

**Twaweza in the News 2017 (Coverage)****Key highlights:**

- Across our three countries, Twaweza presence in the media decreased by 4% in 2017 (850 as compared to 886 citations in 2016).
- Kenya registered the highest drop in coverage by 48% in 2017. (263 citations compared to 511 in 2016)
- Most citations are around Sauti Za Wananchi and Uwezo, particularly the launches. There are also citations centered on our involvement on national events and standalone activities.
- As in previous years, most coverage across our three countries has been through print, radio, TV and online. Online platforms are increasingly covering Twaweza news

## 1.0 Introduction

Twaweza data - particularly from our key programs: Uwezo, Sauti za Wananchi, Kiufunza - generate a lot of news and amplify national conversation on public services, freedom of information and government accountability through evidence. We work closely with various media houses to ensure that citizens' voices are heard and our data and stories reach our target audience.

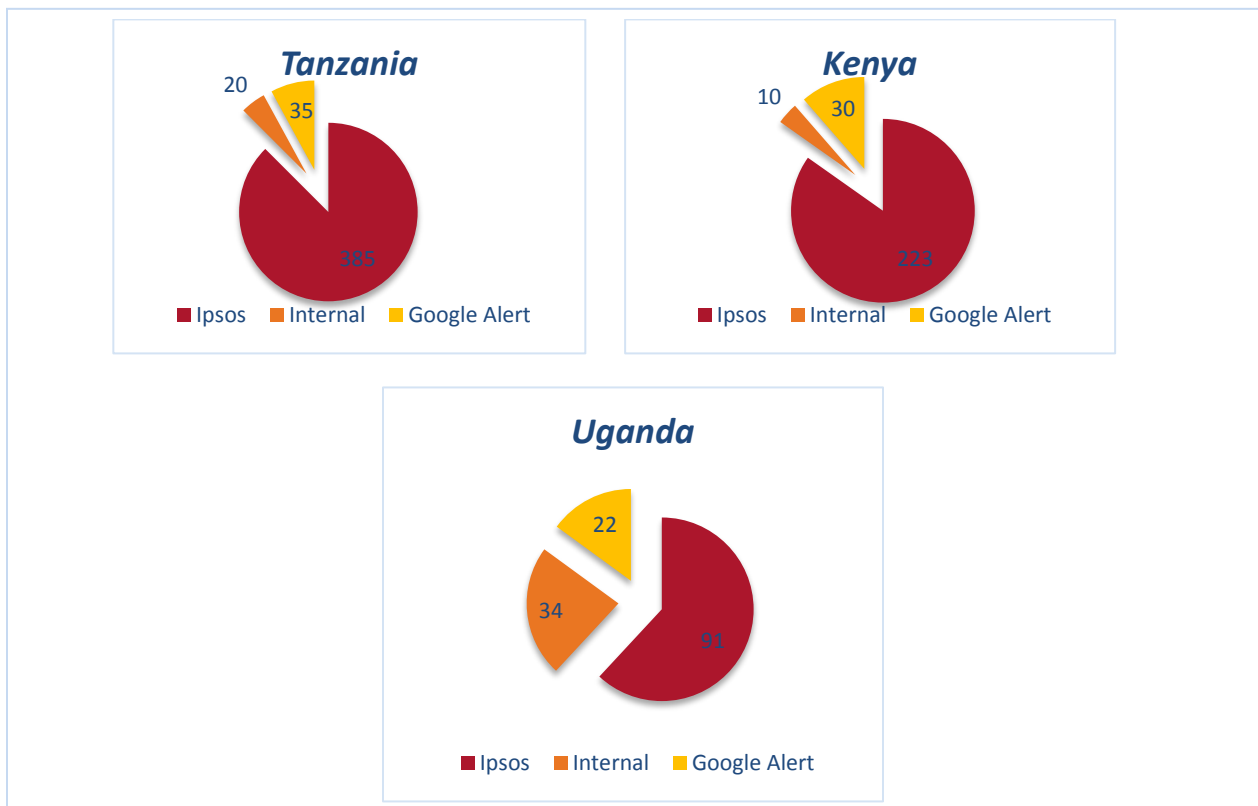
We track both our own resonance in the media and general coverage of our education and governance themes to monitor public discourse in these areas. Media monitoring is an essential component of our work because we are able to track our own resonance and impact on public debate as well as the state of national conversations on key issues in Tanzania, Kenya and Uganda.

In this brief, we present media monitoring data for Twaweza in 2017.

## 2.0 Sources of media monitoring Information

The three countries rely 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. We supplement this with our own internal Google Alert system which captures online coverage and references from staff. Figure 1 shows the sources of information for 2017.

**Figure 1: Sources of information**

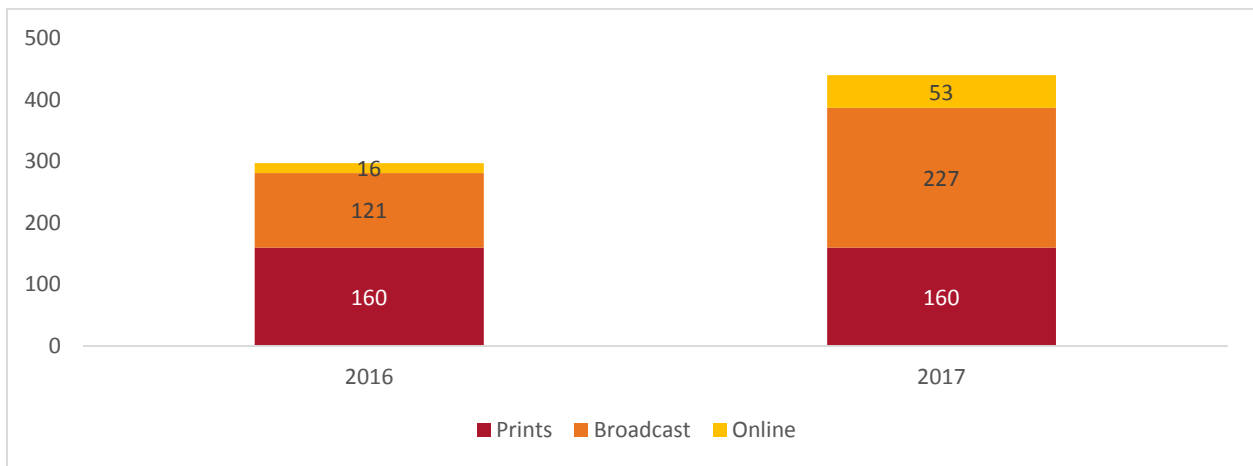


### 3.0 Summary of findings

#### 3.1 Tanzania

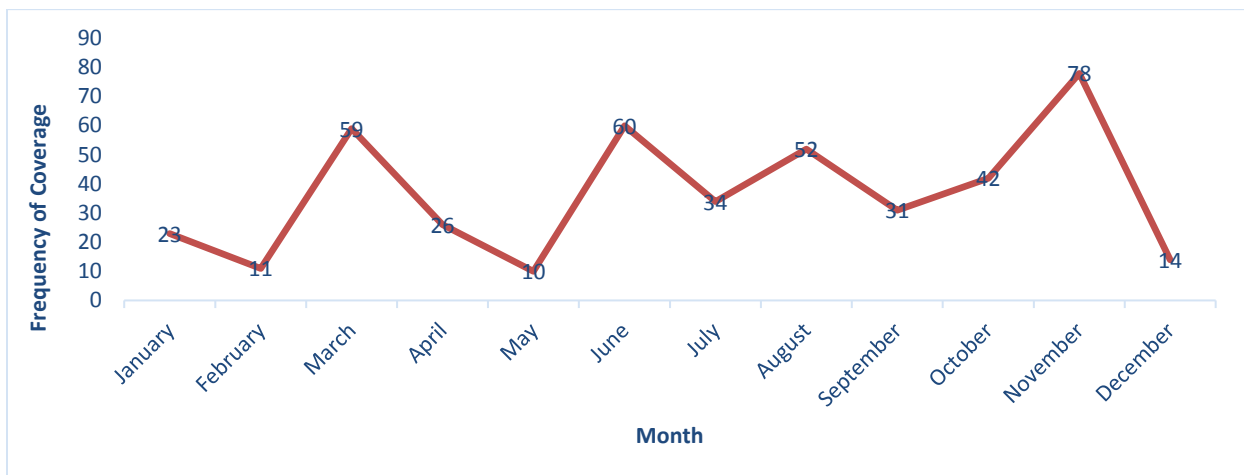
Twaweza Tanzania was cited in the news 440 times in 2017 (as compared to 297 in 2016). The increase was largely driven by the *Sauti za Wananchi* launches, Uwezo report launch, KiuFunza launch, the *Right to Information week* and the Democracy event (*Demokrasia Yetu*). Coverage across different types of media is shown in Figure 2.

**Figure 2: Volume of coverage by media type for 2016 and 2017**



Coverage of Twaweza varies depending on our activities; events in particular generate high volumes of media mentions. For instance coverage was highest in the month of November driven by *Sauti za Wananchi* research on corruption and the *Demokrasia Yetu* event, while the lowest coverage was in February, May and December when we had no events. Coverage by month is shown in Figure 3.

**Figure 3: Coverage by month**



We use key words to track references to Twaweza’s work; the top keywords are listed in the table below.



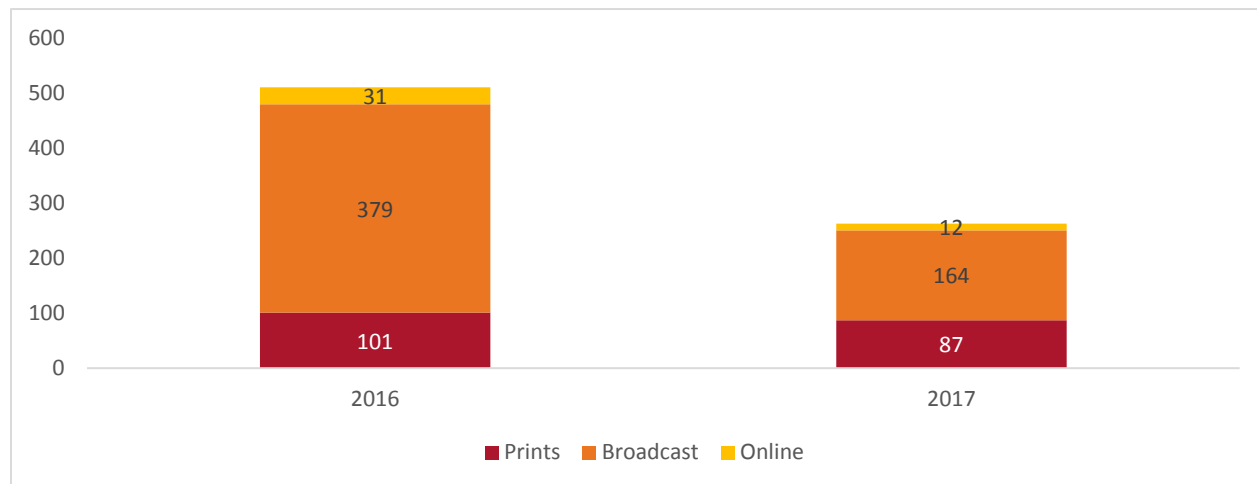
**Table 1: Frequency of coverage by topic (Tanzania)**

TOPIC	FREQUENCY
Sauti za Wananchi	212
Uwezo	104
Right to information week	46
Twaweza general	29
KiuFunza	19
OGP	16
Njoo Tuongee	9
Demokrasia Yetu	5

### 3.2 Kenya

Twaweza Kenya was cited in the news 263 times in 2017 (as compared to 511 citations in 2016) this roughly equates to a 48% drop in coverage in Kenya. The drop is attributed to the fact that we didn't launch *Uwezo* data in Kenya in 2017, unlike in 2016 where we had high engagement from media with both *Uwezo* and *Sauti za Wananchi*.

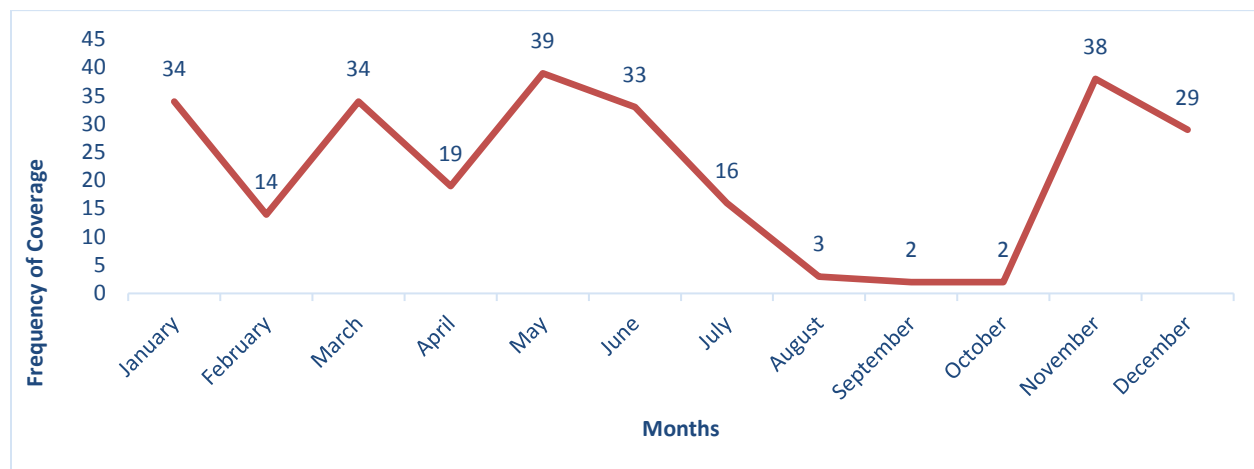
**Figure 5: Volume of coverage by media type for 2016 and 2017**





As in Tanzania, events drive a lot of coverage. Most coverage was in May following the release of *Sauti za Wananchi* data on basic education and the lowest coverage was between August and October. Coverage in Kenya is also attributed to various staff attending media interviews on education and governance. Coverage by month is shown in Figure 6

**Figure 6: Coverage by month**



The highest volumes of coverage were in May and November driven by *Sauti za Wananchi* research on education and health respectively.

We use key words to track references to Twaweza’s work; the top keywords are listed in the table below. The main topics covered in Kenya include *Sauti za Wananchi* and Uwezo.

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

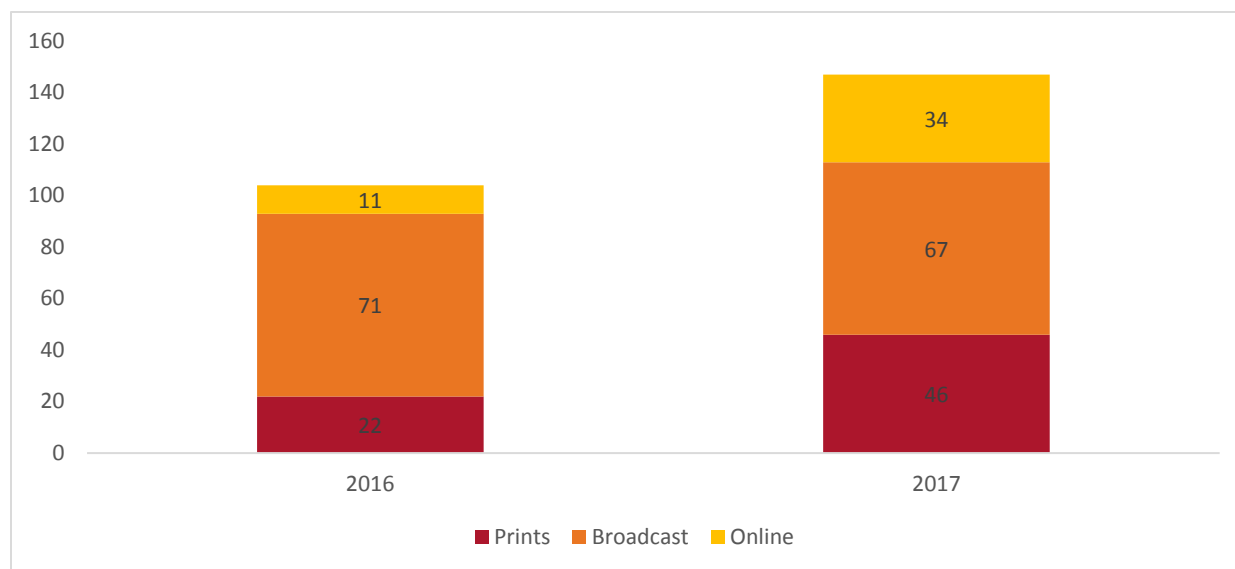
TOPIC	FREQUENCY
Sauti za Wananchi	119
Uwezo	98
Twaweza general	41
OGP	5



### 3.3 Uganda

Twaweza Uganda was covered a total of 147 times in 2017 (as compared to 104 citations in 2016). The increase in coverage was sparked by the launch of Sauti za Wananchi in Uganda. Other citations were mainly around our involvement in national events including: The international mother tongue conference, the national conference on learning outcomes, the symposium on assessment and examinations, and the release of a World Bank report.

**Figure 8: Volume of coverage by media type for 2016 and 2017**



Most coverage was in December, generated by the launch of Sauti za Wananchi, followed by Uwezo citations during the World Bank event in October and in the month of April at the National Conference on Learning Outcomes. August had the lowest coverage because there were no major activities (Figure 9).

**Figure 9: Coverage by month**



The most covered topic in Uganda continues to be from Uwezo, followed by stories that originate from Twaweza staff being invited to various national events or media interviews and lastly the Sauti za Wananchi stories which started in Uganda in December 2017.

**Table 3: Frequency of coverage by topic (Uganda)**

TOPIC	FREQUENCY
Uwezo	82
Twaweza general	43
Sauti Za Wananchi	22

## 4.0 Conclusion

In comparison to the coverage of the same period in 2016, Twaweza Tanzania and Uganda coverage increased by 42% (From 308 citations in 2016 to 440 in 2017) and 41% (from 104 in 2016 to 147 in 2017) respectively, while Twaweza Kenya coverage decreased by 48% (from 511 in 2016 to 263 in 2017).

The increase in coverage in Tanzania resulted from multiple Twaweza staff engagements with the media, Sauti za Wananchi, Uwezo, KiuFunza and various events that were directly organized by Twaweza. The coverage increase in Uganda was as a result of multiple national education events as well as the launch Sauti za Wananchi. Lastly the decrease of coverage in Kenya was as a result of the decrease in Uwezo engagements.

Across the three countries, radio remains the main platform on which Twaweza is covered the most.