



The State of Journalism Reporting in Tanzania

2022
Report



<https://sjmc.udsm.ac.tz/yearbook>



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ISBN 978 99 87 710 70 6
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PUBLISHED BY

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Acknowledgement

The University of Dar es Salaam's School of Journalism and Mass Communication (UDSM-SJMC) is grateful to the Swiss and Netherlands embassies in Tanzania for supporting this project, the *Yearbook on Media Quality in Tanzania 2022*, and for their continued commitment to improving the quality of media and journalism in the country.

We are also indebted to the media fraternity's continued willingness to support this initiative. Their deliberations during the editors' workshop aimed to review the quality criteria, willingness to help during the recording of media pieces coupled with openness during the interviews clearly indicate their invaluable support to the project. Besides, we are incredibly thankful to the School Dean, Dr. Mona Mwakalinga, for her guidance and Prof. Michael Andindilile from the University of Dar es Salaam (UDSM) for reviewing the report.

We are also indebted to the following research assistants for their unwavering commitment to the project: Dianus Ishengoma, Vaileth Barden, Stanley Chungu, Gaspary Charles, Hamisi Kingu, Lameck Charles, Selemani Kodima, Yusuf Mohamed, David Lyimo, Theodora Munisi, Theodora Theodory, Caroline Malewo, Faidha Ngaga, Pascael George, Safina Yasini, Swaum Manengelo, Aisha Makame, Khalila Abdul Shaban, Shadida Salum, Adam Hhando, Lineth Renatus, Salma Tanzilu, Teddy Mparanyanga, Gertrude Mwambuba, Hafidhu Linguya and Amua Rushita.

EXECUTIVE SUMMARY

The quality of journalistic reporting in Tanzania reveals a twofold pattern. On the one hand, there is a significant increase in quality in 2022 relative to the quality performance reported in 2019. In fact, the performance in many quality criteria for all media types has improved in terms of multiple sourcing, reporting from more than one perspective, explaining root causes. Nevertheless, these improved performance levels still need further enhancement for tangible benefits to materialise.

On the other hand, some areas remain entirely low-key and need drastic changes. In this regard, there are still fewer pieces than 2019 offering opinion and viewpoints (11%), and hardly any media pieces showing opposing viewpoints in the same unit (below 2%). Moreover, few media units (below 4%) express arguments critical of the government. This neglected area should be a source of grave concern and one that requires attention from all and sundry in the media fraternity.

The positive development occurred mainly on TV newscasts and programmes. Multiple sourcing, reporting with more perspectives, root causes manifested in 2022 mainly in both TV newscasts and programmes. A notable increase in performance is also evident in radio news, albeit on a lesser scale than on TV. In radio programmes, the performance level has stabilised with no notable upward movement. In contrast, newspapers exhibited a minor positive development. Apparently, some TV and radio stations improved their quality of journalistic reporting at a time when the print sector stagnated.

Nevertheless, media houses' dwindling economic sustainability undermines their efforts to improve reporting as staff numbers have, sometimes, fallen to the bare-bones. Also, failure to enforce reporting standards on the part of reporters and editors proved to be another stumbling block as some basic journalistic requirements went unheeded. Such professional neglect cannot be solely blamed on the economic difficulties the newsrooms currently face.

The predominantly low-performance level pertaining to number of viewpoints, balanced reporting and critical views on the government remains a source of serious concern since both qualities are essential for audiences to build their own opinion. Yet, the media in the country hardly contribute to the development of this capacity among citizens. Thus far, the media have yet to recuperate from times of tight political pressure

under the former government to the much more relaxed operational environment under the present government. This stagnation might also be attributable to the reporters' and editors' lack of capacities, capture of the media houses by stakeholders from the government, politicians, and businesses with a vested interest, and endemic fear of experts and other sources to openly air critical views against the government.

Despite all these shortcomings, the country has witnessed a dynamic development in the quality of reportage in both print and electronic media. Paradoxically, some media houses that had trumped others in 2019 ended up in the lower echelons in 2022 regarding media quality ranking. Some local radio stations, for example, did not perform as they had done previously, partly because of economic challenges, which resulted in the "brain drain" of good reporters to other media houses and greener pastures. This challenge particularly continues hitting smaller radio stations hard. Additionally, support from donors that had been the mainstay of some of the private media might have ended, which in turn has compounded the economic challenges the local media continue facing.

On the other hand, some media houses, including government-owned ones, have performed better in 2022 than in 2019, especially in qualities that are non-sensitive for the government and hence less antagonising. Providing more perspectives, historical background and root causes constitutes a manifestation of improvement in the local media.

Compared to 2019, financial sustainability has now become the primary concern of media houses in the country, which inevitably affects the quality of those media. Although some stakeholders perceive the present political environment positively, others are apprehensive about the indeterminate future development and what it holds for reporters and sources in terms of expressing their independent viewpoints. Nevertheless, internal challenges in media houses continue to play a significant role as in the bygone years. The lack of commitment to in-house training in newsrooms still undermines the quality of reporting, in addition to contributing to non-adherence to editorial guidelines and the sheer absence of a learning culture in some media houses. These internal challenges can be overcome faster than business models can engender; their resolution could instantaneously boost media houses' reportage quality levels.

1.0 Introduction

1.0 Introduction

Since the inauguration of a fully-fledged *Yearbook on Media Quality in Tanzania* report in 2018, three reports have been published.¹

The three reports have systematically documented the quality of journalism reporting in the country and have since served as the only reference on the quality of journalism reporting in Tanzania. This year's report continues the same tradition of assessing the quality of reporting by looking at three categories of media: government-owned, privately-owned, and local radio stations.

To facilitate reading and accommodate the needs of media stakeholders, who either work for or have an interest in a specific media genre, the report structures its findings into five parts: The overview of the findings that paint a holistic picture of the study findings before narrowing down to specific genre-based results for the print, radio and TV media outlets. Unlike its predecessors, this report features a special section on Zanzibar that details the status of journalism reporting quality in the Isles. The full report can be accessed from the project's webpage (<https://sjmc.udsm.ac.tz/yearbook/>).

2.0 Media context in Tanzania

By April 2022, there were 210 radio stations, 56 broadcasting services, and 284 newspapers and magazines on Tanzania Mainland. The number of online content operators was 575 by August 2020, according to the Tanzania Communications Regulatory Authority (TCRA) statistics. Online content providers include online blogs, online forums, online radio, simulcasting radio, online TV, simulcasting television, and other online services. Ownership of online content stretches from government institutions, NGOs, companies, training and research institutions, to religious institutions. In fact, most of the players are non-journalism entities.

Similarly, the Zanzibar media industry is also growing. More than 50 registered broadcasting and online media services operate in the archipelago, according to the Zanzibar Broadcasting Commission (ZBC). The print media in the Isles is largely dominated by government-owned newspapers—Zanzibar Leo, Zanzibar Mail, Zaspoti, and Zanzibar Leo Wanawake. Only Fumba Times is a private e-newspaper, whose operations in Zanzibar started in June 2019.

¹ The pilot report was published in 2017

² The number includes all registered newspapers and magazines owned by media houses, government institutions, religious institutions, training institutions, NGOs, etc

³ 2022/2023 ministerial budget speech, available at: <https://www.mawasiliano.go.tz/uploads/documents/sw-1653033707-Hotuba-Waziri-WHMT%20bajeti%202022-23.pdf>

⁴ Online content licenses, accessed from: <https://www.tcra.go.tz/uploads/documents/en-1619022420-LICENSED%20ONLINE%20CONTENT%20SERVICES%20PROVIDERS%20AS%20AT%2025th%20AUGUST,%202020.pdf>

⁵ website: https://tuz.go.tz/aboutus_link.php

⁶ Access the first edition from this link: https://fumba.town/wp-content/uploads/2020/06/FumbaTimes_01.pdf

MEDIA OWNERS IN TANZANIA



Government of Tanzania



Revolutionary Government of Zanzibar



Aga Khan



Dr. Anthony Diallo



IPP & Guardian Limited



Bakhresa Family



Chama Cha Mapinduzi



Joseph Kusaga

2.1 Media regulation and press freedom

Several laws govern the media industry on Tanzania Mainland, with the Media Services Act (MSA) of 2016 being the parent law. Since its enactment, critical opposing voices have been growing steadfastly, with local and international media stakeholders calling for its review.

Some stakeholders, specifically the Media Council of Tanzania (MCT), the Tanzania Human Rights Defenders Coalition (THRDC) and the Legal and Human Rights Centre (LHRC), opted for strategic litigation to challenge the legality of the Act in the East African Court of Justice (EACJ) on the ground that it violates fundamental principles of the East African Community (EAC) Treaty. In its ruling, the Court declared some sections of the Act to violate the treaty and directed the United Republic of Tanzania (URT) to revise the Act in accordance with the Treaty of the Establishment of the Community.⁷

With President Samia Suluhu Hassan ascending to power in March 2021, the country's media landscape has witnessed positive developments. These developments include the ongoing review of the Media Services Act of 2016; the lifting of a ban on online TVs; the removal of a mandatory licence for simulcasting; halving the annual

licence fee for online news and current affairs (from USD 432 to USD 216); reviewing of the Electronic and Postal Communications (Radio and Television Broadcasting Content) Regulations of 2018; and unbanning of four newspapers—*Mwanahalisi*, *Mawio*, *Tanzania Daima* and *Mseto*.⁸ Amnesty International hailed the reversal of the ban on these four newspapers as a 'positive step'⁹ and the global civil society alliance (CIVICUS) described the move as a 'step in the right direction,'¹⁰ with both organisations urging the government to do even more to guarantee the flourishing of press freedom in the country.

⁷ MCT (2020). East African Court of Justice Decision on Media Services Act 2016 and its implications. Available at: <https://mct.or.tz/wp-content/uploads/2020/09/EACJ-Decision-on-Media-Services-Act-2016-and-its-implication.pdf>

⁸ Only Tanzania Daima has started publishing

⁹ Tanzania: Victory for media freedom as ban on four newspapers lifted, <https://www.amnesty.org/en/latest/news/2022/02/tanzania-victory-for-media-freedom/>, retrieved on 6th August 2022

¹⁰ Tanzania: Reversal of Ban on Four Newspapers a step in the right direction, <https://www.civicus.org/index.php/media-resources/news/5604-tanzania-reversal-of-ban-on-four-newspapers-a-step-in-the-right-direction>, retrieved on 6th August 2022

Commenting on the lifting of the newspaper ban, the publisher of *Mawio* newspaper, Simon Mkina, commended the government's decision as "important [in] ensur[ing] that all voices are heard by allowing pro-government media to exist side-by-side with media outlets that are seen to be critical of the government. Media diversity is of paramount importance."¹¹

The positive signs from the new government have slightly improved the country's global press freedom ranking. The 2022 Press Freedom Index¹² by Reporters Without Borders shows the standing of the country has improved by one position from 124 to 123. This positive step comes against a background of the country's a downward spiral in the ranking from 2016 to 2020, which saw the country slump by 53 positions within five years.

Moreover, the Media Institute of Southern Africa-Tanzania Chapter (MISA-TAN), in their 2021 regional report, have acknowledged that the media environment in the country has considerably improved since President Samia took office, noting her administration's willingness to hold talks on reforming media laws and regulations, reduce the regularity of suspending newspapers as well as the hefty fines imposed on what the state deemed to be errant broadcast stations and online content providers.¹³

Media ban

The positive performance in the country's press freedom notwithstanding, on the 5th of September 2021, the government suspended *Raia Mwema* newspaper for a month for alleged recurring violations of the law (the law that is currently under review) and professional journalism standards through alleged misleading reporting and incitement.¹⁴ Although the newspaper editor contested those allegations, he complied with the order.¹⁵ Commenting on the suspension, the Committee to Protect Journalists (CPJ) Sub-Saharan Africa Representative Muthoki Mumo, remarked, "promises by Tanzania's government to improve the country's press freedom climate will continue to ring hollow if authorities keep up the trend of taking newspapers off the streets on the flimsiest pretexts."¹⁶

Contested story on President in ruling party newspaper and repercussions

On 11th August 2021, *Uhuru*, the ruling political party (Chama Cha Mapinduzi-CCM) newspaper, published a front-page banner story purportedly based on an interview that the President had had with the BBC, headlined

"*Sina wazo kuwania urais 2025 - Samia*", which literally translates into: "I have no intention to run for the Presidency in 2025 - Samia". On the same day, the government strongly rebuked the newspaper, labelling the story as false, and suspending the party newspaper for 14 days.

The Director of Information Services and Chief Government Spokesperson, Gerson Msigwa, clarified that President Samia Suluhu Hassan had not uttered any information the newspaper attributed to her of having no intention of contesting for the presidency in 2025. The newspaper, in circulation since independence in 1961, was also suspended by its owner, CCM, for seven days. Moreover, the newspaper's top editorial team was suspended, and the party formed a committee to investigate the matter. To-date, no report has been published or made official on the matter.



¹¹ MISA Tanzania welcomes lifting of ban on 4 newspapers, <https://tanzania.misa.org/2022/02/10/misa-tanzania-welcomes-lifting-of-ban-on-4-newspapers/>, retrieved on 16 September 2022

¹² 2022 Press Freedom Index, available at: <https://rsf.org/en/index>

¹³ 2021 Regional Annual Report, https://data.misa.org/en/entity/r6wai83eb7b?utm_source=word%20press&page=1, retrieved on 12 August 2022

¹⁴ Leseni ya Gazeti la Raia Mwema yasitishwa kwa siku 30, <https://twitter.com/MsigwaGerson/status/1434513147025571848>, retrieved on 18th August 2022

¹⁵ Tanzanian authorities suspend Raia Mwema newspaper for 1 month, <https://cpj.org/2021/09/tanzanian-authorities-suspend-raia-mwema-newspaper-for-1-month/>, retrieved on 28 November 2022

¹⁶ Tanzanian authorities suspend Raia Mwema newspaper for 1 month, <https://cpj.org/2021/09/tanzanian-authorities-suspend-raia-mwema-newspaper-for-1-month/>, retrieved on 28 November 2022

In Zanzibar, the Zanzibar Broadcasting Commission Act No. 7 of 1997 and the Registration of News Agents, Newspapers and Books Act No.5 of 1988 are the principal laws governing the media industry in the archipelago. In March 2022, the Zanzibar President, Dr Hussein Ali Mwinyi, issued a directive to ensure the review of the Isles media laws to create a friendlier environment for journalists.¹⁷

2.2 Media business environment

For the last six years, the media business environment has significantly deteriorated, with editors concerned about a sharp decline in advertising revenue of between 50% and 70%.¹⁸ The outbreak of Covid-19 further worsened the already volatile situation, with media houses in the country suffering a 25% drop in advertising revenue, according to the *State of the Newsroom in Tanzania: A survey report*.¹⁹ Moreover, “the drop in advertising revenue had its own ripple effect of forcing media houses to prune staff, cut salaries, and send some staff on unpaid leave” (Katunzi & Ssenabulya, 2022:14). Most of the media houses have yet to recover from this aftershock.

Generally, advertising—the traditional revenue model—is the major source of revenue for media houses in the country, followed by the sale of airtime.²⁰ To avoid such overreliance on advertising, some media houses have started exploring new revenue streams, with the most noticeable stream being ‘events’ or ‘on-ground activities.’ Elaborating on this revenue strategy, Katunzi and Ssenabulya (2022) note:

“Although creativity in organising these financial spinning ‘events’ varies from one media house to another depending on the financial resources at their disposal, it has proved to be a media house’s favourite revenue stream. The only challenge with these ‘events’ is that they [consume] time and resources to gain popularity. Therefore, media houses must be patient when experimenting with such a financial option.”

Financial sustainability is critical in the media industry as a business venture and as the Fourth Estate. The impacts of media houses’ inability to operate sustainably spew over from media houses and journalists to the wider society. The absence of sustainable media houses may prevent the public from getting reliable news and news that meets quality standards. The weakening of the media due to financial hardships makes them vulnerable to ‘capture’ by politicians and powerful people, who end up dictating the terms of media coverage. The casualties of such ‘capture’ are

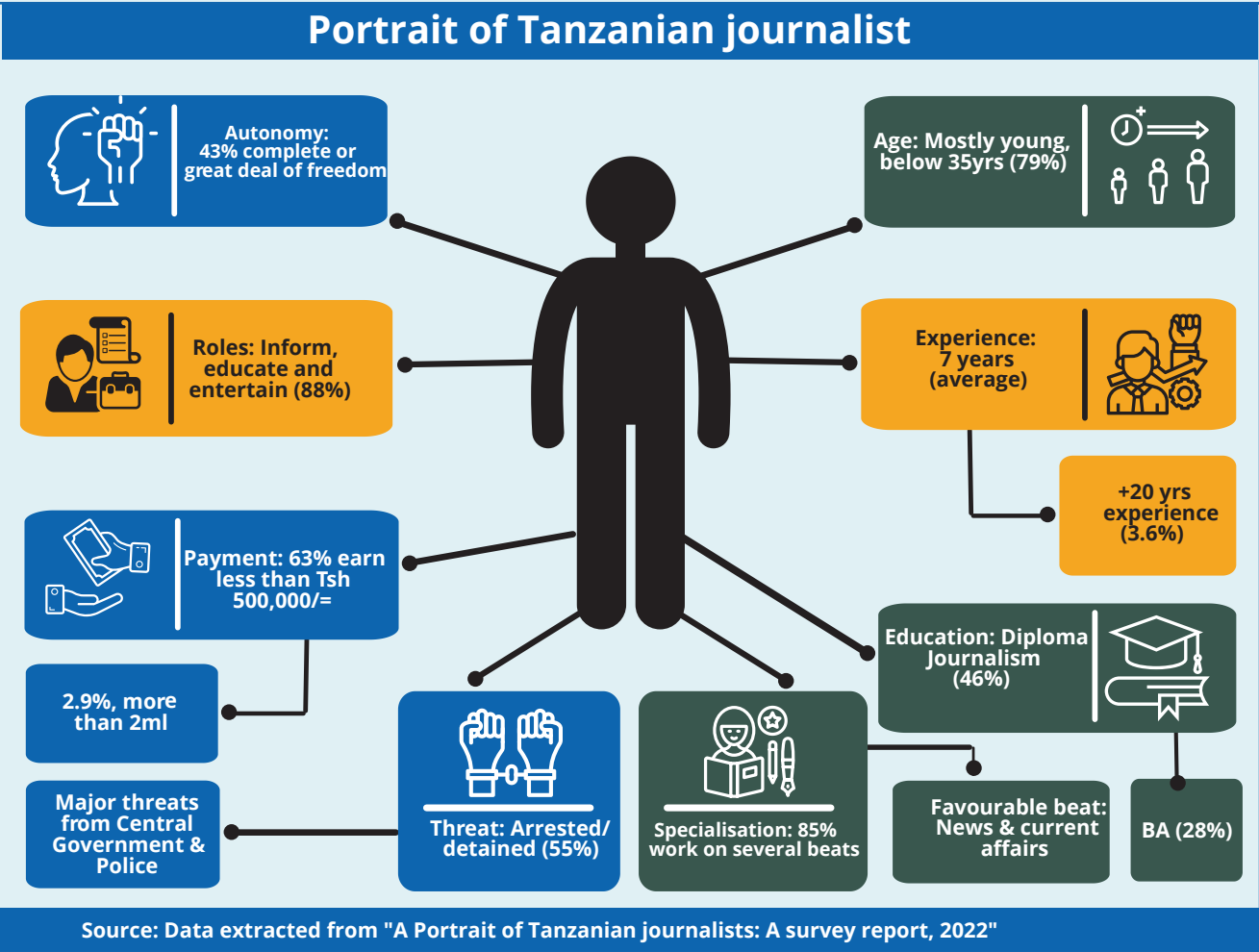
the quality of reportage and coverage of critical areas such as human rights violations, corruption, and bad governance.

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- Tanzania: Mwinyi Orders Sweeping Amendments of Zanzibar Media Laws, <https://allafrica.com/stories/202203100703.html>, retrieved August 2022
- Katunzi, A., Spurr, C. (2020). Yearbook on Media Quality in Tanzania 2019, Dar es Salaam: University of Dar es Salaam School of Journalism and Mass Communication (UDSM-SJMC)
- Katunzi, A., Ssenabulya, B. (2022). State of the newsroom in Tanzania: A survey report, Kampala: African Centre for Media Excellence and National Endowment for Democracy
- Katunzi, A., Ssenabulya, B. (2022). State of the newsroom in Tanzania: A survey report, Kampala: African Centre for Media Excellence and National Endowment for Democracy

2.3 A portrait of Tanzanian journalists

To understand the quality of journalism reporting in a given country, it is essential to look at both the content and the profile of those who produce it—journalists. The following chart summarises the findings of a recent study²¹ that profiled journalists in Tanzania:



Stakeholders meeting: Representatives from media houses, media organisations, and the government pose for a group photo after a meeting in Dar es Salaam that reviewed the Yearbook quality criteria. The criteria were first approved by stakeholders in 2017. Standing on the first row with a spectacle is the Dean of the School of Journalism and Mass Communication, Dr Mona Mwakalinga. **Photo by Glory Kavishe.**

²¹ Katunzi, A., Ssenabulya, B. (2022). A portrait of Tanzanian journalists: A survey report, Kampala: African Centre for Media Excellence and National Endowment for Democracy

3.0 OVERVIEW OF RESULTS

This section documents the findings of the current study. It has four parts. First, it provides the overall results before genre-specific findings on newspapers, radio and TV. Finally, it has a separate section on Zanzibar's media performance findings. The sample in 2022 comprised 1,887 units drawn from nine (9) newspapers, 15 radio stations (7 national and 8 local radio stations) and five (5) TV stations. The methodology section is appended at the end of this report





Sample of media outlets

Newspapers	National Radio	Local Radio	TV
The Citizen	TBC Taifa	Dodoma FM	TBC 1
The Guardian	Radio Free Africa	CG FM	ITV
Mwananchi	Radio One	Highlands FM	UTV
Daily News	Clouds FM	Arusha 1 FM	STAR TV
Nipashe	Wasafi FM	Safari FM	ZBC TV
Jamhuri	EFM	Zenji FM	
Raia Mwema	ZBC Radio	Micheweni FM	
Habari Leo		Hits FM	
Zanzibar Leo			

Context of reporting

The media's own initiative to report has declined slightly against the 2019 level by 2% on average. Newspapers have registered the most substantial decrease, with a 5% drop. Implicitly, the official calendar events has become even more dominant than previously reported. The implication is that, in general, the media in the country have recourse to fewer resources to enable them to further develop and follow up their own reporting ideas. Only radio programmes show an improved performance on this parameter (see chapter on radio).

Context of reporting

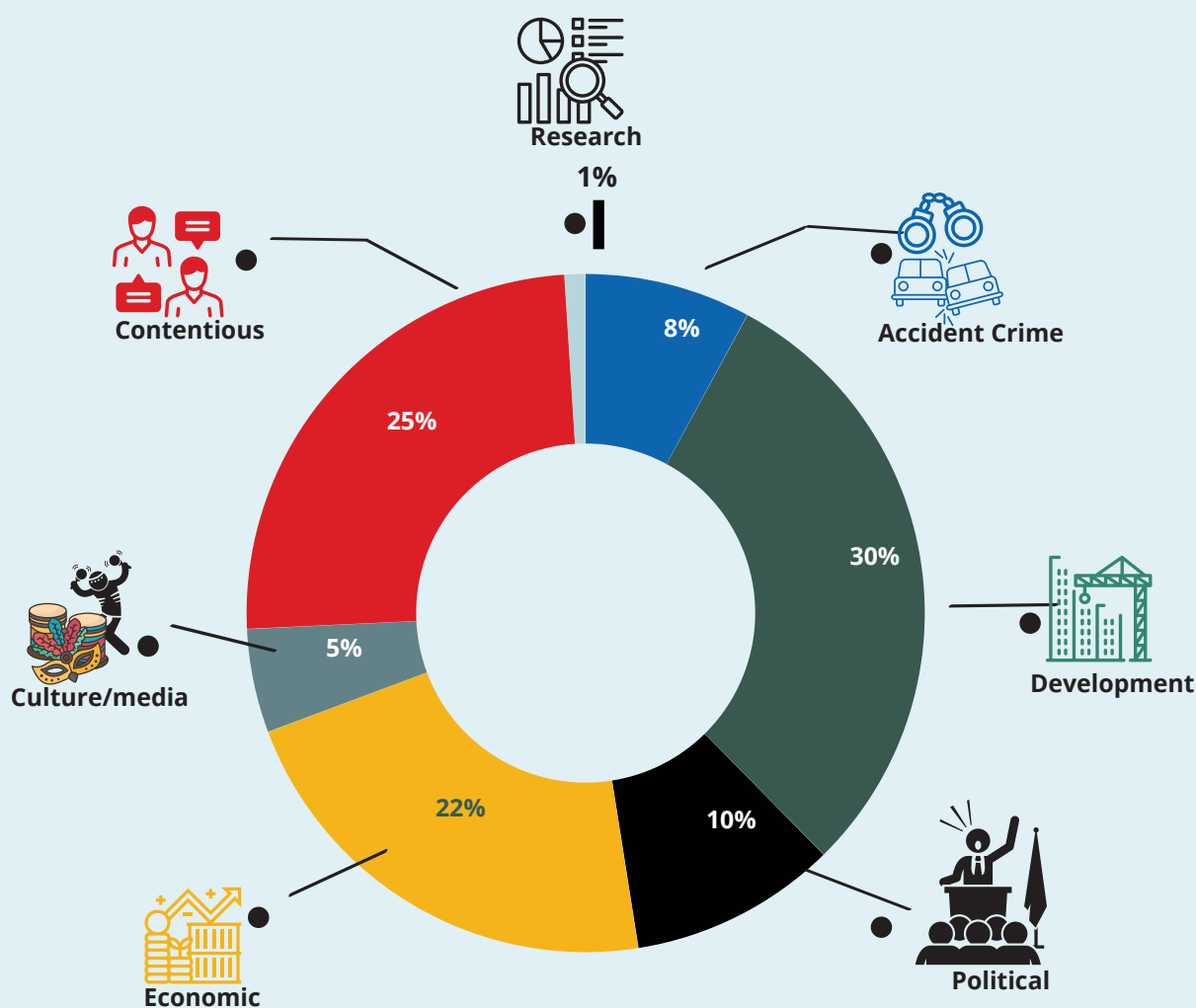
Type of media	Official Calendar	Media driven Initiative	Total
 Print	464	181	645
	72%	28%	100%
 National Radio	192	142	334
	58%	42%	100%
 Local Radio	237	237	478
	50%	50%	100%
 TV	170	151	321
	53%	47%	100%
Total	1,063	711	1,774
	60%	40%	100%

Topical coverage

The media in Tanzania covers varied topics. Development issues (education, health, agriculture, environment, water) have emerged as the most covered topic (30%), followed by contentious issues (conflicts, social problems, corruption, good governance, Gender Based Violence (GBV), which accounts for 25%, and economic issues (infrastructure, oil and gas, employment, trade) for 22%. On the other hand, political issues play a minor role, as it accounts for only 10% of the coverage, with research findings hardly covered by the media (1%).

The media mainly cover development largely because it is the main topic preoccupying government leaders and officials as part of the socio-economic agenda. Since the media's coverage is largely based on official information these leaders provide, the likelihood of the media prioritising such issues is high. Political coverage attracted less coverage in this study because there were few political activities in the country during the period under review. Nevertheless, political discussions are a permanent feature on lively online platforms such as Twitter space and clubhouse.

Topical coverage: All media



Regional coverage

Dar es Salaam was the primary geographical focus of the coverage, with almost 20% of the reportage originating from the commercial city, followed by Dodoma, whose growing stature as the country's capital and seat of government and national parliament naturally made it a focal point of much reporting. Moreover, Dodoma city hosts several organisations. As previous reports have illustrated, regions with local radio stations in our sample tend to have more coverage than those without such outlets (see annex 3). The former scenario applies to Arusha (*Arusha One FM*), Tabora (*CG FM*), Mbeya (*Highlands FM*), Kaskazini Pemba (*Micheweni FM*), and Mwanza (*Radio Free Africa*) which performed better than the remaining regions that are hardly covered (with less than 2%).

Rural-urban focus

Many stories do not have a geographical dimension and are instead framed from a topical lens. As Table 3 below illustrates, newspapers publish more stories that are non-specific to urban or rural areas than other media outlets. On the other hand, local radio stations have the most stories on rural areas, but many of them also cover cities such as Arusha, Dodoma, Mwanza, and Mbeya. This coverage can be justified by these local radios being closer to the grassroots than the newspapers, that often tend to be mainstream, in addition to being based in regional centres of the urban centres they cover, hence the duality in their coverage.

Rural-urban focus

	urban	rural	mixed	no geographical focus	Total
Print	139	115	10	427	691
	20.1%	16.6%	1.4%	61.8%	100%
National Radio	144	52	5	147	348
	41.4%	14.9%	1.4%	42.2%	100%
Local Radio	175	159	14	147	495
	35.4%	32.1%	2.8%	29.7%	100%
TV	103	83	8	135	329
	31.3%	25.2%	2.4%	41%	100%
Total	561	409	37	856	1863
	30.1%	22%	2%	45.9%	100%

National story or local story

Most of the local radio stations, such as *CG FM*, *Dodoma FM*, *Arusha FM*, *Safari FM*, and *Micheweni FM*, focus on local stories. The trend shows that broadcasting stations with national licences tend to focus their coverage more on national issues than those with district and provincial (regional) licences. Overall, the Zanzibar government-owned media are biased towards national issues (69% for *ZBC TV* and 68% for *ZBC Radio*) relative to those on the Tanzania Mainland. For example, the Mainland government-owned television, *TBC1*, accounts for the lowest share of national stories (40%) against the other government-owned media and the biggest private national radio stations

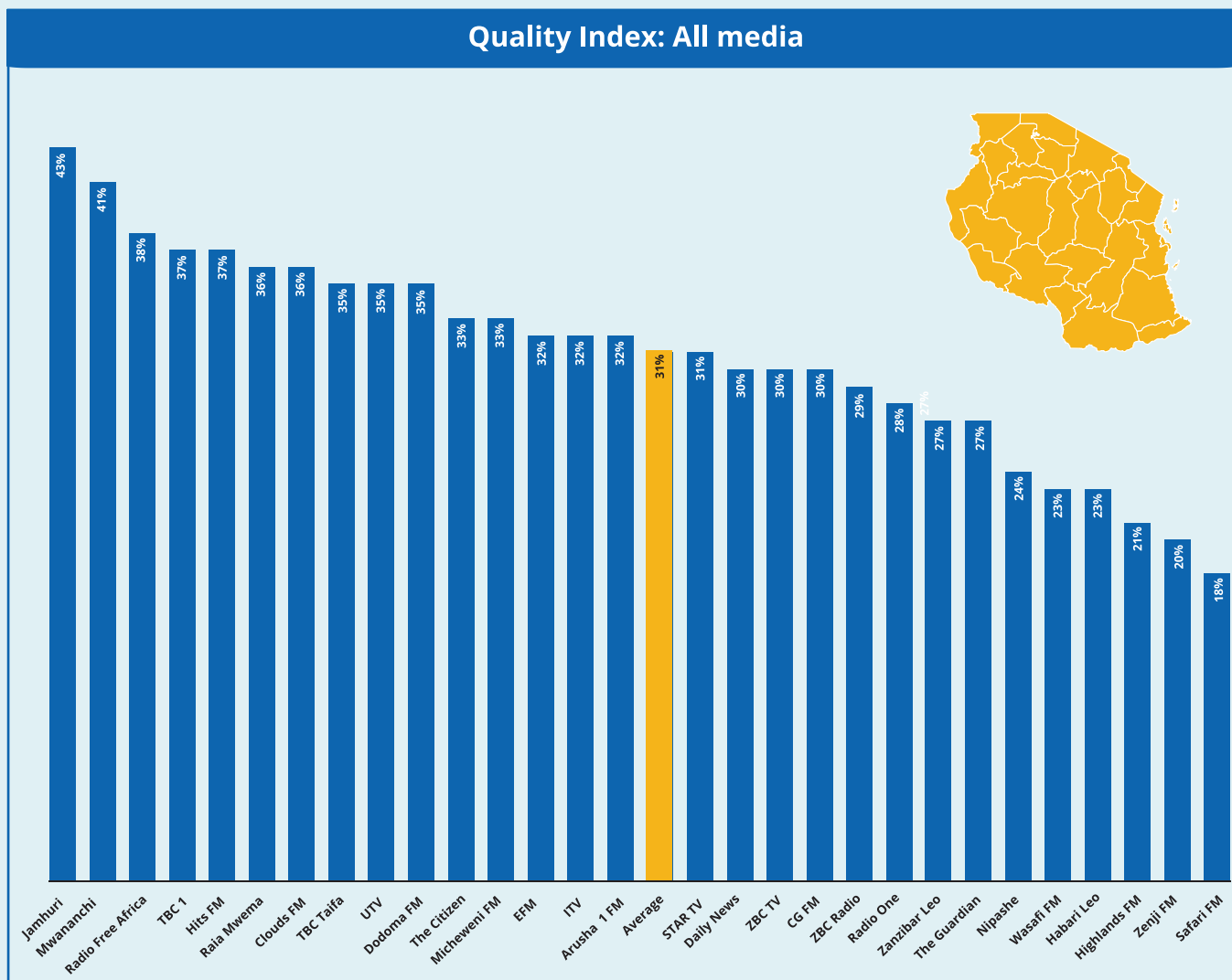
Importance of national stories

	Percentage of national stories
ZBC TV	69%
ZBC Radio	68%
TBC Taifa	60%
Wasafi FM	58%
EFM	54%
TBC1	40%

Quality in general

Quality index

The Yearbook's Media Quality Index summarises the performance of media outlets in different quality categories in one broad-based index. In this regard, the average quality index has improved from 27% in 2019 to 31% in 2022. The leading media houses in 2022, based on nine indicators, were *Jamhuri*, *Mwananchi*, *Radio Free Africa*, *TBC1* and *Hits FM*. Compared to 2019, both *Jamhuri* and *Mwananchi* have retained their position among the top five media in the country on this parameter. On the other hand, *Radio Free Africa*, *TBC1*, *Clouds FM* and *Hits FM* have made significant gains progressing from the tail-end in the 2019 ranking to the lofty ranks of the top five. Some local radio stations have also dropped within the ranking.



The quality index provides a general picture of the media performance in the country. However, since the index is computed using specific quality criteria and recognising how some media houses perform better in some quality criteria than others, we computed the quality performance to establish the most outstanding three media houses per quality criterion. The table below provides a clear picture.

Three best media houses per quality criterion

Media own initiative		Multiple sourcing		2 and more perspective	
CG FM	74%	Micheweni FM	93%	Radio Free Africa	54%
Dodoma FM	72%	ZBC TV	84%	STAR TV	53%
Clouds FM	70%	TBC One	80%	Radio One	37%
Viewpoints		Critical to Government		Large root causes	
Daily News	30%	Zenji FM	16%	Mwananchi	52%
The Citizen	29%	Radio Free Africa	15%	UTV	52%
Jamhuri	16%	Radio One	14%	Jamhuri	49%
Very good structure		Historical background		Right to reply	
TBC Taifa	100%	TBC Taifa	31%	Jamhuri	77%
Arusha 1 FM	100%	Jamhuri	29%	Mwananchi	60%
ZBC Radio	100%	TBC One	26%	Radio Free Africa	57%

Overall, the quality of reporting exhibits a diverse picture. Performance in some criteria has improved (such as root causes), but some have deteriorated, for example, number of viewpoints.

Overview performance 2022 compared to 2019

Media type	All Media		Radio				TV				Print	
			News		Programmes		News		Programmes			
Year	2022	2019	2022	2019	2022	2019	2022	2019	2022	2019	2022	2019
Context reporting	40%	42%	19%	28%	95%	73%	10%	13%	94%	96%	28%	33%
Change in 2022	▼ -2%		▼ -9%		▲ +22%		▼ -3%		▼ -2%		▼ -5%	
Multiple sourcing	66%	60%	57%	49%	65%	66%	81%	57%	61%	55%	71%	68%
Change in 2022	▲ +6%		▲ +8%		▼ -1%		▲ +34%		▲ +6%		▲ +3%	
View points (2+%)	11%	15%	2%	5%	18%	33%	8%	5%	10%	28%	14%	13%
Change in 2022	▼ -4%		▼ -3%		▼ -15%		▲ +3%		▼ -18%		▲ +1%	
Perspectives (2+%)	14%	7%	10%	4%	29%	12%	22%	1%	25%	8%	5%	5%
Change in 2022	▲ +7%		▲ +6%		▲ +17%		▲ +21%		▲ +17%		▲ +0%	
Root causes (2+%)	28%	24%	11%	12%	42%	33%	18%	6%	57%	53%	33%	27%
Change in 2022	▲ +4%		▼ -1%		▲ +9%		▲ +12%		▲ +4%		▲ +6%	
Oposing view points	1.7%	2.8%	0.4%	1.1%	6.1%	3.7%	2.1%	1.2%	1.5%	2.8%	1.9%	2.4%
Change in 2022	▼ -1.1%		▼ -0.7%		▲ +2.4%		▲ +0.9%		▼ -1.3%		▼ -0.5%	
Critical to Government	3.9%	3.5%	4.5%	0.5%	3.4%	1.2%	2.7%	0.0%	3.8%	0.9%	4.1%	3.7%
Change in 2022	▲ +0.4%		▲ +4%		▲ +2.2%		▲ +2.7%		▲ +2.9%		▲ +0.4%	
Right to reply	40%	25%	33%	6%	42%	33%	50%	23%	20%	100%	48%	27%
Change in 2022	▲ +15%		▲ +27%		▲ +9%		▲ +27%		▼ -80%		▲ +21%	

Quality in detail

Multiple sourcing

The media usage of multiple sourcing (2 or more sources) has improved by 6% to 66%. Two-thirds of all the units have met this requirement. Regarding media types, national radio has registered the lowest performance, with only 56% of its units having '2 or more sources.'

Multiple sourcing			
	0 or 1 source	2 and more sources	Total
Print	206	498	704
	29%	71%	100%
National Radio	154	196	350
	44%	56%	100%
Local Radio	188	312	500
	38%	62%	100%
TV	90	243	333
	27%	73%	100%
Total	638	1249	1887
	34%	66%	100%

Female sources

The inclusion of women—as sources of news—is an essential element in media coverage as it ensures gender inclusivity. Overall, all the media types have improved in having at least one female source in their coverage, as indicated in the table below.

At least one female source in different media types			
Type of media	Print	Radio	TV
2018	32%	43%	32%
2019	30%	36%	32%
2022	39%	44%	44%

Perspectives²²

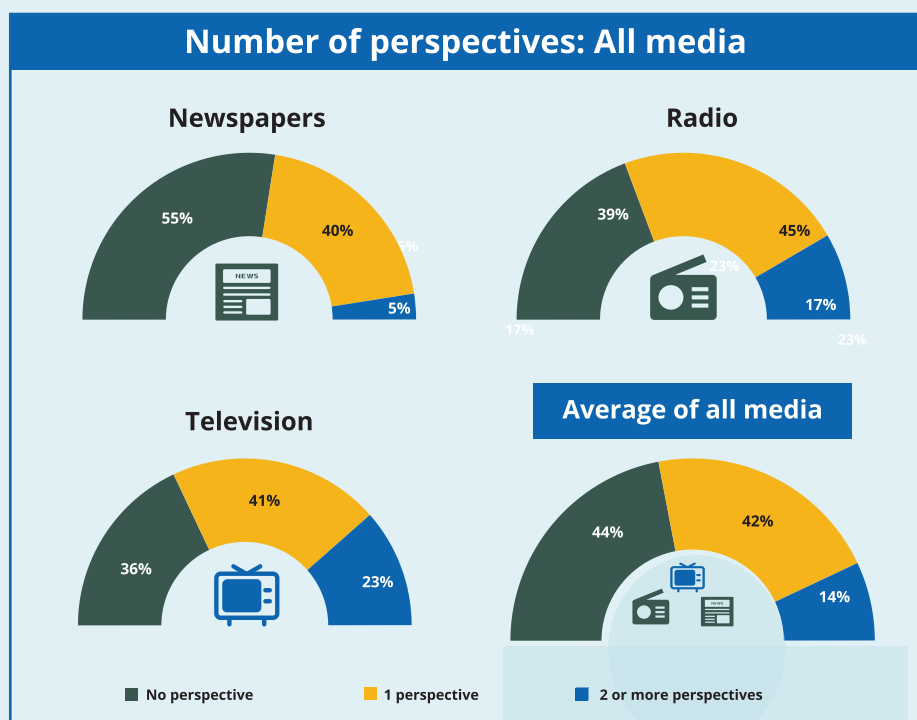
Under this quality criterion, journalists can apply a specific lens to address a particular topic. The findings show that media in the country mostly use the perspective of ordinary concerns, that is, focusing on the concerns of the ordinary people in reportage. The economic perspective comes in second, primarily because of the importance of economic issues in reporting. On the other hand, the political perspective (for example, the struggle among various stakeholders, not just only politicians) plays a minor role, whereas the policy perspective (what ought to be done as political measures or activities) is a bit larger. The science perspective hardly feature nor does the security perspective.

²² Notably, we only identified a perspective as existing if the unit explains this perspective, not just using some often-heard buzzwords. The research team expects the unit to provide details and explanations to clarify such a perspective.

Perspective in reportage

Perspectives	Percentage of units containing the perspective
Ordinary concerns perspective	41%
Economic perspective	19%
Perspective of Polity, Policy and Legal	12%
Perspective of politics	6%
Security perspective	4%
Science perspective	1%
Other perspectives	18%

Differentiating among media types, print media favours political perspectives more than they do the concerns of the ordinary people perspective. Polity mainly features on TV and in newspapers, with the economic perspective more or less equally distributed. Moreover, a story with more perspectives is better as it tends to have recourse to various perspectives in examining one issue. Cognisant of this professional reality, we analysed the number of perspectives evident in each unit. Towards this end, the study distinguished three categories: 'no perspective,' 'one perspective,' and 'two or more perspectives.'



Viewpoints





Viewpoints refer to the opinions that sources express in a story that include explicit judgemental assessments, whether positive or negative. Diverse viewpoints can enlighten the media audience and strengthen public discussion on issues they cover. Specifically, the findings show that the media have published fewer stories with a viewpoint than they had in the previous review years. A staggering 66% of the units had no viewpoint, a 6% rise over the 2019 performance on this aspect (60%) and more significant leap of 15 percentile points over the 2018 figure (51%). Similarly, the number of units with '2 or more viewpoints' declined in 2022.

Number of viewpoints	
Number of viewpoints	Per cent of units
No viewpoint taken	76%
One viewpoint	14%
Two viewpoint's	8%
Three or more viewpoints	3%

N= 1502

Opposing viewpoints

Good journalism requires publishing balanced, impartial, and objective stories. Such journalism requires presenting opposing viewpoints for the audience to get the “other” side of the story. Such a presentation in the news ensures a balanced reflection on the issue under coverage. Yet, stories with opposing viewpoints are scarce. On average, the percentage of opposing viewpoints was only 1.7%, even lower than the 2.8% registered in 2019.

Opposing viewpoints				
Number of viewpoints	Viewpoints support one side	Viewpoints are opposing	None or only one viewpoint	Total
 Newspapers	91 13.2%	6 0.9%	592 85.9%	689 100%
 Radio	155 18.8%	20 2.4%	651 78.8%	826 100%
 TV	71 22.2%	6 1.9%	243 75.9%	320 100%
 Average	317 17.3%	32 1.7%	1486 81%	1835 100%

Newspaper and radio stations that had previously provided at least some units with opposing viewpoints have performed relatively poorly on this indicator.

Critical viewpoints

Media ought to engender good governance and monitor public accountability by providing critical viewpoints to various societal actors. Unlike previous reports that narrowed their scope to ‘critical viewpoints’ on the government, this year’s analysis has broadened its scope to also cover other actors such as the private sector, NGOs, and religious institutions. The findings show that only 4% of all the media units were critical to the government.





Critical viewpoints		
	No. of units	Per cent of all units
Critical to the government	72	3.9%
Critical to the private sector	9	0.5%
Critical to NGOs	13	0.7%
Critical to religious institutions	10	0.5%
Critical to others	43	2.3%
Total	147	1.6%

Critical to others

The critical assessment of other societal stakeholders has been even smaller than the expression of critical viewpoints pertaining to the government. Apparently, the media usually desists from criticising or identifying sources with critical viewpoints on the government and business actors or NGOs. For example, most media houses did not publish critical pieces against the private sector, with a few attempting only once. Nevertheless, questionable issues within the private sector persist that the mass media need to address.

Root causes

In journalism reportage, the coverage of root causes is integral to good journalism. It explains the root causes of the problem or issue covered and not any other causes about something else. Such inclusion must relate to the basic storyline. Doing so allows journalists to tie an issue they are reporting to its root cause (s), thus contributing positively to the audience's understanding of a story. The findings show that 28% of media units report essentially on the root causes. This inclination towards integrating root causes increased against performances registered previously in 2019 and 2018 when the figure stood at 24%. Compared to the 2019 figures, print media and TV showed a remarkable improvement in covering root causes (33% and 34% against 27% and 25% in 2019), whereas the performance of radio in this regard remained stable at a lower level (22%).

Coverage of root causes				
Type of media	No root causes	Little root causes	Large root causes	Total
 Newspapers	250	209	229	688
	36%	30%	33%	100%
 Radio	338	308	180	826
	41%	37%	22%	100%
 TV	94	117	109	320
	29%	37%	34%	100%
 Average	682	634	518	1,834
	37%	35%	28%	100%





Historical background

In general, the historical background featured in only 13% of all the units, which represents slightly more (+2%) than the 2019 performance. Radio and TV programmes provided such historical background much more than the news sections (2% on radio, 5% on TV). Newspapers with 12% indicate a slight drop (-3%). This outcome confirms the analysis from previous Yearbook reports indicating that the historical background of stories was hardly covered and, even then, only in programmes.

Provision of historical background in coverage				
	no history	little history	large history	Total
Newspapers	544	62	82	688
	79%	9%	12%	100%
Radio News	479	43	11	533
	90%	8%	2%	100%
Radio programmes	168	35	90	293
	57%	12%	31%	100%
TV News	145	34	9	188
	77%	18%	5%	100%
TV programmes	75	13	44	132
	57%	10%	33%	100%
Average	1411	187	236	1834
	77%	10%	13%	100%

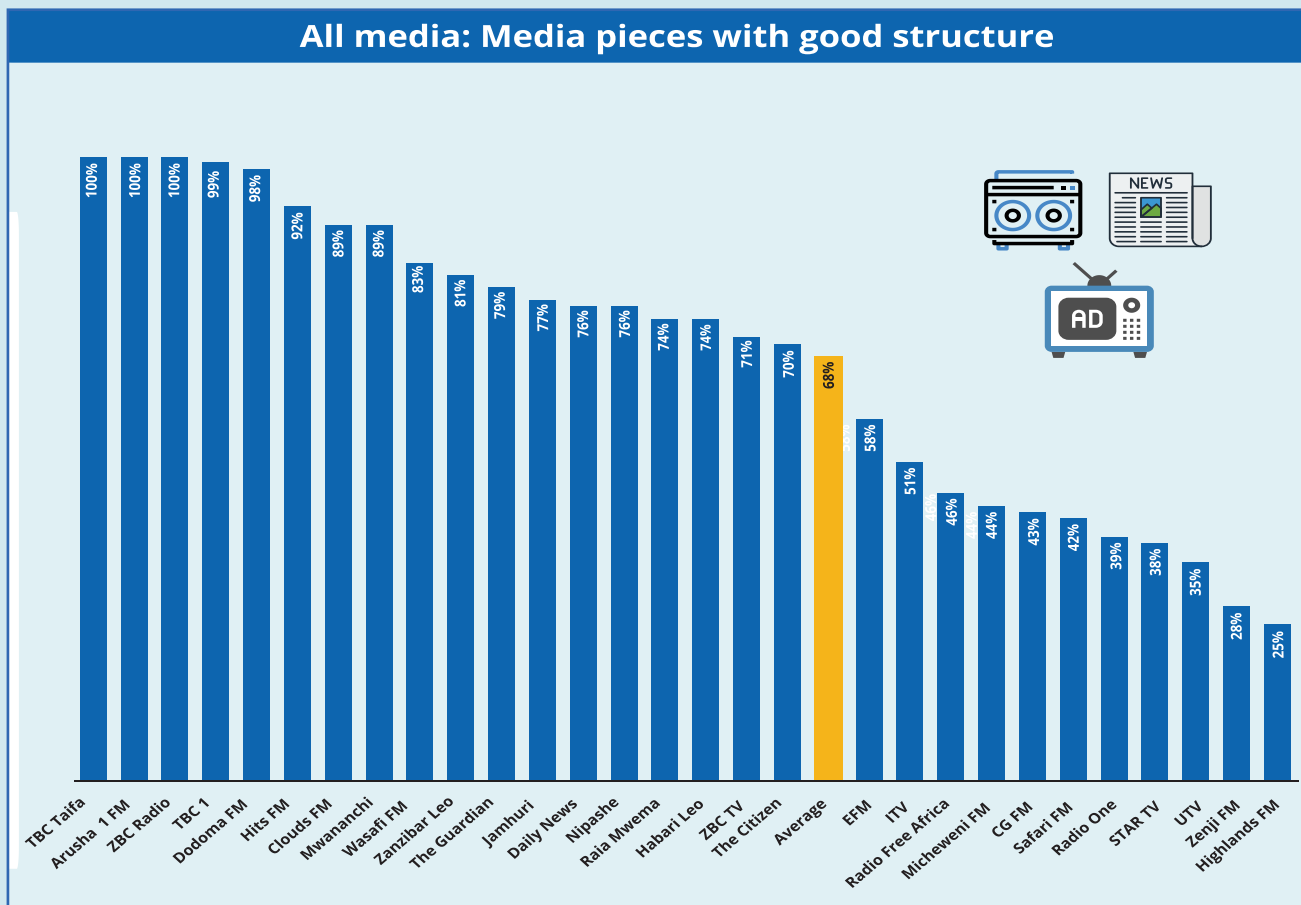
Right to reply

The right to reply was only conceded in 40% of the relevant cases. This result remains below regardless of an improvement against the 2019 performance. Print media performed better (48%) than radio and TV (33%).

Right to reply			
Type of media	No	Yes	Total
 Newspapers	23	21	44
	52%	48%	100%
 Radio	40	21	61
	66%	34%	100%
 TV	6	3	9
	67%	33%	100%
 Average	69	45	114
	60%	40%	100%

Structure in stories

An overwhelming majority of the units (68%) had a very good structure, representing an improvement of 14% against the 2019 results. Print media improved significantly against 2019 by 30%. News on radio and TV got low ratings on the issue of structure. The programmes' structure is much better (80%) and close to print (77%).



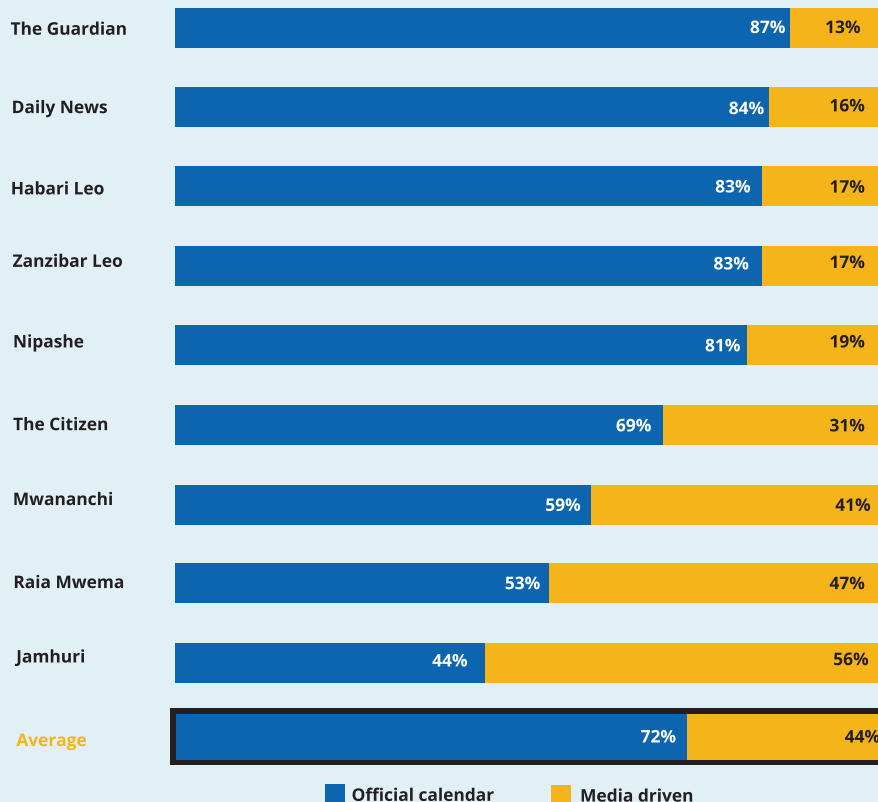


3.1 NEWSPAPERS

Trigger of reporting

The reporting based on the media-owned initiative has decreased by 2% against the 2019 performance (from 42% to 40%). In the print media, this decline (at -5%) was stronger. Differences amongst newspapers are considerable, particularly against an average of 72% of the units whose trigger was the official calendar (events, press conferences). Government newspapers (*Daily News*, *Habari Leo*, *Zanzibar Leo*) mirror the official calendar more (80% to 85%) than private newspapers such as *Mwananchi* and *The Citizen*, with 59% and 69%, respectively, or the weeklies (44% for *Jamhuri*, and 54% for *Raia Mwema*). *The Guardian* reflects the official calendar even more than government newspapers, with 87%.

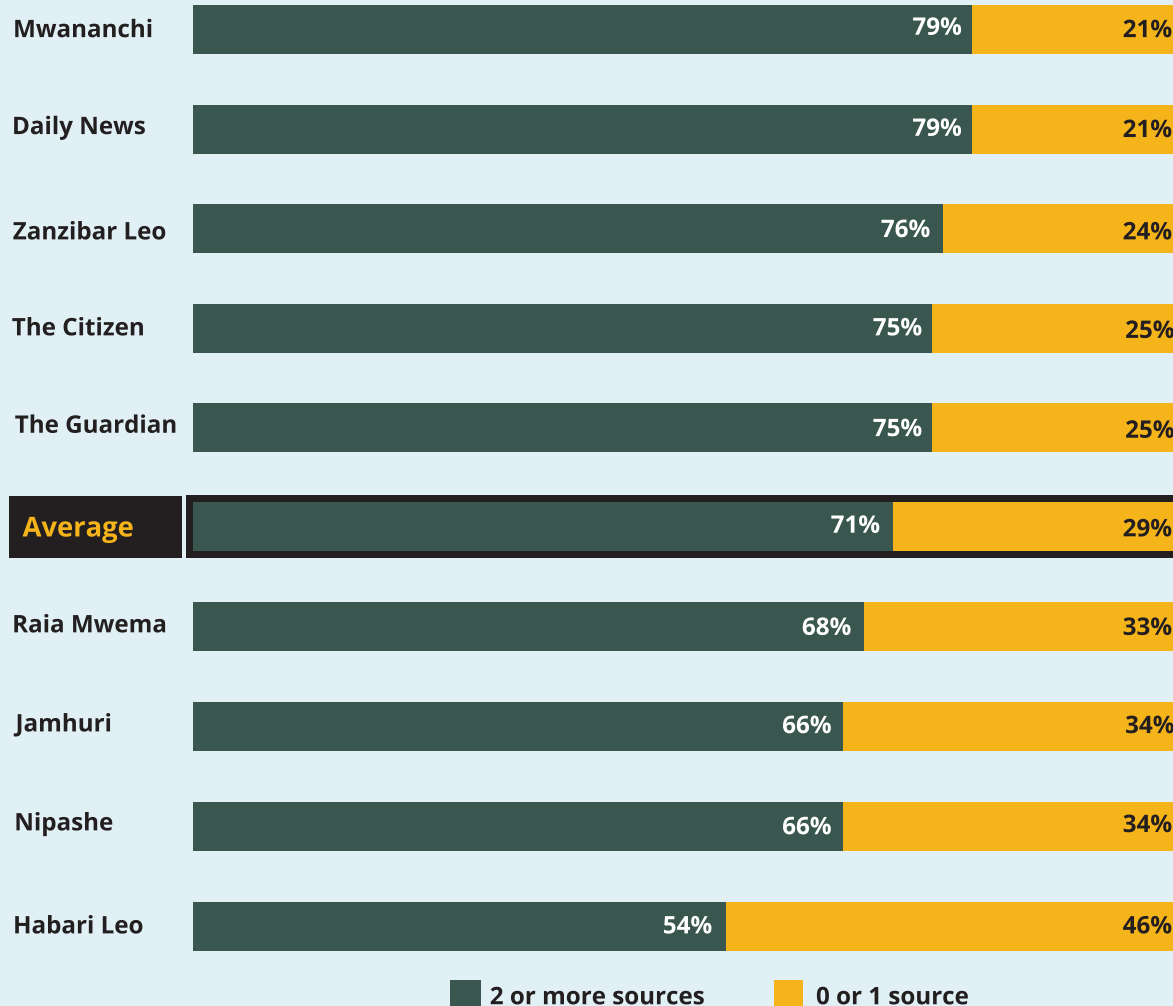
Trigger of reporting: Print media



Multiple sourcing

Overall, the print media have slightly improved their performance in multiple sourcing (+3%). *Mwananchi* and *Daily News* lead in terms of the number of units with multiple sources. The performance on this quality indicator is similar to that of 2019 for most of the newspapers under review. Only *Habari Leo* has performed less (-9%) and *Raia Mwema* better (+33%).

Multiple sourcing: Newspapers



However, the study identified 44 units with zero sources, which represents an increase compared to the 2018 and 2019 figures. Half of those units (20) were editorials or other opinionated pieces. The other half belonged to news and features.

Female sources

The percentage of units with at least one female source has increased in the print media by 9% in 2022.

Topical profile

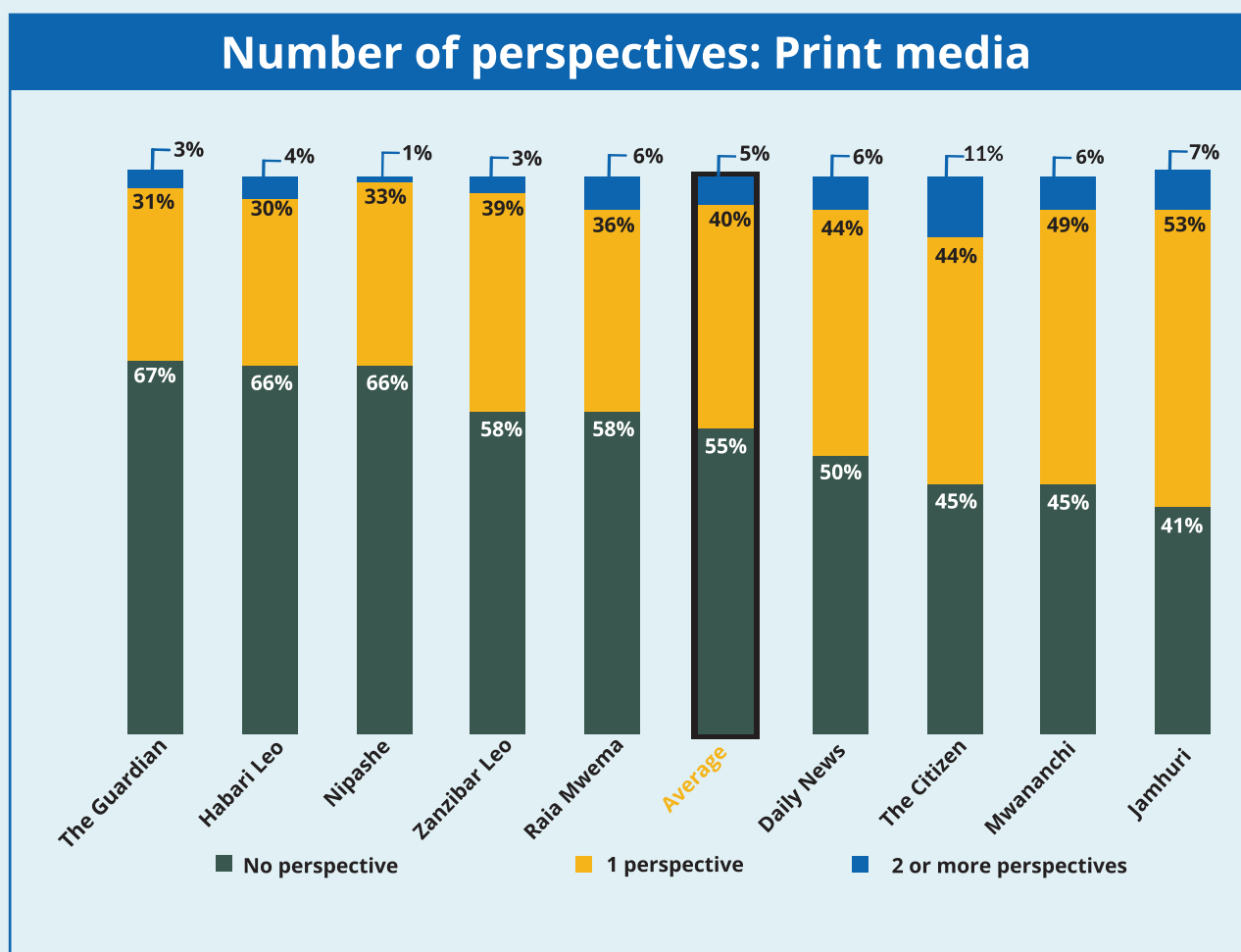
Newspapers exhibit the usual profile reported in the previous Yearbook reports. *Mwananchi* and *Raia Mwema* have a political focus, whereas the *Citizen* and the *Daily News* focus on economic issues. Generally, government newspapers and *The Guardian* dwell more on 'development issues' than *Jamhuri* and *Raia Mwema*, which report more on contentious issues (corruption, social problems, and good governance).

Topical profile of newspapers

	Accidents/ Crime	Development	Political	Economic	Culture/ Media	Contentious	Research	Total
The Citizen	3	21	8	22	0	12	2	68
	4%	31%	12%	32%	0%	18%	3%	100%
The Guardian	2	25	6	18	0	10	2	63
	3%	40%	10%	29%	0%	16%	3%	100%
Mwananchi	10	18	13	11	2	16	1	71
	14%	25%	18%	16%	3%	23%	1%	100%
Daily News	2	12	5	32	1	21	0	73
	3%	16%	7%	44%	1%	29%	0%	100%
Nipashe	9	15	9	9	0	19	0	61
	15%	25%	15%	15%	0%	31%	0%	100%
Jamhuri	5	10	10	14	5	22	0	66
	8%	15%	15%	21%	8%	33%	0%	100%
Raia Mwema	5	12	15	9	5	23	0	69
	7%	17%	22%	13%	7%	33%	0%	100%
Habari Leo	3	20	6	21	4	10	0	64
	5%	31%	9%	33%	6%	16%	0%	100%
Zanzibar Leo	8	18	2	8	2	14	0	52
	15%	35%	4%	15%	4%	27%	0%	100%
Total	47	151	74	144	19	147	5	587
	8%	26%	13%	25%	3%	25%	1%	100%

Perspectives

Newspapers account for the lowest performance in perspectives. More than half (55%) of their units offered no perspective, implying they do not report or elaborate on details. They also have the lowest share of units with two or more perspectives. Compared to 2019, the newspapers perform as having further underperformed on this aspect by 15 percentage points, with more units presenting no perspective (55% vs 40%).




The Citizen, *Jamhuri*, and *Mwananchi* are the outstanding performers in the print media category. They provide at least one perspective in 55% to 60% of their units, well above the average. In comparison to the 2019 results, some print media have actually offered far limited perspectives, for example, *Nipashe*: much less (59% to 34%); *The Guardian* (from 60% to 33%), others only less, like *Raia Mwema* (from 66% to 43%), *The Citizen* (from 74% to 55%), *Mwananchi* (from 61% to 55%), *Habari Leo* (from 49% to 34%), and *Zanzibar Leo* (57% to 42%). *Jamhuri* and *Daily News* remained on the same level.

Viewpoints

Print media have emerged to have fewer stories containing viewpoints in this review year than they did in 2019. In fact, the percentage of units without any viewpoints has increased, a negative development.

Coverage of viewpoints

Percentage of “No viewpoints at all”

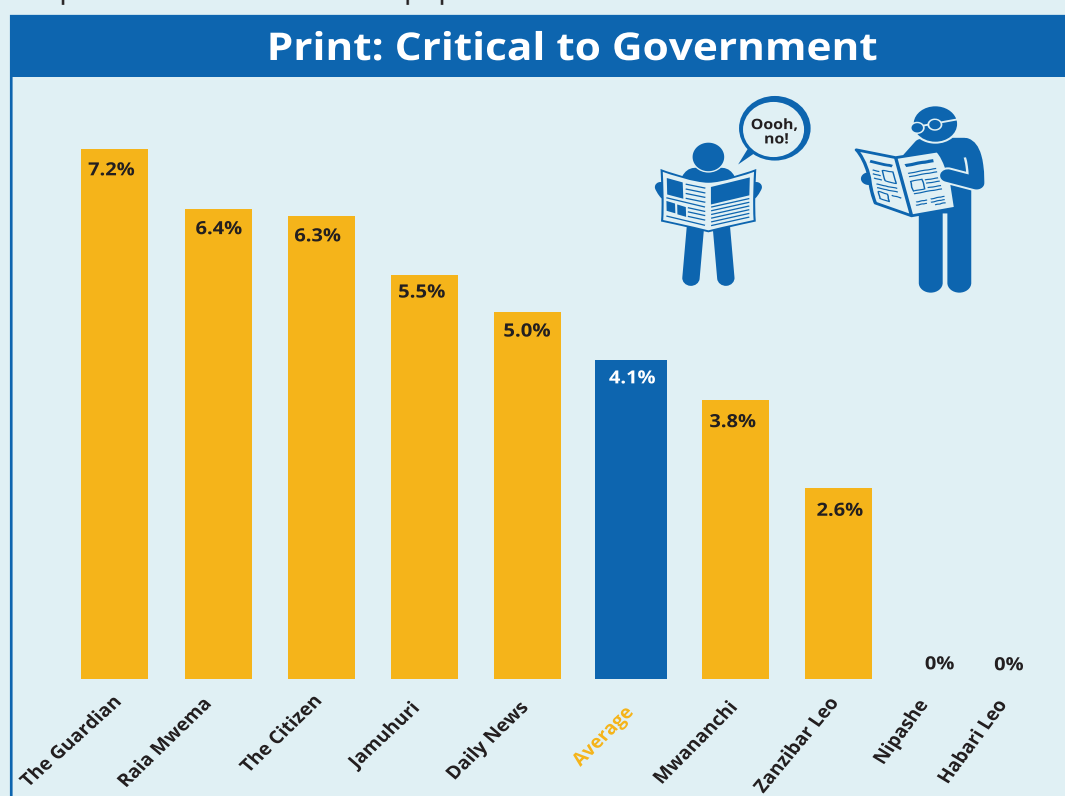
 Newspapers	2018	2019	2022	Change
The Citizen	39%	59%	53%	▲ -5%
The Guardian	55%	70%	69%	▲ -1%
Mwananchi	29%	59%	76%	▼ +17%
Daily News	40%	81%	64%	▲ -15%
Nipashe	43%	77%	76%	▲ -1%
Jamhuri	31%	54%	70%	▼ +16%
Raia Mwema	-	63%	74%	▼ +11%
Habari Leo	-	83%	81%	▲ -2%
Zanzibar Leo	41%	63%	81%	▼ +18%

Opposing viewpoints

In print, units with opposing viewpoints have generally become a rare commodity. Even newspapers that had had a modest performance in the previous years show only one or two units with this balanced opinion. This problem needs strong consideration in newsrooms.

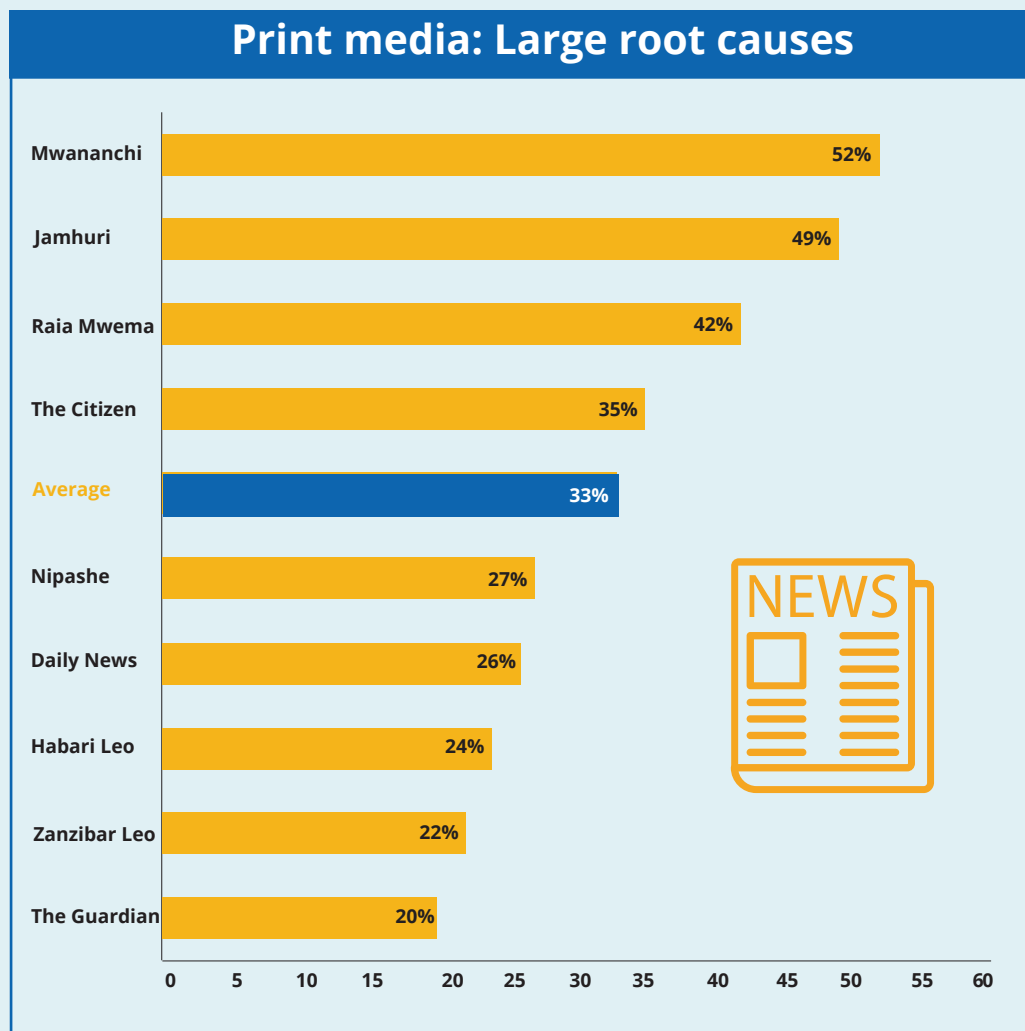
Viewpoints critical of the government

The Guardian has the most critical viewpoints on the government in 2022; however, overall, the performance of the newspapers remains similar to that of 2019.



Root causes

The results paint a divergent picture in the covering of root causes. Mwananchi leads as it has primarily improved (+20%) as *Jamhuri* (+26%) and *The Citizen* (+10%). Government newspapers on both Tanzania Mainland and in Zanzibar—*Habari Leo*, *Daily News*, and *Zanzibar Leo*—show relatively low coverage of the root causes. Paradoxically, *The Guardian*, a private newspaper, accounting for the lowest coverage.



Historical background

Differences amongst media houses are significant in the provision of the historical background during news coverage. *Jamhuri* and *Mwananchi* present the historical background the most, followed by *Raia Mwema*. The weeklies have an edge since they have much more time to prepare their news pieces and do backgrounding before publishing them for public consumption. The time-lapse also accords them more lee-way, including integrating what the dailies omit due to space and time.

Right to reply

Only a few media had a considerable number of cases, some had only one or two of the right to reply. Looking only at those with five or more relevant cases, we observe in print media that:

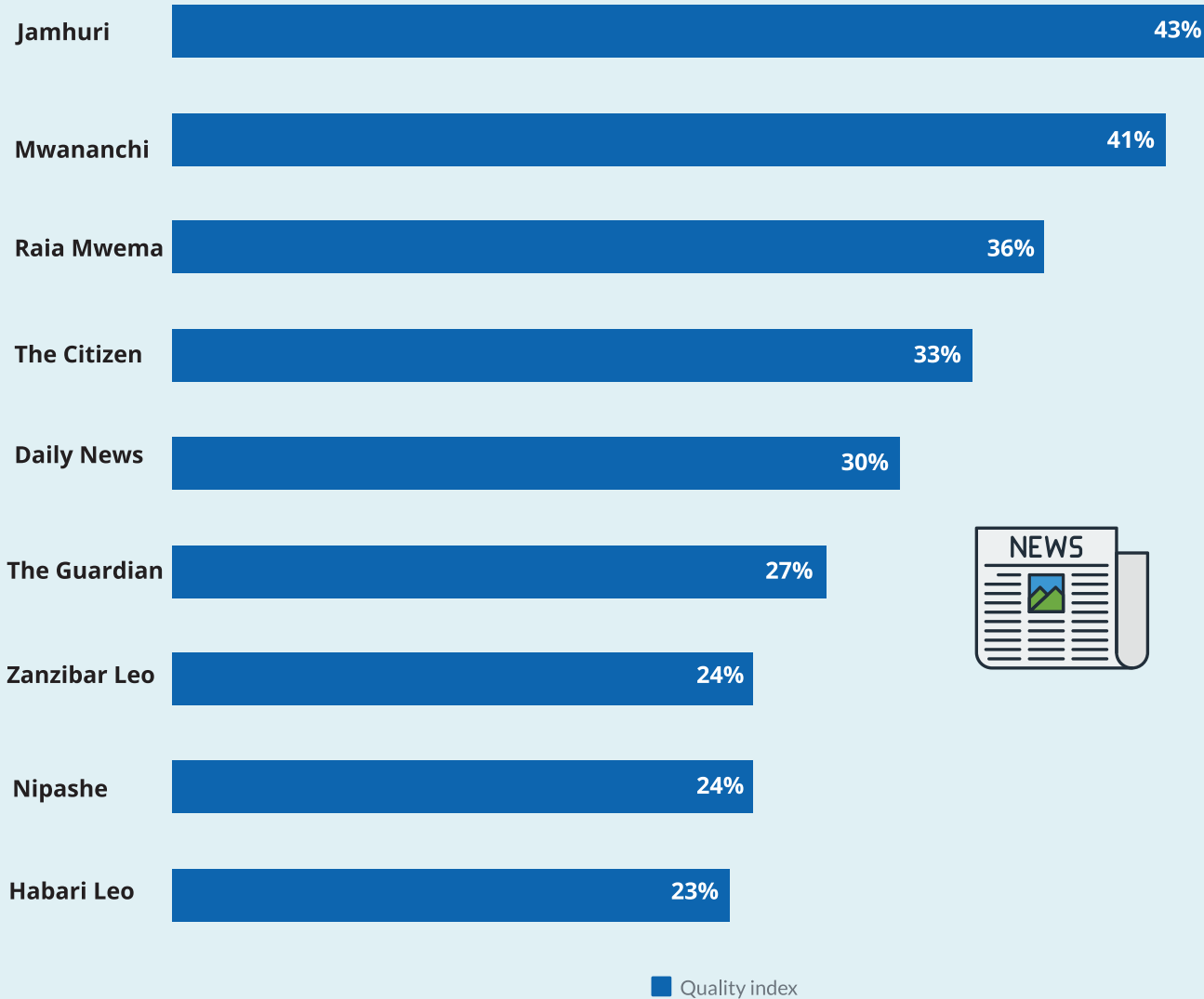
- *Jamhuri* performs well with conceding the right to reply in 10 out of 13 cases (77%)
- *Mwananchi* with 60% (3 out of 5 cases)
- *Raia Mwema* with 50% (3 out of 6 cases), and
- *The Citizen* with 29% (2 out of 7 cases).

All the other print media had less than 5 cases. Overall, there is room for further improvement.

Print Quality Index

From the findings, *Jamhuri* and *Mwananchi* lead in the Quality Index, followed by *Raia Mwema* and *The Citizen*.

Print Quality Index 2022





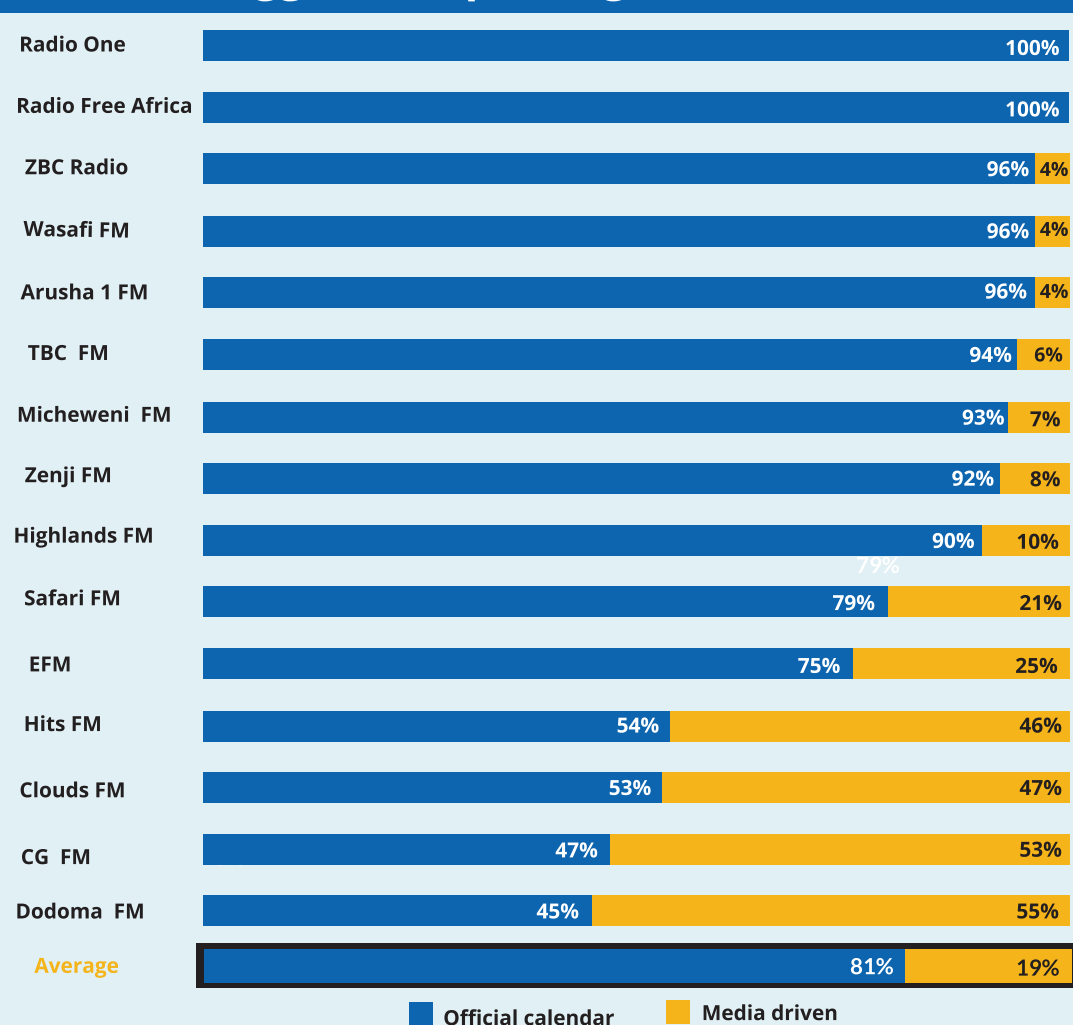
3.2 RADIO



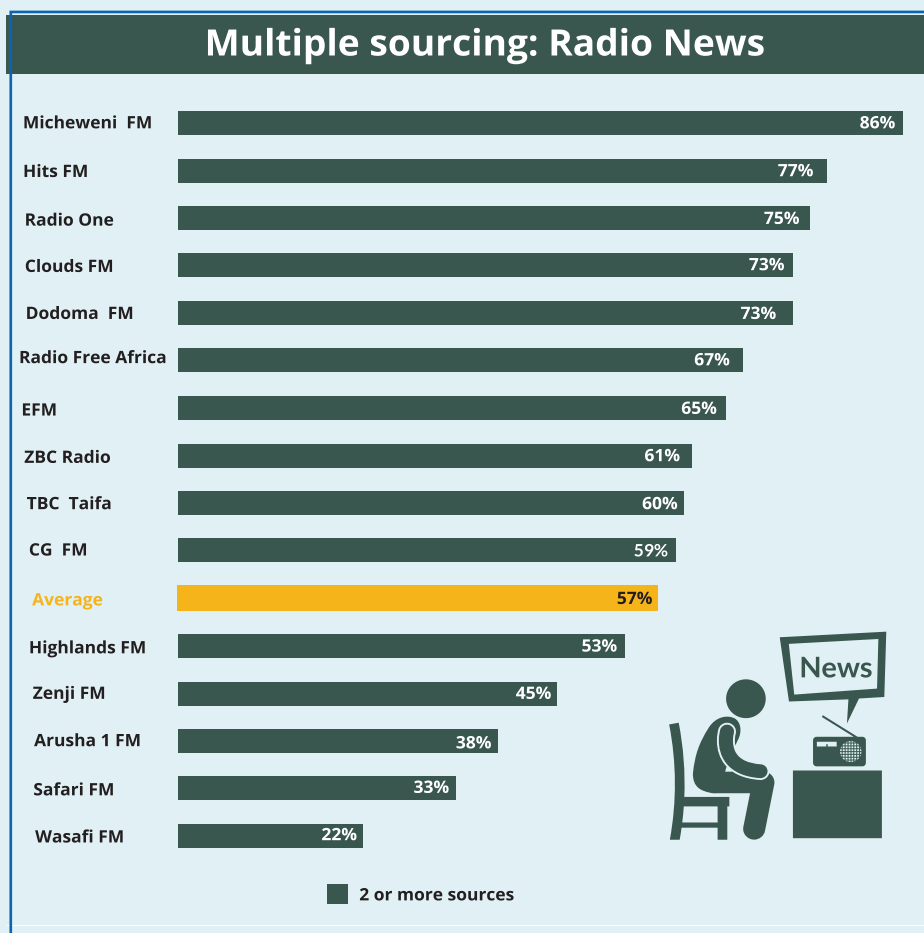
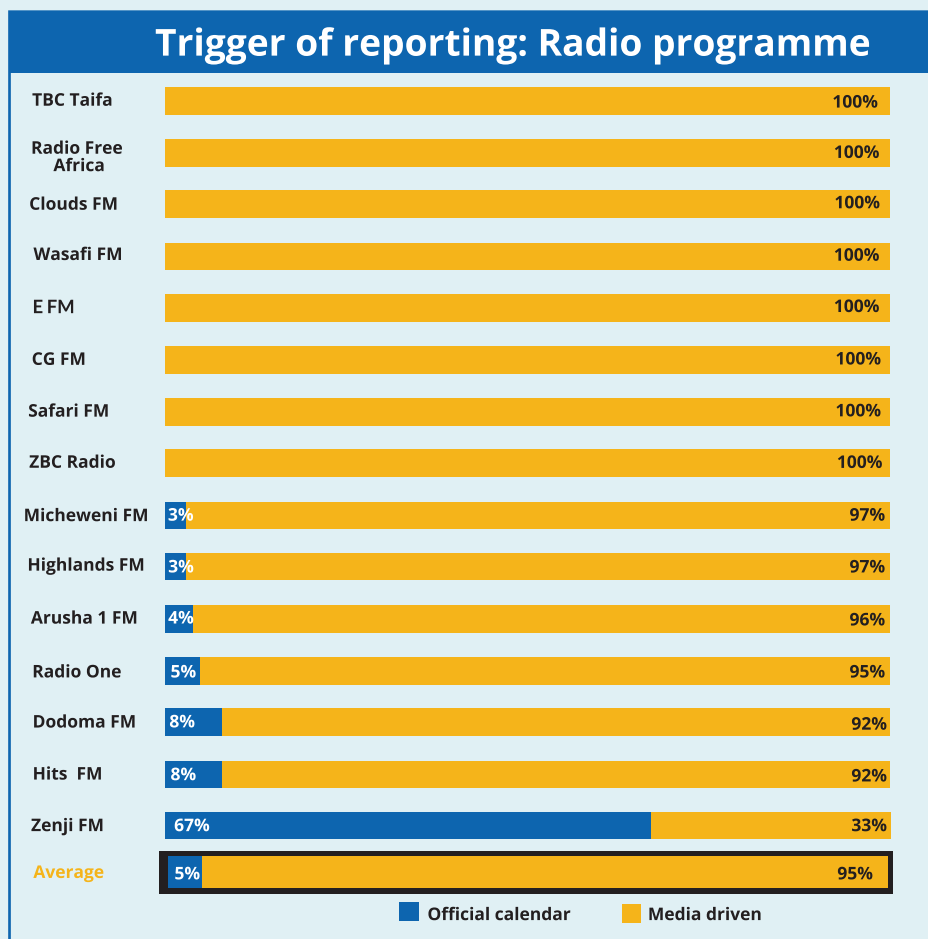
Trigger of reporting

For radio, a clear distinction between news and programmes emerges. Radio news is primarily dominated by the official calendar, accounting as it does for 90% to 100% of the coverage. Exceptions in radio news are *Dodoma FM*, *CG FM*, *Clouds FM* and *Hits FM*.

Trigger of reporting: Radio News



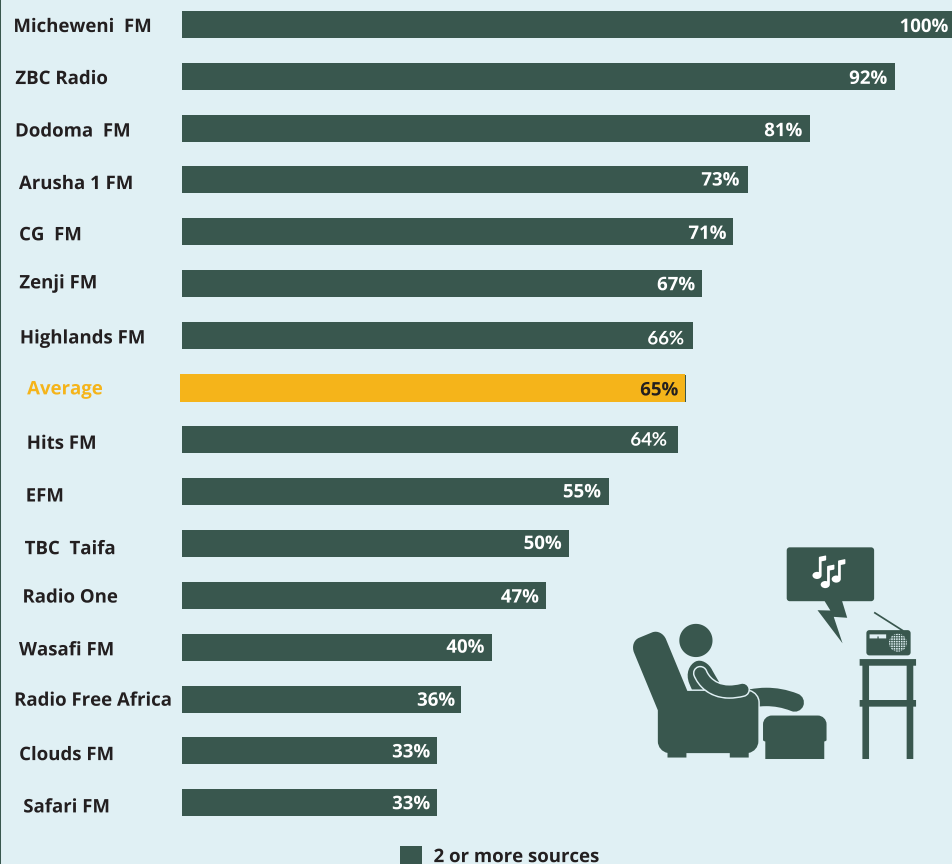
Radio programmes significantly contrast with radio news. On average, 95% of radio programmes are media-driven, and this high percentage in radio indicates a substantial increase against 2019 (moving from 73% to 95%). The only exception is *Zenji FM*, which has only 33% of media-driven programmes.



Multiple sourcing

Multiple sourcing in radio news has increased in 2022 from 49% in the previous report to 57%. *Micheweni FM* has emerged as the leading radio station with two or more sources, followed by *Hits FM*, *Radio One*, and *Clouds FM*. On the other hand, *Zenji FM*, *Arusha 1 FM*, *Safari FM* and *Wasafi FM* feature on the low end, with less than 50% of their news with at least two sources.

Multiple sourcing: Radio programme



In radio programmes, 65% of the units have two and more sources. However, *Safari FM* and *Clouds FM* show low performance (33%). Both also have minimal programmes because they hardly produced the kind of programmes the Yearbook tried to compile.²³

Compared to the 2019 results, *Micheweni FM* is again one of the leading radio stations. Meanwhile, *Dodoma FM* and *Zenji FM*. *CG FM*, *ZBC Radio* and *Arusha 1 FM* have improved their performance on this aspect. On the other hand, the performance of *TBC Taifa* (-23%) and *Radio Free Africa* (-25%) has taken a significant tumble on this variable. Unlike in 2019, when *Safari FM* emerged among the first three in this quality category, it has dramatically dropped in 2022 to the lowest performer. As the '2 or more sources' criterion seems easily achievable in programmes, any low performance points to serious challenges within the radio station to producing high-quality programmes.

Female sources

The performance of radio stations in using female sources has increased by 8%. In this regard, local radio stations outperform national radios in using female sources in their newscasts and programmes.

Localisation

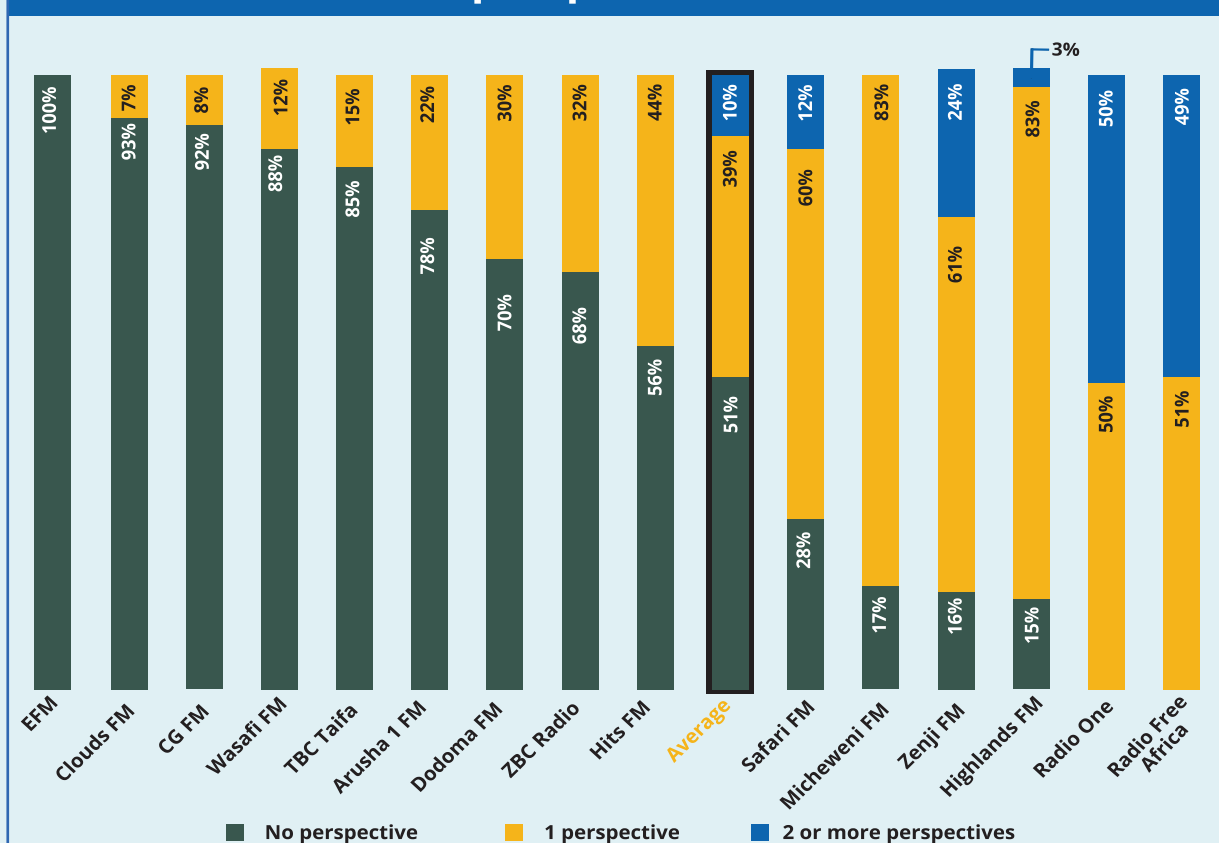
Localisation, as a quality criterion, is the main requirement for local radio stations. Their coverage of national issues such as inflation or government strategies must be useful for local audiences to grasp how those plans affect their local environment and communities. As such, the 2022 Yearbook data show that many local radio stations fail to localise national stories. Reporters and editors of such local radio stations need awareness of the value of localising national stories.

Perspectives

The percentage of units with two perspectives increased from 8% to 17% for radio, hence marking a steady improvement. There appears to be a clear distinction between newscasts and programmes, which is quite natural as news is usually shorter than a programme and thus presents fewer opportunities for integrating candid details and perspectives. The chart below shows that many radio stations do not provide a perspective in their news, which represents largely superficial reporting devoid of details and much-needed additive explanations. Nevertheless, some radio stations are much better at providing at least one perspective than others. These include *Radio One*, *Radio Free Africa*, *Zenji FM* and *Safari FM*, which often provide two perspective.

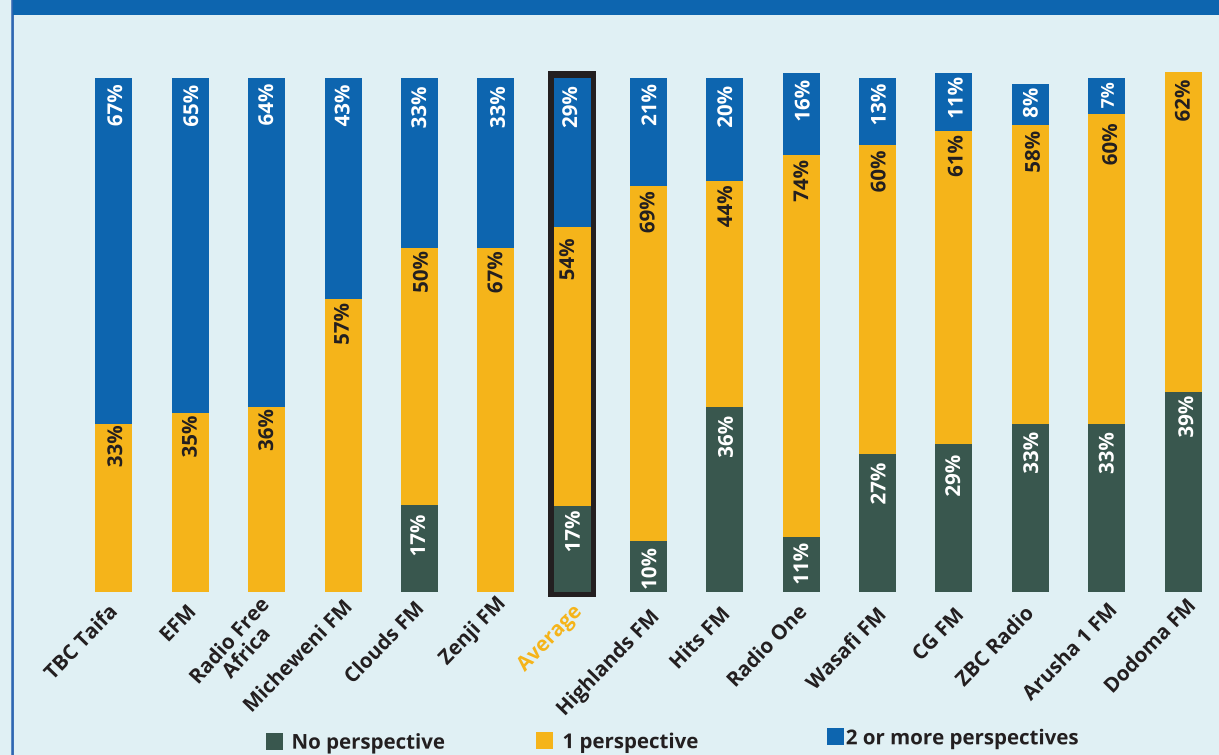
🔍 To get programmes from those radio stations, we had to select units beyond the usual sampling period

Number of perspectives: Radio News



In radio programmes, the data paints a different picture. *TBC Taifa*, *EFM* and *Radio Free Africa* provide two perspectives in almost two-thirds of their programmes, followed by *Micheweni FM*, *Clouds FM* and *Zenji FM*. At the lower end of the spectrum are *ZBC Radio*, *Arusha 1 FM* and *Dodoma FM*, with more than one-third of their programmes lacking any perspective.

Number of perspectives: Radio programme



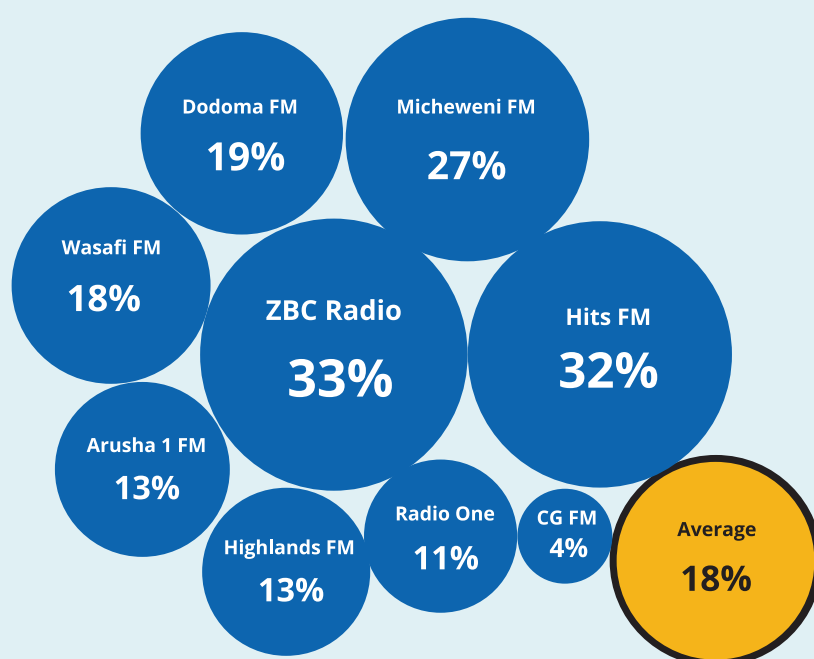
Viewpoints

For radio, a diverse development in publishing opinions and viewpoints has emerged. For radio, airing opinions and viewpoints, has decreased with the exception of TBC Taifa (a negative sign is positive because the number of units without a viewpoint is decreasing).

Viewpoints on Radio				
	Number and percent of units with “no viewpoints at all”			
Radio	2018	2019	2022	Change
TBC Taifa	75.6%	53.6%	53%	▲ -1%
Radio One	66.7%	46.9%	78%	▼ +31%
Clouds FM	74.6%	49.2%	100%	▼ +50%
Wasafi FM	-	-	79%	-
EFM	-	-	93%	-
Dodoma FM	62.5%	54.7%	78%	▼ +23%
CG FM	37.1%	71%	79%	▼ +8%
Highlands FM	51.9%	42.6%	90%	▼ +47%
Arusha 1 FM	60.8%	54.4%	74%	▼ +20%
Zenji FM	55.1%	65%	67%	▼ +2%
ZBC Radio	54.8%	68.9%	83%	▼ +14%
Micheweni FM	47.6%	60%	82%	▼ +22%
Safari FM	-	74.1%	77%	▼ +3%
Hits FM	-	-	72%	-

As news on radio contains considerably fewer viewpoints than radio programmes,²⁴ we focus on the latter.

Radio programmes: 2 or more viewpoints



²⁴ Intercoder reliability on coding viewpoints was low, so units coded by three coders had to be discarded regarding the criterion of “number of viewpoints”. Therefore, we had fewer units.

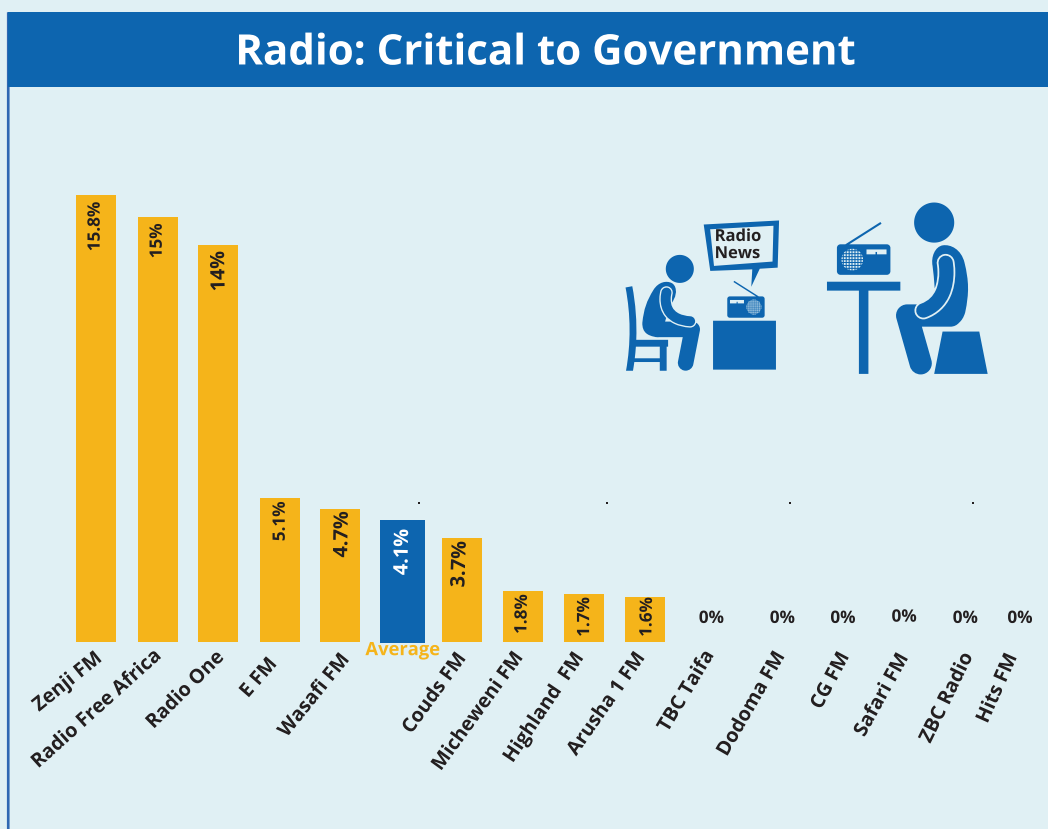
The chart on the radio programmes '2 or more viewpoints' shows that, on average, 18% of the radio programmes had two or more viewpoints. The best performers are *ZBC Radio*, *Hits FM* and *Micheweni FM*. Meanwhile, *CG FM*'s performance has registered very low, with only 4%. In fact, even in programmes, many radio stations could hardly compile diverse sources with different viewpoints.

Opposing viewpoints

The results show that many radio stations rarely provide listeners with opposing viewpoints. Thus, radio stations must improve on this quality aspect to help listeners access different opinions on the same issue.

Viewpoints critical of the government

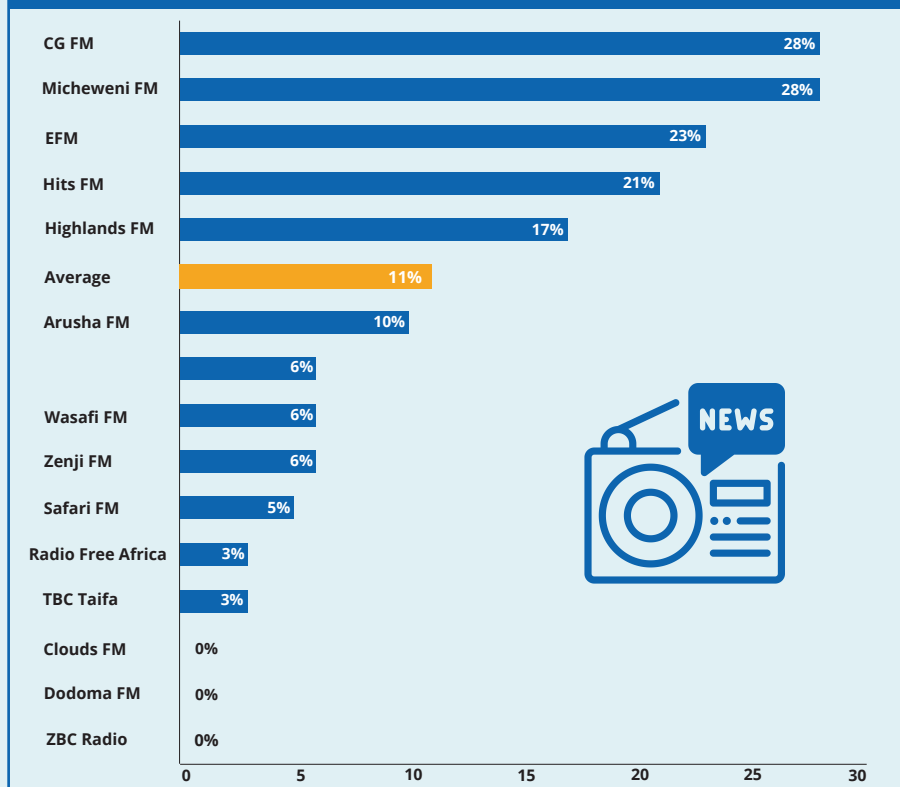
Some radio stations had more critical viewpoints of the government than the print media. The standout cases are *Zenji FM*, *Radio Free Africa* and *Radio One*, which have registered the highest ratings. Comparatively, the performance of radio stations has improved from less than 1% in 2019 to 4% in 2022. On the other hand, some radio stations (see those accounting for 0% below) have continued desisting from criticising the government in any circumstances.



Root causes

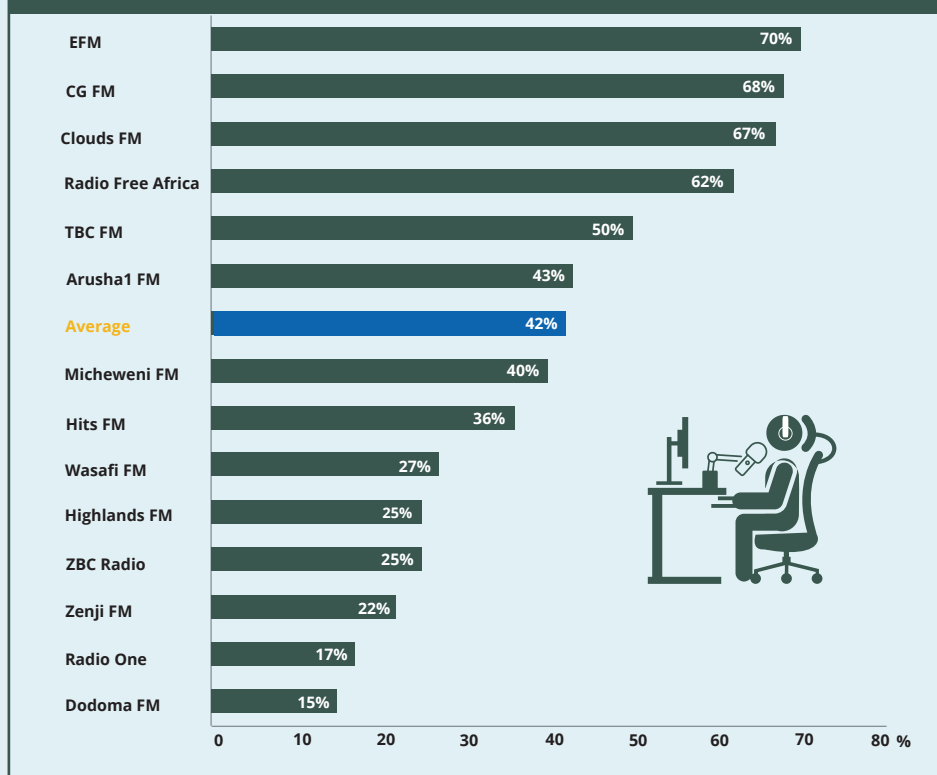
The coverage of root causes is much more pronounced in radio programmes (42%) in this review year than previously. Indeed, there has been a substantial improvement in programmes by radio (+10%) relative to 2019. Moreover, the coverage of root causes in radio news still poses challenges as the performance remains static as in 2019 (at 11%). The Yearbook has previously shown that radio news is concise. As a result, they fail to inform listeners better since the root causes could have further enriched the news items. As such, there is a need to change the setting of radio news and elongate them to create room for accommodating, including root causes.

Radio News: Large root causes



Amongst radio programmes,²⁵ EFM and CG FM trump others, followed by Clouds FM and Radio Free Africa. Performance-wise on this aspect, Dodoma FM is at the tail-end.

Radio Programmes: Large root causes



Micheweni FM (minus 35%), Radio One (minus 42%), and Dodoma FM (minus 35%) are much lower in performance than in 2019. EFM, CG FM (+30%), Clouds FM (only 9 programmes, +60%) and Radio Free Africa (+29%)—all above 50% of the programmes covering root causes.

Historical background

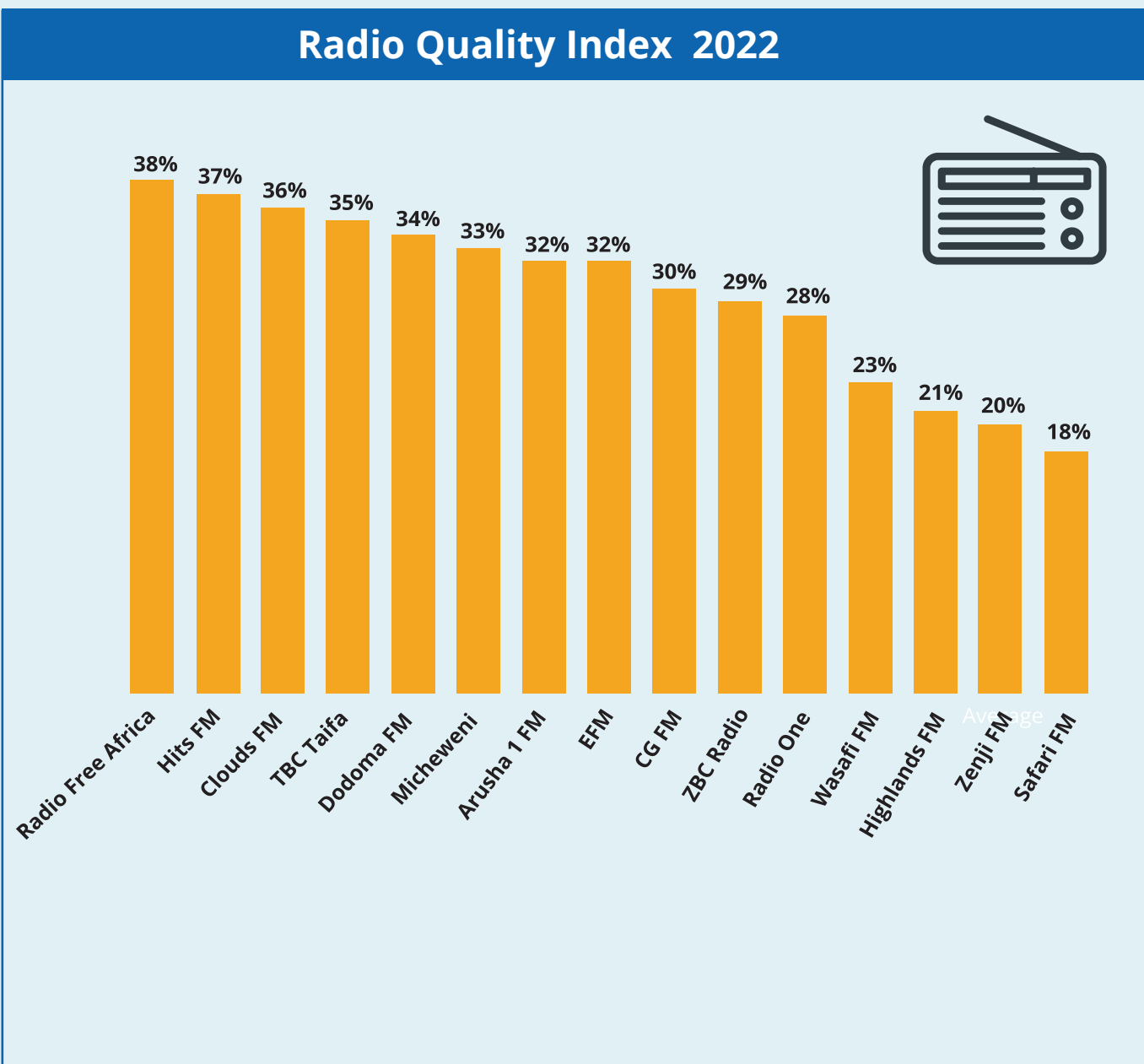
For radio programmes, TBC Taifa largely provides historical background (83%), whereas Micheweni FM and CG FM hardly feature it in their programmes. Failure to provide historical background on an issue covered denies listeners an opportunity to understand it broadly. This calls for journalists to invest in researching the background of an issue under scrutiny.

²⁵ Safari FM programmes were excluded because there were only 3 programmes.

Right to reply

Only a few radio stations conceded the right of reply as a sound practice. The best performers (considering only radio stations with at least 5 relevant units containing accusations against persons or organisations):

- *Radio Free Africa* in 8 out of 14 cases (57%)
- *Clouds FM* in 2 out of 5 cases (40%)
- *Zenji FM* in only 5 out of 14 cases (36%)
- *Radio One* in only 4 out of 16 cases (25%)



The quality index shows that *Radio Free Africa*, *Hits FM*, and *Clouds FM* are the leading radio stations in the country. All the local radio stations lag behind national radio stations, including those that had fared well in 2019.

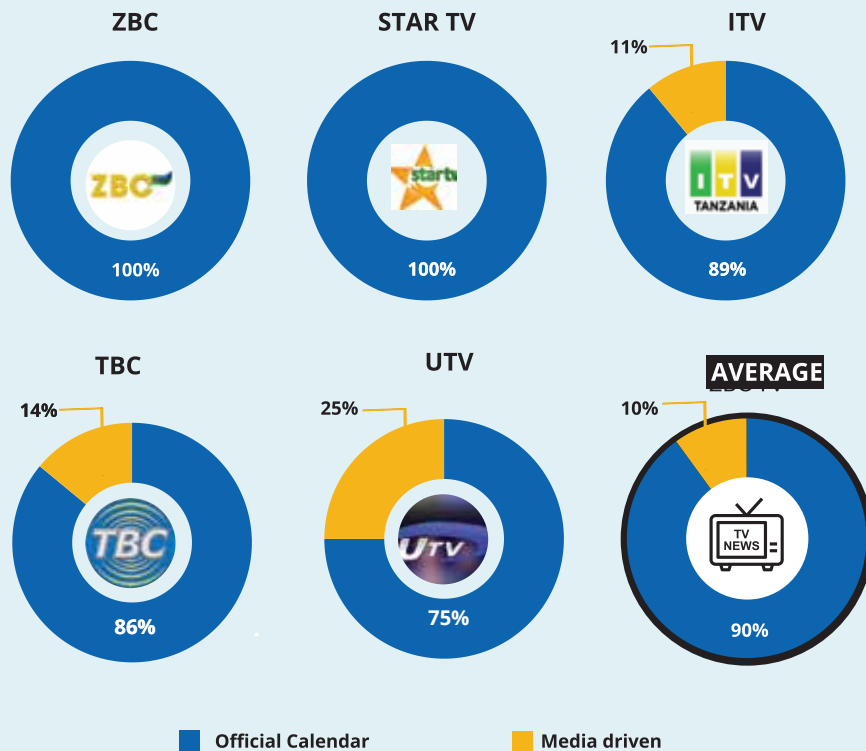


3.3 TELEVISION

Trigger reporting

Like in radio news, most TV news is a product of information subsidy— information that news sources provide to the media to gain airtime or space (Gandy, 1982).²⁶ Such triggers include information from official statements, press releases, and press conferences. UTV had a quarter of its coverage drawn from media-owned initiatives; the rest of the TV stations significantly relied on event-based stories—100% for *Start TV* and *ZBC TV*.

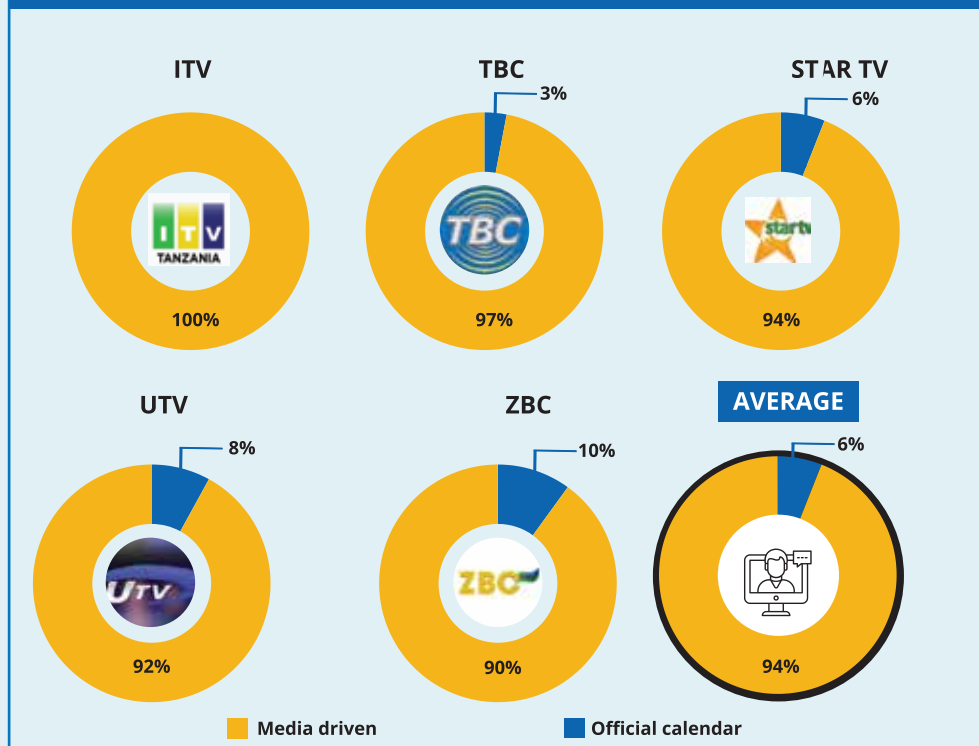
Trigger of reporting: Television News



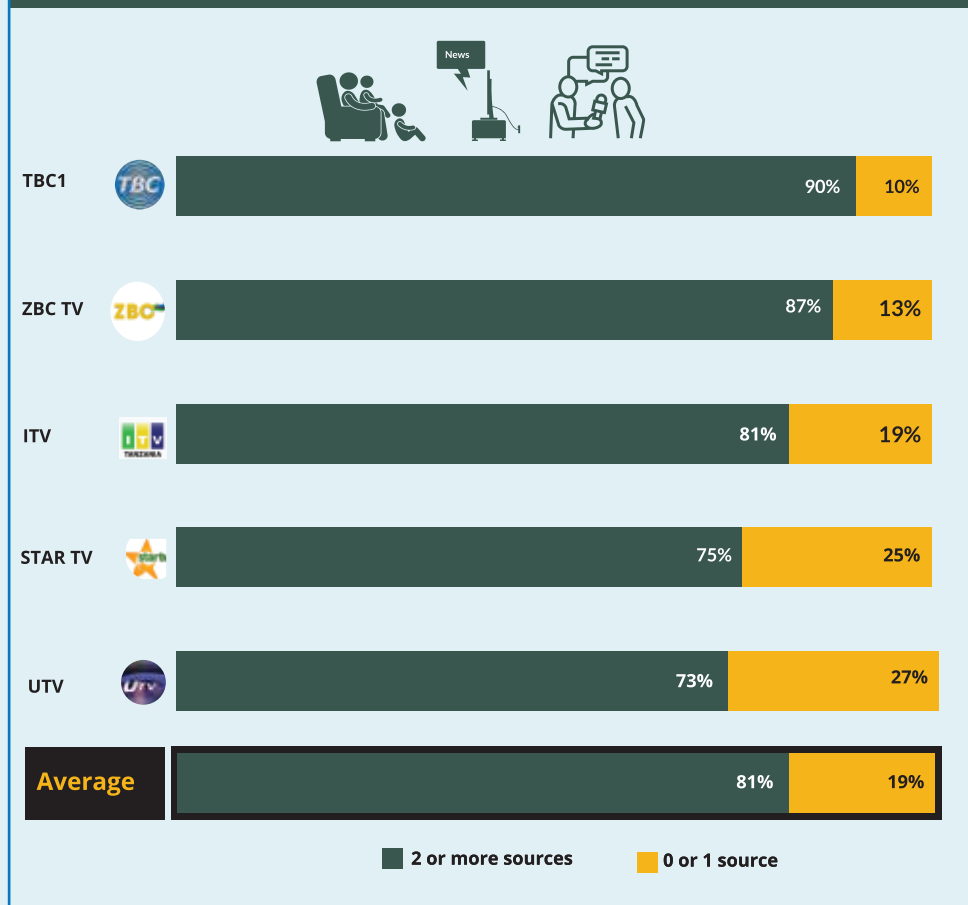
²⁶ Gandy, O. H. (1982). *Beyond agenda setting: Information subsidies and public policy*. Norwood, NJ: Ablex.

In contrast, TV programmes emerged from media-owned initiatives. Only 6% of the programmes followed the official calendar or diary.

Trigger of reporting: Television programme



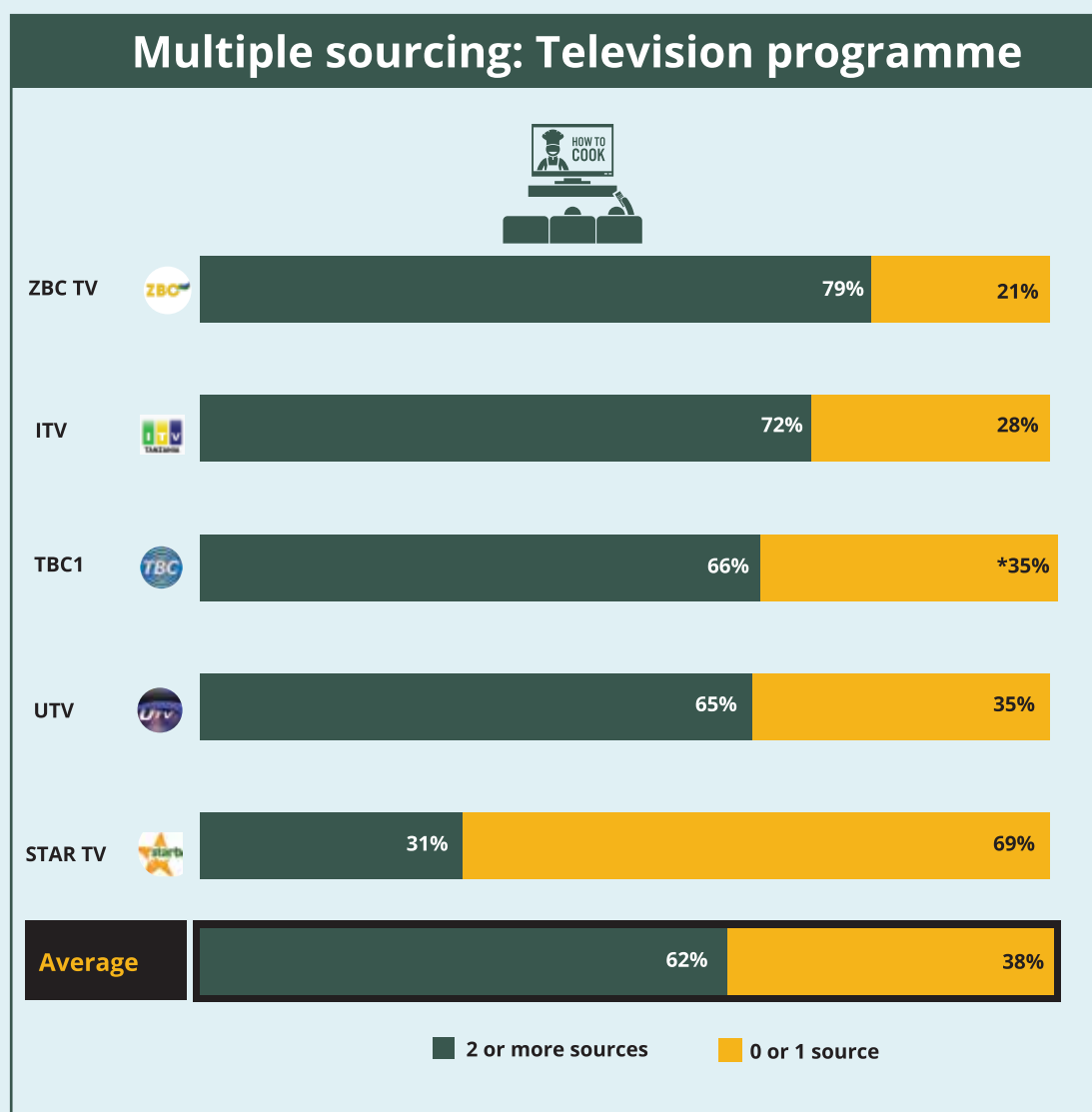
Multiple sourcing: Television News



Multiple sourcing

On average, 81% of TV news used multiple sources. Unlike shorter radio news, TV news are more extended and thus able to accommodate '2 and more sources' in stories. Diversity in multiple sources varies across stations. *TBC1* has 38% of those sources (in units with 2 and more sources) coming from the government and local authorities, ordinary citizens (25%) and education stakeholders (10%). *ZBC TV* has the highest share of sources drawn from the government (56%). On the contrary, *ITV* and *UTV* have lower accounts of government sources.

A similar pattern emerged in programmes. *ZBC TV* has come up with the most units with '2 and more sources.' The highest share of sources stemmed from the government (37%). The performance slightly varied for all the others in terms of diverse sourcing, including *TBC1*. *Star TV* has emerged to be the least performer on this parameter.



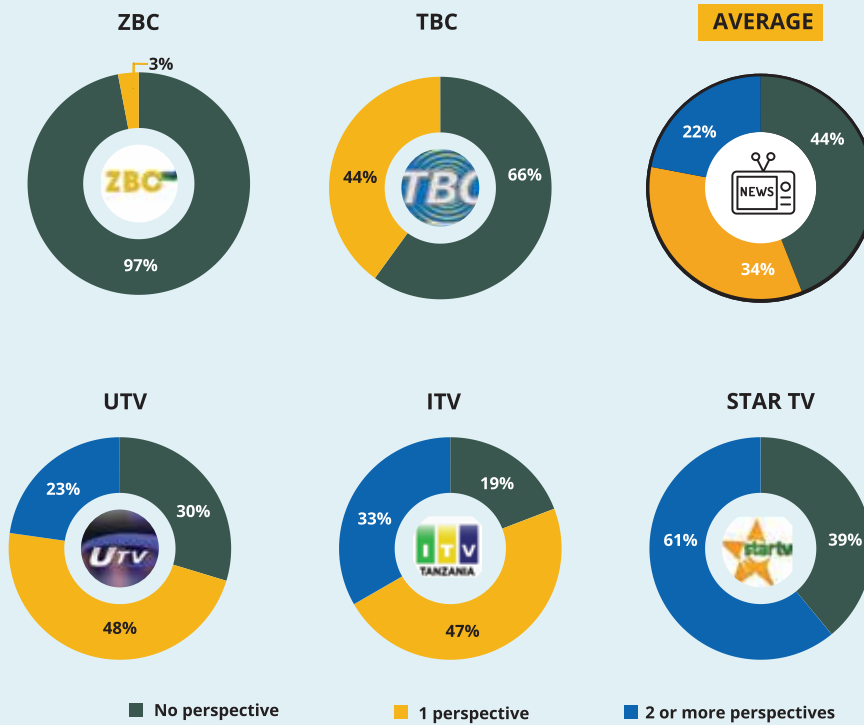
Female sources

The inclusion of female sources by TV stations has improved by 12%. This improvement signals that journalists are increasingly becoming gender-sensitive in their reportage. This gender sensitivity is critical to improving the diversity of sources in the media.

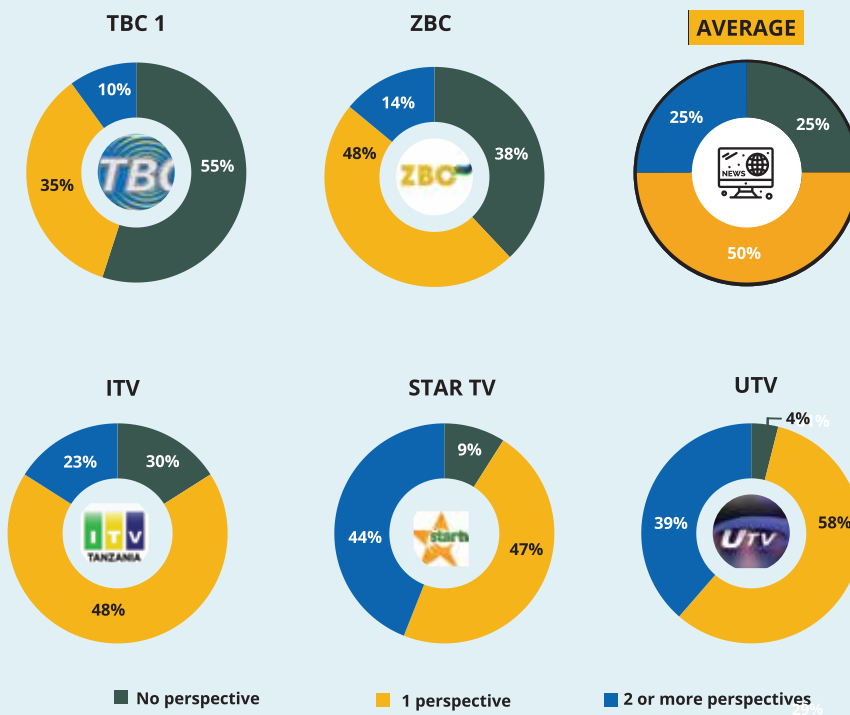
Perspectives

Generally, TV stations have improved the diversity of perspectives. There are many more units with '2 and more perspectives' (from 4% to now 23%). However, there are significant differences among TV stations. The government-owned *TV stations ZBC TV and TBC1* are on the low side, with only a few units considering at least one perspective (28% and 39%), whereas *UTV, ITV and STAR TV* are well above 80% of their units covering at least one perspective. These three stations contribute the "good" result for a TV in this quality criterion.

Number of perspectives: Television News



Number of perspectives: Television Programme



For programmes, Star TV leads other TV stations, and again government broadcasters are on the low end.

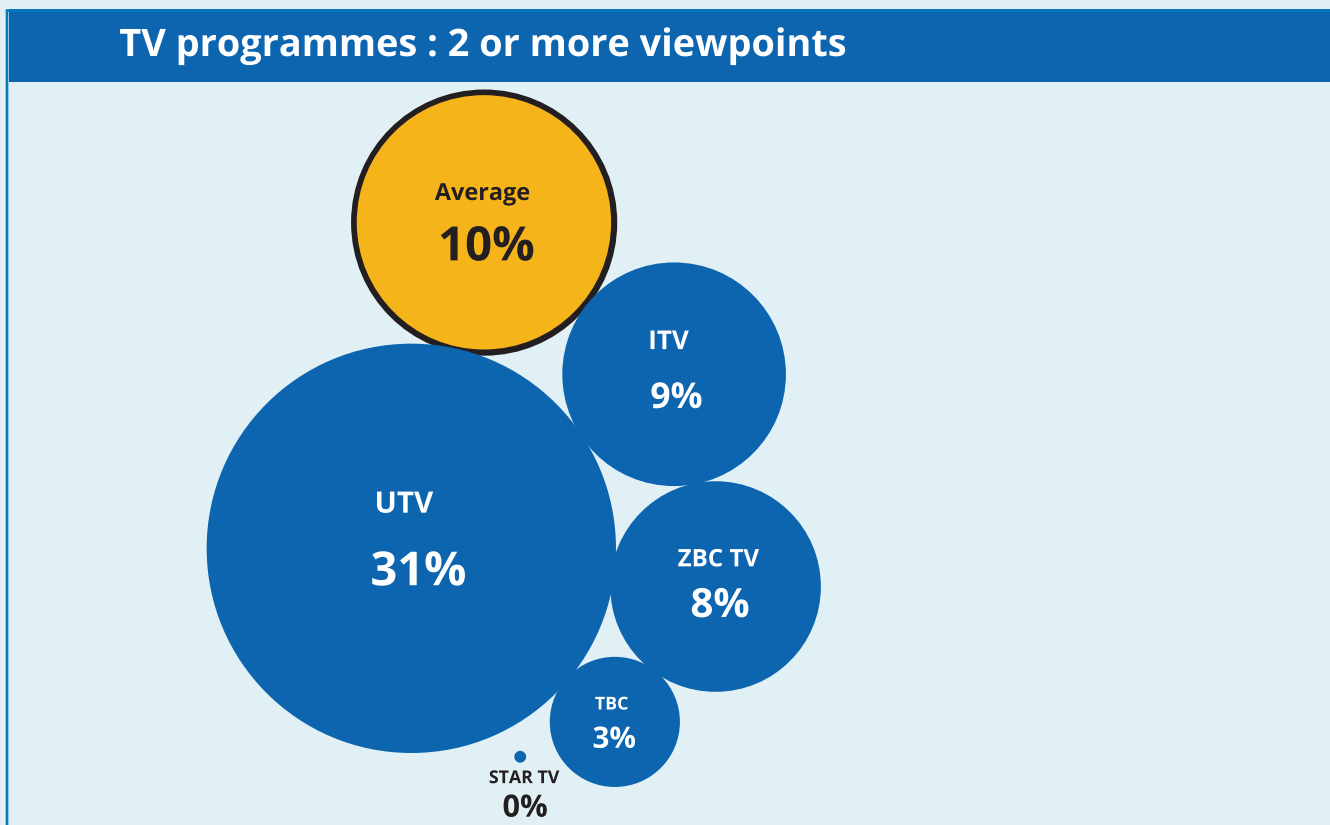
Even in programmes—with the options of enlarged reporting—TBC1 does not provide details and explanations under a specific lens in over 50% of its programmes.

Viewpoints

Overall, *ITV* has shown a slight positive development, reducing its percentage of units without viewpoints. *ZBC TV* has witnessed a considerable deterioration but is now at par with *TBC1*. *Star TV* is the best in 'no viewpoints at all,' but always provides just one viewpoint.

Viewpoints on TV				
Percentage of units with “no viewpoints at all”				
TV	2018	2019	2022	Change
TBC 1	54%	66%	71%	▼ +5%
ITV	51%	75%	68%	▲ -7%
AZAM TV/UTV	52%	75%	89%	▼ +14%
STAR TV	-	-	29%	-
ZBC TV	-	36%	77%	▼ +31%

The average performance of TV programmes in '2 and more viewpoints' is low at just 10%, but the chart below shows that *UTV* accounts for 31%, which represents a significant improvement in 2022 (21% in 2019). However, *TBC1* and *ITV* have registered a considerably lower performance in this regard (from 36% in 2019 to 3% and from 37% to 9%). Notably, in 2018, all the TV stations had much higher achievement in the criterion of '2 and more viewpoints.' This situation raises the question of whether TV stations lack the capacity or will to gather more sources expressing their viewpoints clearly. However, *UTV* demonstrates that higher performance is feasible in this regard.

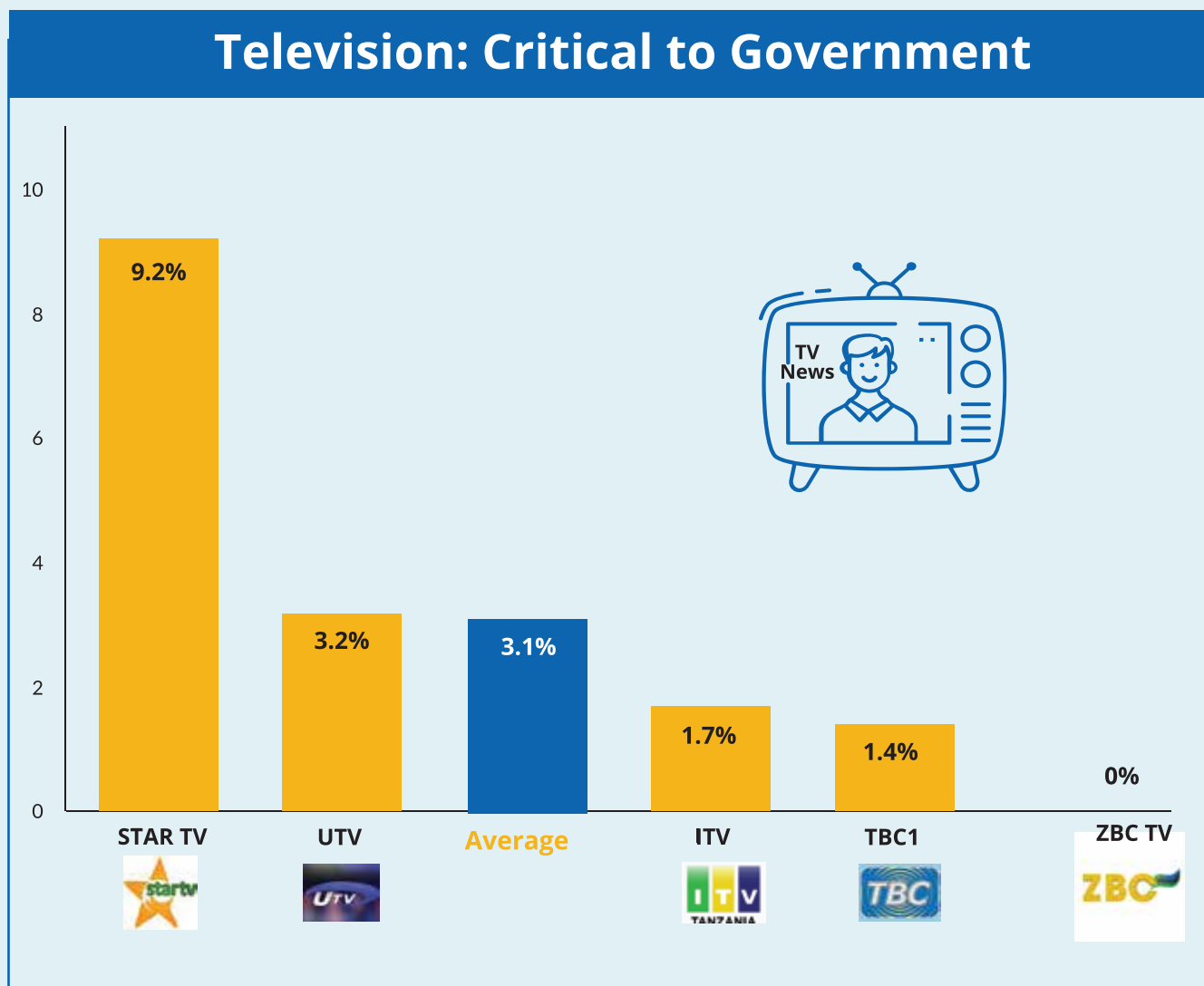


Opposing viewpoints

Opposing viewpoints are visible in only 2% of the TV units, which is a relatively low performance. All the TV stations indicate the same low percentage: *UTV*, *ITV* and *Star TV* have just one unit, *TBC1* has three and *Star TV* has none. As more and more people use TV as their primary information diet, at least in urban areas, there is a need for TV stations to improve the coverage of opposing viewpoints.

Viewpoints critical of the government

TV has not been critical of the government in 2022. In fact, a few units are present, as shown in the chart below.

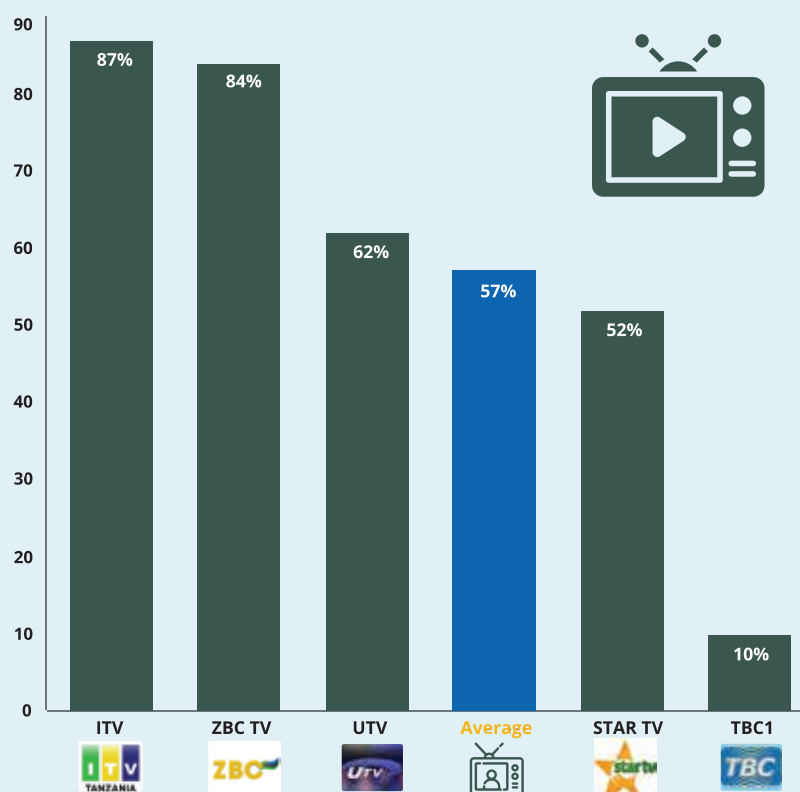


Root causes

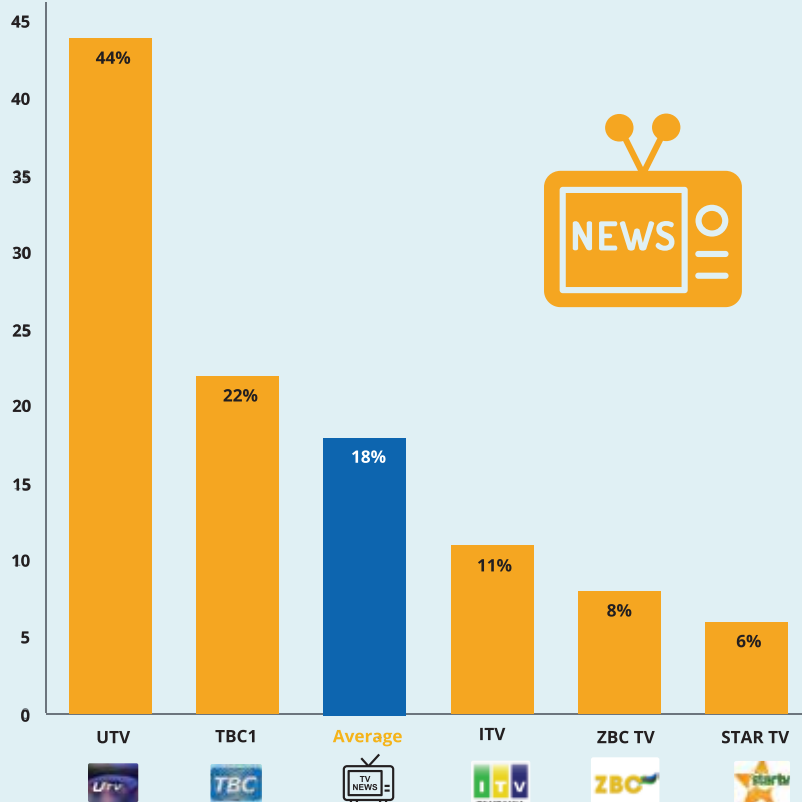
The coverage of the root causes is higher in TV programmes (57%) than in ordinary newscasts (18%). There is notable improvement in TV programmes (+4%) over the 2019 performance, but TV news has also significantly increased from 6% to 18%. The chart below indicates a very low performance of *TBC1*, which in fact represents a colossal drop vis-à-vis the 2019 performance (-54%). *ITV* and *ZBC TV* show outstanding performance. *ZBC TV* gained a lot (+62%). *UTV* remained at an elevated level.

The significant advantage of *UTV* entails providing root causes in TV news, which the other TV stations hardly do. *UTV* has improved significantly against 2019 (+36%), and the others remain low.

Television Programmes: Large root causes



Television News: Large root causes

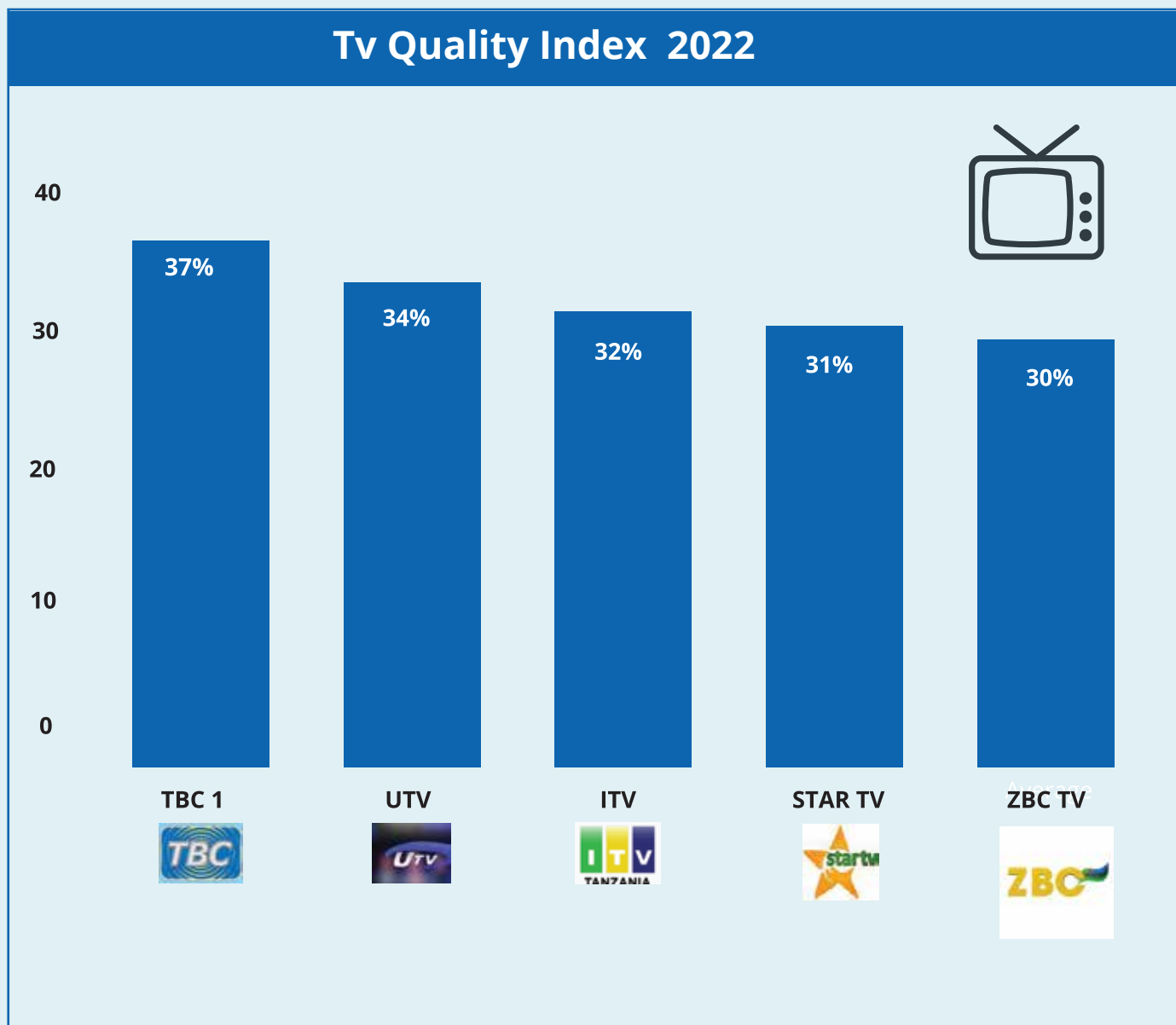


Historical background

UTV and *Star TV* often provide the historical background (above 50% of the units) in TV programmes. *ITV* and *ZBC TV* feature on the low end (about 10%).

Right to reply

Among TV stations, only *Star TV* had at least five (5) relevant cases (with accusations against persons or institutions). The TV station conceded the right of reply in two (2) out of six (6) cases (33%).



The performances of TV stations are in the same range. *Star TV* leads in an overall quality index with 38%, followed by *TBC1*, *UTV* and *ITV*, respectively. However, *ZBC TV* has considerably lower scores (30%).



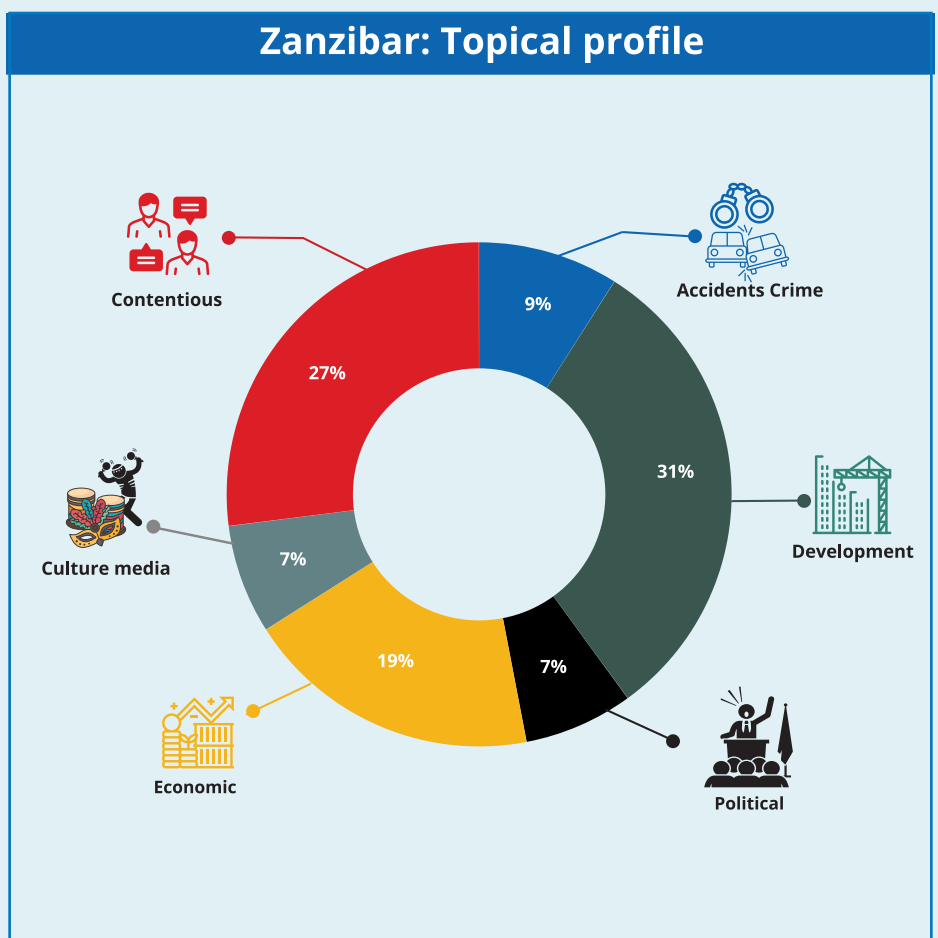
3.4 STATE OF JOURNALISM REPORTING IN ZANZIBAR

This sub-chapter looks explicitly at the quality of journalistic reporting in Zanzibar. This new element in the Yearbook report responds to requests from media stakeholders in the Isles. The sub-chapter mirrors the performances of Zanzibar's media based on quality indicators. The assessment covered a sample of 370 media pieces drawn from six (6) media outlets, namely *Zanzibar Leo*, *Zenji FM*, *ZBC Radio*, *Micheweni FM*, *Hits FM*, and *ZBC TV*.

Topical profile

Like their counterparts on the Mainland, Zanzibar's media coverage prioritised developmental issues such as education, health, agriculture, environment, and water (31%), followed by contentious issues (conflicts, human rights, social problems, corruption, good governance, 27%), and economic issues (19%). These three aspects have proven to be the favourite topics of the media. They also reflect what government leaders, the dominant sources of media information, consider to be dominant issues. Moreover, like their Mainland counterparts, Zanzibar's media pay less attention to political coverage, which could otherwise be attributable to minimal political activities in the Isles. Nevertheless, online platforms such as Twitter space and clubhouse host discussions on Zanzibar politics.

Zanzibar: Topical profile



Special topic: The blue economy

Since coming to power in December 2020, the 8th Government of the Revolutionary Government of Zanzibar (RGZ) under President Dr. Hussein Ali Mwinyi²⁷ has been advocating for the development of the blue economy (uchumi wa buluu) as a springboard for Isles' economic growth and subsequent advancement. The RGZ, through the Zanzibar Development Vision 2050, treats the blue economy—the sustainable utilisation of maritime and marine resources to foster inclusive development—as a priority focus for the next 28 years.

Because of the importance of this sector to Zanzibar's economy, the Yearbook assessed Zanzibar's media coverage of the sector by looking at the following priority areas: Fisheries and Aquaculture, Maritime Trade and Infrastructure, Energy, Tourism, Maritime and Marine Governance, Policies, and Financing.²⁸ The assessment also provided an option such as 'any other topic.' The study assessed media units that covered priority areas and explicitly referred to uchumi wa buluu. A unit that did not explicitly reference the blue economy amounted to no relevant coverage in the sector.

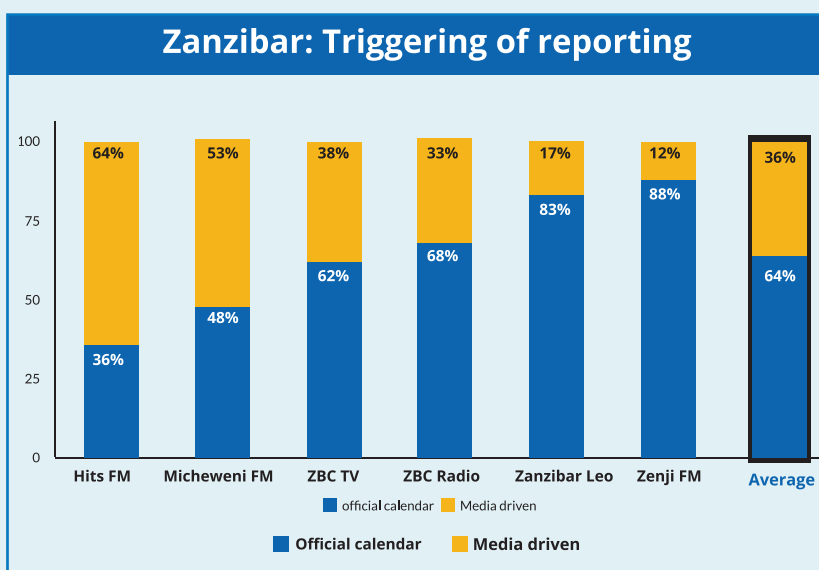
Compared to the Mainland media, Zanzibar's media houses cover the blue economy more than their counterparts on the mainland, even though it is not necessarily a dominant topic in their general coverage. Apparently, Zanzibar's media dedicated less than 10% of their coverage to uchumi ya buluu.

Coverage of blue economy		
Media house Zanzibar	No. units	Per cent
Micheweni FM	5	9%
ZBC TV	6	9%
Zanzibar Leo	6	8%
Zenji FM	4	7%
ZBC Radio	2	5%

Within the coverage of the blue economy, the sub-sector of Fisheries and Aquaculture (9 units out of 23 in total, 39%) featured the most, followed by tourism and infrastructure.

Trigger of reporting

Generally, the official calendar drives the media coverage in Zanzibar, with 64% of the units drawn from this source. *Zenji FM* relies heavily on event-based stories (88%), followed by *Zanzibar Leo* (83%) and *ZBC Radio* (68%). The government-owned media tend to rely more on event-based stories than privately-owned media, partly because they broadly cover events involving government leaders.



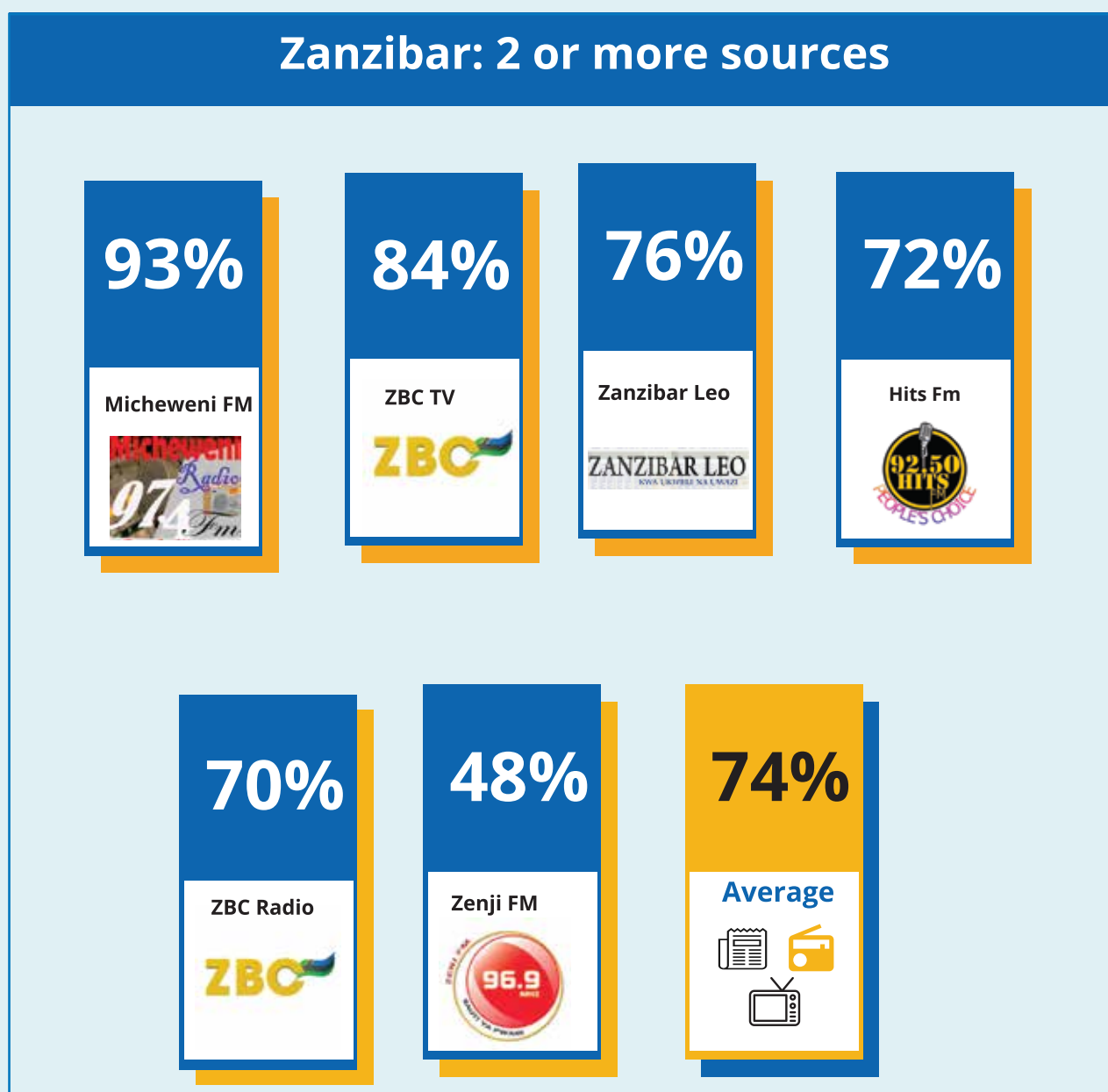
²⁷ During the 2020 presidential election, Dr. Hussein Ali Mwinyi put the blue economy agenda at the centre of his campaign.

²⁸ These sub-sectors are mentioned in the Zanzibar Blue Economy Policy on 2022

On the media-own initiatives—stories gathered by the media themselves—Hits FM has the highest percentage (64%), followed by *Micheweni FM* (53%). In this regard, more units drew from their own initiatives, which helps citizens to get balanced stories—mainstream news vs non-mainstream—in addition to facilitating media houses’ setting of their agenda and, thus, contributing to public discourse.

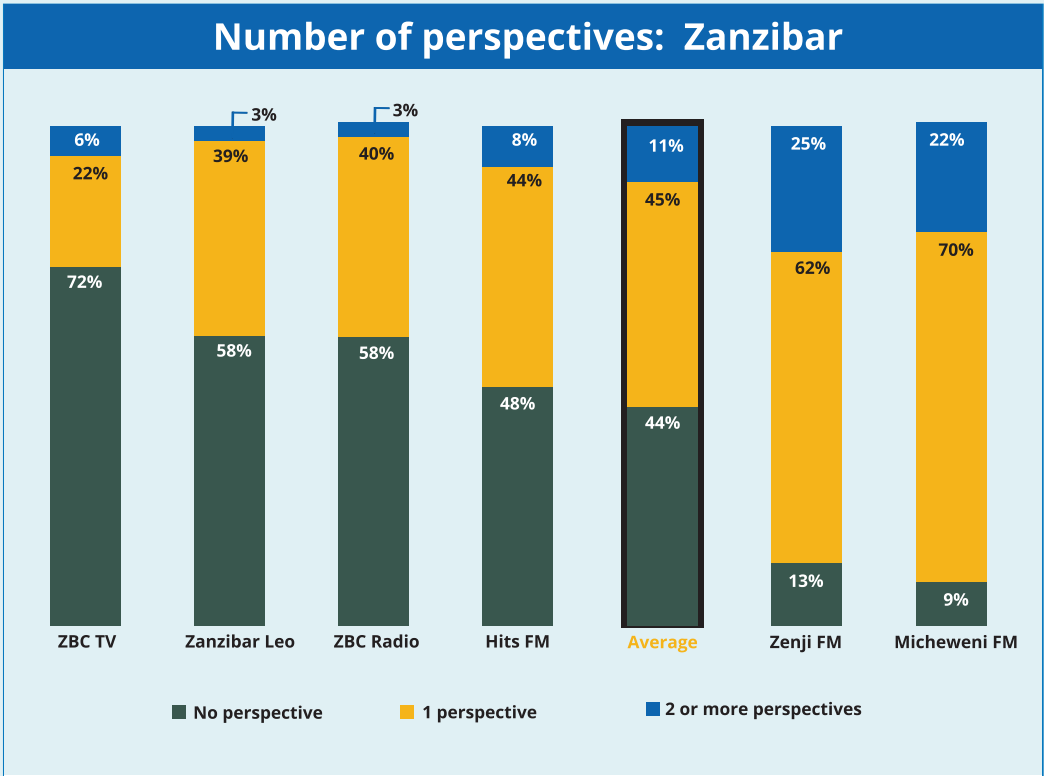
Multiple sourcing

Using ‘2 or more sources’ is primarily evident in Zanzibar’s media. *Micheweni FM* outperforms others, with 93% of its unit having ‘2 or more sources’, followed by government-owned media *ZBC TV* (84%) and *Zanzibar Leo* (76%). These three outlets perform better than the average score of 74%.



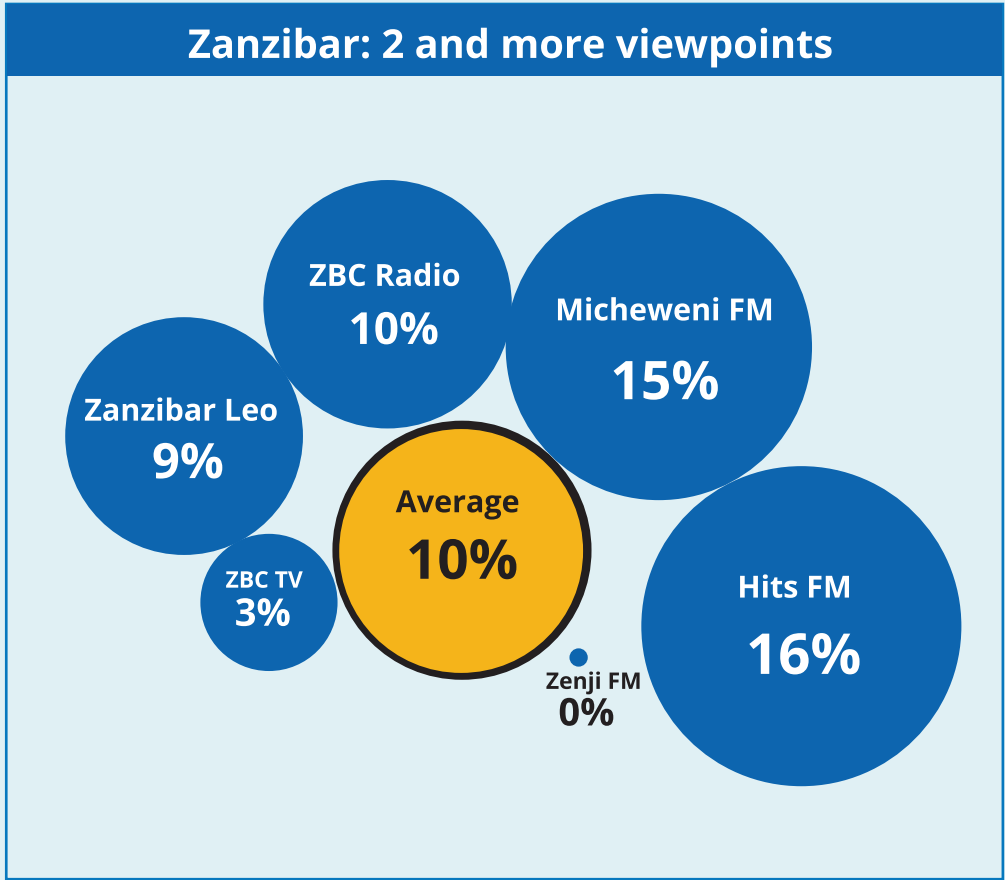
Perspectives

The findings on using perspective or a specific lens in reportage show a diverse picture. *Zenji FM* and *Micheweni FM* have the most units with ‘2 and more perspective’ and, in addition, the least with ‘no perspective’. Implicitly, they often detail and explain essentials with two or more sources under one or more lenses. On the other hand, government-owned media perform poorly as they have over half of their units without any specific lens to guide their reportage, and they have a negligible part of reporting on various perspectives.



Viewpoints

Regarding viewpoints, government-owned broadcast media also account for lower performances than private local radio stations. For example, *Zenji FM*, *Hits FM* and *Micheweni FM* provide more opinions to help listeners to get more informed than government-owned media.

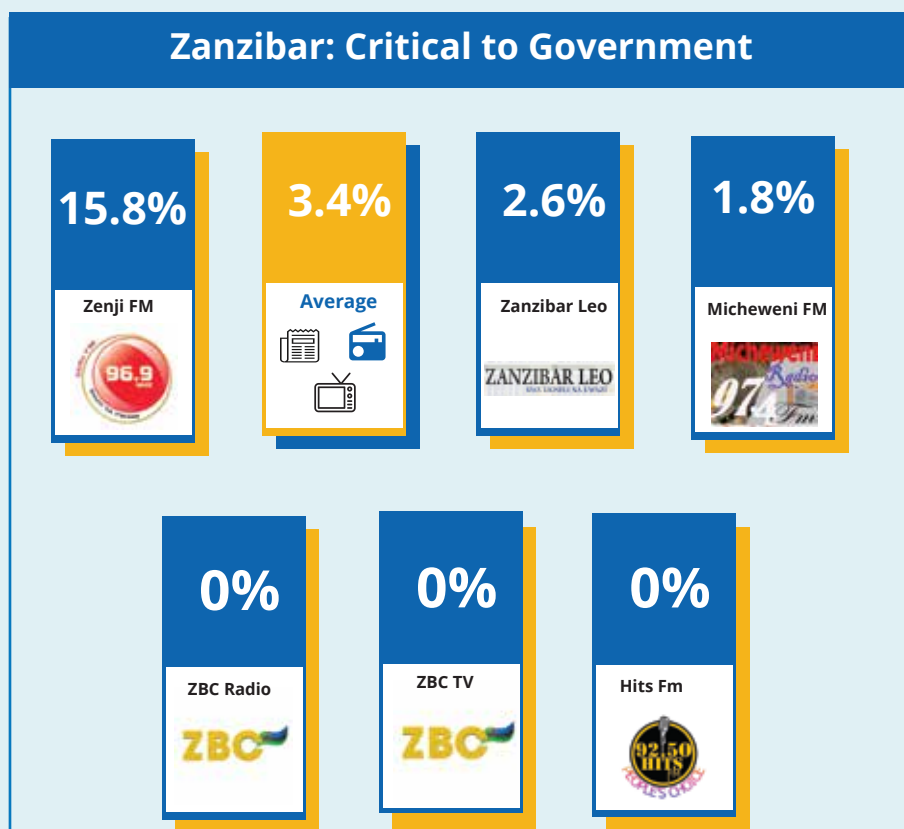


Opposing viewpoints

However, expressing opposing viewpoints in a media unit is almost non-existent in Zanzibar. Specifically, only three (a mere 0.8%) out of 370 units presented balanced and opposing viewpoints. In other words, either the media on the island do not treat this issue as their task, or they need help finding sources that can express this kind of viewpoint.

Viewpoints critical of the government

Critical voices on the government hardly exist in Zanzibar, with only 3.4% or 12 out of 370 units having such an inclination. In fact, *ZBC Radio*, *Hits FM* and *ZBC TV* do not even have a unit with views critical of the government. Thus, *Micheweni FM* has just one. This shortcoming denies citizens an opportunity to form their own opinion on the government and undermines the trust in the independence of media.

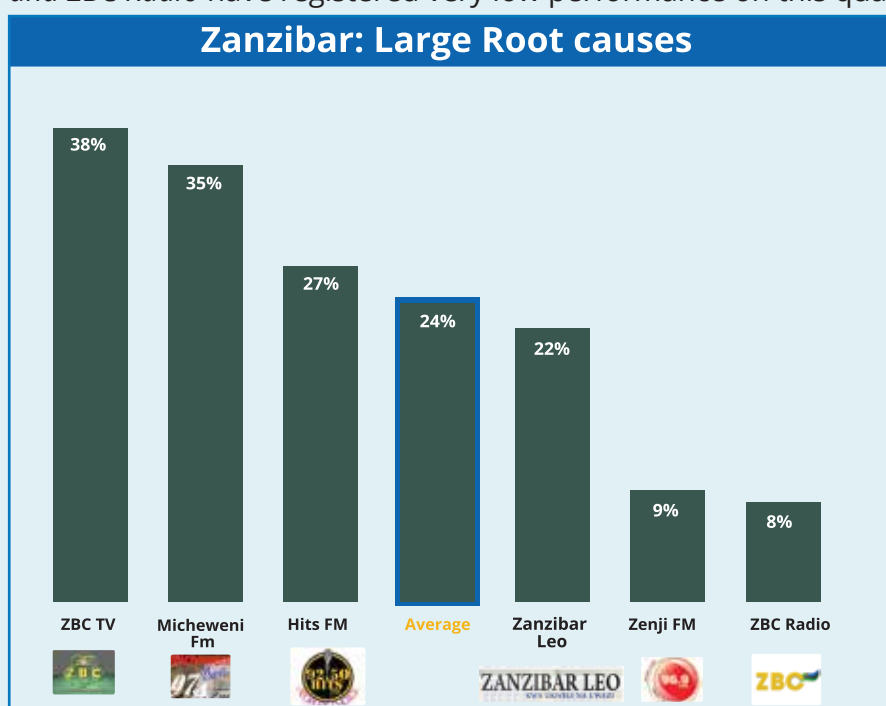


Historical background

Furthermore, providing historical background is rare in Zanzibar media (average of 8%). Apparently, this type of comprehensive information poses challenges since many media houses do not see the need for it, or journalists lack the capacity to find sources who can speak about how the story had unfolded.

Root causes

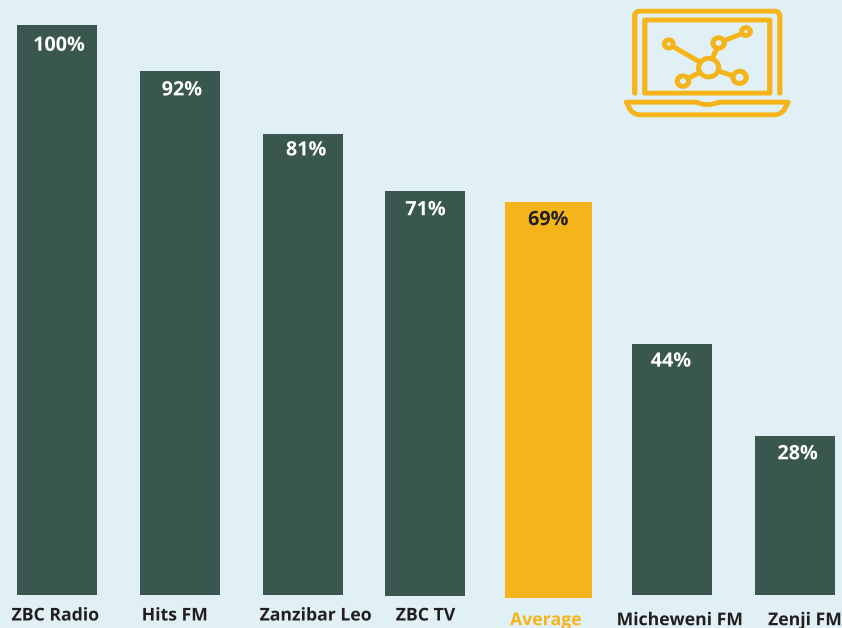
The two media outlets, *ZBC TV* and *Micheweni FM* have many units (38% and 35%, respectively) to provide the audience with the root causes of the issues in those stories. On the other hand, *Zenji FM* and *ZBC Radio* have registered very low performance on this quality criterion.



Structure

The structure of stories significantly differs amongst Zanzibar media. The performance of *Zenji FM* and *Micheweni FM* is this regard feature on the low end, far below the average of having a good structure. *ZBC Radio*, *Hits FM* and *Zanzibar Leo* are much better off in this regard. Notably, it has a good structure in stories helpful to the audience, readers, listeners, and viewers for them to follow a story in a meaningful manner.

Zanzibar: Good structure in media pieces



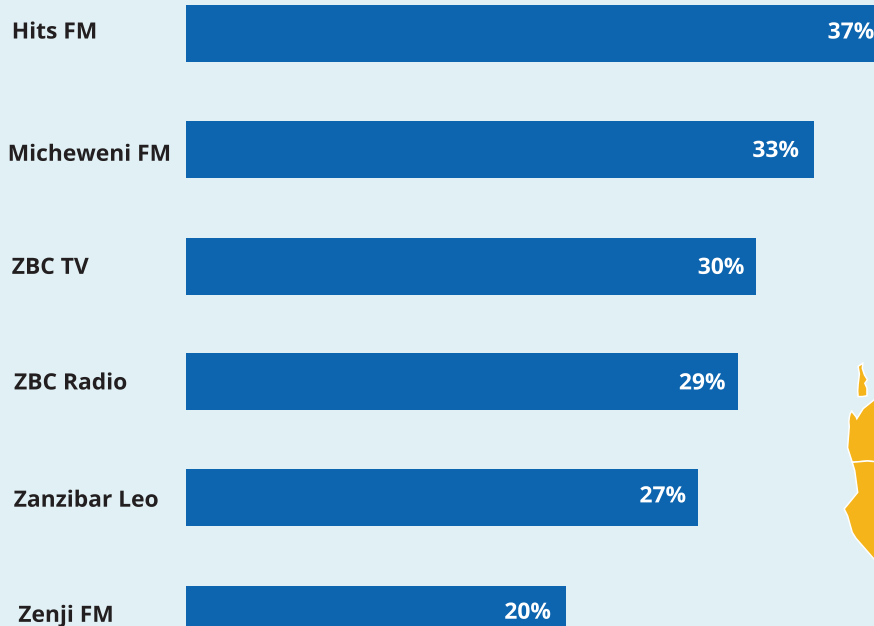
Right of reply

Journalism professional ethics dictate that an accused person must have recourse to the right of reply, giving the accused a fair chance of sharing their story. For this quality criterion, the results show that *Zenj FM* was the only media house with sufficient units (14). The other media houses had only four (*Zanzibar Leo*) or one story (*Hits FM*, *ZBC TV*), and *ZBC Radio* had none. *Zenji FM* provides the right to reply in only 5 units (36%).

Quality Index

The Yearbook's Media Quality Index summarises the performance of the Zanzibar media outlets in different quality categories in one consolidated index. The highest quality index was achieved by *Hits FM*, followed by *Micheweni FM*. The lowest in the ranking was *Zenji FM*.

Zanzibar Quality Index 2022



4.0 STAKEHOLDERS' VIEWPOINTS

This section focuses on the views of editors and stakeholders on the quality of media reporting in the country. The discussion in this section highlights the challenges associated with the quality of reporting instead of just looking at specific areas of reporting challenges. Overall, there are mainly two categories of challenges: Internal and external. In all, the Yearbook team interviewed ten (10) respondents, seven senior editors, two representatives from media support organisations and one journalism trainer.

Unlike in the previous Yearbook reports, in which the respondents mentioned the country's political environment as the number one pressure point for the local media and journalists, the interactions with editors and media stakeholders show that the political environment has generally eased and lessened their worries about their safety and quality ethical reportage. One senior managing editor expressed this situation thusly:

"...during previous years, media houses received warnings whenever they published anything deemed critical to the government. Recently, I have not heard of any media or journalist who has been cautioned because of what they have published. Nevertheless, in my opinion, this has to do with the political will of the current government, not the laws that govern the media. We still have the same laws used previously to punish media, including banning critical media. We need the overhaul of the existing draconian laws to allow us to fulfil our role as the Fourth Estate".

Expanding on this aspect, another respondent noted that some editors are still not sure about being spared upon publishing stories critical of the government: "You see, much coverage is on the government's development agenda or the activities of other players, but not critical and in-depth reporting. It is not that we do not see areas of critical reporting, but it is like we have been in the ICU for a long time and are taken back to normal wards, waiting to be discharged."

The lack of critical reporting is also attributable to the sources' reluctance to offer their viewpoints on stories critical of the political establishment. A senior editor elaborated on

this aspect: "There are two scenarios here. Some sources reach out to us to comment on positive stories about the government or are more than willing to air their views on these stories. However, if a story questions some aspect of the government's accountability, their readiness to share such insights suddenly evaporates."

Another respondent offered a distinct perspective on the lack of critical stories: "The government and private sectors have outsmarted the media and journalists. They quickly provide the information journalists need and, sometimes, finance journalists to report on issues under their close watch. In such a situation, you can hardly expect any critical reporting." Another respondent contended that journalists "largely serve the whims of the ruling class, be it, government leaders, politicians or businesses." In such circumstances, objectivity, impartiality, and quality reporting generally go out of the window.

Even though the lack of critical reporting that oversees the government and other players has remained a sticking point in the country's media, a recent study on the profile of journalists²⁹ has established that journalists in Tanzania treat the following three as the most essential roles: Educate (34.3%), inform (33.8%), and entertain (20.3%). On the other hand, fostering accountability and setting agendas attracted low ranking (3.8% and 1.2%, respectively). If members of the Fourth Estate overwhelmingly consider these as the top three roles, with 88.4 percent combined, it raises some fundamental questions about the role of the media in the country. The situation is even more worrisome for radio stations whose programmes significantly rely on infotainment aimed to attract and retain audiences.

Explaining another challenge that media houses face that tends to compromise the quality of reporting, one senior managing editor said: "[T]here are quite several issues within our newsrooms that, once addressed, I am certain the quality of reporting will improve. Most newsrooms, if not all, struggle to operate and can hardly afford to retain a pool of good journalists. [Most] journalists get low salaries with many working as retainers and

²⁹ Katunzi, A., Ssenabulya, B. (2022). A portrait of Tanzanian journalists: A survey report, Kampala: African Centre for Media Excellence and National Endowment for Democracy

correspondents with meagre allowances.”

In fact, the economic factor featured in the previous report as one of the main challenges was also mentioned by almost all the respondents as the primary driver behind the low quality of reportage. Media houses that cannot operate sustainably risk channelling out substandard and irrelevant outputs. After all, economic challenges have far-reaching consequences. Consequently, various media houses have downsized their staff for failure to retain them. Now than ever before, newsrooms have fewer workers—journalists, sub-editors, presenters and producers, and proofreaders. These fewer staff can shoulder similar tasks, which places much pressure on them. Most journalists (63.1%) in the country are lowly paid, with many earning less than Tsh500,000 (USD 217) per month.³⁰ In this regard, one respondent said the low performance of media arises partly because as journalists cannot sustain themselves and, hence, are susceptible to the brown envelope syndrome.

Financial sustainability is crucial in the media industry as a business venture and as the Fourth Estate. The impacts of media houses’ inability to operate viably and sustainably transcend media houses and journalists to affect societal interests. Without sustainable media houses, the public may not get reliable news meeting quality standards. The weakening of the media due to financial constraints makes them vulnerable to ‘capture’ by politicians and powerful people who dictate media coverage. The casualties of such ‘capture’ include the quality of reporting and coverage of critical areas such as human rights violations, corruption, and bad governance.

As in the 2019 report, most of the respondents cited non-compliance with professional rules and principles as a contributory factor to low reporting quality. The use of sole source stories, lack of opposing viewpoints, over-reliance on event-based stories, over usage of one perspective, and offering a right of reply to the accused were primarily viewed by the respondents as non-compliance issues. Most of these issues feature in newsrooms’ editorial policies. Nevertheless, editors and journalists opt not to comply with these editorial requirements.

Lack of in-house training in newsrooms also emerged as a contributor to the current state of journalism reporting. In this regard, one senior editor said: “Very few media houses have in-house training or a mentorship programme. Journalists are, therefore, not trained or mentored at work to perfect their tasks, and thus affect the quality of their outputs.” It is

time the media houses prioritised on-the-job training and dedicated a senior staff within the newsroom—as employing one would be difficult—to act as a training editor or editor in charge of quality and standards. Relatedly, the 2022 *State of the Newsroom in Tanzania*³¹ established that most newsrooms (72%) did not have editors in charge of quality and standards.

Apparently, the performance of the local radio stations has generally dropped in 2022 relative to the performances registered in the 2018 and 2019 reports. As such, the study sought to establish what triggered the downward performance from the respondents. Explaining this, one of the respondents said: “The decline could be attributable to the drop in advertising revenue linked to the effects of Covid-19 and the end of the financial support from UNESCO. Our radio station used to receive support from UNESCO, and when the project ended, it affected us as we could not fill in the gaps, which affected our production.”

Regarding the low coverage of the blue economy in Zanzibar, the respondents unanimously reported that journalists’ lack of knowledge about the sector was essentially to blame for its low coverage: “I agree that the coverage of the sector is low, and I would say this is mainly caused by journalists’ lack of understanding of the sector. The blue economy is new and technical and requires journalists to understand it properly before reporting the sector.” Another senior editor urged the Zanzibar government to integrate journalists to fill an information gap for journalists to influence positively the public’s understanding of the sector.

“You see, much coverage is on the government’s development agenda or the activities of other players, but not critical and in-depth reporting. It is not that we do not see areas of critical reporting, but it is like we have been in the ICU for a long time and are taken back to normal wards, waiting to be discharged.”

³⁰ Katunzi, A., Ssenabulya, B. (2022). A portrait of Tanzanian journalists: A survey report, Kampala: African Centre for Media Excellence and National Endowment for Democracy/

³¹ Katunzi, A., Ssenabulya, B. (2022). State of the newsroom in Tanzania: A survey report, Kampala: African Centre for Media Excellence and National Endowment for Democracy

5.0 CONCLUSION AND RECOMMENDATIONS

This study assessed the quality of journalism reporting in Tanzania, the reasons for the current state and associated main challenges.

Main insights

In general, the results in 2022 show a basic twofold pattern:

■ On the one hand, the quality of reporting in 2022 has significantly improved relative to the 2019 results, which marks a positive development. The performance improvements have been evident in multiple sourcing, reporting from more than one perspective, and explaining the root causes. This improvement has been more marked mainly on TV than on radio stations. On the other hand, the performance of newspapers remained largely low. Whereas the print media performance stagnated, some TV and radio stations improved theirs.

■ On the other hand, some qualities have yet to change or have stagnated at an extremely low level. There are fewer opinions and view points than in previous years. Hardly, there are any media pieces showing opposing viewpoints in the same unit (below 2%). In fact, only very few media units (below 4%) offered views critical of the government. Worryingly, the initiative by media houses to seek their own stories has gone down instead of the opposite. Also, conceding the right to reply when a person is accused of wrongdoing has generally remained insufficient, albeit with some slight improvement. Ethical standards demand a 100% performance, but it has remained below 50%.

■ There is a dynamic change among media houses. Those that had trumped others in 2019 found themselves at the lower end of the quality ranking in 2022. In fact, the performance of some local radio stations is disappointing when compared to those they registered in the previous years. On the other hand, other media houses, including some government-owned ones, performed better in 2022 than in 2019. Reporting on more perspectives, historical background and root causes belong to those qualities whose performance has markedly improved.

This diverse performance in quality appears partly linked to a lack of economic resources to manage the journalistic tasks to achieve excellent quality in reporting. Even though the political pressure on media has eased, some media houses have yet to figure out how the political environment will unfold, thus restricting critical voices and balanced reporting to avoid taking what they presume to be risks. Nevertheless, the Yearbook 2022 shows that the leading media houses are highly motivated and committed to achieving a specific quality level and manage to continue improving.

Main challenges

■ Financial sustainability has become the main concern for most media houses in Tanzania, and many of them can hardly afford to retain a pool of good journalists. In fact, many of them have downsized their staff due to economic challenges, with the remaining staff expected to manage the same number of tasks. The resultant lack of media-driven stories and the need for comprehensive reporting in some respects, like the number of viewpoints, historical background or root causes, need time and resources to enlarge a superficial story.

■ Insecurity about the political freedom to report plays a dominant role. Even though some media houses believe the possibility of substantial ease in the political environment, others remain largely suspicious. This state influences the substantial lack of critical viewpoints towards the government (and other actors), both from the reporters' side and the sources' side, which are still hesitant to express openly critical viewpoints and be quoted in the media.

■ Non-compliance with editorial standards is another reason for low performance in some quality indicators, such as lack of sources, lack of conceding the right of reply, and over-usage of unbalanced reporting. Standards for those criteria are set in ethical guidelines for the entire media sector in the country and editorial guidelines in media houses.

■ Non-establishment of specific quality indicators is essential in some respects based on the current state of journalism reporting. Balanced reporting requires providing opposing

viewpoints, historical background to stories or explaining the root causes of a problem in addition to the question of establishing standards. Implicitly, the lack of in-house training within newsrooms dogging some media houses, especially for new entrants, needs urgent addressing.

RECOMMENDATIONS

Based on these findings, the study recommends several actions for different actors.

Recommendations to media houses and journalists

The media houses need to continue with their efforts aimed to improve the quality of journalism reporting regardless of the prevailing tough economic environment. Some aspects have already improved, but further improvements are essential because other aspects of reportage remain very low in terms of performance indicators. For example, balancing stories to provide opposing viewpoints still calls for a lot of improvement to necessary critical viewpoints emerge in news stories.

Media houses can also consult the Yearbook's 2022 individual performance sheets—available for each media house—to learn about specific strengths and weaknesses. In this regard, they can use the Yearbook results to inform their organising of in-house training based on the reporting challenges or gaps identified in the performance sheet. For such training to be effective, each media house should assign a senior person within the newsroom to manage and oversee such training. This training should also review the quality criteria to establish the standard and set role models for good journalism in each media house.

Newsrooms should also review their routine procedures in newsrooms to ensure the strict observance of ethical and editorial standards and improve communication between editors and reporters to boost future learning. Due to the overwhelming economic challenges, media houses must invest in new and old business models and subscription ideas and diversify revenue streams. Recommendations to media support organisations

Several organisations in the country work towards promoting the quality of media reporting. These organisations need to prepare their media reporting quality programmes to address the challenges this report has identified. Thus, media support may also include training in media management and exploring avenues for the diversification of revenues. Thus, media houses may employ sufficient and suitable staff to live up to their obligations towards citizens.

Recommendations to development partners

Development partners can also consult the Yearbook results to inform their efforts and interventions to improve the country's media environment. It may also serve as a source of advice on specific partners, as the Yearbook identifies good performers worth emulating.

This third fully-fledged Yearbook also seeks to help enhance the quality of media in the country, including imploring development partners to participate in this initiative either in its current form or in different forms, including supporting specialised Yearbook research focusing on, for example, the coverage of specific development issues, accountability, or political topics. These specialised Yearbooks would provide in-depth assessments of particular topics.

Recommendations to the Government

As the government is reviewing the Media Services Act of 2016, the review should aim to create a favourable environment for journalists to allow them to exercise their responsibilities objectively and unhindered.

Recommendations to training institutions

For the institutions that train future journalists on various levels (colleges and universities), they should integrate the Yearbook quality criteria into their curricula primarily to help trainee journalists master such essential rudiments of quality reportage from an early stage and integrate those criteria from the start of their professional career. We also recommend that training institutions consider co-opting this report in their academic references.

Annex 1

Methodology

To assess the quality of media reporting, the Yearbook uses content analysis, a systematic and objective method of analysing media reports (news stories, features, programmes, etc.) according to specific criteria, and triangulates it with in-depth interviews.

Quality criteria

The Yearbook uses “quality” as a summary notion consisting of various quality criteria, primarily because the quality is almost impossible to measure. Instead, it is possible to assess various concrete quality criteria, which offer distinct aspects of the overall quality. The quality criteria used in the Yearbook are based on journalism theory and journalistic practice. They were developed through numerous exchanges and workshops with editors, reporters, media support organisations and representatives from the government. The quality criteria look at various aspects of journalism as captured in the table below.

Yearbook quality criteria

Aspect of Journalism	Quality Criteria - What to look for
Professionalism	<ul style="list-style-type: none"> ■ Reporting based on multiple sources from different societal groups ■ Reporting beyond the official agenda, by own initiative
Provision of comprehensive information	<ul style="list-style-type: none"> ■ Reporting under various perspectives ■ Reporting on root causes of an event/issue/problem ■ Reporting on the historical background of an event/issue/problem ■ Providing various opinions and viewpoints to an event/issue/problem ■ Providing opposing viewpoints and thus balanced.
Understandability for audience	<ul style="list-style-type: none"> ■ Good basic storyline (not included in this report) ■ Good structure of the piece (flow, logical link) ■ Figures in good context (not included in this report)
Ethics	Right of reply conceded (in case of accusations against persons or organisation)

Sampling of media outlets

Twenty-nine (29) media outlets were selected for the 2022 Yearbook comprising nine (9) newspapers, 15 radio stations, and five (5) TV stations. The selection is representative of different media with a diverse range: Government/private-owned, media with nationwide or local coverage.

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 10 natural weeks were chosen, and the units of assessment for all media houses were picked from these days. The period of those ten weeks was from March to June 2022. Some units for some media houses were picked beyond this period as the total sample could not be obtained within the original sampling duration.

Selection of units

With newspapers, eight (8) units per day were selected. These units included front-page stories, lead stories on each page, features, commentaries and opinions, and editorials. 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 a day, the missed programme(s) was selected from the following day of that week. For programmes with various segments, only one segment was selected for inclusion.

Recording and transcription of radio and TV pieces

Before recording radio and TV media pieces, researchers reviewed radio and TV programme schedules to select programmes to be recorded. Recorders from local radio stations were drawn from respective radio stations, whereas research assistants handled recordings for other radio and TV stations at SJMC. The recorded pieces were transcribed and later on assigned to coders.

Quality assurance of recorded pieces and coding

Quality assurance involved a rigorous process of ensuring that all the pieces recorded were complete and properly coded. All newspaper pieces and transcriptions for radio and TV were kept for reference in case there was a need to clarify anything regarding coding.

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.

Annex 2

Computation of Media Quality Index

This 2022 quality index was slightly modified and computed using nine quality criteria:

- Trigger of reporting: % of pieces that were produced out of media's own initiatives (=not official calendar),
- Multiple Sourcing: % of pieces that used 2 or more sources,
- Number of Perspectives: % of pieces that used at least two perspectives,
- Number of Viewpoints: % of pieces that used at least 2 viewpoints or opinions,
- Critical towards the government: % of pieces that had opinions or viewpoints that were critical to the government,
- Covering largely 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 for the issue in the main storyline,
- Covering largely historical 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 of reply: % of pieces that conceded the right to reply in pieces where a person or an organisation was accused of wrongdoing.

Regarding the number of units with accused persons below five, the criterion on “right of reply” was not used, as the percentages are misleading if a media house has only four units or less (every unit would then count as 25% or more). Therefore, the quality index is based on eight indicators for media houses not having sufficient relevant pieces in the right-to-reply to criterion and nine indicators if they have sufficient units in that criterion.

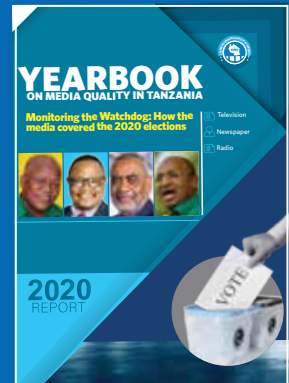
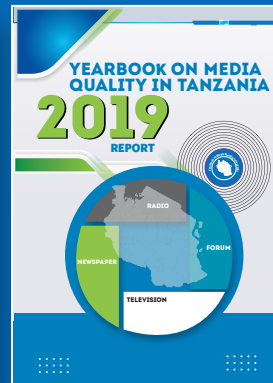
Annex 3

Regions	number of units	per cent of all units	Regions	number of units	per cent of all units
Dar es Salaam	180	19.4%	Lindi	17	1.8%
Dodoma	106	11.4%	Morogoro	17	1.8%
Arusha	72	7.7%	Ruvuma	17	1.8%
Tabora	54	5.8%	Shinyanga	17	1.8%
Mbeya	52	5.6%	Mara	16	1.7%
Kaskazini Pemba	47	5.1%	Kagera	15	1.6%
Mwanza	45	4.8%	Njombe	15	1.6%
Mjini Magharibi	32	3.4%	Iringa	13	1.4%
Kaskazini Unguja	22	2.4%	Manyara	12	1.3%
Kilimanjaro	21	2.3%	Songwe	10	1.1%
Mtwara	21	2.3%	Simiyu	9	1.0%
Kusini Pemba	21	2.3%	Singida	7	0.8%
Geita	20	2.2%	Kigoma	6	0.6%
Pwani	20	2.2%	Rukwa	5	0.5
Kusini Unguja	20	2.2%	Katavi	2	0.2%
Tanga	19	2.0%	Lindi	17	1.8%

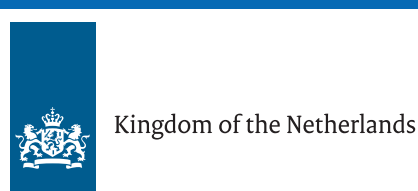
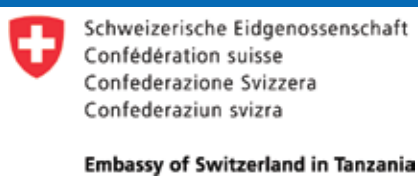
Units excluded that had a topical focus, and no geographical focus (866) or with more than one region (67) or outside Tanzania (24)



YEARBOOK ON MEDIA QUALITY IN TANZANIA SINCE 2017



Supported by



PUBLISHED BY
University of Dar es Salaam School of Journalism and Mass Communication
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