JULY 2021

BASELINE REPORT *on* UGANDAN MEDIA COVERAGE *of* ROAD SAFETY

Published by
African Centre for Media Excellence
Plot 124 Nanjala Road (Bunga-Soya), off Ggaba Road
P. O. Box 11283 Kampala, Uganda
Tel: +256 393 202 351
info@acme-ug.org
www.acme-ug.org
Facebook: ACME.UG
Twitter: @ACME_Uganda

Attribution-NonCommercial-NoDerivatives 4.0 International (CC BY_NC_ND 4.0)

Layout & Design by: Murshid Lutalo, murshid.lg@gmail.com

JULY 2021

BASELINE REPORT *on* UGANDAN MEDIA COVERAGE *of* ROAD SAFETY

AFRICAN CENTRE FOR MEDIA EXCELLENCE
GLOBAL ROAD SAFETY PARTNERSHIP
HOSTED BY: IFRC

CONTENTS

ACKNOWLEDGEMENTS V

INTRODUCTION 1

BACKGROUND 2

PURPOSE AND OBJECTIVE OF THE STUDY 4
Main purpose and objective of the research 4
Specific objectives 4

RESEARCH QUESTIONS 5

METHODOLOGY 6
Scope of the study 6
Methods of data collection 6

FINDINGS ON MEDIA COVERAGE OF ROAD SAFETY 8
Volume of stories 8
Prominence of stories 9
Type of newspaper article 10
Type of television stories 11
Type of online stories 12
Reporting formats of road safety stories 12
Event-vs issue-based reporting 13
Topics/focus in road safety stories 14
Focus of road traffic crash stories 15
Risk factors in road traffic crash stories 16
Use of background and context 16
Story origins/prompts 17
Sources 18
Gender of sources 19
Multiplicity of sources 20

CONCLUSION 22

ACKNOWLEDGEMENTS

This report is published with support from the Global Road Safety Partnership. The research is part of ACME's 18-month project, "Strengthening the capacity of the media in Uganda to report on road safety policy." We are grateful for the support.

The report was written by the following ACME staff: Brian Ssenabulya (programme associate, media monitoring and research), Gerald Walulya (programme officer, media monitoring and research), and Peter G. Mwesige (executive director). Mr Bernard Tabaire, the director of programmes, provided editorial oversight.

The coding for the content analysis was conducted by Brian Bainomugisha, Daphine Ashley Nkunda and Miiro Michael Lugendo.

INTRODUCTION

This study looks at Ugandan news media coverage of road safety, focusing on the country's three main daily newspapers, three television stations, and two online platforms. The study explores the attention and the nature of coverage these media platforms paid road safety (including road traffic crashes and measures to mitigate them) from 1 January to 30 April 2021. The publications studied are *Bukedde* (a Luganda-language daily), *Daily Monitor*, and *New Vision* (Uganda's only English-language dailies). The television stations are NBS, NTV, and UBC while the online platforms are Chimp Reports and TND News.

Relying mainly on quantitative content analysis, the study explores the quantity of stories on road safety, the types of articles published (news, analysis, opinion, features, etc.), the reporting formats employed, the topics covered, and the sourcing. The analysis also covers the use of background and context in stories and the attention paid to key behavioural risk factors of drink-driving, speed, use of seatbelts, and use of motorcycle crash helmets. Operation of vehicles in "dangerous mechanical condition" also features.

The findings in this baseline study will be compared with those in an endline survey to be published in the third quarter of 2022. The purpose is to gauge whether the 30 journalists that ACME is training in covering road safety, in the period between the two studies, had any influence on the wider media coverage of road safety in Uganda.

BACKGROUND

Uganda predominantly relies on the road to move goods and people. However, this dominant mode of transport is unsafe. According to the 2018 Road Safety Performance Review by the United Nations, the country loses about 10 people every day in road traffic crashes, the highest level in East Africa. The causes range from poor condition of vehicles to poor road use.[1]

The 2018 UN review notes: "At present, Uganda seems highly unlikely to achieve the goals of the United Nations Decade of Action for Road Safety, of stabilizing and reducing the forecast level of road fatalities by 2020."[2] Sustainable Development Goal (SDG) 3.6 requires the halving of the number of global deaths and injuries from road traffic crashes by 2030. Uganda is falling behind this target. The report says that "unless effective interventions are implemented, road crashes [in Uganda] are likely to increase and even double within the next ten years."[3] According to the 2020 police report, the accident severity index stood at 30 people killed per 100 crashes, up from 24 in 2016[4]. The situation may be worse. Preliminary research findings released in 2019 by Makerere University School of Public Health suggest that about 9,000 people die in road traffic crashes a year[5], a number three times higher than what the police reports.

The media plays a pivotal role in increasing awareness and changing behaviour around public health issues. According to the University of California, Berkeley, effective communications about road safety, whether in the media, in safety campaign materials or in community outreach efforts play an important role in ensuring the safe mobility for all road users[6]. How the public thinks about the problem of traffic injury and fatalities and what can be done about it is significantly influenced by how the media reports on it[7].

Mogambi and Nyakeri (2015), who investigated how newspapers in Kenya report road safety issues, found that "studies about media coverage of road traffic crashes have found that most

1 UN Report. (2018). Road Safety Performance Review: Uganda
2 UN Report. (2018). Road Safety Performance Review: Uganda
3 UN Report. (2018). Road Safety Performance Review: Uganda
4 Police Report. (2020). Uganda Police Annual Crime Report
5 Monitor. 9,000 people die in road accidents every year – study. https://www.monitor.co.ug/uganda/news/national/9-000-people-die-in-road-accidents-every-year-study-1824666
6 https://catsip.berkeley.edu/resources/role-media-and-road-safety
7 https://catsip.berkeley.edu/resources/role-media-and-road-safety

news reports tend to be episodic rather than thematic, focusing on the traffic event and the parties involved in the crash".[8] Studies have also found that media coverage tends to ignore preventive measures for injuries and fatalities in road traffic crashes (Yankson et al, 2010).[9] Mogambi and Nyakeri (2015) observed that road crash issues were not placed prominently in the newspapers. They noted that most of the stories on road traffic crashes were buried in the inside pages of the newspapers. Even then, these stories were less prominent in those pages because they were placed as either third lead stories or as briefs.[10]

An unpublished 2021 ACME report titled "The Media in Uganda: a landscape analysis" notes: "Road traffic crashes, particularly those involving motor vehicles, dominate coverage of road safety in Uganda, although the biggest proportion of the thousands of accidents registered by police are in fact not reported by the media. Road safety is generally not covered as a public policy issue."

8 Mogambi, H., & Nyakeri, F. (2015). Media priming of road traffic accidents in Kenya: Praxis, patterns, and issues. Sage Open, 5(4), 2158244015606491

9 Yankson, I. K., Browne, E. N., Tagbor, H., Donkor, P., Quansah, R., Asare, G. E., ... & Ebel, B. E. (2010). Reporting on road traffic injury: content analysis of injuries and prevention opportunities in Ghanaian newspapers. Injury prevention, 16(3), 194-197.

10 Mogambi, H., & Nyakeri, F. (2015). Media priming of road traffic accidents in Kenya: Praxis, patterns, and issues. Sage Open, 5(4), 2158244015606491

PURPOSE AND OBJECTIVE OF THE STUDY

Main purpose and objective of the research

The main objective of this research is to assess how the media report on road safety issues in order to provide evidence that can inform interventions intended to improve journalists' coverage of road traffic crashes.

Specific objectives

1. To establish the volume of stories on road safety.
2. To investigate the prominence and frequency of road safety stories in newspapers.
3. To find out what type of articles are used to tell road safety stories.
4. To examine the formats that are employed to cover road safety issues.
5. To establish triggers and origins of road safety stories.
6. To find out the topics or themes of road safety stories.
7. To examine whether background and context are used in road safety news coverage.
8. To assess how human sources are used in the media coverage of road safety issues.
9. To establish the type and gender of voices that dominate the coverage of road safety stories.
10. To find out why the coverage of road safety issues is in its current form.

RESEARCH QUESTIONS

1. What was the volume or quantity of stories on road safety?
2. What was the prominence of road safety stories? What was the frequency of road safety stories on newspaper front pages? How were road safety stories placed on other pages?
3. What types of articles were used to tell the road safety story?
4. What reporting formats were employed to cover road safety?
5. What prompted the road safety stories? What was the origin of the articles?
6. What topics or themes did stories about road safety focus on?
7. How was the use of background and context in road safety coverage?
8. How was human sourcing used in road safety coverage?
9. Which voices (categories of human sources and their gender) dominated the coverage?
10. What explains the nature of coverage?

METHODOLOGY

Scope of the study

As stated in the introduction, the study focuses on Ugandan newspaper, television, and online coverage of road safety issues. The study was designed to cover all articles (news, commentary/opinion, features, letters, Q&A interviews, and profiles) related to road safety published in *Bukedde*, *Daily Monitor*, and *New Vision* from 1 January to 30 April 2021. A total of 70 newspaper articles were analysed. From the three television stations, namely, NBS, NTV, and UBC, 29 stories were analysed. Another 20 stories from the two online platforms – ChimpReports and TND News were also examined along the same dimensions.

Bukedde, Daily Monitor, and *New Vision* were selected because they are Uganda's major dailies and are considered to have significant influence on the national conversation. For television, NBS and NTV were included because they are the leading stations in public affairs programming. UBC was selected because it is the national broadcaster that is expected to offer comprehensive news and a diversity of programming without paying as much attention to profit like the private stations. The online platform ChimpReports was selected because of its popularity. It is believed to have the largest audience among online news websites. TND News made the cut because it is the news website with the most frequent production of news that covers the greater Lango and Acholi sub-regions of Uganda in which this study had a special interest i.e. there is work on safety of school zones taking place in the region.

Methods of data collection

The study relied mainly on quantitative content analysis of coverage of road safety issues by the selected publications, television stations and online platforms.

Content analysis

We analysed *manifest* content. "Manifest content refers to what is explicitly stated and draws on the objective and replicable qualities of quantitative methods" (Hilton and Hunt (2010).[11]

11 Hilton, S. & Hunt, K. (2010). UK newspaper representations of the 2009-10 outbreak of swine flue: one health scare not over-hyped by the media?" Research Report, J Epidemiol, *Community Health*

However, where appropriate and necessary, we also undertook qualitative analysis of *latent* content.[12]

Content analysis was used to get an all-round sense of the nature of coverage in terms of both quantity and quality. Stories were coded and analysed based on a detailed coding sheet that contained a number of variables that were necessary to answer the set research questions. The variables included the following[13]:

1. Publication [name, type, etc]
2. Volume of road safety articles or stories
3. Prominence/placement of road safety stories on the front page and other pages
4. Prominence/placement of road safety stories on other pages
5. Type of road safety articles published
6. Road safety story prompts or origins
7. Event-vs issue-based coverage
8. Reporting formats employed
9. Topics or themes in the coverage
10. Use of background and context in road safety stories
11. Number of sources
12. Occupation of sources
13. Gender of sources

The content analysis was conducted by three research assistants who coded the data after attending a short training workshop. Samples of the preliminary data entered were analysed to test intercoder reliability (or the level of agreement between the different assistants doing the coding). The reliability test showed a high degree of agreement on the way different variables were coded.

12 See, Krippendorf, K. (2004). *Content analysis: an introduction to its methodology*. Thousand Oaks, CA: SAGE Publications.

13 A full list of the variables and their definitions is detailed in the coding sheet in Annex 1.

FINDINGS ON MEDIA COVERAGE OF ROAD SAFETY

Volume of stories

A total of 70 articles on road safety issues were identified from the three publications monitored from January 1 to April 30, 2021. *Bukedde* had the highest number of articles, followed by *Daily Monitor*. The television stations monitored aired a total of 29 stories with UBC contributing the biggest share followed closely by NTV. The two online platforms published a total of 20 stories. ChimpReports had the lion's share of the total.

Table 1a: Frequency of stories on road safety by publication

Publication	Frequency	Percent
Bukedde	29	41.4
Daily Monitor	25	35.7
New Vision	16	22.9
Total	**70**	**100.0**

Table 1b: Frequency of stories on road safety by TV station

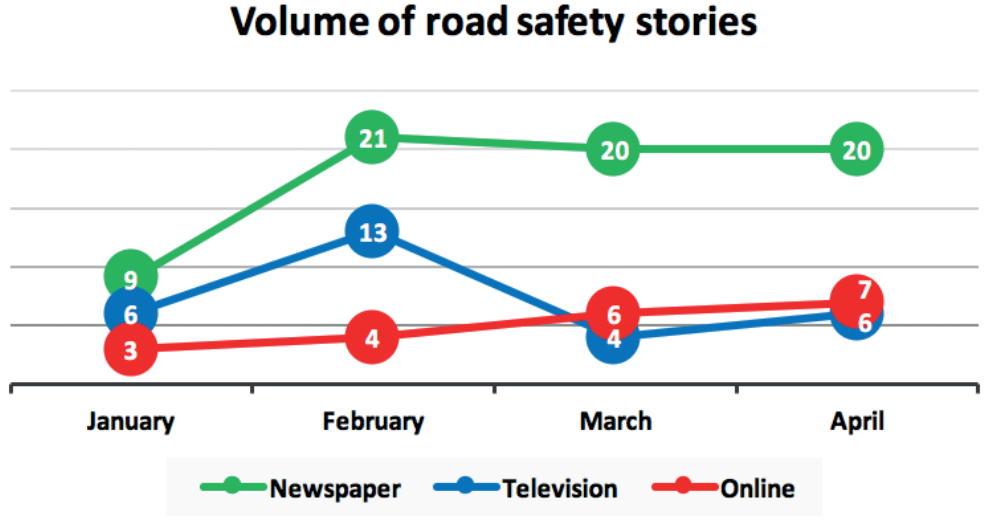
TV station	Frequency	Percent
UBC	11	37.9
NTV	10	34.5
NBS	8	27.6
Total	**29**	**100.0**

Table 1c: Frequency of stories on road safety by online platform

Media platform	Frequency	Percent
ChimpReports	18	90
TND News	2	10
Total	**20**	**100**

A look at the volume of coverage by month shows an increase in stories produced on road safety in February for both newspapers and television. This is mainly because during this month there was a big crash involving five vehicles that killed more than 30 people.[14] The initial reports and the follow-up stories largely contributed to the relatively big volume of stories during this month. Online media registered its highest volume in April.

Fig. 1: Trend in coverage of road safety issues by month



Prominence of stories

Only one of the 70 stories on road safety was on the front page. The story was about a fatal road traffic crash. The story, "Four die in Bunyangabu accident", was published in *Daily Monitor* on February 14, 2021.

The majority of road safety stories (84.3%) were placed beyond page 5.

14 https://www.voanews.com/africa/more-30-people-killed-multi-vehicle-accident-uganda

Table 2: Page location of road safety stories		
Page	**Frequency**	**Percent**
Front page	1	1.4
Page 2	1	1.4
Page 3	3	4.3
Page 4	5	7.1
Page 5	1	1.4
Beyond page 5	59	84.3
Total	**70**	**100.0**

However, a majority of road safety stories were placed prominently either as page leads (45.7%) or as second leads (28.6%).

Table 3a: Page placement of road safety stories		
Placement on the page	**Frequency**	**Percent**
Lead story	32	45.7
Second lead	20	28.6
Third lead	11	15.7
Other	7	10.0
Total	**70**	**100.0**

Although all the three publications were more likely to carry road safety stories as page leads, *New Vision* had a significantly higher likelihood (75%) compared to the other two.

Table 3b: Page placement of road safety stories by publication			
Placement on the page	**Bukedde (n=29)**	**Daily Monitor (n=25)**	**New Vision (n=16)**
Lead story	37.9	36.0	75.0
Second lead	34.5	32.0	12.5
Third lead	20.7	16.0	6.3
Other	6.9	16.0	6.3

Type of newspaper article

About seven out of every 10 articles on road safety were news. The next most frequent type, letter to the editor, accounted for 8.6% of all road safety articles. General commentary or opinions came in third place with a share of 5.7% of all road safety articles while features and editorials combined made up 7.1% of the articles.

Table 4a: Frequency of different types of road safety articles

Type of article	Frequency	Percent
News	55	78.6
Letter to the Editor	6	8.6
General commentary or opinion	4	5.7
Feature	3	4.3
Editorial	2	2.8
Total	**70**	**100.0**

Bukedde carried more news than any other type of articles on road safety, *Daily Monitor* carried more letters to the editor while *New Vision* carried more commentary or opinions than any other article type.

Table 4b: Frequency of different types of road safety articles by publication

Type of article	Bukedde (n=29)	Daily Monitor (n=25)	New Vision (n=16)
News	93.1	64.0	75.0
Letter to the Editor	0.0	24.0	0.0
General commentary or opinion	0.0	8.0	12.5
Feature	6.9	0.0	6.3
Editorial	0.0	4.0	6.3

Type of television stories

News accounted for eight in every 10 stories on road safety on television. Features took a share of 6.9% while interviews accounted for 3.4% of television coverage.

Table 5a: Type of road safety television stories

Type of story	Frequency	Percent
News	26	89.7
Package/feature	2	6.9
Interview	1	3.4
Total	**29**	**100.0**

UBC did not carry any other type of stories on road safety; all were news stories. NBS offered more variety of stories than the other two stations.

Table 5b: Type of road safety television stories by station

Type of story	UBC (n=11)	NTV (n=10)	NBS (n=8)
News	100	90	75
Package/feature	0	10	12.5
Interview	0	0	12.5

Type of online stories

News accounted for all stories on road safety published on the two online platforms monitored.

Reporting formats of road safety stories

Conventional hard news reporting (he-said-she-said) dominated the coverage on road safety across the three media types. Conventional reporting accounted for nine in every 10 newspaper stories and eight out of every 10 television stories. All online stories on road safety carried a conventional reporting approach. Television carried more enterprise stories (14.3%) on road safety than newspapers (8.6%).

Fact-finding is the dominant posture under the conventional reporting format with common characteristics such as the following: spot or hard news that tends to focus on events; neutral and often uncritical transmission of facts; tendency to assign equal weight to all positions; faithful recording of the observed event or issue; suppression of the journalist's prior knowledge of the subject; depends largely or entirely on material provided by others; and tends to be event-centred.

Under the enterprise or interpretive reporting format, the story is usually of the journalist's own initiative and effort. The coverage follows more leads than the usual straight news story and depends on material gathered or generated through the reporter's independent efforts. Enterprise stories tend to explore issues in greater depth usually with the aid of narrative or literary techniques. These stories are traditionally presented as features. Instead of focusing on breaking news, enterprise stories focus on the forces that shape the events that may or may not be in the news.

Exposition is the dominant posture under the investigative reporting format, with common characteristics such as the following: the story is the journalist's original initiative; reporting depends on material gathered or generated through the reporter's own effort; reporting uncovers information that an individual or entity may have tried to conceal from public scrutiny or information that an individual or entity may have had an interest in keeping out of the public domain; resources and evidence used by the journalist are clearly discernible; there is evidence of strong documentation (the paper trail) and sourcing.

Table 6a: Reporting formats across the three media platforms

	Newspaper		Television		Online	
Reporting format	**Frequency**	**Percent**	**Frequency**	**Percent**	**Frequency**	**Percent**
Conventional	53	91.4	24	85.7	20	100
Enterprise and interpretive	5	8.6	4	14.3	0	0.0
Investigative	0	0.0	0	0.0	0	0.0
Total	**58**	**100.0**	**28**	**100.0**	**20**	**100**

All the road safety stories in *Daily Monitor* employed the conventional hard news or straight reporting format. *New Vision* carried the most enterprise stories (23.1%) followed by its sister publication, *Bukedde* (6.9%).

Table 6b: Reporting formats by publication

Reporting format	Bukedde (n=29)	Daily Monitor (n=16)	New Vision (n=13)
Conventional	93.1	100.0	76.9
Enterprise and interpretive	6.9	0.0	23.1
Investigative	0.0	0.0	0.0

NBS aired the most enterprise stories (29%) followed by NTV (20%). All the road safety stories aired on UBC employed the conventional format.

Table 6b: Reporting formats by television station

Format	UBC (n=11)	NTV (n=10)	NBS (n=7)
Conventional	100	80	71
Enterprise and interpretive	0	20	29
Investigative	0	0	0

Event-vs issue-based reporting

All three media platforms monitored relied heavily on event-based reporting and much less on issue-based coverage. Event-based reports accounted for all road safety coverage on online platforms. About nine out of every 10 newspaper stories and eight in every 10 television stories on road safety were based on events. Television carried more issue-based reporting (14.3%) than newspaper (8.6%).

Table 7a: Event-vs issue-based reporting across the three media platforms

	Newspaper		Television		Online	
Reporting type	**Frequency**	**Percent**	**Frequency**	**Percent**	**Frequency**	**Percent**
Event-based reporting	53	91.4	24	85.7	20	100
Issue-based reporting	5	8.6	4	14.3	0	100.0
Total	**58**	**100.0**	**28**	**100.0**	**20**	**100.0**

New Vision had the highest proportion of stories based on issue-based reporting. All the *Daily Monitor* stories on road safety were event-based.

Table 7b: Event-vs issue-based reporting by publication

Reporting type	Bukedde (n=29)	Daily Monitor (n=16)	New Vision (n=13)
Event-based reporting	93.1	100.0	76.9
Issue-based reporting	6.9	0.0	23.1

NBS had the highest proportion of stories based on issue-based reporting. All UBC stories on road safety were event-based.

Table 7c: Event-vs issue-based reporting by television station

Reporting type	UBC (n=11)	NTV (n=10)	NBS (n=7)
Event-based reporting	100.0	80.0	71.4
Issue-based reporting	0.0	20.0	28.6

Topics/focus in road safety stories

Road traffic crashes dominated much of the coverage on road safety across the three media platforms, accounting for 44.5% of newspaper, 51.7% of television and 60% of online coverage. Enforcement of road safety measures and regulations came in second place across all the three media platforms as the focus of stories, accounting for 22.9% of newspaper, 24.1% of television and 30% of online coverage. Newspapers and television carried a little more variety of topics on road safety compared to the online platforms as seen in the table below.

Table 8: Topics/focus of road safety stories across the three media platforms

	Newspaper		Television		Online	
Focus of the story	**Freq**	**%**	**Freq**	**%**	**Freq**	**%**
Road traffic crash	31	44.3	15	51.7	12	60
Enforcement of road safety measures and regulations	16	22.9	7	24.1	6	30
Road infrastructure	9	12.9	2	6.9	2	10
Tips on safe road use	5	7.1	-	-	-	-
Systemic causes of road traffic crashes	3	4.3	2	6.9	-	-
Road safety policy	2	2.9	0	0.0	-	-
Vehicles	2	2.9	1	3.4	-	-
Trends in road traffic crashes/road safety	2	2.9	-	-	-	-
Effects of crashes (beyond the event)/ cost of road crashes	-	-	2	6.9	-	-
Total	**70**	**100.0**	**29**	**100.0**	**20**	**100**

Focus of road traffic crash stories

The majority of stories about road traffic crashes from all the three media platforms focused on motor vehicles, taking up three quarters of newspaper, 71.4% of television and 69% of online coverage. Motorcycles came in second place in both newspapers and television, accounting for 20% and 19% of the coverage respectively. Pedestrians took second place on online platforms with a share of 19% of all road traffic crash stories and third place in newspaper (5%) and television (9.5%) coverage. Bicycles only featured on online coverage with a share of 6%.

Table 9: Focus of road traffic crash stories across the three media platforms

	Newspaper		Television		Online	
Focus of traffic crash story	**Frequency**	**Percent**	**Frequency**	**Percent**	**Frequency**	**Percent**
Motor vehicles	30	75	15	71.4	11	69
Motorcycle	8	20	4	19.0	1	6
Pedestrians	2	5	2	9.5	3	19
Bicycle	-	-	-	-	1	6
Total	**40**	**100**	**21**	**100.0**	**16**	**100**

Risk factors in road traffic crash stories

The most frequent road safety risk factor mentioned in the coverage was speeding, accounting for 75.9% of newspaper, 60% of television and 90% of online crash stories. Vehicles in

dangerous mechanical condition and distracted driving each accounted for 6.9% of newspaper crash stories followed by drinking-driving and environmental factors each with a share of 3.4%. On television, vehicles in dangerous mechanical condition came in second place accounting for 20% of crash stories followed by drink-driving at 13.3%. Drink-driving constituted 10% of online crash stories.

Table 10: Risk factors mentioned in road traffic crash stories

	Newspaper		Television		Online	
Risk factors	**Freq**	**%**	**Freq**	**%**	**Freq**	**%**
Speeding	22	75.9	9	60.0	9	90
Vehicles in dangerous mechanical condition	2	6.9	3	20.0	-	-
Distracted-driving (phone use)	2	6.9	-	-	-	-
Drink-driving	1	3.4	2	13.3	1	10
Environmental (visibility, roaming animals, flooding)	1	3.4	-	-	-	-
Other	1	3.4	1	6.7	-	-
Total	**29**	**100.0**	**15**	**100.0**	**10**	**100**

Use of background and context

Only two out of every 10 newspaper and television news stories and three out of every 10 online stories on road safety contained background and context that could help the reader put developments in perspective. The majority of stories from all the three media platforms did not contain background and context. In road safety coverage, background and context would include information such as the annual incidence of road crashes, death and injury rates, systemic causes and the cost of road crashes, measures and regulations to promote road safety, policy, and so on.

Table 11a: Use of background and context across the three media platforms

	Newspaper		Television		Online	
Background & context	**Frequency**	**Percent**	**Frequency**	**Percent**	**Frequency**	**Percent**
No	42	72.4	20	71.4	13	65
Yes	16	27.6	8	28.6	7	35
Total	**58**	**100.0**	**28**	**100.0**	**20**	**100**

New Vision had the highest proportion of stories with background and context, while *Daily Monitor* performed the worst on this score.

Table 11b: Use of background and context by publication			
Background & context	**Bukedde (n=29)**	**Daily Monitor (n=16)**	**New Vision (n=13)**
No	72.4	81.3	61.5
Yes	27.6	18.8	38.5

NTV had the highest proportion of stories with background and context closely followed by NBS.

Table 11c: Use of background and context by television station			
Background & context	**UBC (n=11)**	**NTV (n=10)**	**NBS (n=7)**
No	72.7	70.0	71.4
Yes	27.3	30.0	28.6

The only two stories about road safety identified on TND News all had background and context.

Table 11d: Use of background and context by online platform		
Background & context	**ChimpReports (n=18)**	**TND News (n=2)**
No	72.2	0.0
Yes	27.8	100.0

Story origins/prompts

More than half of the stories on road safety from all the three media platforms were prompted by a road traffic crash. News conferences followed on all platforms with a share of 17.2% in newspaper, 21.4% on television and 20% on online coverage.

Table 12: Origin of the story						
	Newspaper		**Television**		**Online**	
Origin	**Freq**	**%**	**Freq**	**%**	**Freq**	**%**
Road traffic crash	30	51.7	15	53.6	12	60
News conference	10	17.2	6	21.4	4	20
Police activity	5	8.6	-	-	-	-
Independent reporting, research or investigation by the journalist/outlet	3	5.2	4	14.3	-	-
Document e.g. report, study/research	2	3.4	-	-	1	5
NGO/civil society activity	2	3.4	-	-	-	-
Court or judicial process	2	3.4	-	-	2	10
Other newsworthy occurrence	2	3.4	1	3.6	-	-
News release	1	1.7	-	-	-	-

	Newspaper		Television		Online	
Origin	**Freq**	**%**	**Freq**	**%**	**Freq**	**%**
Parliament or legislative process	-	-	1	3.6	-	-
Other	1	1.7	1	3.6	1	5
Total	**58**	**100.0**	**28**	**100.0**	**20**	**100**

Sources

Ordinary people (32.4%) followed by police officers (28.1%) accounted for the biggest number of newspaper sources in road safety coverage. Ordinary people were mainly used most likely because they were eye-witnesses to road traffic crashes that we have noted was the major story origin for all the media platforms studied. On television, police officers (24.2%) were the most frequently quoted sources followed closely by ordinary people (22.7%). The likely cause of difference between the newspapers and TV sourcing is that television is obsessed with the visual appeal. This might have pushed journalists to interview police officers about road traffic crashes that they might have missed capturing on camera at the time of their happening. Police officers were also the most frequently quoted sources on online platforms with a share of 54.5% followed by ordinary people at 9.1%.

Eyewitnesses also made up a significant proportion of television sources at 16.7%.

Table 13: Frequency of human sources in road safety stories

	Newspaper		Television		Online	
Sources	**Freq**	**%**	**Freq**	**%**	**Freq**	**%**
Ordinary person quoted in their individual capacity	45	32.4	15	22.7	2	9.1
Police officers	39	28.1	16	24.2	12	54.5
Eyewitnesses	8	5.8	11	16.7	1	4.5
Persons involved in crash (driver/rider, victim)	6	4.3	1	1.5	-	-
Officials of Ministry of Works and Transport (includes ministers, commissioners, etc)	5	3.6	6	9.1	1	4.5
Business representative	5	3.6	1	1.5	-	-
Experts e.g independent researchers	4	2.9	-	-	-	-
KCCA officials	4	2.9	3	4.5	-	-
Civil society representatives (includes Red Cross and other local and international NGOs	3	2.2	1	1.5	1	4.5
Medical practitioners e.g doctor, paramedics, nurse	3	2.2	1	1.5	1	4.5
Local government official	3	2.2	3	4.5	1	4.5
UNRA officials	3	2.2	-	-	-	-
Politician or political operative	2	1.4	-	-	-	-

	Newspaper		Television		Online	
Sources	**Freq**	**%**	**Freq**	**%**	**Freq**	**%**
Judicial personnel	2	1.4	-	-	1	4.5
Other central government officials	2	1.4	-	-	-	-
Ministers	1	0.7	3	4.5	1	4.5
Members of Parliament	1	0.7	4	6.1	1	4.5
Military/security representative	1	0.7	-	-	-	-
Professional drivers	-	-	1	1.5	-	-
Other	2	1.4	-	-	-	-
Total	**139**	**100.0**	**66**	**100**	**22**	**100.0**

Gender of sources

Men dominated coverage of road safety, making up eight out of every 10 human sources in newspaper, television and online coverage. The percentage of women used as sources in road safety coverage was much lower than what has been registered in ACME research on media coverage of public affairs in Uganda. The percentage has tended to fall in the lower 20s. This may be due to the limited number of female police spokesperson yet we have noted that the police is one of the two major sources of road traffic crash stories. Women are also less likely to be interviewed among ordinary people (for instance at an accident scene) because of the men's tendency to dominated unregulated discussions and the women's tendency to be shy to speak, especially on camera in patriarchal societies like Uganda.

Table 14a: Gender of sources across the three media platforms

	Newspaper		Television		Online	
Gender	**Frequency**	**Percent**	**Frequency**	**Percent**	**Frequency**	**Percent**
Female	20	14.4	12	18.2	4	18.2
Male	119	85.6	54	81.8	18	81.8
Total	**139**	**100.0**	**66**	**100.0**	**22**	**100.0**

Bukedde performed better than the English dailies in the use of women as sources in road safety coverage. *New Vision* performed poorest on this score.

Table 14b: Gender of sources by publication

Gender	Bukedde (n=64)	Daily Monitor (n=42)	New Vision (n=33)
Female	20.3	14.3	3.0
Male	79.7	85.7	97.0

NBS registered the most number of women sources in road safety coverage followed by NTV.

Table 14c: Gender of sources by television station

Gender	UBC (n=27)	NTV (n=23)	NBS (n=16)
Female	14.8	17.4	25.0
Male	85.2	82.6	75.0

Two in every 10 sources on ChimpReports were female.

Table 14d: Gender of sources by online platform

Gender	ChimpReports (n=20)	TND News (n=2)
Female	20	0
Male	80	100

Multiplicity of sources

Single sourcing is one of the common problems in Ugandan journalism. Reporting on road safety did not escape this curse especially in newspapers and on online platforms. More than a third of the newspaper stories had either no source or one source. Nine out of every 10 online stories had only one source. Television stories were more likely to have two or more sources (71.4%) compared to newspapers (65.6%) and online platforms (10%).

Table 15a: Number of sources in road safety stories across three media platforms

	Newspaper		Television		Online	
Number of sources	Frequency	Percent	Frequency	Percent	Frequency	Percent
No source	5	8.6	3	10.7	0	0
1 source	15	25.9	5	17.9	18	90
2 sources	16	27.6	11	39.3	2	10
3 sources	7	12.1	2	7.1	0	0
4 sources	8	13.8	3	10.7	0	0
5 or more sources	7	12.1	4	14.3	0	0
Total	**58**	**100.0**	**28**	**100.0**	**20**	**100**

Daily Monitor had the highest proportion of stories with three or more sources (43.8%), while *Bukedde* had the highest share of stories with one or no source (48.3%). All stories in *New Vision* had at least one source.

Table 15b: Number of sources in road safety stories by publication

Number of sources	Bukedde (n=29)	Daily Monitor (n=16)	New Vision (n=13)
No source	13.8	6.3	0.0
1 source	34.5	18.8	15.4
2 sources	13.8	31.3	53.8
3 sources	6.9	25.0	7.7
4 sources	17.2	6.3	15.4
5 or more sources	13.8	12.5	7.7

UBC had the highest proportion of stories with three or more sources (45.5%) and also had the highest share of stories with one or no source (36.4%). All stories on *NTV* had at least one source.

Table 15c: Number of sources in road safety stories by television station

Number of sources	UBC (n=11)	NTV (n=10)	NBS (n=7)
No source	18.2	0.0	14.3
1 source	18.2	30.0	0.0
2 sources	18.2	40.0	71.4
3 sources	18.2	0.0	0.0
4 sources	0.0	30.0	0.0
5 or more sources	27.3	0.0	14.3

No online platform had three or more sources in their road safety stories.

Table 15d: Number of sources in road safety stories by online platform

Number of sources	ChimpReports (n=18)	TND News (n=2)
No source	0.0	0.0
1 source	88.9	100.0
2 sources	11.1	0.0
3 sources	0.0	0.0
4 sources	0.0	0.0
5 or more sources	0.0	0.0

CONCLUSION

This report has demonstrated the enduring challenges of Ugandan journalism such as the dominance of conventional, event-based reporting, single and gender-imbalanced sourcing. In more specific terms the report has showed that the media in Uganda does not treat road traffic crashes and road safety in general as a serious public policy issue. Many stories related to road safety are either relegated to pages beyond page five in newspapers or sometimes simply go unreported. This is consistent with what Mogambi and Nyakeri (2015)[15] found in Kenya — that road traffic issues were not prominently reported. The lack of enterprise stories also means that road safety issues only become newsworthy when there is a fatal road traffic crash. As we noted in the background, road traffic crashes affect so many people in Uganda. It therefore requires that this issue receives the due attention it deserves in the media to create the necessary awareness among the public so that there is popular agitation for authorities to make Ugandan roads safe for all users.

15 Mogambi, H., & Nyakeri, F. (2015). Media priming of road traffic accidents in Kenya: Praxis, patterns, and issues. Sage Open, 5(4), 2158244015606491

AFRICAN CENTRE FOR
MEDIA EXCELLENCE

AFRICAN CENTRE FOR MEDIA EXCELLENCE
Plot 130 Kalungu Road (Bunga-Soya), off Ggaba Road
P. O. Box 11283 Kampala, Uganda, **Tel:** +256 393 202 351
info@acme-ug.org, www.acme-ug.org
Facebook: ACME.UG, **Twitter:** @ACME_Uganda