

MEDIA HIGH COUNCIL



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**ANALYSIS OF MEDIA COVERAGE OF THE FOURTEENTH
COMMEMORATION OF THE 1994 TUTSI GENOCIDE IN RWANDA**

Kigali, April 2009

STATEMENT FROM THE EXECUTIVE SECRETARY

This is the fifth report conducted by the Media High Council (MHC) on media coverage of the commemoration of the 1994 Tutsi Genocide in Rwanda. The exercise is conducted within the general context of promoting peaceful co-existence and sustainable development harnessed through a responsible, pro-active and free media. Given the well known power of the media in creating such a society and bearing in mind the crucial role played by the media in igniting the 1994 Tutsi Genocide, it is of profound importance that media fraternity remembers victims of the 1994 genocide as well as contribute to the building of a society immune from such humanly inflicted shame and tragedy. Remembering victims is a must; but, as stated by former UN Secretary-General, Mr. Kofi Annan in his Message to the 2004 Symposium on the Media and the Rwanda Genocide, "...observance should be filled not only with remorse but, with resolve» to build a better society¹.

Given the negative role played by the media in the 1994 genocide, it is undoubtedly imperative to examine post-genocide media behaviour and contribution in forestalling genocide and its ideology, to unite and heal Rwandans in the aftermath of the tragedy. In addition, the Media High Council as a media regulator and promoter of press freedom is mandated to ensure adherence to and respect of media code of conduct as well as the law governing media in Rwanda. It is in this respect that media coverage of the 14th genocide commemoration was carried out and the present monitoring report written. In this respect, journalists are not only obliged to report accurately, objectively, fairly and without bias at all times, but are also expected to promote peaceful co-existence, national unity and reconciliation inherent in Rwanda's media policy as well as the general spirit of *Never Again* among and between Rwandans.

Like in the previous reports we have published thus far, the scope of analysis in this report comprises news items broadcast by radio and TV stations operating in Rwanda as well as foreign radio stations particularly BBC and VOA. The report also includes reporting done by the print media.

In general, monitoring findings indicate that, overall, the 14th genocide commemoration received more coverage than previous genocide commemoration reporting. In addition, the 2008 commemoration theme is well reflected in the reporting in both the print and electronic media. However, some shortcomings resurfaced mainly at the level of news sourcing and as well as poor coverage of rural areas. Noted thus, the Media High Council encourages media owners, managers as well as journalists to redouble their efforts in reaching out to the rural areas as well as directly sourcing their stories rather than depending on second sources.

Mr. MULAMA Patrice
Executive Secretary

¹ Kofi Annan (March 13, 2004), *Message to Symposium of the Media and the Rwanda Genocide*; Carleton University School of Journalism and Communication, Ottawa; in *The Media and the Rwanda Genocide* by Allan Thompson (2007)

EXECUTIVE SUMMARY

At the eve of the 15th mourning period when Rwandans and the rest of the world commemorate the 1994 Tutsi Genocide in which more than a million victims perished, the Media High Council (MHC), a constitutionally established institution in charge of media regulation, promotion and protection of media freedoms publishes a report on media coverage of the 14th genocide commemoration that took place in April 2008.

This fifth monitoring report of media coverage of the commemoration of the 1994 Tutsi genocide captures news stories and items published and broadcasted in both print and electronic media in the mourning period.

The overall objective of this report is to show whether and how the media played its role of informing, and educating the public about the events related to the 14th commemoration of the 1994 Tutsi genocide in Rwanda. That way the Media High Council aims at establishing the extent to which the media promotes the spirit of *Never Again* by exposing and fighting the genocide ideology, promoting unity and reconciliation, peaceful co-existence, justice, genocide survivors' welfare, etc. It is further aimed at examining the extent to which media operating in Rwanda respect professional ethics and the law governing the press in Rwanda while reporting tragedy and grief like the Tutsi genocide commemoration.

Methodologically, both qualitative and quantitative methods were used to analyze data on the 14th genocide commemoration in a bid to show whether coverage was done within journalistic standards as highlighted in the present report. Monitoring was done between 1st and 15th April 2008 for electronic media, and the entire month of April 2008 for the print media. Major findings of the monitoring exercise can be summarized as follows:

In the electronic media, 377 news items were broadcast relating to mourning. Radio Rwanda, a government funded station, takes up the lion's share in broadcasting these stories with 18.44% of all analysed stories. Statistics show that "genocide memory" related stories attracted much attention of reporters and constitutes the major topic of news stories in both print (34.17%) and audio visual media (39.52%);

In terms of area of coverage, Gasabo district, which houses the national genocide museum, emerged first in both print and audio-visual media coverage with 13.07% and 16.18% respectively, while two districts were left uncovered, i.e. Ngororero and Rutsiro. It is the second time Ngororero skips media attention and coverage during commemoration of the 1994 Tutsi genocide. In 2007, no single news item whether in electronic or print media found its way in the media about the district. This probably indicates the limited reach and therefore role of the media in civic and socio-economic developments especially in rural areas.

As regards types of stories published, by and large, most news items published and broadcast in the mourning week and here analysed fall in the category of "news stories" (as compared to analysis/feature, opinion, interview, etc) in both print and audiovisual media with 96.82% and 64.32% respectively.

Findings also show that the total number of all analyzed news items in the print media is 468. Of this, *The New Times* outweighs others with 163 (37.13%) genocide commemoration related stories. The dominance of this paper could be explained by the fact that it is the only daily newspaper in the country while others are tri-weeklies, bi-weeklies, weeklies, monthlies, etc. In addition, majority of the other publications do not respect their set periodicities. Like electronic media, of these news items, 64.32% are 'news stories' as compared to 'analysis', 'editorial', etc.

In addition, analysis of data also shows that the issues broadly raised in all news items in print media relates to the fight against “Divisionism and Genocide Ideology”, counting 55.2%. This represents a fundamental and relevant shift from the previous findings of Media High Council in which this issue was less covered by media. Although many reasons could combine to justify this important development, the predominant ones might be related to the fact that the year 2008 was characterised by surmountable reports and findings by Parliamentally sub-committees on genocide ideology especially in schools in the country thus dominating statements and speeches of officials throughout the commemoration period. Or, it might be that the media has doubled its effort in the focus on the fight against the ideology.

In terms of area of coverage, stories of national character in nature outweighs others with a total of 189 (43.35%) news items.

Regarding respect of media ethics and journalistic legal requirements, some shortcomings were noted especially relating sourcing news, whereby certain news items were found without sources (4% for electronic media and 1.5% for print media). The print media also produced photographs without indicating their sources as required by journalistic code of ethics as well as media law. Out of the 288 photographs published, only 136 of them were signed or indicated reproduction right.

In specific terms, *Ingenzi* newspaper, while publishing on Gacaca jurisdictions in its issue n° 005 on page 3, was found to have violated the presumption of innocence principle by making assertions which do not only imply sentimental judgment, but also abusive generalization against the Rwandan Parliament as a whole, its President in particular. Example: “Abaturage b’ingeri nyinshi zitandukanye usanga bavuga ko nta gitangaza kuko abakoze ubwicanyi ari bo bashyiraho amategeko n’ibihano bya Gacaca. Ntawakwicukurira rero icyobo. Wibaza umuntu nka Perezida w’abadepite Mukezamfura Alfred igihe yavugiye akaba ataritaba inkiko, warangiza ukumva umuntu waregwaga ubwicanyi ngo abonye umwanya runaka mu nzego z’ubuyobozi”.

Overall, based on monitoring findings, the Media High Council recommends as follows:

- The print media should not confine itself to reporting events and speeches surrounding commemoration, but rather analyze and comment on them to ensure that the readership understand what took place and how. Analysis and commentary more than descriptive reporting enables the media to contribute solutions to the problems related to the consequences of genocide and its ideology;
- Media managers and their reporters should always understand and choose the best terminologies and words to use during genocide commemoration. Indeed, as in ordinary times, in periods of grief and tragedy as those we are about to commemorate for the 15th time, journalists are expected not only to be sensitive and compassionate about the victims but also to exercise restraint and highest ethical standards especially in regard to the language they use in their publications. Words and statements that denigrate the genocide and/or those that treat victims and survivors with contempt and disrespect must be avoided. Where they are used by officials, media reporting and analysis must bring them forward and condemn them such that the spirit of *Never Again* is sustained;

- All media houses should ensure reporting beyond Kigali City and try to cover remote areas so as to let the whole history of the 1994 slaughter and its consequences known;
- Journalists should always endeavor to abide by professional ethics and media legal provisions. These principles ensure that the credibility of the profession is promoted and sustained during both ordinary and extra-ordinary times;
- Further, media reporting and analysis should often accord due importance to the national genocide commemoration theme to avoid the potential disconnect between what the fourth estate (media) does from what other three organs do during the commemoration period.

Kigali, March, 2009

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Table 1: LIST OF ABBREVIATIONS

BBC	British Broadcasting Corporation
FM	Frequency Modulation
GLH	Grands Lacs Hebdo
MHC	Media High Council
LNR	La Nouvelle Relève
RA- RWANDA	Radiyo Rwanda
RA-HUYE	Radiyo y'abaturage ivugira mu karere ka Huye
RA-MARIA	Radio Maria Rwanda
RA-RUBAVU	Radiyo y'abaturage ivugira mu karere ka Rubavu
RA-RUSIZI	Radiyo y'abaturage ivugira mu karere ka Rusizi
TNT	The New Times
RTV	Rwanda Television
VOA	Voice of America
VOAF	Voice of Africa

GENERAL INTRODUCTION

0.1. PREAMBLE

As an independent public institution constitutionally mandated to regulate, promote and protect media freedoms, the Media High Council (MHC) regularly monitors media conduct to discern the extent to which it reports fairly, within the law, established journalistic code of conduct as well as set regulations. MHC acquires this mandate from Law no. 18/2002 of 11/05/2002 governing the press and, prominently, from the Constitution of the Republic of Rwanda of June 2003. Given the role played by the media in Rwanda's 1994 Tutsi genocide, and aware of the corresponding power of the media to transform society for peaceful co-existence and development, MHC, within its aforementioned mission monitored, for the fifth time, media coverage of the fourteenth genocide commemoration. It has been doing this since 2004. Within this context, this report presents and analyses news items relating to genocide commemoration published and broadcast by the print and electronic media respectively.

The monitoring period stretches from 1st to 15th April 2008 for audiovisual media, and from the 1st to 30th April 2008 for the print media.

The theme of the fourteenth genocide commemoration was: *“Let us keep the genocide memory, fight the genocide ideology, and promote the genocide survivors’ welfare”*. Considering that media policy in Rwanda aims at promoting unity and reconciliation while *preserving the spirit of Never Again* inherent in Vision 2020, media monitoring aimed at and the present report highlights how the media covered the commemoration as well as the extent to which this was done in the spirit of promoting awareness among Rwandans as well as foreigners about the inhumanity of genocide, the importance of *Never Again*, preserving victims’ memory and fight against genocide ideology as the cornerstone of national unity and reconciliation, justice for all and sustainable peaceful co-existence.

0.1. OBJECTIVES

0.2.1 GENERAL OBJECTIVE

The overall objective of monitoring how media covered the 14th commemoration of the 1994 Tutsi genocide is to show how and discern the extent to which media played its role of informing and educating the public about commemoration of the 1994 Tutsi genocide. This also includes discerning the extent to which the media highlighted the importance of preserving victims’ memory as well as dangers of divisionism and genocide ideology to sustainable peace and development. Monitoring and analysis further aimed at examining the extent to which this was done within the law and established journalistic code of ethics in Rwanda.

0.2.2. SPECIFIC OBJECTIVES

- To highlight, where applicable, the civic contribution of the media to government policies of promoting national unity and reconciliation, justice, genocide survivors' welfare, fight against divisionism and genocide ideology, etc;
- Discern the extent to which media contributes to national healing and reconstruction process;
- Discern the extent to which media abides by journalistic code of ethics and media law;
- Make actionable recommendation.

0.2. REPORT OUTLINE

This report comprises four parts. Part one introduces the relevancy of media monitoring; sets objectives and spells out monitoring methodology. The second part presents and analyses how the audiovisual media presented and covered the commemoration. The third part presents and analyses print media coverage of genocide commemoration. The fourth and last part concerns with the extent to which, in its reporting, media reported within the law and established journalistic professional code of ethics.

0.3. METHODOLOGY

The methodology employed in monitoring, presentation and analysis of media coverage of the 14th genocide commemoration is both quantitative and qualitative. The monitoring process comprises the following steps:

- Determining monitoring period i.e. April 1-15th for electronic media and April 1-30th for the print media;
- Identifying media outlets for monitoring;
- Selecting tools to use in capturing necessary information from news items published or broadcast;
- Collecting information and feeding database;
- Sorting, laying out and analysing data to make the present report.

Table 2: List of media outlets monitored

Type of Medium	Name of medium	Issue number/Date ²	Publishing/Broadcasting language	Time/Period
RADIOS	BBC	1-15 April 2008	Kinyarwanda & Kirundi	Daily (6:30PM)
	CITY RADIO	1-15 April 2008	Kinyarwanda, French, English, Swahili	Daily (7:00PM)
	CONTACT FM	1-15 April 2008	Kinyarwanda, French, English, Swahili	Daily (7:00PM)

² Due to technical problems, the expected sample was not entirely captured. Some of the data from some radio stations were not captured and consequently not monitored. These are VOAF (on April 2nd, 3rd, and 10th, 2008), VOA (on April 1st, 4th, 5th, 6th, 7th, 10th, 12th and 13th 2008), and City Radio (on 1st, 2008).

	FLASH FM	1-15 April 2008	Kinyarwanda, French, English, Swahili	Daily (12.00 PM)
	IZUBA	1-15 April 2008	Kinyarwanda, French, English	Daily (7.00 PM)
	RA-HUYE	1-15 April 2008	Kinyarwanda, French, English	Daily (6.05 PM)
	RA- RUBAVU	1-15 April 2008	Kinyarwanda, French, English	Daily (6.05 PM)
	RA- RUSIZI	1-15 April 2008	Kinyarwanda, French, English	Daily (6.05 PM)
	MARIA	1-15 April 2008	Kinyarwanda, French, English	Daily (7:00PM)
	RRW	1-15 April 2008	Kinyarwanda, French, English, Swahili	Daily (7:00PM)
	RADIO 10	1-15 April 2008	Kinyarwanda, French, English, Swahili	Daily (6.00 PM)
	SALUS	1-15 April 2008	Kinyarwanda, French, English, Swahili	Daily (5.00PM)
	VOA	1-15 April 2008	Kinyarwanda, Kirundi	Daily (6.00AM)
	VOAF	1-15 April 2008	Kinyarwanda, French, English, Swahili	Daily (3.00PM)
TELEVISION	RTV	1-15 April 2008	Kinyarwanda, French, English	Daily (7:30PM)
PRINT	FOCUS	N° 50 ; 51	English	Weekly
	GLH	N° 505	French	
	GASABO	N° 63	Kinyarwanda	Bi – monthly
	IMVAHO NSHYA	N° 1774 ; 1775 ; 1776 ; 1777 ; 1778 ; 1779 ; 1780 ; 1781	Kinyarwanda	Tri weekly
	INGABO MAGAZINE	N° 167	Kinyarwanda, French, English	Bi- mothly
	INGENZI	N° 005 ; 006	Kinyarwanda	Weekly
	IZUBA RIRASHE	N° 086 ; 087 ; 088 ; 089 ; 090 ; 091 ; 092 ; 091 ; 091; 092 ; 094	Kinyarwanda	Tri- weekly
	KINYAMATEKA	N° 1737 ; 1738 ; 1739	Kinyarwanda, English	Bi –monthly
	LNR	N° 668 ; 669 ; 670 ; 671 ; 667	French	Weekly
	RUGARI	N° 33	Kinyarwanda	Bi- monthly
	RUSHYASHYA	N° 69	Kinyarwanda	Bi –monthly
	THE NEW TIMES (+ SUNDAY TIMES)	N° 1453;1454 ;1455 ;1456 ;1457 ;1458 ;1459 ;1460 ;1461 ;1462 ;1463 ;1464 ;1465 ;1466 ;1467 ;1468 ;1469 ;1470 ;1471 ;147	English	April

		2 ;1473 ;14741476 ;1477 ;1478 (+118 ;119 ;120)		
	UMUSESO	N° 303	Kinyarwanda	Weekly
	UMUVUGIZI	N° 40	Kinyarwanda	Bi- monthly
	UMWEZI	N° 30328	Kinyarwanda	Bi -monthly

The above table shows media houses monitored and here analysed. Suffice to add that not all media outlets in the country were monitored as is clear from the table above. In the electronic media, those not monitored include Radio Umucyo, Restore Radio and Voice of Hope. This is because these did not have news bulletins in their programmes. Again, as is clear, a number of newspapers do not feature in the table and were not monitored. This is because they did not publish during monitoring period i.e. from April 1 to 30th.

It is also worth mentioning that the number of issues monitored for all newspapers is not the same for all newspapers. Again, this is due to newspaper diverse periodicity. Moreover, some newspapers do not respect and adhere to their stated regularity.

For all monitored media outlet, each news item relating to the 14th commemoration of genocide was recorded and analysed. News bulletins in Kinyarwanda were chosen and are the main source of data and analysis for the electronic media due to the fact that this is assumed to have a large listenership/audience since this is the national language spoken by most, if not all citizens. As far as bulletins in foreign languages is concerned, the content is the same as in Kinyarwanda. BBC-Gahuzamiryango and VOA Kirundi-Kinyarwanda services were the only foreign media outlets and programs monitored. This is because of their special programmes on the Great Lakes Region and Rwanda in particular that reach a wide range of audience in the country.

In order to ease the work of monitoring, variables monitored were coded. The table below presents different variables monitored and that served as cornerstone of analysis.

Table 3: Coding Topics

Code	Description
A	Causes of Genocide
B	Genocide survivors' welfare
C	Genocide (ideology) Prevention Policies
D	Genocide Survivors and Gacaca Witnesses' Security
E	Survivors' Compensation
F	Genocide Memory (Sites, Testimonies, Documents, Plays, Genocide memorial tournaments, apologies)
G	Foreign Country's role in Genocide
H	International Community's indifference and its role in rebuilding Rwanda
I	Role of Political Parties in Genocide
J	Religious Organisations Role in Genocide
K	Media role in Genocide
L	Research on Genocide
M	Justice
N	Gacaca Jurisdiction

O	Unity and Reconciliation
P	Genocide Survivors' Associations
Q	Ethnicity, Divisionism and Genocide ideology
R	Human Rights
S	Traumatism and Counselling
T	Preparation of the Commemoration
U	Point of View from Opposition
V	Genocide negation
W	Sexual Abuse (women& children)
X	Others / last resort

Table 4: Broadly raised issues in news bulletins

Issue Code	Description
a	Human rights
b	Ethnicity, divisionism, genocide ideology
c	Genocide survivors' problems
d	Sexual abuse
e	Widows & orphans life conditions
f	Children's rights
g	Genocide survivors & gacaca witnesses' security
h	Justice/ gacaca/ TIG
i	Unity & reconciliation

Table 5: News Sources

Code	Description
S1	National Leaders
S2	Local Leaders
S3	Common Citizens
S4	National Leaders and Common Citizens
S5	Local Leaders and Common Citizens
S6	Foreigners
S7	News Agencies
S8	Documents
S9	Media
S10	Others (letters to the editor...)

Table 6: Area of coverage

Code	Description	Code	Description
D1	Bugesera	D17	Ngororero
D2	Burera	D18	Nyabihu
D3	Gakenke	D19	Nyagatare
D4	Gasabo	D20	Nyamagabe
D5	Gatsibo	D21	Nyamasheke
D6	Gicumbi	D22	Nyanza
D7	Gisagara	D23	Nyarugenge

D8	Huye	D24	Nyaruguru
D9	Kamonyi	D25	Rubavu
D10	Karongi	D26	Ruhango
D11	Kayonza	D27	Rulindo
D12	Kicukiro	D28	Rusizi
D13	Kirehe	D29	Rutsiro
D14	Muhanga	D30	Rwamagana
D15	Musanze	D31	National
D16	Ngoma	D32	International

Table 7: Type of stories

Code	Description
1	News Story
2	In Brief / Short
3	Editorial
4	Cartoon / Graphic
5	Opinion Piece
6	Analysis / Feature
7	Photograph
8	Opinion Polls
9	Interview
10	Others (letters to the editor, ...)

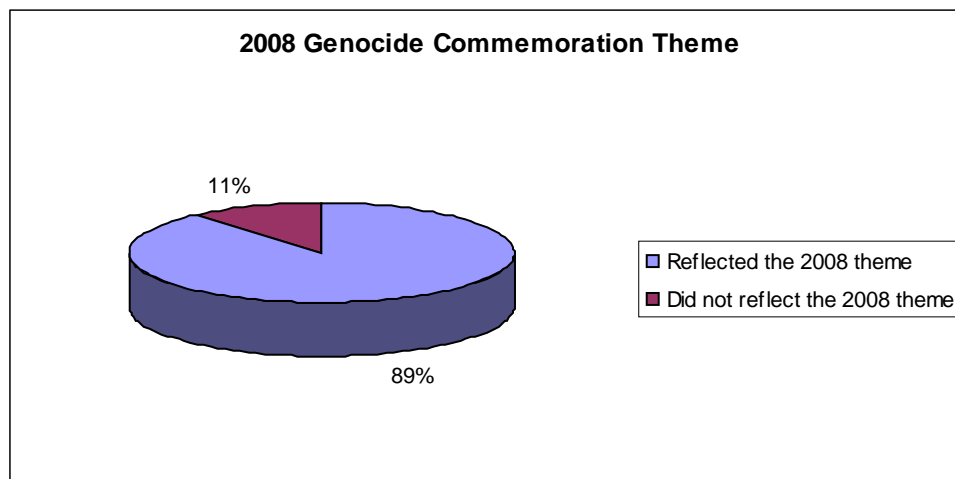
CHAPTER ONE: AUDIOVISUAL MEDIA

1.1. INFORMATIVE ROLE OF AUDIOVISUAL MEDIA

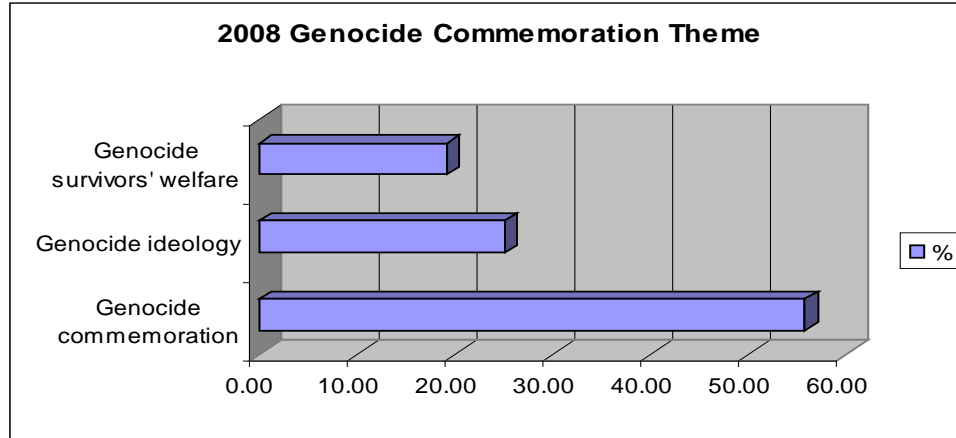
The first duty of the media is to inform the public about what is happening. It does this by providing news and information that is as varied and complete as possible. In this report, topics covered by the media, broadly raised issues, area of coverage, sources of information as well as types of stories published and broadcast serve as indicators of the extent to which media coverage of the fourteenth genocide commemoration was varied and complete.

1.1.1. THEME OF THE 14TH GENOCIDE COMMEMORATION

Every year, the Government of Rwanda (GoR) formulates a theme that guides Rwandans in the commemoration of the 1994 Tutsi genocide that cost over a million innocent lives. The theme for 2008 was: *“Let us keep the genocide memory, fight the genocide ideology, and promote the genocide survivors’ welfare”*. A key objective in monitoring media coverage of the fourteenth genocide commemoration was to discern the extent to which, in general, media focused on, reflected and reported this theme. The chart below depicts the extent to which the electronic media focused on this theme:



As the chart above indicates, 89% of the 377 news items broadcast in the period monitored reflected the 2008 genocide commemoration theme. This is also graphically presented below topic by topic.



As the chart and graph statistically show, the 2008 theme set by the GoR to ensure that Rwandans and foreigners focus their commemoration of over one million victims of the 1994 Tutsi genocide is reflected in news items presented by different media outlets operating in Rwanda. Statistically, *genocide commemoration* was given more airtime than any other news item while the sub-theme of *genocide ideology* comes second in time allocation. This might be due to the effort by Rwandan national and local leaders who focused on the fight against genocide ideology as well as calling on all Rwandans to do so, including taking this fight in schools. This is especially understandable since it comes after the Senate report of 2007 that showed that the genocide ideology was still prevalent in Rwandan schools. Similarly, *genocide survivors' welfare*, another sub-theme of the 14th genocide commemoration also received coverage and airtime as reflected in the above chart and graph. This is a positive feature of media coverage of the fourteenth commemoration of Tutsi genocide since it is every Rwandan responsibility to ensure a better life for survivors and focusing on their welfare a step towards that goal.

1.1.2. TOPIC COVERAGE

In accordance with the aforesaid theme of the 14th genocide commemoration, news bulletin broadcast during the monitoring period are also grouped into various topics. In accordance with the coding presented in the methodology, these topics are represented by codes in the form of alphabetical letters as presented in table 8 below.

Table 8: Topics³

TOPIC	BBC	CITY RADIO	CONTACT FM	FLASH FM	IZUBA	RA_HUYE	RA_RUBAV U	RA-RUSIZI	RA_MARIA	RRW	RADIO 10	SALUS	RTV	VOAF	VOA	TOTAL	%
A	1	0	1	0	0	0	0	0	0	1	0	2	1	0	1	7	1.86
B	2	1	7	2	0	2	1	1	0	7	2	6	9	0	0	40	10.61
C	0	1	3	3	10	2	3	5	0	0	0	2	4	0	0	33	8.75
D	0	0	0	0	0	1	1	0	0	3	0	3	0	1	0	9	2.39
E	0	0	0	0	5	0	0	0	0	0	0	0	0	0	0	5	1.33
F	8	3	17	6	14	11	10	7	3	26	4	9	24	5	2	149	39.52
G	0	0	0	1	0	0	0	0	0	4	1	2	1	1	0	10	2.65
H	1	0	0	1	0	0	0	0	0	0	0	0	0	0	0	2	0.53
I	0	0	0	1	1	0	0	0	0	0	0	0	0	0	0	2	0.53
J	0	0	0	0	0	0	0	0	1	0	0	1	0	0	0	2	0.53
K	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0.00
L	1	0	2	3	1	0	0	0	0	1	0	0	0	0	0	8	2.12
M	3	1	3	1	1	1	1	0	0	5	4	3	0	1	0	24	6.37
N	0	0	0	0	0	0	0	0	0	1	1	0	0	0	0	2	0.53
O	0	1	0	0	1	0	3	4	1	7	1	2	5	0	1	26	6.90
P	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	1	0.27
Q	3	0	0	0	0	1	0	3	0	9	3	2	1	1	0	23	6.10
R	0	1	0	0	0	0	0	0	0	1	0	0	0	0	0	2	0.53
S	0	0	0	0	3	0	0	0	0	0	0	0	0	1	0	4	1.06
T	1	1	0	0	0	0	3	0	3	1	1	0	1	1	0	12	3.18
U	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0.00
V	2	0	1	0	0	0	0	0	0	2	1	0	0	1	0	7	1.86
W	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	1	0.27
X	2	0	0	0	0	3	0	1	0	0	0	0	0	0	2	8	2.12
TOTAL	24	9	35	18	36	21	22	21	8	68	18	32	46	13	6	377	100
%	6.37	2.39	9.28	4.77	9.55	5.57	5.84	5.57	2.12	18.04	4.77	8.49	12.20	3.45	1.59	100	

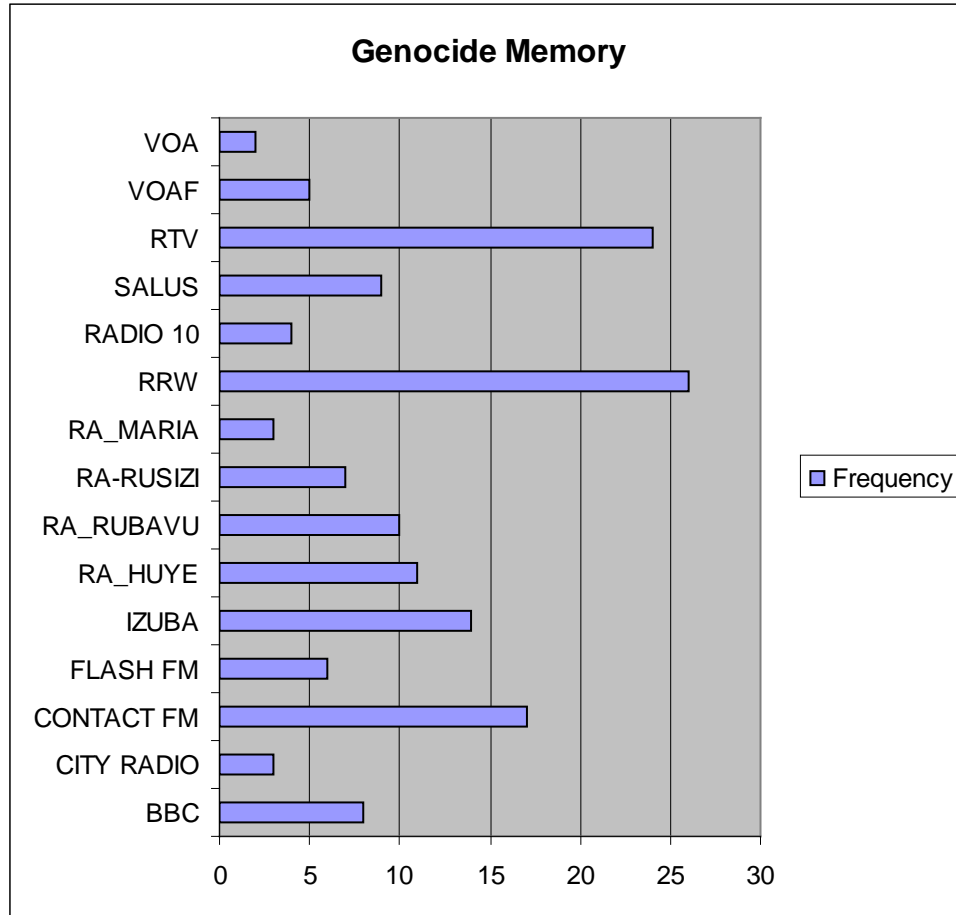
As table 8 above indicates genocide memory was given more time than any other topic with 39.52% of total airtime in the commemoration period. In the same period, this was followed, in second place in time allocation by genocide survivors' welfare which was allocated 10.61% of total airtime; genocide ideology prevention policies allocated 8.75% airtime; unity and reconciliation 6.90%, justice 6.37%, et cetera. In terms of medium, RRW gave more airtime to genocide related stories than any other media outlet

³ A: Causes of Genocide; B: Genocide survivors' welfare; C: Genocide (ideology) Prevention Policies; D: Genocide Survivors and Gacaca Witnesses' Security; E Survivors' Compensation; F: Genocide Memory (Sites, Testimonies, Documents, Plays, Genocide memorial tournaments, apologies); G Foreign Country's role in Genocide; H: International Community's indifference and its role in rebuilding Rwanda; I: Role of Political Parties in Genocide; J: Religious Organisations Role in Genocide; K: Media role in Genocide; L: Research on Genocide; M: Justice; N: Gacaca Jurisdictions; O: Unity and Reconciliation; P Genocide Survivors' Associations; Q: Ethnicity, Divisionism and Genocide ideology; R Human Rights; S: Traumatism and Counselling; T: Preparation of the Commemoration; U: Point of View from Opposition; V Genocide negation; W: Sexual Abuse (women& children); X: Others / last resort.

as the above table shows. Overall, it has a share of 18.04% of total airtime compared to City Radio's 2.39%, BBC's 6.37%, CFM's 9.28% et cetera.

1.1.2.1. GENOCIDE MEMORY

A look at the 2007 evaluation report of media coverage of the 13th genocide commemoration shows that there has been an increase in the coverage of genocide commemoration by the electronic media from 290 to 377 news items in 2008. Consequently, analysis of data shows that coverage of most topics improved. For instance, genocide commemoration as a topic covered in both monitoring improved from 32.76% in 2007 to 39.52% during the 14th commemoration in 2008. Comparatively, this topic also retains the top position in airtime allocation. This might be due to the following reasons: the first is that the topic *genocide commemoration* is wide and includes varied aspects such as decent burial ceremonies of the 1994 Tutsi genocide victims, visits to genocide memorial *genocide sites*, *debates* and *press conferences* on genocide memory or *fight against genocide ideology* et cetera. It is such topics that are discussed throughout the commemoration period that are presented in the electronic media, including helping and encouraging the population to stay together during the mourning period and to participate in relevant programmes. Different radios and TV captured these topics at different rates as indicated in the graph below:



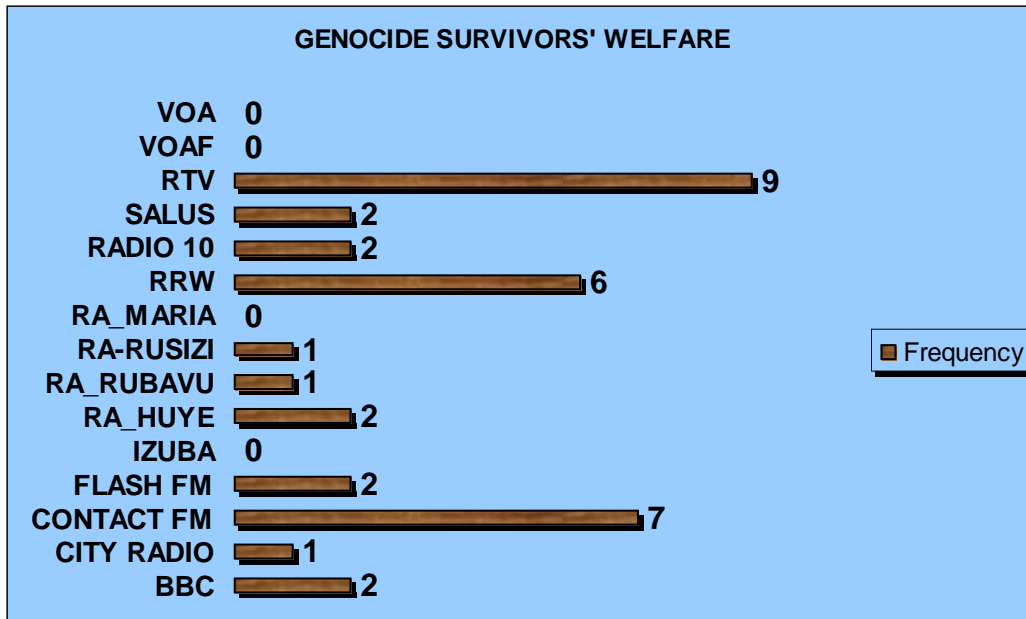
The above graph shows time allocated by every radio and TV monitored to *Genocide Memory*. It is quite clear that all these media organs had more than one news item devoted to the topic. As an illustration, the following genocide memory related stories appeared as news items in different mediums: “*Kuri uyu wa mbere mu gihugu hose hatangiye icyumweuru cy'icyunamo abanyarwanda bibukaho ku nshuro ya 14 jenoside yakorewe abatutsi basaga miliyoni mu gihe cy'iminsi ijana yonyine*”, RADIO 10 on April 7, 2008 at 6.00 PM (item 1). The other is, “*Mu gihe twibuka abana b'u Rwanda bazize jenoside yo muri 1994, abanyeshuri bo muri kaminuza ya Islamic University muri Uganda, bakoze urugendo hano mu Rwanda basura urwibutso rwa jenoside....*”, VOAF on April 11, 2008 at 3.00 PM (item 4). The third example is: “*Mu rwego rwo kwibuka jenoside y'abatutsi ku nshuro ya 14 uyu mwaka, umuryango urengera inyungu z'abacitse ku icumu, IBUKA, ufatanyije na minisiteri y'urubyiruko, umuco na siporo, bateguye kuri uyu wa gatanu inama mpuzamahanga kuri jenoside, ifite insanganyamatsiko igira iti "Kuvuga byatuye, gusesengura no kwandika amateka ya jenoside"*”; RRW on April 4, 2008 at 7.00PM (item 6). The other is: “*Kuri uyu wa gatatu mu karere ka Nyaruguru habereye imihango yo kwibuka no gushyingura imibiri y'abazize jenoside y'abatutsi*”, RA-HUYE on April 2, 2008. Other examples include: “*Abaturage bo mu ntara ya Kayanza bifatanyije n'abanyarwanda bo muri tumwe mu turere tw'intara y'amajyepfo*”, TVR on April 4, 2008;(item 5); “*...abanyamuryango b'ishyirahamwe ry'abamotari basuye urwibutso rwa jenoside rwa Murambi mu Karere ka Nyamagabe...*”, RA-

RUBAVU on April 4, 2008 at 7.30 PM (item 5). “*Uyu munsu Hirya no hino mu gihugu cyacu habaye igikorwa cyo gutangiza icyunamo cy’abantu bazize jenocide yo 1994*” Radio Maria on 7/4/2008 at 7.30 PM (News item 1). Others include: “*Mu Karere ka Rulindo hashyinguwe imibiri y’abatutsi bazize jenocide mu mwaka w’1994*”; City Radio on 15/4/2008 at 1.00 PM (News item 1); “*Ku nshuro ya 14 u Rwanda rwibutse abana barwo bazize jenocide y’abatutsi ihitana abantu barenze miliyoni imwe muri 1994*” Flash FM on 7/4/2008 at 12.00 AM (News item 1); « *Kuri uyu wa mbere mu Rwanda n’ahandi ku isi hose bibutse jenocide ya batutsi yo muri 1994*” Contact FM on 7/4/2008 at 7.00 PM (News item 1); “*Muri America Uhagarariye u Rwanda muri ONU yatangarije BBC ibikorwa biteganijwe muri iki gihe cyo kwibuka inzirikarengane zazize jenocide mu Rwanda*”; BBC Gahuzamiryango on April 7, 2008 at 6.30 PM (item 5), “*Uruburuko rwo mu Karere ka Kirehe rwakoze isuku ku rwibutso rwa Nyarubuye*” IZUBA on April 11, 2008 at 7.30 PM (item 3), “*Fondation Rusesabagina ifatanije n’abandi yibutse imyaka 14 jenocide ibaye mu Rwanda*”, VOA on April 8, 2008 at 6.30 AM (item 8), “*Uyu munsu u Rwanda rwashoje icyumweru cy’icyunamo cyo kwibuka Abatutsi bazize jenocide mu mwaka wa 1994...imihango yabereye muri Kaminuza y’u Rwanda*”, Salus on April 7, 2008, at 8.00 PM (Item 1).

As is clear, the examples given above are a description of activities and events organized during the 14th commemoration of genocide. Comparatively however, the public media reported genocide memory more than private media did. This can probably be attributed to the fact that the public media has a specific mission of promoting government policies, remembering being one of them. In addition, public media has more human and financial resources compared to private media. It should also be remembered that the latter has a profit motive while the former is driven by public good.

1.1.2.2. GENOCIDE SURVIVORS’ WELFARE

While commemorating the 1994 genocide for the 14th time, *survivors’ welfare* was put high on the agenda since many, fifteen years after the genocide are still faced by numerous life threatening hazards. As such much was expected from media practitioners in highlighting the plight of survivors as well as the importance of promoting their welfare. Not surprising, survivors’ welfare was a sub-theme of commemoration and monitoring findings indicate that it received considerable airtime. The graph below presents airtime allocated to this sub-theme by each monitored radio and TV.

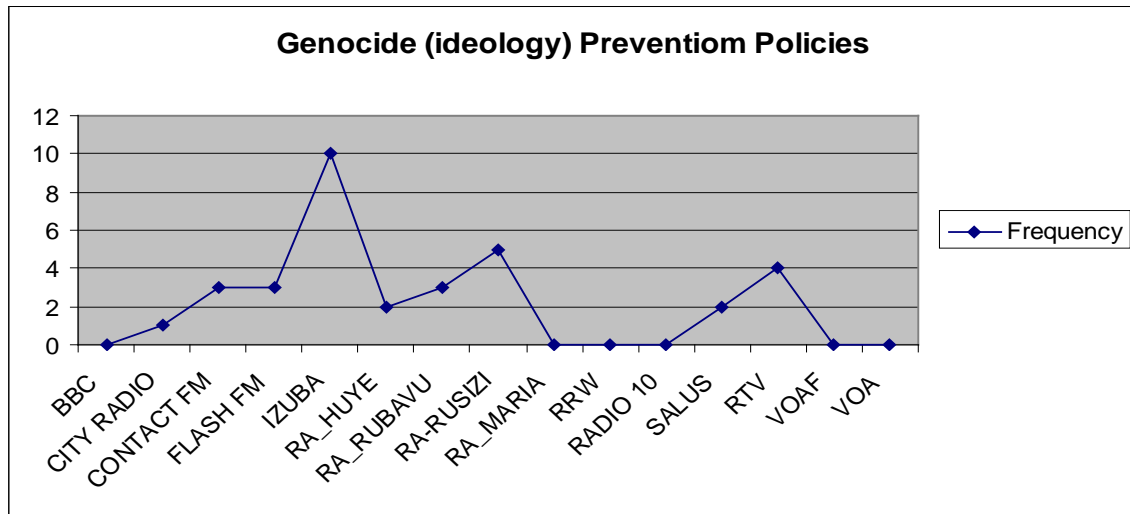


As the above graph shows, the welfare of survivors was allocated 10.61% airtime of 377 stories broadcast in the monitored period i.e. April 1-15th 2008. Comparatively, this is an increase from the airtime allocated to the same topic in the 13th genocide commemoration in 2007 which received 7.93% airtime of 290 stories then. Without a doubt, a focus on this point by the media can considerably raise and increase awareness of Rwandans to give their contribution to improving survivors' wellbeing.

To illustrate this point, here are some examples of news stories broadcast that directly relates to survivors' welfare: «...Umuyobozi wa CSR yahamagariye abana birera bo mu karere ka Nyanza...kwitabira imyuga kuko yabafasha kwitunga » (RADIO 10 on April 11, 2008). The other examples are: « Mu gihe hashize imyaka 14 jenoside ibaye mu Rwanda, haracyari benshi mu bayirokotse batarashobora kubonerwa amacumbi, n'umutekano wabo hirya no hino uracyabonekamo ibibazo » (RRW on April 4, 2008 at 7.00 PM (item 4)); « 1,845,045 Frw ni yo nkunga yo kugoboka abacitse ku icumu batishoboye yahise abonekera kuri sitade y'akarere ka Rusizi mu ntara y'u Burengerazuba », RA-RUSIZI on April 14, 2008 at 6.00 PM (item 1); « Inama y'abayobozi b'uturere n'intara...biyemeje kuzamura ubuhinzi no gufasha abacitse ku icumu no kubungabunga umutekano wabo », Salus on April 5, 2008 at 5.00 PM (Item 2); « Conférence de presse à la présidence: appui aux rescapés du génocide », RTV on April 3, 2008 at 8.30 PM (item 1) ; « Abayobozi b'u Rwanda bagomba gutafu ingamba zo kwirinda ibikorwa by'ubugizi bwa nabi bukomeje kwibasira abacitse ku icumu rya jenoside » City Radio on 11/4/2008 at 1.00 PM (news item 2) ; « Ku kibazo cy'umutekano w'abarokotse jenoside Perezida Kagame yavuze ko ngo hagomba gufatwa ingamba nziza zo gukurikirana icyo kibazo », Flash FM on April 2, 2008 at 7.00 PM (News item 1) « Umwami Kigeri nawe yifataniye n'abanyarwanda mu kwibuka, akavugaga ko hakwiye kuba ubushyikiranganji bwo kwita ku bacitse ku icumu », BBC Gahuzamiryango on April 7, 2008 at 6.30 PM (item 1).

1.1.2.3. FIGHT AGAINST GENOCIDE IDEOLOGY

As stated earlier, the 2007 Senate report showed that genocide ideology is still prevalent in Rwanda especially in secondary schools. Consequently, measures have been taken to eradicate the ideology. In response, findings indicate that the media responded and covered this topic varyingly. The chart below shows the number of news items aired relating to this topic during the commemoration period:



Generally as the above graph shows, among the news items broadcast by radio and TV during the mourning week, *Genocide Ideology Prevention Policies* received coverage and airtime in which, overall, out of 377 stories broadcast, 33 i.e. 8.75% of airtime was allocated to this topic.

Here are some examples of the news bulletins relating to the fight against genocide ideology: "Uyu muni abarimu amagana n'amagana mu Karere ka Rubavu...itorero ry'abarezi...gukumira no kurwanya ingengabitekerezo ya jenocide mu mashuri...", RA-RUBAVU on April 4, 2008 at 6.00 PM (item 1); «Abatuye umujyi wa Kamembe bahawe ikiganiro ku ngengabitekerezo ya jenocide n'uburyo bwo kuyirwanya», RA-RUSIZI on April 8, 2008, at 6.00 (item 1) ; «Radio y'aturage ivugira mu karere ka Huye kuri uyu wa 4 yagiranye ikiganiro n'umuhuzabikorwa wa AERG muri Kaminuza y'u Rwanda; ikiganiro cyibanze ku nsanganyamatsiko y'uyu mwaka no ku ngengabitekerezo ya jenocide ivugwa muri kaminuza y'u Rwanda», RA_HUYE on April 10, 2008 at 6.00 (item 1) ; «Mu gihugu hose hatangijwe ingando z'abarimu bo mu mashuri abanza n'ayisumbuye: TVR yanyarukiye mu karere ka Kamonyi...ingamba zo kurwanya ingengabitekerezo ya jenocide», RTV on April 4, 2008 at 7.30 (item 3) ; «The officials, employees and students from Kigali Institute of Education organised a conference on theme 'identify and fight against Genocide ideology'» Contact FM on 10/4/2008 at 7.00 PM (News item 2) «As Rwandans prepare to commemorate Tutsi's who perished in the 1994 genocide, President Paul Kagame noted that Genocide ideology should be fought », City Radio on 2/4/2008 at 1.00 PM (News item 1) «Abakozi b'ibitaro bya Rwamagana biyemeje gufatanya n'abandi banyarwanda mu kwibuka no guhashya ingengabitekerezo ya Jenocide», IZUBA on April 3, 2008 at 7.30 PM (item 2), «Abakozi

ba b'ibitaro bya Rwamagana biyemeje gufatanya n'abandi banyarwanda mu kwibuka no guhashya ingengabitekerezo ya Jenoside», IZUBA on April 3, 2008 at 7.30 (Item 2).

1.1.2.4. UNITY AND RECONCILIATION

Due to the well known role played by some media to make the 1994 genocide a reality, much is expected from media practitioners to unite and reconcile Rwandans after the country's rebirth. As shown in the table below, the topic *Unity and reconciliation* got a considerable coverage by audiovisual media represented by 6.90% of overall time allocation. A flashback to the 2007 report shows that unity and reconciliation policies are much more emphasized than then since they were allocated 3.10% of airtime.

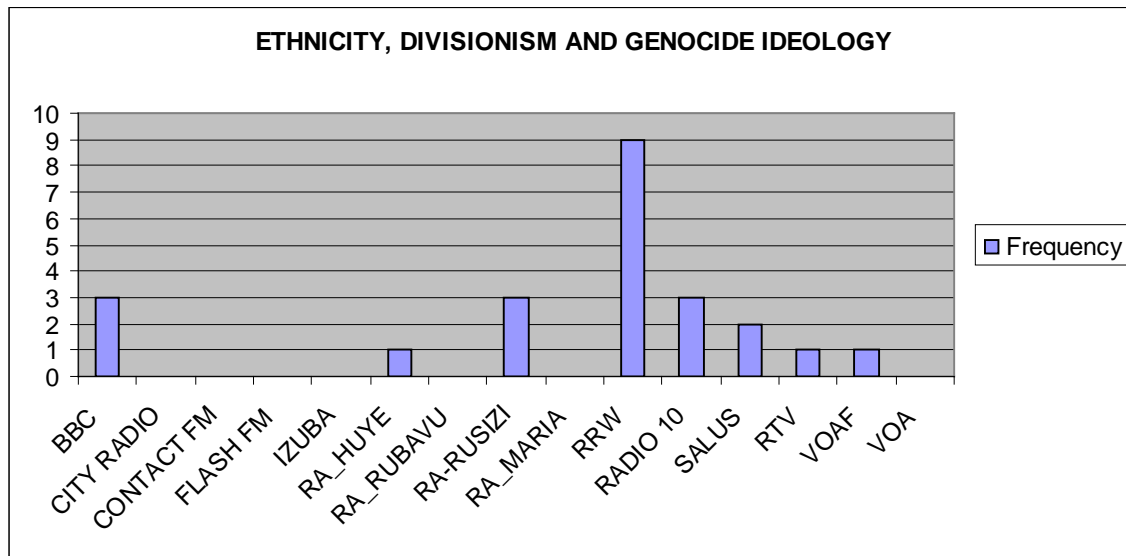
Table 9: Unity and Reconciliation

TOPIC	BBC	CITY RADIO	CONTACT FM	FLASH FM	IZUBA	RA_HUYE	RA_RUBAVU	RA-RUSIZI	RA_MARIA	RRW	RADIO 10	SALUS	RTV	VOAF	VOA	TOTAL
O	0	1	0	0	1	0	3	4	1	7	1	2	5	0	1	26
%	0.0	3.8	0.0	0.0	3.8	0.0	11.5	15.4	3.8	26.9	3.8	7.7	19.2	0.0	3.8	100

As the above table shows, Radio Rwanda allocated more time i.e. 26.9% of airtime to unity and reconciliation than any other station. This was followed by Rwanda TV and RA-RUSIZI. With this data, it can be concluded that public electronic media gave more airtime to sensitizing the Rwandan population about unity and reconciliation than privately operated electronic stations. Private stations should therefore redouble their efforts in the coverage and reporting of unity and reconciliation among Rwandans. The following are some titles of the monitored information regarding stories broadcast relating to this topic: «Urubwiruko rwa gikirisitu rwo mu itorero rya Restoration Church rwo mu Rwanda, u Burundi na DRC, rwiyejeje kugira uruhare rugaragara mu nzira yo gukumira amakimbirane mu bihugu byabo», RRW on April 4, 2008 at 7.00 PM (item 3) ; «...inama yahuje abayobozi b'amadini, aba gisirikare na polisi, ba Perezida ba komisiyo y'ubumwe n'ubwiyunge muri za paroisses...hagamijwe ubumwe n'ubwiyunge n'isanamitima », RA-RUSIZI on April 5, 2008 at 6.00 PM (item 2) ; «Igiterane cy'amadini atandukanye: ubumwe amahoro n'ubwiyunge ni bimwe mu byo abanyarwanda bagomba gukomeraho cyane cyane muri iki gihe », RTV on April 6, 2008 at 7.30 PM (item 3) ; «...Ibikorwa byo kwibuka jenoside birakomeje...Mu nzu mberabyombi ya kamibuza yigenga ya Kigali_ULK_hatangiwe ikiganiro ku bumwe n'ubwiyunge no ku buryo bwo gukumira ingengabitekerezo ya jenoside », RA-RUBAVU on April 10, 2008 at 6.00 PM (tem 1) ; « Komisiyo yu bumwe n'ubwiyunge yashyize ubushakashatsi ku nsanganyamatsiko ku bitera ihohoterwa mu muryanga nyarwanda nyuma 1994 » Flash FM on 4/4/2008 at 12.00 PM (Item 4) ; “ Komisiyo y'ubumwe n'ubwiyunge yashyize ahagaragara ubushakashatsi kwihohoterwa ry'abana n'abagore nyuma ya jenoside” ; Contact FM on 3/4/2008 at 7.00 PM (Item 5) ; « Ubudehe Poject has been lauded as very effective in fostering unity and governance among Rwandans » City Radio on 14/4/2008 at 13h00 (Item 1).

1.1.2.5. ETHNICITY, DIVISIONISM AND GENOCIDE IDEOLOGY

In view of its possible effect, the fight against genocide ideology is a must for everyone and for the Rwandan media in particular especially given the role played by the former in fuelling killings in 1994. This duty constitutes one of the main aspects that make the 2008 genocide commemoration theme. Among the monitored news items, 6.10% of airtime focused on ethnicity and divisionism as well as the fight against the genocide ideology. Comparatively, stories relating to the fight against the genocide ideology are more than those broadcast in 2007 which amounted to a total of 4.14%. The graph below illustrates the contribution of each radio and TV in covering the stated topic.



The above graph indicates that seven out of eight (namely City Radio, CFM, Flash FM, Izuba, Rubavu Community radio, Radio Maria Rwanda and VOA) radio stations did not broadcast any story on this topic. Yet, like other stations, they are expected to help publicize the importance of eradicating the ideology of genocide and put much more emphasis on the mourning period.

Nonetheless, for the stations that focused on the theme, the following stories present and illustrates what was reported on this theme: «Hasigaye iminsi ibarirwa ku ntoki ngo u Rwanda rwunamire abazize jenocide ku nshuro ya 14. Ibi bigiye kuba mu gihe hakivugwa ingengabitekerezo ya jenocide mu bigo by'amashuri no mu rubyiruko by'umwihariko», RADIO 10 on April 1, 2008 at 6.00 PM (item 2) ; «Minisiteri y'uburezi yateguye ingando zizakorerwa abarimu bo mu mashuri abanza n'ayisumbuye mu rwego rwo kurwanya ingengabitekerezo ya jenocide», VOAF on April 1, 2008 at 3.00 PM (item 2) ; «Perezida wa IBUKA, Théodore Simburudari, arasaba ko Leta y'u Rwanda yagira icyo ikora mu rwego rwa diplomatie kuva aho ahuriye n'ikibazo cyo kwimwa visa yo kujya mu gihugu cya Canada, ubwo yangaga gusubiza kimwe mu bibazo kigaragamo ivangura ry'amoko», RRW on April 2, 2008 at 7.00 (item 1) ; «Mu ishuri ryisumbuye rya College de Giheke haravugwa tract, aho umwana witwa Jean Paul Ngendahayo ubu ari mu maboko y'ubutabera kuko akekwa kuba yaranditse tract irimo ingengabitekerezo », RA-RUSIZI on April 10, 2008 at 6.00 PM (item 1) ; « Ku

gicamunsi w'uyu wa 5 kuri stade Huye hatanzwe ikiganiro ku mateka y'amoko mu Rwanda, cyatanzwe na Hon. Polisi Denis ku barimu bari mu mahugurwa y'itorero », on April 12, 2008 at 6.00 PM (item 2) ; «Abaturage bo mu murenge wa Kigarama mu Karere ka Kicukiro bakoze urugendo rwo kwamagana jenoside n'ingengabitekerezo yayo», RTV on April 10, 2008 at 7.30 PM (item 4) ; «Minisitiri w'Urubiruko Bwana Mitali Protais yasabye urubiruko icyabateranya kuko ingaruko aribo zigeraho », Flash FM on April 7, 2008 at 12.00 AM (Item 3) ; «The officials, employees and students from Kigali Institute of Education organised a conference on theme 'identify and fight against Genocide ideology »; Contact FM on April 4, 2008 at 7h00 PM, “Ambasade ya Canada mu Rwanda ngo yaba itanga impapuro z’urugendo ku Banyarwanda bifuza kujya muri icyo gihugu babanje kugaragaza ubwoko bwabo” Salus on April 4, 2008 at 5.00 PM (Item 7).

1.1.2.6. JUSTICE

In Rwanda, after the 1994 genocide, justice has received enormous focus and at times controversy caused by the enormous task facing the sector as well as initiatives to deal with the challenge. During the 2008 mourning week, the topic in the various Medias received 5.60% airtime. This is a decrease in reportage given that in 2007 statistics indicated that judicial issues counted for 5.86% airtime. The graph below illustrates airtime given to justice related stories by medium:



As illustrated in the above graph, RRW and RADIO 10 put a particular attention on judicial issues, followed by BBC, CFM and Salus. However, out of a total of 15 radio stations and a TV station, four did not broadcast any news item devoted to justice. Other topics related to justice received insignificant attention whereas they are regarded as important in the context of genocide. These are: the international community's indifference and its role in rebuilding Rwanda. This received 0.53% airtime; the role of political parties in Genocide received 0.53% airtime; religious organisations role in the genocide got 0.53%; genocide survivors' associations received 0.27% airtime; human rights got 0.53% and sexual abuse of women & children got 0.27% airtime. Surprisingly,

topics such as the role of media in the genocide as well as opposition political parties did not make news on radio and TV during the mourning week.

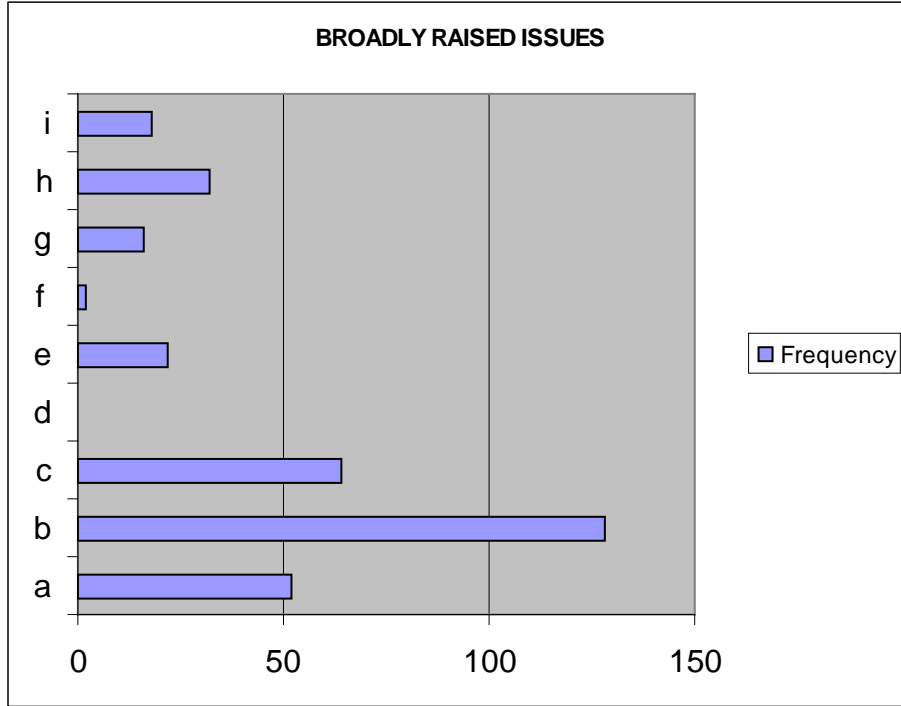
1.1.3. BROADLY RAISED ISSUES⁴

Having classified and presented broadcasted news items as they relate to genocide commemoration theme, it is importance to look into some broadly raised issues in the news during the same mourning week. The table and graph below show that among the news items monitored, reporters focused their analysis on issues such as human rights, divisionism, genocide ideology, survivors' welfare, et cetera as shown below:

Table 10: Broadly raised issues

BROADLY RAISED ISSUES	BBC	CITY RADIO	CONTACT FM	FLASH FM	IZUBA	RA_HUYE	RA_HUYE U	RA-RUSIZI	RA_MARIA	RRW	RADIO 10	SALUS	RTV	VOAF	VOA	TOTAL	%
a	9	1	0	1	19	1	1	1	0	9	0	5	1	0	4	52	15.57
b	5	4	17	5	10	6	10	10	2	24	3	10	16	5	1	128	38.32
c	4	2	8	5	3	2	3	2	1	13	1	6	11	3	0	64	19.16
d	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0.00
e	0	1	3	2	0	3	1	0	1	2	2	4	3	0	0	22	6.59
f	0	0	0	0	2	0	0	0	0	0	0	0	0	0	0	2	0.60
g	2	0	2	1	1	1	1	0	1	3	0	3	0	1	0	16	4.79
h	3	0	3	3	1	1	1	2	0	10	2	3	1	1	1	32	9.58
i	1	0	0	0	0	0	2	3	0	3	0	6	3	0	0	18	5.39
TOTAL	24	8	33	17	36	14	19	18	5	64	8	37	35	10	6	334	100

⁴ a: Human Rights Ethnicity, b: Divisionism & Genocide Ideology c: Genocide Survivors' Problems, d: Sexual Abuse, e: Widows & Orphans life Conditions, f: Children's Rights, g: Genocide Survivors & Gacaca Witnesses' Security, h: Justice/ Gacaca/ TIG, i: Unity & Reconciliation.



As shown by the chart above, the fight against ethnicity, divisionism and genocide ideology were the most broadly raised issue during the monitoring. Reflectively, this is a positive development considering that the future of Rwanda depends on defeating ethnic divisions as well as genocide ideology on which the killing of over a million Rwandans was based. Again, this is directly in line with media policy in the country that broadly aims at promoting national unity and reconciliation.

1.2. AREA OF COVERAGE ⁵

As is now well known and appreciated, the national mourning period is a special time for all Rwandans regardless of area of domesticity. As such, media is expected to cover the whole country so as to document the truth and history of genocide be properly represented without exception. It is in this respect that the present report highlights the extent to which each district in the country was covered by media; discern the extent to which media reached all corners of the country, various people and reporting their life stories fourteen years after the genocide. Moreover, coverage of national and international levels as they relate to genocide and genocide commemoration were also taken into account as well.

⁵ D1:Bugesera; D2:Burera; D3:Gakenke ; D4 :Gasabo ; D5 :Gatsibo ; D6 :Gicumbi ;D7 :Gisagara ;D8 :Huye ; D9 :Kamonyi D10: Karongi; D11:Kayanza; D12:Kicukiro; D13:Kirehe; D14:Muhanga, D15:Musanze; D16:Ngoma; D17:Ngororero; D18: Nyabihu; 19:Nyagatare; D20:Nyamagabe; D21:Nyamasheke; D22:Nyanza; D23:Nyarugenge; D24:Nyaruguru; D25:Rubavu; D26:Ruhango; D27:Rulindo; D28:Rusizi; D29:Rutsiro; D30:Rwamagana; D31: National D32: International

Table 11: Area of coverage

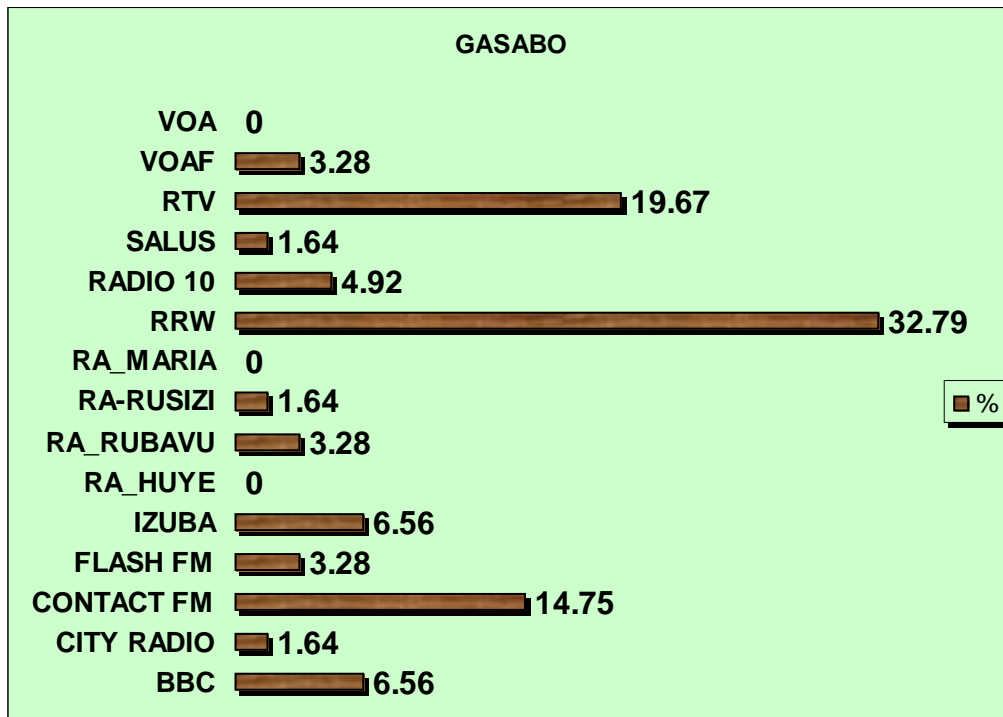
AREA OF COVERAGE	BBC	CITY RADIO CONTACT FM	FLASH FM	IZUBA	RA_HUYE	RA_MARIA	RA-RUSIZI	RA_MARIA	RRW	RADIO 10	SALUS	RTV	VOAF	VOA	TOTAL	%
D1	1	1	1	3	1	1	1	0	3	1	0	1	2	1	17	4.51
D2	0	0	0	0	0	0	0	0	1	0	0	0	0	0	1	0.27
D3	3	0	0	0	0	0	0	0	0	0	1	0	0	0	4	1.06
D4	4	1	9	2	4	0	2	1	20	3	1	12	2	0	61	16.18
D5	0	0	0	0	1	0	0	0	1	0	0	1	0	0	3	0.80
D6	0	0	0	0	0	0	0	0	1	0	0	1	0	0	2	0.53
D7	0	0	0	0	0	1	0	0	1	0	3	0	0	0	5	1.33
D8	0	0	0	0	0	11	0	0	2	0	10	2	0	0	25	6.63
D9	0	0	1	0	0	0	0	0	2	2	0	2	0	0	7	1.86
D10	0	0	0	0	0	1	0	0	0	0	0	0	0	0	1	0.27
D11	0	0	1	0	5	0	0	0	2	0	0	0	0	0	8	2.12
D12	0	1	1	1	1	0	0	0	1	1	0	7	1	1	15	3.98
D13	0	0	0	1	2	0	0	0	1	0	0	0	0	0	4	1.06
D14	0	0	0	0	0	0	0	0	3	2	0	0	0	0	5	1.33
D15	0	0	0	0	0	0	1	0	1	1	0	0	0	0	3	0.80
D16	0	0	0	1	16	0	0	0	0	0	0	1	0	0	18	4.77
D17	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0.00
D18	0	0	0	0	0	0	2	0	0	0	0	0	0	0	2	0.53
D19	0	0	0	0	2	0	0	0	0	0	0	0	0	0	2	0.53
D20	0	0	0	0	0	2	1	1	0	0	2	0	0	0	6	1.59
D21	0	0	0	0	0	0	0	3	0	0	0	1	0	0	4	1.06
D22	0	0	1	2	0	4	0	0	1	1	2	1	0	0	12	3.18
D23	1	2	1	0	0	0	0	1	5	4	1	9	2	0	27	7.16
D24	0	0	1	0	0	1	0	0	0	0	3	0	0	0	5	1.33
D25	0	0	0	0	0	0	13	0	1	0	0	1	0	0	15	3.98
D26	0	0	1	0	0	0	0	0	0	0	0	0	0	0	1	0.27
D27	0	1	1	0	0	0	0	0	2	0	0	2	0	0	6	1.59
D28	0	0	0	0	0	0	0	15	2	0	0	1	0	0	18	4.77
D29	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0.00
D30	0	0	0	0	2	0	0	0	1	0	0	3	0	0	6	1.59
D31	8	2	4	3	2		1	0	4	4	5	1	2	0	36	9.55
D32	7	1	13	5	0	0	1	0	15	4	4	0	4	4	58	15.38
TOTAL	24	9	35	18	36	21	22	21	68	18	32	46	13	6	377	100

As the table above shows, Gasabo (D4) district received more coverage with 16.18% of airtime while information about the international level reportage got 15.38% of airtime in news items in the audiovisual media. News and information on national level also got attention with coverage amounting to 9.55% airtime overall. The following districts also received high coverage: Nyarugenge (D23) received 7.16% airtime, Huye

(D8) in the southern province got 6.63%, Ngoma (D16) got 4.77% and Bugesera (D1) received 4.51% of total airtime. Not surprisingly, there were no news item from Ngororero (D17) and Rutsiro (D29) districts—since these are rural districts. While urban events can be easily reported by media due to accessibility and most radio stations and TV are largely located in urban areas, upcountry events have little chance to be aired by radio and TVs. This might be attributed to lack of both human and financial capacity of these stations. Comparatively, Radio Rwanda covered most of the districts of the country than any other station. This is attributed to its financial and human resource capacity as a government funded radio station as well as its corresponding equipment and mandate. To better illustrate this, the table below and chart provide a picture of five most covered areas per medium:

1.2.1. GASABO DISTRICT

If we are to make reference to the 2007 genocide commemoration report findings, Gasabo district remains the most frequently covered area by radio stations and TV during the mourning period. The coverage rate and airtime allocated to this district increased from 16.18% to 19.31% in 2008. Below is a presentation of the contribution of each station in the coverage of Gasabo district:



As shown above, Gasabo district, located in Kigali City was allocated more airtime than any other district. This might be due to two major reasons: the first is that Gisozi Genocide Memorial Museum is located in this district, and the fact that a good number of media houses in Kigali City is also located in this district. Consequently, journalists have easy access to this area which is frequently visited by both Rwandans and foreigners not only during the mourning week but also in normal times.

1.2.2. INTERNATIONAL LEVEL

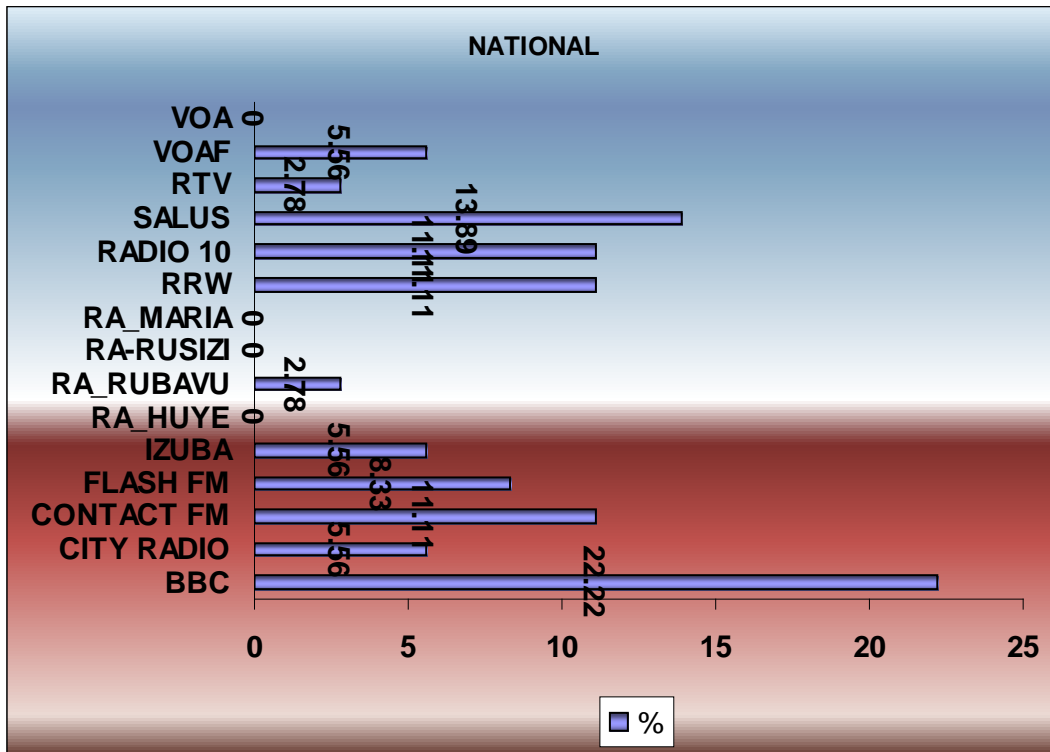
News broadcast during the 14th Genocide commemoration had an international dimension. News and information from across borders counts for 15.38% of the 377 news item broadcasts by radio and TV during the mourning week. The table below documents airtime allocated to this variable by each monitored radio or TV during the mourning week.

Table 12: International level

AREA	BBC	CITY RADIO	CONTACT FM	FLASH FM	IZUBA	RA_HUYE	RA_RUBAVU	RA-RUSIZI	RA_MARIA	RRW	RADIO 10	SALUS	RTV	VOAF	VOA	TOTAL
D32	7	1	13	5	0	0	1	0	0	15	4	4	0	4	4	58
%	12.1	1.7	22.4	8.6	0.0	0.0	1.7	0.0	0.0	25.9	6.9	6.9	0.0	6.9	6.9	100

1.2.3. NATIONAL LEVEL

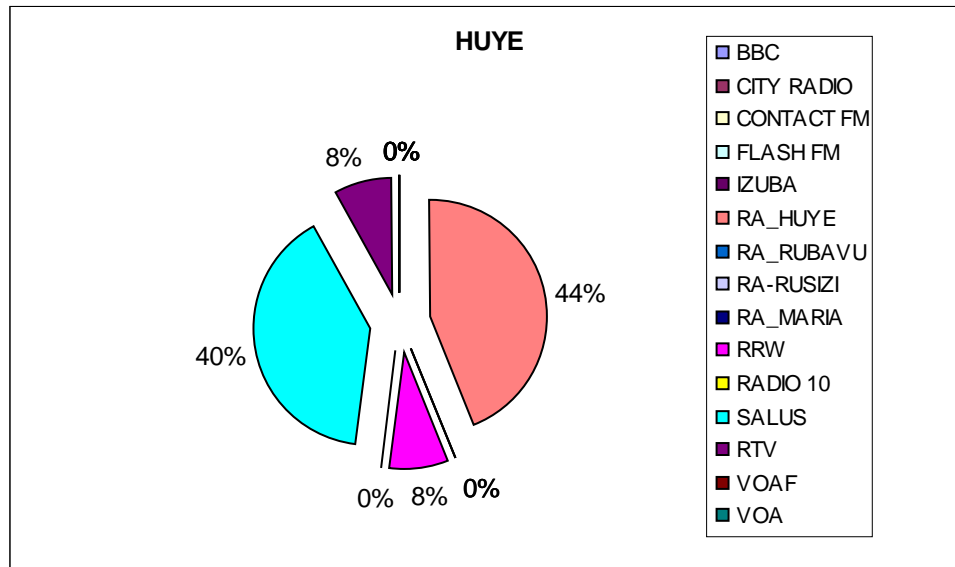
As stated earlier, media monitoring analysis shows that it concentrated much on official events. The chart below exhibits the contribution of each radio and TV in reporting of national issues or events throughout the mourning period.



As can be observed from the graph above, activities at the national level attracted more attention of the media. This shows that, the media focused on official ceremonies and quotes most of the time national leaders than any other category of leaders.

1.2.4. DISTRICT DE HUYE

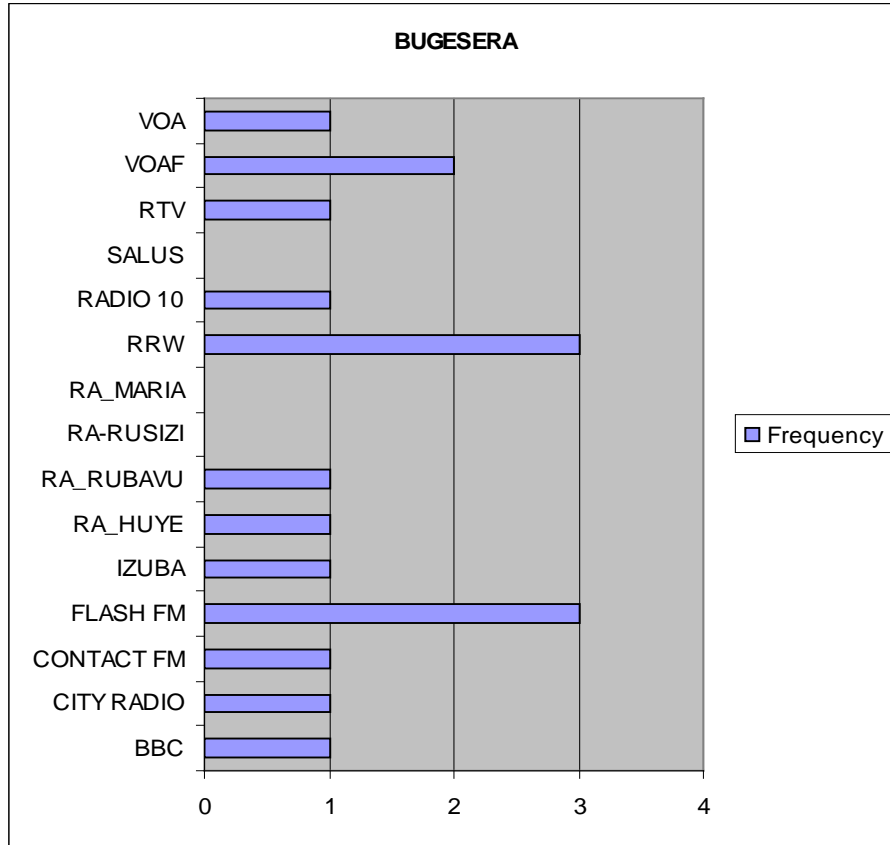
Located in the Southern Province, Huye district houses two radio stations (Huye Community Radio and Salus Radio). It therefore got a significant coverage, comparatively getting 4.96% of total airtime time allocation by district. This is clearly illustrated by the chart below which illustrates airtime allocated to this district by each medium.



As is shown by the above chart, Salus radio allocated 40% airtime to Huye and Radio Huye, also located in the same district allocated 44% of its airtime to the same district. This shows that radio stations are prone to reporting events in their vicinity than far away events. In addition to Huye Community Radio and Salus, Radio Rwanda and Rwanda Television stepped up the covering of the district. Given that commemorative activities were organized at a sub county level; in a bid to facilitate the involvement of the local population, there were more opportunities for these community radios to produce more stories about the mourning week.

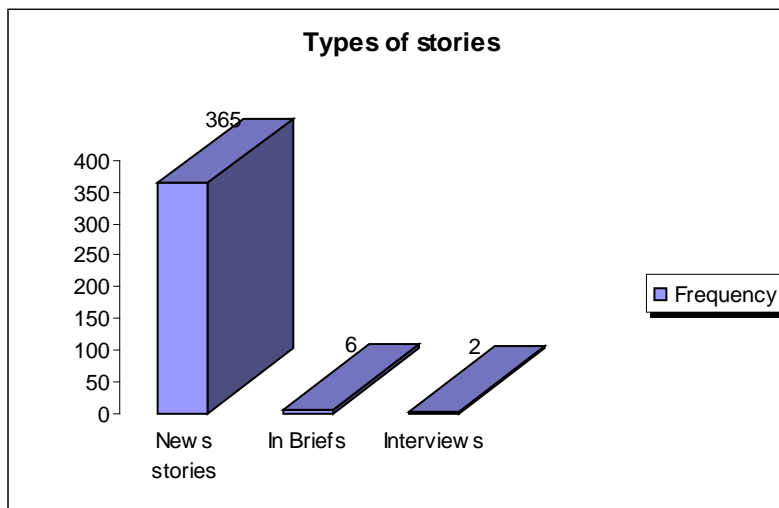
1.2.5. BUGESERA

The 2008 national mourning week ceremonies were held in Bugesera District. Most of the media did their best to reach the place and cover the event as represented by 4.66% of airtime allocated to stories from this district. Comparatively, this has considerably increased coverage of the area given that it attracted a mere 1.72% in 2007. The chart below provides the coverage of every monitored media relating to genocide commemoration. As can be depicted from the graph below, almost every medium analyzed had at least one news item from Bugesera District, according to the available data.



1.2. TYPES OF STORIES

Most news bulletins from radio and TV stations are generally news stories than any other type. However, interviews and new briefs are also given attention as shown by the graph below.



Out of a total number of 372⁶ news items which were monitored, 96.82% were news stories, 1.59% were news in brief while 0.53% was interviews. From the above graph, it is implied that most radio and TV stations rely on news stories put forth and initiated by news sources or authorities rather than journalists initiating or digging up stories or organizing interviews with newsmakers with the objective of scrutinizing genocide prevention policies, unity and reconciliation programs, genocide survivors' welfare, etc. This also reflects low initiative and lack of investigative research based reporting by media houses and journalists.

SUMMARY

The present report presents the analysis of 377 news items relating to the 14th genocide commemoration from both radio and TV stations in Rwanda. Radio Rwanda allocated 18.44% of its time to the purpose; RTV allocated 12.20% of its airtime to the same, Izuba Radio 9.55% and Contact FM 9.28%. Comparatively, these contributed more than any other stations to the reporting of genocide commemoration. Again, «Genocide Memory» is the topic that received more coverage standing at 39.52% compared to any other topic. As regards various areas of coverage, Gasabo District received more coverage represented by 16.18% of total airtime. Most news items broadcast during the mourning week are news stories—receiving 98.82%. Lastly, unlike previous years, news items broadcast reflected the national commemoration theme of “*Let us keep the genocide memory, fight the genocide ideology, and promote the genocide survivors' welfare*”.

⁶ Note hereby that there are four items (1.06 %) which have been classified in the category “Others” (letters to the editor).

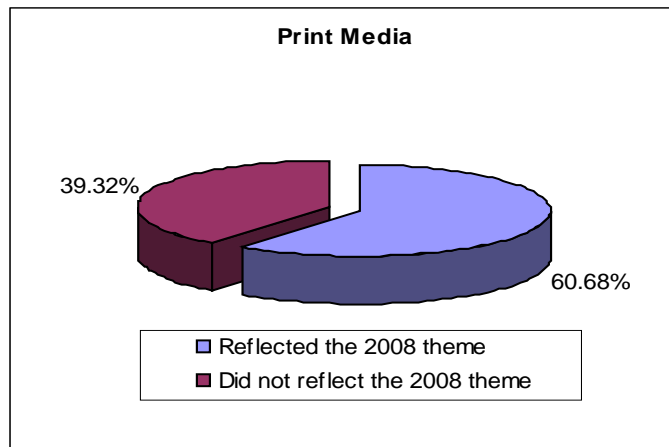
CHAPTER TWO: PRINT MEDIA

2.1. INFORMATIVE ROLE OF PRINT MEDIA

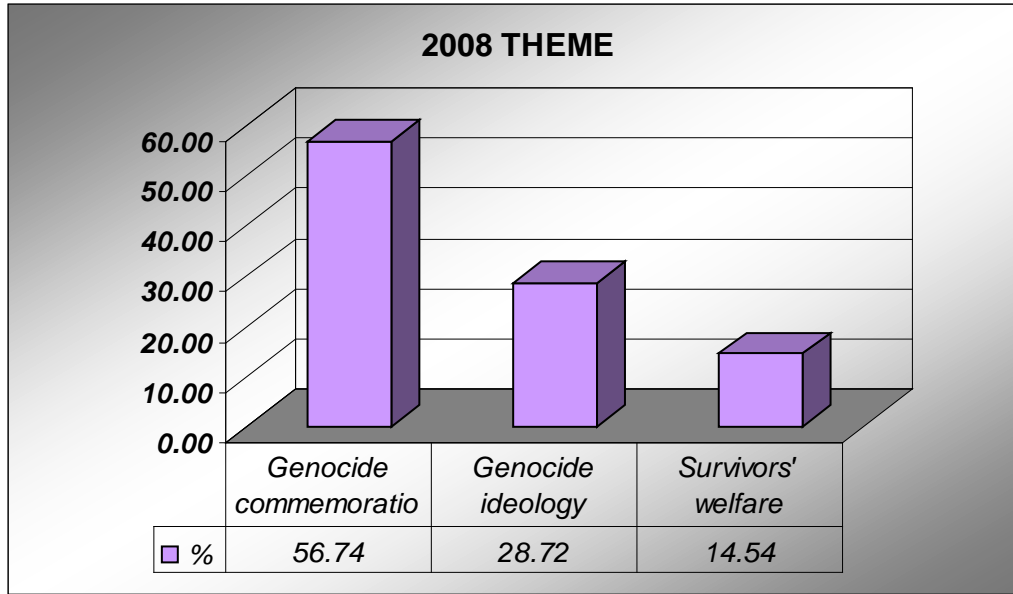
While writing this report, media monitors had, besides electronic media, to examine the role of print media of informing and educating Rwandans as well as foreign audiences about the 1994 genocide. It was also an occasion to see whether the media law and code of conduct are rigorously respected when reporting genocide commemoration. This exercise took into account all newspapers and periodicals published during the mourning week—April 2008. While analysing print media coverage of the 14th genocide commemoration, the methodological approach remained the same as for audiovisual media. We focus on topics covered, area of coverage, localization of information and news sourcing served as criteria for analysis.

2.1.1. THE 2008 GENOCIDE COMMEMORATION THEME

Every year, the Government of Rwanda states a theme while commemorating the 1994 Tutsi genocide whereby over one million innocent people were killed. Before delving into these details, a brief description should be made on how the monitored media captured the 2008 genocide commemoration theme of: *“Let us keep the genocide memory, fight the genocide ideology, and promote the genocide survivors’ welfare”*.



As indicated in the above chart, 60.68% of the 468 news items published and therefore monitored reflected the 2008 genocide commemoration theme as illustrated in the graph below:



The graph above shows how each aspect of the 2008 ‘national theme’ of the 14th Genocide Commemoration was reported in terms of percentages. Like the electronic media, a general picture drawn from analyzed newspapers shows that they tried to remind the readers of the 2008 theme set by the Rwandan government. In doing so they helped sensitize Rwandans and foreigners to commemorate over one million victims of the 1994 holocaust. Overall, genocide commemoration with its related activities received more coverage, allocated 56.74% of space in newspapers space compared to ‘genocide ideology’ which stands second in space allocation getting 28.72% and survivors’ welfare getting 14.54% respectively. As stated earlier, this might be due to the willing of Rwandan national and local leaders to fight against the genocide ideology which has been spread out among Rwandans especially in schools as proved by Rwanda’s Senate research of 2007. Messages from these leaders have mainly been conveyed throughout media.

2.1.2 TOPIC COVERAGE⁷

The information that was published by newspapers was classified into various categories known as “topics” in the present analysis. As shown in the table below, the topics covered include “Genocide Memory”, “Genocide Ideology”, “Genocide Survivors’ Welfare”, “Justice”, et cetera.

⁷A: Causes of Genocide; B: Genocide survivors’ welfare; C: Genocide (ideology) Prevention Policies; D: Genocide Survivors and Gacaca Witnesses’ Security; E Survivors’ Compensation; F: Genocide Memory (Sites, Testimonies, Documents, Plays, Genocide memorial tournaments, apologies); G Foreign Country’s role in Genocide; H: International Community’s indifference and its role in rebuilding Rwanda; I: Role of Political Parties in Genocide; J: Religious Organisations Role in Genocide; K: Media role in Genocide; L: Research on Genocide; M: Justice; N: Gacaca Jurisdictions; O : Unity and Reconciliation; P Genocide Survivors’ Associations; Q: Ethnicity, Divisionism and Genocide ideology; R Human Rights; S: Traumatism and Counselling; T: Preparation of the Commemoration; U: Point of View from Opposition; V Genocide negation; W: Sexual Abuse (women& children); X: Others / last resort.

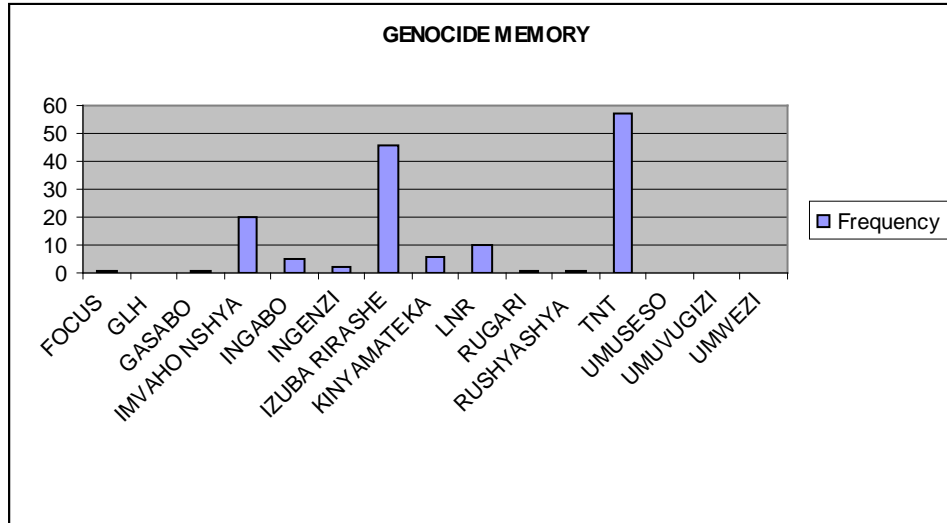
Table 13: Topics covered

TOPIC	FOCUS	GLH	GASABO	IMVAHO NSHYA	INGABO	INGENZI	IZUBA RIRASHE	KINYAMATEK A	LNR	RUGARI	RUSHYASHYA	TNT	UMUSESO	UMUVUGIZI	UMWEZI	TOTAL	%
A	0	0	0	11	1	0	4	0	0	0	0	6	0	1	0	23	5.24
B	0	0	0	0	5	1	21	1	8	0	2	20	0	0	0	58	13.21
C	0	0	0	7	2	0	9	1	0	0	0	11	0	0	0	30	6.83
D	0	1	0	0	1	2	2	0	1	0	0	5	0	0	1	13	2.96
E	0	0	0	1	0	0	1	0	0	0	0	1	0	0	0	3	0.68
F	1	0	1	20	5	2	46	6	10	1	1	57	0	0	0	150	34.17
G	0	0	0	1	0	0	0	0	0	0	0	2	0	0	0	3	0.68
H	0	0	0	2	0	0	0	0	0	0	0	3	0	0	0	5	1.14
I	0	0	0	1	0	0	2	0	0	0	0	1	1	0	0	5	1.14
J	0	0	0	0	0	1	3	0	0	0	0	2	0	0	0	6	1.37
K	0	0	0	2	0	0	2	0	0	0	0	0	0	0	0	4	0.91
L	0	0	0	1	3	0	5	0	0	0	0	1	0	0	0	10	2.28
M	0	2	1	12	2	2	14	2	1	0	0	16	0	0	1	53	12.07
N	0	0	0	0	0	3	5	0	1	2	0	0	2	0	0	13	2.96
O	0	0	0	0	0	1	7	1	0	0	0	5	0	0	0	14	3.19
P	0	0	0	1	0	0	1	0	0	0	0	0	2	0	0	4	0.91
Q	0	0	1	0	2	1	7	0	3	0	0	16	0	0	0	30	6.83
R	0	0	0	0	0	0	2	0	0	0	0	0	0	0	0	2	0.46
S	0	0	0	0	1	0	3	0	0	0	0	2	0	0	0	6	1.37
T	0	0	1	0	0	0	1	0	1	0	0	0	0	0	0	3	0.68
U	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0.00
V	0	0	0	5	0	0	5	0	0	0	0	10	0	0	1	21	4.78
W	0	0	0	0	1	0	0	0	0	0	0	1	0	0	0	2	0.46
X	0	0	0	0	0	0	2		3	1	0	4	0	0	0	10	2.28
TOTAL	1	3	4	64	23	13	142	11	28	4	3	163	5	1	3	468	107
%	0.23	0.68	0.91	14.58	5.24	2.96	32.35	2.51	6.38	0.91	0.68	37.13	1.14	0.23	0.68	107	100

As can be seen from the table above, some topics were much more covered than others. The topic « Genocide Memory » comes top of other topics covered with 34.17% space allocation in newspapers out of a total number of 468 news items published. In this regard, newspapers published various news items relating to decent burials of remains of the 1994 genocide victims, testimonies, 1994 genocide victims' commemoration night vigils, speeches by local and national leaders, conferences, et cetera. Comparatively, The New Times, the Tri-Weekly Izuba Rirashe and the bi-weekly Imvaho Nshya published more stories and provided more information to the readers than any other newspapers published in the same period. This is due to their regularity.

2.1.2.1. GENOCIDE MEMORY

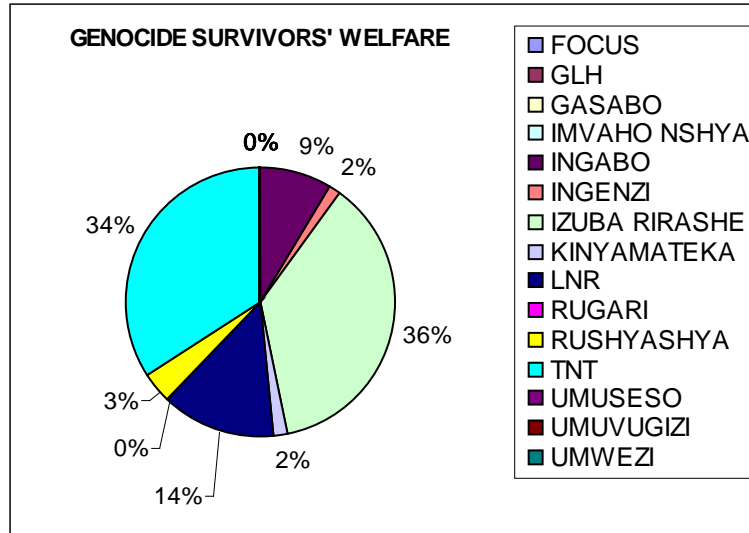
As stated above, the topic « Genocide Memory » received more coverage than any other. Comparatively, coverage of this topic improved from 2007 where results indicates that stories on this particular topic increased from 85 to 150 in 2008 representing 22.49% and 34.17% respectively. Individually, newspapers allocated space to ‘genocide memory’ in the manner presented in the graph below.



As the graph above indicates, like the electronic media, the print media also emphasised “genocide memory”. The analysis of content indicates that, reporters were much more interested in news stories relating to official ceremonies relating to 1994 genocide commemoration such as decent burial, conferences, frequent visits to memorial sites, et cetera. This approach to reporting genocide commemoration is illustrated by the following stories published in different newspapers: «Nation mourns, Fight your dignity, Kagame», TNT 1459, April 4, 2008, p.1. Others are «Inyumba na Nyakibanda hongeye kwibukwa inzirakarengane zahaguye», Ingenzi 006, April 28, 2008, p.9 ; «Regard neuf sur la mémoire du génocide», LNR 668 of April 7, 2008, p.5 ; «Igihe cy’amatage cyagarutse nimuhaguruke dufatane mu nda», Gasabo 63 of April 4, 2008, p.4 ; «Twibuke tudatanga icyuho», Rugari 33 of April 19, 2008, p.3 ; «Yiyoberanyije gikobwa biranga baramwica», Ingabo 167 of April 2008, p.40 ; «Kwibuka bigomba kuba ibya buri munyarwanda» Izuba Rirashe n°088 of 6th April 2008, Page 7 ; «It’s now time to remember our beloved» ; TNT 1455 of 3rd April 2008, p.7.

2.1.2.2. GENOCIDE SURVIVORS’ WELFARE

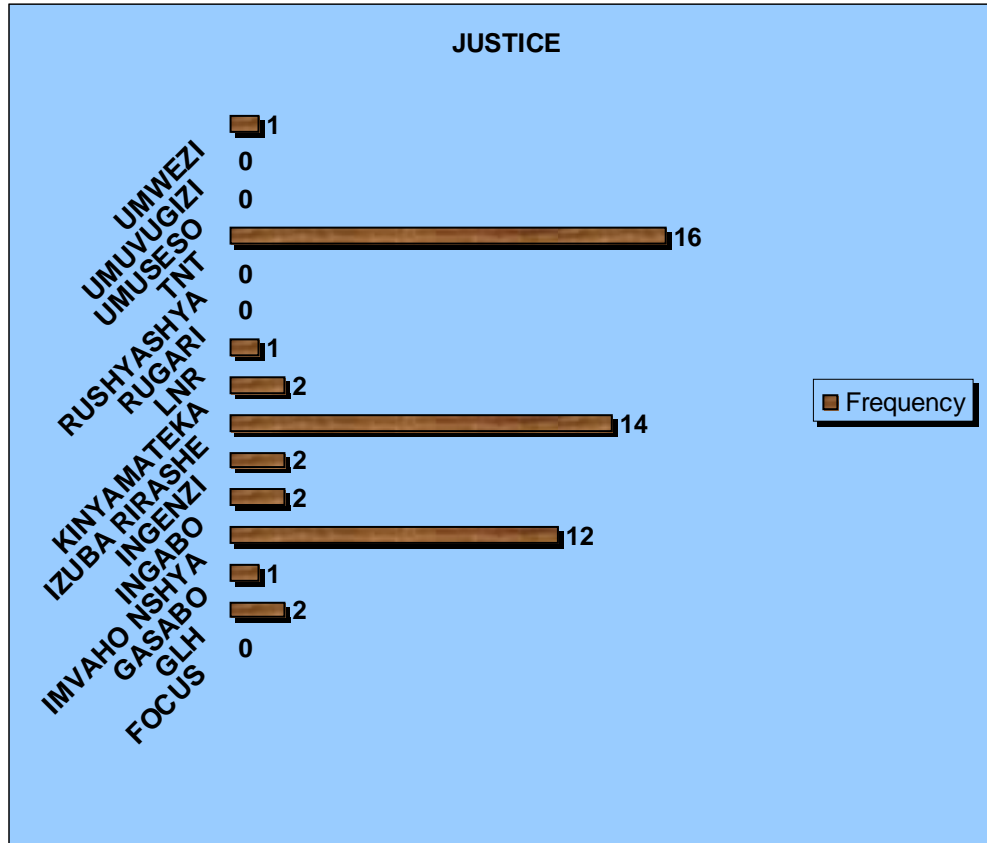
Like in the electronic media, survivors’ welfare also received coverage in the print media. Out of a total number of 468 news items published and analysed in this report, coverage of genocide survivors’ welfare was allocated 13.21% space in newspapers of 378 news items compared to 11.64% in 2007. In more detail, the chart below clarifies the contribution of each medium in this regard.



Again, as the above chart shows, it is *The New Times* that allocated more space to survivors' welfare related stories than any other newspaper. This is represented by 34% as shown in the chart above. To illustrate further however, the following stories appeared in different print media publications: «Let resilience of survivors inspire us all, says Ki-Moun», TNT 1457 of April 5, 2008, p.1 ; «Les enfants orphelins chefs de ménage on besoin d'une assistance particulière», LNR 668 of April 7, 2008, p.9 ; «Kwibuka no kurwanya ubukene n'ubujiji mu muryango»; Ingabo 167 of April 2008, p.29 ; «ORTPN yatanze inkunga ku mfubyi za Ntarama»; Izuba Rirashe 94 of 20/4/2008 , page 1 ; «ORTPN yashyizeho ikigega gihoraho cyo gutera inkunga abarokotse jenocide»; Imvaho Nshya 1780 of 21/4/2008 page 6 ; «Rusizi to build 1.000 houses for survivors»; TNT 1467 of 17/4/2008, p. 5

2.1.2.3. JUSTICE

While the government of Rwanda has been setting up various initiatives and judicial processes such as Gacaca courts to promote justice for all, the media also seems to have given it ample space during genocide commemoration week. Compared to the 2007 commemoration, there has been an important increment in covering justice related matters. Results show that publication of judicial related issues increased from 6.08% in 2007 to 12.07%. Again, as shown by the graph below, TNT gave more space to such stories than any other newspaper. However, some newspapers did not produce any article on judicial issues shown by the graph below:



Here are some illustrations of the stories published by different newspapers: «French court approves extradition of Kamana», TNT 1459 of April 8, 2008, p.4 ; «Spanish judge's indictments nothing but arrogance, Kagame», TNT 1454 of April 2, 2008, p.2 ; «Urubanza rw'abanyapolitiki rwarasubukuwe», Ingenzi 006 of April 28, 2008, p.7 ; «Inkoramaraso ntizirasubiza inkota mu rwubati», Ingenzi 28 of April 1, 2008, p.3 ; «TPIR: Carla Del Ponte raconte ses tentatives d'enquête sur le FPR», GLH 505 of April 7, 2008, p.6 ; « Imanza zizaturuka Arusha ntizizorohera bamwe mu bayobozi bakuru », Gasabo 63 of April 4, 2008, p.8 ; « Ibuka irasaba ko abarundi bakoze jenocide mu Rwanda bashyikirizwa inkiko », Izuba Rirashe 092 of April 15, p.2 ; « Kwibuka no kunga bigamije ubumwe n'ukuri mu butabera », Ingabo 167 of April 2008, p.17 .

2.2. BROADLY RAISED ISSUES⁸

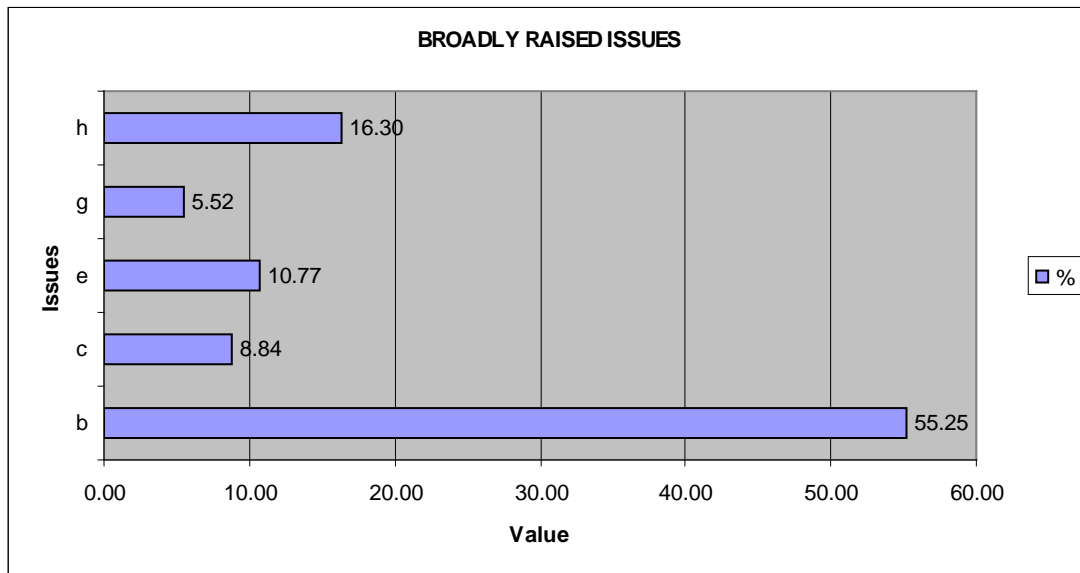
The classification of news items into various topics in this report is one of the steps undertaken to make the present analysis. From the analysis, it appears that while preparing their articles, journalists' analysis by some media attract people's attention to some important issues so as to help them have a proper view and understanding of a particular situation. The table and chart below shows news items published and monitored and here analysed:

⁸ a: Human Rights Ethnicity, b: Divisionism & Genocide Ideology c: Genocide Survivors' Problems, d: Sexual Abuse, e: Widows & Orphans life Conditions, f: Children's Rights, g: Genocide Survivors & Gacaca Witnesses' Security, h: Justice/ Gacaca/ TIG, i: Unity & Reconciliation.

Table 14: Broadly raised issues

BROADLY RAISED ISSUES	FOCUS	GLH	GASABO	UMUVUGIZI	NSHYA	INGABO	INGENZI	IZUBA	RIRASHE	A	LNR	RUGARI	RUSHYASHYA	TNT	UMUSESO	UMUVUGIZI	UMWEZI	TOTAL	%
a	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0	0	0	2	0.55
b	1	0	1	42	5	2	64	5	6	1	1	71	0	1	0	0	0	200	55.25
c	0	0	0	2	6	1	3	0	5	0	1	12	2	0	0	0	0	32	8.84
d	0	0	0	0	1	0	0	0	0	0	0	1	0	0	0	0	0	2	0.55
e	0	0	0	6	0	0	17	2	2	0	0	12	0	0	0	0	0	39	10.77
f	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	1	0.28
g	0	1	1	1	0	2	3	0	0	0	3	8	0	0	0	1	1	20	5.52
h	0	2	0	9	2	5	17	2	3	1	1	13	2	1	1	1	1	59	16.30
i	0	0	0	0	0	0	2	0	0	0	0	4	0	1	0	0	0	7	1.93
TOTAL	1	3	2	60	14	10	106	9	16	2	6	124	4	3	2	362	100		

As shown in the above table and chart below, “ethnicity, divisionism and genocide ideology” are the topics most covered and given more space in newspapers during the mourning week. It should be reminded hereby that these issues comprise one of the aspects of the 2008 genocide commemoration theme.



2.3. AREAS OF COVERAGE⁹

Localization of reporting and checking whether all parts of the country are covered by reporters is important in news and information dissemination to all. To make a more balanced and extensive analysis, media monitors used Rwanda district as the basic level of analysis of media reach and coverage during commemoration. Other news items, by the nature and structure of news, are labelled «national» or «international». This approach allows to assess whether an effort was made to reach different parts of the country as well as genocide commemoration related events beyond Rwandan borders.

Table 15: Area of coverage

AREA OF COVERAGE	FOCUS	GLH	GASABO	IMVAHO	NSHYA	INGABO	INGENZI	IZUBA	RIRASHE	A	LNR	RUGARI	RUSHYASHYA	TNT	UMUSESO	UMUVUGIZI	UMWEZI	TOTAL	%
D1	0	0	0	6	1	0	5	2	3	0	0	5	0	0	0	0	22	5.05	
D2	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	1	0.23	
D3	0	0	0	1	0	0	0	0	0	0	0	3	0	0	0	0	4	0.92	
D4	1	0	0	11	3	2	23	1	3	0	0	13	0	0	0	0	57	13.07	
D5	0	0	0	0	0	0	2	0	1	0	0	1	0	0	0	0	4	0.92	
D6	0	0	0	0	0	0	0	0	0	0	0	6	0	0	0	0	6	1.38	
D7	0	0	0	0	0	1	0	0	0	0	0	1	0	0	0	0	2	0.46	
D8	0	0	0	1	1	2	2	0	4	1	0	7	1	0	0	0	19	4.36	
D9	0	0	0	2	0	1	4	0	0	0	0	1	0	0	0	0	8	1.83	
D10	0	0	1	1	0	0	0	0	0	0	0	8	0	0	0	0	10	2.29	
D11	0	0	0	0	2	0	1	0	0	0	0	3	0	0	0	0	6	1.38	
D12	0	0	0	4	0	0	9	0	0	1	0	3	0	0	1	18	4.13		
D13	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	1	0.23	
D14	0	0	0	0	0	0	3	0	0	0	0	0	0	0	0	0	3	0.69	
D15	0	0	0	0	0	0	2	0	0	0	0	0	0	0	0	0	2	0.46	
D16	0	0	0	0	0	0	0	1	1	0	0	4	0	0	0	0	6	1.38	
D17	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0.00	
D18	0	0	0	0	0	0	1	0	1	0	0	0	0	0	0	0	2	0.46	
D19	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	1	0.23	
D20	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	1	0.23	
D21	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	1	0.23	
D22	0	0	0	0	0	0	0	0	0	0	0	2	0	0	0	0	2	0.46	
D23	0	0	0	1	0	1	3	0	2	0	0	0	0	0	0	0	7	1.61	
D24	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	1	0.23	
D25	0	0	0	0	0	0	1	0	0	0	0	2	0	0	0	0	3	0.69	

⁹D1:Bugesera; D2:Burera; D3:Gakenke; D4:Gasabo; D5:Gatsibo; D6:Gicumbi; D7:Gisagara; D8:Huye; D9:Kamonyi; D10:Karongi; D11:Kayanza; D12:Kicukiro; D13:Kirehe; D14:Muhanga; D15:Musanze; D16:Ngoma; D17:Ngororero; D18:Nyabihu; D19:Nyagatare; D20:Nyamagabe; D21:Nyamasheke; D22:Nyanza; D23:Nyarugenge; D24:Nyaruguru; D25:Rubavu; D26:Ruhango; D27:Rulindo; D28:Rusizi; D29:Rutsiro; D30:Rwamagana; D31:National; D32:International

D26	0	0	0	0	0	0	0	0	1	0	0	1	1	0	0	3	0.69
D27	0	0	0	0	0	0	2	0	0	0	0	0	0	0	0	2	0.46
D28	0	0	0	0	0	0	0	0	0	0	0	7	0	0	0	7	1.61
D29	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	1	0.23
D30	0	0	0	1	0	0	0	0	0	0	0	3	0	0	0	4	0.92
D31	0	1	3	23	14	5	65	4	7	2	2	58	3	1	1	189	43.35
D32	0	2	0	13	2	1	18	3	5	0	0	30	0	0	1	75	17.20
TOTAL	1	3	4	64	23	13	142	11	28	4	3	163	5	1	3	468	100

As shown in the table above, news items in the print media that featured the 14th Genocide commemoration in Rwanda, national coverage (D31) received more coverage with a total of 43.35% of space allocation. This is probably due to the fact that mourning takes national importance with events taking place almost throughout the country which is why the latter obtained the largest percentage coverage. The “international level” was allocated 17.20% while at district level; Gasabo again emerged as the most covered with 13.07% of total airtime out of 468 news items that were published during the mourning week. Bugesera District was also better covered and emerged the second (among districts) with 5.05%. This is probably due to the fact that national genocide ceremonies were held in that district. Huye District appeared third with a 4.36% of the entire space allocation. This might be attributed to the presence of TNT and ORINFOR’s correspondents in the area as well as the School of Journalism and Communication where its students usually write stories relating to the area.

2.3.1 NATIONAL LEVEL REPORTING

Due to the fact that the mourning week took place in the whole country, this led the print media to have a significant coverage of 43.35% out of the total 468 news items that were monitored during the entire mourning period.

Table 16: National level reporting

AREA	FOCUS	GLH	GASABO	IMVAHO	NSHYA	INGABO	INGENZI	IZUBA	RIRASHE	A	LNR	RUGARI	RUSHYASHYA	TNT	UMUSESO	UMUVUGIZI	UMWEZI	TOTAL
D31	0	1	3	23	14	5	65	4	7	2	2	58	3	1	1	18	9	189
%	0.0	0.5	1.6	12.2	7.4	2.6	34.4	2.1	3.7	1.1	1.1	30.7	1.6	0.5	0.5	10.0	0.0	43.35

From the above table, one can easily note that, overall, newspapers monitored during the 14th genocide commemoration reported national events. As stated earlier, the tri-weekly Izuba Rirashe, the daily The New Times and the bi-weekly Imvaho Nshya have considerably increased national level coverage in the respective reportage.

However, again, Izuba Rirashe and its parent TNT published more stories than any other newspapers as illustrated by table 16 above.

2.3.2 INTERNATIONAL LEVEL REPORTING

The 1994 Tutsi Genocide has been recorded as one of the worst genocides of the last century as well as the fastest. The 14th commemorative ceremonies of this holocaust took place both in Rwanda also in other countries. Consequently, media coverage and report reflects this approach to mourning. This made it possible for both Rwandans and foreigners to make remarks and for journalists to pick them up and publish them which may have facilitated more understanding of what happened in Rwanda. Events of this nature attracted the attention of media with a significant coverage of 17.20% out of a total of 468 news items monitored during the mourning period.

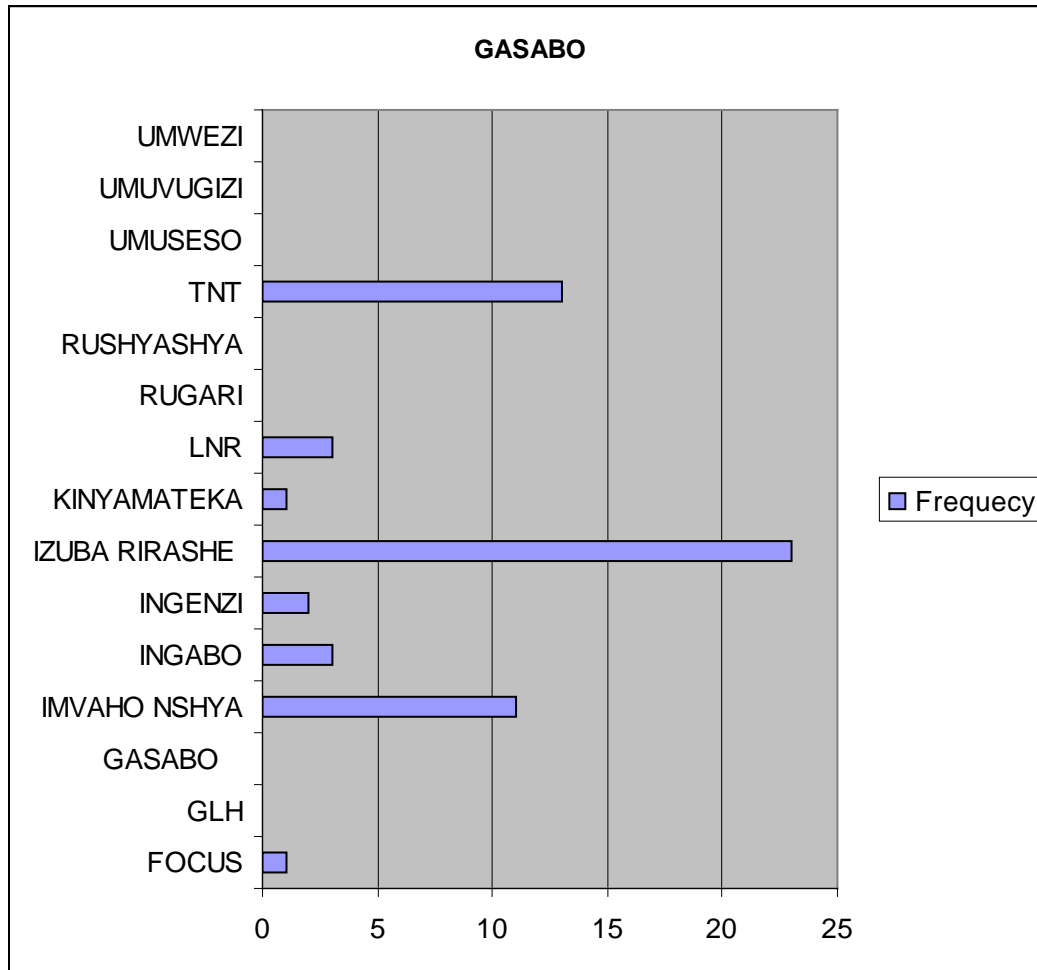
Table 17: International level

AREA	FOCUS	GLH	GASABO	IMVAHO NSHYA	INGABO	INGENZI	IZUBA RIRASHE	INTUMATEKE	LNR	RUGARI	RUSHYASHYA	TNT	UMUSESO	UMUVUGIZI	UMWEZI	TOTAL
D32	0	2	0	13	2	1	18	3	5	0	0	30	0	0	1	75
%	0.0	2.7	0.0	17.3	2.7	1.3	24.0	4.0	6.7	0.0	0.0	40.0	0.0	0.0	1.3	100

Many of the monitored newspapers contained various international issues vis-à-vis the 1994 genocide. Among them, Rwanda's daily, The New Times allocated 40% space to international level mourning related stories while Focus, Gasabo, Rugari, Rushyashya. Umuseso and Umuvugizi did not publish any story of this kind. Less international coverage by the mentioned newspapers might be attributed to lack of interest in international genocide related issues or problems related to irregular periodicity of most newspapers in the country.

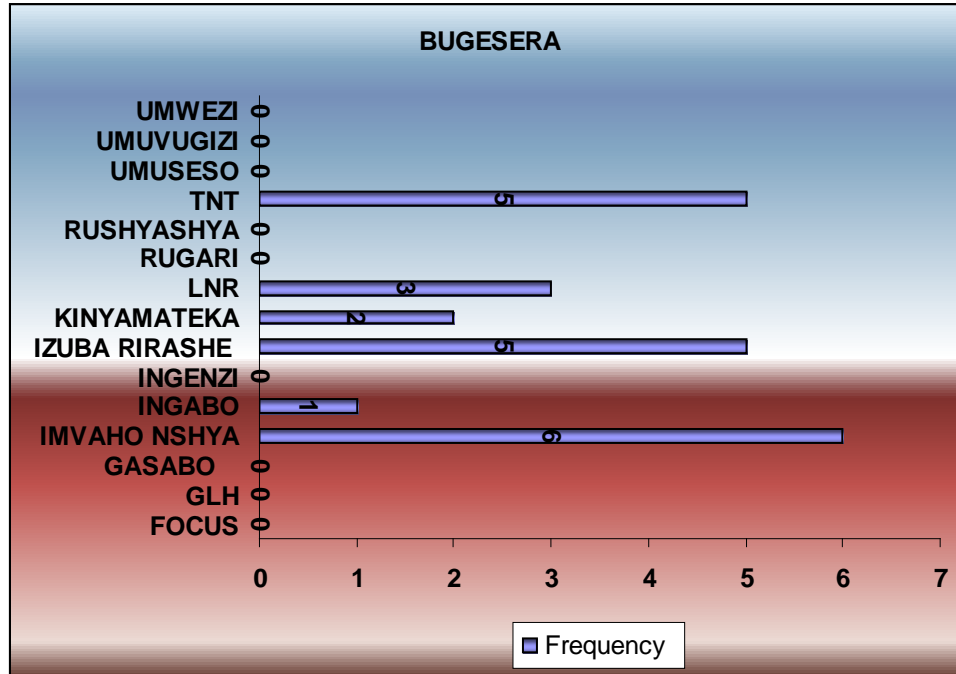
2.3.3 GASABO DISTRICT

Located in Kigali City, Gasabo District attracted most newspapers that were monitored and analyzed during the mourning period in the country with a total of 13.07% space allocated to stories from this district. Yet, while this might be attributed to its location, there are other districts that are found in Kigali city that were not reported much compared to Gasabo. Instead, this might be attributed to the location of Gisozi Memorial Center in the. This museum is visited by many people during the mourning period (and other normal days). Another factor is the existence of many media organs in Kigali which do not go beyond the city, probably as a result of limited capacity in terms of finance and personnel. Compared to last year's results, a slight increment has been noticed with coverage of Gasabo district rising from 12.70% in 2007 to 13.07% in 2008.



2.3.4 BUGESERA DISTRICT

Located in the Eastern Province, Bugesera emerged with significant coverage of 5.05% space allocation in newspapers. This is attributed to the fact that official launching of the mourning week took place in the area. The chart below indicates how the Rwandan press managed covered events and the particular history of genocide in the area.



As stated earlier, Bugesera district attracted attention of the print media during the mourning period and this is due to the fact that the national mourning week ceremony was held in the District. It is here that many government officials made speeches, statements and presentation that were picked up by the media.

2.3.5 HUYE DISTRICT

Located in the Southern Province, Huye District emerged among the districts that attracted the print media about what took place during the mourning period with 4.36% of the 468 news items that were analyzed during the mourning period. The 2007 media monitoring data shows that the same district was covered by newspapers at 3.97% of 378 news items—meaning there was increment in district coverage overall.

Table 18: Huye district

AREA	FOCUS	GLH	GASABO	IMVAHO NSHYA	INGABO	INGENZI	IZUBA RIRASHE	LNR	RUGARI	RUSHYASHYA	TNT	UMUSESO	UMUVUGIZI	UMWEZI	TOTAL
D8	0	0	0	1	1	2	2	4	1	0	7	1	0	0	19
%	0.0	0.0	0.0	5.3	5.3	10.5	10.5	21.1	5.3	0.0	36.8	5.3	0.0	0.0	100

From the table above, it is clear to see how the print media coverage took place in the Huye District per medium during the mourning period in general. The New Times and the weekly La Nouvelle Relève came up with more coverage, while newspapers like

Focus, Grands Lacs Hebdo, Gasabo, Kinyamateka, Umuvugizi and Umwezi did not report Huye mourning activities. This might be attributed to their concentration in Kigali City and lack of both human and financial resources. This means that such papers are limited in areas they cover as they cannot afford covering all regions of the country.

2.4. TYPES OF STORIES

As shown in the table below, a number of news items monitored from newspapers were news stories taking up 64.32% of all stories published in the mourning period. The classification also presents analyses/feature stories with 11.75%; editorials 7.69%, and opinion pieces taking up 2.30% of total space. This means that coverage of the 14th commemoration of genocide was largely descriptive, concentrating on news stories than analytical.

Table 19: Types of stories

TYPES OF STORIES	FOCUS	GLH	GASABO	NSHYA	INGABO	INGENZI	IZUBA	RIRASHE	A	LNH	RUGARI	RUSHYASHYA	TNT	UMUSESO	UMUVUGIZI	UMWEZI	TOTAL	%
News story	1	3	1	49	11	8	94	5	16	2	0	107	2	0	0	2	301	64.32
In Brief	0	0	0	3	0	0	1	0	2	0	0	1	0	0	0	0	7	1.50
Editorial	0	0	1	2	1	2	8	1	3	1	0	15	1	0	1	1	36	7.69
Cartoon/Graphic	0	0	0	0	2	0	0	0	0	0	0	3	0	0	0	0	5	1.07
Opinion piece	0	0	0	4	0	2	2	0	0	0	0	1	2	0	0	0	11	2.35
Analysis/Feature	0	0	2	5	4	1	11	4	2	1	0	24	0	1	0	0	55	11.75
Photograph	0	0	0	0	4	0	1	0	0	0	0	1	0	0	0	0	6	1.28
Opinion polls	0	0	0	0	1	0	0	1	0	0	0	0	0	0	0	0	2	0.43
Interview	0	0	0	0	0	0	0	0	4	0	2	0	0	0	0	0	6	1.28
Others	0	0	0	1	0	0	25	0	1	0	1	11	0	0	0	0	39	8.33
TOTAL	1	3	4	64	23	13	142	11	28	4	3	163	5	1	3	468	100	

SUMMARY

News items published during the mourning week and here analyzed in the print media totals 468. The New Times newspaper published more, amounting to 163 news items. Topics of coverage shows that “Genocide Memory” received more coverage than other with a total of 150 news items equivalent to 34.17% of total space allocation in newspapers. The issue that was broadly raised is “Divisionism and Genocide Ideology” taking up 55.2% of space allocation. Comparatively, news stories than any other type of stories was allocated more attention and space, represented by 301 stories i.e. 62.34% out of 468 news items. This shows the print media was more descriptive than analytical.

Lastly, in terms of areas of coverage, issues relating to national level received more coverage amounting to 189 news items while Gasabo emerged with the largest coverage among districts totalling 57 news items i.e. 42% of 468 news items.

CHAPTER THREE: MEDIA LAW AND ETHICS

As noted in previous sections, every April of every year, Rwandans commemorate victims of the 1994 Tutsi slaughter. This is not an ordinary period for Rwandans and humanity in general since it is a time of mourning victims of the most heinous crime. As a condition, just as in other times, but especially during this period, media practitioners are expected to guard against using insensitive language, sentiments and therefore work within the law and journalistic ethics. In addition, compassion is a moral obligation for journalists especially in times of sorrow as stipulated in the Rwandan media code of conduct, (Article 7). However, journalists are requested to avoid sentiments, unfairness, libel and slander during mourning period.

In general, here below, we present specific articles that journalists and media houses are supposed to put into consideration in their reporting:

Article 7: "Be sensitive and compassionate when dealing with production and publication of stories and photos involving tragedy and grief".

Having listened, read and analyzed what was published and broadcasted by the media during the commemoration period, the Media High Council established that journalists tried to abide by this principle. However, not all of them were respected it. There are some articles of the law and code governing media professionals that were transgressed, as highlighted below:

3.1.SOURCING INFORMATION

While analyzing media publications during the mourning period, emphasis was also put on sources of news and information as stipulated in the media law and ethics. In its Article 68(4), the Law n°18/2002 governing the press stipulates that:

« Only publish verified information or otherwise add the necessary reserves. A rumour cannot be published ».

However, journalists can sometimes protect their sources by not mentioning names of their sources or positions as provided for in the media code of conduct, in its Article 11, which stipulates the following:

« Always question the motive of, and identify your sources. The only exception to this rule shall be in relation to information given in confidence. Before making any promises, always clarify conditions attached. Whenever such a pledge is made, keep a promise ».

Sources of information do not only help in assessing the reliability of the information but also in evaluating its variety. Sources of information have been grouped

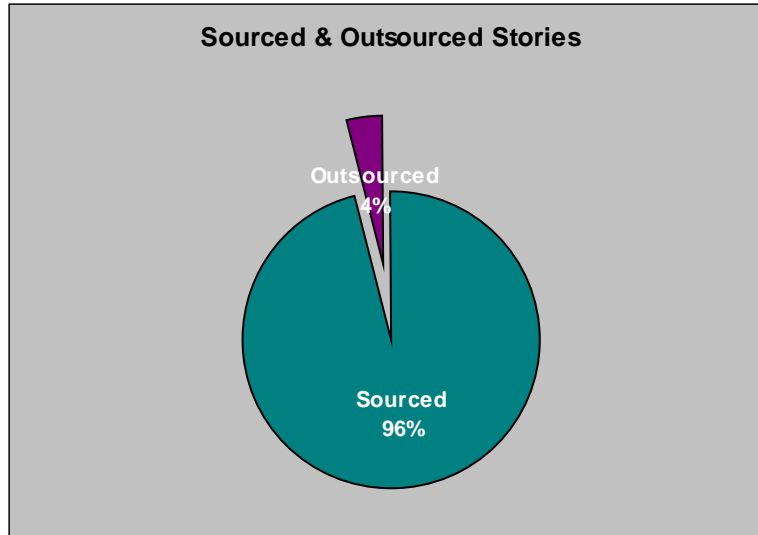
into ten main categories¹⁰, from which media suppose to get different views. However, as the above article spells out, anonymity of sources is only allowed under exceptional circumstances otherwise, where the source is not under threat, they should be published/broadcast.

3.1.1. RADIO STATIONS AND TELEVISION

Table 20: Types of sources

MEDIUM	PUBLISHED INFO	TYPE OF SOURCES										SOURCED INFO
		S1	S2	S3	S4	S5	S6	S7	S8	S9	S10	
BBC	24	9	1	6	4	0	1	0	0	1	2	24
CITY RADIO	9	5	1	1	1	0	1	0	0	0		9
CONTACT FM	35	11	4	9	4	2	2	0	1	0	0	33
FLASH FM	18	8	0	1	1	1	3	0	2	0	1	17
IZUBA	36	3	2	2	6	23	0	0	0	0	0	36
RA-HUYE	21	5	2	6	4	4	0	0	0	0	0	21
RA-RUBAVU	22	3	5	5	1	6	0	0	0	0	1	21
RA-RUSIZI	21		3	6	1	9	0	0	0	1	0	20
RA-MARIA	8	0	0	6	1	0	1	0	0	0	0	8
R RWANDA	68	17	5	11	10	5	7	1	2	3	4	65
RADIO 10	18	6	0	3	1	2	0	3	1	1	0	17
SALUS	32	1	4	6	5	10	1	1	0	2	1	31
RWANDA TV	46	10	3	13	9	9	2	0	0	0	0	46
VOAF	13	6	0	0	2	0	0	0	0	0	0	8
VOA	6	3	0	0	0	0	0	0	0	0	3	6
TOTAL	377	87	30	75	50	71	18	5	6	8	12	362
%	100	23.08	7.96	19.89	13.26	18.83	4.77	1.33	1.59	2.12	3.18	96.02

¹⁰ S1: National leaders; S2: Local leaders; S3: Common Citizens; S4: National leaders and common citizens; S5: Local leaders and common citizens; S6: Foreigners; S7: News Agencies; S8: Documents; S9: Media; S10: Others (observation, opinion).



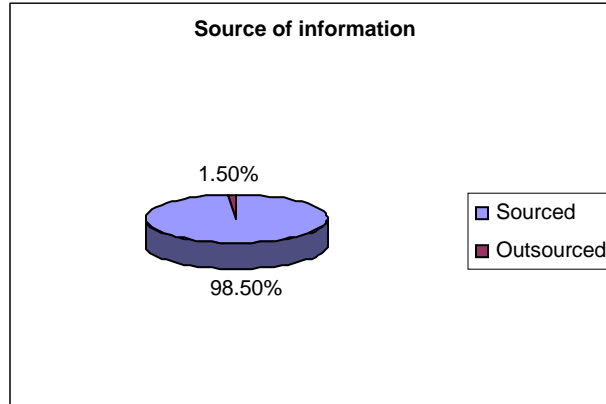
The above table and chart show how radio stations and Television (RTV) monitored sourced their information. Out of 377 news items monitored, 362 (96.02%) of them were sourced, while 15(3.05%) were outsourced. As a result of the dominance of news stories over other types of stories such as analysis/feature, commentary, interviews, etc, the monitoring exercise has proved that national leaders (S1) were the main source of news and information published/broadcast taking up 23.08% of space and airtime. Common citizens (S3) take up 19.89%—a positive development since it indicates that ordinary citizens, from whom majority faced the genocide were given the floor to comment on the genocide, give testimonies, discuss genocide consequences, prevention policies, etc. The category of “Local leaders and common citizens” (S5) also emerged third in space and time allocation with a total of 18.83%.

3.1.2. PRINT MEDIA

Table 21: Types of sources

MEDIUM	PUBLISHED INFO	TYPE OF SOURCE										SOURCED INFO	
		S1	S2	S3	S4	S5	S6	S7	S8	S9	S10		
FOCUS	1	1	0	0	0	0	0	0	0	0	0	0	1
GLH	3	0	0	1	0	0	0	1	1	0	0	0	3
GASABO	4	0	1	0	1	0	0	0	0	0	0	2	4
IMVAHO NSHYA	64	20	6	10	4	4	1	2	6	3	8	64	
INGABO	23	2	1	5	2	0	0	1	6	3	3	23	
INGENZI	13	0	0	7	0	0	0	1	0	0	3	11	
IZUBA RIRASHE	142	37	1	43	9	4	2	6	6	1	32	141	
KINYAMATEKA	11	1	0	3	1	0	0	1	0	0	5	11	
L N RELEVE	28	0	0	15	2	3	0	0	1	1	5	27	

RUGARI	4	0	0	1	0	1	0	0	0	0	2	4
RUSHYASHYA	3	1	0	2	0	0	0	0	0	0	0	3
THE NEWTIMES	163	36	7	37	11	18	5	3	9	2	32	160
UMUSESO	5	1	0	2	1	0	0	0	0	0	1	5
UMUVUGIZI	1	0	0	0	0	0	0	0	0	0	1	1
UMWEZI	3	0	0	1	1	0	0	0	0	0	1	3
TOTAL	468	99	16	127	32	30	8	15	29	10	95	461
%	100	22.71	3.67	29.13	7.34	6.88	1.83	3.44	6.65	2.29	21.79	98.50



As indicated in the chart above, results of monitoring show that only 1.50% of the 468 news items were published without source indication compared to 98.50% which indicated sources. This is a positive step—especially that the category “common citizens” (S3) emerged as largest source of information in print media, totalling to 127 (29.13%), while “National Leaders” came second with 99 news items equivalent to 22.71% and this was attributed to the fact that many of the news items that were “news stories”.

3.1.3. UNSOURCED PHOTOGRAPHS AND PICTURES

Article 19(2) of the press law n°18/2002 requires journalists to explain and mark the source of photographs used. The law stipulates as follows:

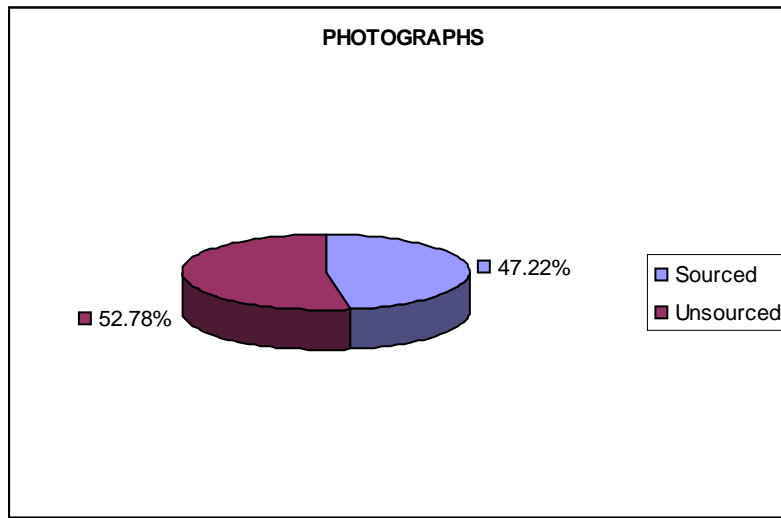
« Photographs published in a separate edition must bear the names or the sign/ signature of their makers or of transferee of the reproduction right».

However, some of the photographs considered by the monitoring appeared outsourced, as indicated in the table below.

Table 22: Photographs used by media houses

Medium	Photos used	Sourced	Unsourced
FOCUS	0	0	0
GLH	4	0	4
GASABO	4	3	1

IMVAHO NSHYA	31	2	29
INGABO	14	14	0
INGENZI	8	6	2
IZUBA RIRASHE	87	9	78
KINYAMATEKA	5	3	2
L N RELEVE	21	0	21
RUGARI	3	3	0
RUSHYASHYA	2	1	1
THE NEW TIMES	101	90	11
UMUSESO	3	0	3
UMUVUGIZI	3	3	0
UMWEZI	2	2	0
TOTAL	288	136	152



As shown in the table and the accompanying chart above, the majority of all published photographs were neither signed by their makers nor by transferees. It is the law requirement that the press should always identify the sources of their photos and news. This should therefore be a call to newspaper editors to always abide with the law and professional standards.

3.2. INADEQUATE EXPRESSIONS

In the media sector, it is forbidden for journalists to use abusive words as stipulated in article 70 of the press law n°18/2002:

“Every journalist is not allowed to make plagiarism, slander, abuse, defamation and unfounded accusations. He shall receive no advantage for publishing or canceling any piece of information”.

However, some newspapers that were monitored and analyzed indulged in slander. A good example was seen in the Ingenzi newspaper, under the title “Kwibuka ku nshuro ya 14 where it is stated: « Mu rwego rwo gusubizwa icyubahiro cyabo bambuwe n'abiyitaga abantu kandi ari inyamaswa... »,”Ingenzi, issue 005, p. 5. Professionally, this kind of expression is not appropriate and is against the law. Even though a group of people massacred others during the 1994 Tutsi Genocide, this does not wipe out their right of humanity.

Another example was noted on Flash FM Radio in their news bulletin of April 5, 2008 at 12h00 where it was stated: "Umunyamabanga Mukuru wa LONI yohereje ibihugu byose bigize umuryango wabibumbye ubutumwa bwo kwibuka jenocide yabereye mu Rwanda muri 1994, mu gihe rwizihiza ku nshuro ya 14...". The term kwizihiza was captured as if Rwanda was celebrating what happened in the 1994 Rwandan Genocide instead of commemorating. Journalists should always verify the proper meanings of the terms and words they use before reporting.

3.4. NON RESPECT OF PRESUMPTION OF INNOCENCE

Like the penal code, media ethics provides for the principle that every person is presumed innocent until a competent court of law decides otherwise. In its article 22, the media code of conduct stipulates that journalists should:

“Respect the presumption of innocence for suspects and cases until concluded by competent courts or tribunals. This shall include avoiding implicating innocent persons not involved in the case but who may be directly related to the suspect or referring to his/her ethnicity, tribe, religion, sex, family or friends, unless their mention would serve public interest”.

However, the aforesaid principle was broken by Ingenzi newspaper, where it states “Abaturage b’ingeri nyinshi zitandukanye usanga bavuga ko nta gitangaza kuko abakoze ubwicanyi ari bo bashyiraho amategeko n’ibihano bya Gacaca ntawakwicukurira rero icyobo. Wibaza umuntu nka Perezida w’abadepite Mukezamfura Alfred igihe yavugiye akaba ataritaba inkiko, warangiza ukumva umuntu waregwaga ubwicanyi ngo abonye umwanya runaka mu nzego z’ubuyobozi”. This statement appeared under the title “Gacaca uko yitezwe siko yakoze”, Ingenzi 005, p.3. An assertion of this kind does not only imply sentimental judgement, but also against the presumption of innocence principle.

SUMMARY

Overall, journalists tried to comply with journalists’ code of conduct and media law in general; although, as discussed, there is room for improvement. Specifically, some of the errors identified are, none identifying of sources (5), unethical reporting (1), non identification of sources of photographs and pictures where out of 288 photographs that were monitored and analyzed, only 136 had sources while 152 were outsourced. It is

therefore in this perspective that the Media High Council encourages journalists to always respect their code of conduct and law governing the media in general.

CONCLUSION

The objective of monitoring media coverage of the 14th genocide commemoration was to discern the extent to which both the print and audio-visual media plays their informative and educative role by bringing to the attention of all Rwandans and foreigners what happened in 1994 as well as ongoing strategies for peaceful co-existence, unity and reconciliation. A related objective was to discern the extent to which this is done within the law and established journalistic code of ethics. As demonstrated, to do this, a methodology was devised which allows the use of journalistic professional standards like identification of types of stories, topics covered, information focal points, area of coverage and sources of information. Findings indicate that, overall, media reflected, in a descriptive manner, the theme of the 14th genocide commemoration.

In general, the audio-visual media broadcast 377 stories related to the 14th commemoration of genocide from 1st to 15th April, 2008 while the print media published 468 news items related to the same. Regarding topics covered, overall, *Genocide commemoration* as one of the topics covered acquired more coverage in both print and audio-visual media than any other topic. As regards area of coverage in audio visual media, *Gasabo District* in the City of Kigali received more coverage than any other district. This is statistically represented by 16.18% of total airtime allocation. In the print media however, national coverage was given more space at 43.35% overall. Regarding types of stories, the print media gives more space to *news stories*, occupying 64.32% of the 468 news items published than any other type of stories.

Nonetheless, there was less coverage of rural areas compared to urban areas especially in the print media. For instance, certain areas such as Ngororero and Rutsiro received zero coverage. Moreover, findings indicate use of abusive language and transgressing the press law and media code of conduct. Overall however, based on the findings, it is worth noting that both the print and audio-visual media managed to fulfil their responsibility of informing, and educating Rwandans about what happened in 1994 as well as the importance of unity and reconciliation as the cornerstone of *Never Again* in Rwanda.

RECOMMENDATIONS

Based on findings of our monitoring of media coverage of the 14th commemoration of the Tutsi genocide, we propose the following recommendations:

- Media managers and editors in the print media should always endeavour to dig deep into what happened in 1994 and provide in-depth reports and analysis based on facts to supplement current reporting based on press conferences and activities surrounding mourning. This will ensure their readers better understand what took place in 1994;
- Media managers and journalists should always bear in mind the sensitivity of the 1994 genocide and devise appropriate language, words and terminologies to use during genocide commemoration. This will avoid possible humiliation of victims, denial or negation of what happened in 1994;

- All media houses should endeavour to go beyond Kigali City and try to cover remote areas so as to present a clear picture not only of what happened in 1994, but what happens during commemoration;
- All media managers, journalists and reporters should always bear in mind and abide by professional ethics and media laws as the basis of professionalism as well as positive contribution to *Never Again*.

