

Media Coverage & Public Appreciation

What TMF's M&E activities tell us

About TMF

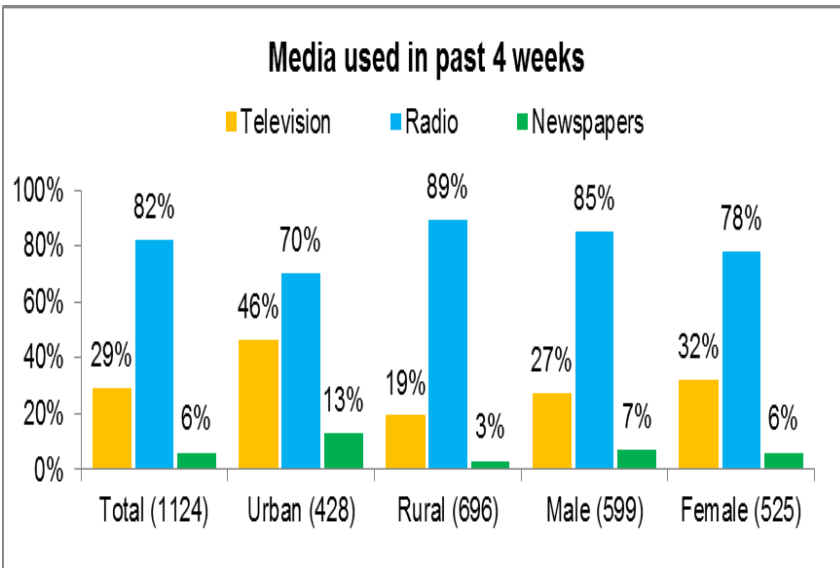
- Contributing to domestic accountability through grant & learning support to the media (individuals and institutions) since 2008.
- Over 110 institutional grantees to date
- Over 520 individual grantees to date
- End of 2012: public perception survey on public appreciation of the media
- 2013 & 2014: content analyses involving TMF & control group
- 2014: first audience survey

What are people doing?

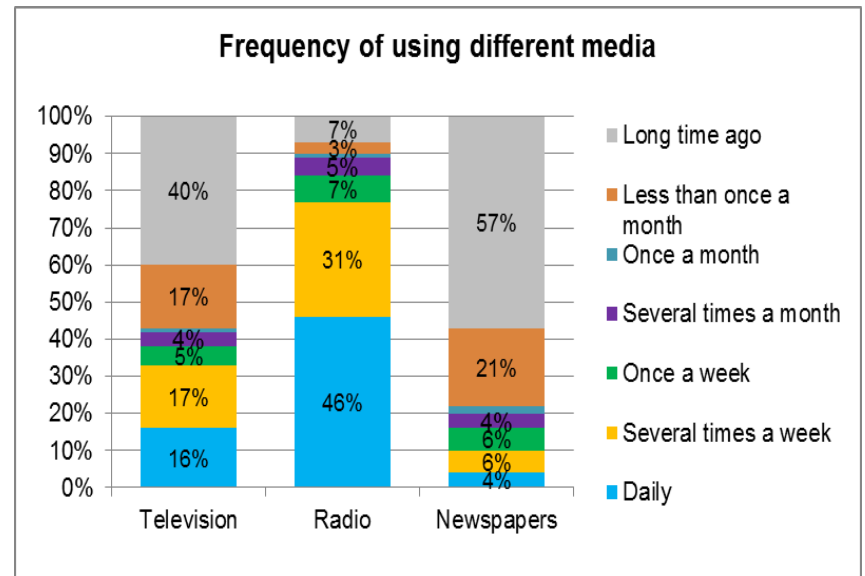
A decorative graphic consisting of a solid teal horizontal bar that spans the width of the slide. Below this bar, on the right side, there are several horizontal lines of varying lengths and colors, including teal and white, creating a layered, abstract effect.

Usage

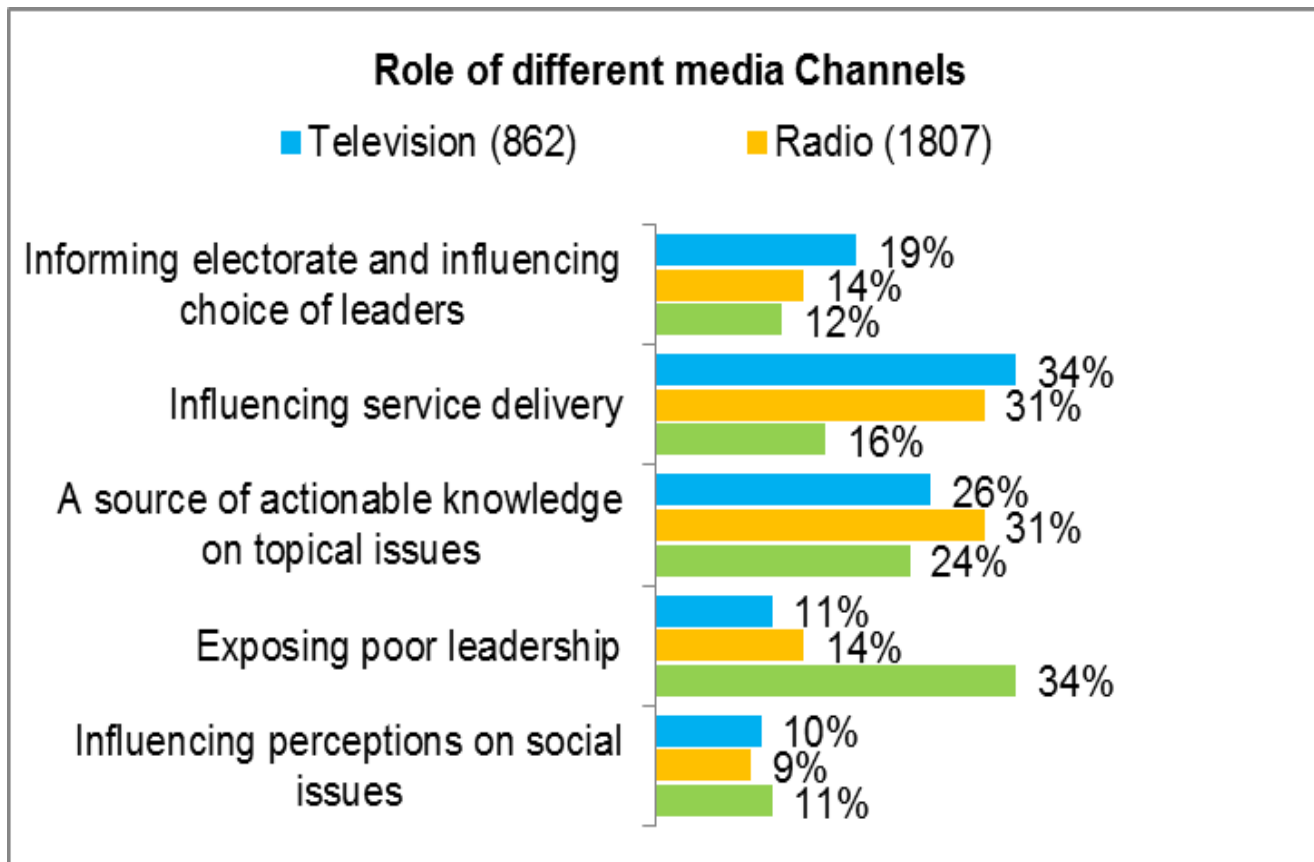
Overall media use



Frequency of use



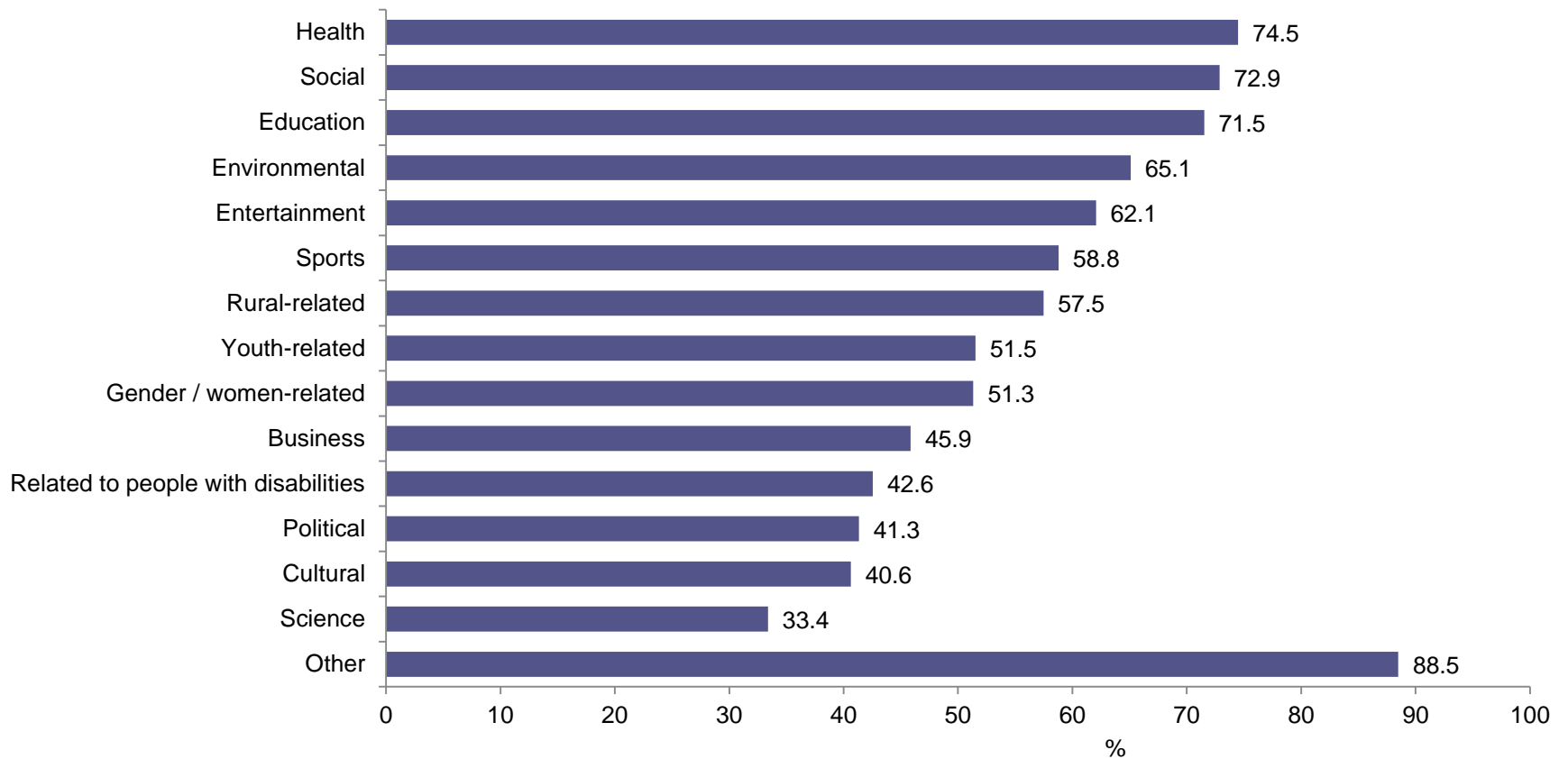
Role of media



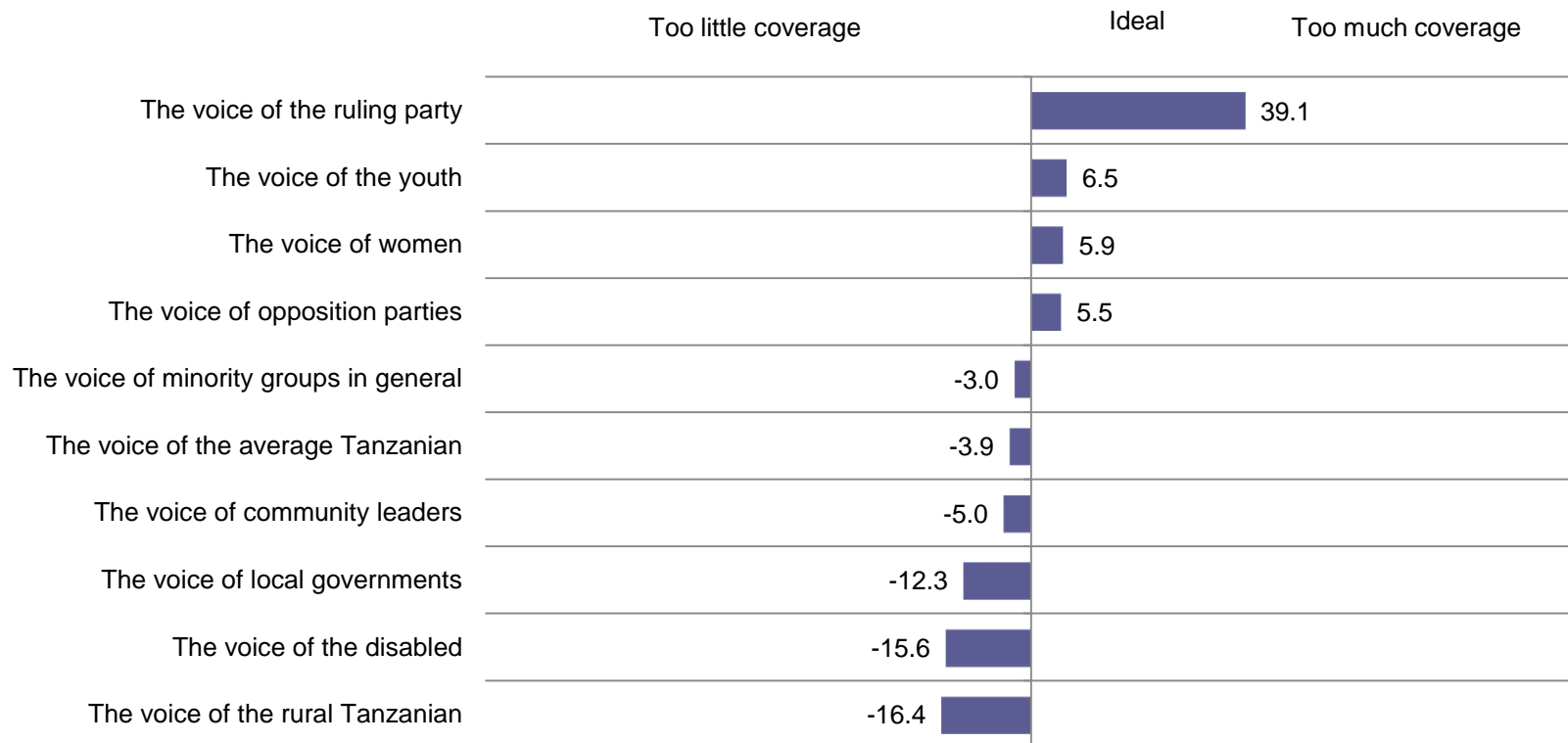
What do people want?



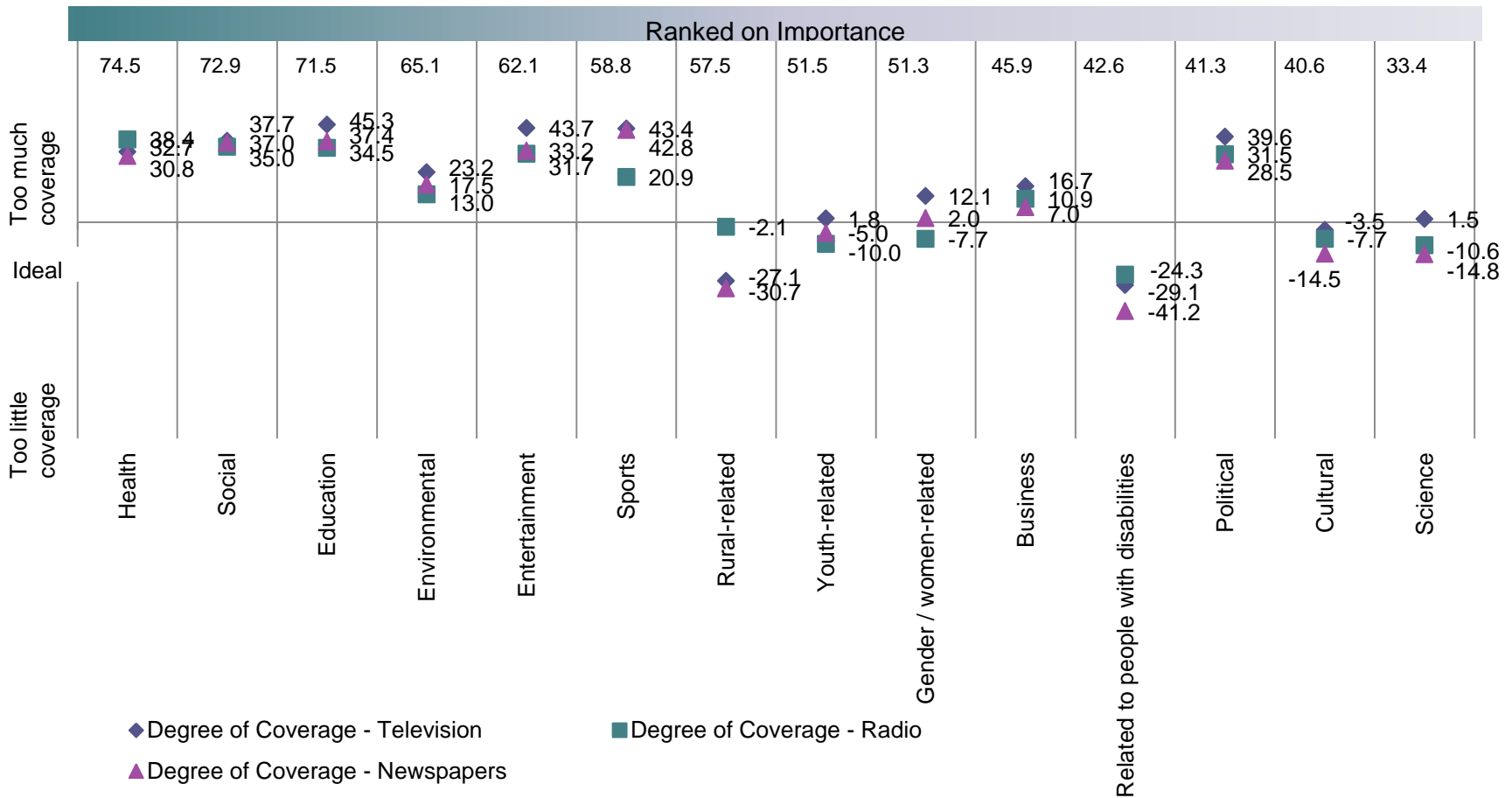
Interesting topics for the public



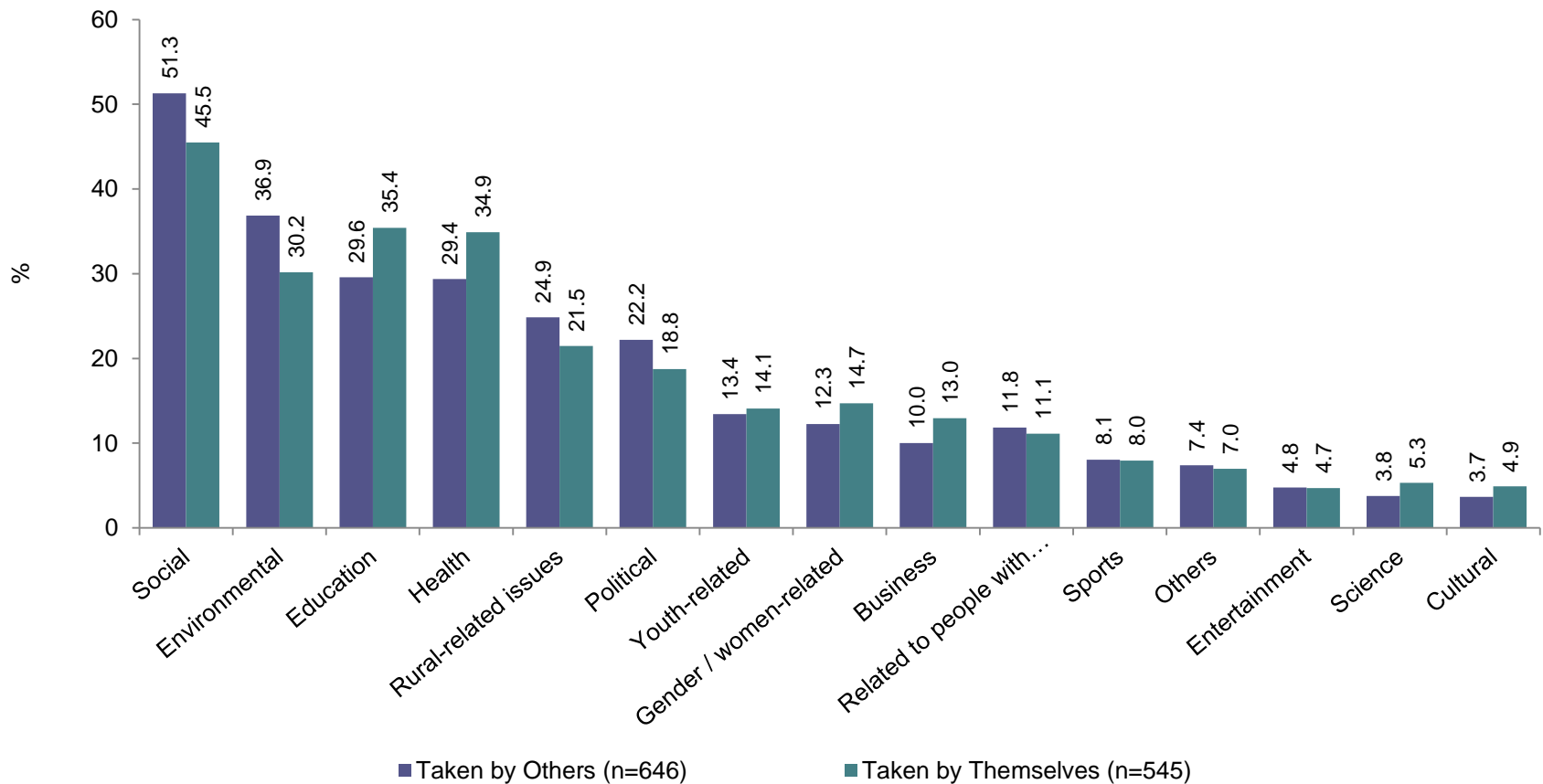
Who is being covered



What is being covered



What motivates people?



What is media delivering?

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Coverage of issues

	Major cities	Rural areas	Mixed
Non-TMF	42.4%	25.4%	32.2%
TMF	11.0%	82.3%	6.7%

	Non TMF	TMF
Authorities (executive & central government)	45.8%	72.2%
MPs and Political Parties	17.8%	13.9%
Judiciary and Security forces	15.3%	19.1%
Ordinary people (workers, peasants and general public)	33.1%	70.8%
Doctors and Experts	19.5%	19.6%
Special (media, culture and religion)	19.5%	23.9%

Quality of products

- Putting figures into context is a serious problem: only 36% of products do so adequately
- Nearly half of all products show only 1 perspective
- Less than 60% of all products has a clear-cut idea for the story
- Less than 65% provide a coherent story
- Giving background happens in about 30% of the cases

Thank you

The public perception survey, the content analyses and a modified version of the audience survey are available on:

www.tmf.or.tz/about

www.tmf.or.tz/news