

**MACRA BROADCASTING MONITORING FOURTH QUARTER REPORT**  
**1<sup>st</sup> October to 31<sup>st</sup> December, 2018**

**1.0. INTRODUCTION**

The Broadcasting Monitoring Unit monitored 13 broadcasters during the period beginning 1<sup>st</sup> October to 31<sup>st</sup> December, 2018. Galaxy FM has not been included in this report as a result of the station's poor signal in Southern Region. This is attributed to a faulty transmitter at Mpingwe. Similarly, all Television stations are not included in the report because the monitoring equipment's servers have had some problems during the larger part of the period under review. 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:

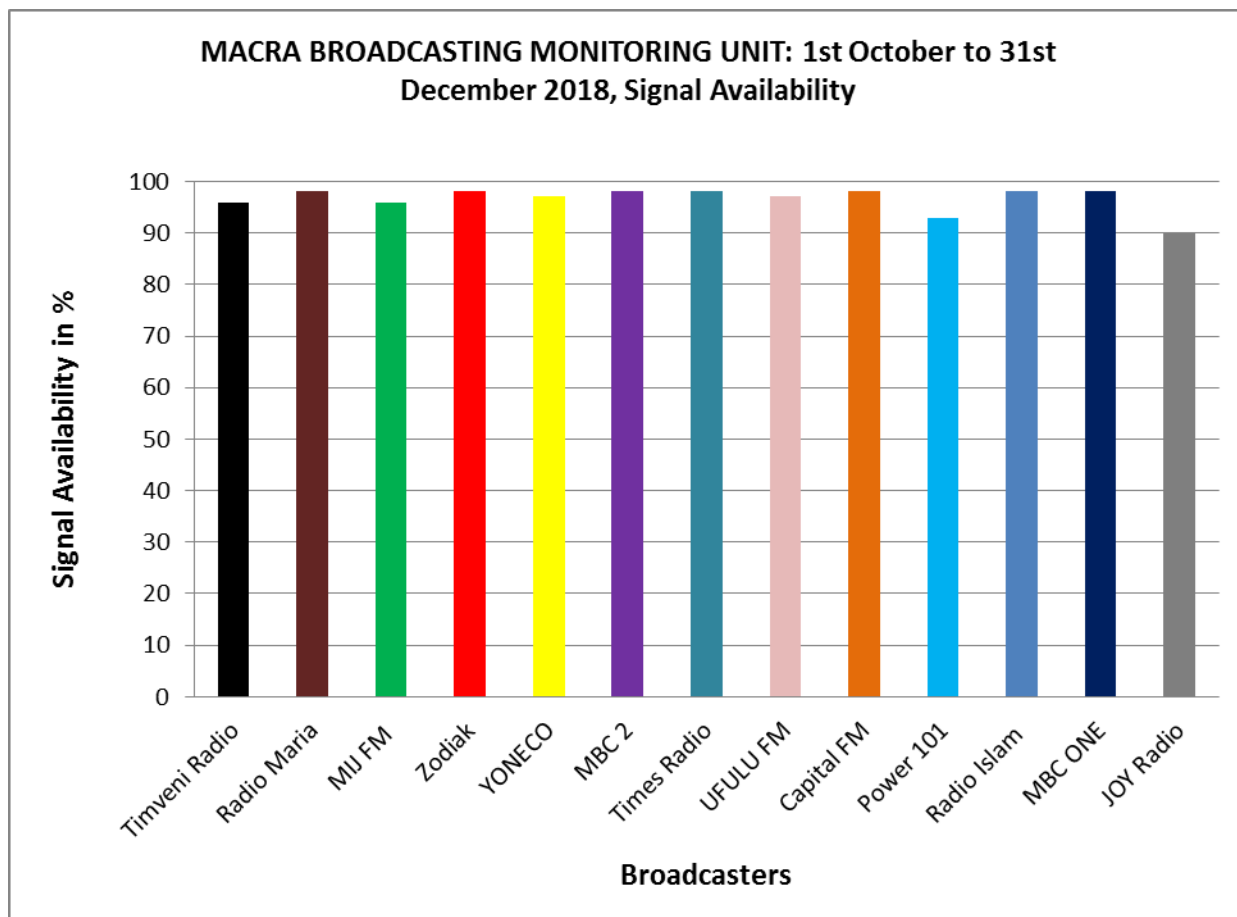
1. Business/Economy/Agriculture/Development
2. Politics/Governance
3. Human Rights/Courts/Police/Crime
4. Sports/Entertainment
5. Foreign Content
6. Religion
7. Health
8. Education.

The data was collected by analysing news bulletins and programmes from concerned stations.

**2.0. SIGNAL AVAILABILITY**

In this quarter most of the stations performed well and this can be attributed to the availability of electricity that made it possible for almost all stations included in the report to be on air most of the times. However, the most outstanding signal was recorded on MBC Radio 1 and 2, Radio Maria, Radio Islam and ZBS radio. In this quarter, it was observed that Joy Radio’s transmission was characterised by frequent breaks hence a lower signal percentage. The chart below shows how stations performed in terms of signal availability.

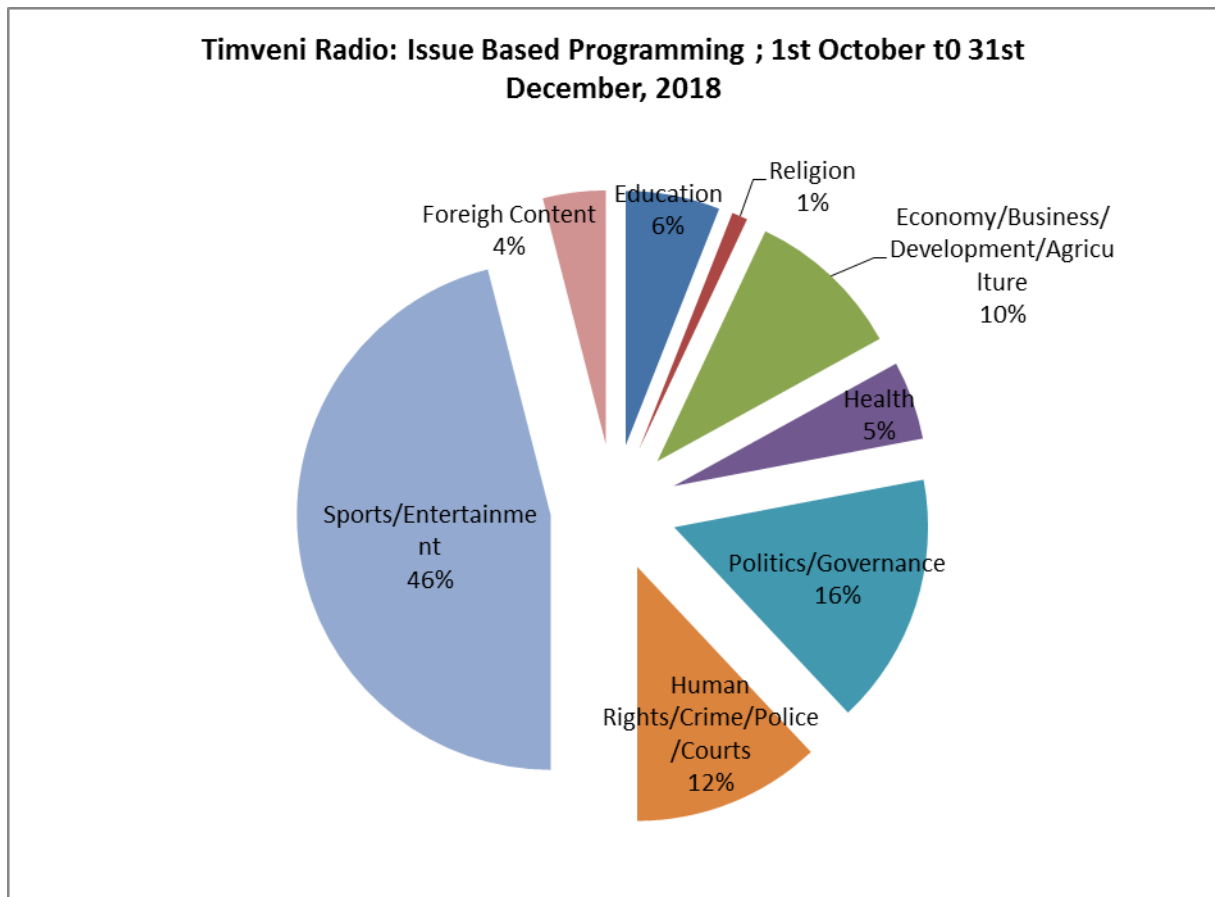
**Fig. 1**



## TIMVENI RADIO

Below is an outline of how Timveni Radio shared airtime on issue based programming. Issues of Sports/Entertainment were covered the most (46%). This was followed by issues of Politics/Governance (16%). Issues of Foreign Content and Religion were the least covered by getting 4% and 1% respectively. The coverage of other issue based programming is illustrated in the pie chart below.

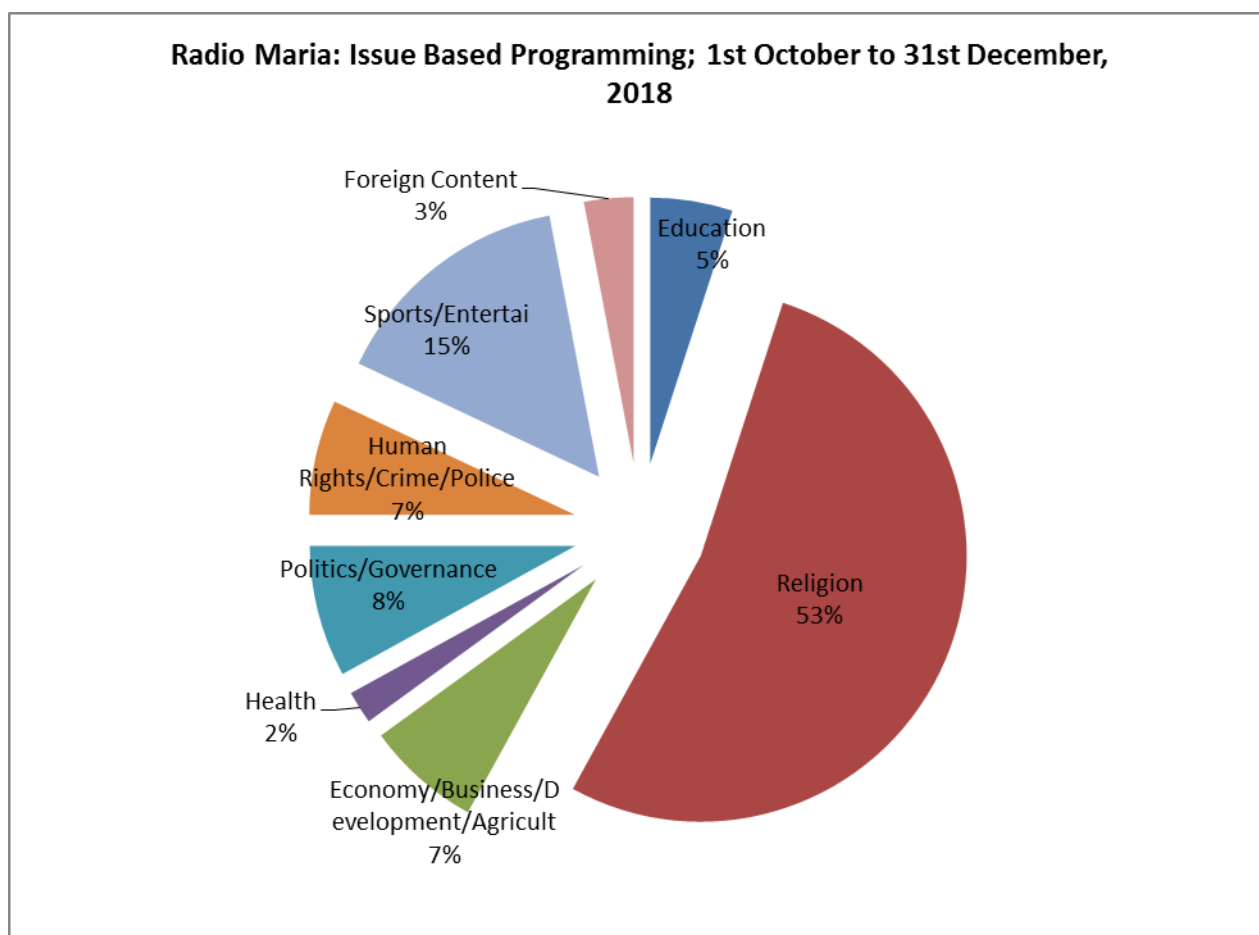
**FIG: 2**



## RADIO MARIA

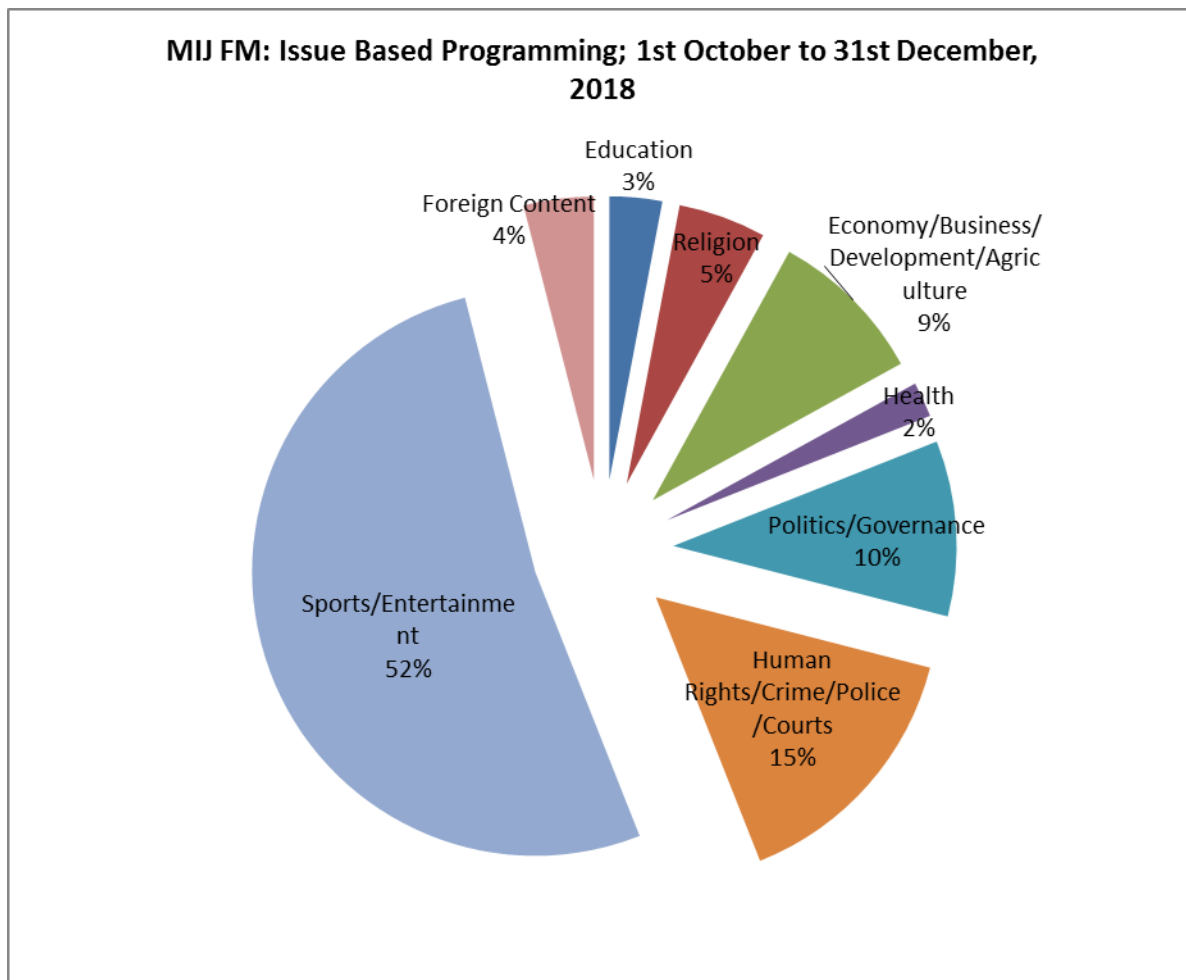
Below is how Radio Maria shared its airtime on issue based programmes. Issues of Religion were the most covered with 53%, followed by issues of Sports/Entertainment with 15%. Issues of Foreign Content and Health were the least covered with 3% and 2% respectively. The rest of the issues are illustrated in the pie chart.

**FIG: 3**



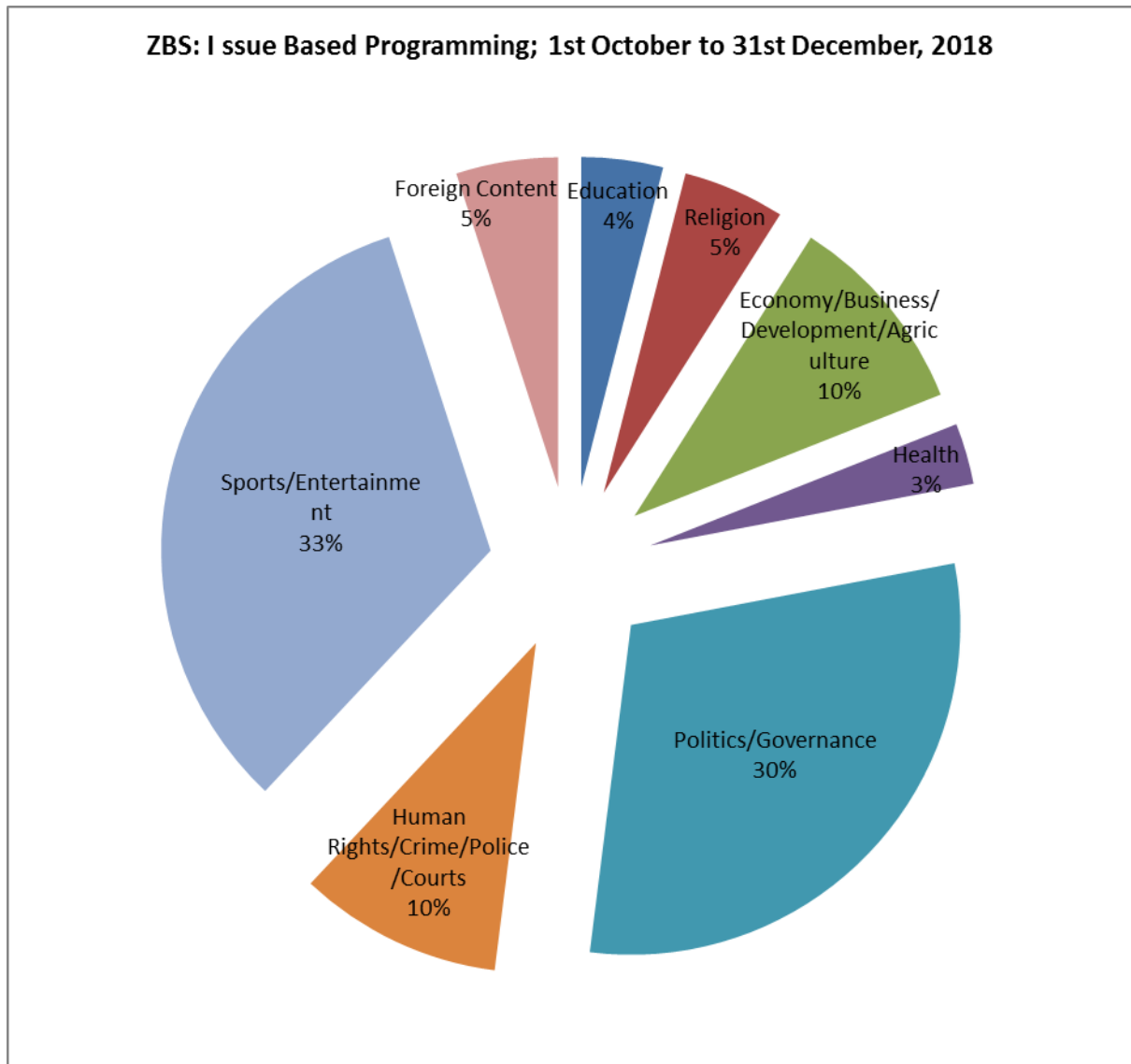
On MIJ FM issues of Sports/Entertainment got 52% of the station's airtime. This was followed by Human Right/Courts/Police which got 15%. The category of Politics/Governance got 10% of the airtime. The pie chart below shows how other issues took up the airtime on this station.

**FIG: 4**



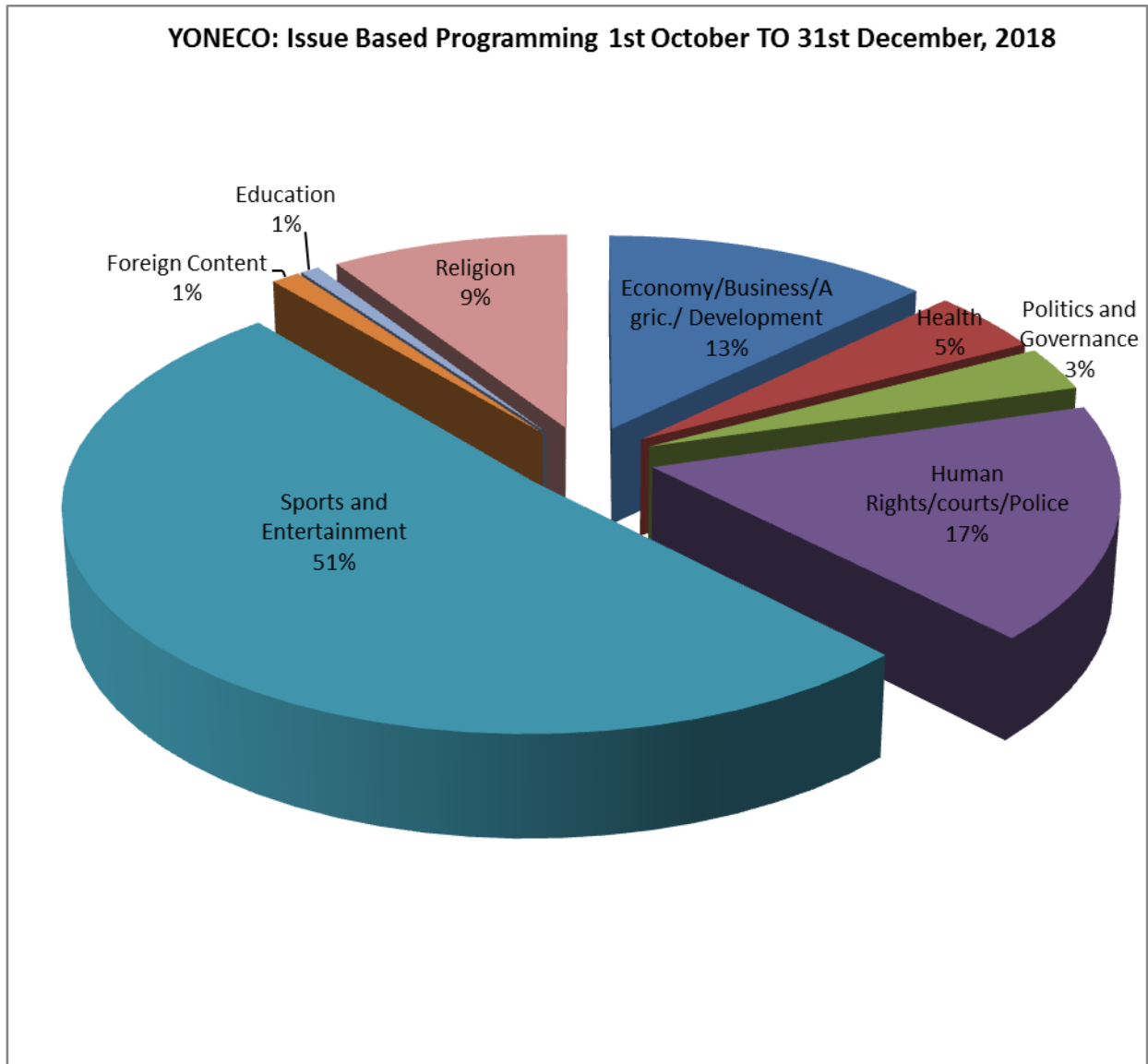
Zodiak Broadcasting Services allocated much of its airtime (33%) on issues of Sports/Entertainment. Issues of Politics/Governance were allocated 30% and the least covered were issues of Health with 3%. See below for the rest of the allocations.

**FIG: 5**



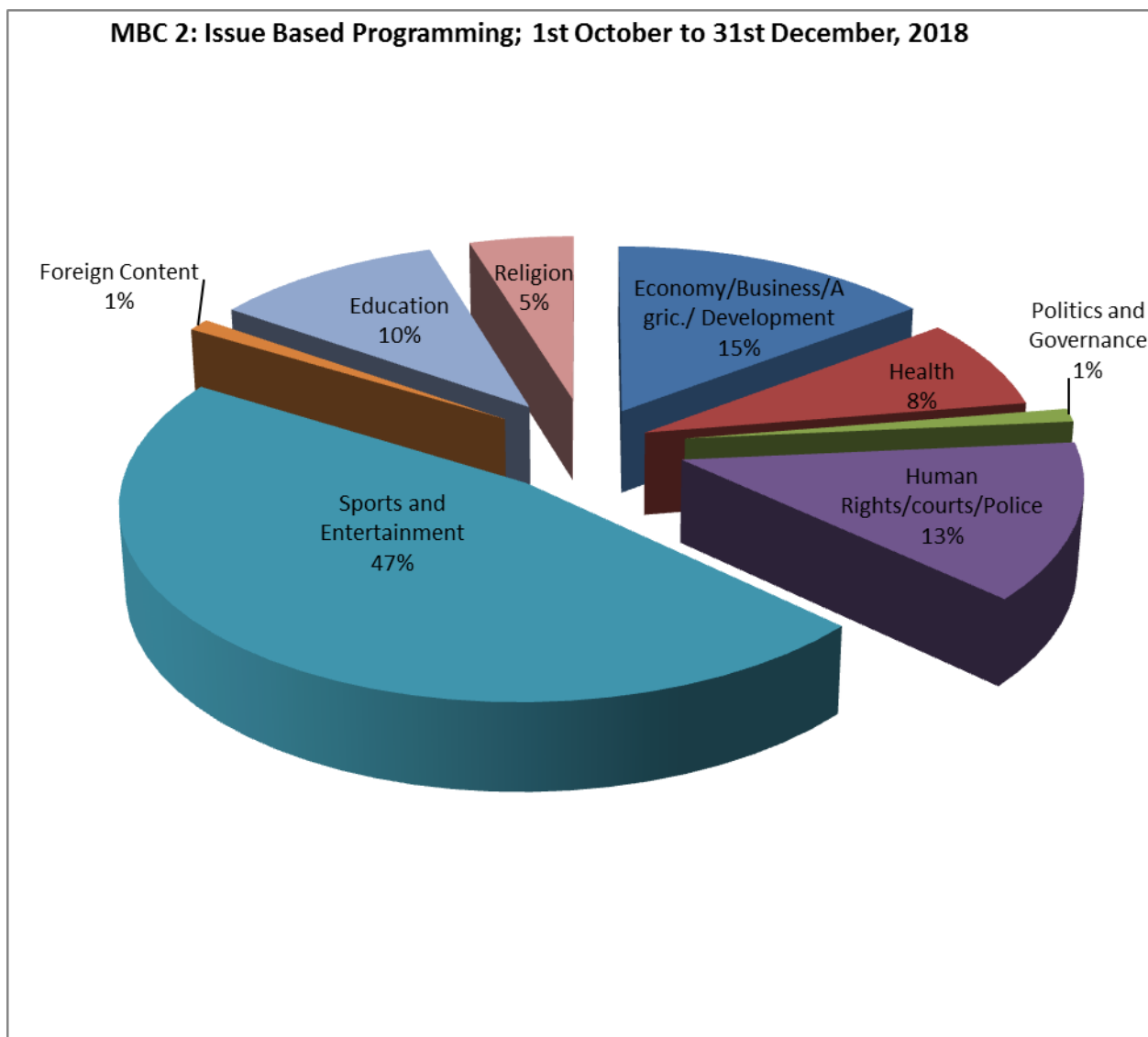
Yoneco allocated much of its airtime (51%) to issues of Sports/Entertainment, this was followed by the categories of Human Rights/Courts/Police and Business/Development/Economy/Agriculture that got 17% and 13% respectively. The rest of the categories were allocated airtime as presented below in the graph.

**FIG: 6**



MBC 2 gave 47% of its airtime to issues on sports/entertainment. This was followed by the categories of economy/business/agriculture and human rights/crime/police that were allocated 15% and 13% of the airtime respectively. Below is how the rest of the issues were allocated airtime.

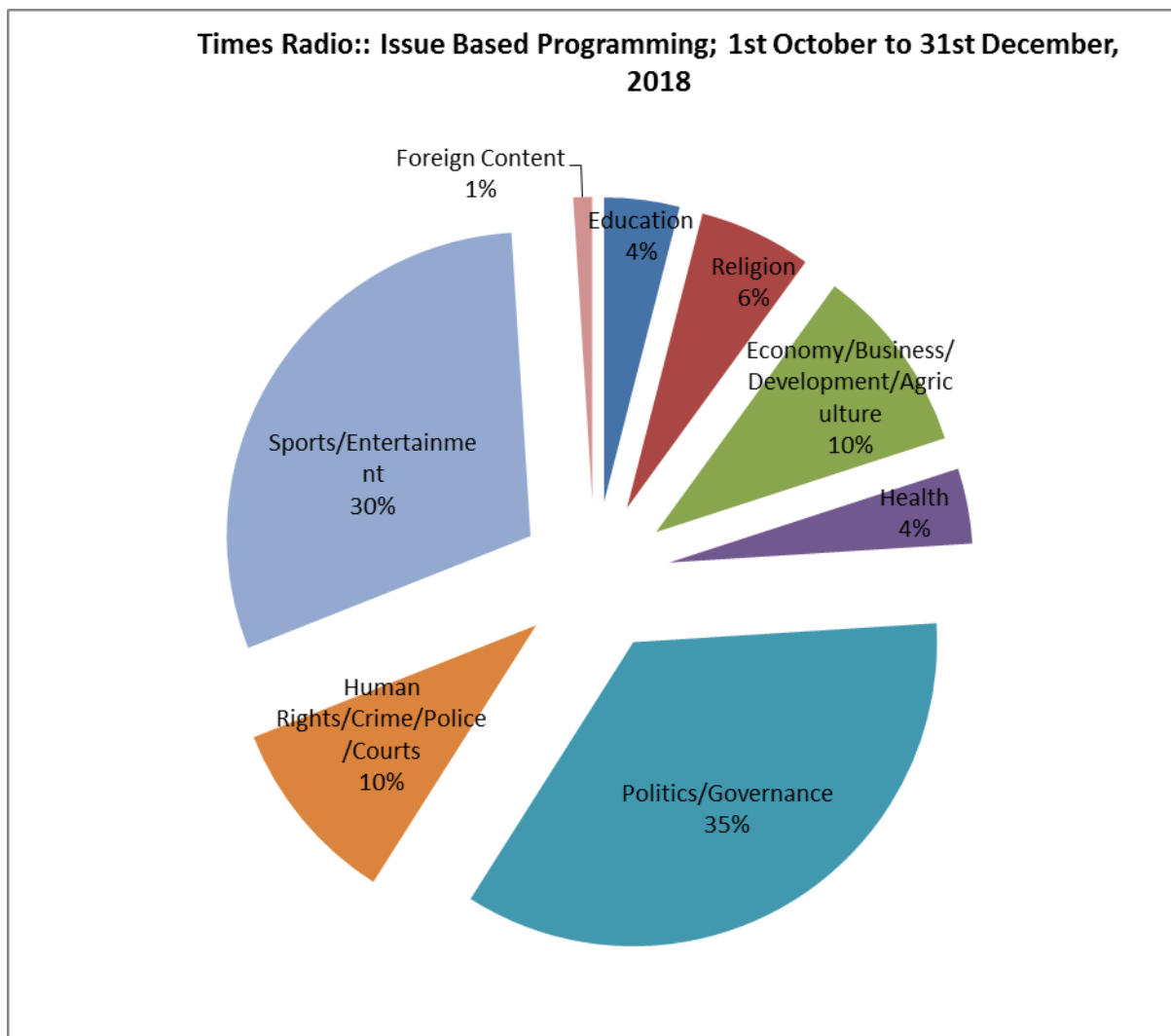
**FIG: 7**





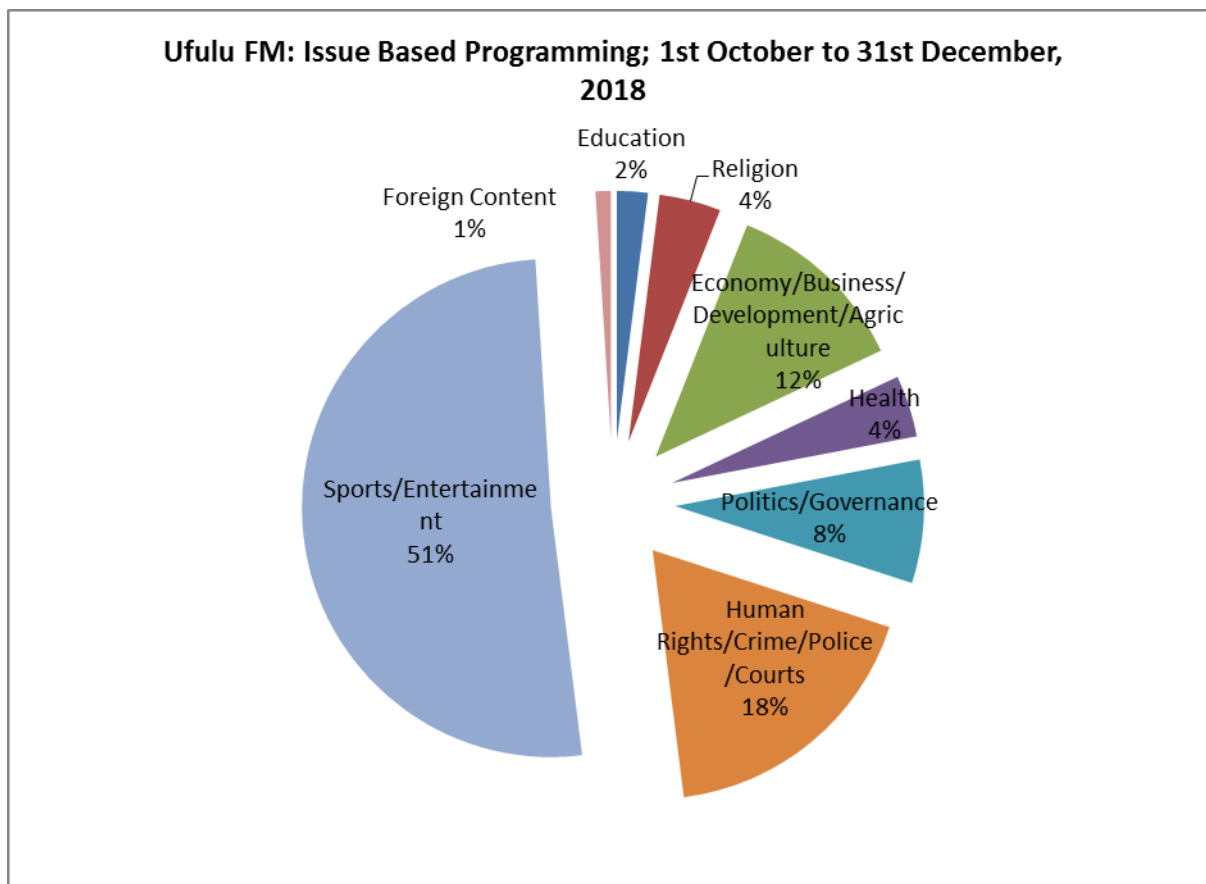
During the period under review, Times Radio allocated most of airtime to issues of Politics/Governance at 36%. This was followed by issues of Sports/Entertainment at 30%. Categories of Education, Health and Foreign Content were the least covered with 4% each for the first two and 1% for the last one. Below is an illustration of the rest of the coverage.

**FIG: 8**



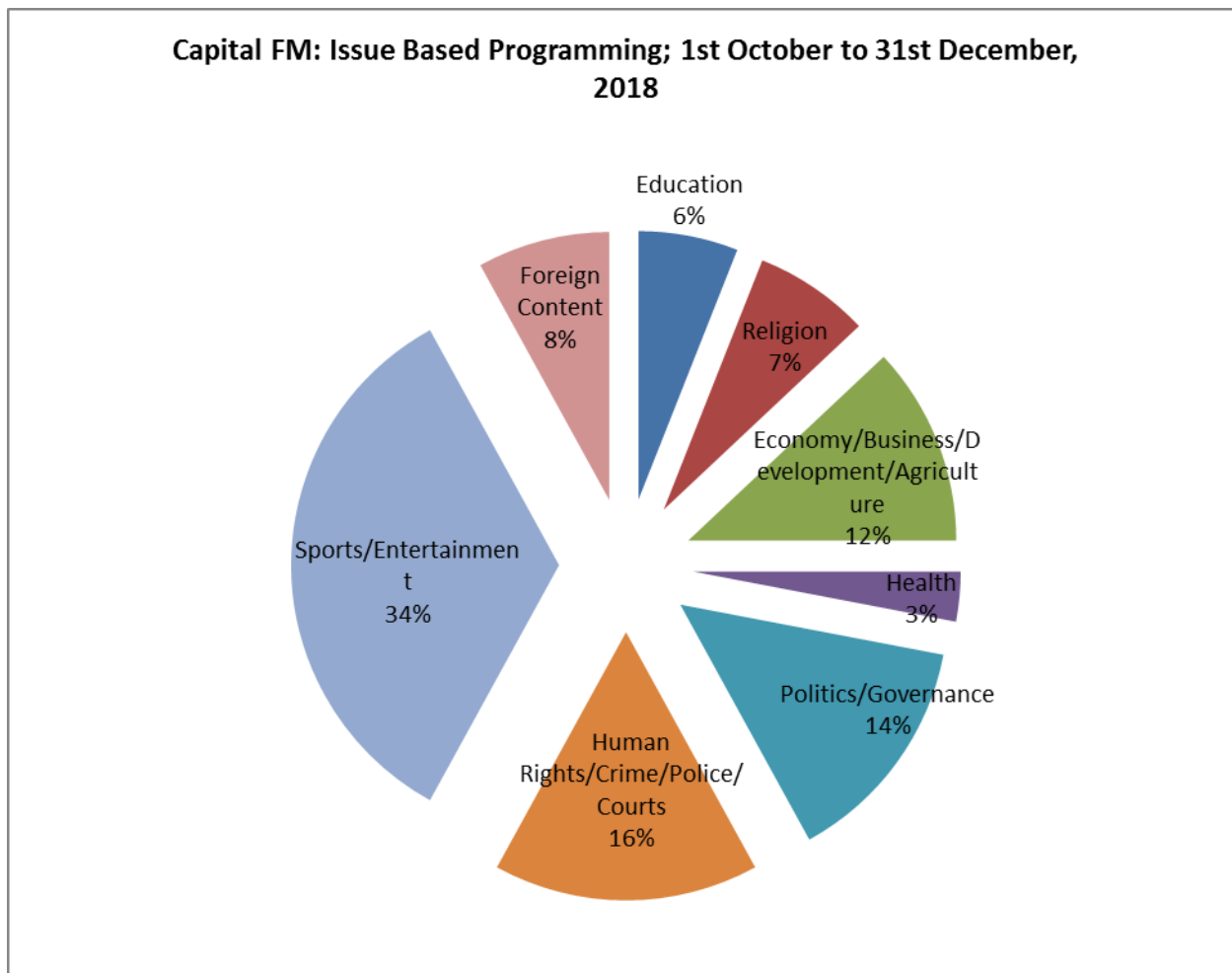
During the period under review Ufulu Radio attributed most of its airtime to issues of Sports/Entertainment with 51%. This was followed by issues of Human Rights/Police/Crime/Courts with 18%. Issues of Education and Foreign Content were the least covered with 2% and 1% respectively. Below is the chart to illustrate the above information.

**FIG: 9**



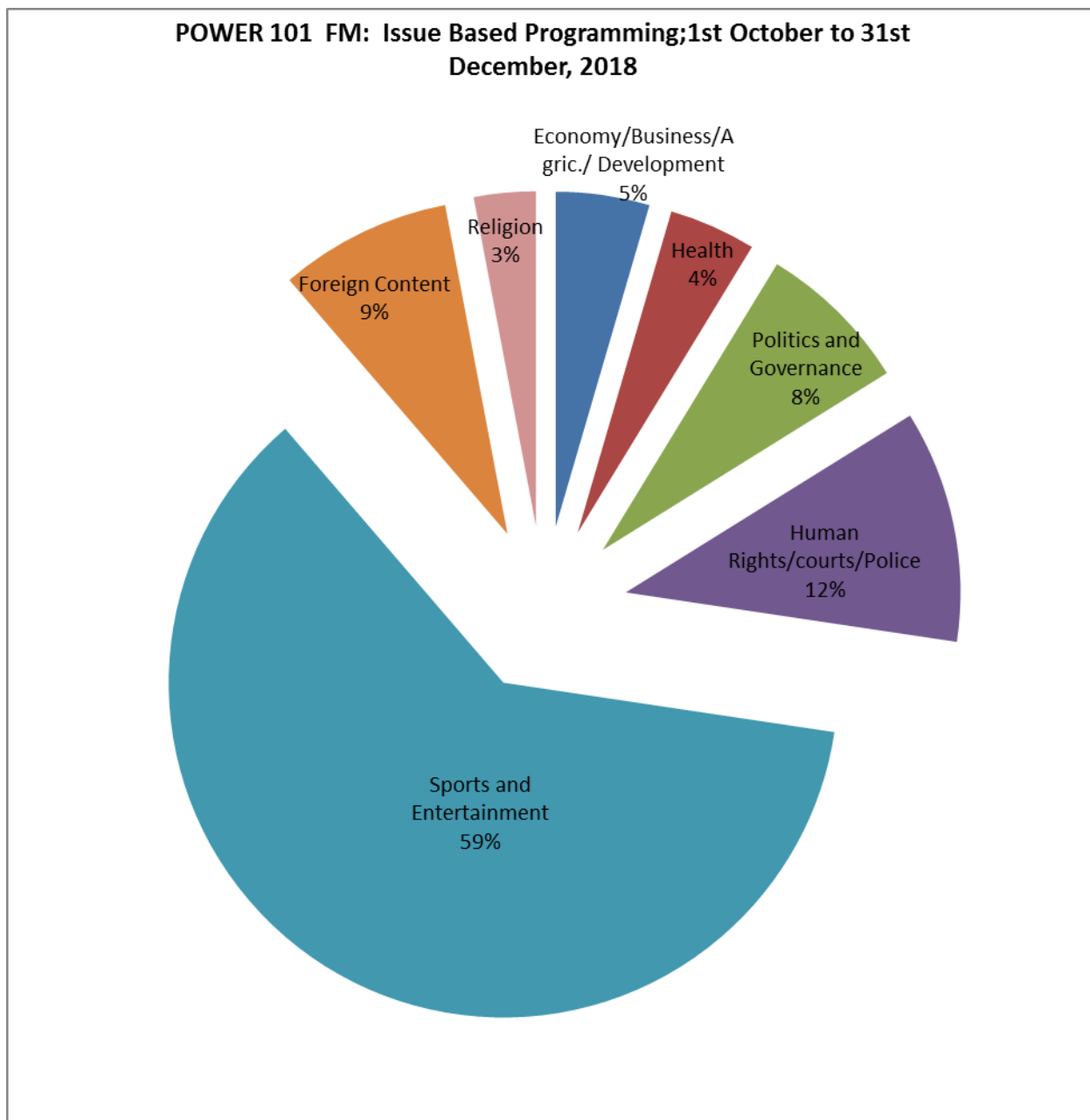
On Capital FM, Sports/Entertainment got 34% of the total airtime. This was followed by Human Rights/Courts/Police/Crime with 16% percent. Health was the least covered category with 3%.

**FIG: 10**



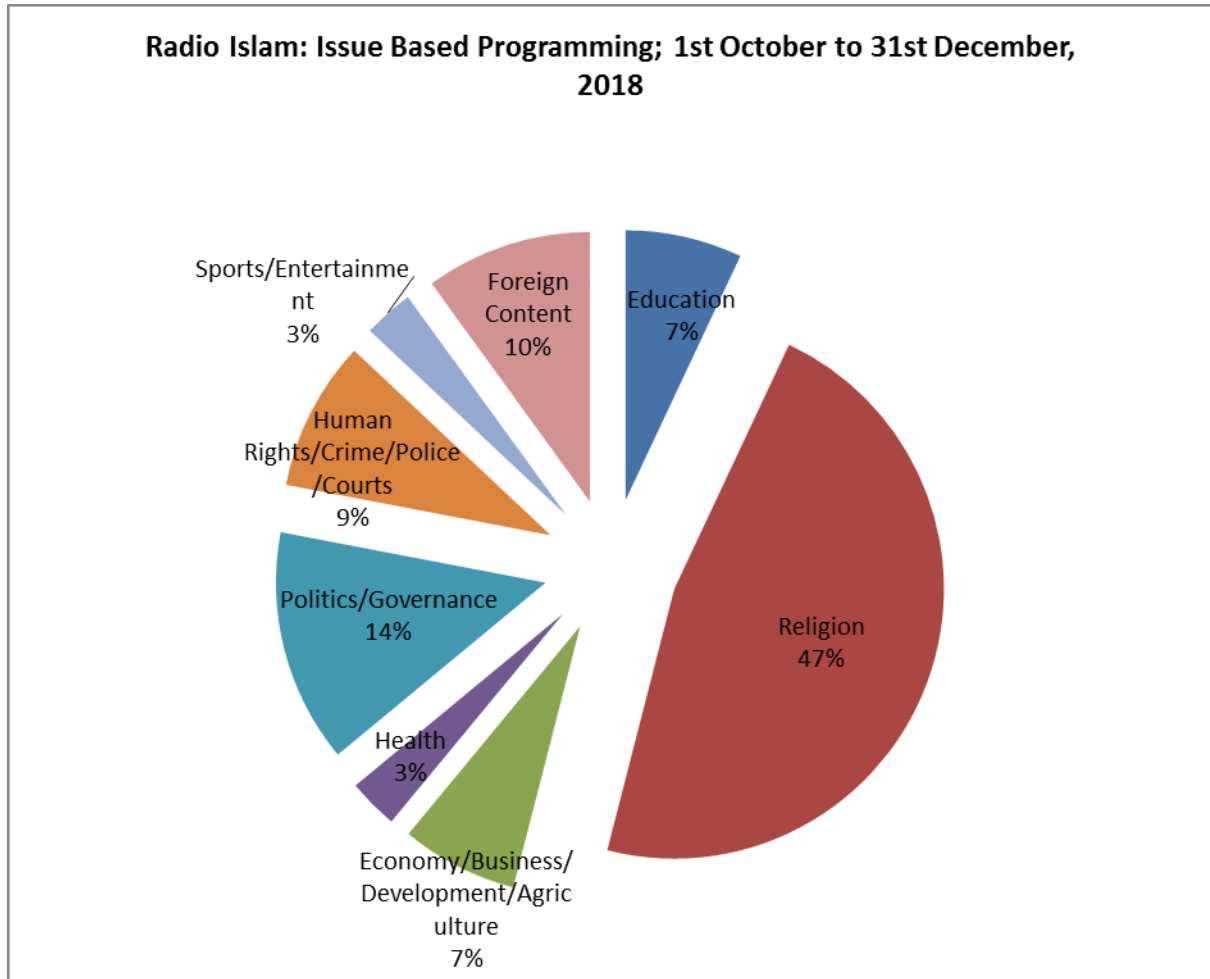
Power 101 allocated 59% of its airtime to issues on Sports/Entertainment. This was followed by issues on Human Rights/Courts/Police/Crime with 11%. Politics/Governance and Foreign Content got 8% each. The category of Religion got the least airtime with 3%. The rest of the allocations are presented in the chart below.

**FIG: 11**



This religious Radio station allocated 47% of its airtime to issues of religion. Politics/Governance followed with 14%. Human Rights/courts/police/crime came third at 9%. The least covered categories were Sports/Entertainment and Health which got 3% each. The rest of the allocations are presented in the chart below.

**FIG: 12**

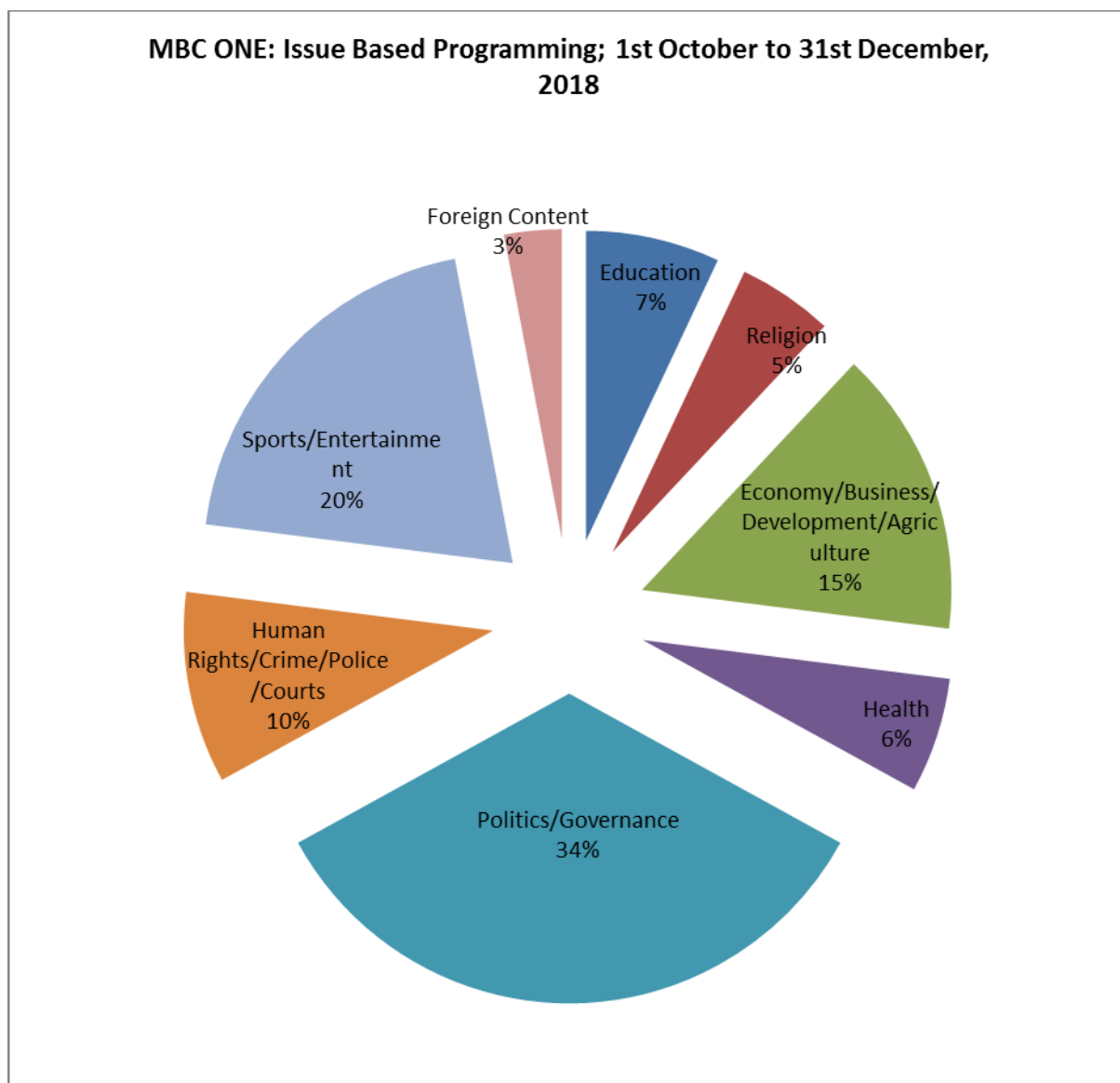


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**MBC RADIO ONE**

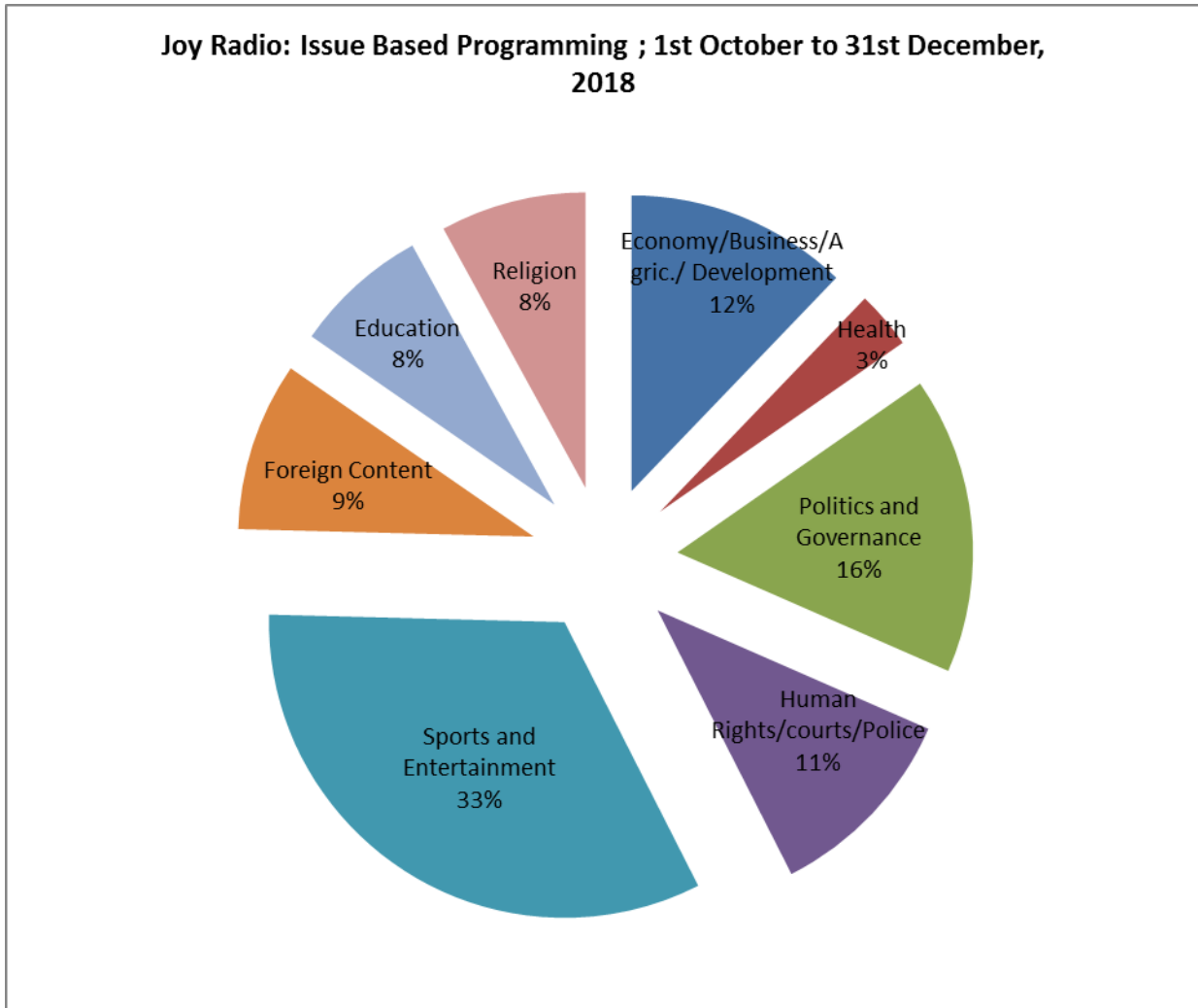
MBC Radio One allocated 34% of its airtime to issues of Politics/Governance. The category of Sports/Entertainment followed with 20%. Economy/Business/Agriculture/Development came third with 15%. Issues on Human Rights/Courts/Police got 10% of the airtime. The rest of the allocations are presented in the chart below.

**FIG: 13**



Joy Radio allocated 33% of its airtime to issues of Sports/Entertainment. Politics/Governance got 16%. Economy/Business/Agriculture/Development got 12%. The rest of the issues were allocated almost equal airtime as presented in the chart below.

**FIG: 14**



ISSUE BASED PROGRAMMING ON NATIONAL BROADCASTERS

Content in %	TIMVENI	RADIO MARIA	MIJ FM	ZODIAK	YONECO	MBC 2	TIMES RADIO	UFULU FM	Capital FM	101 FM	RADIO ISLAM	MBC ONE	JOY
Education	6	5	3	4	1	10	4	2	6	0	7	7	8
Politics & Govern	16	8	10	30	3	1	35	8	14	8	14	34	16
Health	5	2	2	3	5	8	4	4	3	4	3	6	3
Religion	1	53	5	5	9	5	6	4	7	3	47	5	8
Business	10	7	9	10	13	15	10	12	12	5	7	15	12
Sports & Entertain	46	15	52	33	51	47	30	51	34	59	3	20	33
Foreign Content	4	3	4	5	1	1	1	1	8	9	10	3	9
Human Rights	12	7	15	10	17	13	10	18	16	12	9	10	11
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

- **Community of Interest Radio Stations**
- **Private Radio Stations**

Entertainment/Sports dominated airwaves on Private radio stations while Community of Interest broadcasters allocated more airtime to Religious issues.



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