



ماعت للسلام والتنمية وحقوق الإنسان Maat For Peace, Development and Human Rights

Evaluating the media performance in covering the electoral process



First report (26th of April – 2nd May)

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Preface:

The Egyptian presidential election, which was launched on March 31st 2014, is considered to be the second entitlement of the road map; that was agreed on by the national powers at the beginning of July 2013, in response to the extensive popular protests witnessed by Egypt over months and reached its peak on the 30th of June, 2013. Egyptians rallied in various squares demanding the isolation of former President Mohamed Morsi, and the conduct of early presidential elections.

Presidential election passed through two major phases, namely the stage of receiving applications for candidacy, which began in March 31st, 2014 and ended on April 20th, 2014 and the stage of receiving appeals and announcing the final list of candidates, which lasted from April 21st, 2014 until May 2nd, 2014. Now presidential race entered its main turn before the beginning of the last stage, with the start of campaigns and election propaganda, which was launched in May 3rd, 2014 and will end on May 23rd, 2014.

According to what was permanently announced about the official lists of candidates for the presidential election have ended with the final number settled on two candidates, namely: -

- 1- Candidate / Saeed Abdel Fattah al-Sisi: He served as Minister of defense and deputy prime minister before making his resignation to run for the elections.
- 2- Candidate / Hamdeen Abdul Ati Sabahi: He is a well-known Egyptian politician and the founder of Egyptian Popular Trend. He was a candidate in the last presidential elections, held in May 2012, and he was ranked the third.

The media plays an important role in the electoral process, whether through awareness and motivation to participate in general, or through helping the voters with the composition of their convictions, the choice between the candidates and the comparison between the electoral programs offered by each.

During the exercise of this mission, the media should be committed to professionalism, objectivity, codes of media ethics and not to violate the legislative frameworks governing the media coverage of the electoral process. Although it is not required from all media to stay neutral towards the candidates, the media owned by the state must be completely neutral about both candidates.

In this context, Maat Foundation for Peace, Development and Human Rights through the "Observatory of the presidential elections - Egypt 2014" is concerned with monitoring and evaluating the performance of different media channels during the electoral process, in order to ascertain the extent of the commitment of these organizations with the regulatory legislations.

About the report and its methodology:

This is the first report issued by the Observatory of the presidential election (Egypt 2014) about the assessment of media performance in a sample taken during the time period of (April 26, 2014 - May 2, 2014); this stage immediately precedes the stage of the electoral campaigns, and it includes sample of three main types of media, namely:-

- 1- News sites: where During the period covered by the report, 16 news websites have been followed-up and monitored; namely: Al Masry Al Youm , Al-Ahram , Elyoum elSabea , ElWafd, Elshrouq, Al

Jazeera news , aredet elshaab website , Elmasryon website , Ekhwan online website and Rasd website. Besides there were some foreign news websites , Washington Post , Wall Street Journal , Time , Le Monde and the Daily Telegraph .

- 2- TV Shows: - It is some of the programs showed on channels (CBC , Sada elbalad , On TV , the first Egyptian television , Nile News , Elarabia, Elaraia news , elJazeera, ElJazeera Egypt live , Rabaa , Elhyah) , The number of TV programs that are being followed up are 27 PBS.
- 3- Social media pages : some pages on the social network were chosen to be monitored: both official pages for candidates' campaigns , or pages of some youth movements Mobaser April 6 , as well as other pages with large numbers of fans and adopting opposing stands against the electoral process.

Monitoring process depended primarily on a careful follow-up for TV shows, news sites and social media pages through a set of trained observers, to extract two types of information, namely: -

- 1- Qualitative information: - It is a digital statistics for the classification of information material published according to its stand towards the key actors in the electoral process (the candidates, the election commission, civil society organizations responsible for watching over the electoral process).
- 2- Descriptive information:- that reflects the nature of the published information material, and evaluates the performance of the media tool according to the known standards, besides, the documentation of the most important materials that violates to the rules and codes of conduct of media or the regulatory legislative frameworks.

Quantitative measurement and calculation:

- 1- For television channels, the time allotted to each actor of the main actors (the overall electoral process , the Election Commission, presidential candidate Abdel Fattah al-Sisi , candidate Hamdeen) has been counted in minutes. Then the time for each channel was divided according to its stand between negative , positive and neutral; then, the approximate percentage for each stand was extracted out of the total minutes obtained by an actor within the channel programs that has been monitored during the period.
- 2- For News sites, it has been monitored according to the number of topics published for each actor, then the topics have been categorized according to their stand between negative , positive and neutral; then, the approximate percentage for each stand was extracted out of the total topics obtained by an actor within the website that has been monitored during the period.
- 3- For social media pages: the number f posts shared have been measured for each actor. The topics have been categorized according to their stand between negative , positive and neutral; then, the approximate percentage for each stand was extracted out of the total topics obtained by an actor within the social media page that has been monitored during the period.

legal frameworks governing the media coverage of the elections:

Article VI of the Presidential Elections Law has identified the terms of reference for the Presidential Election Commission, and within these terms of reference: establishing the rules governing the participation of the media and civil society organizations, Egyptian and foreign in following-up the electoral process; accordingly the committee of monitoring the media publicity for the presidential election puts rules and set standards to media performance during the electoral process as follows: -

- specialty of TV channels and the major fada'ya masrya, first channel, Nile News ,the radio network program , public radio broadcasts and regional Egypt to provide equal periods to both candidates to present their electoral programs.
- Prohibiting any paid broadcast advertisements for any of the presidential candidates within the state-owned media in the news reports, or during the live broadcast, or any of the events taking place.
- It's not permitted for the media to publish any opinion polls on the presidential election unless it provides full information about the party that surveyed people and the party that took over financing the poll, as well as the questions contained , the sample size , its place, the method of conducting the poll, the method of collecting data, its history and the potential error in the results.

Prohibition of any of these publications or broadcast of any of these surveys , five days before the start of polling day and until its end .

- The Committee of following-up, monitoring and evaluating media publicity and advertising for the presidential elections in 2014, is responsible to ensure the availability of professional standards in all types of media content that are monitored and followed up through the radio stations and public and private TV channels.

The results of the monitoring process:-

First: - the coverage of the TV material related to actors and key issues:-

The results contained in the tables (numbers 1, 2, 3, 4) related to the trends of coverage on the TV channels for the actors and the key issues related to the electoral process (the overall electoral process, the Election Commission presidential candidate Abdel Fattah al-Sisi, a candidate Hamdeen) revealed set of results are as follow: -

- The position of the Egyptian private channels covered by monitoring

There is evidently a bias from Egyptian private channels covered by the monitoring to the candidate Abdel Fattah al-Sisi, compared to the other candidate Hamdeen. we found that the tendency of channels CBC, OnTV, Sada Elbalad leans towards Abdel Fattah al-Sisi candidate in a positive way in 64% .62% .92 % of cases, respectively; while the corresponding rates for the candidate Hamdeen were 12% 0.14% 0.20%.

There are violations in some TV shows among Egyptian private channels, known that their producers are pro candidate Abdel Fattah al-Sisi and against the candidate Hamdee. Sometimes, they throw accusations and defamed him. A sample of phrases that have been monitored in a program "Ala mas'olity" offered by Ahmed Moussa, for example:-

- "People running Hamdeen Campaign in Cairo are part of terrorism"
- "Your daughter 18 cases of robbery exploiting your name"
- "Don't say you are the revolution candidate because you took 14 checks for \$ 4 million pounds from great powers in the NDP? If you didn't reply today, I will stalk you in all conferences and say you are a liar".

- The position of the official TV Channels:-

Official Egyptian TV channels are characterized by a more neutral position between the two candidates. Despite of the convergence space of time for each candidate interview, it has been monitored the significant variation in quality between covering each of them; especially on the first channel of the Egyptian television: Program Sabah elkher ya masr, for example, covers often a newsworthy for Hamdeen, while focusing on covering supporting opinions to candidate Abd Elfattah El-Sisi. And in general there has been positive attribution for candidate Abdel Fattah al-Sisi in Nile News channel, and the first channel 22%, 0.41% respctively, compared with 4% and 10 % towards the candidate Hamdeen.

- The position of the Arab channels:-

There are three channels in the sample of monitoring are dealing with the revolution of June 30th as a military coup , accordingly it takes a political stance anti- procedures that followed june 30th , including the road map and the elections , and these channels are: Al Jazeera , Al Jazeera Live Egypt , Rabaa. Through monitoring the performance of these channels during the period covered by the report, it turns out as follow : -

- 1 - Al Jazeera Egypt Live , and Rabaa channels takes a negative attitude in the vast majority of the cases against the electoral process , the candidate Abdel Fattah al-Sisi, the Committee of the presidential election , and to a lesser extent against the candidate Hamdeen .
- 2 – There is strong decline of professional neutral coverage rates for three channels; obviously highlighted by hosting the channel programs to guests affiliatte to the same sand, opposing the electoral process in general or the candidate Abdel Fattah al-Sisi , in particular, without displaying the other opinion
- 3 – Rabaa channel hardly entitles one program without insults , and accusations of apostasy and treason against the candidate Abdel Fattah al-Sisi
- 4 – the coverage of the three channels reveals the lack of neutrality and professionalism in general in their coverage of the electoral process in Egypt.

Regarding the monitoring of other Arab Channels (Elarabia , Elarabia news), the results of the report have revealed their impartiality towards the electoral process, the candidates and the election commission in most cases, and the dependence on the news coverage. However, there are slight differences in the Al-Arabiya news for the ratio of positive coverage for candidate Abdel Fattah Sisi versus candidate Hamdeen in favor of the former (24 % of the candidate Abdel Fattah al-Sisi , compared to 20 % for the candidate Hamdeen) .

Table (1) the relative distribution of the direction of the TV material published during the period covered by the report towards the electoral process

Media channel	Position of the press material (percentage of time conducted for the actor)			
	negative	positive	neutral	Didn't mention
CBC	%0	%95	%5	
On TV	%0	%96	%4	
Nile News	%0	%90	%10	
First Egyptian Channel	%0	%97	%3	
ElJazeera	%45	%10	%45	
ElJazeera Egypt Live	%78	%4	%18	
Elarabia	%0	%42	%58	
ElArabia	%0	%51	%49	
Rabaa	%98	%0	%2	
Sada Elbalad	%0	%90	%10	

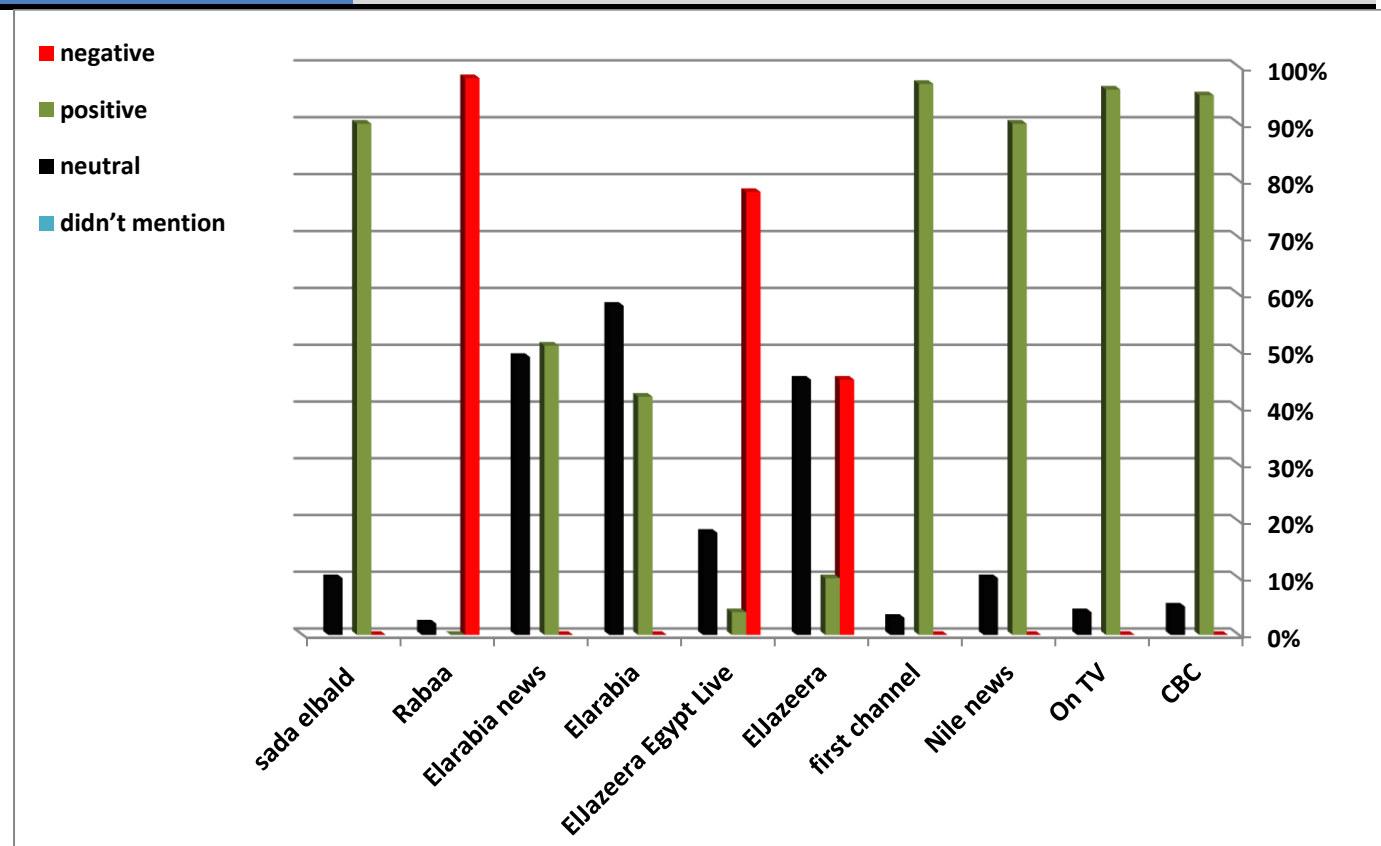


Table (2) the relative distribution of the direction of the TV material published during the period covered by the report towards the Election Commission.

Media channel	Position of the press material (percentage of time conducted for the actor)			
	negative	positive	neutral	Didn't mention
CBC	%0	%20	%80	
On TV	%0	%22	%78	
Nile News	%0	%10	%90	
First Egyptian Channel	%0	%15	%85	
ElJazeera	%20	%0	%80	
ElJazeera Egypt Live	%30	%0	%70	
Elarabia	%0	%0	%100	
ElArabia	%0	%0	%100	
Rabaa	%80	%0	%20	
Sada Elbalad	%0	%35	%65	

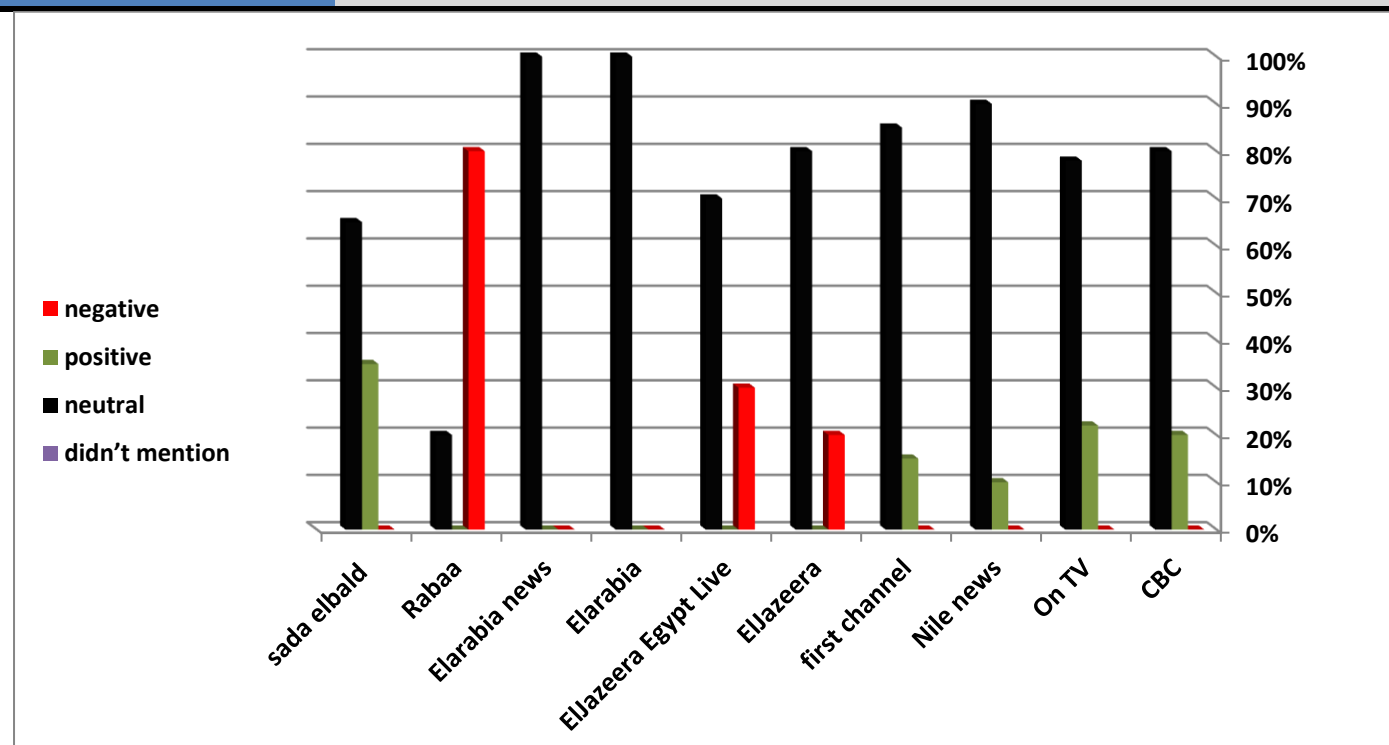


Table (3) the relative distribution of the direction of the TV material published during the period covered by the report towards candidate Abd El-Fattah El-Sisi.

Media channel	Position of the press material (percentage of time conducted for the actor)			
	negative	positive	neutral	Didn't mention
CBC	%0	%74	%26	
On TV	%0	%62	%38	
Nile News	%0	%22	%78	
First Egyptian Channel	%0	%41	%59	
ElJazeera	%46	%12	%42	
ElJazeera Egypt Live	%67	%10	%23	
Elarabia	%0	%16	%84	
ElArabia	%10	%24	%66	
Rabaa	%84	%0	%16	
Sada Elbalad	%0	%92	%8	

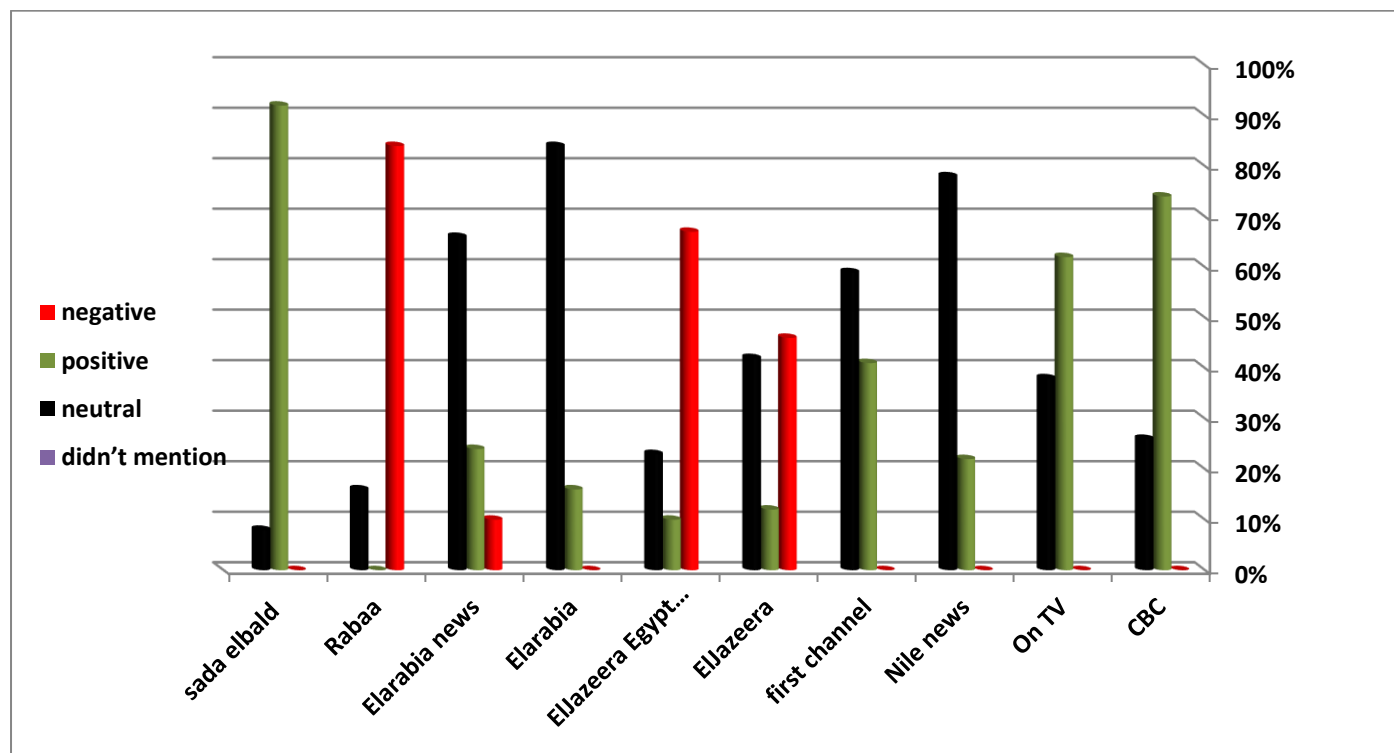
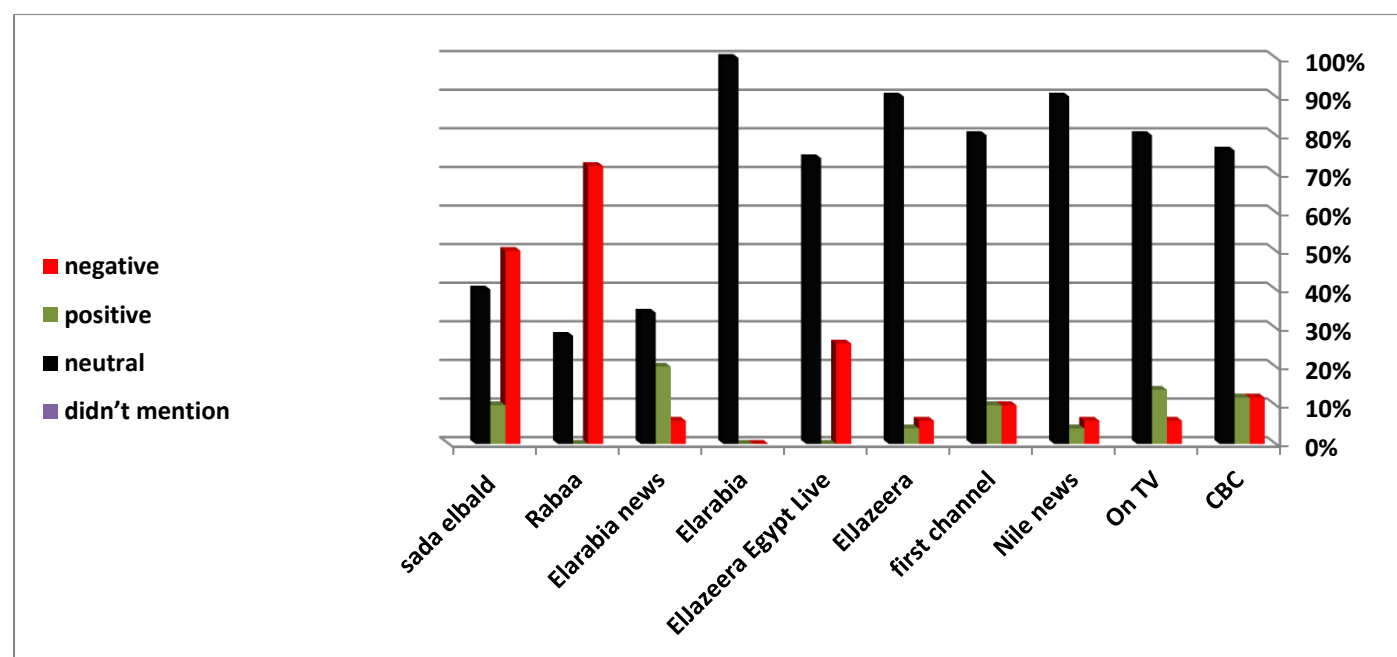


Table (4) the relative distribution of the direction of the TV material published during the period covered by the report towards candidate Hamdeen Sabahi.

Media channel	Position of the press material (percentage of time conducted for the actor)			
	negative	positive	neutral	Didn't mention
CBC	%12	%12	%76	
On TV	%6	%14	%80	
Nile News	%6	%4	%90	
First Egyptian Channel	%10	%10	%80	
ElJazeera	%6	%4	%90	
ElJazeera Egypt Live	%26	%0	%74	
Elarabia	%0	%0	%100	
ElArabia	%6	%20	%34	
Rabaa	%72	%0	%28	
Sada Elbalad	%50	%10	%40	



Second: - coverage of news sites

The numbers indicated in the tables 5, 6, 7, 8 and trends related to news sites coverage for the electoral process, the Committee on the presidential election and the presidential candidates (Abdel Fattah al-Sisi - Hamdeen) indicates the following: -

- 1- The proportion of positive coverage of presidential candidate Abdel Fattah al-Sisi in newspapers, Al-Ahram, elyoum elsabea, El-wafd are higher than those for the presidential candidate Hamdeen, and the same applies to the negative coverage, although the Al-Ahram more inclined to neutrality.
- 2- Elwafd was strongly biased in its coverage in favor of presidential candidate Hamdeen (which is consistent with the official position of the party)
- 3- Al-Jazeera news was covering the electoral process, the election commission and the presidential candidate Abdel Fattah al-Sisi and was divided between negative and neutral
- 4- The monitoring coverage of Ekhwan Online and Rasd to the electoral process was characterized by severe negativity and repeated attacks on presidential candidate Abdel Fattah al-Sisi
- 5- The covered foreign websites were to a large extent lacking objectivity , as they were dealing with elections as if it is already settled for Abdel Fattah al-Sisi . Also there was a permanent link between El-Sisi and what they called " a coup against the legitimate president ."

Table (5) distribution relative to the position of material published during the period covered by the report about the electoral process

website	Position of the press material (percentage of time conducted for the actor)			
	negative	positive	neutral	Didn't mention
El-Ahram	%0	%10	%90	
El-Sheroq	%5	%5	%90	
ElJazera news	%35	%0	%65	
Elyoum Elsabea	%2	%30	%68	
Elshaab	%50	%0	%50	
Ekhwan Online	%60	%0	%40	
Elwafd	%0	%25	%75	
Rasd	%66	%0	%34	
Washington post	%50	%10	%40	
Le Monde	%20	%0	%80	
Daily telegraph	%0	05	%100	
TIME	%0	%0	%100	

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Wall Street Journal

%20

05

%80

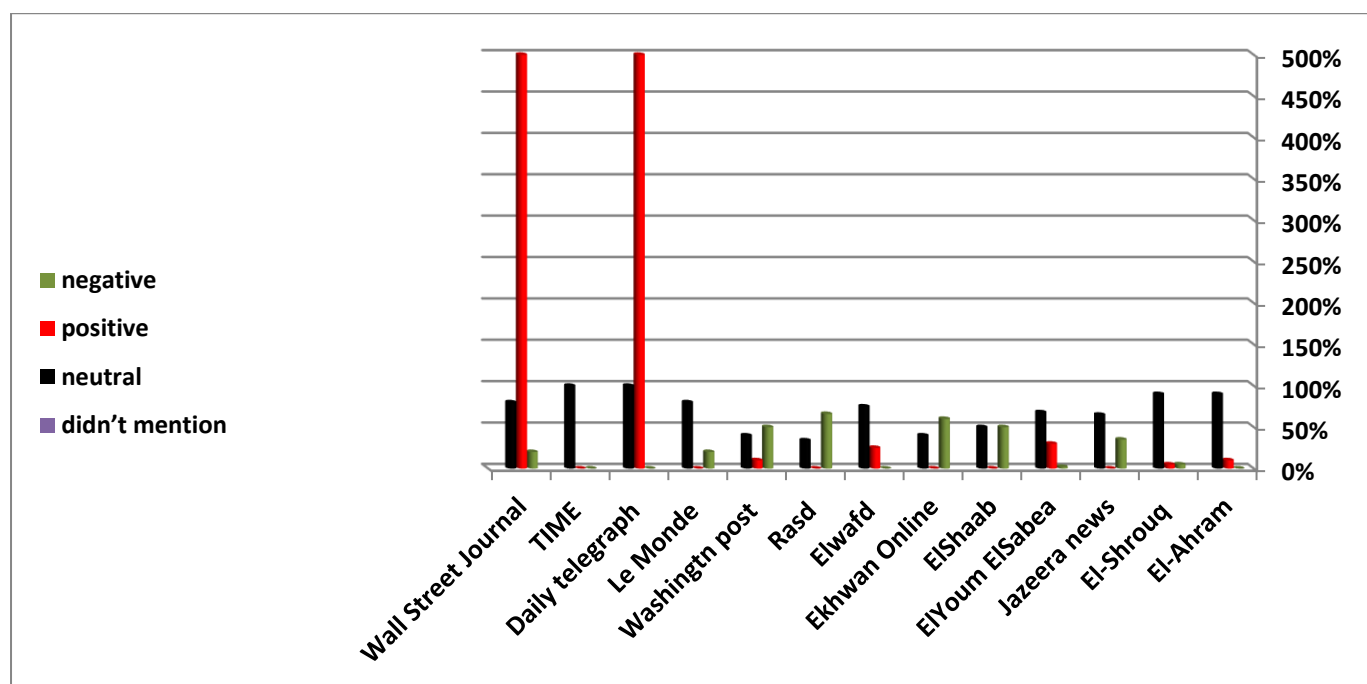


Table (6) the relative distribution of the direction of the material published during the period covered by the report towards the Election Commission.

website	Position of the press material (percentage of time conducted for the actor)			
	negative	positive	neutral	Didn't mention
El-Ahram	%0	%0	%100	
El-Sheroq	%0	%0	%100	
ElJazera news	%30	%0	%70	
Elyoum Elsabea	%0	%10	%90	
Elshaab	%30	%0	%70	
Ekhwan Online	%40	%0	%60	
Elwafd	%0	%0	%100	
Rasd	%60	%0	%40	
Washington post	%0	%0	%100	
Le Monde	%0	%0	%0	%100

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Daily telegraph	%0	%0	%0	%100
TIME	%0	%0	%100	
Wall Street Journal	%0	%0	%100	

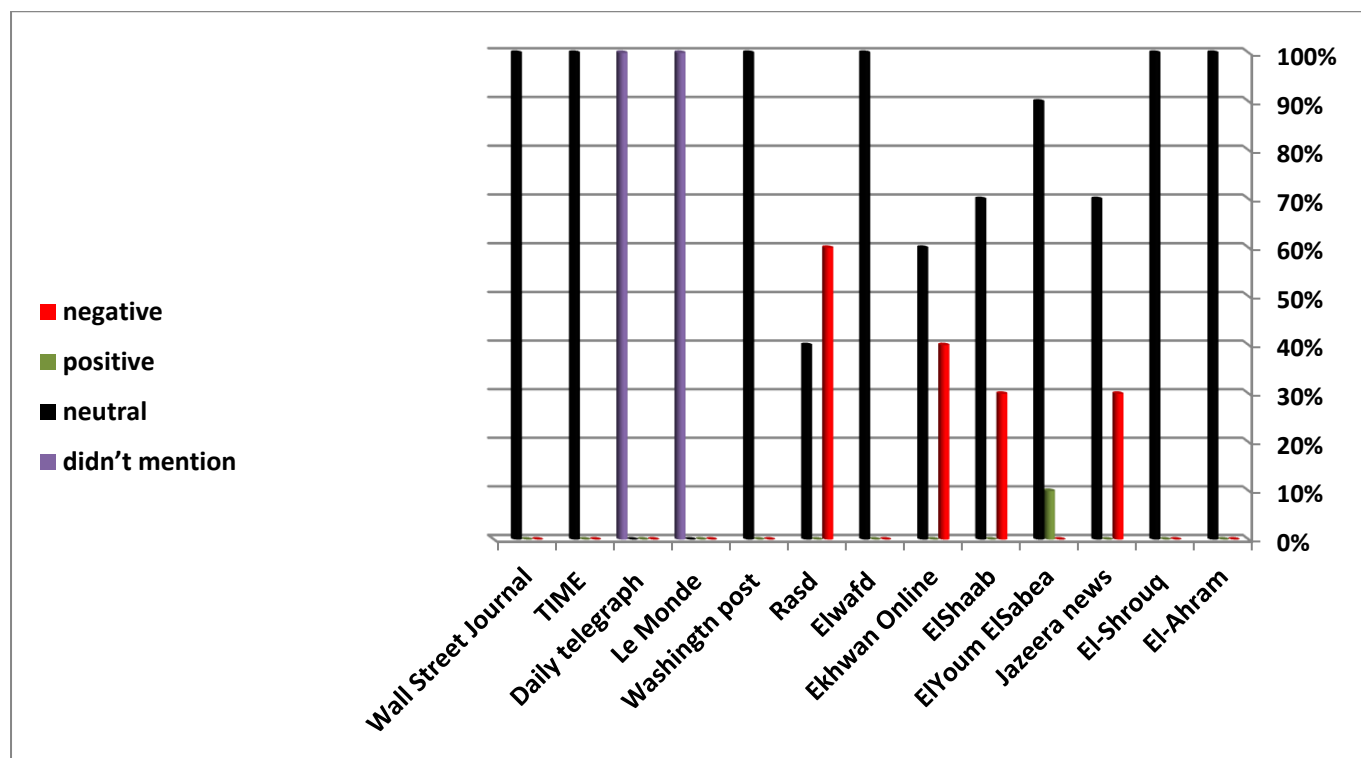


Table (7) the relative distribution of the direction of the material published during the period covered by the report towards candidate Abd El-Fattah El-Sisi.

website	Position of the press material (percentage of time conducted for the actor)			
	negative	positive	neutral	Didn't mention
El-Ahram	%0	%30	%70	
El-Sheroq	%25	%35	%35	
ElJazera news	%50	%0	%50	
Elyoum Elsabea	%0	%40	%60	
Elshaab	%100	%0	%0	
Ekhwan Online	%100	%0	%0	
Elwafd	%0	%60	%40	

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Rasd	%90	%0	%10
Washington post	%60	%0	%40
Le Monde	%30	%0	%70
Daily telegraph	%0	%0	%100
TIME	%0	%0	%100
Wall Street Journal	%20	05	%80

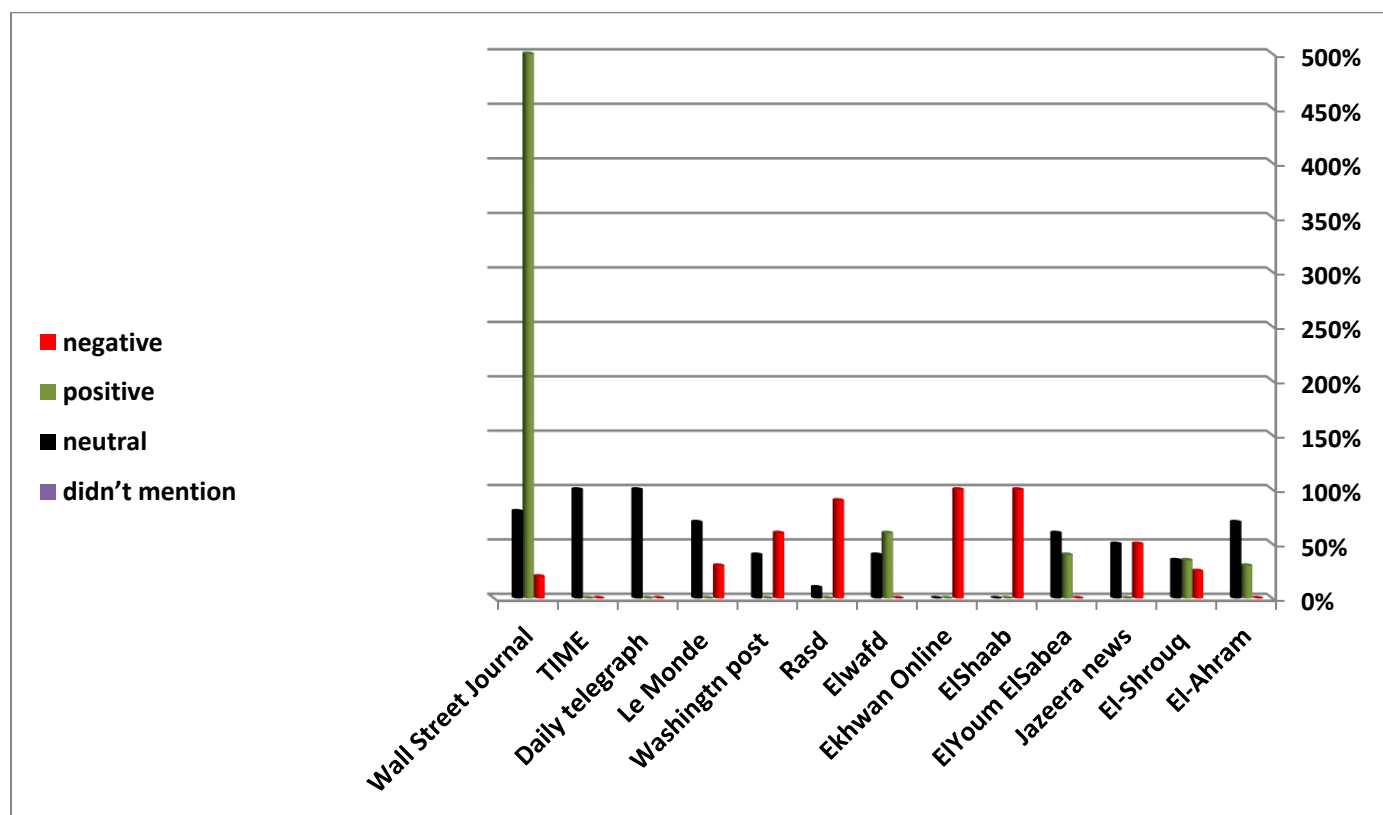
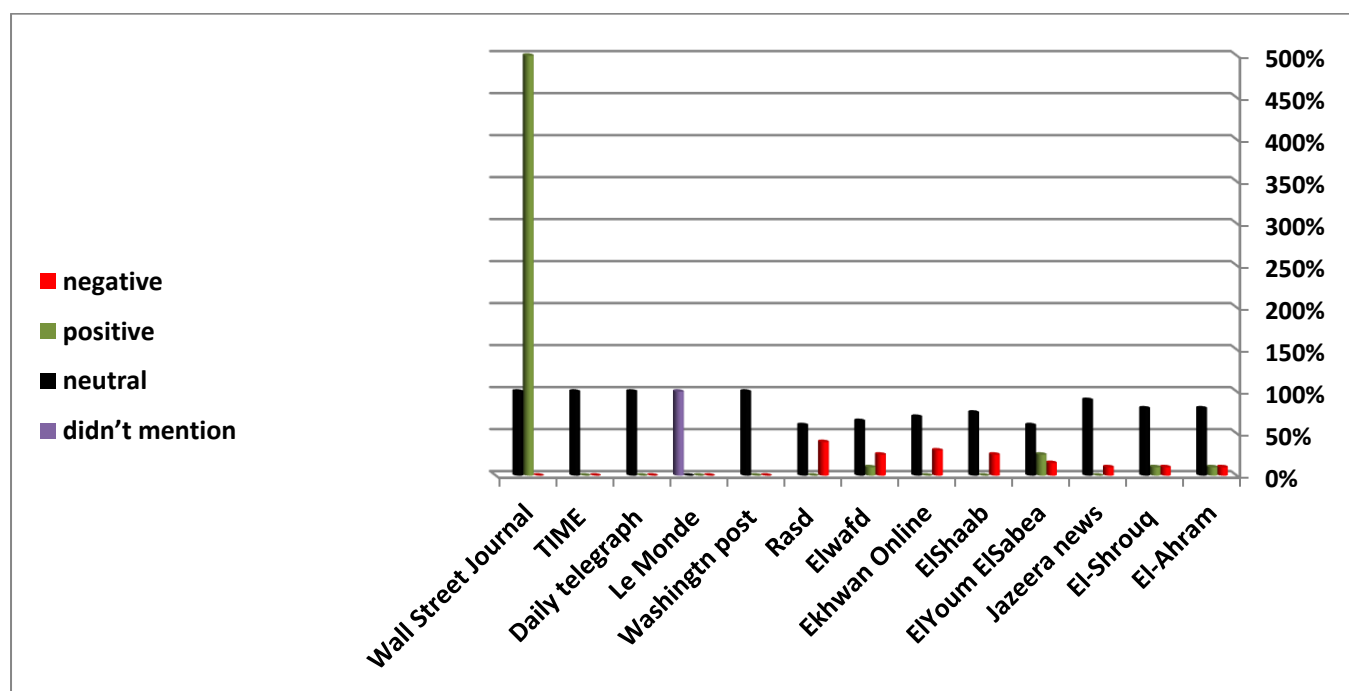


Table (8) the relative distribution of the direction of the material published during the period covered by the report towards candidate Hamdeen Sabahi

website	position of the press material (percentage of time conducted for the actor)			
	negative	positive	neutral	Didn't mention
El-Ahram	%10	%10	%80	
El-Sheroq	%10	%10	%80	
ElJazera news	%10	%0	%90	

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Elyoum Elsabea	%15	%25	%60	
Elshaab	%25	%0	%75	
Ekhwan Online	%30	%0	%70	
Elwafd	%25	%10	%65	
Rasd	%40	%0	%60	
Washington post	%0	%0	%100	
Le Monde	%0	%0	%0	%100
Daily telegraph	%0	%0	%100	
TIME	%0	%0	%100	
Wall Street Journal	%0	05	%100	



Third: - coverage of social media pages

By analyzing the data contained in the tables (9.10 , 11, 12) and the related trends cover the social networking pages of the electoral process and the parties can come up with the following findings : -

- 1- Official pages for candidates tend to adhere to the publicity of the candidate and handling positive activities with avoiding any insults against the other candidate. However, we spotted only three " posts " that criticized the candidate's rival on the presidential campaign page of Hamdeen .

- 2- Mobasher April 6 is taking a neutral pattern in the coverage of the electoral process and the performance of the election commission. However, it addresses positively candidate Hamdeen far exceeds from the candidate Abdel Fattah al-Sisi (70% of the candidate Hamdeen versus 0% for the candidate Abdel Fattah al-Sisi), at the same time , the coverage of the negative candidate Abdel Fattah al-Sisi was clearly frequent and prominent.
- 3- Pages, which is known for their anti- June 30th revolution orientation and the benefits resulting from it, marked with a similarity in coverage which reached symmetry sometimes, negative coverage in its entirety over the electoral process, the presidential candidate Abdel Fattah al-Sisi , and less about the presidential candidate Hamdeen and the Committee of the presidential election .
- 4- The opposing pages to the electoral process are insulting and calling names against the candidates, the Presidential Election Commission. It was also characterized by many posts published by its proximity to the words that are obscene punishable by law .

Table (9) distribution relative to the position of material published during the period covered by the report about the electoral process

The Page	position of the press material (percentage of time conducted for the actor)			
	negative	positive	neutral	Didn't mention
Official page for El-Sissi campaign	%0	%40	%60	
Official page for Hamdeen Sabahi Campaign	%10	%20	%70	
official page for daam elsharaia	%80	%0	%20	
enta ail ekhwangy page	%100	%0	%0	
april6 live	%0	%0	%100	
Emsk flol	%60	%0	%40	
Nabd ekhwan	%100	%0	%0	
elsharaia w elshariaa page	%100	%0	%0	

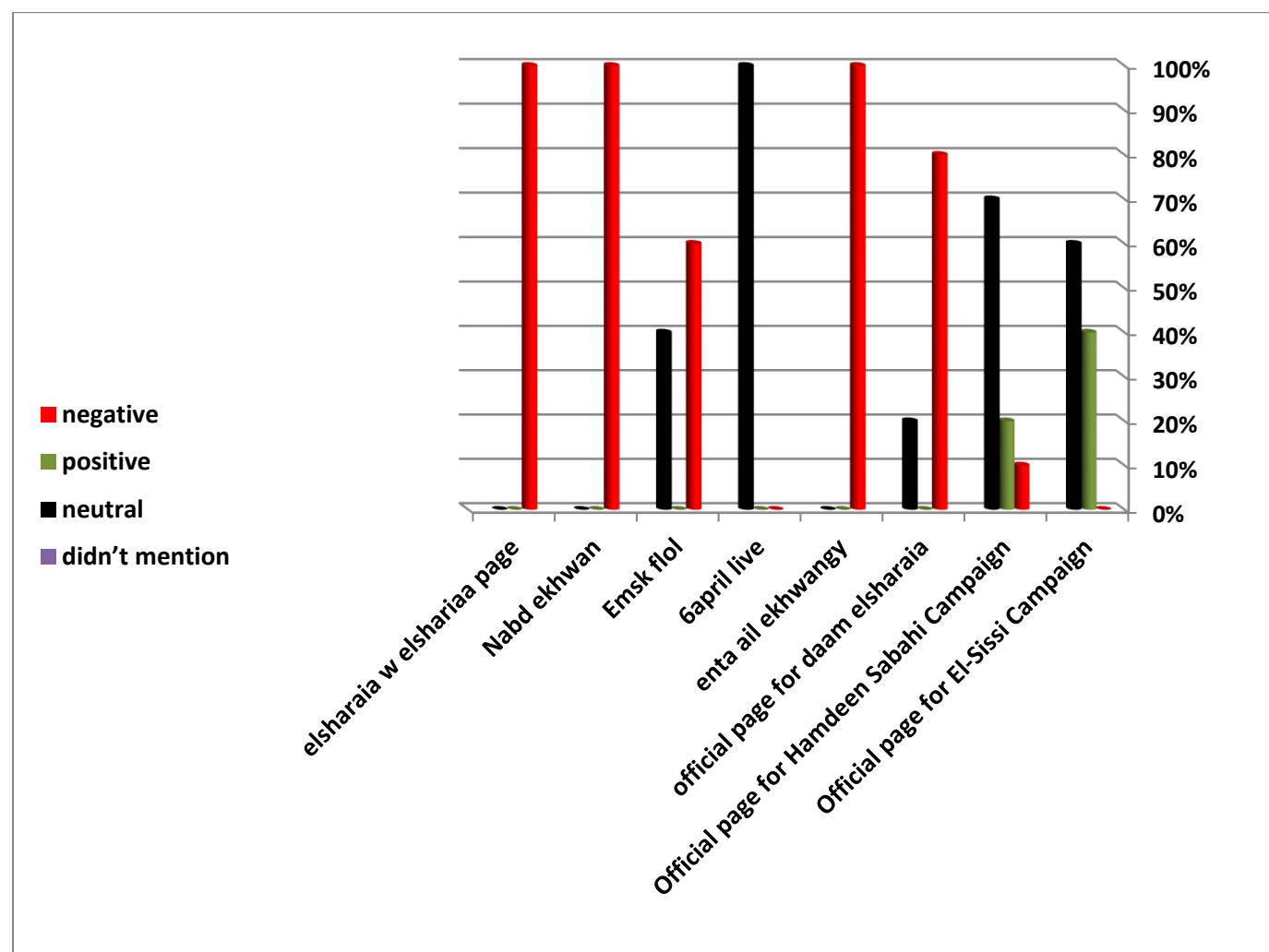


Table (10) the relative distribution of the direction of the material published during the period covered by the report towards the Election Commission.

The Page	position of the press material (percentage of time conducted for the actor)			
	negative	positive	neutral	Didn't mention
Official page for El-Sissi campaign	%0	%30	%70	
Official page for Hamdeen Sabahi Campaign	%10	%10	%80	
official page for daam elsharaia	%50	%0	%50	
enta ail ekhwangy page	%100	%0	%0	
april6 live	%0	%0	%100	

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Emsk flol	%70	%0	%30
Nabd ekhwan	%80	%0	%20
elsharaia w elshariaa page	%80	%0	%20

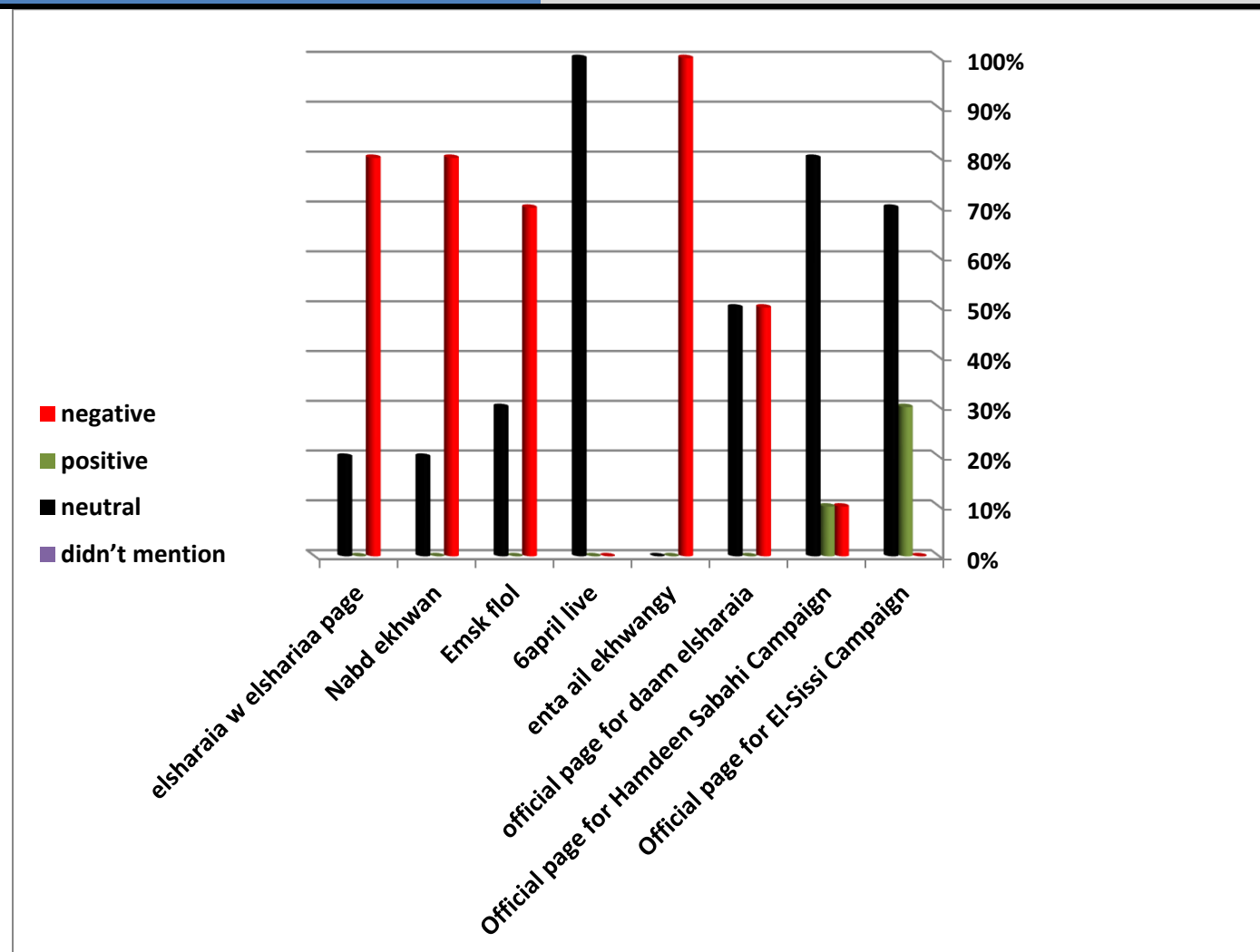


Table (11) the relative distribution of the direction of the material published during the period covered by the report towards candidate Abd El-Fattah El-Sisi.

The Page	position of the press material (percentage of time conducted for the actor)			
	negative	positive	neutral	Didn't mention
Official page for El-Sissi campaign	%0	%100	%0	
Official page for Hamdeen Sabahi Campaign	%66	%0	%33	

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official page for daam elsharaia	%100	%0	%0
enta ail ekhwangy page	%100	%0	%0
april6 live	%60	%0	%40
Emsk flol	%100	%0	%0
Nabd ekhwan	%100	%0	%0
elsharaia w elshariaa page	%100	%0	%0

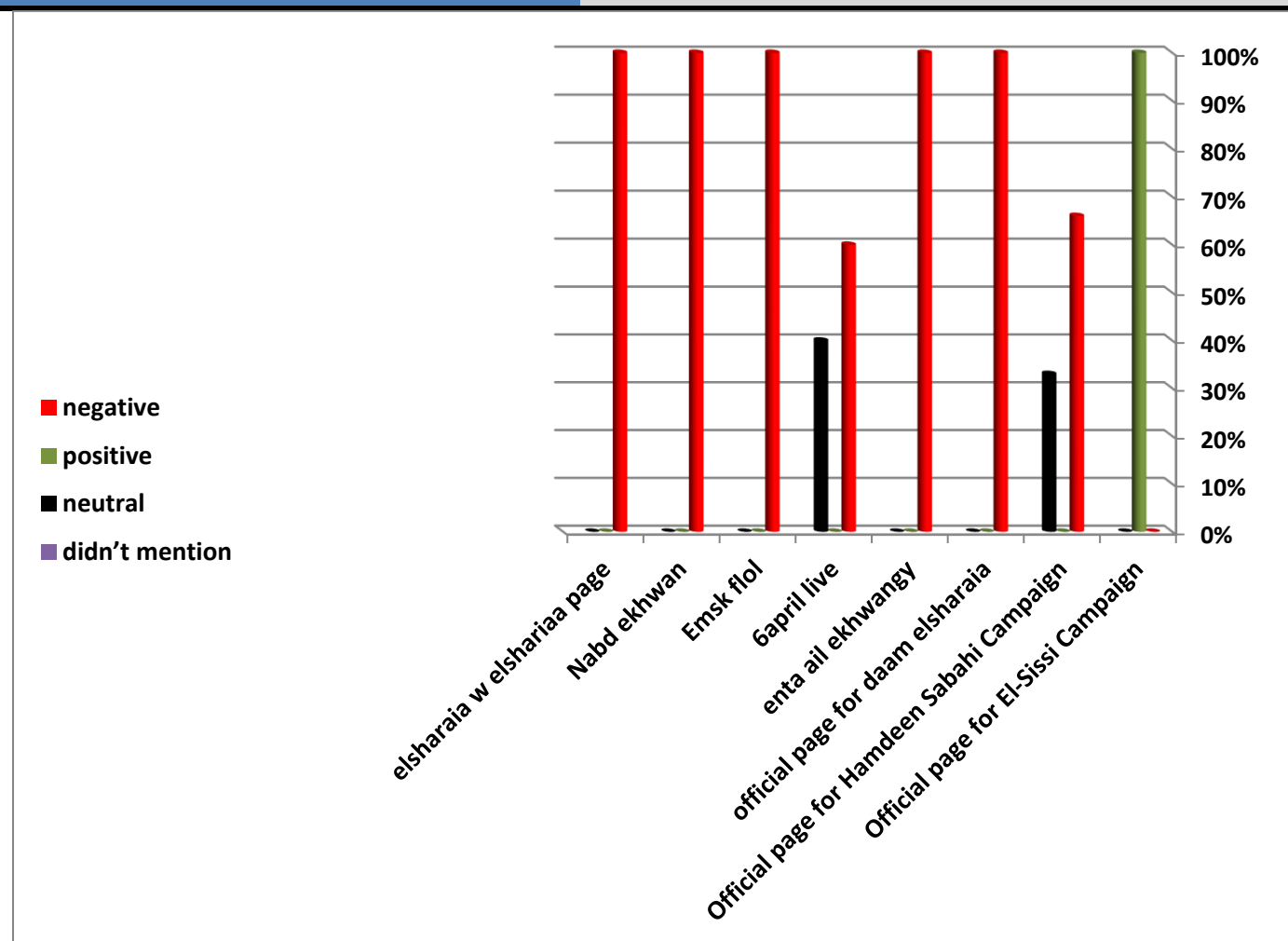


Table (12) the relative distribution of the direction of the material published during the period covered by the report towards candidate Hamdeen Sabahi

The Page	position of the press material (percentage of time conducted for the actor)			
	negative	positive	neutral	Didn't mention
Official page for El-Sissi campaign	%0	%0	%0	%100
Official page for Hamdeen Sabahi Campaign	%0	%100	%0	
official page for daam elsharaia	%70	%0	%30	
enta ail ekhwangy page	%100	%0	%0	
april6 live	%0	%70	%30	
Emsk flol	%60	%0	%40	
Nabd ekhwan	%100	%0	%0	
elsharaia w elshariaa page	%100	%0	%0	

