

**MONITORING OF MEDIA COVERAGE:
GENERAL ELECTION, APRIL 2004**

FINAL REPORT

**Media Unit, Centre for Policy Alternatives
Sri Lanka**

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Introduction

The media informs, invariably educates and thereby plays a pivotal role in the formation of public opinion and attitudes. Its function and influence as a channel through which public legitimacy is organized, influenced and transmitted is considerable.

Further, the role of the media in governance and democracy as the key information provider, shaping public opinion, is perhaps never more significant than during an election period.

Currently however, deeply affected by prolonged ethnic conflict, entrenched politicization and bias as well as the various agendas adhered to by the media of the different language streams, the Media in Sri Lanka falls short of its responsibilities.

Therefore, in its efforts to promote responsible, accurate and unbiased reporting, particularly during the critical elections the country faced on 2nd April 2004, the Centre for Policy Alternatives (CPA) monitored election related coverage by state and non-state print and electronic media of all three language streams, covering the period 17.02.2004 – 01.04.2004.

Monitoring and analysis of election coverage by four Jaffna based newspapers, along with a qualitative analysis of the advertisement campaigns carried out by various political parties during the election period was part of this study.

CPA firmly believes that the impact and effectiveness of the monitoring exercise lay in the frequency and regularity of monitoring reports. As such, it was a proactive exercise with a minimum time lag between media coverage and the availability of a monitoring report. Therefore, in addition to this final report containing the cumulative findings of the five week study, five weekly monitoring reports were also produced and disseminated amongst all mainstream media institutions during the run-up to polling day.

Finally, CPA would like to take this opportunity to thank the Academy for Educational Development for their valuable support in making this study possible.

Political Backdrop

- On 3rd November 2003, President Chandrika Bandaranaike Kumaratunga takes over the ministries of Mass communication, Defense and Interior; justifying the take over on the basis of national security.
- The President appoints her close political supporters as heads of all state media institutions.
- The President begins discussions with the government headed by Mr. Ranil Wikramasinghe to form a “Government of Reconstruction and Reconciliation”. Talks continue with the participation of Mano Tittawella, Adviser to the president, Malik Samarawikrame, Chairperson, United National Party (UNP).
- The Sri Lanka Freedom Party (SLFP), led by the President forms an electoral alliance United Peoples Freedom Alliance (UPFA) with the Janatha Vimukthi Peramuna (JVP).
- On 7th February, the President dissolves government, paving the way for a general election on 2nd April.
- The UPFA campaign is centered on economic development, welfare for the needy, peace with dignity and an all party consensus. The UNF campaign is based on the continuation of the peace process and economic development.
- The Sri Lanka Muslim Congress (SLMC) and Ceylon Workers Congress (CWC) decide to contest under the banner of United National Front (UNF) led by UNP.
- Sihala Urumaya, a Sinhala nationalist political party transforms into the Jathika Hela Urumaya with 278 monks being nominated under the party to contest the election on a platform of establishing a Dharma Raajya.
- In the North and East, the Tamil National Alliance (TNA) contests under the name Tamil Arasu Kachchi, the old Federal Party, on the platform of an Interim Self Government Agreement (ISGA) proposed by the Liberation Tigers of Tamil Eelam (LTTE).
- Media and elections become a hot topic early in the campaign debates with the role of state media coming to the fore once again.

- The UNF seeks legal recourse for fair and balanced election related coverage by the state media, while boycotting televised political debates and interviews by state media.
- The Commissioner of Elections issues guidelines for state media twice. However, the state media does not comply.
- On 29th March, the Commissioner appoints a Competent Authority under the powers conferred upon him by the 17th Amendment to the Constitution, to oversee coverage of the Sri Lanka Rupavahini Corporation (SLRC) and the Sri Lanka Broadcasting Corporation (SLBC), the TV and Radio arms of the state media.
- The UPFA takes the position that all media should be regulated and not state media alone. Some state media personnel files human rights petition in the Supreme Courts against the Commissioner of Elections on the grounds of violation of freedom of expression.
- Non-state media comes under heavy attack from the UPFA for being biased towards the UNF and JHU. JHU continuously accuses state media of bias against their party.
- The General Election is conducted on the 2nd of April, peacefully although not freely and fairly in some parts of the country, particularly in the war affected areas of the North and East.
- The UPFA wins 105 of the 225 seats in parliament, forming a minority government. The UNF wins 82 seats.
- The TNA, JHU, SLMC, and the Up Country Peoples Front (UCPF) win 22, 09, 06 and 01 seat/s respectively.
- Sittings of the 13th Parliament of Sri Lanka takes place on the 22nd of April
- The opposition candidate W.M.J. Lokubandara is elected as the Speaker by 110 to 109 votes.

Summary of Findings: Print Media

State Media¹

Monitored Newspapers:

Dailies: *Dinamina* (Sinhala language), *Thinakaran* (Tamil language), *Daily News* (English language);

Weeklies: *Silumina* (Sinhala language), *Thinakaran Vaaramanjaree* (Tamil language), *Sunday Observer* (English language);

- ❑ **The three state owned dailies** - *Dinamina*, *Thinakaran* and *Daily News* - had the **lowest Unfavorable coverage** of total election coverage on **UPFA**, respectively 1.53%, 0.49% and 0.87%. The same newspapers had the **highest Favorable coverage** given to any party by a daily news paper, in these instances to the UPFA - *Dinamina* (36.03%), *Thinakaran* (28.90%) and *Daily News* (35.14%).
- ❑ The three state dailies had the highest **Unfavorable** coverage of the UNF of any daily news paper. *Dinamina* had 19.78%. *Thinakaran* had 10.74% and *Daily News* had 11.56%. Their **Favorable** coverage of UNF was 12.44%, 7.79% and 12.12% respectively.
- ❑ The state owned dailies and weeklies had 34 front page Lead stories and 06 Editorials in favor of UPFA, while 15 Editorials and 17 front page Lead stories were **Unfavorable** to UNF. 05 front page lead stories and 01 editorial were **Unfavorable** to SLMC, which is a coalition partner of UNF. **There were no UNF Favorable editorials or lead stories in the State print media.**
- ❑ The front page headlines were a mix of fact and comment, making it difficult for the reader to discern one from the other.
- ❑ When reporting on important UPFA issues *Dinamina* used UPFA blue and red colors in the front page head line.
- ❑ State dailies had 101 UPFA **Favorable** and 03 UPFA **Unfavorable** photographs on the front page. UNF **Favorable** photographs were 45. 14 were UNF **Unfavorable**. Most of

¹ The State media was taken over on 3rd November 2003 by the President, who also led the UPFA election campaign.

the UPFA propaganda photographs were clear, lively and had a better visual effect, while most of the UNF photographs were out of focus with less visual effect.

- ❑ **It is evident that state media had a very clear pro UPFA and anti UNF bias in their reporting during the election period.**
- ❑ State dailies had 10 editorials on Election violence and 06 editorials on free and fair election.
- ❑ *The Sunday Observer* had three editorials in favor of state media being impartial and fair. ***The Sunday Observer* Editor Mr. Laskman Gunasekara, was removed from the Editorship on 18th March after these editorials were carried.**
- ❑ *Dinamina* was the only Sinhala language daily which had more **Unfavorable** coverage than **Favorable** coverage of Hela Urumaya (2.13% & 3.75% respectively), and *Silumina* was the only Sinhala language weekly which had more **Unfavorable** coverage than **Favorable** coverage of Hela Urumaya (1.26% & 4.29% respectively).
- ❑ *The Sunday Observer* was the only state controlled print media to give more than 5% (6.50%) **Favorable** coverage to Hela Urumaya. There were 2 front page Lead stories and 3 Editorials in the state media **Unfavorable** to Hela Urumaya.
- ❑ **The state media bias against Hela Urumaya & contesting Bikkhus was evident from its coverage.**
- ❑ Coverage of **Voter Issues** by state dailies was minimal throughout the campaign. (0.71%, 1.43%, & 2.82%)
- ❑ Amongst all dailies, *Thinakaran* had the highest coverage on voter education (7.60%).
- ❑ **The state owned weeklies also showed clear pro UPFA bias.** *Silumina* and *Thinakaran Vaaramanjaree* did not have any **Unfavorable** coverage of UPFA (*Sunday Observer* 1.17% only) during the whole period while their UPFA **Favorable** coverage was respectively 20.06%, 22.69%, 20.82%.
- ❑ The state media coverage on SLMC was also biased, either by way of not reporting or by way of more **Unfavorable** coverage.

Non-state media

Monitored Newspapers:

Wijeya Group - *Lankadeepa, Iridada Lankadeepa (Sinhala), Daily Mirror, The Sunday Times (English)*;

Upali Group - *Divaina, Irida Divaina, (Sinhala), The Island, The Sunday Island (English)*;

Sumathi Group - *Lakbima, Irida Lakbima (Sinhala)*;

Ravaya Publications – *Ravaya (Sinhala)*;

Lanka Multi Publishers – *Lanka (Sinhala)*;

Leader Publications - *The Sunday Leader (English)*;

Thinakural Publications - *Thinakkural, Gnairy Thinakkural (Tamil)*;

Express Newspapers - *Veerakesari, Veerakesari Vaaraveledu (Tamil)*;

Udayan Publications - *Sudaroli (Tamil)*;

- Non state media had 19 Editorials on free and fair elections – *Lankadeepa* 05, *Daily Mirror* 03, *The Island* 03, *Lakbima* 03, *Sudaroli* 03, *Veerakesari* 01, *Irida Lankadeepa* 01.
- *The Sunday Leader* had the highest coverage **Unfavorable** to the UPFA (41.18%). Most of the articles **Unfavorable** to the PA were corruption related. 4.28% was **Favorable** to the UPFA. 14.90 % was **Favorable** to the UNF and only 0.10% **Unfavorable** to the UNF.
- *Lanka* had the highest coverage **Unfavorable** to the UNF (42.78%). Only 5.65 % was **Favorable** to the UNF. 24.95 % was **Favorable** to the UPFA while there was no **Unfavorable** coverage of the UPFA.
- *Ravaya* had the highest **Unfavorable** coverage on Hela Urumaya (14.13%) while *Irida Lankadeepa* had the highest **Favorable** coverage on Hela Urumaya (10.42%).
- All non state dailies, except for *Sudaroli*, had more **Favorable** coverage than **Unfavorable** coverage of the UPFA. All non state dailies had more **Favorable** coverage of the UNF than **Unfavorable** coverage.
- Most of the non states dailies had similar **Favorable** coverage of the UPFA and UNF. (*Divaina* – 25.76% & 25.69%; *The Island* - 14.26% & 15.04%; *Lankadeepa* - 20.65% & 20.61%; *Lakbima* - 20.95% & 21.98%; *Divamina* – 17.11% & 14.95%)

- ❑ Most of the non state Sinhala and English weeklies had more **Favorable** coverage of the UPFA than UNF (*Irida Lankadeepa* -17.00% & 12.23%; *Sunday Times* – 8.64% & 5.25%; *Irida Divaina* – 23.75% & 18.60%; *Irida Lakbima* -21.05% & 13.26%)
- ❑ Tamil Dailies *Thinakural* (8.81%), *Veerakesari* (7.76%) and *Sudaroli* (11.57%) had more **Favorable** coverage of the TNA and also showed a pro UNF bias.
- ❑ The daily *Lankadeepa* had the highest **Favorable** coverage (10.46%) for Hela Urumaya, closely followed by *Irida Lankadeepa* (10.42%), while all non state dailies and weeklies except Tamil language news papers and the *Daily Mirror* had more than 5% **Favorable** coverage of the Hela Urumaya.
- ❑ *Lanka* had the highest coverage (21.25%) in support of Free and Fair elections.
- ❑ All three non state Tamil dailies **Favorable** coverage of UNF were twice their **Favorable** coverage of the UPFA (8.68% & 18.72%; 8.13% & 15.90%; 4.94% & 16.70%)
- ❑ The *Daily Mirror* had equal **Favorable** and **Unfavorable** coverage for UPFA (10.69 % - 10.68 %) while its **Unfavorable** coverage of UNF (2.03%) is much less than the **Favorable** coverage to UNF (17.14%).

General Trends

- ❑ Coverage of **Women's Issues** was approximate to or less than 1% in 19 news papers out of 26 news papers monitored, with the usual zero coverage changing due to the Women's day coverage on 8th March.
- ❑ EPDP received close to zero **Favorable** as well as **Unfavorable** coverage. Only the state controlled *Thinakaran* had more than 1% (**Favorable** coverage) i.e. 1.97%.
- ❑ **In general, the non state print media showed a pro UNF bias during the election campaign period with the exception of openly pro UPFA *Lanka*, and the non state Sinhala weeklies, which showed a pro UPFA bias.**
- ❑ State print media too shows progressively more and more UPFA bias during the same period.

- ❑ As a whole non state print media shows more diversity and balance than state media in election reporting.
- ❑ Smaller parties received increasingly less coverage.
- ❑ **There was no clear right to reply policy during the election period in any news paper monitored.**
- ❑ Although the Tamil public living in LTTE held areas are in need of voter education, the Tamil newspapers did not have any special focus on this.

The Media Monitoring Unit notes that the government is primarily responsible for ensuring a free and fair election. Consequently any news items, articles, Editorials, photographs and cartoons raising concerns or criticizing the government on this issue, should not be equated with being supportive of the opposition.

Advertisements

- ❑ There were 175 full page, 379 half page, 13 quarter page, 419 - 1,000 sq cm, 150 – 500 to 750 sq cm, 443 – 300 to 450 sq cm and 1,252 – 120 to 250 sq cm advertisements in favor of UNF and its candidates, while the corresponding figures for UPFA were 122, 82, 1, 45, 99, 183 and 577 respectively in each category.
- ❑ UNF and UPFA dominated the election advertisements. Advertisements by smaller parties were either non-existent or at a bare minimum.
- ❑ Only a few candidates from both UPFA and UNF dominated the advertisements by individual candidates.
- ❑ Only a minimum number of advertisements were published in the Sinhala language newspapers of the state media by any party.
- ❑ Some of the UPFA and UNF advertisements raised ethical questions regarding political propaganda. For example, all advertisement by the UNF featuring images of the

President's late husband and their children, and others featuring "a soldier", who has lost his leg in battle.

- At the latter stage of the election, political advertisements appeared continuously for a 5 - 10 minute periods during primetime programming and news in other media. There were no guidelines or limits to political advertisements either in print or electronic media.

Jaffna based daily newspapers

Monitored Newspapers: *Udayan; Valampuri; Nawadu Elanadu; Yarl Thinakkural*

- Because of difficulties in obtaining the Jaffna based news papers in Colombo on a regular basis certain editions of the above papers were not available for monitoring.
- The LTTE supported TNA had the highest **Favorable** coverage in all news papers monitored. **Unfavorable** coverage of TNA was almost none existent, approximating 1% in all papers.
- **Favorable** coverage of UNF was higher than **Unfavorable** coverage in all news papers and **Unfavorable** coverage of UPFA was higher than **Favorable** coverage, except in Valampuri.
- SLMC too had more **Favorable** coverage than **Unfavorable** coverage in all news papers monitored.

Methodology

- News items, articles, editorials, photographs and cartoons that expressed partiality towards a particular political party were placed in a category titled **Favorable**. Propaganda items were also included in this category.
- All news items, articles, editorials, photographs and cartoons that expressed views critical of any particular political party were placed in a category titled **Unfavorable**. Propaganda items were also included in this category.
- Articles written by people requesting solutions to problems during the election period and expressing their points of view were placed in the category of **Voter Issues**.
- Statements or interviews by the Election Commissioner and articles that had an educational content on the election were placed in the category of **Election Education**.
- Articles and reports on election violence were placed in the category of **Election Violence**.
- News items, articles, editorials, photographs supporting a violence-free and fair election were included in the **Free and Fair Elections** category.
- News items, articles, editorials, photographs and cartoons that did not show any overt bias towards a political party and general political critiques, were placed in a category called **Other Election-related**.
- News items, articles, editorials, photographs on campaigns relating to social issues including pickets and demonstrations which could have an impact on the election were included in the **Social Issues** category.
- Percentages are calculated by considering the total election coverage in the given newspaper as 100%.

Abbreviations

F – Favourable; **UF** - Unfavourable

UPFA - United Peoples Freedom Alliance; **UNF** - United National Front; **TNA** – Tamil National Alliance; **SLMC** - Sri Lanka Muslim Congress; **EDPD** - Eelam Peoples Democratic Party; **LTTE** – Liberation Tigers of Tamil Eelam

Summary of Findings: Electronic Media

Background

The 2004 General Election was held after the lapse of only 2 years in office of the UNF Government out of the official 6 year period for which it was elected. A few months prior to the holding of the Election, in late 2003, the president took over three key ministries including the Media Ministry, without consulting the Prime Minister. Hence the state run media institutions which were under the control of the UNF Government were brought under the control of the UPFA opposition led by the President. It soon became apparent that the state media, which had until then been utilized in a manner unfavorable to the UPFA and favorable to the UNF, was being utilized in a manner favorable to the UPFA. The allegation of the UPFA had been that almost the entirety of the private media as well as the state media was operating in a manner partial to the UNF Government and critical towards it.

Under these circumstances the Government media became the opposition media, a phenomenon never experienced before in history. Thus from the announcement of the General Election and in the period leading up to election day, a clear line of demarcation was seen between the state owned or opposition media and the privately owned media. This report focuses on the news reportage of all electronic media, its content and bias.

General Trends

- In comparing the news reporting by the TV channels on the conflict between the two LTTE factions of Prabhakaran and Karuna, Swarnavahini reported 26 (47.29%) news items related thereto, which is the highest number reported by any channel. Rupavahini telecast 12 items (21.81%), ITN telecast 11 items (20%) and Sirasa telecast 06 items (10.90%) of the total news on this conflict.

- In reporting non-election related local news items (with the exception of sports news) Sirasa reported 82 items, which is 37.10% of the total of such news telecast by all TV channels. 102.36 minutes of air time was allocated to these items. ITN telecast 56 items (25.33% and 58.11 minutes), Swarnavahini telecast 45 items, (20.36% and 102.20 minutes of air time) and Rupavahini telecast 38 items, (17.19% and 45.34 minutes air time).

- ❑ In considering air time allocated to each party, the highest air time allocated to the UPFA was by Rupavahini, which is 71.98% of the total air time allocated to news by the said channel. ITN allocated 43.33%, Sirasa allocated 35.63% and Swarnavahini allocated 27.30%. Rupavahini allocated 12.51% air time to news on UNF and 15.51% to news on all other parties. Thus it becomes evident that Rupavahini has dedicated the highest air time to reporting news relating to the UPFA while ITN ranked second.
- ❑ The situation in respect of Swarnavahini and Sirasa is the opposite. Sirasa allocated 35.63% to UPFA related news and Swarnavahini 27.30% of the total news air time of the respective channels. Swarnavahini allocated 46.59% to UNF related news and Sirasa 39.82%.
- ❑ In considering air time allocated to news items relating to other parties, ITN leads with 29.12% of the total news air time. Swarnavahini ranks second in this respect.
- ❑ In considering the telecast of the news relating to respective political parties, Rupavahini and ITN carried a larger percentage of UPFA-related news, while Sirasa and Swarnavahini have telecast a smaller percentage.
- ❑ News relating to the UNF and other political parties were represented in a smaller percentage by Rupavahini and ITN while Sirasa and Swarnavahini telecast a larger percentage of news relating to the UNF and other political parties. However, comparatively, Sirasa was the most balanced channel in this respect.

Rupavahini

- ❑ Of the number of news items telecast, 215 were **Favorable** to UPFA, 53 were **Favorable** to the UNF and 48 were **Favorable** to other parties.
- ❑ As a percentage 68.03% of the total news was in favor of the UPFA, 16.79% in favor of the UNF and 15.18% in favor of other parties.
- ❑ Of the time allocated to news items telecast, 307.06 minutes were allocated to the UPFA. This is 72% of the total news time. Only 28% of the total time was allocated to UNF and all other parties.

- When reporting election violence, 69.49% of the total was on violence committed against the UPFA and 30.51% was on violence committed against UNF. When considering the air time allocated, 69.24% of the air time was allocated to violence committed against the UPFA and 30.75% of the air time was allocated to violence committed against the UNF.

ITN

- In looking at the number of news items telecast, 37.70% of the total news items were **Favorable** to the UPFA, 27.46% to the UNF and 34.84% was **Favorable** to other parties.
- Looking at air time allocated to parties, 43.33% of the total news air time was allocated to items **Favorable** to the UPFA, 30.18% to items **Favorable** to the UNF and 29.12% to news items **Favorable** to other parties.
- In reporting election violence, 70% of the total air time allocated was for violence committed against the UPFA and 30% of the air time was allocated to reporting violence committed against the UNF and other parties.

Swarnavahini

- Of the total number of news items telecast 24.01% was **Favorable** to the UPFA, 50.27% was **Favorable** to the UNF and 25.32% to other parties. In air time allocated to parties, 27.30% of the total news air time was allocated to items **Favorable** to the UPFA, 46.59% for items **Favorable** to UNF and 26.10% for items **Favorable** to other parties.
- In reporting violence, 66.66% of the total news items was on violence committed against the UPFA and 33.33% on violence against UNF. When considering the air time allocated, 63.07% of the air time was allocated to violence against the UPFA and 36.92% was allocated to violence against the UNF.

Sirasa

- When considering the number of news items telecast, 39.58% of the total was **Favorable** to the UPFA, 40.78% to the UNF and 19.64% to other parties. In looking at air time allocated to parties, 35.63% was allocated to reporting items **Favorable** to UPFA, 39.82% to items **Favorable** to UNF and 24.55% to items **Favorable** to other parties.

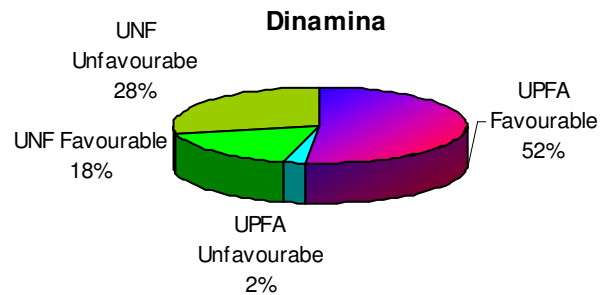
- In reporting election violence, 50% of the total items was on violence committed against the UPFA and the remaining 50% on violence against UNF and other parties. Looking at air time allocated, 49.5% was allocated to violence against the UPFA and 50.5% was allocated to violence against UNF and other parties.

Recommendations

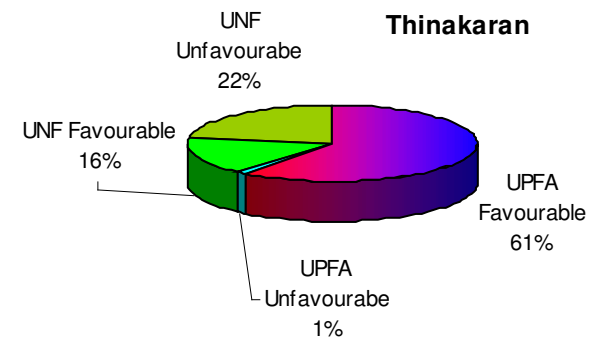
- Democratization of state media should be considered as high priority issue in ensuring free and fair election as well as the democratization of the Sri Lankan polity. The use of state media in political party propaganda during an election period should be considered a misuse of state property.
- The recommendations of the committee reports on media reform should be implemented immediately, along with the establishment of an independent broadcasting authority in respect of public service broadcasting. Alternatively, the Election Commission / Commissioner should be empowered to monitor and issue guide lines to all state controlled media institutions during elections and referenda.
- Giving free air time to registered political parties and independent groups should be reviewed in light of the increasing number of independent groups.
- The Election Commissioner should consider using more air time on voter education as insufficient voter education has been carried out by the media in general.
- The Election Commission / Commissioner should initiate a dialogue with non state media institutions on fair and balanced coverage of Election. At the same general set of basic guide lines should be issued to all media during elections, excluding political party media.

APPENDIX I | Graphs – Print Media

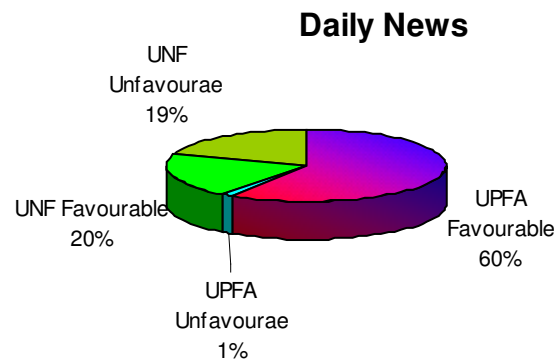
Space allocated to the coverage of UPFA and UNF in the state dailies



Note: Percentages calculated of the total square centimetres allocated to the favourable and unfavourable coverage of both UPFA and UNF in Dinamina



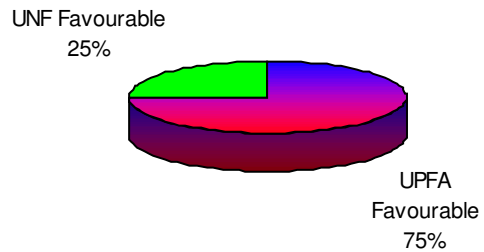
Note: Percentages calculated of the total square centimetres allocated to the favourable and unfavourable coverage of both UPFA and UNF in Thinakaran



Note: Percentages calculated of the total square centimetres allocated to the favourable and unfavourable coverage of both UPFA and UNF in Daily News

Space allocated to the favourable coverage of UPFA and UNF in the State and Non-State Media

**STATE MEDIA
- Favourable Coverage**



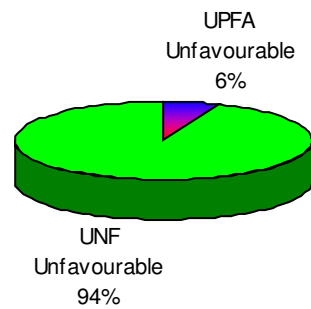
**NON-STATE MEDIA
- Favourable Coverage**



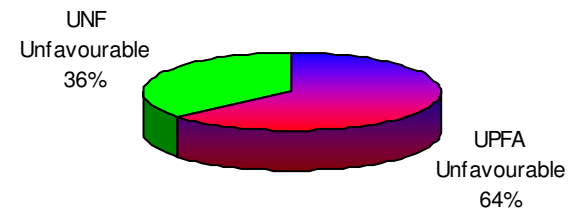
Note: The Charts above include both daily and weekly newspapers listed in the body of the report

Space allocated to the unfavourable coverage of UPFA and UNF in the State and Non-State Media

**STATE MEDIA
- Unfavourable Coverage**



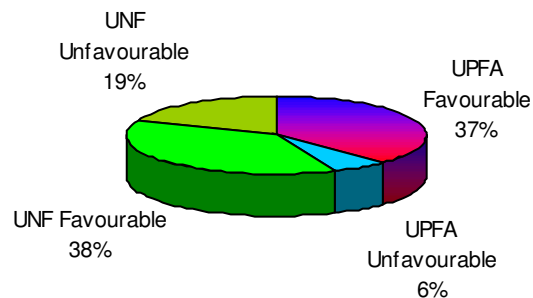
**NON-STATE MEDIA
- Unfavourable Coverage**



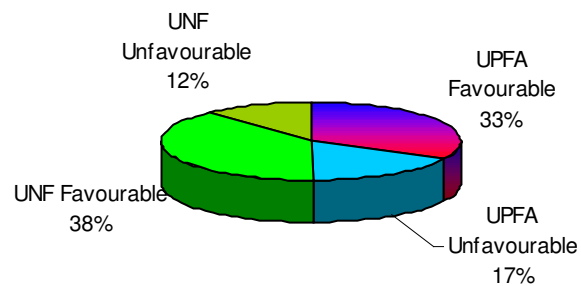
Note: The Charts above include both daily and weekly newspapers listed in the body of the report

Space allocated to the favourable and unfavourable coverage of UPFA and UNF in the State and Non-State Media by Language

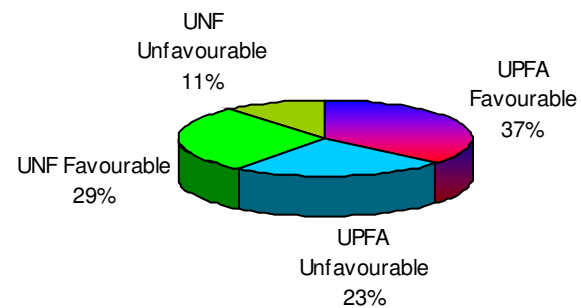
Favourable and Unfavourable Coverage in the Sinhala Media



Favourable and Unfavourable Coverage in the Tamil Media



Favourable and Unfavourable Coverage in the English Media



Note: The Charts above include both daily and weekly newspapers listed in the body

APPENDIX II | Tables – Print Media

Total area used for election-related news, features, editorials, cartoons & photos in daily newspapers 17th February to 01st April

Newspaper		UPFA		UNF		TNA		Hela Urumaya		EPDP		SLMC	
		F	UF	F	UF	F	UF	F	UF	F	UF	F	UF
Dinamina	Sq.cm	177014.50	7494.00	61112.50	97193.25	636.00	369.00	10470.50	18441.25	231.00	0.00	1020.75	1942.50
	%	36.03	1.53	12.44	19.78	0.13	0.08	2.13	3.75	0.05	0.00	0.21	0.40
Thinakaran	Sq.cm	57020.50	972.50	15374.75	21183.25	5038.25	1896.00	144.00	447.75	3881.00	340.00	8029.00	11753.25
	%	28.90	0.49	7.79	10.74	2.55	0.96	0.07	0.23	1.97	0.17	4.07	5.96
Daily News	Sq.cm	91151.25	2268.50	31438.00	29975.25	1092.25	318.25	908.50	1461.00	360.75	0.00	388.25	1348.25
	%	35.14	0.87	12.12	11.56	0.42	0.12	0.35	0.56	0.14	0.00	0.15	0.52
Lankadeepa	Sq.cm	90133.25	22274.75	89948.00	10658.00	2348.25	1806.00	45642.75	11209.25	144.00	192.00	700.00	1200.00
	%	20.65	5.10	20.61	2.44	0.54	0.41	10.46	2.57	0.03	0.04	0.16	0.27
Daily Mirror	Sq.cm	25299.25	25260.50	40544.25	4792.50	1005.75	2857.25	9383.25	4103.75	1185.50	112.00	3025.25	1548.00
	%	10.69	10.68	17.14	2.03	0.43	1.21	3.97	1.73	0.50	0.05	1.28	0.65
Divaina	Sq.cm	100292.00	8035.50	100057.25	21249.75	1055.50	2810.50	32058.25	9554.50	240.00	0.00	392.00	607.00
	%	25.76	2.06	25.69	5.46	0.27	0.72	8.23	2.45	0.06	0.00	0.10	0.16
The Island	Sq.cm	26046.75	16828.25	27467.75	7045.25	1240.50	1108.00	11435.00	8339.75	467.25	0.00	874.50	379.25
	%	14.26	9.21	15.04	3.86	0.68	0.61	6.26	4.57	0.26	0.00	0.48	0.21
Lakbima	Sq.cm	82401.25	12082.50	86435.50	11719.25	1028.25	774.50	48074.50	441.00	226.50	0.00	898.50	733.75
	%	20.95	3.07	21.98	2.98	0.26	0.20	12.22	0.11	0.06	0.00	0.23	0.19
Thinakkural	Sq.cm	19672.25	17921.25	42447.50	8242.00	19968.25	2317.00	3470.25	2761.00	1041.00	235.50	5468.50	1197.25
	%	8.68	7.90	18.72	3.63	8.81	1.02	1.53	1.22	0.46	0.10	2.41	0.53
Virkesari	Sq.cm	21769.75	19207.50	42559.50	5493.25	20776.75	2438.25	1545.00	1853.00	1885.50	253.50	11156.00	5007.00
	%	8.13	7.18	15.90	2.05	7.76	0.91	0.58	0.69	0.70	0.09	4.17	1.87
Sudar Oli	Sq.cm	9307.25	18888.00	31443.50	4099.25	21782.50	2090.75	1364.25	588.75	1134.25	878.00	17819.25	5077.00
	%	4.94	10.03	16.70	2.18	11.57	1.11	0.72	0.31	0.60	0.47	9.46	2.70

cont....

Total area used for election-related news, features, editorials, cartoons & photos in daily newspapers

17th February to 01st April

NEWSPAPER		Other Parties	LTTE	Voter Issues	Election Education	Election Violence	Free & Fair Election	Other Election Related	Women Issues	Social Issues	Total
Dinamina	Sq.cm	6784.75	345.00	3487.25	13241.00	13829.25	10286.75	55628.25	2041.50	9776.00	491345.00
	%	1.38	0.07	0.71	2.69	2.81	2.09	11.32	0.42	1.99	100.00
Thinakaran	Sq.cm	7455.75	380.25	2819.00	8257.50	9056.00	14988.75	26002.25	238.00	2032.00	197309.75
	%	3.78	0.19	1.43	4.19	4.59	7.60	13.18	0.12	1.03	100.00
Daily News	Sq.cm	2879.75	267.50	7327.50	7008.25	7194.25	12356.75	52509.75	2390.25	6748.50	259392.75
	%	1.11	0.10	2.82	2.70	2.77	4.76	20.24	0.92	2.60	100.00
Lankadeepa	Sq.cm	6348.00	2096.00	4683.00	16713.25	23399.50	16749.50	74293.00	1537.25	14450.00	436525.75
	%	1.45	0.48	1.07	3.83	5.36	3.84	17.02	0.35	3.31	100.00
Daily Mirror	Sq.cm	1728.25	3909.50	13783.75	6544.00	8564.00	9226.25	62189.50	3129.00	8415.75	236607.25
	%	0.73	1.65	5.83	2.77	3.62	3.90	26.28	1.32	3.56	100.00
Divaina	Sq.cm	4899.75	997.00	3161.00	12021.00	17229.00	6653.25	52214.50	2369.75	13510.25	389407.75
	%	1.26	0.26	0.81	3.09	4.42	1.71	13.41	0.61	3.47	100.00
The Island	Sq.cm	2438.25	2129.75	8227.00	4111.25	7519.50	7748.50	41685.85	749.75	6810.25	182652.35
	%	1.33	1.17	4.50	2.25	4.12	4.24	22.82	0.41	3.73	100.00
Lakbima	Sq.cm	9762.00	1072.00	2012.50	14497.00	17281.50	11877.25	76987.25	2518.00	12511.25	393334.25
	%	2.48	0.27	0.51	3.69	4.39	3.02	19.57	0.64	3.18	100.00
Thinakkural	Sq.cm	18294.75	2127.50	5722.75	6932.00	9336.00	16443.00	40806.50	1625.50	732.75	226762.50
	%	8.07	0.94	2.52	3.06	4.12	7.25	18.00	0.72	0.32	100.00
Virkesari	Sq.cm	16812.00	2936.75	8159.00	6058.75	9962.50	15647.25	72526.00	471.00	1149.25	267667.50
	%	6.28	1.10	3.05	2.26	3.72	5.85	27.10	0.18	0.43	100.00
Sudar Oli	Sq.cm	10208.00	1981.75	7012.00	3472.50	9749.75	12038.00	27874.00	463.50	1022.00	188294.25
	%	5.42	1.05	3.72	1.84	5.18	6.39	14.80	0.25	0.54	100.00

Total area used for election-related news, features, editorials, cartoons & photos in weekly newspapers 17th February to 01st April

Newspaper		UPFA		UNF		TNA		Hela Urumaya		EPDP		SLMC	
		F	UF	F	UF	F	UF	F	UF	F	UF	F	UF
Silumina	Sq.cm	12683.50	0.00	6674.50	10522.00	188.00	56.00	846.00	2888.00	0.00	0.00	0.00	0.00
	%	18.84	0.00	9.91	15.63	0.28	0.08	1.26	4.29	0.00	0.00	0.00	0.00
Thinakaran vaaramanjary	Sq.cm	11242.50	0.00	1107.25	3850.75	1403.75	766.75	140.25	0.00	78.00	0.00	1931.00	1904.50
	%	29.00	0.00	2.86	9.93	3.62	1.98	0.36	0.00	0.20	0.00	4.98	4.91
Sunday Observer	Sq.cm	9336.50	525.00	3355.25	7122.75	177.00	76.00	2915.50	927.00	357.75	0.00	0.00	146.25
	%	20.82	1.17	7.48	15.88	0.39	0.17	6.50	2.07	0.80	0.00	0.00	0.33
Irida Lankadeepa	Sq.cm	19787.25	2322.00	14230.75	756.00	2166.00	264.00	12127.50	1290.00	680.00	0.00	457.00	862.00
	%	17.00	2.00	12.23	0.65	1.86	0.23	10.42	1.11	0.58	0.00	0.39	0.74
Sunday Times	Sq.cm	4231.25	5794.50	2625.50	234.00	234.00	571.25	3457.25	1720.00	0.00	0.00	67.00	180.00
	%	8.46	11.59	5.25	0.47	0.47	1.14	6.91	3.44	0.00	0.00	0.13	0.36
Divaina (Sunday)	Sq.cm	23139.50	136.00	18128.00	5426.00	0.00	418.00	9632.25	4548.50	0.00	0.00	0.00	1423.00
	%	23.75	0.14	18.60	5.57	0.00	0.43	9.89	4.67	0.00	0.00	0.00	1.46
Divamina	Sq.cm	3609.00	107.25	3153.00	1364.25	88.00	180.00	1821.50	92.00	0.00	0.00	0.00	0.00
	%	17.11	0.51	14.95	6.47	0.42	0.85	8.64	0.44	0.00	0.00	0.00	0.00
Sunday Island	Sq.cm	2102.00	6400.00	5098.75	1378.50	208.00	0.00	619.50	2945.50	0.00	0.00	0.00	0.00
	%	4.14	12.61	10.05	2.72	0.41	0.00	1.22	5.80	0.00	0.00	0.00	0.00
Lakbima (Sunday)	Sq.cm	20392.50	966.50	12849.75	2255.50	690.50	123.00	7940.75	921.75	0.00	0.00	188.25	64.00
	%	21.05	1.00	13.26	2.33	0.71	0.13	8.20	0.95	0.00	0.00	0.19	0.07
Gnairu Thinakkural	Sq.cm	87.50	1987.00	4402.00	815.00	1855.50	280.00	1741.25	650.00	1755.00	0.00	826.25	624.00
	%	0.22	4.90	10.85	2.01	4.57	0.69	4.29	1.60	4.32	0.00	2.04	1.54
Virkesari Vaaraveledu	Sq.cm	2551.25	2639.50	6142.00	389.00	5592.25	568.75	845.00	987.00	682.50	0.00	2643.75	0.00
	%	5.77	5.97	13.88	0.88	12.64	1.29	1.91	2.23	1.54	0.00	5.98	0.00
Sunday Leader	Sq.cm	4834.50	46462.75	16814.75	112.00	2100.25	1216.00	4161.25	115.50	0.00	0.00	3197.75	0.00
	%	4.28	41.18	14.90	0.10	1.86	1.08	3.69	0.10	0.00	0.00	2.83	0.00
Ravaya	Sq.cm	8022.25	8675.75	4910.50	2025.50	89.25	0.00	2045.75	5396.75	180.00	0.00	337.50	323.50
	%	11.08	11.99	6.78	2.80	0.12	0.00	2.83	7.46	0.25	0.00	0.47	0.45
Sudar Oli	Sq.cm	650.00	826.75	0.00	0.00	669.25	42.00	0.00	856.50	0.00	520.00	0.00	754.00
	%	4.57	5.82	0.00	0.00	4.71	0.30	0.00	6.03	0.00	3.66	0.00	5.30
Lanka	Sq.cm	19767.50	0.00	4481.00	33908.00	17.00	272.00	0.00	11200.00	0.00	0.00	59.50	144.50
	%	24.94	0.00	5.65	42.78	0.02	0.34	0.00	14.13	0.00	0.00	0.08	0.18

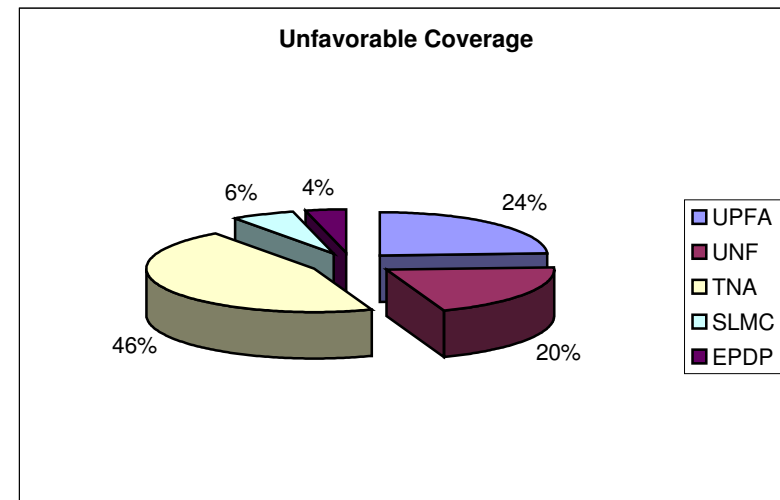
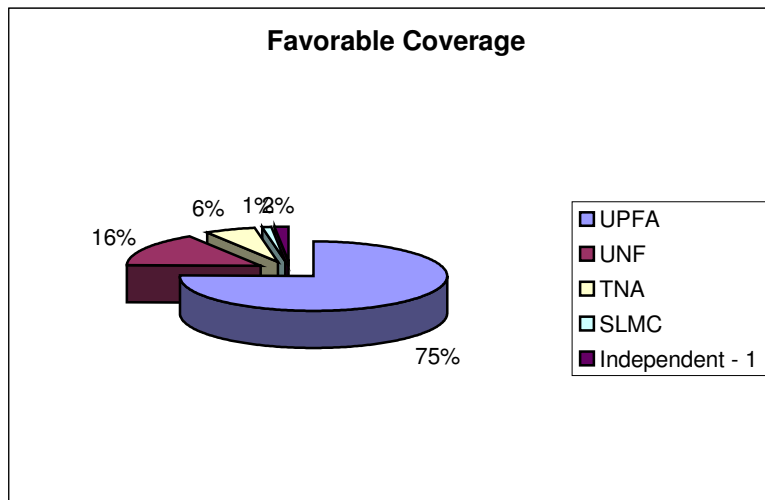
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**Total area used for election-related news, features, editorials, cartoons & photos in Weekly Newspapers 17th
February to 01st April**

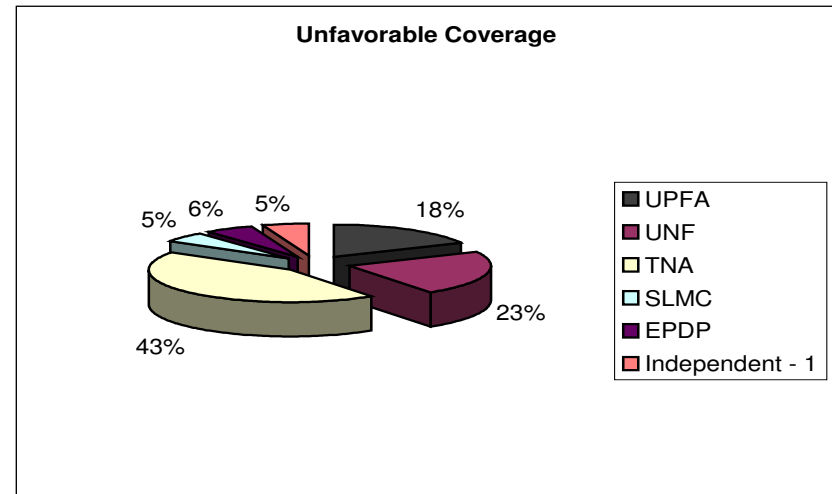
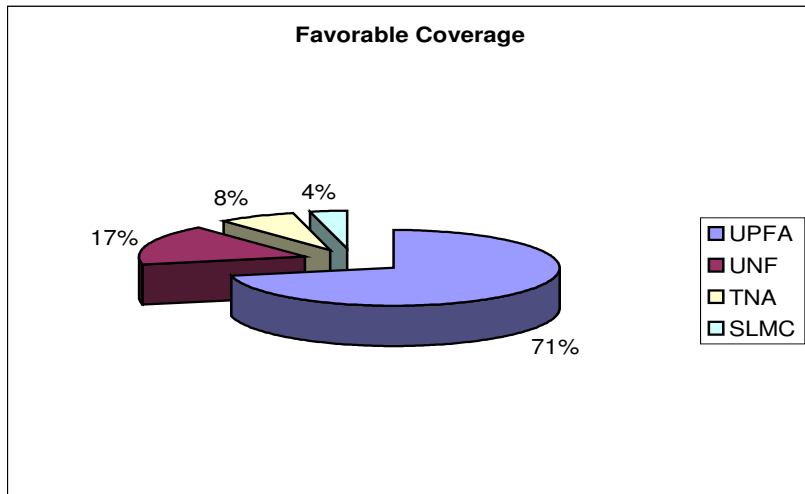
		Other Parties	LTTE	Voter Issues	Election Education	Election Violence	Free & Fair Election	Other Election Related	Women Issues	Social Issues	Total
Silumina	Sq.cm										
	%	1.37	1.42	0.08	3.82	0.68	4.71	32.03	3.74	1.86	100.00
Thinakaran vaaramanjary	Sq.cm	1123.00	158.75	3425.25	386.00	2409.00	1691.50	6778.50	0.00	367.25	38764.00
	%	2.90	0.41	8.84	1.00	6.21	4.36	17.49	0.00	0.95	100.00
Sunday Observer	Sq.cm	843.75	322.75	1267.25	2236.25	1109.75	1993.75	9157.50	1090.00	1885.25	44845.25
	%	1.88	0.72	2.83	4.99	2.47	4.45	20.42	2.43	4.20	100.00
Irida Lankadeepa	Sq.cm	4370.00	0.00	770.00	4833.75	4633.00	3003.50	40896.50	0.00	2916.00	116365.25
	%	3.76	0.00	0.66	4.15	3.98	2.58	35.14	0.00	2.51	100.00
Sunday Times	Sq.cm	239.25	279.50	7521.50	1460.00	1250.00	749.75	16121.75	304.00	2962.50	50003.00
	%	0.48	0.56	15.04	2.92	2.50	1.50	32.24	0.61	5.92	100.00
Divaina (Sunday)	Sq.cm	1669.00	416.00	477.00	1833.50	981.25	452.00	26710.00	0.00	2049.00	97439.00
	%	1.71	0.43	0.49	1.88	1.01	0.46	27.41	0.00	2.10	100.00
Divamina	Sq.cm	144.00	0.00	384.00	1090.50	2420.75	392.25	5437.00	0.00	808.75	21092.25
	%	0.68	0.00	1.82	5.17	11.48	1.86	25.78	0.00	3.83	100.00
Sunday Island	Sq.cm	1305.75	1198.00	2264.50	364.00	2703.50	1427.50	17792.50	2429.50	2516.00	50753.50
	%	2.57	2.36	4.46	0.72	5.33	2.81	35.06	4.79	4.96	100.00
Lakbima (Sunday)	Sq.cm	6741.50	1452.75	0.00	2002.25	3407.50	2139.75	32114.25	1030.25	1615.00	96895.75
	%	6.96	1.50	0.00	2.07	3.52	2.21	33.14	1.06	1.67	100.00
Gnairu Thinakkural	Sq.cm	499.25	471.25	1368.75	479.25	1262.00	84.00	21254.25	0.00	142.50	40584.75
	%	1.23	1.16	3.37	1.18	3.11	0.21	52.37	0.00	0.35	100.00
Virkesari Vaaraveledu	Sq.cm	1290.25	520.00	1549.00	297.25	513.00	2456.25	13866.50	704.00	0.00	44237.25
	%	2.92	1.18	3.50	0.67	1.16	5.55	31.35	1.59	0.00	100.00
Sunday Leader	Sq.cm	824.00	1038.50	4839.00	962.75	1029.75	2262.00	21515.50	298.75	1047.50	112832.50
	%	0.73	0.92	4.29	0.85	0.91	2.00	19.07	0.26	0.93	100.00
Ravaya	Sq.cm	2701.25	611.75	1376.00	2364.25	639.25	5358.50	22460.50	1865.50	2992.50	72376.25
	%	3.73	0.85	1.90	3.27	0.88	7.40	31.03	2.58	4.13	100.00
Sudar Oli	Sq.cm	728.00	0.00	1391.00	0.00	1205.00	0.00	6571.00	0.00	0.00	14213.50
	%	5.12	0.00	9.79	0.00	8.48	0.00	46.23	0.00	0.00	100.00
Lanka	Sq.cm	123.25	1189.50	59.50	1389.00	2537.00	21.25	4035.25	0.00	51.00	79255.25
	%	0.16	1.50	0.08	1.75	3.20	0.03	5.09	0.00	0.06	100.00

APPENDIX III | Graphs – Jaffna based newspapers

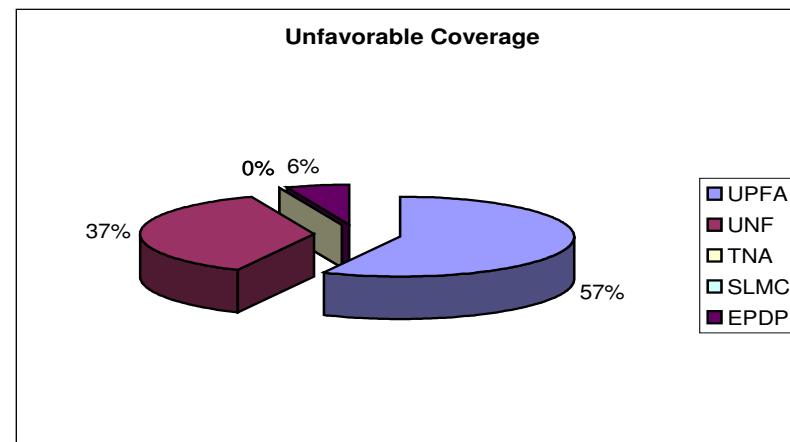
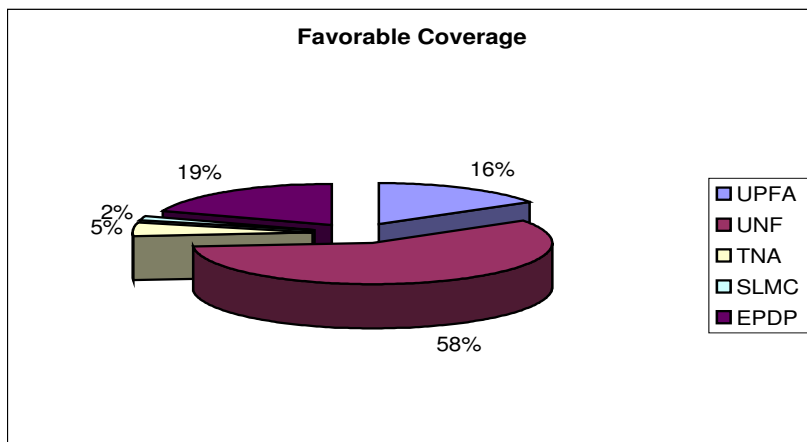
Namathu Eazhanadu - 1st to 10th March and 23rd to 26th March



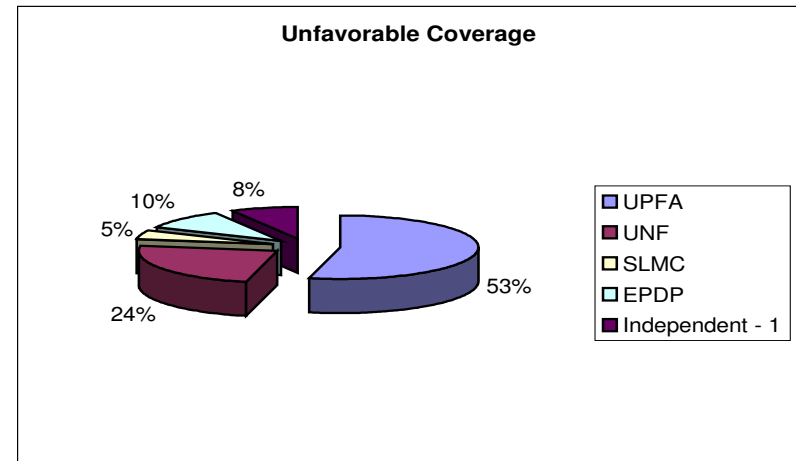
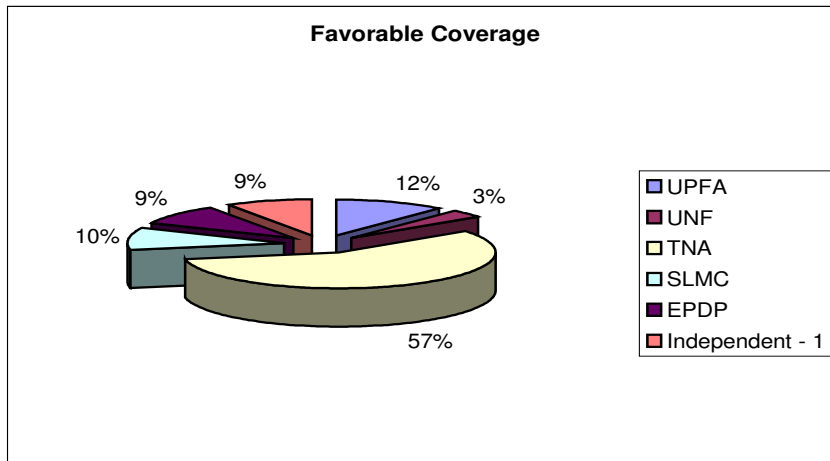
Thinakkural - Yarl - 1st to 10th March and 23rd to 26th March



Vaalampuri - 1st to 10th March and 23rd to 26th March



Uthayan - 1st to 10th March and 23rd to 26th March



APPENDIX IV | Tables – Jaffna based newspapers

Total area used for election related news, features, editorials, cartoons & photos in newspapers published in Jaffna 1st to 10th March and 23rd to 26th March

Newspaper		UPFA		UNF		TNA		SLMC		EPDP		CWC		Independent - 1		Total
		F	Uf	F	Uf	F	Uf	F	UF	F	Uf	F	Uf	F	Uf	
Namathu Eazhanadu	sq.cm	3880.50	5166.50	4110.50	751.00	7747.50	380.00	827.00	50.00	559.00	350.00	90.00	0.00	0.00	80.00	23992.00
	%	16.17	21.53	17.13	3.13	32.29	1.58	3.45	0.21	2.33	1.46	0.38	0.00	0.00	0.33	100.00
Thinakkural - Yarl	sq.cm	4364.50	6030.00	6132.50	1087.00	12216.50	539.00	1078.00	230.00	874.50	652.50	0.00	0.00	760.00	425.00	34389.50
	%	12.69	17.53	17.83	3.16	35.52	1.57	3.13	0.67	2.54	1.90	0.00	0.00	2.21	1.24	100.00
Vaalampuri	sq.cm	4364.50	4132.50	2837.00	2842.50	1956.50	65.00	320.00	0.00	285.00	410.00	0.00	0.00	1186.00	0.00	18399.00
	%	23.72	22.46	15.42	15.45	10.63	0.35	1.74	0.00	1.55	2.23	0.00	0.00	6.45	0.00	100.00
Uthayan	sq.cm	1520.00	2500.00	1137.50	860.00	9264.50	0.00	1540.00	150.00	1529.00	1210.00	0.00	0.00	1140.00	375.00	21226.00
	%	7.16	11.78	5.36	4.05	43.65	0.00	7.26	0.71	7.20	5.70	0.00	0.00	5.37	1.77	100.00

APPENDIX V | Graphs – Electronic Media

Number of News Items: 25th February - 01st April 2004

UPFA	UNF	Other Parties	Total
92	67	85	244

UPFA %	UNF %	Other Parties %	Total%
37.70	27.46	34.84	100

Percentages calculated of the total number of news items telecast.

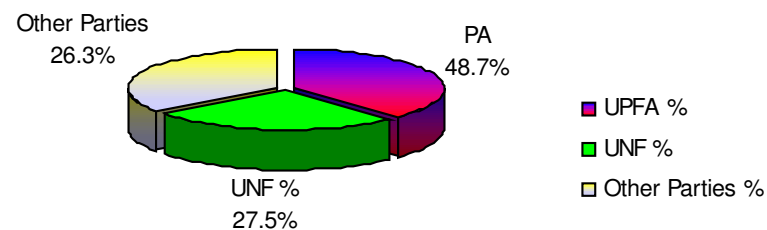
Total Time (minutes) (in minutes)

UPFA	UNF	Other Parties	Total
162.35	113.09	109.08	384.52

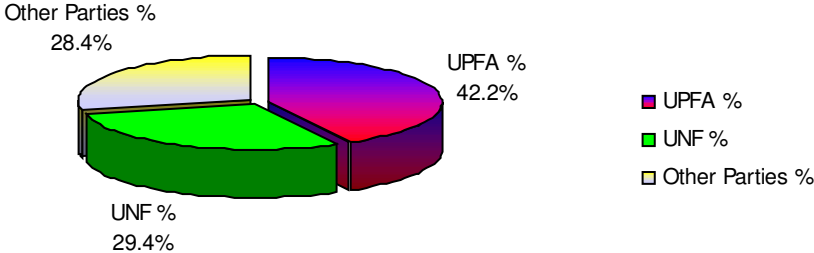
UPFA %	UNF %	Other Parties %	Total %
42.22	29.41	28.37	100

Percentages calculated of the total time allocated to news telecasts.

ITN News -According to Number of News Items - (%)



ITN News - According to the Time Allocated - (%)



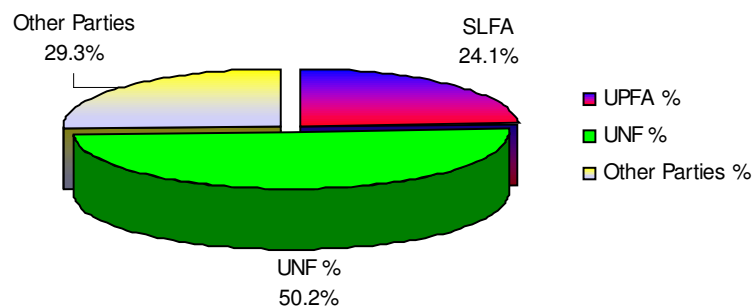
Number of News Items: 25th February - 01st April 2004

UPFA	UNF	Other Parties	Total
55	114	58	227

UPFA %	UNF %	Other Parties %	Total %
24.23	50.22	25.55	100

Percentages calculated of the total number of news items telecast.

Swarnavahini News -According to Number of News Items - %



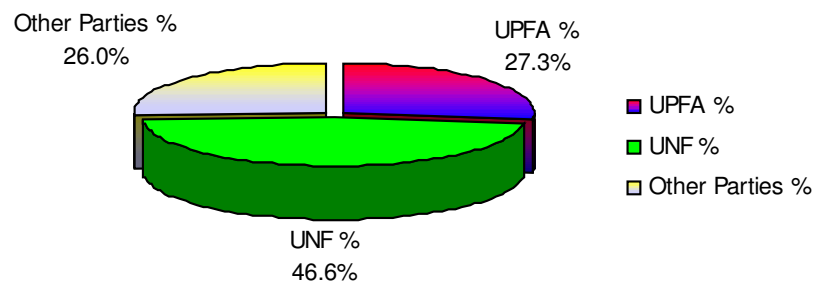
Swarnavahini - According to the Time Allocated -%

Total Time (in minutes)

UPFA	UNF	Other Parties	Total
95.55	163.22	91.14	350.31

UPFA %	UNF %	Other Parties %	Total %
27.28	46.59	26.02	100

Percentages calculated of the total time allocated to the news telecasts.



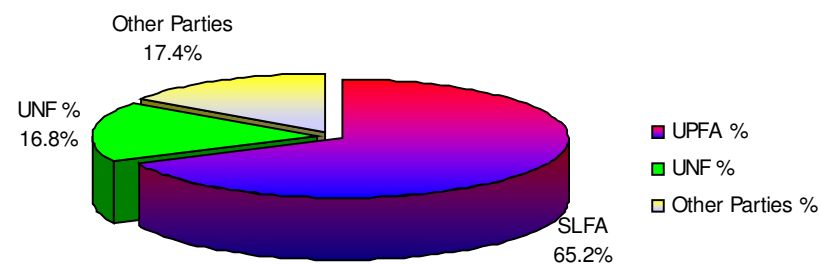
Number of News Items: 25th February - 01st April 2004

UPFA	UNF	Other Parties	Total
215	53	48	316

UPFA %	UNF %	Other Parties %	Total %
68.04	16.77	15.19	100

Percentages calculated of the total number of news items telecast.

Rupavahini News - According to the Number of News Items - %



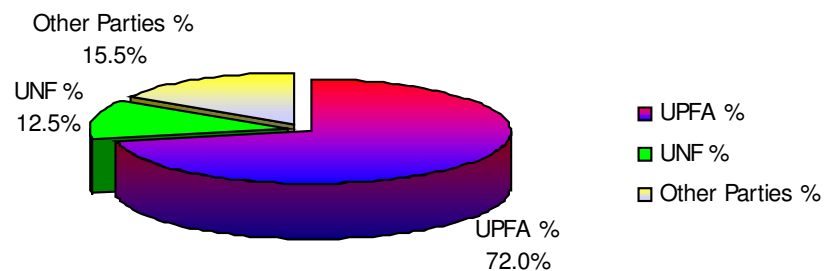
Total Time (in minutes)

UPFA	UNF	Other Parties	Total
307.06	53.31	66.17	426.54

UPFA %	UNF %	Other Parties %	Total %
71.99	12.50	15.51	100

Percentages calculated of the total time allocated to the news telecasts

Rupavahini News - According to the Time Allocated - %



Number of News Items: 25th February - 01st April 2004

UPFA	UNF	Other Parties	Total
135	139	67	341

UPFA %	UNF %	Other Parties %	Total %
39.59	40.76	19.65	100

Percentages calculated of the total number of news items telecast.

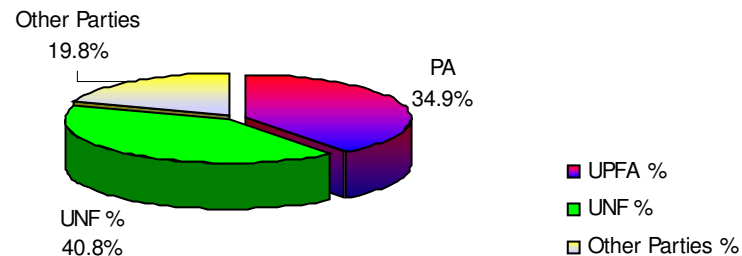
Total Time (in minutes)

UPFA	UNF	Other Parties	Total
128.32	143.06	88.35	360.13

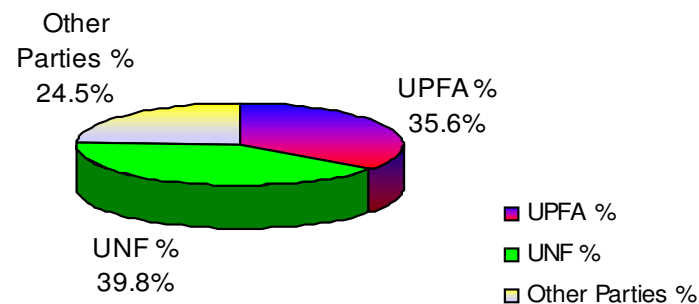
UPFA %	UNF %	Other Parties %	Total %
35.63	39.82	24.55	100

Percentages calculated of the total time allocated to the news telecasts.

Sirasa News - According to the Number of News Items - %



Sirasa News - According to the Time Allocated - %

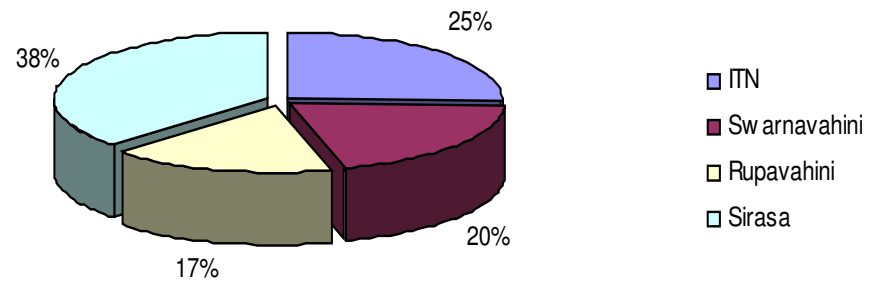


Non-Election Related News

Number of News Items - 25th February to 01st April 2004

Non-Election Related News - According to the Number of News Items

ITN	Swarnavahini - %	Rupavahini	Sirasa
56	45	38	82

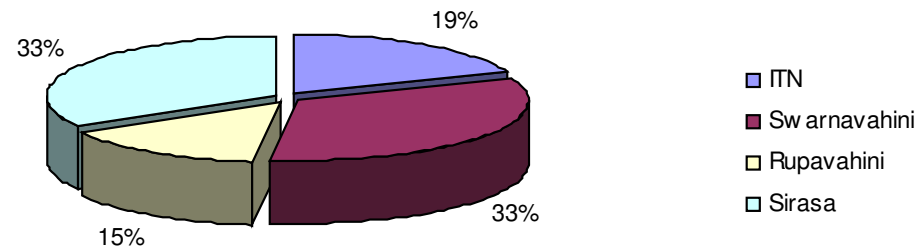


Percentages calculated of the total number of non-election related news items telecast by all four TV channels.

Time Allocated to Non-Election Related News (in minutes) - 25th February to 01st April 2004

ITN	Swarnavahini	Rupavahini	Sirasa
58.11	102.2	45.34	102.36

Non-Election Related News - According to the Time Allocated - %



Percentages calculated of the total time allocated by all four TV channels to non-election related news.

APPENDIX VI | Guidelines of the Commissioner of Elections

Guidelines to be observed by both state and non state the Electronic Media in regard to broadcasting / telecasting of matters relating to the Parliamentary General Election

Issued on 9th March 2004

By virtue of the powers vested in me under Article 104B (5) of the Constitution, the following guidelines are issued to all broadcasting and telecasting operators to follow these guidelines in order to ensure a free and fair election.

1. All telecasting and broadcasting media shall be balanced and impartial in their election reporting and shall not discriminate against any political party, candidate or political party leaders in granting access to airtime.

2. All heads of broadcasting and telecasting institutions should ensure that the broadcast and telecast of election programs shall not be interfered with by the Minister or any other outside political interference, unless a restraint becomes absolutely necessary to prevent substantial harm to a legitimate interest, such as an act of violence.

In any event, such restraint shall not be in contravention of the rule stipulating impartiality and fairness in pursuance of these guidelines. Any decision of the broadcasting or telecasting institution to restrain any program, shall be notified immediately to the Commissioner of Elections promptly with all relevant material to justify such decision.

3. All media institutions shall provide accurate, balanced and impartial information in their news bulletins and current affairs.

4. Owing to the potential for editorial opinion to be confused and biased, electronic media are urged not to broadcast editorial opinions. However, if editorial opinion is permitted for any reason whatsoever, it is obliged also to broadcast and telecast opinions to the contrary as well.

5. News coverage of press conferences and public statements concerning political controversy called or made by the Head of the Government, Ministers, and Members of the ruling party shall be subject to a right to reply with equal time by political parties opposing them.

6. It is obligatory on the part of the news department and current affairs section (or any similar section) of each institution not to air any program during the campaign period, unless the contents of the program are balanced.

7. If any material is broadcast covering an incident or event with any comment or contribution from any political party or candidate or a person concerned with a political party, all other political parties that have any interest or are concerned or are likely to be affected should also be given coverage in the same news item or programme.

8. Any documentary program or special programs that are broadcast during campaign period should disclose the names of the script writer, announcer and the editor.

9. Air time of any program or news bulletin should not be utilized for unsubstantiated allegations against candidates or political parties or political leaders until the election is concluded. However, if any allegations of any nature are made against a candidate, political party or political leader such party or person should be given equal time and prominence to counter such allegations.

10. All institutions shall act carefully and diligently in airing non election news such as coverage of official functions and crimes. No coverage should be given for any candidate whether such a candidate holds a position of a minister or other officer during the campaign.

11. Coverage of President and the Prime Minister should be treated as a coverage given for the political party to which he or she belongs and therefore leaders of major political parties contesting elections should be given equal coverage in all programs.

12. All electronic media institutions should act fairly in selecting participants for panel discussions and as such, the composition of a discussion should be balanced.

13. All phone-in programmes should have fair opportunities for all callers irrespective of the content of their questions and contributions. Officers handling such technical aspects of phone in programmes should be answerable for such balanced phone in programmes.

14. If any Chairperson, Member of the Boards or employees of any electronic media institution actively engages in political involvement, such involvement causes conflicts of interest in balance broadcasting. Hence, the management shall be informed of the following in writing in respect of such persons.

(a) The level of involvement of such person.

(b) The nature and level of such person's employment.

(c) Extent of involvement in programme making.

15. If an individual (employee or any member of the board of the broadcasting or telecasting institution) publicly identified as a candidate or prospective candidate for the parliamentary or any other election or holding an office in a political party, such person should withdraw from journalistic functions until the

election is concluded and shall not be permitted to engage in any journalistic function at the broadcasting or telecasting institution.

The management must consider the implications for individuals involved in presentation and who are or might become known to the public.

16. When a person refuses to participate in a discussion or interview and choose not to offer reasons for absence, the electronic media institution shall respect that position. Dramatic devices such as an empty chair in television should not be employed to underline a refusal but it is encouraged to employ a simple and direct announcement in that instance.

17. No election related programme or any other programme which has an effect of political propaganda for and against any party, candidate or political leader, shall be broadcast or telecast during the two days preceding the election.

In the event of any other election (Provincial Council, Local Authorities, Presidential, or Referendum) are also declared during the period of campaigning, this rule continues to be effective notwithstanding the declaration of any such election and campaign black out period of the general election should be strictly observed.

18. The attention of the Chairpersons of the Sri Lanka Broadcasting Corporation and Sri Lanka Rupavahini is drawn to Article 104B(5)(b) of the Constitution, which requires them to take all steps necessary to ensure compliance with these guidelines.

APPENDIX VII | Extracts from Proposed Guidelines for Publicly-Funded Electronic Media during Election Campaigns: INFORM, *Monitoring of Publicly Funded Electronic Media*, General Elections, October 2000

Presented at the *Roundtable Discussion on Election Reporting and Media Responsibility*; 30th March 2004, Centre for Policy Alternaitves

General

1. Publicly funded media have a duty to be balance and impartial in their election reporting and not to discriminate against any political party or candidate in granting access to airtime. This duty requires that news, interviews, and information programmes must not be based in favor of, or against, any party or candidate.
2. There must be no government censorship of any election programme.
3. No media personal should be penalized in penalized in any way for broadcasting programmes merely because they are critical of the government, its leaders, policies or the ruling party.
4. In the event of any standards being introduced by the government, or by publicly owned media in determining whether or not to broadcast an election programme must not be vague or broadly defined.
5. Government media must be particularly scrupulous in complying with their obligation to provide accurate, balanced and impartial information in their reporting of news and current affairs.
6. The duty of balance requires that party or candidates receive news coverage commensurate with their importance in the election and the extent of their election support.

Content of Programmes

7. Owing to the potential for editorial opinions to be confused with news, publicly owned media are urged not to broadcast editorial opinions at all. If a government channel broadcast an editorial opinion, it is obliged also to broadcast the opinion of the major opposition parties. If a broadcaster presents his or her own views there must be clearly identified as such, and it is recommended that they not be aired during news programs.
8. News coverage of press conference and public statements concerning matters of political controversy (as opposed to functions of state) called or made by the head of government, government ministers, or members of ruling party should be subject to a right of reply or equal time rules by the opposition parties

concern.. This obligation acquires even greater force when the person making the statement is also standing for office.

9. Publicly owned media must grant political parties or candidate airtime for direct access programmes on a fair and non-discriminatory basis.

10. All institutions should act carefully and diligently in airing non-election news such as coverage on official functions and crimes. No coverage should be given for any candidate, whether such candidates hold a position of a minister or other official during the campaign period.

11. Coverage of the President should be treated as a coverage given for the political party to which such Presidents belongs and therefore leaders of major political parties should be given equal coverage in all programmes.

Voter Education

12. Publicly owned media are obliged to broadcast to voter education programmes unless the government has undertaken other information initiatives, which are likely to reach as many voters as would be broadcast programmes.

13. Commissioner of Election should be given coverage in voter educational programme in the prime time.

Monitoring of Electronic Media

14. Election broadcasts must be monitored and regulated by an independent and impartial body.

15. Publicly owned media should facilitate media monitoring by Non-governmental, non-partisan organizations, including by making tapes of election broadcast available free of charge or at minimal cost.



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