

Guyana Elections Commission
Media Monitoring Unit (MMU)
Monitoring Report: 1st July 2009 – 30th September 2009

Introduction:

This media Report is the third produced by the Media Monitoring Unit (MMU), of the Guyana Elections Commission (GECOM), for this year (2009), and it attempts to objectively highlight the Unit's observations, analyses, conclusions, and recommendations, in relation to local media performance, for the period 1st July 2009 – 30th September 2009.

In similar fashion to the preceding Reports for the year, the format of this current one remains basically the same, with separate categories for the Government, and the five (5) Parliamentary Political Parties. Also, the Unit's observations of the flows of information emanating from each TV Channel, Newspaper, and the Voice of Guyana (VOG) Channel of the country's lone radio station (NCN Radio), and their likely influence on the public's perception of the Government, and the Parliamentary Political Parties, are condensed and reflected in the figures displayed in the matrices and pie-charts constructed for each media entity. The sections (or reporting categories) from which the information was sourced are conveniently listed in the left-most cells of each matrix for easy reference. Further, the pie-charts displayed for each TV Channel, Newspaper, and VOG, are drawn to scale to show the break-down of the figures from each matrix category in their respective percentages.

As usual, the local media's coverage of the Government and the five (5) Parliamentary Political Parties, **outside of an election period**, measured by the MMU in minutes (TV and Radio), and column inches (Newspaper), comprises the bulk of information presented in this Report - information that is instructive to GECOM, since it assists the organization in gauging the types and quanta of media publicity the Parliamentary Political Parties are generating in-between elections, from the local broadcast and print media.

Information for this Report was sourced from:

Television

GEN Ch 2
CNS Ch 6
WRHM Ch 7
HBTV Ch 9
NCN Ch 11
VCT Ch 28
MTV Ch 65

Radio

Voice Of Guyana (VOG)

Newspaper

Stabroek News

Kaieteur News

Guyana Chronicle

Guyana Times

Additionally, the media's reportage on the activities of the following Parliamentary Political Parties have been examined and analyzed in detail in this Report:
PPP/C, PNCR-1G, AFC, GAP/ROAR and TUF.

The Unit gauges local media performance by the compliance or non-compliance with the spirit and intent of the **2006 Media Code of Conduct (MCC)**, and general adherence to the renowned best practices of professional journalism, taken from the **Society of Professional Journalists** Code of Ethics.

TELEVISION

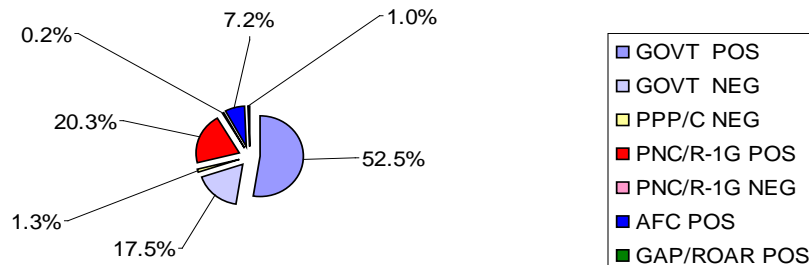
POSITIVE AND NEGATIVE COVERAGE FOR THE PERIOD JULY 1-SEPTEMBER 30, 2009

GEN CH 02

CATEGORY	GOVT (in minutes)		POLITICAL PARTIES (in minutes)									
			PPP/C		PNCR-1G		AFC		GAP/ROAR		TUF	
	POS	NEG	POS	NEG	POS	NEG	POS	NEG	POS	NEG	POS	NEG
NEWS WATCH	601.2	-200.1	0	-15.1	232.8	-2.7	81.9	-0.2	11.1	0	0	0
TALK SHOWS	0	0	0	0	0	0	0	0	0	0	0	0
GENERAL PROGRAMS	123	-1.4	1.4	0	0	-0.1	1.2	-1.2	0	0	0	0

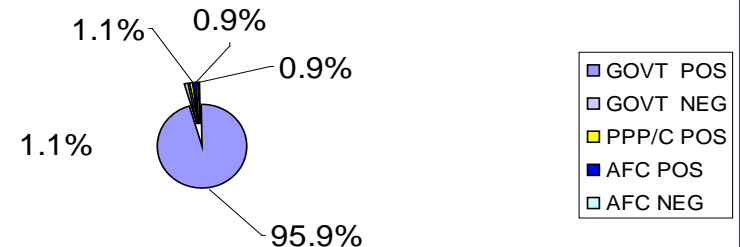
NEWS WATCH

COVERAGE IN PERCENTAGES(%) FOR THE PERIOD
JULY 1 -SEPTEMBER 30, 2009



GENERAL PROGRAMS

COVERAGE IN PERCENTAGES(%) FOR THE PERIOD
JULY 1 -SEPTEMBER 30, 2009



Observations/Analysis

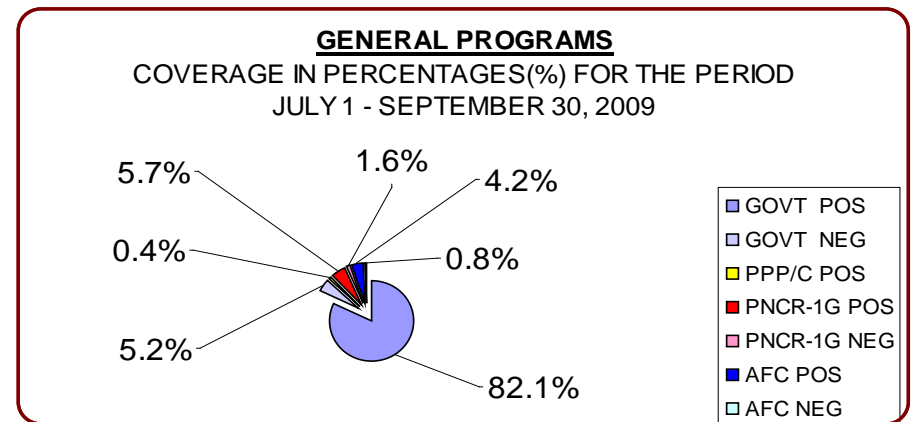
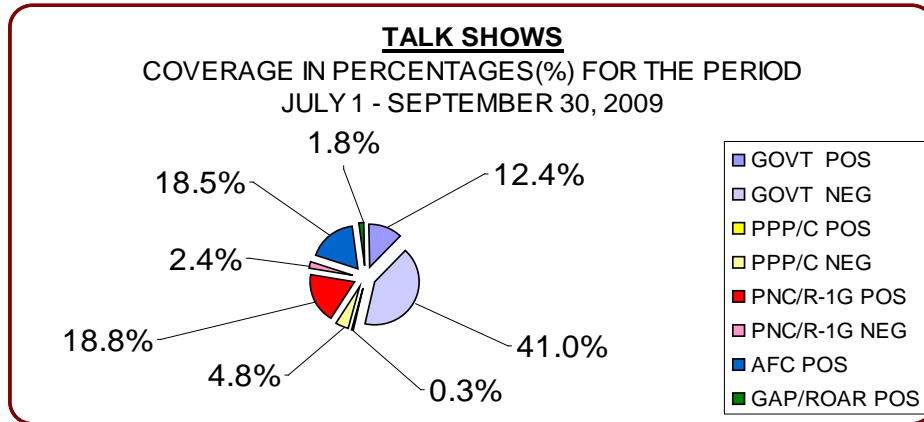
For the current reporting period, the newsteam of **News Watch** newscast covered the Government **thrice** more positive than negative. Also, the publicity given to the Parliamentary Political Parties showed that the PNCR-1G gained the highest amount of positive coverage, followed by the AFC and GAP/ROAR in that order. Contrastingly, the PPP/C garnered the largest share of negative publicity from the newscast for the period, followed by the PNCR-1G and AFC, respectively, with relatively minor amounts of negative coverage. Of note, however, is that the PPP/C was the only political party that attracted negative coverage only. Moreover, the figures generated from the newscast for the period in review, indicated that the newsworthy aspects of the social and

political activities of the more robust Parliamentary Opposition Parties (meaning PNCR-1G, AFC, and to a lesser extent GAP/ROAR) were given proportionate positive airtime by the newsteam. The detectable flaw however, was that the newsteam only portray for the most part, a negative image of the ruling PPP/C. This exposé confirmed that for the current reporting period, there was an injudicious failure on the part of the newsteam to get it right in terms of balanced political coverage.

From the Channel's **General Programs** output the Government was covered heftily with positive coverage, as against an infinitesimal amount of negative publicity. The figures delineated in the columns of the Parliamentary Political Parties were relatively minuscule, and as such, did not provide an informative-enough base for an objective analysis to be done.

CNS CH 06

CATEGORY	POLITICAL PARTIES (in minutes)											
	GOVT (in minutes)		PPP/C		PNCR-1G		AFC		GAP/ROAR		TUF	
	POS	NEG	POS	NEG	POS	NEG	POS	NEG	POS	NEG	POS	NEG
TALK SHOWS	61.3	-202.3	1.5	-23.8	92.8	-11.8	91.5	-0.5	8.8	0	0	-0.3
GENERAL PROGRAMS	571.4	-35.9	3	-0.7	39.8	-11	29.5	-5.7	0.4	-0.5	0	0



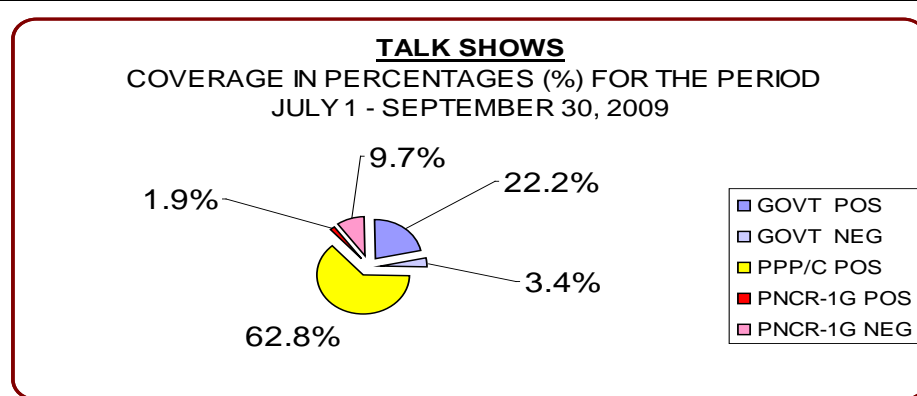
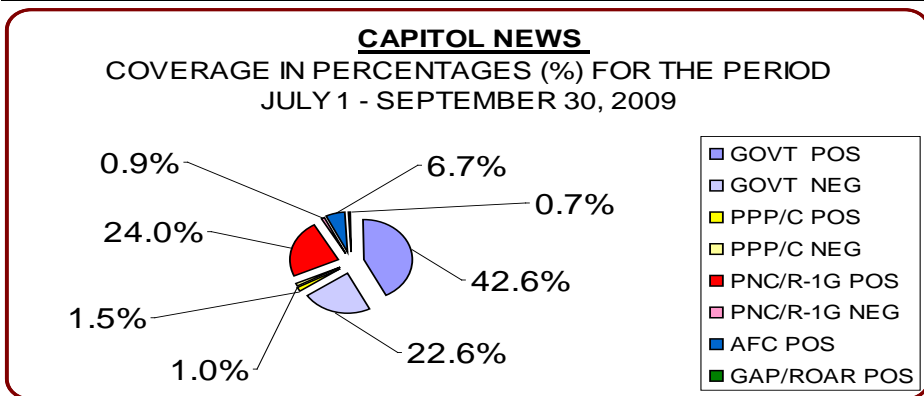
Observations/Analysis

For the period under review, the **Talk Shows** disseminated from CH 6, elicited figures which showed that the Government received comparably more negative than positive coverage, in a proportion of just over **3:1**. Amongst the Parliamentary Political Parties, the PNCR-1G was allocated the largest share of positive coverage, closely followed by the AFC, with GAP/ROAR and PPP/C bringing up the rear, in that order. On the negative side, only two (2) political parties received significant amounts of negative publicity, with the PPP/C being showered with the highest amount, followed by the PNCR-1G. Comparatively, the PNCR-1G's positive to negative coverage was around **8:1**, while the PPP/C recorded a **15:1** negative to positive coverage. The available figures taken from the Talk-Shows, indicated very clearly that both the Government and the ruling party (PPP/C) absorbed disproportionate amounts of negative publicity, as against the net positive publicity accumulated by the Parliamentary Opposition Parties – namely, PNCR-1G, AFC, and GAP/ROAR. This is not an uncommon occurrence, and only reinforces what has been oft-repeated in the Unit's Quarterly evaluations, that there is a glaring deficiency of balanced and equitable information coming out from this section of the Channel's programming.

In the Station's **General Programs** category, the Government amassed considerably more positive than negative coverage, to the tune of approximately **16:1**. And from the sum total coverage given to the Parliamentary Political Parties, the PNCR-1G led the way with the highest amount of positive coverage, followed sequentially by the AFC, PPP/C and GAP/ROAR. Similarly, in terms of negative coverage, the same sequence was repeated, that is, the PNCR-1G was the most negatively covered political party, followed by the AFC, PPP/C, and GAP/ROAR. The PNCR-1G's positive to negative ratio of coverage was more than **3:1**, the AFC's approximately **5:1**, the PPP/C's **4:1**, and GAP/ROAR's proportion of coverage was almost evenly positive to negative. Significantly, the Government and the major actors amongst the Parliamentary Political Parties – PPP/C, PNCR-1G and AFC – received net positive publicity in varying degrees, which suggests that a fairly equitable level of coverage was afforded the country's main political competitors, through this section of the Channel's programming, for the current reporting period.

WRHM CH 07

CATEGORY	POLITICAL PARTIES (in minutes)											
	GOVT (in minutes)		PPP/C		PNCR-1G		AFC		GAP/ROAR		TUF	
	POS	NEG	POS	NEG	POS	NEG	POS	NEG	POS	NEG	POS	NEG
CAPITOL NEWS	181.9	-96.5	6.6	-4.2	102.3	-3.9	28.6	-0.4	2.8	-0.4	0	0
TALK SHOWS	11.7	1.8	33.1	0	1	-5.1	0	0	0	0	0	0



Observations/Analysis

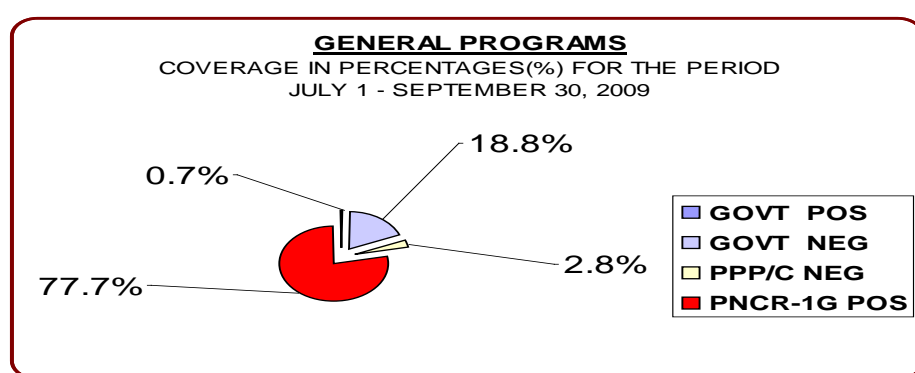
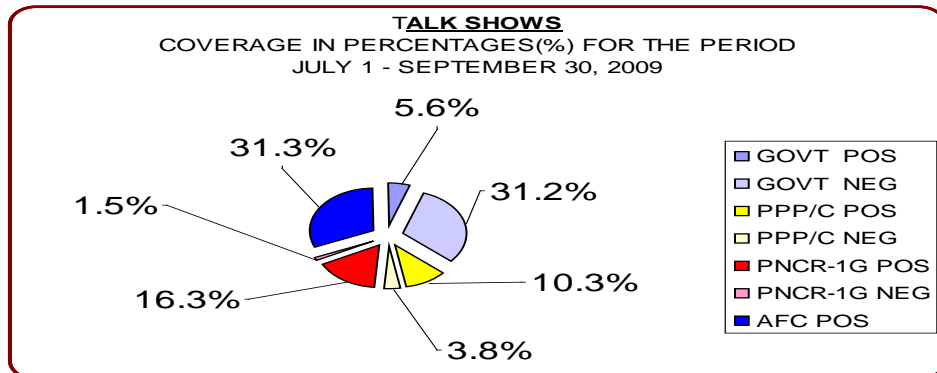
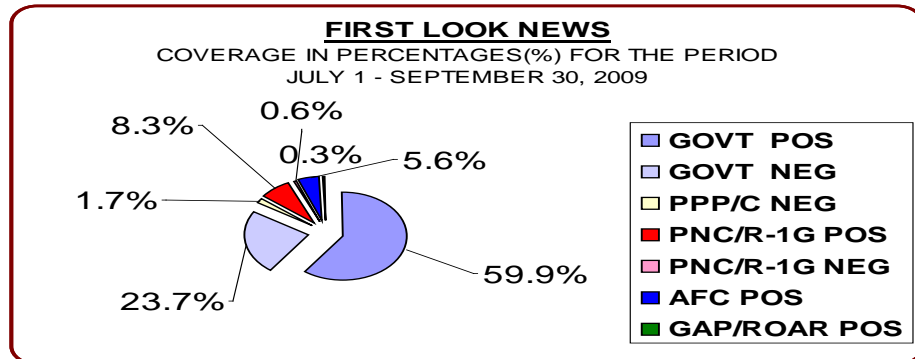
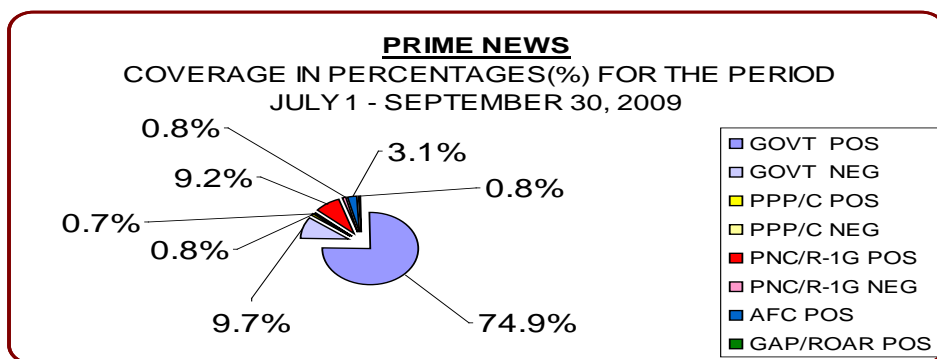
The current reporting period saw the newsteam of **Capitol News** covering the Government and the Parliamentary Political Parties in the following way: the Government acquired immensely more positive than negative coverage in a proportion of approximately **2:1**. And, from the coverage that was accorded the Parliamentary Political Parties, the PNCR-1G obtained the greatest amount of positive coverage, followed in diminishing order by the AFC, PPP/C, and GAP/ROAR. The PPP/C copped the most negative coverage, followed by the PNCR-1G, with AFC and GAP/ROAR tied for the least amount of negative publicity. Altogether, for this Quarter, the PNCR-1G, AFC, GAP/ROAR and PPP/C, obtained net positive publicity from the newscast, even though the PPP/C's allocation of coverage resulted in the least positive and most negative coverage recorded for any of the Political Parties. The figures from the newscast conveyed that the PNCR-1G's positive to negative coverage was a little over **26:1**; the AFC more than **71:1**; and GAP/ROAR exactly **7:1**. Evidentially, these figures implied that outside of news pertaining to the Government, the PNCR-1G and AFC were the only two (2) parties whose public and parliamentary activities attracted serious attention from the newsteam, for the current period under review.

From the **Talk Shows** segment of the Channel, merely two (2) programs were beamed over the duration of the current reporting period, and from the information that these two (2) programs – **Eye on the Issues**, and **Time Out** -disseminated to the viewing public, the following coverage was apportioned to

the Government and the Parliamentary Political Parties: the Government received vastly more positive than negative coverage in a ratio of more than **6:1**. The PPP/C and PNCR-1G were the only political parties that commanded measurable coverage, with the PPP/C securing only positive publicity, while the PNCR-1G's coverage was more negative than positive, in a proportion of exactly **5:1**. Coming out of the Unit's analysis, it was determined that to a large extent the Government and the PPP/C's good showing in this section was more as a result of the issues discussed on the programs, and not the consequence of biased or unbalanced information dissemination.

HBTV CH 09

CATEGORY	GOVT (in minutes)		POLITICAL PARTIES (in minutes)									
			PPP/C		PNCR-1G		AFC		GAP/ROAR		TUF	
	POS	NEG	POS	NEG	POS	NEG	POS	NEG	POS	NEG	POS	NEG
PRIME NEWS	523.9	-68.1	5.3	-5	64.1	-5.7	21.5	-0.7	5.6	0	0	0
FIRST LOOK NEWS	103.8	-83.9	0.2	-6.2	32.2	0	31	0	2.6	0	0	0
TALK SHOWS	11.9	-194.6	28.5	-49.1	204.5	-47	191.2	0	19.5	0	0	0
GENERAL PROGRAMS	79.9	-191.5	0.1	-20.9	578.7	-4.9	30.3	0	5.3	0	0	0



Observations/Analysis

The newsteam of **Prime News** newscast, for this reporting period, gave the Government substantially more positive than negative coverage, in quantities of more than **7:1**. Further, the coverage afforded the Parliamentary Political Parties, resulted in the PNCR-1G garnering the largest share of positive coverage, followed in order by the AFC, GAP/ROAR, and PPP/C. The PNCR-1G's collection of total positive coverage was approximately **twice** the combined shares

of AFC, GAP/ROAR, and PPP/C. In similar vein, the newsteam showered the PNCR-1G with the most generous amount of negative publicity, closely followed by the PPP/C, with the AFC in the cellar position. Notably, the PPP/C was given almost similar amounts of positive and negative coverage. However, the PNCR-1G's positive to negative proportion was around **11:1**, the AFC more than **30:1**, while GAP/ROAR accumulated positive coverage only. The spread of figures taken from the newscast for this reporting period painted a picture of fairly equitable news reporting that was neither overly favorable nor unfavorable to the Government, or the competing Parliamentary Political Parties, which is an unusual but positive accomplishment for the newsteam for the period.

The figures elicited from **First Look** newscast established that the newsteam covered the Government more positively than negatively, while the Parliamentary Political Parties were given coverage as follows: the PNCR-1G, AFC, and GAP/ROAR received positive publicity only, while the PPP/C was the only party covered more negative than positive. The PNCR-1G was allocated the most positive coverage, followed by the AFC, GAP/ROAR, and PPP/C in that order. On the negative side, the PPP/C, as stated before, brooked no competition, with the party's negative coverage being exactly **31** times the positive coverage it received. Comparatively, the coverage given to the Parliamentary Political Parties stood out due to two (2) features: the disproportionate amount of negative publicity that the ruling PPP/C attracted; and, the lack of any negative coverage surrounding the newsteam's reporting on the Opposition Parliamentary Political Parties - PNCR-1G, AFC, and GAP/ROAR. The impression created from the figures etched in the columns and rows of the newscast, is that the newsteam vivaciously attempted to balance positive Government news with equitable amounts of positive news coverage of the three (3) main Parliamentary Opposition Parties; an attempt that backfired on the ruling (PPP/C) – since they (PPP/C) fared the worst in terms of positive news coverage.

From the **Talk Shows** aired on the Channel over the past three months, the Government was inundated with a lop-sided amount of negative publicity which was more than **sixteen** times the corresponding positive coverage it was apportioned. Amongst the Parliamentary Political Parties, the figures showed that the PNCR-1G garnered the most positive coverage, followed by the AFC, PPP/C, and GAP/ROAR. Interestingly, only the PPP/C and PNCR-1G attracted negative coverage from the newscast, with the negative coverage accorded the PPP/C outstripping the positive publicity the party got. All in all, the PNCR-1G accumulated a ratio of positive to negative coverage that was more than **4:1**, while the AFC and GAP/ROAR registered varying amounts of coverage in their positive columns only. Incidentally, the Government and the PPP/C's images took a 'bruising' from the programs broadcasted from within this section of the Channel, and this was not surprising or uncommon, as there weren't any Government (GINA) produced Talk Shows serving as balancers to the wide range of PNCR-1G and AFC programs that dominated this section of the Station's output.

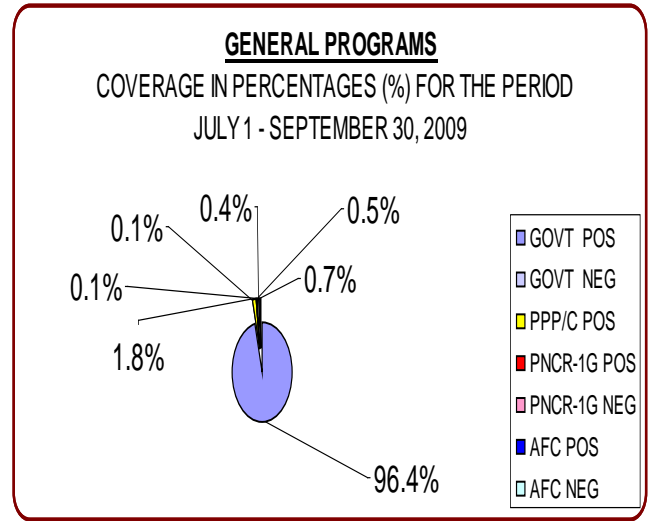
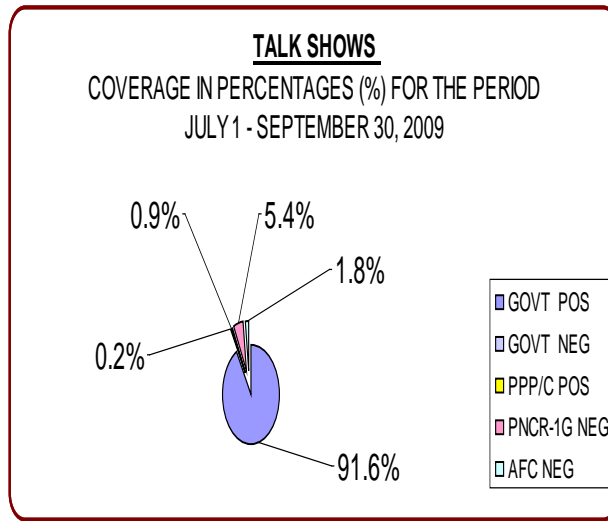
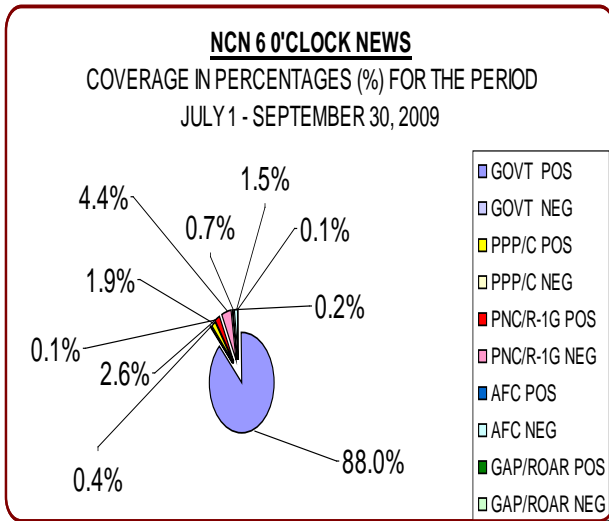
The Channel's **General Programs** yielded information to the effect that the Government suffered from a surplus of negative publicity, amassing an uneven spread of negative coverage that was just over **twice** the positive coverage it received. The PNCR-1G outdistanced all of the Political Parties for positive coverage, in the process, relegating the AFC, GAP/ROAR and PPP/C to second, third, and fourth positions, respectively. Also, the PPP/C and PNCR-1G were the only two (2) parties covered negatively. In general, the PNCR-1G received almost **6** times more positive coverage than the AFC, GAP/ROAR and PPP/C, combined; while the PPP/C was the only party that acquired substantial net negative coverage, with its negative coverage being more than **4** times the same coverage given to the PNCR-1G – the other party likewise covered. In similar fashion to the Talk Shows, this section of the Station's programming was also crowded by PNCR-1G and AFC produced programs; hence, the outcomes were predictable for the Government and PPP/C vis-à-vis the Opposition Parliamentary Political Parties - PNCR-1G and AFC.

N.B

Included is the Appendices (attached) is an Advisory sent by the Unit to the Host of “**Walter Rodney Groundings**” for unprofessional and irresponsible media conduct.

NCN CH 11

CATEGORY	POLITICAL PARTIES (in minutes)											
	GOVT (in minutes)		PPP/C		PNCR-1G		AFC		GAP/ROAR		TUF	
	POS	NEG	POS	NEG	POS	NEG	POS	NEG	POS	NEG	POS	NEG
NCN 6 O'CLOCK NEWS	1318.6	-6.1	28	-2	39	-66.6	10.6	-22.8	1	-3.1	0	0
TALK SHOWS	940.6	-1.8	9.7	0	0	-55.8	0	-18.4	0	0	0	0
GENERAL PROGRAMS	4580.1	-3	84.1	0	5.2	-25.9	17.4	-33.7	0	-1	0	0



Observations/Analysis

For the current reporting period, the newsteam of **6 O'clock News** showered the government with extensively more positive than negative coverage. Correspondingly, the coverage supplied to the Parliamentary Political Parties by the same newsteam resulted in the PNC/R-1G topping the positive list with the most coverage, closely followed by the PPP/C, AFC, and GAP/ROAR. In equal measure, the PNC/R-1G attracted the largest share of negative publicity, followed in order by the AFC, GAP/ROAR, and PPP/C. The PPP/C was the only political party that received net positive publicity, while the PNC/R-1G, AFC, and GAP/ROAR, respectively, endured net negative coverage. The PPP/C's positive to negative ratio of coverage was exactly **14:1**; while, on the negative side, the PNC/R-1G's negative to positive coverage was just under **2:1**, the AFC approximately **2:1**, and GAP/ROAR **3:1**.

From the Channel's **Talk Shows**, the Government accrued overwhelmingly more positive than negative publicity, while the lay of coverage amongst the Parliamentary Political Parties revealed that only three parties- PPP/C, PNC/R-1G, and AFC - accumulated measurable coverage, with the PPP/C securing

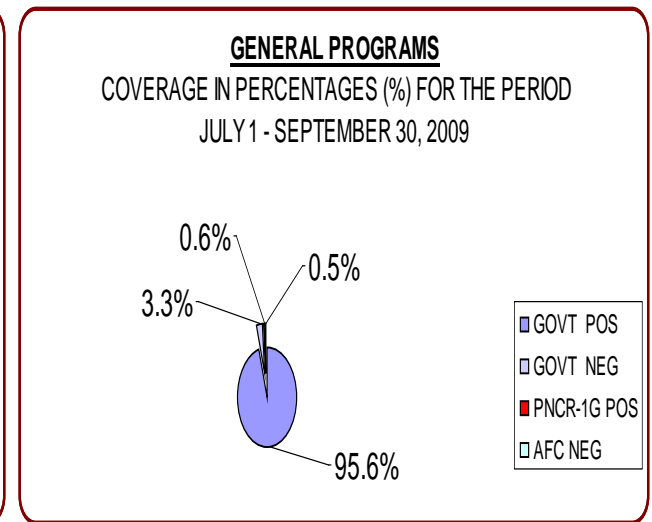
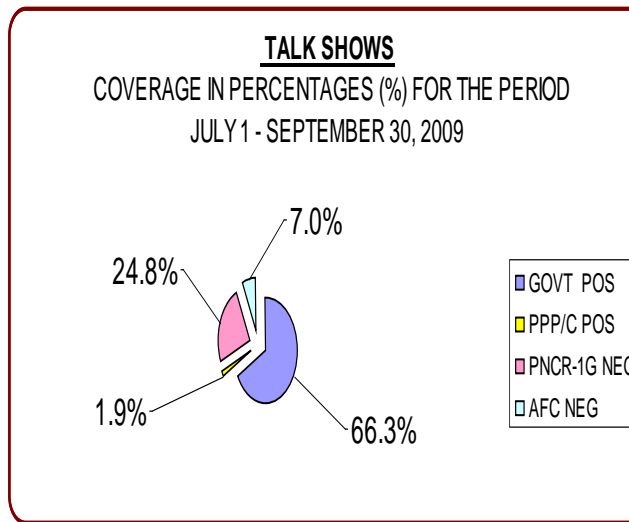
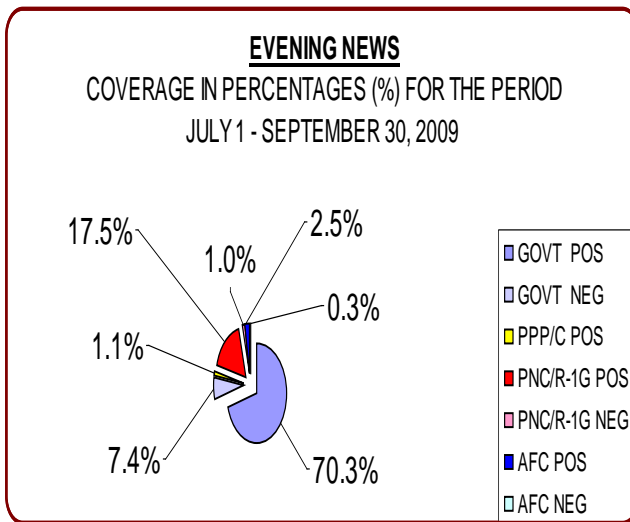
positive coverage only, while PNC/R-1G and AFC tallied negative publicity, only. The PNC/R-1G's negative coverage was exactly **3** times the same coverage picked up by the AFC.

The Station's **General Programs** generated figures for the Government and the Parliamentary Political Parties which showed the following: the Government received a glut of positive publicity relative to the insignificant amount of negative coverage it attracted. Amongst the political parties, the ruling PPP/C took the largest share of positive coverage, and was distantly followed by the AFC and PNC/R-1G, in that order. Contrastingly, only two (2) parties - PNC/R-1G and AFC – were negatively covered for this reporting period, and the AFC soaked up the most coverage in this category. Significantly, the PPP/C was the only party that attracted net positive publicity from the programs aired in this section for this Quarter.

The figures enclosed in the Channel's columns and rows for this reporting period are irrefutable evidence of a trend that emerged over this Quarter, whereby the main Opposition Parliamentary Political Parties - PNC/R-1G, AFC, and GAP/ROAR – endured net negative publicity of varying degrees in all three (3) sections of the Channel's programming; a phenomenon which is not coincidental, or by chance, but a clear manifestation of an ostensible crowding-out of the Opposition's political and social views from the program content of the Channel.

VCT CH 28

CATEGORY	GOVT (in minutes)		POLITICAL PARTIES (in minutes)									
			PPP/C		PNCR-1G		AFC		GAP/ROAR		TUF	
	POS	NEG	POS	NEG	POS	NEG	POS	NEG	POS	NEG	POS	NEG
EVENING NEWS	314.2	-32.9	5	-0.6	78.4	-4.3	11	-1.2	0.6	-0.2	0	0
TALK SHOWS	94.1	-0.2	2.7	0	0	-35.2	0	-10	0	0	0	0
GENERAL PROGRAMS	234.7	-8	0	0	1.4	-0.9	0	-1.3	0	-0.5	0	0



Observations/Analysis

For the period under review, the newsteam of **Evening News** newscast apportioned coverage to the Government and the Parliamentary Political Parties as follows: the Government accrued substantially more positive than negative coverage in a proportion of over **9:1**. The PNC/R-1G gained the largest quantum of positive coverage, amongst the political parties, separated by a wide gulf from the AFC, PPP/C, and GAP/ROAR, in that order. The PNC/R-1G's positive coverage surpassed the combined positive publicity given to the AFC, PPP/C and GAP/ROAR, by more than **4:1**. The PNC/R-1G also attracted the highest amount of negative coverage from the newscast, and was trailed sequentially by the AFC, PPP/C, and GAP/ROAR. Interestingly, the newsteam's reportage of social, political and governance issues, over the past Quarter resulted in net positive publicity for the Government and the main Parliamentary Political Parties; and even though the PNC/R-1G was excessively covered more positively than the other political parties, the figures collated from the newscast hinted at a robust attempt by the newsteam to present the viewing public with an unbiased, equitable, and fair presentation of issues and events that were

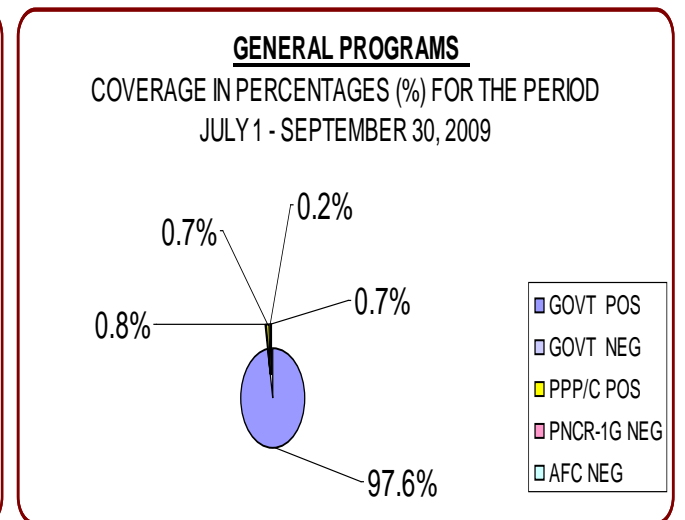
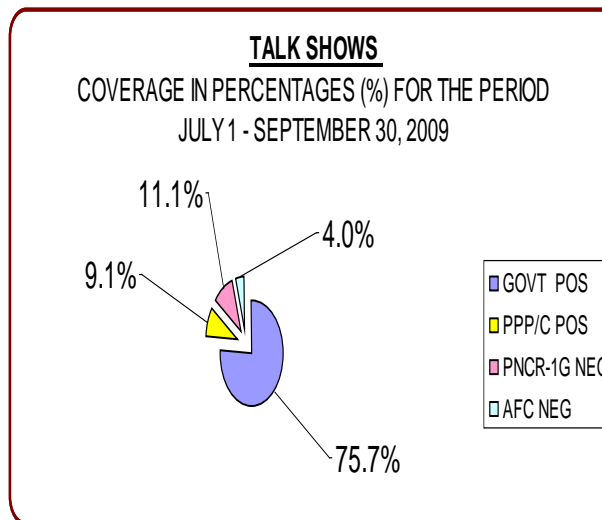
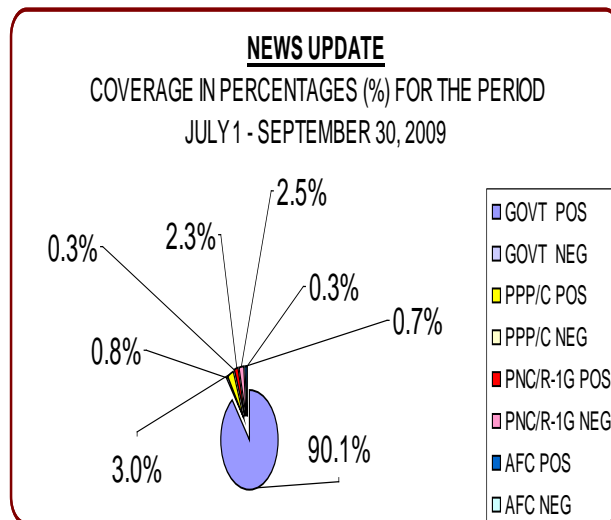
newsworthy. Indeed, the newsteam's performance over the course of this reporting period set a qualitative benchmark for emulation by other news outfits within the broadcast (TV) media.

The Channel's **Talk Shows** churned out figures which revealed that the Government collected vastly more positive than negative coverage, whereas, amongst the political parties only the PPP/C, PNC/R-1G and AFC were afforded coverage, from which the PPP/C received net positive publicity only, while the PNC/R-1G and AFC bore the burden of net negative publicity. The PNC/R-1G's negative to positive ratio of coverage was more than **3** times the AFC's proportion of similar coverage. The figures displayed within this section were separated out from the GINA produced program **Guarding Against Political Adventurism**, and a few lesser aired Government programs. As such, the PNC/R-1G's high negative, and the AFC's relatively moderate negative rating on one hand, and the Government and the PPP/C's net positive publicity on the other hand, are self-explanatory.

In the **General Programs** category, the Government secured considerably more positive than negative coverage, with its positive coverage outweighing the negative publicity it received by over **29:1**. The figures for the Parliamentary Political Parties were relatively minuscule, and did not evince any particular trend worthy of serious analysis.

MTV CH 65

CATEGORY	GOVT (in minutes)		POLITICAL PARTIES (in minutes)									
	POS	NEG	PPP/C		PNCR-1G		AFC		GAP/ROAR		TUF	
			POS	NEG	POS	NEG	POS	NEG	POS	NEG	POS	NEG
NEWS UPDATE	1481.3	-12.6	49.8	-5.1	37.5	-41.3	11.1	-5	0	0	0	0
TALK SHOWS	202	0	24.4	0	0	-29.6	0	-10.8	0	0	0	0
GENERAL PROGRAMS	990.7	8.4	6.8	0	0.2	-2	1	-7.3	0	-0.2	0	0



Observations/Analysis

For the period under review, the newsteam of **News Update** covered the Government and the Parliamentary Political Parties in the following way: the Government was allocated extensively more positive than negative publicity in a lop-sided proportion of more than **117:1**. Amongst the political parties, the PPP/C garnered the most positive coverage, trailed by the PNC/R-1G and AFC, in that order. Dissimilarly, on the flipside, the PNC/R-1G was lavished with the largest dose of negative publicity, while the PPP/C and AFC almost tied for the last position. The figures extracted from the newscast also revealed that the PNC/R-1G was the only political entity that attracted slightly more negative than positive coverage from the newsteam for the current reporting period, whilst both GAP/ROAR and TUF failed to record any measurable coverage. The PNC/R-1G's high negative rating was a direct consequence of the surfeit of Government information that saturated the newscast's output; but, this aside, in terms of content there was a creditable attempt by the newsteam to present an informative and professional newscast.

The Channel's **Talk Shows** elicited figures which showed that the Government was deluged with positive coverage only, while the PPP/C, PNC/R-1G and AFC were the only political parties that accumulated measurable coverage, albeit in a strikingly variable manner: the PPP/C accrued positive coverage only, while the PNC/R-1G and AFC acquired strictly negative publicity from the programs aired in this section.

From the Channel's **General Programs**, the Government's take of positive publicity was more than **118** times the negative coverage it attracted. Also, the PPP/C accumulated only positive coverage, as against the PNC/R-1G, AFC, and GAP/ROAR that respectively received more negative than positive coverage.

There was a pointed similarity in the coverage coming out of the Station's Talk Shows and General Programs categories relative to the Government and PPP/C on one hand and the Opposition Parliamentary Political Parties, on the other. Most of the programs broadcast from the two (2) sections were GINA produced, and heavily biased towards the former. As such, balance and variety were sorely lacking in the separate and combined outputs of the two (2) sections.

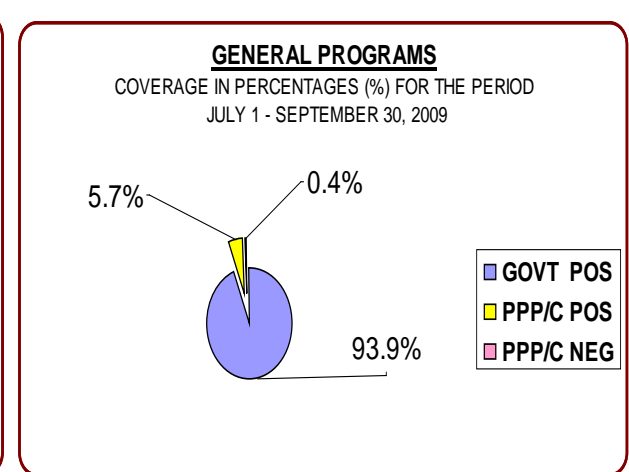
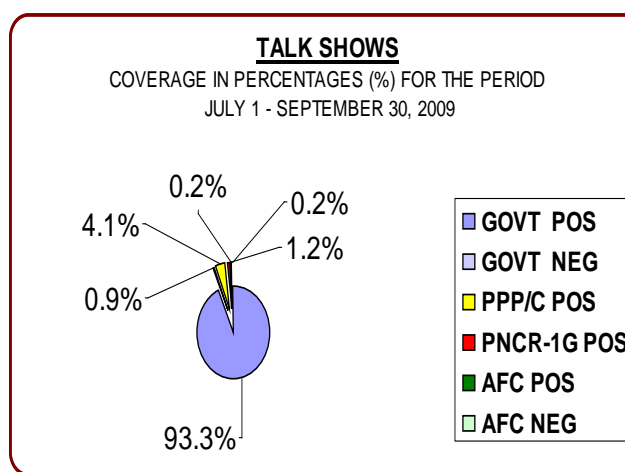
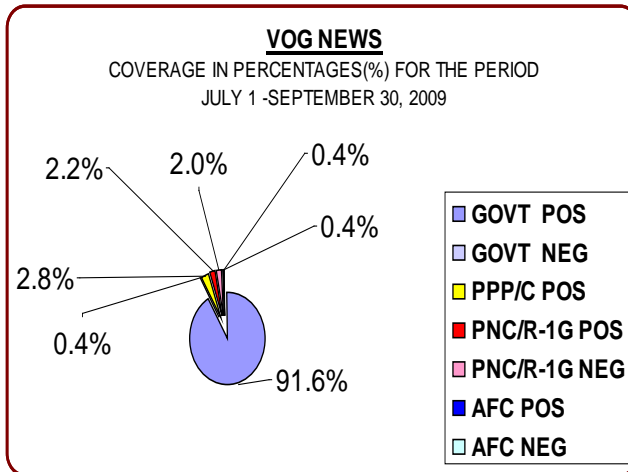
RADIO

POSITIVE AND NEGATIVE COVERAGE

FOR THE PERIOD JULY 1-SEPTEMBER 30, 2009

VOG

CATEGORY	GOVT (in column inches)		POLITICAL PARTIES (in column inches)									
			PPP/C		PNCR-1G		AFC		GAP/ROAR		TUF	
	POS	NEG	POS	NEG	POS	NEG	POS	NEG	POS	NEG	POS	NEG
VOG NEWS	504.7	-5	14.2	-1.9	6.3	-16.7	1.9	-10.4	0.5	-0.3	0	0
TALK SHOWS	676.7	-1.4	7.2	0	15	-16.1	3.2	-5.3	0.5	-0.3	0	0
GENERAL PROGRAMS	339.5	0	3.5	0	0.4	-12.4	0.7	-11.3	0	-0.2	0	0



Observations/Analysis

For the current reporting period **VOG News** produced figures which showed that the Government was covered by the newsteam excessively more positive than negative, reflected in a ratio of over **100:1**. The coverage allocated to the Parliamentary Political Parties resulted in the PPP/C gaining the largest amount of positive coverage, followed by the PNCR-1G, AFC, and GAP/ROAR in that order. Reversely, the PNCR-1G gained the most negative coverage, closely

followed by the AFC, then the PPP/C and GAP/ROAR. Notably, both the PNCR-1G and AFC received significantly more negative than positive publicity from the newscast, while GAP/ROAR's minor coverage was evenly divided-up between positive and negative. In addition, the PNCR-1G received over **twice** more negative than positive coverage, while the AFC's ratio of coverage was **5** times more negative than positive. Conversely, the PPP/C was given over **7** times more positive than negative coverage.

The Station's **Talk Shows** generated figures which showed that the Government received exceedingly more positive than negative coverage, whilst amongst the political parties, the PNCR-1G scooped the biggest allotment of positive publicity, followed in order by the PPP/C, AFC and GAP/ROAR. The PNCR-1G also took the largest slice of negative publicity, and was distantly trailed by the AFC and GAP/ROAR. The revelation that came out from the produced figures, was that the PPP/C was the only party that accumulated net positive publicity; GAP/ROAR was covered with almost equal amounts of positive and negative publicity; and the PNCR-1G and AFC attracted net negative publicity. Further, the PNCR-1G's ratio of negative to positive coverage was almost **3** times the same proportion of coverage given to the AFC.

In the **General Programs** section, the Government received substantial positive coverage only. Relatedly, the PPP/C headed the list for positive coverage amongst the Parliamentary Political Parties, trailed by the AFC and PNCR-1G. The PPP/C's positive coverage was around **3** times the combined positive coverage collected by the PNCR-1G and AFC. However, in reverse, the PNCR-1G had the highest score in the parties' negative columns, closely followed by the AFC, with GAP/ROAR in the cellar position.

The trend that emerged over the past three months from the Channel's three sections of programming – News, Talk Shows and General Programs – clearly indicated that the Opposition Parliamentary Parties – namely PNCR-1G, AFC, and GAP/ROAR – were mostly depicted in a negative light, while the Government and PPP/C were inversely profiled in a hugely positive way throughout the entire reporting period. The skewed figures produced from the output of VOG explicated that for the current reporting period, there was a strong pro-Government/PPP-C bias in the information disseminated to listeners of the Station's programmes.

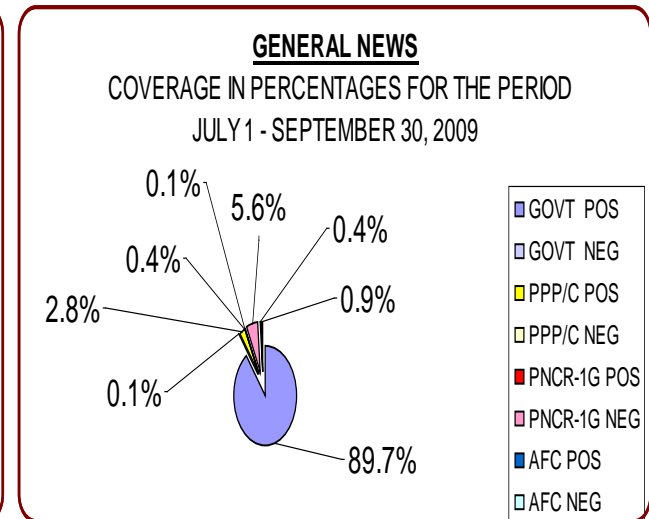
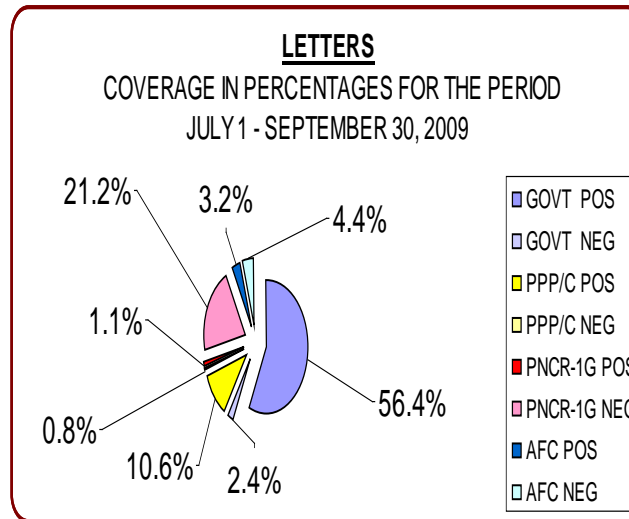
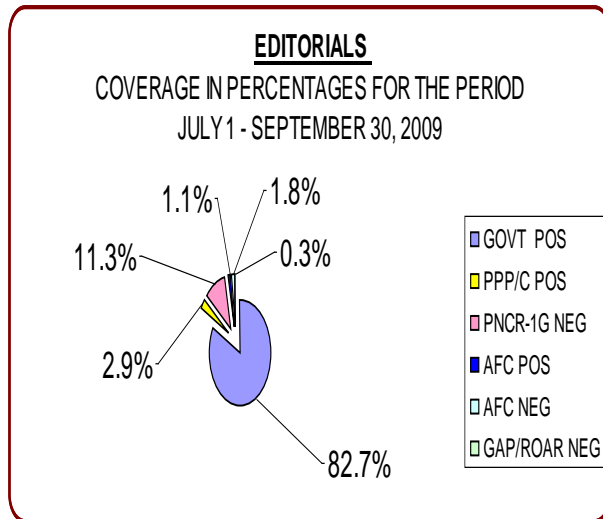
NEWSPAPERS

POSITIVE AND NEGATIVE COVERAGE

FOR THE PERIOD JULY 1- SEPTEMBER 30, 2009

CHRONICLE

CATEGORY	GOVT (in column inches)		POLITICAL PARTIES (in column inches)									
	POS	NEG	PPP/C		PNCR-1G		AFC		GAP/ROAR		TUF	
			POS	NEG	POS	NEG	POS	NEG	POS	NEG	POS	NEG
EDITORIALS	314.5	0	11	0	0	-42.8	4	-6.8	0	-1	0	0
LETTERS	459.5	-19.3	86.4	-6.5	8.8	-172.6	25.8	-36.2	0	0	0	0
GENERAL NEWS	9262.2	-11.4	291.5	-11.6	43.9	-575.2	39.5	-90.9	0	0	0	0



Observations/Analysis

For the current reporting period, the Guyana Chronicle (GC) **Editorials** conveyed information to readers of the Column that was wholly positive to, and noticeably bereft of any negative comments directed at the Government. The coverage given to the Parliamentary Political Parties by the editorial team resulted

in the PPP/C and AFC securing positive coverage, with the PPP/C gaining the most; and the PNCR-1G, AFC and GAP/ROAR accumulating negative coverage, from highest to lowest, in that order. The PNCR-1G's negative coverage was over **5** times the same coverage given to the AFC and GAP/ROAR, combined. Neither the Government nor the ruling PPP/C obtained negative coverage, while the Opposition Political Parties - PNCR-1G, AFC and GAP/ROAR – all accrued net negative publicity.

The **Letters to the Editor** section of the newspaper elicited figures which informed that Government got extensively more positive than negative commentary from the published contributions that made it into the Column for the current reporting period. In fact, the positive coverage given to the Government by the newspaper's letters writers was approximately **24** times the negative comments that were penned. And amongst the Parliamentary Political Parties, the PPP/C was the recipient of the highest amount of positive remarks, followed by the AFC, with PNCR-1G in last position. The PPP/C actually collected more than **double** the combined positive coverage that the PNCR-1G and AFC attracted. In the negative columns, the PNCR-1G led the way with the largest quota of coverage, followed by the AFC, then PPP/C. In fact, the PNCR-1G's negative coverage was exactly **4** times the same coverage given jointly to the PPP/C and AFC. Notably, outside of the Government, the PPP/C was the only political party that attracted net positive coverage from the letters published during the course of this reporting period.

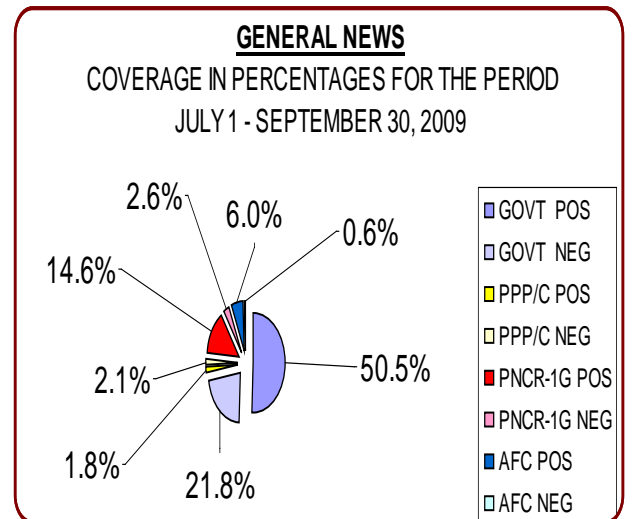
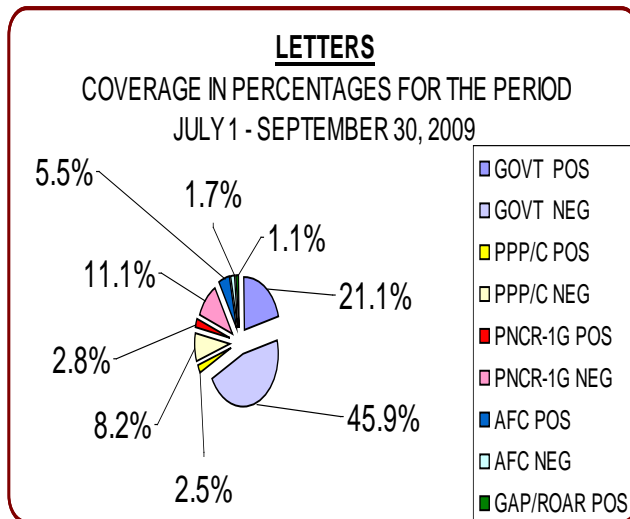
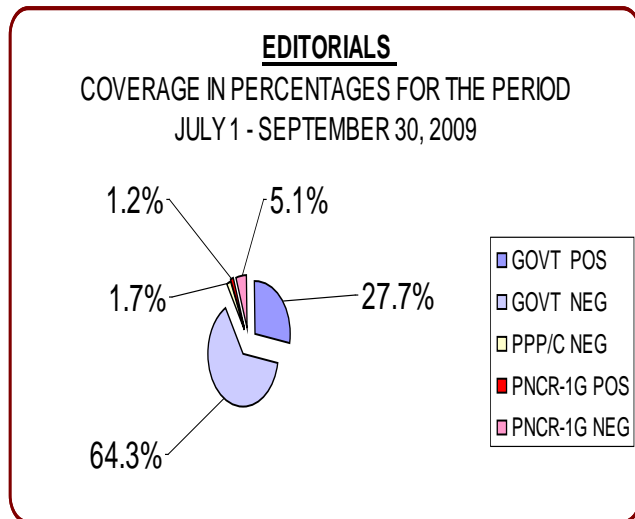
From the contents of the **General News** section, the Government secured overwhelmingly more positive than negative coverage, in a lop-sided equation of over **800:1**. The PPP/C anchored the top position for positive coverage amongst the Parliamentary Political Parties, followed by the PNCR-1G and AFC. The PPP/C's positive coverage was over **3** times the same coverage given to the PNCR-1G and AFC, combined. Interestingly, the PNCR-1G was positioned at the top of the negative list, trailed by the AFC and PPP/C. Altogether, the PNCR-1G accumulated more than **5** times the combined negative publicity accredited to the AFC and PPP/C. Comparatively, the PPP/C was the only party that gained net positive publicity amongst the Parliamentary Political Parties, while the PNCR-1G and AFC attained net negative coverage. The dominance of GINA-disseminated news stories, and the saturation of pro-Government/PPP-C opinionated Columns that made up the output of this section of the newspaper for the current reporting period, contributed in a very direct way to the superfluous amounts of 'bad' publicity that the Parliamentary Opposition Parties - PNCR-1G and AFC – were assailed with; and also represented a clear case of imbalanced news and information dissemination to the general public.

N.B

The Unit dispatched an Advisory to the Editor of the GC for comments penned by one of its Columnists that were unsubstantiated, inaccurate, and politically insensitive. A copy of the letter sent is attached in the Appendices.

KAIETEUR NEWS

CATEGORY	GOVT (in column inches)		POLITICAL PARTIES (in column inches)									
	POS	NEG	PPP/C		PNCR-1G		AFC		GAP/ROAR		TUF	
			POS	NEG	POS	NEG	POS	NEG	POS	NEG	POS	NEG
EDITORIALS	45.3	-105	0	-2.8	2	-8.3	0	0	0	0	0	0
LETTERS	348.1	-756	41.3	-135.2	46.4	-183	90.4	-27.9	18.5	0	0	0
GENERAL NEWS	4497.5	-1943.7	160.5	-189.2	1298.9	-230.7	536.8	-55.7	1.9	0	0	0



Observations/Analysis

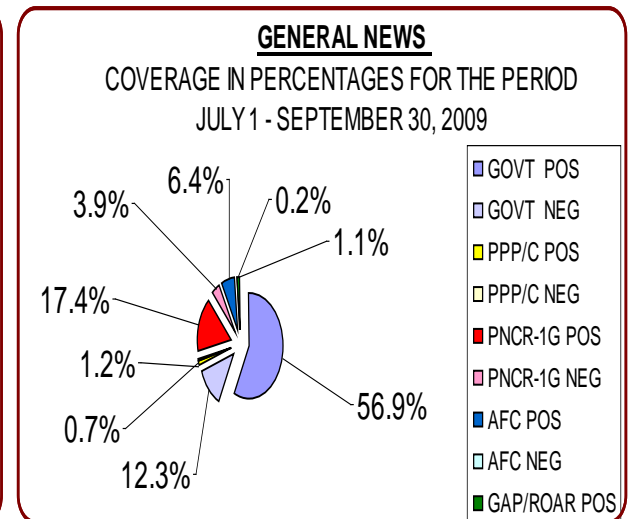
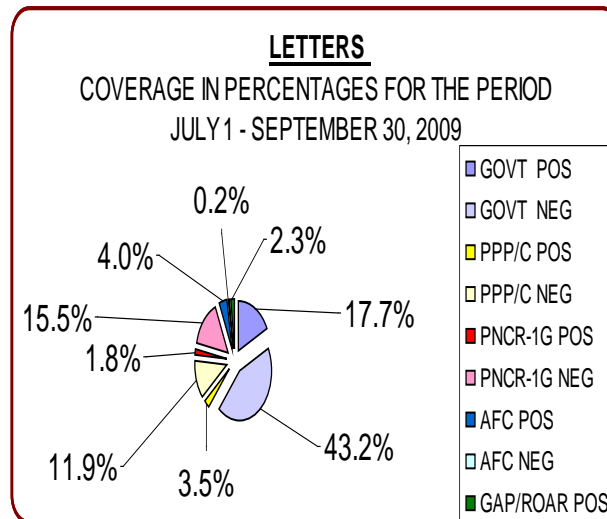
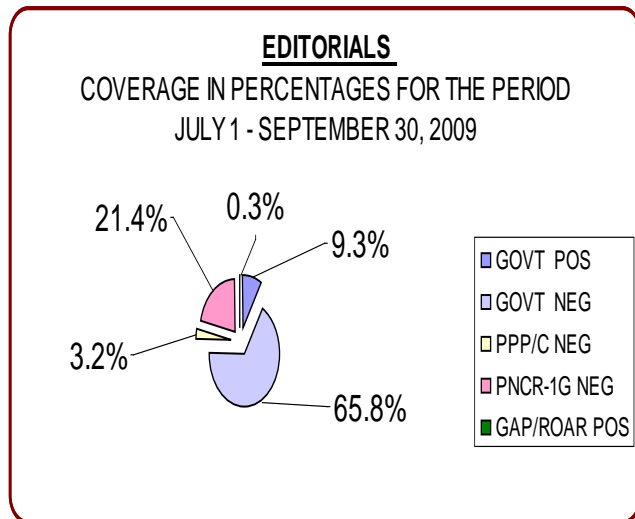
For the current reporting period, the **Editorials** of Kaieteur News (KN) communicated information to the general public from which opinions negative to the Government was **double** that which was positive of them. Comments/Opinions relative to the Parliamentary Political Parties were limited to just two parties - PPP/C and PNCR-1G – and both entities received net negative publicity, in the process. Based on the analysis of its findings, the Unit concluded that the newspaper’s editorial content over the past three months, was a healthy mix of objective and constructive opinion writing, that provided fair comments on topical social and political issues, which unfortunately for the Government, the PPP/C, and PNCR-1G, spotlighted them mostly negative.

The **Letters** Column of the newspaper churned out figures which showed that from the letters published during the period in review, the Government amassed approximately **twice** more negative than positive comments from contributors. Further, the comments directed at the Parliamentary Political Parties resulted in the AFC receiving the highest amount of positive publicity, followed by the PNCR-1G, PPP/C and GAP/ROAR, in that order. The PNCR-1G attracted the largest share of negative publicity, followed sequentially by the PPP/C and AFC. Also, both the PPP/C and PNCR-1G drew considerably more negative than positive attention, with the PPP/C netting a negative to positive ratio of approximately **3:1**, and the PNCR-1G around **4:1**. The AFC commanded a positive to negative equation of just over **3:1**, while GAP/ROAR secured a moderate amount of positive coverage, only.

In the **General News** section of the newspaper, the Government was afforded twice more positive than negative publicity. And from amongst the Parliamentary Political Parties, the PNCR-1G was accredited with the most positive coverage, followed by the AFC, PPP/C and GAP/ROAR. The PNCR-1G's positive coverage was approximately **double** the combined total positive coverage of the AFC, PPP/C and GAP/ROAR. Notably, the PPP/C was the only political party that suffered net negative coverage, attributable to a large extent, to the unchallenged criticisms of the party articulated through the AFC's weekly Column, and Frederick Kissoon's dailies.

STABROEK NEWS

CATEGORY	GOVT (in column inches)		POLITICAL PARTIES (in column inches)									
	POS	NEG	PPP/C		PNCR-1G		AFC		GAP/ROAR		TUF	
			POS	NEG	POS	NEG	POS	NEG	POS	NEG	POS	NEG
EDITORIALS	31.5	-223.4	0	-10.8	0	-72.8	0	0	1	0	0	0
LETTERS	210.2	-514	41.2	-141.7	21.1	-184	47.9	-2.6	27.8	0	0	0
GENERAL NEWS	4042.1	-875.4	87.8	-47.1	1233.1	-278.7	455.7	-11.1	76.2	0	0	0



Observations/Analysis

For the current reporting period, the Stabroek News (SN) **Editorials** portrayed the Government excessively more negative than positive, in a proportion of exactly **7:1**. The publicity distilled on the Parliamentary Political Parties, was limited to the PNCR-1G and PPP/C, with both entities attracting variable amounts of negative coverage, only. However, the PNCR-1G was the major victim of the Editorials, being portrayed nearly **7** times more negative than the PPP/C.

The **Letters to the Editor** section produced figures which divulged that the Government received **twice** more unfavorable than favorable comments from writers to the Column. Also, the AFC received the most positive mentions for the current reporting period, followed by the PPP/C, GAP/ROAR, and lastly,

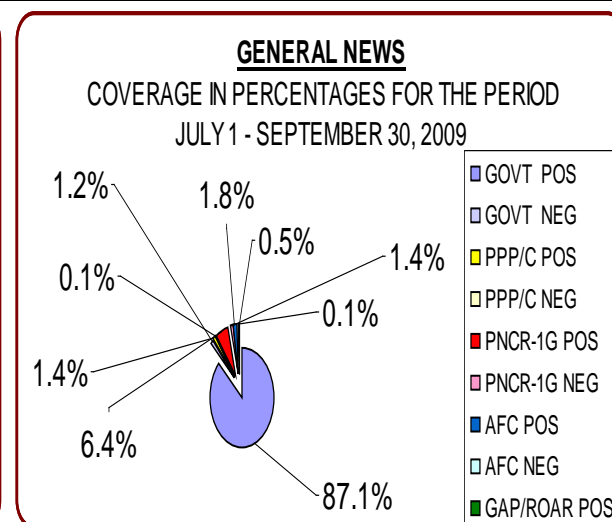
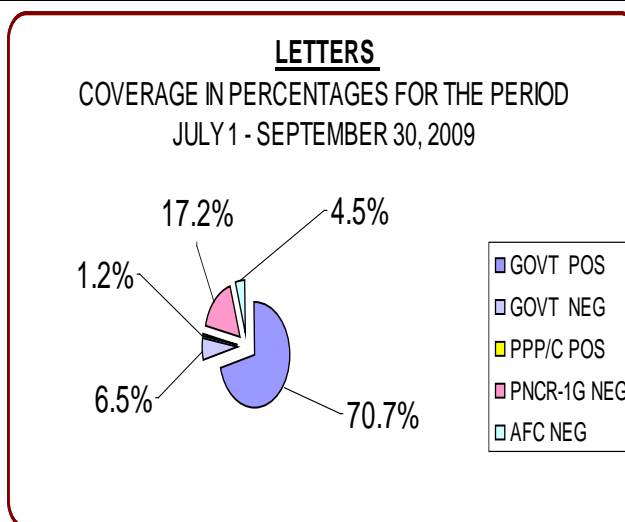
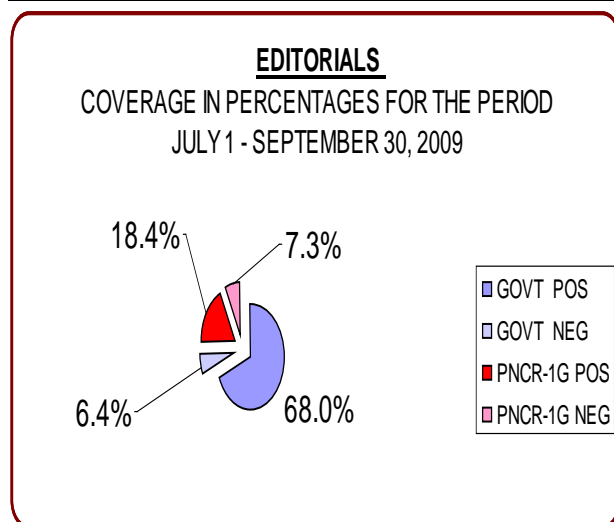
the PNCR-1G. Contrastingly, the PNCR-1G drew the highest amount of negative comments, followed by the PPP/C, then the AFC. The PNCR-1G and PPP/C were subjected to net negative publicity, with the PNCR-1G 's negative to positive coverage topping over **8:1**, and the PPP/C over **3:1**; also, the AFC and GAP/ROAR commanded net positive coverage, with the AFC's positive to negative ratio surpassing **18:1**.

From the **General News** section, the Government secured extensively more positive than negative coverage, in a proportion of more than **4:1**. the PNCR-1G copped the largest amount of positive coverage amongst the Parliamentary Political Parties, and was followed chronologically by the AFC, PPP/C, and GAP/ROAR. Further, the party's (PNCR-1G) positive coverage **doubled** the combined positive coverage of the AFC, PPP/C, and GAP/ROAR. Moreover, the PNCR-1G was also the recipient of the major allotment of negative publicity, trailed by the PPP/C and AFC. The negative coverage that the PNCR-1G accumulated was more than **4** times the combined negative publicity that the PPP/C, AFC, and GAP/ROAR were exposed to.

The public activities of the Government, and the public and parliamentary pursuits of two (2) of the political parties – PPP/C and PNCR-1G – came under exacting public scrutiny from the SN editorial writers and contributors to the Letters Column, over the course of this reporting period, resulting in an uncanny parity in the opinions of the two sets of essayists; a similarity that could have been a chance occurrence, or the outcome of selective publications of missives in the Letters section that were sympathetic to the newspaper's editorial line. In contrast, the information conveyed to readers from the General News category, was from all indications, relatively balanced, equitable, and fair, evidenced by the levels of positive publicity the Government and the four (4) active Parliamentary Political Parties acquired.

GUYANA TIMES

CATEGORY	GOVT (in column inches)		POLITICAL PARTIES (in column inches)									
	POS	NEG	PPP/C		PNCR-1G		AFC		GAP/ROAR		TUF	
			POS	NEG	POS	NEG	POS	NEG	POS	NEG	POS	NEG
EDITORIALS	124.1	-11.6	0	-0.3	33.5	-13.3	0.5	-0.3	0.5	-0.3	0	0
LETTERS	202.1	-18.5	3.3	-0.8	0	-49.3	0	-12.8	0	0	0	0
GENERAL NEWS	5673.5	-77.5	94.2	-3.5	415.6	-89.4	115.2	-34.8	8.8	0	0	0



Observations/Analysis

For the current period in review, the contents of the Guyana Times (GT) **Editorials** were objectively analyzed and found to have portrayed the Government copiously more positive than negative, with the positive publicity given surpassing the negative coverage recorded by a ratio of over **10:1**. The PNCR-1G was the only political party that was given relatively expansive coverage by the newspaper's editorial writers, and from the comments penned, the party was adjudged to be the recipient of over **twice** more positive than negative publicity. The figures taken from the Editorials underlined the fact that most of the social and political commentary relating to local issues revolved primarily around the Government and the PNCR-1G, resulting in the other Parliamentary Political Parties being relegated to the periphery. Outside of this glaring omission however, the coverage doled out to the Government and the PNCR-1G, on

the face of the available evidence, was fairly equitable, and the Unit's monitoring team did not detect any untoward bias in the overall output from the Editorials, for the current reporting period.

The **Letters** Column of the newspaper displayed figures for the Government, and the Parliamentary Political Parties, that showed the following: the Government received approximately **11** times more positive than negative coverage from letters published in the Column. The PPP/C was the recipient of approximately **4** times more positive than negative coverage; while the PNCR-1G and AFC were inundated with negative comments/ publicity, only. The PNCR-1G received the bulk of unfavorable comments, surpassing the PPP/C and AFC's combined negative coverage by more than **3:1**. Instructively, the spread of figures in the positive and negative cells of the Government and the political parties – PPP/C, PNCR-1G, and AFC – let slip that the tone, implications, and general thrust of the majority of correspondences published in the Letters Column for this reporting period, fell into basically two (2) categories: (1) letters praiseworthy of the Government, and (2) letters highly condemnatory of the Parliamentary Opposition Parties - PNCR-1G and AFC; with the latter representing a significant portion of the total. This trend suggests that for this reporting period, an accommodation of pro-Government and anti-Government views was stage-managed in such a way as to portray the Parliamentary Opposition Parties in a bad light.

The **General News** section produced figures for the Government which exposed the fact that they (Government) attracted a differential in positive to negative coverage that was approximately **73:1**. And amongst the Parliamentary Political Parties, coverage was apportioned as follows: the PNCR-1G was the beneficiary of the largest agglomeration of positive coverage, followed by the AFC, PPP/C, and GAP/ROAR, in that order. The PNCR-1G also copped the top position for negative coverage, trailed by the AFC, and PPP/C. In summary, the PNCR-1G commanded the highest amounts of coverage in both categories – positive and negative – exceeding the combined positive coverage of the PPP/C, AFC, and GAP/ROAR by nearly **2:1**; and surpassing the combined negative coverage of the PPP/C and AFC by more than the same ratio (**2:1**). The coverage given to the Government and the Parliamentary Political Parties through this section of the newspaper, was mainly equitable, in spite of the fact that the PNCR-1G managed to attract far more extensive coverage than the other political parties. Moreover, it was the kind of coverage that none of the Parliamentary Political Parties could justifiably fault.

Conclusion

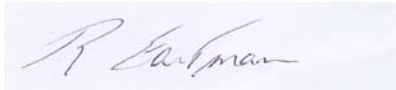
The performance of the local broadcast and print media, over the course of the current reporting period, can be summed up as being capricious. This conclusion is based on the pattern that emerged during the Quarter, whereby some media houses were consistently professional and above reproach in the manner in which they screened and presented information to the public – that is, in a fair, equitable and balanced way; while others insouciantly persisted in indulging in practices antithetical to the principles associated with professional journalism.

A brief evaluation of the broadcast (TV) media revealed that for the period under review, a commendable attempt was made by most broadcasters to operate within the confines of propriety. However, their sterling efforts were annoyingly compromised by the documentation of one case of rank exhibition of irresponsible behavior by one of their peers – the Program Host of the Talk Show, **Walter Rodney Groundings** (HBTV CH 9). And, compounding this blemish was the abysmal lack of balance and variety in the Talk-Shows segments of some TV Channels – namely, Chs. 6,9,11, and 65 – which popped up as an issue of primordial concern, particularly so, in light of the one-sided, mind-numbing propaganda that incessantly assailed viewers of these Channels. Not surprisingly, this modus operandi contributed in no small way to the creation and reinforcement of stereotypes in the minds of viewers relative to the political alignments of these Channels – perceptions that the broadcast media could well do without. Simply put, the pathway leading to the attainment and maintenance of professionally acceptable broadcasting standards in local TV, is being intrinsically scuttled by the disinclination of the managements of the aforementioned TV stations to resolutely promote variety and balance into certain aspects of their programming – specifically, Talk-Shows. Nonetheless, outside of this critical analysis, the improved quality of some newscasts – **Prime News** and **Evening News** – in terms of providing viewers with factual and balanced news, instead of ‘slanted’ information, was one of the redeeming features for this reporting period.

The Unit’s comparative analysis of the print media’s conduct, premised on the findings of the quantitative and qualitative outputs of the four (4) dailies – Stabroek News, Kaieteur News, Guyana Chronicle and Guyana Times – for the period in review, identified some interesting similarities, and a lone conspicuous dissimilarity, that was illuminating. The three (3) monitored categories – Editorials, Letters and General News – of three (3) of the dailies – Stabroek News, Kaieteur News and Guyana Times – provided the Government and the Parliamentary Political Parties with relatively equitable and balanced coverage, in the sense that if an entity (for example, the Government) received net negative ratings in a specific section (for example, the Letters Column), it was balanced out by net positive coverage in another section (for example, General News). This pattern however, did not extend to the Guyana Chronicle, as the trend of reporting that was observed in the newspaper was at variance to the norms of democratic journalism. Foremost, the Chronicle was the only newspaper cited this Quarter for the publishing of information deemed to be politically divisive and inflammatory. Secondly, the newspaper was the only one amongst the dailies in which the Government and the ruling PPP/C consistently achieved significant net positive coverage, and the Parliamentary Opposition Political Parties, immense net negative publicity, in all three (3) sections of the newspaper. The Chronicle’s indulgence in this kind of unique reporting irrefutably signified that management of the newspaper chose to jettisoned fairness, equity, and balance, for a dogmatic agenda, more reflective of a political party’s broadsheet.

In short, the Unit’s analysis of the state of affairs in the local broadcast and print media, for the current reporting period, spawned an evaluation that was candidly reproachful of the quality of some TV programs, and the blatant partisan reporting and breach of journalistic protocol by the Guyana Chronicle. Nevertheless, there were many observed instances of greater adherence to the tenets of ethical and professional journalism by practitioners in both the

broadcast and print media, which inspires optimism for sustained and measurable improvements in the media's conduct and performance, going into the final Quarter of the year.



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Remington Eastman
Manager
Media Monitoring Unit
Guyana Elections Commission

