

Media coverage of Local Elections 2011 versus 2006

One week to 2011 Local Elections!

How does a month of political coverage a week before the 2011 elections compare to a month of coverage a week before the 2006 local elections?

Local Elections

In 2011:

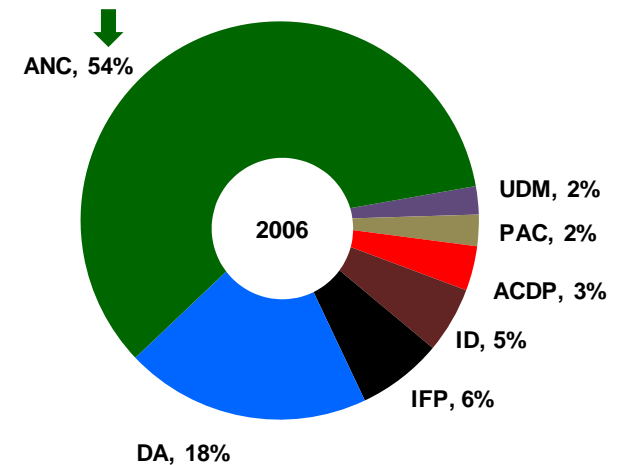
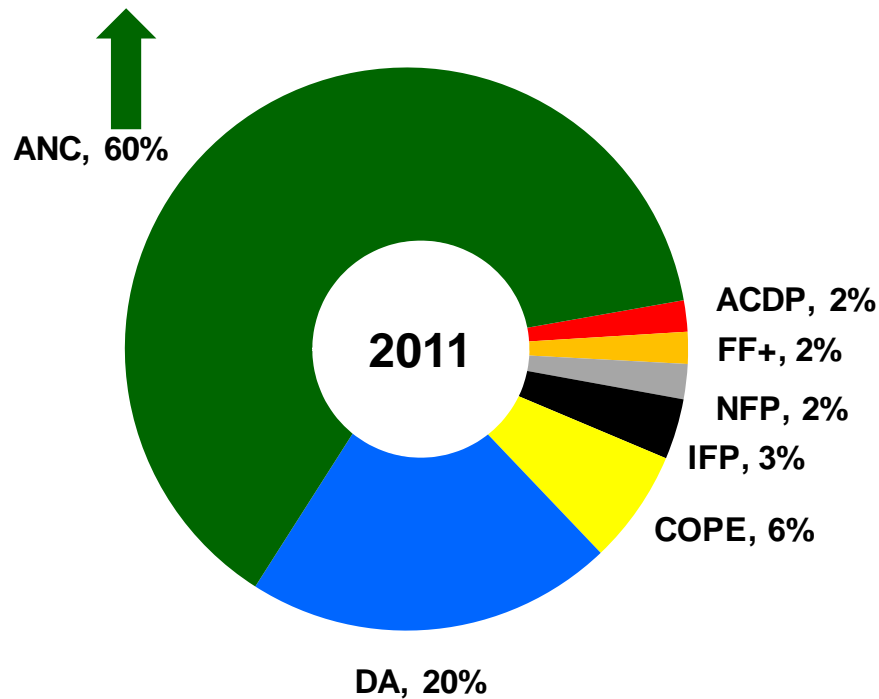
- **ANC even more visible**
- **DA the primary threat, and primary target**
- **Campaigning drive more intensive**
- **Struggle shifts from WC to Gauteng**
- **ANC more concerned with Gauteng than KZN?**
- **ANC – DA struggle more evident**

Visibility of political parties

ANC more visible in 2011

But not just for election purposes

Local Elections



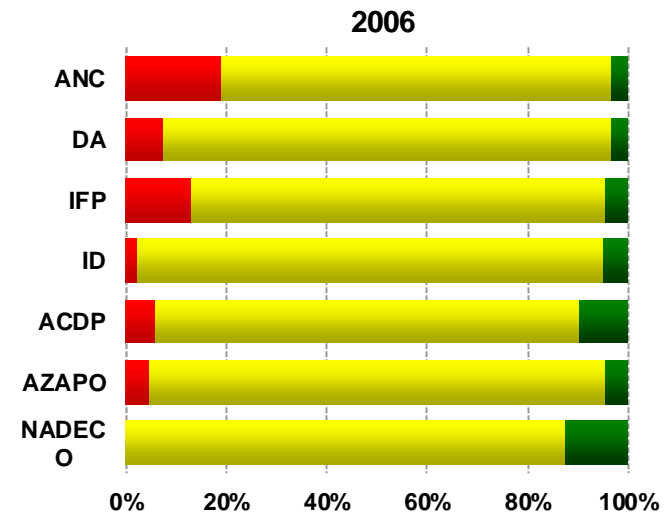
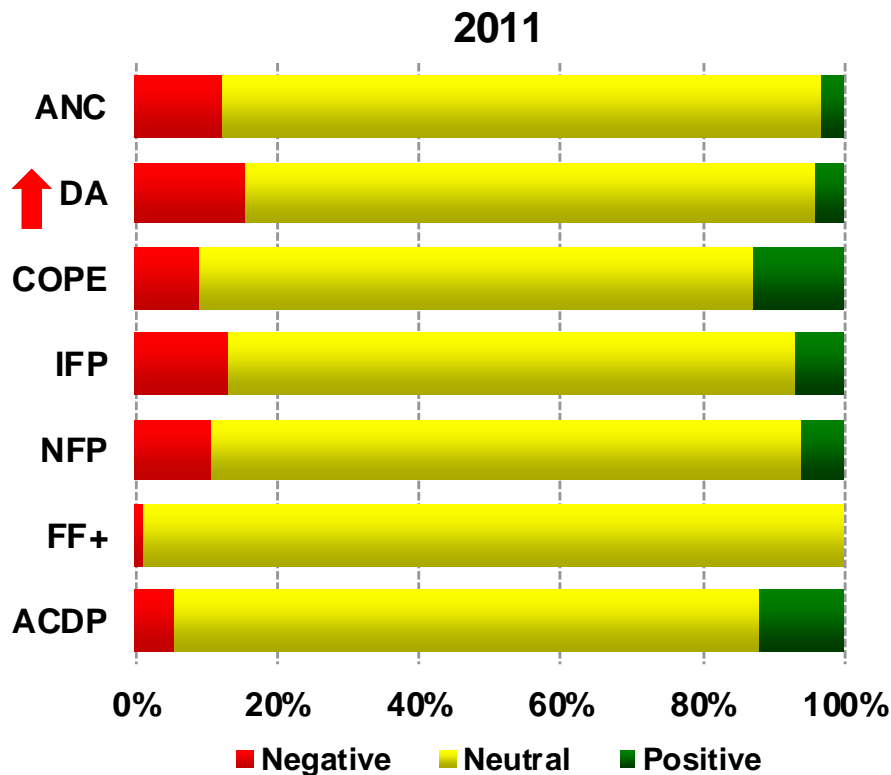
In comparison with 2006, the ANC has secured a bigger media presence, but its not all related to the upcoming local elections. The 2012 ANC succession debate, as well as a much more vocal ANCYL have been strong contributors to ANC coverage.

Media rating of political parties

DA the primary threat, and primary target

Back & forth allegations between DA and ANC more prominent

Local Elections



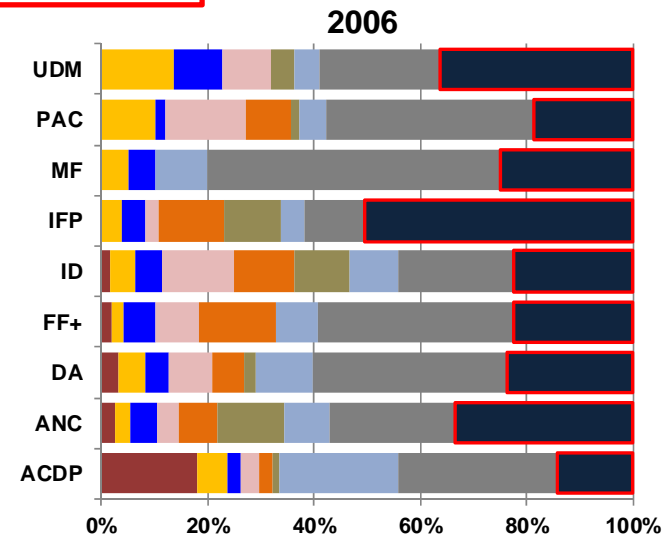
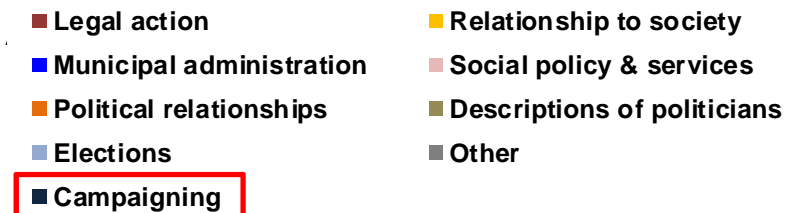
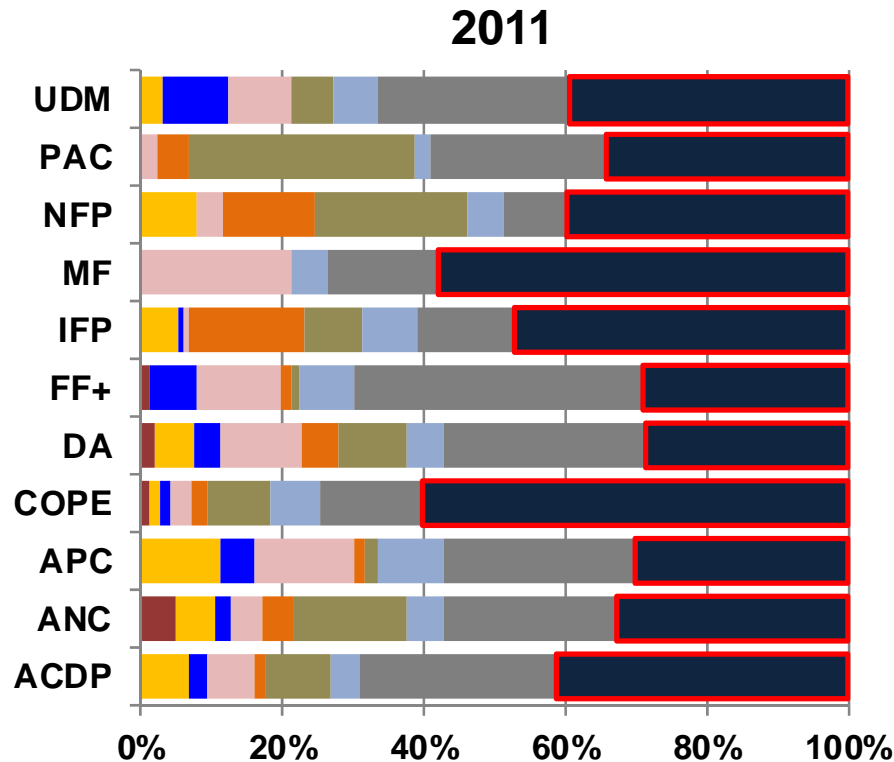
While the DA also represented a primary threat in 2006, tension between the ANC and IFP was more visible then, and there was also more competition between the DA and ID. In 2011, COPE presents a smaller threat and has largely been left alone by opposition critics to drive its own campaign in which it tries to recapture some of the hype seen around COPE before the 2009 national elections.

Issue groups

Campaigning drive more intensive in 2011

Leaving little discussion space for some parties

Local Elections



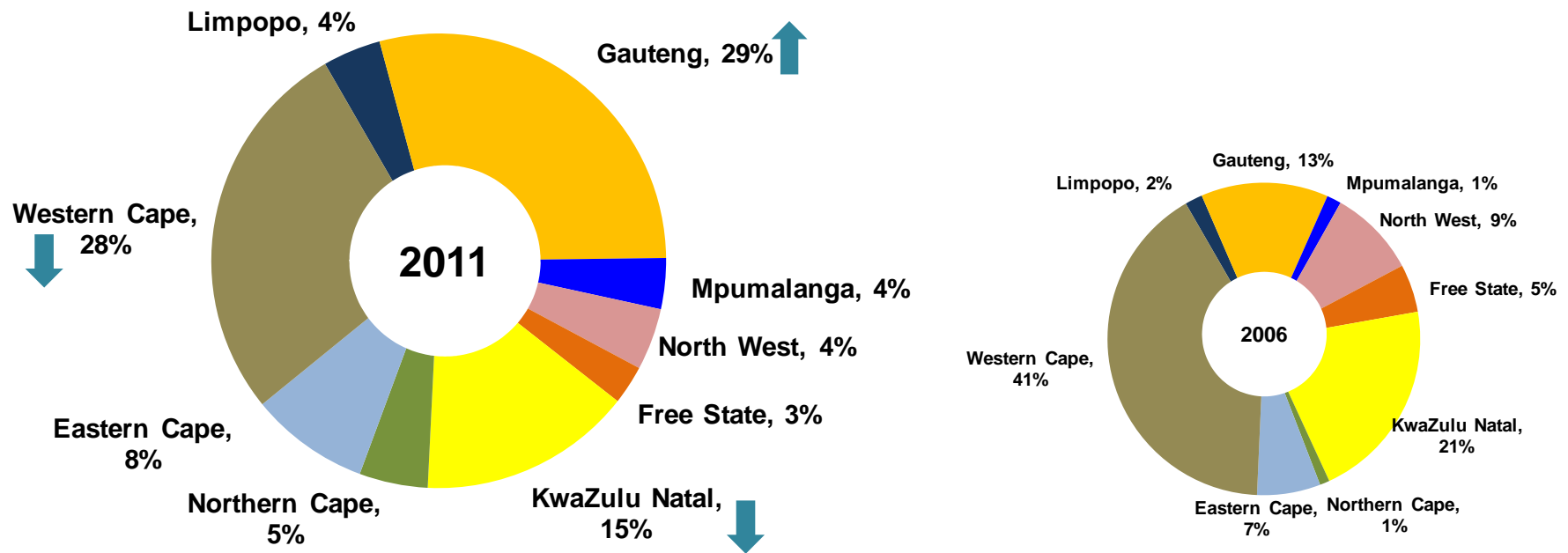
Stronger coverage around campaigning (dark blue bars), which describes where, when, and who will be addressing different communities was more evident in 2011. This campaign coverage dominated coverage for parties like COPE and IFP which received less coverage than any other issues.

Provincial focus

Struggle shifts from WC to Gauteng

The struggle for Gauteng intensifies in 2011

Local Elections



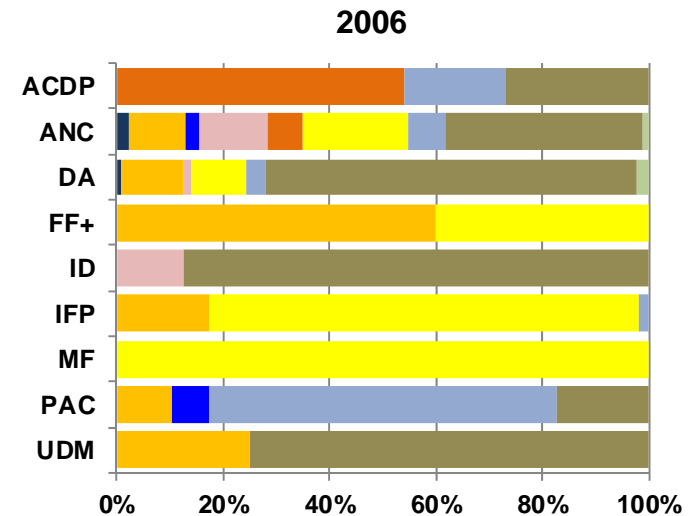
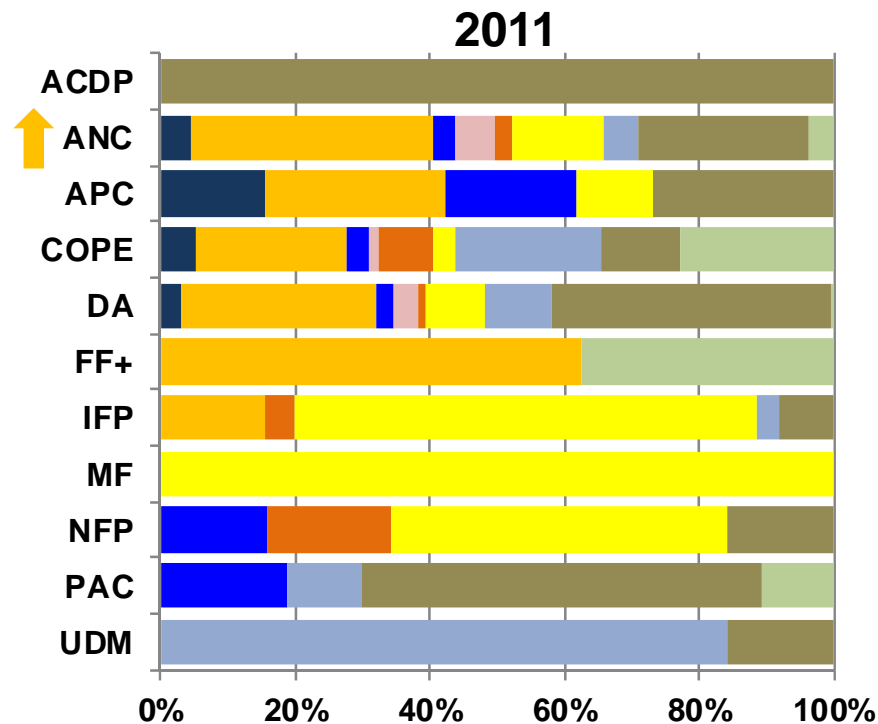
The intensive political campaigning and struggles seen in the Western Cape (and to an extent the KZN) in 2006, was replaced by Gauteng as the DA aims to capitalize on the Joburg billing crisis and the ANC intensifies its struggle to get Midvaal back.

Provincial focus for parties

ANC more concerned with Gauteng than KZN?

ANC with dramatic shift to boost Gauteng campaign

Local Elections



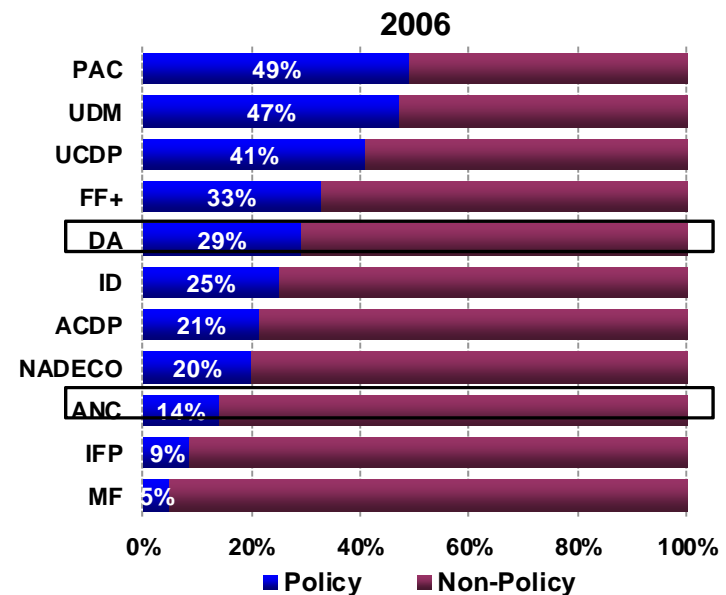
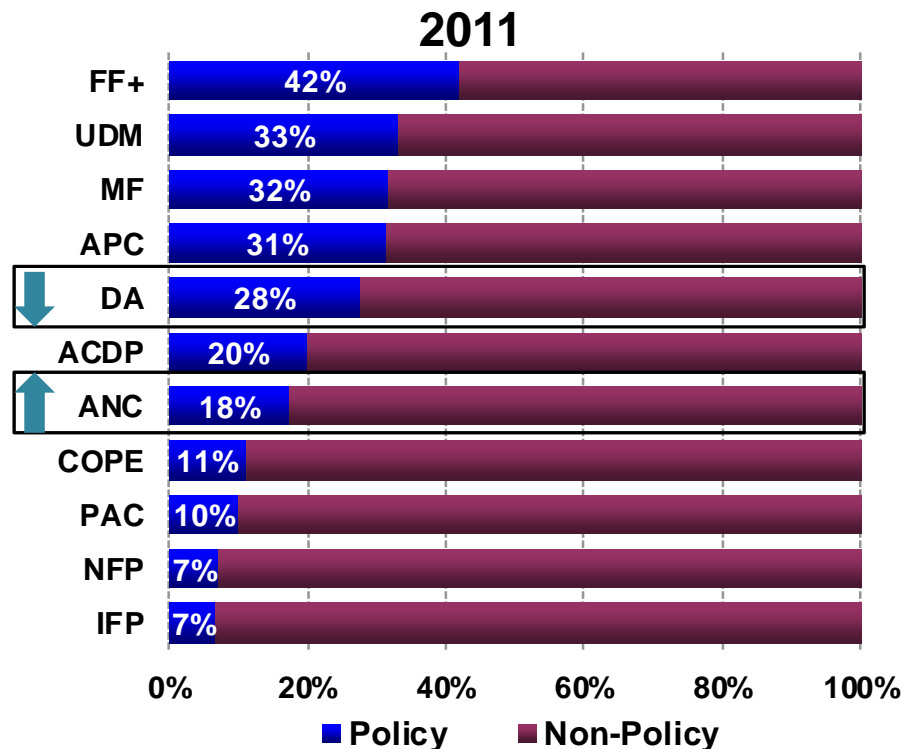
After a strong contest between the ANC and the DA in the Western Cape in 2006, as well as competing with the IFP in KZN, the ANC appears to have concentrated their efforts on campaigning in Gauteng as there is a perceived weakening of the IFP on the back of the recent establishment of the NFP.

Policy issue coverage

ANC – DA struggle more evident in 2011

With smaller parties known more for their policies

Local Elections



Despite the DA's statement that it would be focusing more on the issues instead of the ANC in the 2011 local elections, the ANC and its alliance partners, on-going framing of the DA as an 'elitist' or 'white' party, as well as bickering between the parties around the subjects of posters and pamphlets has slightly tempered the DA's visibility in regards to policy issues such as service delivery.

Methodology & contact



Local Elections

Data description

One month of data (4,360 statements on political parties, 10 April -10May 2011) a week before the 2011 elections was compared to one month of data (2853 statements on political parties, 22 January – 22 February 2011) a week before the 2006 elections.

Media set

Media Tenor retrospectively analyses politics on a statement by statement level in around 40 opinion leading SA media.

The following media set is maintained up to date and analysed for the 2011 Local Election:

	Format	Ownership	Language
Ukhozi Fm	Radio	SABC	Zulu
Talk 702	Radio	Primedia	English
Lesedi Fm	Radio	SABC	Sotho
Sotho News (SABC)	TV	SABC	Sotho
Afrikaans News (SABC)	TV	SABC	Afrikaans
E-TV News	TV	HDI	English
Sunday Times	Print	Avusa	English
City Press	Print	Media24	English
M&G	Print	M&G Media	English

Statements level coding

Statement coding analyses every single piece of information in an article separately (subject, topic, rating, source, etc.).

Contact

Media Tenor South Africa:
P.O. Box 26493, Monument Park, Pretoria 0105.
Tel.: +27 (0)12 - 346 6422;
Fax: +27 (0)12 - 346 4436

www.mediatenor.co.za

www.mediatenor.com

www.agendasetting.com