



Promoting freedom, responsibility and professionalism of the media

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## **The Role of Media in Corruption and Crime Prevention**

Kigali, June 2013



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# Abstract

The role of media is critical in promoting good governance and curbing corrupt practices and other crimes. The media not only reports and raises public awareness, it also highlights causes, consequences and possible remedies and investigates incidents of the kind. In order to be effective, the media relies on access to information, as well as the professional and ethical cadres of investigative journalism.

The present monitoring work portrays the initiative undertaken by the Media High Council to provide basic data on media's performance in preventing crime in general and corruption in particular, which will enable it determine the gaps to inform strategic actions for capacity building. It examines how the media exposes corrupt leaders and citizens, prompts investigations and reinforces the work and legitimacy of anti-corruption and anti-crime bodies and recommends changes to existing laws and regulations that in certain ways might create a conducive climate for corruption.

This work suggests, in addition, how the media can be strengthened, through special training courses, in investigative journalism, the need to improve protection for journalists who investigate corruption and other crimes, and to advocate for press freedom and media accountability.

**Emmanuel MUGISHA**

Executive Secretary



# Executive summary

## Preamble

The Media High Council undertook this media monitoring exercise to reveal the strengths and weaknesses of media content in fighting, exposing and educating against crimes and corrupt practices in the public and private sectors. This initiative has provided basic data on the media's impact in preventing crime and corruption, which will enable the Media High Council and other media stakeholders to determine the gaps that in turn inform strategic actions towards capacity building.

## Methodology

The methodology applied in this research work was both quantitative and qualitative. Along with monitoring indicators/variables established and validated by stakeholders on January 24, 2013, statistical data were generated and further interpreted. The indicators in question include: topic of the story, type/format of the story, time and date of publication, coverage area, source indication, quality of information, etc. The material subjected to monitoring was sampled according to the purposive and judgmental methods. In this regard, focus was put on news reports recorded and gathered from fifteen media outlets (including 7 radio stations, 1 television station, 4 newspapers and 3 websites) between 4<sup>th</sup> – 10<sup>th</sup> December 2012 and 4<sup>th</sup> -10<sup>th</sup> February 2013.

## Key findings

Statistically, 153 news items in line with corruption issues and other crimes were identified and analysed. Overall, corruption matters were reported at a 35% rate, while other crimes encompass the remaining 65%. On the one hand, most reporters focused their coverage on major anti-corruption events; with the World Anti-Corruption Day taking 14.29% of coverage and the Anti-Corruption Week in Rwanda taking 5.71%. On the other hand, justice, sexual violence and fraud were found among the highest resonating topical issues in newscasts and featuring on newspaper and website pages, ranking 25.71%, 11.43% and 2.86% respectively. Findings indicate that 57.52% of the analysed information was corruption and crime preventive, and was meant to educate and raise public awareness about effects of the vice, while the remaining package consisted of cases under investigation (13.73%) and the judicial process (28.76%).

Geographically, issues of national and international scale were identified as the most predominant at a 31.37% and 17.65% rate respectively. As for district coverage, Nyarugenge (13.07%), Gisagara (8.50%) and Gasabo (6.54%) were found the most frequently visited by corruption/crime reporters. It is worth noting hereby that the official launch of the anti-corruption week in Gisagara District by the Rt. Hon. Prime Minister, and subsequent events held in Kigali City (namely the publication of the Bribe Index by TIR, and anti-corruption messages by higher authorities, among others) raised the score in these districts higher than elsewhere in the country.

This media monitoring exercise proves that journalists are more attracted to reporting events than raising issues in an analytical and investigative way, hence the predominance of articles in 'news story' format (90.20%).

The present media monitoring established an apparent discrepancy between voices from leaders (48.5%) and common citizens (9.6%), a phenomenon that applies to the police (6%) and other anti corruption/crime bodies (2.8%). In the same vein, public offices were found to be the most contacted when seeking information (62%), compared to private ones (16%), despite the need for an integrated effort by the Government, the private sector and the civil society in the fight against corruption.

Journalistic standards of balance and accuracy were measured and 94% of analyzed stories scored favourably. In addition, the 'presumption of innocence' principle was fully respected and no obstacle was reported in the search for information.

## **Recommendations**

From this study, it is evident that media outlets focusing on education and awareness against corruption and other crimes form the core pillar of intervention to foster good governance in a free and safe society. Analysis of coverage on these issues suggests that:

- In their efforts to hold public and private institutions to account, journalists ought to analyse and investigate corruption cases and bring out the voice of the public in their reports;
- Journalists should be trained to better produce news reports of different formats/types other than hard news stories;
- The visibility and effectiveness of the civil society's intervention



on corruption issues should be improved in the media;

- Media outlets, anti-corruption and anti-crime bodies should establish a joint mechanism to encourage citizens to report corruption cases;
- The concerned government institutions as well as independent organisations should advocate for better protection of journalists who expose corruption;
- Provision should be made for media practitioners to acquire more skills in investigative journalism.



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## Abbreviations & Acronyms

- CNDP** : Commission Nationale des Droits de la Personne  
**IRDP** : Institut de Recherche et de Dialogue pour la Paix  
**TV** : Television  
**BBC** : British Broadcasting Corporation  
**ICTR** : International Criminal Tribunal for Rwanda  
**MHC** : Media High Council  
**FM** : Frequency Modulation  
**TIR** : Transparency International Rwanda



# General Introduction

## 0.1. Context and justification for media monitoring

The universal role of media is to inform, educate and entertain society. In so doing, the media shapes people's perception of the world, thus enabling them to make informed decisions in matters relating to good governance in both public and private business affairs. Rwanda's ambition to achieve an environment of zero tolerance to corruption depends on the active role of the media to foster good governance in a safe society.

A 2011 global report on graft released by the anti-corruption watchdog Transparency International ranked Rwanda the 4<sup>th</sup> least corrupt country in Africa and among top fifty "clean" countries in graft, worldwide. According to the 2012 Gallup poll, Rwanda came up as the top performer on safety, order and control of corruption in Africa<sup>1</sup>. That said however, the battle against corrupt practices remains tight. The Rwanda Bribery Index 2010 by the then Transparency Rwanda<sup>2</sup> (now known as Transparency International Rwanda) proved that corrupt practices still prevail, although not to an alarming extent.

In its unprecedented determination to get a safe and corruption-free society, Rwanda has established laws, rules and regulations towards reaching that goal. In this fight against corruption, the Media High Council believes that a free and independent media is one of the principal means for fighting corruption. This fight is carried out in two different ways:

\* By investigating and reporting on corruption. Media informs the public about corrupt activities perpetrated in both government offices and the private sector. Media provides information with which citizens can hold public and private institutions to account.

\* By promoting the anti-corruption efforts of civil society groups as well as promoting action by official bodies in charge of investigating and prosecuting corrupt acts. Alternatively, when official proceedings are conducted in an inept manner, media can push for reform by highlighting legal and institutional inadequacies.

1 Global States of Mind, New Metrics for World Leaders, October 2012

2 Transparency Rwanda, Rwanda Bribery Index 2010, April 2011

In this respect, besides various initiatives by both public and private entities in fostering a corruption-free society, the Media High Council has conducted a monitoring exercise to analyse the media's role in preventing crimes in general and corrupt practices in particular. This report analyses and reveals the strength and weaknesses of media content in fighting, exposing and educating against crimes and corruption. This initiative provided basic data on the media's performance in preventing crime and corruption which will enable the Media High Council to determine the way forward for capacity building.

## **0.2. Objectives**

### **0.2.1. General objective**

The overall objective of this monitoring is to portray the performance of media in fighting, exposing and educating against crime in general and corrupt practices in particular. In so doing, the contribution of media to good governance, security and processes of national development is highlighted.

### **0.2.2. Specific objectives**

Drawing from the general objective, this monitoring exercise is specifically meant to:

- i. Expose the focus of media on crime and corruption issues;
- ii. Equip public institutions and civil society organisations that fight crimes and corruption with qualitative analysis and quantitative data on areas that require more effort and improvement as revealed by media;
- iii. Promote accountability among both public and private institutions and encourage the observance of people's rights by authorities;
- iv. Nurture good governance and developmental journalism.



### **0.3. Report outline**

This report comprises several parts: the introductory part of the report gives a justification for the media monitoring on media coverage of crime related issues in general and corrupt practices in particular, and outlines the objectives of the monitoring exercise. The first Chapter highlights the applied methodology to the whole assignment, while the second Chapter presents a detailed analysis of findings in a both quantitative and qualitative angle. The last part of the report concludes the work and puts forward subsequent recommendations.

# Chapter One: How to Monitor?

## 1.1. Quantitative & qualitative approach

The methodology applied in this study is twofold: the quantitative was first applied and supplemented by the qualitative analysis. In other terms, the monitoring process began with the generation of numerical data, followed by the interpretation of these data. In more specific terms, the statistical results reflected in the present work were obtained through the utilisation of the SPSS software (Statistical Package for Social Sciences) in which a relevant database to the preset monitoring criteria was designed and fed with data accordingly. More importantly, these monitoring indicators were enriched and validated in a stakeholders' consultative meeting held on the 24<sup>th</sup> January 2013.

Preliminary findings of the assignment were obtained following the steps below:

- i. Determining the monitoring period,
- ii. Identifying media outlets to be monitored,
- iii. Selecting tools to use in capturing the data needed for the monitoring i.e. the BME (Broadcasting Monitoring Equipment) and developing a database in SPSS format,
- iv. Purchasing newspapers and retrieving radio and TV recordings for analysis, (at this stage, media monitors recorded evening news),
- v. Determining criteria of analysis,
- vi. Analysing information and feeding database,
- vii. Sorting and analysing statistical data.

## 1.2. Monitoring indicators

As mentioned in the previous paragraph, this media monitoring exercise was conducted following certain variables/indicators that were

elaborated by the MHC monitoring team, and subjected to a validation by stakeholders through a consultative meeting after scrutiny. This was meant to objectively and scientifically guide the analysis of media coverage on crime-related issues in general and corrupt practices in particular. These indicators include: topic of the story, type/format of the story, time and date of publication, coverage area, source indication and quality of information.

To better tackle the media content analysis, a pre-determined list of potential topical issues expected in news programmes was elaborated (in light of Rwanda’s Penal Code).

**Table 1: List of topics**

| Code | Description   |
|------|---|
| 1    | Corruption Related Issues   |
| 101  | Anti-corruption week (sensitisation programmes, research works, press conferences, ...)             |
| 102  | World anti-corruption day / Rwanda anti-corruption week   |
| 103  | Traffic of influence (ikoreshagitinyiro)  |
| 104  | Bribe   |
| 105  | Embezzlement  |
| 106  | Sexual advances   |
| 107  | Nepotism (ikimenyane)   |
| 108  | Research and publications on corruption   |
| 109  | Anti-corruption organisations (Ombudsman, Transparency International Rwanda, CNDP, IRDP, ...)       |
| 110  | Corruption victims  |
| 111  | Anti-corruption policies  |
| 112  | Complaints related to corruption  |
| 113  | Testimonies related to corruption   |
| 114  | Corruption convicts   |
| 115  | Anti-corruption strategies (declaration of assets, conferences, ceremonies, awareness campaigns...) |
| 116  | Any other corruption related issue  |
| 2    | Crime Related Issues  |
| 211  | Homicide (murder, suicide, parricide, spousal homicide, infanticide, poisoning)                     |
| 212  | Assault and battery, manslaughter, intentional bodily injuries and abortion                         |

| Code | Description   |
|------|---|
| 213  | Robbery   |
| 214  | Rape, sexual slavery, forced prostitution, forced sterilisation, or any other form of sexual violence of comparable gravity, child defilement |
| 215  | Extermination   |
| 216  | Enslavement   |
| 217  | Deportation or forcible transfer of population  |
| 218  | Imprisonment or other severe deprivation of physical liberty in violation of law  |
| 219  | Torture   |
| 220  | Persecution against a person on political, racial, national, ethnic, cultural, religious grounds or any other form of discrimination          |
| 221  | Enforced disappearance of persons   |
| 222  | Conspiracy and attempt  |
| 223  | Treason   |
| 224  | Drug smuggling & consumption  |
| 225  | Arm trafficking   |
| 226  | Human trafficking   |
| 227  | Gender based violence   |
| 228  | Fraud   |
| 229  | Internet-based crime  |
| 230  | Justice (Crime-related)   |
| 231  | Testimonies related to crime  |
| 232  | Research and publications on crime  |
| 233  | Crime prevention activities   |
| 234  | Arrests   |
| 235  | Crime of Genocide and crimes against humanity   |
| 2351 | Justice (Gacaca courts, ICTR and other international tribunals, ordinary tribunals and courts)  |
| 2352 | Negation and minimisation of the Genocide   |
| 2353 | Distortion of the Genocide  |
| 29   | Any other crime related issue   |

### 1.3. What to monitor?

In this monitoring exercise, not all media publications were analysed. Rather, specific focus was put on radio and TV newscast programmes

that were recorded and collected for analysis. Similarly, newspaper publications were purchased and gathered for monitoring. In addition, few websites with infomercial and educational content have been considered.

## 1.4. Sampling

Considering the cycle of radio and TV broadcasts (24/24 hours \* 7 days), differences in periodicity of newspaper publications as well as limitations in personnel at the Media High Council, the raw material/data to be analysed were narrowed according to purposive sampling techniques.

According to Wimmer & Dominick (2006:92), the purposive sampling starts with a purpose in mind and the sample is thus selected to include people of interest and exclude those who do not suit the purpose. They further assert that “this method is popular with newspapers and magazines that want to make a particular point. This is also true for marketing researchers who are seeking support for their product. They typically start with people in the street, first approaching only ‘likely suspects’ and then starting with questions that reject people who do not suit”<sup>3</sup>. This method was applied to both the nature of items to be analysed, and the selection of media outlets to monitor. In this respect, not the entire package of media outlet contents was analysed; but rather, the only items captured in this monitoring are those related to crimes in general and corruption in particular.

Besides, media outlets considered in this study were selected according to their nature (press, Internet and broadcasting). Given that several media outlets could have similar selection criteria, the selection was supplemented by judgmental sampling. The latter method, according to Linda Westfall (2008-2009)<sup>4</sup>, in judgmental sampling, the person doing the sample uses his or her knowledge or experience to select the items to be sampled.

## 1.5. Media outlets involved in the monitoring

As clarified in the section 1.4, not all media organs were subjected to this monitoring. Thus, a sample of fifteen media outlets was considered in this monitoring (i.e. 5 commercial radio stations broadcasting in Kigali, 1 foreign broadcaster and 1 public broadcaster, 1 television station, 4 newspapers and 3 websites)<sup>5</sup>.

3 Wimmer & Dominick (2006), *Mass Media Research: An Introduction*, Eighth Edition

4 Linda Westfall (2008-2009), *The Certified Software Quality Engineer Handbook*, ASQ Quality Press

5 Note: Participants at the consultative meeting with stakeholders expressed to need to also consider radio Salus, Huguka FM & [www.kigalitoday.com](http://www.kigalitoday.com) as part of the sample, but this has not been possible as the MHC archiving system had encountered technical problems.

**Table 2: Media outlets involved in the monitoring**

| Media type   | Radio stations   |                                |
|--------------|--|--------------------------------|
|              | Media name   | Media nature                   |
| Broadcasting | Radio Rwanda   | National Public Broadcaster    |
|              | Flash FM   | Commercial Private Broadcaster |
|              | Radio 10   | Commercial Private Broadcaster |
|              | Contact FM   | Commercial Private Broadcaster |
|              | BBC Gahuzamiryango   | Foreign Broadcaster            |
|              | Isango Star  | Commercial Private Broadcaster |
|              | City Radio   | Commercial Private Broadcaster |
|              | TV station   |                                |
|              | Rwanda Television  | National Public Broadcaster    |
| Print        | Newspapers   |                                |
|              | Imvaho Nshya   | Government Daily Newspaper     |
|              | The New Times  | Private Daily Newspaper        |
|              | Umwezi   | Private Weekly Newspaper       |
|              | The Rwanda Focus   | Private Weekly Newspaper       |
| Internet     | Online based media   |                                |
|              | <a href="http://www.igihe.com">www.igihe.com</a>                     |                                |
|              | <a href="http://www.umuseke.com">www.umuseke.com</a>                 |                                |
|              | <a href="http://www.greatlakesvoice.com">www.greatlakesvoice.com</a> |                                |

### 1.6. Data collection period

Data monitored were to be collected in a twofold period: from 4<sup>th</sup> to the 10<sup>th</sup> December 2012 - one day before the corruption week - and from the 4<sup>th</sup> to 10<sup>th</sup> February 2013 - one day after the World anti-Corruption Day. This time split was aimed at exposing media’s efforts in fighting corruption related crimes beyond intensive anti-corruption campaigns.

### 1.7. Operational definitions of some journalistic standards

As explained under section 1.1., the methodology applied to this monitoring is both quantitative and qualitative. By « quantitative analysis », reference is made to the process that leads to generating

numerical data per each criterion of analysis while « qualitative analysis » refers to the interpretation of the data. In the context of the present study, this interpretation is supplemented by the measurement of journalistic standards of balance, accuracy, news source attribution and objectivity, definitions<sup>6</sup> of which are provided in the following lines.

### **1.7.1. News sourcing**

In the context of this study, a news source is referred to as a person who is directly or indirectly accessed (and may be either directly or indirectly quoted) in the information gathering stage of reporting. Secondary sources of information are also considered as sources where they are directly or indirectly quoted. Secondary sources of information usually take the form of a report, articles, or other pieces of written information, which are directly or indirectly quoted in stories. For example, if an excerpt of a story is directly taken from a UNESCO report, the latter will be considered a secondary source<sup>7</sup>.

### **1.7.2. Balance**

Balance in journalism implies that journalists should ensure that in their reporting, all subjects in the story receive a fair and equal platform to give their side of the story. In this monitoring exercise, a story is considered to be balanced when it:

- ✓ Identifies sources by name unless justifiable anonymity is clearly stated;
- ✓ Gives consideration to all sides involved;
- ✓ Is not one-sided/single sourced;
- ✓ Has interviewed a wide variety of relevant sources (or indicated that he/she tried to do so);
- ✓ Uses statistics/figures/facts, or evidence sourced from a relevant authority where necessary.

### **1.1.3. Accuracy**

Accuracy is one of the key principles in journalism, albeit abstract. A story is considered to be accurate when it:

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6 Media Monitor's Handbook: A Practical Guide to Monitoring Election Coverage, Kigali, 2008  
7 MHC, Op. cit., p. 28

- ✓ Clearly states the proper name of the subject of the story (who),
- ✓ Clearly states the correct details of the subject (e.g. age, occupation, area of residence, nationality, etc.),
- ✓ Gives clear presentation of what the story is about - Who, What, Where, When, Why and How- and
- ✓ States issues in their proper order of occurrence.

#### 1.7.4. Bias

The ethics of the journalism profession require journalists not to be biased. Bias may occur in different ways:

1. For example, a story would be biased when it refers to a subject not convicted by a competent Court of Law as: 'thief'; liar, 'conman', rapist; 'corrupt'; genocide denier, etc.
2. Language bias occurs<sup>8</sup> where the language used in a news item clearly and distinctly favours one party or source over another, or substantially disfavours or damages the image of another source. Language bias consists of, Exaggeration, Trivialization, and Generalisation. The following are questions that may assist in identifying bias cases:
  - ✓ Is there any language in the item that is damaging to any of the sources mentioned?
  - ✓ Does the item exaggerate any particular incident/event/issue/source by using dramatic language?
  - ✓ Does the item trivialise any particular incident/event/issue/source? Is demeaning or dismissive language used?
  - ✓ Does the item generalise any particular incident/event/issue/source? Is vague language applied?



### 1.7.5. Editorial balance

To produce a well-elaborated report/story, journalists are expected to:

- ✓ separate news from opinion;
- ✓ clearly mark pages/programs by what is published on it (e.g. editorial, opinion, ad, etc);
- ✓ not to trivialise a subject or an important issue;
- ✓ not to misrepresent an issue/claim/assertion;
- ✓ state facts and not emotions and feelings;
- ✓ where not sure, use words that suggest scepticism of what is being said, such as 'claimed' or 'alleged';
- ✓ not to make an assertion/statement of fact without supporting evidence or source;
- ✓ not to disguise an opinion/analysis as factual news;
- ✓ not to make assumptions and drawing unsupported conclusions;
- ✓ ensure that headlines accurately reflect story content.

### 1.7.6. Defamation

According to Nypels, as quoted by Stephen Hoebeke and Bernard Mouffre (1996 and 2001 : 368)<sup>9</sup>, « defamation and calumny consist of maliciously attributing a prohibited and/or non-obvious fact to someone in public with no legal basis, with the intention of harming his/her reputation. These two offences differ from each other in that there is defamation when the author of the allegations is not allowed to prove his/her accusations or when the veracity is hard/impossible to prove; and there is calumny when the author, though legally authorised to prove them, does not provide them ». Defamation refers to any intentional false communication either written or spoken that harms a person's reputation, decreases the respect, the regard or confidence in which a person is held.

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<sup>9</sup> Stéphane Hoebeke et Bernard Mouffre, *Le droit de la presse*, Bruylant Academia, Lovain-la-Neuve, 1996 et 2001, p.368

### ***1.7.7. Innocence presumption***

While disseminating information, journalists are always urged to presume innocent persons who are suspected, punishable or criminal, until such persons are proven guilty by a competent Court of Law. Not only is this principle a legal requirement, but also an ethical practice as reflected in article 18 of the 2011 Code of Ethics governing journalists, other media professionals and the media in Rwanda.

# Chapter Two: Findings

## 2.1. What makes news?

Crimes often attract the keen interest of media reporters and readily attract the attention of readers, listeners and viewers. Sometimes crime reflects important issues in society: corruption, drugs, sexual violence, etc that require efforts of several key players to combat. By exposing such malpractices, the media is fulfilling its utmost role of educating people on how to uphold personal and professional integrity in a clean, safe and developing society. In this respect, the present work has sought to know which crime related issues are addressed by media reporters through news programmes. Table 3 depicts related details.

**Table 3: News subjects**

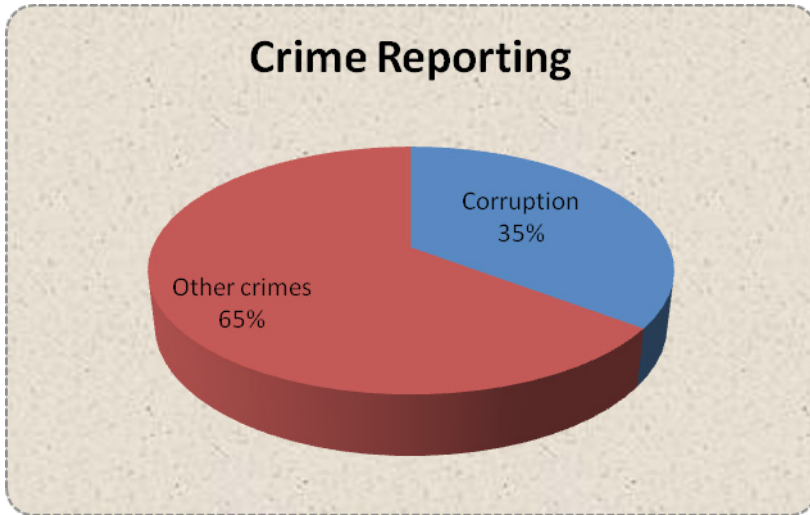
| Topic raised  | Broadcasting |          |          |            |     |             |            |           | Print |       |              | Online        |                  |       |      |               |                 |                         |       |       |  |
|---|--------------|----------|----------|------------|-----|-------------|------------|-----------|-------|-------|--------------|---------------|------------------|-------|------|---------------|-----------------|-------------------------|-------|-------|--|
|   | Radio Rwanda | Flash FM | Radio 10 | Contact FM | BBC | Isango Star | City Radio | Rwanda TV | Total | %     | Imvaho Nshya | The New Times | The Rwanda Focus | Total | %    | www.igthe.com | www.umuseke.com | www.greatlakesvoice.com | Total | %     |  |
|   |              |          |          |            |     |             |            |           |       |       |              |               |                  |       |      |               |                 |                         |       |       |  |
| Corruption Related issues   |              |          |          |            |     |             |            |           |       |       |              |               |                  |       |      |               |                 |                         |       |       |  |
| Anti-corruption week (sensitisation programmes, research works, press conferences, ...)       | 3            | 1        | 0        | 0          | 0   | 3           | 2          | 5         | 14    | 18.67 | 2            | 2             | 0                | 4     | 9.30 | 1             | 1               | 0                       | 2     | 5.71  |  |
| World anti-corruption day / Rwanda anti-corruption week                                       | 2            | 0        | 0        | 0          | 0   | 0           | 0          | 0         | 2     | 2.67  | 1            | 0             | 0                | 1     | 2.33 | 5             | 0               | 0                       | 5     | 14.29 |  |
| Traffic of influence  | 0            | 0        | 0        | 0          | 0   | 0           | 0          | 0         | 0     | 0.00  | 0            | 0             | 0                | 0     | 0.00 | 0             | 0               | 0                       | 0     | 0.00  |  |
| Bribe   | 0            | 0        | 2        | 0          | 0   | 0           | 0          | 0         | 2     | 2.67  | 0            | 0             | 0                | 0     | 0.00 | 0             | 0               | 0                       | 0     | 0.00  |  |
| Embezzlement  | 0            | 0        | 0        | 0          | 0   | 1           | 0          | 1         | 1     | 1.33  | 0            | 0             | 0                | 0     | 0.00 | 1             | 0               | 0                       | 1     | 2.86  |  |
| Sexual advances   | 0            | 0        | 0        | 0          | 0   | 0           | 0          | 0         | 0     | 0.00  | 0            | 0             | 0                | 0     | 0.00 | 0             | 0               | 0                       | 0     | 0.00  |  |
| Nepotism  | 0            | 0        | 0        | 0          | 0   | 1           | 0          | 0         | 1     | 1.33  | 0            | 0             | 0                | 0     | 0.00 | 0             | 0               | 0                       | 0     | 0.00  |  |
| Research and publications on corruption   | 0            | 2        | 0        | 1          | 1   | 1           | 0          | 1         | 6     | 8.00  | 0            | 0             | 0                | 0     | 0.00 | 0             | 1               | 1                       | 2     | 5.71  |  |
| Anti-corruption organisations (Ombudsman, Transparency International Rwanda, CNDP, IRDP, ...) | 0            | 1        | 0        | 0          | 1   | 1           | 0          | 0         | 3     | 4.00  | 0            | 0             | 0                | 0     | 0.00 | 1             | 0               | 0                       | 1     | 2.86  |  |
| Corruption victims  | 0            | 0        | 0        | 0          | 0   | 0           | 0          | 0         | 0     | 0.00  | 0            | 0             | 0                | 0     | 0.00 | 0             | 0               | 0                       | 0     | 0.00  |  |

| Topic raised  | Broadcasting |          |          |            |     |             |            |           |       | Print |              |               |                  | Online |      |              |                 |                         |       |      |
|---|--------------|----------|----------|------------|-----|-------------|------------|-----------|-------|-------|--------------|---------------|------------------|--------|------|--------------|-----------------|-------------------------|-------|------|
|   | Radio Rwanda | Flash FM | Radio 10 | Contact FM | BBC | Isango Star | City Radio | Rwanda TV | Total | %     | Imvaho Nshya | The New Times | The Rwanda Focus | Total  | %    | www.igih.com | www.umuseke.com | www.greatlakesvoice.com | Total | %    |
| Anti-corruption policies  | 0            | 0        | 0        | 0          | 0   | 0           | 0          | 0         | 0     | 0.00  | 0            | 0             | 0                | 0      | 0.00 | 0            | 0               | 0                       | 0     | 0.00 |
| Complaints related to corruption  | 0            | 0        | 0        | 0          | 0   | 0           | 0          | 0         | 0     | 0.00  | 0            | 0             | 0                | 0      | 0.00 | 0            | 0               | 0                       | 0     | 0.00 |
| Testimonies related to corruption   | 0            | 0        | 0        | 0          | 2   | 0           | 0          | 2         | 2     | 2.67  | 0            | 0             | 0                | 0      | 0.00 | 0            | 0               | 0                       | 0     | 0.00 |
| Corruption convicts   | 0            | 0        | 0        | 0          | 0   | 0           | 0          | 0         | 0     | 0.00  | 0            | 0             | 0                | 0      | 0.00 | 0            | 0               | 0                       | 0     | 0.00 |
| Anti-corruption strategies (declaration of assets, conferences, Ceremonies, awareness campaigns...) | 0            | 0        | 0        | 0          | 0   | 0           | 0          | 0         | 0     | 0.00  | 3            | 0             | 1                | 4      | 9.30 | 0            | 1               | 0                       | 1     | 2.86 |
| Any other corruption related issue  | 0            | 0        | 0        | 0          | 0   | 0           | 0          | 0         | 0     | 0.00  | 1            | 0             | 0                | 1      | 2.33 | 1            | 0               | 0                       | 1     | 2.86 |
| Crime Related issues  |              |          |          |            |     |             |            |           |       |       |              |               |                  |        |      |              |                 |                         |       |      |

| Topic raised  | Broadcasting |          |          |            |     |             |            |           |       | Print |              |               |                  | Online |      |                |                 |                         |       |       |
|---|--------------|----------|----------|------------|-----|-------------|------------|-----------|-------|-------|--------------|---------------|------------------|--------|------|----------------|-----------------|-------------------------|-------|-------|
|   | Radio Rwanda | Flash FM | Radio 10 | Contact FM | BBC | Isango Star | City Radio | Rwanda TV | Total | %     | Imvaho Nshya | The New Times | The Rwanda Focus | Total  | %    | www.igithe.com | www.umuseke.com | www.greatlakesvoice.com | Total | %     |
| Homicide (murder, suicide, parricide, spousal homicide, infanticide, poisoning)   | 1            | 0        | 0        | 0          | 0   | 0           | 0          | 1         | 2     | 2.67  | 2            | 1             | 0                | 3      | 6.98 | 1              | 0               | 0                       | 1     | 2.86  |
| Assault and battery, manslaughter, intentional bodily injuries and abortion   | 0            | 0        | 0        | 1          | 0   | 0           | 1          | 0         | 2     | 2.67  | 0            | 1             | 0                | 1      | 2.33 | 1              | 1               | 0                       | 2     | 5.71  |
| Robbery   | 1            | 0        | 0        | 0          | 0   | 0           | 1          | 0         | 2     | 2.67  | 1            | 0             | 0                | 1      | 2.33 | 1              | 0               | 0                       | 1     | 2.86  |
| Rape, sexual slavery, forced prostitution, forced sterilisation, or any other form of sexual violence of comparable gravity, child defilement | 0            | 1        | 0        | 0          | 1   | 1           | 2          | 0         | 5     | 6.67  | 0            | 2             | 0                | 2      | 4.65 | 3              | 1               | 0                       | 4     | 11.43 |
| Extermination   | 0            | 0        | 0        | 0          | 0   | 0           | 0          | 0         | 0     | 0.00  | 0            | 0             | 0                | 0      | 0.00 | 0              | 0               | 0                       | 0     | 0.00  |
| Enslavement   | 0            | 0        | 0        | 0          | 0   | 0           | 0          | 0         | 0     | 0.00  | 0            | 0             | 0                | 0      | 0.00 | 0              | 0               | 0                       | 0     | 0.00  |
| Deportation or forcible transfer of population  | 0            | 0        | 0        | 0          | 0   | 0           | 0          | 0         | 0     | 0.00  | 0            | 0             | 0                | 0      | 0.00 | 0              | 0               | 0                       | 0     | 0.00  |
| Imprisonment or other severe deprivation of physical liberty in violation of law  | 0            | 0        | 0        | 0          | 0   | 0           | 0          | 0         | 0     | 0.00  | 0            | 0             | 0                | 0      | 0.00 | 0              | 0               | 0                       | 0     | 0.00  |
| Torture   | 0            | 0        | 0        | 0          | 0   | 0           | 0          | 0         | 0     | 0.00  | 0            | 0             | 0                | 0      | 0.00 | 0              | 0               | 0                       | 0     | 0.00  |
| Persecution against a person on political, racial, national, ethnic, cultural, religious grounds or any other form of discrimination          | 0            | 0        | 0        | 0          | 0   | 0           | 0          | 0         | 0     | 0.00  | 0            | 0             | 0                | 0      | 0.00 | 0              | 0               | 0                       | 0     | 0.00  |

| Topic raised  | Broadcasting |          |          |            |     |             |            |           | Print |        |              |               | Online           |       |        |                 |                 |                         |       |        |
|---|--------------|----------|----------|------------|-----|-------------|------------|-----------|-------|--------|--------------|---------------|------------------|-------|--------|-----------------|-----------------|-------------------------|-------|--------|
|   | Radio Rwanda | Flash FM | Radio 10 | Contact FM | BBC | Isango Star | City Radio | Rwanda TV | Total | %      | Imvaho Nshya | The New Times | The Rwanda Focus | Total | %      | www.igihere.com | www.umuseke.com | www.greatlakesvoice.com | Total | %      |
| Enforced disappearance of persons   | 0            | 0        | 0        | 0          | 0   | 0           | 0          | 0         | 0     | 0.00   | 0            | 0             | 0                | 0     | 0.00   | 0               | 0               | 0                       | 0     | 0.00   |
| Conspiracy and attempt  | 0            | 0        | 0        | 0          | 0   | 0           | 0          | 0         | 0     | 0.00   | 0            | 0             | 0                | 0     | 0.00   | 0               | 0               | 0                       | 0     | 0.00   |
| Treason   | 0            | 0        | 0        | 0          | 0   | 0           | 0          | 0         | 0     | 0.00   | 0            | 0             | 0                | 0     | 0.00   | 0               | 0               | 0                       | 0     | 0.00   |
| Drug smuggling  | 0            | 0        | 1        | 0          | 0   | 0           | 0          | 0         | 1     | 1.33   | 0            | 1             | 0                | 1     | 2.33   | 0               | 0               | 0                       | 0     | 0.00   |
| Gender based violence   | 0            | 0        | 0        | 0          | 0   | 0           | 0          | 0         | 0     | 0.00   | 0            | 1             | 0                | 1     | 2.33   | 0               | 0               | 0                       | 0     | 0.00   |
| Fraud   | 0            | 0        | 0        | 0          | 0   | 0           | 1          | 0         | 1     | 1.33   | 2            | 0             | 0                | 2     | 4.65   | 0               | 1               | 0                       | 1     | 2.86   |
| Internet based crime  | 0            | 0        | 0        | 1          | 0   | 0           | 0          | 0         | 1     | 1.33   | 0            | 0             | 0                | 0     | 0.00   | 0               | 0               | 0                       | 0     | 0.00   |
| Justice (Crime related)   | 0            | 0        | 0        | 0          | 0   | 0           | 0          | 0         | 0     | 0.00   | 0            | 1             | 0                | 1     | 2.33   | 0               | 0               | 0                       | 0     | 0.00   |
| Crime prevention activities   | 0            | 0        | 1        | 0          | 0   | 0           | 0          | 0         | 1     | 1.33   | 1            | 1             | 0                | 2     | 4.65   | 0               | 0               | 0                       | 0     | 0.00   |
| Arrests   | 0            | 0        | 0        | 0          | 0   | 0           | 0          | 0         | 0     | 0.00   | 0            | 1             | 0                | 1     | 2.33   | 0               | 0               | 0                       | 0     | 0.00   |
| Crime of Genocide and crimes against humanity   | 0            | 0        | 0        | 3          | 0   | 0           | 0          | 0         | 3     | 4.00   | 0            | 2             | 0                | 2     | 4.65   | 2               | 0               | 0                       | 2     | 5.71   |
| Justice (Gacaca, ICTR and other international tribunals, ordinary tribunals and courts) | 3            | 2        | 8        | 2          | 2   | 5           | 2          | 0         | 24    | 32.00  | 1            | 11            | 0                | 12    | 27.91  | 5               | 4               | 0                       | 9     | 25.71  |
| Negotiation and minimisation of the Genocide  | 0            | 0        | 0        | 0          | 0   | 0           | 0          | 1         | 1     | 1.33   | 0            | 0             | 0                | 0     | 0.00   | 0               | 0               | 0                       | 0     | 0.00   |
| Any other crime related issue   | 1            | 0        | 0        | 0          | 0   | 0           | 0          | 0         | 1     | 1.33   | 2            | 2             | 0                | 4     | 9.30   | 2               | 0               | 0                       | 2     | 5.71   |
| Total   | 11           | 7        | 12       | 8          | 5   | 14          | 10         | 8         | 75    | 100.00 | 16           | 26            | 1                | 43    | 100.00 | 24              | 10              | 1                       | 35    | 100.00 |

Figure 1: Crime reporting



Overall, it can be deduced from Table 3 and Figure 1 that out of 153 crime related issues addressed by media<sup>10</sup>, a total of 54 or.35% were corruption related. Given the 'watchdog' role of media and in light of these results, a lot needs to be done in combating corruption. It is worth noting that most analysed stories in broadcasting, print and online media reflected the intensive awareness campaigns carried out during the anti-corruption week, the World anti-corruption day, as well as anti-corruption strategies respectively. About other crimes, statistics reveal that sexual violence, justice (in relation to the Genocide against Tutsi) and fraud cases are the most frequently reported in media.

## 2.2. Three stage reporting analysis

In crime reporting, journalists should follow up a case to its finality. To produce a clean, accurate and credible story, they are ethically required to indicate whether a case is under investigation, judicial processes or if a report is produced for prevention purposes. In so doing, they should gather all the facts from alleged criminals, victims and witnesses in the case. While undertaking this study, the monitoring team sought to know if media reporters accurately inform their audience/readership by

<sup>10</sup> Note: Reference made to Table 2, Umwezi newspaper was part of the sample. It however did not publish any issue during the monitoring period.



differentiating between suspects, culprits, and victims and about the implication of security services and the judiciary. Table 4 exhibits related details.

**Table 4: Phase of the crime / corruption case**

| Medium                  | Phase of crime / corruption case |               |           |        |
|-------------------------|----------------------------------|---------------|-----------|--------|
|                         | Prevention                       | Investigation | Judiciary | Total  |
| Radio Rwanda            | 6                                | 2             | 3         | 11     |
| Flash FM                | 4                                | 1             | 2         | 7      |
| Radio 10                | 5                                | 0             | 7         | 12     |
| Contact FM              | 6                                | 1             | 1         | 8      |
| BBC                     | 3                                | 0             | 2         | 5      |
| Isango Star             | 9                                | 1             | 4         | 14     |
| City Radio              | 4                                | 3             | 3         | 10     |
| Rwanda TV               | 7                                | 1             | 0         | 8      |
| Sub total               | 44                               | 9             | 22        | 75     |
| %                       | 58.67                            | 12.00         | 29.33     | 100.00 |
| Imvaho Nshya            | 13                               | 2             | 1         | 16     |
| The New Times           | 11                               | 3             | 12        | 26     |
| The Rwanda Focus        | 1                                | 0             | 0         | 1      |
| Sub total               | 25                               | 5             | 13        | 43     |
| %                       | 58.14                            | 11.63         | 30.23     | 100.00 |
| www.igihe.com           | 14                               | 5             | 5         | 24     |
| www.umuseke.com         | 4                                | 2             | 4         | 10     |
| www.greatlakesvoice.com | 1                                | 0             | 0         | 1      |
| Sub total               | 19                               | 7             | 9         | 35     |
| %                       | 54.29                            | 20.00         | 25.71     | 100.00 |
| Grand total             | 88                               | 21            | 44        | 153    |
| %                       | 57.52                            | 13.73         | 28.76     | 100.00 |

From the above table, it can be deduced on the one hand that a considerable portion (57.52%) of analysed news items was of preventive nature. This category included general information with awareness and educative ends about current misdeeds and their subsequent dangers in

society. On the other hand, findings show that media reporters managed to clearly mention whether a given case was under investigation or judicial process at a 13.73% and 28.76% rate respectively.

### **2.3. Coverage area**

Combating crimes in public and private services and in all sectors requires the utmost contribution of every Rwandan. The 2010 survey<sup>11</sup> by Transparency International Rwanda exposed the prevalence of bribery among district institutions at a rate of 0.5%. Alongside the ongoing joint battle against crimes in general and corrupt practices in Rwanda in particular, this study has sought to measure the prevalence of such incidences as exposed by media across the country. In this regard, each news item under analysis was geographically classified in terms of district (administrative units), national and international levels, with the subsequent picture revealing the media's efforts to foster a corruption-free and safe society.

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11 Transparency Rwanda, Op. cit.

**Table 5: Coverage area**

| Coverage area | Broadcasting |          |          |            |     |             |            |           | Print     |       |              |               | Online           |           |      |                | Grand total | % |                 |                        |           |      |
|---------------|--------------|----------|----------|------------|-----|-------------|------------|-----------|-----------|-------|--------------|---------------|------------------|-----------|------|----------------|-------------|---|-----------------|------------------------|-----------|------|
|               | Radio Rwanda | Flash FM | Radio 10 | Contact FM | BBC | Isango Star | City Radio | Rwanda TV | Sub total | %     | Imvaho Nshya | The New Times | The Rwanda Focus | Sub total | %    | www.igih.e.com |             |   | www.umuseke.com | www.greatakesvoice.com | Sub total | %    |
| Bugesera      | 0            | 0        | 0        | 0          | 0   | 0           | 0          | 0         | 0         | 0.00  | 1            | 0             | 0                | 1         | 2.33 | 0              | 0           | 0 | 0               | 0.00                   | 1         | 0.65 |
| Burera        | 0            | 0        | 0        | 0          | 0   | 0           | 0          | 0         | 0         | 0.00  | 0            | 0             | 0                | 0         | 0.00 | 0              | 0           | 0 | 0               | 0.00                   | 0         | 0.00 |
| Gakenke       | 0            | 0        | 0        | 0          | 0   | 0           | 0          | 0         | 0         | 0.00  | 0            | 0             | 0                | 0         | 0.00 | 0              | 0           | 0 | 0               | 0.00                   | 0         | 0.00 |
| Gasabo        | 0            | 0        | 0        | 0          | 1   | 1           | 0          | 0         | 2         | 2.67  | 1            | 1             | 0                | 2         | 4.65 | 1              | 5           | 0 | 6               | 17.14                  | 10        | 6.54 |
| Gatsibo       | 0            | 0        | 0        | 0          | 0   | 0           | 0          | 0         | 0         | 0.00  | 0            | 0             | 0                | 0         | 0.00 | 0              | 0           | 0 | 0               | 0.00                   | 0         | 0.00 |
| Gicumbi       | 0            | 0        | 1        | 0          | 0   | 0           | 0          | 0         | 1         | 1.33  | 0            | 0             | 0                | 0         | 0.00 | 0              | 0           | 0 | 0               | 0.00                   | 1         | 0.65 |
| Gisagara      | 1            | 3        | 0        | 0          | 0   | 1           | 2          | 1         | 8         | 10.67 | 0            | 1             | 0                | 1         | 2.33 | 2              | 2           | 0 | 4               | 11.43                  | 13        | 8.50 |
| Huye          | 0            | 0        | 0        | 0          | 0   | 0           | 0          | 0         | 0         | 0.00  | 0            | 1             | 0                | 1         | 2.33 | 0              | 0           | 0 | 0               | 0.00                   | 1         | 0.65 |
| Kamonyi       | 0            | 0        | 0        | 0          | 0   | 1           | 0          | 0         | 1         | 1.33  | 0            | 0             | 0                | 0         | 0.00 | 1              | 0           | 0 | 1               | 2.86                   | 2         | 1.31 |
| Karongi       | 0            | 0        | 0        | 0          | 0   | 0           | 0          | 0         | 0         | 0.00  | 0            | 0             | 0                | 0         | 0.00 | 0              | 0           | 0 | 0               | 0.00                   | 0         | 0.00 |
| Kayanza       | 0            | 0        | 0        | 0          | 0   | 0           | 0          | 0         | 0         | 0.00  | 0            | 0             | 0                | 0         | 0.00 | 1              | 0           | 0 | 1               | 2.86                   | 1         | 0.65 |
| Kicukiro      | 0            | 0        | 0        | 0          | 0   | 0           | 0          | 1         | 1         | 1.33  | 0            | 0             | 0                | 0         | 0.00 | 0              | 0           | 0 | 0               | 0.00                   | 1         | 0.65 |
| Kirehe        | 0            | 0        | 0        | 0          | 0   | 0           | 0          | 0         | 0         | 0.00  | 0            | 0             | 0                | 0         | 0.00 | 0              | 0           | 0 | 0               | 0.00                   | 0         | 0.00 |
| Muhanga       | 0            | 0        | 0        | 0          | 0   | 0           | 0          | 0         | 0         | 0.00  | 0            | 0             | 0                | 0         | 0.00 | 0              | 0           | 0 | 0               | 0.00                   | 0         | 0.00 |
| Musanze       | 1            | 0        | 0        | 0          | 0   | 0           | 0          | 0         | 1         | 1.33  | 0            | 0             | 0                | 0         | 0.00 | 1              | 0           | 0 | 1               | 2.86                   | 2         | 1.31 |
| Ngoma         | 0            | 0        | 0        | 0          | 0   | 0           | 0          | 0         | 0         | 0.00  | 0            | 0             | 0                | 0         | 0.00 | 0              | 0           | 0 | 0               | 0.00                   | 0         | 0.00 |
| Ngororero     | 0            | 0        | 0        | 0          | 0   | 0           | 0          | 0         | 0         | 0.00  | 0            | 0             | 0                | 0         | 0.00 | 0              | 0           | 0 | 0               | 0.00                   | 0         | 0.00 |
| Nyabihu       | 1            | 0        | 0        | 0          | 0   | 0           | 0          | 0         | 1         | 1.33  | 0            | 0             | 0                | 0         | 0.00 | 0              | 0           | 0 | 0               | 0.00                   | 1         | 0.65 |

| Coverage area  | Broadcasting |          |          |            |     |             |            |           | Print     |       |              |               | Online           |           |       | Grand total | %  |               |                 |                         |    |    |   |    |       |
|----------------|--------------|----------|----------|------------|-----|-------------|------------|-----------|-----------|-------|--------------|---------------|------------------|-----------|-------|-------------|----|---------------|-----------------|-------------------------|----|----|---|----|-------|
|                | Radio Rwanda | Flash FM | Radio 10 | Contact FM | BBC | Isango Star | City Radio | Rwanda TV | Sub total | %     | Imvaho Nshya | The New Times | The Rwanda Focus | Sub total | %     |             |    | www.igthe.com | www.umuseke.com | www.greattakesvoice.com |    |    |   |    |       |
|                |              |          |          |            |     |             |            |           |           |       |              |               |                  |           |       |             |    |               |                 |                         |    |    |   |    |       |
| Nyagatare      | 0            | 0        | 0        | 0          | 0   | 0           | 0          | 0         | 0         | 0.00  | 0            | 0             | 0                | 0         | 0.00  | 0           | 0  | 0             | 0               | 0.00                    | 0  | 0  | 0 | 0  | 0.00  |
| Nyamagabe      | 0            | 0        | 0        | 0          | 0   | 0           | 0          | 0         | 0         | 0.00  | 0            | 0             | 0                | 0         | 0.00  | 0           | 0  | 0             | 0               | 0.00                    | 0  | 0  | 0 | 0  | 0.00  |
| Nyamasheke     | 1            | 0        | 0        | 0          | 0   | 2           | 0          | 0         | 3         | 4.00  | 1            | 0             | 0                | 1         | 2.33  | 1           | 0  | 0             | 1               | 2.86                    | 1  | 0  | 0 | 1  | 2.86  |
| Nyanza         | 0            | 0        | 0        | 0          | 0   | 0           | 0          | 0         | 0         | 0.00  | 0            | 0             | 0                | 0         | 0.00  | 0           | 0  | 0             | 0               | 0.00                    | 0  | 0  | 0 | 0  | 0.00  |
| Nyanugenge     | 3            | 3        | 0        | 0          | 6   | 0           | 0          | 0         | 12        | 16.00 | 2            | 2             | 0                | 4         | 9.30  | 3           | 1  | 0             | 4               | 11.43                   | 3  | 1  | 0 | 4  | 13.07 |
| Nyanuguru      | 0            | 0        | 0        | 0          | 0   | 0           | 0          | 0         | 0         | 0.00  | 0            | 0             | 0                | 0         | 0.00  | 0           | 0  | 0             | 0               | 0.00                    | 0  | 0  | 0 | 0  | 0.00  |
| Rubavu         | 0            | 0        | 0        | 0          | 0   | 0           | 0          | 0         | 0         | 0.00  | 0            | 0             | 0                | 0         | 0.00  | 1           | 0  | 0             | 1               | 2.86                    | 1  | 0  | 0 | 1  | 2.86  |
| Ruhango        | 0            | 0        | 0        | 0          | 0   | 0           | 0          | 0         | 0         | 0.00  | 0            | 0             | 0                | 0         | 0.00  | 0           | 0  | 0             | 0               | 0.00                    | 0  | 0  | 0 | 0  | 0.00  |
| Rulindo        | 0            | 0        | 0        | 0          | 0   | 1           | 0          | 1         | 1         | 1.33  | 0            | 0             | 0                | 0         | 0.00  | 0           | 0  | 0             | 0               | 0.00                    | 0  | 0  | 0 | 0  | 0.00  |
| Rusizi         | 0            | 0        | 0        | 0          | 0   | 1           | 0          | 1         | 1         | 1.33  | 1            | 1             | 0                | 2         | 4.65  | 2           | 0  | 0             | 2               | 5.71                    | 2  | 0  | 0 | 2  | 5.71  |
| Rutsiro        | 0            | 0        | 0        | 0          | 0   | 0           | 0          | 0         | 0         | 0.00  | 0            | 0             | 0                | 0         | 0.00  | 0           | 0  | 0             | 0               | 0.00                    | 0  | 0  | 0 | 0  | 0.00  |
| Rwamagana      | 0            | 0        | 0        | 0          | 0   | 0           | 0          | 0         | 0         | 0.00  | 0            | 1             | 0                | 1         | 2.33  | 0           | 0  | 0             | 0               | 0.00                    | 0  | 0  | 0 | 0  | 0.00  |
| Inter-District | 0            | 0        | 0        | 0          | 0   | 0           | 0          | 0         | 0         | 0.00  | 2            | 0             | 0                | 2         | 4.65  | 2           | 0  | 0             | 2               | 5.71                    | 2  | 0  | 0 | 2  | 5.71  |
| National       | 4            | 0        | 9        | 7          | 0   | 0           | 2          | 6         | 28        | 37.33 | 8            | 6             | 1                | 15        | 34.88 | 3           | 2  | 0             | 5               | 14.29                   | 3  | 2  | 0 | 5  | 14.29 |
| Regional       | 0            | 1        | 0        | 0          | 2   | 2           | 0          | 0         | 5         | 6.67  | 0            | 3             | 0                | 3         | 6.98  | 0           | 0  | 0             | 0               | 0.00                    | 0  | 0  | 0 | 0  | 0.00  |
| International  | 0            | 0        | 2        | 1          | 2   | 3           | 2          | 0         | 10        | 13.33 | 0            | 10            | 0                | 10        | 23.26 | 6           | 0  | 1             | 7               | 20.00                   | 6  | 0  | 1 | 7  | 20.00 |
| Total          | 11           | 7        | 12       | 8          | 5   | 14          | 10         | 8         | 75        | 100   | 16           | 26            | 1                | 43        | 100   | 24          | 10 | 1             | 35              | 100                     | 24 | 10 | 1 | 35 | 100   |

From a coverage area perspective, as depicted in Table 5, it was found that issues of national and international scale were predominant at a 31.37% and 17.65% rate respectively. The World Anti-Corruption Day (December 9<sup>th</sup>), the release of former Rwandan Ministers Justin MUGENZI and Prosper MUGIRANEZA by the ICTR, the trials of Dr Leon MUGESERA (Rwanda) and Beatrice MUNYENYEZI (USA) over Genocide related charges justify this record. As per district coverage, Nyarugenge (13.07%), Gisagara (8.50%) and Gasabo (6.54%) were found to be the most frequented by crime reporters. In addition, the official launch of the anti-corruption week in Gisagara District by the Rt. Hon. Prime Minister and related events in Kigali (namely the publication of the bribe index by TIR, and the delivery of anti-corruption messages by higher authorities, among others) raised the score in these Districts than elsewhere in the country.

## **2.4. News format**

In the course of their profession, journalists provide their clients with diversified information in some standard formats. Professional media outlets normally separate news stories from opinion pieces, commentary, features and analysis, editorials, letters to the editor, et cetera. Besides professionalism, in media monitoring, identifying stories by type helps assess whether or not events, issues in the news, et cetera are discussed, interpreted and analysed. This is important because different types of stories serve different purposes and carry different types of information. For instance, while news stories serve to provide descriptive news of what happened, they do not analyse the meaning and implications, through features, analyses and commentaries or provide analysis and interpretation of the news and events. Table 6 below reflects related details.

Table 6: News format

| Medium           | News Story | Brief / Short | Editorial | Cartoon / Graphic | Opinion | Analysis/Feature/Research | Portrait and profile | Photograph / Image | Opinion polls | Interview | Commentary | Total |
|------------------|------------|---------------|-----------|-------------------|---------|---------------------------|----------------------|--------------------|---------------|-----------|------------|-------|
| Radio Rwanda     | 11         | 0             | 0         | 0                 | 0       | 0                         | 0                    | 0                  | 0             | 0         | 0          | 11    |
| Flash FM         | 7          | 0             | 0         | 0                 | 0       | 0                         | 0                    | 0                  | 0             | 0         | 0          | 7     |
| Radio 10         | 11         | 0             | 0         | 0                 | 0       | 1                         | 0                    | 0                  | 0             | 0         | 0          | 12    |
| Contact FM       | 8          | 0             | 0         | 0                 | 0       | 0                         | 0                    | 0                  | 0             | 0         | 0          | 8     |
| BBC              | 5          | 0             | 0         | 0                 | 0       | 0                         | 0                    | 0                  | 0             | 0         | 0          | 5     |
| Isango Star      | 14         | 0             | 0         | 0                 | 0       | 0                         | 0                    | 0                  | 0             | 0         | 0          | 14    |
| City Radio       | 9          | 1             | 0         | 0                 | 0       | 0                         | 0                    | 0                  | 0             | 0         | 0          | 10    |
| Rwanda TV        | 8          | 0             | 0         | 0                 | 0       | 0                         | 0                    | 0                  | 0             | 0         | 0          | 8     |
| Sub total        | 73         | 1             | 0         | 0                 | 0       | 1                         | 0                    | 0                  | 0             | 0         | 0          | 75    |
| %                | 97.33      | 1.33          | 0.00      | 0.00              | 0.00    | 1.33                      | 0.00                 | 0.00               | 0.00          | 0.00      | 0.00       | 100   |
| Imwaho Nshya     | 10         | 0             | 5         | 0                 | 1       | 0                         | 0                    | 0                  | 0             | 0         | 0          | 16    |
| The New Times    | 20         | 2             | 2         | 0                 | 1       | 0                         | 0                    | 0                  | 0             | 0         | 1          | 26    |
| The Rwanda Focus | 0          | 0             | 0         | 0                 | 0       | 1                         | 0                    | 0                  | 0             | 0         | 0          | 1     |
| Sub total        | 30         | 2             | 7         | 0                 | 2       | 1                         | 0                    | 0                  | 0             | 0         | 1          | 43    |

| Medium                  | News Story | Brief / Short | Editorial | Cartoon / Graphic | Opinion | Analysis/Feature/<br>Research | Portrait and profile | Photograph / Image | Opinion polls | Interview | Commentary | Total |
|-------------------------|------------|---------------|-----------|-------------------|---------|-------------------------------|----------------------|--------------------|---------------|-----------|------------|-------|
| %                       | 69.77      | 4.65          | 16.28     | 0.00              | 4.65    | 2.33                          | 0.00                 | 0.00               | 0.00          | 0.00      | 2.33       | 100   |
| www.igthe.com           | 24         | 0             | 0         | 0                 | 0       | 0                             | 0                    | 0                  | 0             | 0         | 0          | 24    |
| www.umuseke.com         | 10         | 0             | 0         | 0                 | 0       | 0                             | 0                    | 0                  | 0             | 0         | 0          | 10    |
| www.greatlakesvoice.com | 1          | 0             | 0         | 0                 | 0       | 0                             | 0                    | 0                  | 0             | 0         | 0          | 1     |
| Sub total               | 35         | 0             | 0         | 0                 | 0       | 0                             | 0                    | 0                  | 0             | 0         | 0          | 35    |
| %                       | 100        | 0.00          | 0.00      | 0.00              | 0.00    | 0.00                          | 0.00                 | 0.00               | 0.00          | 0.00      | 0.00       | 100   |
| Grand total             | 138        | 3             | 7         | 0                 | 2       | 2                             | 0                    | 0                  | 0             | 0         | 1          | 153   |
| %                       | 90.20      | 1.96          | 4.58      | 0.00              | 1.31    | 1.31                          | 0.00                 | 0.00               | 0.00          | 0.00      | 0.65       | 100   |

In light of results in table 6, it can be deduced that, on the one hand, a vast majority of analysed media coverage (90.20%) on crime and corruption was event-centred, followed by editorial messages at a lower rate (4.58%). On the other hand, articles with an investigative and/or analytical approach were found to be almost non-existent. Although news stories are important for the public to know what is happening, they are largely descriptive in nature. However, for the public to have the complete information they need to make informed decisions, they also need to know the meaning of certain policies vis-à-vis crime prevention, corruption related claims and actions taken by competent authorities. In this sense then, news must be interpreted, analysed and discussed by the media and experts or researchers in the field. This is an area that the media needs to improve on as the volume and quality of news analysis and interpretation is still wanting.

## 2.5. Editorial balance

### 2.5.1. Main source indication

In the journalism profession, it is always a good practice to identify one's sources, explain their credentials so that audience can make a decision about how much weight to attach to that information. This is however, not applicable for sources who request anonymity. With reference to Article 3 of the 2011 Media Code of Conduct, Rwandan journalists emphasised this requirement as a social responsibility.

It states in part; *“The journalist and any other media professional shall keep in mind their social responsibility. They shall, therefore, distribute or publish only information for which they have established the origin, veracity and accuracy. They shall abstain or express necessary reservations in required professional forms for any doubt however slight it may be”*. In this analysis on crime and corruption reporting, however hard it may be to access sources, a special attention was put on news source indication.

In the perspective of this analysis, a source is defined as a person who is directly or indirectly interviewed -and either directly or indirectly quoted- in an analysed item. Secondary sources of information are also considered sources where they are directly or indirectly quoted. Table 7 displays related details.

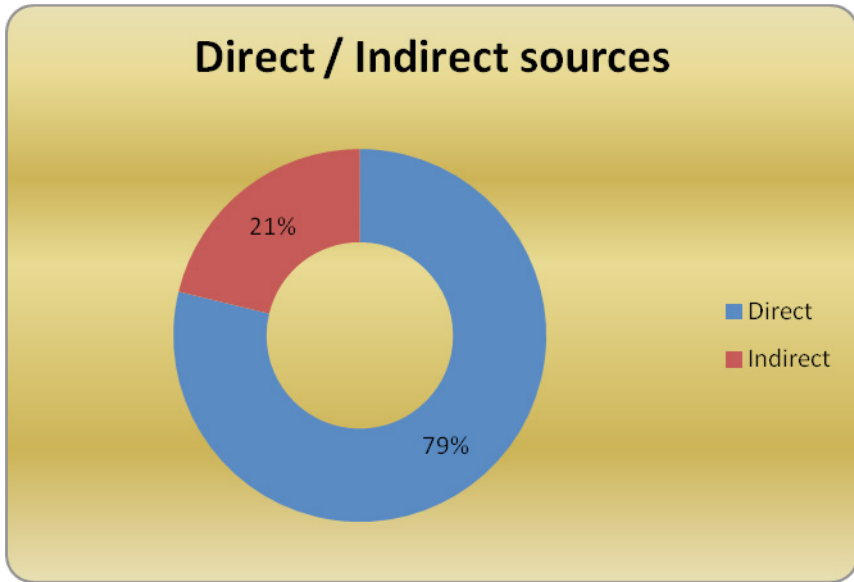


**Table 7: Main source indication**

| Medium                  | Main source indication |      |        |
|-------------------------|------------------------|------|--------|
|                         | Yes                    | No   | Total  |
| Radio Rwanda            | 11                     | 0    | 11     |
| Flash FM                | 7                      | 0    | 7      |
| Radio 10                | 12                     | 0    | 12     |
| Contact FM              | 8                      | 0    | 8      |
| BBC                     | 5                      | 0    | 5      |
| Isango Star             | 14                     | 0    | 14     |
| City Radio              | 9                      | 1    | 10     |
| Rwanda TV               | 8                      | 0    | 8      |
| Sub total               | 74                     | 1    | 75     |
| %                       | 98.67                  | 1.33 | 100.00 |
| Imvaho Nshya            | 15                     | 1    | 16     |
| The New Times           | 26                     | 0    | 26     |
| The Rwanda Focus        | 1                      | 0    | 1      |
| Sub total               | 42                     | 1    | 43     |
| %                       | 97.67                  | 2.33 | 100.00 |
| www.igihe.com           | 22                     | 2    | 24     |
| www.umuseke.com         | 10                     | 0    | 10     |
| www.greatlakesvoice.com | 1                      | 0    | 1      |
| Sub total               | 33                     | 2    | 35     |
| %                       | 94.29                  | 5.71 | 100.00 |
| Grand total             | 149                    | 4    | 153    |
| %                       | 97.39                  | 2.61 | 100    |

In light of results in table 7, it is clear that crime reporters from the selected media outlets take care of the origin of what they publish at a 97.39% level. Of the indicated sources, 79% were contacted directly by the reporters as presented on the figure below.

Figure 2: News source indication



### 2.5.2. Who provides information?

Sources of information can be people, books, films, letters, or anything that journalists can use to put news stories together. Sources are critical when one wants to report on events or issues and explain the context of the story to their audience. Given that journalists are professionally required to relay credible facts, it is always advisable to interview sources that are likely give the most accurate information about what has happened or what has been said. The status or profession of who delivers information is important to the audience in determining how much credibility to attach to a story.

Statistics in table 8 reflects news source categories in relation to crime/ corruption reporting.

**Table 8: News source by status / profession**

| Source by status / profession     | Medium       |          |          |            |     |             |            |           |           |       |              |               |                  |           | Sub total | % total | Grand total | % |    |              |                 |                        |
|-----------------------------------|--------------|----------|----------|------------|-----|-------------|------------|-----------|-----------|-------|--------------|---------------|------------------|-----------|-----------|---------|-------------|---|----|--------------|-----------------|------------------------|
|                                   | Radio Rwanda | Flash FM | Radio 10 | Contact FM | BBC | Isango Star | City Radio | Rwanda TV | Sub total | %     | Imvaho Nshya | The New Times | The Rwanda Focus | Sub total |           |         |             |   | %  | www.igih.com | www.umuseke.com | www.greatakesvoice.com |
| National / local leaders          | 15           | 5        | 5        | 0          | 1   | 10          | 4          | 15        | 55        | 42.64 | 11           | 22            | 2                | 35        | 51.47     | 27      | 5           | 0 | 32 | 60.38        | 122             | 48.80                  |
| Citizens                          | 8            | 0        | 1        | 1          | 0   | 6           | 2          | 0         | 18        | 13.95 | 3            | 2             | 0                | 5         | 7.35      | 1       | 0           | 0 | 1  | 1.89         | 24              | 9.60                   |
| Victims                           | 0            | 0        | 0        | 0          | 1   | 0           | 0          | 0         | 1         | 0.78  | 0            | 0             | 0                | 0         | 0.00      | 3       | 0           | 0 | 3  | 5.66         | 4               | 1.60                   |
| Criminals / Suspects              | 0            | 3        | 4        | 1          | 3   | 3           | 3          | 0         | 17        | 13.18 | 0            | 4             | 0                | 4         | 5.88      | 1       | 2           | 0 | 3  | 5.66         | 24              | 9.60                   |
| Anti-corruption institutions      | 2            | 0        | 0        | 1          | 0   | 0           | 0          | 0         | 3         | 2.33  | 0            | 1             | 0                | 1         | 1.47      | 1       | 2           | 0 | 3  | 5.66         | 7               | 2.80                   |
| Police                            | 0            | 1        | 2        | 1          | 0   | 1           | 2          | 0         | 7         | 5.43  | 1            | 4             | 0                | 5         | 7.35      | 1       | 2           | 0 | 3  | 5.66         | 15              | 6.00                   |
| Civil Servants                    | 2            | 1        | 4        | 3          | 2   | 1           | 2          | 0         | 15        | 11.63 | 2            | 3             | 0                | 5         | 7.35      | 0       | 3           | 0 | 3  | 5.66         | 23              | 9.20                   |
| Foreigners                        | 0            | 1        | 0        | 0          | 1   | 1           | 0          | 0         | 3         | 2.33  | 0            | 2             | 0                | 2         | 2.94      | 3       | 0           | 0 | 3  | 5.66         | 8               | 3.20                   |
| Media / News agencies / Documents | 0            | 0        | 0        | 0          | 1   | 0           | 0          | 0         | 1         | 0.78  | 3            | 1             | 0                | 4         | 5.88      | 0       | 0           | 0 | 0  | 0.00         | 5               | 2.00                   |
| Civil Society organisations       | 0            | 0        | 0        | 2          | 0   | 0           | 1          | 0         | 3         | 2.33  | 2            | 1             | 0                | 3         | 4.41      | 0       | 1           | 0 | 1  | 1.89         | 7               | 2.80                   |
| Researchers and experts           | 0            | 0        | 0        | 0          | 0   | 0           | 0          | 0         | 0         | 0.00  | 0            | 0             | 0                | 0         | 0.00      | 0       | 0           | 1 | 1  | 1.89         | 1               | 0.40                   |
| Lawyers                           | 0            | 0        | 5        | 1          | 0   | 0           | 0          | 0         | 6         | 4.65  | 0            | 4             | 0                | 4         | 5.88      | 0       | 0           | 0 | 0  | 0.00         | 10              | 4.00                   |
| Total                             | 27           | 11       | 21       | 10         | 9   | 22          | 14         | 15        | 129       | 100   | 22           | 44            | 2                | 68        | 100       | 37      | 15          | 1 | 53 | 100          | 250             | 100                    |

Results in table 8 indicate that the majority (48.50%) of analysed stories featured national and/or local leaders delivering adequate messages against corrupt practices and other crimes, while views from ordinary citizens are reflected at a 9.60% rate. The media space and airtime given to the Police and other anti-corruption/anti-crime bodies was measured at 6.00% and 2.80% respectively, and 9.20% for civil servants. It is important to point out that crime reporters were careful to present the criminals / suspects' version of facts for purposes of balance (measured at a 9.60% rate)..

### 2.5.3. News source by institution

The battle against corruption and other crimes requires efforts by many actors including individuals and institutions, be they private or public. In this monitoring work, a comparison was made on how private and public institutions intervene in this battle by providing required information to the media. To some extent, this variable may serve as an indicator of access to information in matters related to crime and corruption. Table 9 shows related details.

**Table 9: News source by institution**

| Medium           | News source by institution |         |                |               | Total |
|------------------|----------------------------|---------|----------------|---------------|-------|
|                  | Public                     | Private | Not applicable | Not mentioned |       |
| Radio Rwanda     | 16                         | 3       | 6              | 0             | 25    |
| Flash FM         | 10                         | 1       | 1              | 0             | 12    |
| Radio 10         | 13                         | 3       | 4              | 1             | 21    |
| Contact FM       | 5                          | 3       | 2              | 0             | 10    |
| BBC              | 2                          | 4       | 3              | 0             | 9     |
| Isango Star      | 16                         | 3       | 3              | 0             | 22    |
| City Radio       | 9                          | 3       | 3              | 0             | 15    |
| Rwanda TV        | 8                          | 2       | 0              | 5             | 15    |
| Sub total        | 79                         | 22      | 22             | 6             | 129   |
| %                | 61.24                      | 17.05   | 17.05          | 4.65          | 100   |
| Imvaho Nshya     | 13                         | 2       | 4              | 3             | 22    |
| The New Times    | 29                         | 6       | 6              | 3             | 44    |
| The Rwanda Focus | 0                          | 0       | 1              | 1             | 2     |

| Medium                  | News source by institution |         |                |               | Total |
|-------------------------|----------------------------|---------|----------------|---------------|-------|
|                         | Public                     | Private | Not applicable | Not mentioned |       |
| Sub total               | 42                         | 8       | 11             | 7             | 68    |
| %                       | 61.76                      | 11.76   | 16.18          | 10.29         | 100   |
| www.igihe.com           | 23                         | 8       | 5              | 1             | 37    |
| www.umuseke.com         | 11                         | 2       | 2              | 0             | 15    |
| www.greatlakesvoice.com | 0                          | 0       | 1              | 0             | 1     |
| Sub total               | 34                         | 10      | 8              | 1             | 53    |
| %                       | 64.15                      | 18.87   | 15.09          | 1.89          | 100   |
| Grand total             | 155                        | 40      | 41             | 14            | 250   |
| %                       | 62.00                      | 16.00   | 16.40          | 5.60          | 100   |

The information in Table 9 reflects that, except for news sources whose institutions were not mentioned or not applicable, public offices emerged the most contacted by media reporters (62.00%), compared to private ones (16.00%). This may be attributed to the role of public institutions in designing policies against crime/corruption and related legislation. However, the contribution of non-governmental organisations and the civil society remains highly desired.

#### 2.5.4. Balance

Balance in journalism relates to the fact that journalists should ensure that, in their reporting, all sides to the story receive a fair and equal chance to give their side of the story. Balance also implies accessing a variety of sources and providing evidence for all claims made. In its Article 14, the 2011 Media Code of Conduct stipulates *“The journalist and any other media professional shall be mindful of balance in the broadcasting or publication of information in line with fundamental regulations”*. To this end, the table below presents data indicating how media outlets under this analysis scored on this variable.

**Table 10: Balance**

| Medium                  | Balance |      |       |
|-------------------------|---------|------|-------|
|                         | Yes     | No   | Total |
| Radio Rwanda            | 11      | 0    | 11    |
| Flash FM                | 7       | 0    | 7     |
| Radio 10                | 11      | 1    | 12    |
| Contact FM              | 7       | 1    | 8     |
| BBC                     | 5       | 0    | 5     |
| Isango Star             | 14      | 0    | 14    |
| City Radio              | 8       | 2    | 10    |
| Rwanda TV               | 8       | 0    | 8     |
| Sub total               | 71      | 4    | 75    |
| %                       | 94.67   | 5.33 | 100   |
| Imvaho Nshya            | 14      | 2    | 16    |
| The New Times           | 26      | 0    | 26    |
| The Rwanda Focus        | 1       | 0    | 1     |
| Sub total               | 41      | 2    | 43    |
| %                       | 95.35   | 4.65 | 100   |
| www.igihe.com           | 23      | 1    | 24    |
| www.umuseke.com         | 8       | 2    | 10    |
| www.greatlakesvoice.com | 1       | 0    | 1     |
| Sub total               | 32      | 3    | 35    |
| %                       | 91.43   | 8.57 | 100   |
| Grand total             | 144     | 9    | 153   |
| %                       | 94.12   | 5.88 | 100   |

Results in table 10 indicate that, overall, the balance principle was highly observed at a 94.56% rate. This is an indicator of increasing diligence in news coverage and reporting by Rwandan media.

### 2.5.5. Accuracy

Professionally, media have the obligation of always disseminating accurate news and information. This builds confidence, trust and credibility in the media industry. Such credibility and trust is both professionally rewarding for media practitioners as is profitable to the media industry in a business sense. When listeners /readers trust what is aired or published, it is assumed that they tend to spend their money to buy or advertise with them. The reverse is also considered true. Thus, monitoring how accurate news stories are helps to partly identify the level of professionalism in the media.

This professional requirement is emphasised by the Media Code of Conduct as a social responsibility: *“The journalist and any other media professional shall keep in mind their social responsibility. They shall, therefore, distribute or publish only information for which they have established the origin, veracity and accuracy. They shall abstain or express necessary reservations in required professional forms for any doubt however slight it may be”*. It is in this respect that this monitoring exercise tried to measure the observance of this principle. Table 11 below exhibits related details.

**Table 11: Accuracy**

| Medium        | Accuracy |      |       |
|---------------|----------|------|-------|
|               | Yes      | No   | Total |
| Radio Rwanda  | 11       | 0    | 11    |
| Flash FM      | 7        | 0    | 7     |
| Radio 10      | 9        | 3    | 12    |
| Contact FM    | 7        | 1    | 8     |
| BBC           | 5        | 0    | 5     |
| Isango Star   | 14       | 0    | 14    |
| City Radio    | 8        | 2    | 10    |
| Rwanda TV     | 8        | 0    | 8     |
| Sub total     | 69       | 6    | 75    |
| %             | 92.00    | 8.00 | 100   |
| Imvaho Nshya  | 15       | 1    | 16    |
| The New Times | 26       | 0    | 26    |

| Medium                  | Accuracy |       |       |
|-------------------------|----------|-------|-------|
|                         | Yes      | No    | Total |
| The Rwanda Focus        | 1        | 0     | 1     |
| Sub total               | 42       | 1     | 43    |
| %                       | 97.67    | 2.33  | 100   |
| www.igihe.com           | 22       | 2     | 24    |
| www.umuseke.com         | 8        | 2     | 10    |
| www.greatlakesvoice.com | 1        | 0     | 1     |
| Sub total               | 31       | 4     | 35    |
| %                       | 88.57    | 11.43 | 100   |
| Grand total             | 142      | 11    | 153   |
| %                       | 92.81    | 7.19  | 100   |

Descriptively, the analysed news package was found overwhelmingly accurate (92.81%); i.e. media reporters tried to thoroughly present cases and issues on corruption to the satisfaction of readers/listeners. That said however, a negligible portion of them (7.19%) were found lacking in this criterion.

### 2.5.6. 5Ws & H

As earlier noted, a well elaborated story should journalistically respond to the 5Ws and H (Who, What, When, Why, Where & How). Table 12 presents related details.



**Table 12: 5Ws & H**

| Medium                  | 5Ws&H |      |       |
|-------------------------|-------|------|-------|
|                         | Yes   | No   | Total |
| Radio Rwanda            | 11    | 0    | 11    |
| Flash FM                | 7     | 0    | 7     |
| Radio 10                | 12    | 0    | 12    |
| Contact FM              | 7     | 1    | 8     |
| BBC                     | 5     | 0    | 5     |
| Isango Star             | 14    | 0    | 14    |
| City Radio              | 8     | 2    | 10    |
| Rwanda TV               | 8     | 0    | 8     |
| Sub total               | 72    | 3    | 75    |
| %                       | 96.00 | 4.00 | 100   |
| Imvaho Nshya            | 14    | 2    | 16    |
| The New Times           | 25    | 1    | 26    |
| The Rwanda Focus        | 1     | 0    | 1     |
| Sub total               | 40    | 3    | 43    |
| %                       | 93.02 | 6.98 | 100   |
| www.igihe.com           | 23    | 1    | 24    |
| www.umuseke.com         | 9     | 1    | 10    |
| www.greatlakesvoice.com | 1     | 0    | 1     |
| Sub total               | 33    | 2    | 35    |
| %                       | 94.29 | 5.71 | 100   |
| Grand total             | 145   | 8    | 153   |
| %                       | 94.77 | 5.23 | 100   |

From Table 12, it can be deduced that the majority of analysed stories presented all elements of a well elaborated media report, i.e. 94.77%, against 5.23% that did not fully conform to the 5Ws and H.

# Conclusions and recommendations

In its unprecedented determination to achieve the Vision 2020, Rwanda has put in place various mechanisms to build a corruption-free and safe society. Despite the tremendous steps taken, so far, in keeping corruption and other crimes to the minimum (as per surveys by organisations including Gallup International and Transparency International Rwanda), it is apparent that corruption could creep in unnoticed if punitive measures and education of the public are not integrated in the war against the vice. Towards winning this battle, the important role, impact and influence of news media's reporting on corruption and other crimes remains unparalleled. This study has revealed that Rwandan media have and continue to keep a sharp eye on corruption and other crimes, although a number of areas still need to be improved on by media practitioners.

According to the findings of this research work, corruption related matters were widely reported following the anti-corruption campaigns centred around the duration of the study and the publication of related research by either local or international organisations. Among other crimes that received prevalent coverage were sexual violence, justice (cases related to the Genocide against Tutsi), manslaughter, assault and battery, homicide and fraud.

Findings indicate that by editorial inclination, a larger portion of the analysed information was about corruption and crime prevention, meant to educate and raise public awareness on the vice. Further, cases under investigation or judicial process were accurately highlighted.

This media monitoring exercise has proved that most journalists are more inclined to event (hard-news) reporting than raising issues from an analytical and investigative angle, as indicated by the predominance of articles in "news story" format. Although news stories are important for informing the public on what is happening, they are largely descriptive in nature. In this sense then, news need to be interpreted, analysed and discussed by media and experts or researchers in a bid to enable the public get a deeper understanding of corruption and other crimes.

In light of the results of this analysis, there is an apparent discrepancy between the voices of leaders and common citizens, a phenomenon which applies to the police and other anti corruption/crime bodies.

Instead of only quoting political leaders and their cliché statements, journalists should go beyond the elites and include the views of ordinary citizens. In the same vein, public offices turned out to be the most contacted to provide information, compared to private ones, while the fight against corruption requires an integrated effort by the Government, the private sector and the civil society.

It is commendable that journalistic standards of balance and accuracy were well observed (scoring over 94%). In addition, the presumption of innocence principle was fully respected and no obstacles to access of information were pointed out by media reporters. From this study, it is evident that media outlets upholding the education and awareness efforts against corruption and other crimes form a core pillar of intervention in fostering good governance in a corrupt-free and safe society.

Analysis of coverage on these issues suggests that:

- In their efforts to hold public and private offices to account, journalists should delve into analysing and investigating corruption cases and adding voice of the public in their reports;
- Journalists should be trained on how to produce news reports of different formats/types other than the 'news story';
- The visibility and effectiveness of the civil society's intervention in media on corruption issues should be upgraded;
- Media outlets, anti-corruption and anti-crime bodies should establish a joint mechanism to encourage citizens to report corruption cases;
- The concerned government institutions as well as independent organisations should advocate for improved protection of journalists dealing with corruption matters;
- Media practitioners should be facilitated to acquire more skills in investigative journalism.

# Key Recommendations from Stakeholders

The Dissemination workshop held on 12<sup>th</sup> June, 2013 validated the report on the media's role in corruption prevention. The MHC team and stakeholders recommended that:

- ✓ Financial resources are necessary to boost the capacity, professionalism and independence of media to investigate and expose corruption especially where people/ whistle blowers tend to show their concern as the most affected with corruption. In effect an investigative journalism desk as recommended initiative should be facilitated and created;
- ✓ Radio media platform, in particular needs to expand its content and quality of its programming to allow factual investigations and first hand news gathering on corruption cases;
- ✓ Media should reach out and engage the ordinary citizens in monitoring the use of public resources and demanding accountability through the use of the enacted access to Information Law as a tool;
- ✓ Synergy of the media, civil society, private sector and the concerned government institutions should be supported with joint efforts in the fight against corruption;
- ✓ Investigative journalist should be equipped with best practices to promote responsible and professional reporting on corruption as developed by the open-ended Intergovernmental policy group in the prevention of corruption ;
- ✓ Initiate strategies to promote local media coverage to support community crime prevention and public awareness that promotes citizen participation in community based projects;
- ✓ A research should be commissioned to evaluate the effects of mass media in crime and corruption prevention in Rwanda.

# Glossary

- Corruption:** Corruption is operationally defined by Transparency International (TI) as the abuse of entrusted power for private gain. TI further differentiates between “according to rule” corruption and “against the rule” corruption. Facilitation payments, where a bribe is paid to receive preferential treatment for something that the bribe receiver is required to do by law, constitute the former. The latter, on the other hand, is a bribe paid to obtain services the bribe receiver is prohibited from providing.
- Forms of Corruption:** Include, among others, bribery, extortion and the misuse of inside information. They exist where there is community indifference or a lack of enforcement policies. In societies with a culture of ritualised gift giving, the line between acceptable and unacceptable gifts is often hard to draw.
- Bribe:** Money or favour given or promised in order to influence the judgment or conduct of a person in a position of trust or power, or of a service deliverer.
- Bribery:** A form of corruption. It is an act implying money or gift given that alters the behaviour of the recipient. Bribery constitutes a crime and is defined by Black’s Law Dictionary as the offering, giving, receiving, or soliciting of any item of value to influence the actions of an official or other person in charge of a public or legal duty.
- Offence:** An offence is an act prohibited or an omission which manifests itself as a breach of the public order and which the law sanctions by a punishment.
- Felony:** A felony is an offence punishable under the law by a main penalty of an imprisonment of more than five (5) years.
- Misdemeanour:** A misdemeanour is an offence punishable under the law by a main penalty of an imprisonment of six (6) months to five (5) years.

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