

REPUBLIC OF RWANDA
HIGH COUNCIL OF THE PRESS
Rwanda Media Monitoring Project

**Analysis on Professionalism in
Rwandan Media**

Kigali, March 2004

About the Rwanda Media Monitoring Project (RMMP)

The RMMP started in October 2003 as part of the supporting structure of the High Council of the Press in its mission to promote and regulate the media sector.

Through periodic reports based on quantitative and qualitative analysis of media news items, the RMMP aims at enhancing professional standards of the Rwandan media, in providing key stakeholders with systematic data and clear picture of deficiencies and performances in the sector.

Mission statement of RMMP

1. To develop professionalism in the media through balanced, fair, accurate, informative and ethical coverage of all fields of Rwandan life.
2. To promote principles of democracy, integrity, diversity and a high level standard of work through monitoring the media within the framework of human rights.

Objectives of RMMP

1. Work towards professionalism in the media,
2. Monitor the media in Rwanda within a framework of human rights;
3. Through its monitoring, work to ensure legal adherence underpinned by democratic principles, the constitution, promotion and protection of Rwandan rights;
4. Inform the public, government, civil society, key stakeholders to enable them to make informed decisions;
5. Work towards fair and equitable treatment/coverage of all political actors in the media;
6. Protect the role of media as watchdog;
7. Ensure the protection of the interests of all Rwandan citizens.

The High Council of the Press addresses its thanks to the **International Media Support** (Denmark) and **Norwegian People's Aid** for their support to the creation and functioning of the RMMP.

Abstract

In its second monitoring phase, the RMMP has done an analysis on professionalism in Rwandan media in terms of transmitting diversified, balanced, informative and educative information, as well as seeing to what extent they respect professional ethics.

The period considered lies between November 15th, 2003 and January 15th, 2004. The number of media organisations whose news items were monitored is 16, namely; *Radio Rwanda*, *TVR* and 14 prints. About 1 518 news items were analysed and the following tendencies identified:

- Majority of the information had reliable sources;
- The number of news items with a tendency to distort information by language, presentation and omission of important elements of information represents a small ratio;
- The Media manifests some weaknesses in covering events from the all regions of the country and the domains of the country's every day life;
- Most news items lack analysis: they limit themselves to describing facts in a superficial manner;
- Manifestation of interest by the society towards the media. This is justified by the participation of readers or listeners.

From these observations, RMMP has a positive appreciation to Rwandan media when considering the reliability and fairness of the information. However, the report evokes some shortcomings related to the quality and diversity of information in the Rwandan media.

The last chapter of this analysis will expose the importance of monitoring reports to the actors of the society's life.

Although the RMMP met some material difficulties in making this report, it has been able to find out the observations presented above. It is from these latter that the team has formulated the recommendations detailed in the general conclusion.

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Initials and Abbreviations

BNR	: National Bank of Rwanda/Banque Nationale du Rwanda
CNDH	: Commission Nationale des Droits de l’Homme
CNLS	: Comission Nationale de Lutte Contre le SIDA
Dr.	: Docteur/Doctor
EU/UE	: European Union/Union Européenne
FOCA	: Forces Combattantes Abacunguzi
GATT	: General Agreement on Tariffs and Trade
Gen Maj	: Général Major
GLH	: Grands Lacs Hebdo
HCP	: High Coucil of the Press/Haut Conseil de la Presse
HIV/AIDS	: Human Immune Virus/Acquired Immunodeficiency Syndrome
ICT	: Information Communication and Technology
IM.N.	: Imvaho Nshya
KIST	: Kigali Institut of Science, Technology and Management
KM	: Kinyamateka
LNR	: La Nouvelle Relève
MIFOTRA	: Ministry of Public Service, Skills Development, Vaccational Training and Labour/Ministère de la Fonction Publique, de la Formation Professionnelle, des Métiers et du Travail
MIJESPOC	: Ministry of Youth, Sports and Culture/Ministère de la Jeunesse, des Sports et de la Culture
MINADEF	: Ministry of Defence/Ministère de la Défense
MINAFFET /RC	: Ministry of Foreign Affairs and Regional Cooperation/Ministère des Affaires Etrangères et de la Coopération Régionale
MINAGRI	: Ministry of Agriculture, Livestock and Forestry/Ministère de l’Agriculture, de l’Elevage et des Forêts
MIJEPROFE	: Ministry of Gender and Women Promotion/Ministère du

	Genre et de la Promotion Féminine
MINALOC	: Ministry of Local Government and Social Affairs/Ministère de l'Administration Locale et des Affaires Sociales
MINECOFIN	: Ministry of Finance and Economic Planning/Ministère des Finances et de la Planification Economique
MINEDUC	: Ministry of Education, Science, Technology and Research/Ministère de l'Education, de la Science, de la Technologie et de la Recherche Scientifique
MINICOM	: Ministry of Commerce, Industry, Investment Promotion, Tourism and Cooperation/Ministère du Commerce, de l'Industrie de la Promotion des Investissements, du Tourisme et des Cooperatives
MINIJUST	: Ministry of Justice and Institutional Relations/Ministère de la Justice et des Relations Institutionnelles
MININFOR	: Ministère de l'Information
MININFRA	: Ministry of Infrastructures/Ministère de l'Infrastructures
MININTER	: Ministry of Internal Security/Ministère de la Sécurité Interieure
MINISANTE	: Ministry of Healthy/Ministère de la Santé
MINITERE	: Ministry of Lands, Resettlement and Environment/Ministère des Terres, de la Reinstallation et de l'Environnement
NEC	: National Electoral Commission
NEPAD	: New Partnership of African Development
NGO	: Non Gouvernemental Organisation
NUR	: National University of Rwanda
NURC	: National Unity and Reconciliation Commission
ONG	: Organisation non-gouvernementale
Prof	: Professeur/Professor
RMMP	: Rwanda Media Monitoring Project.
RRA	: Rwanda Revenue Authority
RRw	: Radio Rwanda

TNT	: The New Times
TPIR	: Tribunal Pénal International pour le Rwanda
TVR	: Télévision Rwandaise/Rwanda Television
UA	: Urubuga rw'Abagore

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General Introduction

1. Presentation

In its first report presented in November 2003, the Rwanda Media Monitoring Project team examined the way Rwandan media fared in the coverage of the first Rwanda multiparty legislative elections which took place between September 29th and October 3th, 2003.

The current report, (phase N° II), devotes its analysis to the treatment of the information by the media. At this time, it focuses on the information that covers all topics nationally. The report puts a particular emphasis on professional performance of the Rwandan media within the period between 15th November 2003 and 15th January 2004.

The monitoring team has established that if the interest of the potential stakeholders in the media is to be aroused, the role of the media in informing and educating the society must be part and parcel of its reports. The details of the importance of the monitoring team reports to various stakeholders will be seen in chapter 5 of this book.

2. Objectives

- Measure the media level in terms of professionalism;
- See the participation of Rwandan media in the national life: education, health, security, economic and political governance, sport, justice, etc.
- Check whether the media were effective in the use the freedom of expression provided for by the press law n° 18/2002;
- Awaken potential stakeholders' interest towards RMMP (Rwanda Media Monitoring Project) reports.

3. Methodology

Before any analysis, the monitoring team begun by reading the print press listening to the radio and watching television.

As for professionalism, media involvement in national life and usage of freedom of expression, landmark points that helped the team in classifying the information were notably: informative characteristics of news item, the topics treated and the origin of information.

The team examined whether the information was educative, realistic, balanced (varied and contrary sources), biased (exaggerated language, voluntary omission of element, allegation) and human right-abiding. As human rights are concerned, difficulties have been identified in different articles, especially the ones dedicated to freedom of expression, to access the information and its sources.

The following table presents mediums that have been monitored:

Table 1. Mediums monitored

Type of medium	Name of Medium	N°/Date	Editing Language	Periodicity
A. Prints	<i>Gasabo</i>	11-12 (22/12/03-22/1/2004)	Kinyarwanda	Monthly
	<i>Grands Lacs Hebdo</i>	413 (10-12/12/2003) 414 (17/12/2003) 415 (30/12/2003) 416 (8/1/2004)	French	Weekly
	<i>Imvaho Nshya</i>	1527 (15-21/12/2003) 1528 (22-28/12/2003) 1529 (29/12/2003) 1530 (5-11/1/2004) 1531 (12-18/1/2004)	Kinyarwanda	Weekly
	<i>Ingabo</i>	105 (12/2003)	Kinyarwanda	Monthly
	<i>Inganzo</i>	22 (8-15/12/2003) 23 (15-22/12/2003) 25 (5-12/1/2004) 26 (12-19/1/2004) 27 (19-26/1/2004)	Kinyarwanda	Weekly
	<i>Ishakwe</i>	120 (19-26/12/2003) 121 (11-18/1/2003)	Kinyarwanda	Weekly

	<i>Kinyamateka</i>	1634 (11 II/2003) 1635 (12 I/2003) 1636 (12 II/2004)	Kinyarwanda, French	Bimonthly
	<i>L'Enjeu</i>	34 (28/12/2003)	French	Weekly
	<i>La Nouvelle Relève</i>	476 (15-30/11/2003) 477 (30/11-15/12/2003) 480 (15-31/1/2004)	French	Bimonthly
	<i>The New Times</i>	478 (11-14/12/2003) 479 (15-17/12/2003) 480 (18-21/12/2003) 481 (22-29/12/2003) 482 (30/12/03-4/1/2004) 483 (5-7/1/2004) 484 (8-11/1/2004) 485 (12-14/1/2004) 486 (15-18/1/2004)	English	Biweekly
	<i>Ubumwe</i>	113 (11/2003)	Kinyarwanda	Weekly
	<i>Umurage</i>	14 (26/12/2003) 15 (12-19/1/2004)	Kinyarwanda	Weekly
	<i>Umuseso</i>	156 (1-7/12/2003) 157 (8-14/12/2003) 158 (15-21/12/2003) 159 (2-8/1/2004)	Kinyarwanda	Weekly
	<i>Urubuga rw'Abagore</i>	251 (12/2003)	Kinyarwanda, French	Monthly
B. Radio	<i>Radio Rwanda</i>	From 15/11/2003 to 15/1/2004	Kinyarwanda, French, English, Swahili	Daily
c. Television	<i>Rwandan Television (TVR)</i>	From 15/11/2003 to 15/1/2004	Kinyarwanda, French, English	Daily

Chapter1. Main analysis components

The main purpose of this analysis is to examine the professionalism in the Rwandan media. In general, professionalism can be seen through different aspects such as:

- provide to the public with accurate, fair, balanced information, as complete as possible;
- serve the society by being an informative and educative press;
- Respect the code of professional ethics in the field of journalism.

During the second monitoring phase, the RMMP has observed through the information published in Rwandan media the following essential characteristics:

1.1. Accurate, Complete, Fair and Balanced information

The accurate, fair and balanced information can be understood as the one that has not been impaired or biased. It is also objective information which presents at the same degree of equality all parties concerned.

To appreciate these different characteristics in the different media monitored, the RMMP team used the following analysis tools: sources, news items for or against such and such side, the nature of the language used, the presentation of the information, the omission of an important element and the way chosen by journalists in tackling the information.

As far as the sources of information are concerned, majority of news items published by journalists cited directly or indirectly the persons who are sources of the information. However, some news items which have no sources of information are the ones which naturally reflect the opinion or the editorial point of view. One can cite in this category the editorial, news items that are analytical or the ones that express the authors' opinion about a

certain topic. In general, one can notice that majority of the pieces of information published are accurate when one considers the fact that they are from identifiable sources. Quantitatively, this can be justified by the following figures : on the total of 1518 news items monitored, 53 were editorials, 158 had the character of analyses, 124 were personal opinions ; this means that news items supposed to be factual and event based are 1 183. Only 168 news items out of 1 183, that is 14.2 % did not provide any source of information. This low percentage corroborates that the information offered to the public were generally accurate.

In examining whether the pieces of information were balanced, the monitoring team identified the ones that were in favour or in opposition to a certain side, or reported fairly about it. The figures show that on 1518 news items monitored, 25 had tendency to report in favour of certain persons or certain institutions, 58 reported in opposition to a certain side. A tendency that is deduced from these figures is that Rwandan media published balanced information. However, this analysis is not to mask the fact that most of the news items lack analysis. They limit themselves to superficial description of events.

For complete or incomplete information, the monitoring team's appreciation has been guided by two criteria: omission of an important element of the information and the superficial description of facts. According to statistics from our database, 38 news items had an omission of the important element of the information; 380 frequently lacked analysis or comments that can help in clarifying facts. As a whole, 418 news items out of a total of 1518 monitored, that is 27.5%, seemed to be incomplete. Even though the percentage is not high, it is a clear indication that Rwandan media needs to be effective in collection of essential elements of information.

1.2. Informative and Educative Press

A press pretending to be professional has to fulfil a threefold mission: inform, educate and entertain. To examine whether Rwandan press faithfully suits to this mission, the monitoring team considered two aspects, namely media coverage of different sectors of national activities and origin of information (different corners of the country, the country in general, the region in which the country is located and the international origin).

According to the figures, topics that have mostly attracted the attention are: issues related to social matters and culture reported in 196 news items ; justice, unity and reconciliation that were treated in 167 news items, economy and business in 157, security in 149, HIV/AIDS in 117, politics in 106 and health in 93 news items.

Topics that received less coverage are insurance and social security fund, as well as discrimination that have been covered by only one news item in each. This coverage was not the voluntary choice of journalists; it rather reflects the importance of each topic in national life. It also depends on the communication ability of the people involved in various sectors. Also, different topics received media coverage in proportion with the importance and prominence of events associated with them.

While taking a look at areas that are sources of the information published in Rwandan media, one notices that issues related to the national level in general occupied the first place with 792 news items out of 1518 analysed. Kigali City likewise captured more attention with 235 news items. The other provinces received a weak coverage that rarely goes over 25 news items for each throughout all prints, the radio and the television. This shows that most of Rwandan media do not go beyond Kigali City while searching for information. This is a deficiency in fulfilling their mission to inform.

Concerning its mission to educate, the press has not only the duty of recount the events but also do analysis and reflexion on a given topic in order to help the public to have a good comprehension of the subject matter.

The outcome of Rwandan press in this mission was weak because in total of 1518 news items published by the media analysed during the monitoring period, only 346 – that is 22.8 % - present, in fact an analysis or a reflexion on a topic related to the national life.

The RMMP observation is that private media attempted to make more analyses or propose more reflexions than public media. The latter often concentrated on giving an account of facts in an unfinished state.

1.3. Compliance with professional ethics

With matters related to professional ethics, RMMP is still lacking the precise criteria to appreciate. The code of professional ethics and deontology elaborated by Rwandan journalists needs to be updated. The only basic reference is the press law in action since the year 2002. The single incident to report is an article published in *Umuseso Newspaper* N° 156, 1-7/12/2004 considered as a youth incitation to dishonesty, to falsehood and debauchery.

Chapter 2. Diversified and balanced Information

The society's expectations in regard to information vary as does the nature of the people. In order to satisfy the different needs of the society, professional media must offer to the public varied and balanced information.

In an attempt to examine whether Rwandan media have fulfilled this obligation, the following tools of analysis were used: The origin of information, source of information, topic coverage, mentions as well as the biases in news items.

2.1. Origin of information

By origin of information means, the area where the event reported in news items took place. During the monitoring, the following areas were captured as origin of information: Any *province* of the country was considered as a specific origin of information. Any information reported on two or more provinces was captured as a *provincial* one. Any news item related to the country in general was captured as *national* news item. When the news item was related to Rwanda in relation with other countries of the region (e.g. the Great Lakes Region), such news item was monitored as the *regional* one. And was classified as *international*, any news item related to Rwanda but reported in an international context.

The categorization of the origin of information allowed the monitoring team to make an appreciation of media efficiency in terms of diversity of information.

The table below shows news items per medium and per origin.

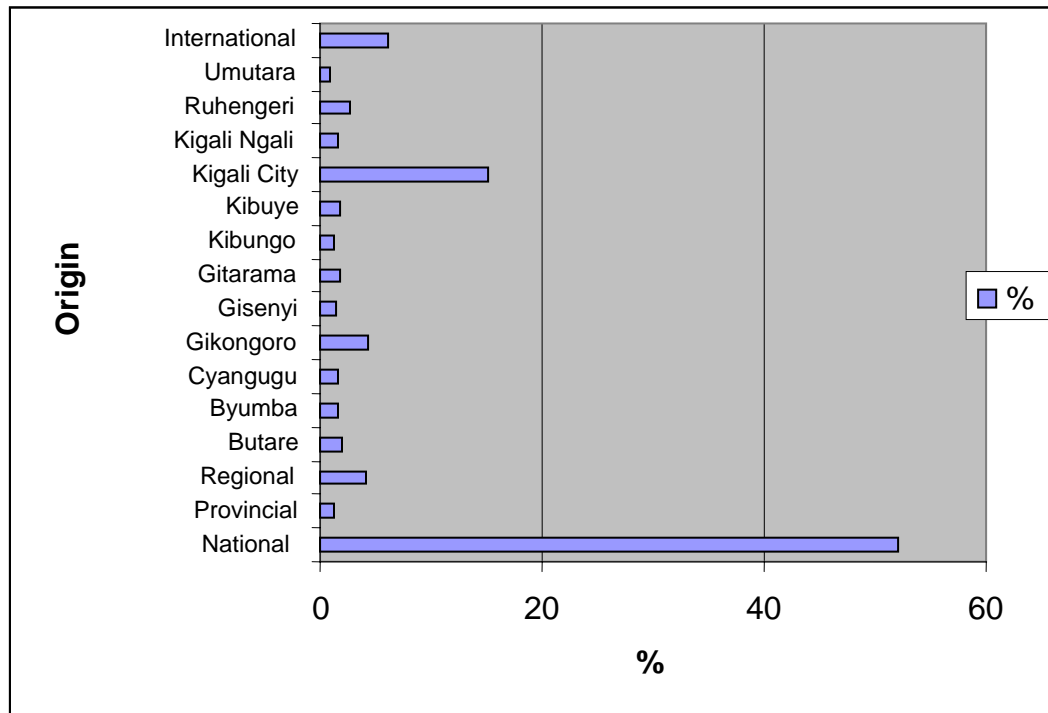
Table 2. News items by medium and by origin

Origin	RRW	TVR	Gasabo	GLH	TNT	LNR	UA	Umurage	Ubumwe	Umuseso	Im.N.	Ingabo	Inganzo	Ishakwe	KM	Enjeu
National	56	35	4	38	282	44	3	11	18	27	161	29	36	29	16	2
Provincial	1	3	1	0	6	0	1	1	0	0	4	0	0	0	2	0
Regional	5	1	0	8	25	1	0	1	1	1	13	0	3	0	1	3
Butare	5	4	0	1	7	2	0	0	1	0	8	0	0	2	1	0
Byumba	7	2	1	0	7	3	0	1	0	1	3	0	0	0	1	0
Cyangugu	7	3	0	0	2	3	1	0	1	0	6	0	0	1	0	0
Gikongoro	4	24	0	1	6	5	3	0	0	2	17	0	1	1	1	0
Gisenyi	5	1	0	0	2	2	0	0	0	0	11	0	0	0	1	0
Gitarama	5	2	0	0	2	4	0	0	0	0	13	0	0	1	1	0
Kibungo	1	0	0	1	2	2	0	0	0	0	10	2	1	0	1	0
Kibuye	3	0	1	0	2	5	0	0	1	0	13	0	0	0	2	0
Kigali City	27	0	5	1	94	7	1	5	1	17	43	2	7	13	6	0
Kigali Ngali	4	0	0	0	9	1	0	0	0	1	8	0	0	0	3	0
Ruhengeri	5	0	0	0	4	6	0	0	0	1	16	3	3	1	2	0
Umutara	1	0	0	0	3	3	0	0	0	0	7	0	0	0	0	0
International	7	2	0	12	34	4	0	0	1	2	19	0	7	1	3	0
TOTAL	143	77	12	62	487	92	9	19	24	52	352	36	58	49	41	5

As it can be observed from the table above, *The New Times* comes in first position both on number of news items and sources of information. It is followed respectively by *Radio Rwanda*, *Imvaho Nshya*, and *Kinyamateka*. Paradoxically, the *Rwandan Television* which comes to the fourth position in number of news items published, failed to report at least one news item on the provinces of Kibungo, Kigali City, Kigali Ngali, Ruhengeri, and Umutara in all its news bulletins monitored.

The following chart shows the frequency of appearance of different regions as origin of information.

Figure 1. Area Coverage %



It is observed in figure N°1 that *national* issues have got greater coverage in almost all media whereas the *Kigali City* captured most of the attention of journalists than other provinces. This disposition is explained by the fact that all media organisations are based in Kigali City. Apart from the government media, majority of private media have no correspondents in different provinces of the country. In addition to that, they have means constraint which is a handicap to their access to information countrywide. This is the reason why most of Rwandan media report more national issues which generally take place in Kigali like parliamentary sessions, meetings at national level, seminars and press conferences.

After Kigali City, the province of *Gikongoro* is one which was given a particular attention compared to other provinces. This particular attention was due to the massacres of genocide survivors which took place in Kaduha,

one of the districts of Gikongoro. The Kaduha massacres were intended to get rid of potential genocide witnesses in the “*Gacaca*”¹ Jurisdictions.

International issues were also largely reported in most of media because of important diplomatic missions held in Rwanda such as those of the American State Minister of Health, Tommy Thompson from 2nd to 3rd December 2003; and the preparations of the NEPAD Summit which took place in Kigali from 13th to 14th February 2004. Other international issues reported are the ICT international forum (WSIS) which took place in Geneva from 10th to 12th December 2003 and the Stockholm international conference on genocide. Also, the consecration by United Nations of the date of 7th April each year as international commemoration day of Rwandan genocide was reported by most of media.

2.2. Topic coverage

Diversification of information can also be seen in terms of topics covered by media. Topics are economic, social, political, and scientific activities grouped together under different titles according to their relationships. The table below shows the topic coverage by medium.

¹ Jurisdiction inspired by traditional reconciling court.

Table 3. Number of news items by sectors and by medium

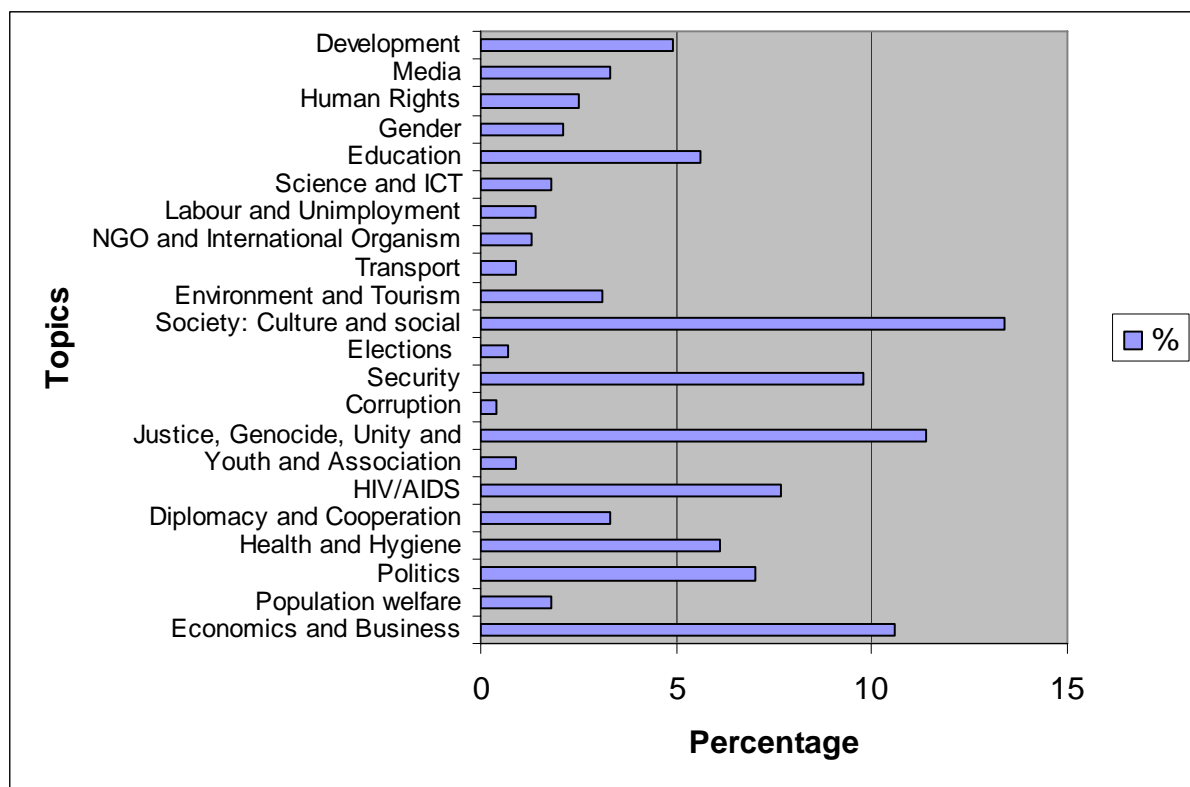
Topics	News items	%	GASABO	GLH	IM.N.	INGABO	INGANZO	ISHAKWE	KM	L'ENJEU	LNR	RRW.	TNT	TVR	URUBUGA RW'ABAGORE	UBUMWE	UMURAGE	UMUSESO
Social welfare	28	1,8	3	1	6	0	0	2	1	0	7	1	2	1	0	0	3	1
Corruption	6	0,4	0	0	1	0	0	0	0	0	0	0	2	0	0	1	0	2
Development	75	4,9	0	5	32	3	3	1	3	0	3	3	17	4	0	0	0	1
Diplomacy and Co-operation	50	3,3	0	3	9	1	0	0	1	1	1	6	23	3	1	1	0	0
Human rights	38	2,5	0	2	10	0	0	0	2	0	2	2	10	0	1	0	4	5
Economics and Business	161	10,6	0	7	29	3	10	5	3	1	6	13	69	7	0	3	0	5
Education	85	5,6	4	2	24	2	2	7	1	0	3	10	21	5	2	1	0	1
Elections	10	0,7	0	1	3	0	0	0	0	0	1	2	1	0	1	0	0	1
Environment et Tourism	47	3,1	0	0	12	0	1	1	0	0	1	4	17	9	0	1	0	1
Gender	32	2,1	0	0	5	2	0	0	0	1	4	2	14	1	2	0	0	1
Youth et Associations	13	0,9	0	0	0	0	0	5	1	0	1	1	3	1	1	0	0	0
Justice, Genocide, Unity and Reconciliation	173	11,4	0	14	33	4	12	5	5	1	10	14	55	8	0	4	0	8
Media	50	3,3	0	1	11	0	2	2	2	0	2	0	19	0	0	0	3	8
NGOs and international organisations	20	1,3	0	1	4	1	3	0	1	0	1	1	3	4	1	0	0	0
Politics	106	7	0	6	19	5	7	3	3	0	7	12	31	4	0	4	1	4
Health and Hygen	93	6,1	0	1	36	2	0	3	0	0	14	7	25	4	0	0	0	1
Science and ICT	27	1,8	0	1	4	0	0	0	2	0	1	4	15	0	0	0	0	0
Security	149	9,8	0	9	32	5	1	4	3	1	3	20	54	10	0	5	0	2
Society: Culture et social problems	203	13,4	4	6	53	5	14	9	8	0	7	9	54	12	0	3	1 1	8
Transport	13	0,9	0	0	1	0	0	0	0	0	0	0	12	0	0	0	0	0
Labour and employment	22	1,4	0	0	3	1	0	0	3	0	9	0	4	0	0	0	0	2
HIV/AIDS	117	7,7	0	2	25	2	4	1	2	0	7	31	38	4	0	1	0	0

From table N° 3, we observe that topics have got different coverage from one medium to another. There are, however, some media which covered all the topics. This is the case of *The New Times* which has at least one news item

on each topic. *Imvaho Nshya*, *La Nouvelle Relève*, and *Radio Rwanda* have also tried to cover almost all topics. Generally, Government media have covered more topics than private ones. However, the *TVR*, which is the single audiovisual medium in Rwanda, failed to cover at least 7 topics in all its news bulletins monitored.

As it can be observed on the chart below, sectors which captured most the attention of media are: social problems; justice, unity and reconciliation; economy and business; security; HIV/AIDS; politics; health and hygen; and education. Other topics have got a low coverage in the media.

Figure 2. Topic coverage %



Generally, topics which were given great coverage are those associated with major events which characterised the society's daily life. As an example, social problems were the most reported in media due to circumstances like conflicts between leaders and citizens or between citizens themselves. These conflicts are in most cases related to land and housing; problems of

delinquency shown by the increasing number of prostitutes and street children.

Activities related to “*Gacaca*” tribunal, genocide trials in Arusha and judicial reforms were mostly reported under the topic of justice, unity and reconciliation.

In the topic of economy, the most important events reported was the presentation of the budget of the 2004 exercise by the Minister of Finance and Economic Planning to the Parliament, the introduction of the new tax system on imports (GAAT), privatisation of public enterprises and different meetings with investors and donors

The topic of security received also greater coverage due to the voluntary repatriation of the army commander of “FOCA”, Major general Paul Rwarakabije with a number of his officers and combatants. Under the same topic, it was also reported the reinforcement of traffic measures during the late days of the year 2003 and different training courses of army and police.

HIV/AIDS is among the mostly reported issues due to the importance of events like training sessions on AIDS and the visit of the American Health Secretary of State, Tommy Thompson, in the context of support to Rwandan effort to eradicate HIV/AIDS.

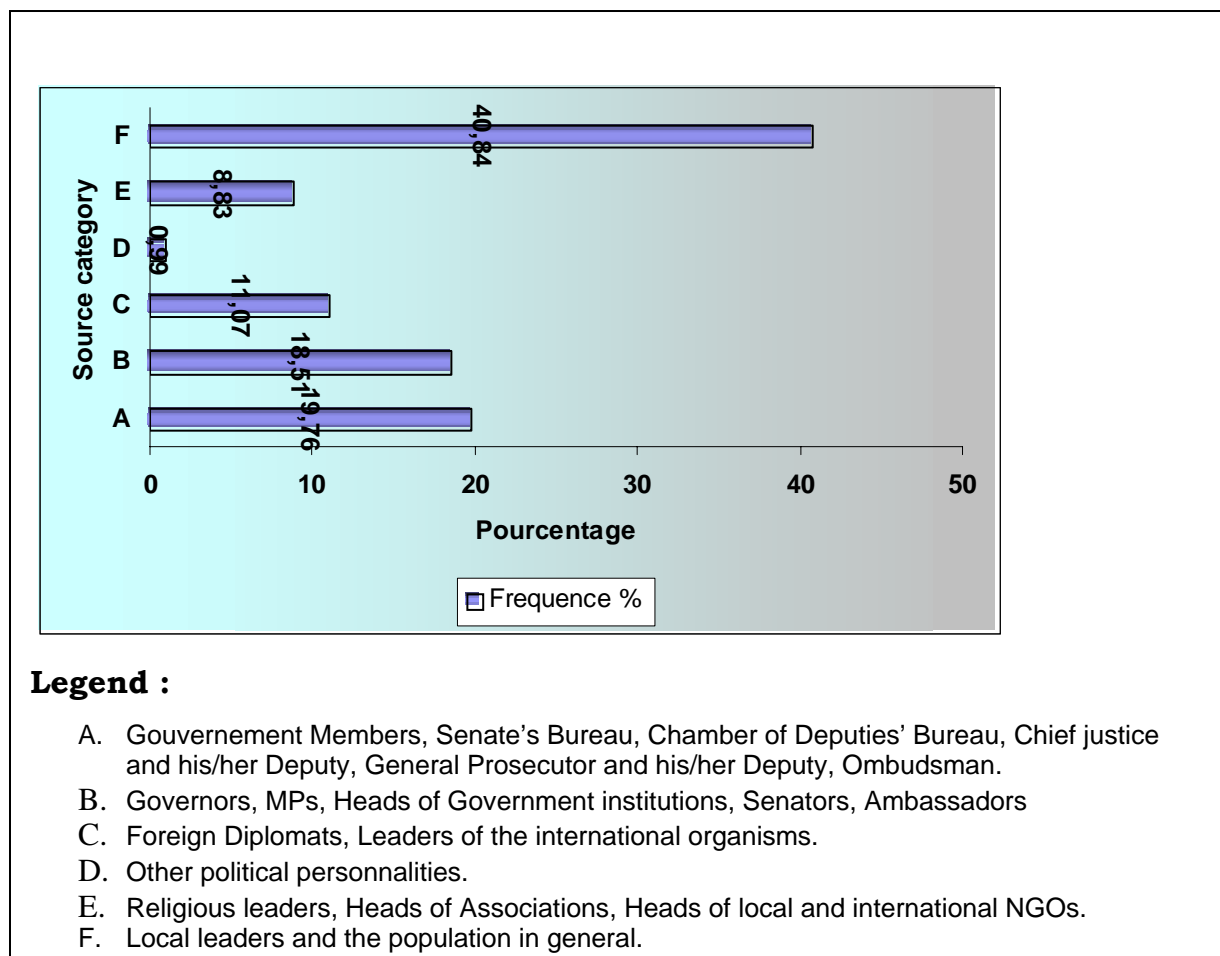
Although the topics which attracted more the attention of journalists are vital, it was also observed that most of media linger on events in which high ranked personalities and dignitaries were present. However, issues related to youth and associations, problems of labour and unemployment, social welfare received a low coverage despite their being sensitive.

2.3. Source of information

Generally, the media monitored based their reports on credible sources. Apart from some news items presented as journalists' opinions or analysis, others were supposed to provide the source of information. 1082 news items out of 1191 representing 90.84% had sources of information.

As regards to diversification of information, sources of information must be varied as well. An observation from sources of information analysis is that high personalities were the most cited as sources of information. 896 out of 1519 sources of information representing 59.11% are Government officials, Parliament, Supreme Court, province governors and diplomats. This can be depicted from the chart below.

Figure 3. Personalities as source of information

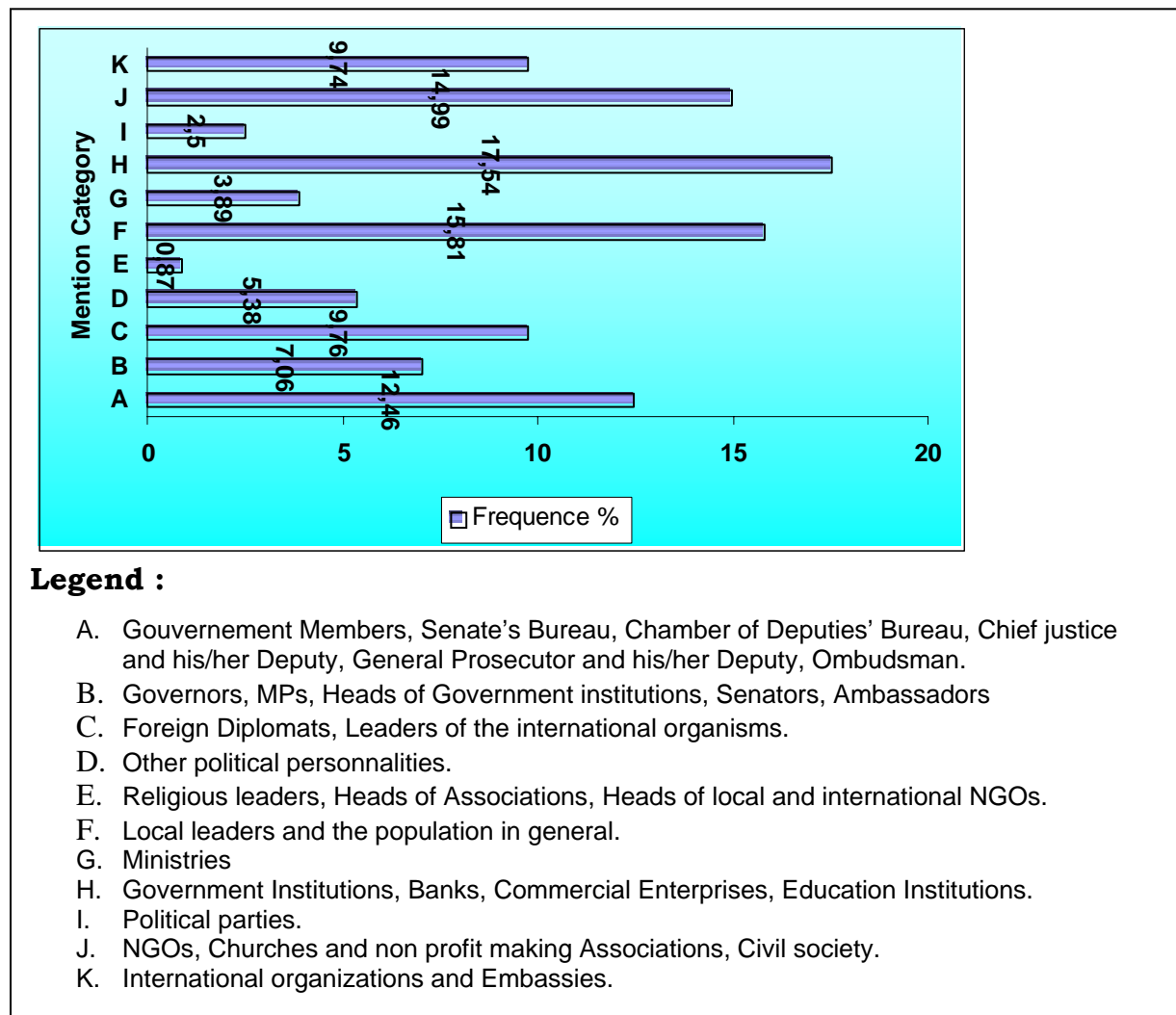


Some news items were not balanced in terms of sources of information. This occurred in situations of conflicts opposing two parties where journalists reported information from one side only. Cases of allegation and omission identified amount to 86. *The New Times* and *Umuseso* news papers total up to 68.6% of news items with allegations or omission.

2.4. Mentions

The persons or institutions mentioned in news items can also be an indication of diversity of information. Different persons or institutions were grouped into categories according to their posts or areas of action. The following tendencies could be identified in the media as shown on the chart below.

Figure 4. Officials and Heads of Institutions as Mentions



As in the preceding case, personalities and government institutions come in the first position as mentions in the media. This gives an impression that media focused most of their attention on government and public institutions, if this is not due to professional weakness or lack of means.

2.5. Biases in media

Biases can undermine professionalism of the media. The biases observed in media are language biases such as exaggeration, generalisation, and allegation. Other biases are the presentation which may either favour or disfavour one side or another. It can also be the omission of a significant part of the information. The following table presents biases identified in news items from different media

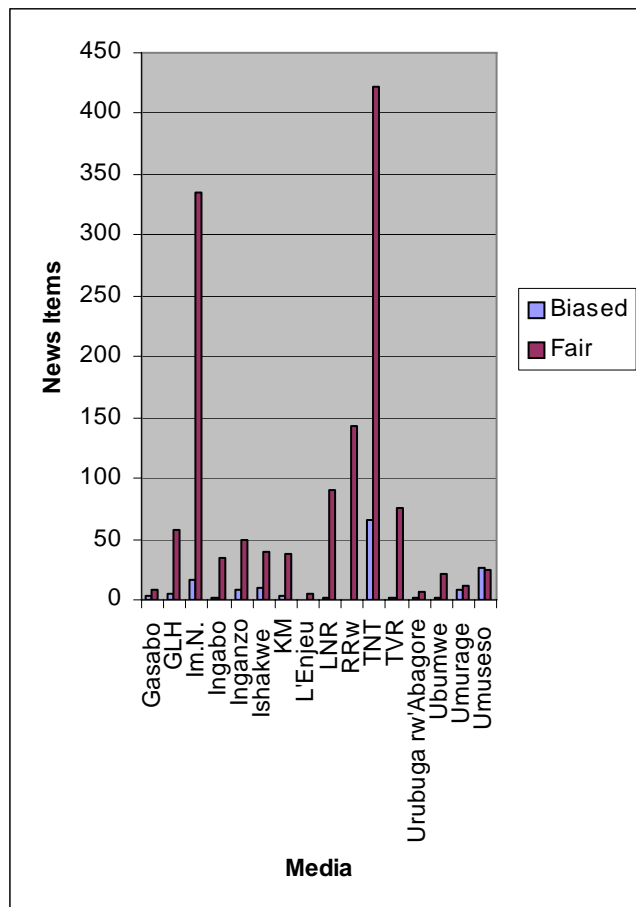
Table 4. Biases per medium

Medium	Articles analysed	%	Generalisation	Exaggeration	Allegation	Presentation	Omission	Total Biased	Total Fair
Gasabo	12	0,79	1	2	0	0	0	3	9
GLH	62	4,08	0	2	3	0	0	5	57
Im.N.	352	23,19	0	6	1	2	8	17	335
Ingabo	36	2,37	0	1	0	0	0	1	35
Inganzo	58	3,82	0	2	1	2	3	8	50
Ishakwe	49	3,23	2	1	1	2	4	10	39
KM	41	2,7	2	0	0	1	0	3	38
L'Enjeu	5	0,33	0	0	0	0	0	0	5
LNR	92	6,06	0	2	0	0	0	2	90
RRw	143	9,42	0	0	0	0	0	0	143
TNT	487	32,08	8	10	22	6	19	65	422
TVR	77	5,07		1	0	0	0	1	76
Urubugara rw'Abagore	9	0,59	1	1	0	0	0	2	7
Ubumwe	24	1,58	0	0	1	0	1	2	22
Umurage	19	1,25	2	1	3	0	2	8	11
Umuseso	52	3,43	2	6	16	2	1	27	25
TOTAL	1518	100	18	35	48	15	38	154	1364

While comparing biased and fair news items in any medium, it can be observed that media reports were fair in general. Fair news items are 1364 which represents 89.86% of the items monitored whereas the biased ones are only 154 which represents 10.14%. It seems, however, that in most cases journalists avoid analysis and report facts in a superficial manner.

The New Times comes in first position of biased news items (65 out of 154), followed by *Umuseso* (27 out of 154), *Imvaho Nshya* (17 out of 154), *Ishakwe* and *Umurage* (8 out of 154 each one). That can be seen on the figure and table below

Figure 5. Biased vs. Fair News Items per medium



Medium	Biased	%	Fair	%	Total of News Items
Umuseso	27	51,92	25	48,08	52
Umurage	8	42,11	11	57,89	19
Gasabo	3	25,00	9	75,00	12
Urubuga rw'Abagore	2	22,22	7	77,78	9
Ishakwe	10	20,41	39	79,59	49
Inganzo	8	13,79	50	86,21	58
TNT	65	13,35	422	86,65	487
Ubumwe	2	8,33	22	91,67	24
GLH	5	8,06	57	91,94	62
KM	3	7,32	38	92,68	41
Im.N.	17	4,83	335	95,17	352
Ingabo	1	2,78	35	97,22	36
LNR	2	2,17	90	97,83	92
TVR	1	1,30	76	98,70	77
L'Enjeu	0	0,00	5	100,00	5
RRw	0	0,00	143	100,00	143
TOTAL	154	10,14	1364	89,86	1518

It is important to clarify that the medium with the great number of biased news items is not necessarily the most biased medium. It is also important to consider total news items published. This is the case for example with *The New Times* which has 65 biased news items representing 13.35% of the

items published (487). However, there are mediums which published a small number of news items of which a great proportion is biased. This is the case of *Umuseso* newspaper which published 52 news items of which 27 representing 51.92% were biased. The order of biased media is represented in the table above, Column 3.

Chapter 3. Reliability of Information

In this chapter, the issue will be to examine whether the reported information were based on accuracy, factual and reliable events. The information has been categorised in different types. Pieces of information with *editorial*, *analysis* or *opinion* were supposed not to be supported by sources or proofs.

Other piece of information related, for example, to a news story, an event, an interview, have been analysed with focus on searching for sources and convincing facts.

3.1. Different Types of Information Analysis

Types of information that were concerned have been classified among the following categories:

- A : News Story
- B : Short
- C : Editorial
- D : Opinion
- E : Analysis
- F : Opinion poll
- G : Interview
- H : Other kind.

Types of information as published in Rwandan media can be read on the table bellow.

Table 5. Type of information by medium

Type	RRw	TVR	Gasabo	GLH	TNT	LNR	UA	Ubumwe	Umurage	Umuseso	Im.N.	Ingabo	Inganzo	Ishakwe	KM	Enjeu	Total
A	115	75	3	45	143	71	3	10	16	26	292	22	24	28	27	2	902
B	28	0	0	1	180	15	0	5	0	3	23	0	0	6	0	1	262
C	0	0	1	5	15	3	1	3	2	4	10	2	3	3	1	0	53
D	0	0	1	1	93	0	0	0	0	5	6	0	6	3	1	0	116
E	0	1	7	9	55	1	4	4	0	10	19	12	17	7	10	2	158
F	0	0	0	0	0	0	0	1	0	2	1	0	1	0	0	0	5
G	0	0	0	1	1	2	1	1	1	1	1	0	7	1	2	0	19
H	0	1	0	0	0	0	0	0	0	1	0	0	0	1	0	0	3
TOT	143	77	12	62	487	92	9	24	19	52	352	36	58	49	41	5	1518

As it can be observed in table N ° 5, pieces of information in type A and B are the ones that dominate. They represent 76.68 % of 1518 news items monitored. This explains that majority of information examined necessitated to be supported by real facts.

Basing on this analysis, the RMMP team has been able to identify factual events throughout categories of information published as well as their deep analysis.

3.2. Quality of information

Apart from characteristics related to balance and variety of information, as well as trustworthy sources as it is noticed above, the RMMP team has also checked if the information were based on tangible facts and if their content was consistent.

Concerning *concrete facts*, the pieces of information in category A and B, that is news stories or general information and news in brief, are of the types of information that had to be based on tangible facts. To see whether this was the case, we analysed the approaches chosen by journalists while tackling their information and the quality that information had.

The following descriptions concern the way in which the information was presented and its characteristics.

- factual information ;
- descriptive information ;

In the team's analysis, the above descriptions on factual and event based information were considered. The findings were that 628 news items were factual, 379 descriptive, 16 based on verifiable sources and 7 based on anonymous source. Their total number is 1 030 out of 1 164 news items of categories A and B. The comments that rise from these figures is that majority of news items were based on facts and were event based.

The monitoring team noticed, however, that journalist omitted certain essential elements in some pieces of information or did not consult one of the concerned sides by his/her news item. This weakened the *content* of the message and made it a little or not at all consistent and incomplete.

Likewise, it has been noted that some media were contented with reporting facts in a superficial manner. The following examples are few of such kind: *The New Times* N° 476, 4-7/12/2003, p. 3: « *Free Aids drugs* » and *Imvaho Nshya* N° 1529, 29/12/2003a-4/1/2004, p. 2: « *Perezida yakiriye aba Ambasaderi batandukanye* ». (The President received credentials)

3.3. Professional Ethics

Currently, the monitoring team has no sufficient technical tools that can allow it to make adequate appreciation since the existing documents on professional code of ethics and deontology have to be re-examined.

However, one cannot ignore some remarkable cases, fortunately rare, recorded from some media items. This is the case of a news item by P.M. published in *Umuseso Newspaper* N° 156, 1-7/12/2003. The author gave

pieces of advice to a female student that seems to be an indirect youth incitation to debauch, to deceptiveness and to falsehood.

Chapter 4. Informative and Educative Mission by Media

The principal role of a professional press is to be the eye and the ear of the society. That is why it must search for information, treat it and transmit it to the public. Then, in order to have a capacity of a correct judgement and taking responsible decisions, it must possess the light. « *L'information est la lumière. Toute information, quel qu'en soit le sujet, est une lumière. C'est tout ce qu'il y a à en dire* ». ² [Information is the light. Any information, whichever the topic can be, is light. That is all that can be talked about it.]

While analysing professionalism of Rwandan media from this perspective, the team focused on issues related to access to the sources of information, how this information is exploited and the way it is made available to the public in the manner of stimulating the people's interest which would be explained by its reaction.

4.1. Access to Sources of Information

For information to be credible, it has to originate from reliable sources. The sources of information are: population, opinion leaders, officials, diplomats, members of NGOs and international organisations.

On the whole, Rwandan media have made a remarkable effort in publishing information based on sources. As one can read it in the table N° 6, only 3 newspapers have published upward a half of their news items without citing sources.

² Tom Stoppad cited by Richard Steyn, « A quoi sert une presse libre ». In *Manuel pour les journalistes Africains*, Virginia, World Press Freedom Committee, 2000, p. 11.

Table 6. Information with sources per medium

Medium	Total news items monitored	News items with sources	%
TVR	77	69	89.61
LNR	92	82	89.13
RRw	143	124	86.71
Gasabo	12	9	75.00
GLH	62	46	74.19
Im.N.	352	257	73.01
KM	41	29	70.73
TNT	487	325	66.74
Ubumwe	24	16	66.67
Umurage	19	12	63.16
Ishakwe	49	30	61.22
Inganzo	58	34	58.62
Ingabo	36	18	50.00
Umuseso	52	25	48.08
Urubuga rw'Abagore	9	4	44.44
L'Enjeu	5	2	40.00
TOTAL	1518	1082	71.28

The first three media in the order of sources of information are governmental ones. The *Radio Rwanda* and the *TVR* have a particular advantage of means to access to the sources of information because they regularly cover events involving the population, the officials and organisations that take active part in every day life of the country.

It is likely that government media - namely *TVR*, *Radio Rwanda*, *Imvaho Nshya* and *La Nouvelle Relève*, - which come among the first six mediums, possess more material and financial means that facilitate them to access to different sources.

Among the last three mediums classified, the absence of sources may either be related to the lack of means or professional journalists. It has been noticed that certain media have a tendency to practice “*journalisme assis*” (a

sitting journalism). This can be observed through articles where journalists, instead of going out and search for information by themselves, they are contented to publish the hear-says. « *Amakuru agera ku kinyamakuru...* », « *Hanze aha biravugwa ko...* » (*Umuseso* N° 157 du 8 au 14/12/2003, p. 2, etc.)

The monitoring team found out reports in which journalists mentioned the difficulties they face when they are searching for information. According to some of them, there are authorities who do not cooperate with the press (*Kinyamateka* N° 1635, *Ukubozza* II/2003, p. 4 ; *TNT*, N° 1470, 13-16/11/2003). Other journalists also complained about pressure from some leaders trying to influence in showing them the way of presenting their information. (*Imvaho Nshya* N° 1526, 8-14/12/2003, p. 25 ; *Umurage* N° 15, 12-19/1/2004, p. 3). There were private media that complained of being professionally discriminated. According to some private media, they are sometimes refused access by protocol officials to cover certain events under guise of not being invited (*Ishakwe y'u Rwanda*, N° 121, 11-18/1/2004, p. 3).

4.2. Spreading of Information

The professional way of searching for information confer to the latter with its credibility, but to really play the guidance role of the society, it must be efficiently published.

Naturally, the reader/listener needs current information. He/she buys his/her newspaper, listen to his/her radio and watch his/her television so as to be aware of this recent news. He/she wishes to find in that medium the essential information that fit his/her needs. The periodicity and the regularity have served as tools for appreciating the respect, by the media, of the up-to-date news published.

Rwandan media periodicity is indicated on the table No 1. Among, sixteen media analysed, the *Radio Rwanda* and the *TVR* broadcast their news daily.

The New Times newspaper is the only one bi-weekly. Weekly newspapers are *Grands Lacs Hebdo*, *Imvaho Nshya*, *Inganzo*, *Ishakwe y'u Rwanda*, *L'Enjeu*, *Ubumwe*, *Umurage* and *Umuseso*. There are 2 bimonthly papers: *Kinyamateka* and *La Nouvelle Relève*. Finally, there are 3 monthly newspapers: *Gasabo*, *Ingabo* and *Urubuga rw'Abagore*.

By observing the periodicity as mentioned above, one can notice that it cannot effectively fulfil the audience's need of recent information. Even the radio and television which broadcast daily, for different reasons, seem not to cover the whole the national territory.

Otherwise, periodicity as mentioned by certain medias is more nominal than real. Of the 16 media analysed, 11 are regular whereas 5 newspaper's regularity is unpredictable. It is the case of *L'Enjeu*, *Ubumwe*, *Gasabo*, *Ishakwe y'u Rwanda* and *Umurage*. Four of these 5 newspapers have only published 1 or 2 issues during a two-month period of monitoring.

Besides regular information, the public needs the consistent and guiding information. It was noticed that some news items, fortunately not many, have the content that seems empty (*Imvaho Nshya* N° 1527, 15-21/12/2003, p. 1 : « *Ubworozi bw'imbwa muri Byumba* », *Umurage* N° 15, 12 -19/1/2004, p. 3: « *Umurage ntuzemera gukoreshwa nk'ibikoreshwa ibindi binyamakuru* »).

4.3. Society Participation

Here, it is a question of examining whether the information published by the media aroused the interest of the public. This interest has to be manifested as a feed-back from the population.

During the monitoring period, the monitoring team has not only encountered news items by journalists, but also reflexions by people outside the press career as well as readers' reactions on what have been written by the journalists.

On the total of 1518 news items analysed, 111 were from readers or listeners who expressed their opinions on such and such subject matter or a reaction to a news item by a journalist. For example the case of *Onesphore Nsengumuremyi* from Kigali in *Inganzo* N° 022, 8-15/12/2003, p. 9 ; the case of *Kayitesi Zainabo* (President of *Commission Nationale des Droits de L'Homme*), in *Umuseso* N° 157, 8-14/12/2003, p. 11 and the case of *Dusabemungu Gervais* (Mayor of Nyamirambo district), in *Imvaho Nshya* N° 1529, 29/18/2003-04/1/2004, p. 4.

These examples are signs of the society's will to play an active role in their own activities. This justifies the necessity of information that meets the population's expectations.

Chapter 5. Importance of RMMP Reports to Stakeholders

The monitoring team has been established by the Press High Council as a supporting team to its mission of observation and regulation of Rwandan media. At this second phase of monitoring, the monitoring team thought about the importance of its reports to different actors who play a big role in Rwandan daily life and would wish to arouse a communication spirit among these actors - in order to create partnership in this noble cause of media revampment in Rwanda.

5.1. Importance to Media:

Media which are interested in improving their professional performances may find in these reports precious tools for autoevaluation (Self-assessment).

5.2. Importance to HCP :

For a better organisation of Rwandan media sector, the government has put in place the law N° 18/2002 of May 11th, 2002 establishing the Press High Council which has a mission of observation, regulation and insuring respect of the law by the press and authority. A permanent monitoring service will help the Press High Council by providing it with a data bank from which it can take relevant decisions.

5.3. Importance to Human Rights Organisations

Rwandan media usually report information related to the human rights issues. Unfortunately, for various reasons, they may not cover the whole country but they possess interesting data which can help human rights organisations to have complete information of the human right situation in Rwanda. As an example, during the second phase of monitoring, we identified 38 news items related to the topic of human rights. Details on

specific topic cannot be exposed in this document, but a detailed report on such a specific issue can be available on demand.

5.4. Importance to diplomatic missions and international organisations

From the specific topics of diplomacy and co-operation, politics, education, gender, poverty, health and HIV/AIDS specifically, security, unity and reconciliation, culture and environment, diplomatic missions and international organisations may get knowledge of Rwandan society and the Great Lakes Region.

5.5. Importance to Government Institutions

Government institutions play a capital role in organising the society.

To be more efficient, they need information to help them identify sensitive areas to which they can focus their attention. They also need to know the appreciation of their work by the citizens. The media has always the advantage of being on the field. Consequently, they serve as a channel through which the public expresses its needs and expectations and the leaders present their programmes and realisations as an answer to the public needs.

RMMP reports present in brief, actions of the concerned actors as reported in the media. They can also help ministries and institutions engaged in various projects to make a self assessment or identify areas which necessitate quick intervention.

As an example, the tables N° 7 and N° 8 above show a sample of personalities, ministries and government institutions cited by media either as source of information or mentioned for their involvement in such and such situation.

Table 7. Personalities as sources

PERSONALITIES AS SOURCES	FUNCTION	FREQUENCY
Président Paul Kagame	President of Republic	61
Bernard Makuza	Prime Minister	21
Dr Donald Kaberuka	Minister in MINECOFIN	18
Charles Muligande	Minister of MINAFFET	15
Prof Romain Murenzi	Minister of MINEDUC	15
Dr Abel Dushimimana	Minister of MINISANTE	14
Christophe Bazivamo	Minister of MINALOC	13
Robert Bayigamba	Minister of MIJESPOC	13
Dr Innocent Nyaruhirira	State Minister in MINISANTE	13
Vincent Biruta	Speaker of Senate	12
Jean de Dieu Ntiruhungwa	Minister of MININTER	9
Dr Tito Rutaremara	Ombudsman	9
Monique Nsanzabaganwa	State Minister in MONECOFIN	8
Aloysie Cyanzayire	Chief Justice	7
Alfred Mukezambura	Speaker of the Chamber of Deputies	6
Prof Manassé Nshuti	Minister of MINICOM	6
Jean de Dieu Mucyo	General Prosecutor	5
Valérie Nyirahabineza	Minister of MIGEPROFE	5
Soline Nyirahabimana	Minister in Prsidency Office	5
Prof Laurent Nkusi	Minister of INFORMATION	4
Protais Musoni	State Minister in MINALOC	4
Angeline Muganza	State Minister in MIFOTRA	3
Drocelle Mugorewera	Minister of MINITERE	3
Sam Nkusi	State Minister in MININFRA	3
Dr Jean Damascène Ntawukuriryayo	Minister of MININFRA	2
Gen Maj Marcel Gatsinzi	Minister of MINADEF	2
Edda Mukabagwiza	Minister of MINIJUST	2
Protais Mitali	State Minister in MINAFFET	2
André Bumaya	Minister of MIFOTRA	1
Prosper Higiro	Deputy Speaker in Senate	1
Christine Nyatanyi	State Minister in MINALOC	1
Patrick Habamenshi	Minister of MINAGRI	1
Prof Munyanganizi Bikoro	State Minister in MININTER	1
Ephrem Kabayija	State Minister in MINAGRI	1

Table 8. Mentioned Ministries and Institutions

MINISTRIES	FREQUENCE
Parlement	73
Police Nationale	57
Court Suprême	31
Gacaca Court	30
RRA	28
CNLS	26
BNR	25
MINALOC	24
KIST	23
MINISANTE	21
NUR	21
MINEDUC	18
NURC	14
MINITERE	13
MIGEPROFE	10
MINECOFIN	10
MININFRA	9
MIJESPOC	7
MINAGRI	7
MINICOM	7
MINIJUST	7
MIFOTRA	6
MINADEF	5
MINAFFET	3
MININFOR	3
MININTER	2
CNDH	1

As shown by the figures, the most mentioned personalities and institutions by the media are probably the ones who had been more active or communicative. One can wonder, in the contrary case, whether those who were rarely cited did not have concrete actions or they were not open to the press during the monitoring period.

The monitoring team is perfectly aware of the fact that this report does not reflect the totality of the situation. In fact, the media on which this report is based have deficiency in covering the information from the totality of the national territory and deficiency in treating different topics. Nevertheless, data which the team propose to offer to its stakeholders will contain significant indicators.

Conclusion and Recommendations

The report here presented as a synthesis is a result of an “analysis on Rwandan media professionalism” done by the High Council of the Press monitoring team. Besides professionalism in the media, the other main objective of the study is to stir the potential stakeholders’ interest towards the results of RMMP (Rwanda Media Monitoring Project) works. The study covers the period between 15th November 2003 and 15th January 2004.

Concerning professionalism in the media, the leading analysis elements were: accurate, fair and balanced information; infomative and educative mission; and respect of professional ethics.

The tools of analysis used to appreciate the above characteristics were the use of sources, news items for or against such and such side, the nature of the language used, the omission of a significant element by the journalist, the area coverage and topics tackled by the media.

Through statistics, the report notices that Rwandan media have published factual and balanced information. However, as noted in the preceeding chapters, a certain number of news items lack the analysis. Journalists concentrated on describing facts in a superficial way. Again, most of the media have not effectively covered all areas of the country and diversified topics.

The primary mission of the media is to inform the audience on interest or useful topics and do it with probity. From that, one of the activities aimed at by the journalists is “searching for pertinent information, sometimes alas, from interlocutors who are not necessarily familiar with him.” It is undoubtedly the reason why it requires a minimum know-how. This explains why Rwanda needs a professionnal press at the same time independant, vivid and positively critical.

For these different reasons, the RMMP (Rwanda Media Monitoring Project) team recommends:

A. TO RWANDAN MEDIA

1. to be in contact with sources of varied and opposed informations;
2. to make an effort to analyse the information. The reader/auditor expects, in fact, credible information, objectively verified and not street rumours. It is important to take the whole information with much circumspection and match it up with its veracity before presenting it to the public which in turn will make its intimate conviction and appreciation;
3. to avoid confusing journalism with settling of scores;
4. people in the journalism profession should seek basic training in the field in order to improve their performance.

B. TO THE HIGH COUNCIL OF THE PRESS (HCP)

1. to take care of the country media professional behaviour, by updating the code of professional ethics and deontology and regulation procedures;
2. to sensitize the media to avoid peddling rumours by ceasing the temptation in which “the most scathing newspapers are the most sold”;
3. to encourage media in playing the major role in education of the population. « *L'ignorance, dit-on en effet, est un obstacle à la démocratie, obstacle plus sérieux qu'une presse aux ordres* » ³[Ignorance, as it was said, is an obstacle to democracy, a very serious obstacle as a manipulated press];
4. to guarantee and to assure freedom of expression as well as the protection of media ; but also assure the respect by these media to the deontology in press matters in accordance with paragraph 2 of article 74 of the press law n° 18/2002 set up on 11/5/2002;

³ Richard Steyn, « A quoi sert une presse libre ». In *Manuel pour les journalistes Africains*, Virginia, World Press Freedom Committee, 2000, p. 13.

5. to initiate, in collaboration with heads of press enterprises and freelance journalists, a calendar for professional training (theory and practice);
6. to provide the monitoring team with the necessary materials so as to allow it to issue its reports at a convenient time;
7. Sensitise the public and other stakeholders on the significance of the press card. This will ease the exercise of searching for news and reduce the marginalisation of the journalists.

C. TO OTHER MEDIA STAKEHOLDERS

- facilitate the media to access the right information so that the possibility of publishing rumours is minimised (reduced);
- not broke the publication of the information;
- Understand and give value to journalists as partners in national building and democratisation.