



MEDIA MONITORING

CONSOLIDATED DATA FOR THE NEWS AGENDA

Voting and Post Voting Period

8 January 2010 – 26 March 2011

18/04/2011

FOREWORD

The present media monitoring report summarises the data concerning the Media News Agenda of the overall voting and post voting periods for 2011 Referendum in South Sudan.

The Media News Agenda was a weekly issue prepared by the Sudan Media and Elections Consortium (SMEC). The media news headlines were collected by the Media Monitoring Unit at Sudanese Development Initiative (SUDIA) in Khartoum and the Media Monitoring Unit in Juba. Together with a quantitative and qualitative monitoring of political communication (coverage, access and tone for politicians and advocacy groups campaigning for the referendum), the units collected and classified news headlines of the main media outlets in Sudan to provide an overview of the issues of interest for the media in Sudan.

This report aims at identifying the main trends and issues dominating the public discourse over the polling period and the months following the referendum. As a matter of fact, while the monitoring of political communication provided a meaningful insight of the opportunities afforded to the two competing fronts during the referendum campaign and the voting period, the analysis of the news agenda offers a reference frame to observe the thematic focuses of the media and the consequent political priorities in the public debate developed in the aftermath of referendum.

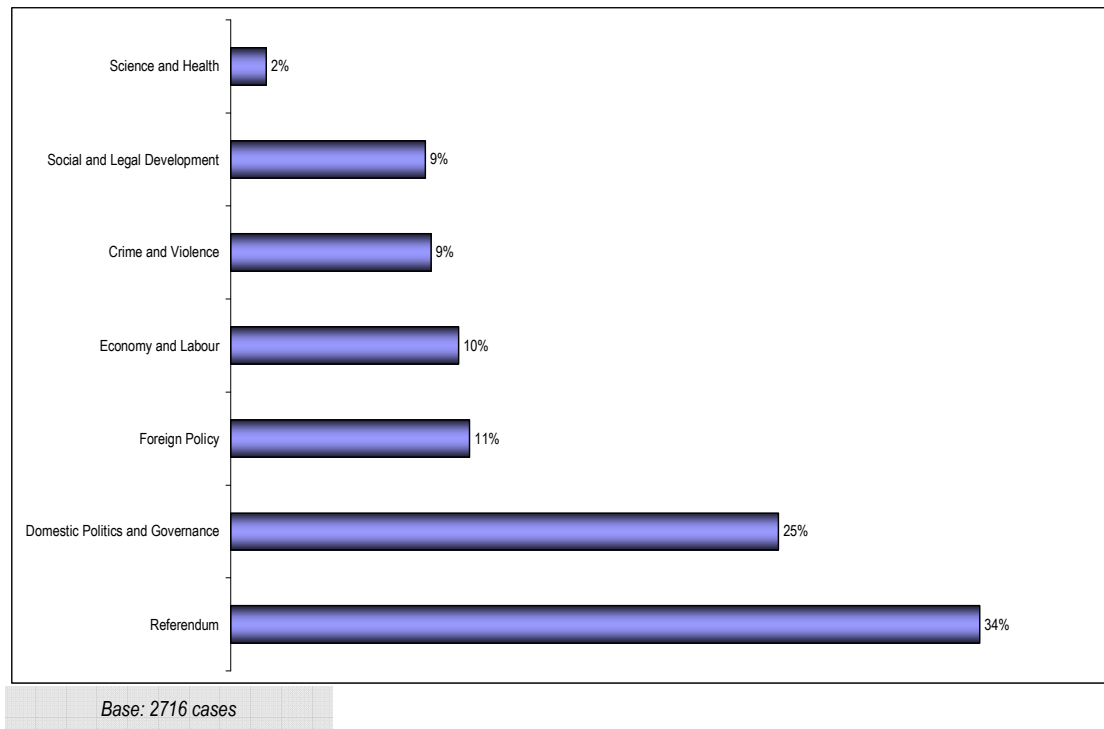
The activities are part of the Strengthening of Media component 'Support to Southern Sudan Referendum Project (SSRP)', funded by United Nations Development Programme (UNDP) and implemented by the Sudan Media and Elections Consortium, a group of national and international organisations with expertise in media support. These are Sudan Development Initiative (SUDIA), International Media Support (IMS), Norwegian Peoples Aid (NPA), Osservatorio di Pavia, Arab Working Group for media monitoring and Fojo media institute.

Media News Agenda for the Voting and Post Voting Periods 8 January – 26 March 2011

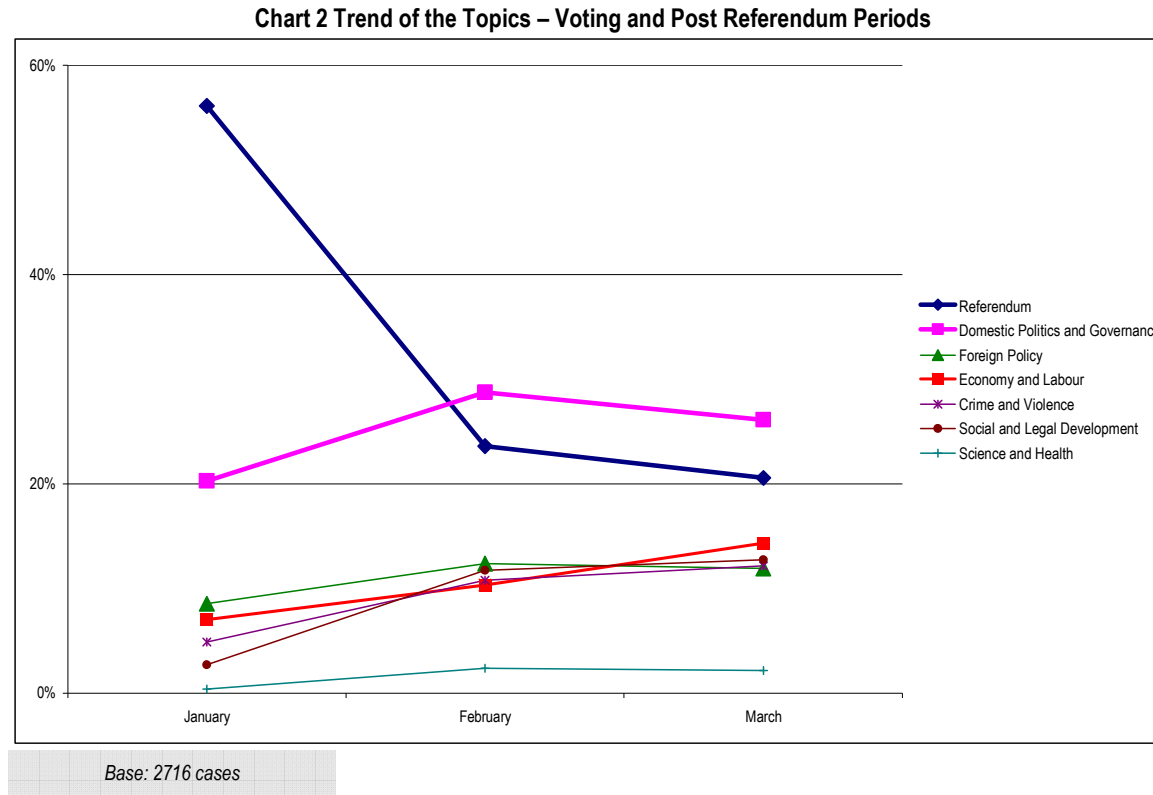
1. General Overview

During the polling and post voting periods, referendum-related issues dominated news coverage (34% of the news coded), followed by themes concerning domestic politics and governance (25%). All the other thematic dimensions received considerably less attention.

Chart 1 Main Topics – Voting and Post Referendum Periods



The level of attention for the different subjects of news coverage varied along the monitored period, in a natural shift whereby the referendum partially lost its informational relevance and other themes – namely politics and economics - gained media attention.



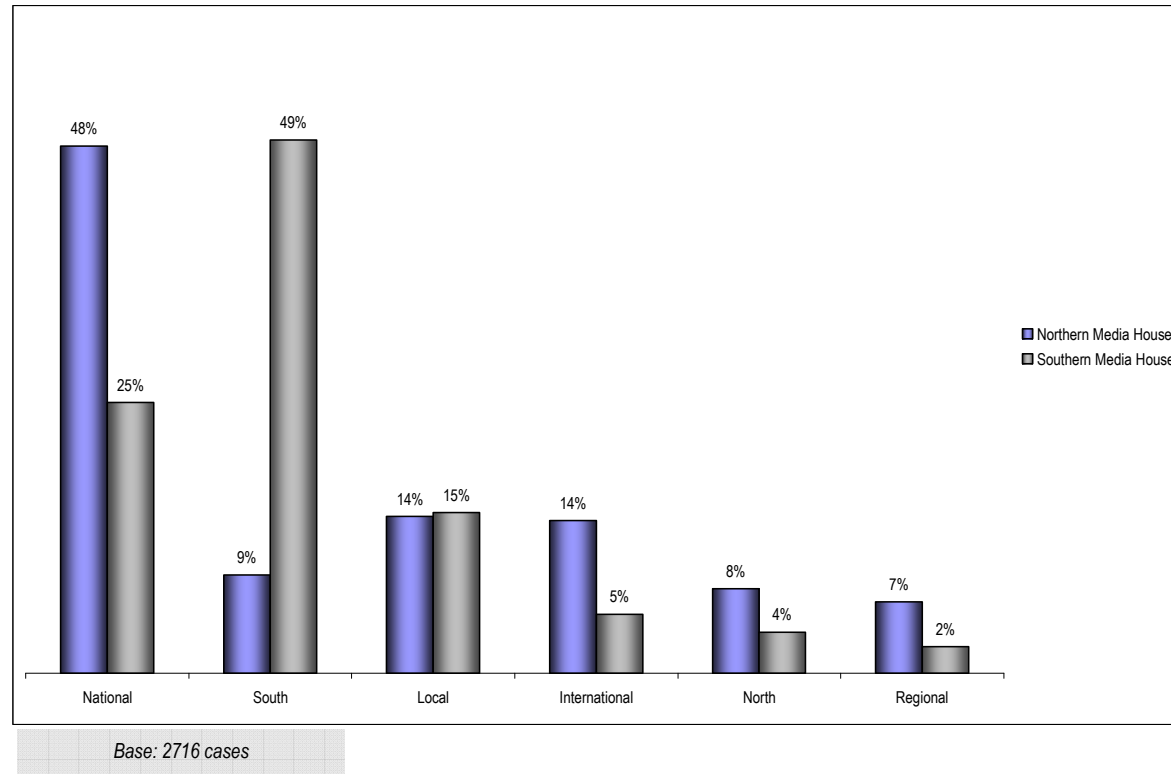
Although the referendum was the dominant issue in all the media outlets observed, the level of interest for this topic presented variations along individual channels and newspapers. For Southern media houses referendum was generally the main news theme, while Northern outlets devoted the broadest coverage to political affairs.

Table 1 Topics by Individual Media House – Voting and Post Referendum Periods

Media House	Referendum	Domestic Politics and Governance	Foreign Policy	Crime and Violence	Economy and Labour	Social and Legal Development	Science and Health	Total
Ajras Alhurria	24%	32%	10%	10%	10%	12%	2%	100%
Akbar Alyoum	37%	36%	12%	2%	7%	5%	2%	100%
Akir lahza	17%	34%	14%	9%	10%	12%	4%	100%
Al-Intibaha	25%	29%	16%	8%	15%	6%	1%	100%
Al-Rai alaam	22%	38%	16%	5%	9%	9%	1%	100%
Al-Sahafa	25%	30%	20%	8%	6%	8%	1%	100%
Al-sudani	29%	35%	14%	4%	9%	6%	2%	100%
Alyaam	30%	29%	7%	7%	12%	12%	2%	100%
Eltayer	14%	31%	11%	24%	11%	8%	1%	100%
Juba Post	38%	18%	3%	15%	10%	10%	8%	100%
Khartoum Monitor	50%	30%	7%	6%	5%	2%	0%	100%
Omdurman Radio	17%	21%	31%	19%	1%	11%	0%	100%
Radio Bakhita	38%	11%	5%	16%	13%	14%	3%	100%
Radio Miraya	32%	15%	2%	22%	16%	12%	2%	100%
SRS	67%	13%	2%	4%	7%	4%	2%	100%
SSR	48%	14%	9%	9%	11%	7%	1%	100%
SSTV	55%	17%	6%	5%	4%	10%	3%	100%
Sudan Tribune	42%	18%	8%	8%	15%	10%	0%	100%
Sudan TV	26%	23%	18%	16%	1%	14%	1%	100%
Sudan Vision	36%	23%	18%	10%	5%	7%	2%	100%
The Citizen	43%	24%	2%	13%	10%	8%	1%	100%
The Democrat	50%	19%	5%	8%	14%	5%	0%	100%
VoP	52%	19%	6%	6%	8%	10%	0%	100%
<i>Base in absolute values (N cases)</i>	927	678	296	282	248	241	44	2716

The geographical scope¹ of the news also showed the unlike thematic priorities of the media houses as well as their intended target audiences: the national dimension in Northern media houses was central while it was more limited in Southern media news. Similarly, due to the different status of the two regions, the international element was relevant only for Northern outlets that reported on the diplomatic and peace talks between the Sudanese Government and different international counterparts.

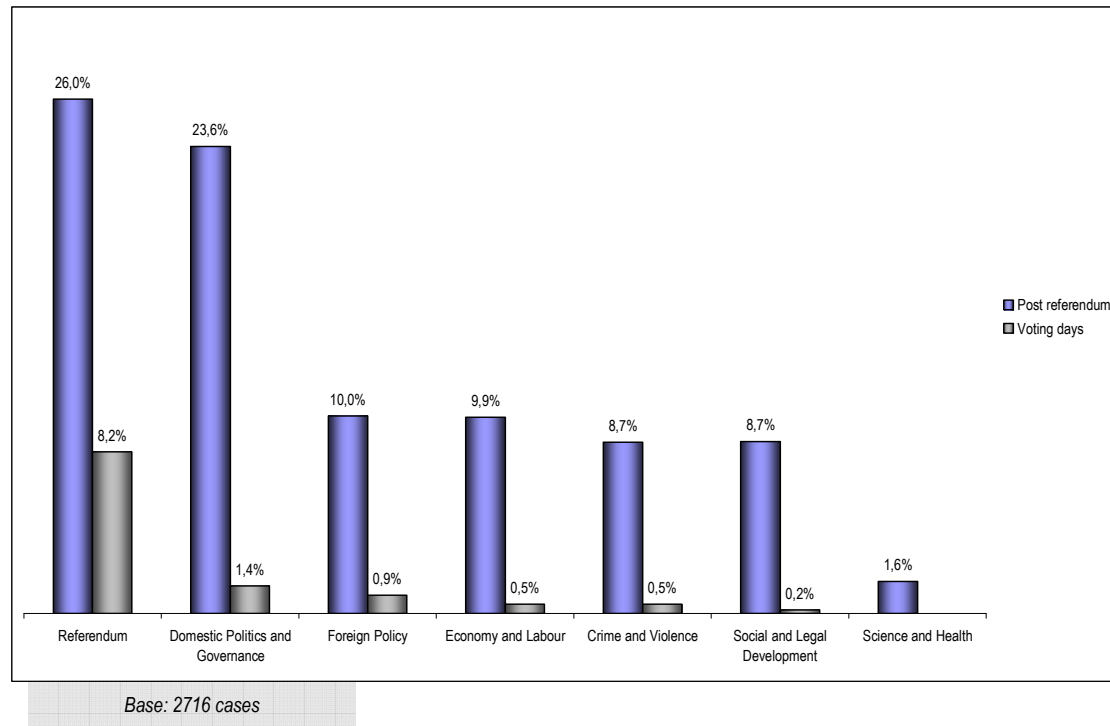
Chart 3 Geographical Scope of News – Voting and Post Referendum Periods



¹ The scope of the news refers to the geographical location of the event reported. For instance, Doha talks were classified as International, while the visit of President Bashir to Juba was classified as South.

The dominance of the thematic area related to referendum was significantly influenced by the coverage during the campaign moratorium and voting period (8 – 15 January) when the polling became the almost exclusive topic of the agenda, particularly for Southern media houses. As a matter of fact the weight of referendum-issues during the seven days polling amounted to nearly one quarter of the overall news coverage devoted to referendum during the whole monitored period.

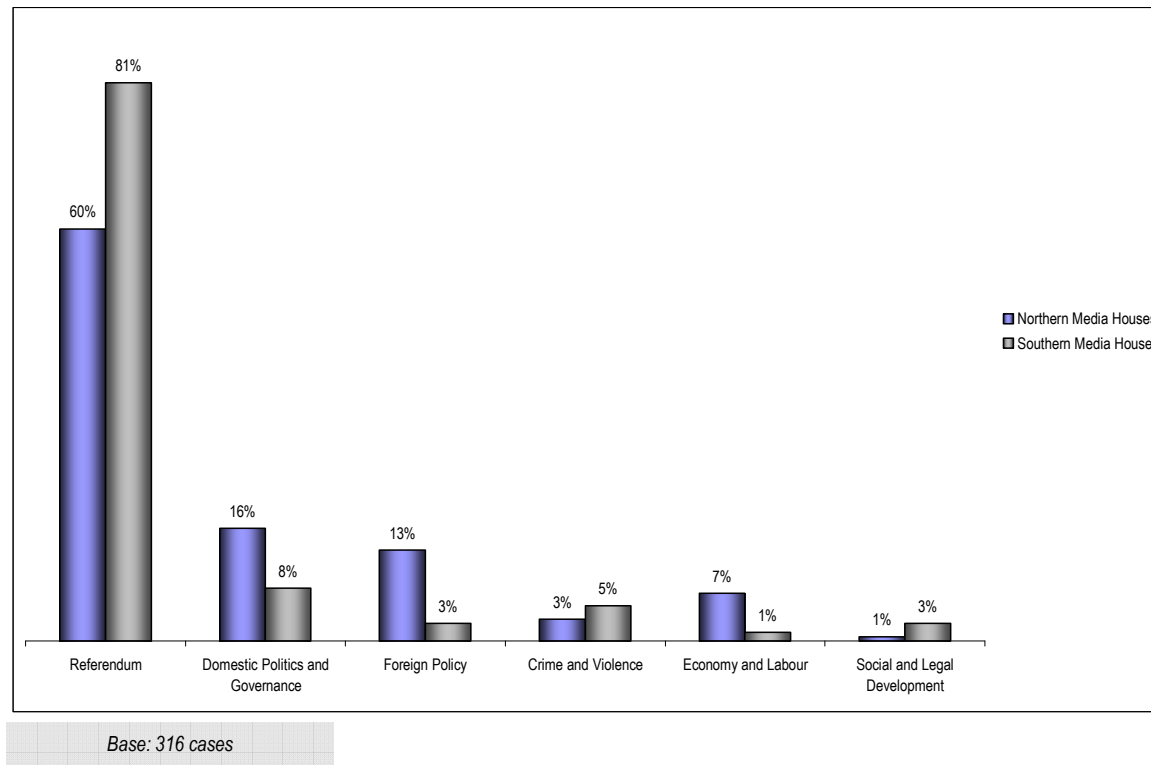
Chart 4 Main Topics by Periods – Voting and Post Referendum Periods



2. Voting period (8 – 15 January)

During the voting period, referendum received different levels of attention in Southern and Northern media houses, with the latter focusing on a broader array of topics.

Chart 5 Main Topics – Voting Period



Another meaningful difference between media houses concerned the relevance attributed to the different issues regarding the referendum. As a matter of fact, the coverage of the voting was higher in Southern media while Northern outlets focused on the status of Abyei and the clashes that happened there during the polling days. On their side, Southern outlets devoted large attention to international observers and their comments on the fairness, participation and relevance of the vote.

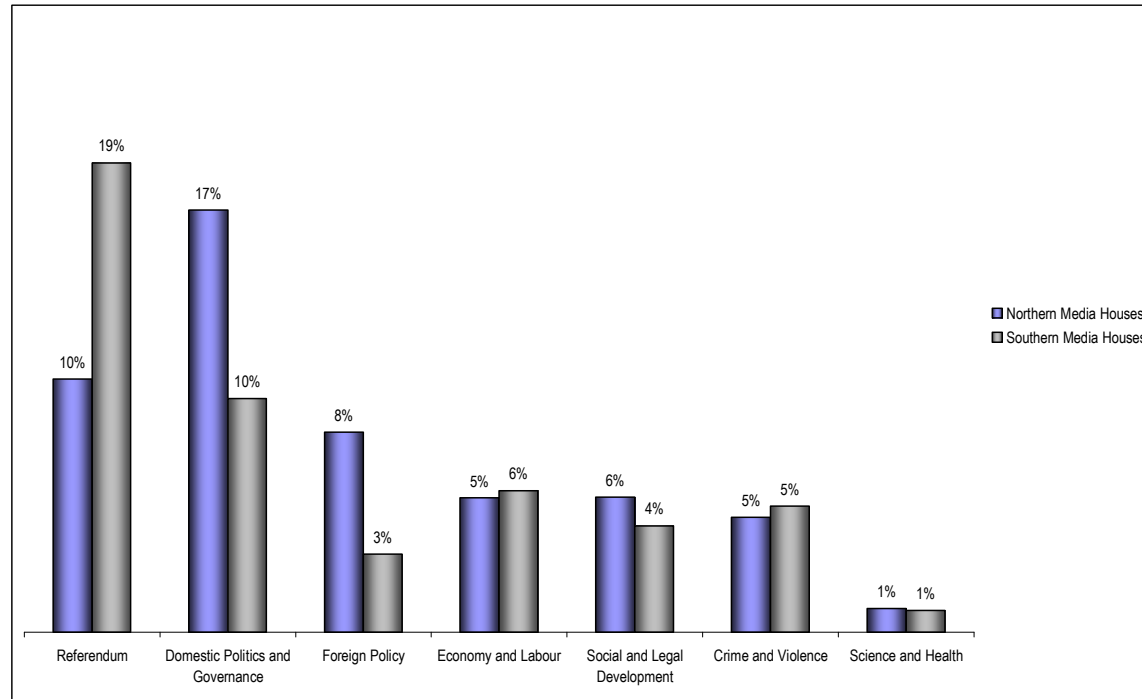
Table 2 Main Referendum-Related Issues – Voting Period

Media House	Northern Media Houses	Southern Media Houses	Total
Voting and ballot days	28%	51%	41%
Southern Kordofan, Blue Nile, Abyei	25%	5%	14%
Referendum administration and organisation	15%	9%	12%
Institutional arrangements after referendum	14%	9%	11%
Domestic and international observers	3%	7%	5%
Referendum related violence	3%	3%	3%
Counting and results	2%	4%	3%
Other referendum issues	4%	2%	3%
Accusation of rigging and frauds	1%	3%	2%
Referendum campaign	1%	3%	2%
Historical background	1%	2%	1%
Women's participation	1%	1%	1%
Voter registration	1%	0%	0%
Access to the media	0%	1%	0%
Total	100%	100%	100%
<i>Base in absolute values (N cases)</i>	95	127	222

3. Post – Voting Period

During the post polling phase monitored (16 January – 26 March), referendum remained the main focus of media coverage, although other thematic dimensions emerged in the agenda. Referendum accounted for an average of 29% of the total number of news classified. The volume of information regarding this topic was higher in Southern media houses (19%), while Arabic-language channels and newspapers gave wide attention to internal political affairs and foreign policy.

Chart 6 Main Topics – Post Referendum Period



Base: 2400 cases

Data concerning the volume of the coverage for the different referendum-themes showed that, for both regions, a key area concerned the future arrangements after referendum, primarily the relation between the North and the South, the agreement on oil exploitation and revenues and the institutional shape that the new state might adopt. The weight of other issues differed in the two media markets, with Northern media devoting large attention to the status of Abyei and Southern outlets focusing on the presence and comments of election observers.

Table 3 Main Referendum-Related Issues – Post Referendum Period

Media House	Northern Media Houses	Southern Media Houses	Total
Institutional arrangements after referendum	33%	41%	38%
Southern Kordofan, Blue Nile, Abyei	37%	13%	22%
Counting and results	14%	23%	20%
Domestic and international observers	2%	11%	8%
Voting and ballot days	6%	7%	6%
Other referendum issues ²	4%	2%	3%
Referendum administration and organisation	2%	1%	2%
Historical background	0%	2%	1%
Referendum related violence	0%	1%	1%
Total	100%	100%	100%
<i>Base in absolute values (N cases)</i>	247	458	705

The other main thematic dimensions dominating the post-referendum agenda were political affairs and economy, the natural reflection of the main concerns emerging after the polling.

In both regions news priorities on political affairs were the same, with institutional affairs, party relations, army/police and peace negotiations - namely the Darfur peace process for Northern media and the clashed with General Athor front for Southern outlets – catalysing media coverage. In a similar way, the economical dimension showed a certain level of consistency in the two media markets where news coverage focused on economic policies, economical development and rural economy.

² The category Other referendum issues includes all items below 1% coverage: Access to the media, Women's participation, Referendum campaign, Voter registration, Accusation of rigging and frauds.

Table 4 Main Political-Related Issues – Post Referendum Period

Media House	Northern Media Houses	Southern Media Houses	Total
Institutional affairs and governance	29%	47%	36%
Party dynamics	36%	17%	29%
Peace, negotiations and treaties (national)	19%	21%	20%
Army and police	10%	8%	9%
Other domestic politics/government	4%	2%	4%
Elections (other than referendum)	1%	3%	1%
Women in politics	0%	2%	1%
Participation of other disadvantaged groups	1%	0%	1%
Total	100%	100%	100%
<i>Base in absolute values (N cases)</i>	412	228	640

Table 5 Main Economical-Related Issues – Post Referendum Period

Media House	Northern Media Houses	Southern Media Houses	Total
Economic policies and indicators	36%	29%	32%
Economical development	28%	34%	31%
Rural economy	11%	10%	11%
Transports	5%	9%	7%
Labour issues	8%	6%	7%
Media development	7%	6%	6%
Other stories on the economy	5%	6%	6%
Women's participation in economic processes	0%	1%	0%
Total	100%	100%	100%
<i>Base in absolute values (N cases)</i>	131	138	269