

Increased coverage, division around the emerging political forces and constant marginalization of women

Report on Television coverage of Parliamentary elections

Summary of analysis of media coverage
monitoring data of March 2022



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The study of TV stations' coverage of electoral campaigns during the month of March carried new elements, the most important of which might be 3 elements:

- The first is the division of stations into two categories regarding the emerging political forces that are trying to breach the political arena and extract a role for them in the local political map. There are stations that give these emerging powers an important space in their coverage, and there are stations that completely ignore them.
- The second is the launch of stations in the practice of electoral advertising, which is the promotion of certain political parties, and it is mostly a paid advertisement that stations are supposed to declare and inform the viewer of, or else these stations in clear violation of the electoral law. This was practiced by all stations, including TeleLiban, but LBCI was the only one that reported this to viewers in its direct coverage.
- The third is the significant increase in the volume of coverage regarding the issue of elections on all stations, compared to the past months, which confirms that local political life is getting prepared for this major political event.

This study carried out by Maharat Foundation in cooperation with UNESCO, accompanies monthly TV stations' coverage of the upcoming parliamentary elections. It is possible to return to studies of the past months¹ to keep abreast of political and media indicators on the progress of the electoral process by keeping pace with seven television stations that are monitored, which are the following: OTV, MTV, LBCI, ALMANAR, NBN, ALJADEED, Tele Liban.

This monitoring allows to keep pace with what these stations broadcast from ten in the morning until midnight regarding the parliamentary elections in their talk shows and political programs², and their news bulletins³ and satirical programs, and determining the figures (politicians, activists and actors) who appear on screens, the duration of their appearance on the screen, the prevailing general rhetorical tone, the position of women in the media space, electoral education and campaigning, and other issues that accompany broadcasting and media discourse.

¹ You can go back to previous studies through this link:

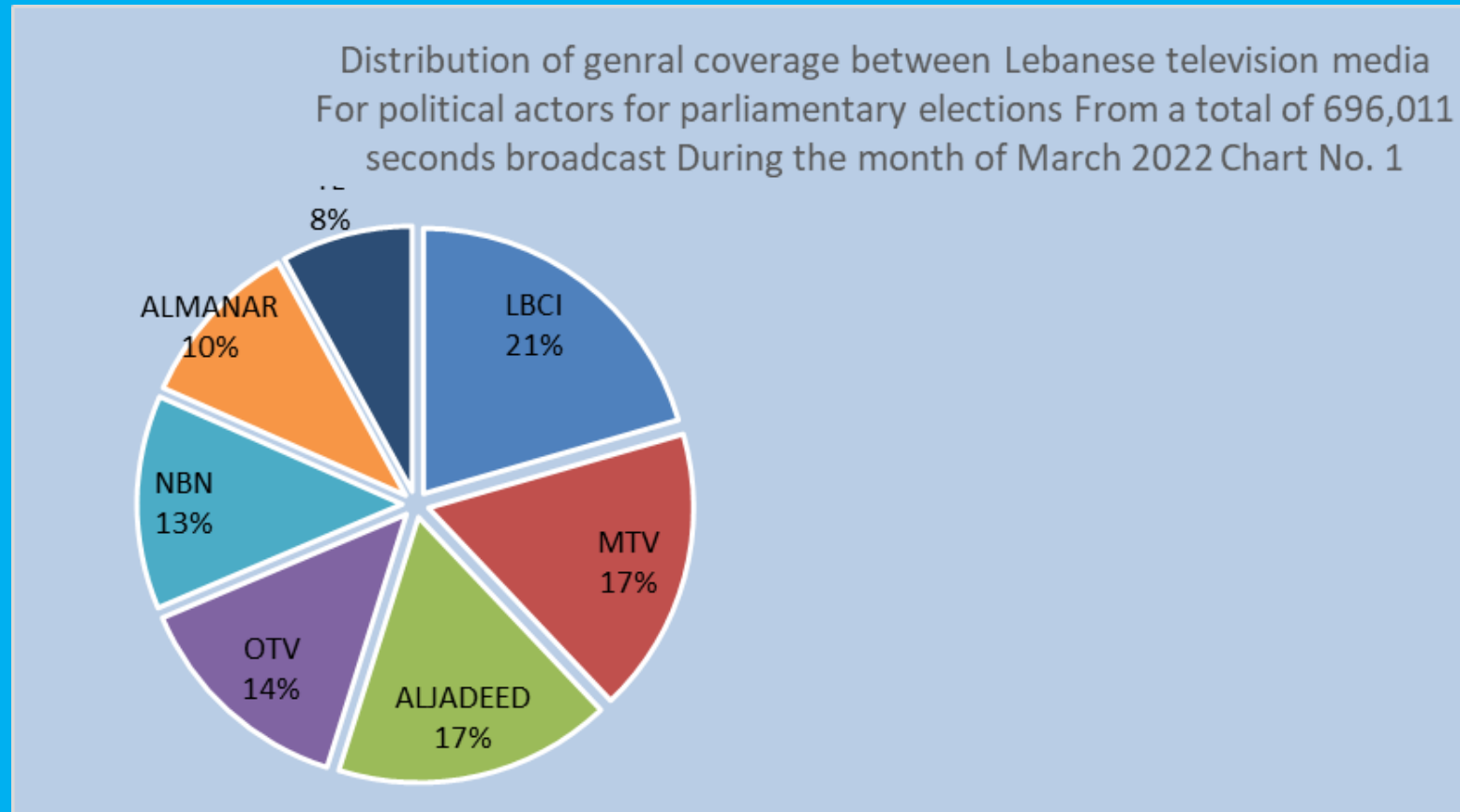
² The volume of the monitored programs reached 42 programs distributed among the TV channels as follows: 3 programs in ALMANAR, 4 programs in NBN, 6 programs in ALJADEED, 11 programs in MTV, 7 programs in LBCI, 10 programs in OTV, and one program in TL.

³ The monitoring process included the noon and evening news bulletins.

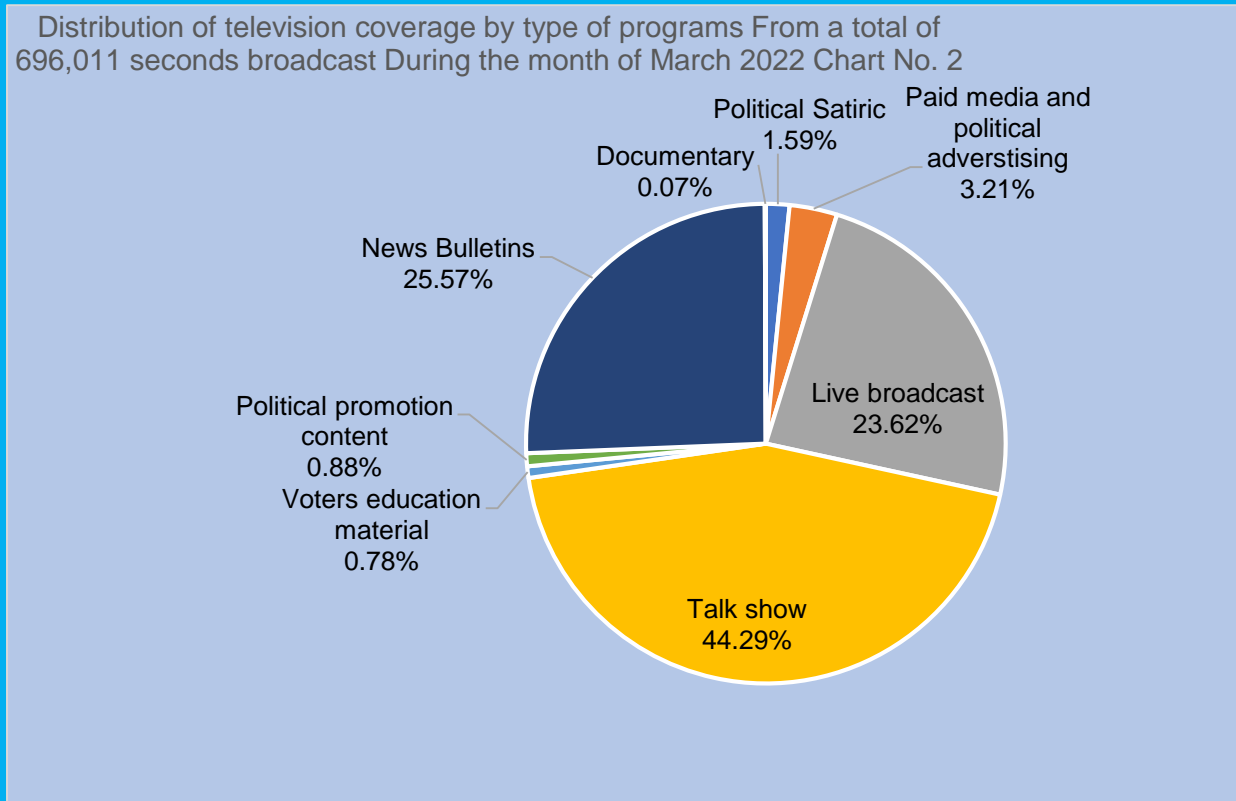
1- Increased proportion of the political discourse

The time of public television media coverage during the month of March reached 696,011 seconds, compared to 359,411 seconds in February, an increase of nearly double. The coverage of all monitored stations increased and was distributed among them, as shown in Chart No. 1 as follows:

Table No. 1 shows that LBCI came first with a 21% electoral coverage, followed equally by MTV and ALJADEED with 17%, then OTV with 14%, NBN 13%, ALMANAR 10%, and finally TeleLiban with 8%. What is striking here with regard to last February is that OTV, which was at the fore, has now ranked fourth, which indicates the momentum of other stations and their strong entry into the electoral coverage.



When analyzing the types of electoral coverage (Chart No.2), it becomes clear that the main part of it is divided into three main axes: talk shows come at the forefront of electoral coverage with 44.29%, news bulletins 25.57%, and live broadcasts 23.62%. A total of 93.48%. As for the remaining percentage, it was distributed as follows: paid campaign advertising and propaganda by 3.21%, 1.59% as satirical political programs, then electoral promotional material and electoral education material with less than 1% for each. It is noted here that the percentage of live broadcasts increased during the month of March, which did not exceed 1% during the month of February, which confirms the launch of the stations with full force into the electoral battle. Likewise, the percentage of paid electoral advertising, which was completely absent in February, appeared by more than 3% during the month of March, which is a relatively high percentage. The electoral education material appeared in the month of March, though at a modest rate.

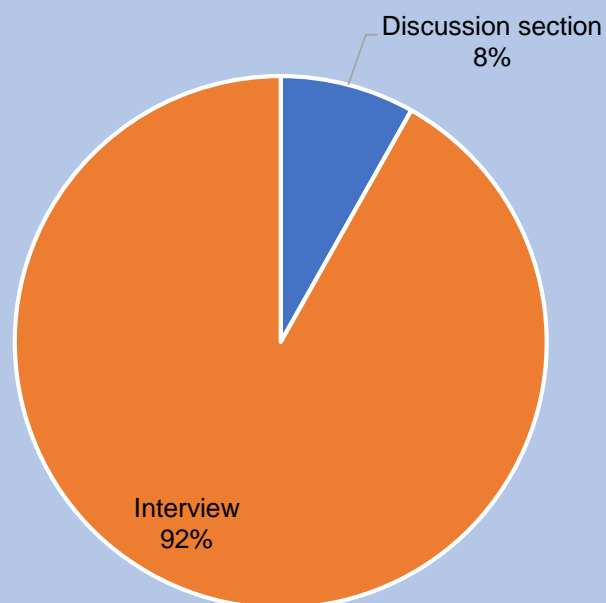


2- Types of TV dialogues

The duration of the monitored television dialogues of political actors and influencers reached 304,020 seconds, or 84 broadcast hours, compared to 64 broadcast hours during the month of February. Television interviews have dominated the other forms of television dialogue (Chart No. 3), which are the easiest and least expensive for the station, while at the same time opening the air to candidates and actors on the political scene in preparation for the elections. The area for personal interviews with candidates and political actors amounted to 92% of the total area allocated for talk shows, which allows for political promotion and publicity for actors during the electoral campaign period, knowing that most of these programs are not declared to be paid as required by the electoral law. As for the dialogue sections, it was 8%.

The absence of political debates from the monitored stations during the month of March was noted, which indicates the size of the individual discourse that dominates the political discourse.

Distribution of the television dialogue according to the general timing allocated to it on the monitored channels The amount of 304,020 seconds during the month of March 2022 Chart No. 3



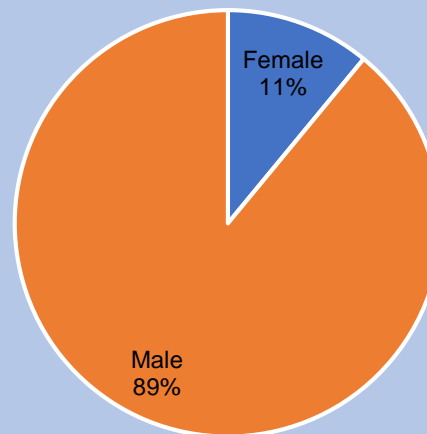
3- The constant marginalization of women

Television stations continue in their "patriarchal" trend, that is, to give the first place in their electoral coverage to men, as the presence of women continues to be marginalized and they remain almost absent in the stations, despite the fact that many women's committees and women are active in this field and despite the presence of many elite women in various social fields, which would enable them to play the role of leaders if they were given a say.

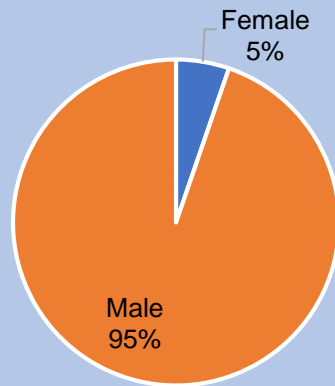
Women received 11% of the media coverage on these stations, compared to 89% for men (Chart No. 4). The percentage of women's attendance seems to have slightly improved, as it was 7% in February, but in fact, their presence in news bulletins is still very low, just as it was in February and did not exceed 5% in March (Chart No. 5). What raised the percentage of women's participation is the increase in their attendance in the dialogue sessions, which amounted to 16% (Chart No. 6).

Distribution of media appearance in television coverage between men and women
political actors

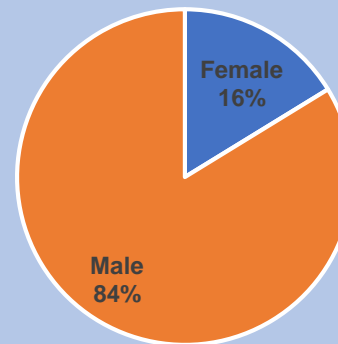
From a total of 527,054 seconds during the month of March 2022 Chart No. 4



Distribution of media appearance in TV news coverage
Between men and women political actors From a total of
76,051 seconds during the month of March 2022 Chart No. 5



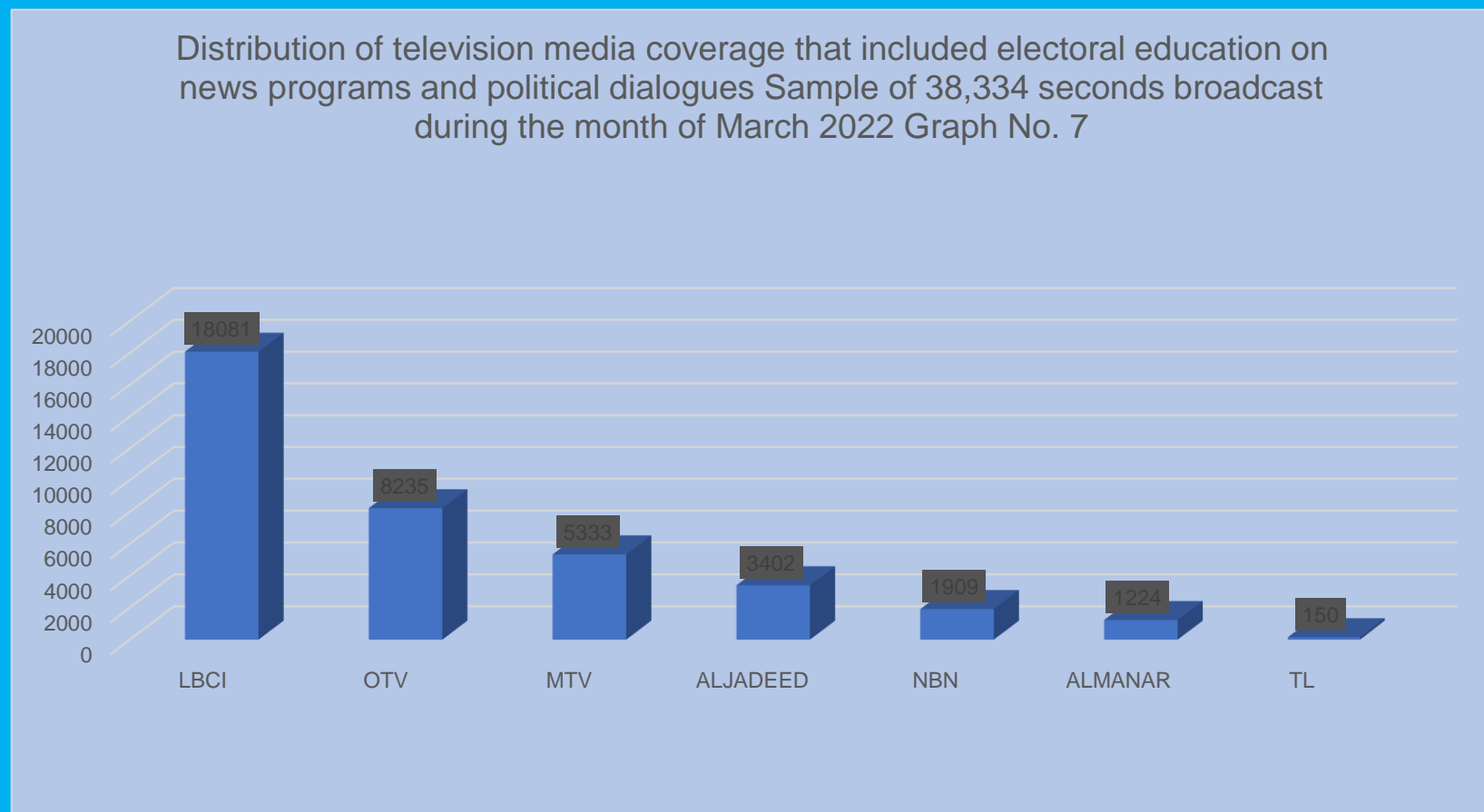
Distribution of media appearances on TV talk shows coverage
between men and women political actors From a total of
302,314 seconds during the month of March 2022 Chart No. 6



4- The constant absence of electoral education

An additional indicator of the stations launching into the electoral battle is the high rate of electoral education in their news coverage (Graph No. 7), which is a collection of coverages that benefits viewers because it carries electoral education and comes within the framework of the regular coverages.

LBCI is still at the forefront of stations in this field, and its time increased from 5042 seconds of broadcasting in February to 18081 seconds of broadcasting during the month of March. This percentage has doubled in most of the stations, especially in MTV, which rose from 603 seconds of broadcast to 5333 seconds of broadcast. Only TeleLiban has shown a drop in this percentage.



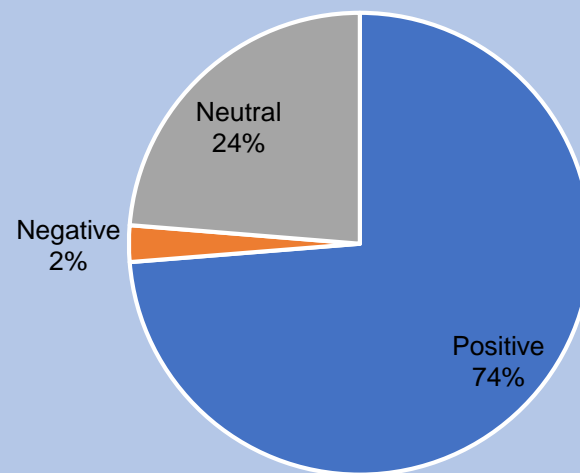
5- Media tone trends

How was the media tone distributed for political actors and influencers in the content of television news bulletins during the month of March?

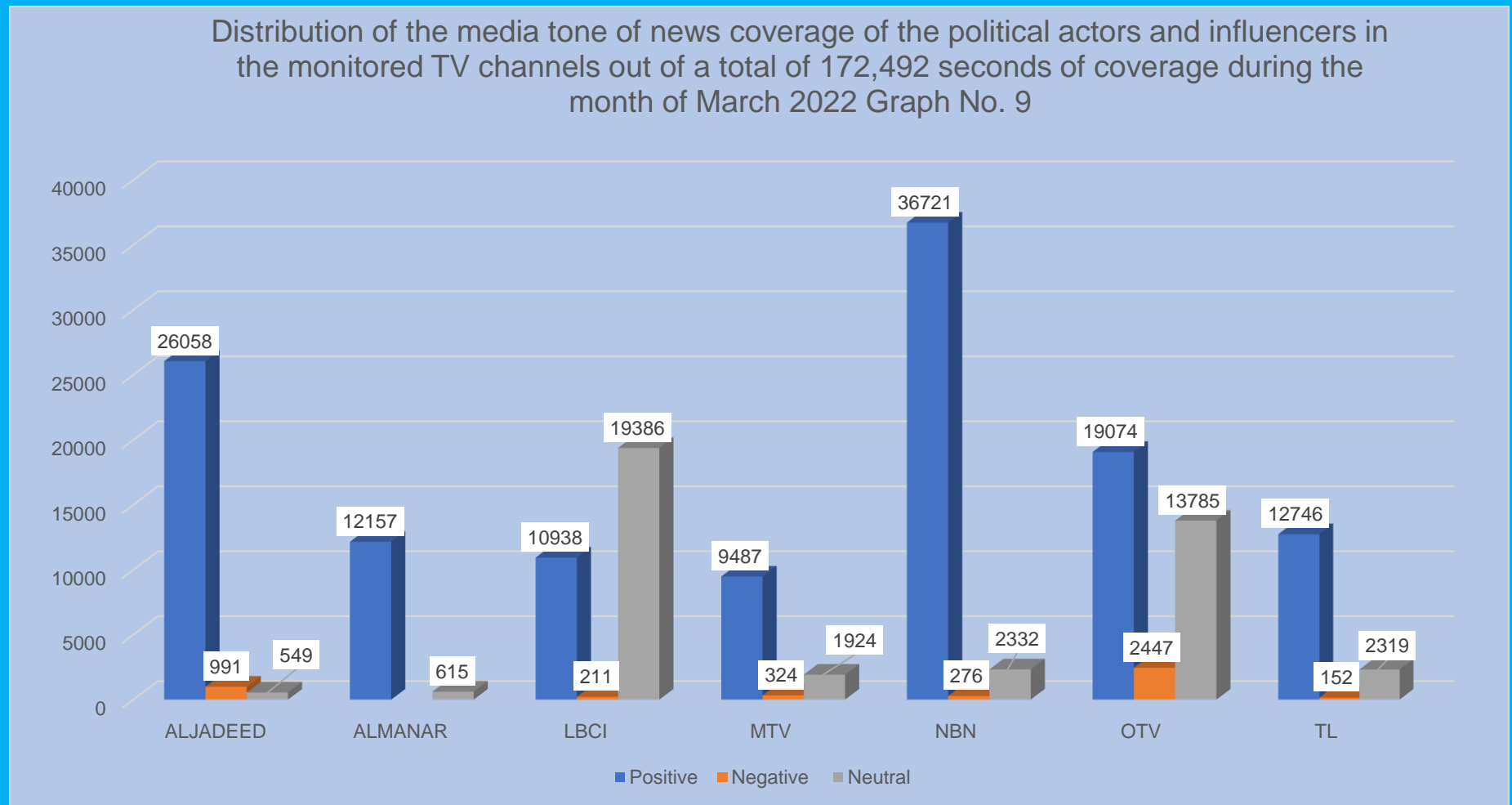
With the election date approaching and the battle intensifying, it seems self-evident that positive discourse will decrease, which was evident during the month of March, as the tone of positive discourse decreased from 82% in February to 74% in March (Chart No. 8).

But what is striking is that the negative tone also decreased from 5% in February to 2% in March. This can be explained by the absence of political debates during the month of March, and the tendency of candidates and actors to self-promotional discourse. However, 2% compared to the large volume of coverage seems sufficient to show the political trends of the stations and their positions towards the political actors. Therefore, its analysis seems rich in the examples it bears.

Distribution of the general media tone of news coverage of the political actors and influencers that are the subject of television coverage Out of a total of 172492 seconds of coverage during the month of March 2022
Chart No. 8



Graph No. 9 shows the distribution of the negative tone used on the stations. It is noteworthy that ALMANAR station, for the second month in a row, was absent from the negative tone. While this tone was highest on OTV, followed by ALJADEED, and to a much lesser extent on MTV, then LBCI.



6- Target of the negative tone

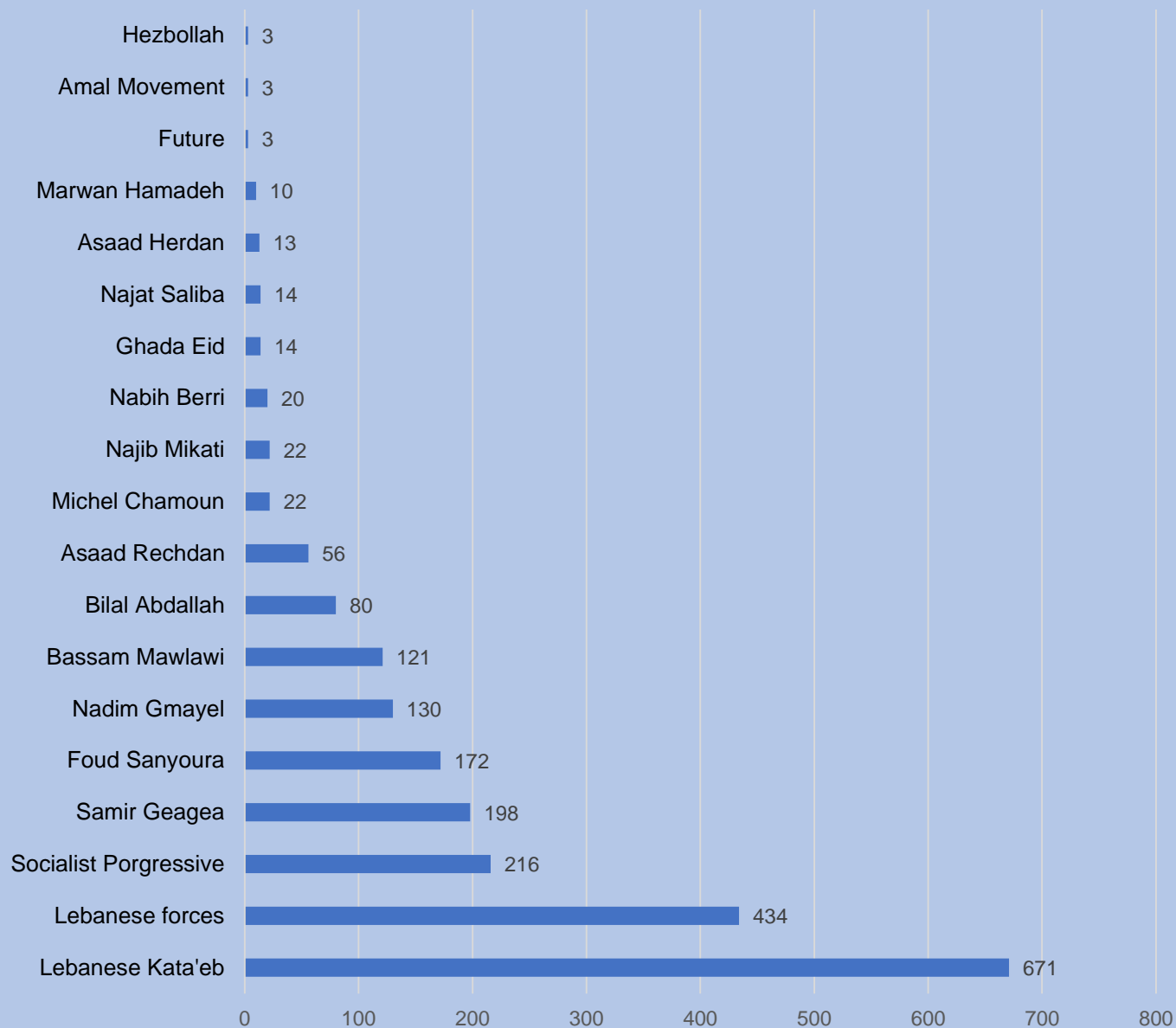
The negative tone was distributed in the stations' news bulletins, as well as in the satirical political programs broadcasted by these stations. It was distributed as follows:

A- Negative tone in news bulletins

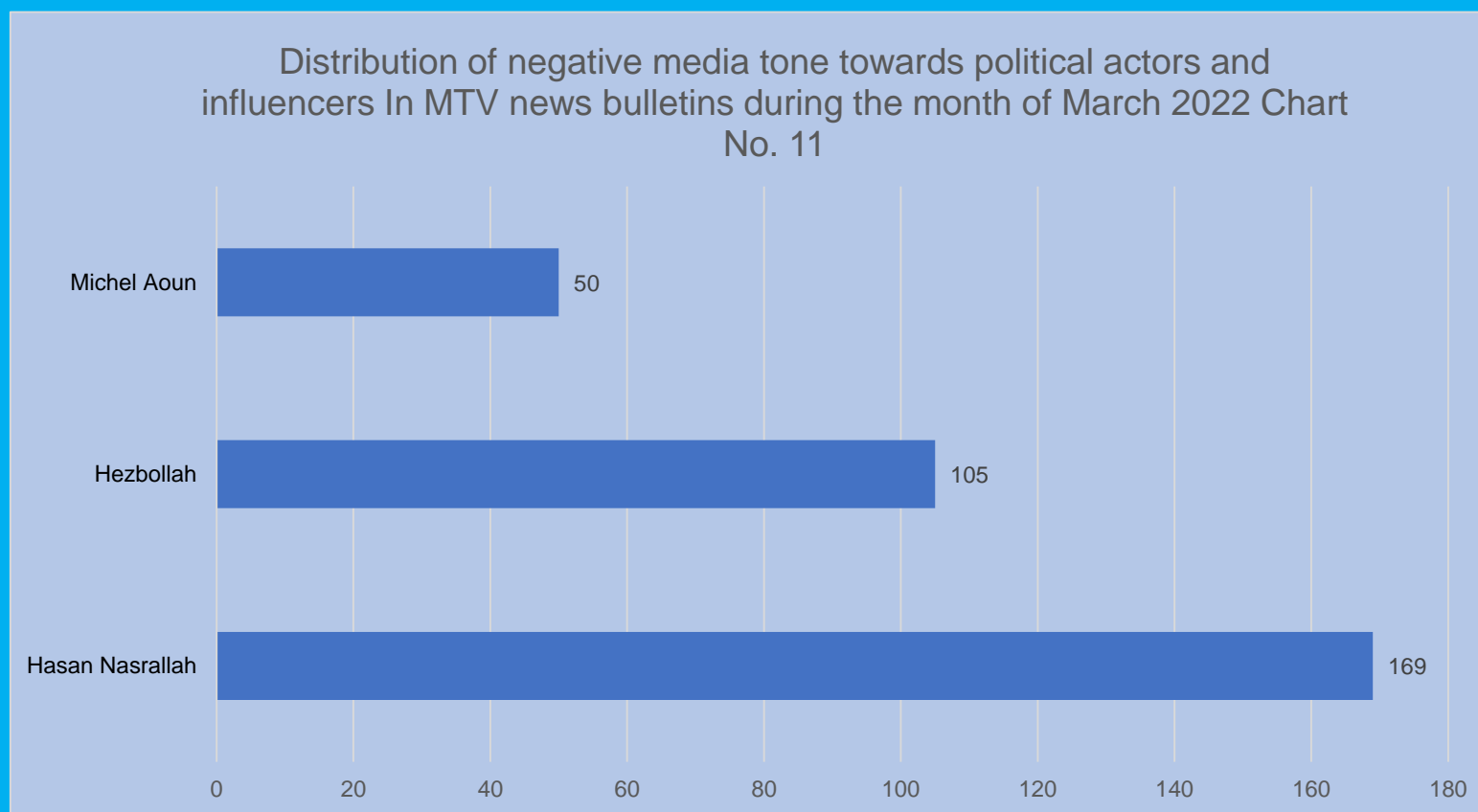
Charts 10 to 15 show the targets (actors and parties) of the bad tone of each television station. An in-depth look at these tables would allow identifying the political trends of these stations and show their electoral associations.

OTV station: Chart No. 10 shows that OTV station mainly targeted the Lebanese Kata'eb Party, the Lebanese Forces Party and the Progressive Socialist Party. Among the people who were directly targeted: Samir Geagea, Fouad Sinyoura, Nadim Gemayel, Bassam Mawlawi and Bilal Abdullah. These parties and these actors are the main opponents of the Free Patriotic Movement. The negative tone towards President Nabih Berri and civil society activists is marginal. They aim at supposed opponents and those with electoral weight who are not allies.

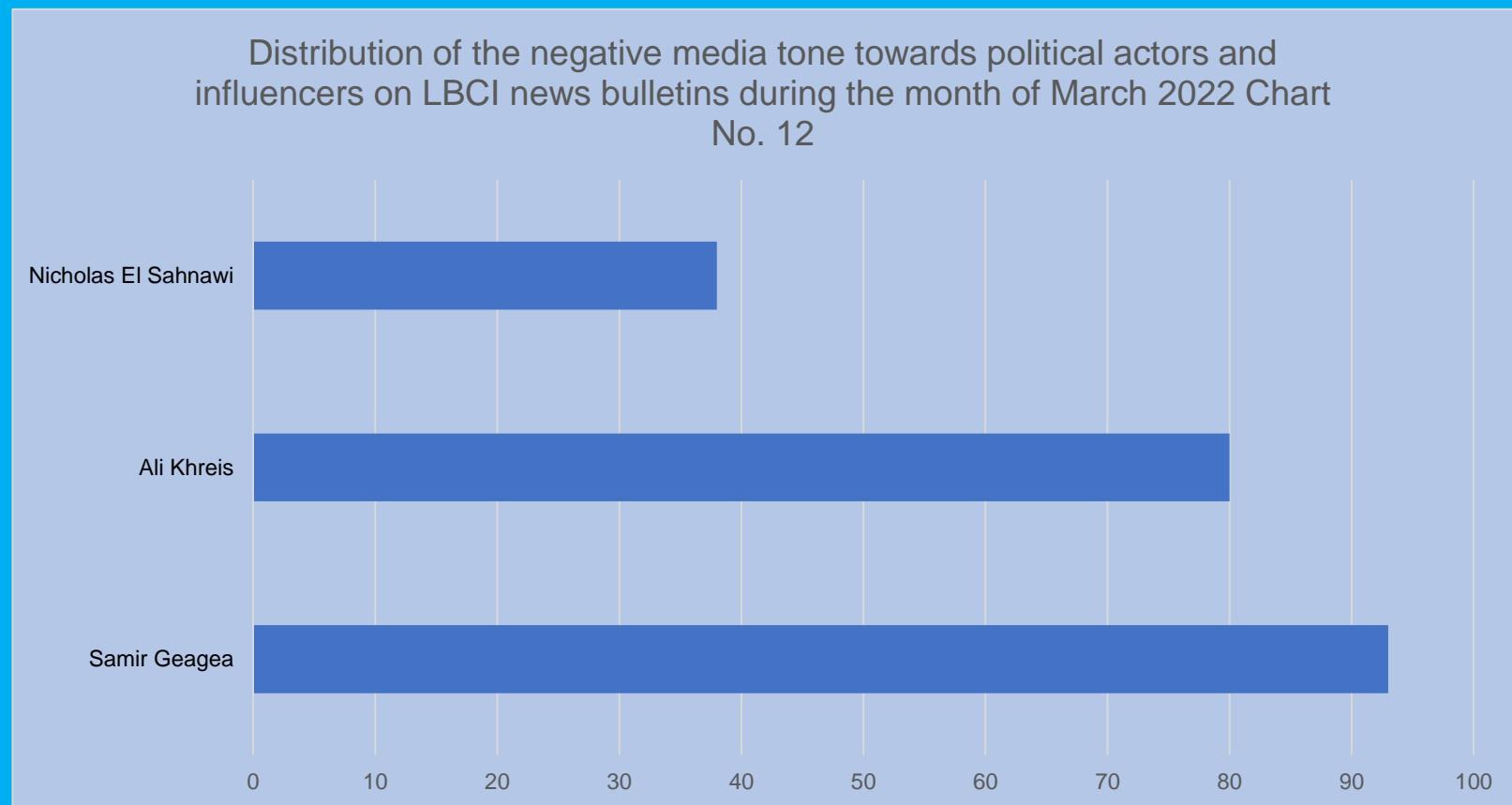
Distribution of negative media tone towards political actors and influencers on OTV news bulletins during the month of March 2022
Chart No. 10



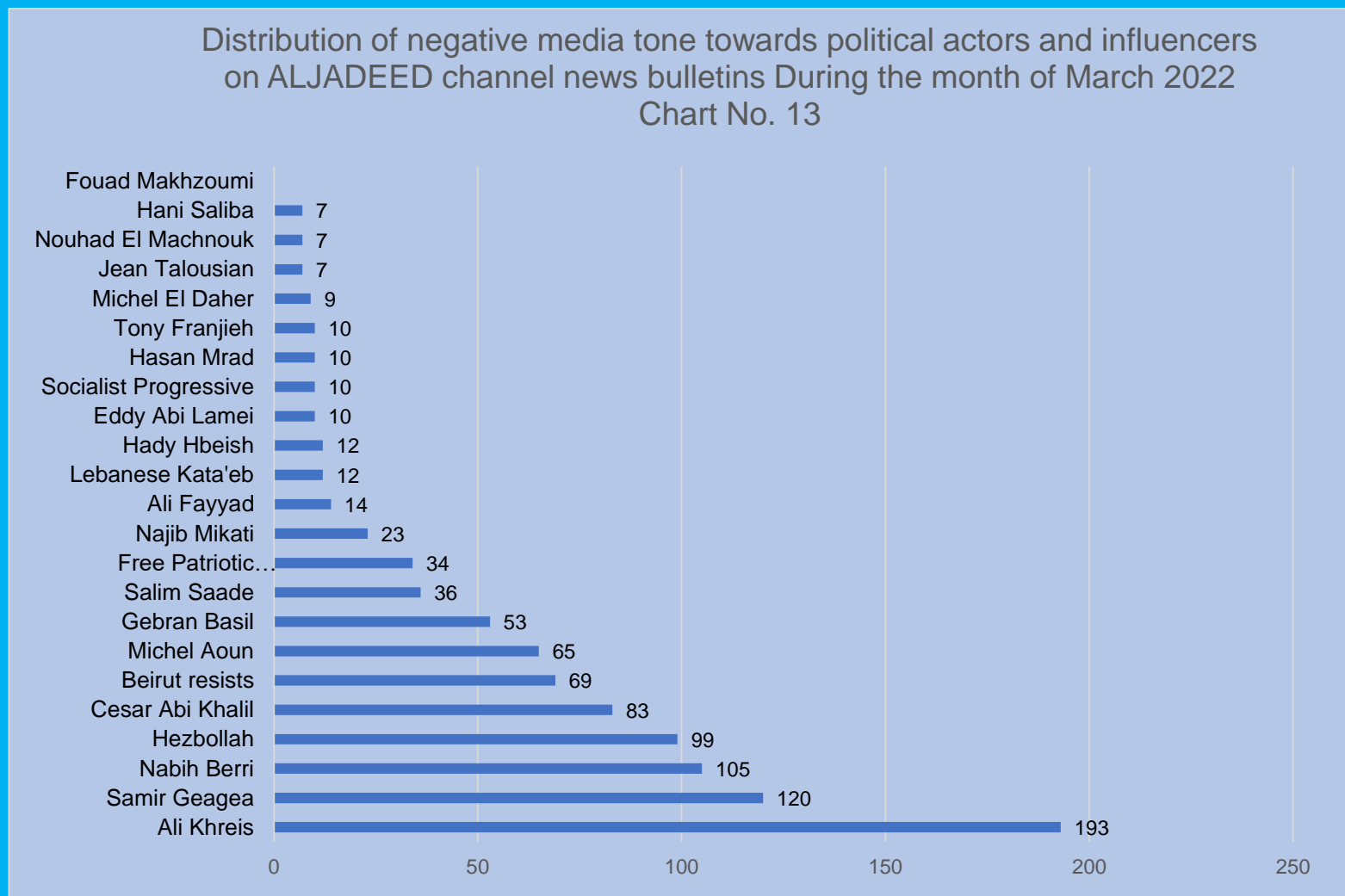
MTV station: The main negative tone on this station is directed towards "Hezbollah" and Sayyed Hassan Nasrallah, and to a lesser extent, towards President Michel Aoun. (Chart No. 11)



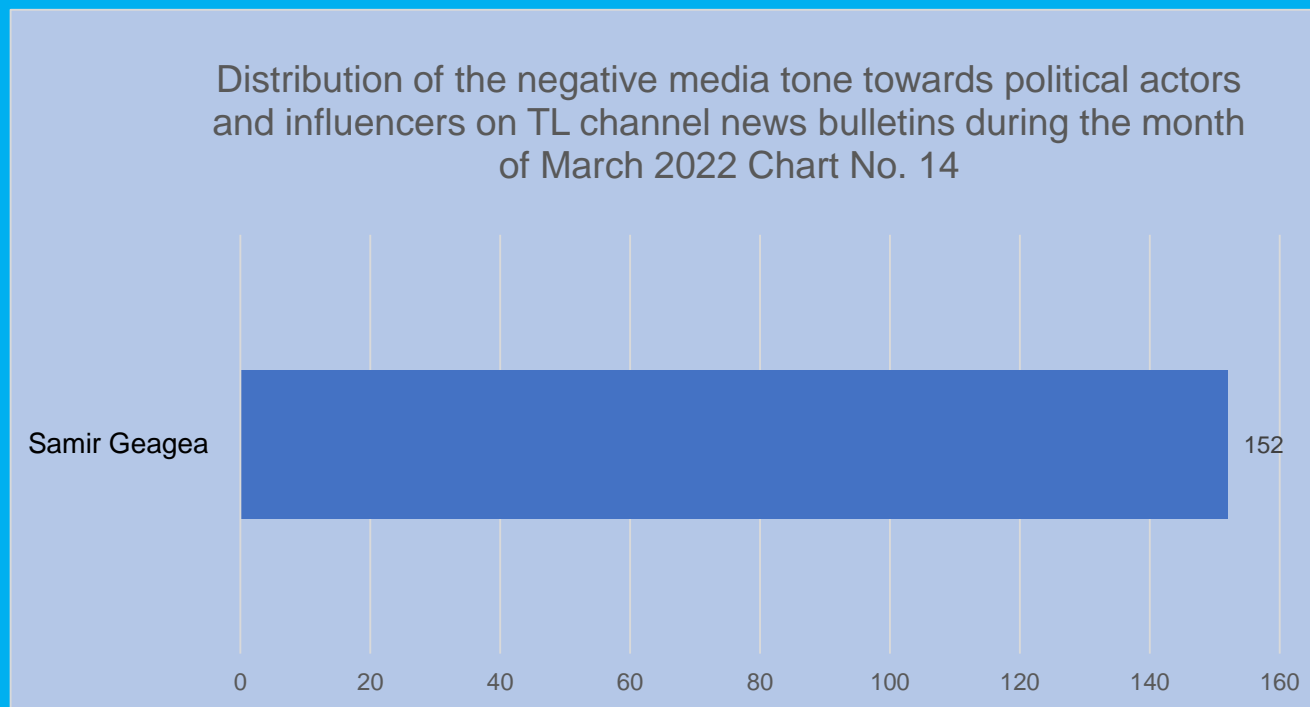
LBCI station: The first negative tone on this station headed towards Samir Geagea, followed by Ali Khreis, then Nicolas Sehnaoui. (Chart No. 12)



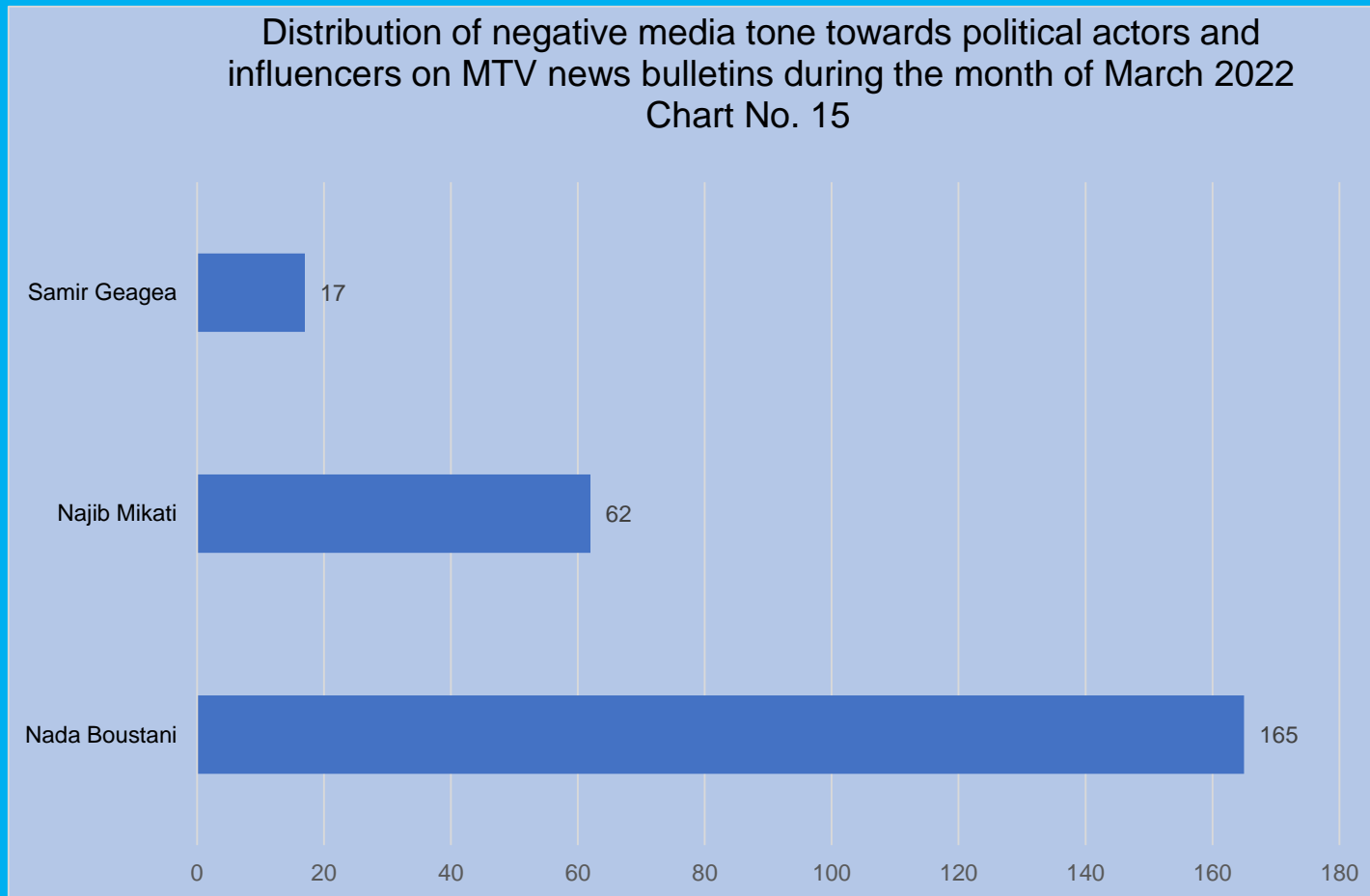
ALJADEED Station: The negative tone of ALJADEED station varied and targeted a wide range of political forces. The personalities that were mainly targeted: Ali Khreis, Samir Geagea, Nabih Berri, Cesar Abi Khalil, Michel Aoun, Gibran Bassil, and Salim Saadeh. Among the targeted forces: Hezbollah, "Beirut Resists", and the Free Patriotic Movement. The negative tone towards the Progressive Socialist Party was absent, and the station's negative tone towards Najib Mikati declined, while this percentage was very high during the month of February. (Chart No. 13).



TL Station: The negative tone in this station seems limited in its size and direction, and it is the least compared to other stations. Its negative tone in March was directed unilaterally towards Samir Geagea, while its negative tone in February was directed at "Hezbollah" and the Free Patriotic Movement (Chart No. 14)



NBN Station: The negative tone in this station was directed primarily towards former Minister Nada Boustani, followed by Najib Mikati, and marginally Samir Geagea. (Chart No. 15)

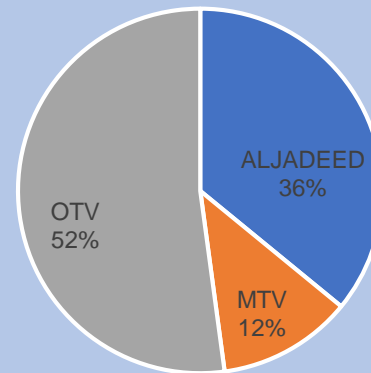


B- In satirical political programs

The study monitored the satirical programs broadcasted by some television stations in view of the heavy follow-up of these programs by the Lebanese public, and given that they participate in electoral campaigns by addressing candidates, parties and actors on the political scene. Four of them were monitored to know their trends and content, especially their negative tone against political forces and actors.⁴

Chart No. 16 shows the trend of these programs. The “Mish Kalil” program carried 52% of the negative tone observed in these programs, compared to 36% for the “Fashhat Khalq” program presented by Dalia Ahmed on ALJADEED, and 12% for the two programs on MTV, namely "Haki Sadek" presented by Dima Sadek and "Late at Night" presented by Salam Zaatari.

Distribution of television coverage of satirical political programmes that holds a negative tone while addressing political actors and influencers
From a total of 9408 seconds broadcast During the month of March 2022 Chart No. 16



⁴ Charbel Khalil's "Mish Kalil" program on OTV, on MTV "Haki Sadek" by Dima Sadek, "Late at Night" presented by Salam Zaatari, and on Al Jadeed channel, "Fashhat Khalq" program by Dalia Ahmed.

Table No. 17 shows the names of political actors and political parties targeted by the negative tone in the satirical programs, and they are distributed among the various political forces and trends.

But by reviewing the amount of time (in seconds) allotted to these actors, it becomes clear that the first target is Samir Geagea and the Lebanese Forces, with a very high rate compared to the others, followed by Gebran Bassil, the Free Patriotic Movement, the Lebanese Kata'eb, Sami Gemayel and Nadim Gemayel, and followed by an average targetting of Moustafa Alloush, Paula Yacoubian and Fouad Sanyoura.

It is noteworthy that Samir Geagea received 22% of the total negative public discourse, while Gibran Basil received 6%. They are leading the list of targets by the negative tone, and may show the general direction of the electoral battle.

Distribution of negative tone between political actors and influencers in the four
satirical political programs on TV channels
(OTV-MTV-ALJADEED)
From a total of 9408 seconds of broadcast
The numbers indicate the seconds
During the month of March 2022
Table No. 17

Samir Geagea	2074	Walid Jumblat	90	Ali Hijazi	17
Lebanese Forces	600	Majd Hareb	81	Ali Fayyad	17
Gebran Basil	583	Saad Hariri	79	Michel Maawad	17
Lebanese Kata	534	Pierre Abou Assi	78	Nada Boustani	17
Nadim Gmayel	384	Rami Abou Hamda	70	Ashraf Rifi	15
Mousatafa Al	348	Hassan Nasrallah	66	Salim Saade	14
Free Patriotic	326	Fares Saaed	61	Walid El Baarini	13
Paula Yaacoub	317	Milad Bou Malhab	58	Representative of	12
Samy Gmayel	316	Nouhad El Mashno	53	Baha' Hariri	10
Fouad Saniyou	307	Nicholas El Sahnaw	50	Hussein el Haj Ha	10
Suleiman Fran	306	Hezbollah	48	Cesar Abi Khalil	10
Najib Mikati	228	Fadi Karam	43	Alii Ammar	10
Kamil Chamou	226	Georges Adwan	41	Ahmad El Hariri	8
Nabih Berri	201	Elie Frezli	40	Bassam Moulawi	8
Setrida Geagea	194	Socialist Progressiv	36	Michel El Daher	8
Ali Khreis	186	Ihab Hamadeh	35	Tala Ereslan	7
Michel El Mur	181	Fouad Makhzoumi	35	Amal Movement	6
Omar Harfoush	163	Fayez Karam	32	Representative of	6
Michel Aoun	154	Wiam Wahab	32	Ali Ouseiran	5
Future	123	Faysal Karamah	23	Fred Boustani	5
Alil Hasan Kha	107	Mohamad Raaed	22	Representative of	4
Salim El Sayeg	101	Hussein Jichi	20	Bilal Abdallah	2
Ahmad Alame	93	Hady Hbeish	20	Hussin Fadloulah	2
		Ibrahim Kanaan	18	Ghazy Zaeiter	2

7- Paid Electoral advertising

Paid electoral advertising was divided into two types: coverage of the activities of parties and actors in exchange for a financial stipend, or broadcasting of tapes and activities related to electoral advertisement.

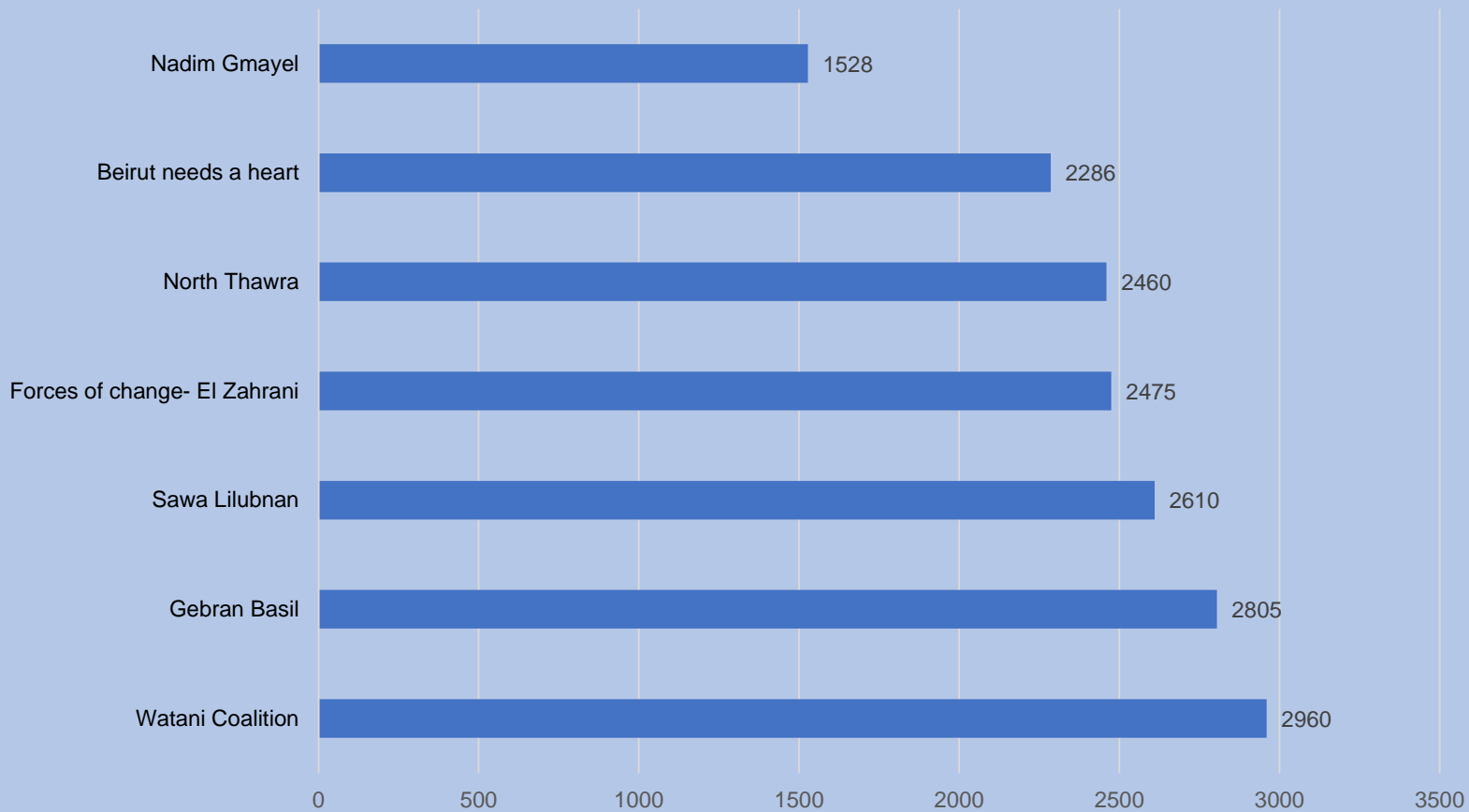
A- LBCI Initiative

During the direct media coverage of the electoral campaigns of some forces and parties, LBCI, unlike other channels, indicated that its broadcast is in exchange for an allowance by putting the phrase SP ie Sponsored Post (Table No. 18), and this falls within the framework of necessary transparency and application of the electoral law.

Chart No. 18 shows the number of forces whose activities were covered by the station in return for a financial stipend: Watani Alliance, Gibran Bassil, Sawa LiLubnan, Forces of Change-Zahrani, North of the Revolution, Beirut Wants a Heart list, and Nadim Gemayel.

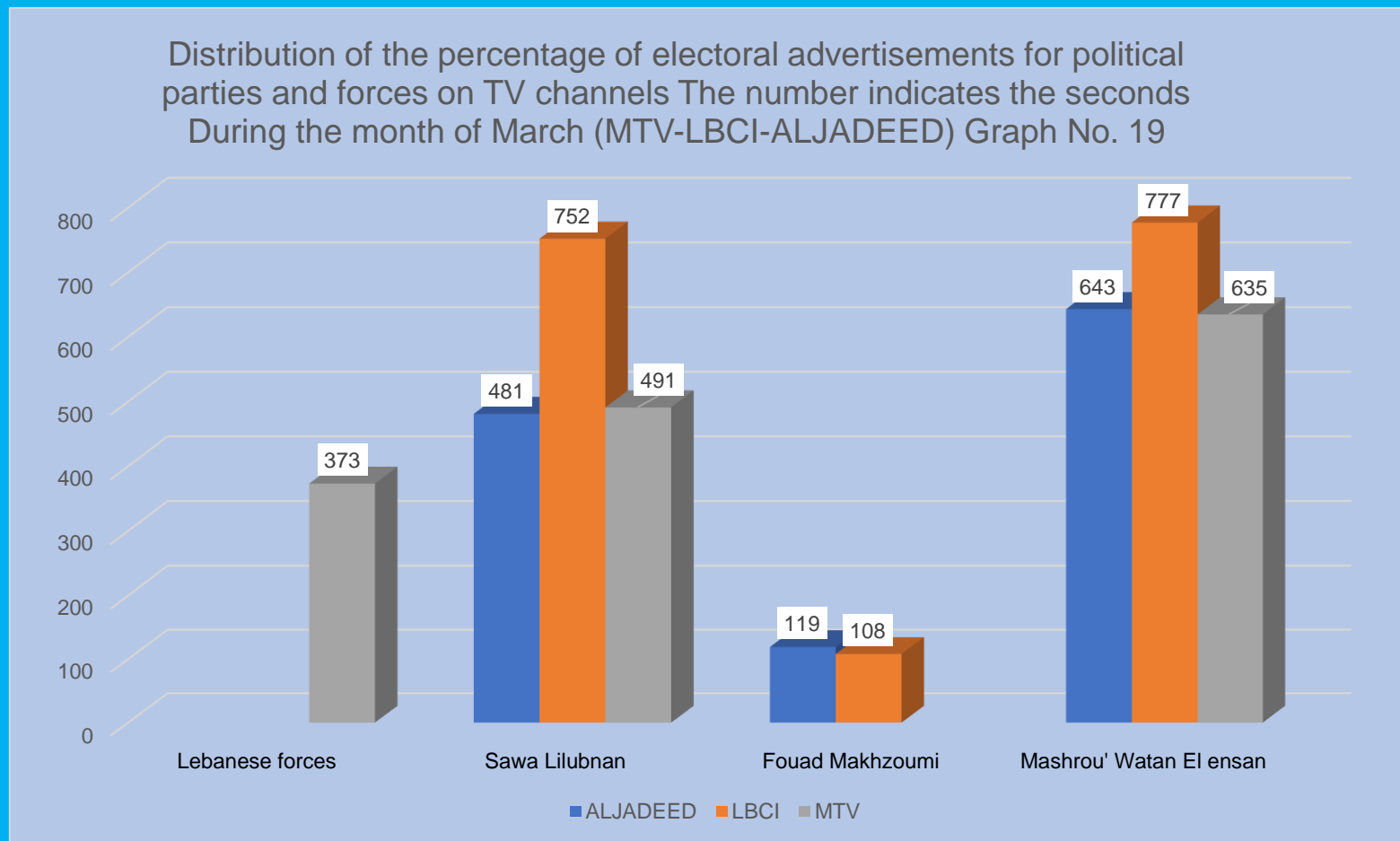
At the same time, other stations such as MTV, ALJADEED and OTV broadcasted the same events without any indication if these coverages were in exchange for a financial stipend, while the professionalism and coverage analysis suggested that they would also be in exchange for financial stipends, the stations did not announce them. Failure to announce this constitutes a clear violation of the law.

Electoral advertising declared on LBCI channel
The number indicates the seconds
During the month of March 2022 Chart No. 18



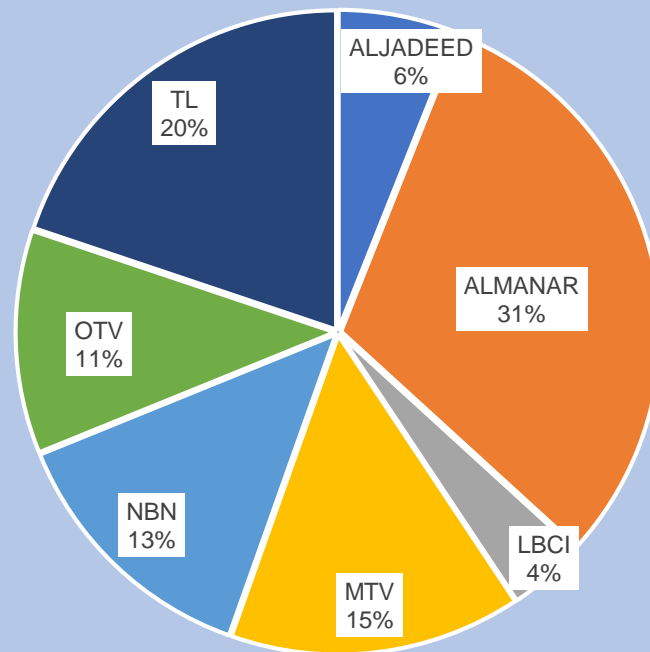
B- Electoral advertising

MTV, ALJADEED and LBCI channels broadcasted explicit electoral ads for many political parties and forces without stating that they fall within the framework of paid advertising, and this violates the electoral law. Graph No. 19 shows the distribution of these advertisements to the stations and political parties that benefited from them.



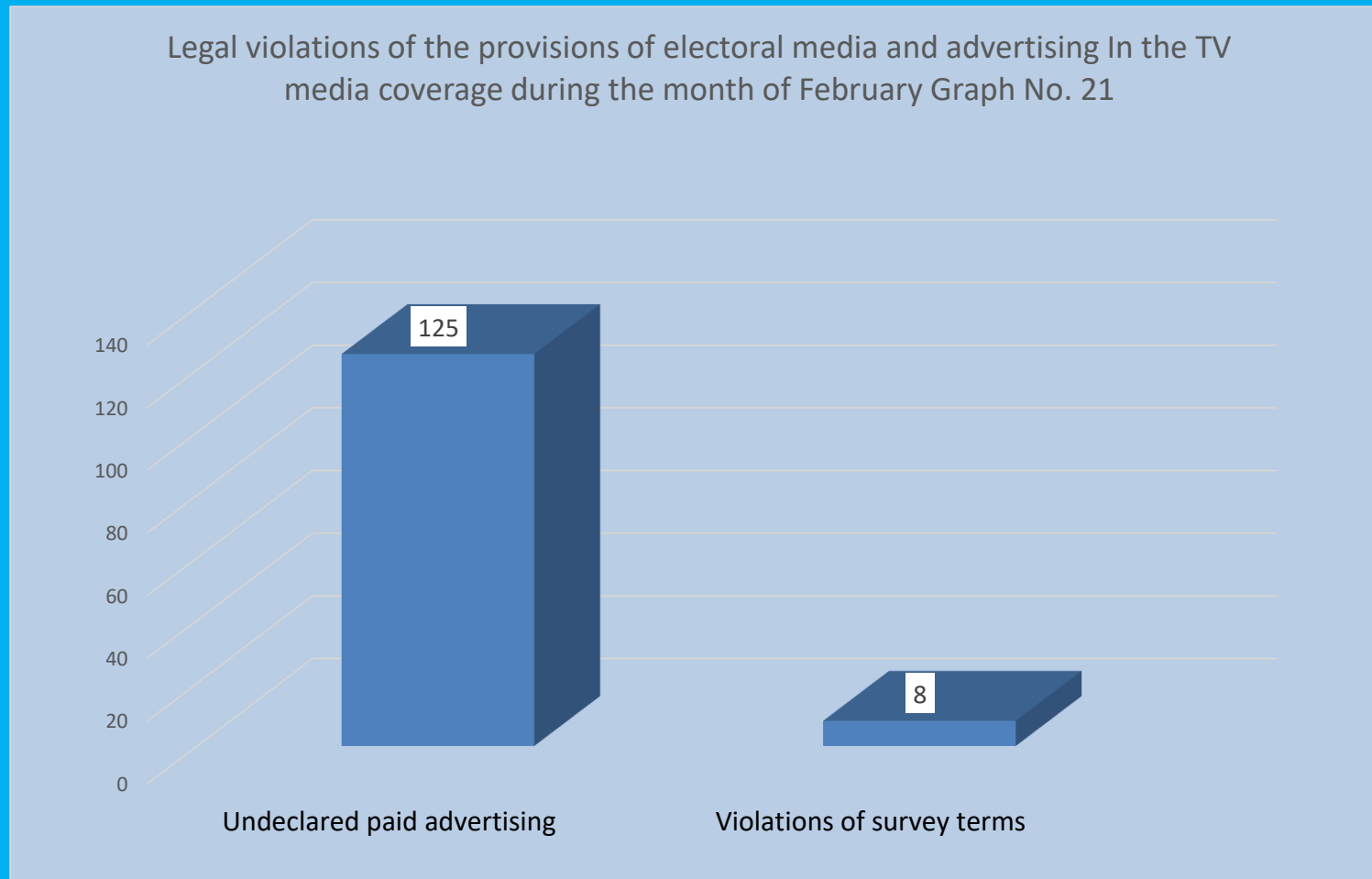
Such advertising campaigns were shown on all stations according to Chart No. 20. It is interesting that TeleLiban station also broadcasted 20% of these advertising materials. LBCI appears in the lowest percentage (4%) because it declared a large part of these coverages as paid, while ALMANAR station appears to be in the first position with 31%.

Distribution of the percentage of media appearances for political actors through direct coverage, which is not declared as paid electoral propaganda Chart No. 20



These coverages fall within the framework of violations of the law because they combine media and electoral advertising, as it is necessary to separate them. Viewers are also supposed to be informed about the broadcasts that stand in return for a financial compensation, so that they realize that they are advertising materials.

The stations also committed legal violations with regard to publishing opinion polls, contrary to the principles established by law that aim to ensure transparency in opinion polls (Graph No. 21). As opinion polls are used to influence the public, they require scientific methodologies that are supposed to be announced in order to ensure their transparency.

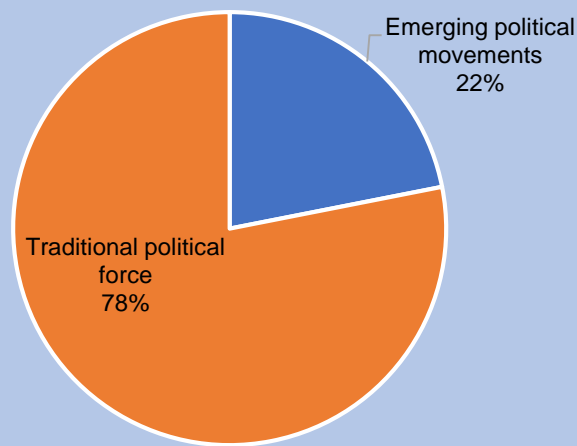


8- The media appearance of political actors and influencers

A- The distribution of media appearances between emerging political movements and the traditional political forces

It appears clearly from Chart No. 22 that the traditional political forces still control the television space at a very high rate, as they obtained 78% of the total coverage on television stations. This allows them to promote themselves and market their proposals, while the emerging political movements only got 22%.

Distribution of media appearances in TV channel coverage Between emerging political movements and traditional political forces from 542579 seconds Chart No. 22

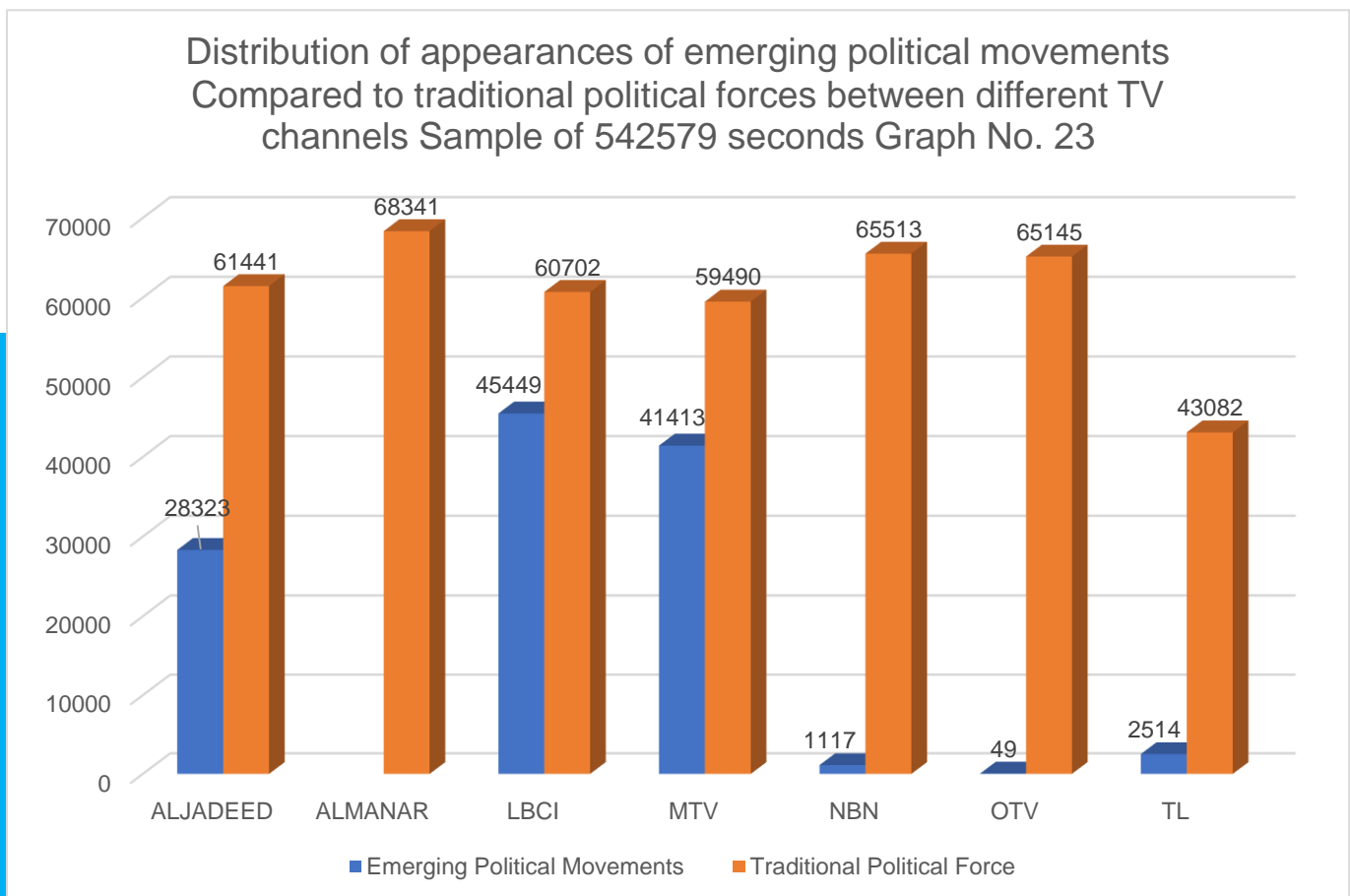


It seems clear that there are some stations that limit their coverage to traditional political forces, such as ALMANAR, as the political forces emerging are completely absent from their coverage. The Three stations OTV, NBN, and TeleLiban had the dominant part of their coverage devoted to the traditional political forces.

As for the stations that gave the emerging political movements acceptable coverage, they are LBCI, MTV, and ALJADEED. The percentages allocated by LBCI and MTV to emerging movements are very high compared to others. The percentages allocated to the television coverage can be considered an indication of the extent of support provided by the stations to the emerging powers.

According to Graph No. 23, the share of the emerging political forces in the stations was distributed as follows:

LBCI: 74.87%
MTV: 69.61%
ALJADEED: 46.09%
TL: 5.83%
NBN: 1.70%
OTV: 0.07%
ALMANAR: none



B- Total media appearances of station guests

Table No. 24 shows the distribution of media appearances of station guests according to their party affiliation throughout the month of March, and they are distributed among the various monitored stations.

Table No.24

Political Affiliation	Media Appearance	Political Affiliation	Media Appearance
Independent	73425	Karam Movement	3993
Free Patriotic movement	38714	Syrian socialist national	2917
Lebanese Forces	26390	Green Lebanese [arab]	2517
Lebanese Kata'eb	22373	Independence movement	2505
Kodama Al Mostakbal	13070	Nahwa El Dawla	2421
Our North Coalition	11149	Third Republic	2366
Amal Movement	10084	The lebanese arab	2010
the Lebanese National	10018	El Etihad party	1660
Mashrou' Watan El Er	9685	Sahlouna w al jaba	1591
Hezbollah	9497	Beirut resists	1537
El Azm Movement	9465	Forces of change- c	1480
progressive party	7904	Free citizens party	1410
Marada	7817	State Building Coal	1193
Lebanese democratic	7541	Baa'th Arabic socia	1186
progressive socialist	7318	Third republic	910
Sawa Lilubnan	4316	Permanent Confere	450
National dialogue par	4237	Future	374

C- The media appearance of the station guests according to the name of the candidate or political actor

The study monitored the volume of media appearances of political actors and influencers on the seven monitored television channels during the month of March. Table No. 25 shows the total time during which political actors and activists appeared and the share that each of them obtained in the public space.⁵

Table No.25

Ranking	Name	Appearance per second	Ranking	Name	Appearance per second	Ranking	Name	Appearance per seconds
1	Emile Rahme	12444	34	Fares Saeed	3435	67	Hassan Moura	1660
2	Free Patriotic Movement	10986	35	Hasan Fadloul	3380	68	Ghassan Khoury	1650
3	Moustafa Aloush	8922	36	Omar Harfous	3276	69	Maggy Aoun	1591
4	Suleiman Franjeh	7757	37	Representative	3212	70	Najwa Bassi	1580
5	Nicholas Nahhas	7516	38	Representative	3180	71	Nadra Esteph	1572
6	Nehmat Freim	7416	39	Fouad El Sany	3155	72	Walid Sakria	1552
7	Lebanese Kata'eb	7116	40	Free Patriotic	3077	73	Ayman Raad	1537
8	Josephine Zgheib	6240	41	Fadi Alama	3043	74	Asaad Reshda	1531
9	Samy Gmayel	6062	42	Raji Saeed	3032	75	Michel Douail	1525
10	Georges Nader	5824	43	Ghada Eeid	2962	76	Kazhiya Sassir	1522
11	Fred el Khazen	5640	44	Representative	2891	77	Hisham Hayek	1480
12	Najat Saliba	5398	45	Amir Mokdad	2882	78	Khaled Hankir	1463
13	Layal Bou Moussa	5259	46	Mahmoud Awad	2805	79	Alfet el Sabe'	1451
14	Nehmat Badreddine	4732	47	Kamil Mouran	2776	80	Rashid Abour	1410
15	Wadah Sadek	4678	48	Karine Bousta	2738	81	Fady About H	1388
16	Hussein Ezzedine	4553	49	Amal Abou Ze	2564	82	Michel Abou S	1304
17	Marc Daw	4460	50	Ali Khalifeh	2564	83	Ali Mrad	1221
18	Hekmat Deeb	4353	51	Nada Ghorayeb	2517	84	El Sharif Sulei	1193
19	Tala Erslan	4338	52	Laury Hatatian	2506	85	Ali Hijazi	1186
20	Safi Kalo	4294	53	Michel Mouav	2505	86	Alan Aoun	1174
21	Fouad Makhzoum	4237	54	Fayez Karam	2447	87	Representative	1118
22	Pierre Abou Assi	4106	55	Firina El Aami	2421	88	Nada Boustar	1086
23	Elias Abou Saab	4080	56	Hisham Bou G	2414	89	Fali El Bousta	1072
24	Khalil El Helo	3714	57	Majed Hareb	2360	90	Ghita Ajil	1068
25	Salim el Sayegh	3657	58	Jihad Farah	2311	91	Riyad Tawk	1027
26	Representative of the	3642	59	Kabalan Kaba	2096	92	Shaden El Da	1027
27	Michel el Helou	3600	60	Tarek Daoud	2010	93	Hadi Hbeish	965
28	Melhem Riyachi	3594	61	Ali Darwish	1919	94	Asaad Dgheim	920
29	Inaya Ezzedine	3570	62	Bilal Abdallah	1898	95	Faysal Karam	781
30	Saji' Attieh	3563	63	Habouba Aou	1886	96	Halima Kaako	489
31	Nabil Bader	3549	64	Representative	1829	97	Faten Younes	486
32	Nicholas El Sahnawi	3506	65	Georges Akid	1789	98	Alfred El Riyai	450
33	Socialist progressive p	3479	66	Ghada Ayoub	1735	99	Julia Hanna	449

⁵ Representatives of the parties are mentioned in the calculation, and they are often partisan people, but they are not directly concerned with the elections, as they will not be candidates in it, and therefore the time of their media appearance for the party to which they belong is calculated.

Conclusion

Monitoring of television stations during the month of March confirms that the stations have doubled the time allotted for elections compared to previous months, so that the coverage during the month of March reached double what it was during February.

These coverages were divided between interviews (44%), news bulletins (25%) and live broadcasts (23%). The direct broadcast has been absent in the past months, which means that the stations are involved in paid electoral promotion and advertising. It was noted that LBCI was the only station that indicated in its direct coverage that it was paid electoral propaganda, while other stations broadcasted the same coverage without indicating that, which constitutes an explicit violation of the electoral law. The stations also committed other violations, especially in their handling of opinion polls that require special methodologies and rules to ensure their significance.

In the distribution of coverage between the traditional political forces and the emerging political forces, it was very striking that the LBCI and MTV stations gave the emerging powers a wide space, close to seventy percent of the share of the traditional forces. While the stations NBN, ALMANAR and OTV almost completely disregarded them. ALJADEED gave them 46% and Lebanon TV about 6%.

It was also noted during the month of March that political debates were absent from the stations, which made the percentage of negative tone decline, but this tone was strongly present in the satirical programs broadcasted by three stations.

By reviewing the negative tone of each station separately, opponents and allies can be identified as determined by these stations. On OTV, the negative tone is directed mainly against the Lebanese Kataeb Party and the Lebanese Forces Party. On MTV, it is directed mainly against Sayyed Hassan Nasrallah. At LBCI and ALJADEED it goes against Samir Geagea and Ali Khreis. On TeleLiban, too, the negative tone is directed against Samir Geagea, and on NBN it targets the former minister, Nada Boustani. The absence of the negative tone in the ALMANAR station was remarkable.

The male discourse remains dominant in most of the stations, as women remain marginalized and only receive 11% of coverage, while men get 89% of the coverage.

In the month of March, it was noticed that the rate of electoral education increased on the stations, and it was preceded by the LBCI station in small percentages. The monitoring process also showed the distribution and amount of time spent on each of the actors and activists in the political arena.