



Dow Jones *Insight*

The 2009 South African Elections so far...

Covering the period:

February 1 – April 17th 2009

Most recent two weeks in appendix

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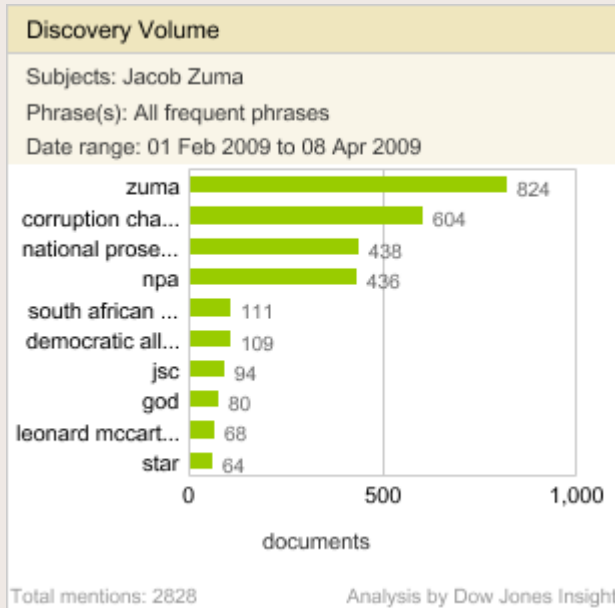
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Jacob Zuma's fate is making the news

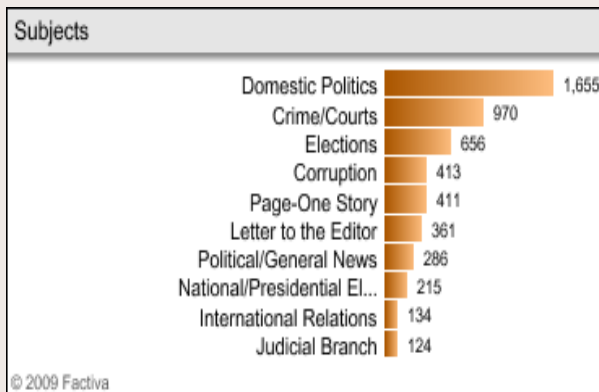


This graph shows issues, topics or themes associated with a key person, phrase or concept

Searching for terms that frequently appear linked to Jacob Zuma during this surveyed period, the terms recording the highest volumes were almost all negative – ‘*Corruption Charges*’, ‘*National Prosecutors*’, ‘*South African prosecutors*’, ‘*God*’ – linked to the comments by Desmond Tutu criticising the ANC leadership and ‘*Leonard McCarthy*’, former head of the now defunct Scorpions, who is caught up in the allegations of corruption that led to the charges against Zuma being brought.

‘*Star*’ referring to the medical records of Schabir

Shaik, ANC President Jacob Zuma’s former financial adviser, who was released on medical parole.



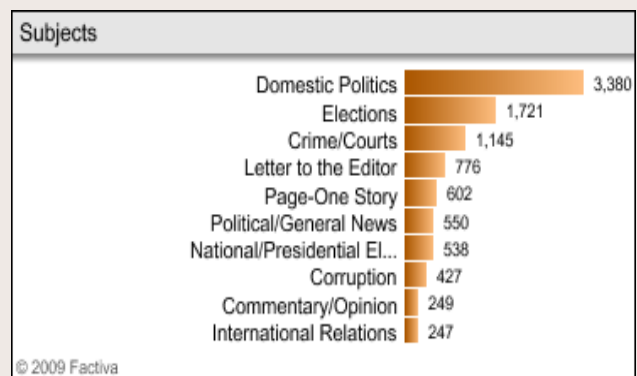
In terms of the mainstream media Jacob Zuma and his legal battles dominate all news coverage over the previous eleven weeks.

To the right a count of the volume of mentions and the codification of these mentions by issue in relation to the search phrase ‘*Jacob Zuma*’.

In terms of the mainstream media this graph to the left is a search on the term ‘*South African Elections*’.

This count of the volume of mentions and the codification of these mentions by issue is in relation to the search term above.

Both sets of results are remarkably similar – to date Jacob Zuma news has dominated most news coverage with regard to the term ‘*South African Elections*’.



Globally - South African elections news is drowned out by Zuma's legal battle on the world's stage

Although retired from the international stage, the name **Mandela** remains a towering figure on the international landscape. It includes the position of his former wife (5th on the ANC election list – suggesting a possible Cabinet post in a Zuma administration) was much discussed in

association with her former husband. It includes the Foundation that bears his name and controversy with regard to the story of the Dalai Lama

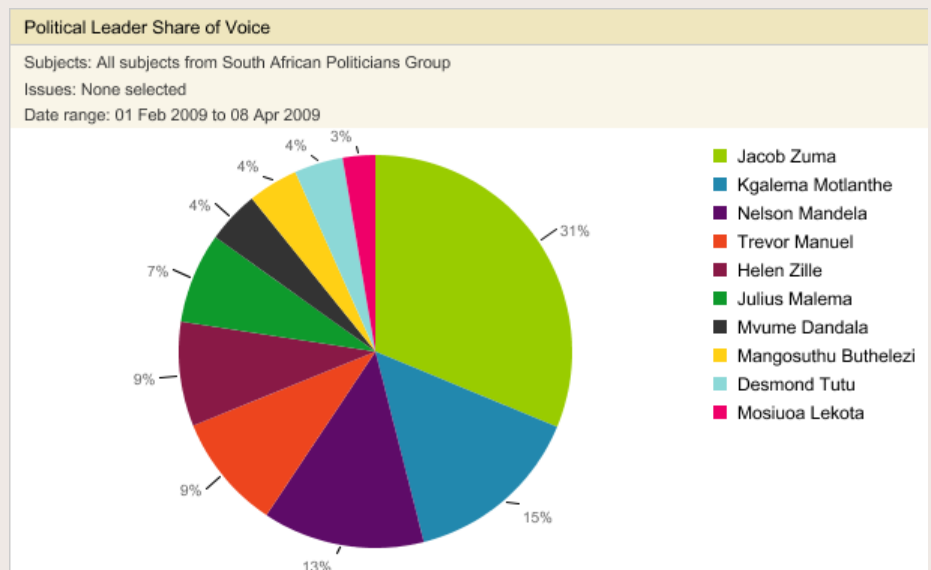
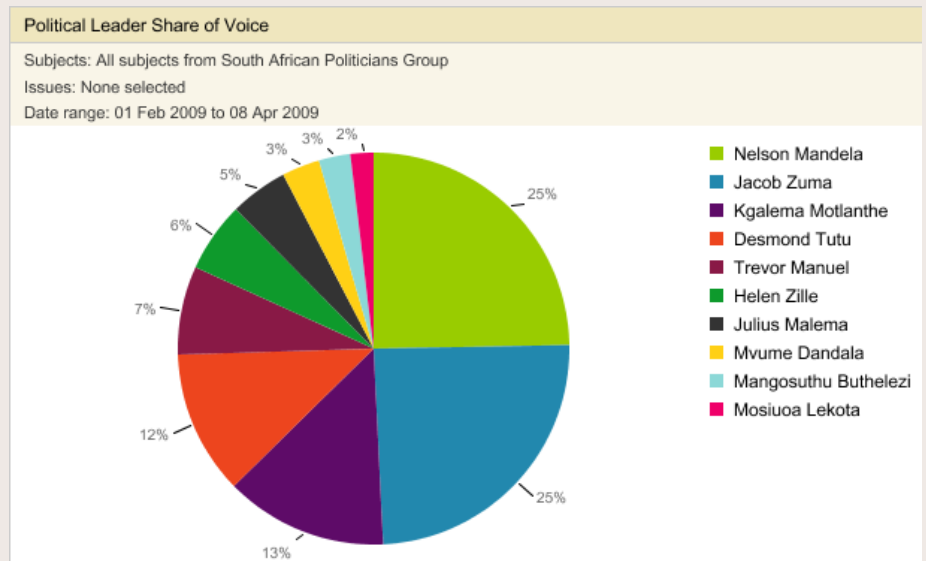
Jacob Zuma, top of the ANC list, and its Presidential candidate, has been under a cloud facing possible corruption charges – which have just been dropped.

President Kgalema Motlanthe's State of the Nation speech and his and Trevor Manuel's work in the face of the economic crisis – put them prominently in the list of most mentioned politicians.

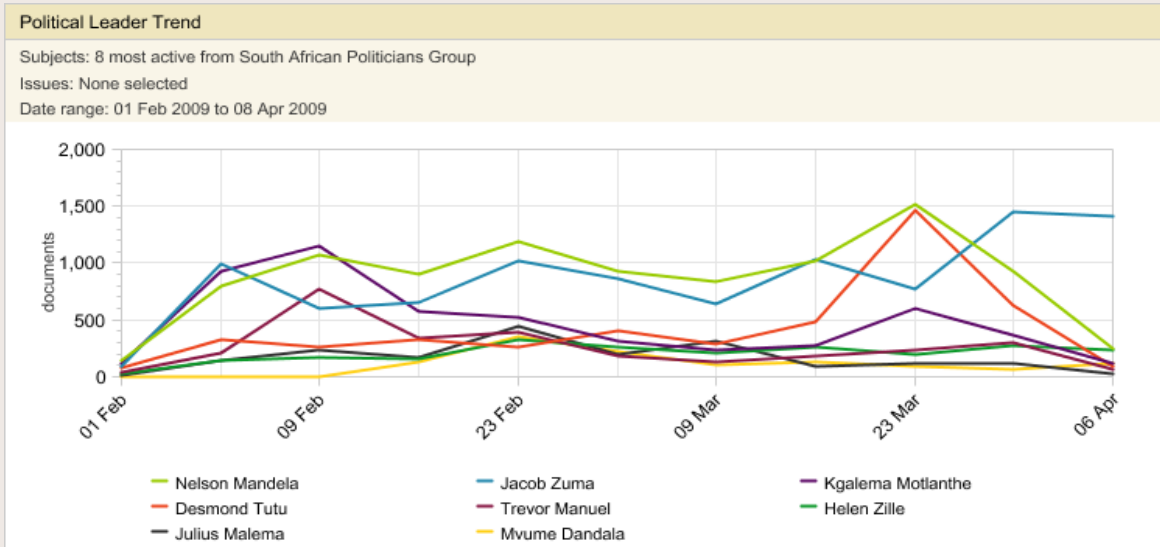
Desmond Tutu was unhappy that the Dalai Lama's visit was blocked by the government, but that was picked up more by the world media than by the African press – he also made news on Earth Hour coverage.

DA leader Helen Zille's court bid to get a judicial review of the evidence on the Zuma case caught media attention, a move strongly supported by COPE leader Mosiuoa Lekota.

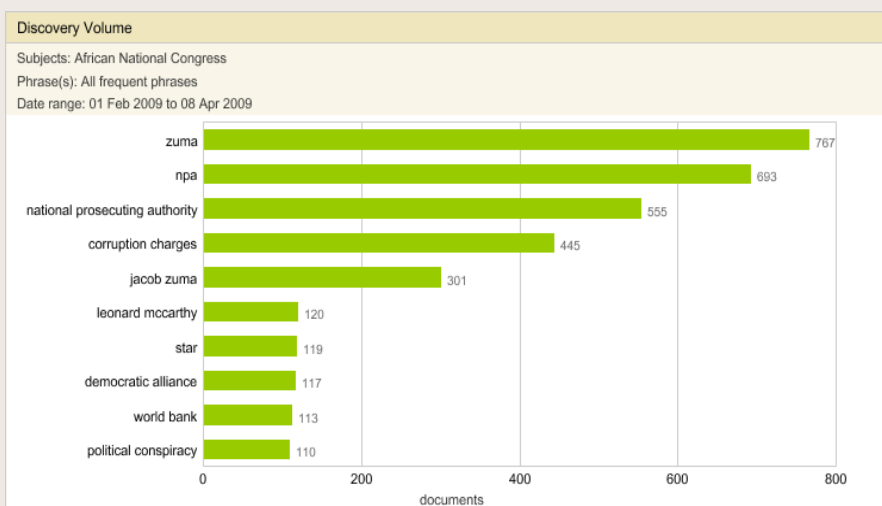
ANC Youth League Leader, Julius Malema has figured strongly in both global and African media – largely for his controversial comments on how far ANC members should go in support of the party leader.



Main highlights so far...



1	2	3	4
President Motlanthe's State of the Nation address	Mandela Foundation criticism by ANC	Dalai Lama snub	Jacob Zuma corruption charges ruling
Speculation over Finance Minister Trevor Manuel's post election future	Discussion of Mandela and his campaign appearances		
Pressure on Zuma to stand down as a candidate	Zuma unconcerned by Mvume Dandala's presidential candidacy		

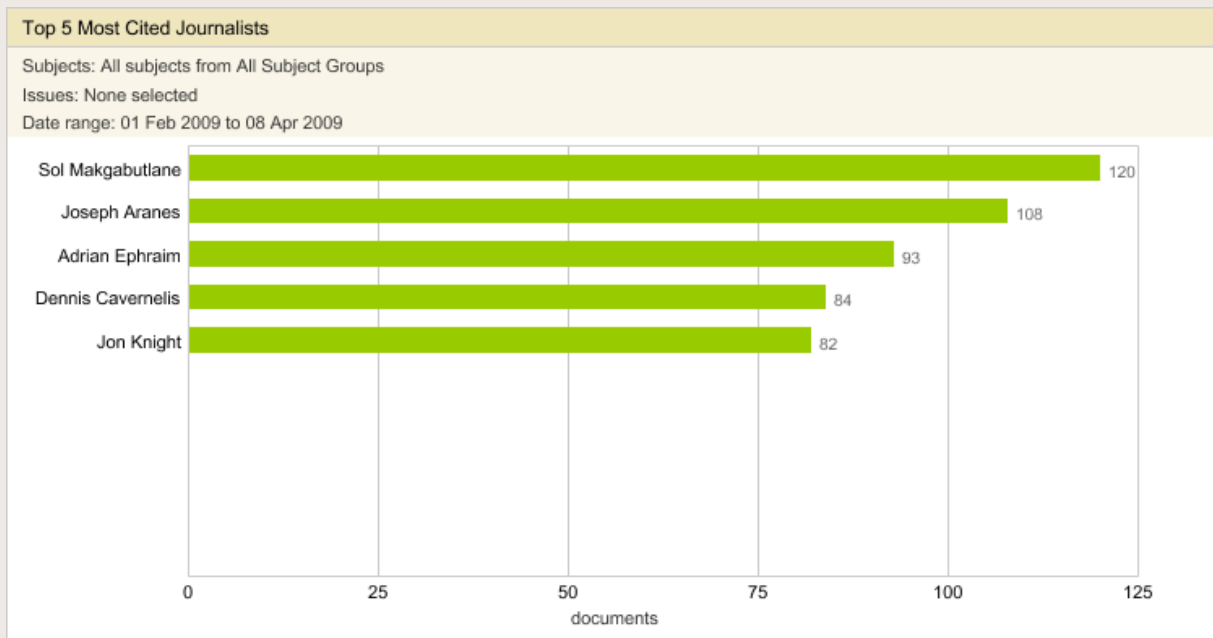
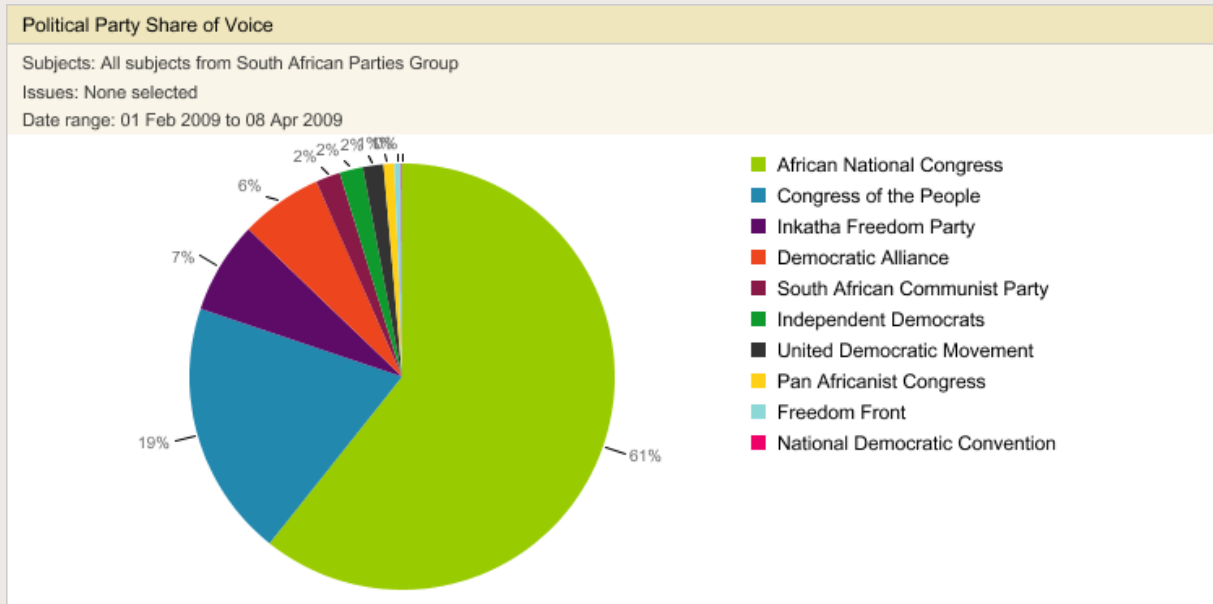


Zuma's legal troubles carry enormous weight in the eyes of the media – the issues surfaced in association with the term 'ANC' are almost identical to those for 'Zuma'

Will this have an impact

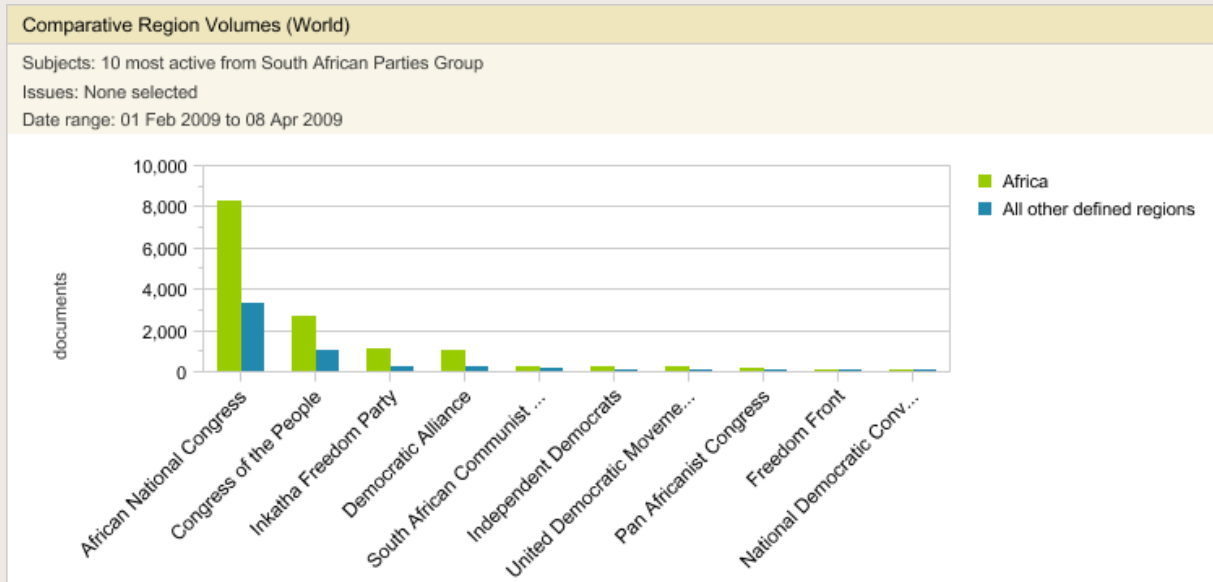
in reduced numbers voting for the ANC? Of course, his supporters are delighted with the dropping of charges, but how will opponents and swing voters react?

ANC has strongest share of media voice, then COPE followed by Inkatha and Democratic Alliance

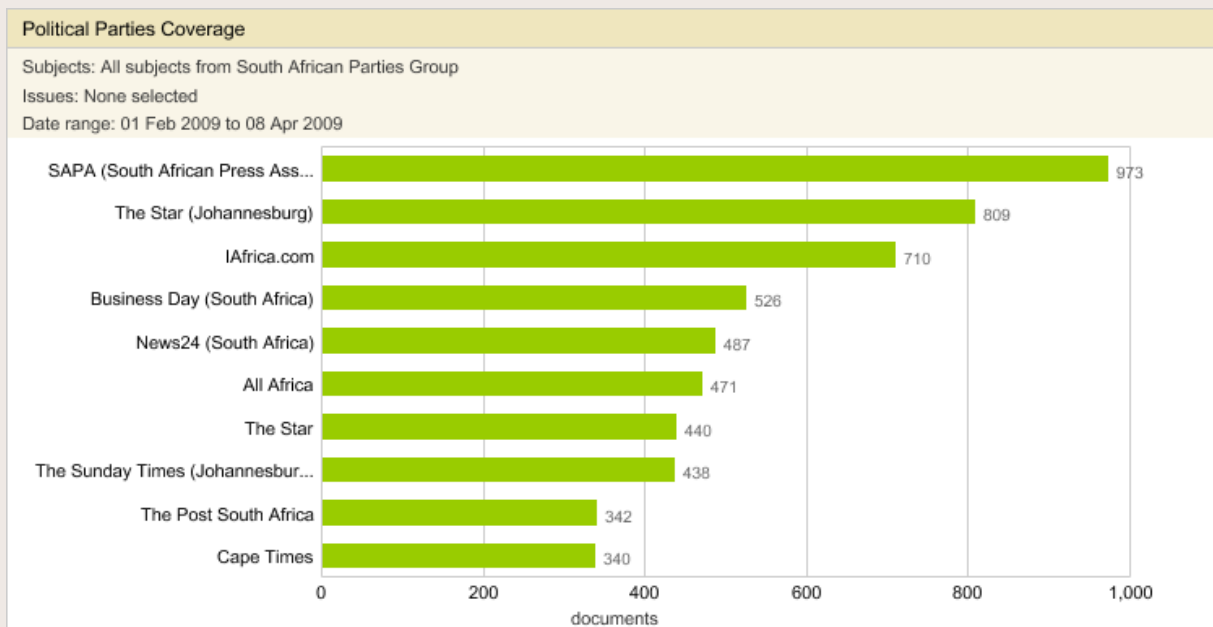


The above chart shows the five most prolific writers on the South African Elections in terms of volumes of stories in the run up to these elections.

Only 4 political parties are making major headway in terms of media share of voice in these elections



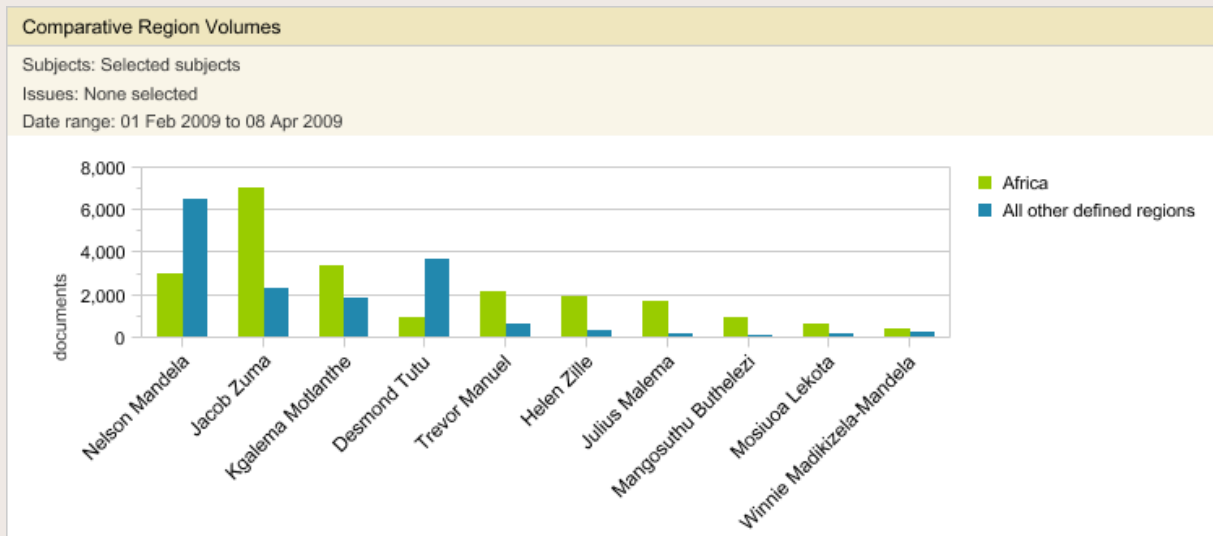
The ANC, COPE, Inkatha and the Democratic Alliance are the only political parties making any significant impact on both the South African and the global media, with the ANC and COPE pulling in the lion's share of press coverage nationally and internationally.



With 5,536 mentions across the 67 day tracked period this represents around 82.6 mentions of the mainstream political parties per day across these top ten news sources.

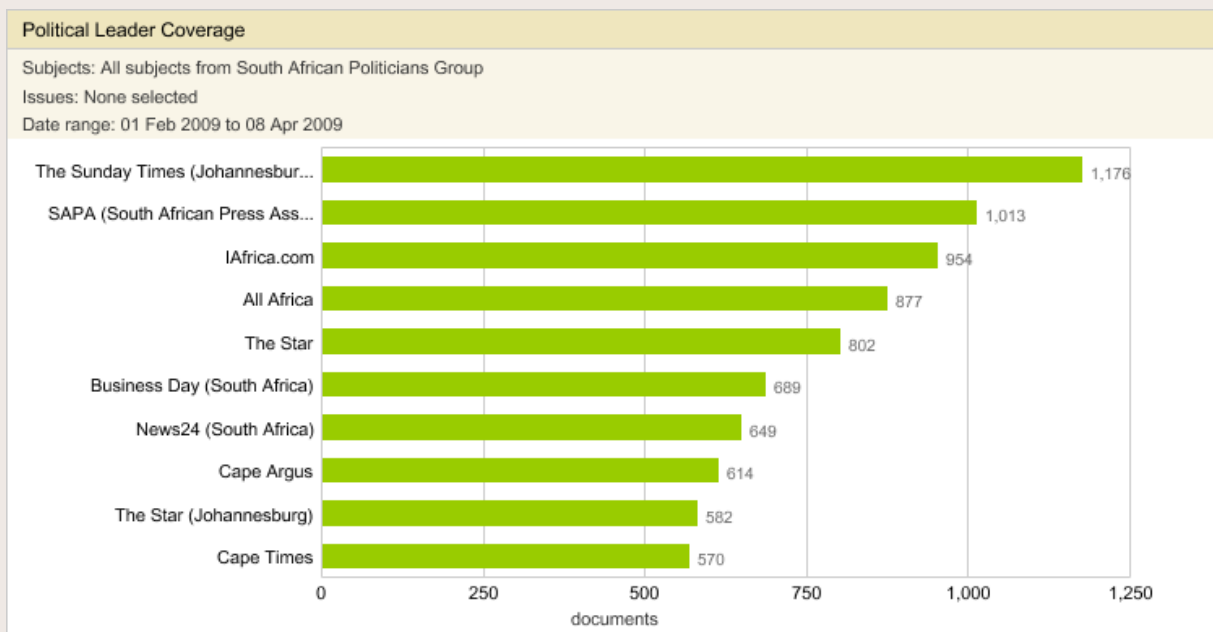
SAPA is by far and above the most heavily used source of news – as political parties put out press statements that spread to the rest of the media from SAPA and other traditional news agency sources.

The Sunday Times is South Africa's most prolific commentator



Jacob Zuma, Nelson Mandela, Kgalema Motlanthe are the three figures with stand out volumes of African press coverage. At the next level, comes Trevor Manuel, Helen Zille and Julius Malema.

Globally, the world's press looks to Desmond Tutu for informed comment on the country and Nelson Mandela as a symbol or an ambassador.



The Sunday Times has devoted the most comment to South Africa's political leaders.

The top volumes of commentary on the elections naturally came from South African media sources.

Two Cape papers (Cape Argus & Cape Times) were in the top 10 in terms of volume, indicating strong interest in the election in this region.

‘Payback time’ ‘judicial review’ & Leonard McCarthy

With controversy and political polarization over the NPA’s decision to drop corruption charges against Jacob Zuma, all of the other political leaders are seeking to exploit the circumstance in the press by pushing for a judicial review of the decision.

This is seen by the parties as a way to ‘raise their profile’ and to raise the issue of ‘probity’ and ‘integrity’ which many feel is a potential weak spot in the otherwise impregnable ANC election armour

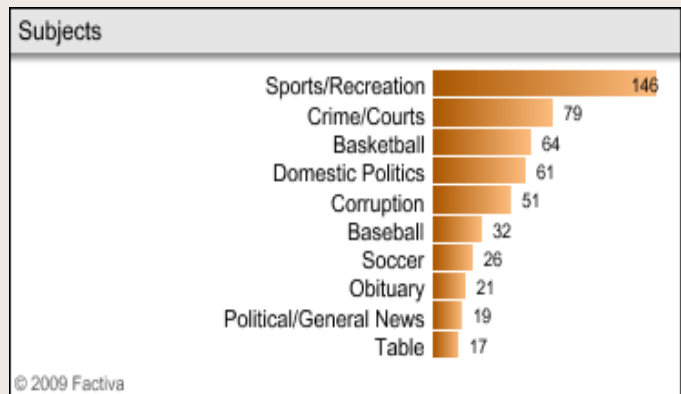
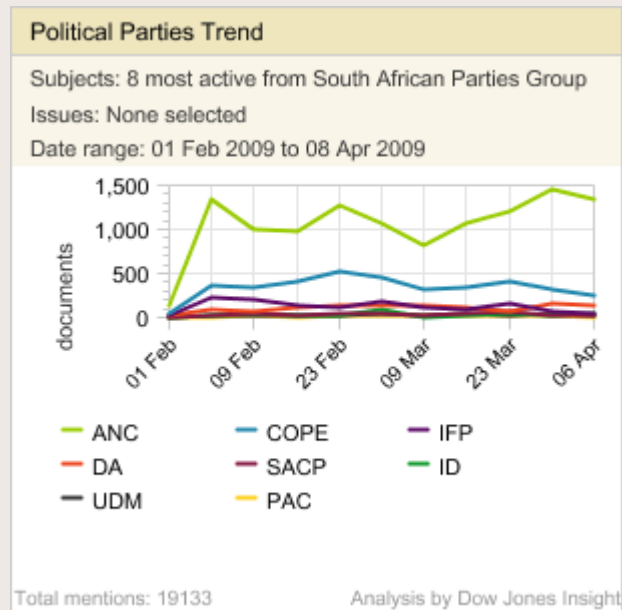
If this issue can be brought to the attention of the media repeatedly in the coming weeks, the opposition parties believe they can attract wavering swing voters.

With political dividing-lines firmly drawn and Zuma supporters solid in their support for the ANC leader, the focus may now move towards others that some believe drove through a ‘purely politically motivated prosecution of Zuma’ – Mbeki, the NPA and others, may well see comments heating things up politically in the coming weeks

There is also felt to be an element of ‘payback time’ for the new leader of the ANC, with those on the left of the party believing that they need to be rewarded for their loyal support of him against Thabo Mbeki. This is likely to manifest itself by how the incoming Jacob Zuma led administration handles the political sensitivity of its cabinet appointments after this month’s election.

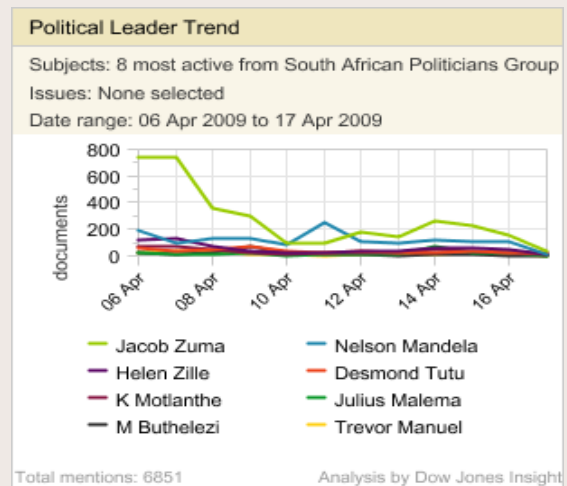
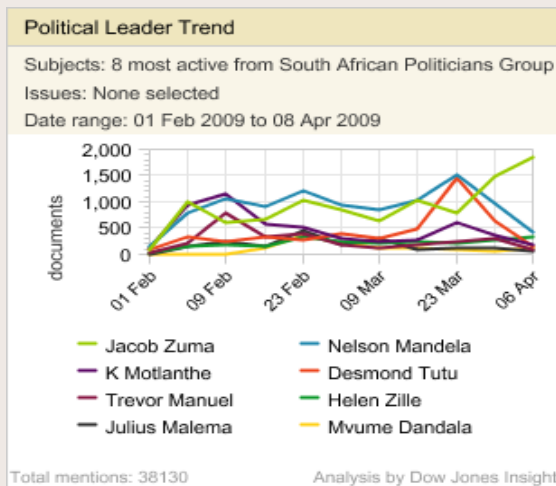
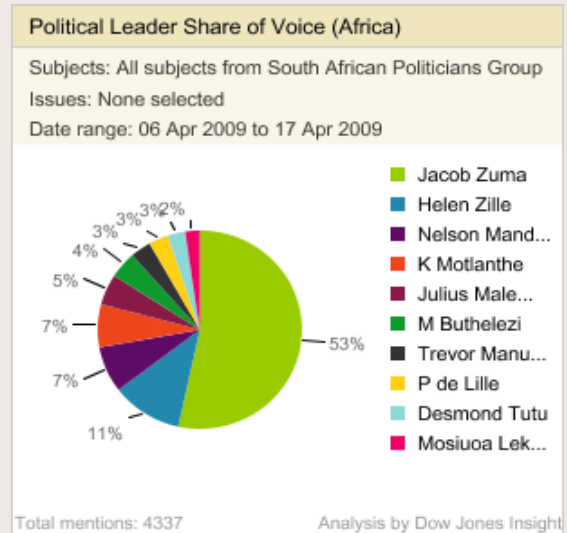
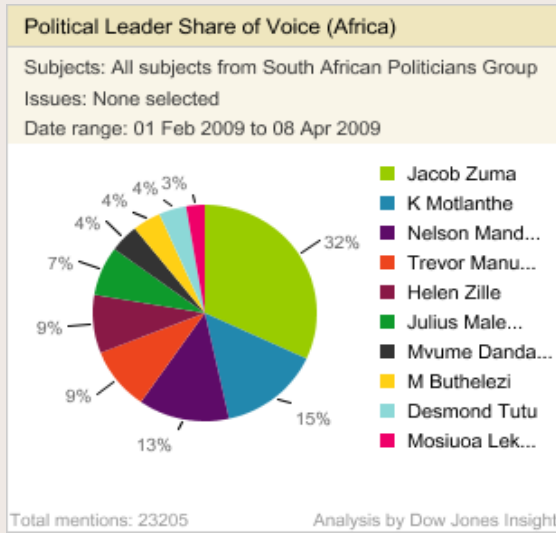
Nelson Mandela’s former wife Winnie (5th on the ANC list) will be a major beneficiary and rumours suggest that Trevor Manuel may lose out. Additionally, many feel that well-placed Mbeki supporters in public office may well be the next targets and replaced by Zuma supporters soon after the election.

There is also the potential of an explosive case against Leonard McCarthy, the former Scorpions police chief, which has political ramifications for Jacob Zuma as the story unfolds further in the press (Table above is based on the search term *Leonard McCarthy* and *South African Elections*)



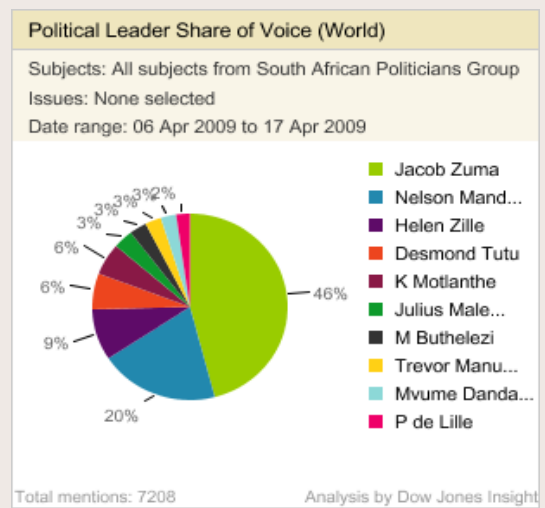
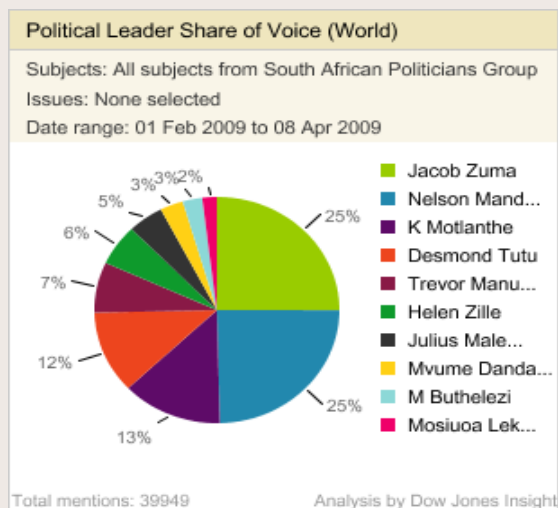
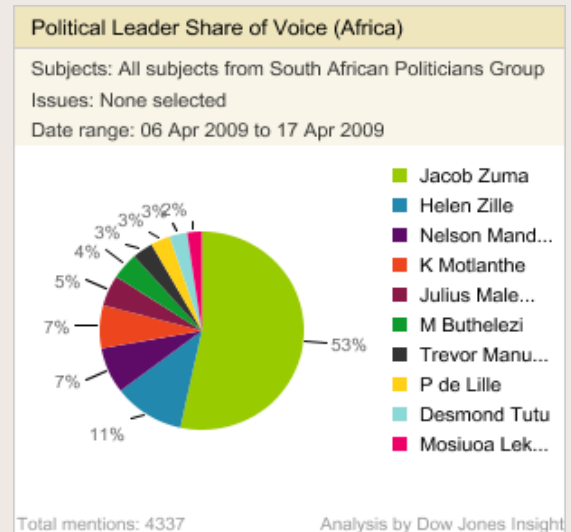
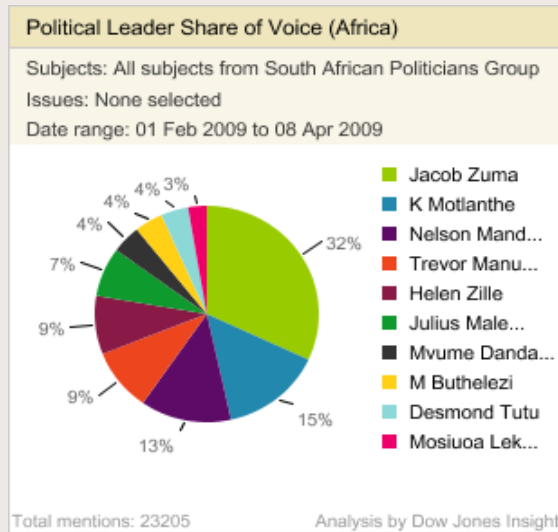
Appendix

The final weeks before the vote – a comparison



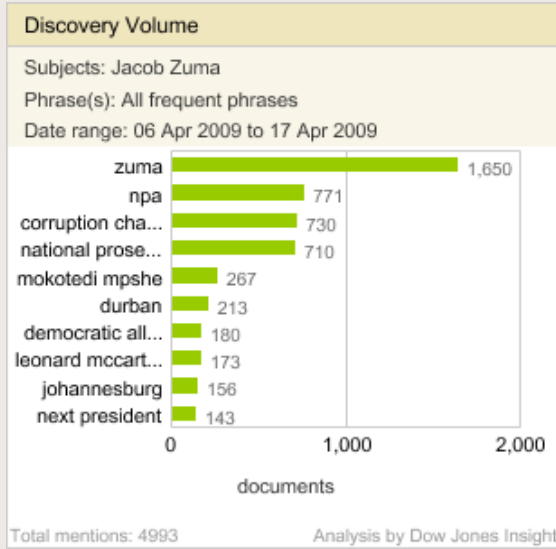
News and comment about Jacob Zuma has dominated the last two weeks before the election. Zuma's lead over his rivals in terms of share of South African media voice has increased from 32% to 53% in this last two week period, with only Helen Zille making any media comment headway – rising two percentage points.

The final weeks before the vote – a comparison

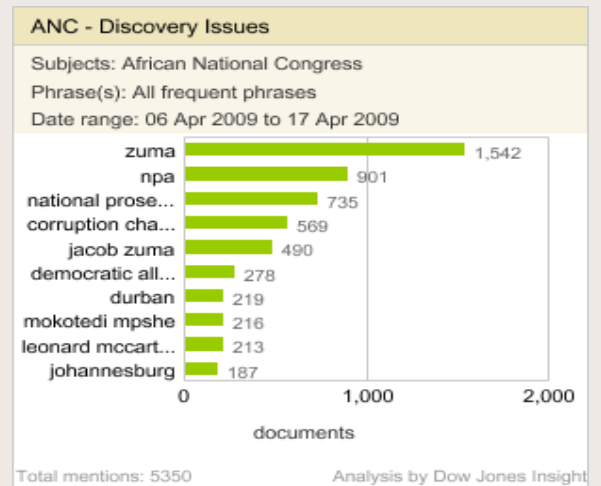
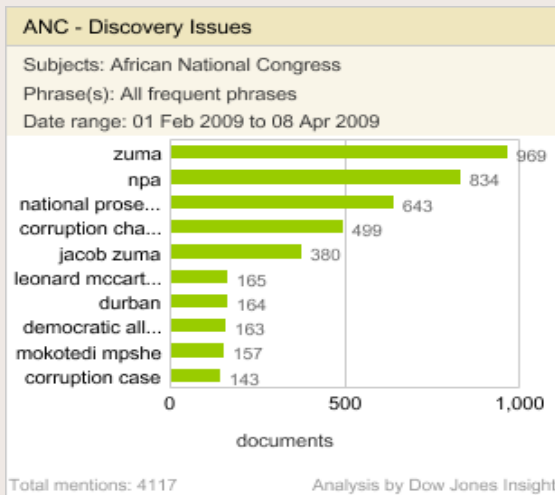


The world's press looks to Nelson Mandela as a benchmark figure to measure success in South Africa and all too often the articles refer back to Nelson Mandela and the transfer of power fifteen years ago, or relate to a comment from a current participant about Mandela in some form. However, Jacob Zuma dominates world press comment too, even more so in the last two weeks as his share of global media voice has shot up to 46% from just 25% earlier. It is a phenomenon known as the world's media explaining to readers more about the likely next President of South Africa to help them understand things in the country better.

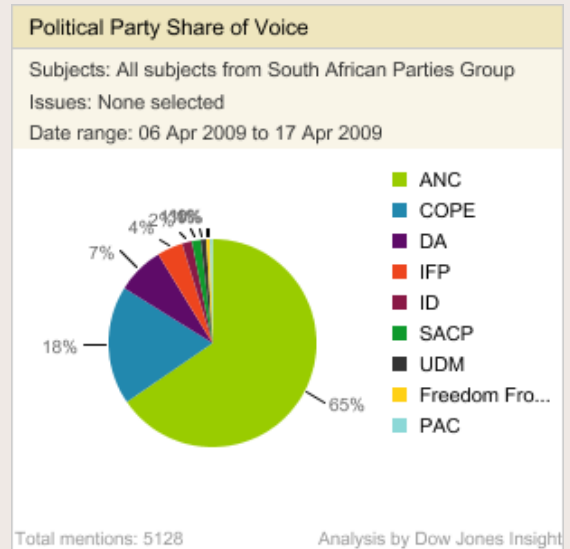
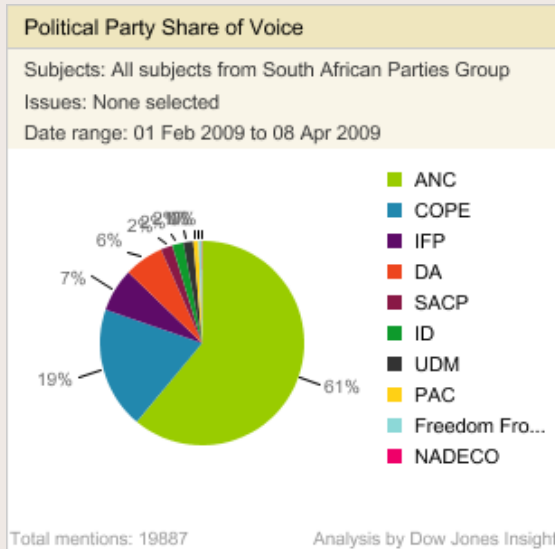
The final weeks before the vote – a comparison



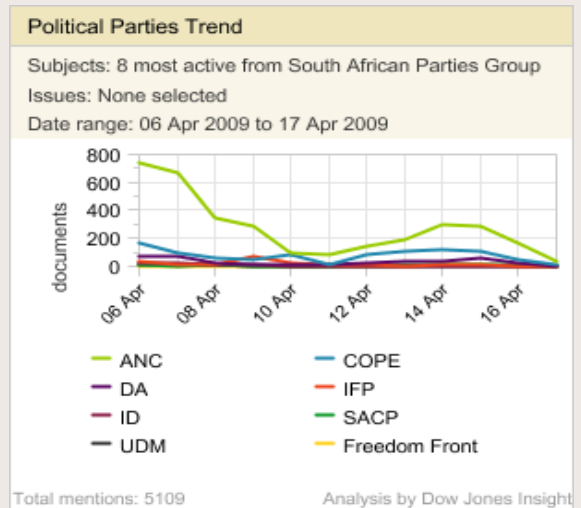
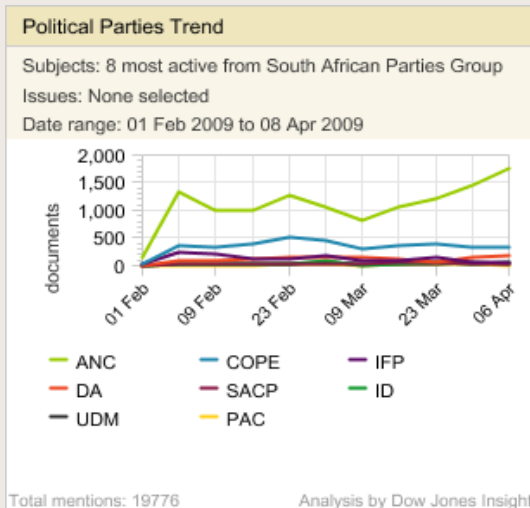
The Discovery correlation charts for terms and phrases associated to both the ANC and Jacob Zuma remain remarkably similar – indicating that the story surrounding Zuma very much makes up the heart of comment about the ANC during this election campaign.



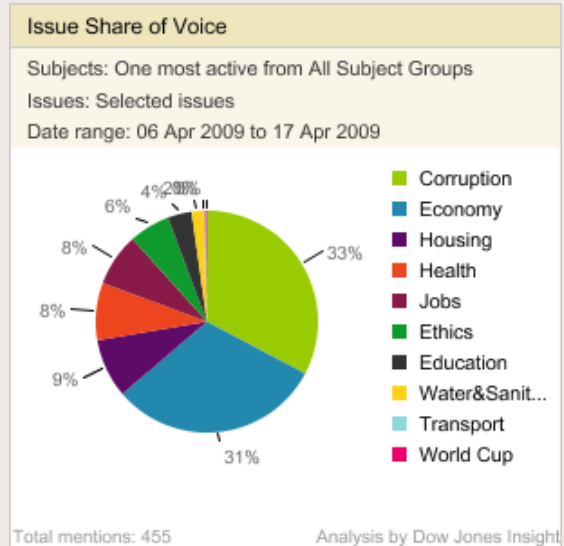
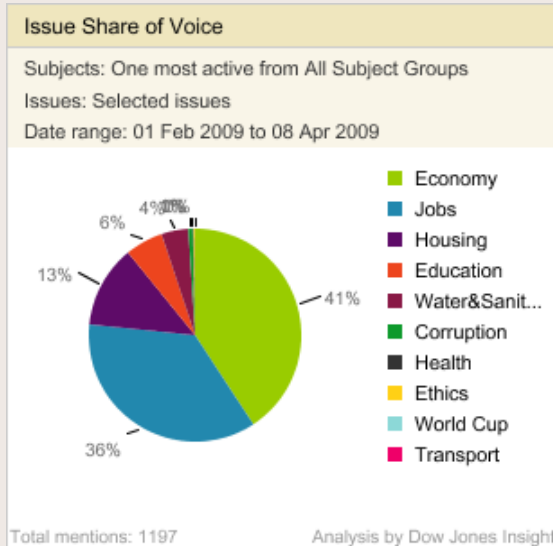
The final weeks before the vote – a comparison



These final two weeks have seen the political party election machine crank up a couple more gears and the ANC has 'won' the battle to gain more media coverage – rising from 61% up to April 8, to 65% during the last two weeks. COPE has held its own in terms of media coverage (19% down 1 to 18%) as has the DA (7% on both charts above).



The final weeks before the vote – a comparison



In these two charts above the generic 'terms' listed in the key were searched and found from within the news stories gathered for this survey. In the run up to the start of April the media discussion was on the **Economy**, **Jobs**, **Housing** and **Education** in South Africa. Now the dominant issues are Corruption & Economy – capturing 64% of the survey media share of voice between them. Housing, Health, Jobs & Ethics come next with growing media share of voice's – as election-day draws ever nearer.

About this report

Methodology

The findings in this complimentary report summarize the results of a Dow Jones Insight text-mining platform. Our system gathers relevant content from more than 15,000 global traditional media sources, plus social media sources including Web sites, blogs and message boards. The Dow Jones Insight Media Lab consultants then review the results to produce a report with summary charts and analysis. This study analyzed coverage from the Dow Jones Factiva global media set unless otherwise specified.

Media Set

Press releases were excluded from this analysis by the exclusion of all “paid-for” wire services, except where stated otherwise. Datamonitor Profiles, News and Comment and Premium Research Reports were also excluded to ensure a high relevancy of the underlying data set. Routine General News and Republished News were also excluded.

Search construction

Search strings used for investigating products, terms, market issues and individuals were constructed using Dow Jones Factiva’s predetermined codes unless otherwise noted. Refer to the notes section of each statistical graph for an explanation of search parameters.

About Dow Jones Insight

Dow Jones Insight delivers actionable intelligence that allows companies to optimize their communications strategies in order to nurture their reputation, increase earnings and achieve business objectives. It distills millions of articles and blog postings down to strategic quantitative and qualitative media metrics and provides visualization tools to help discern what it means. When companies know what is being said about them, they are able to discover both emerging opportunities and threats while they can still affect their outcome.

Each engagement is fully supported by the Dow Jones Insight Media Lab, whose expert analysts both develop your organization’s research strategy and compose the search definitions that generate comprehensive media measurements and analysis.

With Dow Jones Insight’s high-quality media analysis, you can:

- Track drivers of corporate reputation
- Understand issues and trends in time to act
- Visualize hot spots in media coverage
- Ensure accurate and reliable media measurement
- Defend budgets and measure the return on investment for your campaigns

The run up to the 2009 South African Elections

For more information on this report, please contact your account representative, or visit

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