

## Annex II : EU EOM media monitoring

Between 27 October and 20 November, the end of the election campaign, the EU EOM carried out a quantitative and qualitative analysis of selected television channels, radio stations and daily newspapers, assessing the coverage they gave to the different political actors (candidates, political parties and alliances.)

The monitoring sample included:

- 4 television channels:
  - private: *Canal 5*; HCH; UNE TV
  - public: *Televisión Nacional de Honduras (TNH)*
- 2 private radio stations:
  - HNR
  - *Radio Globo*
- 4 private nationwide daily newspapers:
  - *El Heraldo*
  - *La Prensa*
  - *La Tribuna*
  - *El País*

The relevant programmes were analysed (paid propaganda, news, debates, interview fora, live coverage) in the time slots between 6pm and 12am on the television channels, and between 6am and 12pm for the radio stations, as well as newspaper contents (news, advertisements).

The media monitoring measured how much coverage was given to candidates and political parties by recording the length of broadcast time (in seconds) on radio and television, as well as the amount of space (square centimetres) in newspapers. The tone of coverage was also recorded - positive, neutral or negative – excluding paid propaganda from this calculation. As a public medium, *Televisión Nacional de Honduras (TNH)*, does not broadcast paid propaganda.

**Share of paid propaganda for presidential candidates in the media (27/10 – 20/11)**

Presidential candidates	Newspapers	Television	Radio	Average
JOH <sup>1</sup>	84%	45%	64%	<b>64%</b>
Luis Zelaya <sup>2</sup>	9%	18%	23%	<b>17%</b>
Salvador Nasralla <sup>3</sup>	6%	37%	3%	<b>15%</b>
Otros	1%	0%	10%	<b>4%</b>
Total	100%	100%	100%	100%

**Share of editorial coverage<sup>4</sup> of the presidential candidates in the media (27/10 – 20/11)**

Presidential candidates	Newspapers	Television	Radio	Average
JOH	54%	45%	34%	<b>44%</b>
Luis Zelaya	15%	5%	10%	<b>10%</b>
Salvador Nasralla	12%	33%	18%	<b>21%</b>
Otros	19%	17%	38%	<b>25%</b>
Total	100%	100%	100%	100%

**Share of editorial coverage of Juan Orlando Hernández in the media** : 33% on his role as President, 67% on his role as candidate.

Media type	Coverage of JOH as President	Coverage of JOH as candidate
Newspapers	33%	67%
Television	35%	65%
Radio	32%	68%
<b>Average</b>	<b>33%</b>	<b>67%</b>

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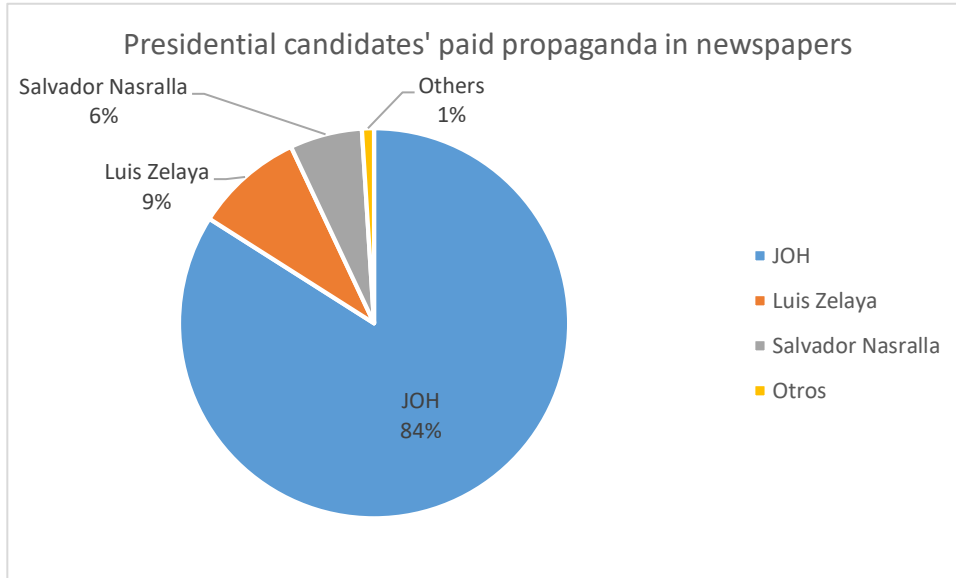
<sup>1</sup> Juan Orlando Hernández (JOH), presidential candidate for *Partido Nacional de Honduras* (PNH).

<sup>2</sup> Luis Zelaya, presidential candidate for the *Partido Liberal de Honduras* (PLH).

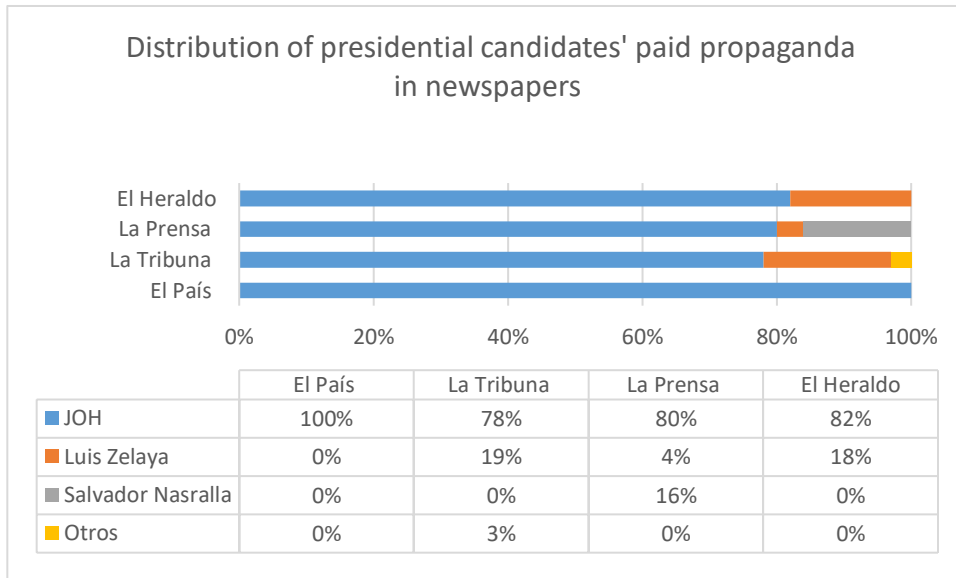
<sup>3</sup> Salvador Nasralla, presidential candidate for the *Alianza de Oposición* (Libre, Pinu).

<sup>4</sup> News programmes, debate, interview formats, live coverage.

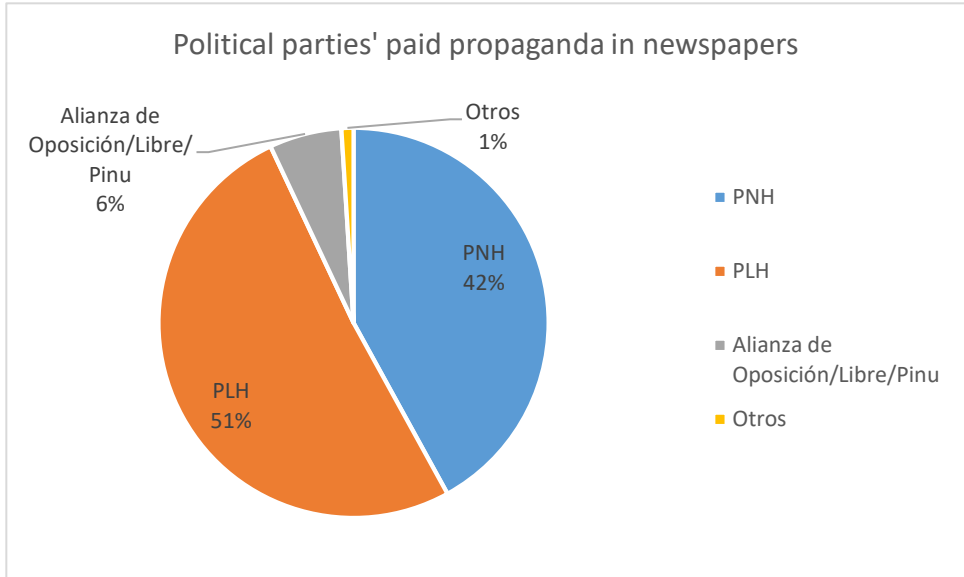
**PRESIDENTIAL CANDIDATES' AND POLITICAL PARTIES' PAID ELECTORAL PROPAGANDA**



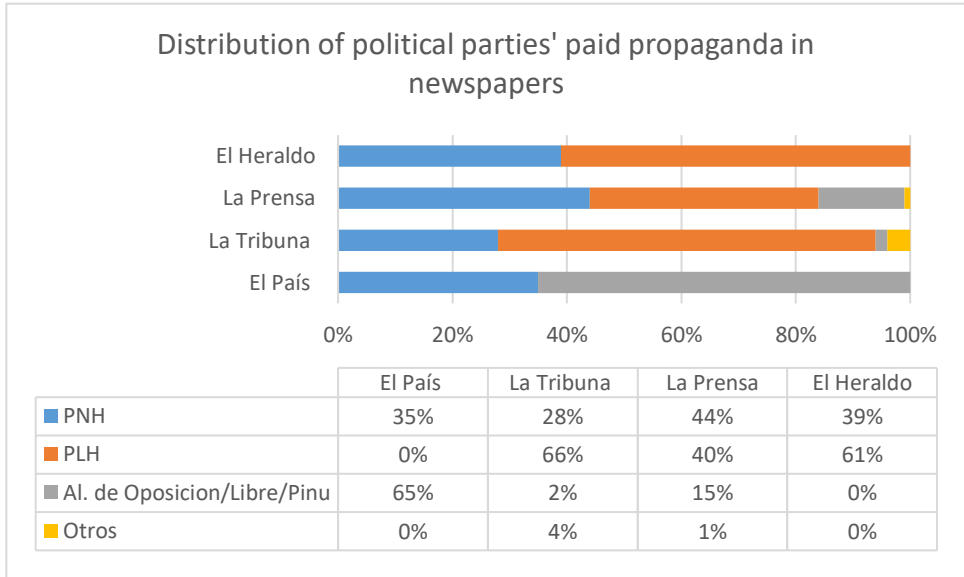
Base: 29.650 (square centimetres)



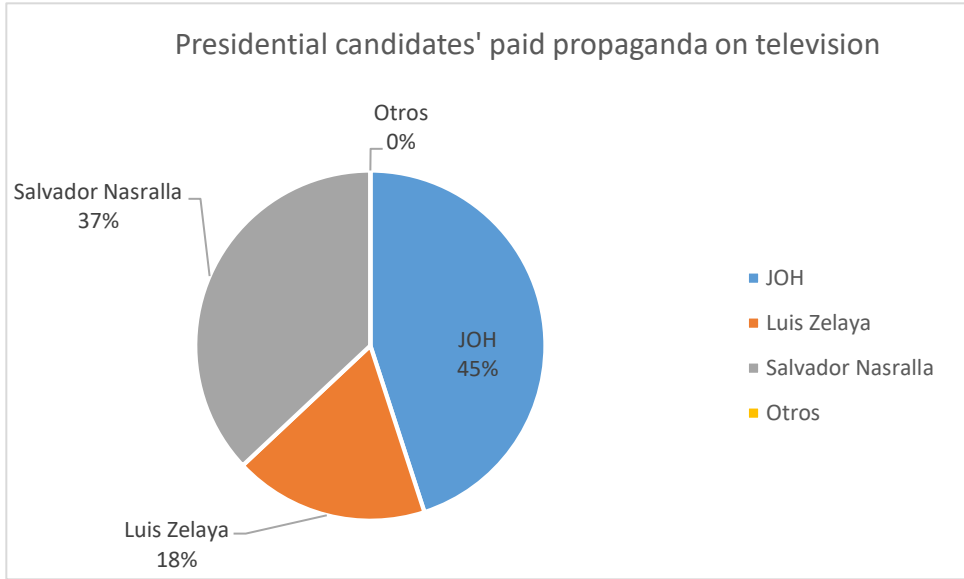
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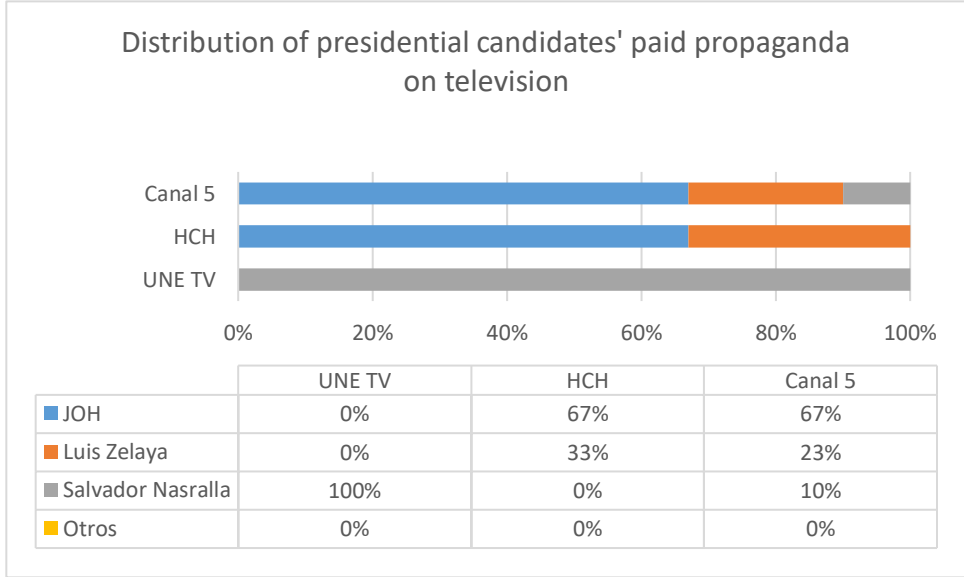
Base: 74.271 (square centimetres)



Base: 74.271 (square centimetres)

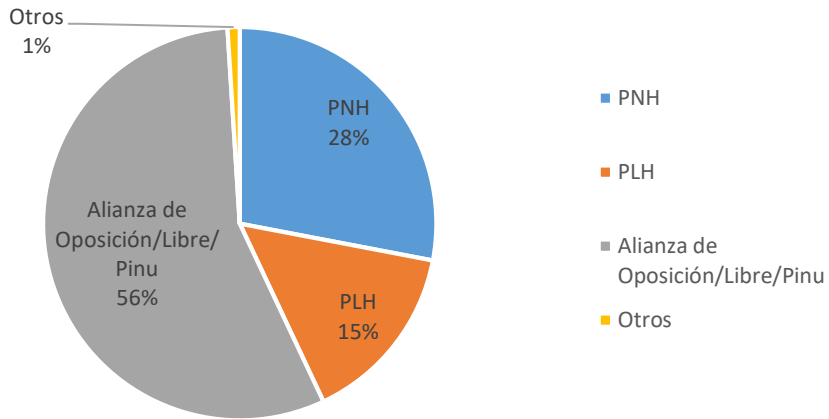


Base: 23.181 (seconds)



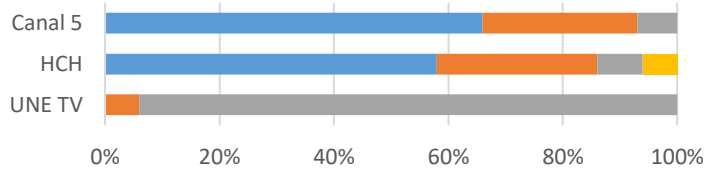
Base: 23.181 (seconds)

### Political parties' paid propaganda on television



Base: 63.218 (seconds)

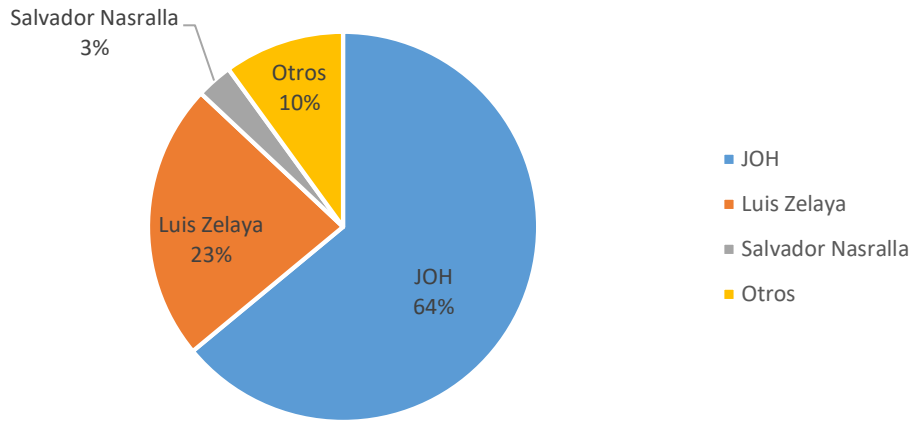
### Distribution of political parties' paid propaganda on television



	UNE TV	HCH	Canal 5
■ PNH	0%	58%	66%
■ PLH	6%	28%	27%
■ Al. de Oposicion/Libre/Pinu	94%	8%	7%
■ Otros	0%	6%	0%

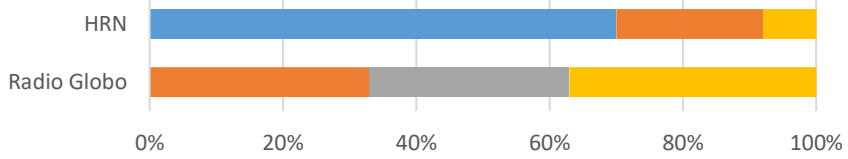
Base: 63.218 (seconds)

### Presidential candidates' paid propaganda on the radio



Base: 11.783 (seconds)

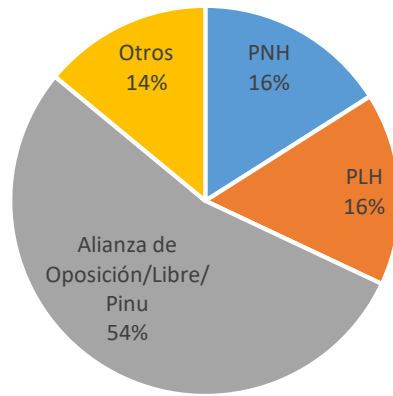
### Distribution of presidential candidates' paid propaganda on the radio.



	Radio Globo	HRN
■ JOH	0%	70%
■ Luis Zelaya	33%	22%
■ Salvador Nasralla	30%	0%
■ Otros	37%	8%

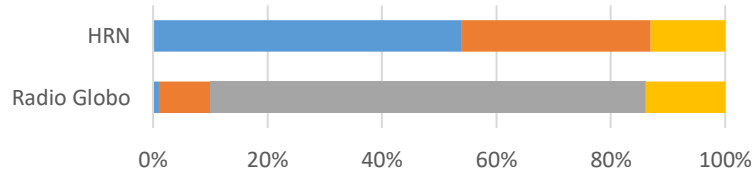
Base: 11.783 (seconds)

### Political parties' paid propaganda on the radio



Base: 63.251 (seconds)

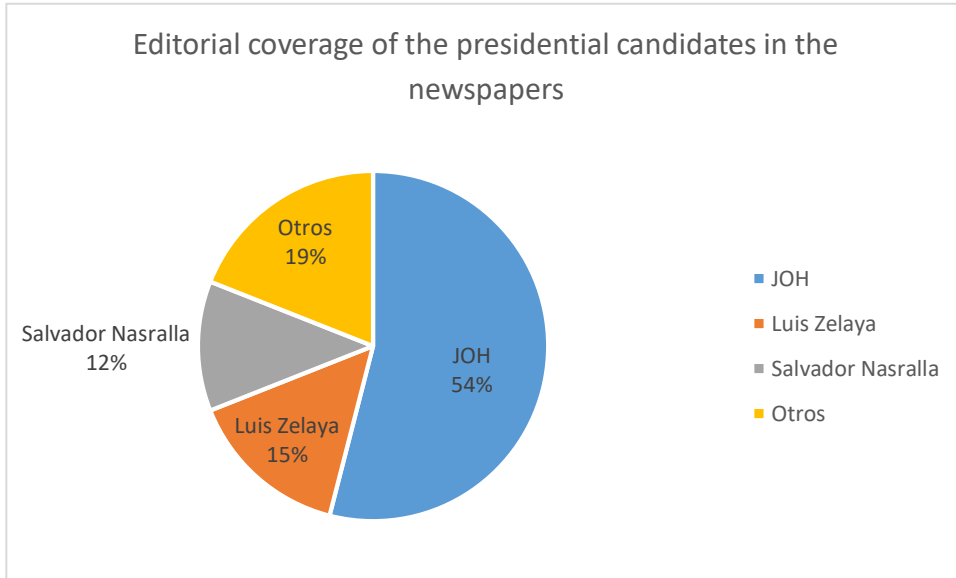
### Distribution of political parties' paid propaganda on the radio



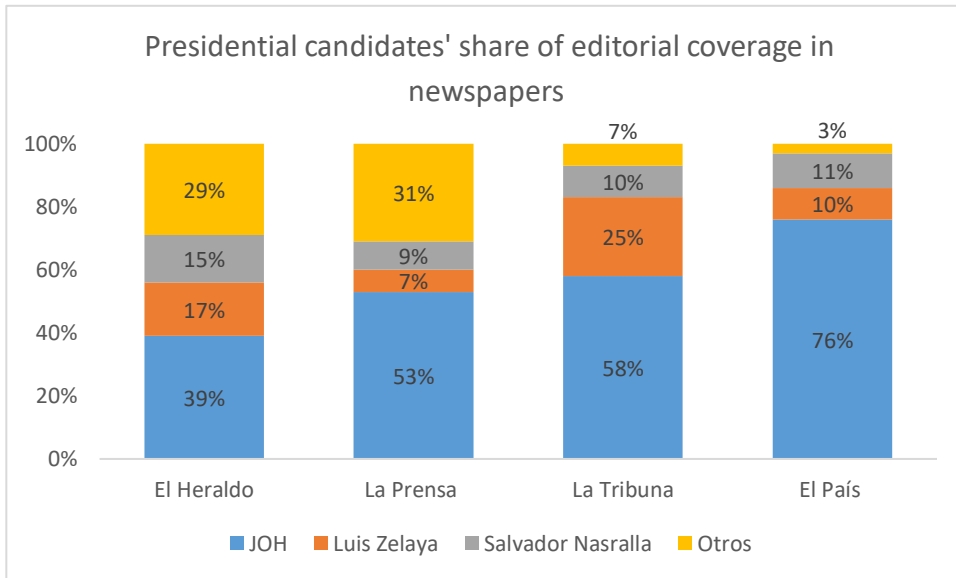
	Radio Globo	HRN
■ PNH	1%	54%
■ PLH	9%	33%
■ Al. de Oposición/Libre/Pinu	76%	0%
■ Otros	14%	13%

Base: 63.251 (seconds)

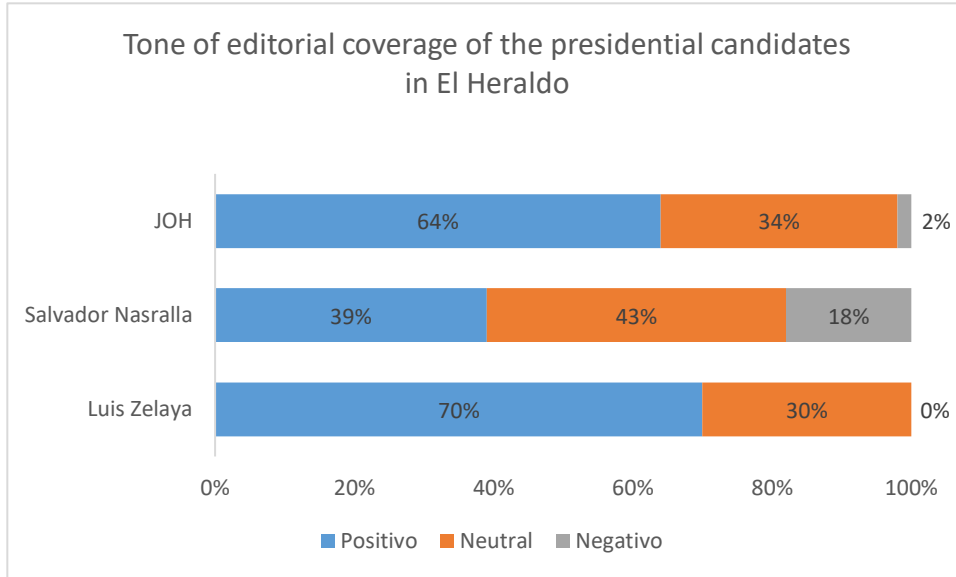
**EDITORIAL COVERAGE OF THE PRESIDENTIAL CANDIDATES AND POLITICAL PARTIES**



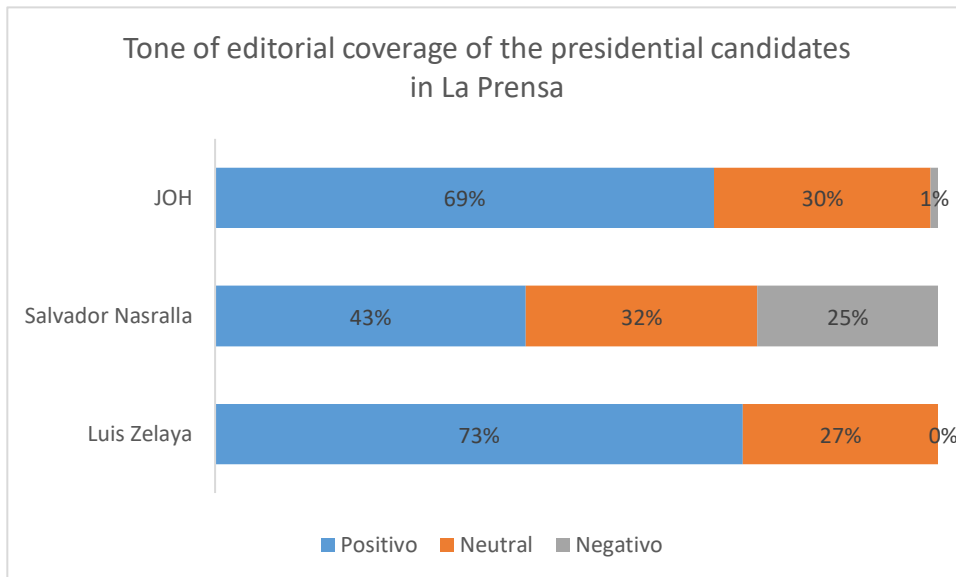
Base: 93.099 (centimetres squared)



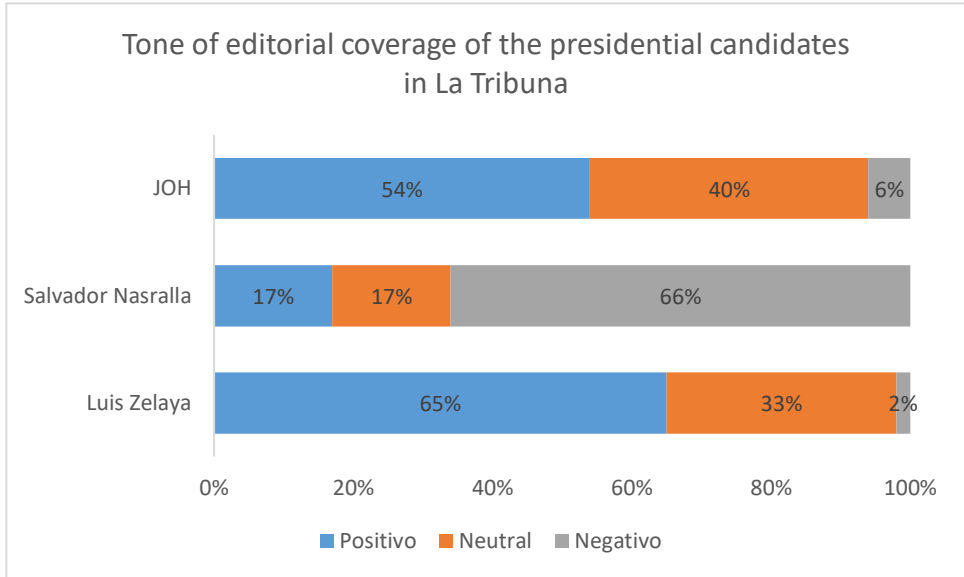
Base: 93.099 (centimetres squared)



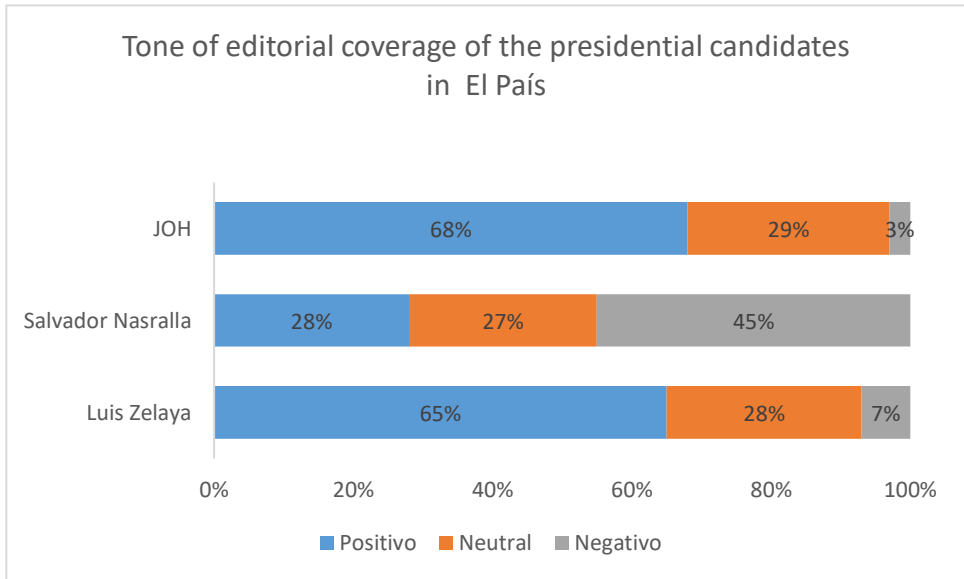
Base: 26.561 (centimetres squared)



Base: 26.629 (centimetres squared)

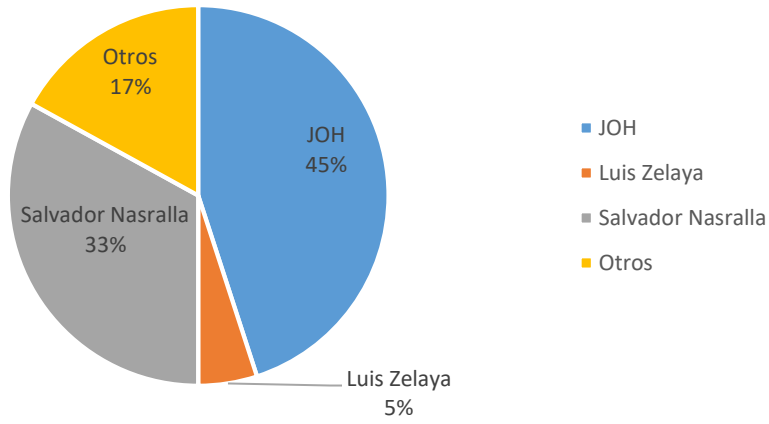


Base: 25.764 (centimetres squared)



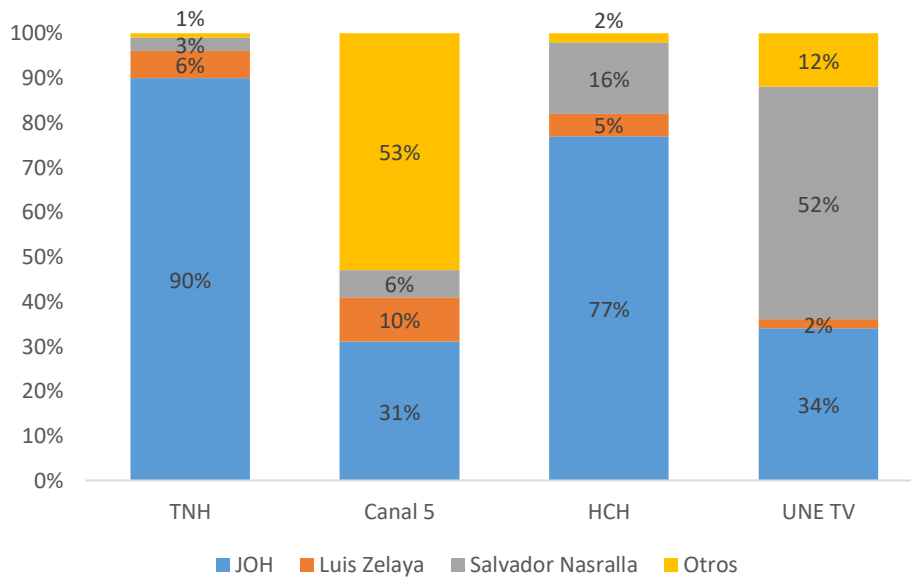
Base: 14.276 (centimetres squared)

### Editorial coverage of presidential candidates on television

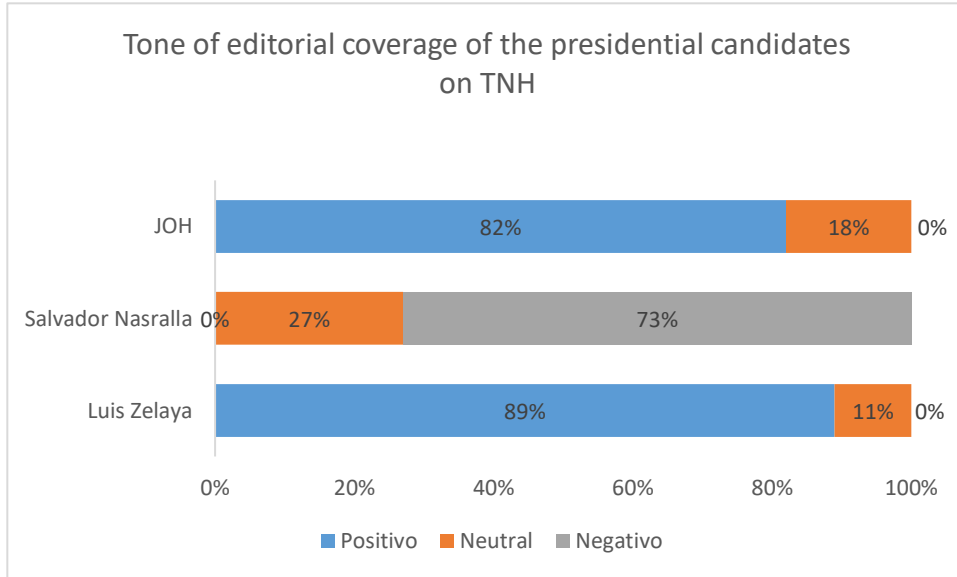


Base: 117.825 (seconds)

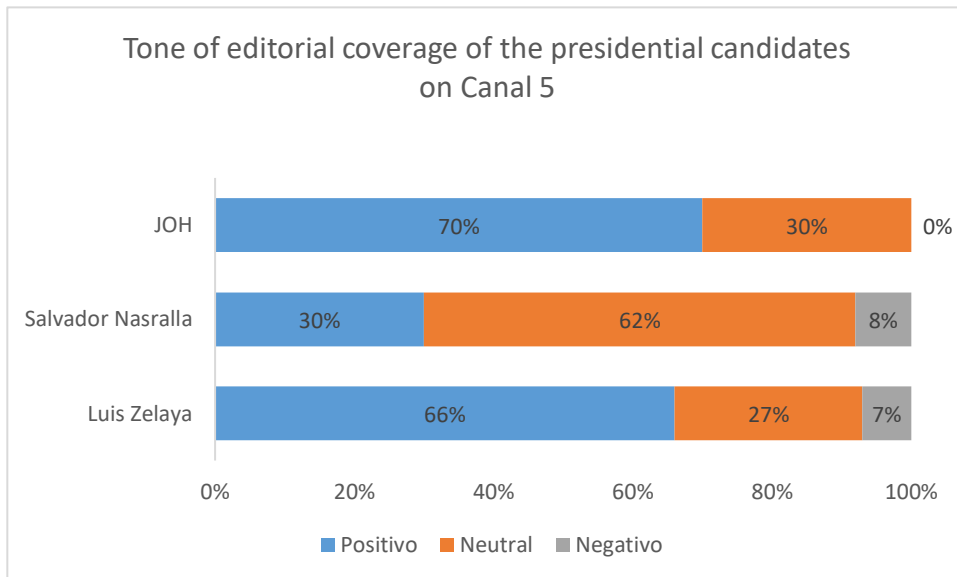
### Distribution of editorial coverage of presidential candidates on television



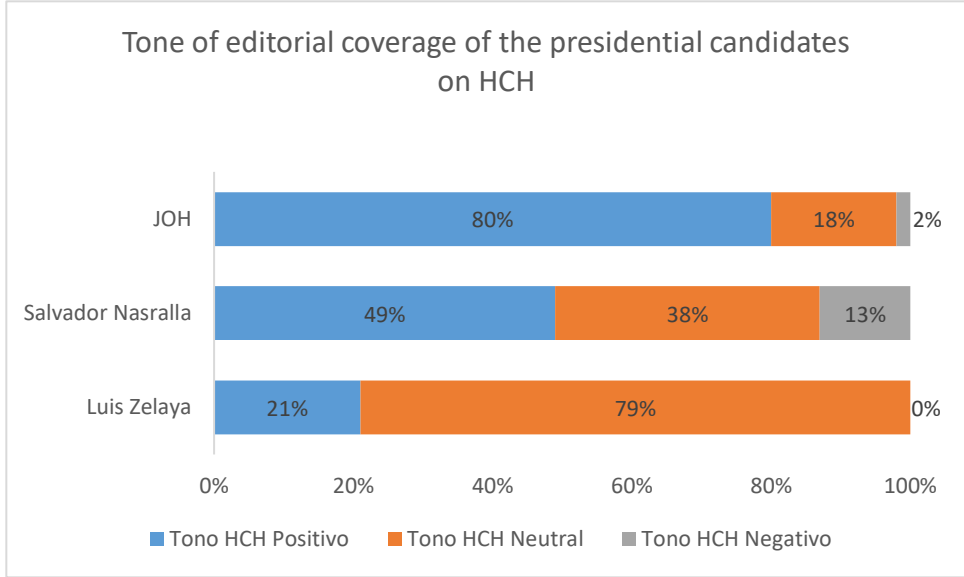
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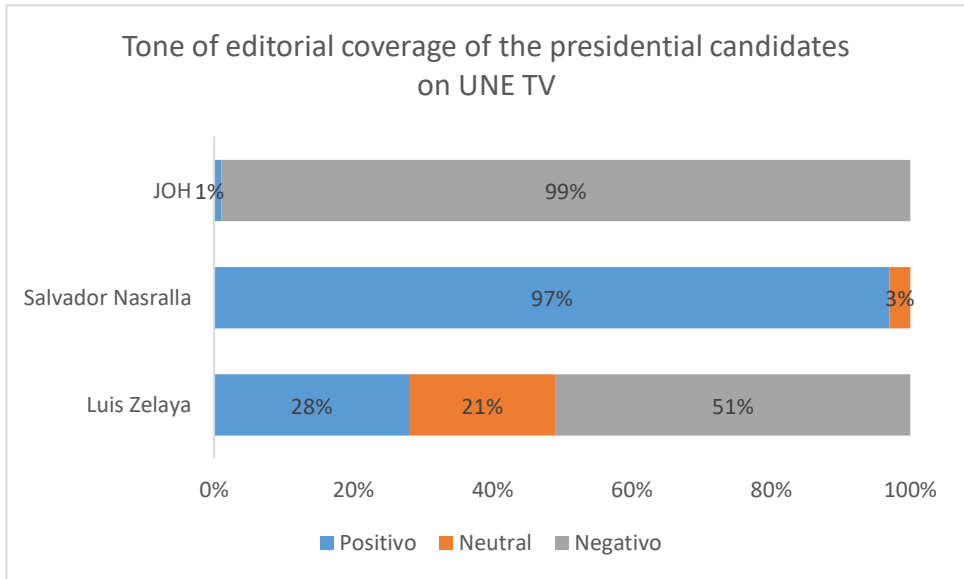
Base: 16.053 (seconds)



Base: 25.743 (seconds)

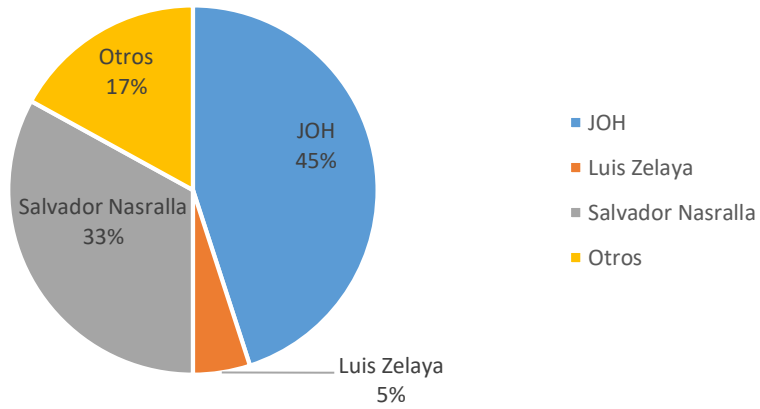


Base: 12.252 (seconds)



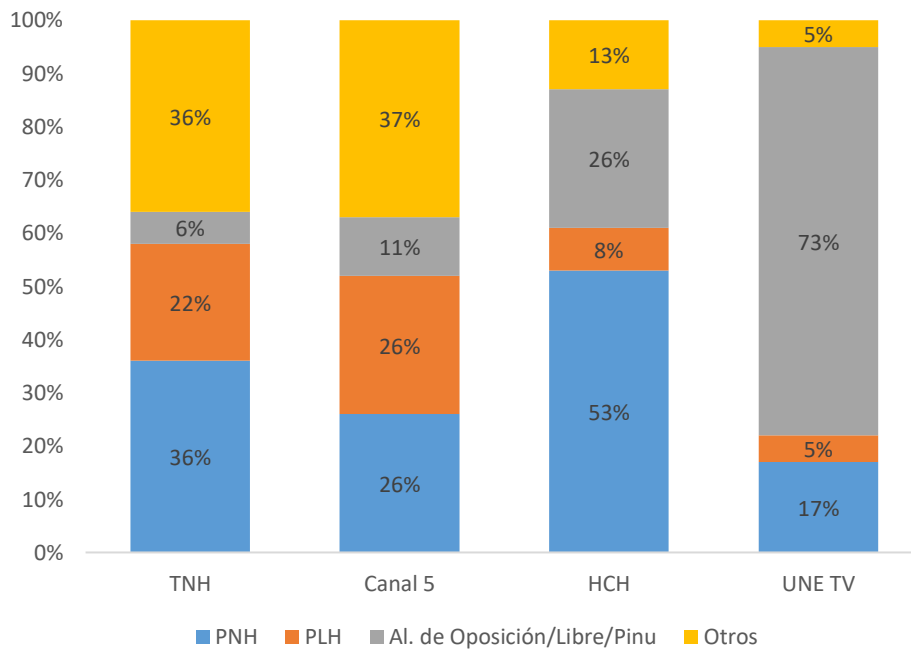
Base: 68.993 (seconds)

Distribution of editorial coverage of presidential candidates on television



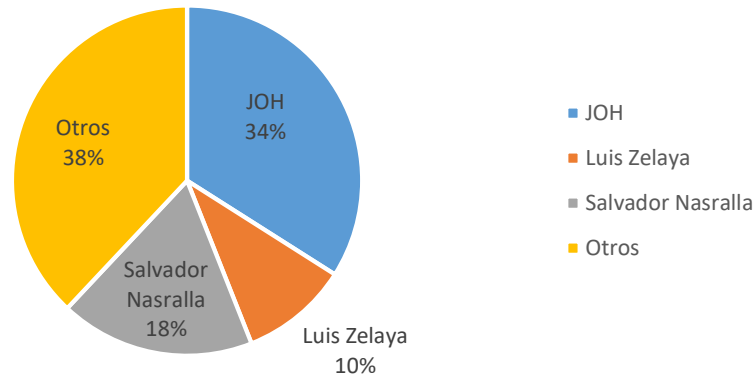
Base: 345.772 (seconds)

Distribution of editorial coverage of presidential candidates on television



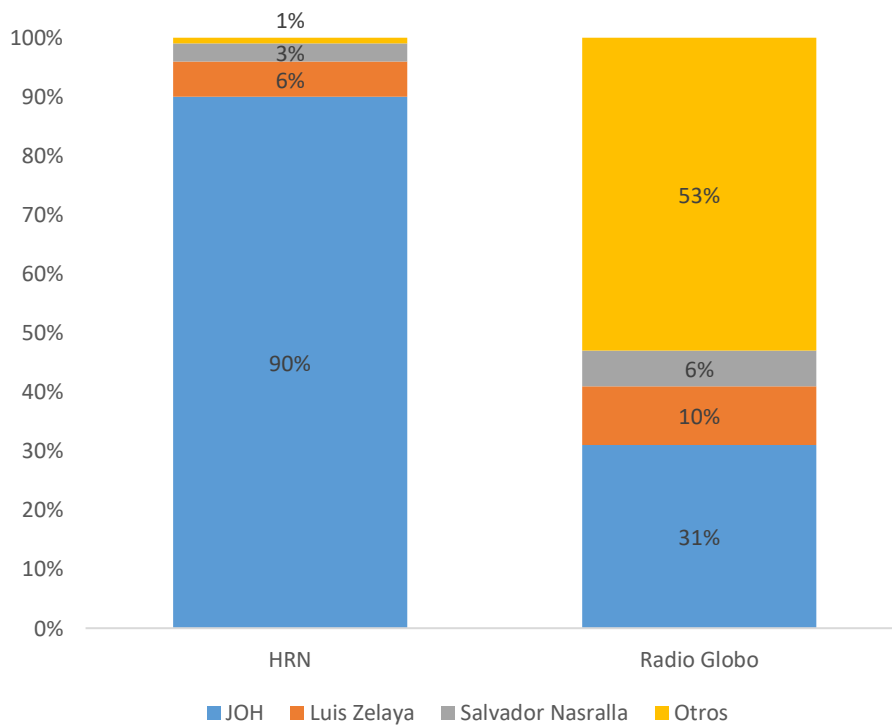
Base: 345.772 (seconds)

Editorial coverage of presidential candidates on the radio

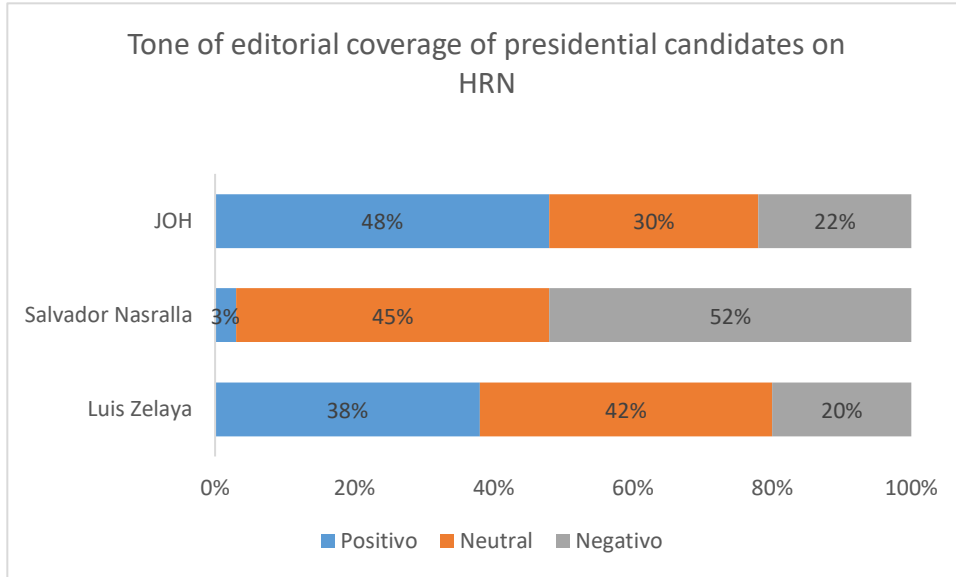


Base: 54.265 (seconds)

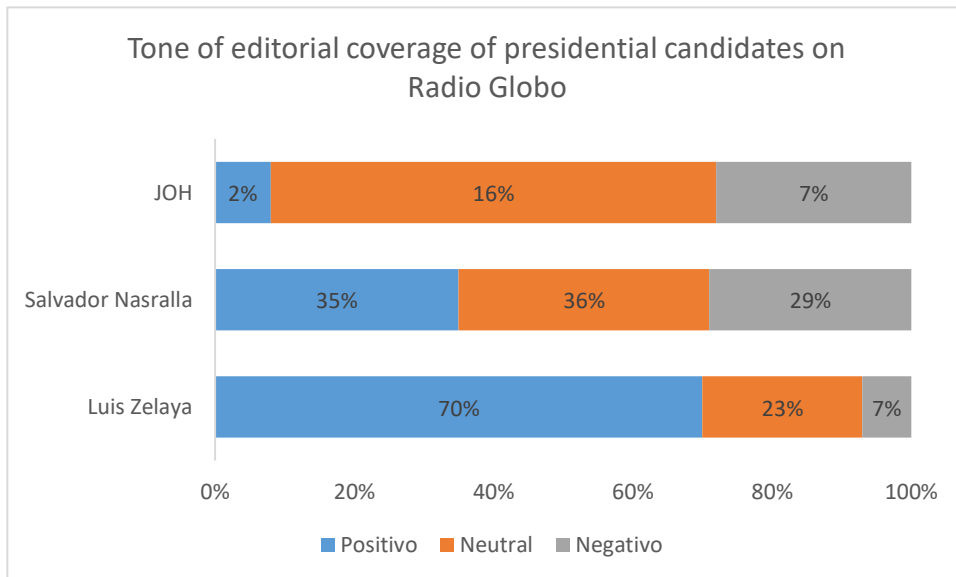
Distribution of editorial coverage of presidential candidates on the radio



Base: 54.265 (seconds)

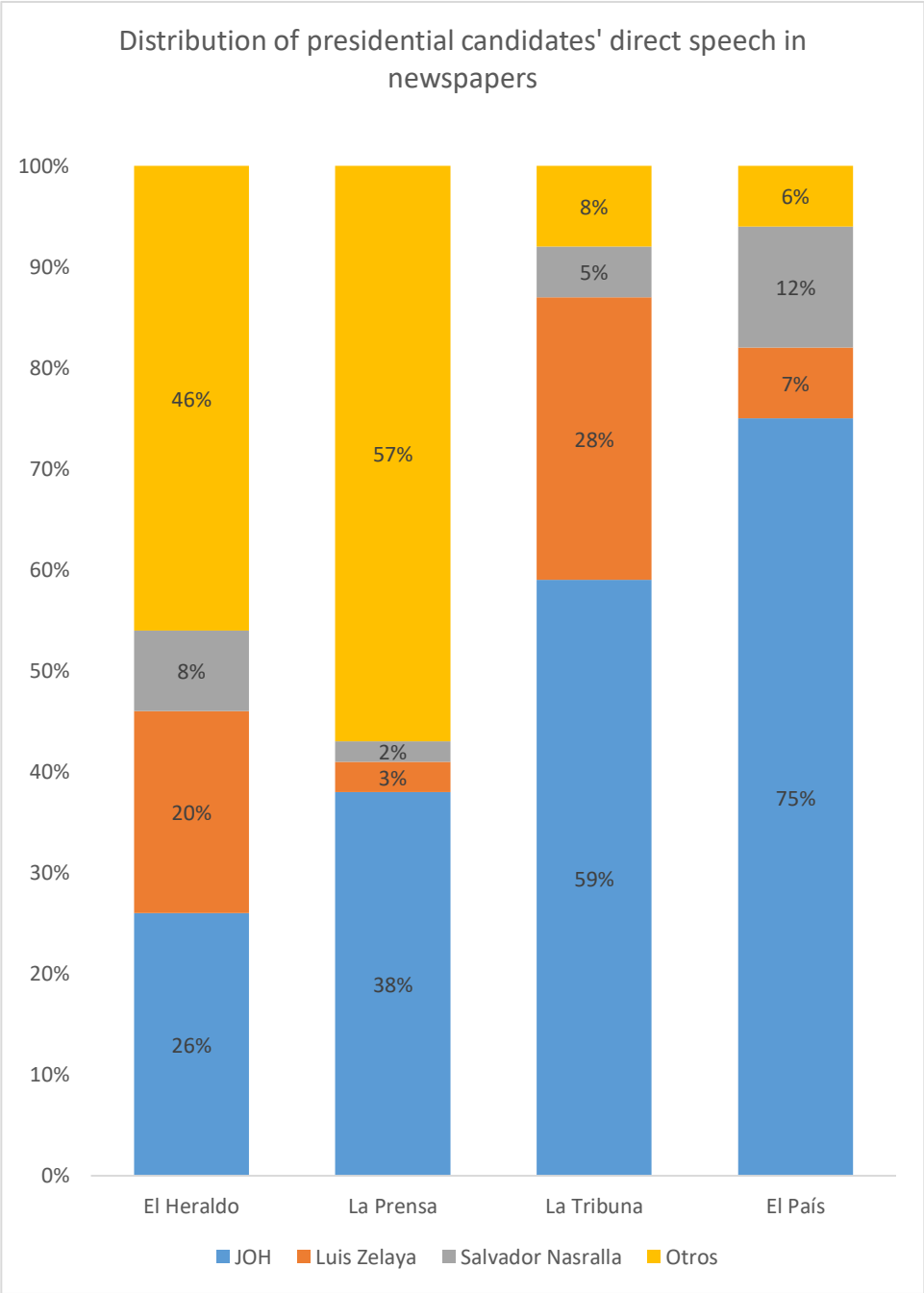


Base: 32.869 (seconds)



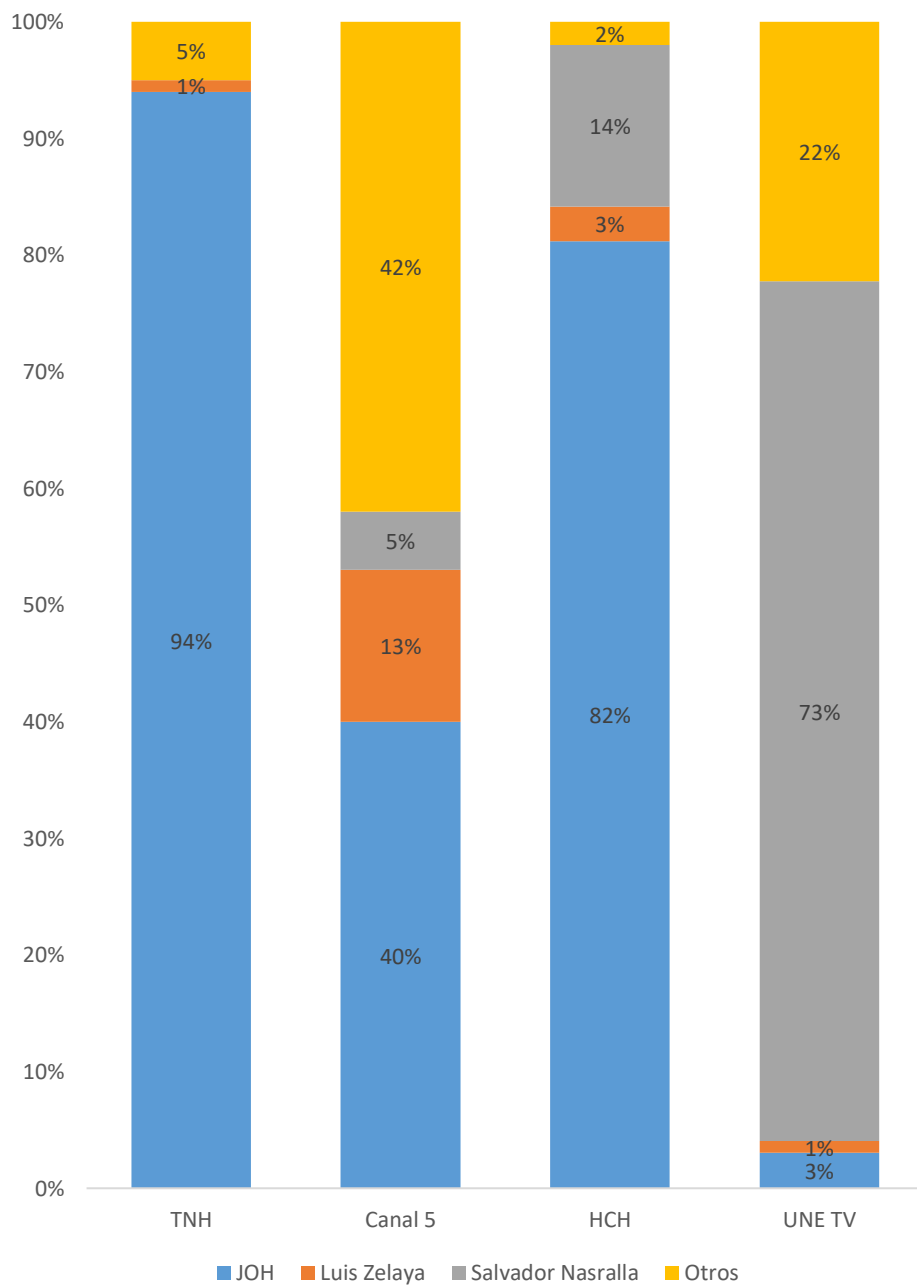
Base: 21.070 (seconds)

**PRESIDENTIAL CANDIDATES' DIRECT SPEECH IN THE MEDIA**



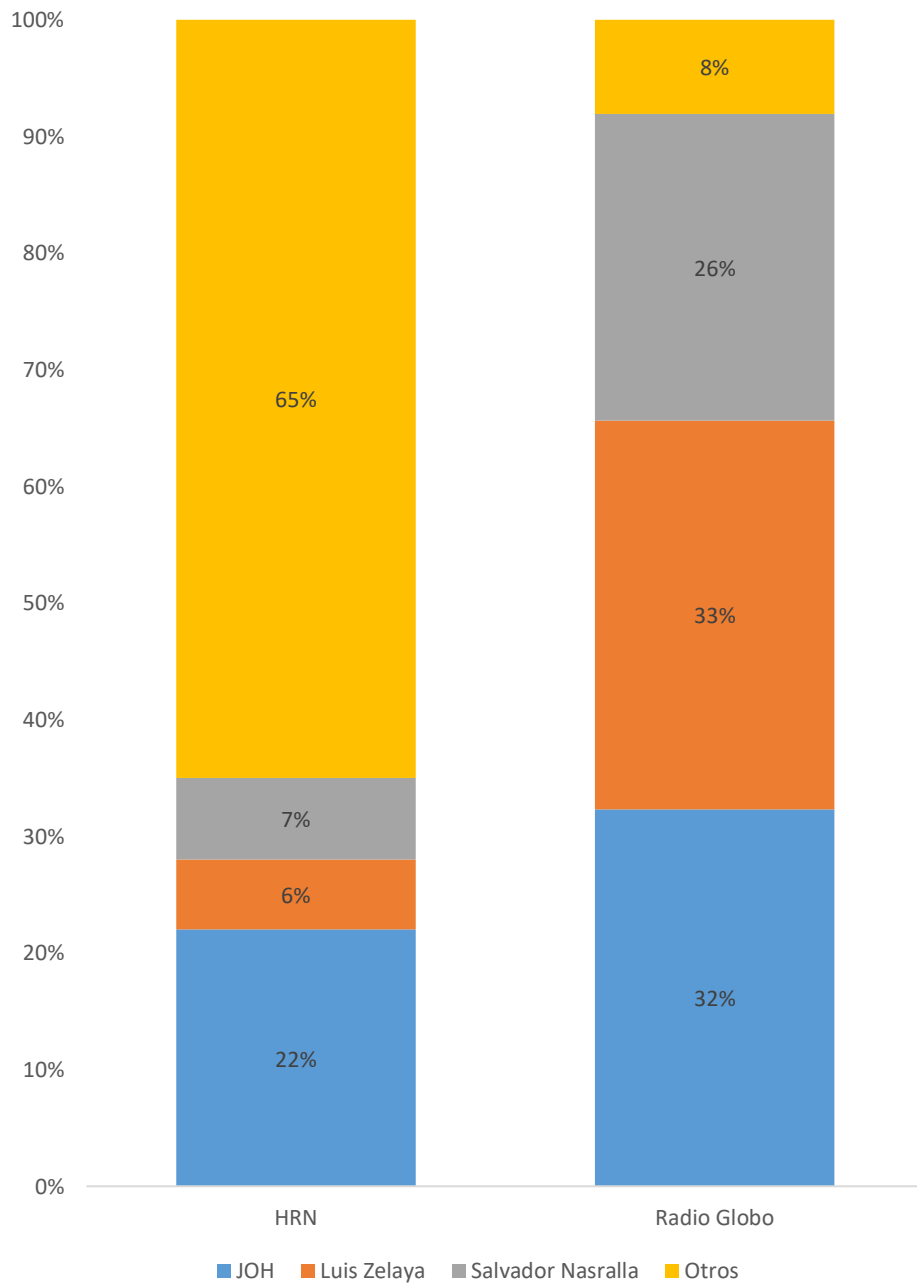
Base: 14.463 (centimetres squared)

Distribution of presidential candidates' direct speech on television



Base: 43.969 (seconds)

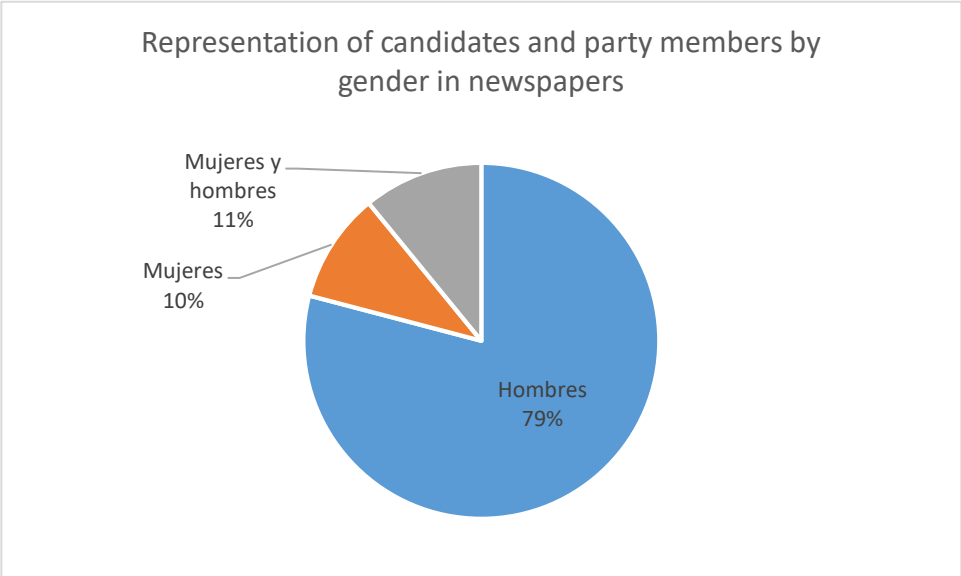
Distribution of presidential candidates' direct speech on the radio



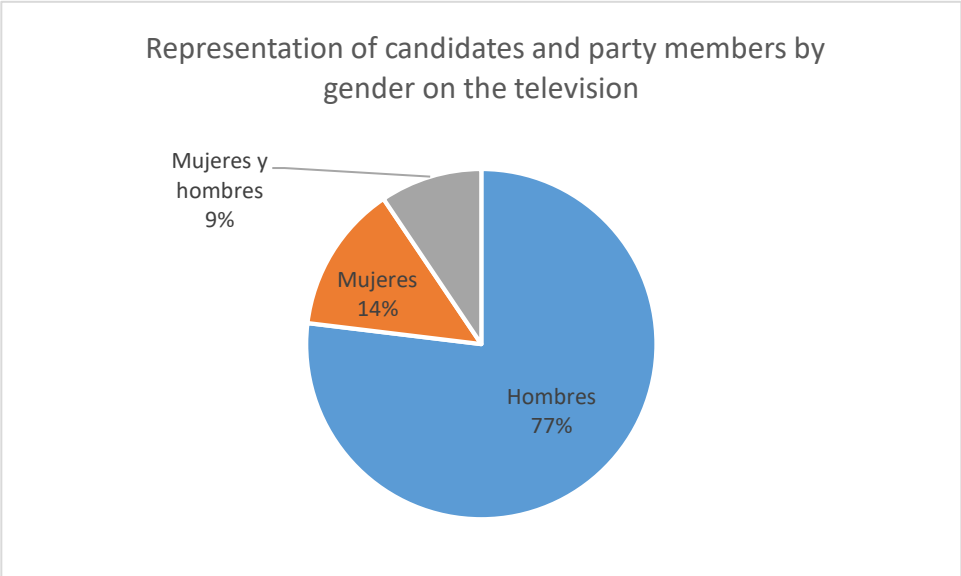
Base: 28.018 (seconds)

**COVERAGE OF POLITICAL ACTORS BY GENDER IN THE MEDIA**

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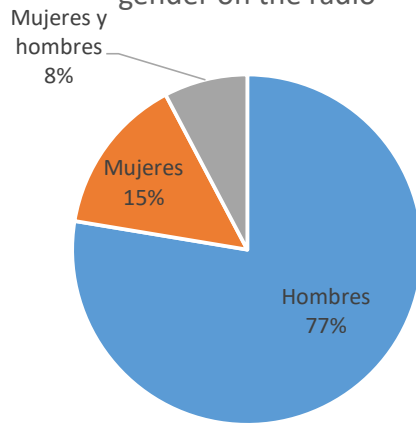


Base: 14.463 (centimetres squared)



Base: 414.183 (seconds)

Representation of candidates and party members by gender on the radio

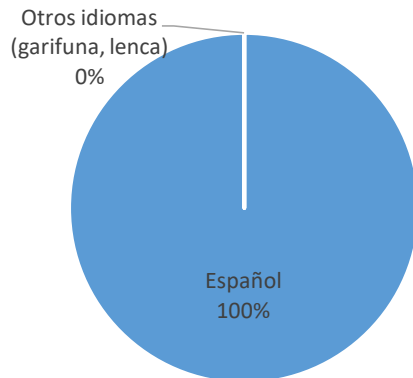


Base: 204.954 (seconds)

## USE OF LANGUAGES IN VOTER EDUCATION PROGRAMMES

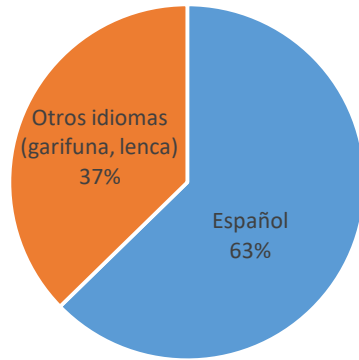
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Languages of TSE voter education programmes in newspapers



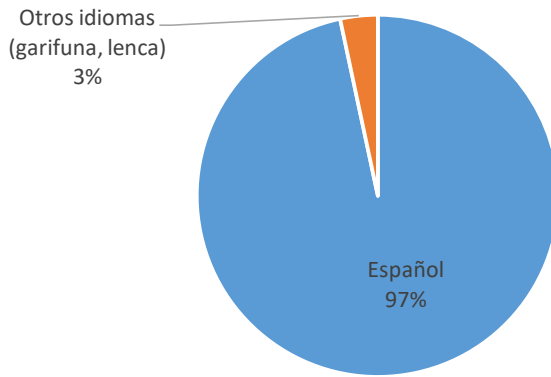
Base: 2.911 (centimetres squared)

Languages of TSE voter education programmes on television



Base: 4.997 (seconds)

Languages of TSE voter education programmes on the radio



Base: 1.911 (seconds)