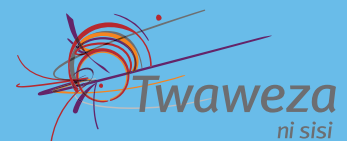




Twaweza in the media:

TANZANIA AND UGANDA JANUARY - DECEMBER 2021





Introduction

We see generating media coverage of our issues and evidence as an end in itself. Through the media, we can offer new approaches to old problems and new evidence on what is going on and reframe and reshape contemporary debates. We can reach many different target audiences simultaneously, giving wings to our agendas.

A strong media presence also contributes to the brand that Twaweza has built over the years for credibility, reliability, innovation, and evidence. But media also have an essential role in the specific strands of work: working directly against laws and directives that threaten their independent operations, profiling positive examples, and serving as a conduit for citizens' voices. We will work with the media in all three countries, serving a more instrumentalist content-driven agenda and the broader aims of protecting civic space.

We have several different approaches to working with media; critically, we view media as a core partner in our mandate and look for win-win partnerships that help both Twaweza and our media colleagues advance their objectives.

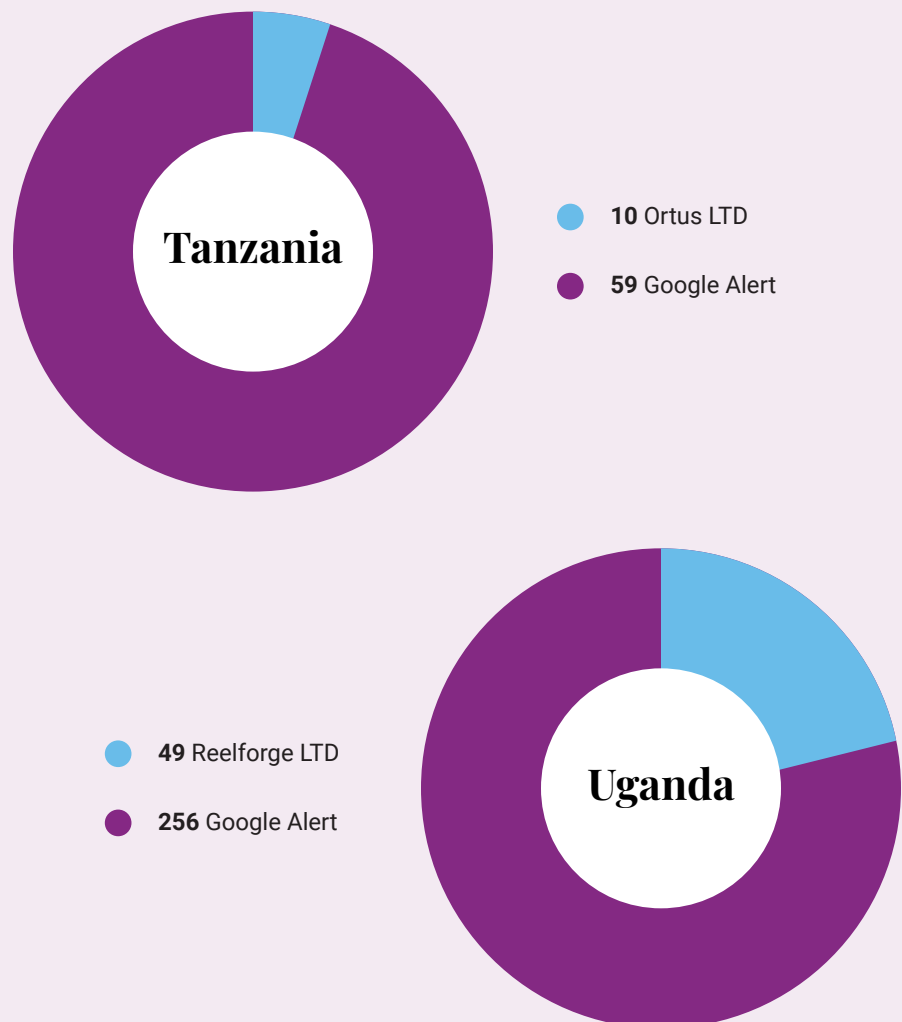
Media monitoring is our way of capturing the tone of national and sub-national media to gather insights and citations of the engagements resulting from our initiatives and activities. For the past seven years, we have kept track of Twaweza Tanzania, Kenya, and Uganda mentions/citations in the media as a proxy for the extent to which we generate public and policy debate.



How we acquire Information

Similarly to previous years, in 2021, we relied mainly on the services provided by independent media monitoring companies for Tanzania and Uganda. We gave them a list of keywords that guide their search and logging. We supplement those data with our own internal Google alert system, which captures the online coverage and sometimes references from staff. For 2021 we have worked with Ortus Co. Ltd (Tanzania) and Reelforge Co.Ltd (Uganda).

Figure 1: How we acquire the media information





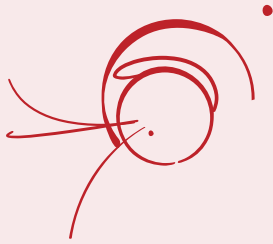
Most covered topics

We use keywords to track what has been mentioned about Twaweza. Below are the top-mentioned topics across the three countries;

Table 1: Main Topics

TOPICS	TANZANIA	UGANDA
Sauti za wananchi	32	305
Civic Space (Laws & miscellaneous amendments + FOI etc.)	6	-
Twaweza General (CSO week + Animation + Teleza etc.)	31	-
Total coverage	69	305

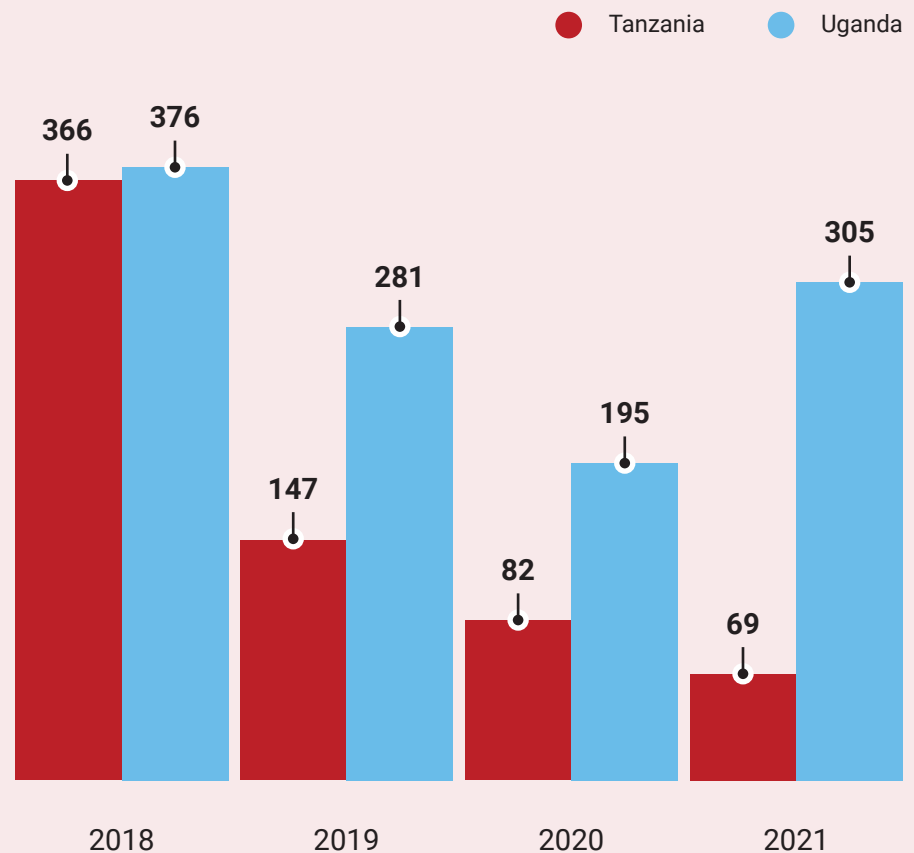
Twaweza general:- These are stories in which Twaweza or one of its staff is mentioned in an article or called on media interviews regarding various issues directly or indirectly related to what we do



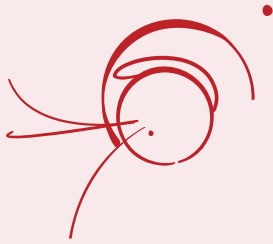
Volume of coverage over the years

Twaweza has been monitoring its media coverage for more than five years now; the volume of coverage fluctuates each year depending on the level and the nature of activities in the country. Below is the trend for the past four years:

Figure 2: Comparison over the years



Twaweza Tanzania media engagement has dropped significantly (82%) from 2018 to 2021; Twaweza Uganda media engagement has been fluctuating over the years with a slight drop from 2018 to 2020; however, it moderately increased (36%) in 2021.



Tanzania

Unlike the previous year, Twaweza Tanzania did not host any public events in 2021. Most of our coverage was derived from our participation in various events hosted by different entities. Other coverage was attained from staff attending media interviews to discuss ongoing issues and sharing our data in different dialogues.

From January to August and November to December, we received favorable coverage from several media outlets on issues like Teleza, animation work in Maswa, the Tanzania Annual Government Communications Officers Forum, participation in a policy forum debate, regional law society meeting, etc. In addition, our staff, such as Aidan Eyakuze, Annastazia Rugaba, and Michael Kamukulu, were captured in different media outlets discussing and engaging around our Sauti za Wananchi and KiuFunza data in media interviews. We received the highest coverage in September and October from the Tanzania Editors Forum and CSO week events.

All events derived a total of 69 pieces of coverage across all media outlets from January to December. A further breakdown of monthly coverage is shown in the figure below;



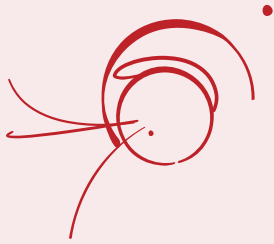


Figure 3: General trend of Twaweza Tanzania coverage from January to December 2021

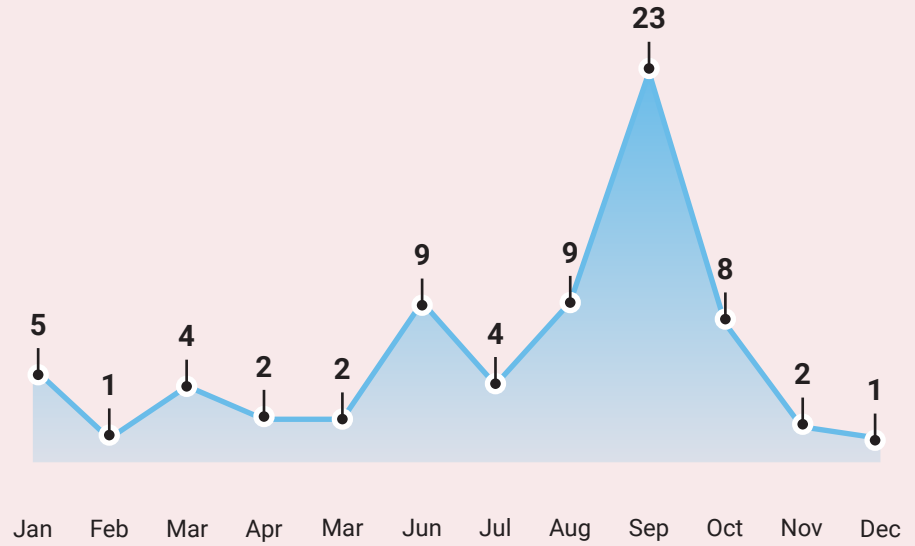
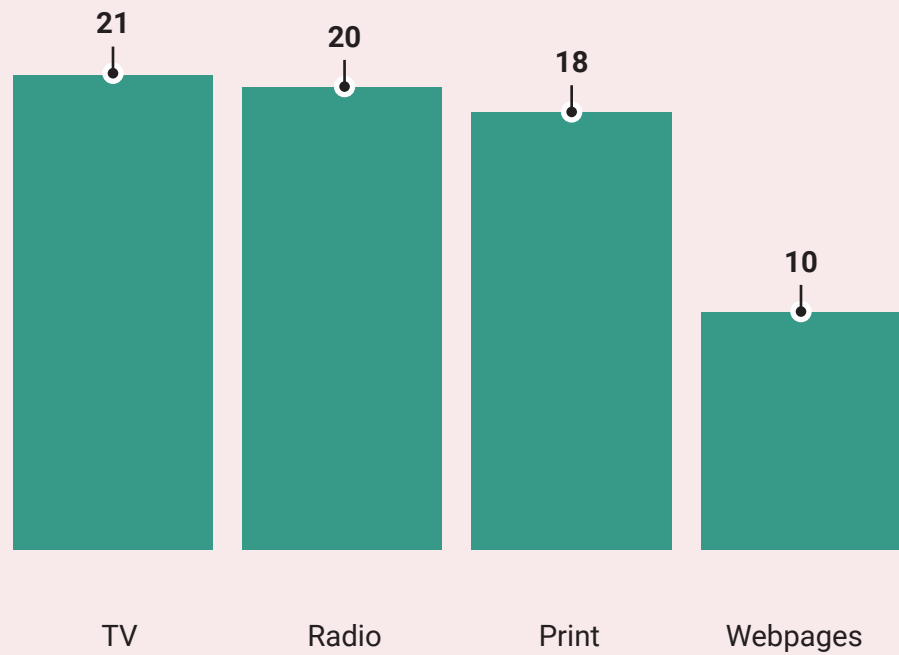
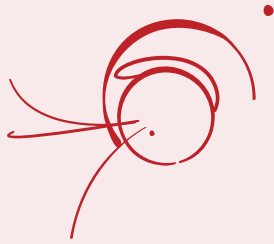


Figure 4: Distribution of Coverage across media platforms





Uganda

Twaweza Uganda received the most mentions in the media from Sauti za Wananchi launches on Covid-19 data and awareness during the lockdowns. In July 2021, Twaweza Uganda received the highest coverage across traditional media channels. The Covid-19 survey was a key driver of Twaweza media coverage, with 92% of Twaweza's total publicity tally. It dominated health talk shows on radio and television with many references to the report, especially among health officials from government health agencies.

The access to information call round and brief launch in April 2021 also made the rounds on most media houses, leading to considerable coverage around the findings on access to Information among Ugandans. This garnered 63 stories, equivalent to 22% of Twaweza's total coverage in 2021. Twaweza Uganda had the highest coverage on the radio with 193 mentions, followed by television (51), online (49), and print media with 12 mentions. The rest of the months had no significant events. Instead, Twaweza was involved in media engagements regarding our data and other trending issues.

Collectively all the media engagements attributed to a total of 305 pieces of coverage across media outlets in Uganda. A further breakdown of monthly coverage is shown in figure 5 below;



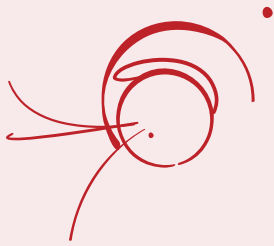


Figure 5: General trend of Twaweza Uganda coverage from January to December 2021

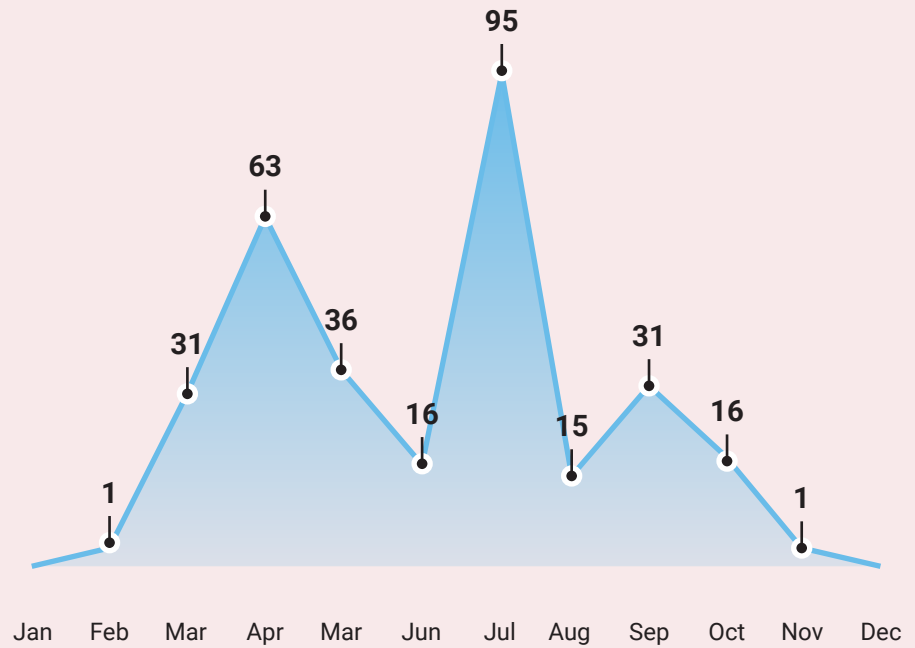
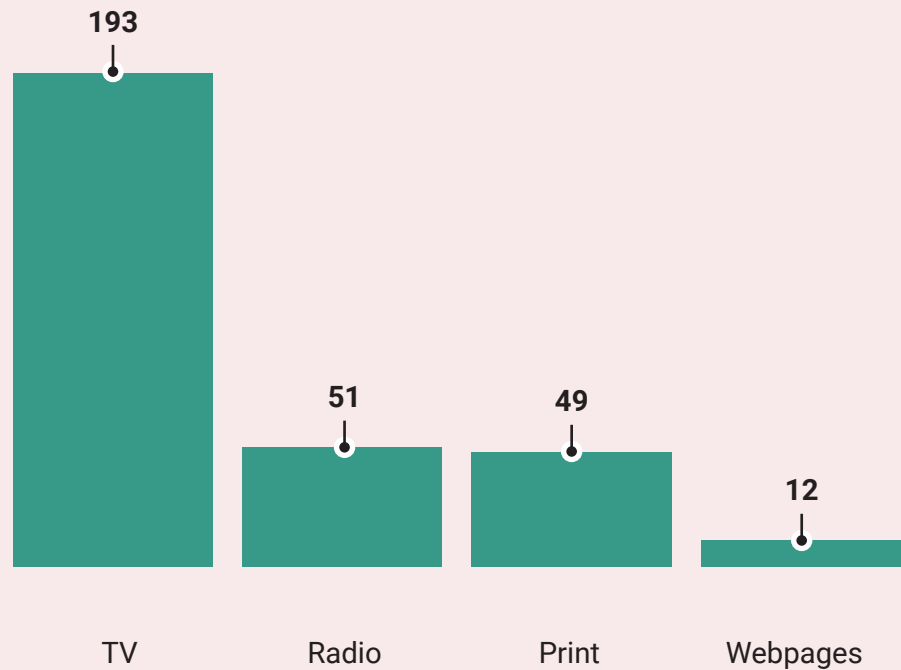


Figure 6: Distribution of Coverage across media platforms





Conclusions

Public events and direct engagements with the media naturally contribute to solid levels of media coverage. And high levels of media coverage contribute to the sense of the presence of an organization and its work in the popular and policy imagination. In Tanzania, contextual constraints have led to Twaweza adopting a less public-facing approach to our work since 2018. However, as the governance environment becomes less restrictive, we look forward to re-engaging the public sphere. At the same time, as we have experienced diminished visibility on traditional media platforms, our engagement and reach on social media continue to grow substantively. Moving forward, we have an exciting opportunity to make the most of these avenues to generate public discussion.

In Uganda, we have refined a multi-pronged approach to the media that is incredibly successful in generating media coverage. We are also indirectly influencing the media, as programs we initiate have been taken up by media and government partners or some of our approaches leave long-lasting marks among our partners. And we see the benefits of this public prominence: approaching new government agencies is made slightly easier when officials are familiar with the work and your existing collaborations with their sister agencies; journalists seek your comment on all current issues, especially those affecting citizens directly; and your credibility and perceived value to the public also increases. Moving forward, we must build on what we have established in Uganda, navigating the careful line between honesty and safety; and cross-pollinate our efforts to other countries.