Media Coverage of the 2016 Elections
January 2016 findings
BACKGROUND

Why monitor media coverage of elections?

The goal of ACME’s project is to contribute to accurate, fair, impartial and balanced coverage of the 2016 elections. ACME’s specific objectives are:

- To monitor, document and share trends in media coverage of the 2016 general elections.
- To monitor media compliance with election reporting guidelines and regulations.
- To influence journalists, editors and media owners to provide information that is more accurate, impartial and fair.
- To empower civil society and the public to demand adherence to professional standards in media coverage of elections.
Methodology

Scope of study:
- A purposive sample of print and electronic media.
- January 2015 coverage of presidential and parliamentary elections by newspaper, television and radio.
- Media content types: news, current affairs, and commentary.

Data collection method:
- Story/article is the unit of analysis.
- Content analysis.
- Key informant interviews.
Sampling (1)

- 9 newspapers
- 5 televisions channels
- 33 radio stations

Choice constitutes a purposive sample designed to capture all facets of the election coverage to which the electorate is exposed.
## Sampling (2)

<table>
<thead>
<tr>
<th>PRINT PUBLICATIONS (9)</th>
<th>TELEVISION (5)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Dailies</strong> - New Vision, Daily Monitor, Red Pepper, Bukedde</td>
<td><strong>Public channels</strong> – UBC &amp; Bukedde</td>
</tr>
<tr>
<td><strong>Weekly</strong> - The Independent, Etop, Rupiny and Orumuri</td>
<td><strong>Private channels</strong> – NTV Uganda, NBS &amp; WBS</td>
</tr>
<tr>
<td><strong>Tri-weekly</strong> - The Observer</td>
<td></td>
</tr>
</tbody>
</table>
### Sampling (3)

**RADIO (33)**

- **Languages:** English, Luganda, Ateso, Luo, Lumasaba, Lusoga, Lugbara and Runyakitara

Monitoring/Research Questions (1)

- What topics do the media focus on in their coverage of the elections?
- What type of reports do the media produce [news, commentary/opinion, features/special reports, etc]?
- What is the nature of the reporting [conventional, interpretative, investigative, enterprise]?
- Who are the sources in media coverage [ordinary people, party officials, candidates, regulators, civil society, diplomats, religious leaders, central government officials, local leaders, police/security, etc]?
- What is the number and gender of the sources?
- Which political parties are focused on in media coverage?
Monitoring/Research Questions (2)

- Which presidential candidates are focused on in media coverage?
- How much time or space is dedicated to each party?
- How much time or space is dedicated to each presidential candidate?
- What is the tone of coverage?
- What is the frequency of personal attacks in media coverage?
- Do media houses offer the right of reply?
- How often do news stories interrogate candidate or party promises?
- How often do news stories include background and context?
CUMULATIVE RESULTS
Cumulative number of election stories

**Newspaper:** Since September, newspapers have published a total of 3,453 election stories. *Daily Monitor* has the highest cumulative number of stories and *Rupiny* has the least.

**Television:** TV stations have aired a total of 1,562 election stories since November. NTV Uganda tops in having the highest number of election stories, while WBS TV has the least number.

**Radio:** Since November, radio stations have aired a total of 2,587 election stories.
Cumulative No. of election stories - newspaper (\%): N=3,453

- **Monitor:** 26.2\%
- **New Vision:** 20.8\%
- **Red Pepper:** 19.9\%
- **Bukedde:** 12.8\%
- **The Observer:** 10.5\%
- **Etop:** 3.4\%
- **The Independent:** 3.0\%
- **Orumuri:** 1.7\%
- **Rupiny:** 1.7\%
Cumulative No. of election stories by newspaper

Cumulative No. of election stories by publication (%)

<table>
<thead>
<tr>
<th>Publication</th>
<th>September</th>
<th>October</th>
<th>November</th>
<th>December</th>
<th>January</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rupinya</td>
<td>39.0</td>
<td>25.0</td>
<td>23.3</td>
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<td>Orumuri</td>
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<td>23.3</td>
<td>17.5</td>
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<td>10.7</td>
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<td>The Observer</td>
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<td>14.6</td>
<td>11.6</td>
<td>13.6</td>
<td>10.3</td>
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<td>24.5</td>
<td>24.5</td>
<td>24.5</td>
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Colors represent the months:
- September: Blue
- October: Red
- November: Green
- December: Purple
- January: Cyan
Cumulative No. of election stories - television

<table>
<thead>
<tr>
<th>Channel</th>
<th>%</th>
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</thead>
<tbody>
<tr>
<td>NTV Uganda</td>
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<tr>
<td>NBS</td>
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</tr>
<tr>
<td>Bukedde</td>
<td>18.1</td>
</tr>
<tr>
<td>UBC</td>
<td>14.1</td>
</tr>
<tr>
<td>WBS</td>
<td>12.4</td>
</tr>
</tbody>
</table>

*Cumulative No. of election stories - TV (%) N=1,562*
Cumulative No. of election stories by TV station

**Election stories by station (%) N=1,562**

<table>
<thead>
<tr>
<th>Station</th>
<th>November</th>
<th>December</th>
<th>January</th>
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</thead>
<tbody>
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<td>WBS</td>
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<td>UBC</td>
<td>25.9</td>
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<td>Bukedde</td>
<td>26.4</td>
<td>33.5</td>
<td>45.1</td>
</tr>
<tr>
<td>NBS</td>
<td>28.4</td>
<td>31.6</td>
<td>40.1</td>
</tr>
<tr>
<td>NTV Uganda</td>
<td>40.1</td>
<td>31.6</td>
<td>28.4</td>
</tr>
</tbody>
</table>
Cumulative space/time to election stories

**Newspaper:** Since September, newspapers have provided a total of 2,493,564.45 cm² space to election stories. *New Vision* allocated more space to election stories while *Orumuri* provided the least space.

**Television:** Since November, TV stations have allotted 9,354.37 minutes to election reporting. NBS TV provided more time to election stories, while WBS came last.

**Radio:** Radio stations have dedicated 9,616.95 minutes to election reporting since November.
Cumulative space to stories - newspaper

Space to elections (%) Area=2,493,564.45Cm²

<table>
<thead>
<tr>
<th>Newspaper</th>
<th>Space to Elections (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Vision</td>
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<tr>
<td>Monitor</td>
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<tr>
<td>Red Pepper</td>
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<tr>
<td>Bukedde</td>
<td>15.1</td>
</tr>
<tr>
<td>The Observer</td>
<td>11.0</td>
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<tr>
<td>The Independent</td>
<td>4.6</td>
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<tr>
<td>Etop</td>
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<tr>
<td>Rupiny</td>
<td>1.1</td>
</tr>
<tr>
<td>Orumuri</td>
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</tbody>
</table>
Cumulative space to stories by newspaper

Cumulative space to stories by publication (%)

<table>
<thead>
<tr>
<th>Publication</th>
<th>September</th>
<th>October</th>
<th>November</th>
<th>December</th>
<th>January</th>
</tr>
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<tbody>
<tr>
<td>Rupiny</td>
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<td>17.9</td>
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<td>22.5</td>
<td>4.2</td>
<td>17.1</td>
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<tr>
<td>Red Pepper</td>
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<td>18.9</td>
<td>8.8</td>
<td>19.4</td>
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<td>Bukedde</td>
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<td>34.8</td>
<td>10.5</td>
<td>19.2</td>
</tr>
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<td>26.2</td>
<td>25.6</td>
<td>19.2</td>
<td>8.5</td>
</tr>
<tr>
<td>The Observer</td>
<td>17.9</td>
<td>21.1</td>
<td>17.1</td>
<td>15.1</td>
<td>28.8</td>
</tr>
</tbody>
</table>

Legend:
- September
- October
- November
- December
- January
Cumulative time to stories - television

Time by station (%) Time=9,354.37 minutes

- NBS: 32.7%
- NTV Uganda: 30.2%
- UBC: 16.2%
- Bukedde: 12.4%
- WBS: 3.5%
Cumulative time to stories by TV station

Time to stories by station (%) Time=9,354.37 minutes

- **WBS**: November 26.5, December 25.2, January 20.5, Total 53.0
- **Bukedde**: November 41.6, December 33.2, January 25.2, Total 99.0
- **UBC**: November 44.4, December 33.7, January 21.9, Total 100.0
- **NBS**: November 44.9, December 37.7, January 17.4, Total 100.0
- **NTV Uganda**: November 49.1, December 24.8, January 26.2, Total 100.0
JANUARY RESULTS & TRENDS
Number of election stories (%): N=877

- Monitor: 25.3%
- Red Pepper: 24.3%
- New Vision: 18.1%
- Bukedde: 12.5%
- The Observer: 10.7%
- Etop: 3.2%
- The Independent: 2.7%
- Orumuri: 1.7%
- Rupiny: 1.4%
Number of election stories - television

Election stories by station (%) N=517

- NTV Uganda: 25.7%
- Bukedde: 23.0%
- WBS: 18.4%
- UBC: 16.4%
- NBS: 16.4%
Space to election stories - newspaper

Space to publications (%) Area=582,579.36

Monitor 26.7
New Vision 21.5
Red Pepper 19.8
The Independent 11.4
The Observer 8.4
Bukedde 8.3
Etop 1.8
Orumuri 1.3
Rupiny 0.9
Time to election stories - television

Time by station (%) Time=2,409.13 minutes

- NTV Uganda: 30.7%
- NBS: 22.0%
- WBS: 17.6%
- Bukeedde: 16.0%
- UBC: 13.8%
**Most covered presidential candidate**

**Newspaper:** In January, newspapers dedicated 476,382.52Cm2 space to presidential candidates. Museveni was covered most and Bwanika least.

**Television:** In January, TV stations allotted 1,905.92 minutes to presidential candidates. Museveni most covered and Mabirizi least covered.

**Radio:** A total of 1,898.96 minutes was dedicated to presidential candidates by radio stations monitored in January. Museveni was most covered.

**Overall trend:** The general trend for newspaper, TV and radio shows a drop in space and time allocated to Museveni, Besigye and Mbabazi between December and January and a significant rise in coverage to Kyalya, Mabirizi, Baryamureeba, Biraro and Bwanika. This is attributed to the presidential debate in the middle of the month that gave them more media attention.
Most covered candidate - newspaper

Space to candidates (%) Area=476,382.52Cm²

- Museveni: 39.7%
- Mbabazi: 22.5%
- Besigye: 16.4%
- Mabirizi: 4.6%
- Biraro: 4.6%
- Kyalya: 4.5%
- Baryamureeba: 4.2%
- Bwanika: 3.6%
Most covered candidate by newspaper

Space to candidates (%) Area=476,382.52Cm2

- Museveni
- Kyalya
- Mabirizi
- Bwanika
- Besigye
- Biraro
- Baryamureeba
- Mbabazi

<table>
<thead>
<tr>
<th>Newspaper</th>
<th>Museveni</th>
<th>Kyalya</th>
<th>Mabirizi</th>
<th>Bwanika</th>
<th>Besigye</th>
<th>Biraro</th>
<th>Baryamureeba</th>
<th>Mbabazi</th>
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<tr>
<td>Bukedde</td>
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<td>13.4</td>
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<td>0.8</td>
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<td>0.8</td>
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<td>0.9</td>
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<td>Orumuri</td>
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<td>The Observer</td>
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<td>1.8</td>
<td>1.8</td>
<td>0.4</td>
<td>14.6</td>
<td>0.4</td>
</tr>
</tbody>
</table>

Area=476,382.52Cm2
Most covered candidate - television

Time to candidates - TV (%) Time=1,905.92 minutes

- Museveni: 45.2
- Mbabazi: 18.4
- Besigye: 14.8
- Baryamureeba: 6.6
- Biraro: 4.6
- Bwanika: 4.5
- Kyalya: 3.4
- Mabirizi: 2.5
Most covered candidate by TV station

Time to candidates by stations (%) Time=1,905.90 minutes
Most covered candidate - radio

Time to candidates (%) Time = 1,898.96 minutes

- Museveni: 37.3%
- Besigye: 24.4%
- Mbabazi: 24.4%
- Biraro: 3.5%
- Kyalya: 3.1%
- Baryamureeba: 2.6%
- Mabirizi: 2.4%
- Bwanika: 2.3%
#Trends: Most covered candidate – newspaper (1)

**Space to candidates (%)**

- **November:**
  - Besigye: 21.1
  - Mbabazi: 39.0
  - Museveni: 25.7

- **December:**
  - Besigye: 19.8
  - Mbabazi: 28.0
  - Museveni: 28.0

- **January:**
  - Besigye: 16.4
  - Mbabazi: 22.5
  - Museveni: 39.7
#Trends: Most covered candidate – newspaper (2)

![Graph showing trends for different candidates over November, December, and January.](image-url)
#Trends: Most covered candidate – television (1)

![Graph showing time to candidates (%) for November, December, and January with Besigye, Mbabazi, and Museveni.]

- November: Besigye = 32.8, Mbabazi = 24.2, Museveni = 19.1
- December: Besigye = 20.2, Mbabazi = 18.9, Museveni = 18.4
- January: Besigye = 18.4, Mbabazi = 14.8, Museveni = 45.2
#Trends: Most covered candidate – television (2)

Time to candidates (%)

- Mabirizi
- Biraro
- Kyalya
- Bwanika
- Baryamureeba

November
- 4.3
- 3.7
- 3.5
- 3.3

December
- 4.3
- 3.7
- 3.5
- 3.3
- 3.5

January
- 4.6
- 4.5
- 4.5
- 4.5
- 4.6
#Trends: Most covered candidate – radio (1)

Time to candidates (%)

<table>
<thead>
<tr>
<th></th>
<th>November</th>
<th>December</th>
<th>January</th>
</tr>
</thead>
<tbody>
<tr>
<td>Besigye</td>
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<td>20.8</td>
<td>24.4</td>
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<td>Mbabazi</td>
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<td>28.2</td>
<td>24.4</td>
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<tr>
<td>Museveni</td>
<td>39.3</td>
<td>46.7</td>
<td>37.3</td>
</tr>
</tbody>
</table>
#Trends: Most covered candidate – radio (2)

**Time to candidates (%)**

- **November**: Mabirizi 4.7, Biraro 4.6, Bwanika 3.0, Kyalya 1.7, Baryamureeba 1.7
- **December**: Mabirizi 3.0, Biraro 1.7, Bwanika 1.3, Kyalya 0.7, Baryamureeba 0.5
- **January**: Mabirizi 3.5, Biraro 3.1, Bwanika 2.6, Kyalya 2.4, Baryamureeba 2.3
Radio news coverage of elections per region

- Most election stories aired in January were by radio stations in Kampala, while radios from western region had the least number of election stories. Among the top 10 radio stations monitored, KFM had more election stories while Capital Radio had the least number.

- Similarly, radio stations in Kampala allocated the highest percentage of airtime to election stories. Western region provided the least time to election stories. Among the top 10 radio stations, Baba FM allocated more time to election reporting while UBC Blue Channel allotted the least time.
<table>
<thead>
<tr>
<th>Region</th>
<th>Number of Radio News Stories (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kampala</td>
<td>32.2</td>
</tr>
<tr>
<td>Central</td>
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</tr>
<tr>
<td>Eastern</td>
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<tr>
<td>South-Western</td>
<td>7.6</td>
</tr>
<tr>
<td>Northern</td>
<td>6.7</td>
</tr>
<tr>
<td>North-Western/West Nile</td>
<td>6.6</td>
</tr>
<tr>
<td>Western</td>
<td>5</td>
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</tbody>
</table>
**Number of radio news stories by top 10 radio stations**

<table>
<thead>
<tr>
<th>Station</th>
<th>Number of news stories (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>KFM</td>
<td>10.3</td>
</tr>
<tr>
<td>UBC Blue Channel</td>
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</tr>
<tr>
<td>Sun</td>
<td>6.7</td>
</tr>
<tr>
<td>Baba FM</td>
<td>6.5</td>
</tr>
<tr>
<td>Voice of Africa FM</td>
<td>6.4</td>
</tr>
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<td>Central Broadcasting Service</td>
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<td>Radio Sapientia</td>
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<td>Simba</td>
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<td>Kagadi Broadcasting Services</td>
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<td>Capital Radio</td>
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Radio time to election coverage per region

<table>
<thead>
<tr>
<th>Region</th>
<th>Time to election coverage (%)</th>
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<tbody>
<tr>
<td>Kampala</td>
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<td>North-Western/West Nile</td>
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<td>Northern</td>
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<tr>
<td>Western</td>
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</table>
Radio time to election coverage by top 10 radio stations

<table>
<thead>
<tr>
<th>Radio Station</th>
<th>Time to Coverage (%)</th>
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</thead>
<tbody>
<tr>
<td>Baba FM</td>
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<tr>
<td>KFM</td>
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<tr>
<td>Kagadi Broadcasting Services</td>
<td>6.4</td>
</tr>
<tr>
<td>Simba</td>
<td>6.1</td>
</tr>
<tr>
<td>Voice of Africa FM</td>
<td>5.9</td>
</tr>
<tr>
<td>Sun</td>
<td>5.8</td>
</tr>
<tr>
<td>Central Broadcasting Service</td>
<td>5.3</td>
</tr>
<tr>
<td>Radio Sapientia</td>
<td>5.3</td>
</tr>
<tr>
<td>Radio Amani</td>
<td>5.1</td>
</tr>
<tr>
<td>UBC Blue Channel</td>
<td>5.0</td>
</tr>
</tbody>
</table>
Type of election

- In January, the presidential election was the most covered by newspaper, TV and radio. The parliamentary polls received the least coverage.

For instance, an analysis of *New Vision, Daily Monitor, The Observer* and *Red Pepper* shows that the parliamentary elections made the lead headline on front page only twice for all four publications combined.

**Overall trend:** Since September, the general media trend shows the presidential election getting more coverage.
Type of election by media type

**Type of election (%)**

<table>
<thead>
<tr>
<th>Media Type</th>
<th>Both</th>
<th>Parliamentary</th>
<th>Presidential</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newspaper</td>
<td>11.4</td>
<td>17.3</td>
<td>71.3</td>
</tr>
<tr>
<td>TV</td>
<td>15.5</td>
<td>5.2</td>
<td>79.3</td>
</tr>
<tr>
<td>Radio</td>
<td>21.3</td>
<td>12.7</td>
<td>66.0</td>
</tr>
</tbody>
</table>
Type of election by newspaper

Type of election by newspaper (N=877)

New Vision: 78.6% (Parliamentary: 8.8%, Presidential: 69.8%, Both: 12.6%)
Monitor: 81.5% (Parliamentary: 10.8%, Presidential: 70.7%, Both: 13.9%)
The Observer: 78.7% (Parliamentary: 5.3%, Presidential: 73.4%, Both: 21.8%)
Red Pepper: 59.6% (Parliamentary: 28.6%, Presidential: 30.0%, Both: 11.7%)
Bukedde: 65.5% (Parliamentary: 21.8%, Presidential: 43.7%, Both: 12.7%)
Etop: 39.3% (Parliamentary: 35.7%, Presidential: 23.6%, Both: 9.0%)
Rupiny: 16.7% (Parliamentary: 75.0%, Presidential: 10.0%, Both: 0.0%)
Orumuri: 73.3% (Parliamentary: 26.7%, Presidential: 46.7%, Both: 4.2%)
The Independent: 91.7% (Parliamentary: 4.2%, Presidential: 87.5%, Both: 10.0%)
Type of election by television station

Type of election by TV station (%) N=517

<table>
<thead>
<tr>
<th>TV Station</th>
<th>Both</th>
<th>Parliamentary</th>
<th>Presidential</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bukedde</td>
<td>22.7</td>
<td>8.4</td>
<td>68.9</td>
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<tr>
<td>NBS</td>
<td>12.9</td>
<td>9.4</td>
<td>77.6</td>
</tr>
<tr>
<td>NTV Uganda</td>
<td>9.8</td>
<td>0.8</td>
<td>89.5</td>
</tr>
<tr>
<td>UBC</td>
<td>15.3</td>
<td>5.9</td>
<td>78.8</td>
</tr>
<tr>
<td>WBS</td>
<td>16.8</td>
<td>3.2</td>
<td>80.0</td>
</tr>
</tbody>
</table>
Front page coverage

- Museveni (NRM) had the most coverage on newspaper cover in January. 30.2% front page coverage was dedicated to him. He was followed by Mbabazi (Independent) and Besigye (FDC).

**Overall trend:** Since November, Museveni has dominated the front page. In September and October, Mbabazi was most covered on front page.
Front page coverage - newspaper

Front page coverage (%) N=877, N1=100, n=212

- Museveni: 30.2%
- Mbabazi: 27.8%
- Besigye: 20.8%
- Biraro: 4.7%
- Baryamureeba: 4.7%
- Bwanika: 4.2%
- Kyalya: 3.8%
- Mabirizi: 3.8%
Front page coverage by newspaper

Front page coverage (%) $N=877$, $N_1=100$, $n=212$

- **Bukedde**: 25.0
  - Museveni: 25.0
  - Kyalya: 25.0
- **Etop**: 25.0
  - Museveni: 25.0
  - Kyalya: 25.0
- **Monitor**: 25.4
  - Museveni: 21.1
  - Kyalya: 5.6
- **New Vision**: 51.5
  - Museveni: 18.2
  - Kyalya: 3.0
  - Mabirizi: 3.0
  - Bwanika: 3.0
- **Orumuri**: 30.0
  - Museveni: 10.0
  - Kyalya: 10.0
  - Mabirizi: 10.0
  - Bwanika: 10.0
  - Bwanyba: 10.0
- **Red Pepper**: 27.7
  - Museveni: 42.6
  - Kyalya: 3.0
  - Mabirizi: 3.0
  - Bwanika: 3.0
  - Bwanyba: 3.0
- **The Observer**: 25.7
  - Museveni: 28.6
  - Kyalya: 2.9
  - Mabirizi: 2.9
  - Bwanika: 2.9
  - Bwanyba: 2.9

- Museveni
- Kyalya
- Mabirizi
- Bwanika
- Besigye
- Biraro
- Baryamureeba
- Mbabazi
#Trends: Front page coverage of candidates

**JANUARY (%) N=877, N1=100, n=212**

- Museveni: 30.2%
- Mbabazi: 27.8%
- Besigye: 20.8%
- Biraro: 4.7%
- Baryamureeba: 4.7%
- Bwanika: 4.2%
- Kyalya: 3.8%
- Mabirizi: 3.8%

**DECEMBER (%) N=827, N1=94, n=144**

- Museveni: 39.6%
- Mbabazi: 36.1%
- Besigye: 20.8%
- Kyalya: 0.7%
- Mabirizi: 0.7%
- Bwanika: 0.7%
- Biraro: 0.7%
- Baryamureeba: 0.7%

**NOVEMBER (%) N=920, N1=186, n=295**

- Museveni: 31.5%
- Mbabazi: 28.8%
- Besigye: 21.0%
- Baryamureeba: 6.1%
- Kyalya: 3.7%
- Mabirizi: 3.1%
- Biraro: 3.1%
- Bwanika: 2.7%

**OCTOBER (%) N=493, N1=56, n=82**

- Mbabazi: 40.2%
- Besigye: 32.9%
- Museveni: 26.8%
- Other: 0.0%
- Mabirizi: 0.0%
- Bwanika: 0.0%
- Baryamureeba: 0.0%
Museveni was the most pictured presidential candidate in January by newspapers, while Bwanika was the least pictured.
Most pictured candidate - newspaper (\%) n=680

- Museveni: 37.6%
- Mbabazi: 21.8%
- Besigye: 20.3%
- Baryamureeba: 4.9%
- Mabirizi: 4.3%
- Biraro: 4.1%
- Kyalya: 3.7%
- Bwanika: 3.4%
Camera angles for pictured candidates

Camera angle (%) n=680

<table>
<thead>
<tr>
<th>Angle</th>
<th>Museveni</th>
<th>Kyalya</th>
<th>Mabirizi</th>
<th>Bwanika</th>
<th>Besigye</th>
<th>Biraro</th>
<th>Baryamureeba</th>
<th>Mbabazi</th>
</tr>
</thead>
<tbody>
<tr>
<td>Panorama</td>
<td>51.3</td>
<td>4.9</td>
<td>3.7</td>
<td>17.3</td>
<td>22.4</td>
<td>15.7</td>
<td>9.4</td>
<td>7.4</td>
</tr>
<tr>
<td>Mugshot</td>
<td>34.8</td>
<td>3.1</td>
<td>3.4</td>
<td>8.6</td>
<td>26.7</td>
<td>5.8</td>
<td>3.1</td>
<td>7.4</td>
</tr>
<tr>
<td>Closeup</td>
<td>32.5</td>
<td>6.3</td>
<td>6.3</td>
<td>1.2</td>
<td>19.9</td>
<td>18.9</td>
<td>3.1</td>
<td>5.3</td>
</tr>
<tr>
<td>Wideshot</td>
<td>28.4</td>
<td>7.4</td>
<td>7.4</td>
<td>1.3</td>
<td>18.9</td>
<td>18.9</td>
<td>6.3</td>
<td>7.4</td>
</tr>
<tr>
<td>Fullshot</td>
<td>0.7</td>
<td>2.5</td>
<td>3.7</td>
<td>26.3</td>
<td>22.2</td>
<td>40.7</td>
<td>51.3</td>
<td>40.7</td>
</tr>
</tbody>
</table>
Politics was the most covered topic in January by newspaper, television and TV.

**Overall trend**: The general media trend shows politics as the most covered topic since September. Economy, infrastructure, security and health have also been the top most covered topic by all three media types since September.
Most covered topic – newspaper & TV

**Newspaper (%) n=1,719**
- Politics: 30.5
- Economy: 11.2
- Infrastructure: 8.6
- Security: 8.1
- Health: 7.9
- Education: 7.4
- Agriculture: 6.9
- Human rights: 4.8
- Natural resources: 3.7
- Corruption: 3.5
- Energy: 3.1
- Land: 3.0
- Other: 0.8
- Foreign affairs: 0.8

**TV (%) n=1,114**
- Politics: 28.0
- Economy: 11.4
- Security: 9.3
- Health: 8.7
- Infrastructure: 8.4
- Education: 7.9
- Agriculture: 6.0
- Energy: 5.0
- Human rights: 4.7
- Natural resources: 3.1
- Land: 3.1
- Corruption: 2.8
- Other: 1.0
- Foreign affairs: 0.6

**Radio (%) n=1,319**
- Politics: 40.4
- Security: 12.8
- Economy: 8.0
- Infrastructure: 7.9
- Human rights: 5.8
- Health: 5.8
- Education: 5.7
- Agriculture: 3.9
- Energy: 2.2
- Corruption: 2.0
- Natural resources: 2.2
- Land: 1.8
- Foreign affairs: 1.5
- Other: 1.1
#Trends: Most covered topic – newspaper

<table>
<thead>
<tr>
<th></th>
<th>NOVEMBER (%) n=2,115</th>
<th>DECEMBER (%) n=1,720</th>
<th>JANUARY (%) n=1,719</th>
</tr>
</thead>
<tbody>
<tr>
<td>Politics</td>
<td>28.1</td>
<td>31.5</td>
<td>30.5</td>
</tr>
<tr>
<td>Economy</td>
<td>11.4</td>
<td>10.4</td>
<td>11.2</td>
</tr>
<tr>
<td>Education</td>
<td>9.3</td>
<td>10.0</td>
<td>8.6</td>
</tr>
<tr>
<td>Infrastructure</td>
<td>8.4</td>
<td>8.7</td>
<td>3.0</td>
</tr>
<tr>
<td>Security</td>
<td>8.3</td>
<td>7.4</td>
<td>7.4</td>
</tr>
<tr>
<td>Health</td>
<td>7.6</td>
<td>7.0</td>
<td>7.9</td>
</tr>
<tr>
<td>Agriculture</td>
<td>6.7</td>
<td>4.5</td>
<td>7.4</td>
</tr>
<tr>
<td>Corruption</td>
<td>5.4</td>
<td>4.4</td>
<td>6.9</td>
</tr>
<tr>
<td>Human rights</td>
<td>4.0</td>
<td>4.0</td>
<td>4.8</td>
</tr>
<tr>
<td>Energy</td>
<td>3.3</td>
<td>3.0</td>
<td>3.5</td>
</tr>
<tr>
<td>Natural resources</td>
<td>2.6</td>
<td>2.3</td>
<td>3.7</td>
</tr>
<tr>
<td>Land</td>
<td>2.25</td>
<td>2.3</td>
<td>3.1</td>
</tr>
<tr>
<td>Other</td>
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<td>3.0</td>
</tr>
<tr>
<td>Foreign affairs</td>
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<td>0.4</td>
<td>0.8</td>
</tr>
</tbody>
</table>
### #Trends: Most covered topic - television

#### NOVEMBER (%) \( n=1,155 \)
- Politics: 29.7
- Economy: 10.9
- Infrastructure: 10
- Education: 8.9
- Security: 8.2
- Agriculture: 7.3
- Health: 6.8
- Corruption: 5
- Human rights: 4.4
- Energy: 3.7
- Natural resources: 1.9
- Land: 1.5
- Other: 1
- Foreign affairs: 0.7

#### DECEMBER (%) \( n=1,265 \)
- Politics: 29.5
- Infrastructure: 11.4
- Economy: 10.2
- Health: 10.2
- Security: 8.7
- Education: 7.2
- Agriculture: 6.5
- Human rights: 4.6
- Natural resources: 2.4
- Energy: 2.4
- Corruption: 2.4
- Other: 2.1
- Land: 2.1
- Foreign affairs: 0.4

#### JANUARY (%) \( n=1,114 \)
- Politics: 28.0
- Economy: 11.4
- Security: 9.3
- Health: 8.7
- Infrastructure: 8.4
- Education: 7.9
- Agriculture: 6.0
- Energy: 5.0
- Human rights: 4.7
- Natural resources: 3.1
- Land: 3.1
- Corruption: 2.8
- Other: 1.0
- Foreign affairs: 0.6
#Trends: Most covered topic - radio

<table>
<thead>
<tr>
<th>NOVEMBER (%) n=1,990</th>
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</thead>
<tbody>
<tr>
<td>Politics</td>
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<tr>
<td>Economy</td>
</tr>
<tr>
<td>Infrastructure</td>
</tr>
<tr>
<td>Security</td>
</tr>
<tr>
<td>Education</td>
</tr>
<tr>
<td>Corruption</td>
</tr>
<tr>
<td>Health</td>
</tr>
<tr>
<td>Agriculture</td>
</tr>
<tr>
<td>Human rights</td>
</tr>
<tr>
<td>Energy</td>
</tr>
<tr>
<td>Other</td>
</tr>
<tr>
<td>Natural resources</td>
</tr>
<tr>
<td>Land</td>
</tr>
<tr>
<td>Foreign affairs</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>DECEMBER (%) n=1,328</th>
</tr>
</thead>
<tbody>
<tr>
<td>Politics</td>
</tr>
<tr>
<td>Economy</td>
</tr>
<tr>
<td>Security</td>
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<tr>
<td>Education</td>
</tr>
<tr>
<td>Health</td>
</tr>
<tr>
<td>Infrastructure</td>
</tr>
<tr>
<td>Human rights</td>
</tr>
<tr>
<td>Agriculture</td>
</tr>
<tr>
<td>Corruption</td>
</tr>
<tr>
<td>Energy</td>
</tr>
<tr>
<td>Land</td>
</tr>
<tr>
<td>Natural resources</td>
</tr>
<tr>
<td>Other</td>
</tr>
<tr>
<td>Foreign affairs</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>JANUARY (%) n=1,319</th>
</tr>
</thead>
<tbody>
<tr>
<td>Politics</td>
</tr>
<tr>
<td>Security</td>
</tr>
<tr>
<td>Economy</td>
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<tr>
<td>Infrastructure</td>
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<tr>
<td>Human rights</td>
</tr>
<tr>
<td>Health</td>
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<tr>
<td>Education</td>
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<tr>
<td>Agriculture</td>
</tr>
<tr>
<td>Corruption</td>
</tr>
<tr>
<td>Natural resources</td>
</tr>
<tr>
<td>Energy</td>
</tr>
<tr>
<td>Land</td>
</tr>
<tr>
<td>Foreign affairs</td>
</tr>
<tr>
<td>Other</td>
</tr>
</tbody>
</table>
Tone of coverage

- The general media tone has been neutral since September.

**General trend:** Other than radio, newspaper and TV registered a drop in number of stories with neutral tone between December and January.

- The positive tone on an upward trend, while negative tone on a downward trend for all three media types.
Tone of coverage by media type

Tone of coverage (%)

Newspaper
- Negative: 15.1%
- Neutral: 63.3%
- Positive: 21.6%

TV
- Negative: 9%
- Neutral: 64.1%
- Positive: 26.9%

Radio
- Negative: 9.9%
- Neutral: 71.3%
- Positive: 18.8%
Tone of coverage by newspaper

Tone of coverage (%) N=877, N1=615

- New Vision: 80.5 Negative, 13.0 Neutral, 6.5 Positive
- Monitor: 57.4 Negative, 25.8 Neutral, 16.8 Positive
- The Observer: 71.0 Negative, 16.1 Neutral, 12.9 Positive
- Red Pepper: 60.1 Negative, 10.8 Neutral, 29.1 Positive
- Bukedde: 58.2 Negative, 39.2 Neutral, 2.5 Positive
- Etop: 93.3 Negative, 6.7 Neutral, 0.0 Positive
- Rupiny: 100.0 Negative, 0.0 Neutral, 0.0 Positive
- Orumuri: 90.0 Negative, 10.0 Neutral, 0.0 Positive
- The Independent: 59.1 Negative, 13.6 Neutral, 27.3 Positive
Tone of coverage by TV station

Tone of coverage by TV station (%) N=517, N1=479

<table>
<thead>
<tr>
<th>TV Station</th>
<th>Negative</th>
<th>Neutral</th>
<th>Positive</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bukedde</td>
<td>3.7</td>
<td>29.0</td>
<td>67.3</td>
</tr>
<tr>
<td>NBS</td>
<td>12.3</td>
<td>24.7</td>
<td>63.0</td>
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<td>NTV Uganda</td>
<td>14.7</td>
<td>34.9</td>
<td>50.4</td>
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<td>UBC</td>
<td>2.6</td>
<td>20.5</td>
<td>76.9</td>
</tr>
<tr>
<td>WBS</td>
<td>9.8</td>
<td>20.7</td>
<td>69.6</td>
</tr>
</tbody>
</table>
Tone of coverage in newspaper by candidate

Tone of coverage (%) $N=877$, $N1=554$, $n=938$

- **Mbazzi**: 19.5 Negative, 66.1 Neutral, 14.4 Positive
- **Baryamureeba**: 10.5 Negative, 55.3 Neutral, 34.2 Positive
- **Biraro**: 9.8 Negative, 63.4 Neutral, 26.8 Positive
- **Besigye**: 18.0 Negative, 64.4 Neutral, 17.5 Positive
- **Bwanika**: 8.3 Negative, 69.4 Neutral, 22.2 Positive
- **Mabirizi**: 12.8 Negative, 56.4 Neutral, 30.8 Positive
- **Kyayaa**: 5.7 Negative, 62.9 Neutral, 31.4 Positive
- **Museveni**: 17.2 Negative, 61.1 Neutral, 21.6 Positive
Tone of coverage in TV by candidate

Tone of coverage by candidate (%) n=620

Mbabazi  | Baryamureeba | Biraro | Besigye | Bwanika | Mabirizi | Kyayaa | Museveni
---|---|---|---|---|---|---|---
16.7 | 5.7 | 3.1 | 12.6 | 2.7 | 11.1 | 7.7 | 4.5
61.4 | 51.4 | 46.9 | 62.2 | 62.2 | 51.9 | 46.2 | 66.4
22.0 | 42.9 | 50.0 | 25.2 | 35.1 | 37.0 | 46.2 | 29.1

Green: Negative  
Red: Neutral  
Blue: Positive
Tone of coverage in radio by candidate

Tone of coverage (%) n=832

- Mbabazi: 11.5% Negative, 70.7% Neutral, 17.8% Positive
- Banyamureeba: 15.8% Negative, 81.6% Neutral, 19.6% Positive
- Biraro: 9.0% Negative, 80.4% Neutral, 16.6% Positive
- Besigye: 16.4% Negative, 74.6% Neutral, 17.8% Positive
- Bwanika: 6.3% Negative, 82.2% Neutral, 15.6% Positive
- Mabirizi: 17.5% Negative, 78.1% Neutral, 15.6% Positive
- Kyado: 82.5% Negative, 82.2% Neutral, 17.5% Positive
- Museveni: 8.2% Negative, 73.6% Neutral, 18.2% Positive
#Trends: Tone of coverage - newspaper

**Tone of coverage (%)**

- **Positive**
- **Neutral**
- **Negative**

### Graph Details:
- **September:** 58%
- **October:** 58.2%
- **November:** 56.4%
- **December:** 66.7%
- **January:** 63.3%

### Data Points:
- **September:**
  - Positive: 21.4%
  - Neutral: 20.5%
  - Negative: 13.6%
- **October:**
  - Positive: 28.2%
  - Neutral: 13.6%
  - Negative: 13.2%
- **November:**
  - Positive: 30.4%
  - Neutral: 15.6%
  - Negative: 15.6%
- **December:**
  - Positive: 17.7%
  - Neutral: 15.6%
  - Negative: 15.1%
- **January:**
  - Positive: 21.6%
  - Neutral: 15.6%
  - Negative: 15.1%
#Trends: Tone of coverage - television

![Tone of coverage graph](graph.png)

- Positive
- Neutral
- Negative

<table>
<thead>
<tr>
<th>Month</th>
<th>Positive (%)</th>
<th>Neutral (%)</th>
<th>Negative (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>November</td>
<td>27.9</td>
<td></td>
<td></td>
</tr>
<tr>
<td>December</td>
<td>20.1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>January</td>
<td>26.9</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

November: 27.9%
December: 20.1%
January: 26.9%
#Trends: Tone of coverage - radio

**Tone of coverage (%)**

November: Positive 8, Neutral 60, Negative 8
December: Positive 32, Neutral 63.5, Negative 12.2
January: Positive 18.8, Neutral 71.3, Negative 9.9
Reporting approach

- Conventional reporting approach dominant for all three media in January.

**General trend:** The findings show an upward trend in conventional reporting for newspaper, TV and radio between December and January.
Reporting approach by media type

Reporting approach (%)

<table>
<thead>
<tr>
<th>Media Type</th>
<th>Enterprise</th>
<th>Investigative</th>
<th>Interpretive</th>
<th>Conventional</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newspaper</td>
<td>10.3</td>
<td>10.1</td>
<td>8.1</td>
<td>71.5</td>
</tr>
<tr>
<td>TV</td>
<td>5.5</td>
<td>4.8</td>
<td>0.3</td>
<td>87.7</td>
</tr>
<tr>
<td>Radio</td>
<td>2.9</td>
<td>5.7</td>
<td>0.3</td>
<td>91.1</td>
</tr>
</tbody>
</table>

Legend:
- Enterprise
- Investigative
- Interpretive
- Conventional
Reporting approach by television

Reporting approach (%) N=517, N1=505

Bukedde
NBS
NTV Uganda
UBC
WBS

Bukedde: 99.1% Conventional, 0.9% Investigative, 16.3% Interpretive
NBS: 62.5% Conventional, 7.5% Investigative, 13.8% Interpretive, 16.3% Enterprise
NTV Uganda: 91.5% Conventional, 6.9% Investigative, 0.8% Interpretive
UBC: 91.6% Conventional, 8.4% Investigative, 0.8% Interpretive
WBS: 86.3% Conventional, 5.3% Investigative, 3.2% Enterprise, 5.3% Interpretive
#Trends: Reporting approach - newspaper

Reporting approach (%)

- Conventional
- Interpretive
- Investigative
- Enterprise

September:
- Conventional: 70.2%
- Interpretive: 11.9%
- Investigative: 14.7%
- Enterprise: 3.1%

October:
- Conventional: 61.5%
- Interpretive: 12.3%
- Investigative: 21.4%
- Enterprise: 4.8%

November:
- Conventional: 75.3%
- Interpretive: 9.6%
- Investigative: 8.9%
- Enterprise: 6.1%

December:
- Conventional: 69.8%
- Interpretive: 11.3%
- Investigative: 8.5%
- Enterprise: 10.4%

January:
- Conventional: 71.5%
- Interpretive: 8.1%
- Investigative: 10.1%
- Enterprise: 10.3%
#Trends: Reporting approach - television

<table>
<thead>
<tr>
<th></th>
<th>Reporting approach (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>November</td>
<td>84.9</td>
</tr>
<tr>
<td>December</td>
<td>76.6</td>
</tr>
<tr>
<td>January</td>
<td>87.7</td>
</tr>
</tbody>
</table>

Reporting approach (%)

- Conventional
- Interpretive
- Investigative
- Enterprise
#Trends: Reporting approach - radio

**Reportining approach (%)**

- **November**: 73.3%
  - Conventional: 12.3%
  - Enterprise: 5.5%
  - Interpretive: 8.9%
  - Investigative: 0%

- **December**: 88.5%
  - Conventional: 3.8%
  - Enterprise: 5.4%
  - Interpretive: 2.3%
  - Investigative: 0%

- **January**: 91.1%
  - Conventional: 2.9%
  - Enterprise: 5.7%
  - Interpretive: 0.3%
  - Investigative: 0%
Issues vs. personalities

- Issue-based reporting dominant in January for newspaper, TV and radio.

**Overall trend:**
Except for newspaper, the media registered significant increase in the number of issue-based stories between December and January.
Issues vs. personalities by media type

<table>
<thead>
<tr>
<th>Media Type</th>
<th>Issues %</th>
<th>Personality %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newspaper</td>
<td>63.1</td>
<td>36.9</td>
</tr>
<tr>
<td>TV</td>
<td>71.8</td>
<td>28.2</td>
</tr>
<tr>
<td>Radio</td>
<td>77.6</td>
<td>22.4</td>
</tr>
</tbody>
</table>

Issues Vs Personality (%)
Issues vs. personalities by newspaper

Issue Vs Personality (%) N=877, N1=477
Issues vs. personalities by television

**Issue Vs Personality (%) N=517, N1=312**

<table>
<thead>
<tr>
<th>Channel</th>
<th>Issues (%)</th>
<th>Personality (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bukedde</td>
<td>82.4</td>
<td>17.6</td>
</tr>
<tr>
<td>NBS</td>
<td>73.0</td>
<td>27.0</td>
</tr>
<tr>
<td>NTV Uganda</td>
<td>66.2</td>
<td>33.8</td>
</tr>
<tr>
<td>UBC</td>
<td>64.6</td>
<td>35.4</td>
</tr>
<tr>
<td>WBS</td>
<td>66.7</td>
<td>33.3</td>
</tr>
</tbody>
</table>
#Trends: Issues vs. personality - newspaper

![Issue Vs Personality (%)](image)

- Issues
- Personality

- September: 39.5
- October: 42.8
- November: 40.3
- December: 33.5
- January: 36.9

- September: 60.5
- October: 57.2
- November: 59.7
- December: 66.5
- January: 63.1
#Trends: Issues vs. personalities - television

![Graph showing trends in issues vs. personalities](image-url)
#Trends: Issues vs. personalities - radio

![Graph showing the trend of issues vs. personalities over months (November, December, January)]
Background and context

- The media to a large extent provided background and context to election stories in January.

**Overall trend**: Findings show a sharp decline in provision of background and context for newspaper, TV and radio between December and January.
Background & context by media type

<table>
<thead>
<tr>
<th>Media Type</th>
<th>Background &amp; context (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newspaper</td>
<td>45.1 / 54.9</td>
</tr>
<tr>
<td>TV</td>
<td>49.7 / 50.3</td>
</tr>
<tr>
<td>Radio</td>
<td>59.0 / 41.0</td>
</tr>
</tbody>
</table>

Yes: Green; No: Blue
Background & context by newspaper

Background & context by publication (%) N=877, N1=486

- New Vision: Yes 38.2, No 61.8
- Monitor: Yes 54.7, No 45.3
- The Observer: Yes 83.7, No 16.3
- Red Pepper: Yes 42.3, No 57.7
- Bukedde: Yes 85.1, No 14.9
- Etop: Yes 77.8, No 22.2
- Rupiny: Yes 100, No 0
- Orumuri: Yes 81.8, No 18.2
- The Independent: Yes 57.1, No 42.9
Background & context by television

Background & context by TV (%) N=517, N1=364

- Bukedde: 38.0% Yes, 62.0% No
- NBS: 61.8% Yes, 38.2% No
- NTV Uganda: 53.8% Yes, 46.2% No
- UBC: 47.5% Yes, 52.5% No
- WBS: 52.3% Yes, 47.7% No
Trends: Background & context - newspaper

Background & context (%)

- September: 67.7%
- October: 70.6%
- November: 65.6%
- December: 62.8%
- January: 54.9%

No: 32.3%  29.4%  34.4%  37.2%  45.1%
Yes: 67.7%  70.6%  65.6%  62.8%  54.9%
#Trends: Background & context - television
#Trends: Background & context - radio

Background & context (%)

- November: 52.4% No, 47.6% Yes
- December: 61% Yes, 39% No
- January: 59.0% Yes, 41.0% No
**Interrogation of claims**

- Generally, the media did not interrogate claims and promises by presidential candidates in January.

For instance, an analysis of *New Vision, Daily Monitor, The Observer* and *Red Pepper* shows that only *New Vision* carried front page lead stories on campaign promises (of Museveni/NRM) in January. The other three publications did not.

**Overall trend:** Except for newspaper, the media registered a notable increase in the number of stories that interrogated claims and promises of presidential candidates between December and January.
Interrogation of claims by media type

Interrogation of claims & promises (%)

<table>
<thead>
<tr>
<th>Media Type</th>
<th>Yes (%</th>
<th>No (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newspaper</td>
<td>34.9</td>
<td>64.1</td>
</tr>
<tr>
<td>TV</td>
<td>23.8</td>
<td>76.2</td>
</tr>
<tr>
<td>Radio</td>
<td>29.2</td>
<td>70.8</td>
</tr>
</tbody>
</table>
Interrogation of claims by newspaper

Interrogation of claims & promises (%) N=877, N1=421

<table>
<thead>
<tr>
<th>Newspaper</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Vision</td>
<td>32.7</td>
<td>67.3</td>
</tr>
<tr>
<td>Monitor</td>
<td>34.5</td>
<td>65.5</td>
</tr>
<tr>
<td>The Observer</td>
<td>33.3</td>
<td>66.7</td>
</tr>
<tr>
<td>Red Pepper</td>
<td>25.3</td>
<td>74.7</td>
</tr>
<tr>
<td>Bukedde</td>
<td>58.6</td>
<td>41.4</td>
</tr>
<tr>
<td>Etop</td>
<td>16.7</td>
<td>83.3</td>
</tr>
<tr>
<td>Rupiny</td>
<td>100</td>
<td></td>
</tr>
<tr>
<td>Orumuri</td>
<td>90.0</td>
<td></td>
</tr>
<tr>
<td>The Independent</td>
<td>55.6</td>
<td></td>
</tr>
</tbody>
</table>
Interrogation of claims & promises by television

**Interrogation of claims (%) N=517, N1=323**

- **Bukedde**: 94.1 (Yes), 5.9 (No)
- **NBS**: 55.1 (Yes), 44.9 (No)
- **NTV Uganda**: 75.8 (Yes), 24.2 (No)
- **UBC**: 85.5 (Yes), 14.5 (No)
- **WBS**: 65.0 (Yes), 35.0 (No)
#Trends: Interrogation of claims - newspaper

![Graph showing trends in Interrogation of claims (%)]
#Trends: Interrogation of claims - television

**Interrogation of claims (%)**

- November: 70.8%
- December: 81.5%
- January: 76.2%

**Charts:**
- Blue line: No
- Green line: Yes
#Trends: Interrogation of claims - radio

![Graph showing the percentage of interrogations of claims over the months of November, December, and January. The graph compares the number of interrogations where the claim was not made (No) and where the claim was made (Yes). The data points for each month are as follows:

- November: 70% (No), 30% (Yes)
- December: 76.2% (No), 23.8% (Yes)
- January: 70.8% (No), 29.2% (Yes)
Most election stories by the media were single-sourced in January.

**Overall trend:** The media has been largely relying on single-sourced stories since September.

Except newspapers that have been registering a decline in single-sourced stories since November, the media recorded a rise in number of single-sourced stories between December and January.
Number of sources by media type

**Number of sources (%)**

- **Newspaper**
  - Single source: 56.6%
  - Double sources: 19.3%
  - Triple sources: 9.7%
  - Multiple sources: 14.4%

- **TV**
  - Single source: 68.8%
  - Double sources: 18.9%
  - Triple sources: 5.3%
  - Multiple sources: 5.3%

- **Radio**
  - Single source: 78.4%
  - Double sources: 14.3%
  - Triple sources: 7%
  - Multiple sources: 2.1%
#Trends: Number of sources - newspaper

**Number of sources (%)**

- **September**: Single source 54.7%, Double sources 22.2%, Triple sources 15.2%, Multiple sources 7.8%
- **October**: Single source 59.3%, Double sources 15.6%, Triple sources 12.3%, Multiple sources 12.8%
- **November**: Single source 62.1%, Double sources 18.5%, Triple sources 7.4%, Multiple sources 12.1%
- **December**: Single source 57.4%, Double sources 16.5%, Triple sources 9.8%, Multiple sources 16.4%
- **January**: Single source 56.6%, Double sources 19.3%, Triple sources 9.7%, Multiple sources 14.4%
#Trends: Number of sources - television

### Number of sources (%)

<table>
<thead>
<tr>
<th>Month</th>
<th>Single source (%)</th>
<th>Double sources (%)</th>
<th>Triple sources (%)</th>
<th>Multiple sources (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>November</td>
<td>63.3</td>
<td>23.6</td>
<td>7.4</td>
<td>5.7</td>
</tr>
<tr>
<td>December</td>
<td>58.8</td>
<td>23.2</td>
<td>10.0</td>
<td>8.0</td>
</tr>
<tr>
<td>January</td>
<td>68.8</td>
<td>18.9</td>
<td>7.0</td>
<td>5.3</td>
</tr>
</tbody>
</table>

Legend:
- Single source
- Double sources
- Triple sources
- Multiple sources
#Trends: Number of sources - radio

**Number of sources (%)**

<table>
<thead>
<tr>
<th>Source Type</th>
<th>November</th>
<th>December</th>
<th>January</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single source</td>
<td>78.1</td>
<td>77.4</td>
<td>78.4</td>
</tr>
<tr>
<td>Two sources</td>
<td>14.3</td>
<td>14.8</td>
<td>14.3</td>
</tr>
<tr>
<td>Three sources</td>
<td>4.7</td>
<td>5.4</td>
<td>5.2</td>
</tr>
<tr>
<td>Multiple sources</td>
<td>2.8</td>
<td>2.4</td>
<td>2.1</td>
</tr>
</tbody>
</table>
Male sources dominant in election stories by newspaper, TV and radio in January.

**Overall trend**: Dominance of male sources across all three media since September.

- Rise in number of male sources for all three media between December and January.
Gender of sources by media type

Gender of sources (%)

<table>
<thead>
<tr>
<th>Media Type</th>
<th>Male (%)</th>
<th>Female (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newspaper</td>
<td>85.3</td>
<td>14.7</td>
</tr>
<tr>
<td>TV</td>
<td>88.5</td>
<td>11.5</td>
</tr>
<tr>
<td>Radio</td>
<td>87.8</td>
<td>12.2</td>
</tr>
</tbody>
</table>
Gender of sources by newspaper

Gender of sources by newspaper (%) n=1,542

<table>
<thead>
<tr>
<th>Newspaper</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Vision</td>
<td>84.3</td>
<td>15.7</td>
</tr>
<tr>
<td>Monitor</td>
<td>87.4</td>
<td>12.6</td>
</tr>
<tr>
<td>The Observer</td>
<td>86.8</td>
<td>13.2</td>
</tr>
<tr>
<td>Red Pepper</td>
<td>86.1</td>
<td>13.9</td>
</tr>
<tr>
<td>Bukedde</td>
<td>85.8</td>
<td>14.2</td>
</tr>
<tr>
<td>Etop</td>
<td>64.1</td>
<td>35.9</td>
</tr>
<tr>
<td>Rupiny</td>
<td>64.5</td>
<td>35.5</td>
</tr>
<tr>
<td>Orumuri</td>
<td>91.7</td>
<td>8.3</td>
</tr>
<tr>
<td>The Independent</td>
<td>90.2</td>
<td>9.8</td>
</tr>
</tbody>
</table>
## Gender of Sources by TV Station

<table>
<thead>
<tr>
<th>TV Station</th>
<th>Male %</th>
<th>Female %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bukedde</td>
<td>80.0</td>
<td>20.0</td>
</tr>
<tr>
<td>NBS</td>
<td>95.2</td>
<td>4.8</td>
</tr>
<tr>
<td>NTV Uganda</td>
<td>88.0</td>
<td>12.0</td>
</tr>
<tr>
<td>UBC</td>
<td>89.9</td>
<td>10.1</td>
</tr>
<tr>
<td>WBS</td>
<td>93.8</td>
<td>6.2</td>
</tr>
</tbody>
</table>

*Gender of sources by TV station (%) n=733*
#Trends: Sourcing by gender - newspaper

Gender of sources (%)

- **Male**
  - September: 84.3
  - October: 82.2
  - November: 84.1
  - December: 82.7
  - January: 85.3

- **Female**
  - September: 15.7
  - October: 17.8
  - November: 15.9
  - December: 17.4
  - January: 14.7
#Trends: Sourcing by gender - television

Gender of sources (%)

November: Female 12.6, Male 87.4
December: Female 16.0, Male 84.0
January: Female 11.5, Male 88.5
#Trends: Sourcing by gender - radio

Gender of sources (%)

- **November**: Female 11.4, Male 88.6
- **December**: Female 13.3, Male 86.7
- **January**: Female 12.2, Male 87.8
### Occupation of source by media type

#### NEWSPAPER (%) n=1,598

<table>
<thead>
<tr>
<th>Role</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Presidential candidate</td>
<td>29.0</td>
</tr>
<tr>
<td>Ordinary person</td>
<td>16.8</td>
</tr>
<tr>
<td>Parliamentary candidate</td>
<td>11.7</td>
</tr>
<tr>
<td>Party official</td>
<td>11.3</td>
</tr>
<tr>
<td>Candidates agent</td>
<td>5.6</td>
</tr>
<tr>
<td>Expert</td>
<td>4.2</td>
</tr>
<tr>
<td>Police Representative</td>
<td>3.9</td>
</tr>
<tr>
<td>NGO/CSO official</td>
<td>3.1</td>
</tr>
<tr>
<td>Electoral Commission...</td>
<td>3.0</td>
</tr>
<tr>
<td>Anonymous</td>
<td>2.8</td>
</tr>
<tr>
<td>Executive</td>
<td>2.1</td>
</tr>
<tr>
<td>Religious leader</td>
<td>2.0</td>
</tr>
<tr>
<td>Business person</td>
<td>1.4</td>
</tr>
<tr>
<td>Judicial Officer</td>
<td>1.1</td>
</tr>
<tr>
<td>Election observer</td>
<td>0.9</td>
</tr>
<tr>
<td>Army</td>
<td>0.6</td>
</tr>
<tr>
<td>Donor</td>
<td>0.1</td>
</tr>
</tbody>
</table>

#### TELEVISION (%) n=739

<table>
<thead>
<tr>
<th>Role</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Presidential candidate</td>
<td>42.9</td>
</tr>
<tr>
<td>Ordinary person</td>
<td>10.7</td>
</tr>
<tr>
<td>Parliamentary candidate</td>
<td>7.7</td>
</tr>
<tr>
<td>Party official</td>
<td>7.6</td>
</tr>
<tr>
<td>Candidates agent</td>
<td>6.9</td>
</tr>
<tr>
<td>NGO/CSO official</td>
<td>5.7</td>
</tr>
<tr>
<td>Expert</td>
<td>4.2</td>
</tr>
<tr>
<td>Electoral Commission...</td>
<td>4.1</td>
</tr>
<tr>
<td>Police Representative</td>
<td>2.7</td>
</tr>
<tr>
<td>Religious leader</td>
<td>2.6</td>
</tr>
<tr>
<td>Executive</td>
<td>1.9</td>
</tr>
<tr>
<td>Election observer</td>
<td>1.1</td>
</tr>
<tr>
<td>Judicial Official</td>
<td>0.7</td>
</tr>
<tr>
<td>Army</td>
<td>0.4</td>
</tr>
<tr>
<td>Anonymous</td>
<td>0.4</td>
</tr>
<tr>
<td>Donor</td>
<td>0.3</td>
</tr>
<tr>
<td>Business person</td>
<td>0.3</td>
</tr>
</tbody>
</table>

#### RADIO (%) n=964

<table>
<thead>
<tr>
<th>Role</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Presidential candidate</td>
<td>31.8</td>
</tr>
<tr>
<td>Parliamentary candidate</td>
<td>12.9</td>
</tr>
<tr>
<td>Party official</td>
<td>12.2</td>
</tr>
<tr>
<td>NGO/CSO official</td>
<td>8.8</td>
</tr>
<tr>
<td>Electoral Commission official</td>
<td>7.9</td>
</tr>
<tr>
<td>Candidates agent</td>
<td>6.7</td>
</tr>
<tr>
<td>Ordinary person</td>
<td>5.1</td>
</tr>
<tr>
<td>Police Representative</td>
<td>4.6</td>
</tr>
<tr>
<td>Executive</td>
<td>2.9</td>
</tr>
<tr>
<td>Expert</td>
<td>1.9</td>
</tr>
<tr>
<td>Religious leader</td>
<td>1.8</td>
</tr>
<tr>
<td>Election observer</td>
<td>1.5</td>
</tr>
<tr>
<td>Judicial Official</td>
<td>0.7</td>
</tr>
<tr>
<td>Army</td>
<td>0.4</td>
</tr>
<tr>
<td>Business person</td>
<td>0.3</td>
</tr>
<tr>
<td>Other</td>
<td>0.2</td>
</tr>
<tr>
<td>Anonymous</td>
<td>0.2</td>
</tr>
<tr>
<td>Donor</td>
<td>0.1</td>
</tr>
</tbody>
</table>
OBSERVATIONS & CONCLUSIONS
General observations & conclusions (1)

- Ordinary persons among top five most quoted sources in newspaper and TV stories since November. However, radio, considered the true mass media in the country, has not adequately sourced ordinary persons in election stories.
- The media is focusing more on issue-based reporting as the country inches closer to polling day.
- Significant improvement in coverage (space & time allocation) of presidential candidates Biraro, Mabirizi, Kyalya, Bwanika and Baryamureeba by all three media between December and January.
General observations & conclusions (2)

- Male sources still the majority at more than 80% across all media, with number of female sources declining between December and January.

- The parliamentary election has not been prominently and adequately covered by the media since September. For instance, despite the more localized nature of the parliamentary polls, radio – which has more reach in up-country areas, has not dwelt much in covering it.

- A sharp decline in provision of background and context across all three media between December and January.
Inquiries and information:

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Twitter: ACME_Uganda
Email: [info@acme-ug.org](mailto:info@acme-ug.org)