

Twaweza in the news in 2015



- Twaweza had overall a strong media presence in 2015, with a total of 664 unique pieces of media coverage. Our media presence continues to be stronger in Tanzania as compared to Kenya and Uganda.
- The most popular Twaweza citations in Tanzania are the *Sauti za Wananchi* monthly policy brief launches, followed by Uwezo reports. In Kenya and Uganda, most coverage is related to the Uwezo learning assessment and results.
- In Tanzania and Uganda, most coverage is found in printed media, while in Kenya 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 which we work. 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 Synovate*), 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 2014, Twaweza Tanzania received more media coverage than it did for 2015. This difference is likely due to the number of the Sauti za Wananchi (SzW) launches held in each year: we launched 16 SzW policy briefs in 2014 and 13 policy briefs in 2015. In Tanzania, SzW is the main source of media attention, followed by Uwezo. Sauti za Wananchi had not begun in Kenya and Uganda in 2015, therefore the total number of media coverage pieces is lower in those two countries as compared to Tanzania.

It's noteworthy if perhaps not surprising that the data-generating machines of Sauti and Uwezo, and related purposive communication strategies, generate by far the most media coverage for Twaweza. Below are further details of Twaweza in the media in Tanzania, Kenya and Uganda for the year 2015.

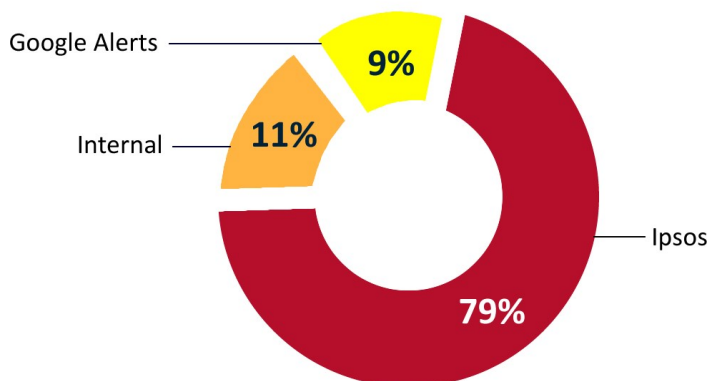


1.0 Tanzania

1.1 Sources of media monitoring information

We receive daily report from Ipsos Synovate based on a keyword list. Another source of information is Google alert system which captures our online coverage; lastly are internal sources, where we encourage staff to report when they see/hear any Twaweza story mentioned in the media. Figure 1 below shows the percentage of media monitoring by each of the sources.

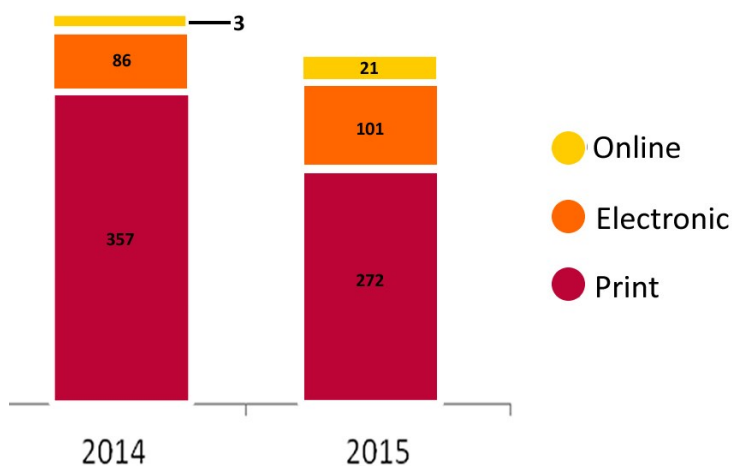
Figure 1: Source of information (proportions)



1.2 Type of media

Twaweza Tanzania was covered a total of 394 times in 2015. The most coverage was in print media, followed by television, radio and online. The coverage and distribution by type of media was similar as for 2014. The total numbers are displayed in

Figure 2: Volume of coverage by media type





1.3 Coverage by specific outlet

Among printed media the highest number of Twaweza stories featured in Mwananchi, The Citizen and the Guardian. Television stations with most Twaweza coverage are Star TV, ITV and TBC 1. Radio stations covering Twaweza are Clouds FM, Uhuru Radio and RFA. More details are in Table 1, below.

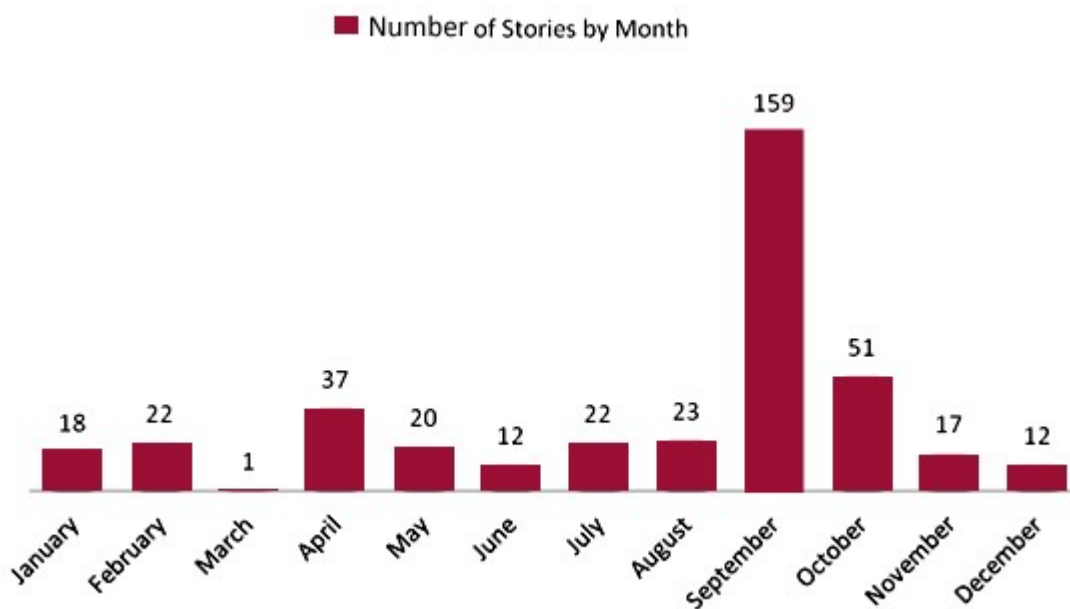
Table 1: Number of coverage pieces, by media outlet

Newspapers	Number	Radio	No.	Television	No.	Webpage	No.
Mwananchi	44	Clouds FM	9	Star TV	20	The Guardian	5
The Citizen	38	Radio Uhuru	6	ITV	15	Africa Research Institute	4
The Guardian	30	RFA	5	TBC 1	11	Quartz Africa	4
Habari Leo	25	Radio One	4	TV 1	7	Tanzania Today	4
Jambo Leo	20	Times FM	4	Channel 10	6	Daily News	2
Majira	19	EFM	2	EATV	6	Wavuti	2
Tanzania Daima	18	Magic FM	2	Azam TV	5		
Uhuru	17			Capital TV	2		
Nipashe	16						
Daily News	13						
Raia Tanzania	13						
Mtanzania	11						
The African	8						
Total	272		32		69		21

1.4 Coverage by month

Twaweza receives media coverage throughout the year, but the coverage fluctuates depending on our activities. For instance, coverage was highest in the month of September and October while lowest in March. The main drivers of high media attention in 2015 were Sauti za Wananchi launches, Uwezo assessments and reports, and The Africa Open government partnership conference. The good coverage in September for example coincided with the launch of Uwezo reports as well as the release of SzW opinion poll on Tanzania elections. Details by month are shown in Figure 3, below.

Figure 3: Number Of stories by Month



1.5 The main newsmaker 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
Sauti za Wananchi	271
Mikikimikiki (election debates)	51
Uwezo	43
Twaweza General	25
OGP	5

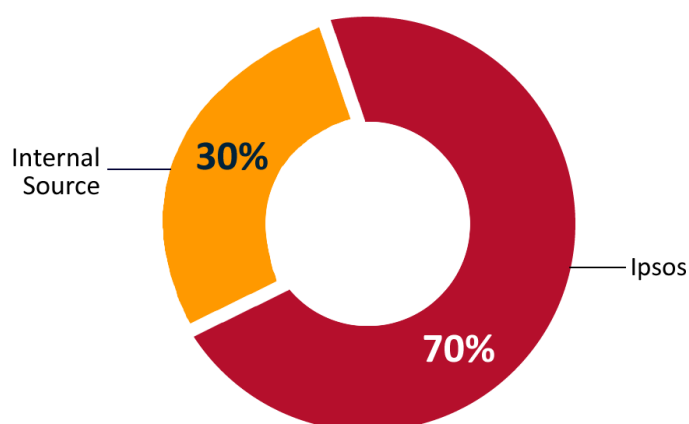


2.0 Kenya

2.1 Sources of media monitoring information

Just like Tanzania, Twaweza Kenya contracted Ipsos for media monitoring services. There have been issues with capturing relevant information, however, so most of Kenya coverage comes from internal sources (staff themselves). It is likely therefore that this results in undercounting of relevant media pieces.

Figure 4: Source of Information



2.2 Coverage by specific outlet

Media outlets that cover most of Twaweza stories in Kenya are radio and television followed by online sources and then prints media. Media outlets that covered Twaweza stories more than once are listed in the table below (there were an additional 8 radio stations, 2 TV stations and 3 online sources that covered Twaweza just once in 2015). The overall media coverage count in Kenya for all the media outlets is **243**.

Table 3: Number of coverage pieces, by media outlets

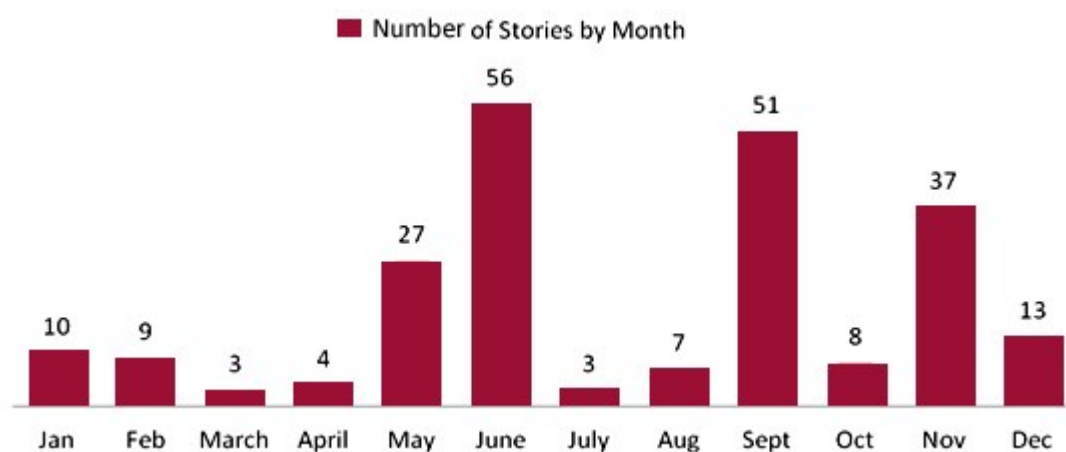
Radio	No.	Television	No.	Newspaper	No.	Webpage	No.
Kiss FM	17	KTN	17	Daily Nation	10	KTN	20
Classic FM	10	KBC	13	The Star	9	Standard Media	10
Kass FM	9	NTV	10	The People Friday	8	Nation Media	6
National FM	8	K24	8	Standard Wednesday Life	6	GBS Kenya	4
Radio Jambo	6	QTV	5	The Standard Money	5	Citizen Digital	4
Radio Maisha	5	EBRU	4	The Citizen	3	The Star	3
Radio Citizen	4	Citizen TV	2	Business Daily	2	Mail and Guardian Africa	2
Hope FM	3					Business Daily	2
QFM	3						
Inooro FM	3						
One FM	3						
Musyi FM	3						
Mulembe FM	2						
Milele FM	2						
Total	74		60		43		51



2.3 Coverage by month

Kenya didn't have Sauti za Wananchi program in 2015, therefore most of the coverage was related to the Uwezo assessment and reports, and a number of interviews that Twaweza key staff had with various media.

Figure 5: Number Of stories by Month



In June Twaweza received significant media attention especially on radio because of the press conference to launch the Uwezo annual learning assessment report. Interestingly, the spike in September coverage was due to the Sauti za Wananchi political poll findings in Tanzania.

2.4 The main newsmaker topics

Uwezo is so far the main topic covered in the Kenyan media. Under the "general" rubric are primarily interviews given by key Twaweza staff on various topics, such as teachers strike, curriculum reform, etc.

Table 4: Frequency of coverage by topic (Kenya)

Topic	Frequency
Uwezo	188
Twaweza general	40



3.0 Uganda

3.1 Sources of media monitoring information

In Twaweza Uganda currently coverage is collected from both internal and external sources; the external source as in Kenya and Tanzania is *Ipsos Synovate*, a media monitoring company. The following figures are consolidated (for both internal and external sources).

3.2 Coverage by specific outlet

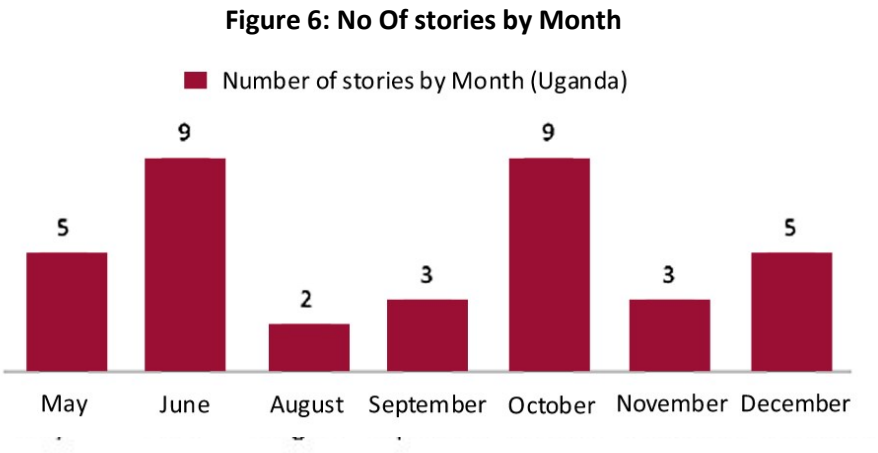
Media outlets that were captured in Uganda are print, TV and radio. The summary is shown in the table below. The total number of corporate media coverage pieces in Uganda for 2015 is 42.

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

Newspapers	No.	Radio	No.	Television	No.	Webpage	No.
New Vision	10	KFM	3	NTV	6	URN	3
The Observer	6	Capital FM	1			Daily Monitor	1
Daily Monitor	5	Sanyu FM	1				
		Radio Simba	2				
		Radio Buddu	2				
		Radio Mbabule	2				
Total	21		11		6		4

3.3 Coverage by month

June and October had the highest rate of coverage due to Uwezo launch (in June) and assessment itself (in October).



3.4 The main newsmaker topics

Just as in Kenya, Uwezo is so far the main topic covered in the Ugandan media.

Table 6: Frequency of coverage

Topic	Frequency
Uwezo	35
Twaweza	9

by topic (Uganda)