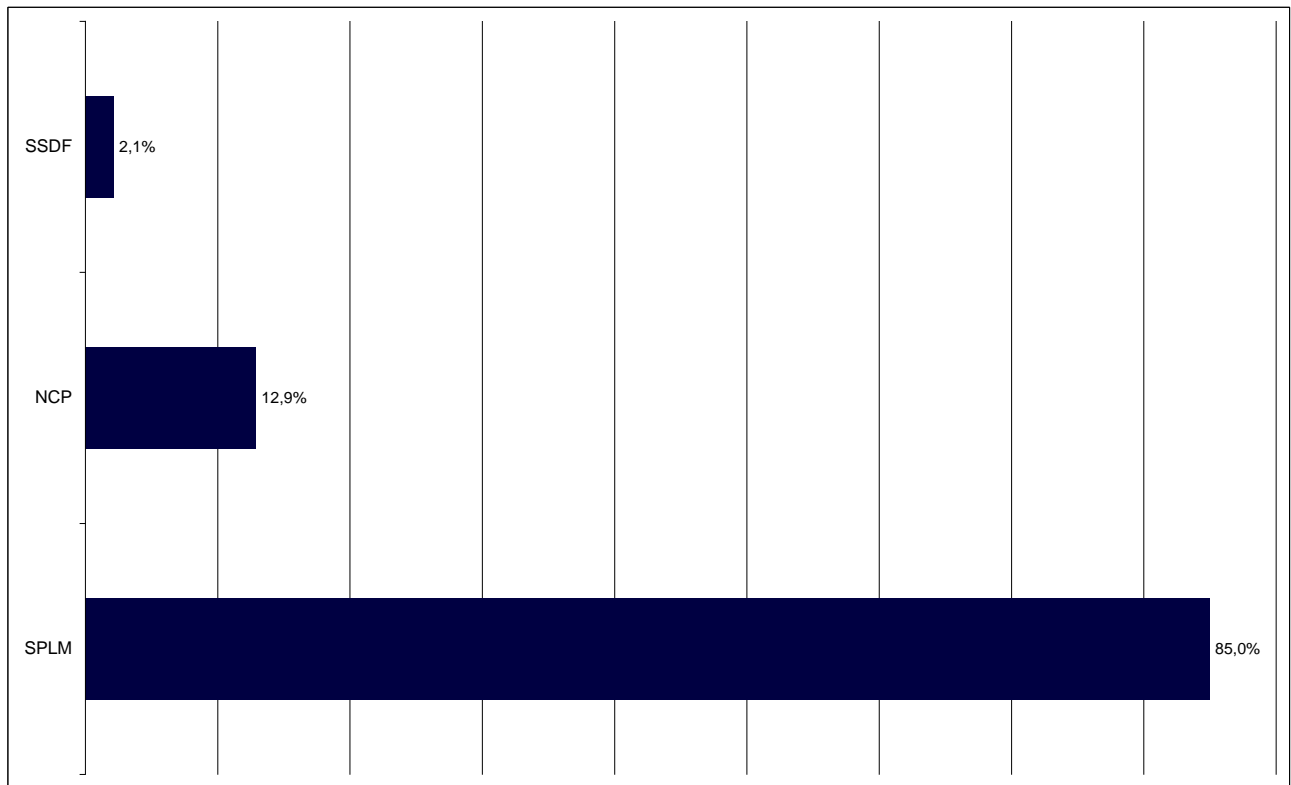
Base on seconds: 2587

Chart 28 Tone of the coverage by party on Bakhita Radio



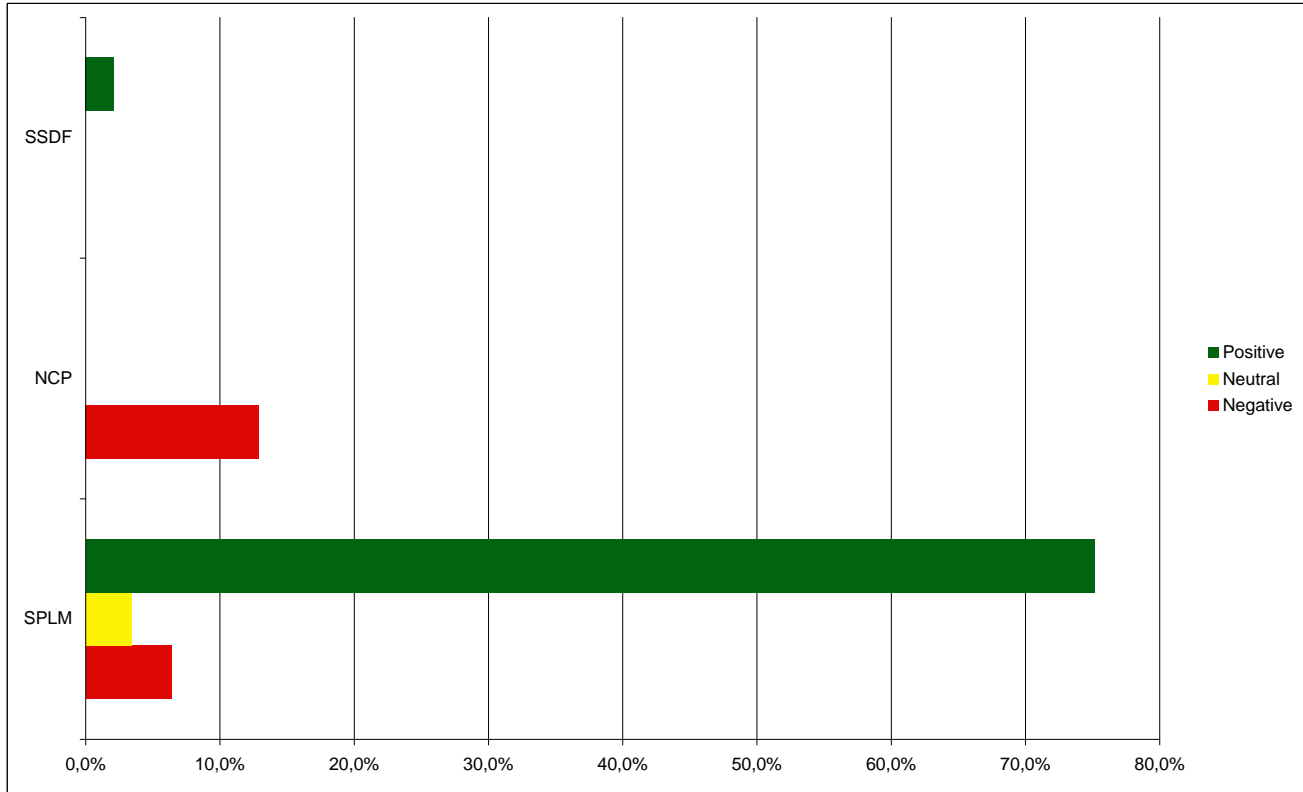
Base on seconds: 2587

Chart 29 Allocation of airtime on Miraya Radio



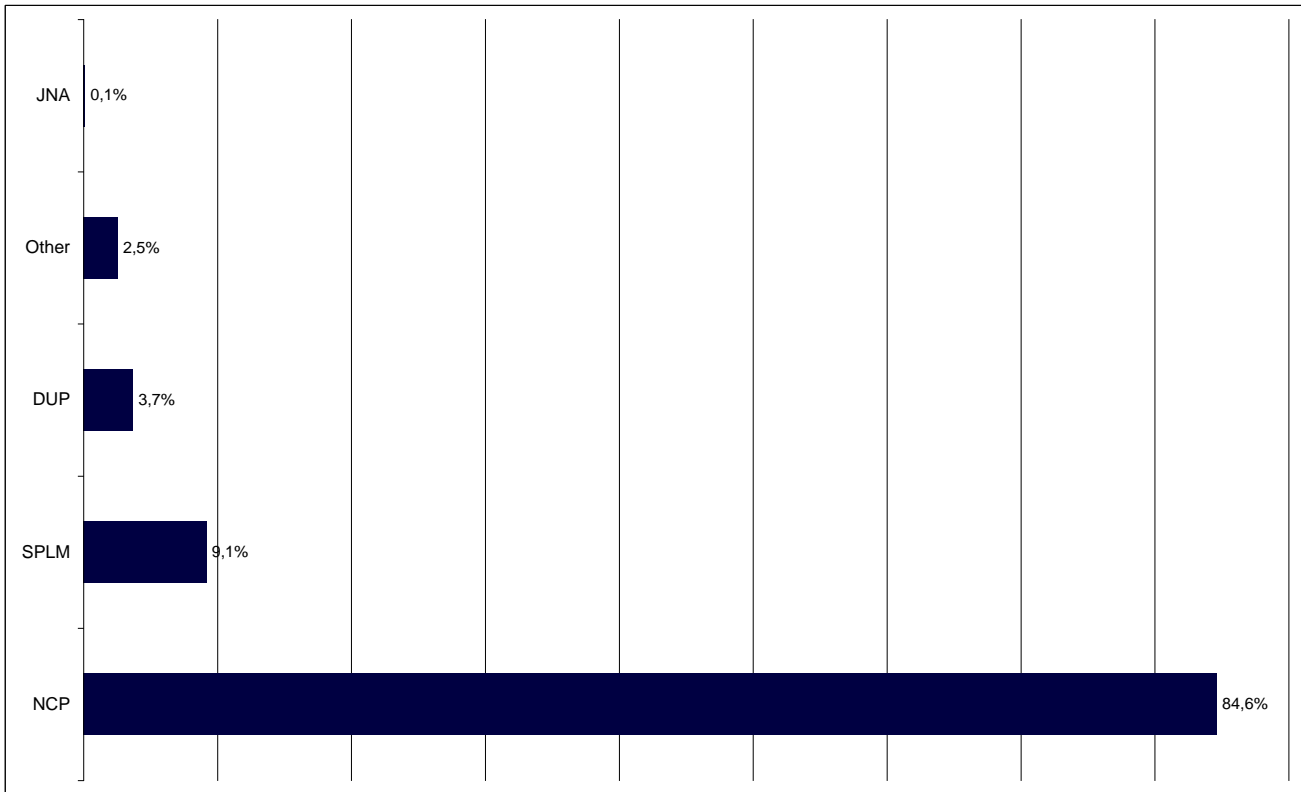
Base on seconds: 2535

Chart 30 Tone of the coverage by party on Miraya Radio



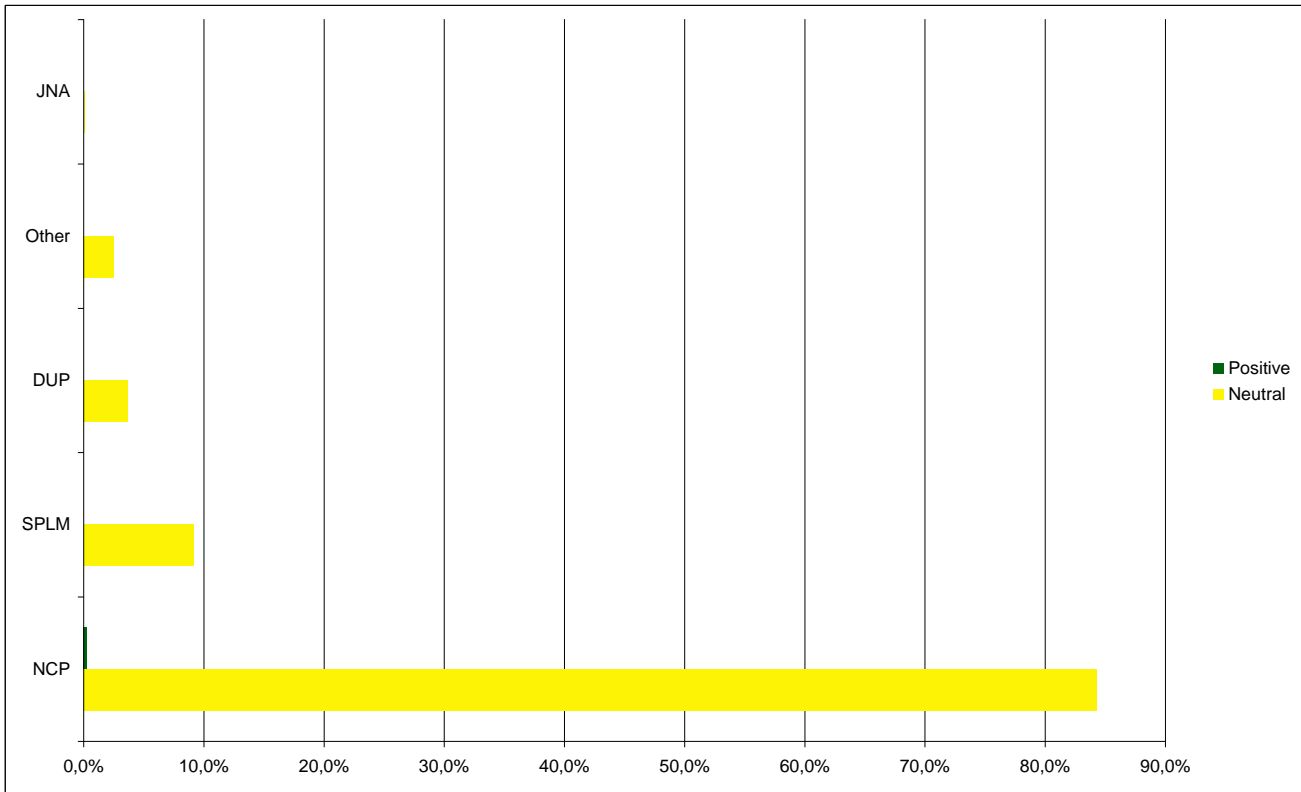
Base on seconds: 2535

Chart 31 Allocation of airtime Saheroon Radio



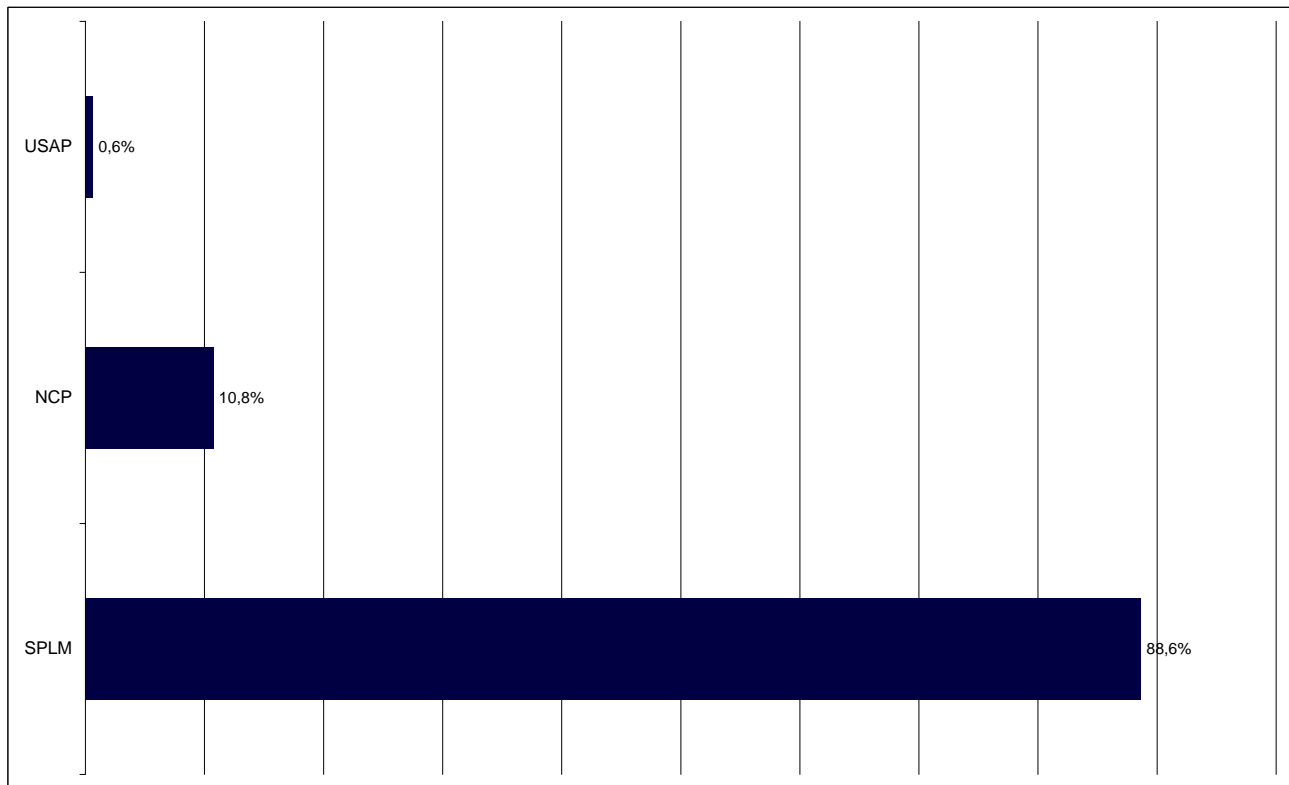
Base on seconds: 1312

Chart 32 Tone of the coverage by party on Saheroon Radio



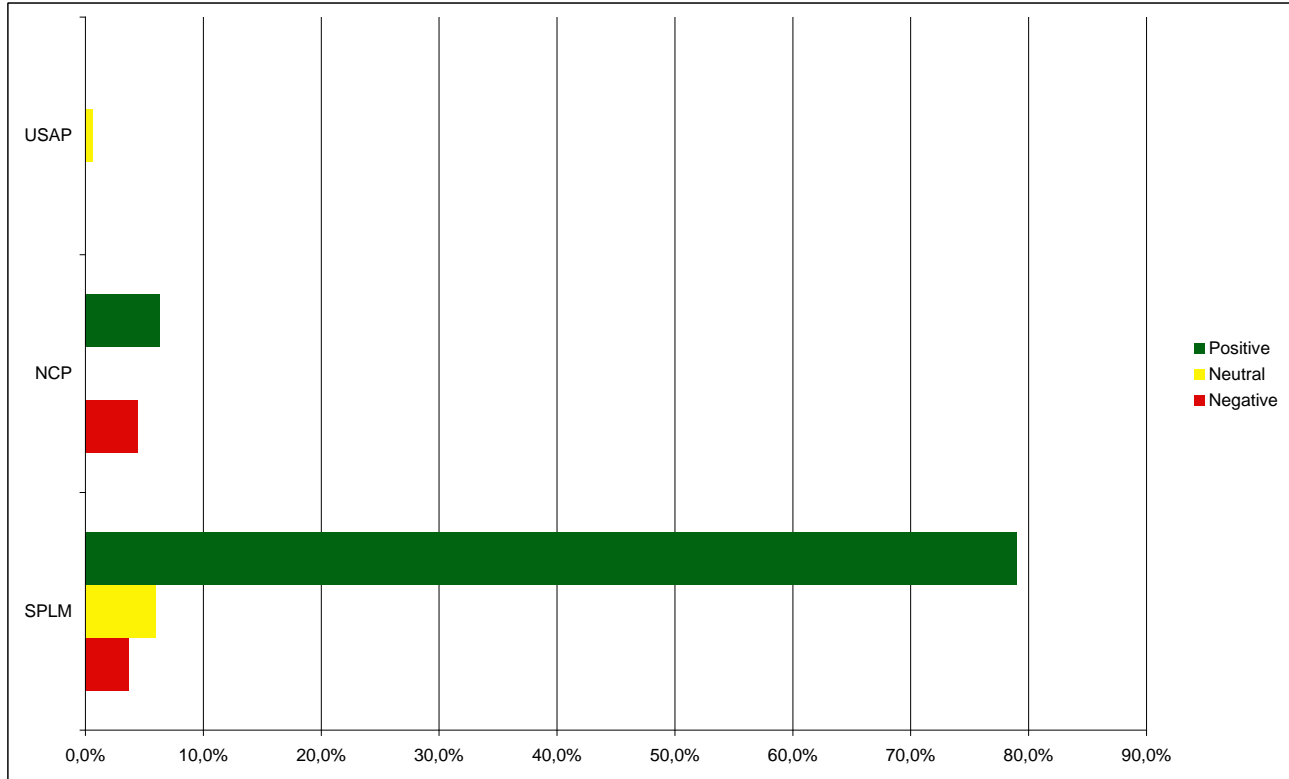
Base on seconds: 1312

Chart 33 Allocation of airtime on South Sudan Radio



Base on seconds: 4511

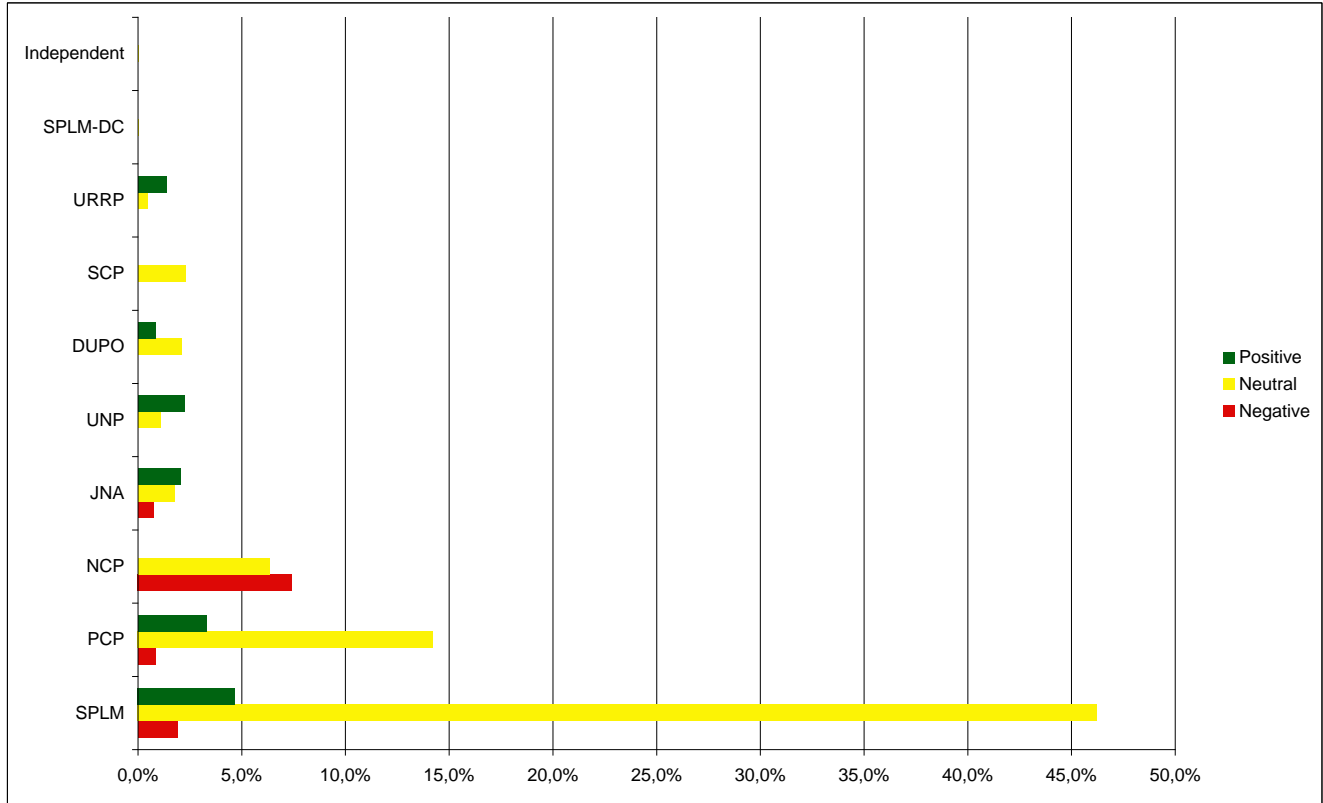
Chart 34 Tone of the coverage by party on South Sudan Radio



Base on seconds: 4511

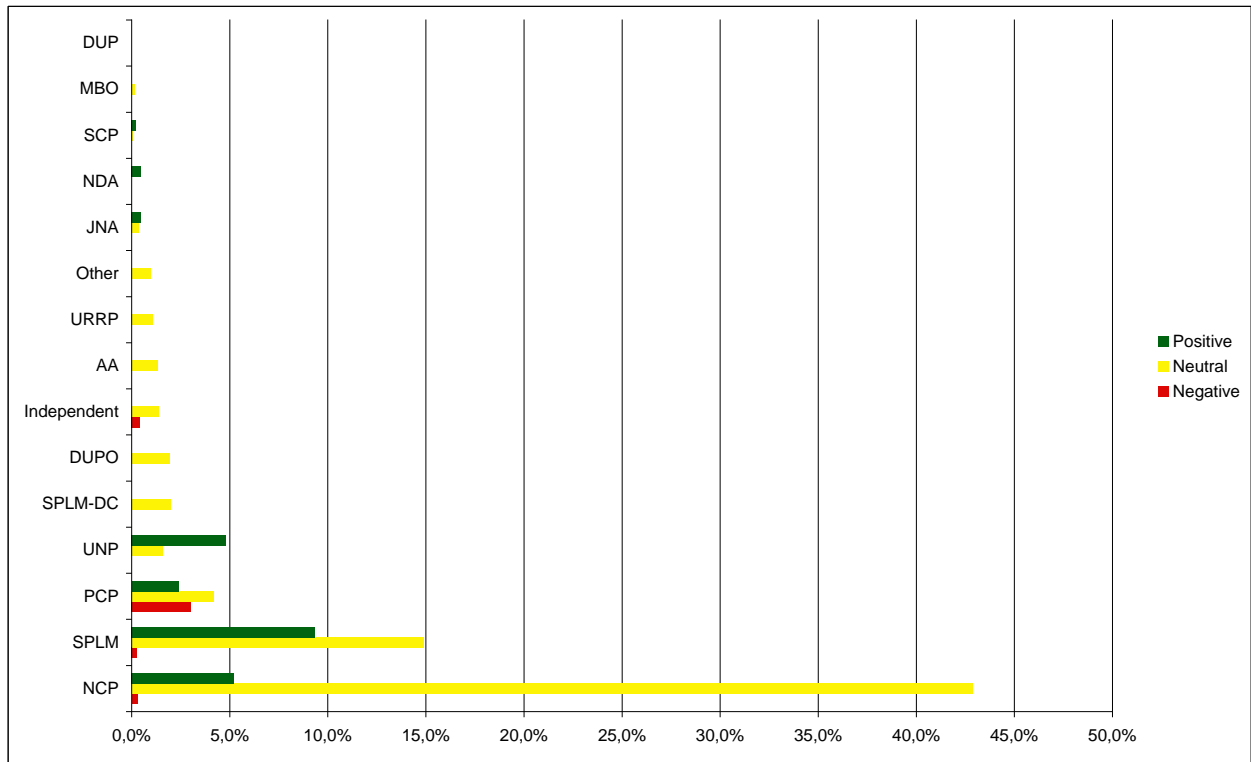
b. The print press

Chart 35 Allocation of space and tone in Ajas Al Huriah



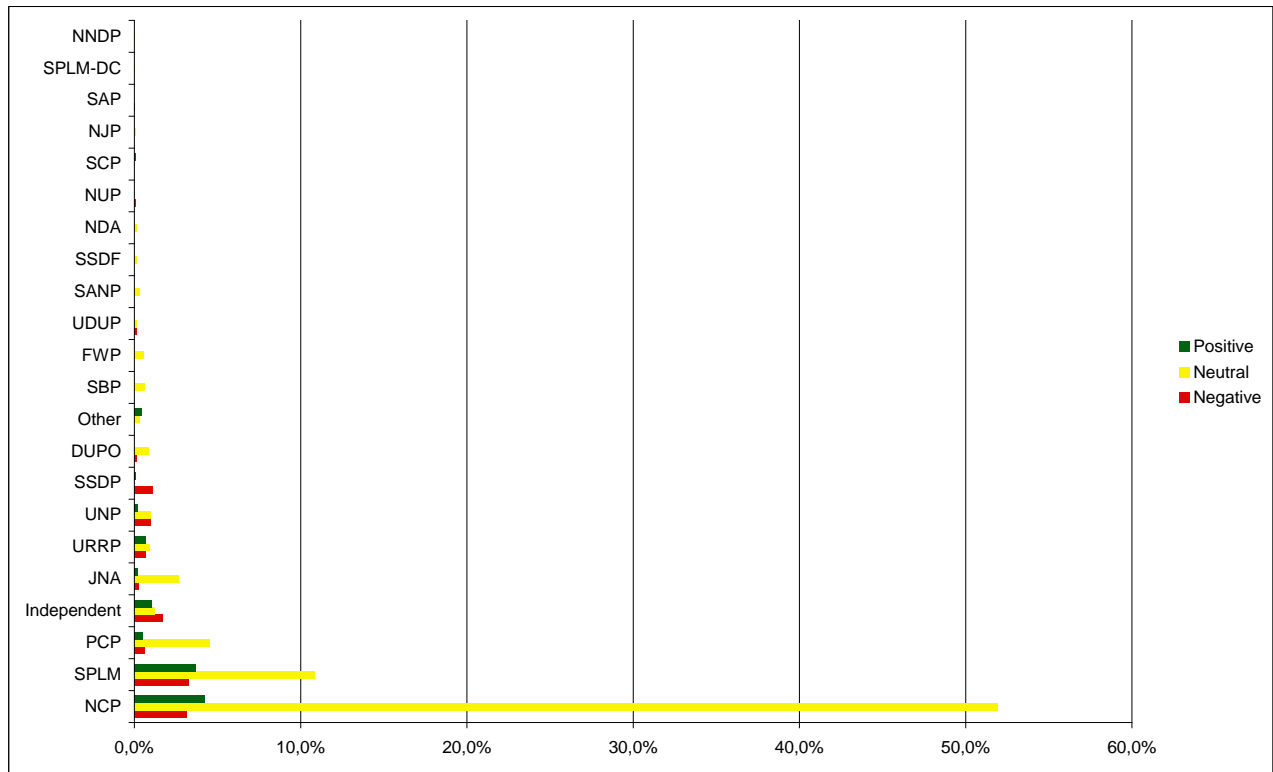
Base in cm2: 4254

Chart 36 Allocation of space and tone in Akhbar Alyoum



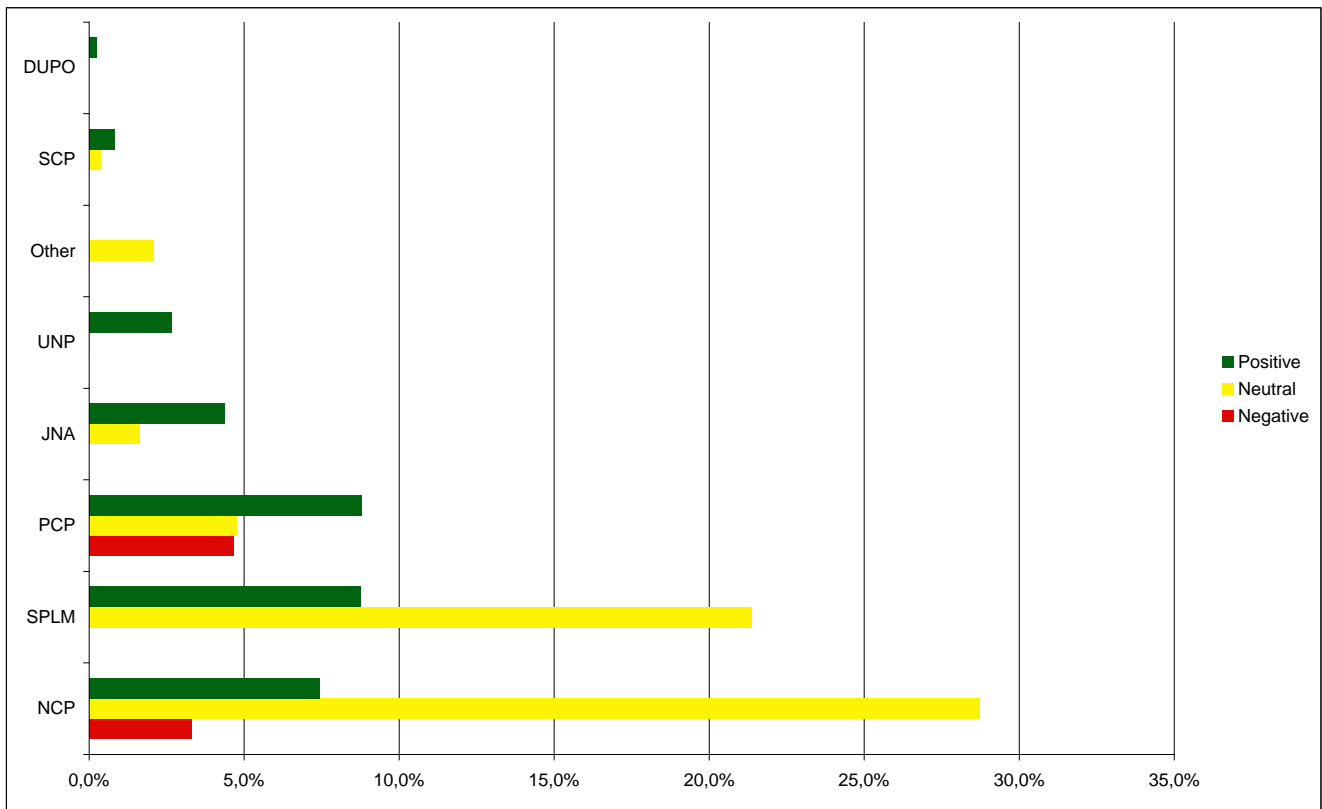
Base in cm2: 13256

Chart 37 Allocation of space and tone in Akhir Lahza



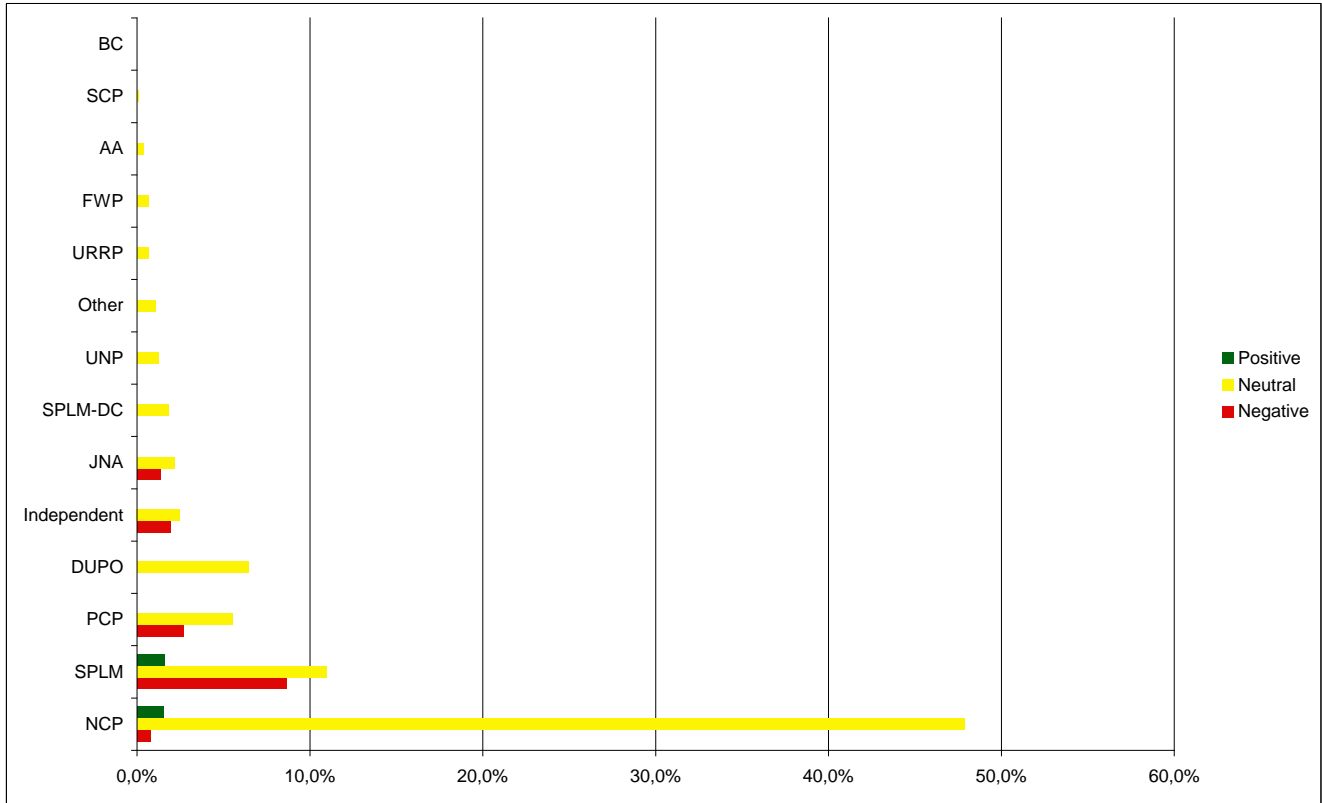
Base in cm2: 9721

Chart 38 Allocation of space and tone in Al Ayam



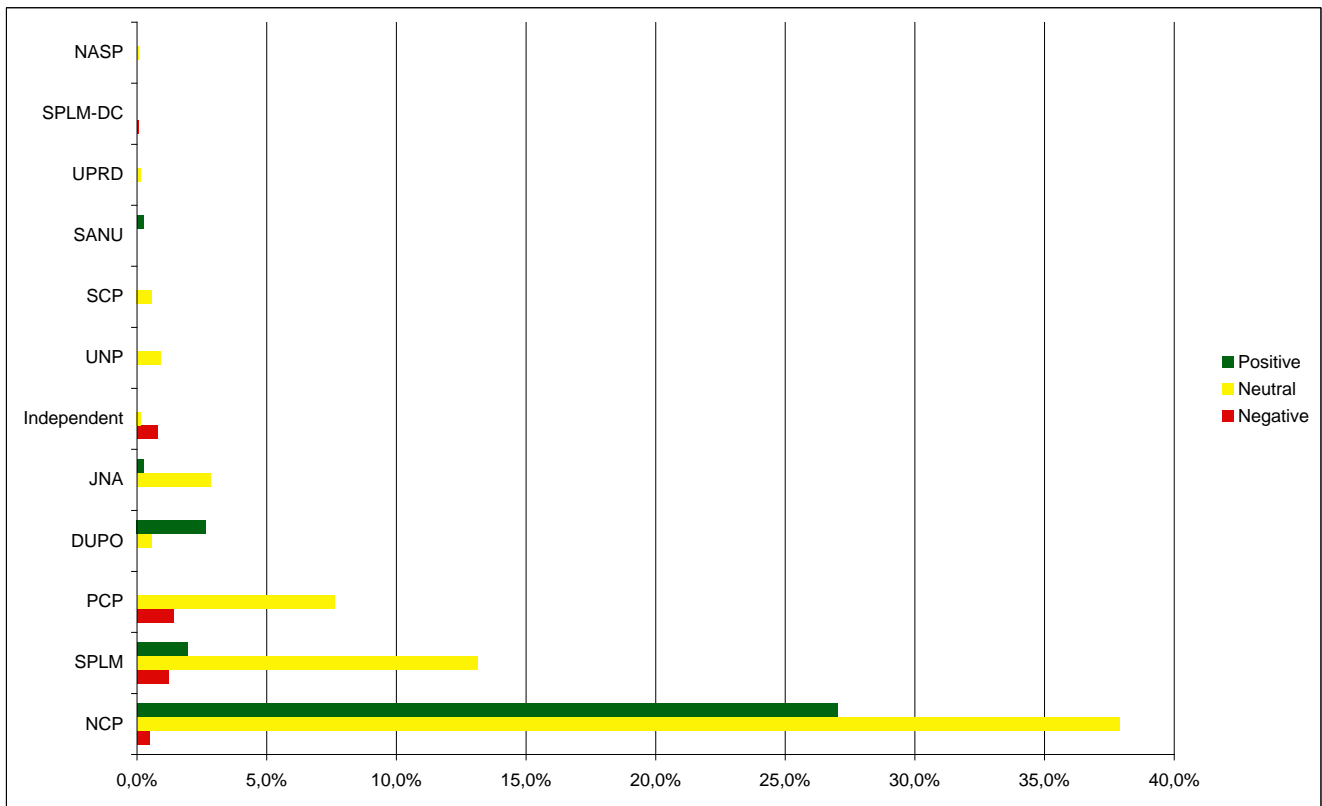
Base in cm2: 3252

Chart 39 Allocation of space and tone in Al Intibaha



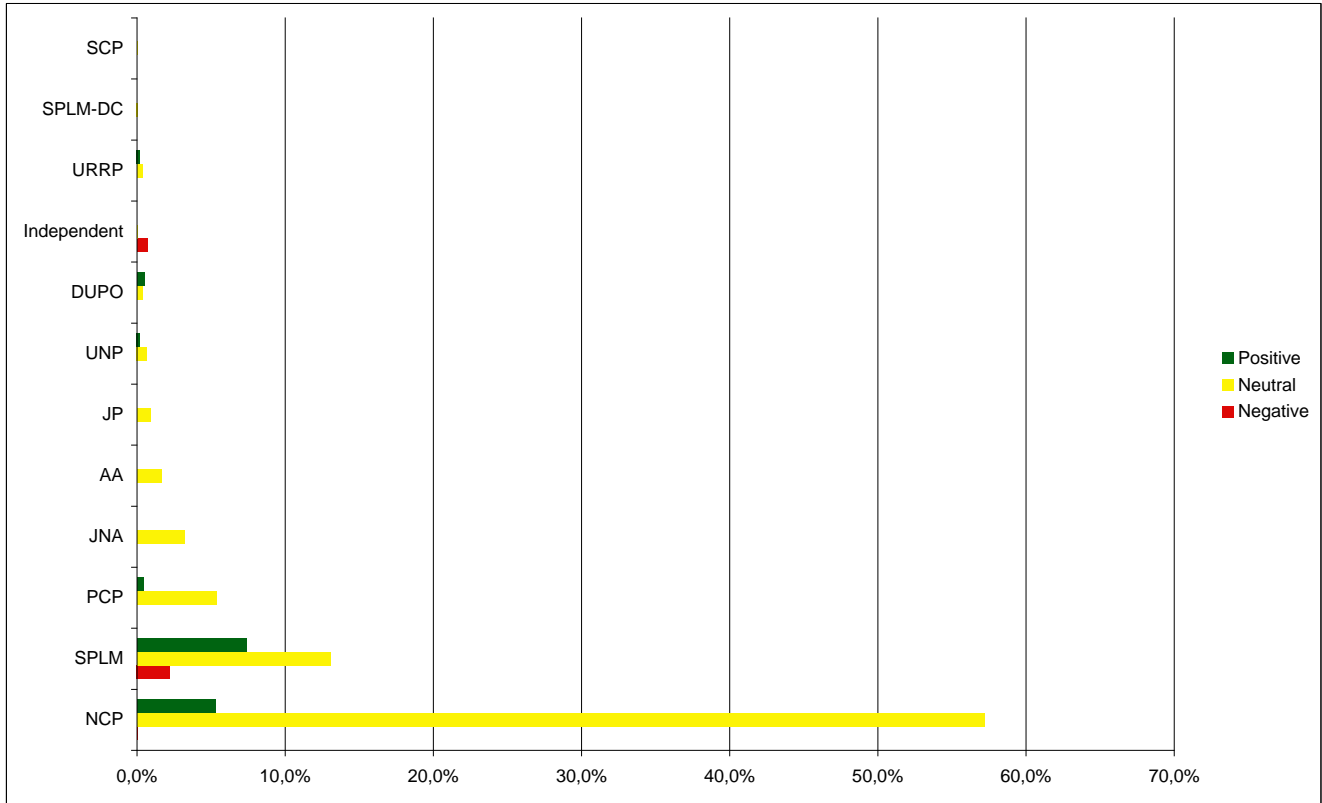
Base in cm2: 9014

Chart 40 Allocation of space and tone in Al Ray Al Aam



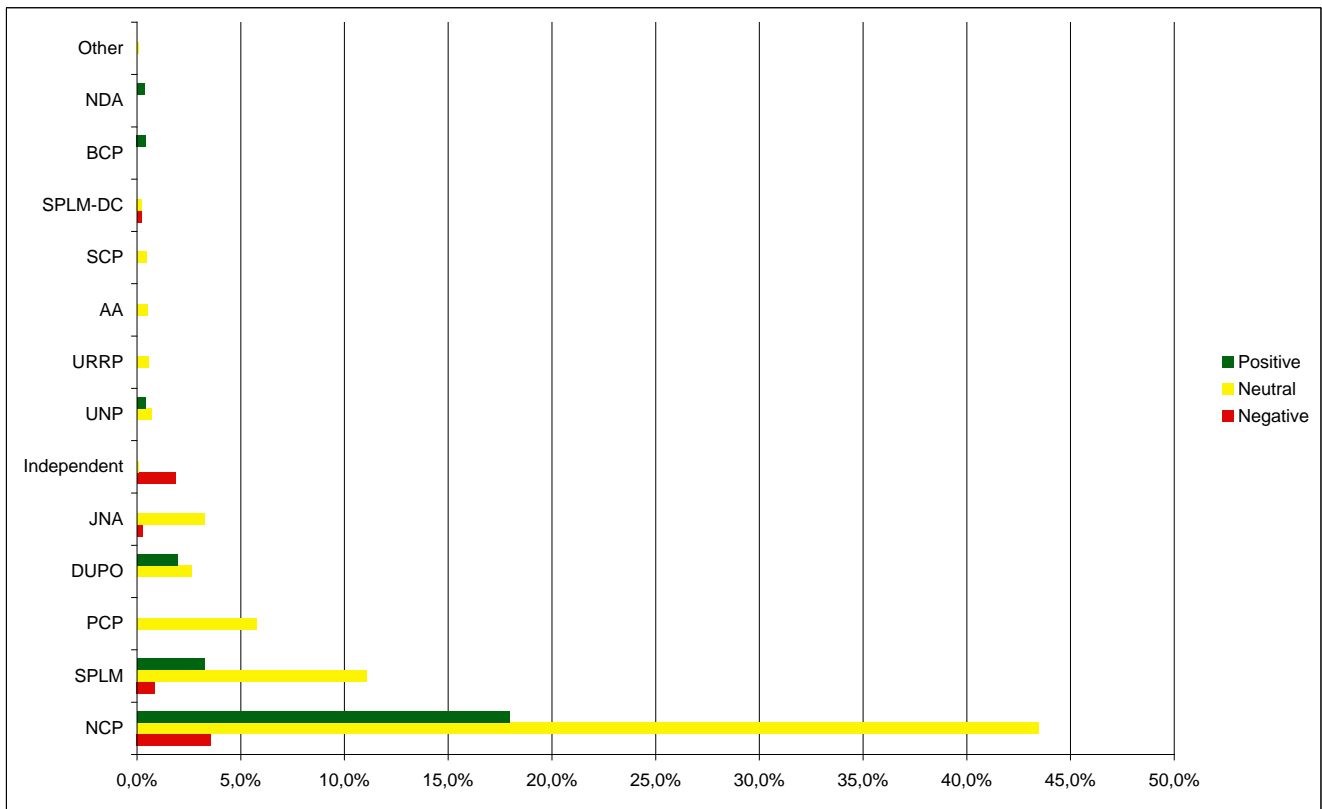
Base in cm2: 12338

Chart 41 Allocation of space and tone in Al Sahfa



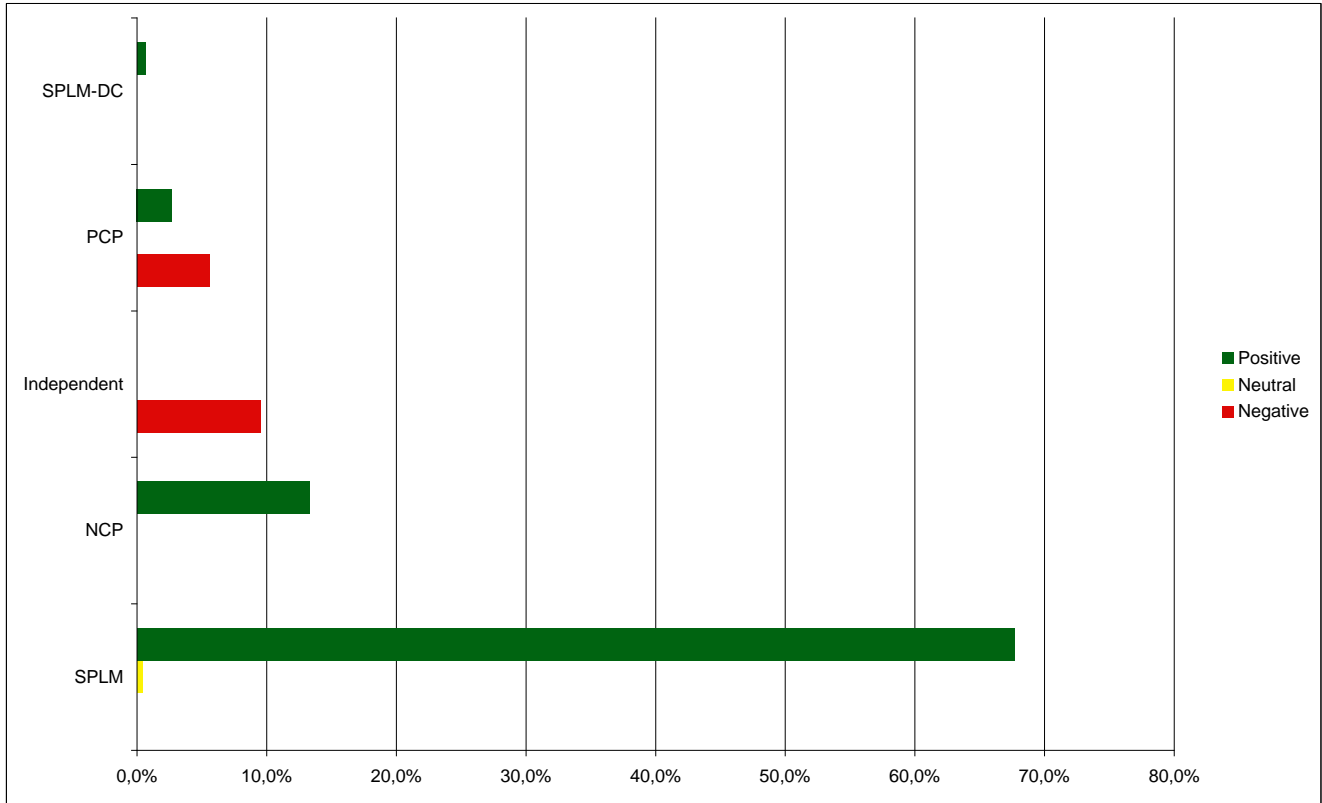
Base in cm2: 7236

Chart 42 Allocation of space and tone in Al Sudani



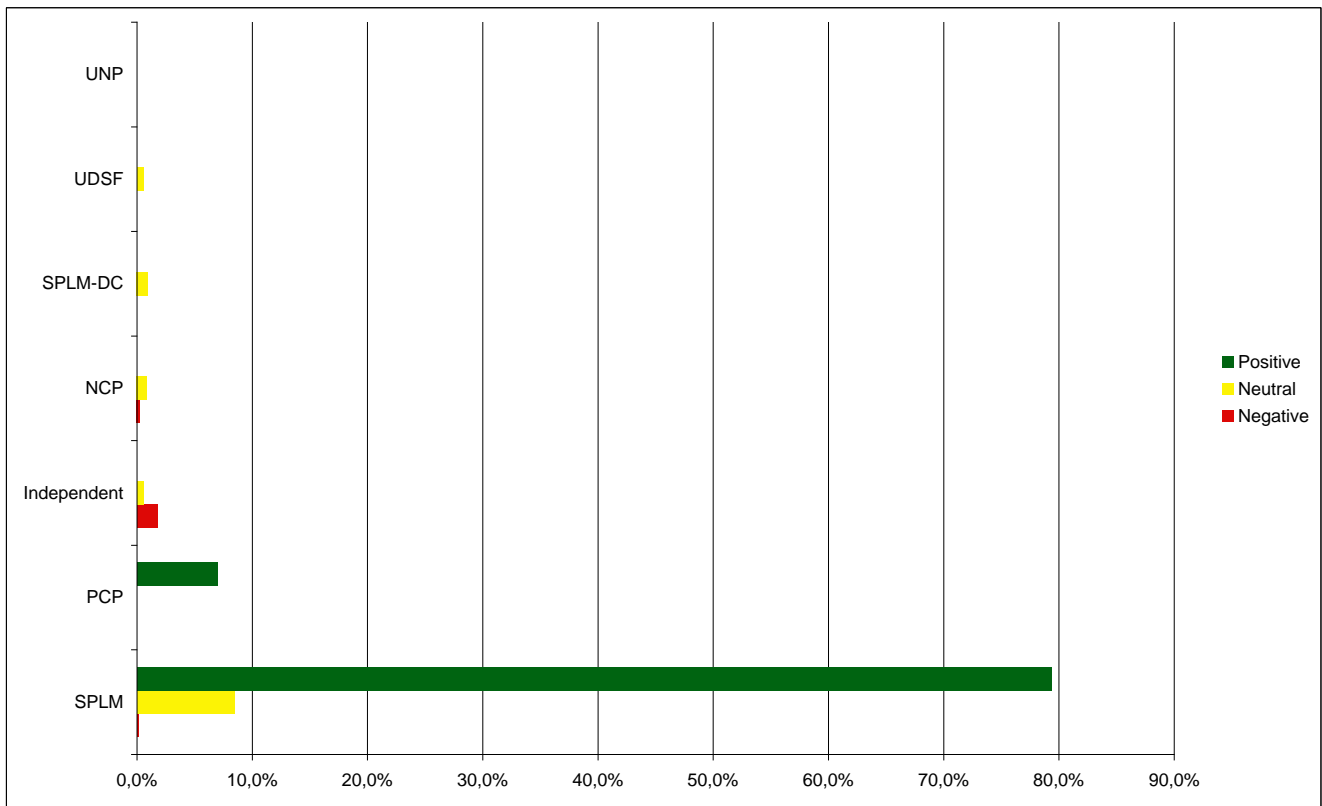
Base in cm2: 7935

Chart 43 Allocation of space and tone in Juba Post



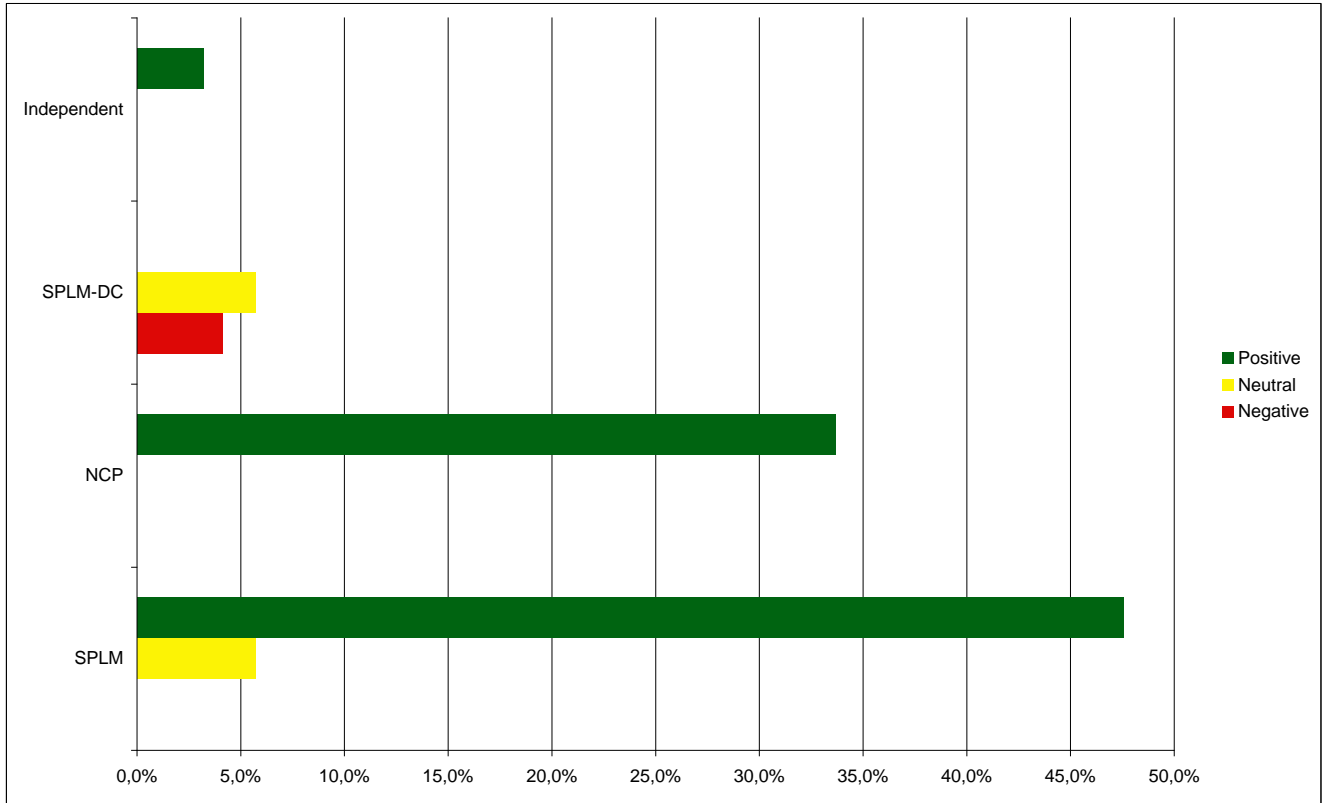
Base in cm2: 3066

Chart 44 Allocation of space and tone in Khartoum Monitor



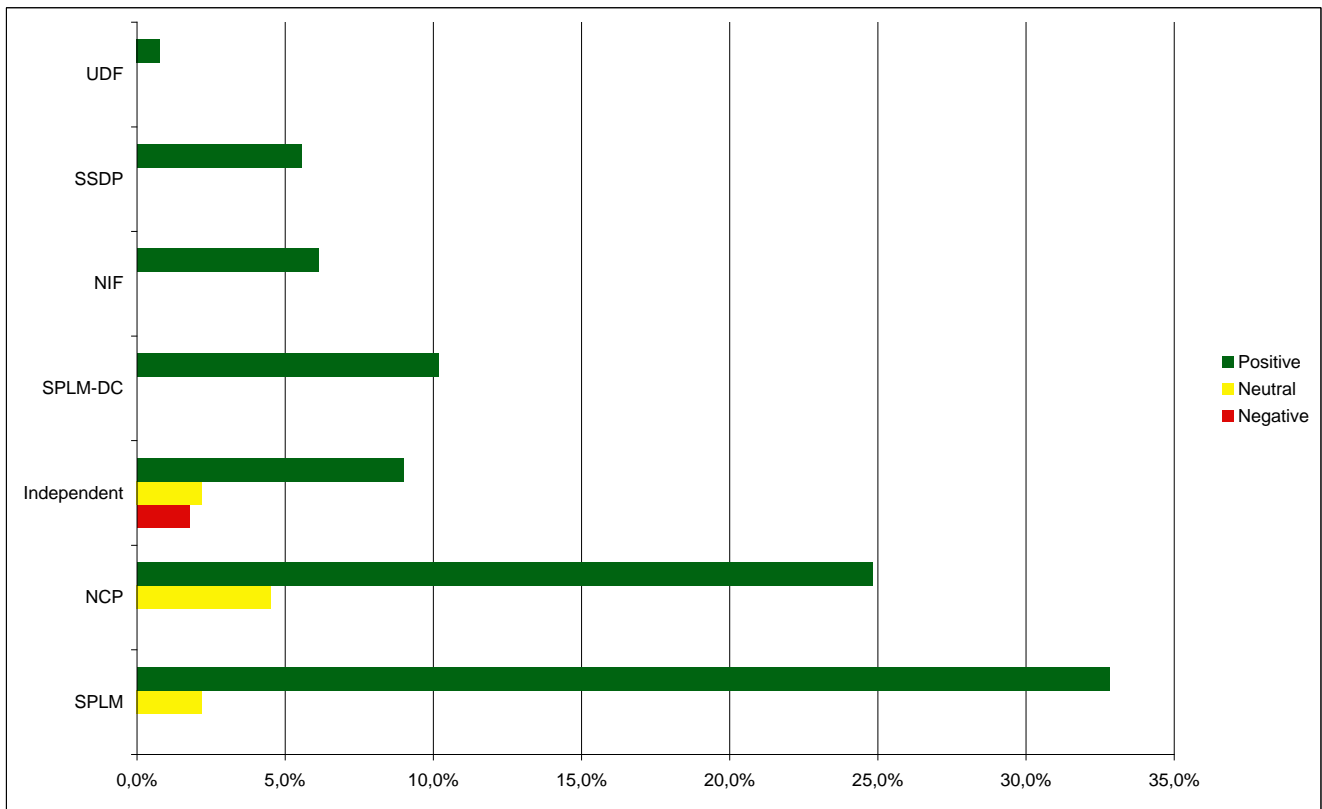
Base in cm2: 4178

Chart 45 Allocation of space and tone in Southern Eye



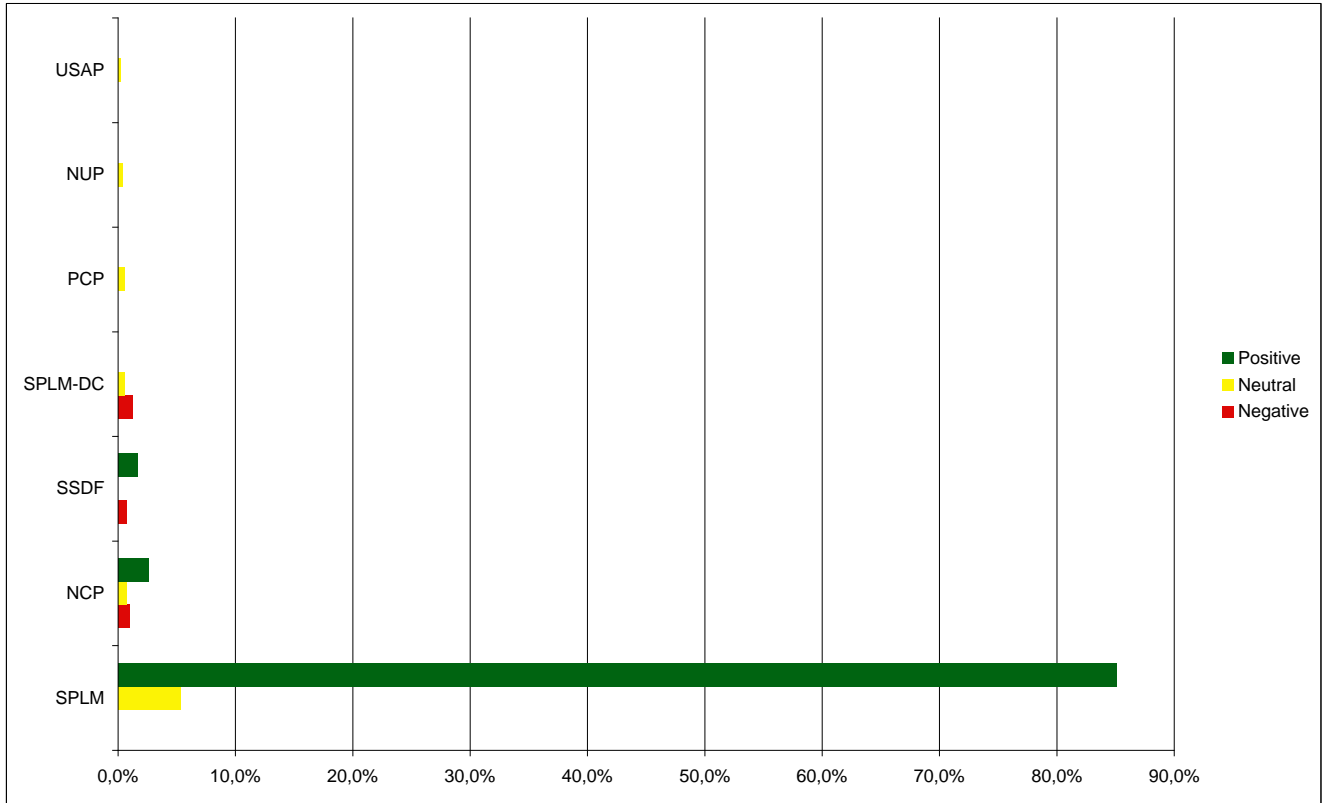
Base in cm2: 2369

Chart 46 Allocation of space and tone in Sudan Vision



Base in cm2: 2965

Chart 47 Allocation of space and tone in The Citizen



Base in cm2: 3367



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