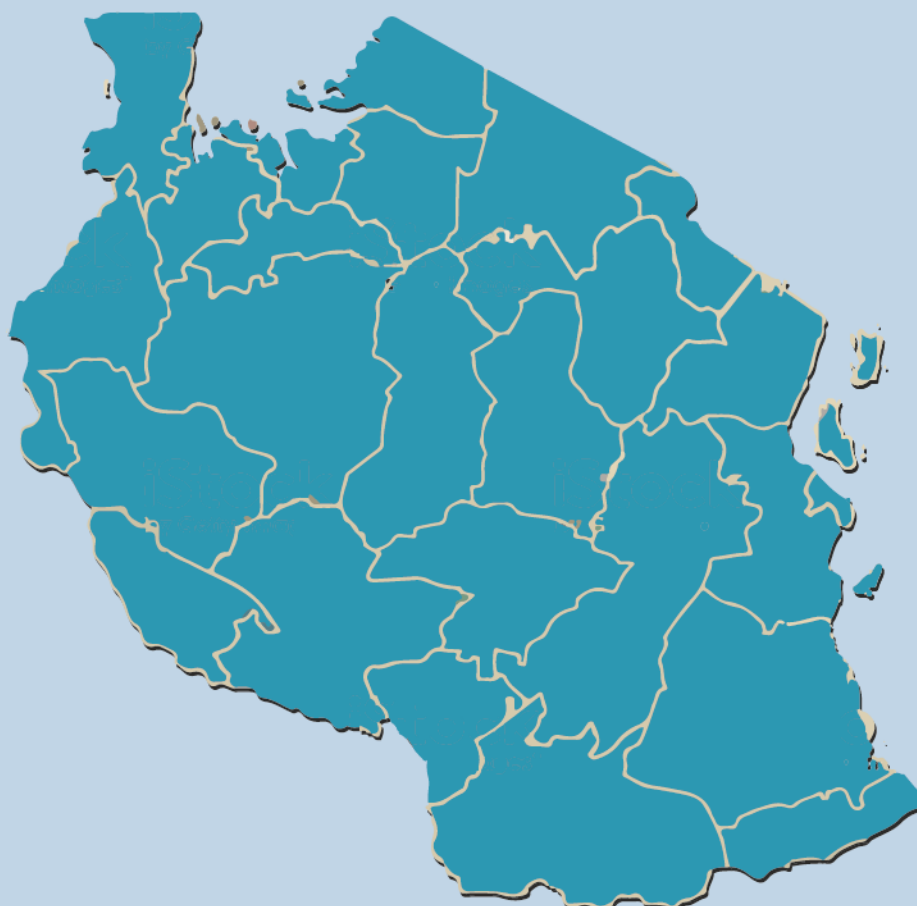


Yearbook on Media Quality in Tanzania

Synthesised Report on
Overall results

2018



Newspapers



Radio



Television



Online Media/Forum



Yearbook on Media Quality in Tanzania 2018

By
Spurk Media Consulting Ltd., Bern, Switzerland

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ACKNOWLEDGEMENT

First and foremost, we are grateful to the Media Council of Tanzania (MCT) for their commitment to improving the quality of media reporting in Tanzania in general, and engaging in media monitoring and supporting the fully-fledged *Yearbook 2018* in particular. We also thank the Swiss Embassy in Tanzania and the Swiss Development Co-operation (SDC) for their continuous support of media development efforts in the country in many aspects and over a long time. *The Yearbook* has significantly benefitted from this commitment.

Moreover, we are appreciative of and, indeed, indebted to the media fraternity in the country for their willingness to discuss the quality criteria that were used in assessing media quality in this study. Significantly, the media fraternity's acceptance of the fully-fledged Yearbook is encouraging despite some study findings indicating professional lacunae. Their deliberations during various stakeholders' workshops were immense and invaluable as they helped us to understand some of the critical issues that can hardly be captured through content analysis.

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EXECUTIVE SUMMARY

Media have a significant role to play in fostering national development by reporting objectively stories of public interest and by holding those with power accountable. This crucial role, however, can only be attained effectively and sustained when reporting quality meets professional benchmarks. This study – *the 2018 Yearbook on Media Quality in Tanzania* – analyses the media reporting quality in the country using specific quality criteria agreed upon by editors, bloggers and media stakeholders.

The quality criteria are grouped into four categories: Professionalism (use of multiple sources and coverage of topics beyond official calendar of events), Comprehensiveness (presence of perspectives in a media piece, root-causes and historical background), Understandability (quality of reporting structure and ability to put figures into context), and Ethics (conceding the right to reply for the accused persons/organisations).

The study analysed a sample of 1,886 journalistic units (print news stories, features, commentaries, radio and TV news and programmes, as well as blog and online forum posts) from 25 media houses on Tanzania Mainland and Zanzibar. These media outlets comprised 7 newspapers, 5 national radio stations, 7 local radio stations, 3 national TV stations, 1 online TV, 1 blog and 1 online forum.

Generally, the findings show that the quality of media reporting in the country is on the lower end in most of the categories observed. With regard to professionalism, more than one-third (36%) of all the units sampled have only one (1) source.

Additionally, journalists largely source their reports from the official calendar (60%), an increase of 8% over the result from the 2017 pilot study, though there are big differences between media houses and news genres. For instance, the reporting of news stories in the print media is mainly driven by the official calendar (72%), whereas feature articles are triggered by the media's own initiative (85%).

In TV reporting, 78% of the news stories are driven by the official calendar whereas more than 90% of the programmes are based on own initiative. There is also a big variation across different media outlets: The reporting of *Jamhuri* newspaper, the best performing media outlet of the year, is based on own initiative in 63% of the articles. On the other hand, the rate for the *Guardian* newspaper is only 19%.

Regarding comprehensiveness, the performance level is also low. On average, 23% of all the units sampled cover the root-causes of events or issues. Only 9% of the units provide the media audience with historical background.

The performance levels on understandability for the audience are higher as the majority of the units (56%) have a very good structure, linking the different parts of a story logically. However, media houses in the country still struggle to contextualise figures to help their audience to understand them better. In fact, only 25% of the units assessed that contain relevant figures contextualise those figures for media audience.

With regard to ethics, the share of units that fail to concede the right to reply to the

accused stands at 42%, down from 60% in the 2017 pilot study. Print media performance stands at 50% and 33% for radio and TV, respectively.

Performance differences among various media genres are remarkable, as are differences among individual media houses. In general, the print media is better in most of the criteria under consideration than TV and radio. Print media leads in the overall quality index with 37.2%, followed by TV (31.4%), local radio stations (30.5%), and national radio stations (24.9%).

The overall performance quality ranking shows that the five most outstanding media houses in 2018 based on the set criteria are *Jamhuri* newspaper, *Mwananchi* newspaper, *Micheweni FM*, *CG FM*, and *Azam TV*.

One of the most salient results is that local radio stations perform better than national radios. Remarkably, media houses in Zanzibar are more or less on the same performance levels as media houses on Tanzania Mainland.

Compared to the 2017 pilot study which had sampled fewer print media outlets, radio and TV stations (12 media houses only), the performance level in 2018 has remained more or less the same.

In 2017, the coverage of root-causes was exactly the same, and the coverage of historical background was even a bit higher. The number of viewpoints in stories remained at almost the same low level of 28% in 2017 and 26% in 2018.

In terms of regional coverage, Dar es Salaam is largely covered followed by Dodoma, and Arusha. In Zanzibar, Mjini Magharibi is largely covered followed by Kaskazini Pemba. The rest of the regions

are hardly covered, except when a given region happens to host a local radio station, which underlines the importance of the local radio for the population.

The study further established that very few media reports carry viewpoints that are critical of the government. Only JamiiForums was found to have a considerable amount of critical viewpoints (35%), followed by local radio and print with much less, i.e. with 4% of units each.

Within the print media, *Jamhuri* (9%) and *Mwananchi* (8%) lead in publishing articles with views critical of the government. For radio stations, *Pangani FM* (15%) *CG FM* (10%) and *Micheweni FM* (6%) lead in this category. In fact, many radio stations do not even have a unit that is critical of the government (*TBC Taifa*, *Clouds FM*, *Arusha 1 FM*, *Zenj FM*, and *ZBC*).

To improve the quality of media reporting, it is recommended that media houses use the results presented in this Yearbook, and focus particularly on areas where their performance is not good enough or remains below average.

However, some performance levels deserve to be increased by all the media, for example, covering history, root-causes, or critical viewpoints. To better help the media houses assess themselves, the 2018 study improves on the individual media performance sheet, which now shows the performance in each criterion as compared to the average and highest performer, by indicating clearly which media score the highest in each quality indicator.

The Yearbook has also developed another sheet – a quality index ranking to allow media houses to see their position in 2018.

The results of the *Media Quality Yearbook* serve as a mirror and training needs assessment tools for respective media houses. The Yearbook captures data for each media category such as print, radio and TV separately. In fact, media practitioners made a recommendation to this effect during the presentations of the pilot study in newsrooms as they prefer being compared with their peers (newspaper with newspapers) as opposed to a blanket manner (newspaper with radio or TV or with other media categories).

1.0 INTRODUCTION

Media scholars, media practitioners and the public usually have similar expectations of the quality of reporting. These requirements include observing the socio-political environment, reporting on issues that are relevant to various audiences, reporting the truth, giving a comprehensive report not only on day-to-day events, but also on the underlying trends and causes of development. This will set the political agenda, create a forum for public debate that encourages a diverse range of views, and can hold power holders accountable.

After the liberalisation of the media space in Tanzania in the 1980s and 1990s, media outlets have mushroomed, but the quality of media reporting in the country has not been thoroughly assessed, although it has attracted interests from governments, media stakeholders and development partners. The Yearbook on Media Quality in Tanzania responds to this need of having a systematic and continuous knowledge of media quality.

As such, the 2018 Yearbook provides a systematic account of the media performance with regard to objective quality criteria. In this regard, it has benefitted significantly from the pilot project conducted in 2017 and has doubled the number of media houses researched from 12 during the pilot study to 25 media houses. Moreover, it has integrated new media genres, such as community radio stations, blogs, online media and online forums in addition to integrating media houses from Zanzibar.

This report has four sections, namely the Media Context in Tanzania, Methodology, Overall Results, including Index on Media Quality as well as Conclusions and Recommendations. In this report, the results show the overall performance of different media genres (print, national radio, local radio, TV, blogs, and forums). Detailed results on single media houses are presented in the special reports on print, radio, or TV.

2.0 MEDIA LANDSCAPE IN TANZANIA¹

2.1 Overview

The history of media in Tanzania dates back to 1888 when *Msimulizi* (The Storyteller) newspaper was established in Zanzibar (Sturmer, 1998). During the colonial period, several outlets were established. Some of these outlets were nationalised² after independence and became an integral part of the state machinery.

The liberalisation of the media towards the end of the 1980s also marked the beginning of the mushrooming of media outlets in the country. The Business Times newspaper (the first weekly) was published in 1988; Majira (the first daily) hit the newsstands in 1993; Radio One (the first private radio station) started broadcasting in 1994; and Coastal Television Network (CTN) (the first television station) went on air in 1994 (ibid.). These marked developments in the 1980s and 1990s unfolded as changes continued sweeping the country. It is significant to note that the first television (colour) station in Tanzania was established in Zanzibar in 1974 although its reach remained largely limited. Currently, there are 156 radio stations (up from 86 in 2012), 48 TV stations (up from 46 in 2012)³, and 216 newspapers and magazines on Tanzania Mainland⁴.

By 2016, there were 25 radio stations and 12 TV stations in Zanzibar. In 2016, the Zanzibar Broadcasting Commission received three applications for new radio stations; however, the applications were not processed for lack of frequency spec-

trum. Zanzibar, which was allocated only 25 MHz by the International Telecommunication Union (ITU), had already utilised all of them. As a result, new radio applicants in Zanzibar have been advised to channel their transmission through Multiplex operators which can provide them with a frequency⁵.

Apart from the growth of traditional media, the country is witnessing a paradigm shift in the internet space. For the last six years, internet penetration has increased from 17% in 2012 to 45% in 2017. By September 2018, some 22,995,109 Tanzanians⁶ had access to the internet, with the majority (19,006,223) accessing the internet via mobile wireless⁷. This shift, though largely an urban phenomenon in the country, has a positive impact on the public media consumption as citizens can access the media through various social networks and apps. Additionally, it provides opportunities for citizens to express their views on various discussions and growth of online⁸ and citizen journalism.

¹The Media Council of Tanzania will publish in 2019 a new *State of the Media Report* which will provide more detailed information on the legal, political and economic trends.

²These include *Sauti ya Uungu* which was renamed *Sauti ya Tanzania Zanzibar* (STZ), *Tanganyika Broadcasting Corporation* (TBC) which morphed into *Radio Tanzania Dar es Salaam* (RTD), etc.

³TCRA Quarterly Communication Statistics, July - September 2018

⁴<http://www.maelezo.go.tz/>

⁵MCT *State of the Media* in Tanzania 2016

⁶According to the National Bureau of Statistics (NBS), the 2018 population projection stood at 54,199,163.

⁷TCRA Quarterly Communication Statistics, July - September 2018

2.2 Legislative Framework and Press Freedom

There are several laws regulating practice in the country's media industry; however, the most dominant is the Media Services Act (MSA), 2016. The Act, among others, establishes the Journalists Accreditation Board, the Independent Media Council, and the Media Training Fund. These organs have yet to be established. Through its attendant 2017 Regulations, the Act sets a minimum qualification requirement for someone wanting to practise journalism at a Diploma in Journalism level while the government +providing a five-year grace period until 2021 for those without such a basic qualification to acquire one.

Pertaining to the legislative framework, there are questions regarding media freedom in the country. In the last four years, five newspapers had been banned for various reasons for a periods ranging from three months to three years. *Mseto* was banned for three years in 2016⁹, *Tanzania Daima* for 90 days in 2017¹⁰, *Raia Mwema* for three months in 2017¹¹, *Mawio* for two years in 2017¹², and *Mwanahalisi* for two years in 2017¹³. Overall, 2017 stands out as the harshest year for the media in Tanzania¹⁴.

These incidences have forced media stakeholders to seek various interventions. For example, the Media Council of Tanzania (MCT) together with other stakeholders have been engaging with high ranking officials of the ministries of Information and Constitutional, and of Legal Affairs on how to improve on the information-related legislations. On 29th June, 2017 in Dodoma, the Media

Institute of Southern Africa - Tanzania Chapter (MISA-TAN), as a member of the Coalition on the Right to Information (CoRI), convened a meeting that was attended by officials from the Ministry of Information, Culture, Arts and Sports and other government ministries, Members of Parliament and other media stakeholders.

During the meeting, CoRI presented the provisions of MSA 2016 in need of amendment. The meeting came up with positive resolutions and called for more collaboration between the media and the government.¹⁵

Media stakeholders have also opted for litigation. Whereas some cases have been concluded, others are pending in court. In June 2018, the East Africa Court of Justice ordered the Tanzania Govern-

⁸ By 1st October 2018, some 211 Online Content Services Licences were issued by the TCRA on Tanzania Mainland

⁹ <https://www.theeastafrican.co.ke/news/ea/Tanzania-bans-Mseto-newspaper-for-three-years/4552908-3340844-rvfjcz/index.html>

¹⁰ <https://www.thecitizen.co.tz/News/Govt-bans-Tanzania-Daima-newspaper-for-90-days/1840340-4154086-lil03/index.html>, retrieved on 15th December 2018

¹¹ <http://www.africanews.com/2017/09/29/another-tanzanian-newspaper-banned-for-criticizing-the-government/>, retrieved on 15th December 2018.

¹² <https://qz.com/africa/1009353/magufulis-government-has-shut-tanzanian-newspaper-mawio-for-two-years/>, retrieved on 20th December 2018

¹³ <https://www.thecitizen.co.tz/News/Govt-bans-Mwanahalisi-for-two-years/1840340-4102400-oyh5nc/index.html>, retrieved on 15th December 2018

¹⁴ MCT's *Media Watch*, September 2018, page 7

ment to lift its ban on Mseto. In its ruling, the Court noted that the government had failed to establish how the newspaper had violated public interest, adding that the disputed order violated the right to freedom of expression as provided for in the Constitution of the United Republic of Tanzania (URT)¹⁶.

Additionally, the High Court in 2015 lifted a ban on *Mwanahalisi*¹⁷ newspaper which was banned in July 2012, for allegedly threatening what the government had described as national security. The two rulings indicate that there are still avenues which media practitioners can use to seek redress.

Moreover, the Tanzania Government has strongly regulated online publishing, which includes publishing on the Web and on social media. Since 2018, the Electronic and Postal Communications (Online Content) Regulations, has made it obligatory for online content providers to register with the Tanzania Communications Regulatory Authority (TCRA). By 1st October 2018, the TCRA had issued 211 Online Content Services Licences¹⁸.

On the other hand, press freedom appears to have dwindled. In this regard, an internationally recognised Press Freedom Index published by Reporters without Borders shows a decline of press freedom in the country in the last three years.

In 2016, the country was ranked 71th¹⁹ (out of 180 countries), 83rd in 2017²⁰, and 93rd position in 2018²¹, which is a drop by 22 positions. This continual slump is a source of grave concern.

2.3 Media Business Environment

Overall, the media business environment is characterised by falling advertising revenue for the traditional media, shifting of advertising revenues from traditional media to online media, and shift of readers and audience from traditional media to online media. The decline in advertising revenue partly results from the government's decision to cut down on its advertising budget in a bid to reduce public spending. Prior to this decision, the Government was one of the main advertisers in the country's traditional media.

However, there is a common held view "among reporters, editors and media analysts that the [Tanzania] Government, which had been big advertiser in many media outlets in the country, was doing that as a preferential treatment in favour of State-owned outlets, while denying private newspapers, especially those suspected of leaning towards opposition parties or some opposition leaders. They argued that the Government action to deny some newspapers advertisement had been going on for a number of years

¹⁶MCT's Media Watch, September 2018, page 9

¹⁶<https://www.article19.org/resources/tanzania-ea-court-ruling-upholds-media-freedom-in-reversing-newspaper-ban/>

¹⁷The newspaper is no stranger to closures. In 2008, it was banned for three months; in 2012, for two years; and in 2017, for two years.

¹⁸https://www.tcra.go.tz/images/headlines/Licensed_Online_Content_Service_Providers_as_of_1st_October_2018.pdf

¹⁹<https://rsf.org/en/ranking/2016>

²⁰<https://rsf.org/en/ranking/2017>

²¹<https://rsf.org/en/ranking/2018>

and the victims have always been media houses which publish or broadcast news content critical [of the] authorities²².”

Private companies, corporates, non-governmental organisations and individuals have also reduced their share of advertising budget and publicity due to the current tightened economic situation²³.

Overall, the decline in advertising revenues has been received with a positive outlook by some media houses.

Mwananchi newspaper, owned by the Mwananchi Communications Limited (MCL), established a special forum ‘*Jukwaa la Fikra*’ in 2018. Apart from providing a forum for public debate on various issues affecting the society, the forum also serves as an additional revenue stream as it attracts sponsors. Mwananchi partners with Radio One and ITV to run this forum. The government-owned newspaper, the Daily News, on the other hand, organises a regional business forum. Although the forums are meant to spur investments in regions, they also attract sponsors, and hence additional revenue streams. Whether these innovations can compensate for previous losses in revenue or even lead to revenue gains in the long-run, it is an issue that needs to keep a close eye on in future.

Moreover, the fast growing online consumption of the media has contributed to a sharp drop in newspaper advertising and other revenue streams.

The results in the shift in newspaper readership from hard copy to online are twofold. First, the shift has affected advertisement trends as major advertisers are getting attracted to social media platforms where their advertisements are more targeted and cheaper. Second, it

has contributed to the reduction of newspaper circulation.

After all, many readers prefer to read online for free. This challenge, like the decline in advertising revenue, has also been embraced positively by some media houses, which have seized this opportunity to capture online readers and gain revenues from this end by extending their operations to this online market.

It is apparent that the media houses must invest heavily in developing their future strategies for the sustainability of their operations. Such futuristic or forward-looking strategies must aim to achieve three targets: first, increase the revenue base by diversifying revenue streams; second, establish an online media strategy to capture online audience and advertisers; and, third, campaign for a favourable media legislative framework.

Against this background, the assessment of the current quality of media reporting in the country can be part of the solution for the future development of the media in the country as good reporting leads to increased audience, which then attract more advertisers in addition to widening the revenue base.

²²MCT *State of the Media* in Tanzania 2016

²³Ibid

3.0 METHODOLOGY

One of the acknowledged scientific methods for assessing the quality of media reporting is content analysis. Content analysis is a systematic and objective method of analysing media reports (news stories, features, programmes, etc.) using the same criteria. Below is a detailed description of the different steps of the selection and analysis process.

3.1 Criteria on Media Quality

The Yearbook assesses the quality of reporting in the media using specific criteria. These quality criteria were discussed and agreed upon by editors and other media stakeholders²⁴ as the best way of assessing media quality in terms of practice-based reporting qualities as opposed to focusing on mere academic qualities. These criteria have also been previously applied to measuring reporting quality in Tanzania.²⁵ They fall into four broad categories: Professionalism, Comprehensiveness of information, Understandability for the audience, and Ethical compliance. Various criteria²⁶ belong to each category, as shown in table 1.

Table 1: Quality criteria

Quality Category	Main Quality Criteria to be assessed
Professionalism	<ul style="list-style-type: none">• Multiple sourcing• Identifying topics beyond the official agenda
Comprehensiveness	<ul style="list-style-type: none">• Units should contain various perspectives on the event or problem of reporting interest• Units should contain information on root-causes of problems and their historical background• Units should contain various opinions and viewpoints, including those that are critical of the government
Understandability for audience	<ul style="list-style-type: none">• Units need to have a good structure, linking different elements of a story clearly• Figures need to be contextualised to facilitate understanding
Ethics	<ul style="list-style-type: none">• If persons/organisations are accused, the right to reply must be conceded

²⁴ The quality criteria workshops in 2017 were attended by editors, representatives from the Tanzania Media Women Association (TAMWA), the Tanzania Media Foundation (TMF), the Media Council of Tanzania (MCT), Tanzania Information Services (Maelezo), and the Tanzania Editors' Forum (TEF). In 2018, editors and bloggers discussed the criteria used in the 2017 pilot study and suggested additional ones for 2018.

²⁵ This involves assignments from UNESCO, TMF, and MCT, etc

²⁶ For more details see glossary of terms in the Annex

Table 2: Sample of media outlets

Print	National Radio	Local Radio	TV	Blogs/Forum
The Citizen	TBC Taifa	CG FM	TBC1	JamiiForums
Daily News	Radio Free Africa	Dodoma FM	ITV	Michuzi Blog
The Guardian	Radio One	Highlands FM	Azam TV	
Jamhuri	Clouds FM	Arusha 1 FM	Ayo TV	
Mwananchi	ZBC (Radio)	Pangani FM		
Nipashe	Micheweni FM			
Zanzibar Leo	Zenj FM			

These criteria were then transformed into clear questions that have been compiled in a “codebook”, the central element of content analysis, which has the advantage of facilitating the assessment of all journalistic units in the sample (print, TV, Radio, online) using the very same criteria, and in the same way. This makes the results comparable between different media genres and different media houses.

3.2 Sampling of media outlets

In the 2017 pilot study, 12 national media houses were involved from Tanzania Mainland: *The Citizen*, *Daily News*, *The Guardian*, *Mwananchi*, *Nipashe*, *TBC Taifa*, *Radio Free Africa*, *Radio One*, *Clouds FM*, *TBC1*, *ITV* and *Azam TV*.

The discussions during the pilot study with media stakeholders and development partners resulted in recommendations for the 2018 yearbook to be fully-fledged and to assess local/radio stations from both Tanzania Mainland and Zanzibar, national newspapers and national radio from Zanzibar, weekly newspapers, and online media/platforms. Consequently, the researchers consulted various media

experts and development partners and developed a comprehensive sample as shown above.

In all, 25²⁷ media outlets were selected for the 2018 Yearbook consisting of seven (7) newspapers, five (5) national radio stations, seven (7) local/community radio stations, four (4) TV stations, one (1) blog and one (1) forum. This selection represents different media with a good range: Government/public, privately-owned, media with nation-wide or local coverage, and online media.

²⁷Originally, the sample was 26, but one radio station, Afya Radio, was dropped, as it went off air during the data collection period (June to September 2018).

3.3 Sampling of media pieces

The study applied the “artificial week” sampling approach to ensure that the sample represents a typical collection of media stories from Tanzania. Ten days within ten natural weeks were chosen. Then from the selected days, the units of assessment for all media houses/online media were picked.

The period of those ten weeks was from last week of June 2018 to the last week of August 2018. They were the Monday of the first week (25 June), the Tuesday of the second week (2 July), the Wednesday of the third week (11 July), the Thursday of the fourth week (19 July), the Friday of the fifth week (27 July), the Saturday of the sixth week (4 August), the Sunday of the seventh week (12 August), the Saturday of the eighth week (18 August), the Thursday of the ninth week (23 August), and the Tuesday of the tenth week (28 August).

However, some few samples – particularly radio and TVs programmes – were also picked from the first two weeks of September 2018 as some of the originally recorded pieces were incomplete, scratched, hardly audible, etc. These technical hitches necessitated the recording of fresh pieces.

3.4 Selection of units

With newspapers, eight (8) units per day were selected. These units included front page stories, lead stories on each page, and features. Sports stories were not selected. With TV and radio, the first four (4) news of the main evening news bulletin were selected, plus two or three programmes on that day.

In circumstances where all the programmes were hard to get on that day, the missed programme(s) was selected from the following day of that particular week. For programmes with various segments, only one segment was selected for inclusion. To ensure diversity of the programmes, one programme was selected twice at maximum. The exception, however, was with Clouds FM whose programmes’ titles are permanent.

The selection of sample pieces from Michuzi Blog was similar to that of newspapers. Eight (8) news stories per day were selected. As Michuzi Blog also sometimes publishes stories from other outlets, efforts were made to select only pieces written by blog post reporters. For *JamiiForums*, the study used a special selection approach. In this regard, posts under specific relevant topics from recommended section, trending section, recent posts and forums were selected and contributions made for those posts within the first three days after the launch of those posts analysed. Generally, 1,886 units were finally selected and analysed.

3.5 Selection and training of transcribers and coders

In the 2017 pilot study, transcription of radio pieces and coding were both assigned to some research assistants. During the post-pilot discussion with research assistants, it was agreed that the two exercises – transcription and coding – be separated to ensure efficiency.

The need to enhance efficiency coupled with the increased sample necessitated the recruitment of transcribers who solely transcribed radio and TV pieces

using transcription software. Then there were separate coders whose task was to code sampled pieces only. The selected assistants were trained on various occasions at the Media Council of Tanzania (MCT). The training resulted in the engagement of seven (7) transcribers and ten (10) coders.

3.6 Recording of radio and TV pieces

Before recording radio and TV pieces, the researchers collected radio and TV programme schedules from respective media houses and from publicly available information, e.g. as published in newspapers. From the programme schedules, researchers selected programmes to be recorded and shared a list of the programmes with the recorders. Recorders from local radio stations, with the exception of ZBC Radio, were drawn from respective radio stations, whereas recordings for other radio stations and TV stations were handled by someone outside these media outlets.

3.7 Quality assurance of recorded pieces and coding

Quality assurance involved a rigorous process of ensuring that all the pieces recorded were complete (from beginning to the end, of good sound quality, of good pictures [for TV], unscratched, etc.). All the pieces were properly coded. More than 700 radio and TV pieces were reviewed to check for their completeness before they were delivered for transcription.

This exercise helped to identify radio and TV pieces that had to be recorded

again as they were either incomplete or duplicates. All the media pieces (print) and transcriptions for radio and TV were kept for reference in case there was a need to clarify anything regarding coding.

3.8 Challenges encountered during the selection of media pieces

Three main challenges emerged in the selection of media pieces. First, the recording started at a time when all the media houses were busy with the FIFA World Cup, which in some way short-changed programme schedules of some radio and TV stations. This prompted the monitoring of programmes without following the existing programme schedule. Second, not all the radio and TV stations publish their programmes schedules in newspapers. Third, some of the radio and TV stations failed to adhere fully to their established schedules. In all the cases, we monitored the programmes to ensure that all the programmes sampled were recorded.

3.9 Assessment and Analysis of data

The data from coding were thoroughly checked for correctness and consistency, and then compiled in a joint SPSS file. The analysis used common statistical tools – frequency counts and cross-tabulation – of original and re-coded data on quality criteria.

4.0 RESULTS FOR ALL MEDIA

The sample for this Yearbook consists of 1,886 units, generated from 7 newspapers, 12 radio stations, 4 TV stations, 1 blog and 1 online forum. In the presentation of results, the report distinguishes between local radio stations and national radio with country-wide technical reception, because their results on quality are too different to be lumped into one category.

Table 3: Sample: Number of Units

	Print	Radio Newscasts	Radio Programmes	TV Newscasts	TV Programmes	Blogs Forums	Total
Newspapers	560						560
National Radio		212	221				433
Local Radio		252	239				491
TV				166	77		243
Michuzi Blog						79	79
Jamiiforums						80	80
Total							1,886

4.1 Description of media coverage

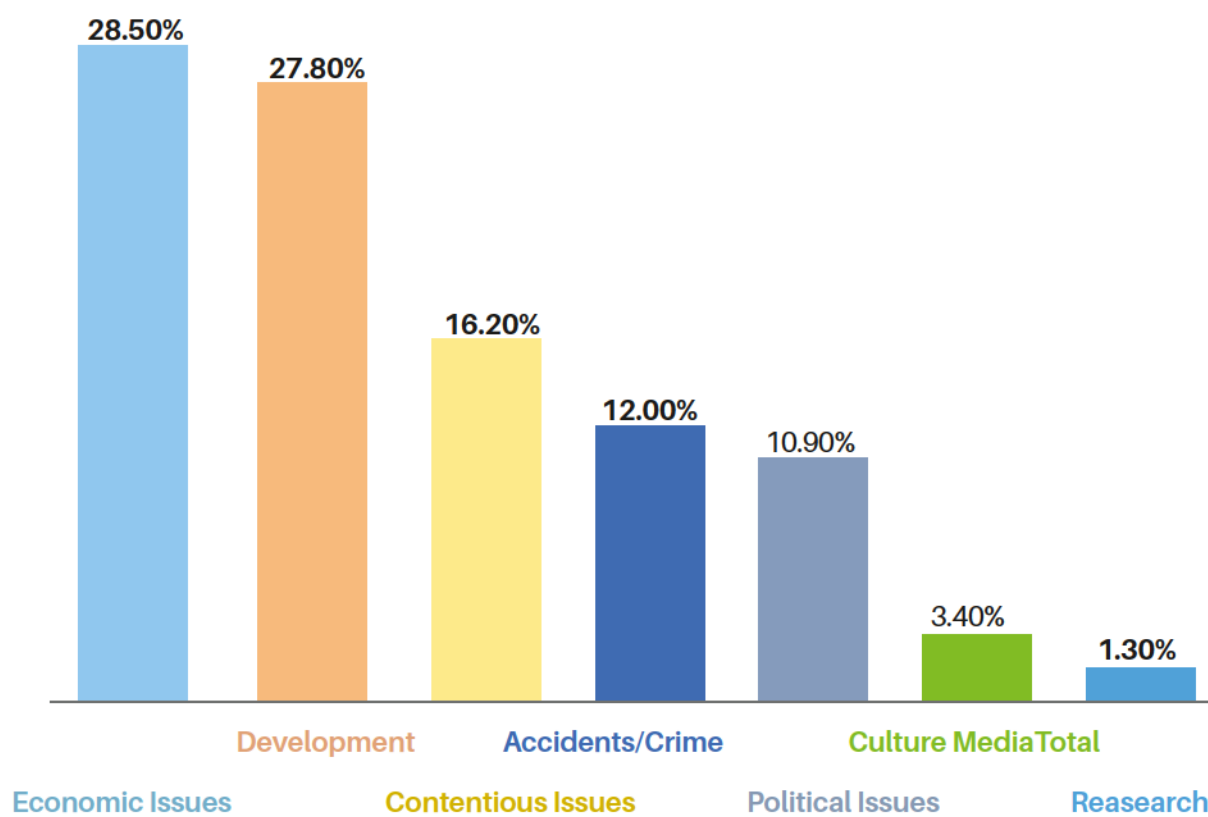
Topical coverage

The most covered topics in Tanzania's media are economic issues (29% of units on infrastructure, oil and gas, transport, telecommunication, business) and development issues (28% on health, education, agriculture, and environment). Contentious issues, i.e. topics that are sensitive (social problems, conflicts, human rights issues, gender issues, good governance) come next and are covered in 16% of the units. Accidents

and crime/court cases play a smaller role (12%). The coverage of political issues is also rather low (11% on content of policy, elections, national security, and political debates). Culture, media and research play only a small role.²⁸

²⁸See Annex for details how the 38 topics identified in the codebook were clustered into those groups

Tropical coverage all media



N = 1721, excluded those with "other topics"

Figure 1: Topical coverage across all media

Nevertheless, each media genre has its own profile in coverage, as Figure 2 shows.

Topical coverage by media genre

■ Economic Issues
 ■ Development Issues
 ■ Political Issues
 ■ Contentious Issues
■ Accidents/Crime
 ■ Research
 ■ Culture / Media

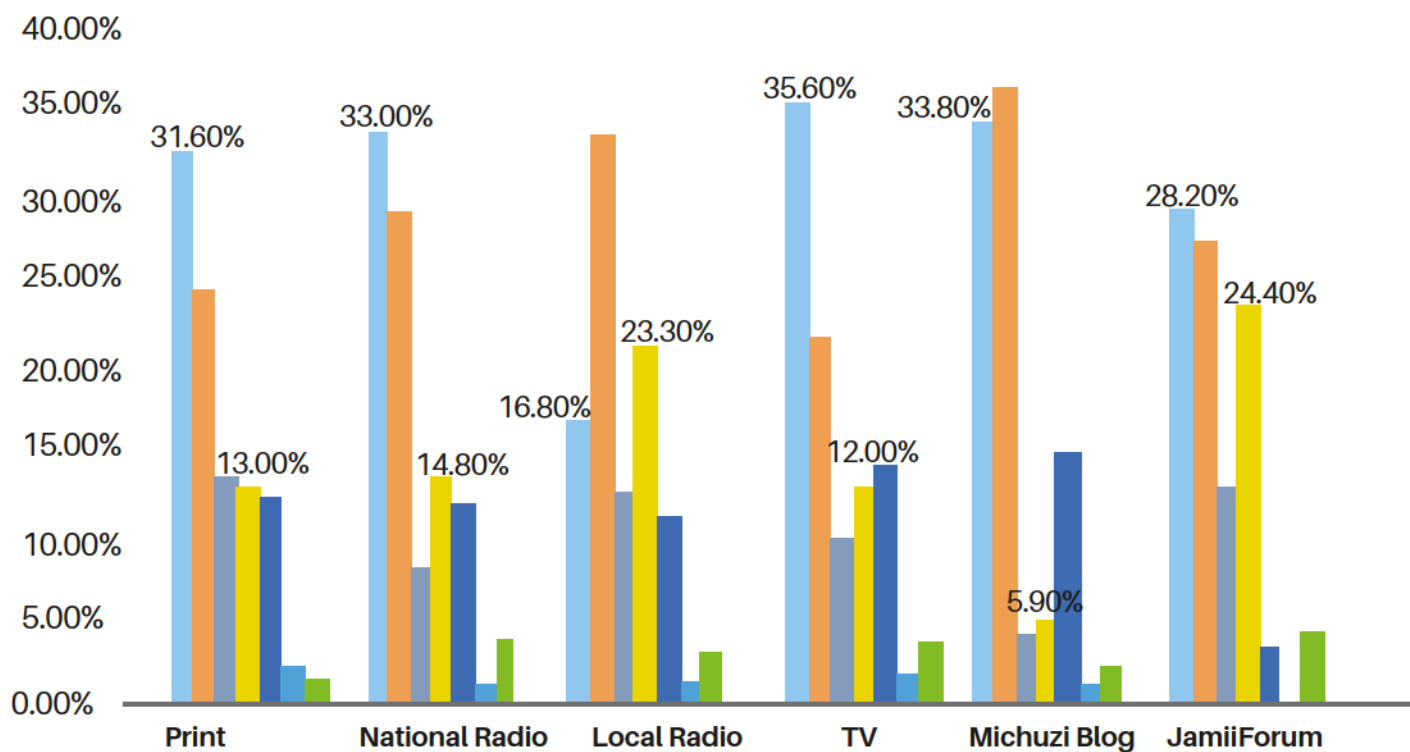


Figure 2: Topical coverage by media genre

Figure 2 shows that:

Print (newspapers) lead in covering political issues, but are average in covering economic, development issues and accidents/crime .

National radio stations cover development issues a lot, but cover political issues less, even lower than TV stations.

Local radio stations have a very different profile: they lead in covering contentious issues (jointly with *JamiiForums*) and development issues, and second on political issues. In consequence, they cover less economics and accidents/crimes.

TV stations lead in covering economic issues and accidents/crimes, staying away from development and political issues.

Michuzi blog has a high coverage of accidents/crimes, as well as development and economic issues but very low coverage of political or any contentious issues.

JamiiForums leads in covering political issues (like print), and has a very high coverage of contentious issues (like local radio).

National or local stories?

How do the different media genres cover national and local stories, i.e. those with nation-wide relevance or local only relevance? The differences are not too big. As expected, local radio stations report more local stories (71% against average of 60%). Michuzi Blog is even higher on local stories, whereas JamiiForums focuses only on national stories.

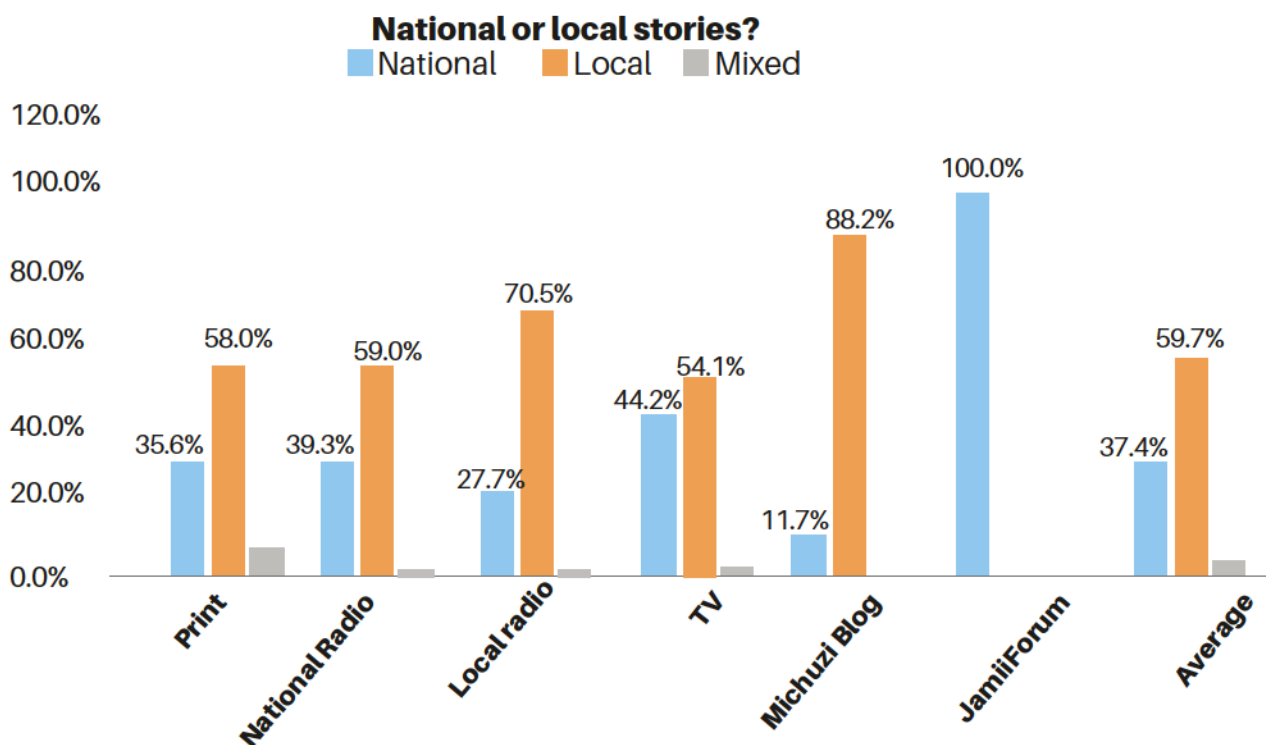


Figure 3: National or local stories?

Urban or rural focus?

There is an assumption that media in Tanzania mostly cover the big cities (Dar es Salaam, Dodoma, Mwanza, Mbeya, Arusha, Mjini Magharibi and Kusini Pemba). The results show that this is differently handled by media genres. Figure 4 (below) shows that stories from major cities account for 56% of all the units. Print and national radios also follow this pattern.

TV stations cover urban areas even much more (69%), but local radio stations do it much less, and instead cover more rural areas or smaller cities. This happens despite some of the local radio stations being located in big cities, for example *Dodoma FM* (Dodoma), *Highlands FM* (Mbeya), *Arusha 1 FM* (Arusha). Apparently, the local radio stations cover more stories from other (rural) districts of their area compared to the main district of the city.

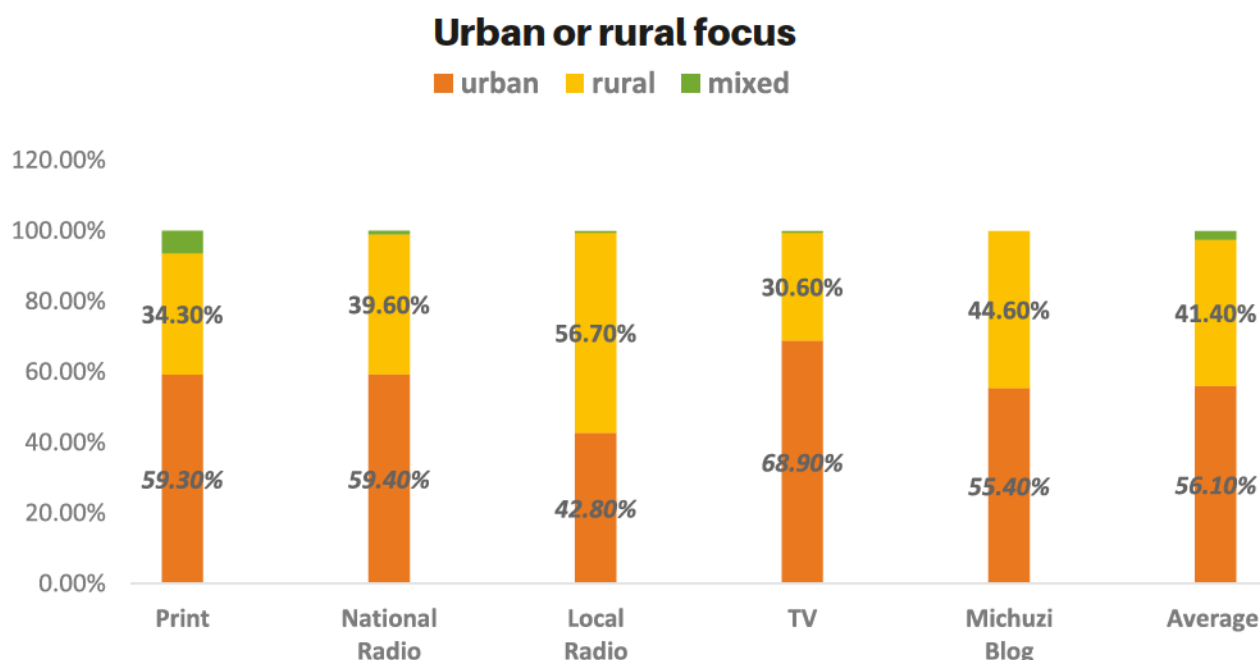


Figure 4: Urban or rural focus

Regional coverage

Table 3 shows that the coverage of the regions by print, TV and national radio is one-sided. Dar es Salaam is covered well (57% of TV units, 33% of print units), followed by Arusha (7% in print), Dodoma (5.1% in print) and Mjini Magharibi in Zanzibar. The rest of the regions are just covered here and there. However, once a region is the site of a national broadcaster (see *Radio Free Africa* which has its headquarters in Mwanza, and *ZBC* with Mjini Magharibi), it is better covered.

The same pattern is true for local radio stations and the areas in which they operate. Only those regions with a local radio station within our sample are covered largely (see blue figures in Table 3), because Dodoma is covered by *Dodoma FM*, Arusha by *Arusha 1 FM*, Mbeya by *Highlands FM*, Tanga by *Pangani FM*, and Tabora by *CG FM*. Other regions without such media presence hardly get coverage. This signifies that local radio stations play an important role in covering the regions in the country.

Table 3: Coverage of regions in descending order

Region	Print	National Radio	Local Radio	TV	Michuzi Blog	Total
Dar es Salaam	33.60%	31.60%	10.00%	57.00%	46.60%	482
Dodoma	5.10%	4.70%	12.80%	4.10%	4.10%	108
Arusha	7.30%	2.70%	8.80%	3.20%	4.10%	93
Tabora	2.00%	1.10%	13.30%	1.40%	5.50%	78
Tanga	1.80%	2.20%	12.10%	1.40%	1.40%	72
Mbeya	2.40%	1.90%	8.30%	1.80%	4.10%	61
Mwanza	1.60%	9.90%	0.70%	1.80%	0.00%	51
Songwe	0.60%	0.80%	0.20%	0.50%	1.40%	9
Ruvuma	0.60%	0.30%	0.20%	0.50%	2.70%	8
Njombe	0.00%	1.10%	0.50%	0.90%	0.00%	8
Katavi	0.40%	0.00%	0.50%	0.50%	0.00%	5
Singida	0.00%	0.50%	0.20%	0.50%	1.40%	5
...						
....						
ZANZIBAR						
Mjini Magharibi	5.70%	9.30%	5.00%	0.50%	0.00%	84
Kaskazini Pemba	1.20%	0.50%	11.40%	0.00%	0.00%	56
Kaskazini Unguja	3.50%	3.00%	2.10%	0.50%	1.40%	39
Kusini Unguja	0.80%	1.60%	2.90%	0.50%	0.00%	23
Kusini Pemba	1.80%	1.60%	1.90%	0.00%	0.00%	23

Excerpt from larger table in Annex

4.2 Quality of reporting

4.2.1 Professionalism

Context of Reporting

An important question on the quality is whether the media just follow the official agenda, identified by press conferences, workshops, official statements, court proceedings, or whether they also cover important events or problems, that are discovered or followed through their own initiative, just setting a media

agenda beyond the official calendar. In general, the media is largely driven (on average 60% of reports) by the official calendar in 2018, even more than in 2017 (52%). *Michuzi Blog* does more or less only cover those events. The graph (below) shows that covering official events is less done by TV and local radio stations. National radio stations follow the official calendar more whereas print has results similar to average scores.

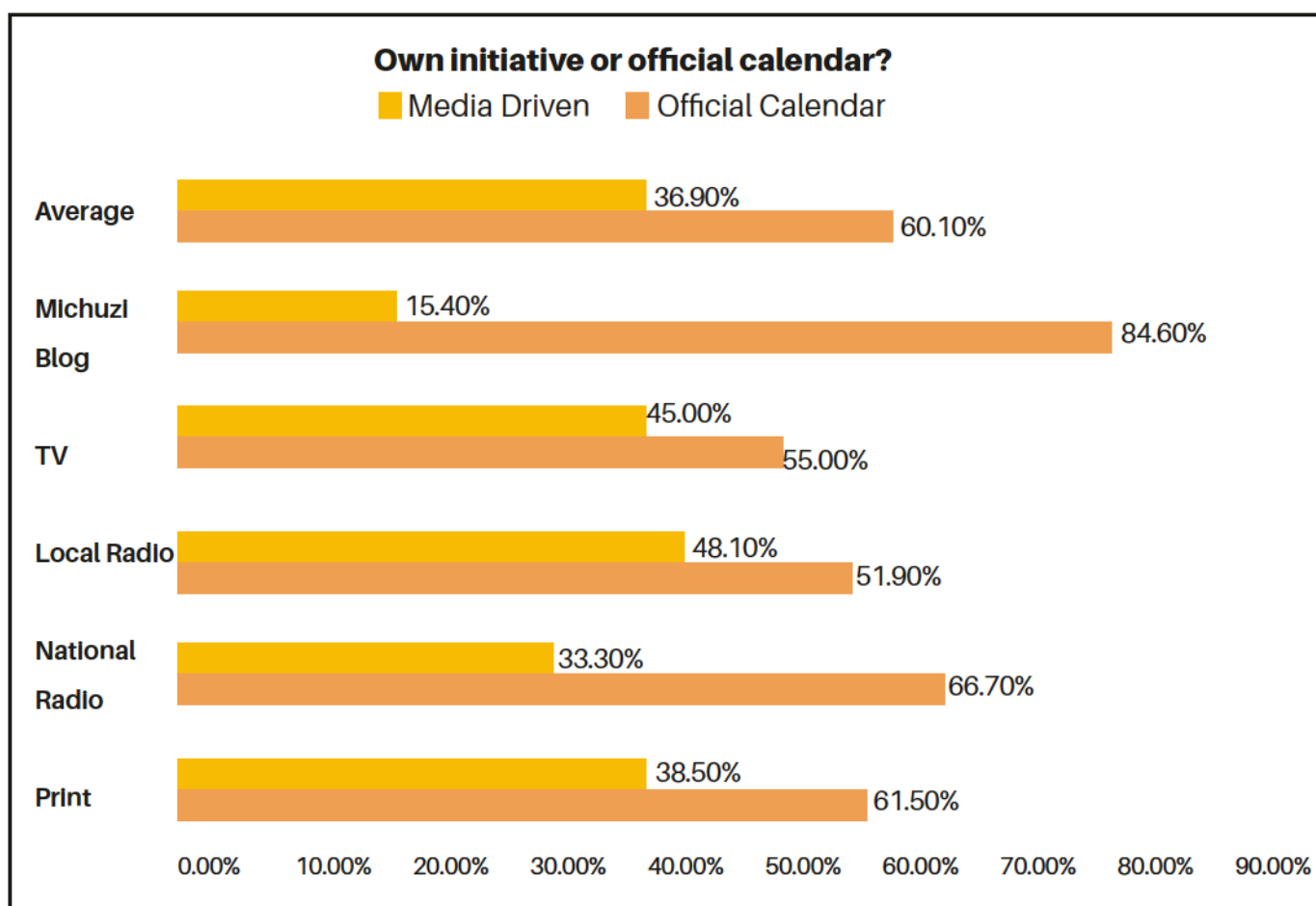


Figure 5: Media driven or official calendar

Sourcing

Having at least 2 sources in a story is a strict requirement for professional journalism. Print is leading in this regard with at least 2 sources per unit in 77% of its stories, followed by TV with 68%. Local radio, national radio and *Michuzi blog* are more or less on the same level with 59% and 62%, respectively. The phenomenon of limited sourcing emerged in 2017, with a need to make improvements. The 2018 results show an almost similar pattern because for all media—except print (23%)—one-third of all the stories or more have only 1 source.

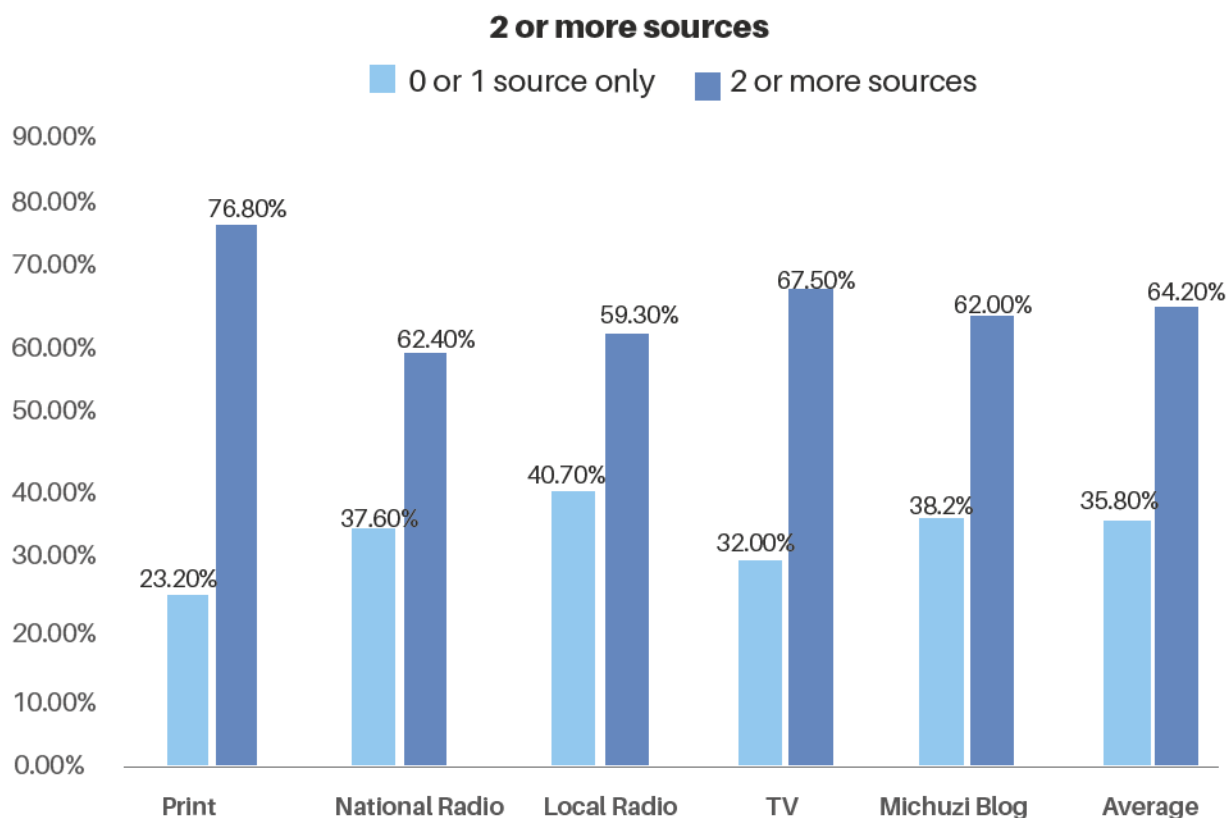


Figure 6a: Number of sources

Female sources

The use of female sources is limited. On average, 63% of the units had no female source. Local radio performed just a little bit better as less (51%) units have no female source.

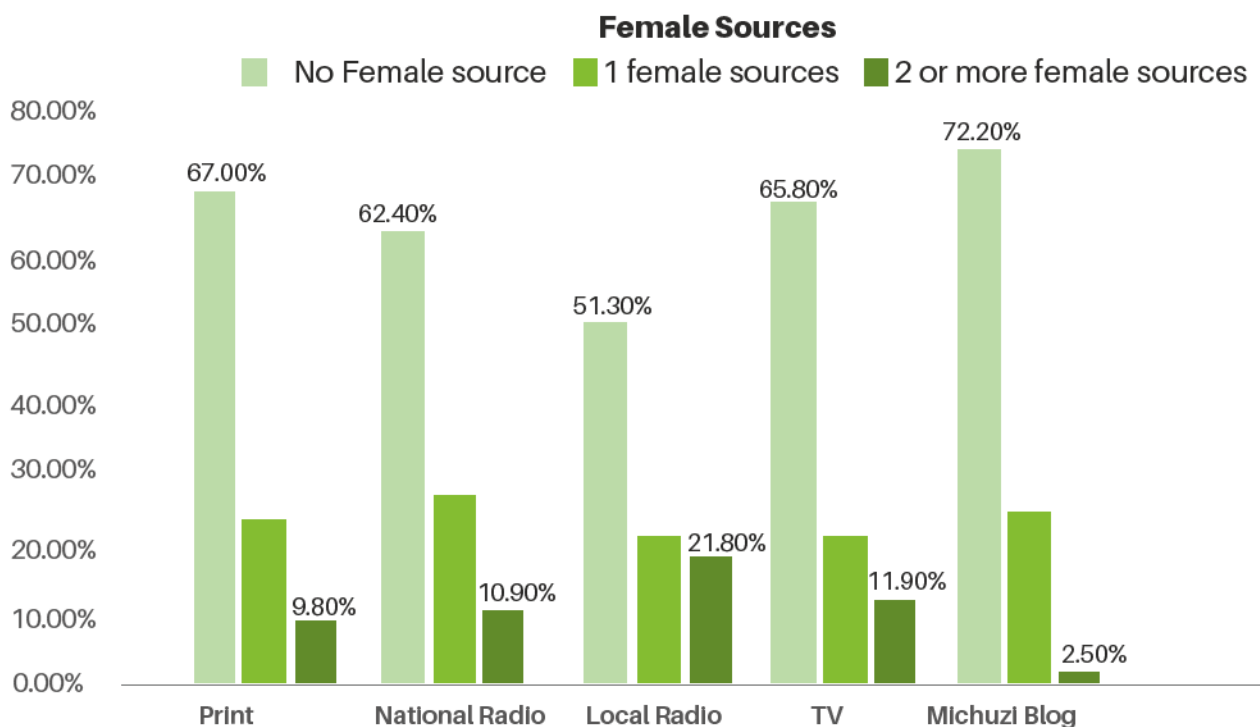


Figure 6b: Number of female sources

4.2.2 Comprehensiveness

Root-causes

Describing root-causes is another indicator of good journalism, which provides the media user with comprehensive information on a subject or event. Print media do more comprehensive reporting by covering root-causes largely (defined as having two or more paragraphs on root-causes) in 37% of the units, whereas national radio stations do this only in 15% of its units. The figures with no coverage of root-causes are the highest with

national radio stations and *Michuzi Blog*. The focus of *JamiiForums* is more on public debate, an exchange of arguments and opinions, but with fewer attempts at in-depth analysis of the root-causes of issues in the news. This seems to be more the task of the print media. Implicit in this result is that *JamiiForums* cannot replace print or TV in informing about the root-causes of important issues. It is obvious that the forum's purpose is different from those of other media operating in the country.

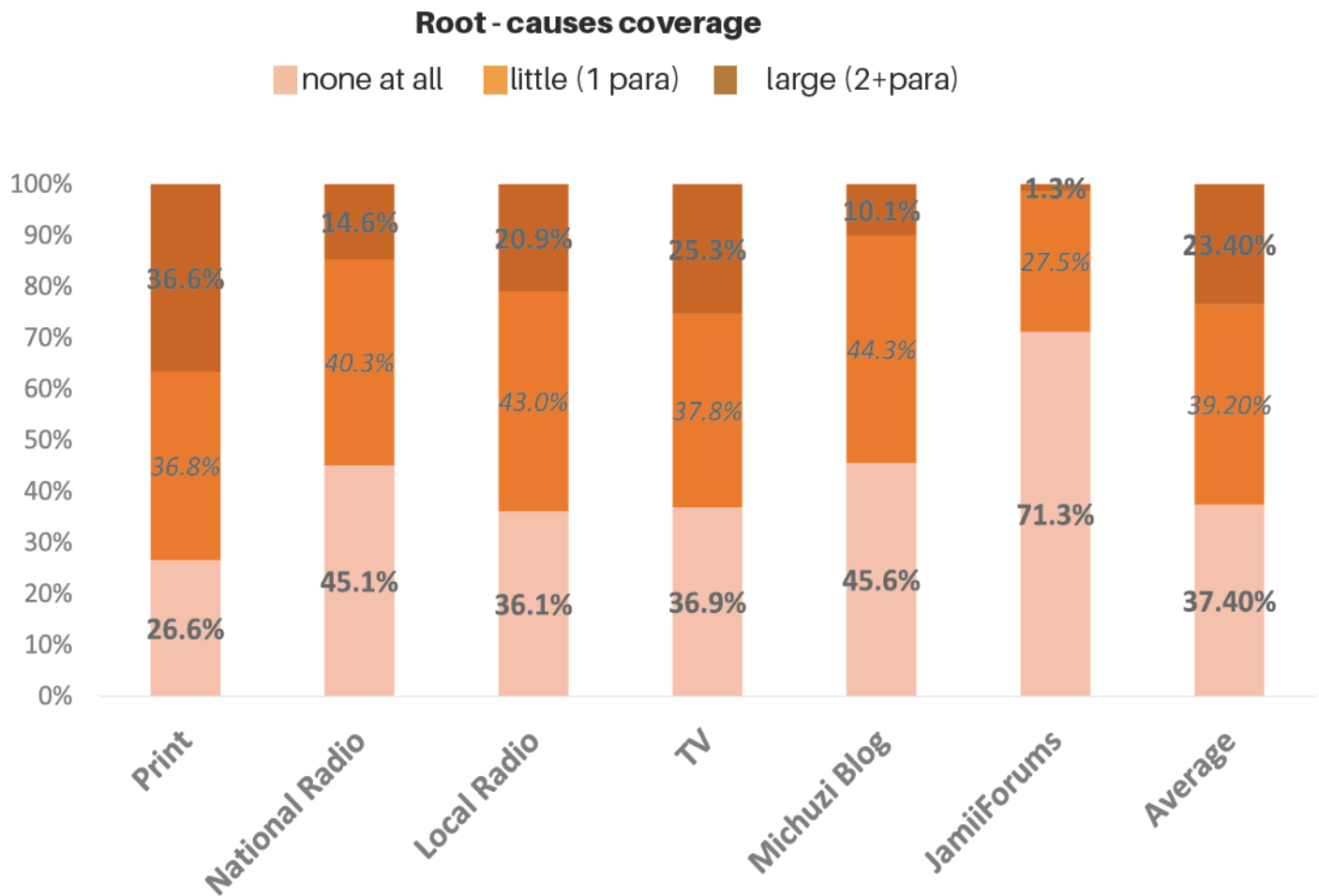


Figure 7: Root-causes

History

Reference to history is rarely done in the media. On average, only 9% of the stories have two or more paragraphs highlighting historical background. Print has 17%, followed by TV (13%), local radio (8%), and national radio (3%). In other words, the media were not seriously engaging in providing adequate background information to the stories.

Number of perspectives

To look at issues from different perspectives, for example, an economic perspective and additionally from a policy²⁹ one is

also seen as an indicator of good reporting. Topics should be reported from different angles or lenses, which add to comprehensive reporting. Print media provide at least some stories (24%) with some comprehensiveness, as they cover at least two out of the perspectives identified (e.g. those on ordinary concerns, economic, policy and legal, political struggle, security, others). However, national radio (10%), local radio (12%) or TV (10%) does this rarely. In blogs and forums there are even less multiple perspectives (1% and 3%, respectively).

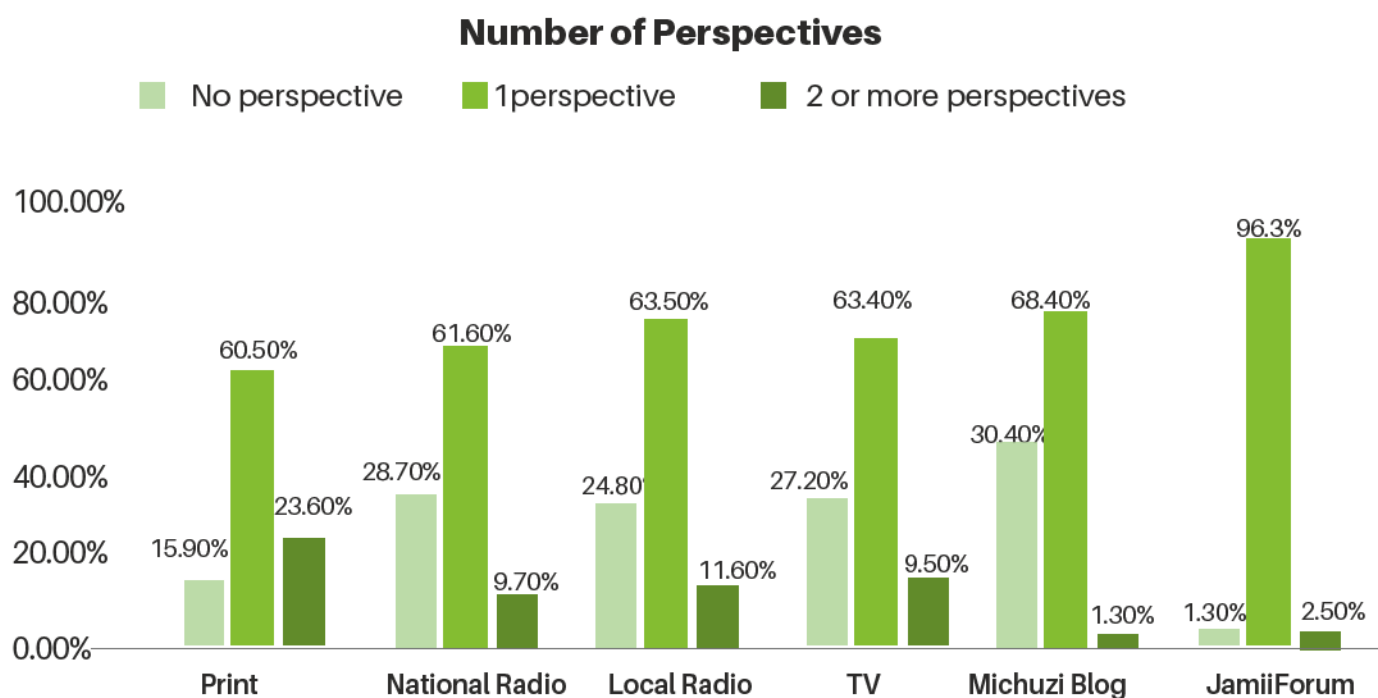


Figure 8: Number of perspectives

²⁹ With regard to political reporting, the study differentiates two perspectives: The "policy" perspective (focus on the content of the political matter) and the "politics" perspective, focusing on the deliberation/negotiations/struggles about this policy. See also Annex for clarification.

Number of viewpoints

Having a number of different viewpoints (i.e. opinions, assessments) in a story adds to learning for media users and helps to build their own opinion as citizens. Figure 9 (below) illustrates that print media (32%) and *JamiiForums*

(38%) are the only ones with a considerable part of providing different opinions, followed by local radio (29%). National radio is rather limited (17%). At *Michuzi Blog* (1%), there is hardly any room for diversity of opinion.

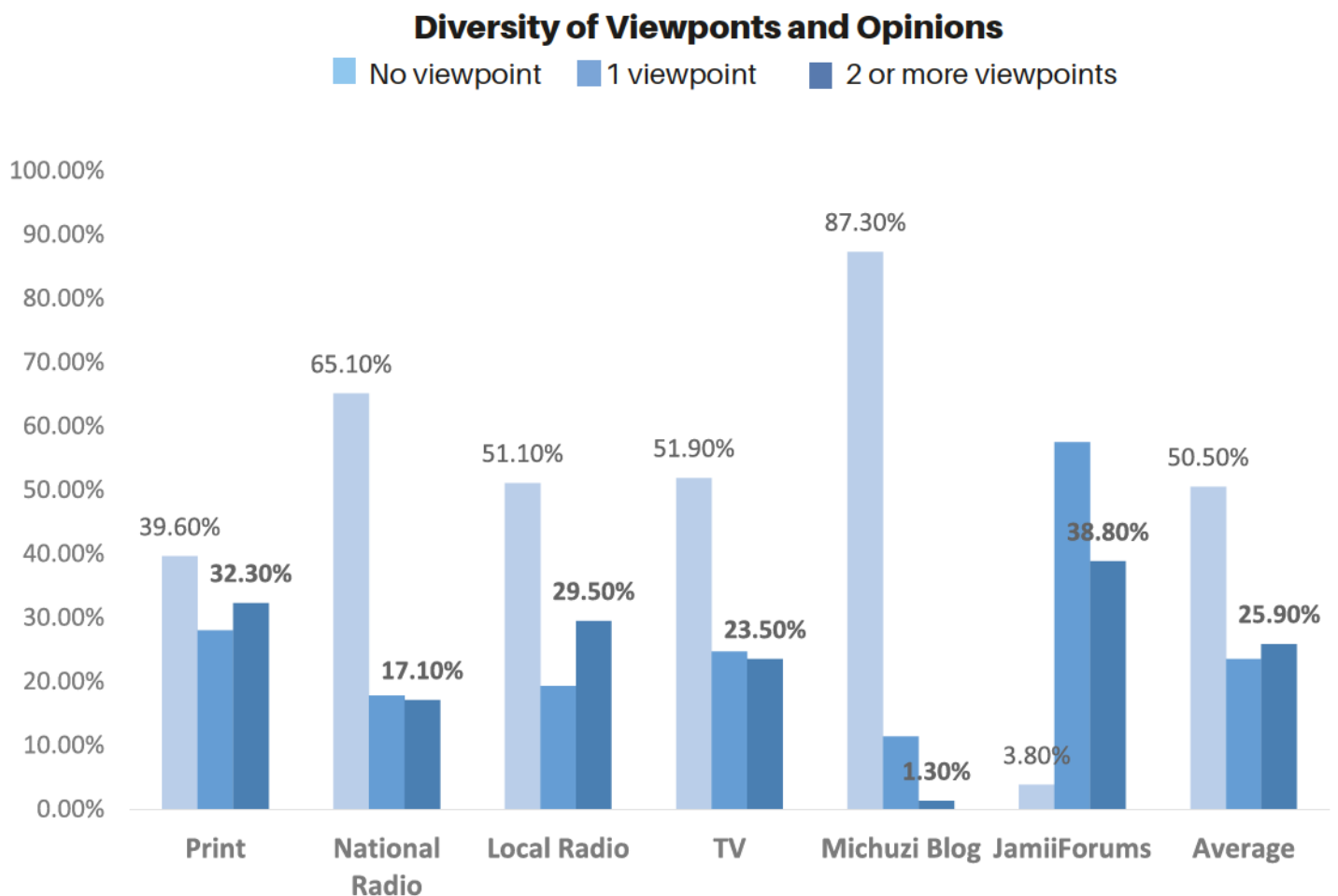


Figure 9: Diversity of viewpoints

Opposing viewpoints

Balance is an essential element of good journalism ensured by providing opposing viewpoints in stories. This appears to be mainly done by *JamiiForums* but hardly by other media.

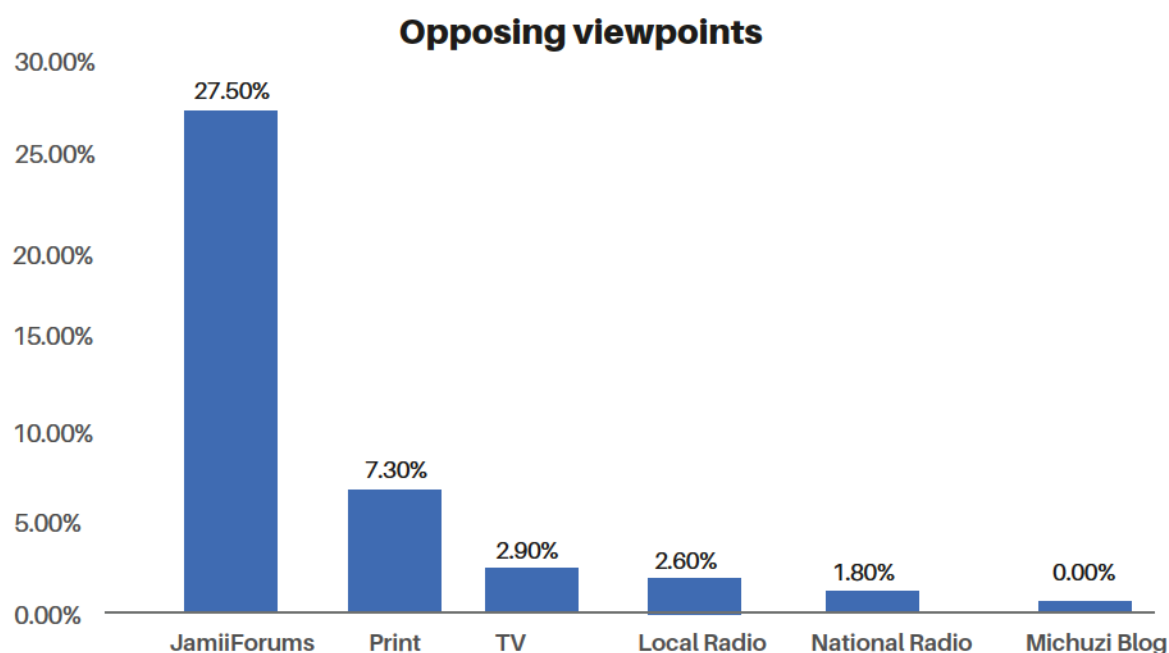


Figure 10: Opposing viewpoints

Critical of the government

Hardly any reports from classical media contain viewpoints that are critical of the government. Only *JamiiForums* shows a considerable amount of critical viewpoints (35%), followed by local radio and print with only 4%, which is rather very low. This can be explained in view of the current political environment in which it is difficult for the media to find sources that openly utter views critical of the government. Already in 2017, editors had noted in workshops that critical sources did not want to talk in public.

Table 4: Critical of government

	Units with critique to government	Percentage of total	Total
Print	20	3.6%	560
National Radio	7	1.6%	433
LocalRadio	21	4.3%	491
TV	4	1.6%	243
Michuzi Blog	1	1.3%	80
JamiiForums	28	35.0%	80
Total	81	4.3%	1886

4.2.3 Understandability for audience

Structure of stories

Media users need stories with a clear structure, i.e. various parts of the story ought to be clearly and logically linked. For radio and TV broadcasts, presenters help to link different parts of a given

news story. The structure in the stories shows small differences. The national radio is slightly below the average (56% good structure) represented by print and local radio. TV and *JamiiForums* are better in this regard, but the differences are not that huge as Figure 11 illustrates:

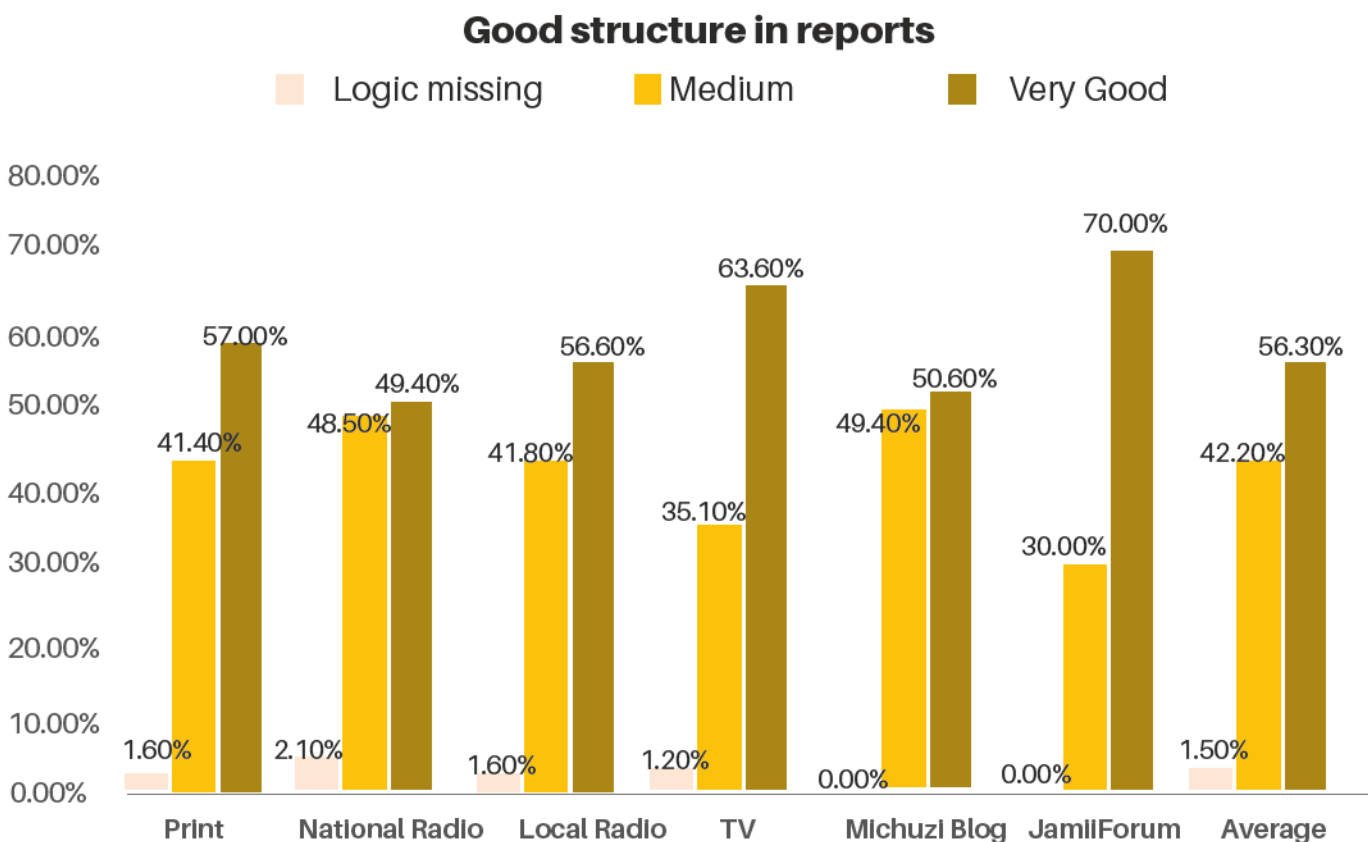


Figure 11: Structure in units

Basic storyline

It is essential that media reports have a clear basic storyline, so that media consumers can follow easily. About two-thirds of the stories analysed have a good storyline (between 66 and 71% for print, radio and TV). The exception is *Michuzi Blog* with only 49% of the storylines being clear.

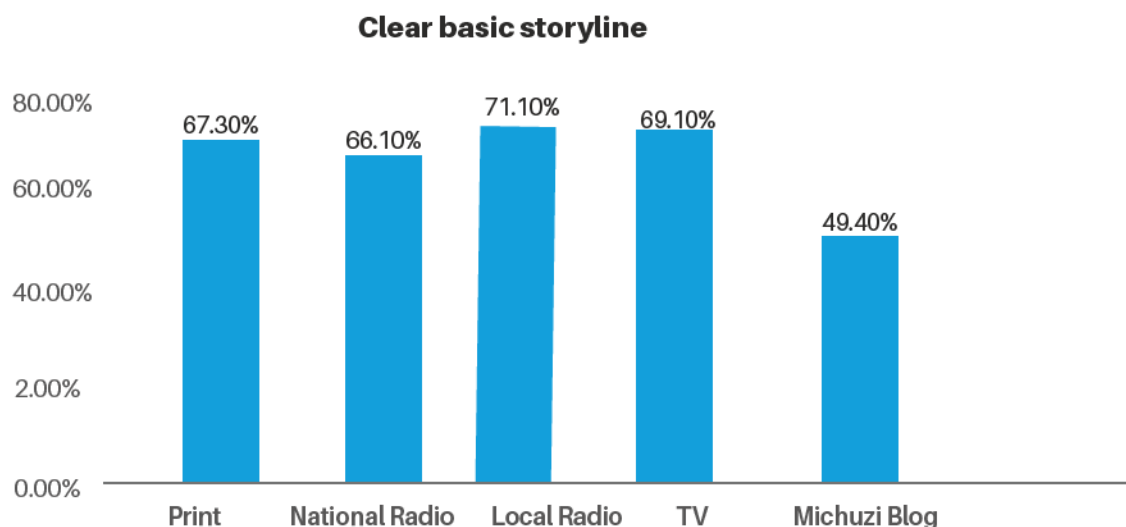


Figure 12: Very clear basic storyline

Figures in context

To enhance the readers' understanding of news stories, good journalism practice demands that figures in the story are contextualised well to facilitate understanding. It is not sufficient to compare figures just with the same figures of the previous year without explaining those figures in relation to the readers' world, things that they can grasp without being statistical wizards. For example, to show the scale of the funds misused through

corruption a journalist could refer to the number of schools that could be built or number of children that could be fed for a month with that sum. On average, 25% of the stories with figures put them into a good context. Print media is slightly better at doing this (30%), followed by TV (24%), local radio (23%) and Michuzi blog and national radio (19% and 18%, respectively). Jamiiforums had very few posts with figures.

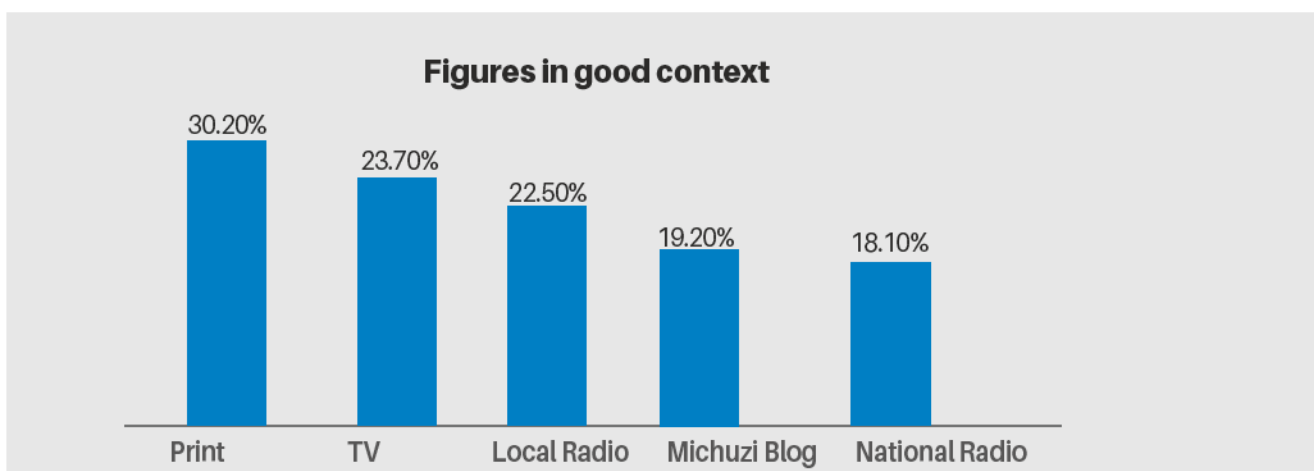


Figure 13: Share of figures in good context

4.2.4 Ethics

Right to reply

The right to reply was assessed only when persons or organisations were directly accused of wrongdoing in the story. Court cases were excluded from this analysis, as reporters are legally limited to focus on court proceedings and not otherwise. Table 5 shows that the print media are better in conceding the right to reply, followed by TV. On average, 58% of the 104 relevant stories denied the right to reply to the accused.

Table 5: Right to reply

	Right to reply denied	Conceded	Total
Print	26	26	52
	50.00%	50.00%	100.00%
National Radio	12	6	18
	66.70%	33.30%	100.00%
Local Radio	16	9	25
	64.00%	36.00%	100.00%
TV	6	3	9
	66.70%	33.30%	100.00%
Total	60	44	104
	57.70%	42.30%	100.00%

N = 104, only relevant cases, where a person or organisation was accused of wrongdoing

4.3 Media quality index

To see clearly the quality performance of different media products or genres in one figure, an index that summarised the various performances of media houses in different quality criteria was developed. The index used the performance level (in % of all pieces of a media house) in nine (9) quality criteria:

- **Context reporting:** % of pieces that were produced out of media own initiatives (= not official calendar),
- **Sourcing:** % of pieces that used 2 or more sources,
- **Perspectives:** % of pieces that used at least two perspectives,
- **Viewpoints:** % of pieces that used at least 2 viewpoints or opinions,
- **Root causes:** % of pieces that used at least 2 paragraphs (in print) or 2 sentences (in radio and TV) providing information on root-causes or reasons of the issue in the main storyline,
- **History background:** % of pieces that used at least 2 paragraphs (in print) or 2 sentences (in radio and TV) giving some historical background to the storyline,
- **Structure:** % of pieces that had a

very good structure, linking paragraphs and different text elements well,

- **Right to reply:** % of pieces that conceded the right to reply in pieces where a person or an organization was accused of wrongdoing, and
- **Critical of the government:** % of pieces that had opinions or viewpoints that were critical to the government.

All the criteria have the same weight, so the index is the mean of the percentages in all nine (9) criteria. The quality index has a range from the lowest (0%) to the highest (100%).

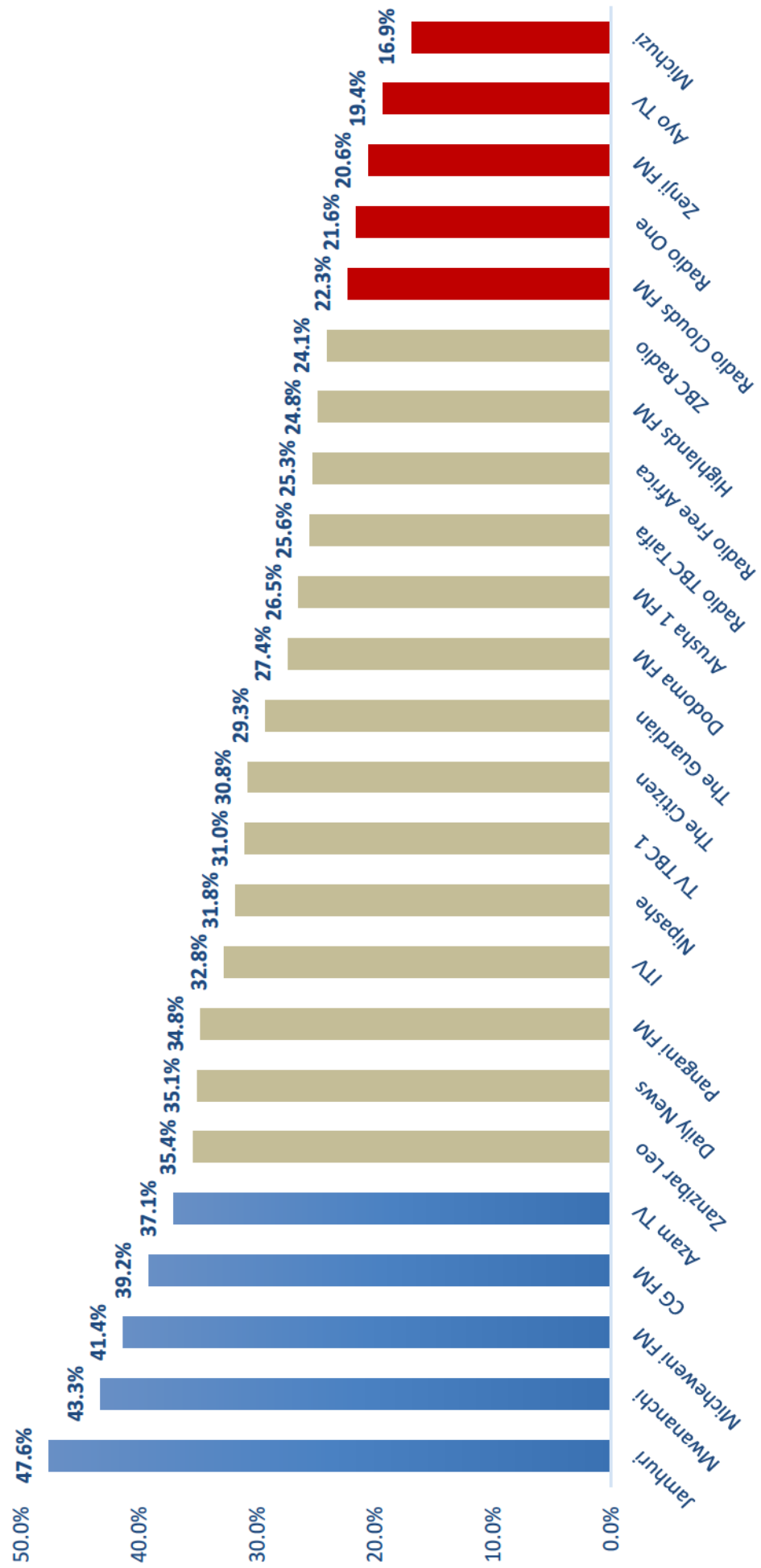
Table 6 (below) shows that print media leads the way in quality, followed by TV and Local radio (with almost the same performance), and then the national radio which in general is 5% points behind. *Michuzi Blog* has by far the lowest quality in performance. Nevertheless, the differences within the various media genres are significant. This is apparent when one looks at the media houses involved and at the graph with the ranking on next page.

Table 6: Performance in quality index

Media genre	Quality Index
Print	37.2%
TV	31.4%
Local Radio	30.5%
National Radio	24.9%
Michuzi Blog	15.8%
Average	28.0%

The leading five media houses in 2018 are newspapers *Jamhuri* and *Mwananchi*; community radio stations *Micheweni FM* and *CG FM*; and the TV station, *Azam TV*. On the other side of the ranking spectrum are *Radio Clouds FM*, *Radio One*, *Zenj FM*, *Ayo TV* and *Michuzi Blog* (see the graphic representation on the next page).

Media Quality Index Yearbook 2018



5.0 CONCLUSIONS AND RECOMMENDATIONS

This study analysed the quality of media reporting in the country using specific quality indicators. The content analysis results show that the quality of media reporting is quite diverse at three levels. Media genres – print, radio and TV – produced different results, with the print media taking the lead. Within each media genre, there are also notable differences for individual media houses, which are elaborated further in the special results sections.

In general, the quality of reporting in the country is still wanting, as the performance levels in professionalism are generally still on the lower end. The same is valid with regard to comprehensiveness, as only 23% of all the stories cover the root-causes of the events or issues in the story, and only 9% of the stories provide the media consumer with historical background. The performance levels on understandability for the audience are a bit higher, for example, on structure of pieces, but many media houses still face challenges when it comes to explaining figures well. And the performance level on ethics (right to reply conceded to the accused) stands at only 42%, a figure that is even lower than the one obtained during the Pilot study in 2017, which was rated as insufficient.

Differences between various media genres are remarkable, as are differences between single media houses. In general print media are better performing in most criteria than TV and radio, as also manifested by the overall quality index, led by print media with a level of 37.2%, followed by TV (31.4%), local radio stations (30.5%), and national radio

stations (24.9%). The quality ranking shows that the five best media houses in 2018 are *Jamhuri* newspaper, *Mwananchi* newspaper, *Micheweni FM*, *CG FM*, and *Azam TV*.

More significantly in relation to the democratisation of airwaves, the results indicate that local radios' performance outweighs that of national radios in many quality indicators, which underscores the value of investing in local radio stations. Also, media in Zanzibar are on a competitive level with those on the Mainland.

Based on these research findings, the study recommends several actions to different actors such as media houses and journalists, media organisations, development partners, the Government, and journalism training institutions.

5.1 Recommendations to media houses and journalists

Media houses and journalists should design a mechanism or prepare a policy to help increase the ratio of stories originating from media's own initiative. The mechanism or policy can state an incremental improvement on the share of stories developed and pursued by a media house based on its individual media initiative. If this is followed, the likelihood of reducing the share of stories based on the official calendar is high.

In addition, the media need to improve on the comprehensiveness of their reportage. In other words, they should not only cover the event as such, but also

add more substance to the story, either by looking at the story angle from a different perspective, adding historical background, and establishing the root-causes of the issue at stake. Doing so will help the media audience to understand better the events around them and create an informed citizenry. As this requires resources, media houses need to have effective editorial planning that guarantee comprehensive reporting.

To localise the implementation of the Yearbook results, each media house needs to organise in-house training with reporting challenges as a training module. Such training needs to be organised at three levels of the editors, journalists at the headquarters, and journalists who based outside the headquarters alongside correspondents and stringers.

For such training to be effective, each media house needs to have or assign one person to manage or oversee such training. This person will be responsible for preparing the training content, identifying possible instructors and preparing training schedules.

5.2 Recommendations to media organisations

There are several organisations in the country working, among others, to promote the quality of media reporting. It is, thus, recommended that these organisations prepare their media reporting quality programmes in a way that addresses the challenges documented in this report. These organisations may include the quality indicators used in this Yearbook in their programming. Institutionalisation of

these indicators may also help to address the reporting challenges.

5.3 Recommendations to development partners

Various development partners have also been supporting efforts aimed to enhance media quality reporting in Tanzania. For development partners that support a cohort of media houses such as UNESCO, Internews, and BBC Media Action can design and develop training programmes which are informed by the yearbook results.

As some local radio stations demonstrated exceptional performance, they should act as a motivation factor for development partners to continue supporting these radio stations.

Additionally, as the sample for the local radio stations was limited to 7 radio stations, there is a need to have a separate study that will have a bigger sample for local radio stations only. This kind of study will help to identify reporting challenges facing specific radio stations. This kind of study can either be commissioned by individual development partners or jointly.

5.4 Recommendations to the Government

The TCRA Act of 2003 establishes the Content Committee whose objectives, among others, is to monitor and regulate broadcast content. It is recommended that the TCRA Content Committee uses the Yearbook results as a benchmark to help it positively monitor the reporting quality of broadcast media in the country with the view to improving it.

On the other hand, the Media Services Act of 2016 establishes the Media Training Fund whose objectives, among others, are to facilitate the training of media professionals and promote and contribute to research and development in the field of journalism and mass communication. Although the Fund has yet to be constituted, the results presented in this report set a baseline upon which the Fund, once constituted, will serve as a desired spring board for help fulfilling its objectives.

5.5 Recommendations to training institutions

For the institutions that train journalists at various levels, it is recommended that they organise a special presentation of the 2018 Yearbook results to their students and lecturers/instructors to expose them on the quality of media reporting. With a shortage of local publications and researches on media reporting quality in Tanzania, training institutions may consider adding this research report into their curriculum as part of references.

ANNEX

GLOSSARY OF TERMS - YEARBOOK ON MEDIA QUALITY TANZANIA 2018

TERMS	EXPLANATION
Main topic	It is assessed from a list of 38 topics i.e. on what topic is the story about. If the topic is not on the list, it is identified as "other topic".
Urban Rural focus	It is assessed whether articles covering issues or events that originate from big cities on Tanzania Mainland and Zanzibar (Dar es Salaam, Dodoma, Arusha, Mwanza, Mbeya, Mjini Magharibi and Kusini Pemba) or from small cities and rural areas.
Regional focus	It is assessed from which district on the Mainland or Zanzibar the story originates.
National or local story	It is assessed based on whether the story covers a nation-wide issue of national relevance, or a local issue that is only locally relevant.
Context of reporting	It is assessed from the media piece, whether reporting on it was triggered by a press conference or an official statement, or whether a journalist made own effort to report on it. There are two levels of measurements here: Low and high media initiative. High media initiative means that a story is a product of investigation initiated by the media house. Low media initiative includes all stories that demonstrate an attempt by journalists to go beyond press conferences, accidents, or any other events.
Sources number	Having multiple sources is a recognised as an important element of professionalism in journalism. Thus, it is assessed based on how many sources are clearly mentioned in a journalistic unit. The journalists or the presenters are not counted as sources. Also, callers into radio and TV programmes are not counted as true sources, but counted separately as contributors.
Number of female sources	It is also counted based on how many sources are female.
Actors as sources	It is assessed from a long list of actors, which actor (s) is present as sources in the media piece.
Perspectives	Providing the media audience with different perspectives (economic, political, science, and perspective from ordinary people) on the issue elaborated in a media piece, and not only one perspective, adds to the quality of a media piece as

	<p>it informs the media audience more broadly. Thus, it is assessed based on which perspectives are present in a media piece.</p> <p>With regard to political reporting we differentiate two perspectives, one is the “policy” perspective (focus on content of the political matter) the other one is the “politics” perspective, focusing on the deliberation / negotiations / struggles about this policy. This differentiation is taken from political science.</p>
Clear storyline	A good media piece provides a clear storyline of what to convey with the media piece. Without a clear storyline, media pieces confuse the audience. Therefore, this aspect is assessed based on whether a media piece has a weak or a strong storyline.
Background/ History	A good media piece puts a story into context. This means providing some history or background information to the issue or problem in the storyline, so that the audience understands the background of the issue at hand. The codebook measures this by looking at the extent to which reference is made to past events, as related to the central storyline.
Root-causes	This is assessed by looking at whether a media piece has the root-causes of the problem or issue being described. Only the root-causes that refer to the problem in the storyline are assessed.
Viewpoints	Viewpoints are opinions expressed by sources. It is more than a statement as it needs to contain some opinion in terms of positive or negative assessment. A media piece is, therefore, assessed whether it has viewpoint (s).
Opposing Viewpoints	Good journalism is about providing balanced stories. This does not only mean having sufficient and diverse sources, but also presenting more than one viewpoint and where possible presenting opposing viewpoints, so that everyone understands the “other” side. This ensures a balanced reflection on the issue being covered.
Right to reply conceded	A good story needs to concede the right to reply in case a specific person or organisation is accused of wrongdoing. In those cases, the accused person needs to be given a chance to respond to allegations.
Figures in context	Using figures in a media piece is a good way of making stories concrete. Even more important is it that those figures are well explained by putting them into context, i.e. compare

	them to something the reader or listener understands well.
Structure	A media piece must be coherent or 'flow' for the media audience to understand easily. Therefore, it must have a clear and logical link so that different parts of the story are in harmony, for example, by using transitional devices such as "in addition to that...", or "in contrast to the first speaker, our second guest...", etc.

Summarising single topics on topical issues

To discover the topic profiling of the media, the main topics were clustered into various groups:

- **Accidents / Crime:** Accidents, Crime , Court cases, disasters
- **Development issues:** Health, Education, Agriculture, Fishery and Food Security Environment and Pollution, Climate Change, Water and Sanitation
- **Political issues:** Policy, politics, election, national security
- **Economic issues:** Infrastructure, oil gas, and mining, telecommunication, Banking and Finance, Manufacturing, Employment, trade figures, Tourism,
- **Culture/Media:** Media, Culture, Religion
- **Contentious issues:** Conflicts, Social problems, Corruption, Refugees, Human rights, Gender, GBV, Good Governance and Accountability.
- **Research:** Research

Summarising different actors into groups of sources

To see patterns in the choice of sources, single actors were grouped into sources groups:

- **Authorities:** Executive and local administration
- **Members of Parliament** and Parties
- **Judiciary and Security:** Lawyers, Judges, Police, Military
- **Ordinary people:** Employees, Workers, Farmers, Women, Children
- **Doctors and Experts:** medical staff, researchers
- **Media, culture:** journalists, writers
- **Education:** Teachers, Professors
- **NGOs:** CSOs, FBOs
- **Business:** Actors from companies, employers, traders
- **Foreign political bodies:** UN, the World Bank, foreign governments, Donors
- **Documents and Studies**
- **Websites and social media**

Table A-1: Coverage of Regions in the Tanzania Media 2018

Region	Print	National Radio	Local Radio	TV	Michuzi Blog	Total
Arusha	7.30%	2.70%	8.80%	3.20%	4.10%	93
Dar es Salaam	33.60%	31.60%	10.00%	57.00%	46.60%	482
Dodoma	5.10%	4.70%	12.80%	4.10%	4.10%	108
Geita	0.60%	1.10%	0.00%	1.40%	2.70%	12
Iringa	1.40%	2.20%	0.00%	1.80%	0.00%	19
Kigoma	1.20%	3.30%	0.20%	4.10%	0.00%	28
Kilimanjaro	3.90%	1.10%	0.50%	0.90%	8.20%	33
Lindi	0.80%	1.40%	1.40%	1.80%	1.40%	20
Mbeya	2.40%	1.90%	8.30%	1.80%	4.10%	61
Mara	2.00%	2.50%	0.70%	0.90%	0.00%	24
Mtwara	1.60%	1.40%	0.00%	2.30%	1.40%	19
Mwanza	1.60%	9.90%	0.70%	1.80%	0.00%	51
Morogoro	2.20%	2.50%	0.50%	2.30%	1.40%	28
Kagera	1.20%	3.80%	0.70%	3.60%	1.40%	32
Manyara	2.00%	1.10%	1.40%	0.50%	0.00%	21
Katavi	0.40%	0.00%	0.50%	0.50%	0.00%	5
Pwani	1.40%	1.60%	0.20%	1.40%	5.50%	21
Ruvuma	0.60%	0.30%	0.20%	0.50%	2.70%	8
Rukwa	1.20%	0.50%	0.20%	0.90%	0.00%	11
Shinyanga	1.00%	1.40%	0.50%	0.50%	0.00%	13
Simiyu	0.80%	0.50%	0.50%	1.80%	5.50%	16
Songwe	0.60%	0.80%	0.20%	0.50%	1.40%	9
Tanga	1.80%	2.20%	12.10%	1.40%	1.40%	72
Tabora	2.00%	1.10%	13.30%	1.40%	5.50%	78
Njombe	0.00%	1.10%	0.50%	0.90%	0.00%	8
Singida	0.00%	0.50%	0.20%	0.50%	1.40%	5
Kaskazini Unguja	3.50%	3.00%	2.10%	0.50%	1.40%	39
Kusini Unguja	0.80%	1.60%	2.90%	0.50%	0.00%	23
Mjini Magharibi	5.70%	9.30%	5.00%	0.50%	0.00%	84
Kaskazini Pemba	1.20%	0.50%	11.40%	0.00%	0.00%	56
Kusini Pemba	1.80%	1.60%	1.90%	0.00%	0.00%	23
more than one region	9.80%	2.50%	2.10%	1.40%	0.00%	69
	491	364	421	221	73	1570

N = 1570, excl. JamiiForums.





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