



**“BROADCAST CONTENT AND COMPLAINTS DURING
PRESIDENTIAL ELECTION 2013”**

Report by
Maldives Broadcasting Commission

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Introduction

Broadcasting industry of the Maldives began in 1962 with the Government radio as the only broadcasting station for a number of years until the Government owned TV station began its operation in 1978. It was in 2007 during the nascent days of democracy and media freedom that Maldives opened for private/ commercial broadcasting and the first license was issued on 14th June 2007 to Atolls Investment Pvt Ltd, Maldives Media Company Pvt Ltd and Asna Maldives Pvt Ltd.

With seven members elected by Parliament, the Maldives Broadcasting Commission was established on 4th April 2011 under the Broadcast Law to regulate and develop the broadcasting industry. The main aim of the Commission is to develop a conducive environment that promotes the rights of freedom of expression enshrined in the Constitution and partake in building the nation by developing the broadcasting industry with professional ethical conduct which would facilitate for the growth of a liberal democracy. The mandate of the Commission includes, assigning broadcast frequencies, issuing broadcast/rebroadcast and frequency licenses. Monitor and adjudicate on broadcast related complaints and develop the broadcasting industry of the Maldives.

This report is a compilation of the work carried out by the Broadcasting Commission in relation to the 2013 Presidential Elections held in the Maldives. This report considers the following issues;

- Preparation for the 2013 Presidential Elections.
- Elections Guideline for Broadcasters.
- Monitoring Broadcast Content during Elections.
- Presentation of Data in per channel and general analysis
- Adjudication of Complaints during Elections Process.
- Limitations
- Recommendations

The target of this report is to give an overall understanding of the work carried out by the Maldives Broadcasting Commission during the 2013 Presidential elections period first round (from 7th August 2013 to 7th September 2013) and provide the people with an understanding of election time prime time coverage of local TV broadcasters.

Preparation for 2013 Presidential Election

1. Election and Media Training

Ms. Terry Anzur, a former professional multimedia journalist visited the Maldives in January 2013 through funding assistance from US Embassy in Sri Lanka to train the media for Presidential Elections in 2013 and the forthcoming two elections.

Series of Election and media related activities were carried out during her consultancy and Journalists were also trained in light of international best practices and standards on election coverage and political reporting from all media stations during the five day in “Elections workshop for Media”.

2. “Democracy Out Loud”

With the objective of creating awareness on the role of media in democracy, an awareness evening, titled “Democracy out loud” was held at Nasandhura Palace Hotels consequently. All pertinent government ministries, organisations, NGOs and all the media stations were invited for the session which included a presentation of Elections Commission of Maldives.

3. Station Visits

Ms. Anzur also visited all the broadcasting stations and carried out a 30 minute presentation for the journalists and station heads regarding the important role and ethical conduct of media during elections coverage. She also held an interactive question and answer session for the journalists and station heads on the topic of elections coverage.

- a. VTV
- b. VFM
- c. Dhi TV
- d. Dhi FM
- e. Dhi FM Plus
- f. Maldives Broadcasting Corporation (MBC)
- g. Raaje TV
- h. Sun TV Plus
- i. Sun FM
- j. Capital Radio
- k. Radio Atoll
- l. Minivan 97

4. Meetings with Elections Commission

Three meetings were held with the Elections Commission on prior conducting the monitoring work and election period.

Discussions were held between the members of Elections Commission and Broadcasting Commission to collaborate the work of Broadcast Media Monitoring. Elections General Act does not clearly specify which Commission is to monitor direct access content and adjudicate elections related complaints of broadcasting.

5. Draft MoU

Based on the meetings held with the Elections Commission and taking into consideration Article 30 of the General Elections Act the Maldives Broadcasting Commission drafted a Memorandum of Understanding and shared it with the Elections Commission for their approval. The main aim of this MoU was to clarify which authority would monitor broadcasters and elections related Direct Access time and also adjudicate elections related complaints submitted against broadcasters.

The main points of the MoU include the following;

- Whilst all broadcasting related issues come under the mandate of the Broadcasting Commission, clause 30 which relates to broadcasting in the General

Elections Act were mentioned prior to the Broadcasting Act; both Commissions need to identify their roles during electoral period and set policies for monitoring the broadcast content.

- Elections Commission and Broadcasting Commission to work together to adhere the legislations during elections period.
- Creating awareness on the role of broadcasters during elections period.

It was unfortunate that an agreement to sign the MoU could not be reached with the Elections Commission.

6. The 3 Tier Approach

Commission approached the 2013 elections period with a 3 tier approach which was;

- Monitoring
- Fast Track Adjudication
- Report Compilation

MONITORS - A total of 11 staff members of the Broadcasting Commission functioned as Monitors with a Chief Monitor who coordinated and supervised the monitoring work. Each monitor was assigned a specific channel to monitor on a weekly rotation basis. To carry out the monitoring tasks professionally and impartially, the monitoring team was provided a one day training exercise where they had to complete mock monitoring forms after watching one hour prime time content.

ADJUDICATORS - A special Adjudication Committee inclusive of 7 Commission members and 3 staff members were formed to carry out Fast Track Adjudication of external and internal complaints, related to Presidential Candidates, filed to the Commission.

REPORT EDITORS - With four editors and a Chief Report Editor, this team collected the monitoring data and the adjudication data and processed it to compile the total report to be issued by the broadcasting Commission in relation to the 2013 presidential elections. The Report Editors team worked on the final presentation of results and compilation of the data and entering the details in the form into spread sheet on a daily basis. The data analyzed were then transformed into pie charts and graphic presentation assimilated with other information compiled as a report inclusive of recommendations for the media stations, government and law upholding entities.

Election Guideline for Broadcasters

“Guidelines for Political Coverage during Elections”

In collaboration with the Maldives Broadcasting Commission Ms. Anzur drafted a Guideline inclusive of the standards and principles to be applied in the coverage and broadcast of political content during the election period. The “Guidelines for Political Coverage during Elections” was endorsed by the Commission and shared with all the broadcast stations and was published in the Government Gazette on August 2013.

The main points of the guideline are;

- a. Media’s role during Elections
- b. Direct Access air time of broadcasters
- c. News Coverage standards for broadcasters
- d. Role of Public Service Broadcaster
- e. Role of private/ commercial broadcaster
- f. Libel and Defamation
- g. Right of Reply and Retraction
- h. Reporting on a candidate’s private life
- i. Safety of Journalists

APPENDIX 1: Guideline Elections

Monitoring Broadcast Content during Elections

1. Monitoring Overview

Taking into consideration the time consuming nature of broadcast monitoring, the availability of manpower and finances, the Commission made the following decisions.

- a. To monitor from 07 August to 07 September 2013 (official elections first round)
- b. To monitor operating local TV channels
- c. To monitor Prime Time content (20:00 to 23:00hrs)
- d. To monitor News/Programs/Fillers during prime time
- e. To Monitor the subjects; (Round 1)
 1. Government/President
 2. Elections Commission
 3. Gasim Ibrahim
 4. Dr Mohamed Waheed Hassan Manik
 5. Yameen Abdul Qayoom
 6. Mohamed Nasheed
- f. To Monitor Direct Access time
- g. To monitor the elections moratorium period: from 18:00 hours on 6 September 2013 to 18:00 hours of the election day (1st Round). In the second round from 18:00 hours on 27 September 2013 to 18:00 hours of the Election Day.

The monitoring of the electoral content of all the TV stations was carried out to observe the performances of the stations in order to measure the total coverage time allocated for presidential candidates, the ethical conduct of the content aired and the amount of electoral content during prime time and direct access. The content monitored were prime time and direct access of all the 09 active TV channels. The decision to monitor only the TV channels was based on the human resource availability and capacity of the Commission.

Meetings were also held with the international elections observers; Commonwealth team and European Union (EU) on their requests and the role of the Broadcasting Commission and the work carried out in relation to Presidential elections was also shared with the observers

2. Monitoring Methodology

For an adequate data collection for the research, an in-house methodology was developed from intensive research and guidance from a visiting expert on media and elections from UNDP, Mr. Binod Battarai. The methodology used in monitoring and formulation of the report is based on the standards on 'Media Monitoring to Promote a Democratic Elections' by National Democratic Institute for International Affairs (NDI).

The experience of media monitoring work carried out by Transparency Maldives in 2011 and suggestions on internally accepted methodologies on monitoring was shared with the Commission by Transparency Maldives. The suggestions made by Transparency Maldives were taken into consideration while developing the methodology to be used for monitoring.

3. Monitoring Structure

Quantitative and Qualitative analysis were used as a methodological approach in monitoring the TV content. Quantitative measurement was used to collect the data and accurately identify the portrayal of the monitored subjects, their total coverage in seconds dedicated during the monitored period.

Qualitative measurement was used to collect the data of the general quality of media coverage and their portrayal on the specific topics for a more significant monitoring data. With this measurement, the data was collected on two categories;

- a. To identify the tone of the topic, if it was portrayed in positive, neutral or negative light.
- b. Analysis of important comments during the monitored period which violates Broadcast code of practice.

Through these methods the data collected by the monitors were recorded in the monitoring forms translated into pie charts and graphic presentations in figures and in percentages to give an easy understanding of the coverage time between each topic monitored.

Monitored and evaluated content times are Prime time from 20:00 – 23:00 and Direct Access time on daily basis and content of the elections day monitored from 18:00 hours from the former day of the election till 18:00 hours of the election day.

APPENDIX 2; monitoring forms

4. TV Channels monitored

Public Service Broadcaster

- a. Television Maldives (TVM)

Commercial Broadcasters

- b. Raajje TV
- c. VTV
- d. DhiTV
- e. Dhifm Plus
- f. Sun FM Plus
- g. Channel 13
- h. Channel 01
- i. Jazeera TV
- j. Yell TV (Test Signal)

The sub-categories monitored during prime time were;

1. **NEWS** - All News bulletins aired during Prime time.
2. **PROGRAMS** - All content aired during prime time which did not fall under News and Fillers were monitored as programs. These content include social and public interest events, current affairs programs, political debates, drama, rally's etc aired during Prime time.

3. **FILLERS** - All the spots, advertisements, PSAs or content aired as promos during prime time.

5. Monitoring “Direct Access” time

The Commission carried out the task with the Elections Commission to determine whose role it was to monitor broadcasters Direct Access time as per the General Elections Act, Article 30.

“Direct Access” is defined as airtime in which the content is controlled by the parties or candidates. It may include free airtime for political messages or paid political advertising, with equal access and non-discrimination as described in the General Elections Act.

General Elections Act Article 30 (a), (b) and (c) states as follows;

“(a) From the time the Elections Commission officially announce the names of the candidates standing for election, till 6:00 pm of the day before the date designated for voting on the election, in accordance with the Regulations promulgated under this Act, all the broadcasters in the Maldives should provide broadcasting time to political parties and individual candidates who are standing for election to campaign through advertising or other programs.

(b) The broadcasters shall announce the allotment of time pursuant to subsection (a) and if a charge is to be levied for the service, such charges. The broadcasters shall give broadcasting time or sell thereof to candidates on an equitable basis.

(c) From the time allotted to candidates pursuant to subsection (a) no broadcasters shall under any circumstance give or sell more than 10% of the time allotted to one candidate, to one individual candidate or a political party or a candidate representing a political party. “

With a draft MoU the Broadcasting Commission negotiated with the Elections Commission to carry out the legal obligations stated in the General Elections law of broadcast direct access time monitoring. However the signing of the MoU did not materialize and the role of monitoring broadcasters was not clearly handed over to any party. Elections Commission did inform the broadcasting Commission on a later date that they would not be monitoring broadcasters.

The Broadcasting Commission decided to carry out the work though it was not clear which institution should do it. The Commission issued a circular (circular no: 427PPR/CIR/2013/8) to all broadcasters regarding 2013 Presidential Elections Direct Access time by the broadcasters, requesting to send;

- a. Equitable Direct Access time schedule for all the presidential candidates determined by the broadcaster,
- b. The on air time allocated for Direct Access,
- c. If Direct Access time is sold, the rate details of the direct access time,

- d. Announcement details and date of announcement by the station of their standards and rates set for Direct Access time,
- e. And to submit weekly content broadcasted during the Direct Access time by Tuesday.

However the response to the circular was not satisfactory and a meeting with operating broadcasters was held to discuss the issue of direct access time. The Commission also requested from all broadcasters to submit a weekly recordings of their direct access time to the Commission.

However few stations submitted their direct access schedule and only one broadcasting channel submitted recoding of direct access time.

6. List of stations in operation who responded to the Direct Access

Circular 427PPR/CIR/2013/8

#	CHANNEL	SUBMISSION
1	TVM	Complete schedule received
2	Dhivehi Raajjeyge Adu	Complete schedule received
3	Dhivehi FM	Complete schedule received
4	RaajjeTV	Complete schedule received
5	VTV	States 25% of their on air Direct Access Time
6	DhiTV	States 25% of their on air Direct Access Time

7	Jazeera	Direct Access time & rate informed
8	Capital Radio	States they do not have Direct Access time
9	Channel 13	Direct Access time & rate informed
10	Dhi FM Plus	States 30% of their on air Direct Access Time
11	Channel 01	Direct Access time & rate informed

Monitoring of Direct Access time proved to be a challenge to Broadcasting Commission as necessary information and recordings were not made available.

Broadcaster also raised the question of under whose jurisdiction monitoring fell according to the General Elections Act.

All broadcasters were informed of the monitoring of TV content during prime time and direct access time through a circular issued on 7 August 2013. A meeting was also held with all the active broadcasting stations to discuss and make a request for their weekly direct access content for monitoring purposes.

Per Channel Analysis

The monitoring data of per channel analysis is presented in tables for weekly statistics of tone, pie charts for total coverage of subjects and bar graph for total coverage of tone of each subject.

1. TVM

Figure 1.A

	Positive Coverage %	Neutral Coverage %	Negative Coverage %
PRESIDENT/GOVERNMENT	88.56	11.08	0.36
ELECTIONS COMMISSION	96.35	02.54	01.12
GASIM IBRAHIM	91.87	08.13	0.00
DR. MOHAMED WAHEED HASSAN MANIK	100.00	0.00	0.00
YAMEEN ABDUL GAYYOOM	99.51	0.00	0.49
MOHAMED NASHEED	75.59	24.41	0.00

Figure 1. A : The table shows the tone depicting the Positive, Neutral and Negative coverage from 7th – 16th August 2013.

Figure 1.B

	Positive Coverage %	Neutral Coverage %	Negative Coverage %
PRESIDENT/GOVERNMENT	96.08	03.14	0.78
ELECTIONS COMMISSION	63.31	36.69	0.00
GASIM IBRAHIM	100.00	0.00	0.00
DR. MOHAMED WAHEED HASSAN MANIK	100.00	0.00	0.00
YAMEEN ABDUL GAYYOOM	92.94	0.00	07.06
MOHAMED NASHEED	94.99	0.00	5.01

Figure 1. B : The table shows the tone depicting the Positive, Neutral and Negative coverage from 17th –23rd August 2013.

Figure 1.C

	Positive Coverage %	Neutral Coverage %	Negative Coverage %
PRESIDENT/GOVERNMENT	47.73	52.27	0.00
ELECTIONS COMMISSION	56.52	43.48	0.00
GASIM IBRAHIM	99.40	0.00	0.60
DR. MOHAMED WAHEED HASSAN MANIK	98.00	01.00	01.00
YAMEEN ABDUL GAYYOOM	98.83	0.88	0.29
MOHAMED NASHEED	97.72	01.67	01.11

Figure 1. C : The table shows the tone depicting the Positive, Neutral and Negative coverage from 24th –30th August 2013.

Figure 1.D

	Positive Coverage %	Neutral Coverage %	Negative Coverage %
PRESIDENT/GOVERNMENT	92.45	07.54	0.00
ELECTIONS COMMISSION	48.90	51.10	0.00
GASIM IBRAHIM	100.00	0.00	0.00
DR. MOHAMED WAHEED HASSAN MANIK	100.00	0.00	0.00
YAMEEN ABDUL GAYYOOM	94.59	0.00	05.41
MOHAMED NASHEED	87.76	0.00	12.24

Figure 1. D : The table shows the tone depicting the Positive, Neutral and Negative coverage from 31st August –6th September 2013.

Figure 1.E

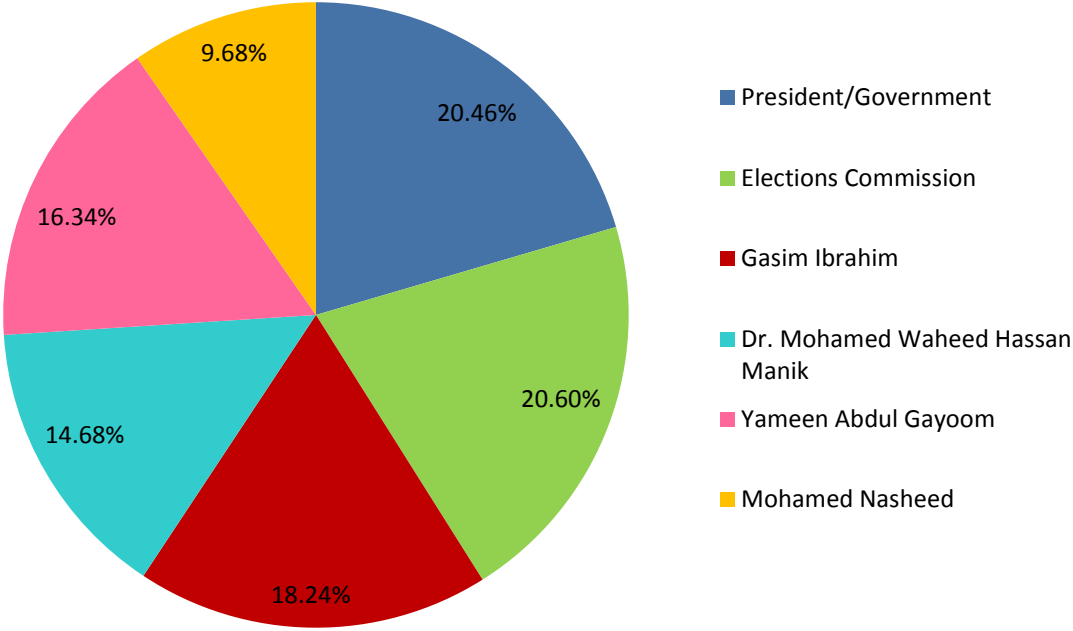


Figure 1.E: The pie chart depicting in percentages the total time allocated for the subjects during the first round of Presidential Election where the highest percentage of time; 20.60% was received by Elections Commission.

Figure 1.F

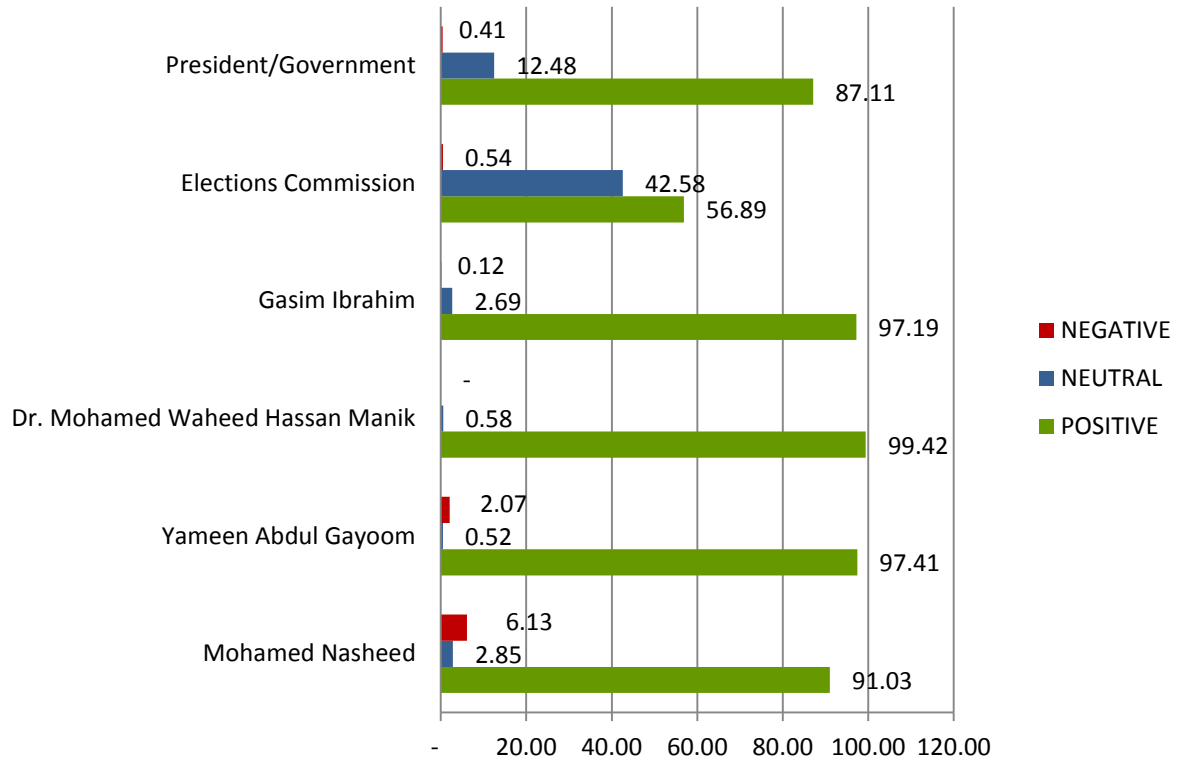


Figure 1. F: Bar graph depicting the coverage of the subjects during the first round of Presidential Election in Positive, Neutral and Negative tone.

2. DhiTV

Figure 2.A

	Positive Coverage %	Neutral Coverage %	Negative Coverage %
PRESIDENT/GOVERNMENT	82.64	11.05	06.31
ELECTIONS COMMISSION	62.79	09.30	27.91
GASIM IBRAHIM	66.09	28.83	05.08
DR. MOHAMED WAHEED HASSAN MANIK	86.63	13.37	0.00
YAMEEN ABDUL GAYYOOM	42.59	13.32	44.09
MOHAMED NASHEED	04.48	35.82	59.70

Figure 2. A : The table shows the tone depicting the Positive, Neutral and Negative coverage from 7th – 16th August 2013.

Figure 2.B

	Positive Coverage %	Neutral Coverage %	Negative Coverage %
PRESIDENT/GOVERNMENT	62.39	37.61	0.00
ELECTIONS COMMISSION	79.64	13.25	07.11
GASIM IBRAHIM	0.00	27.67	72.33
DR. MOHAMED WAHEED HASSAN MANIK	88.83	09.42	01.75
YAMEEN ABDUL GAYYOOM	83.30	09.86	06.84
MOHAMED NASHEED	0.00	01.35	98.65

Figure 2. B : The table shows the tone depicting the Positive, Neutral and Negative coverage from 17th –23rd August 2013.

Figure 2.C

	Positive Coverage %	Neutral Coverage %	Negative Coverage %
PRESIDENT/GOVERNMENT	84.83	15.17	0.00
ELECTIONS COMMISSION	99.14	0.86	0.00
GASIM IBRAHIM	04.57	0.00	95.43
DR. MOHAMED WAHEED HASSAN MANIK	97.49	0.00	02.51
YAMEEN ABDUL GAYYOOM	88.56	0.35	11.09
MOHAMED NASHEED	0.00	0.17	99.83

Figure 2. C : The table shows the tone depicting the Positive, Neutral and Negative coverage from 24th –30th August 2013.

Figure 2.D

	Positive Coverage %	Neutral Coverage %	Negative Coverage %
PRESIDENT/GOVERNMENT	65.38	32.64	1.98
ELECTIONS COMMISSION	22.16	77.84	0.00
GASIM IBRAHIM	68.55	12.85	18.59
DR. MOHAMED WAHEED HASSAN MANIK	96.45	3.55	0.00
YAMEEN ABDUL GAYYOOM	69.82	3.98	26.20
MOHAMED NASHEED	0.00	36.95	63.05

Figure 2. D : The table shows the tone depicting the Positive, Neutral and Negative coverage from 31st August –6th September 2013.

Figure 2.E

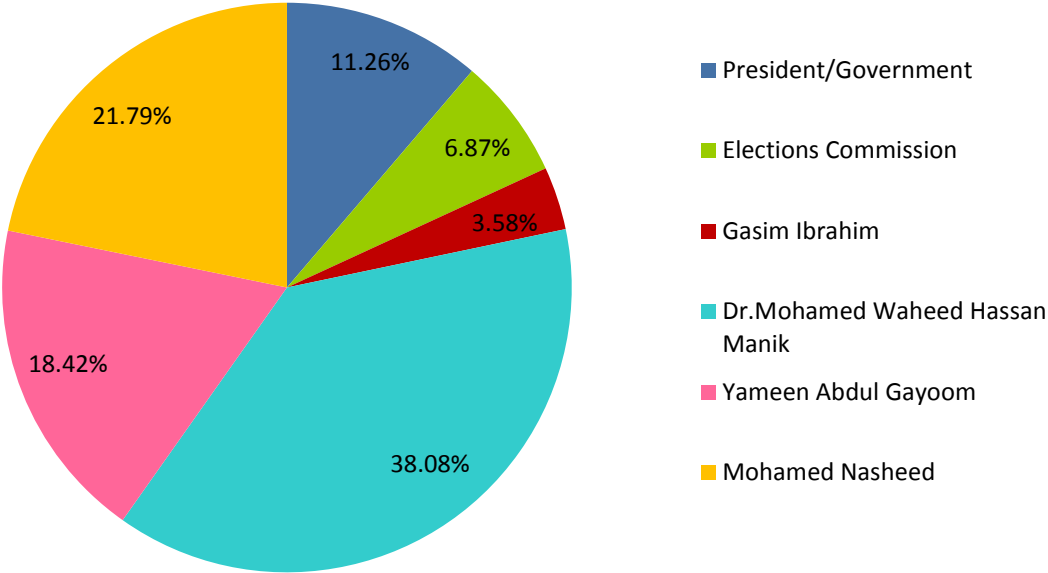


Figure 2.E: The pie chart depicting in percentages the total time allocated for the subjects during the first round of Presidential Election where the highest percentage of time; 38.08% was received by Dr. Mohamed Waheed Hassan Manik whereas the lowest coverage of 3.58% received by Gasim Ibrahim.

Figure 2.F

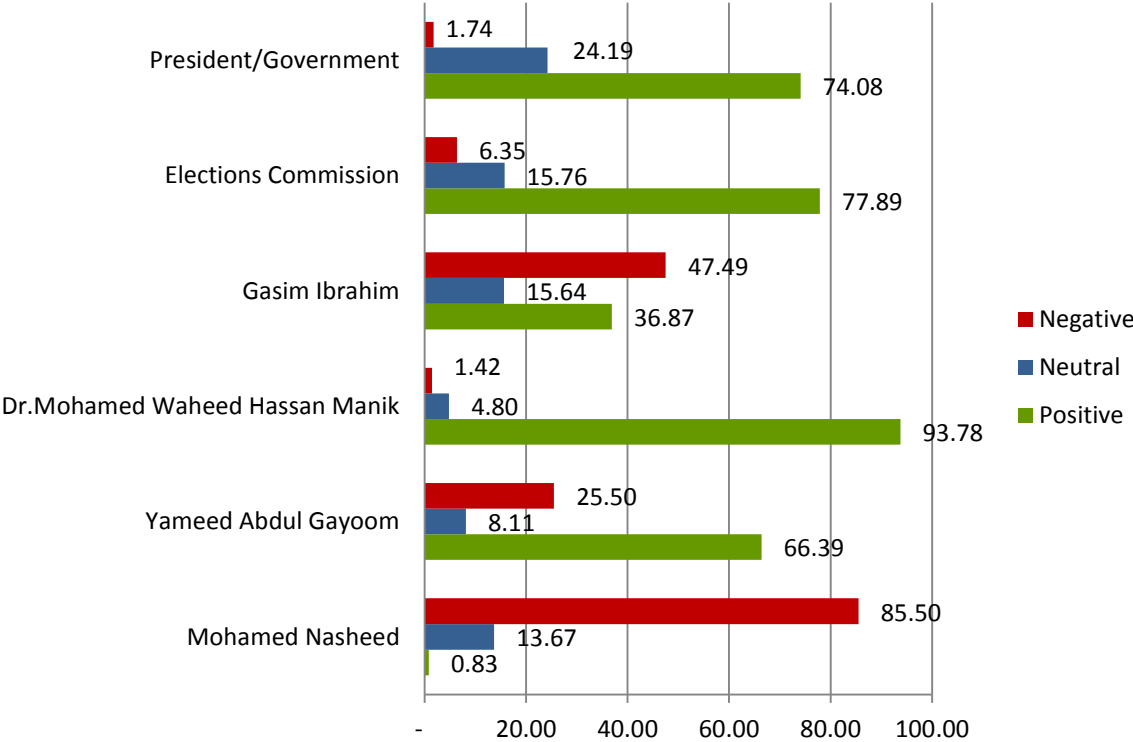


Figure 2. F: Bar graph depicting the coverage of the subjects during the first round of Presidential Election in Positive, Neutral and Negative tone.

3. VTV

Figure 3.A

	Positive Coverage in %	Neutral Coverage in %	Negative Coverage in %
PRESIDENT/GOVERNMENT	29.35	13.59	57.07
ELECTIONS COMMISSION	27.92	49.10	22.98
GASIM IBRAHIM	96.57	3.21	0.21
DR. MOHAMED WAHEED HASSAN MANIK	0.00	40.20	59.80
YAMEEN ABDUL GAYYOOM	23.17	46.33	30.50
MOHAMED NASHEED	0.00	21.54	78.46

Figure 3. A : The table shows the tone depicting the Positive, Neutral and Negative coverage from 7th – 16th August 2013.

Figure 3.B

	Positive Coverage in %	Neutral Coverage in %	Negative Coverage in %
PRESIDENT/GOVERNMENT	18.39	29.24	52.37
ELECTIONS COMMISSION	85.65	14.14	0.21
GASIM IBRAHIM	92.98	06.15	0.87
DR. MOHAMED WAHEED HASSAN MANIK	11.33	19.53	69.14
YAMEEN ABDUL GAYYOOM	25.14	12.71	61.88
MOHAMED NASHEED	33.39	08.33	58.28

Figure 3. B : The table shows the tone depicting the Positive, Neutral and Negative coverage from 17th –23rd August 2013.

Figure 3.C

	Positive Coverage in %	Neutral Coverage in %	Negative Coverage in %
PRESIDENT/GOVERNMENT	27.85	52.46	19.69
ELECTIONS COMMISSION	62.50	37.50	0.00
GASIM IBRAHIM	85.94	13.91	0.15
DR. MOHAMED WAHEED HASSAN MANIK	0.00	28.86	71.14
YAMEEN ABDUL GAYYOOM	1.82	20.71	77.47
MOHAMED NASHEED	0.00	28.65	71.35

Figure 3. C : The table shows the tone depicting the Positive, Neutral and Negative coverage from 24th –30th August 2013.

Figure 3.D

	Positive Coverage in %	Neutral Coverage in %	Negative Coverage in %
PRESIDENT/GOVERNMENT	100.00	0.00	0.00
ELECTIONS COMMISSION	50.13	49.87	0.00
GASIM IBRAHIM	100.00	0.00	0.00
DR. MOHAMED WAHEED HASSAN MANIK	0.00	0.00	0.00
YAMEEN ABDUL GAYYOOM	0.00	0.00	100.00
MOHAMED NASHEED	0.00	0.00	100.00

Figure 3. D : The table shows the tone depicting the Positive, Neutral and Negative coverage from 31st August –6th September 2013.

Figure 3.E

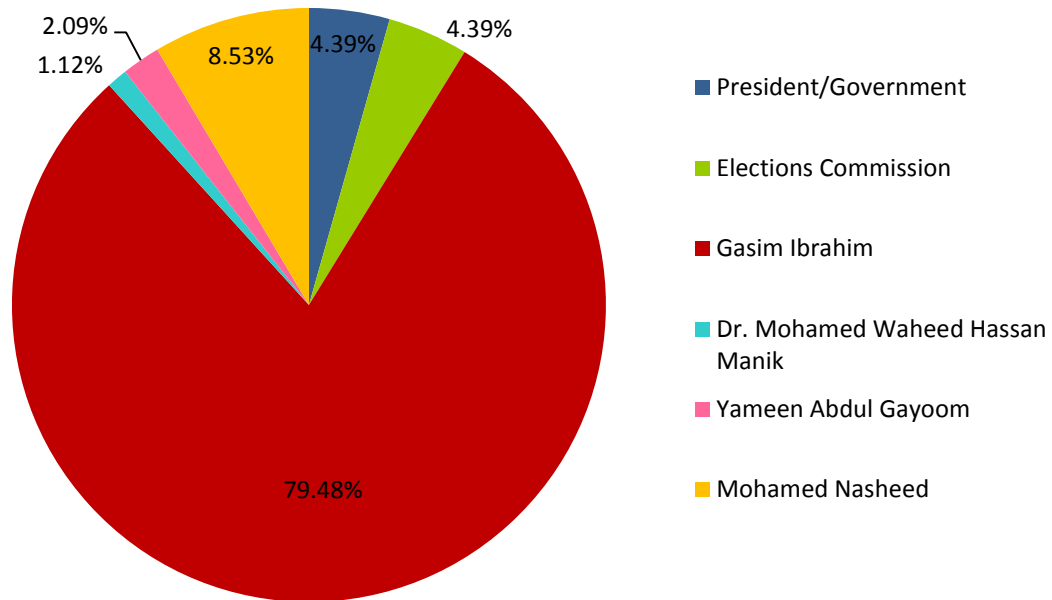


Figure 3.E: The pie chart depicting in percentages the total time allocated for the subjects during the first round of Presidential Election where the highest percentage of time; 79.48% was received by Gasim Ibrahim whereas the lowest coverage of 1.11% Dr. Mohamed Waheed Hassan Manik.

Figure 3.F

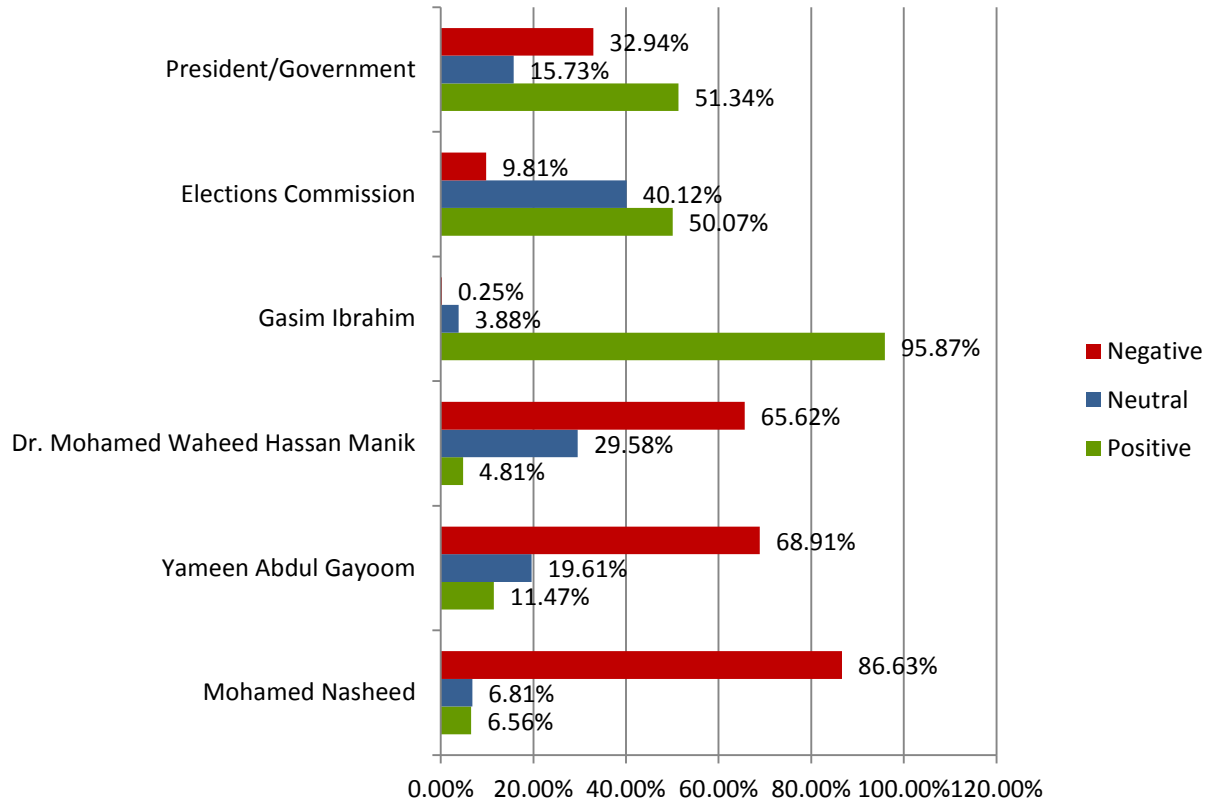


Figure 3. F: Bar graph depicting the coverage of the subjects during the first round of Presidential Election in Positive, Neutral and Negative tone.

4. RAAJJE TV

Figure 4.A

	Positive Coverage %	Neutral Coverage %	Negative Coverage %
PRESIDENT/GOVERNMENT	6.81	7.56	85.63
ELECTIONS COMMISSION	60.27	03.10	36.63
GASIM IBRAHIM	21.27	25.69	53.04
DR. MOHAMED WAHEED HASSAN MANIK	02.42	08.46	89.13
YAMEEN ABDUL GAYYOOM	11.03	24.85	64.12
MOHAMED NASHEED	91.89	02.13	05.98

Figure 4. A : The table shows the tone depicting the Positive, Neutral and Negative coverage from 7th – 16th August 2013.

Figure 4.B

	Positive Coverage %	Neutral Coverage %	Negative Coverage %
PRESIDENT/GOVERNMENT	01.78	0.00	98.22
ELECTIONS COMMISSION	62.85	13.93	23.22
GASIM IBRAHIM	06.38	14.89	78.72
DR. MOHAMED WAHEED HASSAN MANIK	07.19	15.88	76.94
YAMEEN ABDUL GAYYOOM	13.19	23.08	63.74
MOHAMED NASHEED	94.68	05.32	0.00

Figure 4. B : The table shows the tone depicting the Positive, Neutral and Negative coverage from 17th –23rd August 2013.

Figure 4.C

	Positive Coverage %	Neutral Coverage %	Negative Coverage %
PRESIDENT/GOVERNMENT	05.84	16.41	77.75
ELECTIONS COMMISSION	17.01	58%	25%
GASIM IBRAHIM	08.00	22.95	69.05
DR. MOHAMED WAHEED HASSAN MANIK	12.50	02.78	84.72
YAMEEN ABDUL GAYYOOM	36.08	15.76	48.16
MOHAMED NASHEED	74.49	21.84	03.67

Figure 4. C : The table shows the tone depicting the Positive, Neutral and Negative coverage from 24th –30th August 2013.

Figure 4.D

	Positive Coverage %	Neutral Coverage %	Negative Coverage %
PRESIDENT/GOVERNMENT	19.78	29.67	50.55
ELECTIONS COMMISSION	41.35	54.81	03.85
GASIM IBRAHIM	14.29	38.92	46.80
DR. MOHAMED WAHEED HASSAN MANIK	11.81	64.58	23.61
YAMEEN ABDUL GAYYOOM	16.02	56.91	27.07
MOHAMED NASHEED	88.74	11.26	0.00

Figure 4. D : The table shows the tone depicting the Positive, Neutral and Negative coverage from 31st August – 6th September 2013.

Figure 4.D

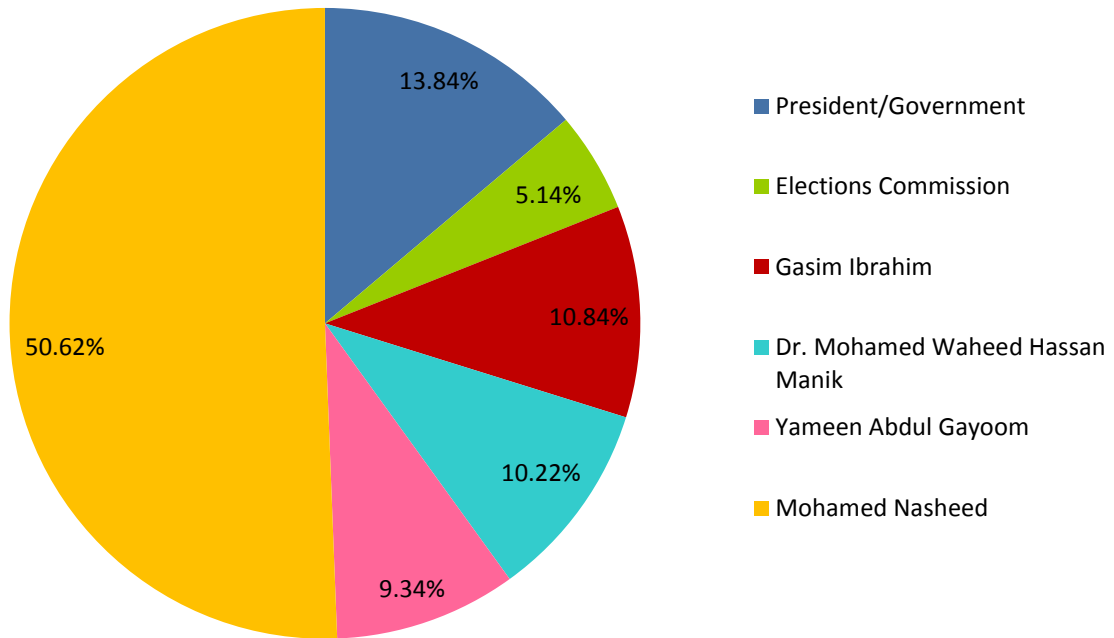


Figure 4.E: The pie chart depicting in percentages the total time allocated for the subjects during the first round of Presidential Election where the highest percentage of time; 50.62% was received by Mohamed Nasheed whereas the lowest coverage of 5.14% received by Elections Commission.

Figure 4.D

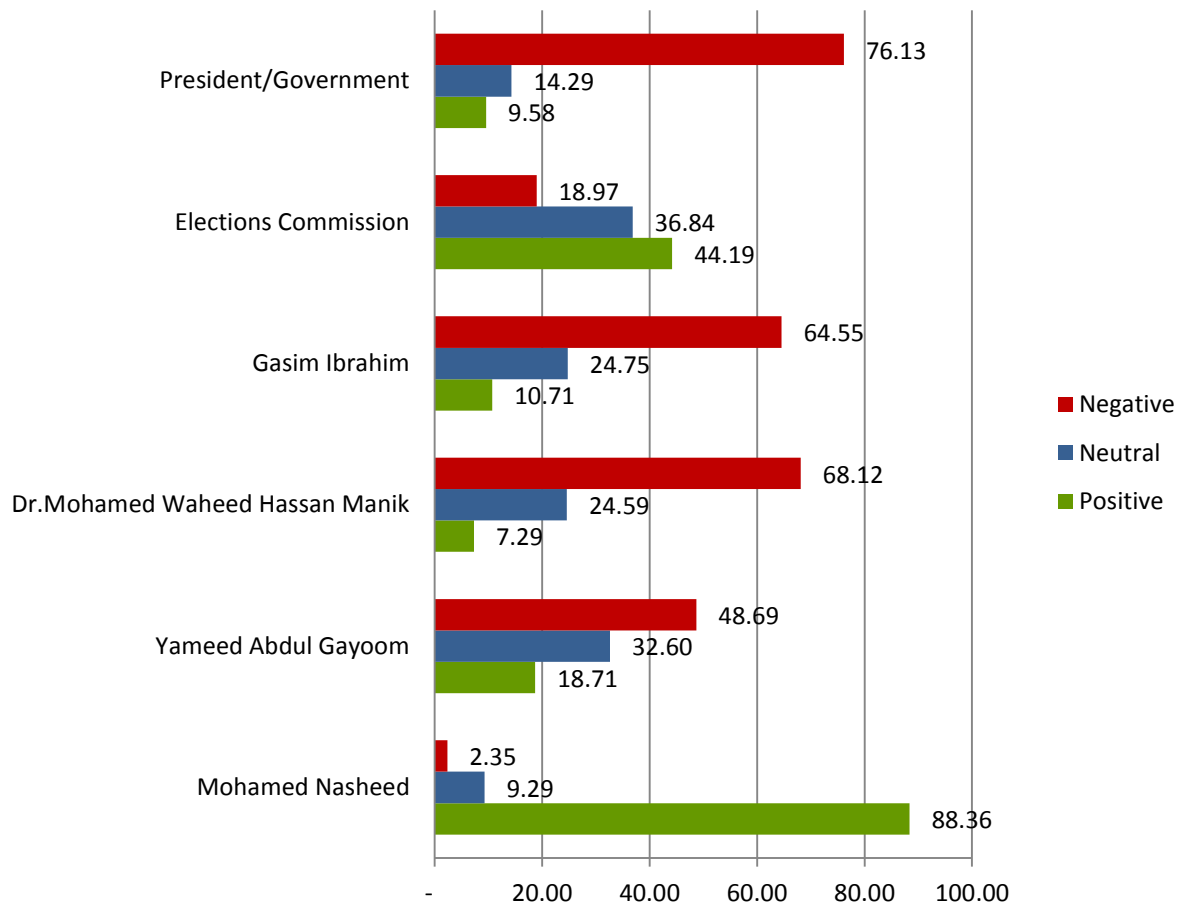


Figure 4. F: Bar graph depicting the coverage of the subjects during the first round of Presidential Election in Positive, Neutral and Negative tone.

5. Jazeera TV

Figure 5.A

	Positive Coverage in %	Neutral Coverage in %	Negative Coverage in %
PRESIDENT/GOVERNMENT	03.48	65.21	31.31
ELECTIONS COMMISSION	09.69	48.68	41.63
GASIM IBRAHIM	70.51	04.10	25.39
DR. MOHAMED WAHEED HASSAN MANIK	88.18	02.36	09.46
YAMEEN ABDUL GAYYOOM	68.99	08.79	22.22
MOHAMED NASHEED	83.24	06.27	10.49

Figure 5. A : The table shows the tone depicting the Positive, Neutral and Negative coverage from 7th – 16th August 2013.

Figure 5.B

	Positive Coverage in %	Neutral Coverage in %	Negative Coverage in %
PRESIDENT/GOVERNMENT	82.42	04.14	13.44
ELECTIONS COMMISSION	51.28	40.17	08.55
GASIM IBRAHIM	63.31	26.21	10.48
DR. MOHAMED WAHEED HASSAN MANIK	67.03	0.00	32.97
YAMEEN ABDUL GAYYOOM	58.01	23.62	18.37
MOHAMED NASHEED	56.64	07.80	35.56

Figure 5 B : The table shows the tone depicting the Positive, Neutral and Negative coverage from 17th –23rd August 2013.

Figure 5.C

	Positive Coverage in %	Neutral Coverage in %	Negative Coverage in %
PRESIDENT/GOVERNMENT	50.00	39.58	10.42
ELECTIONS COMMISSION	22.07	63.92	14.01
GASIM IBRAHIM	46.15	23.08	30.77
DR. MOHAMED WAHEED HASSAN MANIK	77.62	19.88	02.50
YAMEEN ABDUL GAYYOOM	79.43	09.68	10.88
MOHAMED NASHEED	51.51	11.06	37.44

Figure 5 C : The table shows the tone depicting the Positive, Neutral and Negative coverage from 24th – 30th August 2013.

Figure 5.D

	Positive Coverage in %	Neutral Coverage in %	Negative Coverage in %
PRESIDENT/GOVERNMENT	06.32	0.00	93.68
ELECTIONS COMMISSION	20.15	76.87	02.99
GASIM IBRAHIM	47.00	14.85	38.15
DR. MOHAMED WAHEED HASSAN MANIK	51.78	06.78	41.45
YAMEEN ABDUL GAYYOOM	51.89	27.60	20.50
MOHAMED NASHEED	68.15	0.00	31.85

Figure 5 D : The table shows the tone depicting the Positive, Neutral and Negative coverage from 31st August – 6th September 2013.

Figure 5.E

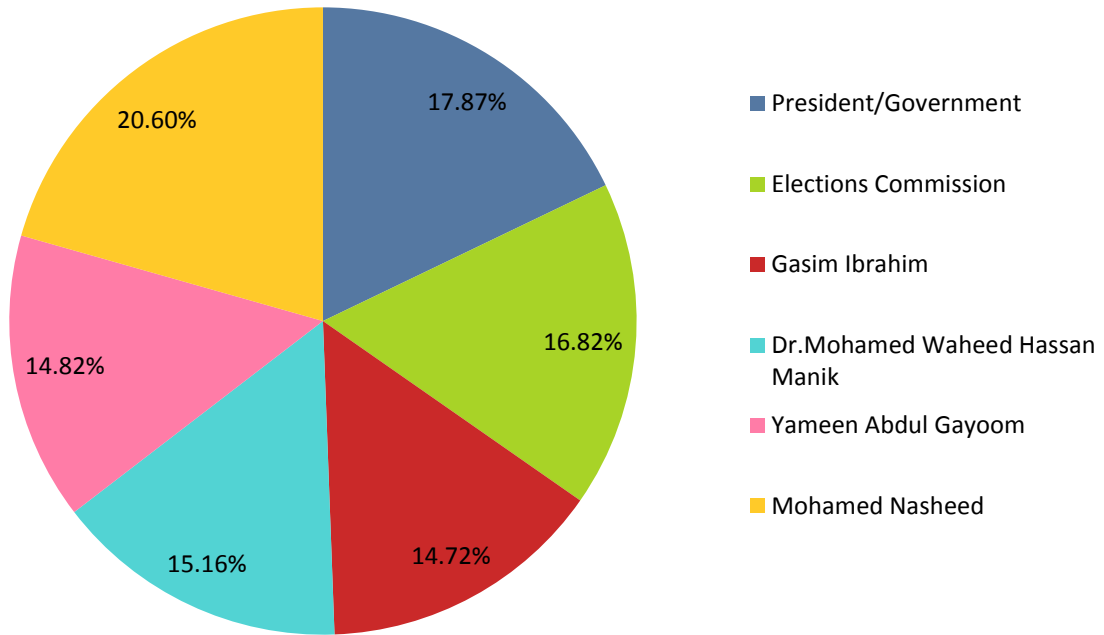


Figure 5.E: The pie chart depicting in percentages the total time allocated for the subjects during the first round of Presidential Election where the highest percentage of time; 20.60% was received by Mohamed Nasheed whereas the lowest coverage of 14.72% received by Gasim Ibrahim.

Figure 5. F

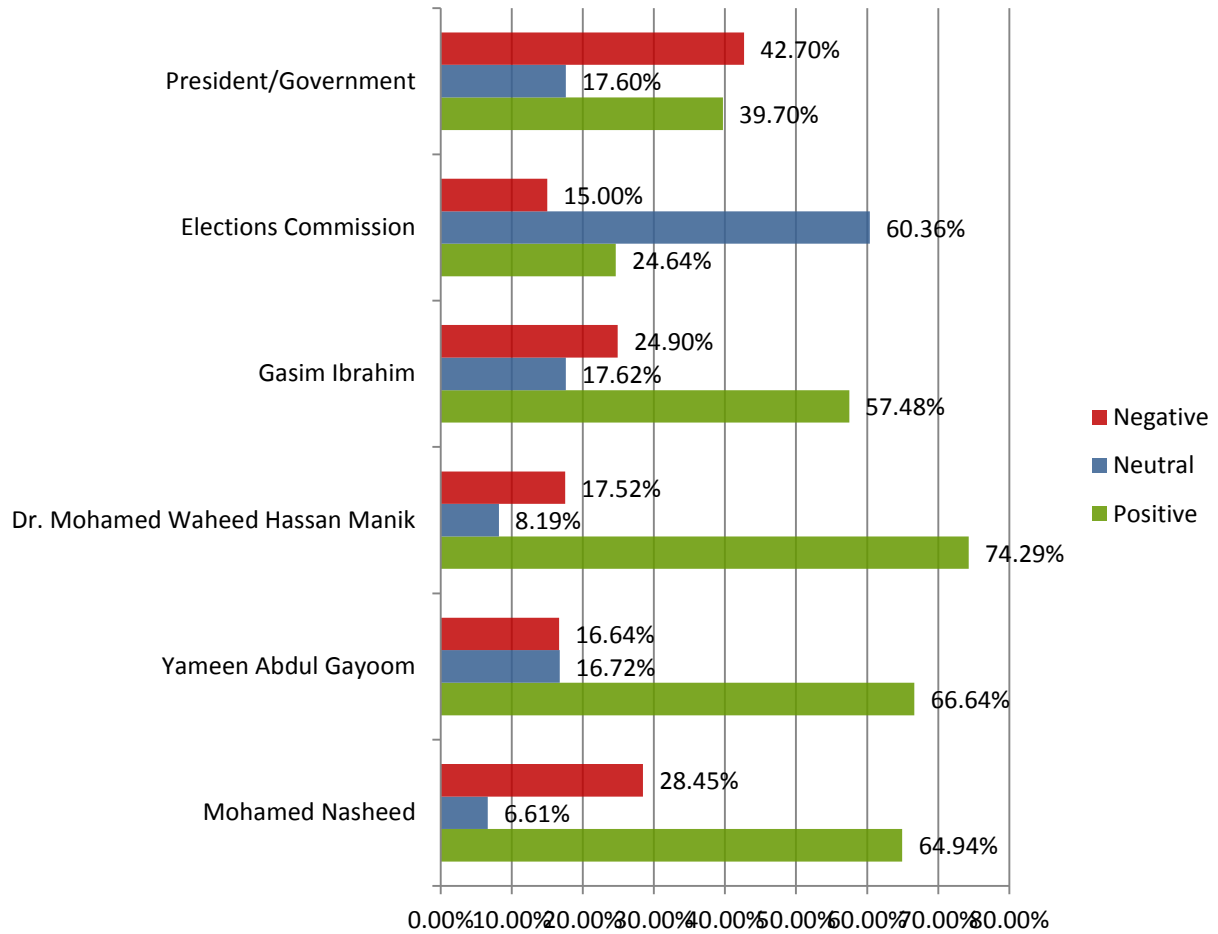


Figure 5.F: Bar graph depicting the coverage of the subjects during the first round of Presidential Election in Positive, Neutral and Negative tone.

6. Channel 1

Figure 6. A

	Positive Coverage in %	Neutral Coverage in %	Negative Coverage in %
PRESIDENT/GOVERNMENT	88.97	06.13	04.90
ELECTIONS COMMISSION	53.24	46.50	0.27
GASIM IBRAHIM	01.36	41.66	56.99
DR. MOHAMED WAHEED HASSAN MANIK	99.12	0.88	0.00
YAMEEN ABDUL GAYYOOM	66.98	07.76	25.27
MOHAMED NASHEED	02.62	05.45	91.93

Figure 6. A : The table shows the tone depicting the Positive, Neutral and Negative coverage from 7th – 16th August 2013.

Figure 6. B

	Positive Coverage in %	Neutral Coverage in %	Negative Coverage in %
PRESIDENT/GOVERNMENT	63.18	33.47	3.35
ELECTIONS COMMISSION	10.96	87.21	01.83
GASIM IBRAHIM	0.00	37.50	62.50
DR. MOHAMED WAHEED HASSAN MANIK	94.82	05.18	0.00
YAMEEN ABDUL GAYYOOM	35.48	25.81	38.71
MOHAMED NASHEED	04.20	05.61	90.19

Figure 6.B : The table shows the tone depicting the Positive, Neutral and Negative coverage from 17th – 23rd August 2013.

Figure 6. C

	Positive Coverage in %	Neutral Coverage in %	Negative Coverage in %
PRESIDENT/GOVERNMENT	60.38	39.62	0.00
ELECTIONS COMMISSION	11.32	88.68	0.00
GASIM IBRAHIM	35.15	59.90	04.95
DR. MOHAMED WAHEED HASSAN MANIK	44.57	55.43	0.00
YAMEEN ABDUL GAYYOOM	10.74	89.26	0.00
MOHAMED NASHEED	0.00	11.48	88.52

Figure 6.C : The table shows the tone depicting the Positive, Neutral and Negative coverage from 24th – 30th August 2013.

Figure 6.D

	Positive Coverage in %	Neutral Coverage in %	Negative Coverage in %
PRESIDENT/GOVERNMENT	59.87	40%	0.00
ELECTIONS COMMISSION	40.57	59.43	0.00
GASIM IBRAHIM	44.84	0.00	55.16
DR. MOHAMED WAHEED HASSAN MANIK	97.12	02.16	0.72
YAMEEN ABDUL GAYYOOM	86.40	0.00	13.60
MOHAMED NASHEED	11.46	08.15	80.38

Figure 6.D : The table shows the tone depicting the Positive, Neutral and Negative coverage from 31st August – 6th September 2013.

Figure 6.E

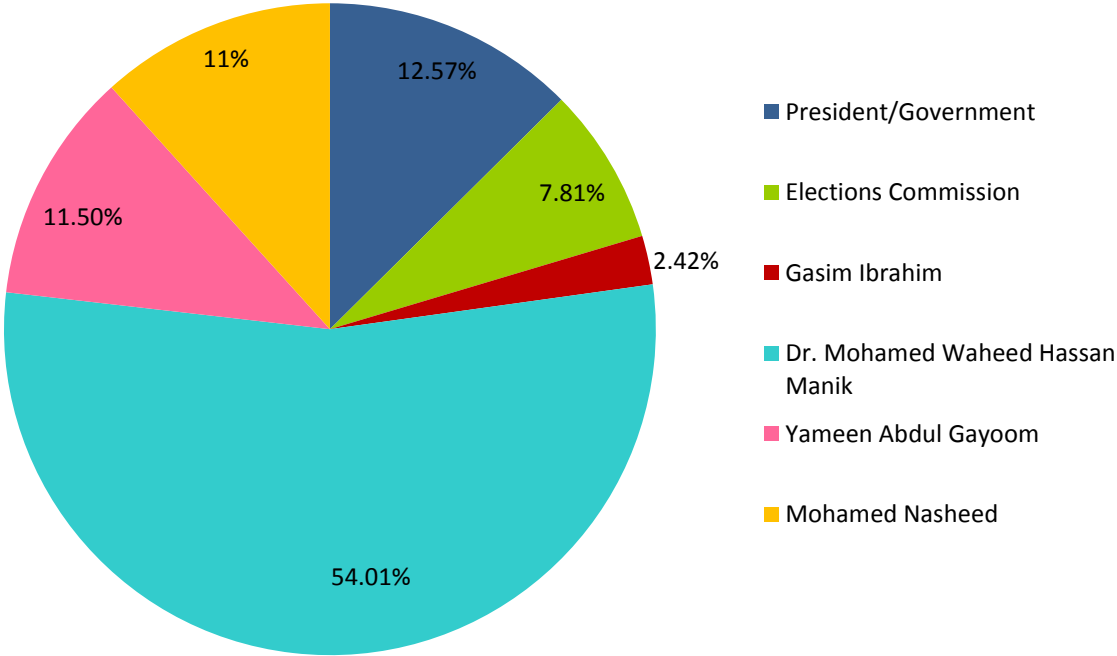


Figure 6.E: The pie chart depicting in percentages the total time allocated for the subjects during the first round of Presidential Election where the highest percentage of time; 54.01% was received by Dr. Mohamed Waheed Hassan Manik whereas the lowest coverage of 2.42% received by Gasim Ibrahim.

Figure 6. F

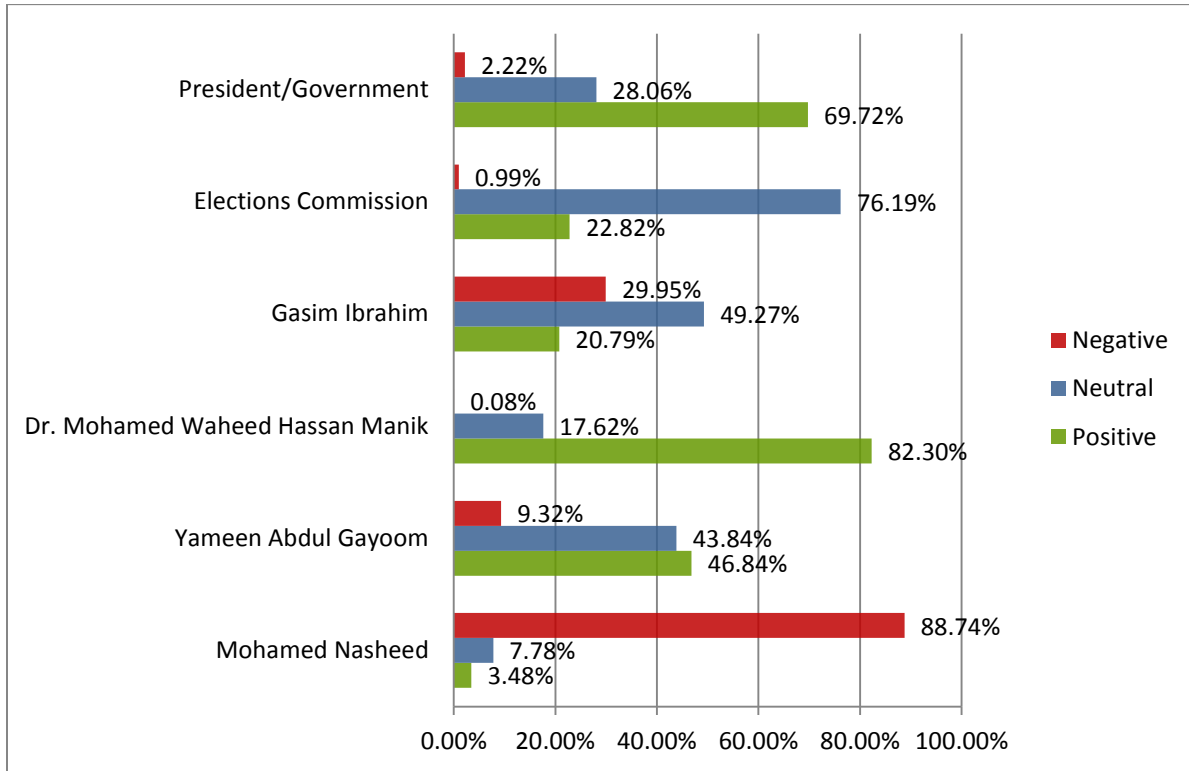


Figure 6. F: Bar graph depicting the coverage of the subjects during the first round of Presidential Election in Positive, Neutral and Negative tone.

7. Channel 13

Figure 7.A

	Positive Coverage in %	Neutral Coverage in %	Negative Coverage in %
PRESIDENT/GOVERNMENT	55.56	33.33	11.11
ELECTIONS COMMISSION	26.65	49.44	23.91
GASIM IBRAHIM	07.27	21.82	70.91
DR. MOHAMED WAHEED HASSAN MANIK	17.90	21.77	60.33
YAMEEN ABDUL GAYYOOM	100.00	0.00	0.00
MOHAMED NASHEED	13.03	01.13	85.84

Figure 7. A : The table shows the tone depicting the Positive, Neutral and Negative coverage from 7th – 16th August 2013.

Figure 7. B

	Positive Coverage in %	Neutral Coverage in %	Negative Coverage in %
PRESIDENT/GOVERNMENT	100.00	0.00	0.00
ELECTIONS COMMISSION	03.17	36.71	60.11
GASIM IBRAHIM	01.74	12.47	85.79
DR. MOHAMED WAHEED HASSAN MANIK	34.95	11.19	53.86
YAMEEN ABDUL GAYYOOM	93.51	01.26	05.23
MOHAMED NASHEED	03.40	01.99	94.61

Figure 7. B : The table shows the tone depicting the Positive, Neutral and Negative coverage from 17th – 23rd August 2013.

Figure 7. C

	Positive Coverage in %	Neutral Coverage in %	Negative Coverage in %
PRESIDENT/GOVERNMENT	91.05	08.95	0.00
ELECTIONS COMMISSION	50.04	03.42	46.53
GASIM IBRAHIM	0.00	0.00	100.00
DR. MOHAMED WAHEED HASSAN MANIK	0.00	0.00	100.00
YAMEEN ABDUL GAYYOOM	99.74	0.26	0.00
MOHAMED NASHEED	01.65	0.00	98.35

Figure 7. C : The table shows the tone depicting the Positive, Neutral and Negative coverage from 24th – 30th August 2013.

Figure 7. D

	Positive Coverage in %	Neutral Coverage in %	Negative Coverage in %
PRESIDENT/GOVERNMENT	16.34	83.66	0.00
ELECTIONS COMMISSION	20.96	68.92	10.12
GASIM IBRAHIM	0.00	51.85	48.15
DR. MOHAMED WAHEED HASSAN MANIK	0.00	99.06	0.94
YAMEEN ABDUL GAYYOOM	97.26	02.74	0.00
MOHAMED NASHEED	0.00	0.00	100.00

Figure 7. D : The table shows the tone depicting the Positive, Neutral and Negative coverage from 31st August – 6th September 2013.

Figure 7.E

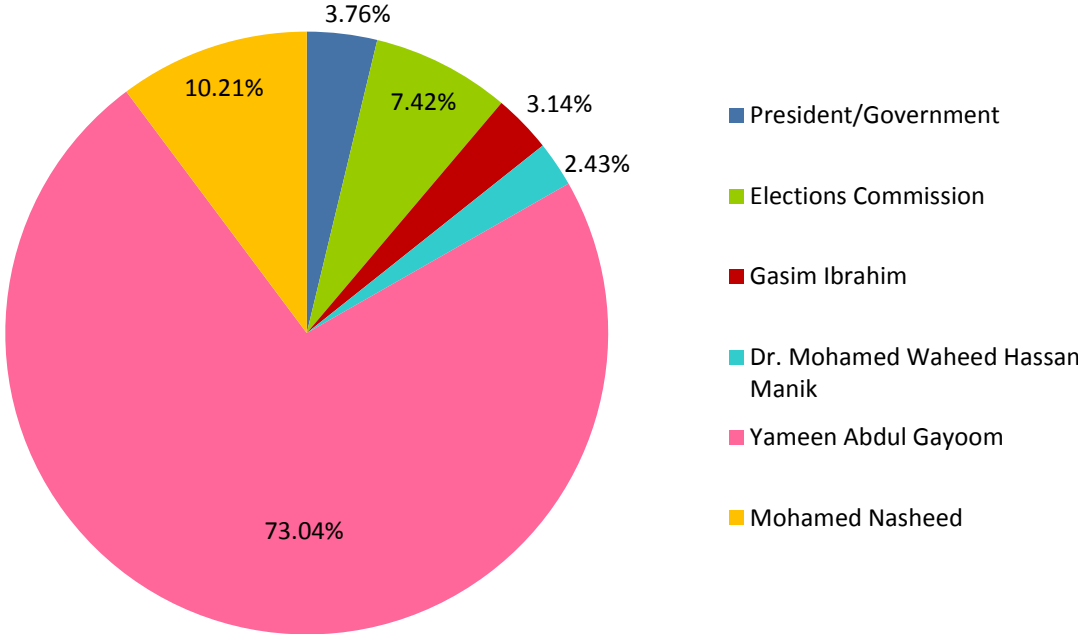


Figure 7.E: The pie chart depicting in percentages the total time allocated for the subjects during the first round of Presidential Election where the highest percentage of time; 73.04% was received by Yameen Abdul Gayoom whereas the lowest coverage of 2.43% received by Dr. Mohamed Waheed Hassan Manik.

Figure 7.F

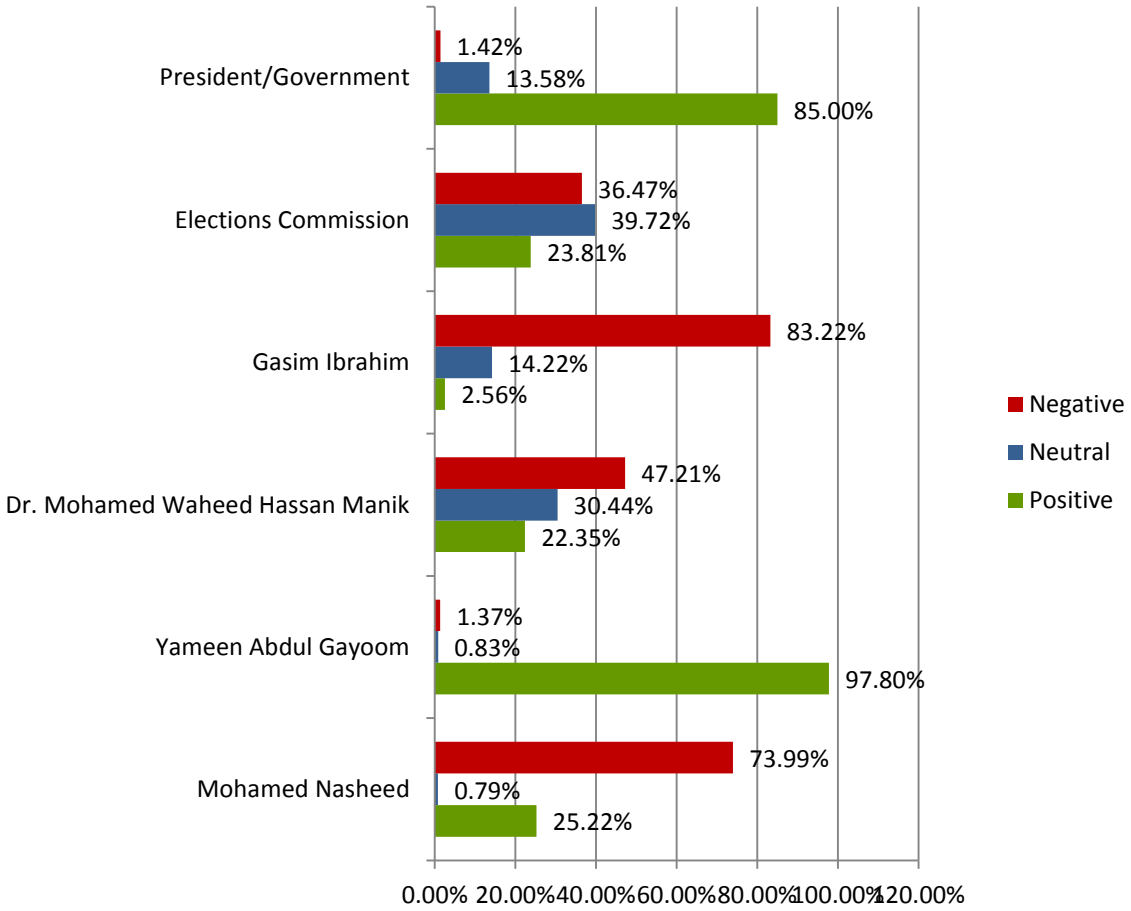


Figure 7. F: Bar graph depicting the coverage of the subjects during the first round of Presidential Election in Positive, Neutral and Negative tone.

8. SunTV Plus

Figure 8. A

	Positive Coverage in %	Neutral Coverage in %	Negative Coverage in %
PRESIDENT/GOVERNMENT	44.94	55.06	00.00
ELECTIONS COMMISSION	71.86	22.55	05.58
GASIM IBRAHIM	0.00	100.00	0.00
DR. MOHAMED WAHEED HASSAN MANIK	60.00	0.00	40.00
YAMEEN ABDUL GAYYOOM	99.20	0.80	0.00
MOHAMED NASHEED	11.59	0.00	88.41

Figure 8. A : The table shows the tone depicting the Positive, Neutral and Negative coverage from 7th – 16th August 2013.

Figure 8.B

	Positive Coverage in %	Neutral Coverage in %	Negative Coverage in %
PRESIDENT/GOVERNMENT	21.90	47.62	30.48
ELECTIONS COMMISSION	94.70	05.30	0.00
GASIM IBRAHIM	93.55	03.23	03.23
DR. MOHAMED WAHEED HASSAN MANIK	97.66	0.31	02.03
YAMEEN ABDUL GAYYOOM	98.42	0.00	01.58
MOHAMED NASHEED	8.81	17.63	73.56

Figure 8. B : The table shows the tone depicting the Positive, Neutral and Negative coverage from 17th – 23rd August 2013.

Figure 8. C

	Positive Coverage in %	Neutral Coverage in %	Negative Coverage in %
PRESIDENT/GOVERNMENT	27.41	68.04	04.56
ELECTIONS COMMISSION	0.00	89.80	10.20
GASIM IBRAHIM	67.75	26.78	05.47
DR. MOHAMED WAHEED HASSAN MANIK	42.13	0.00	57.87
YAMEEN ABDUL GAYYOOM	95.91	04.09	0.00
MOHAMED NASHEED	0.00	0.00	100.00

Figure 8. C : The table shows the tone depicting the Positive, Neutral and Negative coverage from 24th – 30th August 2013.

Figure 8. D

	Positive Coverage in %	Neutral Coverage in %	Negative Coverage in %
PRESIDENT/GOVERNMENT	97.40	02.60	0.00
ELECTIONS COMMISSION	23.91	74.39	01.70
GASIM IBRAHIM	99.51	0.49	0.00
DR. MOHAMED WAHEED HASSAN MANIK	100.00	0.00	0.00
YAMEEN ABDUL GAYYOOM	97.72	02.28	0.00
MOHAMED NASHEED	0.76	0.76	98.49

Figure8. D : The table shows the tone depicting the Positive, Neutral and Negative coverage from 31st August – 6th September 2013.

Figure 8. E

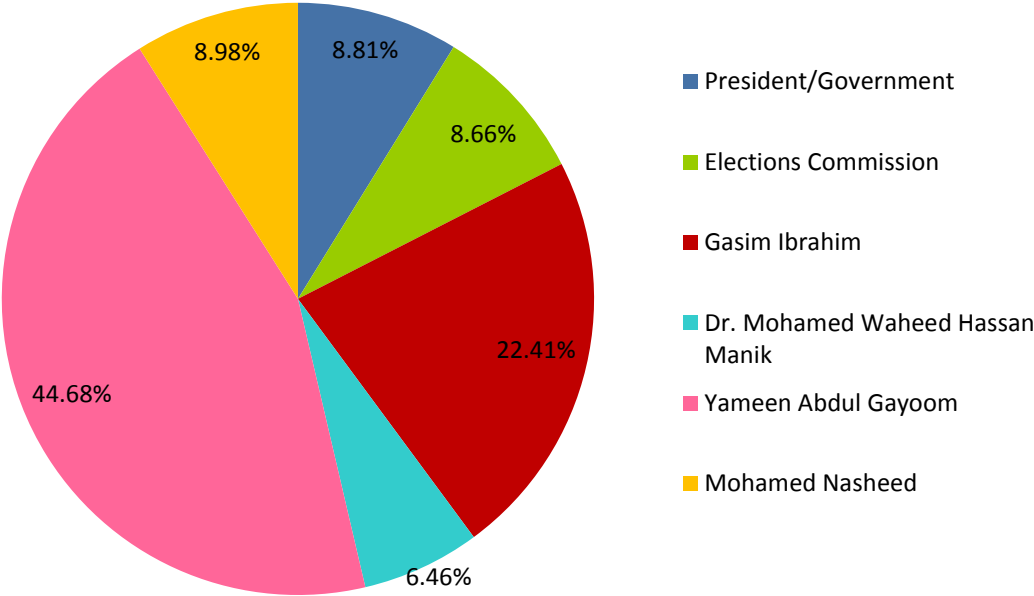


Figure 8.E: The pie chart depicting in percentages the total time allocated for the subjects during the first round of Presidential Election where the highest percentage of time; 44.68% was received by Yameen Abdul Gayoom whereas the lowest coverage of 6.46% received by Dr. Mohamed Waheed Hassan Manik.

Figure 8. F

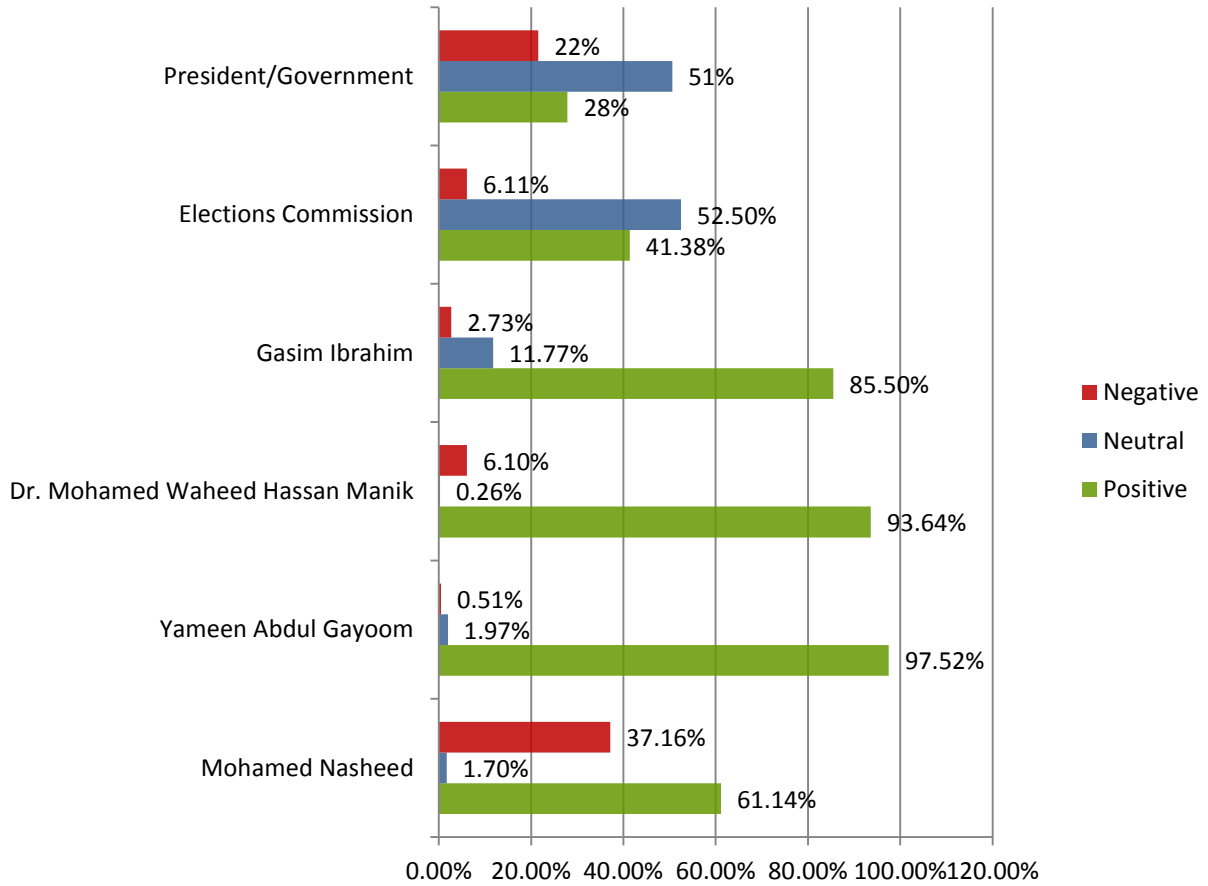


Figure 8. F: Bar graph depicting the coverage of the subjects during the first round of Presidential Election in Positive, Neutral and Negative tone.

9. DhiFM Plus

Figure 9. A

	Positive Coverage in %	Neutral Coverage in %	Negative Coverage in %
PRESIDENT/GOVERNMENT	87.10	10.48	02.42
ELECTIONS COMMISSION	35.97	08.63	55.40
GASIM IBRAHIM	19.35	17.20	63.44
DR. MOHAMED WAHEED HASSAN MANIK	99.56	0.44	0.00
YAMEEN ABDUL GAYYOOM	27.05	57.49	15.46
MOHAMED NASHEED	03.26	01.86	94.88

Figure 9. A : The table shows the tone depicting the Positive, Neutral and Negative coverage from 7th – 16th August 2013.

Figure 9. B

	Positive Coverage in %	Neutral Coverage in %	Negative Coverage in %
PRESIDENT/GOVERNMENT	49.83	50.17	0.00
ELECTIONS COMMISSION	39.78	50.76	09.46
GASIM IBRAHIM	22.15	04.11	73.73
DR. MOHAMED WAHEED HASSAN MANIK	91.48	0.00	08.52
YAMEEN ABDUL GAYYOOM	94.03	0.00	05.97
MOHAMED NASHEED	0.00	24.41	75.59

Figure 9. B : The table shows the tone depicting the Positive, Neutral and Negative coverage from 17th – 23rd August 2013.

Figure 9. C

	Positive Coverage in %	Neutral Coverage in %	Negative Coverage in %
PRESIDENT/GOVERNMENT	82.27	01.88	15.85
ELECTIONS COMMISSION	83.99	16.01	0.00
GASIM IBRAHIM	52.89	0.00	47.11
DR. MOHAMED WAHEED HASSAN MANIK	100.00	0.00	0.00
YAMEEN ABDUL GAYYOOM	87.74	11.91	0.36
MOHAMED NASHEED	10.49	0.00	89.51

Figure 9. C : The table shows the tone depicting the Positive, Neutral and Negative coverage from 24th – 30th August 2013.

Figure 9. D

	Positive Coverage in %	Neutral Coverage in %	Negative Coverage in %
PRESIDENT/GOVERNMENT	71.49	27.79	0.73
ELECTIONS COMMISSION	23.58	76.79	0.00
GASIM IBRAHIM	73.95	8.22	17.83
DR. MOHAMED WAHEED HASSAN MANIK	98.70	01.30	0.00
YAMEEN ABDUL GAYYOOM	74.35	05.08	20.57
MOHAMED NASHEED	0.00	13.64	86.36

Figure 9. D : The table shows the tone depicting the Positive, Neutral and Negative coverage from 31st August – 6th September 2013.

Figure 9.E

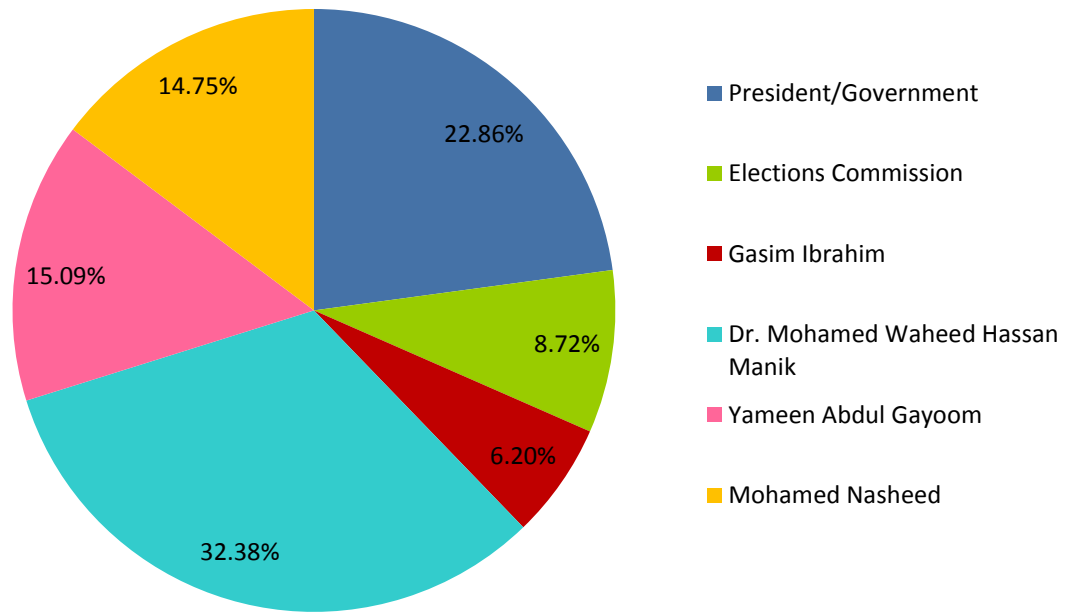


Figure 9.E: The pie chart depicting in percentages the total time allocated for the subjects during the first round of Presidential Election where the highest percentage of time; 32.38% was received by Dr. Mohamed Waheed Hassan Manik whereas the lowest coverage of 6.20% received by Gasim Ibrahim.

Figure 9.F

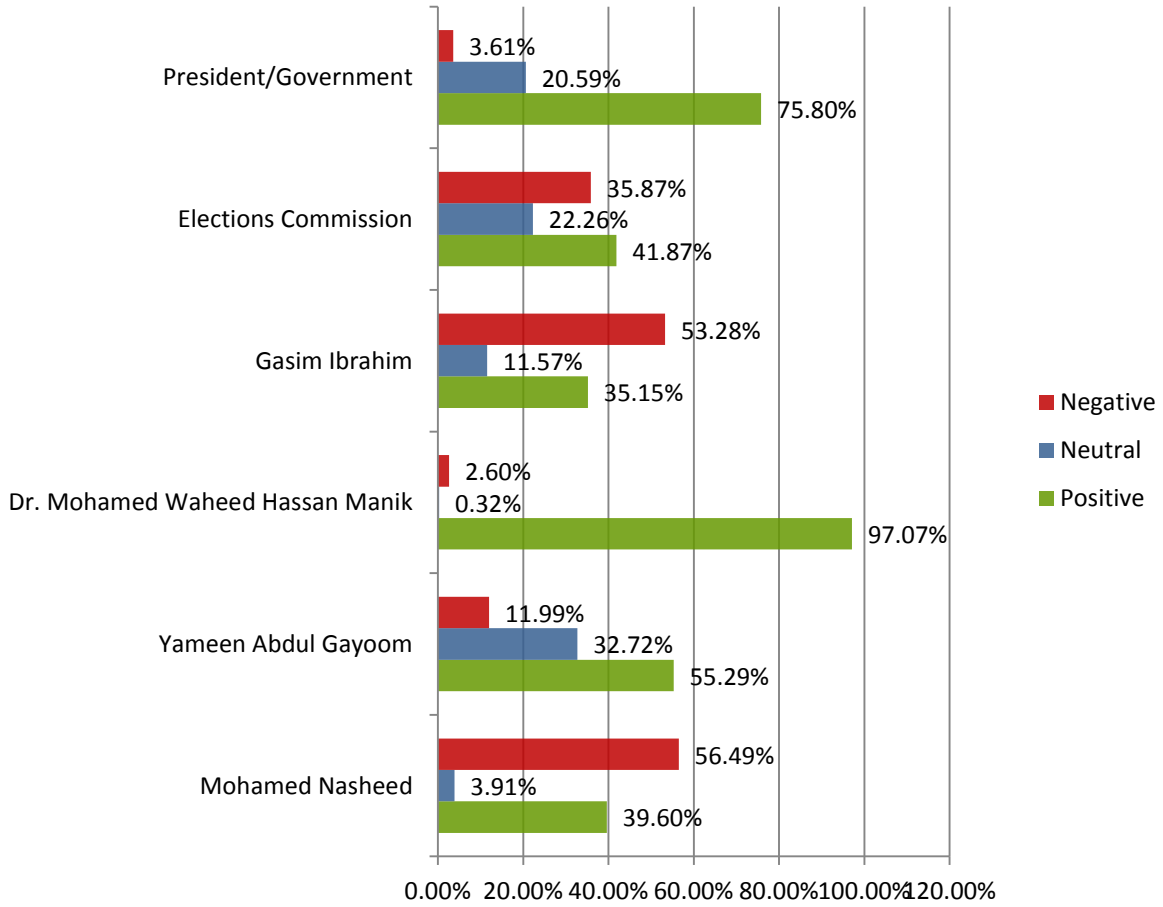


Figure 9. F: Bar graph depicting the coverage of the subjects during the first round of Presidential Election in Positive, Neutral and Negative tone.

General Analysis

Figure 10.A

President/ Government

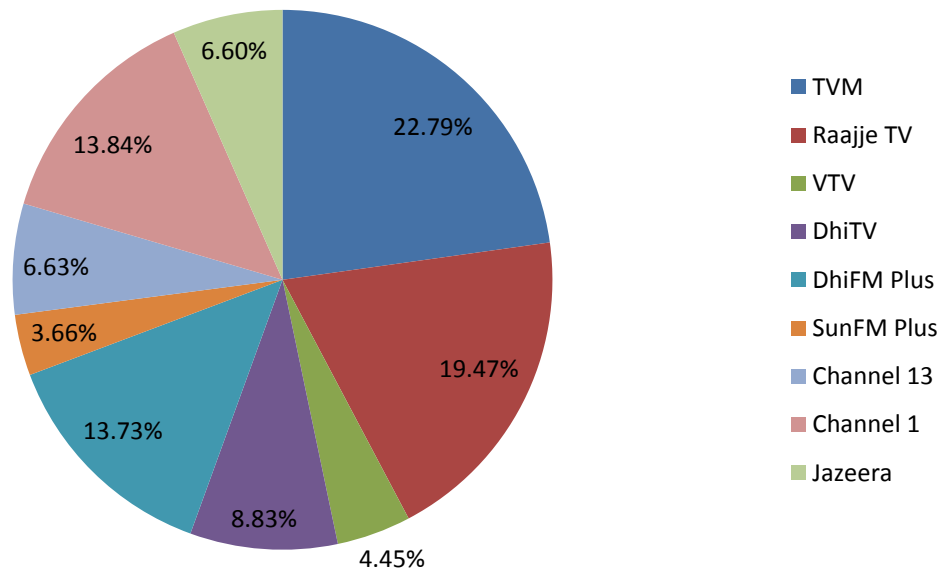


Figure 10A: The pie chart depicting in percentages the total time allocated for President/ Government in News, Programs and fillers during the first round of Presidential Election by the channels. TVM has the highest allocation of time to President/Government with a total coverage of 22.79% in comparison with the remaining channels.

Figure 10.B

Elections Commission

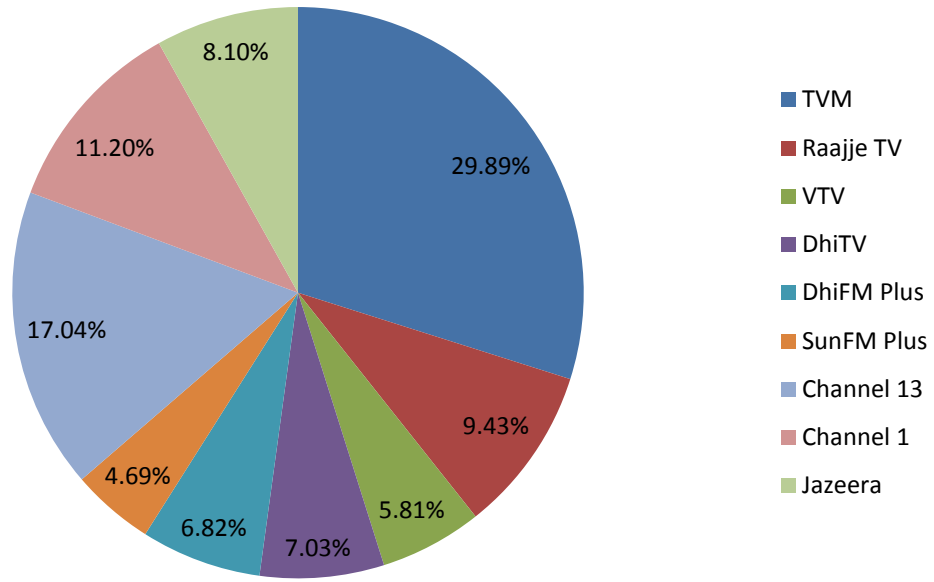


Figure 10B: The pie chart depicting in percentages the total time allocated for Elections Commission in News, Programs and fillers during the first round of Presidential Election by the channels. TVM has the highest allocation of time to Elections Commission with a total coverage of 29.89% in comparison with the remaining channels.

Figure 10.C

Gasim Ibrahim

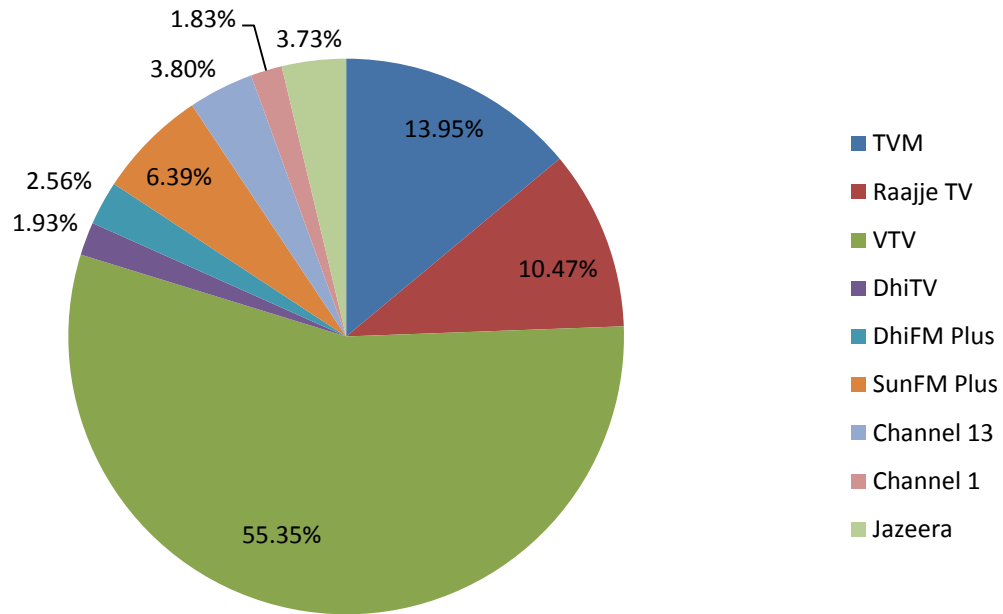


Figure 10C: The pie chart depicting in percentages the total time allocated for Gasim Ibrahim in News, Programs and fillers during the first round of Presidential Election by the channels. VTV has the highest allocation of time to Gasim Ibrahim with a total coverage of 55.35% in comparison with the remaining channels.

Figure 10.D

Dr. Mohamed Waheed Hassan Manik

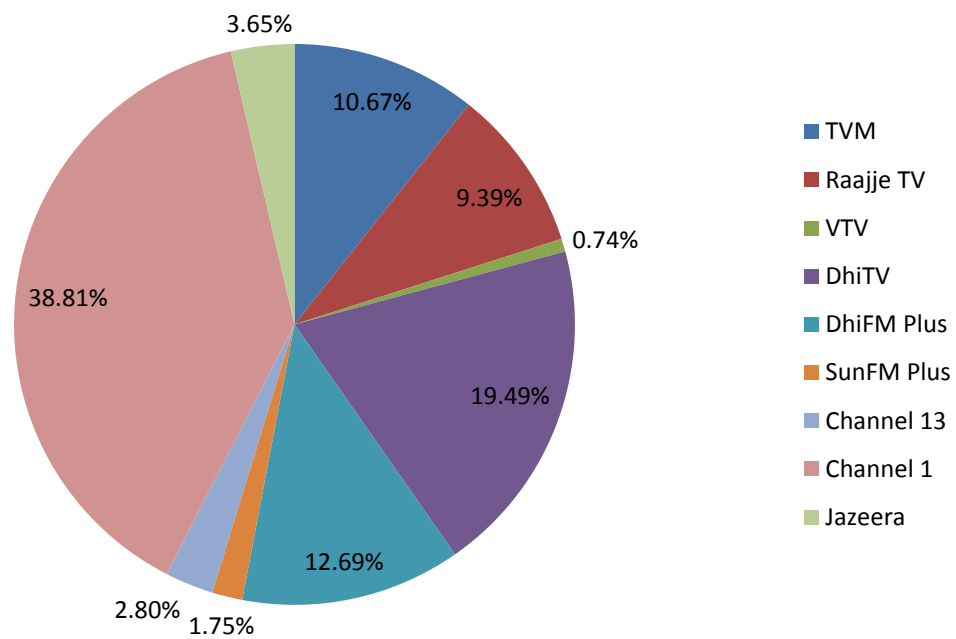


Figure 10D: The pie chart depicting in percentages the total time allocated to Dr. Mohamed Waheed Hassan Manik in News, Programs and fillers during the first round of Presidential Election by the channels. Channel 1 has the highest allocation of time to Dr. Mohamed Waheed Hassan Manik with a total coverage of 38.81 % in comparison with the remaining channels.

Figure 10.E

Yameen Abdul Gayoom

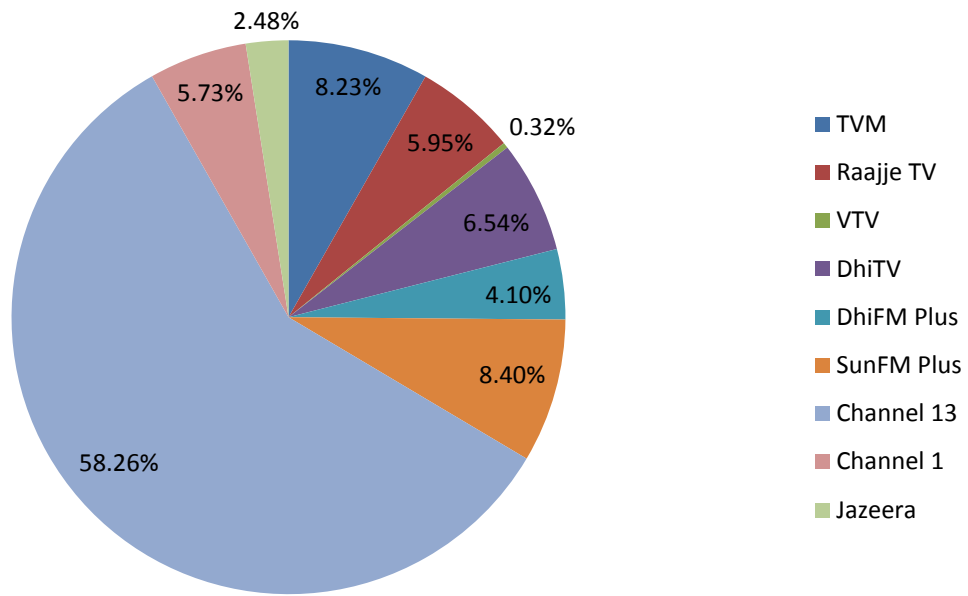


Figure 10E: The pie chart depicting in percentages the total time allocated to Yameen Abdul Gayoom in News, Programs and fillers during the first round of Presidential Election by the channels. Channel 13 has the highest allocation of time to Yameen Abdul Gayoom with a total coverage of 58.26 % in comparison with the remaining channels.

Figure 10.F

Mohamed Nasheed

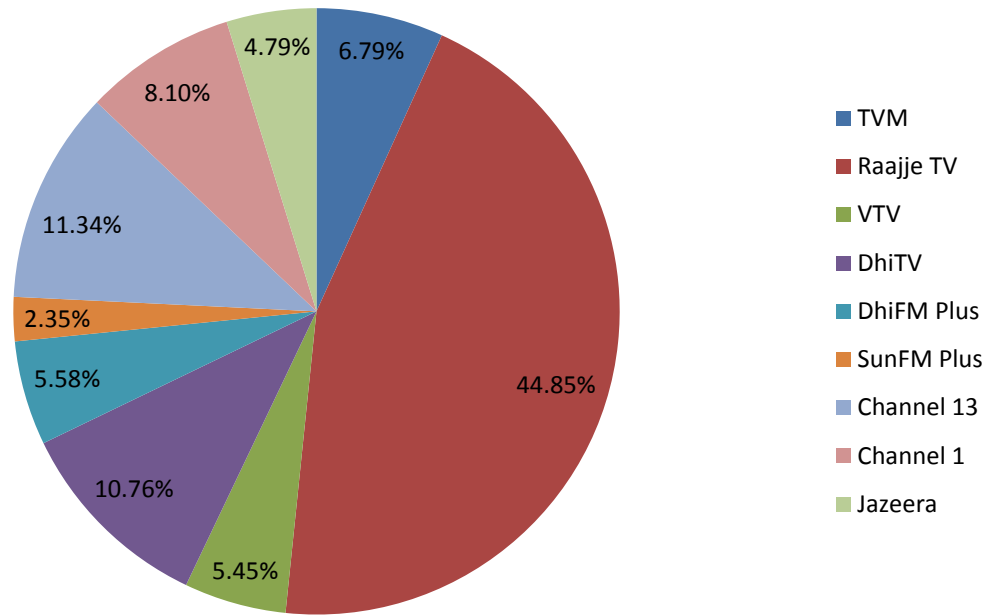
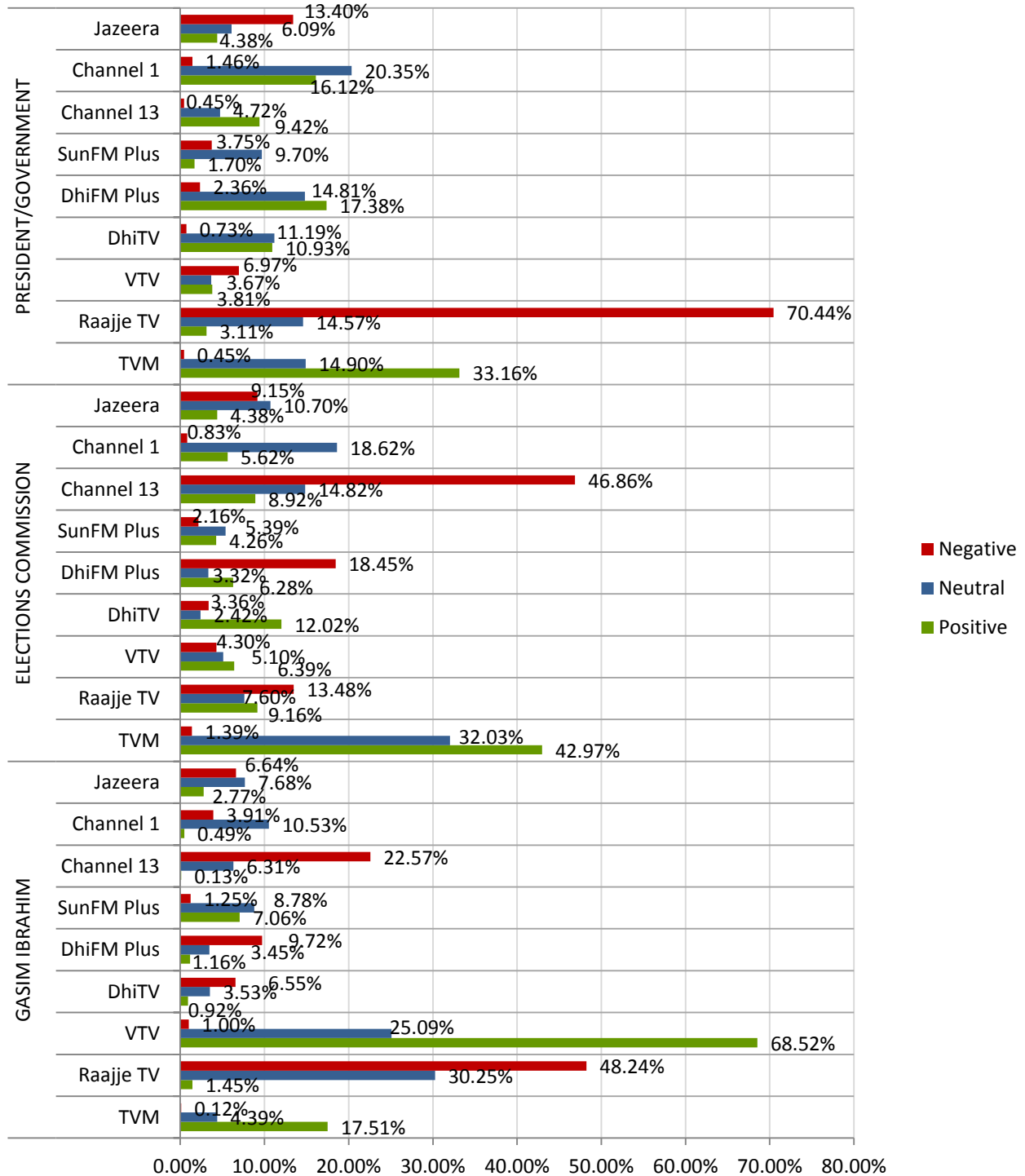
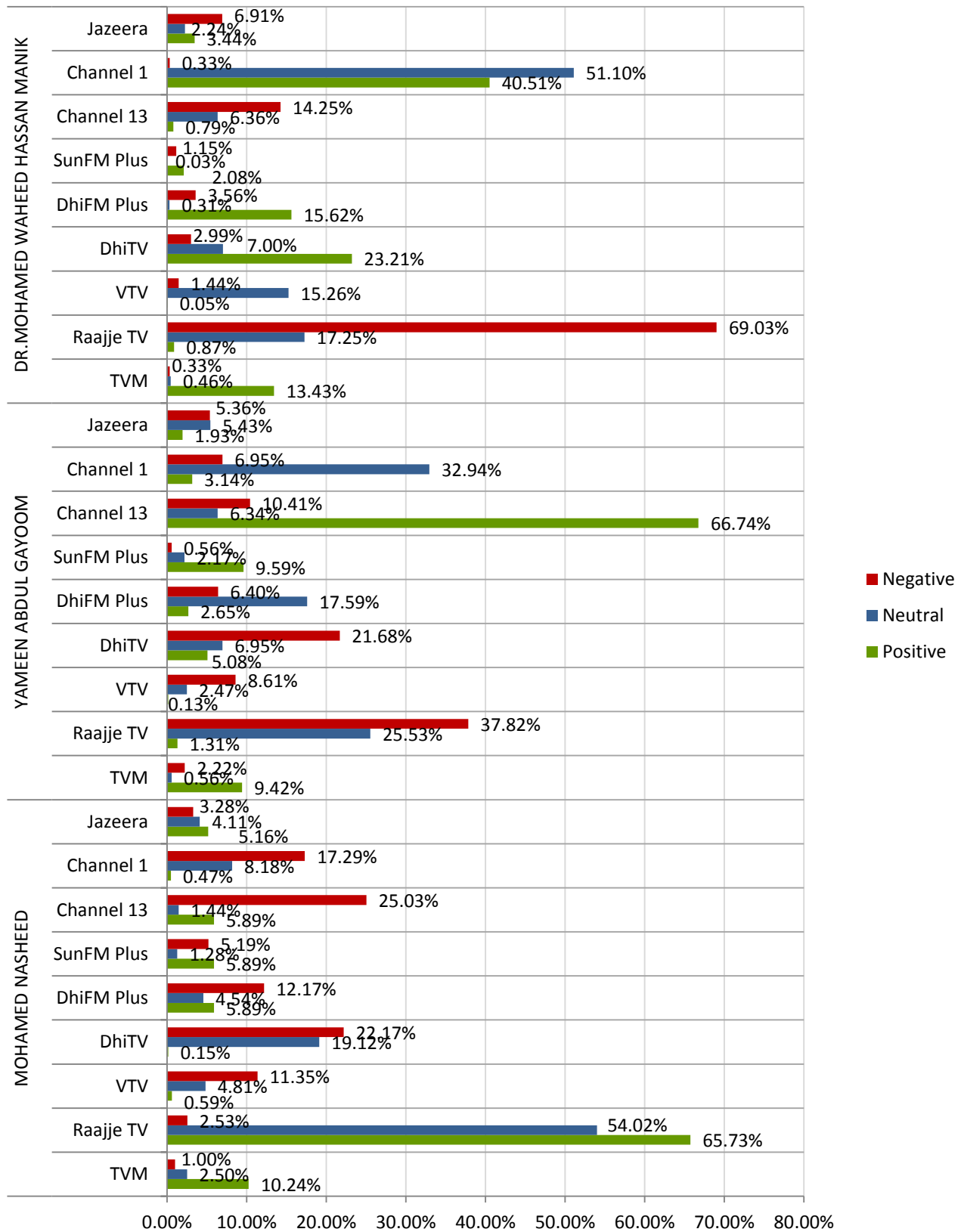


Figure 10F: The pie chart depicting in percentages the total time allocated to Mohamed Nasheed in News, Programs and fillers during the first round of Presidential Election by the channels. Raaje TV has the highest allocation of time to Mohamed Nasheed with a total coverage of 44.85 % in comparison with the remaining channels.

Figure 10.G

Figure 10.G depicts the total coverage of tone of the subjects monitored by each channel. Gasim Ibrahim received the highest positive coverage with 68.52% while Mohamed Nasheed received the highest neutral coverage with 54.02% and President/Government received the highest negative coverage with a percentage of 70.44%.





Adjudication of Complaints during Election Period

The complaints filed during the 2013 presidential election period from 7th August to 7th September with regard to presidential candidates were adjudicated through a Fast Track Adjudication process. Following are the brief details of the complaints filed to the Commission as Fast Track Cases.

1	Total fast Track cases submitted	16
2	Total Fast track cases submitted from 7 th August – 7 th September 2013	05
3	Total fast track cases adjudication completed from 7 th August – 7 th September 2013	05
4	Total Fast track cases adjudication completed as of 28 th April 2014	16
5	Total Fast track cases in pending as of now	0

Below are the details of the 5 Fast Track cases lodged and adjudicated during 7th August to 7th September.

1. “Fast Track” Cases

Case no:	Complaint brief	Case against	Submission date	Concluding date	Case Decision
CAC-103/13	In a report broadcast by Minivan Radio, the recent event which led to the transfer of power in Maldives was discussed in a manner whereby facts were distorted, when this event has been decided to have happened in a lawful manner.	Minivan 97 Radio	11/08/13	3/09/13	Upon initial checking it was found that no such report was broadcast at the time specified in the Complaint form which tallied with the description of the complaint. Hence a decision was made that this case does not have a basis for further adjudication.
CAC-122 /13	DhiFM Plus was bringing content which had no basis of truth. Content gives reference to someone else stating that a certain person was “Laadheenee” (against or lacking religious values) challenging his	DhiFM Plus	14/08/13	25/08/13	The complaint form was submitted without completing the time of broadcast, hence it was decided that this case cannot be adjudicated.

	core belief. Such broadcast leads to defamation and weakens the social fabric.				
CAC-123/13	Complaint to stop a broadcast which was being aired on 13 August 2013 trouncing the religious character of a person.	Dhi TV	14/08/13	25/08/13	<p>Though the content which was aired by DhiTV on 13 August 2013 is said to be not their own content, as per Article 27 of the Broadcasting Regulation, every station is responsible for all content they air. The text <i>"Laadheenee Anni"</i> was being used in the title bar of the content stated in the complaint.</p> <p>It was decided that usage of such phrases in relation to a person is seen to defame the person and was in breach of Rule 3 (a) of the Broadcast Code of Practice.</p> <p>As per Article 44 (a) (1) of the Broadcasting Act, Broadcasting Maldives Private Limited (DhiTV) was cautioned and advised not repeat the action of airing such content.</p>
CAC- 124/13	Complaint to stop a broadcast (text on the title bar) which was being aired on 13 August 2013 trouncing the religious character of a person.	Dhi TV	14.08.13	25.08.13	<p>Though the content which was aired by Dhi TV on 13 August 2013 is said to be not their own content, as per Article 27 of the Broadcasting Regulation, every station is responsible for all content they air. The text <i>"Laadheenee Anni"</i> was being used in the title bar of the content stated in the complaint.</p> <p>It was decided that usage of</p>

					<p>such phrases in relation to a person is seen to defame the person and was in breach of Rule 3 (a) of the Broadcast Code of Practice.</p> <p>As per Article 44 (a) (1) of the Broadcasting Act, Broadcasting Maldives Private Limited (Dhi TV) was cautioned and advised not repeat the action of airing such content.</p>
CAC-126/13	<p>The news and other content of RaajeTV is seen to be biased. In the nightly news the station aired a report titled "Magey Report" which brought false information defaming scholars, the president of the country and a presidential candidate.</p> <p>Also it is noted that in general such phrasing as "a person who is forcefully in the post of President." is used.</p>	Raaje TV	21/08/13	25/08/13	<p>On 20 August 2013 RaajeTV on their 8pm news aired a report titled "Magey Report". The report does talk about the President of the Maldives and scholars. However the content of the report is not seen as being in breach of the Broadcast Code of Practice.</p>

Limitations

There were a number of limitations on carrying out monitoring content and adjudication process during the 2013 election period. They include;

1. Limited human resources;
2. Continuing daily commission work and carrying out additional Elections Monitoring tasks;
3. Budgetary constraints;
4. Lack of Cooperation from some Broadcasters on getting Direct Access time info;
5. No clear agreement between Broadcasting Commission and Elections Commission on broadcast Monitoring;
6. Limited expert consultancy to guide the Monitoring process;
7. Limited training for the monitors;
8. Main daily work of the Commission was on hold during the period to carry forward the monitoring work.

Due to lack of resources and limited time proper training was not conducted for the monitors by an expert.

Due to lack of corporation in receiving the Direct Access content from TV stations, it posed difficulties to monitor the “direct access” as initially planned.

Recommendations

The following are the recommendations by the Commission during the monitoring of Presidential Election first round for the broadcast channels monitored.

Broadcast Media

1. Direct Access time should be clearly identified and notified to the public and must be communicated well.
2. Professional and ethical standards must be practiced with a fair and balanced coverage for all presidential candidates.
3. A fair amount of time must be allocated for voter education.

General Recommendations

4. For the Broadcasting Commission and Elections Commission to come to an agreement and an understanding as to which Commission will have jurisdiction to Monitor Broadcast Content as per Article 30 of the General Elections Act.
5. For the Broadcasting Commission and Elections Commission to discuss and agree on the actions that can be taken against broadcasters who air anti-campaign content during an election period.
6. Create awareness among broadcasters, especially commercial broadcasters to facilitate for Direct Access time as per Article 30 of the General Elections Act.
7. Finance Ministry to provide the required budget to monitor elections in the future.
8. Political parties to refrain from using broadcast media as a tool for anti-campaigning.
9. Observers to have a greater understanding of the culture and political trends in Maldives while assessing the election period content of media organizations.
10. Media Council to work together with Broadcasting Commission in regulating broadcast matters in the Maldives during Elections.

Acknowledgment

This comprehensive work was carried out with the guidance in drawing the monitoring structure from Mr. Binod Bhattarai who was a visiting consultant from UNDP, hence Commission would like thank UNDP, Maldives and Mr. Binod Bhattarai for their assistance.

Commission is also grateful for the assistance provided by Embassy of United States, Sri Lanka and Maldives and Ms. Terry Anzur for their assistance in carrying out the election training of broadcasters and formulating the draft for the election guideline.

Our appreciation also to Transparency Maldives for sharing their expertise and experience in this area in the meetings which were held leading up to the 2013 Presidential Election.