



STATUS OF MEDIA QUALITY IN TANZANIA

1.0 INTRODUCTION

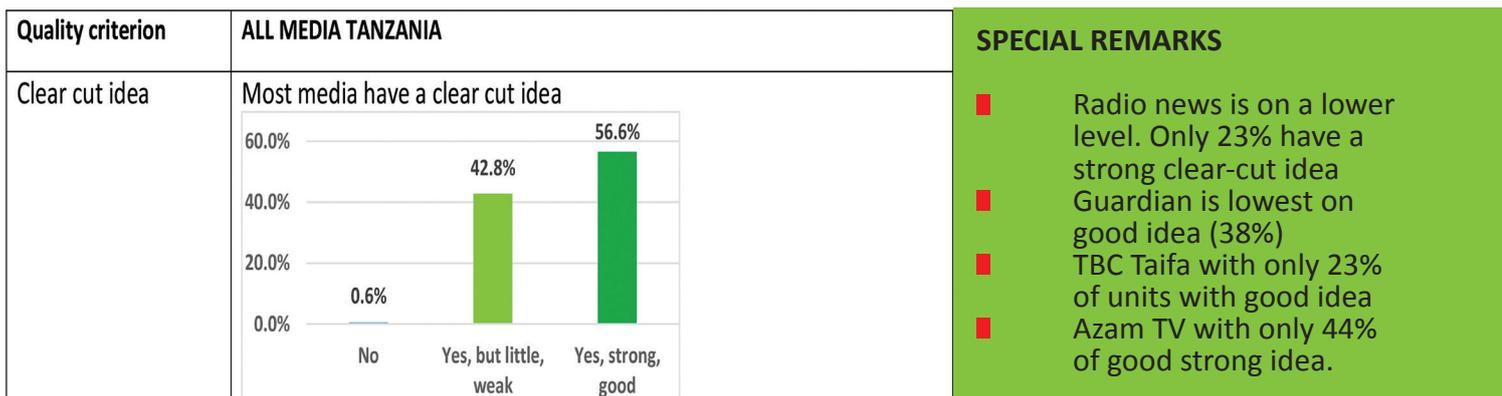
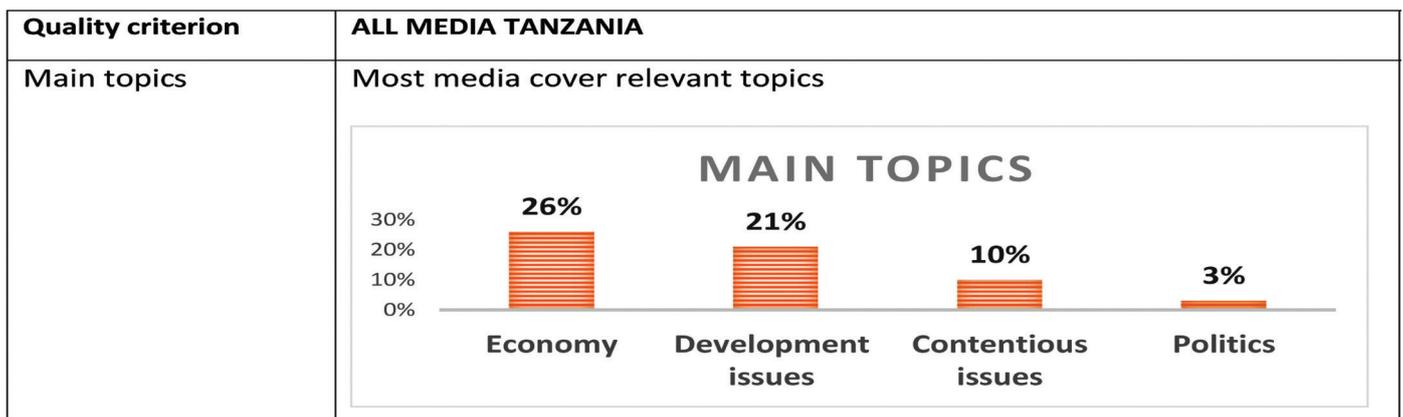
This pilot study sought to assess the quality of media reporting in Tanzania across the board – print, radio and TV. It is the first ever content analysis to compare print, radio and TV simultaneously in the country. The study supported by the Swiss Embassy in Tanzania was intended to test the methodology, although with a reduced sample, and to raise the interest and awareness of the media fraternity, the government and other stakeholders, and finally to discuss the results with the media fraternity, especially on usability of those data and the future set-up of such a Yearbook. The pilot study is a precursor to the Yearbook on Media Quality in Tanzania that responds to the need to have a systematic and continuous knowledge of media quality, and planned to be published annually starting 2018.

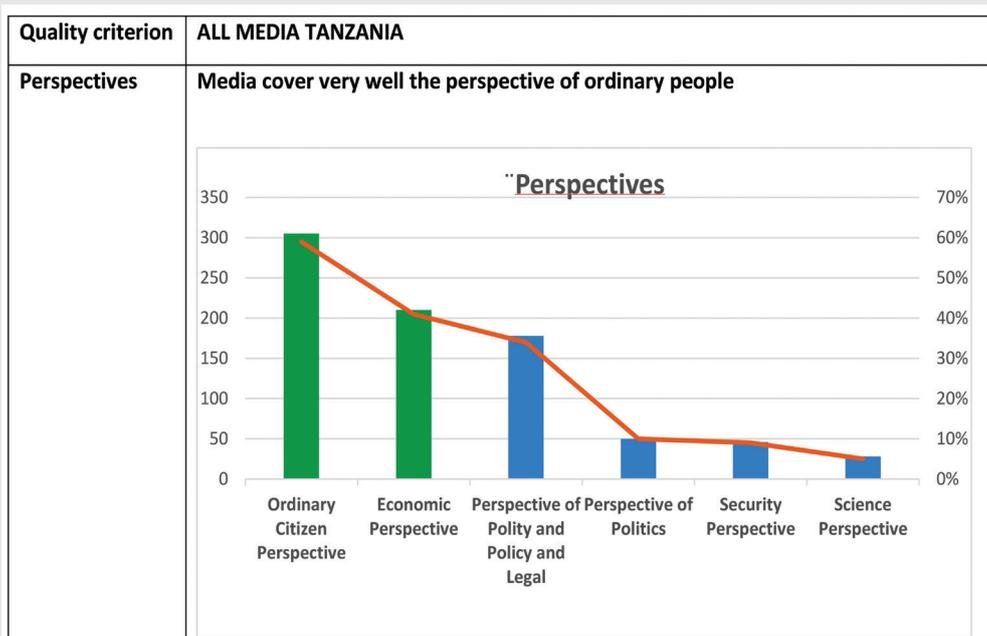
2.0 METHODOLOGY

A total of 573 media pieces were drawn from 12 media outlets – 5 newspapers, 4 radio stations and 3 TV stations. These were: The Guardian, The Citizen, Mwananchi, Daily News, Nipashe, TBC Taifa, RFA, Radio One, Clouds FM, TBC1, ITV, and Azam TV. The selection of these media outlets were guided by these criteria: government media (Daily News, TBC Taifa and TBC 1), oldest private media (ITV, Guardian, Nipashe, RFA, Radio One, and Mwananchi); newly private media that are rapidly growing (Azam TV); media targeting youths (Clouds FM) and an English newspaper (Citizen).

3.0 FINDINGS

The study found the main results as given below. Results are on general level (average of all media involved) but will point to some exceptions as well.



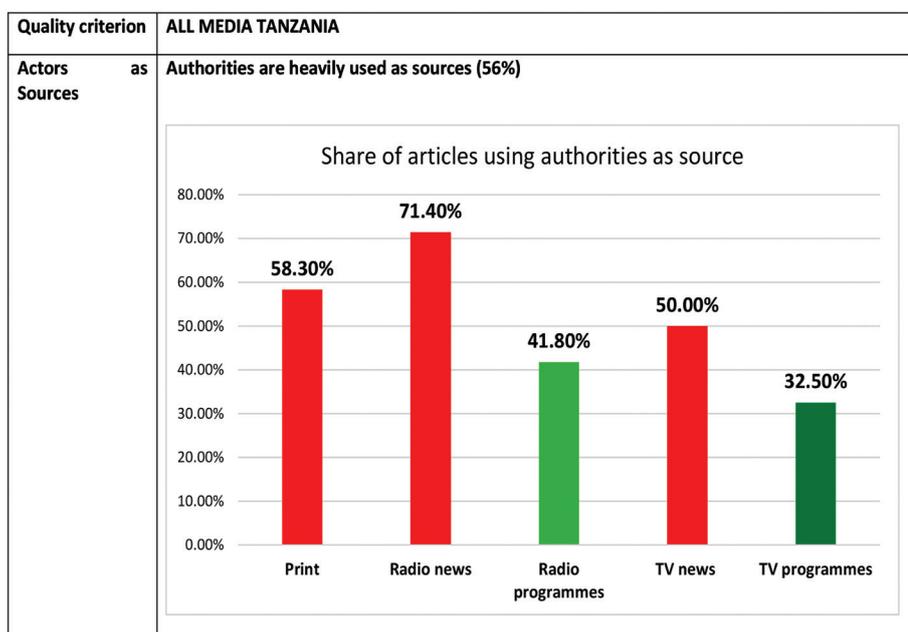
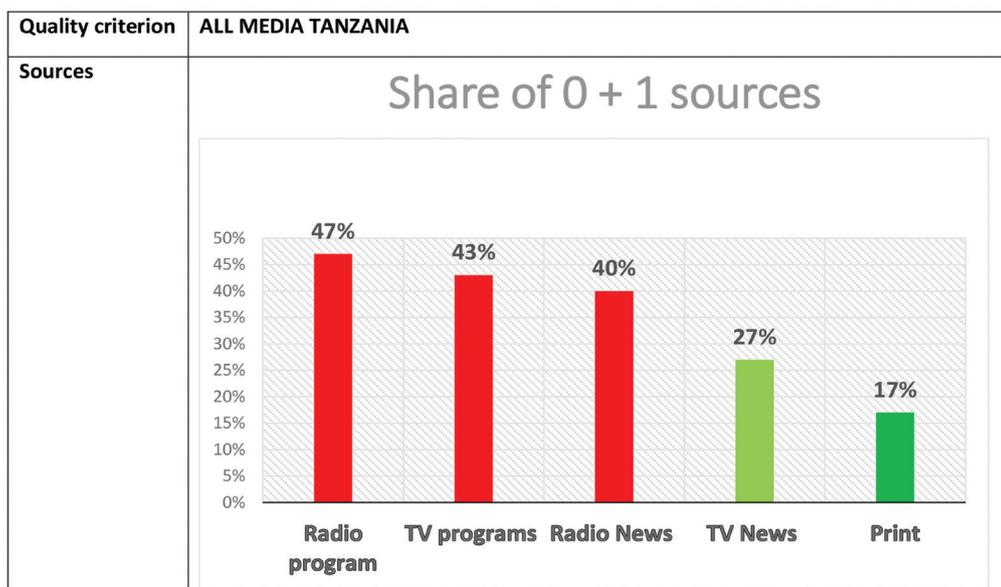


SPECIAL REMARKS

- The perspective of politics is mostly covered by The Citizen and by Mwananchi (both 16%)
- Radio Free Africa leads in using ordinary people perspective (80%) and on politics (15%)
- TBC Taifa is low on ordinary citizen perspective (49%), and low on politics (8%).
- Azam TV has the highest score in using ordinary people perspective (74%) and on politics (14%).

SPECIAL REMARKS

- Radio and TV programs have far too many units with single sourcing (0 or 1 source only)
- Daily News performs low (29% single source)
- RFA has the lowest performance (56%)
- Azam TV has the lowest performance (35%).



SPECIAL REMARKS

- Ordinary people are also used (25%), followed by business people (18%) and NGOs (16%)
- More than 70% of Radio news sources come from government or officials
- Nipashe uses authorities by 71%, TBC Taifa (70%), Clouds FM (69%), and TBC1 (57%)
- Azam TV has the lowest number of authorities as sources (35%).

Quality criterion	ALL MEDIA TANZANIA
Gender Sources of	The average of female sources is very low with only 36% of all units assessed
	<p>Female sources</p> <ul style="list-style-type: none"> no female source: 64% at least one female source: 36%

SPECIAL REMARKS

- Radio news is the lowest in using female sources with 21%
- TV Programmes are leading with 55%
- Radio One is lowest with 16%, TBC1 and ITV are the highest (50% and 48%) respectively
- Most print media perform around average (36%).

SPECIAL REMARKS

- 7% of reporting is drawn from media’s own initiative
- 83% of Radio News and 48% of TV news are based on organized events
- Programmes are not triggered by organized events
- Mwananchi shows the highest level (12%) of own initiative amongst print
- RFA has 25%, and ITV 15%.

QUALITY CRITERION	ALL MEDIA TANZANIA
Context Reporting of	More than 50% of reporting is triggered by events or official reports
	<p>Trigger of reporting</p> <ul style="list-style-type: none"> Organized Event (PC, conference, workshop): 42.5% official statements, reports: 9.5% Media own initiative - low level: 40.8% Media own initiative - high level: 7.2%

QUALITY CRITERION	ALL MEDIA TANZANIA
Probing	Probing is still a challenge in interviews
	<p>Extent of probing in interviews</p> <ul style="list-style-type: none"> no probing at all: 14% few probing: 48% lot of probing and follow-up: 38%

SPECIAL REMARKS

- Radio and TV programs have a slightly higher share of “lot of probing”, compared to Print, Radio and TV news
- Radio One has 60% and ITV has 58%

SPECIAL REMARKS

- The study found out that there are very few articles that give some (historical) background to a story, so the information is more event-oriented, than understanding – oriented.

QUALITY CRITERION	ALL MEDIA TANZANIA
Background	Media still lack coverage of history and background information
	<p>Few background in Tanzania media</p> <ul style="list-style-type: none"> No history/background: 60.7% little history/background: 23.2% some history background: 12.7%

QUALITY CRITERION	ALL MEDIA TANZANIA
Root causes	Media still lack sound coverage of root causes

SPECIAL REMARKS

- Radio news is weaker (5%), TV news (18%), TV programs better 47%
- Nipashe has 36%, Radio One (60%), and ITV (58%).

SPECIAL REMARKS

- Majority of media coverage has only 1 viewpoint (72%).

QUALITY CRITERION	ALL MEDIA TANZANIA
Viewpoints	Media mostly cover only one viewpoint in a story, instead of two or more. More viewpoints would allow to show balance in stories

QUALITY CRITERION	ALL MEDIA TANZANIA
Figures into context	Media often fail to make figures well understood by the audience, as they don't put them into good context

SPECIAL REMARKS

- 71% of articles included relevant figures, and only 24% of them put figures in good context
- Radio, both news (7%) and programmes (18%), are rather weak
- TV news (37%) and programs (53%) are much better
- Overall, Nipashe (29%), RFA (19%) and ITV (55%) are best performers in print, radio and TV respectively.

SPECIAL REMARKS

- Radio News (19%) and TV News (27%) rarely show good structure
- Programs perform much better (Radio programs 44%; TV programs 65%)
- Print media has 44% of good structure
- In Print, Guardian and Mwananchi (47% and 45%) are leading,
- In TV category, TBC1 (50%) and ITV (52%) lead.

QUALITY CRITERION	ALL MEDIA TANZANIA
Good structure	Structure does often not support understandability for the audience