

## TV coverage report for the parliamentary elections

**Summary of analysis of media coverage  
monitoring data for the month of January 2022**



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Maharat Foundation, in collaboration with UNESCO, continues to monitor local television stations' coverage of the upcoming electoral polls in Lebanon, which will take place in May and are taking unprecedented dimensions in view of the political and social crisis that Lebanon is going through. Maharat Foundation publishes the results of last January's monitoring of television stations' news and talk shows, in order to draw political and media indicators on the conduct of this electoral process, such as: the attention given to the electoral process, the volume of coverage in news bulletins and talk shows, the parties benefiting from the media space, the weight given to electoral education, the role of women, the position of the Lebanese parties in the coverage, and others.<sup>1</sup>

This is the third study after the two studies of [November](#) and [December](#).

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<sup>1</sup>- The monitoring process contains seven television channels: MTV (LBCI (ALJADEED (ALMANAR (NBN (OTV (TL.

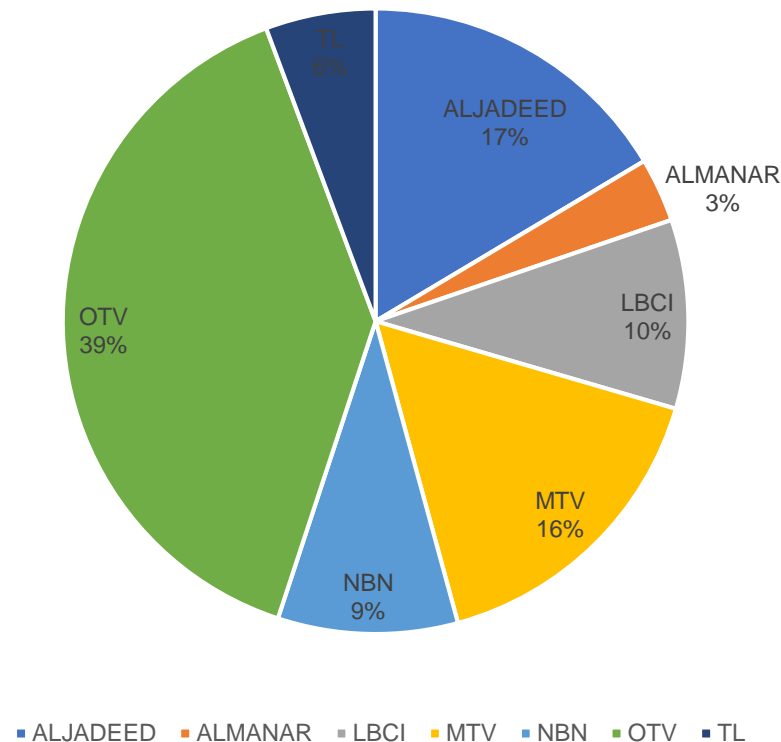
The monitoring includes Evening news and major talk shows, which are a total of 25, and are distributed between each of these stations as follows: 3 programs in each of MTV, LBCI, ALJADEED, And 7 programs in OTV, 4 programs in NBN, 4 programs, ALMANAR and one program in TL.

## First: the spaces designated for electoral affairs

In the spaces designated for electoral affairs on television channels for the month of January 2022, OTV takes the lead in allocating the largest amount of time from its news and talk shows to cover the electoral affairs, with 39% of the total coverage. Al-Manar TV ranks last with 3%.

The distribution of media coverage of electoral affairs totaling 174691 minutes among TV stations for the month of January 2022.

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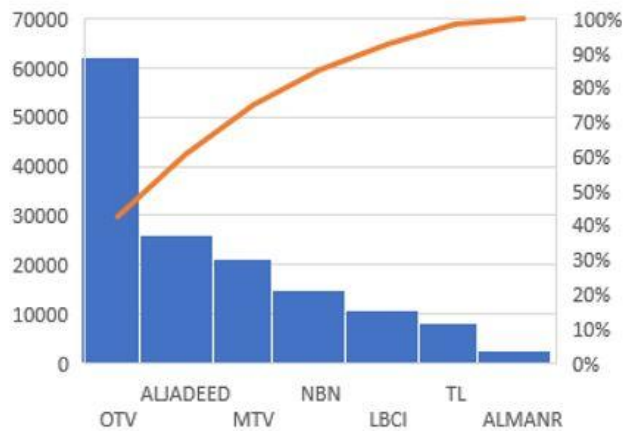


## Second: Distribution of the type of electoral coverage between TV stations

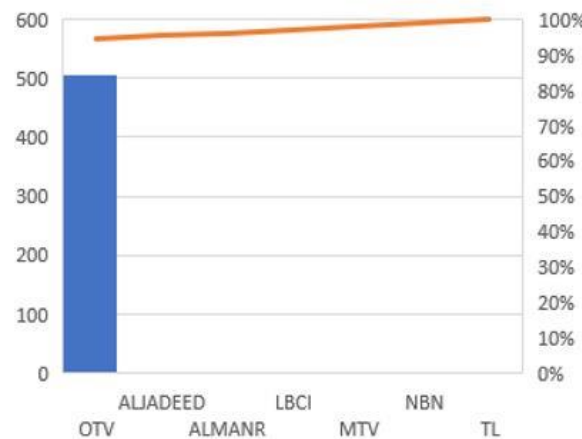
### 1-Promotion and publicity

- OTV broadcasted promotional materials constituting political advertising through excerpts from previous speeches by President Michel Aoun to promote the electoral issue and galvanize the party's supporters.
- No paid electoral advertising programs were recorded among the advertisements.
- The TV stations that provided the largest amount of news reports on electoral affairs are the following: MTV, LBCI, and OTV.
- The following TV stations: OTV, ALJADEED, and then MTV were the ones which covered this topic the most through talk shows.

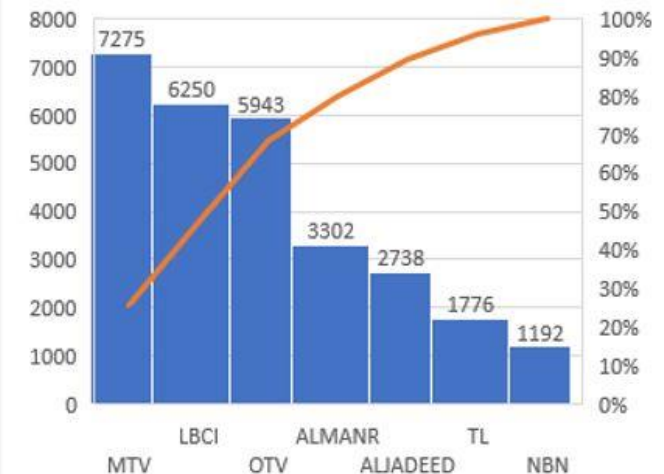
#### Debate



#### Promotional Material

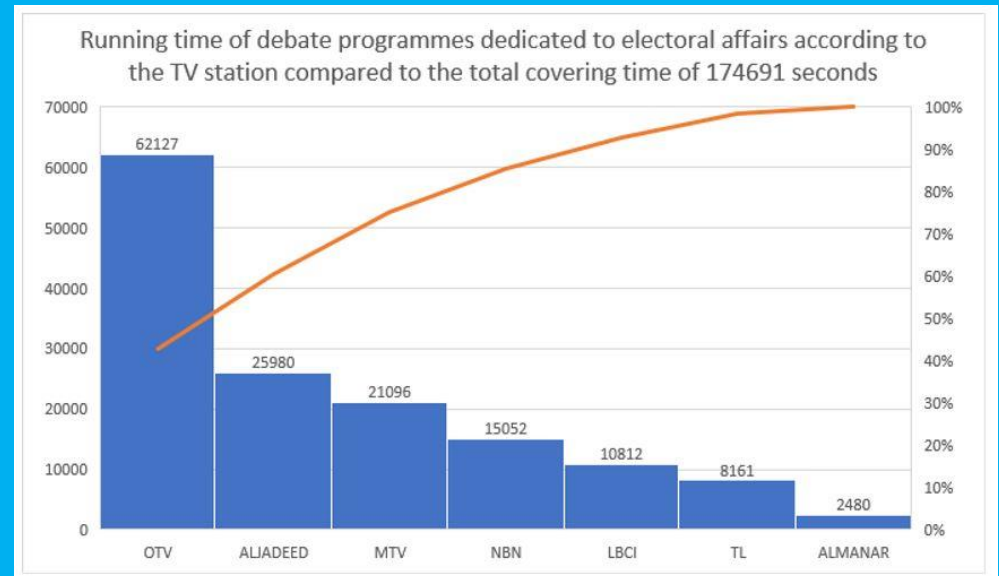
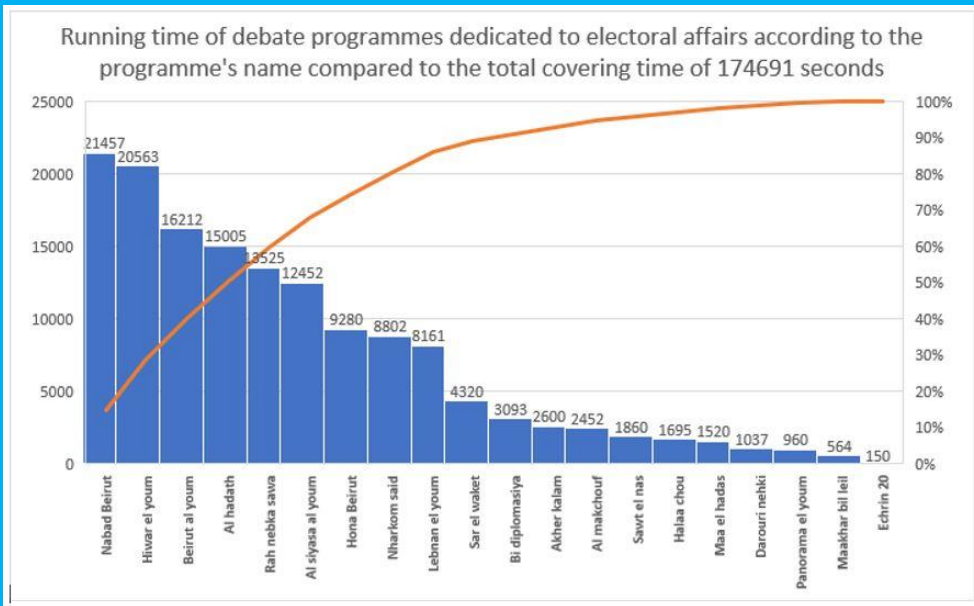


#### News Report



## 2- Electoral spaces

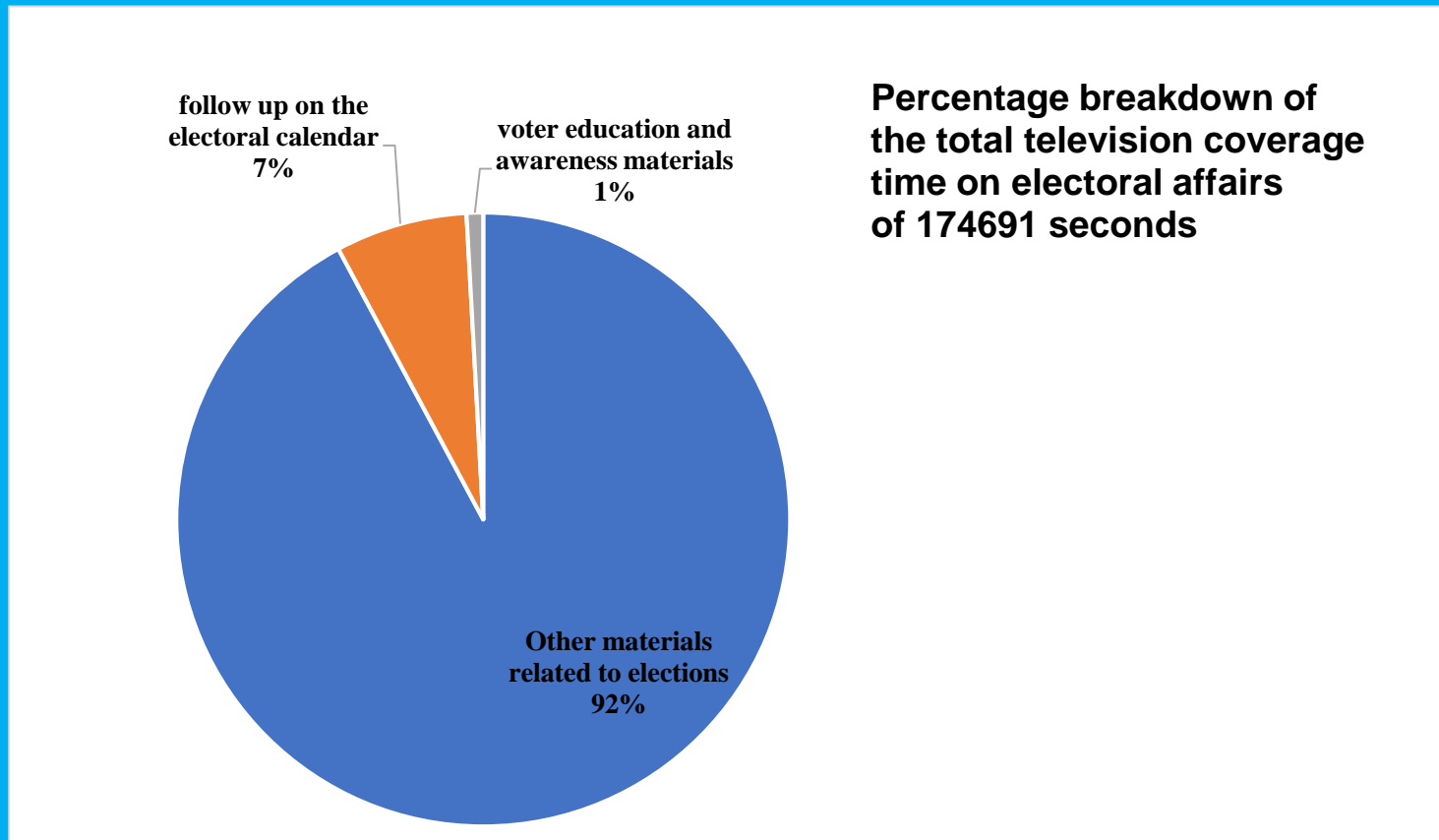
OTV devotes its six talk shows to electoral matters. Its two programs, “Nabd Beirut” and “Hiwar Al-Youm”, were at the forefront of the list of talk shows in the area devoted to electoral affairs. Its two programs, “Nabd Beirut” and “Hiwar al Youm”, were at the forefront of the list of talk shows in terms of space dedicated to electoral affairs. “Beirut Al-Youm” program on MTV came third in terms of time devoted to electoral affairs, among its three programs that host political actors and influencers on electoral affairs. The programme Al-Hadath on the Al-Jadeed came in fourth, the programme “Rah Nebka Sawa” on OTV in fifth and “Al Siyasa al Youm” on NBN in sixth. The programme “Hona Beirut” on Al-Jadeed ranked seventh while “Naharkom Said” on LBCI ranked eighth, followed by “Lubnan al Youm” on Tele Liban.



<b>Talk Show</b>		<b>Channel</b>	<b>Time/sec</b>
<b>Akher kalam</b>	-	NBN	2600
<b>Al hadath</b>	-	ALJADEED	15005
<b>Al siyasa al youm</b>	-	NBN	12452
<b>Panorama el youm</b>	-	ALMANAR	960
<b>Bi diplomasiya</b>	-	OTV	3093
<b>Beirut al youm</b>	-	MTV	16212
<b>Hiwar el youm</b>	-	OTV	20563
<b>Rah nebka sawa</b>	-	OTV	13525
<b>Sar el waket</b>	-	MTV	4320
<b>Sawt el nas</b>	-	LBCI	1860
<b>Darouri nehki</b>	-	OTV	1037
<b>Al makchouf</b>	-	OTV	2452
<b>Echrin 30</b>	-	LBCI	150
<b>Lebnan el youm</b>	-	TL	8161
<b>Maakhar bil leil</b>	-	MTV	564
<b>Maa el hadas</b>	-	ALMANAR	1520
<b>Nabad Beirut</b>	-	OTV	21457
<b>Nharkom said</b>	-	LBCI	8802
<b>Halaa chou</b>	-	ALJADEED	1695
<b>Hona Beirut</b>	-	ALJADEED	9280
			<b>145708</b>

### Third: Distribution of electoral topics for television coverage

Monitoring results recorded a lack of voter education on television stations with only 1% for electoral awareness. The percentage of space allocated for the follow-up on the preparations for the elections according to the requirements and entitlements of the electoral calendar was 7%. As for the other spaces, 92% were devoted to other topics related to the elections such as campaigns, positions, activities, opinions, figures and analyzes related to the elections.

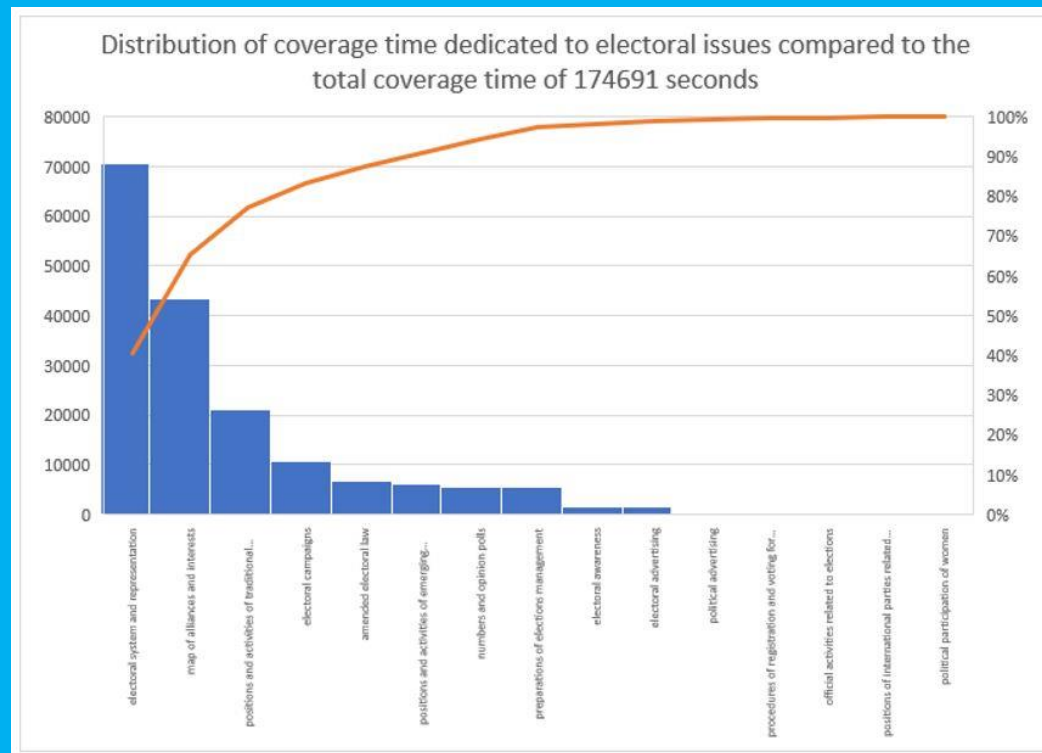


#### Fourth: distribution of detailed topics for coverage

The topic of the electoral system and representation received 40% of the largest space of debates on television stations during the month of January, followed by the map of electoral alliances and interests with 25%, then the positions and activities of traditional parties and forces at 12%, then the positions and activities of emerging political groups at 4%. The issue of women's political participation ranked last with 0.05%. The space allocated for the positions and activities of the traditional political forces (21218 seconds) was more than twice the space allocated to the positions and activities of the emerging political forces (6287 seconds). The appearance of political forces on the stations was as follows:

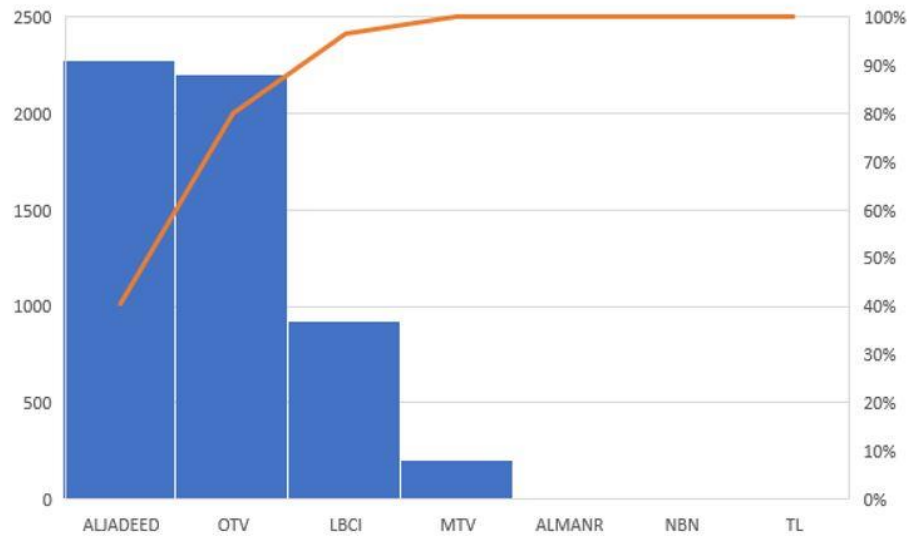
- Traditional political forces were the most visible on MTV
- Emerging political forces were most visible on LBCI, followed by TL.

The topic of opinion polls and numbers recorded the largest space of coverage on ALJADEED channel, followed by OTV and then LBCI. While the topic of election campaign coverage recorded the largest area on MTV, followed by TL, then MTV. The topic of opinion polls and numbers has recorded the largest space of coverage on ALJADEED channel, followed by OTV and then LBCI. As for the topic of electoral campaign coverage, it recorded the largest space on MTV, followed by TL, then OTV.

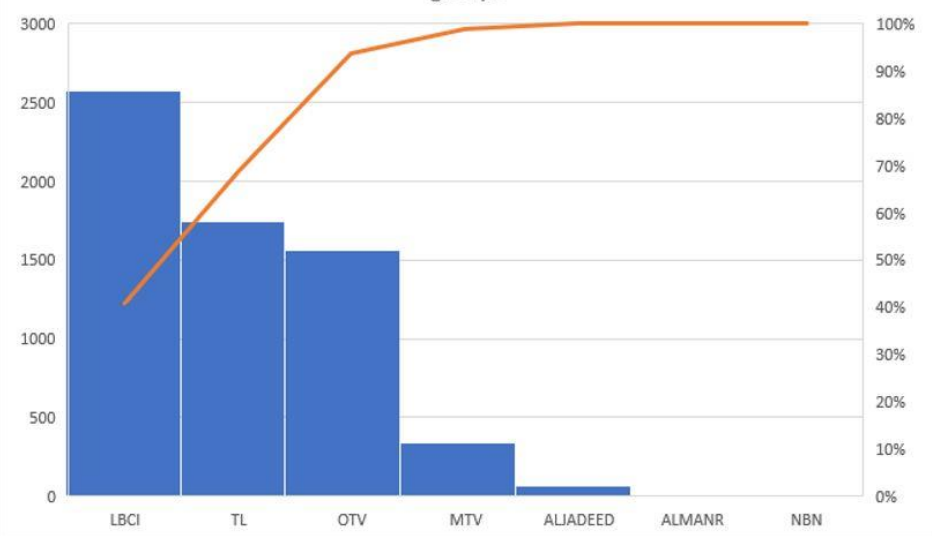




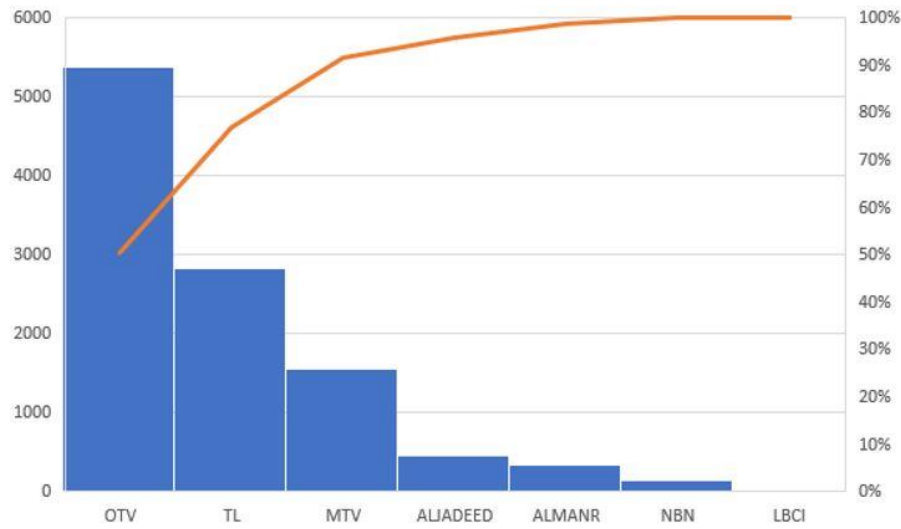
Distribution of television coverage time for the topic of numbers and opinion polls



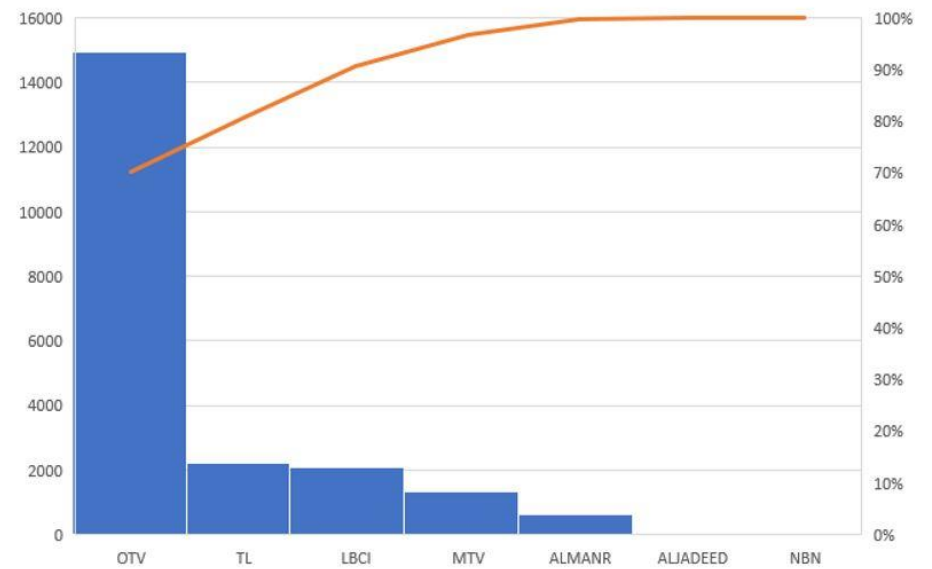
Distribution of television coverage time for the topic of emerging political groups



Distribution of television coverage time for the topic of electoral campaigns



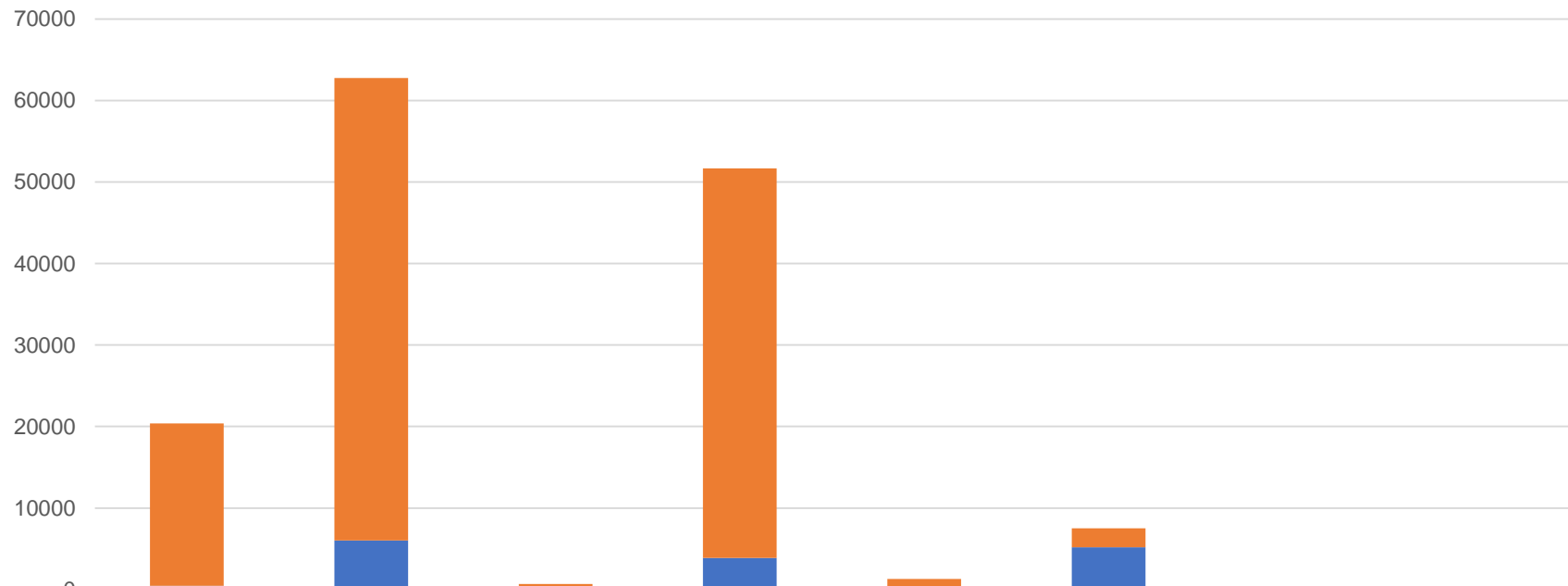
Distribution of television coverage time for the topic of positions and activities of traditional political parties



## Fifth: Distribution of appearance space for principal speakers

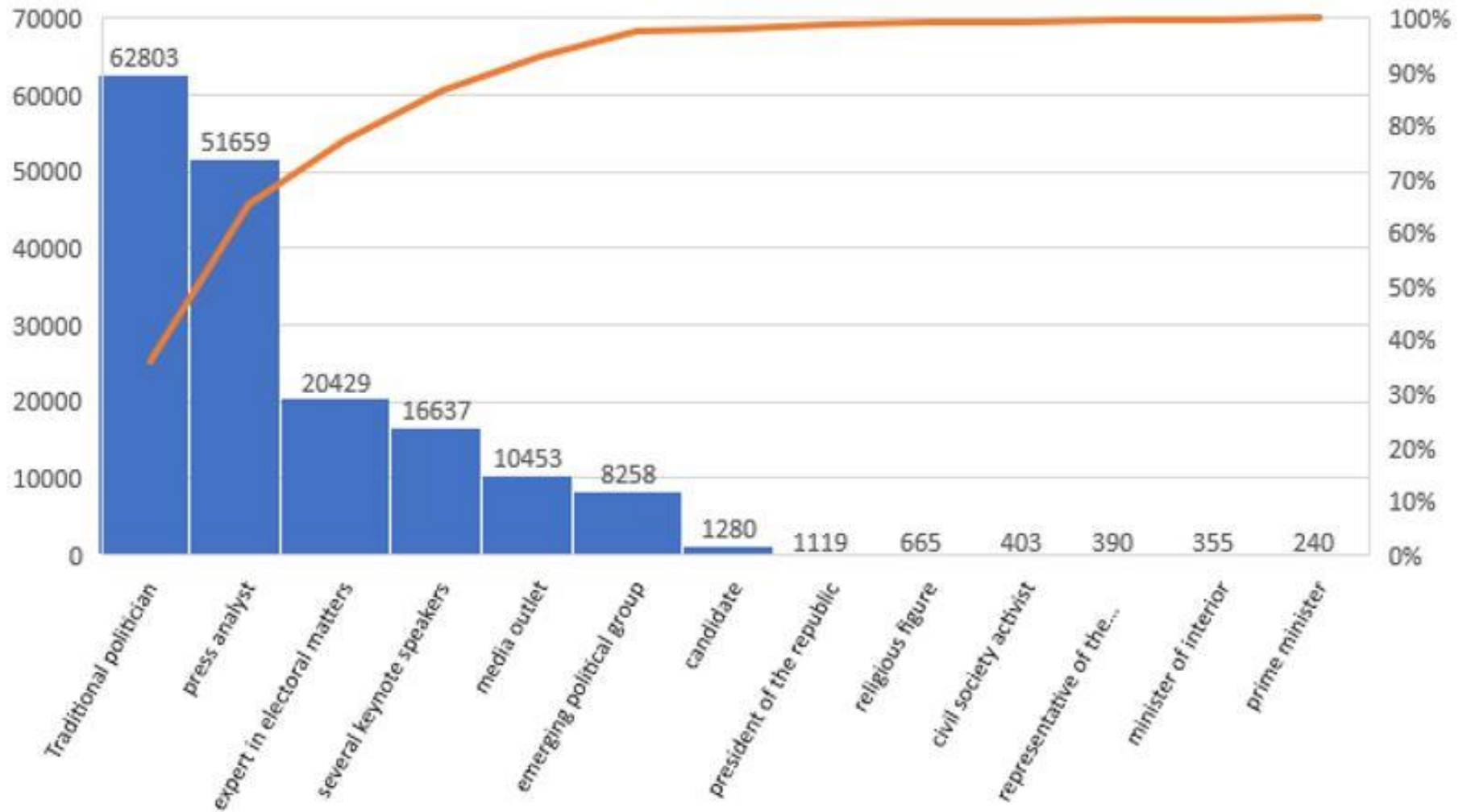
In terms of coverage size, the traditional politicians came first, followed by two categories of journalistic analyst and electoral expert, then emerging political groups, some candidates, clerics, and civil society activists. Representatives of the electoral process administration came last in terms of media appearance and coverage time, which indicates the absence of the Ministry of Interior, the Directorate of Political Affairs and the Supervisory Authority on media appearances and communication with voters and candidates.

Breakdown of main speakers according to sex in TV coverage for the month of January 2022



■ Males	19900	56733	665	47780	1280	2309		403
■ Women	478	6030		3879		5190	390	

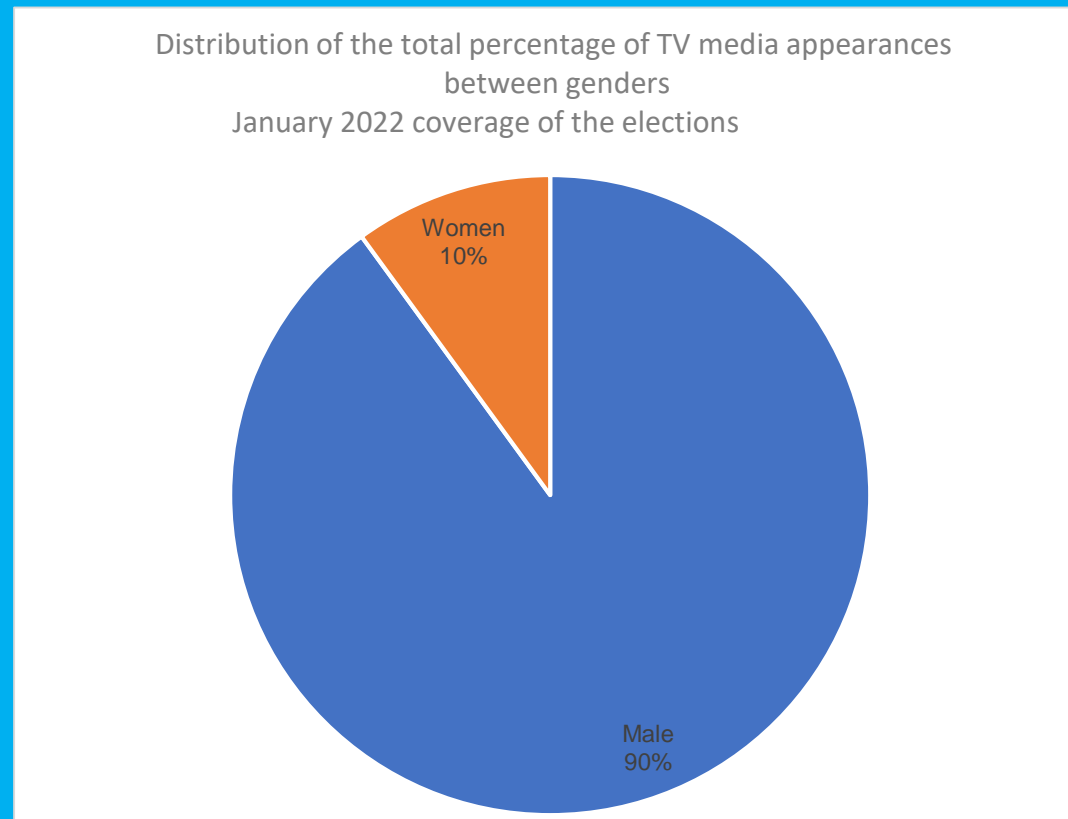
Distribution of media appearance spaces on TV for keynote speakers  
January 2022 coverage of the elections  
The numbers indicate the time in seconds



## Sixth: The distribution of media appearances between genders

In the distribution of the total percentage of media appearance between genders in the television coverage of the elections for the month of January, the male speakers dominated by 90% compared to 10% for women speakers.

The majority of the speakers that came from the categories of electoral expert, journalistic analyst and traditional politician, were in favor of males. These percentages were reflected in favor of women speakers in the category of speaker of an emerging political group, where the female component surfaced among the speakers.



## Seventh: The public space designated for political parties and forces

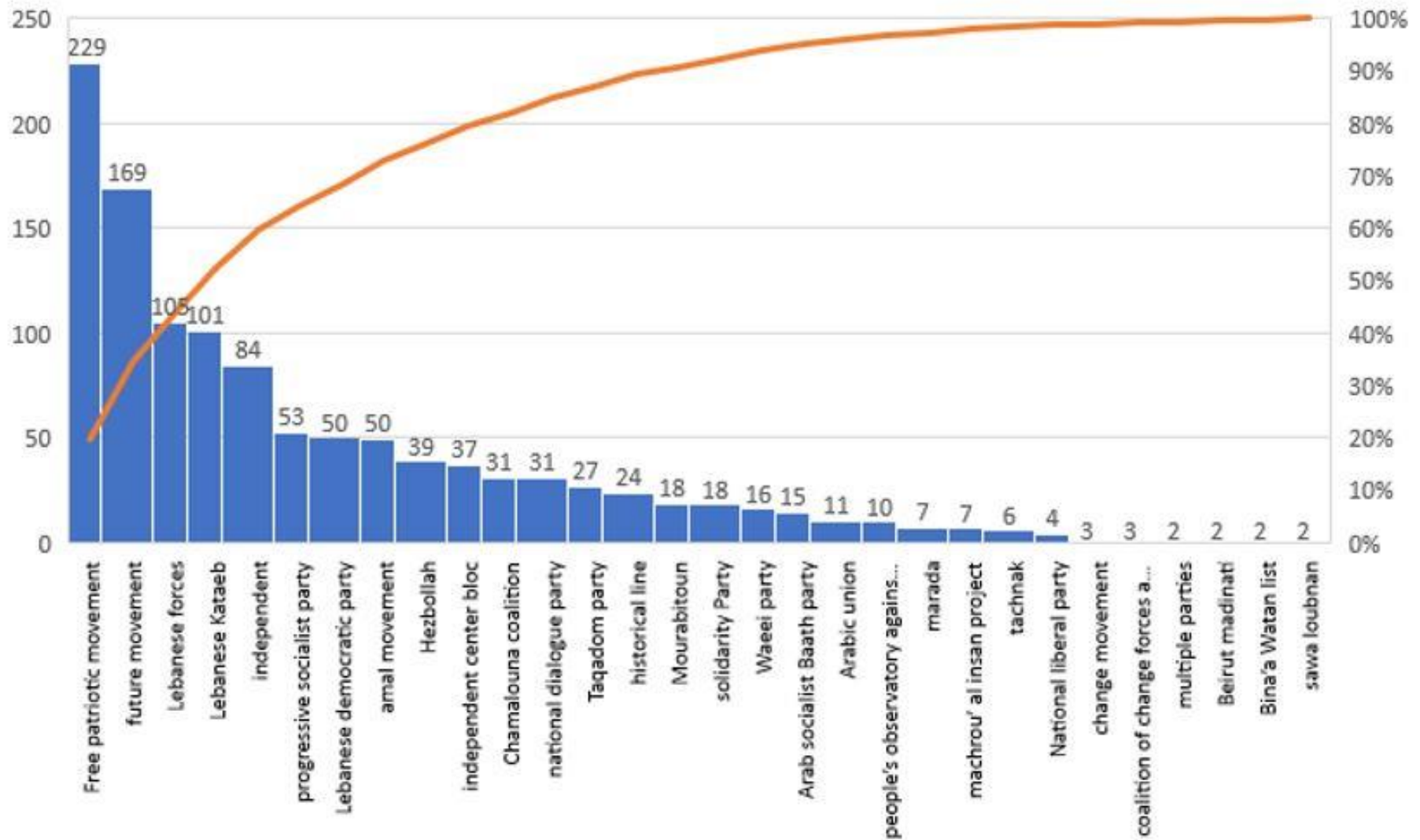
The Free Patriotic Movement obtained the largest percentage of the overall coverage time, followed by the Future Movement, the Lebanese Forces and the Kataeb parties equally, then the Progressive Socialist Party, the Lebanese Democratic Party, the Amal Movement, and then Hezbollah.

Also, limited media spaces were recorded for the Shamaluna Coalition, the Taqadom Party and the Waei Party, the People's Observatory against corruption, and the historical line branching from the opponents of the Free Patriotic Movement.

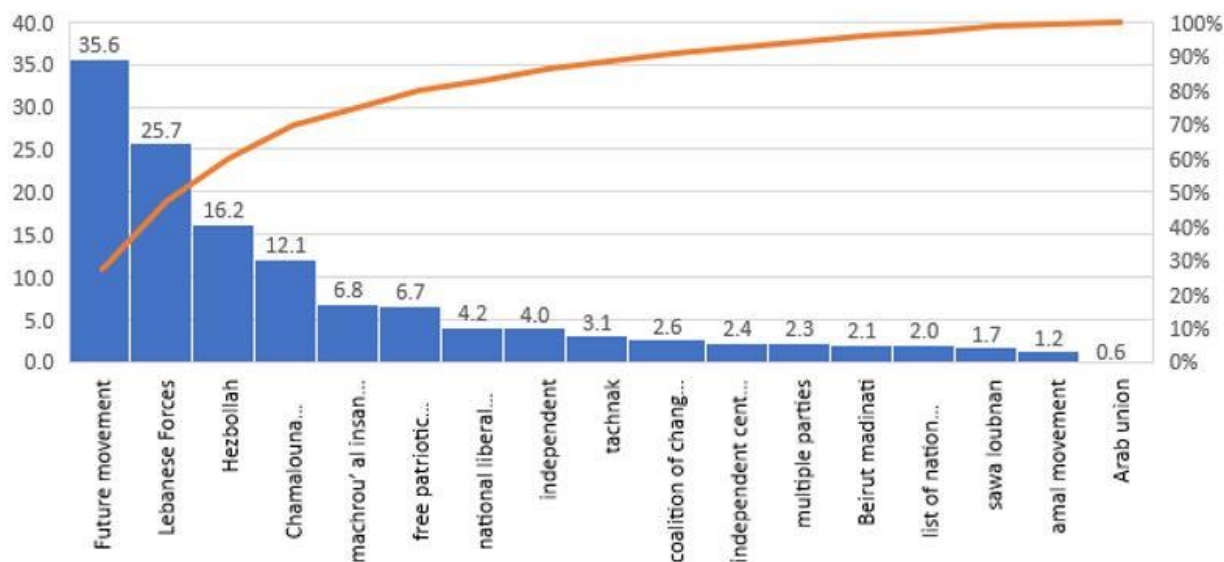
As for the distribution of the space allocated to political forces, it differed between evening news bulletins and talk shows during the month of January. With Prime Minister Saad Hariri announcing the suspension of his political activity, the Future Movement came first in terms of news coverage, followed by the Lebanese Forces Party, then Hezbollah and the Independent Center Bloc, then the Shamaluna coalition.

As for the total space allocated to political parties and forces in the coverage of television talk shows, the traditional political parties and forces dominated the media scene, led by the Free Patriotic Movement and the Future, as well as the Kataeb and Lebanese Forces parties, the Progressive Socialist Party, the Lebanese Democratic Party, then the Amal Movement, as well as the Independent Center Bloc and the National Dialogue Party. As for the emerging political groups, they were represented by the limited emergence of the Taqadom party, the Waei Party and the People's Observatory.

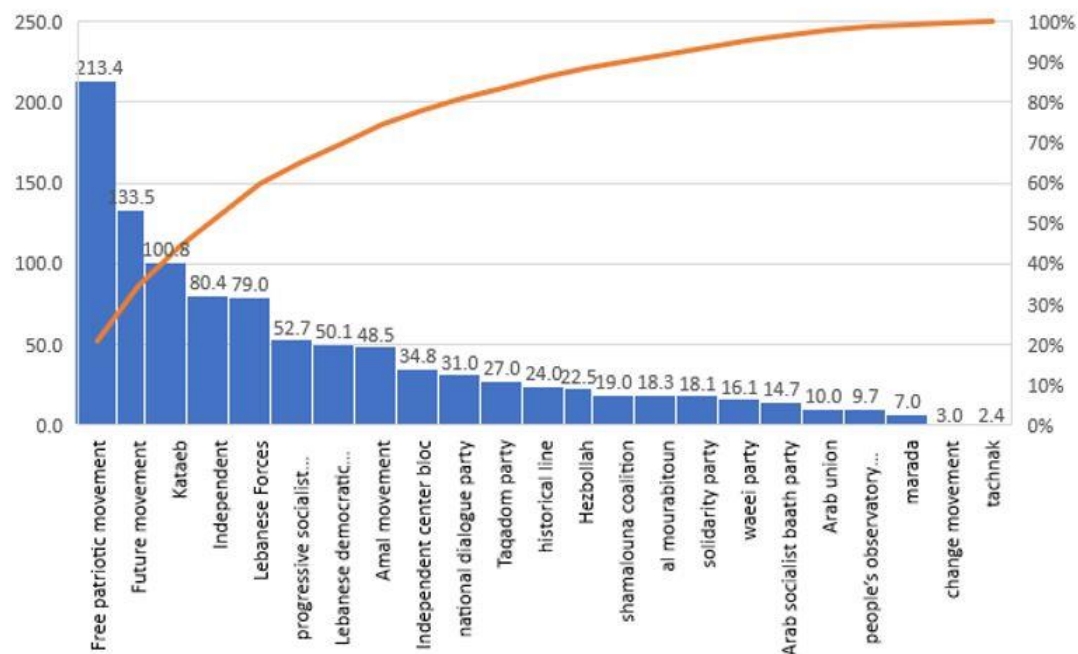
Total of overall coverage time dedicated to political parties and forces in TV coverage  
 For the month of January 2022  
 Numbers indicate the time in minutes



Total coverage time dedicated to political forces and parties in the evening news coverage on TV for the month of January 2022  
Numbers indicate the time in minutes



Total of coverage time dedicated to political forces and parties in the coverage of debate programmes on TV for the month of January 2022  
Numbers indicate the time in minutes



## Conclusions

The monitoring of television stations for the month of January 2022 showed that traditional parties still dominate the media scene and enjoy the largest space of news coverage and talk shows on these stations.

The monitoring also showed the persistence of male dominance in the political and media scenes, as the share of women on these stations is still marginal and does not exceed 10%.

Meanwhile, a glimmer of women's hope emerged through the emerging political movements, in which women play an active role. However, the issue of women's political participation, their position and the role entrusted to them in public policies and the women's quota were absent from the electoral debate, as they received only 0.05%.

The monitoring also showed the absence of electoral education subjects on television stations, as well as the absence of those responsible for the electoral process, such as the Ministry of the Interior and the Election Supervisory Commission for Elections.

OTV topped the list in allocating the most time of its news and talk shows to electoral affairs (39%), while Al-Manar station came last among the stations with 3%.