

# Twaweza in the News 2016



## Key Highlights

- Across our three countries, Twaweza presence in the media increased by 33% in 2016 (886 citations as compared to 664 citations in 2015).
- Unlike previous years when Twaweza presence in the media was strongest in Tanzania, in 2016 Kenya registered the highest coverage in 2016, surpassing Tanzania by about 65%.
- While Uganda has still registered the lowest coverage among the three countries, Twaweza media presence in Uganda also increased to stand at 104 times as compared to 42 times in 2015.
- The most popular Twaweza citations are around the *Sauti za Wananchi* poll and research launches, followed by Uwezo report launches. There was also significant coverage around 'stand-alone' topics in education, open governance and international days across the three countries.
- As in previous years, most coverage in Tanzania has been through print media, while in Kenya and Uganda most coverage is via radio and television.



## Introduction

Media monitoring is an essential component of tracking our own resonance in the media, as well as monitoring of public discourse in the areas of governance and education. In this brief we present mostly quantitative summaries of how our own communication products feature in the media. This is linked to one of our key intermediate outcomes – that of infusing public dialogue with evidence and rigorous data.

We rely on media monitoring services provided by an independent media monitoring company (Ipsos), whom we have given a list of key words that guide their search and logging. We also supplement it with our own internal Google alert system which captures online coverage, tracking mentions of traditional media coverage on social media, and references from staff.

In this brief we present media monitoring data for Twaweza in 2016, and in comparison to 2015.

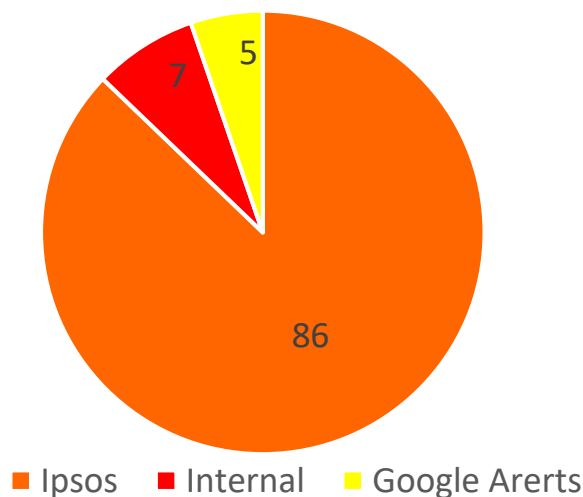
## 1.0 Tanzania



### 1.1 Sources

Figure 1 shows the share of stories provided by each media monitoring source in Tanzania.

**Figure 1: Tanzania sources of information (proportions)**

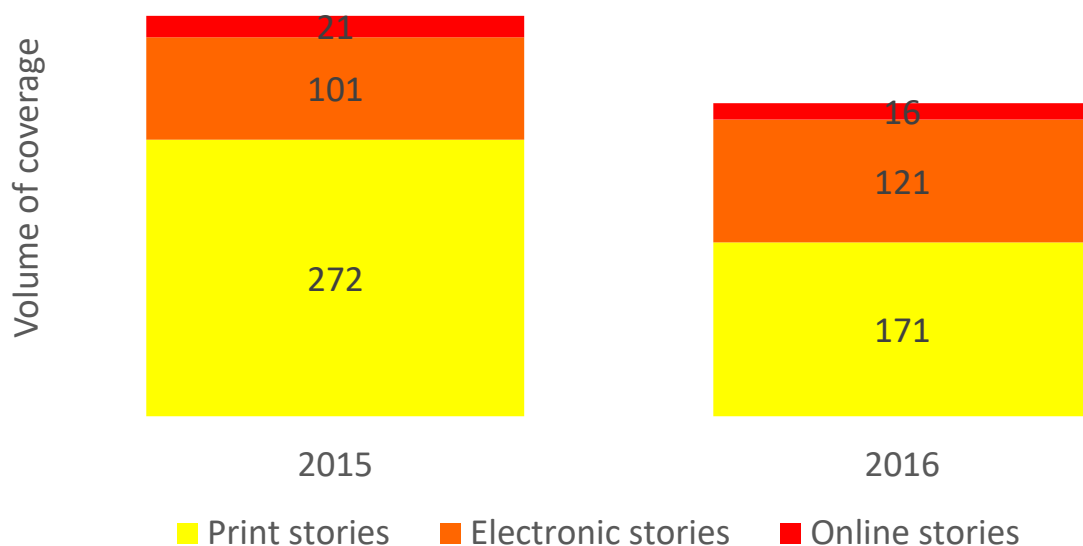


### 1.2 Volume

Twaweza Tanzania was covered in the news a total of 308 times in 2016 (as compared to 394 mentions in 2015). The decrease is likely due to a lower number of *Sauti za Wananchi* launches held (13 launches in 2015, 9 in 2016). Most coverage was in print media, followed by television, radio and then online. The coverage and distribution by type of media had a similar pattern as 2015. The total numbers are displayed in Figure 2 below.



**Figure 2: Tanzania volume of coverage by media type**



### 1.3 Outlets

Mwananchi, The Citizen and The Guardian were the newspapers with the highest volumes of coverage of Twaweza evidence, ideas and stories. For television it was Star TV, ITV and TBC 1 and for radio Clouds FM, Uhuru Radio and RFA. More details are in Table 1.

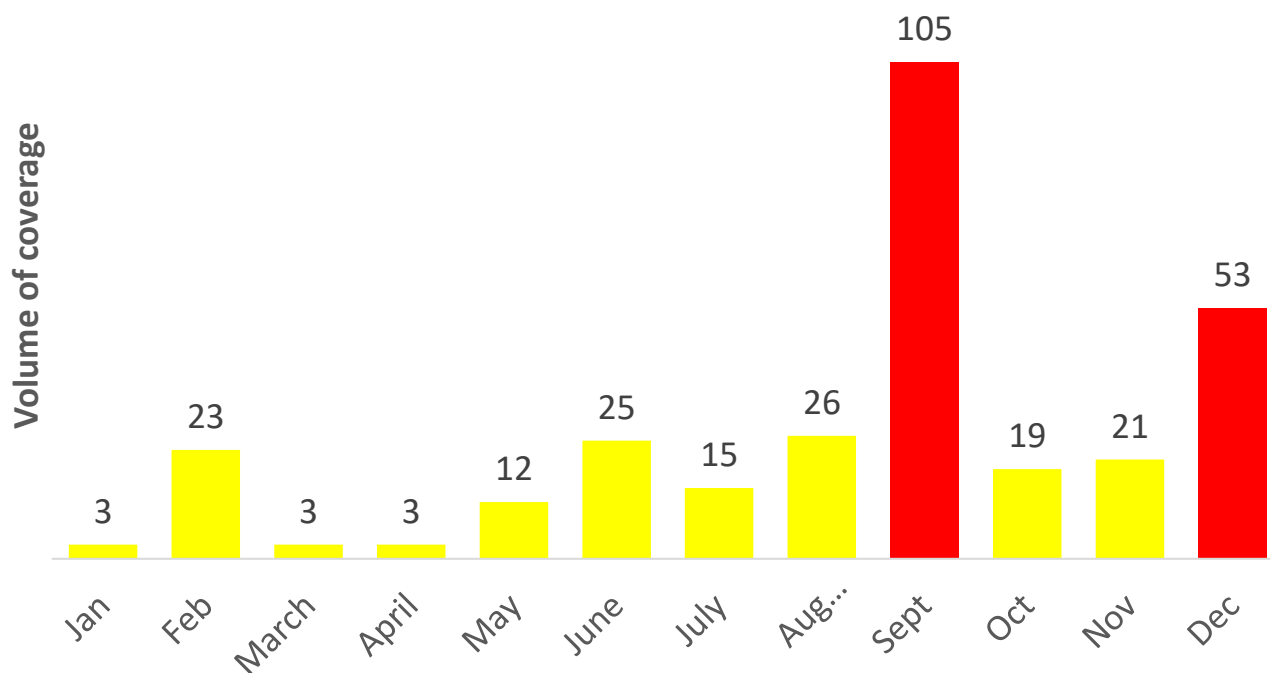
**Table 1: Tanzania coverage by media outlet**

Newspapers	No.	Television	No.	Radio	No.	Online	No.
Mwananchi	26	Azam TV	15	Times FM	10	All African.com	9
The Citizen	24	ITV	15	Radi Uhuru	8	The Citizen	3
Tanzania Daima	18	TBC 1	13	EFM	7	Daily News	2
Habari leo	15	Star TV	7	TBC Taifa	6	Gov.uk	1
The guardian	15	Channel 10	6	Radio One	6	Next Billion	1
Jambo leo	14	Clouds TV	6	RFA	5		
Majira	12	TV 1	5	East Africa FM	3		
Daily news	10	East Africa TV	4	Clouds FM	2		
Mtanzania	9			Magic FM	2		
Uhuru	8			Wapo Radio	1		
Nipashe	6						
Raia Tanzania	6						
Zanzibar Leo	4						
Business times	2						
Mwanahalisi	2						
<b>Total</b>	<b>171</b>		<b>71</b>		<b>50</b>		<b>16</b>

### 1.4 Months

Coverage of Twaweza fluctuates depending on our activities. For instance, coverage was highest in the month of September and lowest in January, March and April. In September we launched the 2014 Uwezo annual learning assessment report, and two *Sauti za Wananchi* briefs on political issues. Details by month are shown in Figure 3, below.

**Figure 3: Tanzania coverage by month**



### 1.5 Topics

We use key words to track what has been mentioned about Twaweza; the top keywords are listed in the table below.

**Table 2: Frequency of coverage by topic (Tanzania)**

Topic	Frequency
<i>Sauti za Wananchi</i>	196
Uwezo	59
Twaweza	32
Open Government Partnership	10
KiuFunza	9
Shiriki Shuleni	2

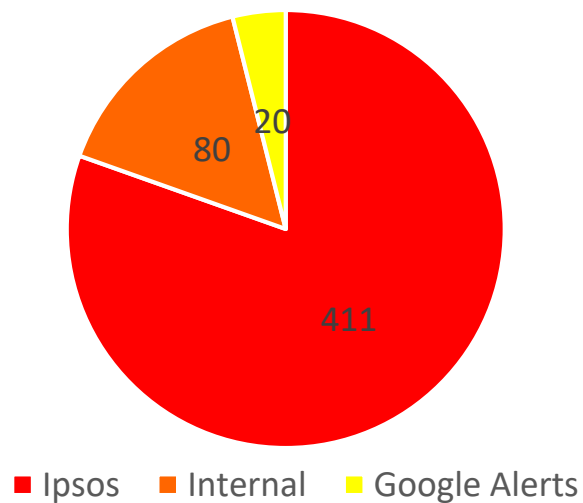


## 2.0 Kenya

### 2.1 Sources

Figure 4 shows the share of stories provided by each media monitoring source in Kenya (Ipsos independent monitoring, internal monitoring by staff, and Google Alerts for online mentions).

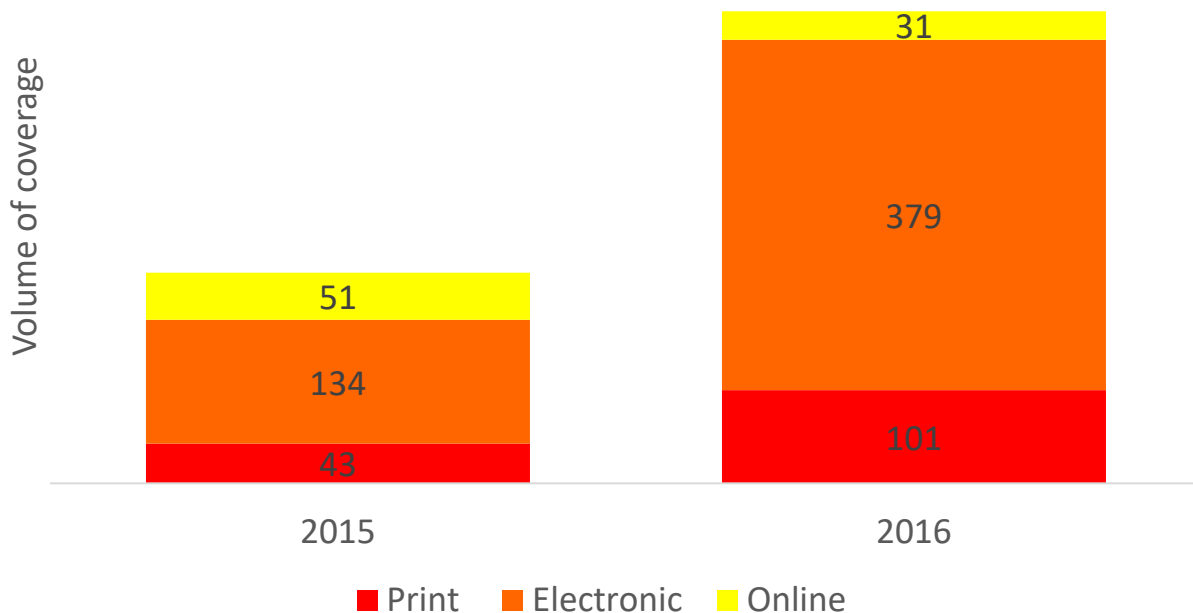
**Figure 4: Kenya sources of Information (proportions)**



## 2.2 Volume

Twaweza Kenya was covered a total of 511 times in 2016 (as compared to 228 citations in 2015). This difference is due to the launch of the *Sauti za Wananchi* opinion poll in Kenya. Most coverage was in print media, followed by television, radio and online. The coverage and distribution by type of media had a similar pattern as 2015 (Figure 5).

**Figure 5: Kenya volume of coverage by media type**



## 2.3 Outlets

Daily Nation, The Star, The Standard and The People were the newspapers with the highest volumes of coverage of Twaweza evidence, ideas and stories. For television it was KTN, K24, Citizen and Kass TV and for radio Classic 105, Radio Jambo, Kiss FM and Citizen FM. More details are in Table 3.

**Table 3: Kenya coverage by outlet**

<b>Radio</b>	<b>No.</b>	<b>Television</b>	<b>No.</b>	<b>Newspaper</b>	<b>No.</b>	<b>Online</b>	<b>No.</b>
Classic 105	52	KTN	36	Daily Nation	26	Hivisasa.com**	13
Radio Jambo	40	K24	15	The star	25	PAL Network	4
Kiss FM	20	Citizen	15	The Standard	22	Citizen digital	2
Citizen Radio	20	Kass TV	11	Taifa Leo	12	Daily nation	2
Hope FM	16	NTV	9	The people	11	UNESCO	2
Milele FM	12	KBC	8	XNews	3	K24	1
KBC FM	11	Ebru	8	Business Daily	2	StarAfrica.com	1
One FM	10	QTV	7			The Star-Kenya	1
Maisha FM	8	CTV	5			AllAfrica.com	1
Ramogi	7	Njata	2			Washington post	1
Inooro FM	7	Parastatal	1			Brookings	1
Kass FM	5	KU	1			CountyNews.com	1
Muuga	5	CNBC	1			Blog Yetu	1
Hot 96	5						
BBC	5						
Gheto	4						
Kameme	4						
East FM	4						
Nation FM	4						
Mulembe	3						
Egesa	3						
Waumini	3						
Biblia Husema	3						
Baraka FM	2						
Homeboys FM	2						
Musyi	2						
<b>Total</b>	<b>253*</b>		<b>118</b>		<b>101</b>		<b>31</b>

\*There were other radio stations that covered Twaweza stories only once which are Radio Salaam, ATG FM, Capital FM, Namlowe FM, Njata FM, Qwetu FM, Changei FM and Coro FM together with the list above makes a total of 261 radio coverage.

\*\* Through partnership

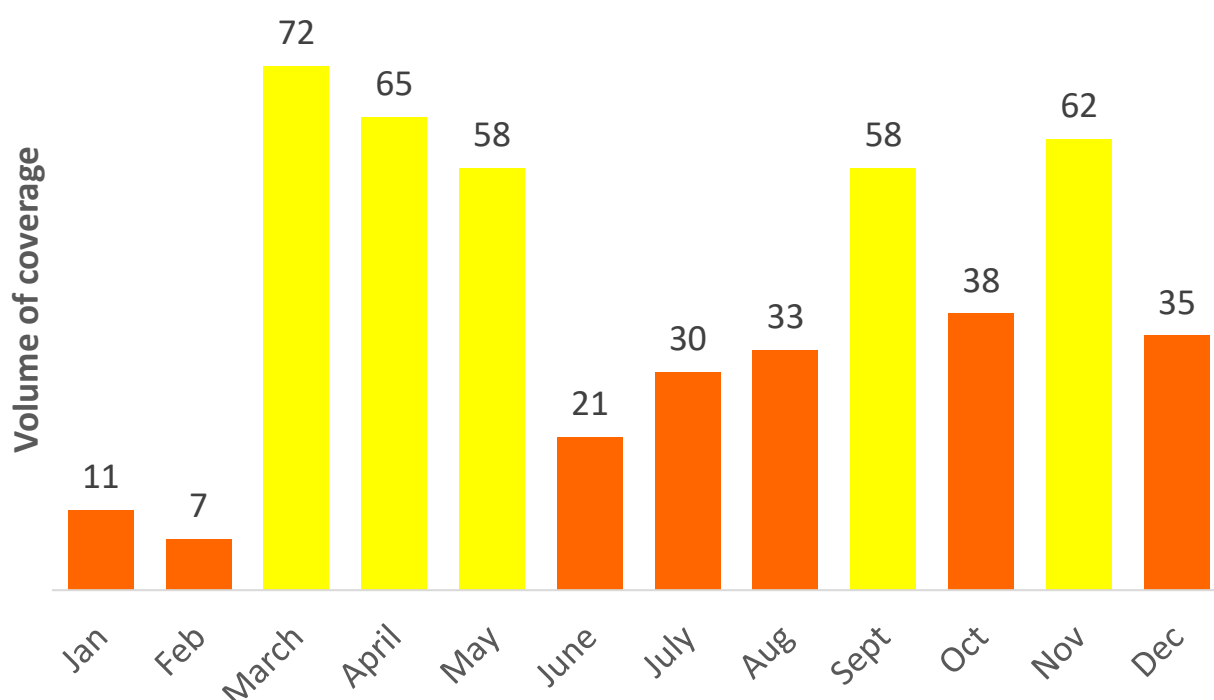
## 2.3 Months

As expected, coverage of Twaweza fluctuates depending on our activities. For instance, coverage was highest in the month of March which coincided with the launch of *Sauti za Wananchi* in Kenya and Twaweza staff participating heavily in the discussion around the curriculum review. April also recorded high coverage with the launch of another *Sauti Za*



*Wananchi* brief while in May there was the launch of the 2014 Uwezo annual learning assessment report. The September coverage was boosted by articles and interviews from Twaweza staff around the commemoration of World Literacy Day, citations related to the State House Summit and the Launch of the Public Agency (Husika) initiative. Coverage in the month of November was equally high because of the *Sauti Za Wananchi* launch on security and fear of election related violence, in addition Twaweza staff participated in interviews around KCPE examinations and the Ministry of Education measure to curb exam cheating. Details by month are shown in Figure 6, below.

**Figure 6: Kenya coverage by Month**



## 2.4 Topics

*Sauti za Wananchi* is the main topic covered in the Kenyan media followed by Uwezo and the “general” pieces which are primarily interviews given by key Twaweza staff on various topics, such as the national exams, teachers’ unions and others.

**Table 4: Frequency of coverage by topic (Kenya)**

Topic	Frequency
<b>Sauti za Wananchi</b>	287
<b>Uwezo</b>	170
<b>Curriculum review</b>	21
<b>Examinations cheating / school unrest</b>	16
<b>World Literacy Day</b>	12
<b>Public Agency/Husika</b>	05

### 3.0 Uganda



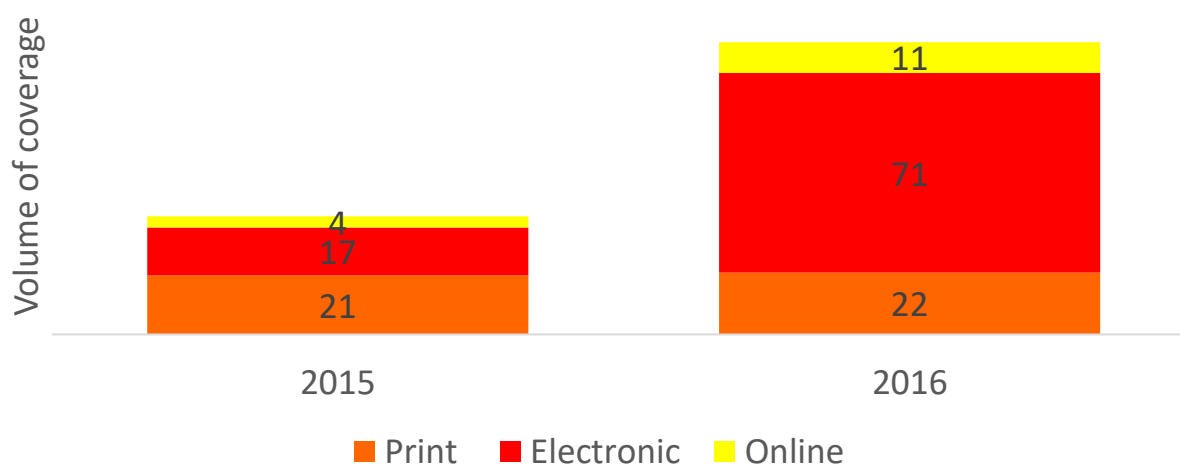
#### 3.1 Sources

Twaweza Uganda relies mainly on media monitoring services provided by an independent media monitoring company (Ipsos Synovate), whom we have given a list of key words that guide their search and logging, alongside internal monitoring done by staff. In 2016, we also used the Google Alert system which captures online coverage.

#### 3.2 Volume

Twaweza Uganda was covered a total of 104 times in 2016, excluding coverage through partnerships. The most coverage was in print media, followed by television, radio and online. The coverage and distribution by type of media was the same as that of 2015. Most of the coverage in Uganda in 2015 was through electronic media (radio and TV). The total numbers are displayed in Figure 7 below.

**Figure 7: Uganda volume of coverage by media type**



### 3.3 Outlets

New Vision, Daily Monitor and The Observer were the newspapers with the highest volumes of coverage of Twaweza evidence, ideas and stories. For television it was NTV and NBS, and for radio KFM, Capital FM and Sanyu FM. More details are in Table 5.

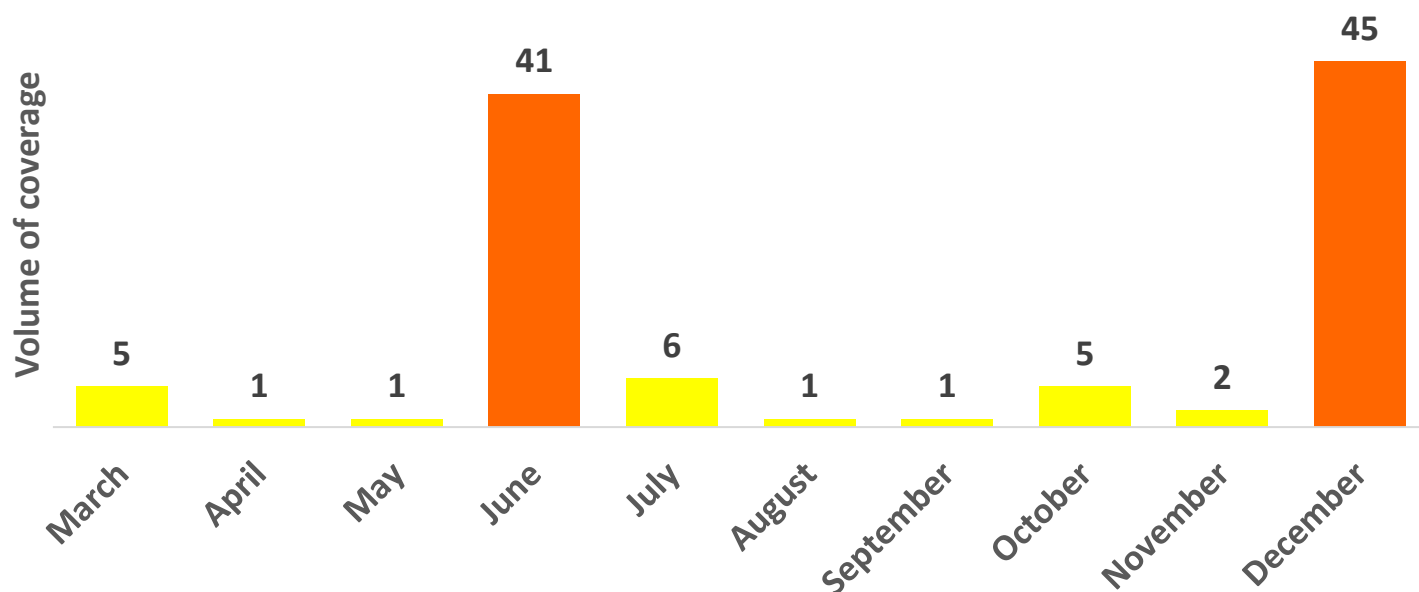
**Table 5: Number of Coverage pieces, by media outlet (Uganda)**

Newspapers	No.	Radio	No.	Television	No.	Online	No.
<b>New Vision</b>	6	KFM	24	NTV	7	Nigeria Today	1
<b>Daily Monitor</b>	5	Capital FM	5	Urban TV	3	Chimp Reports	3
<b>The Observer</b>	5	Sanyu FM	4	UBC TV	3	CampusBee	1
<b>Independent</b>	3	Galaxy FM	2	NBS	5	Eagle online	2
<b>East African</b>	1	CBS FM	2			Ug. News	1
		Radio Simba	2			We Informers	1
		Radio City	1			URN	1
		Radio One	5			Redtimes	1
		<b>Power FM</b>	<b>5</b>				
		<b>Touch Fm</b>	<b>2</b>				
		<b>Hot 100</b>	<b>1</b>				
<b>Total</b>	<b>22</b>		<b>53</b>		<b>18</b>		<b>11</b>

### 3.4 Months

A look across the months in 2016 reveals that that Twaweza was most of the year low key in terms of media coverage. However, June and December ranked the highest due to the launches of the fifth and sixth Uwezo annual learning assessment reports.

**Figure 8: Uganda coverage by Month**





### 3.5 Topics

Uwezo is most covered topic in Uganda; other stories originate from Twaweza staff being invited to various national events and media interviews. These are captured as Twaweza coverage even when not on topics or issues that are directly connected to Twaweza's focus areas.

**Table 6: Frequency of coverage by topic (Uganda)**

Topic	Frequency
<b>Uwezo</b>	86
<b>Twaweza general (Women's day celebration, Mother tongue day etc.)</b>	18

### 3.6 Partnerships

In Uganda a large part of the media coverage was pushed out through partnerships.

**Table 7: Uganda media coverage through partnerships**

Elections work		Nation Media Group		Uwezo Talk Shows	
Public Service Announcements	1,683	People's Parliament	6	Uganda Radio Network	56
DJ Mentions	869	News features	48	Capital FM	2
Interviews	22	Roundtable discussions	8	Power FM	2
Social media	266	Social media	50	Radio One	2
Live broadcasts on radio	12	KFM talk shows	4	Sanyu FM	2
Live TV broadcasts	5	Dembe FM live activations	4		
Uganda Radio Network live debates	90	Radio feature stories	20		
TV interviews	15	Vox pops	48		

