



Promoting freedom, responsibility and professionalism of the media

Tel.: 570333/4
B.P: 6929 Kigali
E-mail: info@mhc.gov.rw
Website: www.mhc.gov.rw

**ANALYSIS OF MEDIA COVERAGE OF THE
EIGHTEENTH COMMEMORATION OF THE
GENOCIDE AGAINST THE TUTSI IN RWANDA**

Kigali, December 2012

EXECUTIVE SUMMARY

Preamble

The Media High Council (MHC) is a Constitutional institution mandated with media licensing, regulation, promotion of media development, and protection of media freedom in Rwanda. On the eve of the 19th mourning period in which Rwandans pay tribute to the victims of the 1994 Genocide against the Tutsi, the MHC publishes its ninth report of monitoring and analysis on media coverage of the Genocide commemoration of April 1994.

Given the negative role played by the media in the 1994 Genocide against the Tutsi and aware of the otherwise power of the media to transform society for peaceful co-existence and development, the media coverage of the annual commemoration of this genocide is one of the priority areas to which the MHC applies its monitoring exercise.

This ninth report presents major findings of “media coverage of the 18th commemoration of the 1994 genocide against the Tutsi in Rwanda”. The analysis covers news items and current affairs from April 5th to 15th 2012 for broadcasting media and from 1st to April 30th 2012 for print media respectively. The talk shows monitored cover the mourning week of April 7th -13th, 2012. In addition, articles published on some websites from April 5th to 15th 2012 were also considered.

Objectives

The overall objective of the monitoring was to discern the extent to which the media played their role of informing and educating the public about the 1994 Genocide against the Tutsi during the mourning period, in compliance with legal and professional standards. It also aimed at highlighting the civic contribution of the media during the commemoration period and discerning the extent to which media abide by legal and professional standards while covering genocide related issues, and make actionable recommendations. It also had to assess the role of media in supporting or challenging the efforts to promote unity and reconciliation among Rwandans.

Methodology: Quantitative & qualitative approach

The methodology applied in this study is twofold: the quantitative was first applied, supplemented in the second place by the qualitative approach. In other terms, the monitoring process was oriented to the production of numerical data, followed by the interpretation of these data.

Given the fact that the focus of this assignment was to assess media coverage of the 18th commemoration of the genocide against the Tutsi, any genocide related item identified from the analysed media outlets was considered as part of the data.

Major findings

Results obtained from the present analysis indicate that media provided more efforts in informing and educating Rwandans on genocide commemoration related issues. This is proved by the fact that in their reporting, media outlets focused their attention to various aspects of people lives in a commemorative

mood. Analysis of media reports has led to the identification of several preoccupations including genocide memory, justice, genocide survivor's welfare, survivors' security, unity and reconciliation, genocide ideology and genocide prevention policies. These topics were covered at different rates as follows:

Topic	Type of media	Total number of items	Frequency	Percentage
Genocide memory	Print	450	277	61.56
	Broadcasting	739	329	44.52
	Online	378	274	72.49
Justice	Print	450	49	10.89
	Broadcasting	739	43	5.82
	Online	378	17	4.50
Genocide survivor's welfare	Print	450	51	11.33
	Broadcasting	739	90	12.18
	Online	378	46	12.17
Survivors' security	Print	450	0	0.00
	Broadcasting	739	3	0.41
	Online	378	3	0.79
Unity and reconciliation	Print	450	5	1.11
	Broadcasting	739	14	1.89
	Online	378	6	1.59
Genocide ideology	Print	450	10	2.22
	Broadcasting	739	13	1.76
	Online	378	13	3.44
Genocide prevention policies	Print	450	7	1.56
	Broadcasting	739	13	1.76
	Online	378	9	2.38

Topic	Type of media	Total number of items	Frequency	Percentage
Other	Print	450	51	11.33
	Broadcasting	739	28	3.79
	Online	378	10	2.65

In addition to news programmes, 366 talk shows were aired on different radio and TV stations. The present analysis also gives an overview of messages delivered in talk show form.

An in-depth analysis of analysed news and current affairs programmes reveals that these media publications were accurate, balanced and sufficiently sourced at a rate of 91.15%, 95.44% and 97.44% respectively. It has to be stressed that during this specific commemoration, the media as a whole have refrained from disseminating genocide ideological issues and this is very commendable and should be sustained. However, a few cases on BBC have been identified. This station, as it has been in the past, continues today to air some of controversial stories portraying genocide denial or revisionism by offering a platform to negationists and genocide deniers in the name of political opposition and victimhood competition. Below are some examples:

- On April 6, 2012, at 20:30 BBC Gahuzamiryango aired: *“Abandi bavugaga ko kugeza ubu ngubu ngo hari Abanyarwanda bemerewe kwibuka n’abandi batemerewe kwibuka, batanga urugero rw’uko ngo Abanyarwanda baba barishwe na FPR, ababo badashobora kubibuka ndetse ngo banabashyingure mu cyubahiro* [Others were saying that until now there some Rwandans who have right to commemorate while others who don’t, referring to Rwandans who were killed by RPF, relatives of whom are neither allowed to pay tribute to them nor lay them out with dignity].
- On April 10, 2012, at 20:30, the same station aired: *“Icyo ni ikinyoma ntabwo mpakana Jenoside na rimwe na rimwe, nemera Jenoside yakorewe Abatutsi ndetse n’abayikoze nkabarwanya. Ku buryo icyo ni ikintu navuze ko ntatsimbukaho na rimwe, Jenoside yakorewe Abatutsi ndayemera kandi nkaba nanibuka Abahutu bishwe, bo bakaba bibuka Abatutsi bonyine* [That’s pure lie, I have never denied the Genocide, I recognize the Genocide against Tutsi and condemn those who committed it, and that is my unshakable position. I recognize the Genocide against Tutsi, and I pay tribute to killed Hutu as well; yet, they only commemorate Tutsi].

Such reports are directly linked with demonstrations held in Belgium and France by members of diasporas raising allegations of mass killings by members of the RPA in 1994. Analytically, their statements imply the double genocide theory and/ or victimhood competition.

However, the overall inkling of the media coverage analysis for the 18th Genocide Commemoration is positive.

Recommendations

In light of the findings in this analysis report, a certain number of recommendations are to be addressed to different media stakeholders. These recommendations are directed to all stakeholders in media development: state and private owned media houses, online based media owners, CNLG, the Media High Council, MINISPOC and MINALOC which is in charge of media:

- All media organizations should be sensitive and exercise with consciousness during Commemoration period by :
 - ✓ In the conduct of their profession, journalists should always abide by professional standards. They should separate news from opinion and comments, keep focused on raised issues in their reports, provide evidence/ backing facts of allegations made, avoid sensational headlines and always mention the source of information except while got in confidence;
 - ✓ Not only describing the events but also dig deep into issues faced by Rwandan people (e.g.: issues that prevail as consequences of the 1994 Genocide);
 - ✓ Ensuring that reporters and talk show presenters are proficiently trained on journalism principles;
 - ✓ Always teaching unity and reconciliation as the church preach gospel;
 - ✓ Choosing better guest(s) to live programs and hold a pre-show briefing to both guests and listeners;
 - ✓ Setting up internal guidelines during the commemoration period to avoid any unusual circumstance to happen.
- The managers and chief editors of different media outlets should regularly make a follow-up to different editorial meetings and ensure that appropriate action is seen from their journalists' performance;
- Journalists should always refer on Guidelines on appropriate journalistic language while reporting on Genocide against Tutsis;
- All media outlets should avoid being a platform of genocide deniers who often cement the double genocide theory.

TABLE OF CONTENTS

EXECUTIVE SUMMARY	i
TABLE OF CONTENTS	v
LIST OF TABLES.....	vi
LIST OF ABBREVIATIONS	vii
INTRODUCTION	1
0.1. Background	1
0.2. Objectives of the monitoring	1
0.2.1. General objective	1
0.2.2. Specific objectives	1
0.3. Report outline	2
0.4. Media outlets covered in the monitoring	2
CHAPTER I: METHODOLOGY	4
1.1. Quantitative & qualitative approach	4
1.2. Operational definitions.....	4
1.2.1. News sourcing	4
1.2.2. Balance	5
1.2.3. Accuracy	5
1.2.4. Bias	5
1.2.5. Editorial balance	5
1.2.6. Defamation.....	6
1.3. Sampling	6
1.4. Data collection procedure.....	6
CHAPTER II: PRESENTATION OF FINDINGS	7
2.1. Coverage rate per medium.....	7
2.2. Topic coverage.....	10
2.3 Compliance with professional ethics and legislation.....	17
2.3.1 News sourcing	20
2.3.2 5 Ws & H.....	23
2.3.3 Balance	25
2.3.4 Accuracy	28
2.3.5 Photo captions & signature	31
2.4 Language bias and Genocide Ideology related issues	32
2.5 Analysis of talk shows	36
2.5.1 Type / format of shows.....	36
2.5.2 An overview of talk shows.....	38
CHAPTER III: SOME ISSUES OF CONCERN IN PRINT, BROADCASTING AND ONLINE MEDIA.....	42
3. 1 Quantitative view	42
3.2 Qualitative view	42
3.2.1 News stories and talk shows.....	42
3.2.2 Double genocide theory and unfounded allegations against RPA.....	42
CONCLUSION AND RECOMMENDATIONS.....	44
Conclusion	44
Recommendations	44

LIST OF TABLES

Table 1: Topics related to the commemoration	2
Table 2: Coverage rate per newspaper.....	7
Table 3: Coverage rate per radio/TV station	7
Table 4: Coverage rate per website	8
Table 5: Topic coverage per newspaper	10
Table 6: Topic coverage per radio/TV station	12
Table 7: Topic coverage per website	14
Table 8: Compliance with laws, regulations and ethics in print media	17
Table 9: Compliance with laws, regulations and ethics in radio/TV station	18
Table 10: Compliance with laws, regulations and ethics on websites	19
Table 11: News sourcing per newspaper.....	20
Table 12: News sourcing per radio / TV station	21
Table 13: News sourcing per websites	22
Table 14: 5Ws & H in print media	23
Table 15: 5Ws & H in broadcasting media.....	23
Table 16: 5Ws & H on websites	25
Table 17: Balance in print media.....	26
Table 18: Balance in the broadcasting media	26
Table 19: Balance in websites	27
Table 20: Accuracy in print media.....	28
Table 21: Accuracy in broadcasting media	29
Table 22: Accuracy on websites	30
Table 23: Photo captions & signature per newspaper.....	31
Table 24: Photo captions & signature per website.....	31
Table 25: Cases of Language bias and Genocide Ideology related issues per newspaper.....	32
Table 26: Cases of Language bias and Genocide Ideology related issues per radio/TV station	33
Table 27: Cases of Language bias and Genocide Ideology related issues in website.....	34

Table 28: Talk shows per type36
Table 29: An overview of talk show contents38

LIST OF ABBREVIATIONS

MHC: Media High Council

BBC: British Broadcasting Corporation

KFM: Kenya Frequency Modulation

VOA: Voice of America

VOAF: Voice of Africa

FM: Frequency Modulation

RTV: Rwanda Television

NURC: National Unity and Reconciliation Commission

CNLG: Commission Nationale de Lutte contre le Génocide

TV: Television

5Ws & H: Who, What, Where, When, Why, & How

MINISPOC: Ministry of Sports and Culture

MINALOC: Ministry of Local Government

INTRODUCTION

0.1. Background

The Media High Council (MHC) is an independent public institution mandated to license media organs, regulate the media, promote and protect media freedom and media development. It acquires this mission from the Constitution of the Republic of Rwanda of the 4th June, 2003 as amended to date, Law n° 22/2009 of 12/08/2009 governing the media and law n° 30/2009 of 16/9/2009 determining the mission, organization and functioning of the MHC.

One of the MHC's strategies to achieve its statutory mandate is to monitor the media industry and the conduct of media practitioners. The objective is to see how they abide by professional ethics, media law, as well as various MHC regulations; and provide appropriate advice and recommendations where necessary. Given the negative role played by the media in the Genocide against the Tutsi, and aware of the otherwise power of the media to transform society for peaceful co-existence and development, the media coverage of the annual commemoration of this genocide is one of the priority areas to which the MHC applies its monitoring exercise.

This ninth report presents major findings of "media coverage of the 18th commemoration of the Genocide against the Tutsi in Rwanda". The analysis covers news items and current affairs from April 5th to 15th 2012 for broadcasting media and from 1st to April 30th 2012 for print media respectively. The talk shows monitored cover the mourning week of April 7th -13th, 2012. In addition, articles published on some websites from April 5th to 15th 2012 were also considered.

0.2. Objectives of the monitoring

0.2.1. General objective

The overall objective of the monitoring is to show how the media play their role of informing and educating the public about the commemoration of the 1994 Genocide against Tutsi in Rwanda.

0.2.2. Specific objectives

Drawing from the general objective, the monitoring team set the specific objectives as follows:

- Assess whether the 2012 theme of "*Learning from our history to build a bright future*" is observed in commemoration activities;
- Highlight the civic contribution of the media during the commemoration period;
- Discern the extent to which media abide by legal and professional standards while covering genocide related issues; and make actionable recommendations;
- Assess the role of media in supporting or challenging the efforts to promote unity and reconciliation among Rwandans;
- To assess to which extent media practitioners use the appropriate journalistic language in relation to Genocide against Tutsis in Rwanda, as compiled in key guidelines book by MHC in April 2011.

More specifically, this specific assignment aims at elaborating a professional report on the media coverage for the 2012 Genocide Commemoration against Tutsi. In addition, the exercise seeks to perform the following duties:

- Make a content analysis of programmes that were broadcasted and published articles in newspapers and some websites during the Tutsi Genocide commemoration for the period described above;
- Analyze the above programmes and publications with the objective of establishing the extent to which the tones, words and statements used in these media outlets support or fight the genocide ideology, divisionism, incitement to hatred and violence, racism, genocide denial, revisionism and negations among others;
- Establish the extent to which these programmes contribute to the efforts and programmes of national unity and reconciliation,
- Deliver a report containing the above elements and interpretation of statistical data enriched.

0.3. Report outline

This piece of work comprises several parts: it introduces the report and gives a background to the media monitoring of the media coverage of the Tutsi Genocide Commemoration, the objectives of the monitoring exercise, suggests the methodology for the whole assignment as well as the analysis of both quantitative and qualitative data. Moreover, the report presents statistical data reflecting the media coverage of the 18th Genocide commemoration for print, broadcasting media and some websites. At last, the report concludes the work, gives recommendations and adds appendices representing the different quantitative and qualitative data for the media coverage.

0.4. Media outlets covered in the monitoring¹

Radios (23)

Amazing Grace Christian Radio, BBC Gahuzamiryango, City Radio, Contact FM, Flash FM, Huguka FM, Inteko Radio, Isangano Radio, Isango Star, Ishingiro, Radio Izuba , Musanze Community Radio, Nyagatare Community Radio, Rubavu Community Radio, Rusizi Community Radio, Radio 10, Radio Maria -Rwanda, Radio One, Radio Rwanda, Salus, Umucyo Community Radio, VOA - Kirundi – Kinyarwanda, VOAF.

Newspapers & magazines (10)

Grands Lacs Hebdo, Impamo, Imvaho Nshya, Iwacu Africa, Kinyamateka, La Nouvelle Relève, Oasis Gazette, The New Times/ Sunday Times, The Rwanda Focus, Umurinzi.

Websites (8)

www.igihe.com, www.izuba.org, www.umuseke.com, www.umuryango.com, www.greatlakesvoice.com, www.rnanews.com, www.kigalitoday.com, www.igitondo.com

Table 1: Topics related to the commemoration

Code	Topic
1	Genocide memory
11	Commemoration messages/ announcements/ institutional communication

¹ Are captured herein only radio stations with newscast programmes and only newspapers which published at least one volume, archives of which are available at the MHC by the time of the monitoring.

Code	Topic
12	Memorial sites (visits, burials, procession, ...)
13	Symbolic memory (poems, films, testimony, research, history of genocide, ...)
14	Commemorative ceremonies/ events (local administration, press conference, religious gathering, ...)
2	Justice
21	Gacaca courts
22	International justice (ICTR and other international tribunals)
23	Ordinary tribunals and courts
3	Genocide survivors' welfare
31	Health
32	Survivors' associations, partners
33	Education
34	Survivors' life conditions recovery (daily subsistence, housing,)
4	Survivors' security
5	Unity & reconciliation
6	Genocide ideology (Negation, distortion, Revisionism)
7	Genocide prevention policies (Never Again Clubs, NURC, CNLG, ...)
8	Other

CHAPTER I: METHODOLOGY

1.1. Quantitative & qualitative approach

The methodology applied in this study is twofold: the quantitative approach was first applied, supplemented in the second place by the qualitative analysis. In other terms, the monitoring process was oriented towards the acquisition of numerical data, followed by the interpretation of these data. To begin with, the preliminary findings of the assignment were obtained following a certain approach that is reflected through the following steps:

- Determining the monitoring period (i.e. April 1st to 30th 2012 for the print media and the 5th to the 15th April 2012 for the broadcasting media),
- Identifying media outlets to be monitored,
- Selecting tools to use in capturing the data needed for the monitoring (i.e. the BME (Broadcasting Monitoring Equipment) and the developing a database in SPSS (Statistical Package for the Social Sciences),
- Purchasing newspapers and retrieving radio and TV recordings for analysis, [at this stage, media monitors recorded evening news and all talk shows that reflected the genocide commemoration],
- Determining criteria of analysis,
- Analysing information and feeding database
- Sorting and analysing statistical data.

Given the fact that the focus of this assignment was to assess media coverage of the 18th commemoration of the genocide against the Tutsi, any genocide related item identified from the analysed media outlets was considered as part of the data.

1.2. Operational definitions

As stated under the methodology section, the methodology applied to this monitoring is both quantitative and qualitative. By « quantitative analysis », reference is made to the process that leads to generating numerical data per each criterion of analysis while « qualitative analysis » refers to the interpretation of these data. This interpretation is implemented through the measurement of journalistic standards of balance, accuracy news sourcing etc, definitions of which some are provided in the following lines.

1.2.1. News sourcing

In the context of this study, a news source is referred to as a person who is directly or indirectly accessed (i.e. either directly or indirectly quoted) in the information gathering for reporting purposes. Secondary sources of information are also considered sources where they are directly or indirectly quoted. Secondary sources of information usually take the form of a report, articles, or other pieces of written information, which are directly or indirectly quoted in stories. For example, if a story is directly quoted from a UNESCO report, the latter will be considered a secondary source².

² MHC, Media Monitor's Handbook: A Practical Guide to Monitoring Election Coverage, Kigali, 2008, p. 28

1.2.2. Balance

Balance in journalism relates to the fact that journalists should ensure that, in their reporting, all sides to the story receive a fair and equal hearing. In this monitoring, a story is considered to be balanced when it:

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

1.2.3. Accuracy

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

- Clearly states proper name of subject of the story (who),
- Clearly states correct details of subject (e.g. age, occupation, area of residence, nationality, etc.)
- Gives clear presentation of what the story is about (4Ws & H); and
- States issues in their proper order of occurrence.

1.2.4. Bias

In the course of their profession, journalists are ethically required not to be biased. Bias may occur in different ways:

1. For example a story would be biased when it refers to a subject not convicted by competent courts of law as: 'thief'; liar, 'conman', rapist; 'corrupt'; genocide denier, etc.
2. Language bias occurs³ where the language used in a news item clearly and distinctly favours one party/source above another, or substantially disfavours or damages the image of another source. Language bias consists of, *Exaggeration*, *Trivialization*, and *Generalization*. The following are questions that may assist in identifying bias cases:

- ✓ Is there any language in the item that is damaging to any of the source mentioned?
- ✓ Does the item exaggerate any particular incident/event/issue/source by using dramatic language?
- ✓ Does the item trivialize any particular incident/event/issue/source? Look out for demeaning or dismissive language!
- ✓ Does the item generalize any particular incident/event/issue/source? Look out for vague language!

1.2.5. Editorial balance

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

³ MMP/ RMMP, Rwanda Media Monitoring Project : A Monitoring User Guide, Kigali, MHC, 2006

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

1.2.6. Defamation

According to Nypels, as quoted by by Stephen Hoebeke and Bernard Mouffre (1996 and 2001 : 368)⁴, « defamation and calumny consist of maliciously attributing a prohibited and/or non obvious fact to someone in public with no legal basis, with the intention of harming his/her reputation. These two offences differ from each other in that there is defamation when the author of the allegations is not allowed to prove his/her accusations or when the veracity is hard / impossible to prove; and there is calumny when the author, though legally authorized to prove them, does not provide them ».

In brief, defamation refers to any intentional false communication either written or spoken that harms a person's reputation, decreases the respect, the regard or confidence in which a person is held.

1.3. Sampling

Given that this monitoring exercise could not encompass all media broadcasts and publications, the purposive sampling has been opted for: Contents of media outlets were chosen on basis of relevance to genocide related issues: commemoration and/or mourning period. In this respect, the selection process led to the identification of 21 newspapers and magazines, 29 radio stations and 1 TV station (RTV).

1.4. Data collection procedure

The raw data (media contents/archives) that were subject to analysis were collected from 5th to 15th April 2012 in broadcasting media, and from 1st to 30th April 2012 in print media. These data were analysed according to the pre-set criteria so as to obtain related statistics. SPSS (Statistical Package for Social Sciences) is the software that was utilized by the monitoring team.

⁴ Stéphane Hoebeke et Bernard Mouffre, Le droit de la presse, Bruylant Academia, Lovain-la-Neuve, 1996 et 2001, p.368

CHAPTER II: PRESENTATION OF FINDINGS

2.1. Coverage rate per medium

Table 2: Coverage rate per newspaper

No	Medium	Analysed items	Percentage
1	IMPAMO	4	0.89
2	IMVAHO NSHYA	200	44.44
3	KINYAMATEKA	14	3.11
4	LA NOUVELLE RELEVE	59	13.11
5	OASIS GAZETTE	11	2.44
6	THE NEW TIMES / SUNDAY TIMES	153	34
7	THE RWANDA FOCUS	5	1.11
8	UMURINZI	2	0.44
9	GRANDS LACS HEBDO	1	0.22
10	IWACU AFRICA	1	0.22
Total		450	100

Table 3: Coverage rate per radio/TV station

No	Medium	Analysed Items	Percentage
1	AMAZING GRACE CHRISTIAN RADIO	17	2.30
2	BBC GAHUZAMIRYANGO	9	1.22
3	CITY RADIO	27	3.65
4	FLASH FM	17	2.30
5	HUGUKA FM	37	5.01
6	INTEKO RADIO	63	8.53
7	ISANGANO RADIO	22	2.98

No	Medium	Analysed Items	Percentage
8	ISANGO STAR	44	5.95
9	ISHINGIRO RADIO	17	2.30
10	IZUBA RADIO	36	4.87
11	MUSANZE COMMUNITY RADIO	34	4.60
12	NYAGATARE COMMUNITY RADIO	22	2.98
13	RADIO 10	19	2.57
14	RADIO MARIA RWANDA	18	2.44
15	RADIO ONE	20	2.71
16	RADIO RWANDA	83	11.23
17	RWANDA TV	83	11.23
18	RUBAVU COMMUNITY RADIO	39	5.28
19	RUSIZI COMMUNITY RADIO	32	4.33
20	SALUS	33	4.47
21	UMUCYO COMMUNITY RADIO	22	2.98
22	VOA / KIRUNDI - KINYARWANDA	25	3.38
23	VOICE OF AFRICA	20	2.71
Total		739	100

Table 4: Coverage rate per website

No	websites monitored	Analyzed items	Percentage
1	www.igihe.com	255	67.46
2	www.izuba.org	32	8.47
3	www.umuseke.com	17	4.50
4	www.umuryango.com	12	3.17
5	www.greatlakesvoice.com	2	0.53
6	www.rnanews.com	8	2.12
7	www.kigalitoday.com	45	11.90

8	www.igitondo.com	7	1.85
Total		378	100

Table 4, 5 and 6 indicate the number of analysed news items, thus showing efforts provided by each media outlet in helping Rwandans to mourn their beloved ones who perished during the 1994 Genocide against Tutsis. The analysed package per media outlet was found not equal either due to difference in periodicity (especially for print media) and / or as a result of financial and logistical limitations. As can be seen from table N° 2, ten (10) newspapers were monitored. Imvaho Nshya overwhelmingly topped its counterparts with 200 analysed articles while Grand Lacs Hebdo and Iwacu Africa came last with only one article each.

Table N° 3 shows that twenty-two radios and 1 TV station have contributed to Genocide commemoration coverage totalling 739 news items. In addition to news reporting, 366 talk shows of different types were aired, and are considered in this study.

Table N° 4 shows that the eight sampled websites contributed to the 18th Commemoration Genocide against Tutsis by publishing 378 articles

2.2. Topic coverage

Table 5: Topic coverage per newspaper

Topic	Medium										Total	%
	Impamo	Imvaho Nshya	Kinyamateka	La Nouvelle Releve	Oasis Gazette	The New Times/Sunday Times	The Rwanda Focus	Umurinzi	Grand Lacs Hebdo	Iwacu Africa		
Genocide memory											277	61.56
Commemoration messages/ announcements/ institutional communication	1	7	2	2	0	2	0	1	0	0	15	3.33
Memorial sites (visits, burials, procession, ...)	1	34	0	0	2	47	2	0	0	0	86	19.11
Symbolic memory (poems, films, testimony, research, history of genocide, ...)	0	35	2	14	1	33	1	0	1	0	87	19.33
Commemorative ceremonies/ events (grass root level gatherings, press conference, religious gathering, ...)	0	49	3	16	3	18	0	0	0	0	89	19.78
Justice											49	10.89
Gacaca courts	0	0	0	0	0	1	1	0	0	0	2	0.44
International justice (ICTR and other international tribunals)	0	5	0	11	0	17	1	0	0	1	35	7.78
Ordinary tribunals and courts	0	2	0	4	0	6	0	0	0	0	12	2.67
Genocide survivors' welfare											51	11.33
Health	0	2	1	0	1	1	0	0	0	0	5	1.11

Topic	Medium										Total	%
	Impamo	Imvaho Nshya	Kinyamateka	La Nouvelle Releve	Oasis Gazette	The New Times/Sunday Times	The Rwanda Focus	Umurinzi	Grand Lacs Hebdo	Iwacu Africa		
Survivors' associations, partners (e.g.: AERG, IBUKA, AVEGA, ...)	0	8	0	0	0	1	0	0	0	0	9	2.00
Education	0	0	0	0	3	0	0	0	0	0	3	0.67
Survivors' life conditions recovery (daily subsistence, housing, ...)	0	20	5	0	0	9	0	0	0	0	34	7.56
Survivors' security	0	0	0	0	0	0	0	0	0	0	0	0.00
Unity and reconciliation	0	0	1	0	0	3	0	1	0	0	5	1.11
Genocide ideology (negation, distortion, revisionism, ...)	2	5	0	1	0	2	0	0	0	0	10	2.22
Genocide prevention policies (Never Again Clubs, CNLG, ...)	0	2	0	1	1	3	0	0	0	0	7	1.56
Other	0	31	0	10	0	10	0	0	0	0	51	11.33
Total	4	200	14	59	11	153	5	2	1	1	450	100

Table 6: Topic coverage per radio/TV station

Topic	AMAZING GRACE CHRISTIAN RADIO	BBC GAHUZAMIRYANGO	CITY RADIO	FLASH FM	HUGUKA FM	INTEKO RADIO	ISANGANO RADIO	ISANGO STAR	ISHINGIRO RADIO	IZUBA RADIO	MUSANZE COMMUNITY RADIO	NYAGATARE COMMUNITY RADIO	RADIO 10	RADIO MARIA RWANDA	RADIO ONE	RADIO RWANDA	RWANDA TV	RUBAVU COMMUNITY RADIO	RUSIZI COMMUNITY RADIO	SALUS	UMUCYO COMMUNITY RADIO	VOA / KIRUNDI - KINYARWANDA	VOICE OF AFRICA	Total	%
Genocide memory																							329	44.52	
Commemoration messages/ announcements/ institutional communication	7	2	1	7	11	1	13	5	0	6	1	2	1	8	11	2	4	1	2	2	1	0	3	91	12.31
Memorial sites (visits, burials, procession, ...)	1	0	5	2	2	13	0	5	1	6	20	6	4	2	2	26	32	4	3	10	2	1	3	150	20.30
Symbolic memory (poems, films, testimony, research, history of genocide, ...)	2	0	0	1	3	19	1	5	5	0	7	4	1	1	0	12	8	4	2	9	1	1	2	88	11.91
Commemorative ceremonies/ events (grass root level gatherings, press conference, religious gathering, ...)	0	0	13	1	5	15	2	12	4	14	1	1	5	4	1	27	25	26	14	0	12	16	8	206	27.88
Justice																							43	5.82	
Gacaca courts	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	1	0.14
International justice (ICTR and other international tribunals)	4	1	3	1	2	2	2	5	0	1	2	1	5	0	2	4	0	1	0	0	1	1	0	38	5.14
Ordinary tribunals and courts	2	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	1	0	0	0	0	4	0.54
Genocide survivors' welfare																							90	12.18	
Health	0	0	1	0	0	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0	1	1	2	7	0.95

Topic	AMAZING GRACE CHRISTIAN RADIO	BBC GAHUZAMIRYANGO	CITY RADIO	FLASH FM	HUGUKA FM	INTEKO RADIO	ISANGANO RADIO	ISANGO STAR	ISHINGIRO RADIO	IZUBA RADIO	MUSANZE COMMUNITY RADIO	NYAGATARE COMMUNITY RADIO	RADIO 10	RADIO MARIA RWANDA	RADIO ONE	RADIO RWANDA	RWANDA TV	RUBAVU COMMUNITY RADIO	RUSIZI COMMUNITY RADIO	SALUS	UMUCYO COMMUNITY RADIO	VOA / KIRUNDI - KINYARWANDA	VOICE OF AFRICA	Total	%
Survivors' associations, partners (e.g.: AERG, IBUKA, AVEGA, ...)	0	0	0	0	0	0	0	1	0	1	0	0	2	0	0	5	1	0	0	0	0	1	0	11	1.49
Education	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	1	0	0	1	0	0	0	3	0.41
Survivors' life conditions recovery (daily subsistence, housing, ...)	0	3	1	2	9	5	0	1	1	5	2	7	0	2	2	4	9	3	6	5	2	0	0	69	9.34
Survivors' security	0	1	0	0	0	0	0	0	0	1	0	0	0	0	1	0	0	0	0	0	0	0	0	3	0.41
Unity and reconciliation	0	0	0	3	1	0	0	3	1	1	0	0	0	0	1	0	0	0	0	4	0	0	0	14	1.89
Genocide ideology (negation, distortion, revisionism, ...)	1	2	2	0	0	0	0	2	0	0	0	0	0	0	0	1	0	0	2	0	2	1	0	13	1.76
Genocide prevention policies (Never Again Clubs, CNLG, ...)	0	0	0	0	3	1	4	1	0	0	0	0	0	1	0	0	0	0	0	2	0	1	0	13	1.76
Other	0	0	1	0	0	6	0	3	5	1	0	1	0	0	0	2	3	0	2	0	0	2	2	28	3.79
Total	17	9	27	17	37	63	22	44	17	36	34	22	19	18	20	83	83	39	32	33	22	25	20	739	100

Table 7: Topic coverage per website

Topic	Medium								Total	%
	www.igihe.com	www.izuba.org	www.umuseke.com	www.umuryango.com	www.greatlakesvoice.com	www.rnnews.com	www.kigalitoday.com	www.igitondo.com		
Genocide memory									274	72.49
Commemoration messages/ announcements/ institutional communication	13	2	2	2	0	1	1	1	22	5.82
Memorial sites (visits, burials, procession, ...)	30	20	9	2	0	0	8	0	69	18.25
Symbolic memory (poems, films, testimony, research, history of genocide, ...)	54	0	0	0	0	0	2	0	56	14.81
Commemorative ceremonies/ events (grass root level gatherings, press conference, religious gathering, ...)	96	0	0	6	2	3	15	5	127	33.60
Justice									17	4.50
Gacaca courts	0	0	0	0	0	0	0	0	0	0.00
International justice (ICTR and other international tribunals)	7	2	1	0	0	2	4	1	17	4.50
Ordinary tribunals and courts	0	0	0	0	0	0	0	0	0	0.00
Genocide survivors' welfare									46	12.17
Health	15	1	1	0	0	0	3	0	20	5.29
Survivors' associations, partners (e.g.: AERG, IBUKA, AVEGA ...)	1	0	0	0	0	1	1	0	3	0.79
Education	0	0	0	0	0	0	0	0	0	0.00
Survivors' life conditions recovery (daily subsistence, housing, ...)	15	4	2	1	0	0	1	0	23	6.08
Survivors' security									3	0.79
Unity and reconciliation									6	1.59

Topic	Medium								Total	%
	www.igjhe.com	www.izuba.org	www.umuseke.com	www.umuryango.com	www.greatlakesvoice.com	www.rmanews.com	www.kigalitoday.com	www.igitondo.com		
Genocide ideology (negation, distortion, revisionism, ...)	6	0	1	0	0	1	5	0	13	3.44
Genocide prevention policies (Never Again Clubs, CNLG, ...)	5	2	0	1	0	0	1	0	9	2.38
Other	6	0	1	0	0	0	3	0	10	2.65
Total	255	32	17	12	2	8	45	7	378	100

To thoroughly analyze the news programmes, it was deemed important to first classify various articles/stories into categories depending upon the subject that is being discussed. This has led to the identification of a number of topics including “*genocide memory, justice, genocide survivor’s welfare, survivors’ security, unity and reconciliation, genocide ideology and genocide prevention policies*”.

Table 5, 6 and 7 indicate that the most predominantly covered topic was the genocide memory by all media (newspapers, Radio/TV stations and websites) with 61.56%, 72.40 and 72.49% of coverage respectively. But one may wonder why has “Genocide memory” always been the overall leading topic for each Genocide commemoration period? The reason is simple that under “Genocide memory” are captured all commemorative events including site visits, religious gatherings, burial ceremonies, testimonies, etc., and these most dominant activities during the commemoration period attract much the attention of media practitioners. It should be noted that this year, a special focus came back again, like it was in 2010, on commemorative ceremonies/events (19.78% in newspapers, 27.88% in radio/TV stations and 33.60 in websites) while in 2011, an emphasis was directed to site visits, burial ceremonies and processions (20.43% in newspapers and 21.54% in radio/TV stations).

Again, results indicate that in 2012, the second and most discussed topic is “genocide survivors’ welfare” during the commemoration period. This topic scored 11.33%, 12.18% and 12.17% of total print, broadcasting media and websites coverage respectively, while it benefited from 13.22% and 14.6% of total print and broadcasting media coverage in 2011. This topic emerge every year among top two most covered topics because during the commemoration period, Rwandans feel a moral obligation to make a flashback meant to examine the achieved progress in improving lives of the 1994 Genocide survivors.

As can be observed in table 5, 6 & 7, an observation from print and broadcasting media and websites is that issues related to “Genocide survivors’ security” were less covered. While no newspaper has covered this topic, only 3 radios (i.e. BBC Gahuzamiryango, Musanze Community Radio and Radio Maria Rwanda) touched upon this subject, and websites which touched the subject are limited to only two (i.e. www.igihe.com and www.kigalitoday.com). This might be linked with efforts provided by security service institution in this regard. In the same frame, little attention was put on other topics such as “Unity and reconciliation” (with 1.11% in print media and 2% in websites) and “Genocide ideology” (with 1.76% in broadcasting media).

2.3 Compliance with professional ethics and legislation

Before delving into a profound analysis of a news item in this study, it was deemed necessary to check whether it complies with professional ethics and media legislation. In this regard, any case of breach of journalistic requirements was sanctioned with “non compliance” to the corresponding provision (legal and/or ethical). To this end, the measurement tools can be found in the Law no 22/2009 of 12/08/2009 on Media in Rwanda, as well as the code of ethics governing journalists, other media professionals and the media in Rwanda of 2011.

Table 8: Compliance with laws, regulations and ethics in print media

Medium	Compliance with laws, regulations and ethics		Total
	Complying	Not complying	
Impamo	1	3	4
Imvaho Nshya	156	44	200
Kinyamateka	6	8	14
La Nouvelle Releve	54	5	59
Oasis Gazette	11	0	11
The New Times/Sunday Times	147	6	153
The Rwanda Focus	5	0	5
Umurinzi	2	0	2
Grabd Lacs Hebdo	1	0	1
Iwacu Africa	1	0	1
Total	384	66	450
Percentage	85.33	14.67	100

Table 9: Compliance with laws, regulations and ethics in radio/TV station

Medium	Compliance with laws, regulations and ethics		Total
	Complying	Not complying	
AMAZING GRACE CHRISTIAN RADIO	0	17	17
BBC GAHUZAMIRYANGO	8	1	9
CITY RADIO	8	19	27
FLASH FM	15	2	17
HUGUKA FM	0	37	37
INTEKO RADIO	48	15	63
ISANGANO RADIO	0	22	22
ISANGO STAR	23	21	44
ISHINGIRO RADIO	16	1	17
IZUBA RADIO	23	13	36
MUSANZE COMMUNITY RADIO	33	1	34
NYAGATARE COMMUNITY RADIO	22	0	22
RADIO 10	10	9	19
RADIO MARIA RWANDA	0	18	18
RADIO ONE	18	2	20
RADIO RWANDA	81	2	83
RWANDA TV	82	1	83
RUBAVU COMMUNITY RADIO	23	16	39
RUSIZI COMMUNITY RADIO	27	5	32
SALUS	33	0	33
UMUCYO COMMUNITY RADIO	4	18	22
VOA / KIRUNDI - KINYARWANDA	6	19	25
VOICE OF AFRICA	11	9	20

Medium	Compliance with laws, regulations and ethics		Total
	Complying	Not complying	
Total	491	248	739
Percentage	66.44	33.56	100

Table 10: Compliance with laws, regulations and ethics on websites

Websites	Compliance with laws, regulations and ethics		Total
	Complying	Not complying	
www.igihe.com	205	50	255
www.izuba.org	32	0	32
www.umuseke.com	17	0	17
www.umuryango.com	5	7	12
www.greatlakesvoice.com	2	0	2
www.rnanews.com	8	0	8
www.kigalitoday.com	2	43	45
www.igitondo.com	7	0	7
Total	278	100	378
Percentage	73.54	26.46	100

From table 8, articles which were analysed were found respecting the media law, regulations and ethics at the level of 85.33%, while 14.67% of them were found not complying. Imvaho Nshya is the first paper to comply with media law, regulations and ethics. This is justified by the fact that Imvaho Nshya has increased frequency from being weekly to a daily paper, thus augmenting the chances of covering more stories on a given topic every day. The other factor is that Imvaho Nshya covers all parts of the country as it is represented in each district.

Table 9 indicates that broadcasting media were found respecting media laws, regulations and ethics at a 66.44% rate, of which Nyagatare Community Radio and Salus Radio appear with no case of breach of professional requirements. Of all, cases of breach of media laws, regulations and ethics were mostly found in Huguka FM Radio's reporting.

Table 10 lastly, indicates that articles that were published from some websites were found respecting media law, regulations and ethics at the level of 73.54%, while 26.46 of them were found not complying. www.igihe.com is the first website to comply with media law, regulations and ethics. This is justified by the fact that www.igihe.com is among the websites almost fully represented in the countrywide. It has to be stressed that an article/ story is said to be complying with media law, regulations and ethics if it fulfils all legal and professional requirements: sufficiently sourced, balanced, accurate and answering the 5Ws &H. These criteria apply to all kinds of media (print media, broadcasting and websites). Photo caption and signature of the article, in print media and websites, is an additional professional requirement to be elaborated further.

2.3.1 News sourcing

News source indication in the journalism profession is very important as it advances credibility and trust for both media outlets and what is published. This professional practice is both an ethical and legal requirement. In this regard, article 12(4), the media law n° 22/2009 of 12th August 2009 stipulates that in the course of their profession, journalists should always indicate the source of information. In addition, with reference to article 3 of the 2011 media code of conduct, Rwandan journalists emphasized this requirement as a social responsibility. It states that *“The journalist and any other media professional shall keep in mind their social responsibility. They shall, therefore, distribute or publish only information for which they have established the origin, veracity and accuracy. They shall abstain or express necessary reservations in required professional forms for any doubt however slight it may be”*.

The only exception to the above stated rule must be in relation with information given in confidence. In this regard, article 20 of the aforementioned law on media in Rwanda provides that a *“Professional journalist, confidentiality is guaranteed to him/her as regards his/her sources of information, notes, recordings or film shooting as well as all information collected and stored electronically”*. The law also spells out the exception that the court may order a journalist to reveal his source when it is absolutely considered necessary to carry out criminal investigations or proceedings. In this monitoring, table 11, 12 & 13 depict details on news sourcing.

Table 11: News sourcing per newspaper

Medium	Main source indication		Total
	Indicated	Not indicated	
Impamo	1	3	4
Imvaho Nshya	193	7	200
Kinyamateka	14	0	14
La Nouvelle Releve	59	0	59
Oasis Gazette	11	0	11
The New Times/Sunday Times	152	1	153
The Rwanda Focus	5	0	5

Medium	Main source indication		Total
	Indicated	Not indicated	
Umurinzi	2	0	2
Grands Lacs Hebdo	1	0	1
Iwacu Africa	1	0	1
Total	439	11	450
Percentage	97.56	2.44	100

Table 12: News sourcing per radio / TV station

Medium	Main source indication		Total
	Indicated	Not indicated	
AMAZING GRACE CHRISTIAN RADIO	17	0	17
BBC GAHUZAMIRYANGO	8	1	9
CITY RADIO	27	0	27
FLASH FM	15	2	17
HUGUKA FM	37	0	37
INTEKO RADIO	60	3	63
ISANGANO RADIO	22	0	22
ISANGO STAR	40	4	44
ISHINGIRO RADIO	17	0	17
IZUBA RADIO	33	3	36
MUSANZE COMMUNITY RADIO	33	1	34
NYAGATARE COMMUNITY RADIO	22	0	22
RADIO 10	16	3	19
RADIO MARIA RWANDA	18	0	18
RADIO ONE	18	2	20
RADIO RWANDA	81	2	83

Medium	Main source indication		Total
	Indicated	Not indicated	
RWANDA TV	82	1	83
RUBAVU COMMUNITY RADIO	39	0	39
RUSIZI COMMUNITY RADIO	32	0	32
SALUS	33	0	33
UMUCYO COMMUNITY RADIO	22	0	22
VOA / KIRUNDI - KINYARWANDA	25	0	25
VOICE OF AFRICA	19	1	20
Total	716	23	739
Percentage	96.89	3.11	100

Table 13: News sourcing per websites

Website	Main source indication		Total
	Indicated	Not indicated	
www.igihe.com	249	6	255
www.izuba.org	32	0	32
www.umuseke.com	17	0	17
www.umuryango.com	12	0	12
www.greatlakesvoice.com	2	0	2
www.rnanews.com	8	0	8
www.kigalitoday.com	43	2	45
www.igitondo.com	7	0	7
Total	370	8	378
Percentage	97.88	2.12	100

Results from Tables 11, 12 and 13 indicate that the great majority of the analysed news items were found satisfactorily sourced, at a 97.56, 96.89% and 97.88% rate, in print and broadcasting media and websites

respectively which is an appreciable point. Those which were marked not complying with the principle were judged so in case no main or reliable source was clearly mentioned.

2.3.2 5 Ws & H

While examining the quality of published news, media monitors focused their analysis on features of a well elaborated story to assess a professionally elaborated story. The elements hereby referred to are the commonly known as 5 “W’s” plus “H” questions (what, who, where, why, when and how). Table 14, 15 and 16 exhibit related details.

Table 14: 5Ws & H in print media

Medium	5Ws & H		Total
	Answers the 5 Ws & H	Doesn't answer the 5 Ws & H	
Impamo	1	3	4
Imvaho Nshya	193	7	200
Kinyamateka	13	1	14
La Nouvelle Relève	59	0	59
Oasis Gazette	11	0	11
The New Times/Sunday Times	150	3	153
The Rwanda Focus	5	0	5
Umurinzi	2	0	2
Grands Lacs Hebdo	1	0	1
Iwacu Africa	1	0	1
Total	436	14	450
Percentage	96.89	3.11	100

Table 15: 5Ws & H in broadcasting media

Medium	5Ws & H		Total
	Answers the 5W's & H	Doesn't answer the 5W's & H	
AMAZING GRACE CHRISTIAN RADIO	17	0	17
BBC GAHUZAMIRYANGO	9	0	9

Medium	5Ws & H		Total
	Answers the 5W's & H	Doesn't answer the 5W's & H	
CITY RADIO	25	2	27
FLASH FM	1	16	17
HUGUKA FM	37	0	37
INTEKO RADIO	62	1	63
ISANGANO RADIO	22	0	22
ISANGO STAR	37	7	44
ISHINGIRO RADIO	17	0	17
IZUBA RADIO	34	2	36
MUSANZE COMMUNITY RADIO	33	1	34
NYAGATARE COMMUNITY RADIO	21	1	22
RADIO 10	19	0	19
RADIO MARIA RWANDA	17	1	18
RADIO ONE	15	5	20
RADIO RWANDA	83	0	83
RWANDA TV	83	0	83
RUBAVU COMMUNITY RADIO	38	1	39
RUSIZI COMMUNITY RADIO	30	2	32
SALUS	33	0	33
UMUCYO COMMUNITY RADIO	13	9	22
VOA / KIRUNDI - KINYARWANDA	24	1	25
VOICE OF AFRICA	18	2	20
Total	688	51	739
Percentage	93.10	6.90	100

Table 16: 5Ws & H on websites

Websites	5Ws & H		Total
	Answers the 5Ws & H	Doesn't answer the 5Ws & H	
www.igihe.com	249	6	255
www.izuba.org	32	0	32
www.umuseke.com	14	3	17
www.umuryango.com	12	0	12
www.greatlakesvoice.com	2	0	2
www.rnnews.com	8	0	8
www.kigalitoday.com	42	3	45
www.igitondo.com	7	0	7
Total	366	12	378
Percentage	96.83	3.17	100

As can be noticed in table 14, 15 and 16, 96.89%, 93.10% and 96.83% of websites analysed articles/stories published by newspapers, radio/ TV stations and online media respectively met the requirement. This is to recall that websites has done a commendable job in improving much the point of sourcing, as a key ingredient in journalistic practice (for the first time they are incorporated in this monitoring exercise). This has to be applauded.

2.3.3 Balance

Journalists are not only required to indicate sources of information they publish, but also provide views of all parties involved to make their articles/stories more credible. Concerning this point, the Media Law No 22/2009 of August 12th, 2009, in its article 12 (5) stipulates that journalists shall always give the floor to all parties subjected to the information. Again, in its article 14, the 2011 media code of conduct stipulates “*The journalist and any other media professional shall be mindful of balance in the broadcasting or publication of information in line with fundamental regulations*”. To this end, table 17, 18 & 19 quantitatively indicate how the monitored media outlets scored on this variable.

Table 17: Balance in print media

Medium	Balance		Total
	Balanced	Imbalanced	
Impamo	1	3	4
Imvaho Nshya	192	8	200
Kinyamateka	14	0	14
La Nouvelle Releve	58	1	59
Oasis Gazette	11	0	11
The New Times/Sunday Times	152	1	153
The Rwanda Focus	5	0	5
Umurinzi	2	0	2
Grands Lacs Hebdo	1	0	1
Iwacu Africa	1	0	1
Total	437	13	450
Percentage	97.11	2.89	100

Table 18: Balance in the broadcasting media

Medium	Balance		Total
	Balanced	Imbalanced	
AMAZING GRACE CHRISTIAN RADIO	16	1	17
BBC GAHUZAMIRYANGO	8	1	9
CITY RADIO	19	8	27
FLASH FM	15	2	17
HUGUKA FM	37	0	37
INTEKO RADIO	50	13	63
ISANGANO RADIO	22	0	22
ISANGO STAR	36	8	44

Medium	Balance		Total
	Balanced	Imbalanced	
ISHINGIRO RADIO	17	0	17
IZUBA RADIO	29	7	36
MUSANZE COMMUNITY RADIO	33	1	34
NYAGATARE COMMUNITY RADIO	22	0	22
RADIO 10	13	6	19
RADIO MARIA RWANDA	18	0	18
RADIO ONE	18	2	20
RADIO RWANDA	82	1	83
RWANDA TV	82	1	83
RUBAVU COMMUNITY RADIO	34	5	39
RUSIZI COMMUNITY RADIO	32	0	32
SALUS	33	0	33
UMUCYO COMMUNITY RADIO	17	5	22
VOA / KIRUNDI - KINYARWANDA	22	3	25
VOICE OF AFRICA	16	4	20
Total	671	68	739
Percentage	90.80	9.20	100

Table 19: Balance in websites

Websites	Balance		Total
	Balanced	Imbalanced	
www.igihe.com	251	4	255
www.izuba.org	32	0	32
www.umuseke.com	17	0	17
www.umuryango.com	12	0	12

Websites	Balance		Total
	Balanced	Imbalanced	
www.greatlakesvoice.com	2	0	2
www.rnanews.com	8	0	8
www.kigalitoday.com	43	2	45
www.igitondo.com	7	0	7
Total	372	6	378
Percentage	98.41	1.59	100

According to the findings, 97.11 %, 90.80% and 98.41% respectively of print and broadcasting media together with websites articles/ stories were balanced as opposed to few cases of imbalance as reflected in Table 17, 18 & 19.

2.3.4 Accuracy

According to the journalists' code of conduct, media practitioners are required at all times to ensure that the information disseminated is accurate, fair and objective without giving unnecessary emphasis or having some omissions. This means that journalists shall avoid any distraction, misrepresentation and falsification by verifying the authenticity of any information or material, including images and photos. As earlier noted, this builds confidence, trust and credibility in the profession. Table 20, 21 and 22 provide details on this aspect.

Table 20: Accuracy in print media

Medium	Accuracy		Total
	Accurate	Inaccurate	
Impamo	1	3	4
Imvaho Nshya	181	19	200
Kinyamateka	14	0	14
La Nouvelle Releve	57	2	59
Oasis Gazette	11	0	11
The New Times/Sunday Times	149	4	153
The Rwanda Focus	5	0	5
Umurinzi	2	0	2

Medium	Accuracy		Total
	Accurate	Inaccurate	
Grands Lacs Hebdo	1	0	1
Iwacu Africa	1	0	1
Total	422	28	450
Percentage	93.78	6.22	100

Table 21: Accuracy in broadcasting media

Medium	Accuracy		Total
	Accurate	Inaccurate	
AMAZING GRACE CHRISTIAN RADIO	16	1	17
BBC GAHUZAMIRYANGO	8	1	9
CITY RADIO	12	15	27
FLASH FM	17	0	17
HUGUKA FM	37	0	37
INTEKO RADIO	62	1	63
ISANGANO RADIO	22	0	22
ISANGO STAR	23	21	44
ISHINGIRO RADIO	17	0	17
IZUBA RADIO	27	9	36
MUSANZE COMMUNITY RADIO	33	1	34
NYAGATARE COMMUNITY RADIO	22	0	22
RADIO 10	13	6	19
RADIO MARIA RWANDA	17	1	18
RADIO ONE	18	2	20
RADIO RWANDA	80	3	83
RWANDA TV	83	0	83

Medium	Accuracy		Total
	Accurate	Inaccurate	
RUBAVU COMMUNITY RADIO	26	13	39
RUSIZI COMMUNITY RADIO	27	5	32
SALUS	33	0	33
UMUCYO COMMUNITY RADIO	6	16	22
VOA / KIRUNDI - KINYARWANDA	14	11	25
VOICE OF AFRICA	13	7	20
Total	626	113	739
Perentage	84.71	15.29	100

Table 22: Accuracy on websites

Website	Accuracy		Total
	Accurate	Inaccurate	
www.igihe.com	250	5	255
www.izuba.org	32	0	32
www.umuseke.com	17	0	17
www.umuryango.com	11	1	12
www.greatlakesvoice.com	1	1	2
www.mnnews.com	8	0	8
www.kigalitoday.com	33	12	45
www.igitondo.com	7	0	7
Total	359	19	378
Percentage	94.97	5.03	100

The table no 20, 21 and 22 indicate that print, broadcasting media as well as online media scored 93.78%, 84.71% and 94.97% of articles/stories that were judged accurate respectively. Most shortcomings were identified from Imvaho Nshya, Isango Star radio and www.kigalitoday.com having more cases of inaccurate articles/stories compared to others.

2.3.5 Photo captions & signature

A good informative news story should have its accompanying pictures or photos signed and explained. This professional practice is emphasized by the law n° 22/2009 of August 12th, 2009 in its article 29 which stipulates that “articles in the newspaper or periodical must bear the signature of their authors”. In doing so, journalist should ensure that headlines, captions, photos, video, audio, graphics and introductions are supported and reflected in the information. This is intended to avoid sensationalism. Table 23 and 24 depict related details.

Table 23: Photo captions & signature per newspaper

Medium	Analyzed items	Published photos	Photo caption & signature		Photo & content
			Caption not provided	Not signed	Don't match with the content
Impamo	4	1	1	1	0
Imvaho Nshya	200	131	2	26	2
Kinyamateka	14	9	3	9	0
La Nouvelle Relève	59	51	1	1	0
Oasis Gazette	11	6	0	3	0
The New Times/Sunday Times	153	94	20	29	26
The Rwanda Focus	5	5	0	1	0
Umurinzi	2	1	0	0	0
Grands Lacs Hebdo	1	1	0	1	0
Iwacu Africa	1	1	0	1	0
Total	450	300	27	72	28
Percentage		100	9.00	24.00	9.33

Table 24: Photo captions & signature per website

Website	Analyzed items	Published photos	Photo caption & signature		Photo & content
			Caption not provided	Not signed	Don't match with content
www.igihe.com	255	56	9	43	0
www.izuba.org	32	32	7	7	7
www.umuseke.com	17	17	2	3	2
www.umuryango.com	12	6	2	6	0
www.greatlakesvoice.com	2	2	2	2	0

Medium	Total	tion	ion	ation	ism	red	ation	ons	ents	ents
RADIO MARIA RWANDA	18	0	0	0	0	0	0	0	0	0
RADIO ONE	20	0	0	0	0	0	0	0	0	0
RADIO RWANDA	83	1	0	0	0	0	0	0	0	0
RWANDA TV	83	0	0	0	0	0	0	0	0	0
RUBAVU COMMUNITY RADIO	39	0	0	0	0	0	0	0	0	0
RUSIZI COMMUNITY RADIO	32	0	0	0	0	0	0	0	0	0
SALUS	33	0	0	0	0	0	0	0	0	0
UMUCYO COMMUNITY RADIO	22	0	0	0	0	0	0	0	0	0
VOA / KIRUNDI - KINYARWANDA	25	0	0	2	2	0	0	0	0	0
VOICE OF AFRICA	20	0	0	0	0	0	0	0	0	0
Total	739	3	2	6	6	4	2	3	2	4
Percentage	100	0.41	0.27	0.81	0.81	0.54	0.27	0.41	0.27	0.54

Table 27: Cases of Language bias and Genocide Ideology related issues in website

Website	Total number of analyzed items	Cases of generalization	Cases of exaggeration	Cases of trivialization	Cases of Genocide negation, distortion, revisionism	Incitement to hatred	Cases of defamation	Unfounded allegations	Slandorous statements	Harsh statements
www.igihe.com	255	2	0	0	0	0	0	0	0	0
www.izuba.org	32	0	0	0	0	0	0	0	0	0
www.umuseke.com	17	0	0	0	0	0	0	0	0	0
www.umuryango.com	12	0	0	0	0	0	0	0	0	0
www.greatlakesvoice.com	2	0	0	0	0	0	0	0	0	0
www.rnanews.com	8	0	0	0	0	0	0	0	0	0
www.kigalitoday.com	45	0	0	0	0	0	0	0	0	0
www.igitondo.com	7	0	0	0	0	0	0	0	0	0
Total	378	2	0	0	0	0	0	0	0	0
Percentage	100	0.53	0	0	0	0	0	0	0	0

Results from table 25, 26 and 27 indicate clearly that during the 18th Commemoration of the Genocide against the Tutsis, the related media coverage has significantly improved in terms of abiding by the features of acceptable language style. For example, when considering some features of language bias (i.e. which is a language feature whereby a news item clearly or distinctly favours one party/ source above another), it was found out that several media houses have carefully avoided issues of defamation (i.e.

100% in print media, 99.73% in broadcasting media and 100% on websites), generalisation (i.e.99.56 in print media, 99.59 % in broadcasting media and 99.47% on websites), trivialisation (i.e.100 % in print media, 99.19 % in broadcasting media and 100% on websites) and exaggeration (i.e.100 % in print media, 99.73 % in broadcasting media and 100% on websites).

Concerning genocide ideology related issues; this monitoring activity has found no content to qualify as negations (i.e. 100% in print media and on websites). The broadcasting media tried their best but they have to perform to record 100% as in this activity they scored 99.19. It has to be noted that cases such as slander and harsh statements have not been identified in print media and on websites. This is a commendable point which proves that the current media outlets have become more responsible and contribute to the society's reconstruction process.

However, amongst broadcasting media, it has to be pointed that BBC/Gahuzamiryango has been the only one radio station with two stories that can be judged as inciting to hatred. The same radio station has also been identified as having two stories whose contents used harsh statements and two stories for unfounded allegations. The same station, as results show, aired one slanderous story.

As mentioned above, some media narratives were found undermining the honor and dignity of genocide victims, and yet the same remark was raised in the 2011 media monitoring report in a similar period. Below are some examples:

- On April 6, 2012, at 20:30 BBC Gahuzamiryango aired: *“Abandi bavugaga ko kugeza ubu ngubu ngo hari Abanyarwanda bemerewe kwibuka n’abandi batemerewe kwibuka, batanga urugero rw’uko ngo Abanyarwanda baba barishwe na FPR, ababo badashobora kubibuka ndetse ngo banabashyngure mu cyubahiro [Others were saying that until now there some Rwandans who have right to commemorate while there are others who don’t, referring to Rwandans who were killed by RPF, relatives of whom are neither allowed to pay tribute to them nor lay them out with dignity]”*.
- On April 10, 2012, at 20:30, the same station aired: *“Icyo ni ikinyoma ntabwo mpakana Jenoside na rimwe na rimwe, nemera Jenoside yakorewe Abatutsi ndetse n’abayikoze nkabarwanya. Ku buryo icyo ni ikintu navuze ko ntatsimbukaho na rimwe, Jenoside yakorewe Abatutsi ndayemera kandi nkaba nanibuka Abahutu bishwe, bo bakaba bibuka Abatutsi bonyine [That’s pure lie, I have never denied the Genocide, I recognize the Genocide against Tutsi and condemn those who committed it, and that is my unshakable position. I recognize the Genocide against Tutsi, and I pay tribute to killed Hutu as well; yet, they only commemorate Tutsi]”*.

Such reports are directly linked with demonstrations held in Belgium and France by members of diaspora raising allegations of mass killings by members of the RPA in 1994. Analytically, their statements imply the double genocide theory and/ or victimhood competition. However, the overall inkling of the media coverage analysis for the 18th Genocide Commemoration is positive.

2.5 Analysis of talk shows

2.5.1 Type / format of shows

During the mourning week from April 7th to 13th, 2012, 366 talk shows in relation with the 1994 Genocide commemoration were aired on different radio & TV stations. Table 30 indicates how they were classified according to their nature.

Table 28: Talk shows per type

N°	Medium	Type of the talk show										Total	%
		1. Interview	2. Debates	3. Roundtable discussion	4. Documentary	5. Magazine	6. Feature (profile, analysis)	7. Commemoration ceremony / message	8. Testimony	9. Gospel lecture	10. "Animation libre"		
1	AMAZING GRACE CHRISTIAN RADIO	0	0	1	0	3	0	0	1	13	7	25	6.83
2	AUTHENTIC RADIO	2	0	0	0	0	0	1	1	10	1	15	4.1
3	BBC - Gahuzamiryango	0	0	0	0	1	0	0	0	0	0	1	0.27
4	CITY RADIO	3	0	2	0	0	0	0	2	8	0	15	4.1
5	CONTACT FM	11	0	0	0	1	0	0	8	4	4	28	7.65
6	FLASH FM	0	0	1	0	0	0	0	0	3	0	4	1.09
7	HUGUKA FM	1	0	0	0	0	0	2	0	0	0	3	0.82
8	HUYE Community Radio	0	0	0	0	0	0	0	0	0	0	0	0
9	ISANGANO	0	0	0	0	7	0	1	0	0	0	8	2.19
10	ISANGO STAR	1	0	0	0	2	0	0	0	0	0	3	0.82
11	ISHINGIRO	1	0	2	0	0	0	1	0	0	0	4	1.09
12	IZUBA	2	0	1	0	0	0	1	0	0	14	18	4.92
13	KFM	0	0	0	4	0	0	0	0	0	0	4	1.09
14	MUSANZE Community Radio	0	0	0	0	0	0	1	0	0	0	1	0.27
15	NYAGATARE Community Radio	0	0	0	0	0	0	0	0	0	0	0	0
16	RADIO 10	2	0	2	0	4	0	1	0	1	1	11	3.01
17	RADIO MARIA RWANDA	7	0	1	0	0	0	0	0	7	0	15	4.1
18	RADIO RWANDA	5	0	7	0	1	0	4	1	1	2	21	5.74
19	RWANDA TV	11	0	7	13	1	0	4	0	5	9	50	13.66
20	RUBAVU Community Radio	0	0	6	0	1	0	0	0	2	4	13	3.55
21	RUSIZI Community Radio	1	0	3	0	1	0	2	0	0	0	7	1.91
22	SALUS	0	0	0	0	3	1	5	0	1	0	10	2.73
23	SANA RADIO	1	0	1	0	0	0	0	1	1	1	5	1.37

N°	Medium	Type of the talk show										Total	%
		1. Interview	2. Debates	3. Roundtable discussion	4. Documentary	5. Magazine	6. Feature (profile, analysis)	7. Commemoration ceremony / message	8. Testimony	9. Gospel lecture	10. "Animation libre"		
24	UMUCYO COMMUNITY RADIO	0	0	1	0	0	0	0	1	47	1	50	13.66
25	VOA / Kirundi - Kinyarwanda	0	0	0	0	0	0	0	0	0	0	0	0
26	VOAF	9	0	1	0	3	0	2	0	4	9	28	7.65
27	VOICE OF HOPE	12	0	0	0	6	0	1	1	6	1	27	7.38
	Total	69	0	36	17	34	1	26	16	113	54	366	100
	%	18.85	0	9.84	4.64	9.29	0.27	7.1	4.37	30.87	14.75	100	

In light of findings in table 28, talk shows in form of “gospel lectures” were the most prevalent during the mourning period. The radio stations which focused more on such messages include Umucyo Community Radio, Amazing Grace Radio and Authentic Radio (these religious radio stations focused on messages of comfort to the attention of Genocide survivors in particular). In the second place, Voice of Hope, VOAF, Rwanda TV and Contact FM have outweighed other broadcasting radio stations in airing interviews.

2.5.2 An overview of talk shows

Table 29: An overview of talk show contents

Medium	Date	Title of the show	Summary	Topic	Format/type	Comments /analysis
Amazing Grace Radio	12 April 2012	Amateka ya Jenocide	Ikiganiro kiravuga ku kuntu Jenocide yateguwe n'aho ivangura ryahereye kuva kuri Repubulika ya mbere gukomeza kugera mu 1994 ubwo Jenocide yabaga ku mugaragaro <i>The show is about the historical background of the Genocide, the genesis of ethnic discrimination from the 1st Republic up to 1994 Genocide as the climax</i>	Symbolic Memory (History of the 1994 Genocide)	Interview	The presenter tried to ask relevant questions to the topic, as his guest tries to answer all of them. The presenter also received some interventions of the audience through phone calls. Well done!
Contact FM	13 April 2012	Ikiganiro ku mateka y'u Rwanda mbere ya Jenocide	Ikiganiro kiravuga uko u Rwanda rwari rubayeho mbere ya Jenocide, aho ivanguramoko ryaturutse n'uko byari byifashe mbere gato y'uko Jenocide ibanditse no mu gihe yabaga. <i>The show is about the historical background of the Genocide, the genesis of ethnic divisions, the state of affairs on the eve of the genocide and the unfolding of the latter</i>	Symbolic Memory(History of the 1994 Genocide)	Interview	The presenter tried to ask relevant questions to the topic, as his guest tries to answer all of them. The presenter also received some interventions of the audience through phone calls. Well done!
Radio Rwanda	10 April 2012	Uruhare rwa bamwe mu banyarwanda bagize uruhare mu	Ikiganiro kiravuga ku bantu bakozweho bushakashatsi mu duce twinshi two mu gihugu hagatoranywa abagera kuri 271 nka bamwe mu bagize uruhare rwo	Symbolic memory (Research	Roundtable	The presenter of the show asked questions to his different guests and the latter replied

Medium	Date	Title of the show	Summary	Topic	Format/type	Comments /analysis
		guhisha abahigwaga	guhisha abahigwaga muri Jenoside.Muri iki kiganiro kandi inzego zirebwa n'igikorwa cyo kwibuka nazo zirasobanura icyo ziteganyaga gukorera abo bantu bagaragaje ubutwari. <i>The show focuses on 271 righteous people who were researched upon vis-à-vis their devotion in hiding the persecuted Tutsi during the Genocide. Concerned institutions put forward their plan to recognize these "heroes"</i>	about some Rwandans who hid their Tutsi brothers during the Genocide)		accordingly. Well done!
Radio Umucyo	8 April 2012	Icyigisho gikomeza abantu bababaye	Iki kiganiro ni ikibwirizwa gikomeza abantu bababaye mu gihe cyo kwibuka. <i>The programme is a comforting gospel lecture to the attention of the unfortunate</i>	Guhumuriza abababaye <i>Comforting the unfortunate</i>	Gospel Lecture	The preacher took all his time to convey the message related to
Rwanda Television	9 April 2012	Amateka ya Bisesero	Iki kiganiro kiravugaga uburyo mu gihe cya Jenoside Abasesero bagaragaje kwirwanaho kugeza ku munota wa nyuma ndetse n'uko abarokotse bo muri ako gace ka Bisesero babayeho nyuma ya Jenoside. <i>The show emphasizes the courage of Tutsi residents of Bisesero who stood up for self defence against the culprits. It also hints upon the life conditions of Genocide survivors in the area</i>	Survivors' life conditions recovery	Documentary	The programme is well done

Medium	Date	Title of the show	Summary	Topic	Format/type	Comments /analysis
Radio Isangano	11 April 2012	Amateka ya Jenocide ndetse n'amateka y'ubutegetsi bwaranze u Rwanda kuva kuri Repubulika ya mbere kugeza ubu	Iki kiganiro kiragaruka ku miyoborere n'ubutegetsi bw'u Rwanda mbere ya Jenocide, mu gihe cya Jenocide ndetse na nyumaya Jenocide. Kirakomoza kandi no ku mateka ya Jenocide ndetse n'uburyo bwo kurwanya ingengabitekerezo ya Jenocide. <i>The programme discusses governance in Rwanda before, during and after the Genocide. It also hints upon the fight against the Genocide ideology</i>	Symbolic memory(histor y of Genocide) & Genocide prevention policies	Magazine	The programme is well done
VOICE OF HOPE	10 April 2012	No specific title	The talk show is about the ways of preventing and healing trauma among young children.	Trauma	Interview	Well done
VOICE OF AFRICA	8 April 2012	No specific title	Representatives of AERG KHI and KIST were invited to talk about archiving all information about the 1994 Genocide.	Commemorati on activities	Interview	Well done
RTV	11 April 2012	« L'histoire qui mène au Genocide »	A history that led to the 1994 Genocide against Tutsis Rwanda	Research	Documentar y	Well done
Radio Izuba	06 April 2012	Akamaro ko kwibuka	Muri iki kiganiro havuzwe ku ngingo z'ibanze zikurikira: kwibuka muri rusange, icyo Jenocide itandukaniyeho n'intambara, uko gahunda yo kwibuka iteye muri rusange ndetse n'uburyo butandukanye bwo gupfobya Jenocide. <i>The programme discusses the essence</i>	Symbolic memory	Animation libre	The presenter tried to talk about all the sub-topics of this program but he didn't mention the source of what he was saying.

Medium	Date	Title of the show	Summary	Topic	Format/type	Comments /analysis
			<i>commemoration, the difference between war and genocide, the commemoration agenda, as well as various strategies undermining the Genocide</i>			

CHAPTER III: SOME ISSUES OF CONCERN IN PRINT, BROADCASTING AND ONLINE MEDIA

3.1 Quantitative view

During the 18th Commemoration of the Genocide against the Tutsis, the related media coverage has significantly improved in terms of abiding by the features of acceptable language style. For example, when considering some features of language bias (i.e. a language feature whereby a news item clearly or distinctly favours one party/ source above another), it was found out that several media houses have carefully avoided issues of defamation (i.e. 100% in print media, 99.73% in broadcasting media and 100% on websites), generalisation (i.e.99.56% in print media, 99.59 % in broadcasting media and 99.47% on websites), trivialisation (i.e.100 % in print media, 99.19 % in broadcasting media and 100% on websites) and exaggeration (i.e.100 % in print media, 99.73 % in broadcasting media and 100% on websites).

Concerning genocide ideology related issues; this monitoring activity has found no content to qualify as “negationist” (i.e. 100% in print media and on websites). The broadcasting media tried their best but they have to perform to record 100% as in this activity they scored 99.19. It has to be noted that cases such as slander and harsh statements have not been identified in print media and on websites. This is a commendable point which proves that the current media outlets have become more responsible and contribute to the society’s reconstruction process.

That said however, in the broadcasting media, it has to be pointed that BBC-Gahuzamiryango has been the only one radio station with two stories that can be judged as “inciting to hatred”. On the same radio station, there were identified two stories whose contents contained harsh statements and two stories with unfounded allegations. Again, the same station, as indicated by results aired one slanderous story. This practice breached the honour and dignity of genocide victims, and yet the same remark was raised in the 2011 MHC monitoring report in a similar period.

However, the overall inkling of the media coverage analysis for the 18th Genocide Commemoration is positive. In qualitative analysis, we will find out some extract from BBC-Gahuzamiryango which emphasize the double genocide theory and some unfounded allegations. This theory appeared in the 17th Commemoration.

3.2 Qualitative view

3.2.1 News stories and talk shows

In the qualitative analysis of the media coverage of 18th Commemoration of 1994 Genocide against Tutsi, there are a number of areas of concern that need to be highlighted. These were mostly identified from BBC-Gahuzamiryango, and issues to be underlined are especially genocide related matters such as the double genocide theory and some unfounded allegations.

3.2.2 Double genocide theory and unfounded allegations against RPA

The part below is an extract from BBC-Gahuzamiryango aired on April, 2012 at 18:30 GMT which is illustrating the double genocide theory and unfounded allegations that are attributed to former RPA.

Intro:

Florentine Kwizera: Tuye mu Rwanda tujye mu Bufaransa, aho imiryango y'abanyarwanda baburiye mu ndege yahitanye Prezida w'u Rwanda Juvénal Habyarimana uno muni bari bakoraniye i Paris mu Bufaransa bari kumwe n'amashyirahamwe atandukanye asanzwe yibuka abahitanywe na Jenocide yabaye mu Rwanda, kuva ku bapfuye tariki ya 6 Mata. Jean Claude Nkubito ari i Paris yakurikiranye ibijyanye n'uko kwibuka tukaba turi kumwe ku murongo wa Telephone. Jean Claude Nkubito uranyumva?

Jean Claude Nkubito: Ndakumva neza Florentine

Florentine Kwizera: Wakurikiranye icyo gikorwa cyo kwibuka wotubwira ingene bagikoze?

Jean Claude Nkubito: Nk'uko twavuganye kare hari habanje kuba imyigaragambyo ariko nyuma yaho bahise bajya mu cyumba bakora amasengesho, bacana amatabaza, barasenga bamwe bariraga, baririmba abandi bihanagura amarira; bavuga amazina y'ababo bishwe hanyuma barangije bavuga ko bagomba gukorakoranya amafaranga kugira ngo abafashe ngo hazabe imanza zikurikirana ababa bararashe iriya ndege ya Habyarimana kuko kuri bo ngo babona ari imbarutso y'ibibazo byose u Rwanda rwagize bavuga ko byakomeje kugeza ubu.

Florentine Kwizera: Hari abo mwashoboye kuvugana muri bo, hari nk'abo mwashoboye kuvugana bakubwire uko biyumva kumbure inyuma y'imyaka 18 ubwo bwicanyi bubaye?

Jean Claude Nkubito: Navuganye mbere na mbere nanone n'umuryango wa Habyarimana, navuganye na Jean Luc Habyarimana ambwira ko uyu muni ari wo yibukaho se wapfuye, agapfa ku buryo bumutunguye atigeze atekereza ko bishoboka kuko atari yarwaye, ariko ambwira ko ngo hari akantu gato tugomba kongeraho, ngo kuba bo bibuka tariki ya 6 Mata ngo ntabwo bibuka abandi banyarwanda bibuka ku itariki zindi kuba kwibuka, ngo ntabwo bagomba kubangamira abibuka tariki ya 7 Mata. Kuri we ngo asanga abanyarwanda bagombye kwibuka buri muni, kuko ngo buri muni umunyarwanda yagiye apfa ngo ndetse kugeza n'ubu hari abagiye bagwa muri Congo. Abandi bavugaga ko kugeza ubu ngubu ngo hari abanyarwanda bamwe bemerewe kwibuka n'abandi batemerewe kwibuka, batanga urugero rw'uko ngo abantu baba barishwe na FPR ababo badashobora kubibuka ndetse ngo banabashyingure mu cyubahiro.

Florentine Kwizera: Mbega bobo bateganya kwibuka kugeza ryari? Abo batanguye uyu muni??!

Jean Claude Nkubito: Bavuga ko uyu muni bibutse, bavuye mu w'i 2003 uzi ko ubushize bajyaga babikorera i Brussels bakaba babikoreye aha ngaha i Paris kugira ngo bibutse ko urubanza rwegereje, kubera ko ya raporo y'umucamanza Trevidic. Ariko bavuze ko igihe cyose, ngo nibazanataha no mu Rwanda bazajya bahora bibuka ababo, noneho ngo bifatanije nk'abanyarwanda bose kuko ba Matata bavugaga ko, ishyirahamwe rya Matata ryavugaga ko ribabazwa ko ngo mu Rwanda bavugura abapfu ngo hakaba abapfu beza n'abapfu babi ku buryo batumva impamvu bamwe batibukwa abandi bakibukwa.

Florentine Kwizera: Jean Claude Nkubito urakoze!!!!

CONCLUSION AND RECOMMENDATIONS

Conclusion

This media monitoring of the 18th Commemoration of the Genocide against Tutsi in 1994 has attracted more attention on behalf of the stakeholders in the media profession. The media houses which covered the whole period of commemoration have increased in number. This has also been possible thanks to the quantitative findings that were pinched from a substantial data of media products that were analysed by the use of the SSPS software. In addition, a number of analysis criteria based on the monitor's user guide have allowed this monitoring exercise to attain its different objectives.

The overall target of the present media monitoring exercise, as it has always been the case in the past, is to assess print and broadcasting media coverage on genocide commemoration. This 18th Genocide commemoration has been special, as MHC monitoring team incorporated online based media as it is an emerging form of journalism in Rwanda. This monitoring report did not consider views from media practitioners and media managers given they were contacted in 2011, and the end result was that there was a considerable improvement in covering and reporting Genocide commemoration related activities in 2012. Quantitatively, in comparison of the figures obtained in 2011, results indicate that in broadcasting media, coverage increased from 636 to 739 news stories, and the same phenomenon occurred in print media from 416 to 500 news stories. However, there was a decrease in talk show programmes related to the commemoration (i.e.408 to 366 talk shows). In addition, unlike in 2011, a portion of online publications was incorporated into this analysis, i.e.196 news items from eight websites.

In a qualitative point of view, standards of the journalism profession were highly observed despite few discrepancies as statistically demonstrated in chapter two. They include cases of imbalance reporting, unsourced news, inaccurate reporting, unsigned photos as well as the indication of photo captions. There was no instance of hate speech and discriminatory statements. It has also to be noted that in their reportage, most media outlets tend to be event centered, failing to deepen their analysis on societal issues to which the population (especially prevailing problems of Genocide survivors) are faced to. It is worth highlighting hereby that some media outlets (namely BBC-Gahuzamiryango) went on offering a platform to Genocide negationists, thus enabling them to emphasize the double genocide theory and/ or victimhood competition amongst Rwandans.

Recommendations

In light of the findings in this analysis report, a certain number of recommendations are to be addressed to different media stakeholders. These recommendations are directed to all stakeholders in media development: state and private owned media houses, online based media owners, CNLG, the Media High Council, MINISPOC and MINALOC which is in charge of media:

- All media organizations should be sensitive and exercise with consciousness during Commemoration period by :
 - ✓ In the conduct of their profession, journalists should always abide by professional standards. They should separate news from opinion and comments, keep focused on raised issues in their reports, provide evidence/ backing facts of allegations made, avoid

sensational headlines and always mention the source of information except while got in confidence;

- ✓ Not only describing the events but also dig deep into issues faced by Rwandan people (e.g.: issues that prevail as consequences of the 1994 Genocide);
 - ✓ Ensuring that reporters and talk show presenters are proficiently trained on journalism principles;
 - ✓ Always teaching unity and reconciliation as the church preach gospel;
 - ✓ Choosing better guest(s) to live programs and hold a pre-show briefing to both guests and listeners;
 - ✓ Setting up internal guidelines during the commemoration period to avoid any unusual circumstance to happen.
- The managers and chief editors of different media outlets should regularly make a follow-up to different editorial meetings and ensure that appropriate action is seen from their journalists' performance;
 - Journalists should always refer on Guidelines on appropriate journalistic language while reporting on Genocide against Tutsis;
 - All media outlets should avoid being a platform of genocide deniers who often cement the double genocide theory.

