

THE **JULY 2021** RADIO AND TELEVISION ADVERTISEMENT REPORT



Rationale



The monitoring of Campaign Spending is part of TI-Z's long-term monitoring of the electoral process. This aspect of the monitoring is meant to give Zambians a rough estimate of how much political parties are spending on trying to convince the electorate to vote for them and will ultimately inform our ongoing advocacy on the pertinent issue of political party financing in Zambia. This report focuses on media advertisement during the month of July and presents key statistics on the level and cost of advertisement through private, community and public media houses.

3.1 Distribution of Sampled Media Houses

Table 1 presents the distribution of sampled media houses by province and type. A total of 30 media houses were sampled for the study. The sample included 16 private media houses, including 3 television stations and 13 radio. The private media accounted for most of the adverts with at least 544 adverts out of the 902 minimum daily adverts, representing 60.3%. Community media houses were second with at least 297 adverts or 32.9% while public media broadcasted the least number of adverts, with a minimum of 61 adverts out of the 902 daily adverts, representing 6.8%. Only the PF and UPND were running adverts on public media during the time of the survey, with the PF having at least 44 adverts and the UPND having at least 17 adverts per day. It also included 10 community radio stations and 3 public media houses, including 2 television stations and 1 radio station. In terms of provincial distribution, the sample comprised of 5 media houses broadcasting nationwide from Lusaka Province. Copperbelt had the highest number of sampled radio stations, with 4 stations, representing 13.3% of the 30 media houses in the sample.



Methodology



In order to perform the analysis, we collected primary data on the number of political party adverts broadcasted by radio and television stations in all the 10 provinces of Zambia. Since radio and television frequencies cannot be restricted to districts, our analysis offers no breakdown at district level. 7 political parties were targeted for the data collection; and these were the Patriot Front (PF), the United Party for National Development (UPND), the Socialist Party, The Democratic Party (DP), the National Restoration Party (NAREP), the Movement for Multi-party Democracy (MMD) and the People's Alliance for Change (PAC). These parties were selected to maintain consistency with previous campaign financing studies. Information on the cost of advert placement was then collected from different media houses for estimation of campaign expenditure.

Table 1: Distribution of Media Houses by Province

PROVINCE	PRIVATE	COMMUNITY	PUBLIC	TOTAL
Lusaka	2	1	0	3
Copperbelt	2	2	0	4
Eastern	1	0	0	1
Central	1	0	0	1
Northern	1	1	0	2
Luapula	2	1	0	3
Southern	1	1	0	2
Western	2	1	0	3
Northwestern	1	2	0	3
Muchinga	2	1	0	3
Nationwide*	2	0	3	5
TOTAL	16	10	3	30

3.2 Results-Daily Scale of Advertisement

It has been established that during the month of July 2021, the seven (7) political parties, had a minimum of 902 political adverts per day. Table 2 presents the distribution of political party adverts by province. Lusaka and Nationwide Stations accounted for not less than 281 adverts or 31.1 percent followed by Northwestern Province with a minimum of 165 adverts per day, representing 18.3 percent of the 902 minimum daily adverts. Eastern Province was third with a minimum of 111 adverts or 12.3% while Muchinga Province had the least number of adverts at a minimum of 18 adverts per day, representing 2.0 percent of the total daily adverts.

Table 2: Distribution of Minimum No. of Adverts by Province

Province	No. of Adverts Per day	%
Lusaka & Nationwide	281	31.1%
Copperbelt	30	3.3%
Eastern	111	12.3%
Central	60	6.7%
Northern	63	7.0%
Luapula	66	7.3%
Southern	54	6.0%
Western	54	6.0%
Northwestern	165	18.3%
Muchinga	18	2.0%
TOTAL	902	100%

The 902 adverts were analyzed with respect to political party, and it was found that the Patriotic Front (PF) accounted for a minimum of 497 adverts or 55.1% and was followed by the United Party for National Development with at least 234 adverts or 25.9%. The Socialist Party was third with at least 114 adverts or 12.6% while the other 4 political party accounted for at least 57 adverts per day or 6.3%.

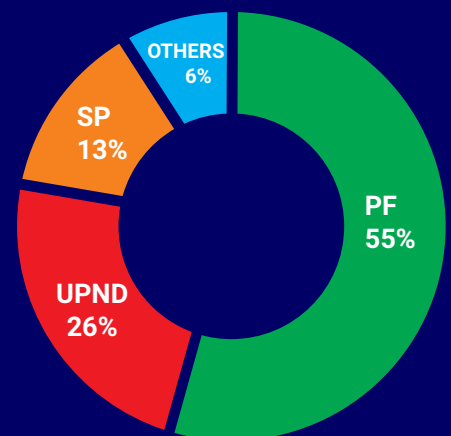
Figure 1: Shows the distribution of the minimum number of adverts by political party among the 30 stations sampled.

As part of the analysis, the 902 adverts were also assessed with respect to media type. Table 3 therefore presents the distribution of political adverts by type of media house categorizes as private, community or public.

Table 3: Distribution of adverts by Media House and Political Party

Province	Private	Community	Public	Total
PF	294	159	44	497
UPND	148	69	17	234
SOCIALIST	72	42	0	114
DP	9	6	0	15
MMD	0	12	0	12
NAREP	3	0	0	3
PAC	18	9	0	27
TOTAL	544	297	61	902

Figure 1: Distribution by Political Party adverts



The private media accounted for most of the adverts with at least 544 adverts out of the 902 minimum daily adverts, representing 60.3%. Community media houses were second with at least 297 adverts or 32.9% while public media broadcasted the least number of adverts, with a minimum of 61 adverts out of the 902 daily adverts, representing 6.8%. Only the PF and UPND were running adverts on public media during the time of the survey, with the PF having at least 44 adverts and the UPND having at least 17 adverts per day.

3.3 Results-Monthly Cost of Advertisement

Table 4 Presents the Monthly minimum advertisement expenditure by political party and type of media house. It was estimated that the 7 political party spend a minimum of K26.565 million on advertisement during the month of July. The PF accounted for at least K16.03 million or 60.3% of the cost and was followed by the UPND with a minimum expenditure of K5.97 million or 22.5%. The Socialist Party spend a minimum of K3.43 million while NAREP and PAC both spent a minimum of K405,000 on advertisement, during the month of July.

Table 4: Distribution of Monthly cost of advertisement by Media House and Political Party

Province	Private (Thousands of Kwacha)	Community (Thousands of Kwacha)	Public (Thousands of Kwacha)	Total (Thousands of Kwacha)
PF	11,961	1,431	2,640	16,032
UPND	4,536	621	813	5,970
SOCIALIST	3,051	378	0	3,429
DP	162	54	0	216
MMD	0	108	0	108
NAREP	405	0	0	405
PAC	324	81	0	405
TOTAL	20,439	2,673	3,453	26,565

FOR MORE INFORMATION

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