

PRESS RELEASE

RESEARCH FINDINGS ON TANZANIA NEWS MEDIA ENGAGEMENT WITH DEVELOPMENT

FEBRUARY 10, 2017

A scientific research has established that Tanzania news media does not contribute effectively towards the national efforts to eradicate poverty among the majority population in the country because the news was urban centric, public officials related, political- focused and male dominated.

The research examined 10,371 news items published in 15 media outlets. These included eleven daily Newspapers, 8:00 pm news bulletins aired by two televisions and two radios stations for the whole month of February 2014. The purpose was to find out the answers to the question: *What development issues does the Tanzania news media cover and from whose perspectives?* Out of the 10,371 news items 9,607 were published in eleven newspapers.

The findings show that out of **10,371** news items published, **4,750 (45.8%)** were from Dar es Salaam region. The remaining **5,621 (54.2%)** the rest were from 24 regions in Mainland and Zanzibar.

However, if these 10,371 news items were considered as valuable development resource or opportunity and equally distributed each region would benefit with 368 opportunities.

These news opportunities would be used to discuss social, economic and political development issues in each of these regions. In so doing development stakeholders including the government, NGOs, faith based organizations, learning institutions, financial institutions, foreign development partners and citizens themselves would take actions to bring solutions to developmental challenges affecting the regions.

Comparatively, Dar es Salaam region alone had higher news media opportunity not fewer than 15 times than each of the 25 other locations in the country. This suggests lost development opportunities in 25 regions that their development issues were rarely reported in the national news. Such development challenges affecting majority poor people in the rural areas including lack of clean and safe water, schools, health facilities, electricity, roads, and the like.

Further the findings also show the largest portion of the news published in the media discussed development from the perspective of the government. Out of 14,637 people quoted in the **10,371** news items examined, 8,398 (57.4%) quoted the views of the public officials while individual politicians quoted in the news were 1,945 (13.3%) and representatives of civil society organizations were 2,757 (18.8%) and 1,199 (10.5%) were ordinary citizens.

But, if an individual getting chance to speak to the public through the news media would be translated into development opportunity and 14,637 people who got an opportunity to speak through the media were equally divided among the **four** categories, people from each category (public officials, CSOs, politicians and citizens) would get **3,659** opportunities.

This means news opportunity that benefited public officials outpaced by far other groups. The public officials had opportunity higher five times than ordinary citizens, four than individual politicians and three times than CSOs.

Public officials included government leaders at local and national levels. They also included officials from corporate bodies, agencies, UN bodies and foreign embassies.

Politicians were representatives from political parties while people grouped as CSOs were representatives of professional organizations, Non Governmental Organizations (NGOs), trade unions, religious groups, private companies and enterprises including private financial facilities, private health facilities, private universities, private colleges and private primary and secondary schools and the citizens' category constituted the ordinary citizenry.

Further the findings show that for newspapers in average each news item was constructed from views gathered from a single person while for broadcast media in average not fewer than two people were quoted in a story.

The research conducted by the Legal and Human Rights Centre member, Ananilea Nkya as partial fulfilment of her degree of doctor of philosophy. The research findings reveal that news published in Tanzania national news media focuses on development benefiting political class.

Out of 411 news items published as prominent lead news in the 15 media 234 (57%) were about politics whereas 121 (29%) discussed social issues and 56 (14%) economic issues. The findings suggest that the Tanzania news media focuses on political discussions and ignore issues that would improve economic and social well being of the general population.

Further, the number of political related news framed as lead stories were higher in the newspapers as out of the 411 lead news items, **307 (74.7%)** were published in the eleven newspapers. Out of the 307 news items published as lead in newspapers, 67 (22%) were constructed from social development discourses, 39 (12.5%) economic and the rest 201 (65.5%) political issues. This suggests that almost two third of the newspapers lead stories were framed from political discourse.

Politics related news stories in the context of this research were those quoted politicians during political activities such as meetings, rallies, election campaigns as well as through interviews, press conferences and press releases.

News under the **economy** category included those dwelt on issues such as corruption scandals, embezzlement and mismanagement of public funds and the challenges in tax collection using Electronic Fiscal Device (EFD). It also included news that focused on agriculture such as the problems that farmers experience in accessing farm inputs and markets, Mining, tourism, industries, and poaching, investments and investors, employment and unemployment, stock exchange, business and entrepreneurship, fishing and natural resources issues such as illegal logging.

News categorized under **social** development issues included human rights issues, gender issues, school pregnancy, forced girl child marriages, rape, domestic violence, human trafficking and land issues including land grabbing. They also included education issues such as shortage of teachers, class rooms, desks and teaching facilities in public schools. It also covered food crisis, health related matters, water, electricity, environmental issues such as floods, human rights issues, road accidents, communication infrastructures, legal related matters, religious issues, and news that originated from hearings of cases in the various courts.

The state owned broadcast media that were examined were TBC1 and TBC Taifa while the private owned media involved in the study were ITV and Radio One Stereo. Kiswahili language dailies were

Nipashe, Mwananchi, Mtanzania, Majira, JamboLeo and Tanzania Daima. Three English language dailies were two independently owned newspapers, the Citizen and the Guardian and the state owned the Daily News.

The research findings also show that news published in the national media in Tanzania were male dominated. Out of 14,655 people quoted in the 10,371 news published in the 15 media, females were 2,646 (18%) and males 12,009 (82%). The findings suggest that development views presented in the news were male dominated.

The 14,637 people quoted in the news benefited with media space as development opportunity because they were able to express their perspectives that influenced national development agenda. This means that if 14,637 were considered as development opportunities and equally divided, men and women as social groups each group would get 7,318 opportunities to air their development concerns through the media.

Therefore the fact that the number of males quoted in the news was 12,009 (82%) and 2,646 (18%) females, it means that males had almost **5 times more opportunity** than females to access media as a public space to express their views that influenced national development agenda. The implications among others are that females as the largest population in Tanzania missed opportunity almost five times more than males to discuss development issues that concern their lives.

The implications are that development issues affecting women as a social group constituting over 51 percent of the national population continued to persist. For example, as a result women of child bearing age continue to risk their lives through preventable maternal deaths. Likewise majority of women continue to spend several hours daily walking long distances searching for water and fire wood because due to shortage of tap water and electricity.

For newspapers out of 12,822 people quoted 2,371 (18.5%) were females and 10,451 (81.5%) males. This means that news items published in the eleven daily newspapers', on average, males had **four** times more opportunity to express their perspectives on development issues than females.

However, the Daily News had (24%) percent females whose views on development issues penetrated the public sphere through the news. This means that through news items published in Daily News, males had **three** times more opportunity than females to discuss development issues. On the other hand, Mtanzania and the Citizen females representation in the news was 16%, and 16.2%, respectively. This means that the two newspapers provided males not fewer than **five** times opportunity to provide their viewpoints on development issues than females.

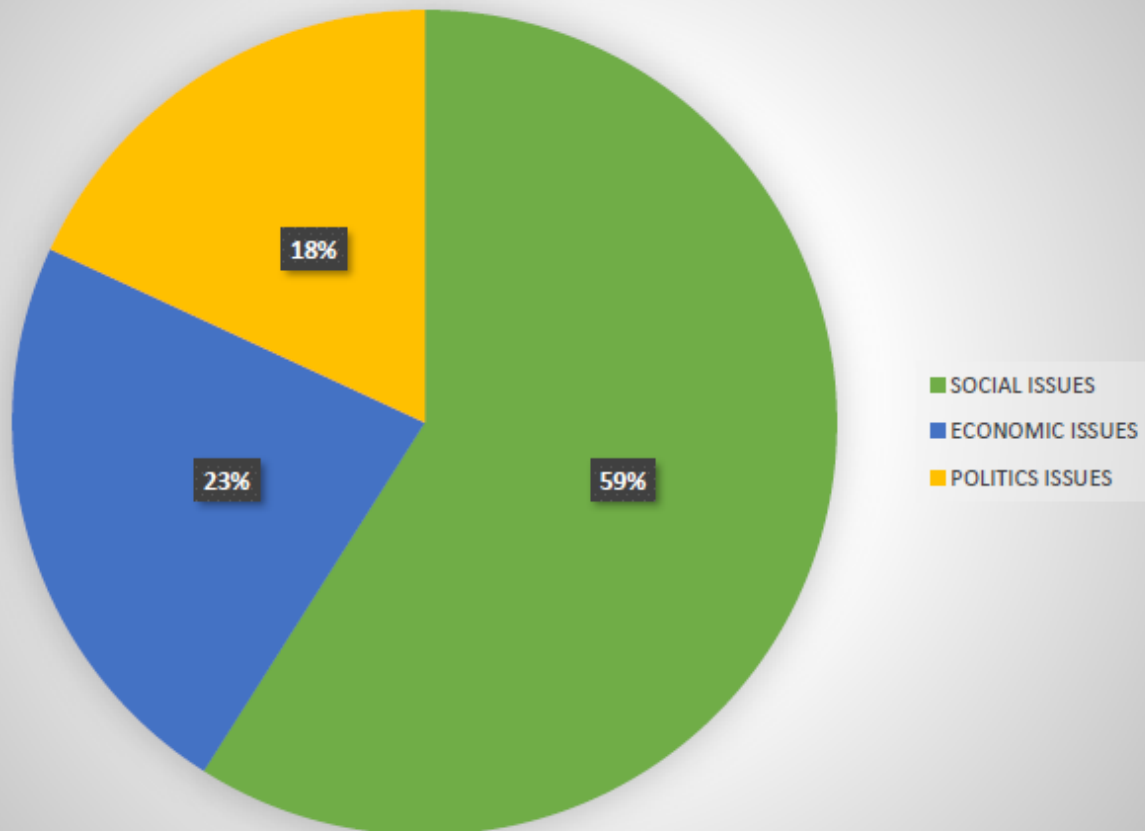
The findings show that 8,094 media people were involved in gathering discourse that was used in framing the 10,371 news items which were published in the 15 media examined in this research. Out of the people 3,039 (37.6%) were females and 5,053 (62.4%) males.

This means males reporters had opportunity twice more than females to construct and frame news on development issues. This would translate to females journalists lost opportunities to engage with development issues from women perspective that would make visible and noticeable development issues affecting women so that action is taken to solve them.

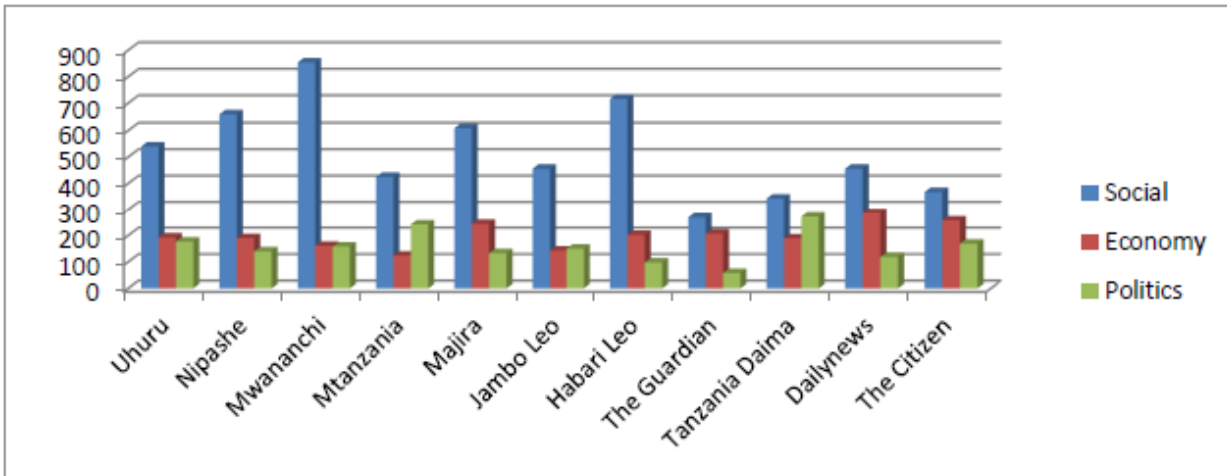
FINDINGS IN TABLES AND FIGURES

TABLE 5.5 : DEVELOPMENT ISSUES IN THE MEDIA NEWS IN FEBRUARY 2014								
THE MEDIA	Social issues news	% in the total 10371 news	Economic issues news	% in the total 10371 news	Politics issues news	% in the total 10371 news	Total news	% in the total 10371 news
Uhuru	540	5.2%	193	1.9%	177	1.7%	910	8.8%
Nipashe	658	6.3%	190	1.8%	140	1.4%	988	9.5%
Mwananchi	854	8.2%	161	1.6%	158	1.5%	1173	11.3%
Mtanzania	425	4.1 %	124	1.2%	242	2.3%	791	7.6%
Majira	609	5.9%	244	2.3%	133	1.3%	986	9.5%
JamboLeo	456	4.4%	143	1.4%	150	1.4%	749	7.2%
HabariLeo	716	6.9%	202	2 %	98	0.9%	1016	9.8%
The Guardian	269	2.6%	207	2 %	58	0.5%	534	5.1%
Tanzania Daima	343	3.4%	189	1.8%	272	2.6%	804	7.8%
The Daily News	456	4.4%	287	2.8%	119	1.1%	862	8.3%
The Citizen	368	3.6%	257	2.5%	169	1.6%	794	7.7%
Newspapers total news	5694	54.9%	2197	21.2%	1716	16.5%	9607	92.6%
TBC1 television	106	1%	39	0.4%	31	0.3%	176	1.7%
ITV television	167	1.6%	92	0.9%	73	0.7%	332	3.2%
Television bulletins news	273	2.6%	131	1.3%	104	1%	508	4.9%
TBC Taifa radio	86	0.8%	31	0.3%	29	0.3%	146	1.4%
Radio One Stereo	67	0.7%	15	0.1%	28	0.3%	110	1.1%
Radio bulletins news	153	1.5%	46	0.4%	57	0.6%	256	2.5%
The media total news	6120	59%	2374	22.9%	1877	18.1%	10371	100%

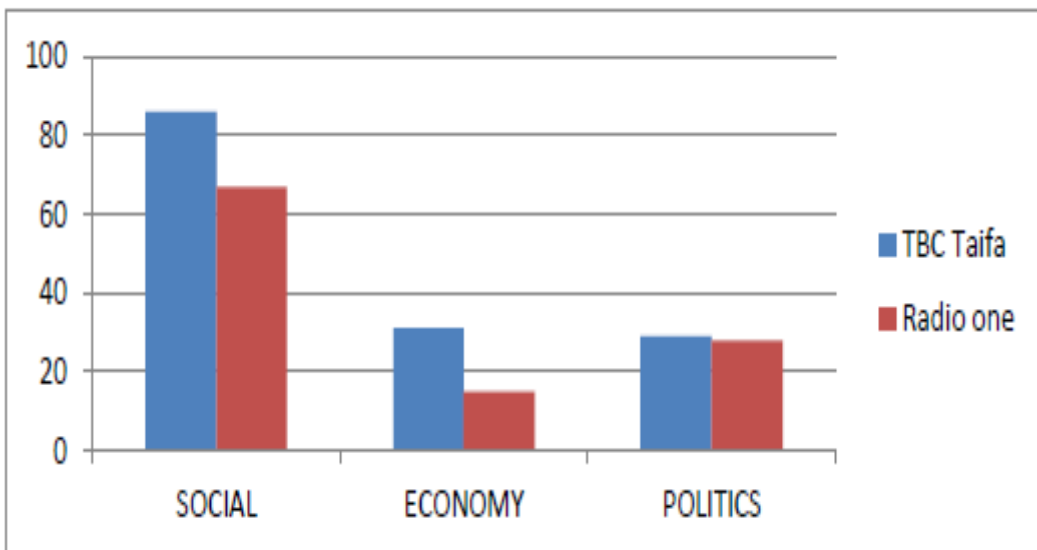
Figure 5.1: Devepommnt issues framed in the news media



Graph 5.1 Development issues framed in newspapers' news



Graph 5.2 : Development issues in the radio news



Graph 5.3 : Development issues in television news bulletins

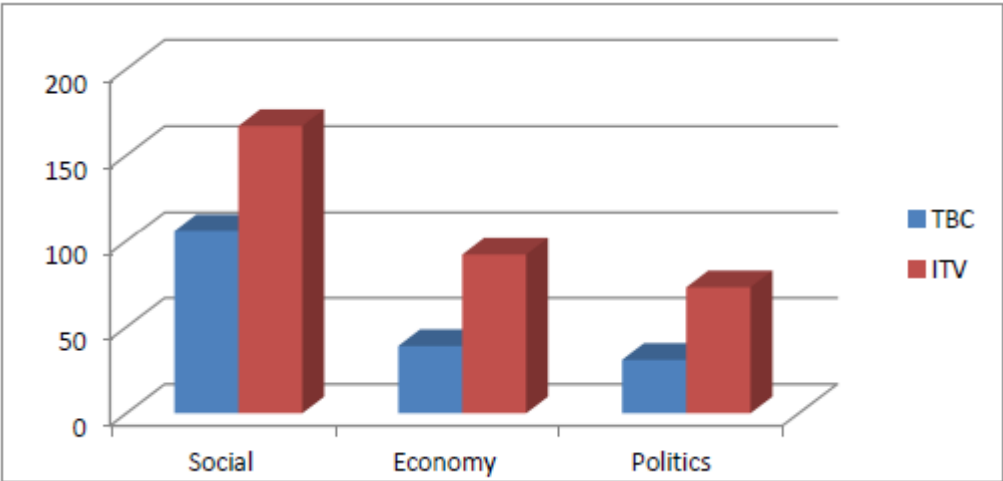
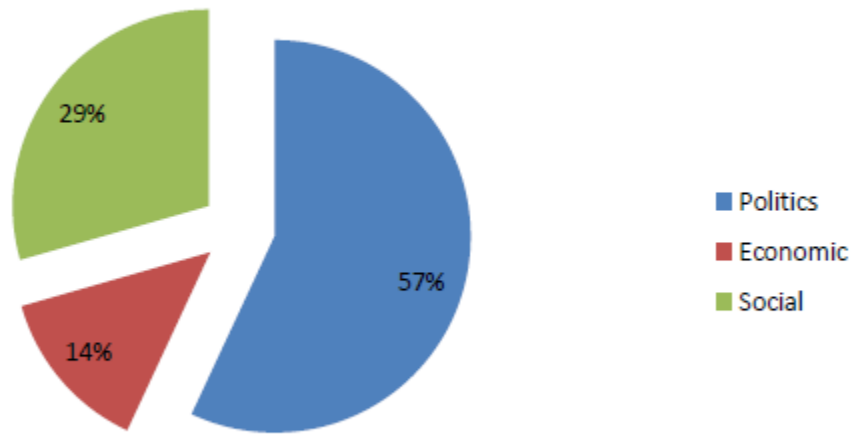
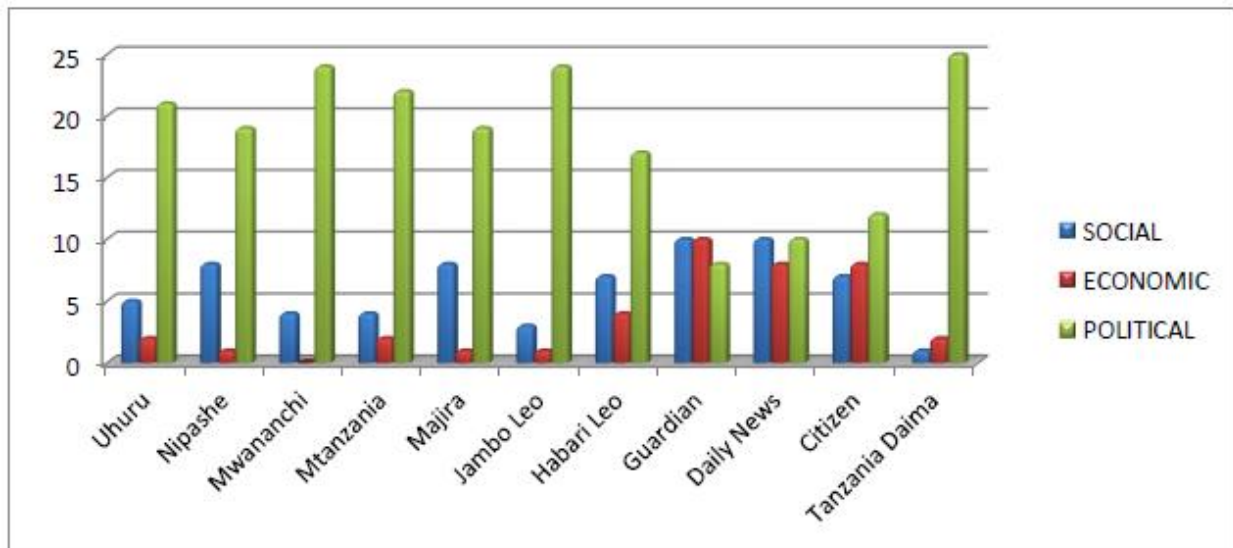


TABLE 5.9: DEVELOPMENT ISSUES FRAMED IN THE LEAD NEWS				
	Lead news on social development issues	Lead news on economic development issues	Lead news on politics development issues	Total
	Lead news	Lead news	Lead news	
Uhuru	5	2	21	28
Nipashe	8	1	19	28
Mwananchi	4	0	24	28
Mtanzania	4	2	22	28
Majira	8	1	19	28
Jambo Leo	3	1	24	28
Habari Leo	7	4	17	28
The Guardian	10	10	8	28
Daily News	10	8	10	28
The Citizen	7	8	12	27
Tanzania Daima	1	2	25	28
Total newspaper news	67	39	201	28
Radio One Stereo	18	4	6	28
TBC Tafa radio	10	4	10	24
Total radio stories	28	8	16	52
ITV television	16	--	12	28
TBC1 television	10	4	10	24
Total television stories	26	9	17	52
Grand total TV and radio news	54	17	33	104
Total media lead news	121	56	234	411

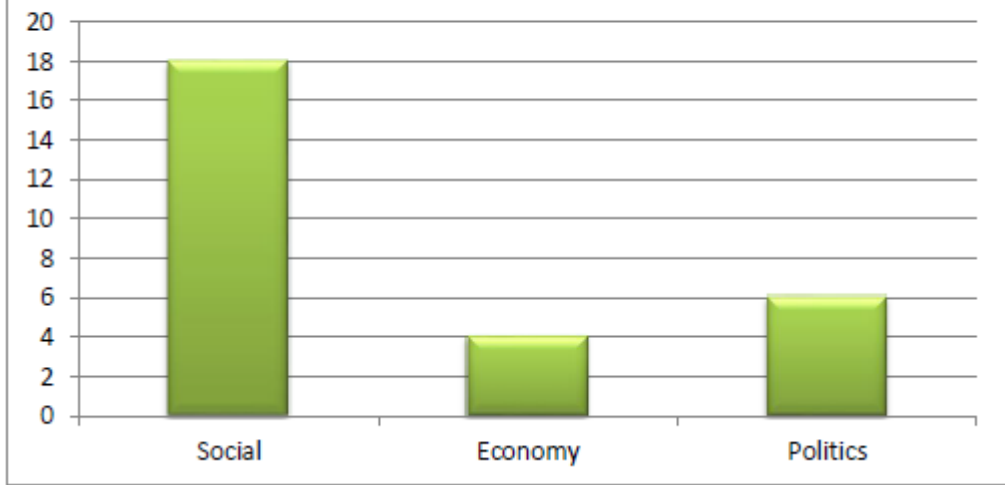
Figure 5.2 : Development issues in the lead news



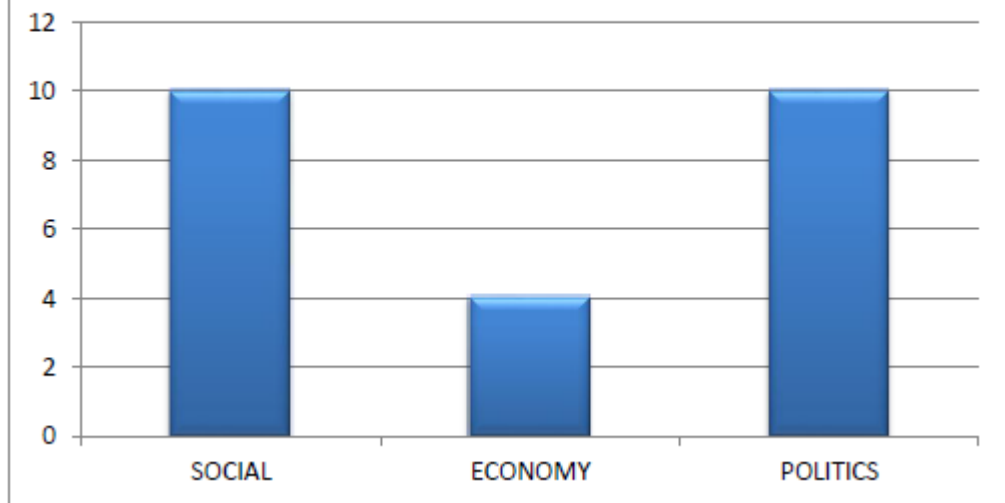
Graph 5.4: Development issues in the newspapers lead news



**Graph 5.5: Radio One Stereo
Lead news**



Graph 5.6: TBC Taifa lead news



Graph 5.7: ITV lead news

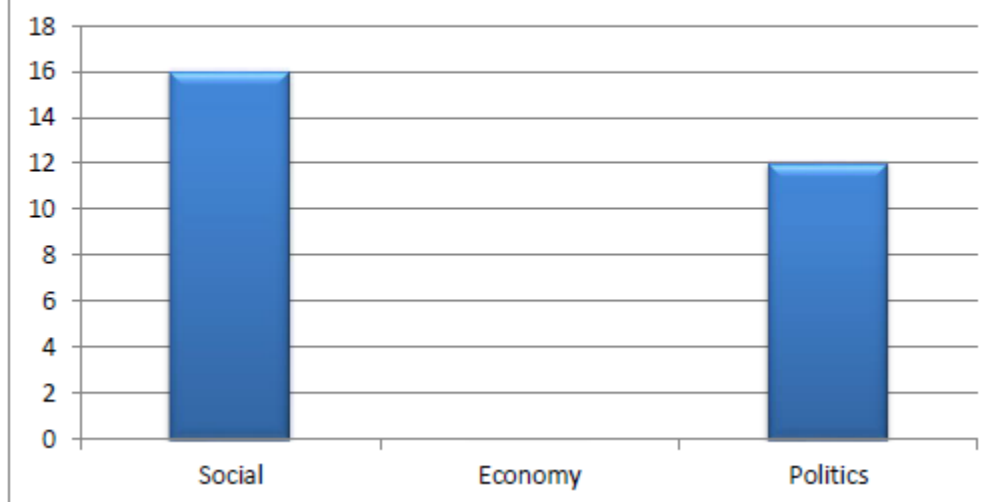
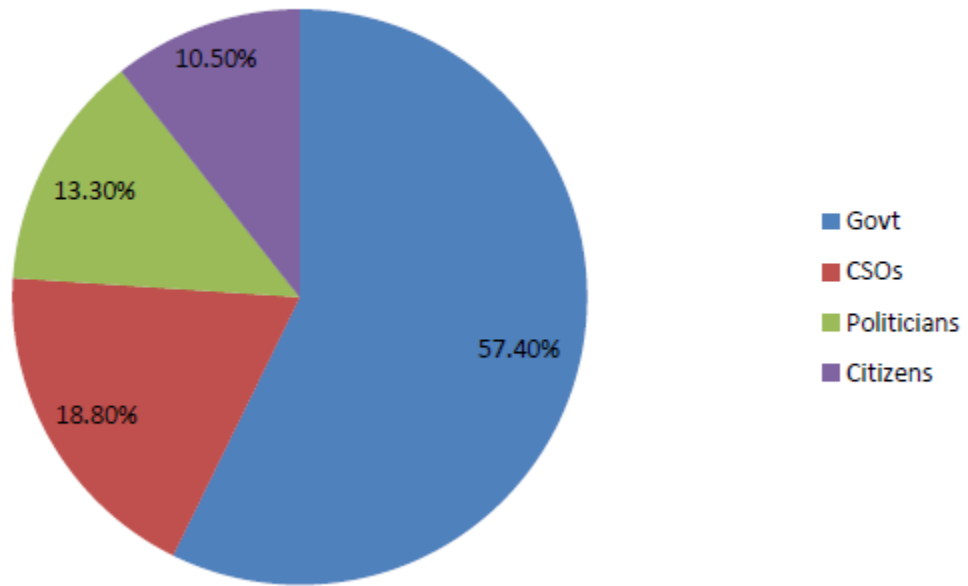


TABLE 5.10: THE CATEGORIES OF PEOPLE IN THE NEWS

Media	Total	Government	%	Politicians	%	CSO	%	Citizens	%
Uhuru	1072	658	61.4	190	17.7	115	10.7	109	10.1
Nipashe	1427	846	59.3	209	14.6	269	18.9	03	7.2
Mwananchi	1444	838	58	203	14.1	267	18.5	136	9.4
Mtanzania	913	476	52	156	17	182	20	99	11
Majira	1500	843	56.2	217	14.5	301	20	139	9.3
JamboLeo	983	566	57.6	114	11.6	211	21.5	92	9.3
HabariLeo	1445	885	61.3	171	11.8	252	17.4	137	9.5
The Guardian	781	488	62.3	42	8.6	212	27.1	39	8
Daily News	1386	869	62.7	86	6.2	306	22.1	125	9
The Citizen	961	518	54	127	13.2	206	21.4	110	11.4
Tanzania Daima	910	429	47.1	163	17.9	208	23	110	12
	12822	7416	57.8	1678	13.1	2529	19.7	1199	9.4
TBC 1	433	290	67	62	14.3	45	10.4	36	8.3
ITV	814	311	38.2	124	15.2	122	15	257	31.6
	1247	601	48.2	186	15	167	13.4	293	23.4
TBC Taifa	433	290	67	62	14.3	45	10.4	36	8.3
Radio One	135	91	67.4	19	14.1	16	11.8	9	6.7
	568	381	67.1	81	14.2	61	10.7	45	8
Grand total	14637	8398	57.4	1945	13.3	2757	18.8	1537	10.5

Figure 5.3: Categories of people in the news



Graph: 5.8: Views in the radio news bulletins

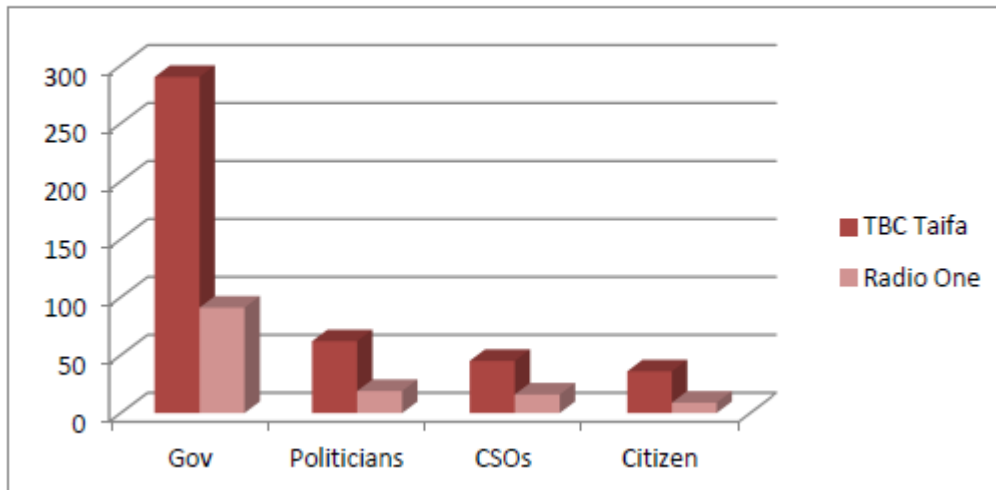
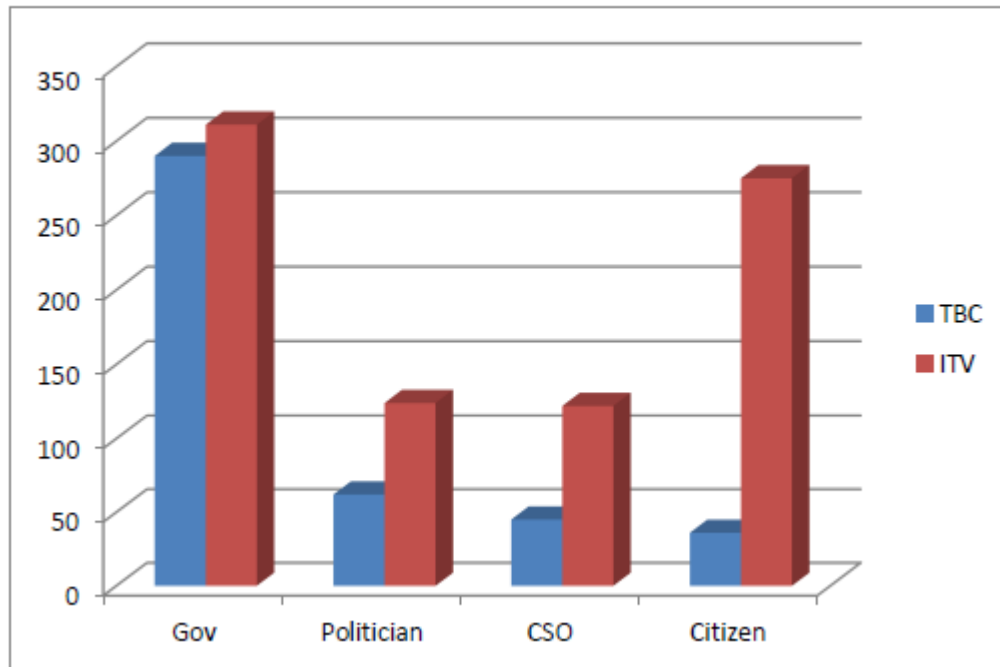


Figure 5.9: Categories of people in the television news bulletins



Graph 5.10: Categories of people quoted in the newspapers' news

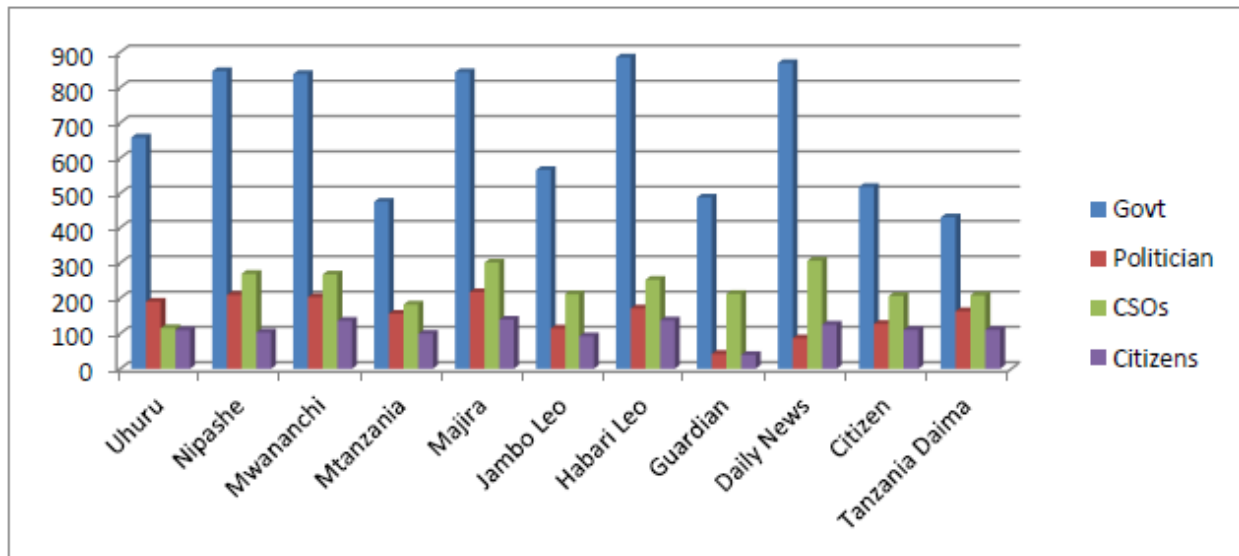


Table 5.11. NUMBER OF PEOPLE QUOTED IN EACH NEWS

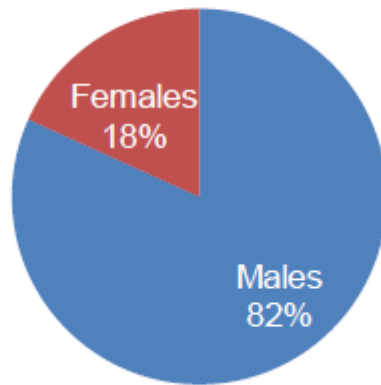
Name of the newspaper	Total number news published	Number of People quoted in news	Average people in a news item
Uhuru	910	1072	1.2 = 1
Nipashe	988	1427	1.4 = 1
Mwananchi	1173	1444	1.2 = 1
Mtanzania	791	913	1.15 = 1
Majira	986	1500	1.5 = 1
Jambo Leo	749	983	1.3 = 1
Habari Leo	1016	1445	1.4 = 1
The Guardian	534	781	1.46 = 1
Tanzania Daima	804	910	1.13 = 1
The Daily News	862	1386	1.6 = 1
The Citizen	794	961	1.2 = 1
	9607	12822	
TBC1	176	433	1.9 = 2
ITV	332	1261	3.8 = 4
Total			
TBC Taifa	146	433	2.9 = 3
Radio One	110	135	1.2 = 1
Total			

6.4 Number of males and females quoted in the news

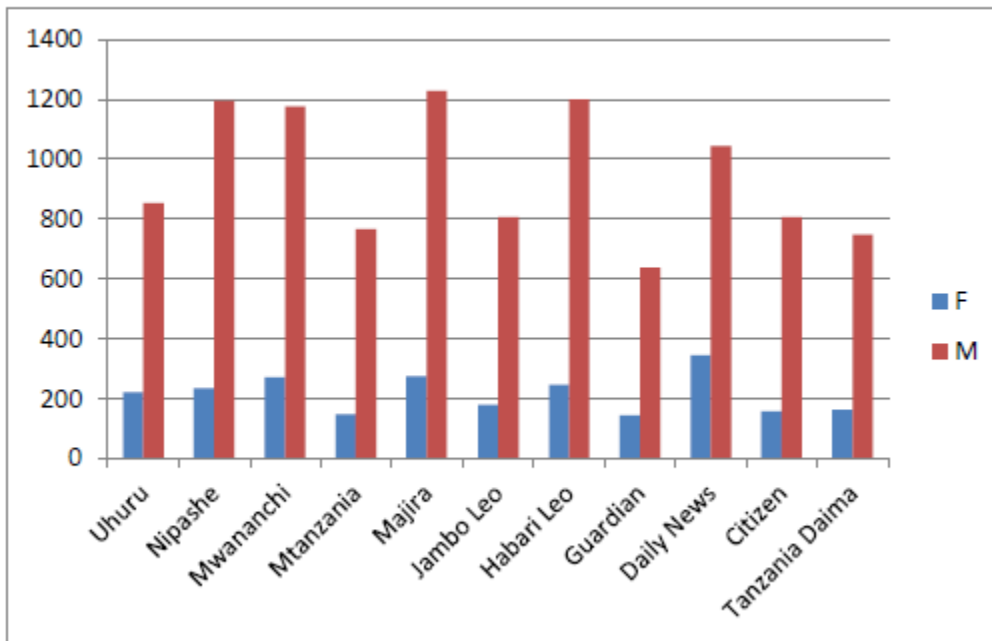
TABLE 5. 12: MALES AND FEMALES QUOTED IN THE NEWS

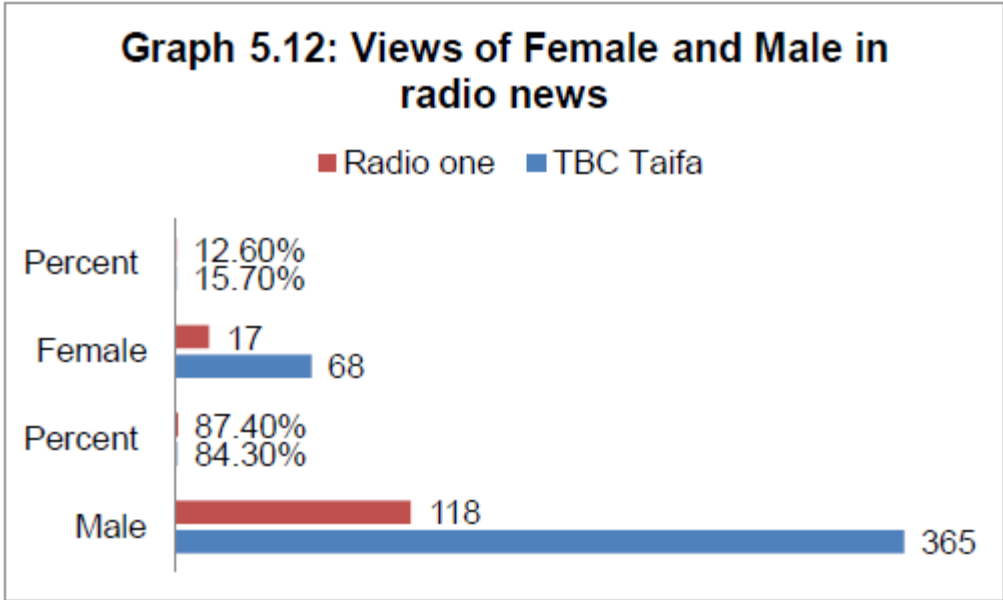
The media	Total	Female	Percent	Male	Percent
Uhuru	1072	219	20.4%	853	79.6%
Nipashe	1427	234	16.4%	1193	83.6%
Mwananchi	1444	270	18.7%	1174	81.3%
Mtanzania	913	146	16%	767	84 %
Majira	1500	273	18%	1227	82.%
JamboLeo	983	176	18%	807	82%
HabariLeo	1445	246	17%	1199	83%
TanzaniaDaima	910	163	18%	747	82%
The Guardian	781	145	18.6%	636	81.4%
Daily News	1386	343	24.7%	1043	75.3%
The Citizen	961	156	16.2%	805	83.8%
Sub-total gender in newspapers' news	12822	2371	18.5%	10451	81.5%
Radio One Stereo	135	17	12.6%	118	87.4%
TBC Taifa	433	68	15.7%	365	84.3%
Sub-total gender in radio news bulletins	568	85	14.9%	483	85.1%
ITV television	832	122	14.7%	710	85.3%
TBC1 television	433	68	15.7%	365	84.3%
Sub-total gender in television bulletins	1265	190	15%	1075	85%
Total Gender in the media news	14655	2646	18%	12009	82%

Pie chart 5.4 Percentage of males and females benefited with news as development opportunity



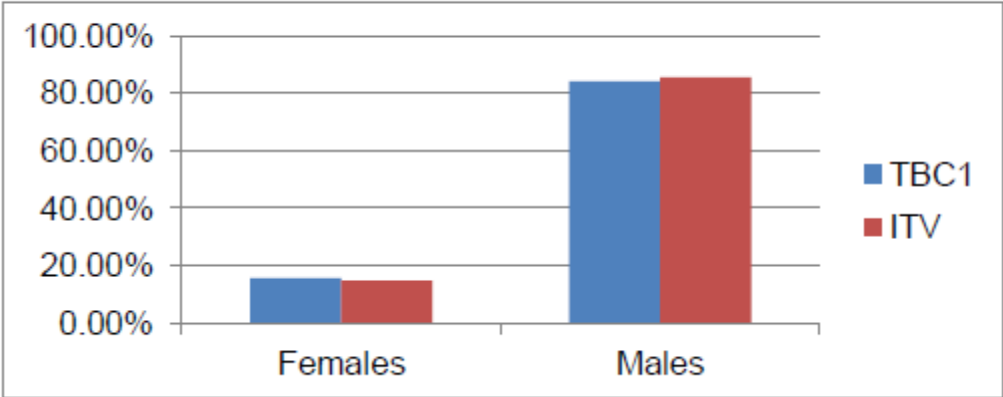
Graph 5.11: Number of males and females in the newspapers' news





5.4.3 Number of males and females in the television news bulletins

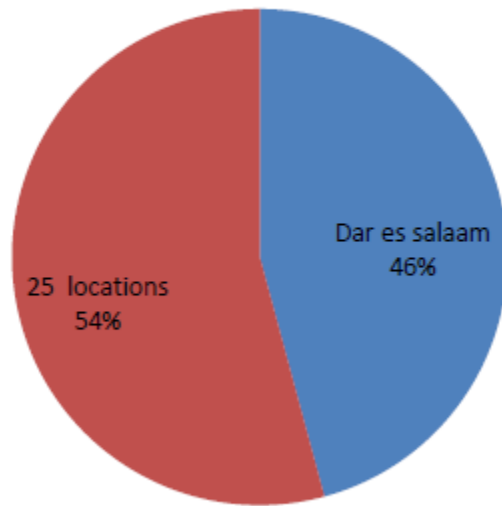
Graph 5.13:



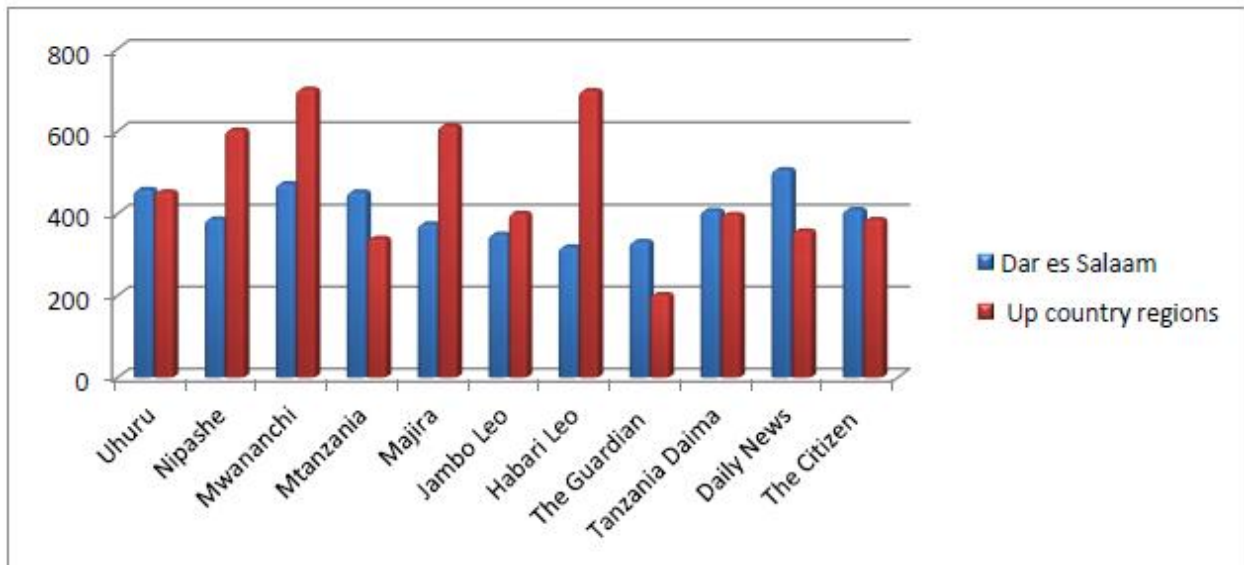
5.6 The number of news from Dar es Salaam and up country regions

The media	Total News	News from Dar es Salaam	% of the news	News from up country regions	% of the news
Uhuru	910	458	50.3%	452	49.7%
Nipashe	988	386	39%	602	61%
Mwananchi	1173	472	40.2%	701	59.8%
Mtanzania	791	452	57.1%	339	42.9%
Majira	986	374	37.9%	612	62.1%
Jambo Leo	749	349	46.6%	400	53.4%
Habari Leo	1016	318	31.3%	698	68.7%
The Guardian	534	331	62%	202	38%
Tanzania Daima	804	407	50.6%	397	49.4%
Daily News	862	506	58.6%	357	41.4%
The Citizen	794	409	51.5%	385	48.5%
Sub-total	9607	4462	46.4%	5145	53.6%
TBC1 television	176	44	25%	132	75%
ITV television	332	178	53.6%	154	46.4%
Sub-total	508	222	43.7%	286	56.3%
TBC Taifa radio	146	33	22.6%	113	77.4%
Radio one Stereo	110	33	30%	77	70%
Sub-total	256	66	25.8%	190	74.2%
GRAND TOTAL	10371	4750	45.8%	5621	54.2%

Pie chart 5.5: News distribution



News distribution in newspapers



5.6.2 Geographical origins of news in the radio and television bulletins

Table 5.14 : Television and radio news distribution per regions								
Regions	Radio news			Television news			Total TV & radio news	Times less than Dar
	Total news	TBC Taifa	Radio One Stereo	Total News	TBC1	ITV		
Da es salaam	66	33	33	222	44	178	288	
Dodoma	28	15	13	43	21	21	71	
Arusha	18	10	1	27	12	15	45	
Morogoro	14	8	6	30	9	21	44	
Kilimanjaro	12	5	7	19	5	14	31	
Zanzibar	12	6	6	15	6	9	27	
Iringa	13	7	6	13	6	7	26	
Mbeya	11	10	1	15	11	4	26	
Mwanza	9	3	6	16	3	13	25	
Mara	6	3	3	17	5	12	23	
Manyara	7	7	0	15	7	8	22	
Pwani	6	2	4	13	4	9	19	
Tabora	6	5	1	10	7	3	16	
Singida	8	4	4	8	5	3	16	
Tanga	5	3	2	11	5	6	16	
Kigoma	5	5	0	7	5	2	12	
Kagera	4	3	1	6	5	1	10	
Ruvuma	5	5	0	5	5	0	10	
Katavi	3	3	0	4	3	1	7	
Shinyanga	3	2	1	2	2	0	5	
Mtwara	4	1	3	1	1	0	5	
Njombe	2	2	0	2	2	0	4	
Rukwa	3	1	2	1	1	0	4	
Lindi	2	1	1	2	2	0	4	
Geita	2	0	2	2	0	2	4	
Simiyu	0	0	0	0	0	0	0	
London	4	2	2	-	-	-	4	
Total	256	146	110	508	176	332	764	

5.7 The number of females and males news reporters

Table 5.15 : Males and Females involved in news framing					
The media	Total number	Reporters		Male	Percent
		Female	Percent		
Uhuru	571	221	38.7%	350	61.3%
Nipashe	867	303	34.9%	564	65.1%
Mwananchi	943	405	43%	538	57%
Mtanzania	660	246	37.3%	414	62.7%
Majira	850	421	49.5%	429	50.5%
JamboLeo	582	248	42.6%	334	57.4%
HabariLeo	797	346	43.4%	451	56.6%
The Guardian	337	57	17%	280	83%
Tanzania Daima	576	94	16.3%	482	83.7%
Daily News	588	183	31.1%	405	68.9%
The Citizen	665	258	38.8%	407	61.2%
Sub Total newspapers	7438	2782	37.4%	4654	62.6%
TBC1	196	84	42.9%	112	57.1%
ITV	255	98	38.4%	157	61.6%
Sub Total television	451	182	40.4%	269	59.6%
TBC Taifa	98	42	42.9%	56	57.1%
Radio One Stereo	107	33	30.8%	74	69.2%
Sub Total radio	205	75	36.6%	130	63.4%
Total media reporters	8094	3039	37.6%	5053	62.4%

Number of females and males news reporters

