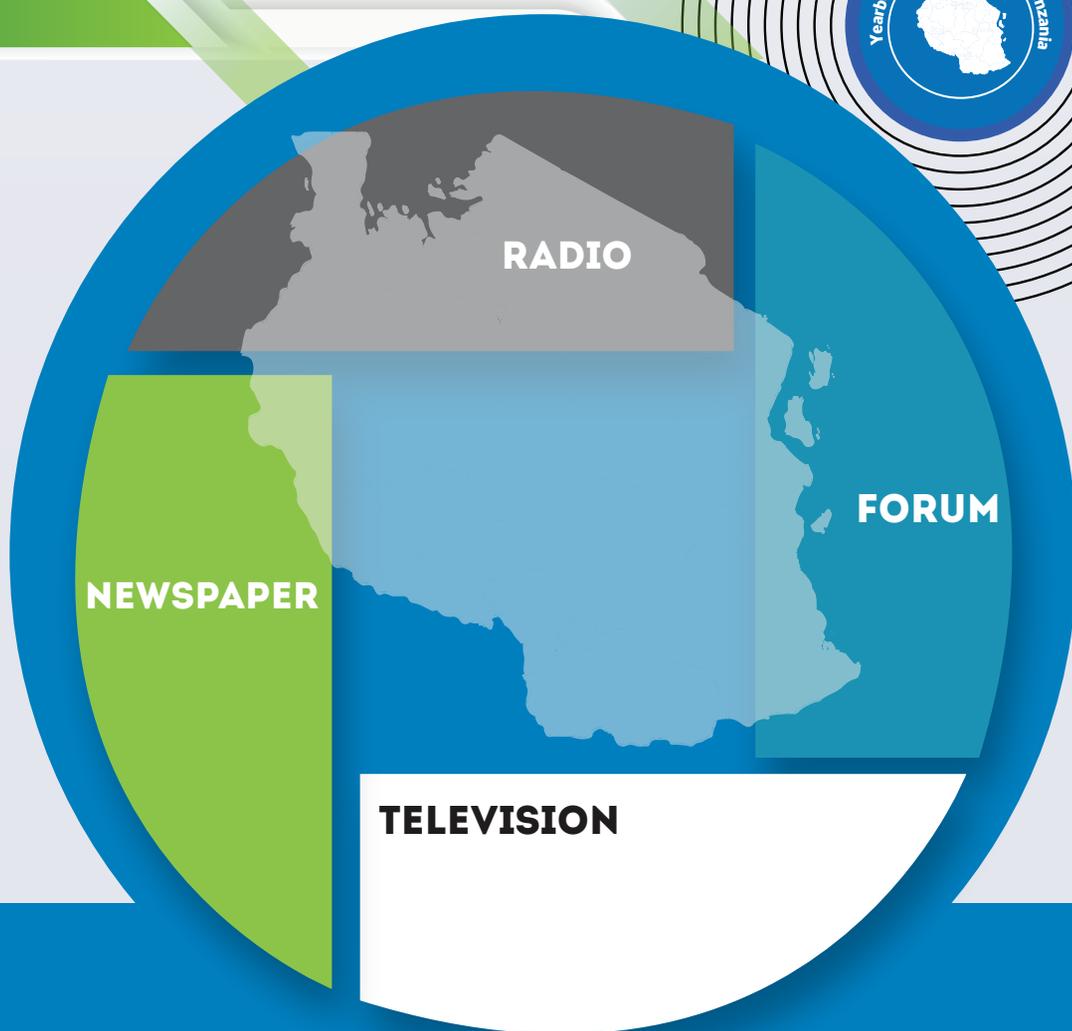


YEARBOOK ON MEDIA QUALITY IN TANZANIA

2019

REPORT





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YEARBOOK

ON MEDIA QUALITY IN TANZANIA

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Executive summary

The overall quality of media reporting in Tanzania in 2019 has gone down. Compared to 2018, the Media Quality Index for all media dropped from 28% to 26.8%. Among media types, the print media's performance dropped most.

Many aspects illustrate the trend. It is clear that media houses now rely on even fewer sources compared to 2018. Overall multiple sourcing dropped by 5%. Worryingly, sources were apparently unwilling to express their honest opinion, which is shown by the fact that the Yearbook's indicator "number of viewpoints and opinions" expressed in the media shrunk considerably compared to 2018.

And the inclusion of opposing viewpoints in journalistic pieces, an essential element for public debate, declined. The same applies to the number of viewpoints critical towards the government. This demonstrates a serious impediment to public discourse in 2019. On average, only 2.8% of media stories provided opposing viewpoints.

Furthermore, compared to 2018, media reporting has become more superficial. Many print, radio and TV stories did not critically elaborate the news or programme's perspective. Mostly, bare and superficial facts were provided without reporting on the topics in-depth. This is clearly demonstrable in reports on various economic, legal or political consequences on the country and 'ordinary' people. The Yearbook's indicator on the "number of perspectives" per article or story dropped by 11%.

However, there are improvements this year. Providing stories that report on root causes of treated events and developments improved in 2019. In addition, there are now many more stories that make abstract numbers better understandable to the audience by contextualising the figures.

There is also a little improvement in the number of media houses using own initiative to find stories than just relying on press conferences, workshops, launches, commemoration days (i.e. "official calendar"). This went down slightly from 60% in 2018 to 58% in 2019.

According to media stakeholders, including editors, three major challenges face the media today. The current political environment is considered restrictive to media freedom in Tanzania. This has led to some media houses being banned or suspended. This has thus led to self-censorship within and outside of the media. In this environment, sources are also afraid to talk to the media.

The other challenge relates to the tough economic environment. Advertising revenue has dropped significantly as audiences migrate to digital media. This has led to existential challenges with some media struggling to stay afloat, meet their financial obligations and pay salaries. Others have had to downsize in their attempts to survive. Yet others now increasingly overburden their staff because reduced numbers mean multitasking and overworking.

The third challenge relates to professional standards. In this context, the levels of professional standards have gone down as some editors are either unable or unwilling to adhere to professional standards. In some instances, outlets are run by inexperienced editors and unqualified staff.

The three challenges enumerated above – political, economic and newsroom – have undoubtedly contributed to declining professional standards and thus the state of media reporting in the country.

1.0 INTRODUCTION

The media industry in Tanzania has grown tremendously since its liberalization in the 1980s and 1990s. However, although the industry has been growing quantitatively, there has not been a systematic study at the national level to understand the qualitative part of the industry, apart from the *Yearbook on Media Quality in 2018*.

This report, the *Yearbook on Media Quality in Tanzania 2019*, builds on the 2018 initiative as a continuation to assess thoroughly the quality of media reporting in the country.

Specifically, it assesses media reporting performance systematically using quality indicators agreed upon by media stakeholders including media houses, national media NGOs, international media organisations operating in the country, media professional organisations, academia, and representatives from the government.

This report has six sections namely Introduction; Media Context in Tanzania; Methodology; Results (both quantitative and qualitative); Stakeholders' Views, as well as Conclusions and Recommendations.

The presentation of results in this report is based on the quality criteria by first providing the overall results for all the media before breaking down into media genres such as print, radio and TV.

Compressed results for individual media houses are presented in individual media house performance sheets to be uploaded on to the UDSM-SJMC's website (<https://www.udsm.ac.tz/web/index.php/schools/sjmc>) under the Yearbook on Media Quality in Tanzania menu.

2.0 MEDIA CONTEXT IN TANZANIA

The liberalisation of the media towards the end of the 1980s marked the beginning of the proliferation of media outlets in the country.

The Business Times newspaper (the first weekly) was published in 1988; *Majira* (the first daily) hit the newsstands in 1993; Radio One (the first private radio station) started broadcasting in 1994, and Coastal Television Network (CTN) (the first television station) went on air in 1994 (Sturmer, 1998). It is significant to note that the first colour television station in the country was established in Zanzibar in 1974.

By March 2020, there were 183 radio stations (up from 98 in 2014), 43 broadcasting services¹ (up from 36 in 2014)², and 229 newspapers and magazines on Tanzania Mainland (up from 216 in 2018).³

By 2016, there were 25 radio stations and 12 TV stations in Zanzibar. In 2016, the Zanzibar Broadcasting Commission received three applications for new radio stations; however, the applications were not processed for lack of frequency spectrum. Zanzibar, which was allocated only 25 MHz by the International Telecommunication Union (ITU), had already utilised all of them.

Consequently, new radio applicants in Zanzibar have been advised to channel their transmission through Multiplex operators which can provide them with a frequency.⁴

The growth of legacy media notwithstanding, the country is witnessing a paradigm shift in the internet public sphere. During the last seven years, internet penetration increased from 17% in 2012 to 46% in 2019.

By March 2019, 25,794,560 Tanzanians (up from 23,142,960 in 2018)⁵ had access to the internet, with the majority accessing the internet via mobile wireless.

This shift, though largely an urban phenomenon, provides opportunities for citizens to access online news through their devices, engage in online public discussions, and stimulate the growth of citizen journalism.

By March 2020, there were 183 radio stations (up from 98 in 2014), 43 broadcasting services (up from 36 in 2014), and 229 newspapers and magazines on Tanzania Mainland (up from 216 in 2018).

1. TV stations, satellite TV, Digital Terrestrial Television (DTT), and Digital to Home (DTH)
2. <https://www.tcra.go.tz/publication-and-statistics/statistics>, March 2020
3. <http://www.maelezo.go.tz/>, takwimu za haraka
4. MCT State of the Media in Tanzania 2016
5. According to the National Bureau of Statistics (NBS), the 2018 population projection stood at 54,199,163.

2.1 Legislative Framework and Press Freedom

There are a plethora of laws regulating the practice of journalism in the country. The most dominant laws are the Media Services Act (MSA) of 2016 and The Electronic and Postal Communications (Online Content) Regulations of 2018.

The MSA Act establishes several organs including the Journalists Accreditation Board, the Independent Media Council, and the Media Training Fund. However, these organs are yet to be set up. Through its resultant Regulations of 2017, the Act sets a Diploma in Journalism as a minimum education and professional requirement for someone to practise journalism with the government providing a five-year grace period until 2021 for those without such basic qualification to acquire one.

To date, there are no publicly available national data on how many journalists have upgraded their educational qualification to meet this basic qualification.

A 2019 baseline survey of 40 local radio stations conducted by the School of Journalism and Mass Communication (SJMC) as part of UNESCO's E-Learning Platform Project established that 192 (55%) of the journalists surveyed did not possess a diploma in journalism.

As a result of this challenge and its impact on radio stations, UNESCO in partnership with the UDSM-SJMC worked towards introducing an online learning platform to enable practising journalists, particularly from local radio stations, to enrol for online diploma courses. The first intake is expected to begin this year.

With regards to the legal framework, there are still questions regarding media freedom in the country. In 2019, The Citizen newspaper was suspended for seven (7) days for what the Registrar of Newspapers termed as a deliberate publication of misleading information on the value of the Tanzanian shilling without crosschecking with the Bank of Tanzania (BoT).⁶

It is noteworthy, however, that newspapers have in previous years been either suspended or banned for various reasons for periods ranging from three months to three years.

Tanzania Daima newspaper was suspended for

90 days in 2017⁷, *Raia Mwema* for three months in 2017⁸, *Mawio* for two years in 2017⁹, *Mwanahalisi* for two years in 2017.¹⁰ *Mseto* was banned for three years in 2016¹¹. Broadly, 2017 appears to be the harshest year for media freedom in Tanzania.¹²

6. <https://www.theeastafrican.co.ke/news/ea/Tanzania-suspends-newspaper-over-story-on-falling-shilling/4552908-5002264-r1s0fdz/index.html>

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

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

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

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

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

12. MCT's Media Watch, September 2018, page 7

Moreover, the Government, through the Electronic and Postal Communications (Online Content) Regulations, has strongly regulated the online media and made it obligatory for online content providers to register with the TCRA. By 12 November 2018, the TCRA had issued 224 Online Content Services Licences.¹³

In September 2019, two online television channels – *Millard Ayo TV* and *Watetezi TV* – were fined Tsh 5 million (approximately USD 4,350) each by the Tanzania Communications Regulatory Authority (TCRA) through its Content Committee for failure to publish their editorial policies and user charters. Another online TV, *Kwanza TV*, was suspended for six months for publishing what was construed to be false and misleading information as per the online content regulations.¹⁴

Watetezi TV, owned by the Tanzania Human Rights Defenders Coalition (THRDC), appealed before the Fair Competition Tribunal (FCT) against the TCRA Content Committee's decision. In its judgement, the FCT ruled that the Content Committee has no power to impose fine under Regulation 18 of the online content regulations, adding that section 18¹⁵ is applicable only when there is a court conviction. However, the FCT reduced the *Watetezi TV*'s fine of Tsh 5 million (approximately USD 2,200) to Tsh 3million (USD 1,300).¹⁶

Litigation seems to be the preferred approach by the media fraternity to resolve press freedom issues. In June 2018, the East Africa Court of Justice ordered the Government to lift its ban on *Mseto* newspaper.¹⁷

In 2015, the High Court lifted the ban on *Mwanahalisi*¹⁸ newspaper which had been imposed on July 2012.

These judgements indicate that there are still avenues that media practitioners and stakeholders can use to seek redress against unfair use of laws by authorities and abuse of power.

The expositions above indicate declining press freedom in the country. The Press Freedom Index published by Reporters without Borders shows a worrisome decline of press freedom in the country.

In 2016, the country was ranked at 71st¹⁹(out of

180 countries), 83rd in 2017,²⁰ 93rd in 2018,²¹ 118th in 2019, and 124th in 2020, a drop of 53 positions from 2016.

2.2 Media Business Environment

The media business environment has continued to be characterised by falling advertising revenue, shifting of advertising revenues from legacy to online media, as well as shifting of audiences from traditional media to online media.

The decline in advertising revenue, which is estimated to be between 50% and 70%²², is attributable to the government's decision to reduce its spending by cutting down on its advertising budget, the decision by the private sector to also reduce their share of advertising budget and publicity due to the current difficult economic situation.²³

The decline is also attributed to the decision by major advertisers to move to cheaper social media platforms. This situation did not change in 2019.

13. <https://www.tcra.go.tz/licensed-online-content-services-providers>

14. <https://rsf.org/en/news/tanzania-slaps-harsh-sanctions-three-online-tv-channels>

15. Section 18 reads "Any person, who contravenes the provisions of these Regulations, commits an offence and shall, upon conviction be liable to a fine of not less than five million Tanzanian shillings or imprisonment for a term of not less than twelve months or to both."

16. <https://thrdc.or.tz/fct-has-substituted-tcras-decision-against-watetezi-tv-tcra-has-no-powers-to-impose-fines/>

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

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

19. <https://rsf.org/en/ranking/2016>

20. <https://rsf.org/en/ranking/2017>

21. <https://rsf.org/en/ranking/2018>

22. Interviews with editors

23. MCT State of the Media in Tanzania 2016

Notwithstanding the good intention of the government to reduce its spending, there is a commonly held view “among reporters, editors and media analysts that the Government, which had been a big advertiser in many media outlets in the country, was doing that as preferential treatment in favouring state-owned outlets while denying private newspapers, especially those suspected of leaning towards opposition parties or some opposition leaders, the necessary adverts. The Government decision to deny some newspapers advertisement has been going on for several years and the victims have always been media houses which publish or broadcast news content critical [of the] authorities.”²⁴

The reduction in advertising revenue has seriously affected media businesses. In October 2019, the Mwanza-based commercial radio station, *Lake FM*,²⁵ was suspended by the TCRA for failure to pay accumulated frequency and regulatory fees. For a commercial radio station to be suspended for failure to pay obligatory fees is a clear indication of how challenging the media business environment is. The radio resumed operations in January 2020.

Despite the decline of advertising revenue and audience share, there are notable initiatives taken by legacy media to diversify their revenue base through the creation of new advertising streams and development of ‘popular’ content that appeal to larger audiences. Mwananchi Communications Limited (MCL), the publisher of *Mwananchi*, *The Citizen* and *Mwanaspoti*, established a forum dubbed the Mwananchi Thought Leadership Forum (MTLF) in 2018.

Apart from providing space for public debate on various issues affecting society, it also serves as an additional revenue stream as it attracts advertisers and sponsors. Since its inception, MCL has convened five editions of MTLF.²⁶

The government-owned newspaper company, the Tanzania Standard Newspapers (TSN), similarly organises regional business fora to promote exclusive national socio-economic activities happening in the country and beyond. Although the fora are meant to spur investments in regions, they also attract sponsors and hence serve as additional revenue. TSN also offers various services such as the production of documentaries, translation etc.

The Tanzania Broadcasting Corporation (TBC), the government-owned broadcasting corporation through its flagship TV channel (TBC1), rebranded its news bulletin by introducing a new studio culture – different outlook for a studio, presenters and presentation style. The rebranding is meant to strike a balance between style and substance in a new

news bulletin dubbed *Aridhio*. The rebrand is thus meant to enhance both its audience and revenue share.

Other initiatives include a shift from straight advertisements to advertorials, reduction of advertising cost, establishing digital platforms to tap into online advertising and audience, offering print services for other media outlets, diversifying businesses including offering courier services, etc. Whether these new initiatives can help generate new revenue, and contribute to increased audiences is currently unclear. Nonetheless, it is a matter worth watching.

Also, the growing online audience has contributed to a sharp slump in newspapers’ circulation. Although national research data on newspapers’ circulation is not available, editors confirm that circulation figures have been rapidly falling. This is based on the fact that people can access news online for free. However, the falling figures have forced the papers to move their content to online in attempts to either retain existing or capture new audiences.

The media houses, therefore, must invest heavily in sustainability strategies. Future strategies must aim to achieve three objectives. First, diversify revenue streams; second, establish an online media strategy to capture online audience and advertisers; and, third, campaign for a favourable media legislative framework.

Against this background, the assessment of the current media reporting quality can be part of the solution for the future development of the media in the country as good reporting can translate into an increased audience and more advertising. This would then lead to increased revenues and a bigger revenue base.

²⁴ MCT State of the Media in Tanzania 2016

²⁵ The radio station was sampled for inclusion in the study, but had to be dropped after TCRA’s suspension.

²⁶ <https://mcl.co.tz/mwananchi-thought-leadership-forum-mtlf-v/>

3.0 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.

3.1 Quality criteria

The *Yearbook* team 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 are different aspects of the overall quality.

The quality criteria used in the *Yearbook* are based on both journalism theory and journalistic practice. Both academics and practitioners agreed on the quality criteria that were developed through numerous exchanges and workshops with editors, reporters, bloggers, journalists, and representatives from governments.

The quality criteria look at different aspects of journalism, mainly concerning:

- a) Professionalism of journalistic work;
- b) Provision of comprehensive information to the audience;
- c) Understandability for the audience; and
- d) Journalism ethics.

In each area, some quality criteria emerged as indicators of quality. The main quality criteria are elaborated in Table 1 below.

Table 1: Quality criteria used in Yearbook 2019

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 • Good structure of the piece (flow, logical link) • Figures in good context
Ethics	<ul style="list-style-type: none"> • Right of reply conceded (in case of accusations against persons or organisation)

Fulfilling those quality criteria is currently of the utmost importance when citizen journalism is on the rise. Therefore, all media types (print, radio and TV) need to add something unique to event reporting, something that audiences value. Such value addition to reportage will contribute to a better understanding of audiences.

3.2 Sampling of media outlets

More media houses participated in the *Yearbook*

project in 2019 compared to 2018 and 2017. New-comers were *Habari Leo*, *Raia Mwema*, *Mwanahalisi Online*, *ZBC TV*, and *Safari FM*.²⁷

In all, 29 media outlets were selected for the 2019 *Yearbook* comprising ten (10) newspapers, five (5) national radio stations, eight (8) local/community radio stations, five (5) TV stations, and one (1) forum. This selection is representative of different media with diverse range: Government/public, privately-owned, media with nation-wide or local coverage, and online media.

Table 2: Sample of media outlets

Print	Units	National Radio	Units	Local Radio	Units	TV	Units	Forum
<i>The Citizen</i>	77	<i>TBC Taifa</i>	80	<i>Pangani FM</i>	65	<i>TBC1</i>	56	<i>Jamii Forums</i>
<i>Daily News</i>	79	<i>Radio Free Africa</i>	64	<i>Dodoma FM</i>	59	<i>ITV</i>	63	
<i>The Guardian</i>	80	<i>Radio One</i>	64	<i>CG FM</i>	80	<i>Azam TV</i>	64	
<i>Jamhuri</i>	79	<i>Clouds FM</i>	65	<i>Highlands FM</i>	62	<i>Ayo TV</i>	40	
<i>Mwananchi</i>	84	<i>ZBC Radio</i>	69	<i>Arusha 1 FM</i>	84	<i>ZBC TV</i>	65	
<i>Nipashe</i>	65	<i>Zenji FM</i>			72			
<i>Zanzibar Leo</i>	80	<i>Micheweni FM</i>			55			
<i>Mwanahalisi</i>	80	<i>Safari FM</i>			63			
<i>Habari Leo</i>	78							
<i>Raia Mwema</i>	55							
Total	757		342		540		288	80

3.3 Sampling of media pieces

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

The period of those ten weeks was from the last week of September 2019 to the last week of November 2019.

²⁷ Originally, it was planned to also include *Kwanza TV* and *Lake FM* in the sample, but *Lake FM* faced licencing challenges during the initial phase of recording, and *Kwanza TV* was suspended by the TCRA.

Table 3: Dates of Sampling

Day of the week	Date sampled	Day of the week	Date sampled
Tuesday week 1	24 September	Sunday week 6	3 November
Wednesday week 2	2 October	Friday week 7	8 November
Thursday week 3	10 October	Wednesday week 8	13 November
Friday week 4	18 October	Tuesday week 9	19 November
Saturday week 5	26 October	Monday week 10	25 November

3.4 Selection of units

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

In circumstances where all the programmes were hard to get on that day, the missed programme(s) was selected from the following day of that week. For programmes with various segments, only one segment was selected for inclusion.

For *JamiiForums*, the study used a special selection approach. In this regard, posts under specific relevant topics, new posts and forums were selected and contributions made for those posts within the first three days after the launch of those posts analysed. Generally, 2,400 contributions were finally reviewed (80 posts, and 30 contributions per each post).

3.5 Selection and training of transcribers, coders and data analysts

As in 2018, transcription and coding were done by different groups of assistants. The selected assistants were trained on various occasions at the School of Journalism and Mass Communication of University of Dar es Salaam. The training resulted in the engagement of ten (10) transcribers and eleven (11) coders.

Besides, another group of three (3) assistants was trained in data cleaning and data analysis using SPSS.

3.6 Recording of radio and TV pieces

Before recording radio and TV media pieces, the researchers went through radio and TV programme schedules to select programmes to be recorded. Recorders from local radio stations were drawn from respective radio stations, whereas recordings for other radio and TV stations were handled by someone outside these media outlets.

3.7 Quality assurance of recorded pieces and coding

Quality assurance involved a rigorous process of ensuring that all the pieces recorded were complete 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.

3.8 Assessment and Analysis of data

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

4.0 RESULTS

The overview (table 4) below presents the performance of the different quality categories in 2019 compared to the performance in 2018.

- The print sub-sample has reduced its performance in almost all quality criteria, where as radio and TV have improved in some categories (at least in their programmes).
- A serious fall in quality is seen in comprehensive reporting, as the diversity of perspectives (reporting under a specific lens and therefore in-depth) has suffered compared to 2018 in all media types.
- Similarly, the number of media pieces with explicit opinions and viewpoints has fallen considerably, even when compared to an already low level in 2018.
- Multiple sourcing has suffered, except for radio programmes.
- Improvement is evident in covering the root causes of events and issues because radio and TV programmes reported more on the root causes in 2019 than in the previous year.
- Another improvement in all media genres has been reporting on figures/numbers. In 2019, all media improved on contextualising figures (numbers) and making them not only accessible but also understandable to the audience.
- Concerning reporting on official events, the performance has also improved although only marginally compared to 2018.

Table 4: Overview of 2019 results against 2018 performance

Category	All Media		Radio		TV		Print
			News	Programs	News	Programs	
Context Reporting	▲ +2%	▲ +2%	▲ +2%	▲ +9%	▲	—	▼ -6%
Multiple Sourcing	▼ -5%	▼ -11%	▼ -11%	▲ +3%	—	▼ -11%	▼ -9%
Female Sources	▼ -2%	▼ -6%	▼ -6%	▼ -6%	—	▲ +12%	▼ -2%
Root Causes	—	—	—	▲ +9%	▼ -3%	▲ +13%	▼ -10%
Perspectives	▼ -11%	▼ -11%	▼ -9%	▼ -9%	▼ -3%	▼ -13%	▼ -18%
Viewpoints	▼ -10%	▼ -10%	▼ -3%	▲ +2%	—	▼ -21%	▼ -29%
Opposing Viewpoints	▼	—	—	▼	—	—	▼
Figures in good context	▲ +17%	▲ +17%	▲ +30%	▲ +30%	—	—	▲ +6%
Right to reply	▼ -11%	▼ -11%	▼ -10%	▼ -10%	▼ -6%	▼ -6%	▼ -16%
Structure	▼	▲ +4%	▲ +4%	▲ +4%	▼ -4%	▼ -4%	▼ -10%

▲ Strong Improvement ▲ Small Improvement — Stable/Same ▼ Strong Reduction ▼ Small Reduction

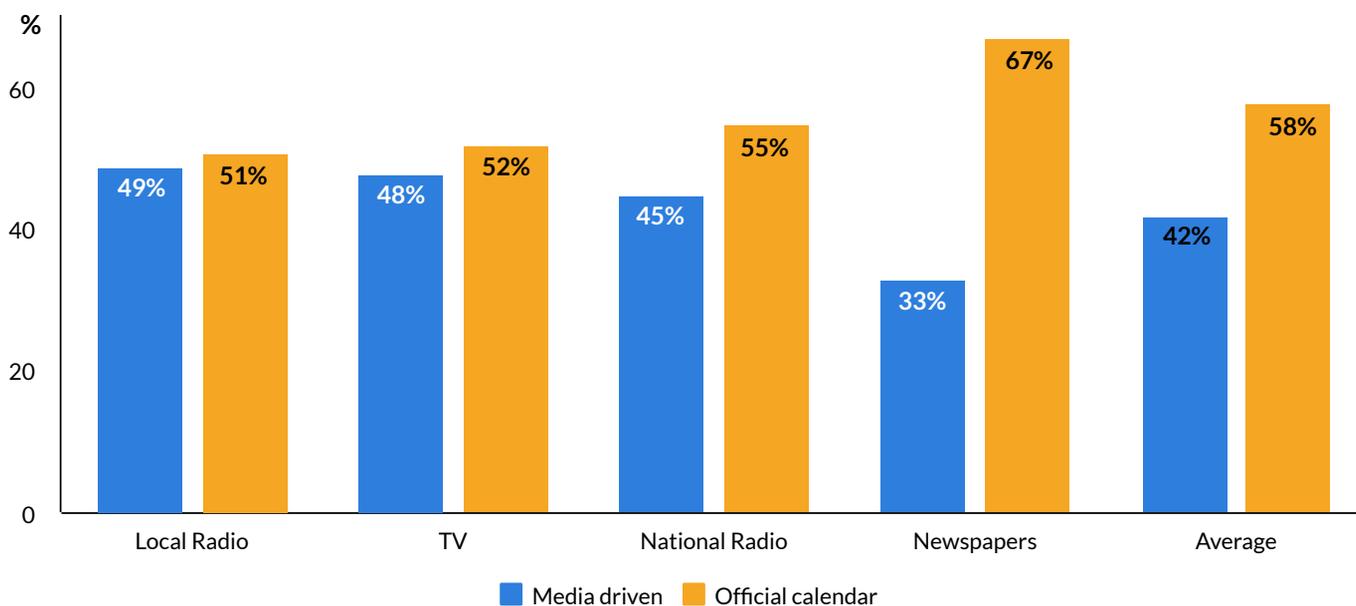
4.1 Context of reporting - Media driven or official calendar?

The indicator “Media driven or official calendar” looks at whether reporting for each media unit was triggered by a press conference, a workshop, an event or official statement, or whether journalists made own efforts to develop it.

All media

On average, reporting based on the official calendar remains above half of all reporting (58%), but decreased slightly, by two percentage points. Behind the general trend is an opposing development amongst media types. National radios considerably enlarged reporting based on their initiative (by +12% points) but the newspapers’ initiative decreased. TV and local radio experienced only a very small increase.

2019: Context of reporting



Radio News

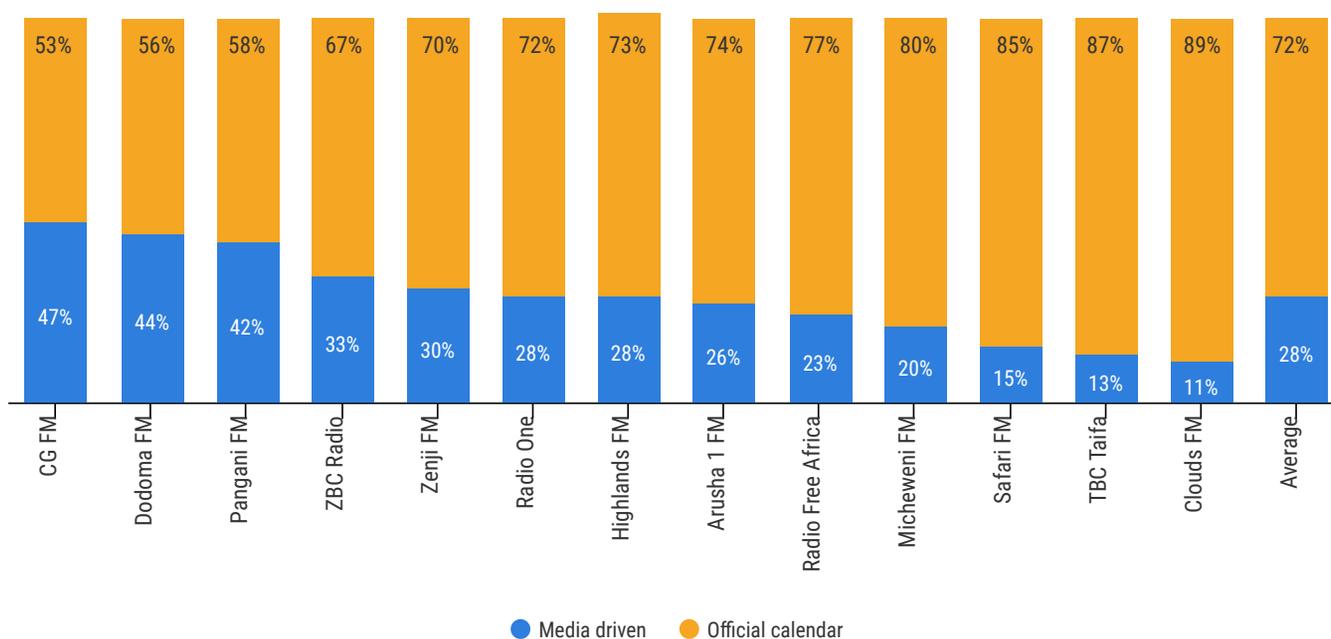
In 2019, radio news had a higher share of reporting based on own initiative. It rose from 17% in 2018 to 28% in 2019. Local radio stations that already had more reporting on their own agenda increased that level in 2019: *Pangani FM*, *Dodoma FM*, and *CG FM* increased significantly (all three are over 40% media-driven, an increase of over 15%).

Other local radio stations reached a level of around 30% (*Highlands FM*, *Arusha 1 FM*, and *Zenj FM*).

Only a few local radio stations (*Micheweni FM*, *Safari FM*) have a high score on reporting the official calendar in news at 80% and 85% respectively.

On the other hand, national radio stations like *TBC Taifa* and *Clouds FM* still rely almost exclusively on the official calendar in news (87%, 89%) whereas other national radios reduced their focus on the official calendar in news, as seen on stations like *Radio Free Africa* (77%), *Radio One* (72%) and *ZBC Radio* (67%).

2019: Context of reporting in radio news

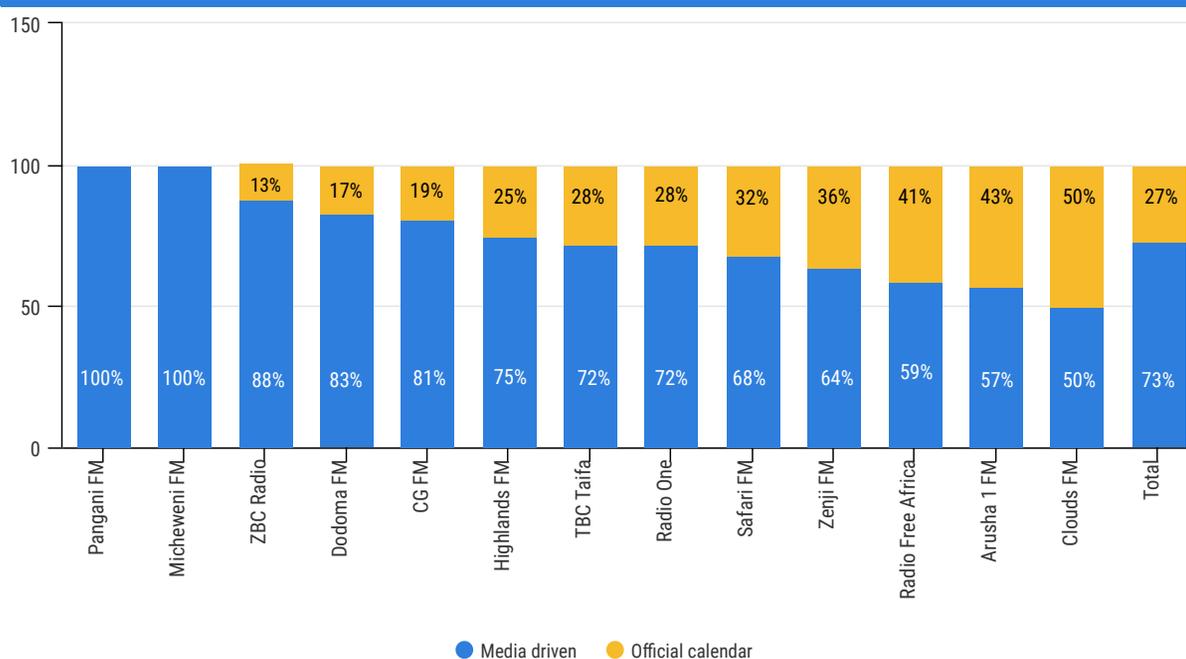


Radio programmes

Radio programmes rely mostly on their initiative (73%). *Pangani FM* and *Micheweni FM* reached 100% in this category, followed by *ZBC Radio* (87%), *Dodoma FM* (83%), *CG FM* (81%) and *Highlands FM* (75%). Below average are *TBC Taifa* (72%) and *Radio Free Africa* (59%), but both have increased considerably compared to 2018 (more than 25% point). *Radio One* (72%) was stable and *Clouds FM* (50%) too, but very low. *Arusha 1 FM* had the lowest score amongst the local radio stations.

Compared to 2018, radio programmes have improved as their share of reporting on the official calendar was lower in 2019 (27%) compared to 33% in 2018.

2019: Context of reporting radio programmes

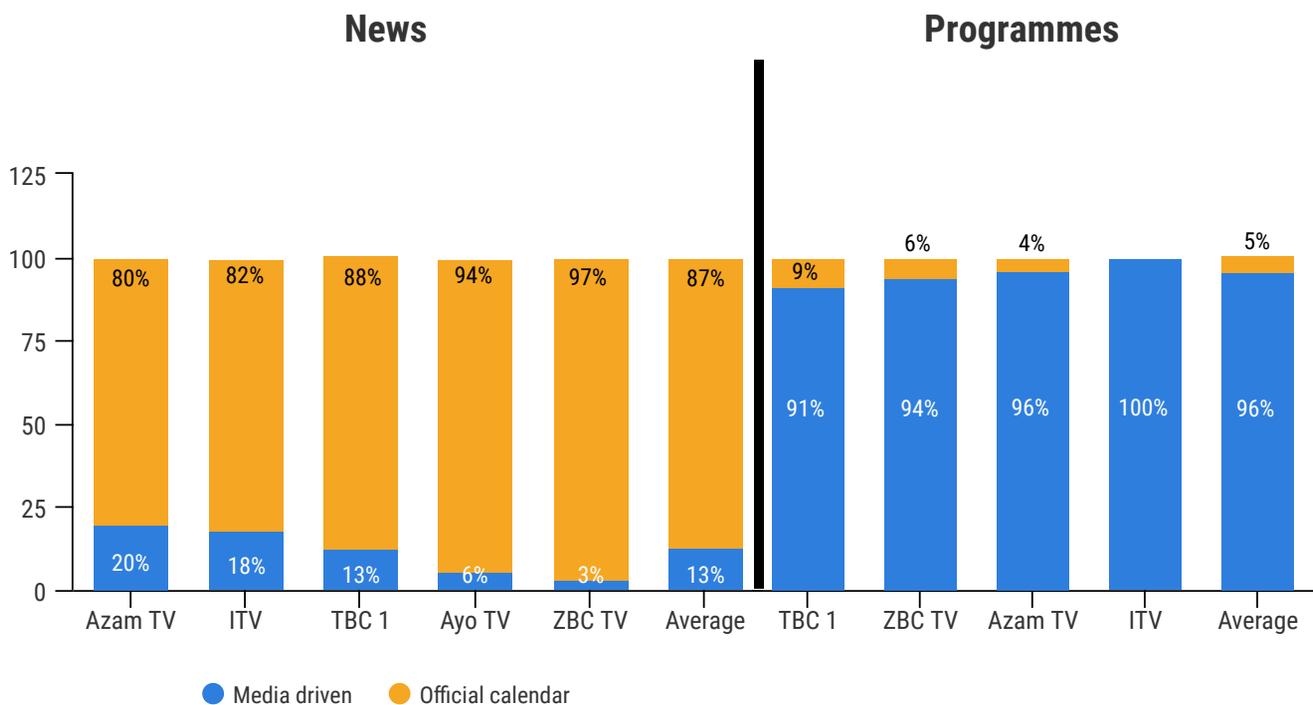


TV

The TV news report is almost exclusively driven by the official agenda, and programmes by the media's own initiative. In 2019, *TBC 1*, *ITV* and *Azam TV* increased slightly their share of news

reporting based on own initiative (now at 13%, 17% and 20%), whereas *Ayo TV* and *ZBC TV* hardly rely on that (6% and 3%). With programmes, it is different. All the TV stations rely on their initiative for more than 90% of their programmes, with *ITV* leading with 100%.

2019: TV context of reporting



Print

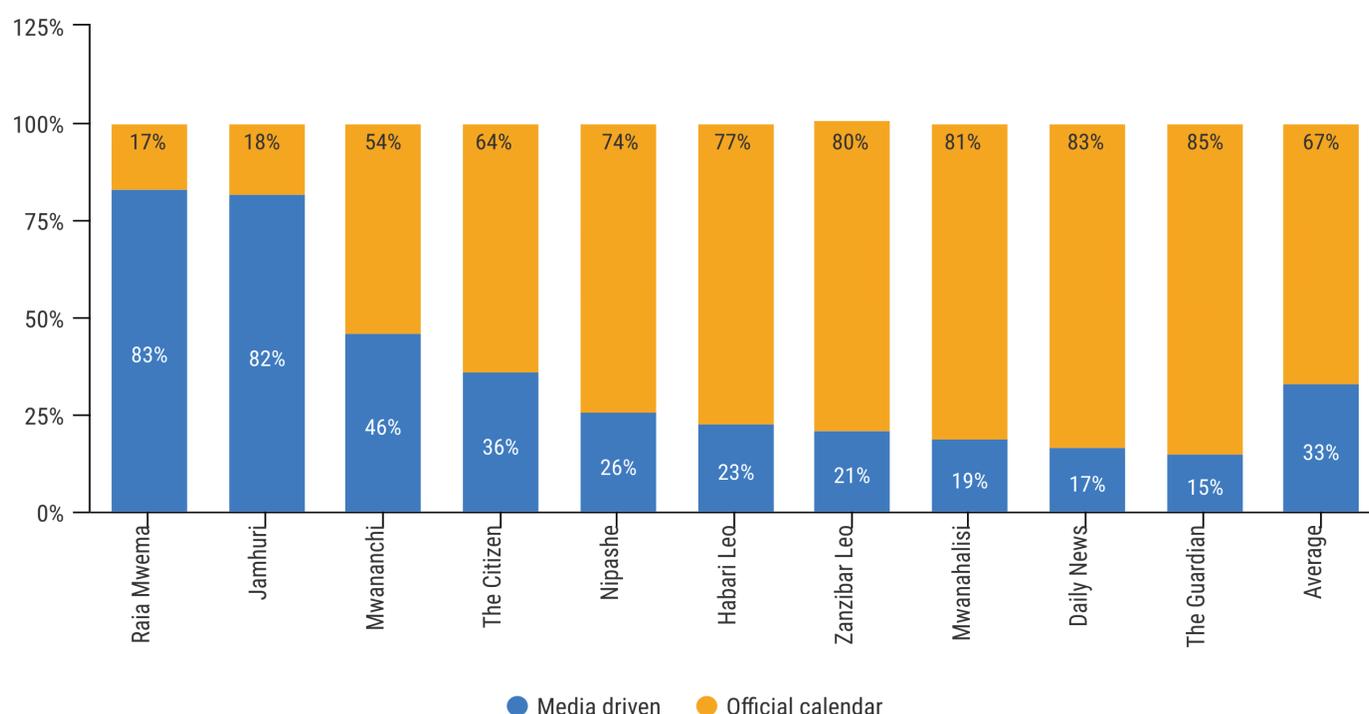
There is a clear distinction here between weekly and daily newspapers. Weeklies follow largely own initiative (*Jamhuri*: 82%, *Raia Mwema*: 83%) whereas the dailies rely on the official calendar more. On average, the print media reports based on own initiative in 2019 was only 33%, a drop of six percentage points from 2018's 39%.

However, there are large differences here. *The Guardian* highly follows the official calendar

(85%, plus 4% from 2018), and *Daily News* was 83% (an increase of 19% from 2018). *Zanzibar Leo* (80%, vs. 70%) and *The Citizen* (64% vs. 53%) have increased their reporting based on the official calendar.

The only two outlets that lowered their share of the official calendar in 2019 were *Mwananchi* (54%, minus 3%) and *Jamhuri* (18% minus 19%).

2019: Context of reporting in print media



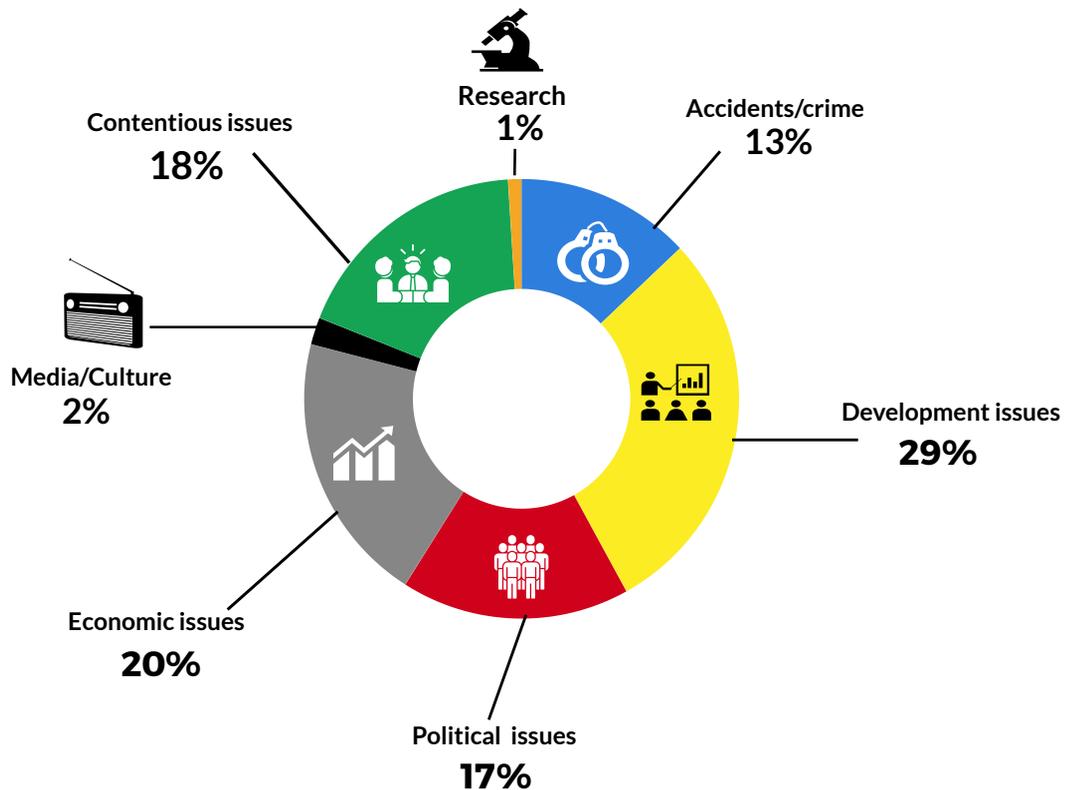
4.2 Topical profile

The yearbook assesses on what topic the story is about (from a list of 38 topics). These topics are summarized into 7 topical issues:

- o Accidents / Crime: Accidents, Crime, Court cases, disasters
- o Development issues: Health, Education, Agriculture, Fishery and Food Security, Environment and Pollution, Climate Change, Water and Sanitation
- o Political issues: Policy, politics, Election, National Security
- o Economic issues: Infrastructure, Oil, Gas and Mining, Telecommunication, Banking and Finance, Manufacturing, Employment, Trade figures, Tourism, etc
- o Culture/Media: Media, Culture, Religion
- o Contentious issues: Conflicts, social problems, Corruption, Refugees, Human Rights, GBV, Good Governance and Accountability.
- o Research: Research

In 2019, reporting on political issues increased to 17% compared to just 11% in 2018. Reporting of contentious issues increased by 2% point, whereas on economic issues dropped by 8% point. Development issues have been stable, just as reporting on crime and accidents have been.

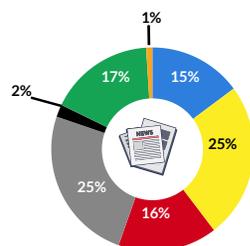
Main topics covered by the media



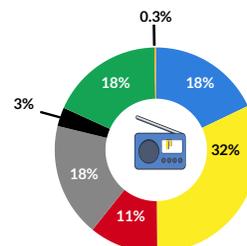
Topical profile 2019

Looking at different media genres, local radio leads in reporting on development and political issues, a strong change against 2018. National radio is low on reporting political issues. In 2019, reporting on economics was lower than in 2018 in all media types. JamiiForums still has the highest share of reporting contentious issues.

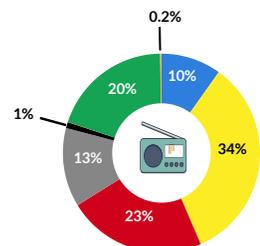
Newspapers



National radio



Local radio

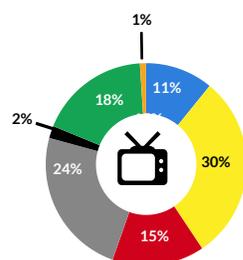


Key

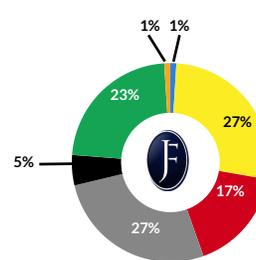


- Accidents/Crime
- Development issues
- Political issues
- Economic issues
- Culture/Media
- Contentious issues
- Research

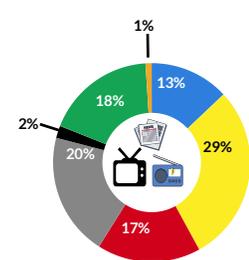
Television



JamiiForums



Average



Key



- Accidents/Crime
- Development issues
- Political issues
- Economic issues
- Culture/Media
- Contentious issues
- Research

4.3 Multiple Sourcing

This criterion assesses how many sources are mentioned in a journalistic unit. Journalists themselves or presenters are not counted as sources. Also, callers into radio and TV programmes are not counted as sources but counted separately as contributors.

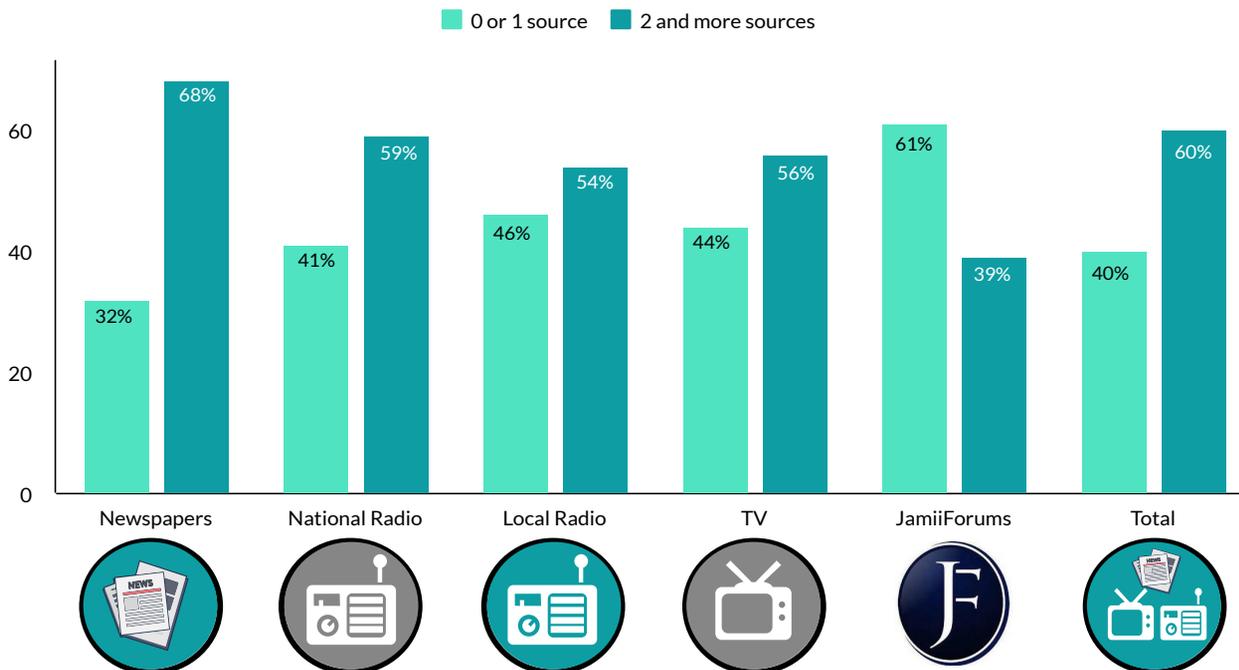
Journalistic pieces (print, radio, TV, online media) should have at least two sources. However, many media pieces have one or no source – particularly commentaries and opinions.

All media

In 2019, 40% of all the sampled units had only one source.²⁸ The minimal requirement to have “2 or more sources” was only fulfilled by 60% of the units. Newspapers lead in this category (68%), followed by the National Radio (58%), TV (56%) and Local Radio (55%).

Comparatively, the problem of having multiple sources seems to be growing as all media genres had a lower score in multiple sourcing compared to 2018. All the media have used fewer sources than in 2018, on average 5% less “2 sources or more”. TV suffered the most (by 12% points), followed by print (9% points), and radio by just 3-5%.

Multiple Sourcing



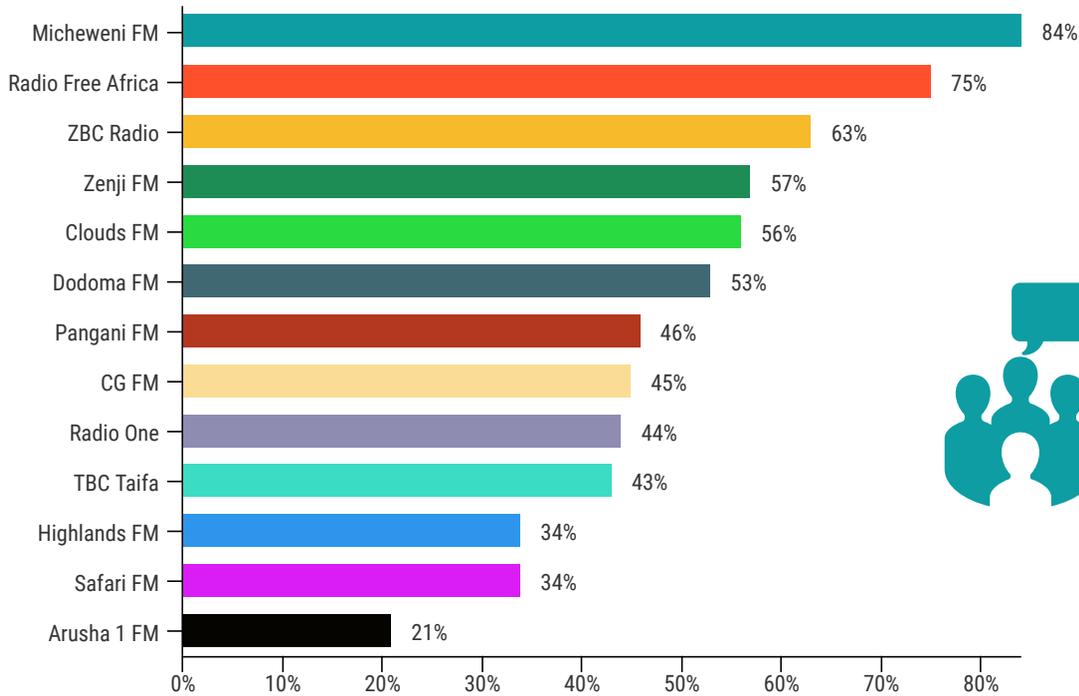
Radio news

For radio news, the score for multiple sourcing (“2 or more sources”) declined for all radio stations from 58% to 49%. However, radio news shows extreme diversity in sourcing performance. The leaders in this category are *Micheweni FM* (84%) and *Radio Free Africa* (75%). Conversely, *Arusha 1 FM* (21%), *Safari FM* and *Highlands FM* (both 34%) had lower figures as shown. The other radio

stations form a middle-ground (from 40% to 55%) which needs improvement. Compared to 2018, *Radio One* lost more (minus 30%). *Clouds FM* declined by 14% while *Pangani FM* and *Dodoma FM* were stable. *CG FM* lost too.

²⁸ In 2019, some media had quite a number of units with zero sources, like *Raia Mwema* and *Jamhuri*. *JamiiForums* has the most, but this is a blog by non-journalistic writers

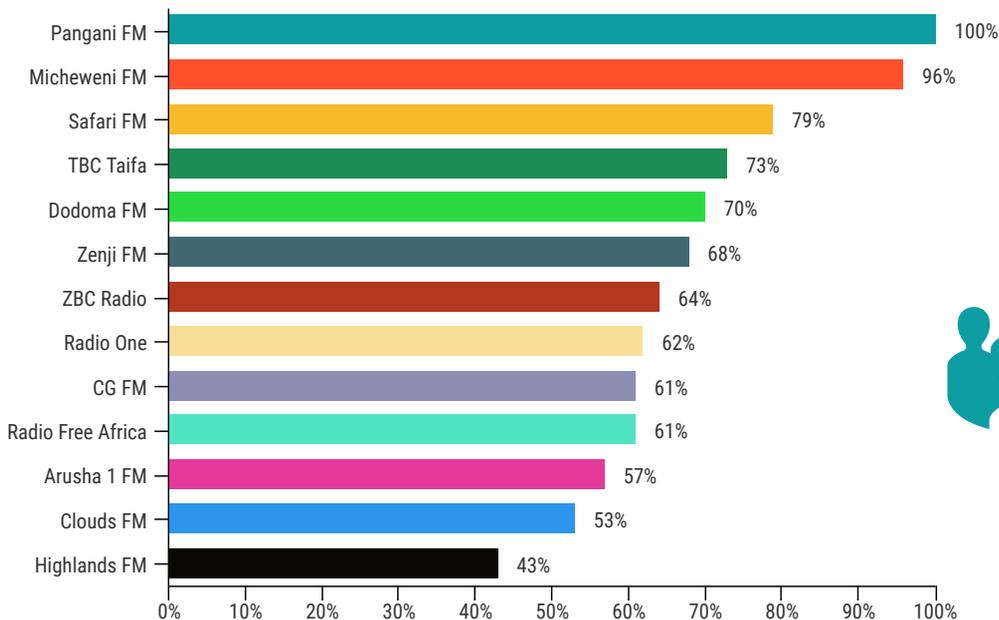
2019 Radio news: 2 or more sources



Radio programmes

In radio programmes, the performance based on sourcing is generally much better. In 2019, 66% of the programmes had multiple sources. The leading radio stations were *Pangani FM* (100%) and *Micheweni FM* (96%), followed by *Safari FM* (79%) and *TBC Taifa* (73%). *Highlands FM* performed poorly. In comparison to 2018, the performance of radio programmes went up by 3% (from 63% to 66%). *Radio One* and *Clouds FM* improved in 2019, as did *Arusha 1 FM*, and *Zenji FM*. A big decrease was seen in *CG FM* (leading in 2018, minus 40% in 2019), *ZBC Radio* (minus 25%), and *Radio Free Africa* (minus 16%).

2019 Radio programmes: 2 or more sources



TV

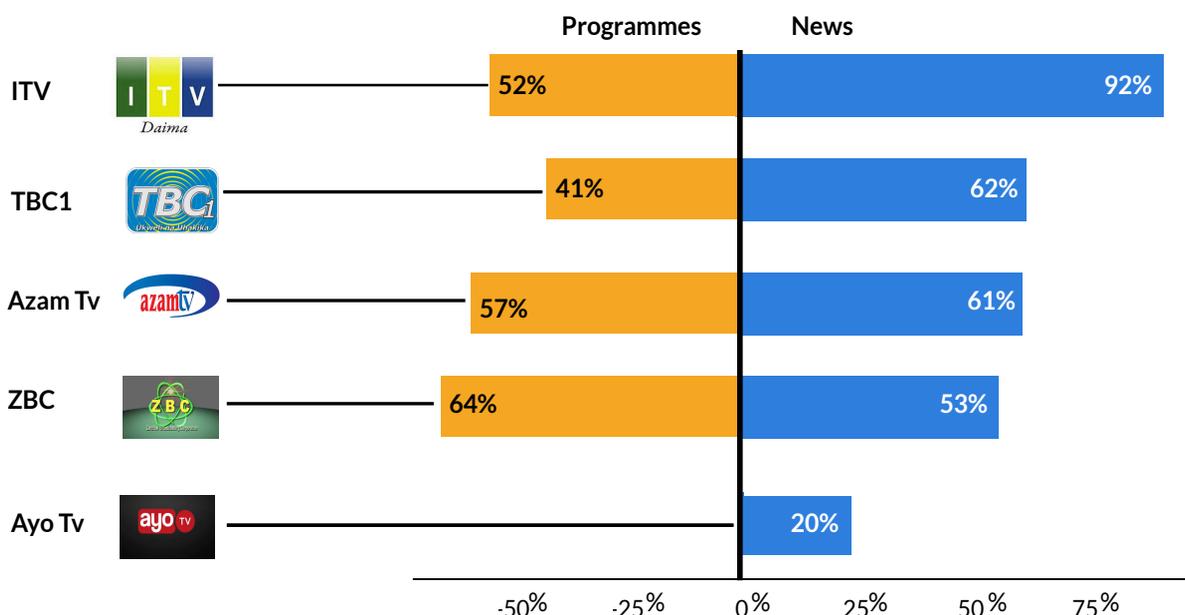
For TV there is a remarkable difference between news and programmes in multiple sourcing and differences amongst TV stations. Compared to radio, TV has better multiple sourcing in news (57% with "2 and more sources") than in programmes (55%).

For news, ITV leads with 91% in multiple sourcing, followed by *TBC1* (62%), and *Azam TV* (61%), and *ZBC TV* (53%). *Ayo TV* is far behind with only 20% of their news having multiple sources (even less

than in 2018). In programmes, *ZBC TV* leads with 63%, followed by *Azam TV* (57%), *ITV* (51%) and *TBC 1* (40%).

In terms of change, TV stations on average had lower sourcing in 2019 (by 11% over the 2018 figures). Only *ITV* increased its score of having 2 or more sources by 8% points in news. All the other TV stations have performed poorly in that category. In programmes, all TV stations had low scores in multiple sourcing. *TBC 1* the most, (minus 20%). *ITV* and *Azam TV* both registered more than 10%.

Tv News: 2 or more sources

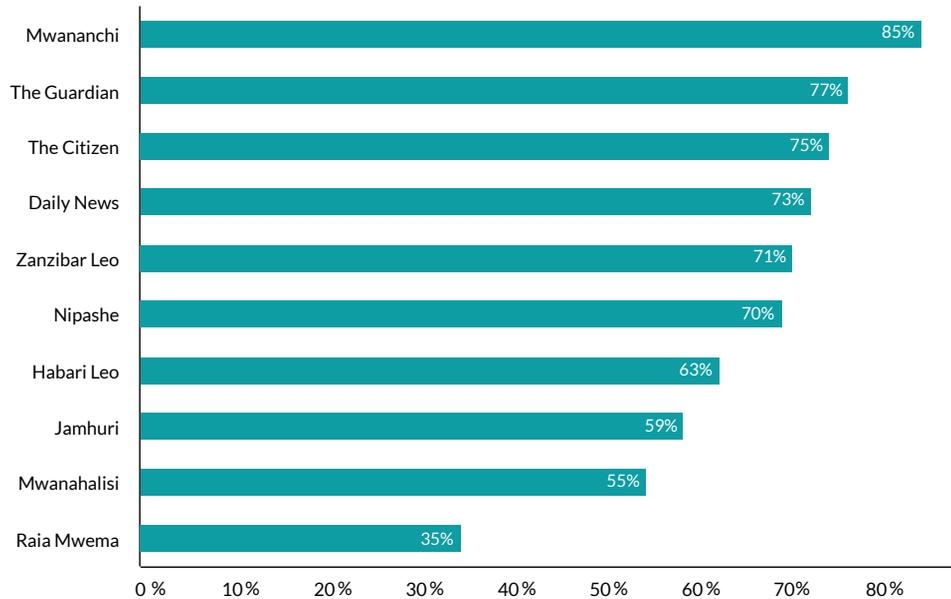


Print

In 2019, there was a significant number – 24 in total – of articles with zero sources (an increase from only 13 in 2018). Most of the zero source articles were in *Jamhuri* (7) and *Raia Mwema* (15), both weekly newspapers. The other ones are *The Citizen* (1) and *Nipashe* (1).

On average, multiple sourcing in print has a score of 68% of units with 2 or more sources, which is 9% less the score in 2018 (77%). However, the decline is not evident in all newspapers. *Mwananchi* had the best position with 85% (minus 1%) followed by *The Guardian* (77%), *The Citizen* (75%), *Daily News* (73%) and *Nipashe* (70%). *Jamhuri* (59%), *Mwanahalisi* (55%), *Habari Leo* (63%) and *Raia Mwema* (35%) perform poorly. *Zanzibar Leo* also did poorly at 10%.

Print 2019: 2 or more sources



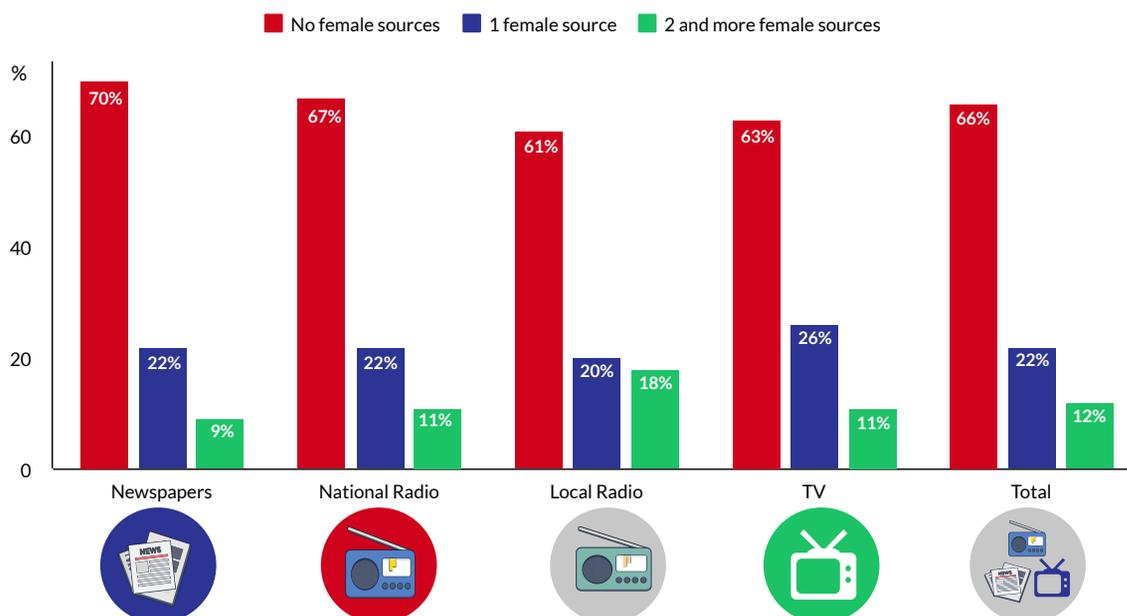
4.4 Female sources

In this category, we assess how many (clearly identifiable) female sources are mentioned in the articles, news, or programmes.

All Media

Female sources were often not part of media reporting in 2019. On average, 66% of the units analysed, did not feature any female sources. A total of 22% of units had one female source, and 12% two or more. Newspapers performed dismally in this category. Local radio was the best, with 18% of units having 2 or more female sources. In 2018, the overall performance was similar, and only a small reduction was observed in 2019, with minus 1 or 2% points.

Overview: Female sources



Radio News

In radio news, the number of units without any female source was 72%. A total of 20% have one female source, and 8% had two. Local radio stations Micheweni FM and Pangani FM were the best performers with 51% and 42% of their units with at least one female source respectively. Radio One (12% with one female source or more), and Safari FM (14%) were on the lower end.

Radio programmes

The representation of female voices is a bit better in programmes. Yet, 52% of units did not have female source, 22% had one. Only 26% had two female sources.

Extraordinarily, high performance in this category

was observed at *Pangani FM* with 88% of programmes having two or more female sources followed by *Micheweni FM* with 58%, and *Dodoma FM* with 39%. At the low end in this category were national radio stations, namely *Clouds FM* (11%), *Radio One* (13%) and *ZBC Radio* (14%). Some need serious improvement in this category as they had a large percentage of their reports with “no female sources”.

These were *Highlands FM* (76%), *ZBC Radio* (64%), *Radio Free Africa* (61%) and *Radio One* (59%).

Compared to 2018, the performance in this category has gone down (looking jointly at news and programmes) by about 6%. The percentage of units with no female source has increased, although the percentage of those with 1 or 2 and more female sources has decreased.

Table 5: Female source in radio

Year	No female source	1 female source	2 or more female sources
2018	57%	27%	17%
2019	64%	21%	16%

TV

In TV news, there were fewer female sources than in TV programmes. In news, ITV performed well with only 47% of units surveyed having no female source. TBC 1, Azam TV and Ayo TV have well over 70% without female sources. The average is 68%, more or less the same as was in 2018.

For TV programmes, 55% had no female source, 31% had one, and 15% had two or more.

The best performer in this category is TBC 1, as it had the highest percentage of “2 or more female sources” (27%), followed by Azam TV (18%). At the end was ZBC TV with 61% of its reports having no female sources and just 9% with two female sources.

Compared to 2018, the usage of female sources in 2019 has improved in TV programmes. On average, TV programmes in 2019 had 10% points fewer programmes without any female source, and 12% points more with one female source.

Print

In print, 70% of the units had no female source. A total of 21% had one, and 9% had 2 or more. The best performers were *The Guardian* (with only 53% without female sources), *Daily News* and *Zanzibar Leo* (both with 60% without female sources). *The Guardian* (14%), *Daily News* (13%) and *Habari Leo* (13%) performed well with 2 or more female sources. Weekly newspapers, *Raia Mwema* and *Jamhuri*, and *The Citizen* and *Mwanahalisi* performed poorly in “2 or more female sources” (all between 2% and 5%).

Compared to 2018, newspaper performance dropped in 2019, although only by a small margin of 2% fewer female sources.

4.5 Number of Perspectives

In this category, coders assessed, which “perspectives” are elaborated in a given media piece. They looked for six general perspectives or lenses, under which any topic can be presented. These are the perspectives of ordinary concerns, policy, politics, economy, science and security. If there is another perspective, it is identified as other (for example gender, or health). In any case, a perspective is only existent, if the story elaborates this angle. Just mentioning some words from the economic or political sphere is not sufficient to be counted as perspective. This is an indicator of whether stories report a bit more in-depth.

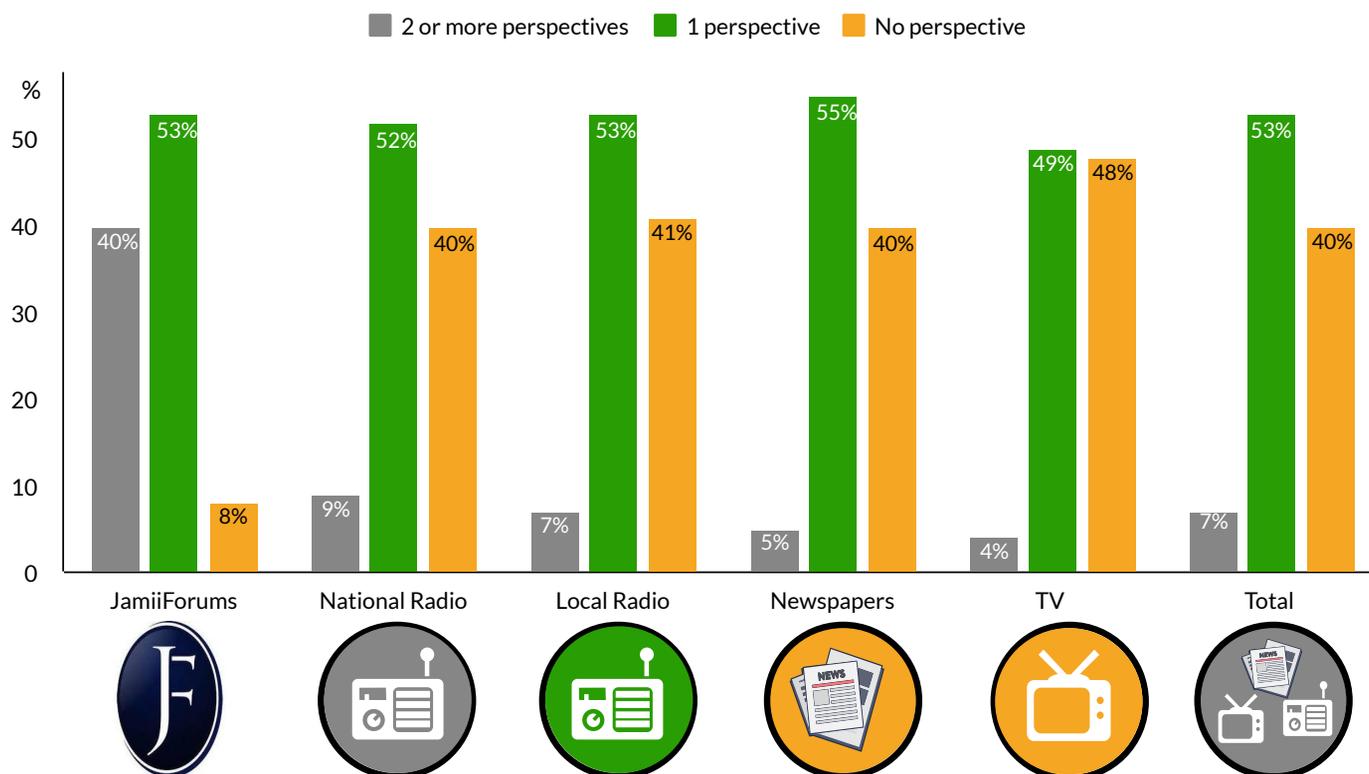
Reporting under a specific perspective means that some aspects (economic, political, ordinary concerns, scientific or others) of a story are treated more in-depth.

All Media

In 2019, reporting with perspectives was weak. On average, 40% of the units analyzed, did not provide any perspective, compared to only 23% without a perspective in 2018. In terms of media types, TV had more units (48%) without perspectives.

The best performer was *JamiiForums* that had only 8% of the units without a perspective, and 40% of its units had two or even more perspectives. Lack of perspectives and thus in-depth reporting is one of the biggest challenges facing the media in Tanzania.

2019: Number of perspectives all media

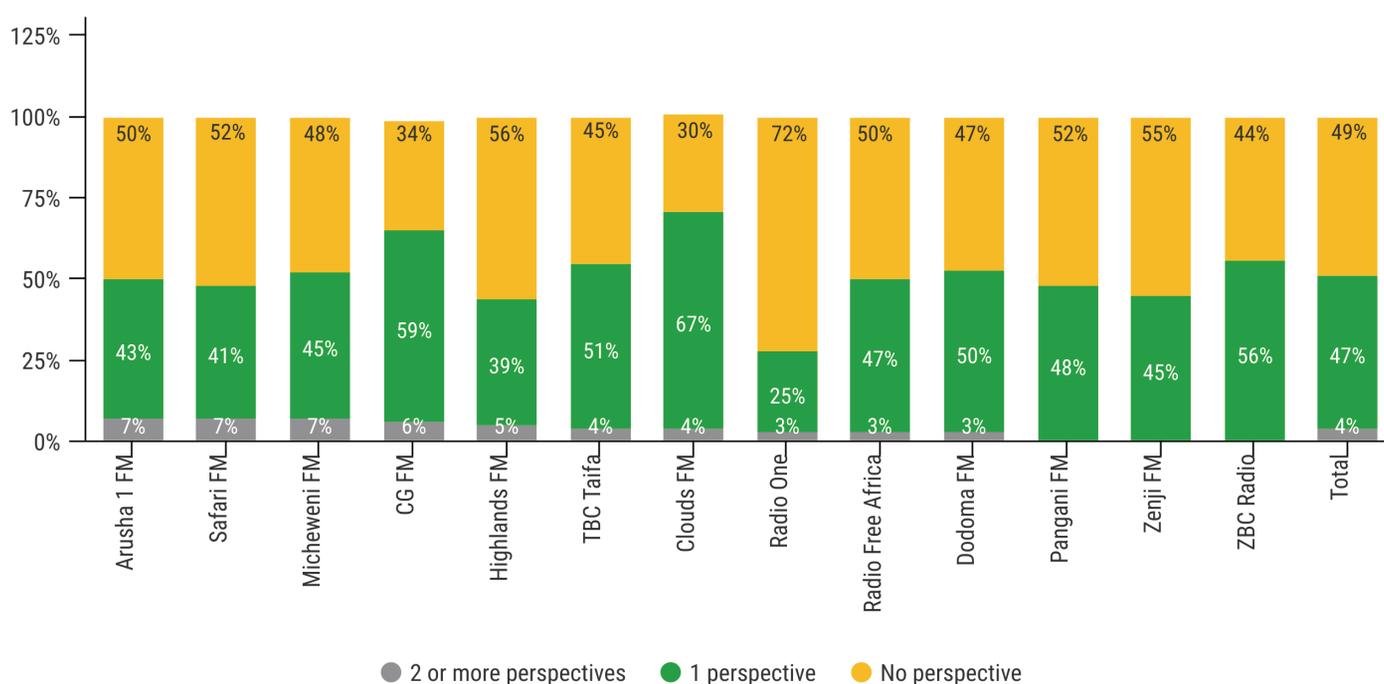


Radio News

In radio news, the percentage of reports without a specific perspective stood at 49%. *Radio One* has the highest number of pieces without perspective at 72%. The “best” performers were *CG FM* (34%) and *Clouds FM* (30%). On average, 47% of the units reports had at least one perspective. Again, *Clouds FM* (67%) and *CG FM* (59%) were the best performers in this category.

The performance in this category reduced to 47% in 2019 compared to 58% in 2018. This was due to *Radio Free Africa*, *Radio One*, *CG FM*, and *Arusha 1 FM* declining scores in the category of providing one perspective. *Dodoma FM* and *Micheweni FM* scores were stable, while *Clouds FM*’s increased. *Pangani FM* suffered considerably.

Number of perspectives in radio news



Radio programmes

For radio programmes, the percentage of units with “no perspective” stood at 29%, compared to 20% in 2018. Performing poorly in this category were *ZBC Radio* (43%), *Arusha 1 FM* (40%), *CG FM* (34%) and *TBC Taifa* (33%).

Reporting one perspective is the minimum requirement for all media, and 59% of radio programmes had it in 2019. The rest, 12%, provided two perspectives or more. *Dodoma FM* had the highest percentage in one perspective (91%), followed by *Pangani FM* (71%), *Micheweni FM* (67%), and *Radio Free Africa* (68%). However, some of the stations performed even better, and sometimes provided two perspectives in one programme. These were *Micheweni FM*, *TBC Taifa* and *Safari FM* (all 21%), followed by

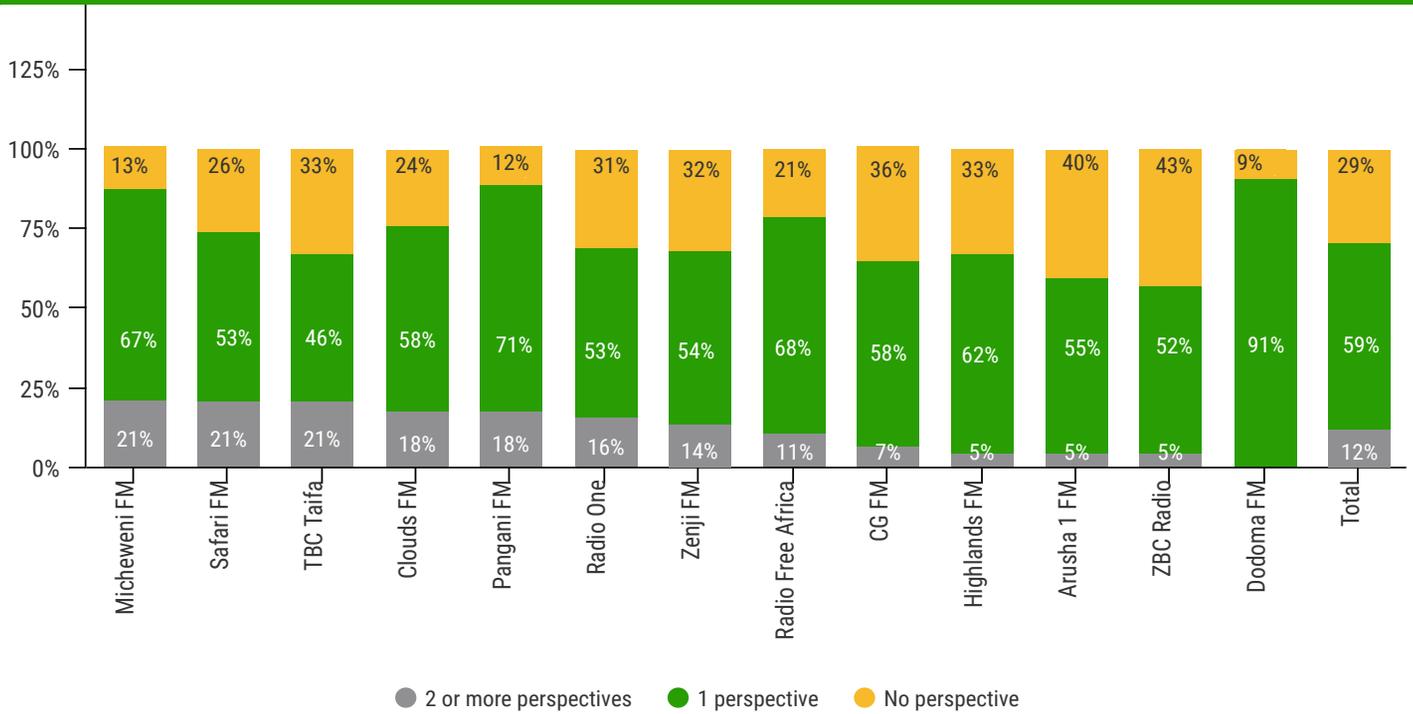
Clouds FM and *Pangani FM* (both 18%), *Radio One* (16%) and *Zenji FM* (14%).

The performances were better in 2018 with averages of 67% with one perspective (59% in 2019), and 14% with two or more (12% in 2019).

Even though the overall impression is that the quality was lower, some radio stations remained stable or improved in 2019. Good improvements were registered by *Clouds FM* (from a very low level in 2018) and *Radio One*.

Those showing stable results were *Micheweni FM*, *Pangani FM*, *Dodoma FM* and *Highlands FM*. The rest (*ZBC Radio*, *Zenji FM*, *Radio Free Africa*, and *Arusha 1 FM*) showed falling standards in terms of reporting with perspectives.

Number of perspectives in radio programmes



TV

For TV news, 64% of units analysed showed reporting without a perspective, and 35% with one perspective. *ITV* had the best performance with 47% of units with one perspective, followed by *Azam TV* with 28%, and *TBC1* with 27%

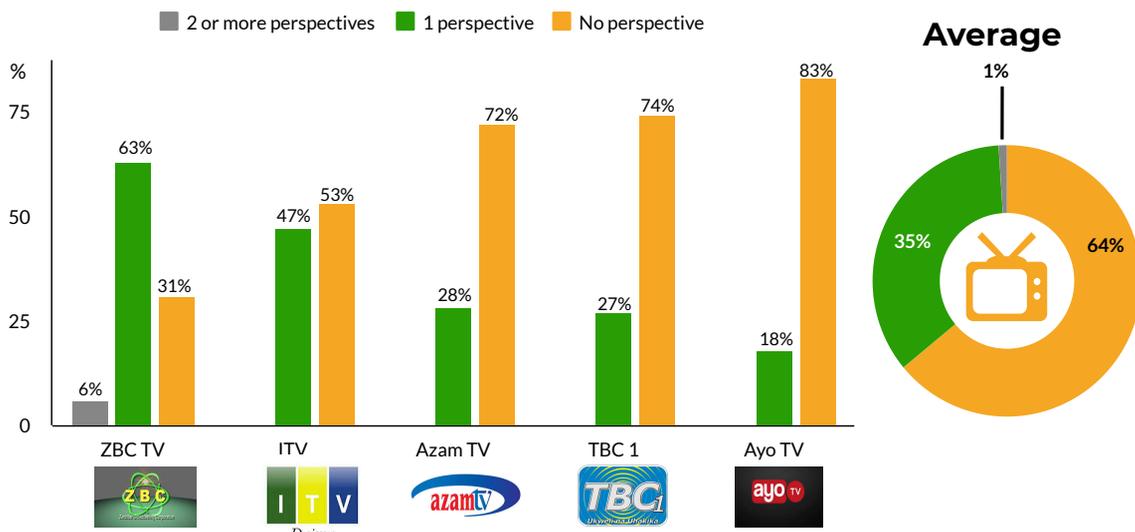
For TV programmes, there were only 22% of units with no perspective, 70% with one, and 8% with two or more.

ZBC TV and *TBC1* performed better than *ITV* and

Azam TV in this category, with only 18% of their reports having no perspective. *TBC1* also provided more stories with two perspectives (14%) compared to *ZBC TV* (9%).

In 2018, 21% of programmes had two perspectives, compared to only 8% in 2019. *ITV* and *Azam TV* performed better on two perspectives in both news and programmes than other media outlets.

2019: TV number of perspectives in news



Print

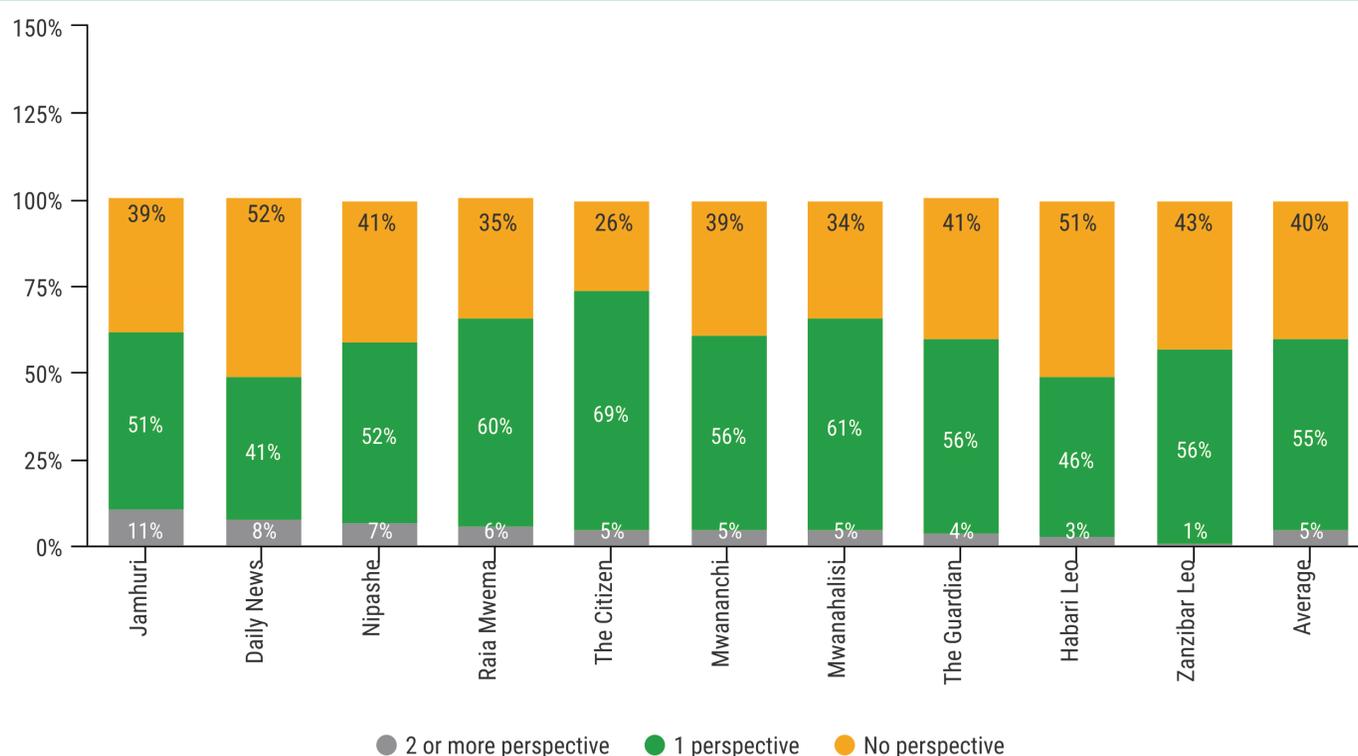
In 2019, many newspapers had a large share of articles (40% on average) with superficial reporting (= no perspective). Poor performers in this category were *Habari Leo* and *Daily News* (both 51%) and *Zanzibar Leo* (43%). *The Guardian* and *Nipashe* (both 41%), *Mwananchi* (39%) and *Jamhuri* (38%) were close to average.

The best in this category is *The Citizen* which registered 26%. Media pieces with one perspective score on average 55%, and those with two perspectives just 5%. *The Citizen* lead in units with one perspective (69%), followed by *Mwanahalisi* (62%), *Raia Mwema* (60%), *Mwananchi* and *Zanzi-*

bar Leo (both 56%). Those with very low were *Daily News* (41%) and *Habari Leo* (46%). Articles with two or more perspectives are still in short supply, with the best being *Jamhuri* (11%), followed by the *Daily News* (8%) and *Nipashe* (7%).

Compared to 2018, the performance in 2019 in terms of providing perspectives has dropped drastically. There were 6% points fewer articles with one perspective, and 18% less with two perspectives. All the newspapers had considerably fewer units with 2 perspectives. Most units had only one.

2019 Print: Number of perspectives



4.6 Viewpoints

Viewpoints are opinions expressed by sources or actors in the story. A viewpoint needs to contain some explicit judgemental expression in terms of positive or negative assessment. It is assessed how many viewpoints an article, news or programme has. Diverse viewpoints contribute to the enlightenment of media consumers and strengthening public discourses.

Just like in perspectives, the media did not do very well with viewpoints and opinions.

All Media

In 2019, the presentation of viewpoints was low, with 60% of the units analysed having no viewpoint at all. Twenty-five per cent (25%) had just one viewpoint, and 15% had two or more viewpoints. This is a reduction of around 10% points from 2018 when 26% of the units examined had 2 or more viewpoints, and 50% had no viewpoint. In 2018, the conclusion was that the performance needed improvement. It was even worse in 2019. Table 6 below shows the status.

Newspapers: No viewpoints at all

Newspapers	2018	2019	Change
The Citizen	39%	59%	+20%
The Guardian	55%	70%	+15%
Mwananchi	29%	59%	+ 31%
Daily News	40%	81%	+ 40%
Nipashe	43%	77%	+34%
Jamhuri	31%	54%	+22%
Zanzibar Leo	41%	63%	+ 22%
Mwanahalisi	-	29%	-
Habari Leo	-	83%	-
Raia Mwema	-	63%	-

TV: No viewpoints at all

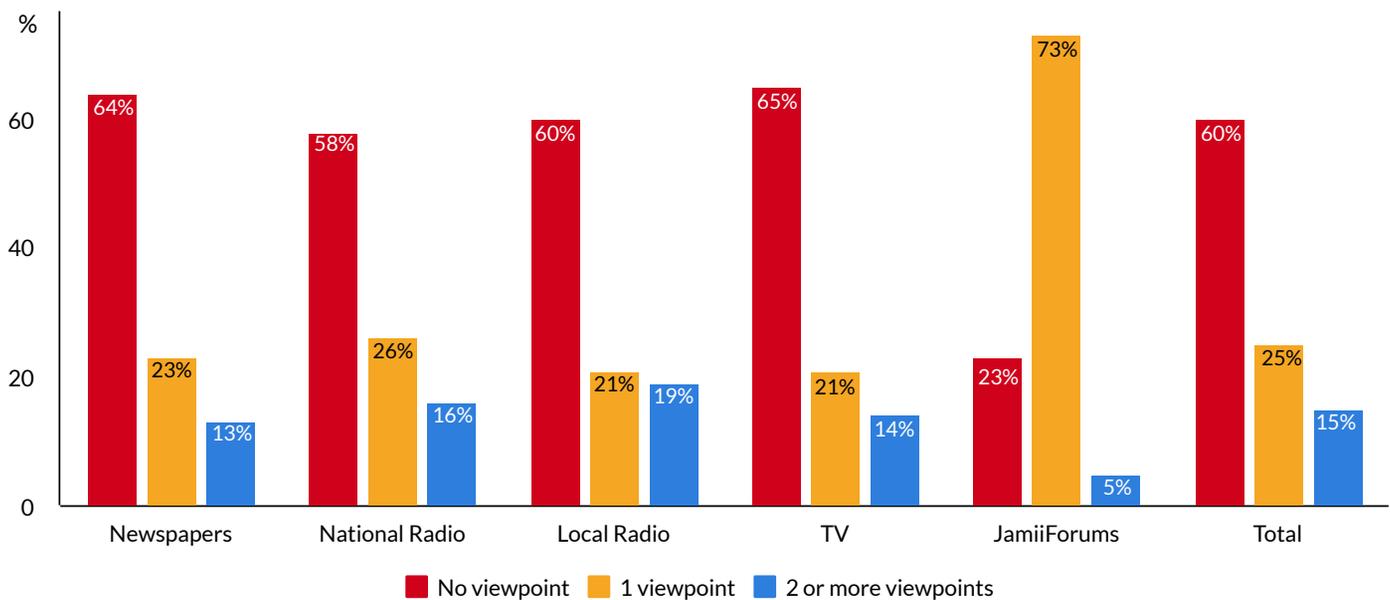
Television Station	2018	2019	Change
TBC 1	54%	66%	+ 13%
ITV	51%	75%	+24%
Azam TV	52%	75%	+ 23%
Ayo TV	50%	92%	+ 42%
ZBC TV	-	36%	-

Radio: No viewpoints at all

Radio Station	2018	2019	Change
TBC Taifa	76%	54%	-22%
Radio Free Africa	56%	69%	+14%
Radio One	67%	47%	-30%
Clouds FM	75%	49%	- 25%
Pangani FM	39%	53%	+14%
Dodoma FM	63%	55%	+ 8%
CG FM	37%	71%	+34%
Highlands FM	52%	43%	- 9%
Arusha 1 FM	61%	54%	+ 6%
Zenji FM	55%	65%	+10%
ZBC Radio	55%	69%	+14%
Micheweni FM	48%	60%	+12%
Safari FM	-	74%	-

Significant changes happened in those media genres that were strong in this category in 2018. Newspapers saw a reduction of “2 or more viewpoints” from 32% to 13%, and a large increase of units without viewpoints (from 40% to 64%). A similar development emerged for *JamiiForums*. Their percentage of units with “2 or more viewpoints” shrank from 39% to 5% even though most of their articles had at least one viewpoint (73%). However, the debate gets less diversified even on *JamiiForums*. National radio kept its score (but on a low level), whereas local radio and TV had fewer units with “2 or more viewpoints” at 10%. Local radio reports saw their score drop from 29% to 19% and TV from 24% to 14%.

2019: Viewpoints – all media



Radio

In radio news, 70% of the units analysed lacked opinion, 23% had one, and 7% had two or more. This score is slightly lower than in 2018 when radio news had 10% of units with two or more viewpoints.

Nevertheless, some radio stations provide more viewpoints than others. The leaders in this category include *Highlands FM*, *Clouds FM*, and *Dodoma FM*, providing at least one viewpoint in at least half of their news. The same stations increased their scores in this category compared to 2018. *TBC Taifa* joined the list, however, with an increase in its score.

Radio programmes

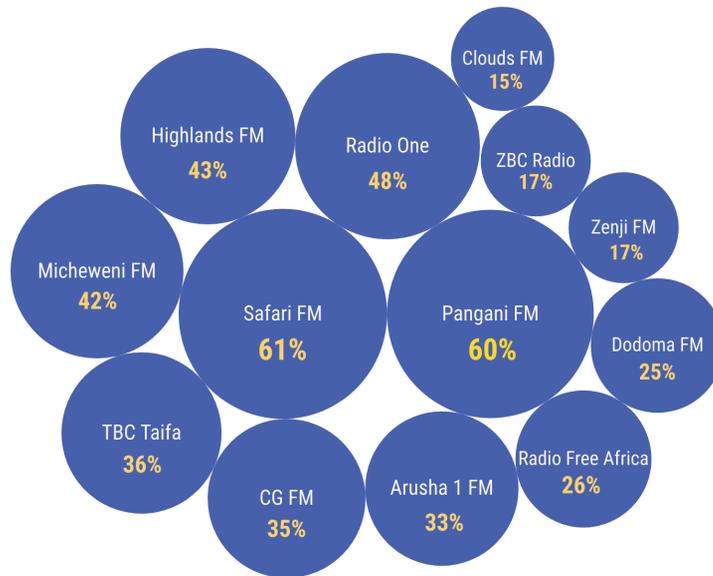
On average, radio programmes provide more viewpoints than news. In 2019, only 45% of radio programmes had no viewpoints. This marks a slight improvement from 2018 because there were 3% fewer units with no viewpoints in 2019.

There were 23% of radio programmes with one viewpoint, and 33% with “2 or more” viewpoints.

Behind this general trend are rather opposing developments among radio stations. The best in presenting at least one viewpoint in their programmes were *Radio One*, *Safari FM*, *Pangani FM*, *Arusha 1 FM*, and *TBC Taifa*. The best stations in terms of presenting “2 or more viewpoints” were *Safari FM* (61%), *Pangani FM* (60%), *Radio One* (48%), *Highlands FM* (43%) and *Micheweni FM* (42%). *Clouds FM* (15%), *Zenj FM* and *ZBC Radio* (both 17%) were the worst performers in this category.

Some local radio stations that performed well in 2018 saw their scores decline in 2019. These were *CG FM* (score of “2 and more viewpoints” went down from 73% to 35%), *Dodoma FM* (from 54% to 25%), and *Micheweni FM* (from 70% to 42%). In contrast, *Radio One*’s score went up considerably from 22% to 48%.

2019 Radio programmes : 2 or more viewpoints



TV

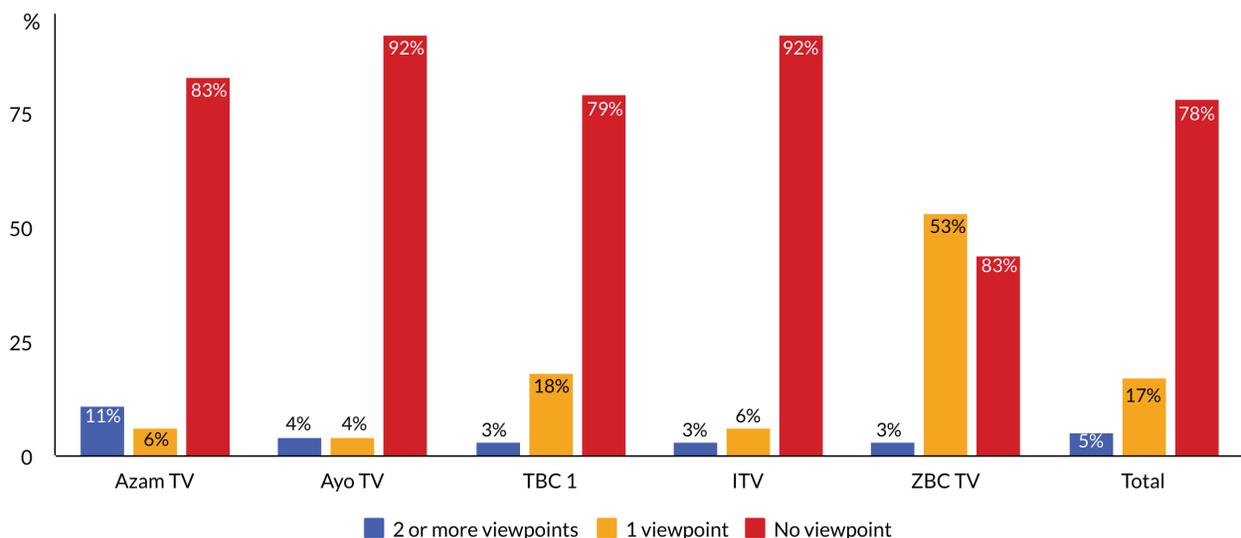
In TV news, most stations refrain from providing any viewpoints (78% on average), the exception being *ZBC TV*. With 17% of news having one viewpoint and 5% with 2 or more, viewpoints are rather a rare commodity in TV news. Only *Azam TV* has 11% of its news with 2 or more viewpoints.

TV programmes provide in general more viewpoints. Nonetheless, 47% have no viewpoint at all, almost the same figure recorded in radio programmes. But this differs among stations. *ZBC TV* performed well with the least number of

units without viewpoints, and the largest percentage of having one viewpoint. In contrast, *Azam TV* seemed reluctant to broadcast viewpoints in its programmes (64% of programmes had no viewpoints). *TBC 1* (36%) and *ITV* (37%) had the highest share of units with 2 or more viewpoints, followed by *Azam TV* (21%).

Compared to 2018, there is a huge decline in units with 2 or more viewpoints. The figure dropped from 49% in 2018 to 28% in 2019. Both *ITV* and *Azam TV* suffered significant drops in the number of units with 2 and more viewpoints. Compared to 2018, *ITV* dropped from 69% to 37%, and *Azam TV* from 46% to 21%.

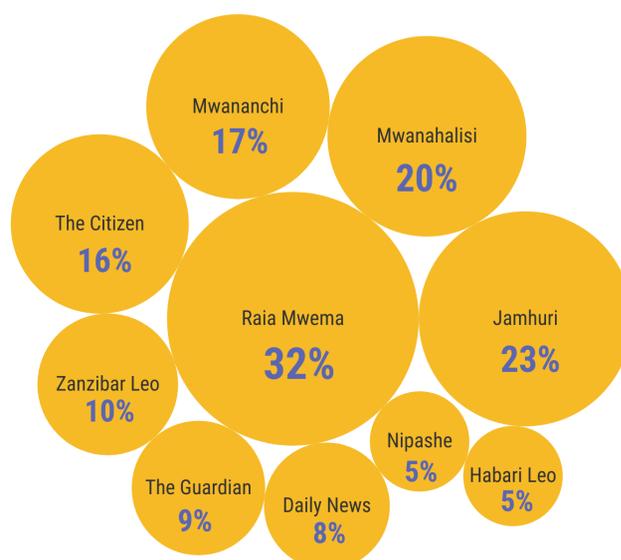
TV News 2019: Number of viewpoints



Print

The challenge of providing viewpoints and opinions is even more accentuated in newspapers. The number of viewpoints and explicit opinions has declined. Fewer newspapers (or their sources) now openly express their opinion(s) on an issue.

2019 Print : 2 viewpoints or more



On average, 64% of the print units had no viewpoint at all in 2019. Only 23% had one, and 13% had 2 or more viewpoints. Newspaper marked as lacking viewpoints are *Habari Leo* (83%), and *Daily News* (81%), and *The Guardian* (70%). *Mwanahalisi* Online is the best performer with only 29% of units without a viewpoint.

Leading in the category of newspapers with 2 or more viewpoints were the two weekly newspapers, namely *Raia Mwema* (32%) and *Jamhuri* (23%), followed by *Mwanahalisi* (20%) and *Mwananchi* (17%). Those with very low score on “2 and more viewpoints” were *Nipashe* and *Habari Leo* (both 5%), and *Daily News* (8%).

Compared to 2018, there is a stark reduction in this category. The share of print articles without any viewpoint went up from 40% in 2018 to 64% in 2019. The reason is that all the newspapers already present in the Yearbook 2018 have reduced their scores in terms of presenting a diversity of viewpoints. The biggest declines were marked in *Mwananchi* (reducing 2 and more viewpoints from 48% to 17%), *Jamhuri* (from 40% to 23%) and *Nipashe* (down to 5% from 38%).

4.7 Opposing viewpoints

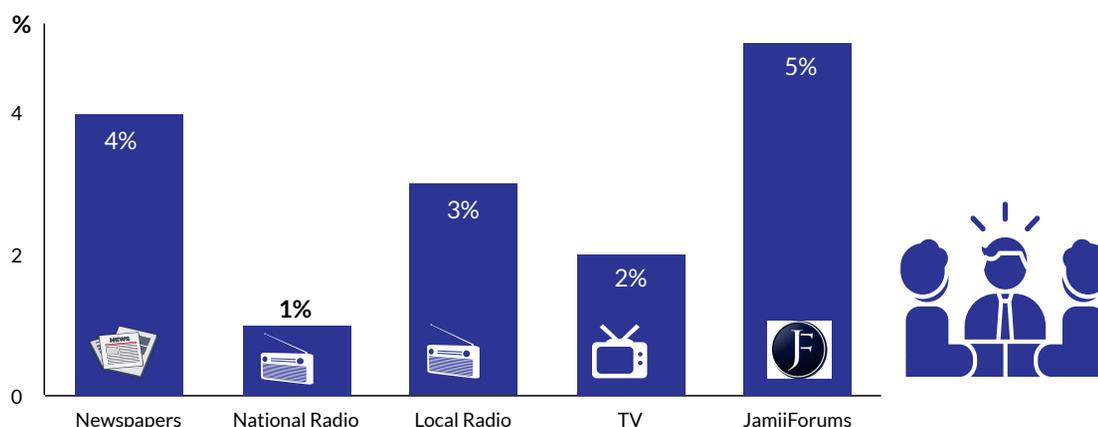
Good journalism is about providing balanced stories. This includes presenting more than one opinion or viewpoint, and if possible looking for and presenting opposing viewpoints so that audience understands the “other” side. This ensures a balanced reflection on the issue being covered.

As seen above, the 2019 data show that the number of units with 2 or more viewpoints has dropped compared to 2018. Naturally, the number of opposing viewpoints happen to be low as well, because a news item or programme needs at least 2 viewpoints to be potentially opposing.

All media

In 2019, opposing viewpoints were rare. On average, only 2.8% of the units provided opposing viewpoints. *JamiiForums* provided at least 5%, followed by 3.5% in print media. Because the numbers are very low, opposing viewpoints are almost non-existent. In 2018, this was a bit better, but only for *JamiiForums* and print. Radio and TV showed very low levels.

2019: Opposing viewpoints



Radio

In radio news, opposing viewpoints are very rare, on average 1%. Only *Highlands FM* (6%) and *Radio One* (5%) sometimes present opposing viewpoints. In radio programmes, *Pangani FM* (27%) excels in presenting opposing viewpoints, followed by *Safari FM* (11%) and *CG FM* (8%). All the other radio stations record either 0% or below 2%.

TV

It is also rare to have opposing viewpoints on TV. Even the 'best', *ZBC TV*, recorded merely fewer than 5%. *ITV* had just one unit with an opposing viewpoint. *TBC 1* and *Azam TV* had none. It was a bit better in 2018 although only for *Azam TV* (7.5%).

Print

In 2019, only *Mwanahalisi* (13%), *Jamhuri* (7%), *Mwananchi* and *Raia Mwema* (both 5%), provided at least some units with opposing viewpoints. Com-

paratively, this performance is still wanting although it has not improved much since 2018. For newspapers that were part of the *Yearbook 2018* study, the overall performance has gone down.

4.8 Viewpoints critical to government

The Yearbook assesses if some of the viewpoints within a story express some critique towards the government.

Viewpoints critical of the government were extremely rare. Newspapers sometimes provide critical voices, but only in 4% of the articles analysed. As was in 2018, it is still only *JamiiForums* that provides critical viewpoints in 31% of its units examined.

Table 6: Viewpoints critical to government

Type of media	Number	Percentage
Newspapers	31	4%
National radio	1	0.3%
Local radio	5	1%
Television	0	0%
JamiiForums	25	31%

Radio

Only a few radio stations are critical of the government. Even then, none did it more than once.

TV

No TV story contained a critical view of the government.

Print

Only a few newspaper stories were critical of the government in 2019. In other words, critical viewpoints were rarely published. *Mwanahalisi*, *The Citizen* and *Mwananchi* did it the most, but only in 10% or less of all their articles. This is similar to 2018.

4.9 Right of reply

Stories need to concede the right of reply in case a specific person or organisation is accused of wrongdoing. In such cases, the accused person needs to be given a chance to respond to allegations. This is assessed for all stories, except those that treat crime and court cases.

All Media

The right of reply was granted in only 31% of the relevant cases analysed. This is seen as a serious ethical challenge for the media in Tanzania. National radio has the lowest performance in this regard. Newspapers perform best although at a very low level. The score on the right of reply was higher in 2018 (42%), although professionally unacceptable.

Radio

There were few relevant cases (21) in the entire radio sample, and many stations had only one or two cases. The best performer was *Zenj FM* (one case of conceding the right of reply), *Safari FM* (three cases, 67%),

and *Radio One* and *Micheweni FM* (both two cases, 50%).

TV

A similar picture emerges for TV. *Azam TV* (one case, 100%) and *ITV* (four cases, 50%) were the best performers. *TBC 1* (four cases, 0%) and others perform poorly. Compared to 2018, *ITV* and *Azam TV* improved on their right of reply performance.

Print

There were more articles (not from court cases) in print offering accused persons the right of reply. Daily News and Zanzibar Leo performed best (1-2 cases, 100%). For those with a considerable number of cases (above 10) *Mwananchi* performed best with 47% of the cases with the right of reply, and *Mwanahalisi* the least with only 27%. *Mwananchi* (73%) and *Jamhuri* (64%) had performed better in 2018 compared to 2019.

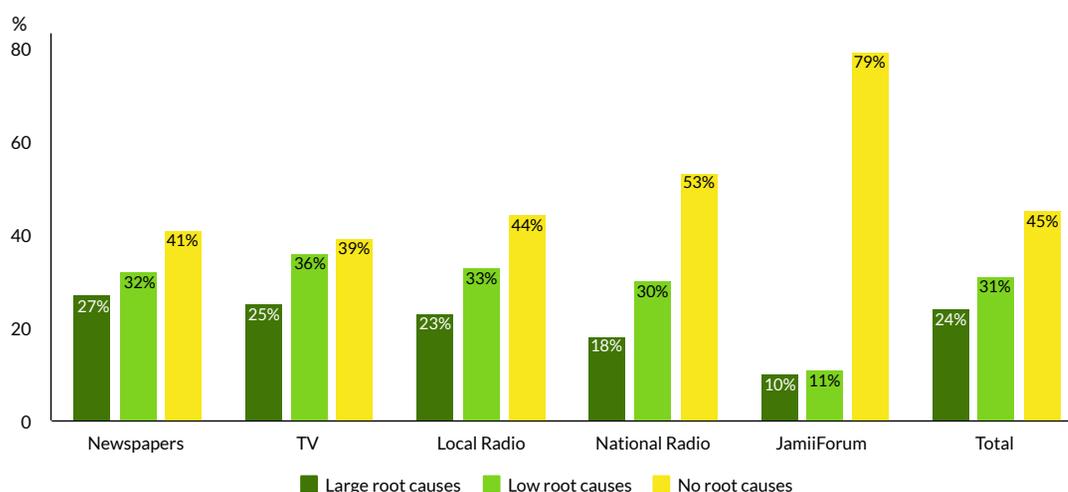
4.10 Coverage of root causes

The Yearbook assesses whether a media piece explains the root-causes of the problem or issue in the storyline. Not other causes about something else. Covering the root causes contributes positively to audience understanding of events.

All media

On average, 24% of the units cover root causes. This was the same in 2018. However, there are differences between media genres. Print media still performs best at 27% even though that is a drop of 10 percentage points from 2018. National and local radio recorded 18% and 23%, an improvement of 2 and 3% respectively. TV is stable at 25%. *JamiiForums* recorded 10%, which shows that a small percentage of debates on the platform focus on the root causes of issues.

2019: Coverage of root causes - all media



Radio news

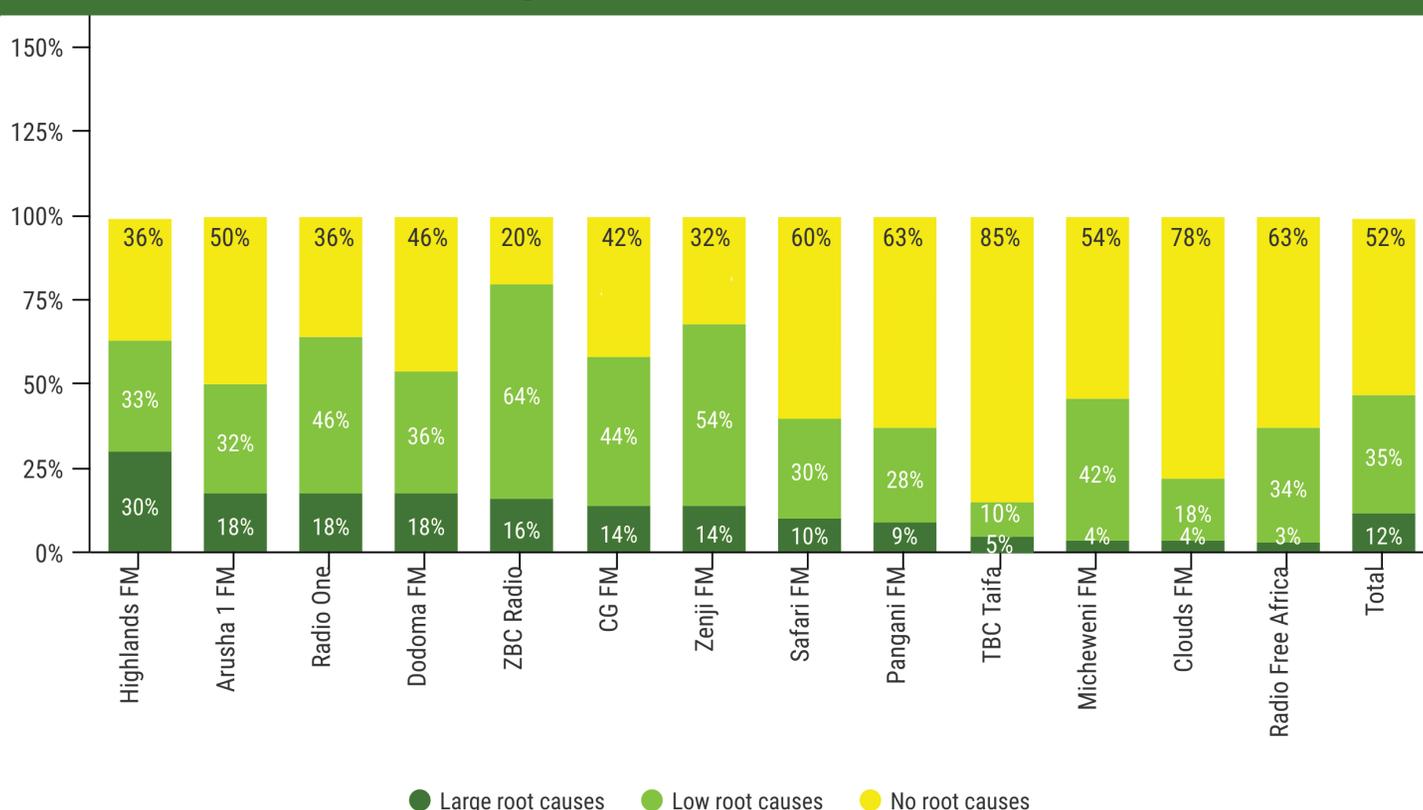
Generally, reporting on root causes in radio news is low. In 2019 and 2018, only 12% of the news did that. However, there are new developments in some radio stations. The best performer was *Highlands FM* (30%), followed by *Arusha 1 FM*, *Dodoma FM* and *Radio One* (all with 18%).

This was followed by *ZBC Radio* (16%), and *Zenj*

FM and *CG FM* both at 14%. On the tail end are *Radio Free Africa* (3%), and *Clouds FM* and *Micheweni FM* (both 4%).

In comparison to 2018, *Clouds FM* dropped significantly (minus 16% point). *Pangani FM*'s score also dropped. In contrast, *Highlands FM* and *Arusha 1 FM* improved, both from almost zero to 30% and 18% respectively.

2019: Coverage of root causes in radio news



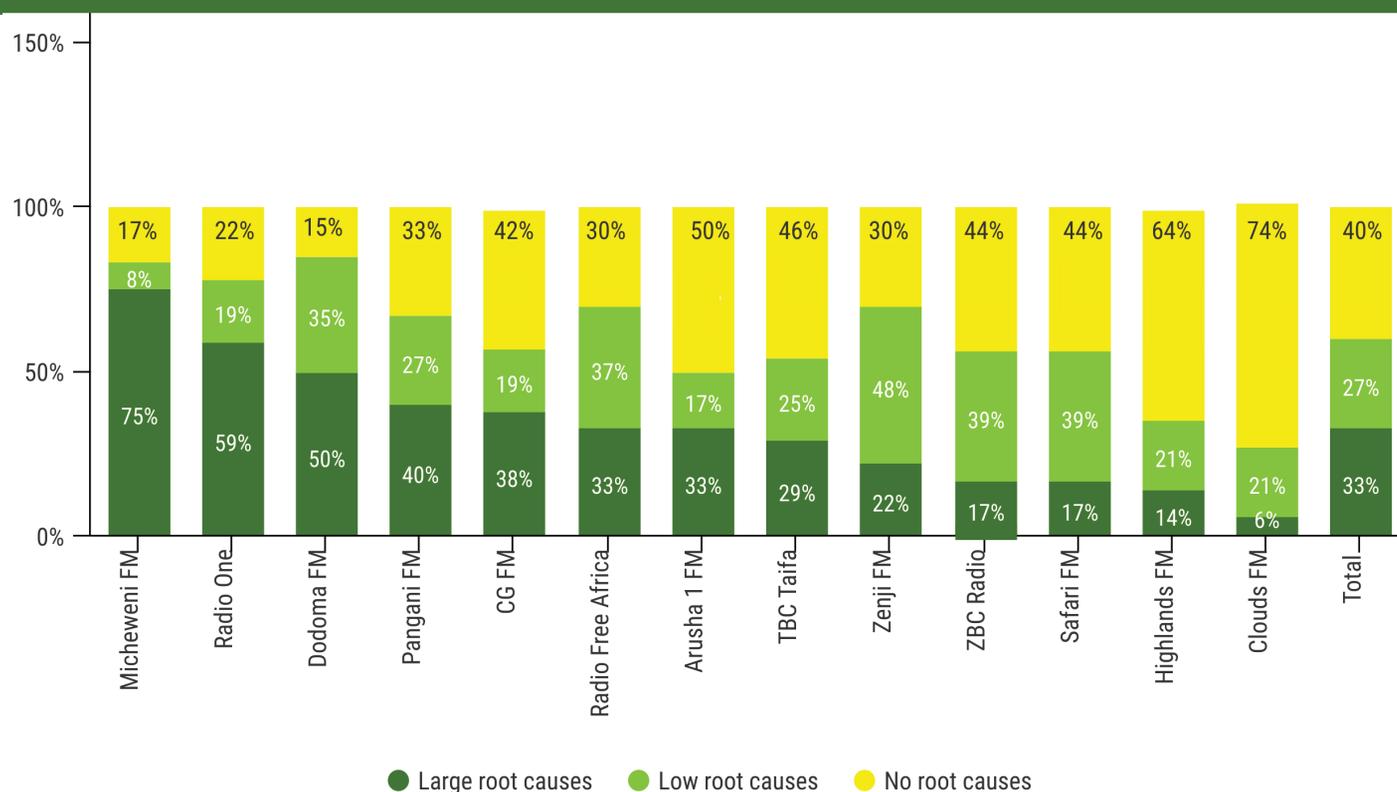
Radio programmes

In radio programmes, there is an upward trend in covering root causes. On average, it was 33% in 2019, compared to 24% in 2018, an increase of 9% points.

The best performers in this category were *Micheweni FM* (75%), followed by *Radio One* (59%), *Dodoma FM* (50%), *Pangani FM* (40%) and *CG FM* (38%). On the lower end were *Clouds FM* (6%), *Highlands FM* (14%), *ZBC Radio* and *Safari FM* (both 17%). Despite the positive development, further improvements seem possible especially because longer radio programmes offer opportunities to inform the public about root causes.

Looking at the developments between 2018 and 2019, *TBC Taifa*, *Radio Free Africa*, and especially *Radio One* and *Micheweni FM* have improved considerably. Some radio stations like *CG FM*, *Highlands FM*, *Arusha 1 FM* and *Zenj FM* remained more or less static. However, *Clouds FM* and *ZBC Radio* dropped in 2019.

2019: Coverage of root causes in radio programmes

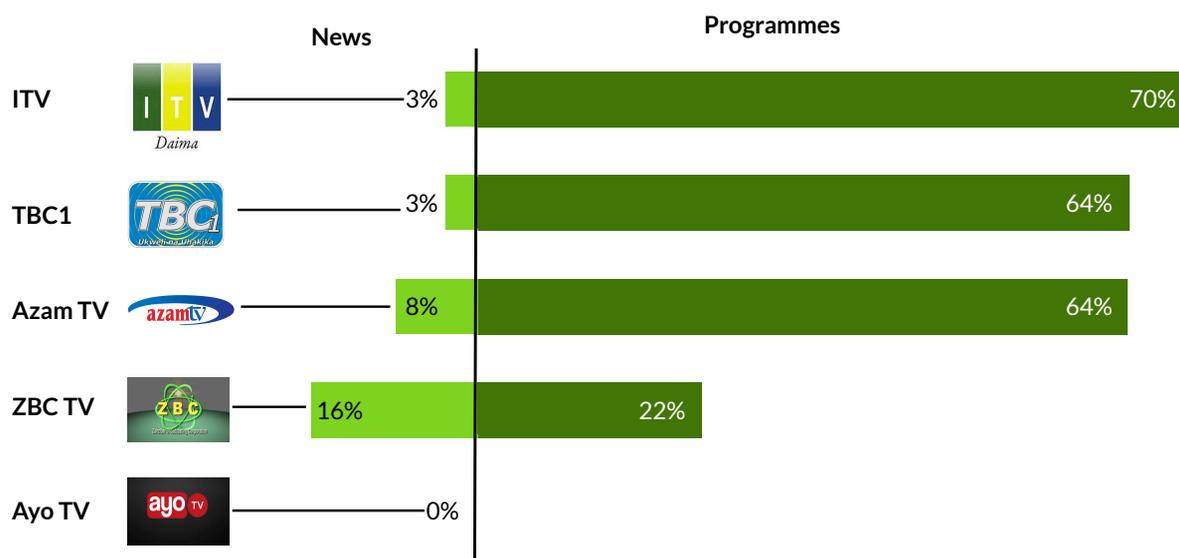


TV

In TV news, root causes are hardly covered. Only ZBC TV had over 10% of its news covering root causes. In contrast, TV programmes do cover root causes much more. *ITV* (70%) leads the pack, followed by *Azam TV* (64%) and *TBC 1* (64%). At the back was *ZBC TV* with just 20%.

Compared to 2018, TV programmes have improved in general by 13% points mainly because of the strong showing by *TBC 1* (64% against 12% in 2018), *ITV* (+ 13%) and *Azam TV* (+ 14%).

2019: Coverage of root causes in TV



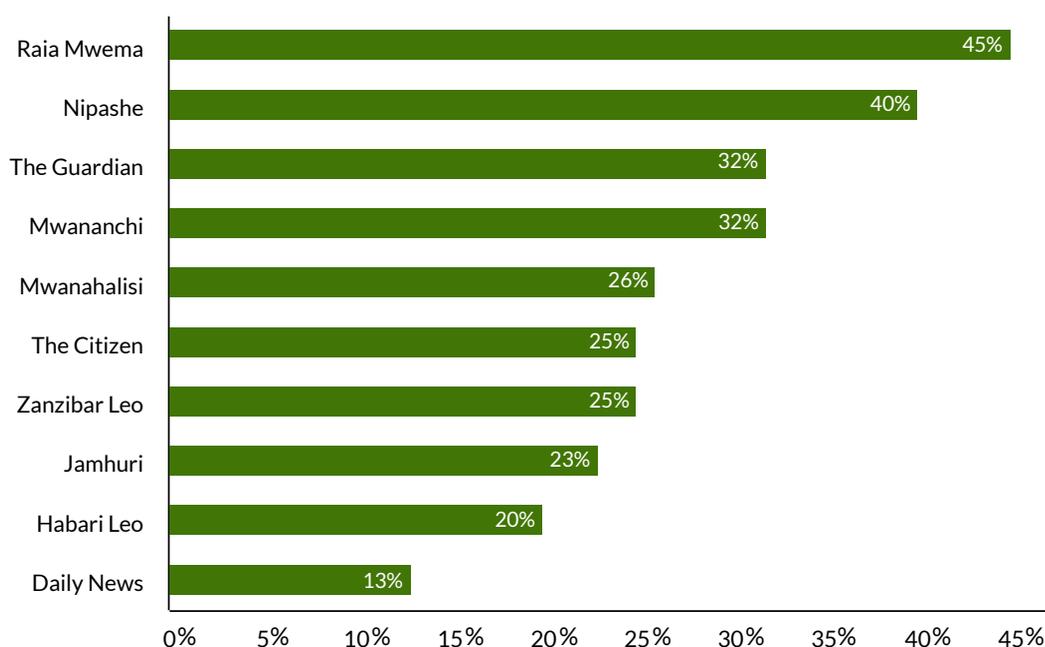
Print

The coverage of root causes in newspaper articles was 27% down by 10% points from the 2018 figure. The best performers in 2019 were *Raia Mwema* (45%) followed by *Nipashe* (40%), *Mwananchi* and *The Guardian* (each 32%). At the back of the pack were the *Daily News* (13%), *Habari Leo* (20%), and *Jamhuri* (23%). *Zanzibar Leo* (25%), *The Citizen* (25%) and *Mwanahalisi*

Online (26%) are close to average.

Looking at developments between 2018 and 2019, *Jamhuri* newspaper's drop is remarkable. The paper dropped from 54% to 23% in 2019. It had the best showing in 2018. *Daily News* declined remarkably from 45% to 13%. *The Citizen* (25%) and *Mwananchi* (31%) remained stable as they had the same score in 2018. *Nipashe*'s score increased by 9%.

2019 Print: Covering root causes largely



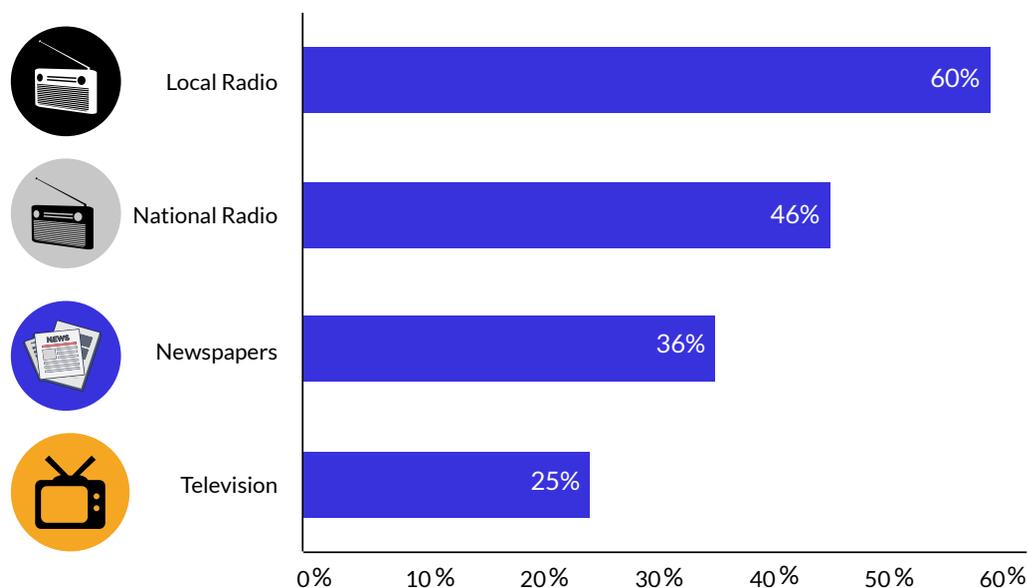
4.11 Putting figures in good context

Using numbers in a media piece is a good way of making stories concrete. Even more important is it that those numbers are well explained by putting them into context, i.e. compare them to something the reader or listener understands well. The *Yearbook* assesses whether relevant numbers are put into a good context so that audience can understand them easily.

All Media

In 2019, local radio put relevant figures (60%) into a good context, followed by national radio (46%) and newspaper (36%). TV scored 25%. Remarkably, the performance improved significantly compared to 2018, as the average in 2019 (42%) was remarkably higher than the previous year's 25%.

2019: Figures in good context



Radio

In radio, the treatment of figures was mostly good, especially among local radio stations. *Pangani FM*, *Arusha 1 FM*, *Zenji FM*, and *Micheweni FM* - all had 67% of their radio reports adjudged to be putting figures in medium or mostly in a good context. On the low end was *TBC Taifa* with only 25%.

Compared to 2018, there is a considerable improvement. Ten (10) radio stations performed quite well in 2019 compared to 2018. The best performer in this category was *CG FM* with 54%.

TV

TV stations do not perform well in this category, with an average of 25% in this category. *ZBC TV* (32%) was the leader followed by *Azam TV* (28%), and *ITV* (22%). *Ayo TV* had 0%. However, in comparison to 2018, not much has changed except for *ITV* (very low in 2018) which has improved considerably. *Ayo TV* dropped dismally to 0%.

Print

In print, 36% of the figures are put into good context. However, there are significant differences between various newspapers. *Raia Mwema* (54%) tops the chart, followed by *Habari Leo*, *Nipashe*, *Mwananchi*, *Zanzibar Leo* and *Jamhuri*, with between 45% and 50% of their articles put figures into good context. There is a huge gap

towards the newspapers at the bottom end in this category who perform poorly with *The Guardian* (28%), *The Citizen* (26%), *Daily News* (16%) and *Mwanahalisi* (13%).

Compared to 2018, there is a general improvement, but the *Daily News*'s score has suffered. *The Citizen* and *The Guardian* remained at their level, others improved significantly.

4.12 Structure in stories

A media piece must be coherent for the media audience to understand easily. Therefore, it must have clear and logical links so that different parts of the story are in harmony.

Having a good and logical structure is essential to story comprehension. This was assessed by looking at how good media articles were structured.

All media

In 2019, 54% of media pieces had a very good structure, and 42% adjudged to have a fair one. Only 4% of the units assessed had structural challenges. National radio had 61% of their articles considered to be structurally sound. TV, with 60%, performed better than average. Newspaper performed poorly with 47%. Newspapers suffered greatly in 2019 with the number of articles with very good structure reducing from 57% to 47%. In national radio, the figure rose from 49% to 61%.

Radio

Radio has 57% of its units with a good structure. Good performers in this category were *Clouds FM* (74%), *TBC Taifa* (68%), *Micheweni FM* (65%) and *Radio Free Africa* (61%). At the tail end were *ZBC Radio* (47%), and *Highlands FM* (45%). Compared to 2018, the quality of structure has slightly improved in Radio. *TBC Taifa* and *Clouds FM* had a marked improvement in this category.

TV

On average, the score for TV in good structure is higher than for radio at 60%. *ZBC TV* has the highest score with 71%, followed by *ITV* (70%), and *TBC 1* (66%). *Ayo TV* did badly at 18%. However, the performance dropped by 4% points from 2018.

Print

In 2019, print media had only 47% of its articles with a very good structure. The quality dropped compared to 2018. Good performers here were *Mwanahalisi* (79%) and *Mwananchi* (58%). At the lower end were *Daily News* (29%), and *Jamhuri*, *The Citizen*, and *Nipashe* (all 39%). On average, there was a 10% points drop. Those affected include *The Citizen* (minus 19% point), *Daily News* (minus 24% point), *Zanzibar Leo* (minus 17% point) and *Jamhuri* (minus 30% point).

4.13 Historical background

A good media piece provides some historical background information to the issue or problem in the storyline so that the audience understands the background of the issue at hand.

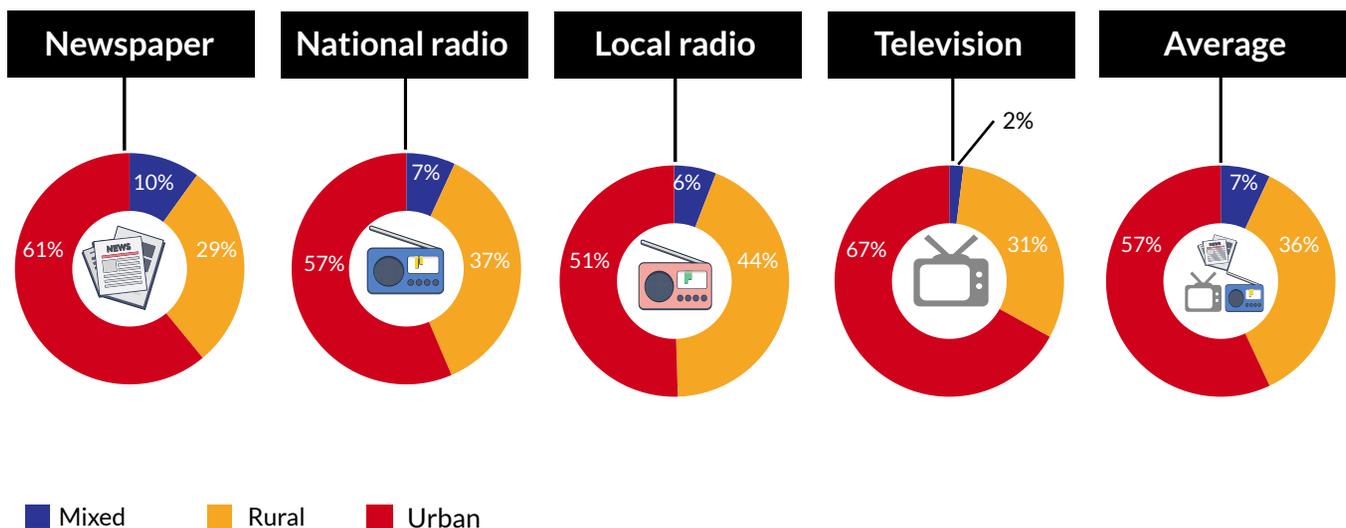
In 2019, reference to historical background was rarely done. It was better in 2018. On average, 11% of stories had two or more paragraphs/sentences providing the historical background of the event or issue covered. That is 2% more for all media. Newspapers had 15% with sufficient historical reference (minus 2%), national radio 11% (plus 8%), local radio 9% (plus 1%) and TV only 7% (minus 6%).

4.14 Urban and rural

In this category it is assessed whether articles cover issues or events that originate from big cities on Tanzania Mainland and Zanzibar (Dar es Salaam, Dodoma, Arusha, Mwanza, Mbeya, Mjini Magharibi and Kusini Pemba) or small cities and rural areas.

In 2019, the coverage of big cities, small cities and rural areas changed only slightly. On average, rural areas were covered a bit less than in 2018 (minus 5% point). Local radio stations reduced their coverage of rural areas (-13% point) compared to other media genres. TV was stable.

2019: Urban or rural focus

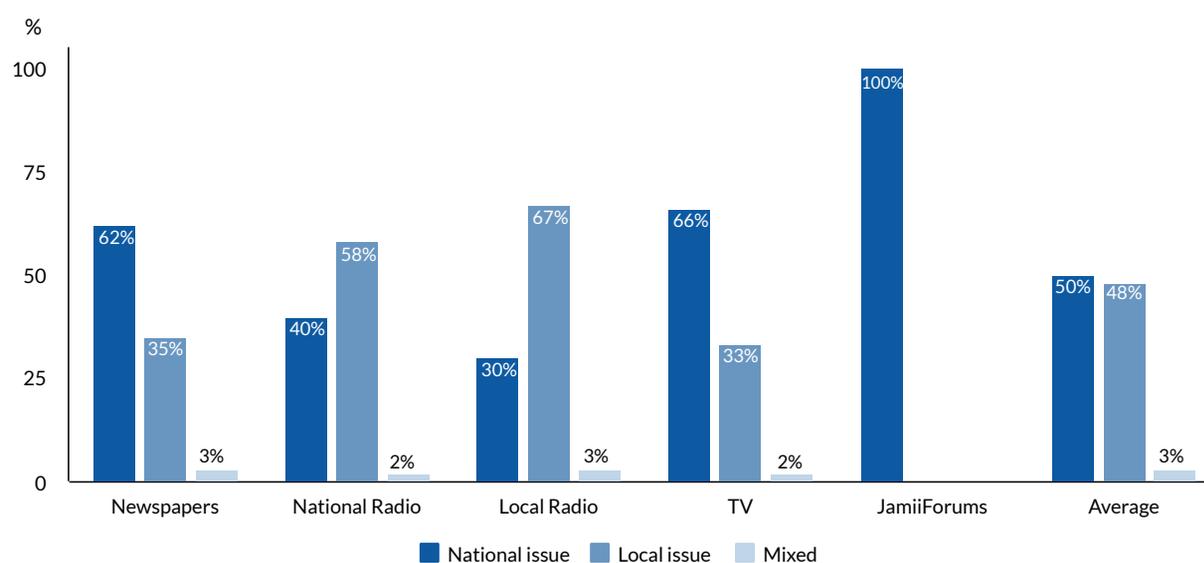


4.15 Local or national story?

It is assessed whether the story covers a nation-wide issue of national relevance or a local issue that is only locally relevant.

Reporting local stories on average stood at 48%. This was 12% points lower than in 2018. Leading in reporting local stories were local radio and national radio. Newspapers and TV reported less. In 2019, TV and print media reduced their local stories by 20% points. Local and national radio reduced only slightly by between 1% and 3% points.

Local or national story?



4.2 Media Quality Index

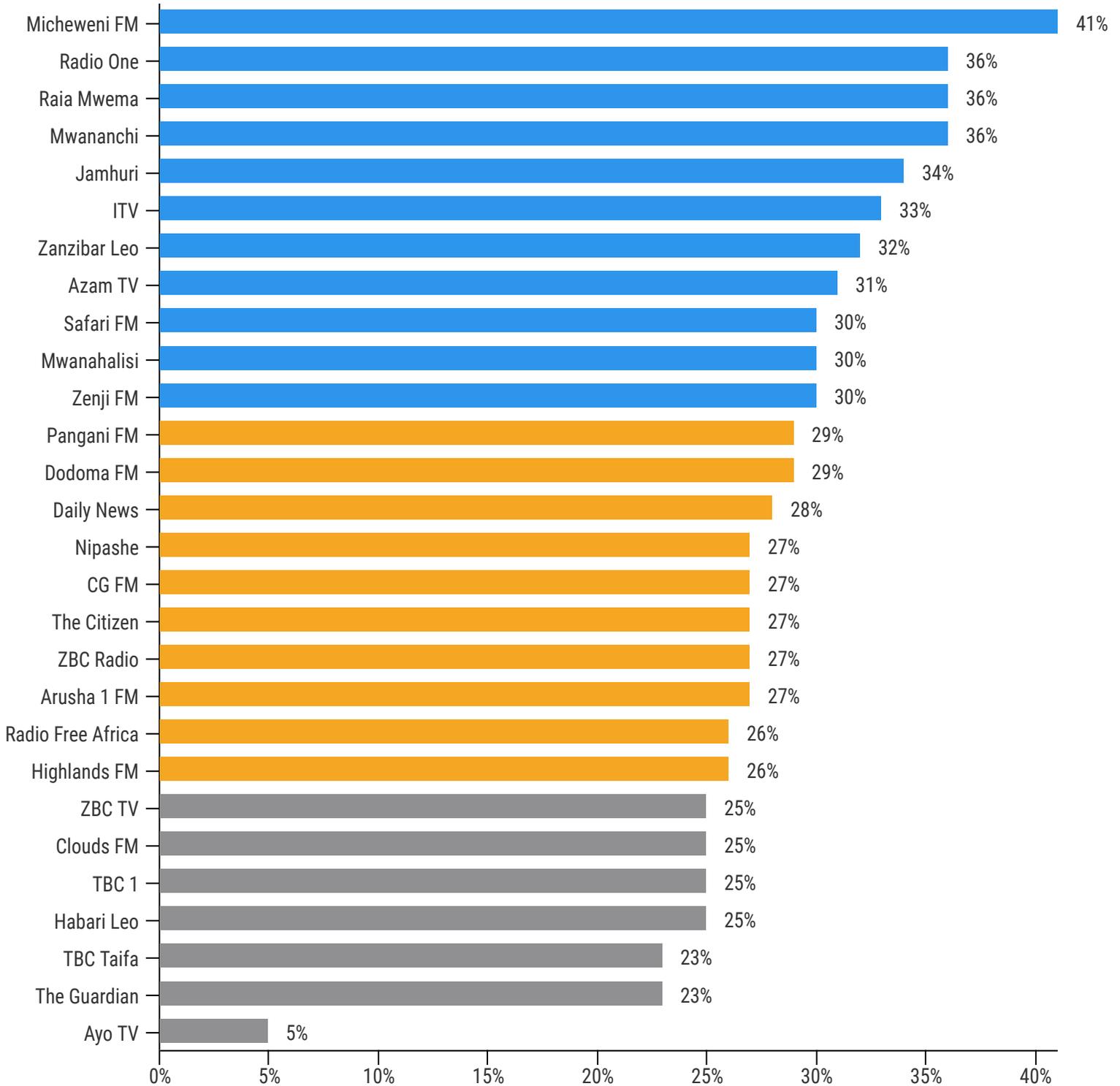
The Yearbook's Media Quality Index summarises the achievements in different quality categories in one index. The 2019 index shows a lower performance. For comparative reasons, the same quality criteria used in 2018 were also used in 2019. However, in 2019 a new criterion was added to the index namely "putting figures into good context". The index is thus based on 10 indicators. See the indicators in the annexes.

Table 7: Comparison of Media Quality index 2018-2019

Media Genre	Quality Index 2018	Quality Index 2019	Trend
Print	37.2%	27.4%	▼
TV	31.4%	26.9%	▼
Local Radio	30.5%	26.1%	▼
National Radio	24.9%	25.5%	▲
Average	28%	26.8%	▼

The leading five media houses in 2019, based on the measurement of 10 indicators, were *Micheweni FM* (as the topmost performer), followed by *Radio One*, *Raia Mwema*, *Mwananchi* with the same performance, and then *Jamhuri*. Notably, the leading media houses in 2019 did not achieve the same level of performance as their peers in 2018. On the lower side of the ranking spectrum, are *ZBC TV*, *Clouds FM*, *TBC 1*, *Habari Leo*, *TBC Taifa*, *The Guardian* and *Ayo TV*.

Quality Index 2019



5.0 STAKEHOLDERS' VIEWPOINTS

During the launch of the Yearbook 2018 on Tanzania Mainland and Zanzibar, some participants pointed out that there was a need to extend the study's focus beyond content analysis. One of the most interesting questions raised was: "Do we know from newsrooms' experience why the quality of reporting is declining?" The question birthed the section that seeks to respond to editors' and stakeholders' views on the quality of media reporting in Tanzania.

Overall, 10 editors, 2 representatives from media NGOs, and 3 journalism lecturers were interviewed. Questions asked were clustered into three groups: political environment, economic environment, and newsroom environment and their relationships to the quality of media reporting.

Most of the respondents opined that the political and economic environments in the country posed serious challenges to the media's watchdog role. They view the current political environment as a barrier to the attainment of a free, critical and independent media. The words 'fear of the current political environment' were mentioned by almost all the editors interviewed. One senior managing editor summarised the current political environment and media's operations thusly:

"Editors no longer feel safe publishing politically charged stories as before. There is fear in newsrooms when it comes to pursuing these stories. This fear has engulfed all players [in newsrooms] from CEOs to editors to journalists. This partly explains why almost all politically-oriented newspapers were either suspended or banned."

Another editor expressed similar sentiments. He noted that the suspension and banning of newspapers deliver tough warnings to media owners, editors and journalists. This, the respondent added, has "inculcated fear and uncertainty in newsrooms with editors opting to publish safe and apolitical stories."

Commenting further on how political stories are side-lined in newsrooms, one editor called

political stories 'mengineyo' (others) in their list of priority stories.

"These [political] stories are no longer in our list of top three. If it happens that we are publishing them, it is mainly based on flat reporting, than a critical one. From the business point of view, and considering the current state of politics which does not allow critical reporting, it does not make good business sense to pursue these stories. We would rather stay in the market than facing suspension or being banned. It is bad for the public...but I guess there is no choice."

According to the respondents, the current political environment has engendered an atmosphere of self-censorship within and outside newsrooms. Most of the respondents feel that media owners, editors, journalists and even the general public are now exercising self-censorship. People, they noted, are reluctant to air views, especially those considered critical of the government, openly. This is evident at both regional (with regional and community media) and national level (national media).

An editor with a national media elucidated the challenges of getting critical views from experts and educated people thus:

"... [S]ometimes, we have to drop big stories because we cannot get the right people to tell us what they think or offer expert opinions. It is very frustrating when we reach out to experts for their opinions and when they realise that the topics we are pursuing are critical of the government, they will excuse themselves by either saying they will call back or they are in a meeting. When we call back, they don't pick up the calls. In newsrooms, we translate this as "I am not ready to talk." And that is the end [of it]."

Respondents from training institutions and media NGOs support the views above noting that the current political environment makes the work of journalists more difficult or challenging, and thus forcing journalists to compromise on some issues. One of the respondents noted: "I have been training journalists for years now, and one of their complaints has been the worsening media environment in which journalists are no longer free to investigate and publish stories that are

viewed as being critical of the government.”

An editor with one of the leading newspapers offered a different view. He says that while self-censorship is a common problem in newsrooms, journalists and editors sometimes publish stories devoid of professional comprehensiveness. This professional lacuna, the respondent noted, invites the government to use existing laws to punish or sanction the mass media.

“There are instances in which media publish stories that are [either] one-sided, [or] not substantiated and yet they are critiquing the government. When a media house is suspended or banned because of a professional shortfall, you hear cries all over. For media fraternity, there are internal [professional] issues we need to seriously address.”

“It is not fair to always blame the government. There are incidences in which editors have published questionable stories ... [A]nd when we [editors] introspect, we tell each other that the story [ies] should not have been published.”

Although all the respondents agree on the need for enhanced professionalism, some questioned the government’s selective approach in sanctioning professional misconduct. *“It seems there are newspapers in the country that have the willingness to commit professional suicide. We have seen some newspapers ... publishing fabricated and one-sided stories for more than a year and no one suspended or banned them.”*

In addition to the political environment, the quality of reporting is also affected by current economic realities. With advertising revenues declining, media houses are on a ‘survival mode’. This, according to the respondents, affects their operations in numerous ways. They can hardly send out reporters to pursue their own stories (what this report calls ‘Media Own Initiative’s – MOI). Thus they often end up relying heavily on event-based stories. Most cannot now do investigative stories. They can hardly dig deeper into root causes of issues and background, let alone produce out-of-studio programmes etc. When these are hard to achieve, the reporting

quality suffers.

There is also the newsroom’s environment – dealing with the professional issues within newsrooms. Interviews with editors established four main challenges within newsrooms that affect the quality of reporting. They are non-compliance, inexperienced editors, lack of qualified journalists, and task overload.

Non-compliance – failure to operate according to the laid down rules and principles – was acknowledged by most of the editors as one of the contributing actors to the low quality of reporting. Though it is acknowledged that stories need at least two sources, some editors are comfortable with single-sourced stories. Besides, some editors are comfortable with stories with one viewpoint even though it is often acknowledged that good stories should have more than one viewpoint. While it is a professional responsibility to ensure the ‘right of reply’ for an accused, some editors allow stories to be published without granting the accused the ‘right of reply’.

A review of several editorial policies in the country shows that they contain various professional requirements. Yet, there is a disconnect between the requirements, expectation and practice. This is what respondents call ‘non-compliance’. *“Editors and journalists know what is required but opt not to comply with the professional and editorial requirements,”* he says.

There is an overarching view from veteran or experienced journalists and editors that desks are now managed by young and inexperienced editors. These, they claim, contribute to the current state of reporting. While it is true that there is a sharp increase in the number of young editors – similar to the rise in the number of young managers in other sectors – the findings of this research do not entirely support this view. Media houses managed by young editors, particularly local radio stations, have performed as well as those managed to veteran or experienced editors.

Lack of qualified journalists was also cited as a contributing factor to the current state of media reporting. Some editors complained about the quality of journalism graduates, claiming that they are unable to deliver the quality expected of them. The graduates are seen as lacking research and writing skills as well as the ability to generate a good story or news ideas. One editor remarked:

“... [J]ournalism graduates lack writing skills. It is both in Kiswahili and English, though it is more pronounced in English. Here I don't mean writing an error-free story or script, but the ability to write something editable. I see this as one of the challenges most editors are experiencing. However, I should also say that we [editors] no longer train and mentor these young journalists. Very few media houses, perhaps one or two, have substantive training editors or are regularly conducting in-house training. For me, this is critical ... we need to prioritise on-the-job training either with tailor-made courses within or outside newsrooms ... I hope it will help address the challenges we are battling today.”

While partially agreeing with this view, a respondent from a training institution argued that, like other graduates, journalism graduates are the products of the same system. For him, this problem is bigger and cannot be solved by training institutions alone. “We [universities] receive students who already have these gaps, and it requires extra efforts by both parties [students and trainers] to fill them [the gaps]. Students need to be prepared all the way from primary school.”

However, the respondent added that for practical programmes like journalism, training institutions must ensure a fair balance between theory and practice. This includes hiring more instructors to handle practical courses as most of the existing trainers lack practical journalism experience.

Economic challenges have forced numerous media houses to downsize. Today, newsrooms have fewer journalists, sub-editors, presenters and producers, and even fewer or no proof-readers. These are expected to work on the same amount of tasks. This puts a lot of pressure on the remaining workforce.

6.0 CONCLUSION AND RECOMMENDATIONS

This study assessed the quality of media reporting in Tanzania. It used content analysis and specific quality indicators.

The results show that the quality of reporting in 2019 generally went down compared with the 2018 results. However, there are notable differences between media genres, media houses, and reporting formats as seen above. The use of multiple sources has generally gone down by 5%, with radio news, TV programmes, and print

dropping by 11%, and 9% respectively. Provision of perspectives has gone down across media platforms, with media houses not pitching their work under specific perspectives. The same applies to viewpoints. However, there are positive improvements in some areas. Generally, journalists have slightly upped the number of stories generated by their own initiatives by 2%, with radio programmes improving by 9%, and print declining by 6%.

Differences between media types and single media houses are remarkable. Print media still perform better in most criteria with an overall Media Quality Index of 27.4%, followed by TV (26.9%), Local Radio (26.1%), and National Radio (25.5%). The index ranking shows that the five best media houses in 2019 were *Micheweni FM* (41%), *Radio One*, *Raia Mwema*, and *Mwananchi* (36% each), and *Jamhuri* (34%). At the bottom, were *ZBC TV*, *Clouds FM*, *TBC1* and *Habari Leo* (25% each), *TBC Taifa* and *The Guardian* (23% each), and *Ayo TV* (5%).

The results also show that local radios outperform national radios in many quality indicators, which underscores the need to further invest in local radio stations in the country. Additionally, and as was the case in 2018, Zanzibar's media compete favourably with their Mainland counterparts.

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

6.1 Recommendations to media houses and journalists

The media need to improve in many aspects, especially in the comprehensiveness of reporting. For example, they should examine issues from different perspectives, or by adding a historical background to stories and improving on reporting about root causes. Balancing stories in terms of providing opposing viewpoints is still lacking.

On the practical side, media houses need to cooperate with the media trainer group that has been formed by the *Yearbook* Research team. This trainer group will be enlarged and intensively trained again on how to understand the different quality categories and improve in journalistic practice.

Media houses are invited to consult individual performance sheets for each media house to learn about specific strengths and weaknesses. The trainer group would be useful for media houses seeking to improve their reporting and decisions on where to enhance their performance.

To localise the implementation of the Yearbook results, each media house needs to organise in-house training based on the reporting challenges or gaps identified in the performance sheet. The training can be organised for editors, and journalists, including correspondents and stringers, based both at their head offices or at the grassroots.

For such training to be effective, it is recommended that each media house either employ or assign an experienced person within the newsroom to manage and oversee such training. This person will be responsible for the training process, including identifying trainers and preparing training material and schedules.

Due to the prevailing economic challenges, it is recommended that they start thinking of developing new business models to diversify revenue streams.

6.2 Recommendations to media support organisations

There are several organisations in the country working to promote the quality of media reporting. These organisations are strongly advised to prepare their media reporting quality programmes in a way that addresses the challenges identified in this report. These organisations may include the quality indicators used in this study in their programming.

The institutionalisation of these indicators may also help to address reporting challenges. They are also invited to use the media trainer group established under the guidance of the *Yearbook* researchers to help in their journalism training programmes.

6.3 Recommendations to development partners

Development partners are also invited to consult

the *Yearbook* results for their various efforts and interventions meant to improve the media environment in the country. It may also serve as a source of advice on specific issues partners who work with various media houses seek to improve. The results may also be used to motivate media houses as the *Yearbook* identifies good performers worth emulating.

As this is the second fully-fledged Yearbook, and as the aim of this initiative is to help enhance the quality of media in the country, it is hereby recommended that development partners should get involved in this initiative either in its current form or in different forms such as supporting a specialised Yearbook focusing on, for example, media report on development issues, finance and economics, politics etc. These specialized Yearbooks would provide in-depth assessments of particular issues.

6.4 Recommendations to the Government

The Media Services Act of 2016 establishes the Media Training Fund whose objectives, inter alia, are to facilitate the training of media professionals. Although the Fund has yet to be constituted, the results presented in this report set a clear baseline upon which the Fund, once constituted, will serve as the desired springboard for the assistance required in fulfilling its objectives.

To improve the current atmosphere of self-censorship within newsrooms often attributed to the current political environment, government pressure and sanctions, this report recommends that the two – government and media stakeholders – actively work to resolve the issues, challenges and/or tensions.

6.5 Recommendations to training institutions

For the institutions that train future journalists on various levels (colleges and universities), it is recommended that they integrate the *Yearbook* quality criteria into their curricula. Given the dearth of local and relevant publications and studies on the quality of media reporting in the country, training institutions should consider adding this report to their academic references.

ANNEXES

GLOSSARY OF TERMS - 2019 YEARBOOK ON MEDIA QUALITY TANZANIA

TERMS	EXPLANATION
Main topic	It is assessed from a list of 38 topics i.e. on the topic the story is about. If the topic is not on the list, it is identified as "other topic".
Urban-Rural focus	It is assessed whether articles covering issues or events originate from big cities on Tanzania Mainland and Zanzibar (Dar es Salaam, Dodoma, Arusha, Mwanza, Mbeya, Mjini Magharibi and Kusini Pemba) or small cities and rural areas.
Regional focus	It is assessed from which district on the Mainland or Zanzibar the story originates.
A national or local story	It is assessed based on whether the story covers a nation-wide issue of national relevance or a local issue that is only locally relevant.
Context of reporting	It is assessed from the media piece, whether reporting on it was triggered by a press conference or an official statement, or whether a journalist made own effort (initiative). High media initiative means that a story is a product of investigation initiated by the media house. Low media initiative includes all stories that demonstrate an attempt by journalists to go beyond press conferences, accidents, or any other events.
Sources number	It is assessed based on how many sources are mentioned in a journalistic unit. Journalists or presenters are not counted as sources. Also, callers into radio and TV programmes are not counted as sources but separately as contributors.
Number of female sources	It is assessed how many sources are female.
Actors as sources	It is assessed from a long list of actors, which actor (s) is present as sources in the media piece.
Perspectives	It is assessed which perspectives/angles are present in a media piece, under which angle (policy, politics, economy, ordinary concern, security) a topic is treated. Concerning political reporting, we differentiate two perspectives, namely "policy" perspective (focus on the content of the political matter); and "politics" perspective, focusing on the deliberation/negotiations/struggles about this policy.
Clear storyline	A good media piece provides a clear storyline of what is conveyed within the media piece. Without a clear storyline, media pieces may confuse an audience. Therefore, it is assessed whether a media piece has a weak or a strong storyline.
Background/ History	A good media piece puts a story into context. This means providing some historical background information to the issue or problem in the storyline so that the audience understands the background of the issue at hand. The codebook measures this by looking at the extent to which reference is made to past events, as related to the basic storyline.
Root-causes	This is assessed by looking at whether a media piece explains the root-cause(s) of the problem or issue. Only the root-cause(s) that refer to the problem in the storyline are assessed.
Viewpoints	Viewpoints are opinions expressed by sources. It needs to contain some judgemental expression in terms of positive or negative assessment. A media piece is assessed whether it has a viewpoint (s).

TERMS	EXPLANATION
Opposing Viewpoints	Good journalism provides balanced stories. This does not only mean having sufficient and diverse sources but also presenting more than one viewpoint and, where possible, presenting opposing viewpoints so that everyone understands the “other” side. This ensures a balanced reflection on the issue being covered.
Right to reply conceded	A good story needs to concede the right to reply in case a specific person or organisation is accused of wrongdoing. In those cases, the accused person needs to be given a chance to respond to allegations. This is assessed for all stories, except those that treat crime and court cases, as the laws do not allow media to speak to accused persons.
Figures in context	Using figures in a media piece is a good way of making stories concrete. Even more important is it that those figures are well explained by putting them into context, i.e. compare them to something the reader or listener understands well.
Structure	A media piece must be coherent or ‘flow’ for the media audience to understand easily. Therefore, it must have a clear and logical link so that different parts of the story are in harmony, for example, by using transitional devices such as “in addition to that...”, or “in contrast to the first speaker, our second guest...”, etc.

Ten (10) indicators forming the Media Quality Index

- **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,
- **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 of 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, and
- **Critical towards the government:** % of pieces that had opinions or viewpoints that was critical to the government.
- **New:** Putting figures/numbers into context: % of pieces that put figures mostly in a good context.



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