



Rwanda Governance Board

RWANDA MEDIA BAROMETER

Final Report

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ACKNOWLEDGMENT

The Rwanda Media Barometer (RMB) was established with the central goal of setting up a comprehensive framework of media development to be used for regular monitoring and assessment of the state of media in Rwanda. It is expected that such an assessment will allow, overtime, to identify gaps in terms of media policies, laws, capacities, values and practices that need to be filled in a bid to promote a very highly performing and sustainable media industry, serving as a key driver of the country holistic development.

The RMB is the first of the kind and comes at the right time. As a matter of fact, it has been conducted while not only a number of media reforms were underway, but also an increase in media outlets (especially the broadcasting sector) proves to be visible. One of the many merits of this barometer resides both in its participatory approach and its triangulation of data sources and methods. It has been participatory in that various media stakeholders were regularly associated in providing their inputs and comments throughout the whole process and eventually validated each and every step. As regards the triangulation, one should note that researchers resorted to a variety of methods (questionnaire survey, key informants interviews, focus group discussions and desk research), while media practitioners and managers, ordinary people, civil society organizations, selected government officials and development partners provided relevant data and information.

On behalf of Rwanda Governance Board (RGB) I would like to warmly commend those whose role has been vital in making this barometer successful. First and foremost, UNDP that granted the whole financial support required for the RMB project from its inception to its completion.

My heartfelt thanks go to Transparency International – Rwanda which conducted this research, and especially its Executive Director, Apollinaire Mupiganyi, whose inputs and guidance throughout this research were tremendously instrumental.

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Last but not least, I would like extend my gratitude to all those development partners, citizens, media practitioners and managers, representatives of civil societies organizations that, throughout the whole fieldwork provided data and information which served as the backbone of this barometer.

Prof SHYAKA Anastase
CEO, Rwanda Governance Board

EXECUTIVE SUMMARY

The Rwanda Media Barometer examined the state of media development in Rwanda through the collection of perceptions and experience of various media stakeholders and consumers including ordinary people, media practitioners and managers, civil society organisations, development partners, media experts, and relevant government officials. Specific objectives of this venture included:

- Use RMB research tools for comprehensively measuring the status of media with regard to national values and international best practices;
- Review media's progress in the country since 1994 and examine challenges possibly impeding the desired rate of media development.
- Gather information concerning media development and access to information from all media sectors including, but not limited to, television, radio, print, internet, media platforms and other forms of journalism that exist in Rwanda through pre-approved questionnaires;
- Identify skills available that may facilitate and implement effective strategies that encourage dissemination of information and growth of media production ;
- Identify projects implemented by media institutions and related problems in the implementation process; and
- Make recommendations which will improve media development in the country.

The RMB is based on six indicators of media development and which were inspired by internationally media development assessment frameworks as well as the Rwandan context. The development of those indicators (and their sub-indicators) was participatory as mentioned above. They include the following:

- A system of regulation conducive to freedom of expression and media freedom
- Plurality and diversity of the media, level economic playing field and transparency of ownership
- Media as a platform for democratic discourse
- Media development, professional capacity building and supporting institutions that underpin media freedom
- Infrastructural capacity sufficient to support independent and pluralist media
- Media availability and access to information for citizens

The implementation of this barometer relied on a mix of quantitative and qualitative approaches whereby structured questionnaires were administered to 2600 ordinary people, 145 media practitioners and 160 representatives of CSOs. In addition, a series of focus group discussions with CSOs and ordinary people and interviews with key informants including media practitioners, media managers, government officials and development partners were conducted to complement the data from the questionnaires and desk research. A number of key findings emerged from this study and include some of the following:

Overall, the study suggested that the level of media development in Rwanda stands fairly high (60.7%). The system of regulation conducive to freedom of expression and media freedom is perceived slightly higher (71.5%) than the rest; followed by the level of

infrastructural capacity sufficient to support independent and pluralist media (68.1%), media as a platform for democratic discourse (67.1%). The remaining indicators prove to be the weakest and include media availability and access to information for citizens (55.2%), media development, professional capacity building and supporting institutions that underpin media freedom (51.9%) and plurality and diversity of the media, level economic playing field and transparency of ownership (50.4%). The three of them fall in moderate.

As regards the first indicator, ordinary people prove to be more satisfied (89.5%) than other categories with the system of regulation conducive to freedom of expression and media freedom; followed by media practitioners (66.1%), while CSOs remain the least satisfied (62.3%). However, the study revealed a low level of awareness of legal frameworks and rights especially among ordinary people and an important proportion of media practitioners who self-censored themselves (30.9%) over the last 12 months due to fear of consequences.

Concerning the indicator on plurality and diversity of the media, level economic playing field and transparency of ownership, this stands moderately developed as perceived by media practitioners (54.5%) and ordinary people (52.4%), while CSOs find it at a low level of development (32.2%). In the same vein, anti-monopoly laws prove not enforced in order to avoid excessive concentrations of media ownership, while public, private and community media do not enjoy equal treatment in the granting of access to information.

As far as the third indicator is concerned, the survey indicated that overall level of media development from the viewpoint of media as a platform for democratic discourse proves high. Nevertheless, CSOs seem to be slightly more satisfied with this indicator than media practitioners and ordinary people. The latter remain with the lowest level of satisfaction (63.4%). That the media - public, private and community based – serve the needs of all groups in society proves to be the poorest level of perception (39.9%). It also emerged from this study that the level of women's access to media by women is perceived as moderate.

When it comes to the level of media development, professional capacity building and supporting institutions that underpin media freedom remains overall moderate as expressed by media practitioners (54.9%), ordinary people (44.9%) and CSOs (51%). Particular challenges were highlighted under this indicator and include the fact that trainings for media practitioners remain not yet satisfactory both in number and contents; media practitioners work in economically unstable conditions; lack of consultations in decision-making processes about the allocation of frequencies, lack of regular consultations with CSOs and the media sector to design the plan for spectrum allocation, as well as discrimination between State owned and private media outlets as regards allocation of advertisement.

Furthermore, the study came out with a high level of perception on the level of infrastructural capacity sufficient to support independent and pluralist media (68.1%). Such a high level seems to be largely explained by the political will and commitment of the Rwandan political leadership to promote ICT, as a development driver, in all areas of the country's life. The level of penetration of internet, mobile phone, etc. is said to be quickly increasing. However,

the low level of access of media organisations to modern technical facilities for news gathering, production and distribution remain a major challenge.

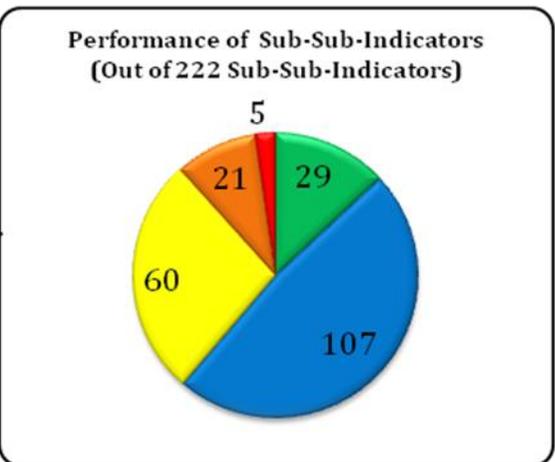
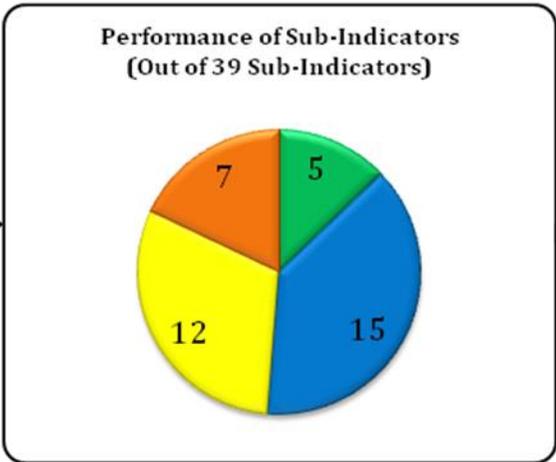
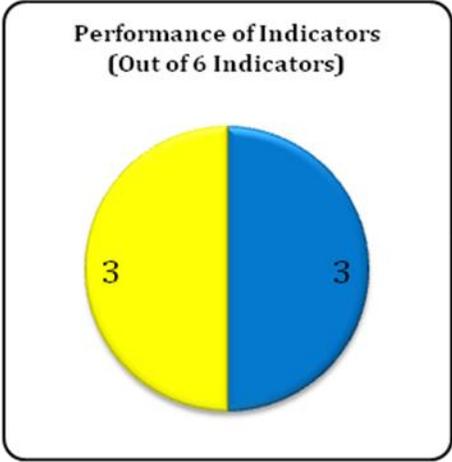
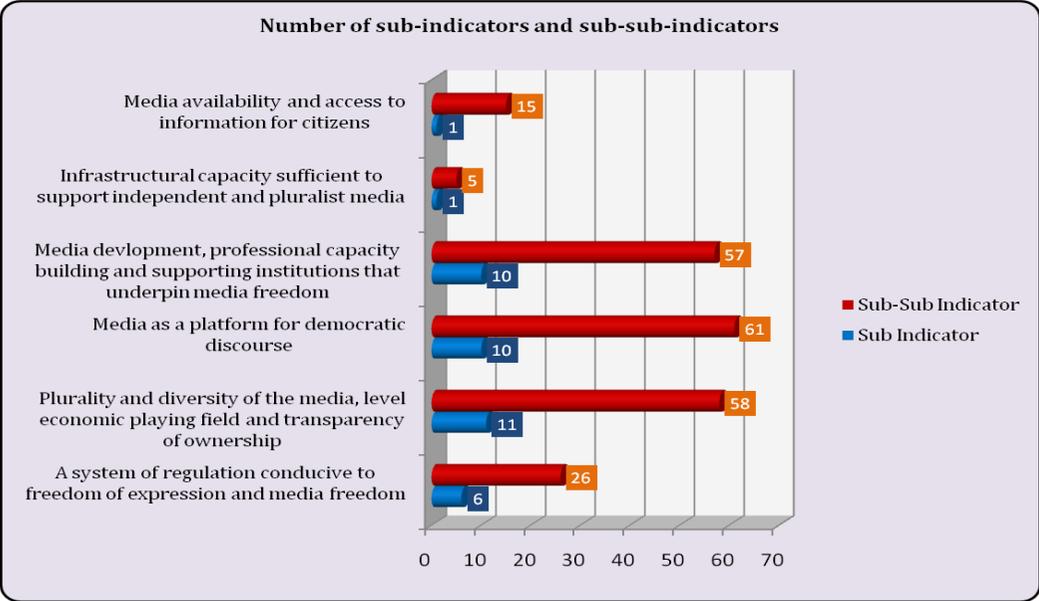
As regards the last indicator, the study revealed that the availability of print media and private television, accessibility to TV set, as well as affordability of TV set, internet connection and newspapers were perceived to be among the most problematic areas. Radio broadcast proved the most important channel (95.5%) through which ordinary people receive information on the country's life, followed by community meetings/umuganda/churches (59.2%). Internet/social media (9.4%), newspapers (15.3%) and television (26%) remain among the least used.

A series of recommendations were formulated based on major challenges/gaps which emerged from the study. In addition, a summary of scores is hereunder as derived from the RMB.

Summary of Rwanda Media Barometer 2013

A system of regulation conducive to freedom of expression and media freedom													71.5
1	Freedom of expression is guaranteed in law and respected in practice	89.2	Media Freedom is guaranteed in law and respected in practice	72.0	The right to information is guaranteed in law and respected in practice	82.0	Editorial independence is guaranteed in law and respected in practice	66.4	Journalist's right to protect their sources is guaranteed in law and respected in practice	89.7	Participation of the public and civil society organizations (CSO's) in shaping public policy towards media	48.8	
	Plurality and diversity of the media, level economic playing field and transparency of ownership												
2	State takes positive measures to promote pluralist media	50.2	State ensures compliance with measures to promote pluralist media	50.7	State actively promotes a diverse mix of public, private and community media	57.4	Independent and transparent regulatory system infrequency allocation	57.3	State and CSO's actively promote development of community media	33.6	State plan for spectrum allocation ensures optimal use for public interest	36.6	
	Independent and transparent regulatory system in media licensing	57.3	State uses taxation and business regulation to encourage media development in a non-discriminatory manner	70.0	State does not discriminate through advertising policy	35.6	Diversity is reflected in the content of both print and broadcast media	65.7	Diversity is reflected in the languages used by both print and	54.0			
Media as a platform for democratic discourse													67.1
3	The media – public, private and community based – serve the needs of all groups in society	39.9	Media organizations ensure their social responsibility by complying with the principle of unity and reconciliation of the Rwandan people	80.5	Media organizations ensure their social responsibility by complying with the principle of gender equality through their content	80.5	Media organizations ensure their social responsibility by complying with the principle of anti-corruption practices in their work	69.6	PSBs engage with the public and CSOs	55.7	Print and broadcast media have effective mechanisms of self regulation	64.3	

	Effective broadcasting code setting out requirements for fairness, balance and impartiality	68.6	The public displays high level of trust and confidence in the media	69.7	Media organizations responsive to public perceptions of their work	61.9	Journalists, associated media personnel and media organizations can practice their profession in safety	61.2				
	Media development, professional capacity building and supporting institutions that underpin media freedom										51.9	
4	Media professionals access training appropriate to their needs	56.3	Media managers including business managers access training appropriate to their needs	27.8	Training equips media professionals with skills to report on democracy and development	54.4	Academic courses equip students with skills and knowledge to contribute to democratic development	62.6	Media workers have the right to join independent trade unions and exercise their rights	65.7	Trade unions and professional associations provide advocacy on behalf of the profession	62.5
	CSO's monitor the media systematically	53.5	CSO's provide direct advocacy on issues of freedom of expression	36.1	CSO's help communities access information and get their voices heard	39.4	Media meet professional standards of quality	62.7				
5	Infrastructural capacity sufficient to support independent and pluralist media										68.1	
	Media organizations have access to modern technical facilities for news gathering, production and distribution										68.1	
6	Media availability and access to information for citizens										55.2	
	Both print and broadcast media and related facilities are available and accessible to citizens										55.2	
7	Overall scoring of Rwanda Media Barometer 2013										60.7	



ACCRONYMS

ADECCO: Association for Development through Communication
AJR: Association of Rwandan Journalists
ANSI: American National Standards Institute
ARFEM: Association of Rwandan Media Women
BBC: British Broadcasting Corporation
BNR: National Bank of Rwanda
BRD: Rwandan Bank of Development (BRD)
CSOs: Civil Society Organisations
DFID: Department for International Development
DHS: Demographic and Health Survey
DRC: Democratic Republic of Congo
EAC: East African Community Standards
EDPRS: Economic Development and Poverty Reduction Strategy
EICV: Enquete Integree des Conditions de Vie des ménages
ETSI: European Telecommunications Standardization Institute
FCC: Federal Communications Commission (USA)
FGDs: Focus Group Discussions
GLMC: Great Lakes Media Centre
ICCPR: International Covenant on Civil and Political Rights
ICT: Information Communication and Technology
IREX: International Research and Exchange Board
ITU: International Telecommunications Union
JADF: Joint Action Development Forum
KIIs: Key Informant Interviews
MHC: Media High Council
MINALOC: Ministry of Local Governments
NISR: National Institute of Statistics of Rwanda
NUR: National University of Rwanda
ORINFOR: Office Rwandais d'Information
RAMA: La Rwandaise d'Assurance Maladie
RBA: Rwanda Broadcasting Authority
REFO: Rwandan Editors' Forum
RGB: Rwanda Governance Board
RMB: Rwanda Media Barometer
RPF: Rwandese Patriotic Front
RTL: Radio Télévision Libre des Mille Collines
RURA: Rwanda Utilities Regulatory Agency
Rwanda Development Board,
RWF: Rwandan francs
Sida: Swedish International Development Agency
SPSS: Statistical Package for the Social Sciences
TI-RW: Transparency International-Rwanda
TV: Television
UN: United Nations
UNDP: United Nations Development Programme
UNESCO: United Nations Educational, Scientific and Cultural Organization
UNFPA: United Nations Population Fund
USAID: United States Agency for International Development
USD: United States Dollar
VOA: Voice of America

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CHAPTER I: INTRODUCTION

1.1. Background

The promulgation of the 2002 media law liberalized media and resulted in the increase of private media especially in the broadcasting sector. Thus, today Rwanda boasts of 32 radio stations, over 40 newspapers and magazines and one free to air television station. These media outlets together play an important role in information dissemination and provide a platform for debate and public participation in policy making and governance. The fiber-optic cable laid around the country is gradually increasing public access to new media and other high-tech driven sources of information among other advantages.

To the above add three journalism and communication training institutions which have been established over the last fifteen years. They include; The National University of Rwanda School of Journalism and Communication, the Catholic University of Kabgayi School of Journalism and Communication, the Great Lakes Media Centre (GLMC), which is affiliated to NUR School of Journalism and Communication, and the Mount Kenya University's Department of Journalism and Communication.

Media as a cross-cutting issue whose progress should not only be left to journalists to judge but one where all stakeholders including civil society, citizens, government and development partners all together must have a say.

The Government of Rwanda attempts to bridge the apparent gaps by introducing a Rwanda Media Barometer (RMB) which will be a self –assessment instrument based on a set of standard indicators for regularly measuring media development in Rwanda. The RMB will enable media professionals, policy makers, regulators, development partners, civil society and media watchdog bodies to analyze and identify areas within the media system where, reform and /or support is required.

RMB provides an in-depth and comprehensive description and measurement system for national media environment. Criteria derived from African accords and protocols to which Rwanda is signatory for example, the Rwanda Constitution of 2003, the "Declaration of principles on Freedom of Expression in Africa" (2002), media related legislations, national values and cultures, citizens views as well as the National Vision 2020 and EDPRS programs offered objective and comprehensive benchmarks for assessing media progress. It is expected that RMB will enhance transparency and accountability by regularly providing accurate and reliable statistics on the progress of the media development in the country.

The implementation of the Rwanda Media Barometer comes after a rigorous and participatory work commissioned by Media High Council in 2011 and funded by UNDP. It consisted in developing the indicator framework, data collection tools and designing the methodology for this barometer which were reviewed and validated by media stakeholders in Rwanda including development partners, media practitioners and managers, researchers, government officials and civil society organisations. The tools were tested and readjusted prior to the validation workshop. The implementation phase relied therefore on these pre-set tools and methodology.

1.2. Objectives of the study

1.2.1. General Objectives

The main objective of the exercise is to conduct a survey with regard to the views of different citizens, media stakeholders and media institutions involved in the Rwandan information generation and consumption systems. The process was based on empirical institutional research, as well as on surveys and interviews of Government and development partners, media organs, practitioners thereof and other related industry players. It is expected that RMB will enhance Government effort to develop the media sector in Rwanda.

1.2.2. Specific Objectives

Specifically, the RMB survey aims to:

- Use RMB research tools for comprehensively measuring the status of media with regard to national values and international best practices;
- Review media's progress in the country since 1994 and examine challenges possibly impeding the desired rate of media development.
- Gather information concerning media development and access to information from all media sectors including, but not limited to, television, radio, print, internet, media platforms and other forms of journalism that exist in Rwanda through pre-approved questionnaires;
- Identify skills available that may facilitate and implement effective strategies that encourage dissemination of information and growth of media production ;
- Identify projects implemented by media institutions and related problems in the implementation process; and
- Make recommendations which will improve media development in the country.

CHAPTER II. STUDY METHODOLOGY

This section focuses on how the Rwanda Media Barometer survey was conducted. It describes the approaches employed, the sampling strategy, data collection instruments as well as the data analysis methods used.

2.1. Approaches and data collection instruments

The envisaged implementation of the Rwanda Media Barometer came after the process of developing the Rwanda Media development indicator framework which brought to the disposal of Media High Council a set of tools meant to be used to regularly measure the development of media in Rwanda over time. To conduct the RMB survey, both quantitative and qualitative approaches were used. While the quantitative one involved the use of structured questionnaires, the qualitative approach combined desk research, individual interviews with key informants and focus group discussions (FGDs).

The designed questionnaires were administered to journalists, civil society organizations and ordinary people countrywide. The FGDs were conducted with selected groups of citizens, CSOs and journalists while Key Informant Interviews (KIIs) were organized and conducted with selected managers of media outlets, media experts, media regulatory bodies, MHC, government officials, development partners, media researchers and related academicians, on their roles in promoting media development in Rwanda as well as on key issues which could emerge from the survey.

The interview guides for Focus Group Discussions were designed after the analysis of quantitative data in a bid to collect qualitative data enabling a clearer understanding and interpretation of quantitative data. They focused on key issues which emerged from the quantitative approach.

The desk review involved scrutiny of existing laws, policies, reports and other publications pertaining to the regulation of and the state of media in Rwanda. The desk study followed an appropriately pre-designed template capturing all the pertinent issues under review.

For quality control purposes, the desk review, key informant interviews (KIIs) and Focus Group Discussions (FGDs) were conducted by qualified and experienced researchers including media specialists.

2.2. Study Population and Sampling

In research language, the study population is a precise group of people or objects that possess the characteristic that is questioned in a study. To be able to clearly define the target population, the researcher must identify all the specific qualities that are common to all the people or objects in focus¹.

¹ Joan Joseph Castillo (2009). Population Sampling Techniques. Retrieved 22 Feb. 2012 from Experiment Resources: <http://www.experiment-resources.com/population-sampling.html>

The study population for the RMB survey was multidimensional. First and foremost, the RMB survey involved ordinary people who are the core consumers of the media outlets and are therefore in the best position to evaluate the state of media development in Rwanda. However, only citizens aged 18 years and above were eligible given their assumed maturity level and their relative ability to assess the media.

Other categories of the target population for the RMB survey included CSOs, journalists and managers of media outlets, government officials, development partners and the business community who are not only consumers of media outlets but are also expected to be playing a key role in the promotion of media development in Rwanda. Researchers and academicians in the area of media and mass-communications were also included in the study since they are also expected to play key role in media development in Rwanda.

i. Sample size

The Rwanda Media Barometer is a countrywide endeavour. The sample size is computed on the basis of various parameters such as the desired degree of precision, target population size, timing and budget.

As mentioned above, the targeted population for the RMB survey consisted of all citizens aged 18 years and above among others. Although the provisional results of the 2012 Population and Housing Census were recently released, they did not provide a break-down analysis of data of population disaggregated by age. Given that the targeted population for the RMB survey included citizens aged 18 years and above (the citizen category), the size of the study population considered in determining the sample size for RMB survey was that of the National ID Project.

Data from the National ID Project² places the national population aged 17 years or less at 4,466,587 and that aged 18 and above at 5,452,788³, on the 13th January, 2010.

The sample was calculated using the formula below.

$$n = \frac{N(zs/e)^2}{N-1+(zs/e)^2}$$

Where:

z= 1.96 for 95% level of confidence

s = p(1-p) **p** = estimated proportion

e = desired margin of error

N = population size

In this estimation the significance level is taken as 95% with a margin of error of 2.5 %. Such a sample size provides a base for meaningful comparison to undertake statistically valid sub stratifications that fall within acceptable confidence level.

² The National ID Project is a government-led project which aims to provide every Rwandan citizen with an electronic national identification card containing a range of personal data.

³ The same size was considered by the National Unity and Reconciliation Commission in its Rwanda Reconciliation Barometer (available at: www.nurc.gov.rw/researches/rwanda-reconciliation-barometer.html)

Based on the above formula the sample size for the RMB survey was 2600 respondents as far as the category of ordinary people were concerned. With regard to samples from CSOs and journalists, 164 CSOs and 144 journalists were actually included in the survey. All respondents were selected randomly. While both the lists of households (held by the heads of villages) served as sampling frames for the selection of citizens, the database of Civil Society Management Information System, provided by Rwanda Governance Board (RGB), and the list of registered media practitioners were used to select CSOs and media practitioners.

ii. Sample allocation and distribution

The citizens' survey used a multistage sampling technique where sampling was undertaken in 5 stages namely: Province, District, Sector, cell and village according to the administrative set up of Rwanda.

While all provinces and Kigali City were considered, 15 districts were randomly selected from all 30 districts. From each selected district, 2 sectors were randomly sampled and one cell from each sector. At the cell level, 2 villages were randomly selected while at the village level, 40 households were randomly selected. A respondent aged 18 or above were selected from each household. Given that existing literature on access to and consumption of media-based information highlights a gender imbalance in many developing countries, the selection of respondents at the household level took into account the gender balance.

Table 1, below presents the geographical distribution of respondents by province, district and category.

Table 1: Sample disaggregated by province, district and category of respondent

Administrative entity		Category of respondents		
Province	District	Citizens	CSOs	Journalists
East	Kirehe	181	3	1
	Nyagatare	183	6	4
	Bugesera	180	6	N/A
	Rwamagana	182	10	Na
Kigali City	Gasabo	142	39	50
	Nyarugenge	100	26	70
North	Rulindo	155	0	Na
	Gicumbi	171	20	4
	Musanze	175	11	3
South	Huye	198	11	4
	Nyamagabe	181	6	Na
	Muhanga	190	8	3
West	Rusizi	184	5	3
	Rutsiro	186	3	Na
	Rubavu	192	10	2
Total		2600	164	144

Source: Primary data

The sample size for CSOs was determined on the basis of the “10%” principle which is often used in social research. The total number of CSOs in Rwanda is 1871 as shown by a consolidated report from the National Coordination of JADF (2012)⁴. A sample of 190 rounded up to 200 CSOs was therefore drawn. During data collection, only 164 out of 200 CSOs (82%) were able to respond to the questionnaire due to the fact that in rural areas most of them could be reached in Kigali city and not in their operational areas.

Given that this is a media-specific barometer, it was deemed relevant to consider a bigger proportion of journalists in the sample. The total number of accredited journalists in Rwanda is 575 as of 2012⁵. A size of 150 journalists that is 26% of the total population (575 journalists) was considered for this study. During data collection 144 out of 150 journalists (96%) initially taken as sample size responded to the questionnaire as in rural areas the expected number of journalists was not reached because they were not available at the time of the survey.

The number of CSOs per district was selected proportionately (depending on their total number in the corresponding district) as shown in Table 1 above. With regard to the number of journalists, the selection was based on their geographical distribution within the country. As far as sampling for qualitative dimensions are concerned, the saturation principle guided in determining the sample size during the selection of participants, the minimum number of FGDs and interviews was 11 and 10 respectively.

2.2.1. Data collection

The data collection tools were developed by the consultants and upon their approval, the fieldwork commenced. This exercise was carried out by skilled interviewers and team leaders recruited and trained by the consultants to fully understand and internalize the purpose of the survey and the study tools. For practical and quality control reasons, CSOs and journalists’ questionnaires were administered by special and smart enumerators from intellectual, moral and physical perspectives. The training of enumerators covered issues such as survey methods, structure and contents of the questionnaire, ethical considerations in survey, roles and responsibilities of interviewers and supervisors.

Key Informant Interviews (KIIs) and Focus Group Discussions (FGDs) were facilitated by the consultants who have outstanding expertise and experience in this area.

2.2.2. Pilot Survey

After the completion of training of the enumerators, translation of the questionnaire and just before starting the data collection process a “pilot survey” was organized in an administrative sector other than those sampled for the actual survey. The pilot survey allowed pre-testing of the research tools with regard to the clarity, wording, coherence and consistency of the questions. It also served as an opportunity for the interviewers and supervisors to master and

⁴ Data from RGB

⁵ Data from Media High Council.

get used to the study tools they were going to use during the actual survey. After the pilot survey, RGB stakeholders organized for the study team, an ad hoc workshop for validation study tools and methodology where the enumerators shared their field experiences and concerns with the consultants. After securing all required authorizations, the fieldwork started.

2.2.3. Fieldwork supervision and other control measures

In order to ensure the quality of data collected, the process of data collection was supervised by skilled researchers and team leaders recruited based on their experience in carrying out similar exercises. In the same vein, the following measures were taken:

- Involvement of key media stakeholders in the RMB survey implementation process including the validation of tools, methodology and reporting;
- Assessment and approval of the RMB survey tools and methodology by the NISR;
- Recruitment of skilled interviewers and supervisors
- Training of interviewers and supervisors
- Pre-testing of the questionnaires
- Supervision of data collection process
- Overall coordination of the field work
- Use of SPSS software for quantitative data analysis

2.2.4. Additional design considerations

As indicated above, this endeavour of implementing the RMB is the first of the kind to be conducted by a Rwanda-based actor in such a comprehensive way. It should be born in mind that this barometer constitutes therefore the baseline for the assessment of the state of media development in Rwanda beside some assessments conducted by some international media organizations whose findings have always been controversial. As a baseline survey, this study has no previous data to be confronted with its findings for comparison purposes. This said, this first RMB was not able to track any progress, stagnation or decline of the media development in Rwanda. This task will be carried out by future RMB surveys.

Furthermore, it is worth emphasising that a series of media reforms in term of laws and institutional restructuring were performed after the data collection for this RMB. Any outcomes brought about by those reforms were not captured by this study. They are therefore expected to be examined in future assessments of the kind.

2.2.5. Ethical Considerations

Measuring media development involves issues which are sometimes politically sensitive. Anonymity and confidentiality were therefore guaranteed for all respondents to the questionnaires, in the Focus Group Discussions and interviews, except some key informants who did not seek confidentiality.

- Verbal informed consent was sought from respondents after providing them with all necessary information about the research objectives and how research findings will be used.
- As mentioned above, required authorisations were secured (National Institute of Statistics of Rwanda) before the commencement of fieldwork.

2.2.6. Data analysis and interpretation

After the fieldwork, a data entry template was designed under the Statistical Package for Social Sciences (SPSS). Data entry clerks were recruited and trained on the data entry process, and quantitative data entry started thereafter. With regard to qualitative data, content analysis method was used on the basis of field notes and audiovisual tool used to this end. The data analysis and interpretation was done by researchers. Given that the majority of questions (in the questionnaires) were both scale and perception-based, the data analysis resorted to the scoring methodology which used the scale below whereby a numeric value was assigned to each response option as follows:

2.2.7. Formula used to calculate questions' score

A weighted average mean was used to calculate the questions score which is an average in which each quantity to be averaged is assigned a weight. These weightings determine the relative importance of each quantity on the average as indicated in the formula below:

$$\bar{x} = \frac{\sum_{i=1}^n x_i w_i}{\sum_{i=1}^n w_i}$$

Where x_1, x_2, \dots, x_n are quantitative scores (0, 2, 3, 4) and w_1, w_2, \dots, w_n are frequency scores corresponding to respective qualitative scores.

2.2.8. Formula used to calculate indicator's score

The first step in the scoring process was to construct a score for each question using the above mentioned formula. As a second step, question scores are aggregated into a score for each sub-indicator. The sub-indicator score was computed as a simple mean of associated question scores (Qscores). The same process is used to calculate the indicator score and the overall score as indicated in the following formula:

$$\text{Sub - Indicator Score } X_i = \frac{\sum Q \text{ Score } X_i}{n}$$

$$\text{Indicator Score } X_i = \frac{\sum SI \text{ Score } X_i}{n} \quad \text{Overall Score } X_i = \frac{\sum I \text{ Score } X_i}{n}$$

where **SQ** : sub-question

Q : question

SI : Sub-indicator

I : indicator

n : number of questions, sub-indicators and indicators

While the formulas above were used to compute the overall weighted average score under each category of respondents (ordinary people, media practitioners and Civil society organisations), the same formula served in calculating the overall weighted average per indicator, and all categories taken together, considering that the weight was proportional to the number of questions to which each category of respondents answered to under each indicator.

2.2.9. Scoring scale

The above scoring logic used the following scale where a numeric value was assigned to each response option as follows:

Table 2: Scoring scale

Response option	Score	Perception value
Inexistent/very low performance	0.0–1.9	0%–20%
Low performance	2.0–2.9	21%–40%
Moderate performance	3.0–3.9	41%–60%
High performance	4.0–4.9	61%–80%
Very high performance	5.0	81%–100%

Through this scoring scale, the survey came up with a single score (value) for each media development dimension and an overall score for all dimensions. Over time and based on the RMB baseline survey, this scoring method will, in the future, enable the tracking of progress, stagnation or decline in the state of media development for each of the indicators.

2.2.10. Implementation Challenges

The major difficulty experienced by researcher occurred in the phase of collecting data from both media practitioners and CSOs. Initially, it was expected to include 200 CSOs and 200 media practitioners in the sample. However, the reality on the ground did not make it possible to reach this number due to two major reasons. Firstly, some media practitioners and representatives of CSOs that had been identified for interviews were not accessible on phone for interview arrangements during the data collection time-frame. Secondly, some CSOs and media outlets in the sampling frames had shifted at the time of interviews. As shown in the above table on categories of respondents (see table1), 164 CSOs and 144 media practitioners were actually interviewed.

2.2.11. Indicator Framework for Rwanda Media Barometer

The development of indicators for the Rwanda Media Barometer went through a long process which involved both consultations with various people and institutions working with the media sector in one way or another, as well as the existing literature on assessments of media development.

In this regard, a series of workshops were conducted with some media practitioners, managers of media organs, public relations officers and development partners. As far as the literature is concerned, it involved learning from internationally recognized media standards

and media development tools such as those developed by UNESCO, IREX, Freedom House, Africa Media Barometer etc., the then national media law and the then bill on access to information (now a law) in Rwanda. The UNESCO one informed very largely the RMB. It is worth emphasizing that consultation with local media development stakeholders made it possible to include some indicators reflecting the Rwandan socio-political context, especially with regard to post-genocide unity and reconciliation. This barometer consists of six indicators, each of them encompassing a number of sub-indicators and variables. For presentation purposes, the table below lists the six indicators while sub-indicators and variables are shown in annex.

Table 3: RMB Indicators

#	Indicator
1	A system of regulation conducive to freedom of expression and media freedom
2	Plurality and diversity of the media, level economic playing field and transparency of ownership
3	Media as a platform for democratic discourse
4	Media development, professional capacity building and supporting institutions that underpin media freedom
5	Infrastructural capacity sufficient to support independent and pluralist media
6	Media availability and access to information for citizens

The consultation sessions with people involved or working with media sector made it possible to agree up on these six indicators, their sub-indicators as well as relevant variables⁶ to be used in setting up the Rwanda Media Barometer. It is worth emphasising that the current indicator framework is not static. Overtime, due to maturation, developments taking place in the Rwandan and international contexts, researchers and media practitioners' experience on the implementation on the current barometer, this indicator framework should be adapted or revisited accordingly to make more user-friendly and more relevant.

While this introductory chapter examined the background to the RMB, its objectives and methodology, the following chapter reviews the media's progress in the country since 1994 and examines challenges impeding the desired level of media development. It is followed by a large chapter dedicated to the presentation of findings on the level of media development in Rwanda based on six indicators mentioned above.

⁶ Find a detailed indicator framework in the appendixes

CHAPTER III: HISTORICAL OVERVIEW OF MEDIA IN RWANDA

3.1. Media before the genocide

To better understand the Rwandan media landscape, it is important to highlight media polarity before/during and after the Tutsi Genocide in 1994. The period before the Genocide starts by the creation of the first newspapers, *Hobe and Kinyamateka*, by the Catholic Church in the 1930s. Ever since, the media have worked under the upper hand of the two Republics until the early 1990s with no major changes in terms of ownership, hence poor in terms of content diversity. Many tend to blame the Rwandan media before the genocide for being a major cause of the 1994 Genocide.

ORINFOR (Office Rwandais de l'Information, now known as the Rwanda Broadcasting Agency), comprising of the major media houses such as Radio Rwanda, Imvaho and La Nouvelle Relève newspapers, has dominated the field. It should be noted that most Rwandans used to get all information from Radio Rwanda, the one national radio-station, which has been broadcasting since 1961⁷.

3.2. Media and the genocide

Since 1990, Rwanda was shaken by the democratic wind which blew on the African continent. With the start of the liberation war by the RPF in October 1990, Rwanda underwent tremendous changes in political pluralism and media. During the political combat for democratic change, propagandist press appeared. Many newspapers were created. The number of newspapers reached sixty in 1993. The time comprised between 1990 and 1994 can be referred to as "*the spring of the press in Rwanda*" which favoured multi-party system and was characterized by a combative press. The blossoming of newspapers was also supported by a network of workshops of press, the highest ever recorded in the sub-region.

There were two tendencies in the media, one pro-government that supported the genocide ideology (for example Radio Television Libre des Mille Collines/RTLM, Kangura, etc), and another that was pro-opposition (example Radio Muhabura, and opposition newspapers). The first trend, on the one hand, was the most virulent as 'hate media' were very influential in preparing and implementing the genocide. On the other hand, the second trend comprised of the media that supported the RPF and fought the then Government. However, the first trend was

⁷ IMS (2003). IMS assessment mission: The Rwanda media experience from the genocide

by and large the most powerful and destructive. Hate media were driven by a strong ideology, control over strong mass media, populism, and demagoguery by the then Government. Psychological preparation to hate and call to violence was another important hallmark of the hate media⁸.

Amongst all the media, radio was by far the most instrumental to the conflict and genocide in Rwanda. A large number of Rwandans were illiterate; radio was therefore an important tool for the government to disseminate messages to the population. Radio Rwanda, in addition to the usual news, was openly used by the government in 1992 to promote killings of Tutsis. When civilians were mobilized to hate and kill Tutsis, Radio Rwanda was also used in the so-called self-defense effort. Of all the media that fuelled hatred in the country, the Radio Television Libre des Milles Collines (RTLM) and Kangura Newspaper were doubtlessly the main driving forces. The RTLM was created in 1993 by so many ruling elites and other media think tanks such as Ferdinand Nahimana who was well acquainted with the power of the radio. This radio was created in a bid to become the voice of the ordinary citizens, which translated in its programming. Its programs centered on topics that underlined differences between Tutsis and Hutus; it therefore also called Hutus to be alert to Tutsi plots and possible attacks. No wonder then if RTLM was seen as ‘the voice of the devil’, a ‘conversation among Rwandans who knew each other well’, ‘the sole source of authority for interpreting meaning’, ‘bullets in a gun’, a ‘textbook case of broadcasting genocide’, which in part can explain its influence over many listeners in Rwanda.

When the genocide started in April 1994, RTLM and Radio Rwanda were used by authorities as tools to guide killers and coerce citizens who initially resisted the killings. Citizens were pushed to kill via the radio by authorities supporting the genocide. For instance, one official even told his citizens to obey messages from the radio as if they were his own orders⁹.

Researchers believe that RTLM was a ‘democratic alibi’, in that sense that journalists and stakeholders of RTLM justified their actions by saying that whatever was broadcast on the radio was in line with the right of expression¹⁰.

In 1994, there were many efforts to stop the RTLM but in vain. The Human Rights Watch, the US and other organizations showed willingness to halt this ‘unconscionable incitement to genocide’ in radio, but these organisations were reluctant to engage in the jamming of RTLM which they found ‘expensive, ineffective’ and hence could cause problems¹¹.

⁸ IMS (2003). IMS assessment mission: The Rwanda media experience from the genocide

⁹ Thompson, (2007). (Ed). The Media and the Rwanda Genocide, Pluto Press: London.

¹⁰ Chretien, J.P. (2007). In Thompson, A. (Ed). The Media and the Rwanda Genocide, Pluto Press: London.

¹¹ Des Forges, A. (2007). In Thompson, A. (Ed). The Media and the Rwanda Genocide, Pluto Press: London.

In addition, it was noted that the international media misreported the genocide, either because they lacked information or simply undermined it as an event. Alan Kuperman stated: “Western media blame the international community for not intervening quickly, but the media must share blame for not immediately recognizing the extent of the carnage and mobilizing world attention to it”¹². The media fraternity – around 500 journalists who were gathered in Goma, DRC – gave a wide coverage of the large exodus of people who were fleeing Rwanda. However, it is surprising that the public knew less on the political causes of this exodus. In most Western countries, apart from the former colonial power, Belgium, coverage was restricted to ‘serious’ newspapers and some radio and TV reports. The story was seen as dangerous to cover and difficult to understand. Although the genocide was a big story, however it was not taken as a massive one¹³. The inaccurate reporting of the genocide by the Western media can also be imputed to the fact that the British and American media were taken by surprise by the April events in Rwanda¹⁴.

In a nutshell, it is worth noting that, similarly to any other sector in the country, the media sector suffered so heavy consequences from the Genocide. Amongst other things, the sector deplored about 48 journalists who were killed and many others were jailed or fled the country. The media-sector was physically and financially destroyed: printing-facilities were severely damaged, the economy was in ashes, and investors had disappeared¹⁵.

3.3. Media after the genocide

After the 1994 Genocide, the media sector in Rwanda has known important development including new policies and legal framework, which nurtured media pluralism, amongst other things. New technologies were another crucial hallmark in promotion of the Rwandan media. Media training was also an invaluable tool to uplift media professionalism in the country.

The period between 1994 and 2003 was dedicated to reconstruction of a totally destroyed media sector.

Print media was rebuilt with support from international organizations such as Reporters sans Frontières’.

The national radio started its programs again but with a different tone since the new Government had adopted a new objective to unite Rwandans. Unity and reconciliation became the new editorial line of Radio Rwanda. The new radio station was a merger of Radio Muhabura (former RPF radio) and Radio Rwanda.

¹² Kuperman, A. (2000). Quoted in Thompson, A. (Ed). (2007). *The Media and the Rwanda Genocide*, Pluto Press: London.

¹³ (Hilsum, 2007). In Thompson, A. (Ed). *The Media and the Rwanda Genocide*, Pluto Press: London.

¹⁴ Linda Melvern (2007). Thompson, A. (Ed). *The Media and the Rwanda Genocide*, Pluto Press: London.

¹⁵ IMS (2003). IMS assessment mission: *The Rwanda media experience from the genocide*

Rwanda Television started broadcasting too. During this rebuilding period, the Government showed to be very cautious vis-à-vis media since it was commonly believed that the Genocide was the result of a propaganda done by the media¹⁶.

The legal framework was marked by initial attempts to design a press law after the Genocide which started after the year 1996 followed by adoption and publication by the president of the media law in July 2002. This law was elaborated by the then Ministry of Information with prior consultation of the media fraternity. This law proved to be too punitive for the practice of journalism. For example, some couple of articles established that whoever via the press tried to incite a part of Rwanda's population to commit genocide, without success, could get a sentence from 20 years' to life-time imprisonment. If incitement to genocide via the press met success, the perpetrators would risk death penalty. Consequently, these articles were rejected by the media.

This law was revisited in 2009 to let out special safeguards regarding genocide. Amongst other provisions, the law bore prison sentences for press offences such as violation of privacy and defamation. For example, its article 88 read: "*perpetrators for offences committed through the press are prosecuted in the following order, the publishing director or editor, the authors, the printers, the vendors and distributors.*" Therefore, the law was seriously questioned over criminal liabilities¹⁷, which led to the new law signed and promulgated by President Paul Kagame early March 2013.

In addition, the media context after the Genocide was also furthered by liberalization which sparked an explosion of media operating both from within Rwanda and elsewhere. Hence, a big number of media are freely accessible in Rwanda. For example, most online media from websites of various organizations and individuals, even those that are critical to Rwanda (Freedom House, Amnesty International, and Human Rights Watch, etc), can be accessed. The majority of news outlets have gone online, and their online versions are easily accessible. These include the web versions of state-run media and pro-government outlets—such as *Imvaho Nshya*, *La Nouvelle Relève*, *the Rwanda News Agency*, and the *New Times*— as well as independent outlets such as *The Rwanda Focus*, *Rushyashya*, *Rwanda Dispatch*, etc.

Despite the blossoming of the media environment in Rwanda, there have been from time to time incidents where journalists have been arrested and prosecuted for various reasons. For example, in the last two years, *Habarugira Epaphrodite*, a former journalist with the community radio station *Huguka*, was arrested and charged with minimizing the 1994 Tutsi Genocide and spreading Genocide ideology. *Idriss Gasana Byiringiro*, another journalist working with The

¹⁶ IMS (2003). IMS assessment mission: The Rwanda media experience from the genocide.

¹⁷ IMS (2003). IMS assessment mission: The Rwanda media experience from the genocide.

Chronicles, was arrested in 2012 over allegations of fabricating a story. *Lucie Umukundwa*, who was a stringer for Voice of America and other foreign news media, fled the country in 2012 after allegedly gunmen invaded her home and her brother was the target of a physical attack in August 2006. *Agnes Uwimana Nkusi* and *Saidat Mukakibibi*¹⁸, journalists for *Umurabyo*, have been held since July 2010 for inciting civil disobedience, causing divisions and denying the 1994 genocide of the Tutsis, were sentenced respectively to four and three years.¹⁹

¹⁸ Saidat Mukakibibi was released on June 25, 2013 after completing her 3 year sentence.

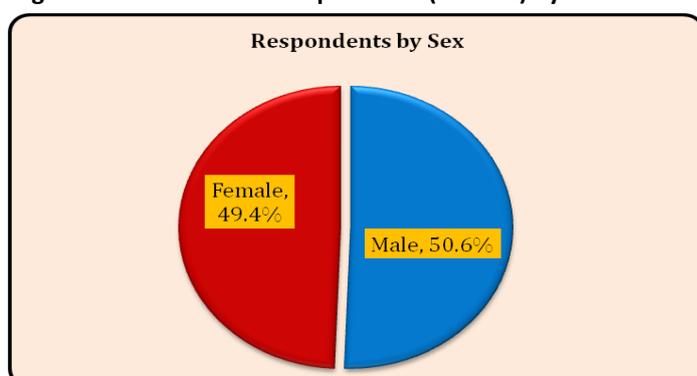
¹⁹Accessed from <http://en.rsf.org/report-rwanda,38.html> On February 19, 2013.

THE STATE OF MEDIA DEVELOPMENT IN RWANDA: PRESENTATION OF THE FINDINGS

CHAPTER IV: DEMOGRAPHIC CHARACTERISTICS OF THE RESPONDENTS

This section describes some socio-demographic characteristics of the people that participated in the RMB survey in their capacity as respondents. As mentioned above, they include ordinary citizens, representatives of CSOs and media practitioners. Characteristics such as age, sex, type of residence and education were considered for describing ordinary citizens in the sample, while sex, education and type of residence (workplace) were taken into account for CSO representatives and media practitioners.

Figure 1: Distribution of respondents (citizens) by sex

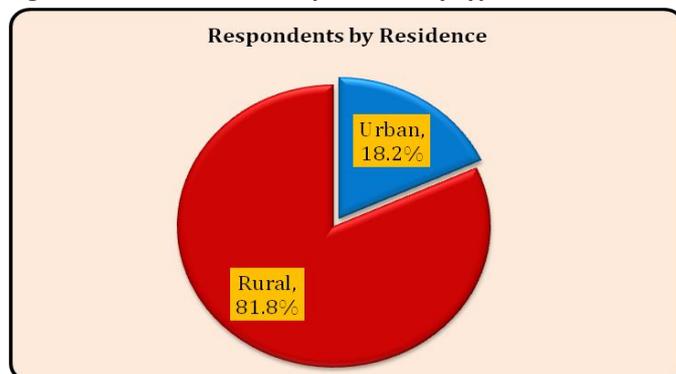


Source: Primary data

The RMB survey expected to get views from both men and women citizens on the state of media development in Rwanda in their capacity as media consumers. The figure above suggests nearly equal proportions of both male (50.6%) and female (49.4%) in the sample population.

These proportions are close to those of the 2012 Population and Housing Census (Provisional Results), which places men and women at 48.2% and 51.8% respectively. This implies that men and women's perceptions on the state of media development in Rwanda were very largely captured by the survey. The following figure describes the distribution of respondents by type of residence.

Figure 2: Distribution of respondents by type of residence



Source: Primary data

The type of residence refers to whether respondents dwell in rural or urban area. This needs to be understood from a sociological rather than an administrative viewpoint. Getting views of both rural and urban dwellers matters a lot in investigating the state of media development in any society because not only media coverage may vary according to the geographical area (rural-urban), but also people’s views and interests in media may depend on where they live.

The figure above indicates that, majority (81.8%) of the respondents lived in rural areas, while only 18.2% of the respondents lived in urban areas. The 2010 DHS²⁰ revealed that 85% of women and 83.5% of men were living in rural area. The RMB respondents’ distribution by type of residence stands slightly close to the DHS estimates. The respondents’ distribution by type of residence as shown in figure above suggests that views and interests of Rwandans living in both rural and urban areas were given a nearly proportional attention in the RMB survey.

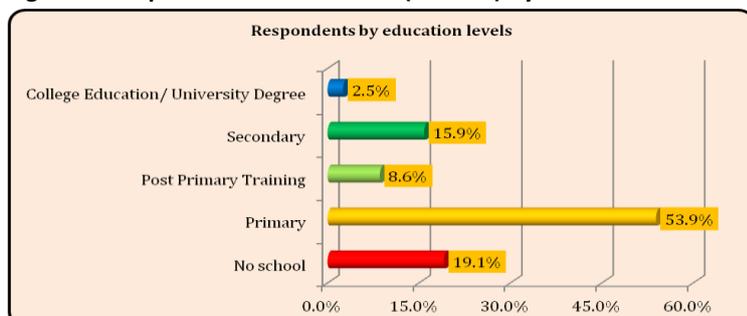
Table 4: Respondents’ distribution by age group

Age	Frequency	Percent
18-24	468	18.1%
25-29	513	19.8%
30-34	494	19.1%
35-39	376	14.5%
40-44	252	9.7%
45-49	159	6.1%
50-54	135	5.2%
55-59	80	3.1%
60+	112	4.3%
Total	2589	100.0%

Source: Primary data

The above table suggests that the majority of respondents (71.5% cumulatively) are young (aged 18-39). The general population also proves to be predominantly young. Adult and old people are also included in the sample of the RMB survey, although in lower proportions as shown in this table. It suggests that citizens of all ages (except children) were given an opportunity to express their perceptions on and experience with the media in Rwanda.

Figure 3: Respondents’ distribution (citizens) by level of education

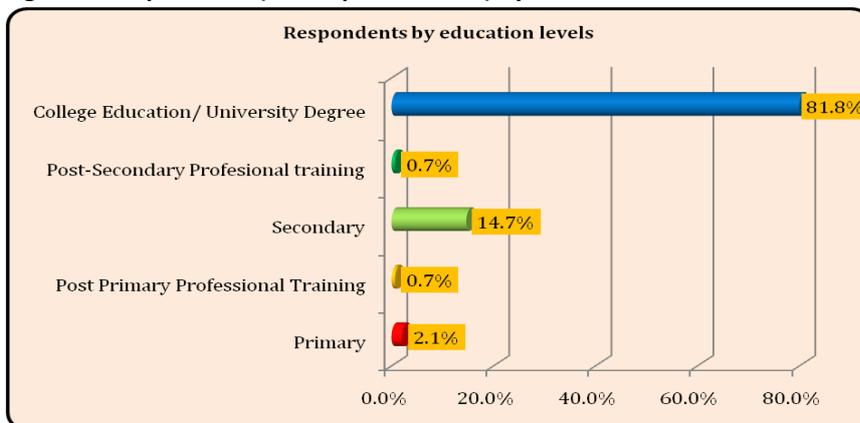


Source: Primary data

²⁰ Demographic and Health Survey

The above figure suggests that the majority of the respondents (53.9%) have not gone beyond primary education. It also shows that nearly 2 in 10 respondents have never been at school. Cumulatively, close to 2 in 10 have at least completed secondary education. The latter proportion may challenge the ability of respondents to assess objectively the state of media development. Despite this state of affairs, Rwandans, as consumers of media content, irrespective of their level of education, remain in unquestionable position to assess the state of media development in their country. Adding on this is the fact that the majority of local media outlets (both print, and audio-visual use Kinyarwanda as a language which, as will be shown in next sections, enables an important proportion of citizens access the content of those media outlets).

Figure 4: Respondents (media practitioners) by education level



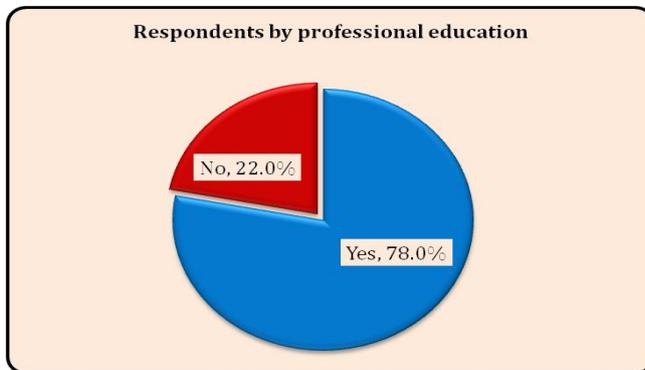
Source: Primary data

The level of education for media practitioners may not only predict their performance and professionalism but also determine their ability to assess objectively the state of media development in their respective societies. The above figure reveals a very high proportion of media practitioners (around 8 in 10) with a college/university degree. On the one hand, this data proves surprising in that, a couple of years ago, one of the key features of the Rwandan media was a low level of education (without a university/college degree) among a significant proportion of media practitioners. On the other hand, this data may be justified by the significant increase of universities and higher learning institutions, both public and private, some of them having media-oriented departments. In the same vein, the 2009 media law required media practitioners to be holders of at least a higher learning/university degree or certificate in a media-related field. Art. 2 of this law defined a journalist as person who, among other things,

“shall also have studied journalism or communication, holding at least a university associate degree or a certificate obtained from an institute of journalism and communication or any other recognized centre awarding such a certificate or holding a University associate degree or certificate in any field of education with training in journalism or holding a certificate of training in journalism obtained from a recognized school or centre”.

Following the promulgation of this law, some media practitioners then not meeting the above requirement joined existing higher learning institutions or other recognized centers. In addition, it was revealed that the newly established media outlets (especially radios and online media) hired some graduates from those journalists training institutions/centers.

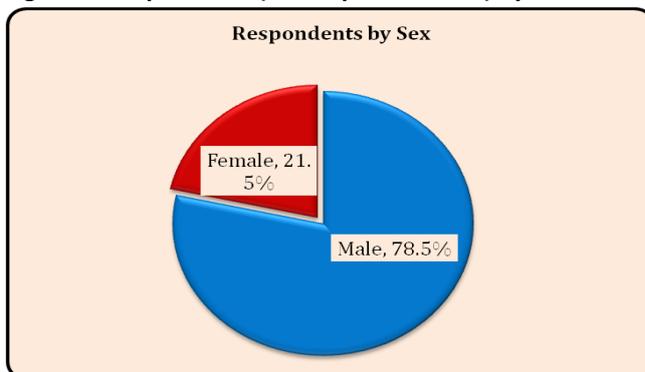
Figure 5: Respondents (media practitioners) by professional education



Source: Primary data

While the preceding figure focuses on education level of media practitioners, the above figure examines the proportion of media practitioners who have ever received a media related training. The figure suggests that close to 8 in 10 respondents received at least such training.

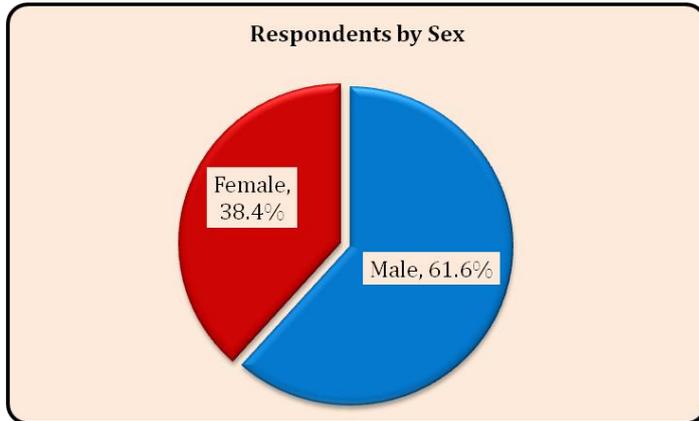
Figure 6: Respondents (media practitioners) by sex



Source: Primary data

The figure above suggests a high predominance of male media practitioners (close to 8 in 10) among the respondents. The proportion of men and women in media sector may be an important indicator of media development in terms of a gender-sensitive media. In addition, perceptions of media practitioners on the state of media in the country may vary according to the gender of respondents.

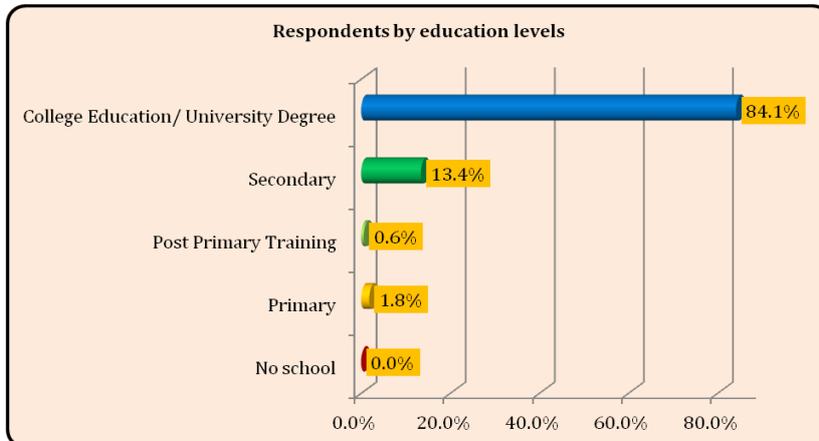
Figure 7: Respondents (from CSOs) by Sex



Source: Primary data

The majority of respondents in the category of CSOs were men as shown in the table above. Around 6 in 10 and close to 4 in 10 are men and women respectively. However, their representation in the sample proves disproportional. One may suspect that women are less represented than men in CSOs staff and leadership. Although, to our best knowledge, there is no statistical data on CSOs members distribution by sex in Rwanda, the above figure suggests that views of women and men in CSOs were collected in the RMB survey.

Figure 8: Respondents' (from CSOs) education level



Source: Primary data

As mentioned earlier in this section, the level of education can predict people's views on and interests in media. This figure suggests a very high proportion of respondents (above 8 in 10) with a college or a university degree. The major reason is that respondents from CSOs were large leaders (executive secretaries, programme managers, legal representatives, etc.), majority of whom often need higher education degrees to take such positions. This high proportion of educated people in the sample from CSOs may imply a high level of capacity to assess the state of media development in Rwanda.

CHAPTER V: A SYSTEM OF REGULATION CONDUCTIVE TO MEDIA FREEDOM

The legal environment in which a media organ operates is a crucial factor in its success. Rules and regulations can hinder or enable the growth of media and restrict or promote particular kinds of content. A liberal and empowering legal regime will allow media to publish hard-hitting investigative reports and fulfil their function as watchdog of democratic society without fear of legal sanction, thus helping to make governments more accountable. This is a public good lost to citizens of countries with restrictive legal regimes.

This section discusses the legal framework in which media operates in Rwanda. It examines its role in guaranteeing freedom of expression based on the perceptions and opinions of citizens as well as the experiences of media practitioners.

5.1. Existence of laws and policies guaranteeing freedom of expression

Freedom of expression and freedom of the press are seen as inseparable and considered part of the basic human rights²¹. It is believed that there is no true democracy without a vibrant and free press. Article 19 of the Universal Declaration of Human Rights (1948) states that the fundamental right of freedom of expression encompasses the freedom “to seek, receive and impart information and ideas through any media and regardless of frontiers”.

There is no universal definition of what freedom of press means, but in the context of this work, it is used to mean that “*journalists are able to do their work without being subject to intimidation or actual violence, and able to report freely without censorship*”, while freedom of expression refers “*the right to express one's ideas and opinions freely through speech, writing, and other forms of communication but without deliberately causing harm to others' character and/or reputation by false or misleading statements*”. Freedom of press is part of freedom of expression.

The Government of Rwanda has domesticated these instruments. The Constitution provides for freedom of both expression and freedom of press. Its article 34 declares that “*Freedom of the press and freedom of information are recognized and guaranteed by the State*”. Following this will, a specific law governing media is very sensitive to freedom of press and information. The new media law²² clearly provides for the freedom and limits of media in its articles 8, 9 and 10. Article 8 reads as follows: “*Freedom of the media and freedom to receive information are recognised and respected by the State. Such freedom shall be applicable in accordance with the Law. Every journalist has the right to freedom of opinion and*

²¹ See the Constitution of UNESCO (1948) for instance.

²² Law n°02/2013 of 08/02/2013 regulating media.

expression; this right includes the right to seek, receive, give and broadcast information and ideas through any media”.

To stress its commitment to promote freedom of press, the law does not allow censorship of information in the Rwandan media though some conditions are posed to the exercise of media freedom as follows: “... *the freedom of opinions and information shall not jeopardize the general public order and good morals, individual’s right to honour and reputation in the public eye and to the right to inviolability of a person’s private life and family; the freedom shall also be recognized if it is not detrimental to the protection of children (Art. 9)*”. In addition, no seizure of journalists’ materials can be practiced unless a prior ruling has been issued by the court (Art.10).

In the same vein, a law on access to information was passed²³. The purpose of this law is to enable the public to access information in the possession of the Government, public authorities and certain classes of private bodies and establishes systems and processes to promote proactive publication and dissemination of information. To achieve this objective, the law specifically intends to achieve the following, among others: “*to promote open government through maximum disclosure of information; to promote public participation in democratic and development processes; to promote greater accountability of public authorities and private bodies; and to promote better informed discussions and the free interchange of opinions*”.

At the policy and institutional level, the freedom of press has been given serious attention. As provided for under the law No 30/2009 of 16/09/2009, the Media High Council has the following mission: “*Promoting freedom, responsibility and professionalism of the media*”. Likewise, the goal of Rwanda Media Policy is to achieve²⁴ “*an independent, pluralistic, free and responsible media that is essential to the enhancement and maintenance of democracy and to the achievement of sustainable economic development*”. To encourage the freedom of press, the law has transferred the function of media regulation from Media High Council to the independent union of journalists. Indeed, the regulation of media organs by the Media High Council was several times criticized by journalists and was seen as a serious threat to the freedom of press. By providing for self-regulation by journalists, the law manifestly intends to promote the freedom of press.

Moreover, it is important to highlight that the Government of Rwanda has ratified a number of decrees, laws and treaties that guarantee freedom of expression such as:

- In February 2013, Rwanda ratified the final acts of the plenipotentiary conference of the International Telecommunication Union adopted at Guadalajara/Mexico on October 22nd 2010
- International Covenant of 16 December 1966 on Civil and Political Rights, as ratified by the Decree-Law no 08/75 of 12/02/1975 especially, in Articles 19 and 20

²³ Official Gazette n° 10 of 11 March 2013 (P66). Law 04/2013 of 08/02/2013 relating to access to information

²⁴ MHC, www.mhc.gov.rw/general-information

- The African Charter on Human and Peoples' Rights of 27 June 1981, as ratified by the Law no 10/1983 of 17/5/1983, especially in Article 9
- Article 19 of the UN Universal Declaration of Human Rights of 1948
- European Convention on Human Rights; and
- American Convention on Human Rights.

Media freedom is also catered for by Government Bodies which include the Ministry providing oversight to the media sector, i.e. the Ministry of Local Governments (MINALOC) and other departments/institutions and bodies of the Rwanda government such as the Rwanda Governance Board which enact legislation and develop/maintain policy that enables the media to operate²⁵.

At the regulatory level, the analysis of the legal and policy framework governing media in Rwanda clearly shows that the government has created an enabling environment for the promotion of the freedom of press. The following section discusses opinions of citizens as well as those of media practitioners regarding the awareness on their right to freedom of expression, which include the freedom of press and the way they see practices regarding this freedom.

5.2. Citizens' awareness of their right to freedom of expression

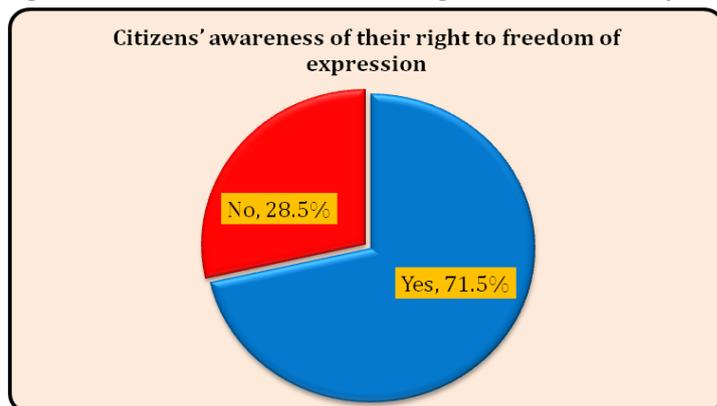
The right to freedom of expression, and the respect enjoyed by that right, serves as an instrument for the free exchange of ideas, strengthens democratic processes, and offers citizens an indispensable tool for informed participation. The legal right itself is not enough, citizens need to be aware of it; otherwise the right will go unheeded. Freedom of expression is a cornerstone upon which the very existence of a democratic society rests. It is indispensable for the formation of public opinion. It represents, in short, the means that enable the community, when exercising its options, to be sufficiently informed.

Consequently, it can be said that a society that is not well informed is not a society that is truly free. Freedom of expression, therefore, is not just a right of individuals, but of society as a whole.

The following graph presents results on the awareness of citizens of Rwanda on their right to freedom of expression.

²⁵ MHC (2013). Strategic capacity building plan for media. *A five-year strategy developed for the Media High Council, Rwanda.*

Figure 9: Citizens' awareness of their right to freedom of expression



Source: Primary data

As presented in the above figure, slightly above $\frac{3}{4}$ of all citizens who responded to the survey are aware of their right to freedom of expression. This level of awareness is higher and is corroborated by the rate of literacy in Rwanda²⁶. Indeed, it is believed that the level of awareness of people is directly influenced by their level of education, both formal and informal. Focus group discussions held during the field research suggest that the multiplication of radio stations in Rwanda has contributed in raising awareness of citizens on their rights, including the right to freedom of expression. A more specific study on the relationship between the increase of radio stations in numbers and the level of awareness of citizens on various issues of interest may bring more comprehensive information. However, a recent study has already shown that radio is the most frequent source of information in Rwanda with 93% of respondents, followed by television (33%) and newspapers (32%)²⁷. Not surprisingly, this level of awareness is higher among media practitioners as summarized in the following diagram.

Figure 10: Media practitioners' awareness of their rights to media freedom



Source: Primary data

Since freedom of expression, and thus freedom of press is a core principle for the profession of journalists, it is normal that the level of awareness of this right is very high among them.

²⁶ According to the NISR (Statistical year book 2012), adult literacy in Rwanda is 69.7%.

²⁷ Search for Common Ground, *Rwanda media mapping baseline*, Kigali, March 2010.

5.3. Knowledge of legal instruments providing the right to freedom of expression

The awareness of the right to freedom of expression is insufficient if it is not supported by the knowledge of legal instruments that provide for this right. This study further investigated this knowledge among both the citizens and media practitioners.

Table 4: Knowledge of legal instruments providing for freedom of expression

Citizens		Media practitioners	
Legal instruments known	%	Legal instruments known	%
Constitution	2%	Media law	52.9
Law promoting human rights	0.2%	Constitution	26.5
Law protection women and girls	0.04	International laws	1.5
Don't know	98%	Don't know	19.1

Source: Primary data

Results above reveal that the level of knowledge of specific laws that provide for the right to freedom of expression is very low. Since the intention of the question was not to assess whether citizens know specific provisions of these laws, but the laws themselves, the fact that responses of citizens were vague is highly revealing. None of them has mentioned a specific law apart from the Constitution. They instead imprecisely referred to “human rights” and “women and girls” laws that do not exist as such and those that are related to these themes do not necessarily have specific provisions related to the freedom of expression. Their responses however confirm the dominant opinion that vulgarization of laws is low in Rwanda.

Media practitioners however have a precise knowledge of the laws that provide for the freedom of expression. On the top of these, they mentioned the media law (almost 53%) and the Constitution (26.5%). This order seems logic if one considers the details that the media law provides regarding the freedom of expression. The survey suggested however that the knowledge of international instruments guaranteeing freedom of expression of which Rwanda is part, such as the Universal Declaration of Human Rights and the Constitution of UNESCO is likewise low among media practitioners. Indeed, none of the surveyed media practitioners has specifically mentioned any one of these instruments. Also disturbing is the significant proportion of media practitioners who claimed knowing no law providing for the freedom of expression (19.1%).

If the high rate of citizens who declared not knowing any law that provides for the freedom of expression seems normal, it is not believable that a journalist operating in the context of Rwanda does not know any of these laws considering the debates that took place on these laws some months before data collection period. This situation suggests possible assumptions: experience in the Rwandan media shows that most “so-called” journalists just embraced this profession with no prior media training and they learn from the job. Add to this the fact that a big number are high school graduates, especially those working for private

media. Even university graduates are not necessarily aware of their laws and ethics. This is corroborated by the study carried out by the MHC²⁸ in 2011 which revealed that only 50% of media professionals had graduate or post graduate qualifications and that their knowledge of laws was critical.

5.4. Prevention from expression of one's opinion over the last 12 month

The existence of legal instruments that provide for the freedom of expression is an important, but not sufficient step toward the enjoyment of this right. For this reason, the study tried to examine the situation related to deprivation of freedom of expression in Rwanda as presented in the table below.

Table 5: Deprivation of the right to freedom of expression

Citizens		Media practitioners	
Responses	%	Responses	%
Yes	3.4%	Yes	30.9%
No	96.6%	No	69.1%

Source: Primary data

The above results show a significant difference in terms of deprivation of the right to express one's ideas/opinion between citizens and media practitioners. While only 3.4% of citizens claimed having been prevented from expressing their opinions, an important proportion of media practitioners declared having been deprived of the same right (1/3 of all media practitioners who responded to the questionnaire). This proportion of media practitioners whose right to freedom of expression was reportedly abused seems to be high.

The UNDP Country Director, Mr. AUKE LOOKSMA, who was interviewed on the state of the freedom of expression in Rwanda, recalled that some reports from some monitoring institutions such as Freedom House do not rank Rwanda as a country with freedom of expression. However he emphasized that one has to put this into context and remember the role that the media played during the 1994 Genocide. Bearing this context in mind, the UNDP is positive as compared to some other so-called free countries. For instance, no one can stand and deny the Holocaust. Consequently, one has to admit that the media is free but in a certain context and every country has its own freedom. Indexes from international bodies do not take into account local contexts in which the media operate. So, the UNDP adopts a nuanced position as regards freedom of expression in Rwanda. There is a lot of progress, slow but promising in terms of sustainability.

²⁸ MHC, The state of media freedom, professionalism and development in Rwanda: an assessment.

Commenting on this issue, The RGB’s Media Development Coordinator argued that media development is on a good path though it is not yet enough.

When asked of people who abused their right to the freedom of expression, media practitioners revealed a series of staff and officials including the following:

Table 6: Proportion (%) of people reported to abuse the freedom of expression of media practitioners

	Percent
Central government officials	48.6%
Police officers	18.9%
Local government officials	13.5%
Private companies	13.5%
Military agents	5.4%
Total	100.0%

Source: Primary data

Central government officials were predominantly mentioned among people who abuse the right to free expression of media practitioners (48.6%), followed by police officials (18.9%) and local government officials and private company responsible respectively (13.5% each). This distribution sounds logic since the central government constitutes the most important source of information in the context of Rwanda²⁹. It is also understandable that the police officials rank second. Discussions in group suggested that the abuse of the right to freedom of expression of which the police are accused of is ‘justified’ by their mission of protecting public order. Also interesting is the fact that this order of people who are accused of abusing the right to free expression changes when it comes to citizens. Indeed, though the proportion of citizens who claimed that their rights to free expression of opinion has been violated is quite insignificant, the field data show that local government officials rank first among the abusers of this right as shown in the graph below.

Table 7: Proportion (%) of people who prevented citizens from expressing their opinions freely

	Frequency	Percent
Local government official	31	83.8%
Central government official	4	10.8%
Police officer	1	2.7%
Military agent	1	2.7%
Total	37	100.0%

Source: Primary data

As revealed in the above table, local government officials constitute the large majority of people who allegedly abuse the right of citizens to free expression (83.8% of the total). This proportion appears justified since interactions among citizens and local authorities are intense and higher than with any other category of policy makers and implementers. *If people can prevent others from enjoying the right to freedom of expression, there are cases where people*

²⁹ See Search for Common Ground’s study (2010).

can refrain themselves from enjoying the same right for various reasons, including the fear of consequences that may result from the freedom of expression as developed in the following lines.

Table 8: Cases of self deprivation of the freedom of expression due to fear of consequences

Citizens			Media practitioners		
Responses	Frequency	%	Responses	Frequency	%
Yes	248	9.5	Yes	68	47.2
No	2333	89.7	No	72	50
No response	19	0.8	No response	4	2.8
Total	2600	100.0%	Total	144	100.0%

Source: Primary data

In order to avoid what respondents called “consequences” that may result from the freedom of expression, some citizens and media practitioners deprive or constrain themselves from enjoying the right to free expression. By “consequences” one may understand troubles that may oppose citizens and media practitioners with other people, especially authorities as a result of one’s opinions or ideas publication. The issue of self-deprivation of freedom of expression is significantly higher among media practitioners due to the impact that their ideas or opinion may have as public informants. Out of all 144 media practitioners who participated in the survey, 47.2% indicated restricting their own freedom of expression due to fear of consequences that may result from its exercise.

It is surprising to note that media practitioners are refraining themselves towards freedom of expression while the new law provides that right to them. This discrepancy between the legal and policy frameworks that are widely conducive to enjoyment of freedom of expression and the practice of media professionals on other hand may result from the ignorance of existing laws or the personal background of media practitioners as most of them are the self made men in this industry.

Table 9: Opinions on the existence of laws infringing on citizens’ right to freedom of expression

Citizens			Media practitioners		
Responses	Frequency	%	Responses	Frequency	%
Yes	37	1.5%	Yes	68	48.6%
No	2469	98.5%	No	72	51.4%
Total	2506	100.0%	Total	140	100.0%

Source: Primary data

While almost 80% of media practitioners are aware of the existence of laws that provide for the freedom of expression, 48.6% of those who responded to the question still think there are legal provisions that disregard the right to freedom of expression and freedom of media. The desk review as well as personal interviews has revealed a kind of confusion over the differences between the 2009 media law and the 2013 version of the same law. Indeed, the

2009 version of the media law contained a number of provisions that were freedom limitative. The version of 2013 being new, its content is still largely unknown, including of media professionals themselves, meaning that this gap is explained by insufficient knowledge of media practitioners in law matters.

Regarding the “ordinary” citizens, they have remained coherent in their responses. Indeed, the very large majority of them have shown a limited knowledge of laws that provide for the freedom of expression. It is therefore logic that their awareness of freedom restrictive provisions, if any, remains close to zero.

5.5. The right to information guaranteed in law and respected in practice

Access on the part of citizens to information held by state bodies is a fundamental right and is ordered as incorporated in the freedom of expression and information. To freedom of expression and information corresponds the obligation of the state to refrain from actions which obstruct it. To the right of access to information corresponds the obligation of the state to provide for the access by law.

Numerous international instruments to which Rwanda is a party, establish an obligation for protection of the right of access to information. Article 19 of the Universal Declaration of Human Rights says: “*Everyone has the right to freedom of opinion and expression; this right includes freedom to hold opinions without interference and to seek, receive and impart information and ideas through any media and regardless of frontiers*”. This right is also provided for by article 19 and article 17 of the International Covenant on Civil and Political Rights (ICCPR) and the Covenant on the Rights of the Child 1989.

Under these instruments, a citizen has a right to seek such information from a public authority which is held by the public authority or which is held under its control. This right includes inspection of work, documents and records; taking notes, extracts or certified copies of documents or records; and taking certified samples of material held by the public authority or held under the control of the public authority. The right to information provides that individuals have a basic human right to demand information held by government bodies. It derives from the freedom of expression to “seek and receive information”³⁰.

In Rwanda, the right of citizens to information is a constitutional right. Article 34 says: ‘Freedom of the press and freedom of information are recognized and guaranteed by the State’.

³⁰ Universal Declaration of Human Rights, art. 19.

The Access to Information Law³¹ is built on the right to information of every person in Rwanda. Therefore, the law was designed to “facilitate the right of all persons to have access to information held by public authorities and to require that public authorities proactively publish and disseminate information to the public in a useful form and manner in order to further the public interest generally” (Article 1).

The Access to Information Law goes further to specify what right to information entails:

Every person has the right to access information in possession of a public organ and certain classes of private bodies. The right to access information includes but not limited to:

1° inspect works, documents or records;

2° take notes, extracts or copies of official documents or records;

3° take official samples of material; or

4° obtain information in the form of diskettes, floppies, tapes, video cassettes or in any other electronic mode or through print-outs where such information is stored in a computer or in any other device (Article 3).

The media law establishes that ‘ a journalist shall have free access to all sources of information and the right to freely inquire on all events of public life, and to publish them in respect of the provisions of this Law and other Laws’ (Article 12)³².

Article 21 of the Code of Ethics³³ also emphasizes the right of journalists to information as follows:

“The journalist and any other media professional, in the exercise of their profession, shall have access to all sources of information, and they shall have the right to freely carry out investigation into the facts conditioning public life”.

The Rwanda Broadcasting Authority (RBA, the then ORINFOR), has “the mission of providing a wide range of information and entertainment programs reflecting views and perspectives of a progressive society and satisfying the needs and interests of the general public. In the fulfillment of its mission, RBA shall use Radio, Television and modern Information Communication Technology”³⁴. In addition to this, the Access to Information Law sets terms of a public organ responsible for proactive disclosure of needed information. Also, public organs are required ‘to provide information proactively to the public at regular intervals through various media of communication’ (Article 7) and to design a public information officer who will provide information as the need arises (Article 8)³⁵.

³¹ Official Gazette n° 10 of 11 March 2013 (P66). Law 04/2013 of 08/02/2013 relating to access to information.

³² Official Gazette n° 10 of 11 March 2013 (P28). Law no 02/2013 of 08/02/2013 regulating media.

³³ Code of ethics governing journalists, other media professionals and the media in Rwanda. June 2011. Accessed from www.mhc.gov.rw on April 18, 2013.

³⁴ Draft law determining responsibilities, organization and functioning of the Rwanda Broadcasting Agency. Accessed from www.mhc.gov.rw on May 19, 2013.

³⁵ Official Gazette n° 10 of 11 March 2013 (P66). Law 04/2013 of 08/02/2013 relating to access to information

Appeals mechanisms are provided for by the Media Law and the Code of Ethics whereby anybody is free to request justice from any media that has caused harm:

Broadcasted or published false news and inaccurate information shall spontaneously be rectified. Individuals and organizations are entitled to the right of reply and the right to retort in the conditions provided for by the law. Rectification, right of reply and right to retort shall only be exercised in the press organ, which broadcasted or published the information raising controversy (Article 5)³⁶.

As for journalists, their appeals are submitted to the Media Self Regulatory Body or any other competent organs to amicably resolve any matter or else they will refer to the competent court (Article 15)³⁷.

A specific law defines the conditions and scope of the right to information. This section discusses the opinions of citizens and media practitioners regarding this right.

In practice, media freedom is catered for by Government Bodies which include the Ministry providing oversight to the media sector, i.e. the Ministry of Local Governments (MINALOC) and other departments/institutions and bodies of the Rwanda government such as the Rwanda Governance Board which enact legislation and develop/maintain policy that enables the media to operate³⁸. Media High Council (MHC), self-regulatory body (to be set up in the nearest future), ORINFOR, the Rwandan Editors' Forum (REFO), the Press House, the Association of Rwandan Journalists (ARJ), and the Association of Rwandan Media Women (ARFEM) are further bodies that deal with media promotion. Other civil society organizations, both from within Rwanda and other countries have recently contributed in the setting up of the Rwanda Media Support Fund. They included the various guaranty funds existing in Rwanda; the recently created Diaspora Mutual Fund which opened an account in Bank of Kigali; the National Bank of Rwanda (BNR); and the Rwandan Bank of Development (BRD)³⁹.

In addition, the Media High Council promotes and protects media freedom as follows:

- a) It promotes awareness of rights and responsibilities amongst media professionals and the general public;
- b) It champions the rights of the media organizations and professionals to disseminate information in the public interest;
- c) It defends the rights of the media organizations and professionals to go about their trade without undue interference;
- d) It promotes dialogue between media and society⁴⁰.

³⁶ Code of ethics governing journalists, other media professionals and the media in Rwanda. June 2011. Accessed from www.mhc.gov.rw on April 18, 2013.

³⁷ Official Gazette n° 10 of 11 March 2013 (P 28). Law no 02/2013 of 08/02/2013 regulating media.

³⁸ MHC (2013). Strategic capacity building plan for media. *A five-year strategy developed for the Media High Council, Rwanda.*

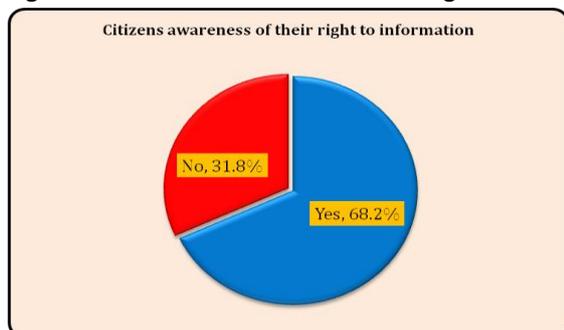
³⁹ MHC (2009). Media support fund. Final report on feasibility study developed with technical support of Media Vision.

⁴⁰ Official Gazette n° 10 of 11 March 2013 (P 50). Law no 03/2013 of 08/02/2013 determining the responsibilities, organisation, and functioning of the Media High Council (MHC)

5.6. Citizens awareness of their right to information

As discussed far above, the awareness of citizens of their right to information is a prerequisite for them to enjoy this right. The results in the figure below show however that this awareness needs to be increased.

Figure 11: Citizens awareness of their right to information



Source: Primary data

Of all 2600 citizens who responded to the survey questionnaire, 68.2% are aware of their right to information against 31.8% others who are not. This low level of awareness by citizens of their right to information is confirmed by the proportion of those who declared knowing the legal instruments that guarantees it as presented in the table below.

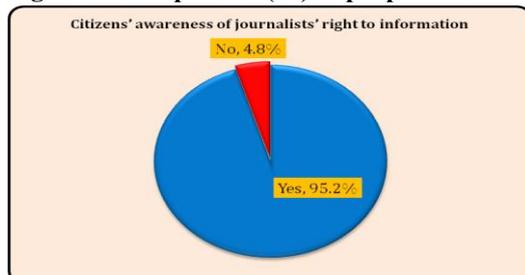
Table 10: Awareness of citizens on Legal instrument providing the right to information

	Frequency	%
Constitution	48	2.7
Don't know	1758	97.3
Total	1806	100

Source: Primary data

As indicated in the above table, only about 3% of citizens are aware that access to information is a constitutional right. None of the respondents (citizens) are aware of the existence of a specific law on access to information. Based on these results, it is needless to stress that vulgarization of the law is still low. This awareness is higher not surprisingly among journalists (96.4%). Likewise, citizens are highly aware of the right of media practitioners to information.

Figure 12: Proportion (%) of people who are aware of journalists' right to information



Source: Primary data

Both quantitative data (see the above graph) and qualitative ones (focus group discussions) prove that citizens are aware of the mission of media practitioners: informing the public.

5.6.1. Respect of the right to access to information

An insignificant proportion of citizens (3.5% of the total) have claimed having been deprived the right to information in the last 12 months without giving further details. According to results of the same survey, local government officials represent 80% of people who prevented citizens from enjoying their right to education. No specific law or legal provision infringing on the right of citizens to information was specifically mentioned.

The issue of deprivation of the right to access to information is reportedly significant among media practitioners as presented in the graph below.

Figure 13: Media practitioners who have been denied access to information



Source: Primary data

Of all journalists who responded to the survey questionnaire, above 1/3 (36.3%) reported having been denied access to information in the 12 last months.

Table 11: Category of people who reportedly prevent

Category	Percent
Central government official	44.4%
Police officer	20.0%
Local government official	15.6%
Private Company	13.3%
Military agent	6.7%
Total	100.0%

Source: Primary data

Central government officials rank first once again among people who are reported to limit the right of media practitioners to access to information. This is probably linked to the fact that the majority media organs in Rwanda are based in the capital headquarter of central institutions. They are followed by the police and local government officials, with 20% and

15.6% respectively. The survey data shows domains in which access to information is mostly restricted compared with others.

Table 12: Domains where access to information is mostly restricted

Category	%
Military and national security	50
Internal politics	25
Regional and international politics	25

Source: Primary data

According to media practitioners, issues related to the military and national security are highly sensitive and thus subject of important restrictions regarding the right to access to information (50%). The two other domains that are considered restrictive are questions of internal politics and regional and international politics (25% each). Both citizens and media practitioners said that information is easily accessible in the domain of economic development, social protection and sports among other aspects. In terms of scores, media practitioners see a significant difference between the spirit of law regarding the right to access to information of media professionals and the practice as summarized in the following table.

Table 13: Compliance between the law and practice regarding the right to access to information according to media practitioners

		Total	Score	Percent	No answer	Don't know	Global total
The right to information is respected in practice	Fr	130	2.97	59.4	8	3	141
	%	100.0			5.7	2.1	

Source: Primary data

The respect of the law guaranteeing the right to access to information in Rwanda scored 2.9 out of 5. Considering reforms aimed at promoting the freedom of expression and the press, including access to information, this score is low. The majority of media practitioners (58.5%) moderately agree that the law providing for the right to access to information is respected, while 15.4 and 5.4% respectively disagree and strongly disagree with the statement. Access to information appears even worse compared with other aspects of the freedom of expression as revealed in the following table.

Table 14: Editorial independence guaranteed in law and respected in practice

		Non existent	Strongly disagree	Disagree	Moderately agree	Agree	Strongly agree	Total	Score	Percent
Broadcast media exercise their	Fr	0	0	7	30	59	34	130	3.92	78.5

right to freely allocate broadcasting time and program	%	0.0	0.0	5.4	23.1	45.4	26.2	100.0		
Broadcast media exercise their right to freely determine editorial content without any interference	Fr	2	2	17	27	43	35	126	3.68	73.7
	%	1.6	1.6	13.5	21.4	34.1	27.8	100.0		
Media outlets determine what to publish on the website without any interference.	Fr	32	5	9	13	24	14	97	2.35	47.0
	%	33.0	5.2	9.3	13.4	24.7	14.4	100.0		

Source: Primary data

Media practitioners are highly satisfied of the right of broadcast media to freely allocate broadcasting time and program without interference. This indicator scored 78.5%. Likewise, the score given to the freedom for broadcasting media to determine their editorial content without any interference is satisfactory (73.7%). However, the score decreases when it comes to the independence of on the websites (47%). The desk review has shown that media are free to allocate broadcasting time and program and to establish their editorial lines. This can be deducted from the Media Law⁴¹, Articles 8, 9 and 9 and 10 which respectively guaranty freedom to journalists and banish censorship and any form of seizure (unless legal provisions rule it necessary).

Also, the law clarifies the conditions under which media organs are created and function, but no single provision is clearly stated as regards editorial lines and free allocation of time and program.

5.6.2. Right to protection of sources

The media depend to a large extent on members of the public for the supply of information of public interest. Most of the time, these sources are more than happy to be quoted in the newspaper or on the television. But occasionally, citizens come forward with information of a secret or highly sensitive nature. They believe such information - relating for example to corruption, misgovernment or the activities of organized criminals should be made known to the general public, to expose wrongdoing or to stimulate public debate on the subject. When this happens, anonymity is often a precondition for the source's willingness to speak, out of fear for retaliation if his or her name were made public.

Protection of journalistic sources is one of the basic conditions for press freedom. Without such protection, sources may be deterred from assisting the press in informing the public on matters of public interest. As a result the vital public-watchdog role of the press may be undermined and the ability of the press to provide accurate and reliable information may be adversely affected. The right of journalists to protect the confidentiality of their sources has also been widely recognized by international bodies, including the European Parliament and the Committee of Ministers of the Council of Europe.

⁴¹ Ibid.

In Rwanda, protection of sources is a legal right of journalists. Article 13 of the media law states that “Professional journalist confidentiality shall be guaranteed in respect of his/her sources of information, notes, audio or audiovisual recordings or film shooting as well as any information collected and stored electronically”⁴². But the court may decide otherwise in the interest of justice. This section discusses the views of media practitioners in Rwanda regarding the respect of the right to protection of journalist sources.

Table 15: the right to protect journalistic sources is guaranteed in law and respected in practice

	Total	Score	Percent
The right to protect confidentiality of sources without fear of prosecution or harassment is freely exercised in Rwanda	139	4.08	81.6
	100.0		

Source: Primary data

Media practitioners are highly satisfied of the respect of their right to protect sources. This scored 81.6%.. About 45% of all respondents under this category “strongly agree” that this right is respected while only 5% disagree. However, a non negligible of other media practitioners (16.2%) reported having been personally forced to reveal their sources.

Figure 14: Media practitioners who have been personally forced to reveal their source of information



Source: Primary data

According to results of the survey, central government officials, police officers and local government officials are respectively mentioned among people who forced media practitioners to reveal their sources. For the first time, unknown people were mentioned as part of those that forced journalists to reveal their sources, with 11%.

Table 16: the right to protect journalistic sources is guaranteed in law and respected in practice

Category	%
High authorities	33.4
Local government officials	22.2
Police officers	22.2
Private Companies	11.1
Unknown peoples	11.1
Total	100

Source: Primary data

⁴² Official Gazette n° 10 of 11 March 2013 (P 28). Law no 02/2013 of 08/02/2013 regulating media

Table 17: Recap of the indicator and sub-indicator

RMB Indicator		Media (%)	Citizens (%)	CSO (%)	Overall Weighted average for the indicator
A system of regulation conducive to freedom of expression and media freedom					
1	Freedom of expression is guaranteed in law and respected in practice		89.3		
2	Media Freedom is guaranteed in law and respected in practice	72.0	89.7		
3	The right to information is guaranteed in law and respected in practice	74.3			
4	Editorial independence is guaranteed in law and respected in practice	66.4			
5	Journalist's right to protect their sources is guaranteed in law and respected in practice	82.7			
6	The public and civil society organizations (CSO's) participate in shaping public policy towards media	35.3		62.3	
	Overall	66.1	89.5	62.3	71.5%

Overall, the level of development of the first indicator (a system of regulation conducive to freedom of expression and media freedom) is perceived high (71.5%). It was scored very high by ordinary people (89.5%), but quite high according to media practitioners (66.1%) and CSOs (62.3%). Ordinary people prove to be more satisfied than other categories with this indicator; followed by media practitioners, while CSOs remain the least satisfied.

CHAP VI: PLURALITY AND DIVERSITY OF THE MEDIA, LEVEL ECONOMIC PLAYING FIELDS AND TRANSPARENCY OF OWNERSHIP

Throughout the world, media pluralism is considered essential to democracy. A pluralistic media, that one marked by a variety of outlets with diverse ownership and viewpoints, independence and transparency, is generally believed to contribute to a press that honours the ideals of democracy and reflects diversity within society.

Media pluralism is a concept that embraces a number of aspects, such as diversity of ownership, variety in the sources of information and in the range of contents available in the country. For many analysts or observers, media pluralism has come to mean, almost exclusively, plurality of ownership. Concentration of ownership, it is feared, may result in a skewed public discourse where certain viewpoints are excluded or under-represented. Further, because some viewpoints are represented while others are marginalized, abuse of political power can occur through the lobbying of powerful interest groups - whether these are political, commercial or other. Although pluralism of ownership is important, it is a necessary but not sufficient condition for ensuring media pluralism. Media ownership rules need to be complemented by other provisions.

Ensuring media pluralism, in our understanding, implies all measures that ensure citizens' access to a variety of information sources, opinion, voices etc. in order to form their opinion without the undue influence of one dominant opinion forming power⁴³.

Table 18: State actively promotes a diverse mix of public, private and community media

	Total	Score	Percent	Refused to answer	Don't know	Global total
Anti-monopoly laws are enforced in order to avoid excessive concentrations of media ownership	89	2.36	47.2	9	47	145
	100.0			6.2	32.4	
Civil society groups participate actively in the promotion and enforcement of measures to foster media pluralism	119	3.12	62.4	6	19	144
	100.0			4.2	13.2	
Public, private and community media enjoy equal treatment in the granting of access to information	136	2.05	41.0	5	3	144
	100.0			3.5	2.1	

Source: Primary data

The question whether the State actively promote a diverse mix of public, private and community media has brought about ambivalent results depending on each indicator considered. The majority of media practitioners who were interviewed do not think public and private media enjoy equal treatment in terms of access to information. This indicator scored 41%. On the contrary, media professionals have judged the participation of civil society organizations in promoting and enforcing measures that foster media pluralism

⁴³ For similar ideas, read Banisar, D., *The right to information and privacy: Balancing rights and managing conflicts*, The World Bank, Washington, 2011

satisfactory. The indicator was scored 3.12/5, which is 62.2%. Media practitioners do not believe law enforcement authorities effectively work to avoid concentration of media ownership (47.2%).

The media sector has known tremendous progress in the aftermath of the Genocide against the Tutsi in Rwanda. As a result of media liberalization in 2001⁴⁴, the country counted 32 Newspapers, 11 Magazines, 2 Television stations (Rwanda Television and the newly created, Ten TV), 30 Radio Stations, and 34 websites operating in Rwanda⁴⁵. The print and TV segments have limited reach as compared to radio. Media practitioners are numbered to about 572, including journalists, reporters, correspondents, commentators, anchors and around 75 editors and editorial staff across the print, audio-visual and social media sectors in Rwanda. Ownership of media organizations is spread across 67 media houses⁴⁶.

As regards community media, ever since the creation of community media (radios)⁴⁷ in Rwanda in 2003, these new types of media have proven to be very instrumental to development as they promote citizens' participation to various initiatives. These radios inform the community about government policies and spread their ideas and best practices throughout the country and link the population to local leaders⁴⁸.

The Rwandan Government and Civil Society Organizations (CSOs) play an important role in the creation and sustaining of the media, especially community radios. The Rwanda Broadcasting Agency (RBA) was the first to set up community radios which total to 5 now. CSOs own (or have contributed in the creation) a big number of community radios as in the table below:

Table 19: List of community media in Rwanda

Radio stations	Ownership	Area
Musanze Community Radio	ORINFOR	Musanze
Rubavu Community Radio	ORINFOR	Rubavu
Rusizi Community Radio	ORINFOR	Rusizi
Huye Community Radio	ORINFOR	Huye
Nyagatare Community Radio	ORINFOR	Nyagatare
Ishingiro Community Radio	IREX	Gicumbi
Isangano Community Radio	IREX	Karongi
Radio Huguka	Association Huguka	Muhanga
Izuba Community Radio	Association for Development through Communication (ADECCO)	Ngoma
Radio Salus	UNESCO in partnership with the National University of Rwanda	Huye

⁴⁴ Albert Nsengiyumva and Emmanuel Habumuremyi, *A Review of Telecommunications Policy Development and Challenges in Rwanda*, Association for Progressive Communications (APC), September 2009, http://www.apc.org/en/system/files/CICEWARwanda_20090908.pdf.

⁴⁵ The data is dated May 2013 in the course of conduct of this study

⁴⁶ MHC (2013). Strategic capacity building plan for media. *A five-year strategy developed for the Media High Council, Rwanda*.

⁴⁷ Here, the definition tends to involve much more the location and the content than the ownership.

⁴⁸ *Community radios champion citizen participation in nation building*.

<http://neutimes.co.rw/news/index.php?i=15132&a=58988> Accessed on March 23, 2013.

Radio Maria	Catholic Church	Muhanga
Radio Voice of Africa	Muslim radio	Kigali
Radio Ijwi ry'Ibyiringiro	Confessional	Kigali
Radio Restore (Sana)	Confessional	Kigali
Radio Umucyo	Confessional	Kigali

Source: Secondary data

There are a number of initiatives aiming at promoting media in Rwanda in general, and community media, in particular. For instance, one should note the commitment from President Paul Kagame who offered a printery to Rwandan media and has vowed to help the media become a responsible industry. In addition, a Basket Fund for Media Support is still in pipeline. Creation of this Fund was supported by 83% of media professionals. The Fund is expected to operate as Marshall Plan to resuscitate and sustain media outlets by providing media with financial and technical support.

The Ministry of Information plans to develop a strong media economy by initiating a 'messenger' system to assist in distribution of newspapers, on the one hand, encourage any initiative in the media and train media managers, on the other hand.

Another initiative to uplift the media in the country is a big media centre that was created in Kigali to be a meeting point for both media professionals and all stakeholders. The centre will be also a place for exhibition and exposition, individual offices, studios, fellowships, facilities for worldwide transmission of information, products and activities. The Government of Rwanda also expects economic operators to invest in the media industry and promote publicity market by encouraging them to use more media for promotion of their businesses⁴⁹.

In addition, it is suggested that the Government of Rwanda considers fiscal and other incentives such as tax breaks/ holidays, reduced tax rates and other fiscal incentives for import of equipment and raw material used by the Media sector. Direct support to Media entities and organisation by way of grants, loans, equity participation, and guarantees is another option. The Government plans also to use other initiatives such as Government's publicity initiatives and to establish Media Organisations/entities itself to meet the requirements of the country⁵⁰.

RURA acknowledges the fact that, though community media have become crucial, they cover small areas. Hence, the provision of a multiplex to cover these small areas appears not to be cost-effective. The idea therefore is to 'allow a certain number of programme channels on a National or Provisional Multiplexes be reserved for community services and make some provision for these to be shared between various community services.

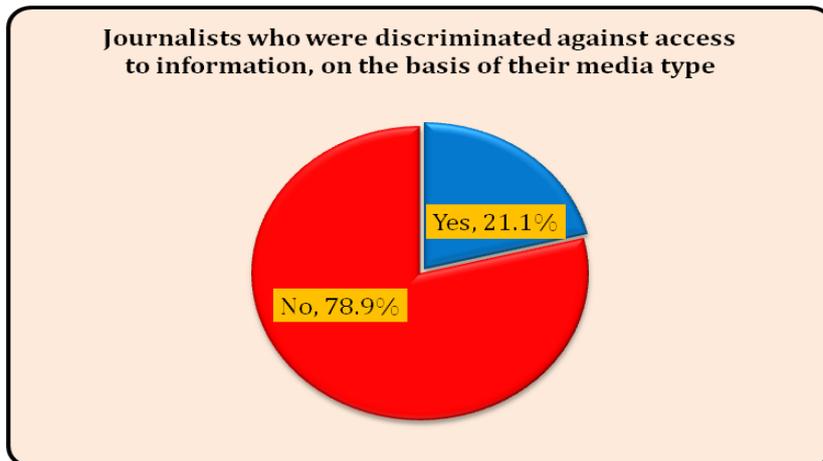
⁴⁹ MHC (2009). Media support fund. Final report on feasibility study developed with technical support of Media Vision.

⁵⁰ MHC (2013). Strategic capacity building plan for media. *A five-year strategy developed for the Media High Council, Rwanda.*

The issue of stand-alone multiplexes for community service area may be addressed at a later stage when it makes business sense⁵¹.

Media pluralism can be also measured by examining the way media organs access information per category (government and private media). The field data revealed some differences.

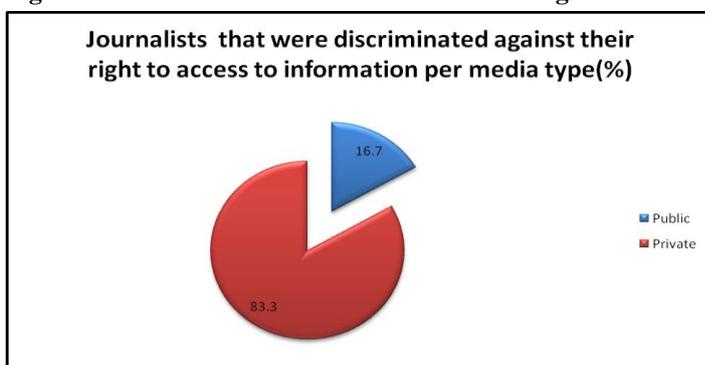
Figure 15: Discrimination of media practitioners on the basis of their media type Media practitioners in terms of access to information over the last 12 month



Source: Primary data

Discrimination of journalists on the basis of the type of media for which they work (government or private) was reported as highlighted in the above graph. In the majority of cases, media practitioners that are discriminated in terms of access to information work for private organs. Interviews with journalists and media managers have made it clear that some public authorities, when they don't simply switch off their mobile phones to avoid any contact with journalists, refuse to respond to their calls or select journalists to whom they want to speak.

Figure 16: Journalists that were discriminated against their right to access to information per media type



Source: Primary data

⁵¹ RURA (2008). Managing the change from analogue to terrestrial digital broadcasting in Rwanda

The figure above reveals that journalists whose right to access to information was denied are predominantly from the private media organs. These constitute 83.3% of all media practitioners who reported discrimination in terms of access to information between private and public journalists. As discussed far above, this discrimination is mostly done by those holding public offices at the central government level, police officers and local authorities.

6.1. Independent and transparent regulatory system in frequency allocation

One of the key indicators of media governance is the level of transparency of the regulatory system in the allocation of frequency. The table below presents opinions of media practitioners regarding this aspect.

Table 20: Independent and transparent regulatory system in frequency allocation

		Total	Score	Percent	Refused to answer	Don't know	Global total
Access to the frequency spectrum to a plurality of media, including community broadcasters is equitable	Fr	88	3.03	60.7	11	42	141
	%	100.0			7.8	29.8	
Decision-making processes about the allocation of frequencies between public, private and community broadcasters are open and participatory	Fr	86	3.06	61.2	12	45	143
	%	100.0			8.4	31.5	
Decision-making processes about the allocation of frequencies between public, private and community broadcasters are constantly overseen by an independent body	Fr	75	2.49	49.9	12	56	143
	%	100.0			8.4	39.2	

Source: Primary data

Media practitioners attributed a satisfactory score (60.7%) to the equity that characterize access to frequency in Rwanda. Likewise, they are equally satisfied with the openness and participatory character of decision-making processes related to the allocation of frequencies between public, private and community broadcasters (61.2%). However, media practitioners underscored the process of overseeing decision-making frequencies allocation between these media by an independent body (49.9%). This situation implies a need, for frequency attributing authorities, to work under the supervision of an independent body when distributing broadcasting frequencies.

Unlike the media law of 2009, the new law of 2013⁵² sets neither start-up fees nor restrictive conditions to people willing to create media companies. Article 16 provides only the following:

“Before setting up a new media organ, its owner or any other competent person shall apply in writing to the competent public organ. If it is a public media organ, the Chairperson of the

⁵² Official Gazette n° 10 of 11 March 2013 (P 28). Law no 02/2013 of 08/02/2013 regulating media.

Board of Directors of the new media organ which needs to be set up shall file the written application with such an organ. The competent public organ shall put in place instructions to determine the requirements for setting up the media organ”.

The RURA set up one important condition which broadcasting institutions in Rwanda have to abide by which is the adoption of digital technology allowing them to switch to digital broadcasting system. This technology, among other things, should be widely worldwide to ensure availability of a variety of end-user equipment and spares at affordable costs to allow end-user to have access to several services on offer.

As digital broadcasting requires tremendous innovations including convergence of broadcasting with multimedia, data and telephone services so that it facilitates sharing of resources among broadcasters and with other content service providers, new laws and licensing system will be enacted. The new frequency licensing system will be based on needs of broadcasters and content service providers that are licensed or in the process of being licensed by the regulator. The regulator does not intend to behave like a landlord in the utilization of the frequency resource any more.

The shift to digital broadcasting will be done in a way for public broadcasting to remain as ‘a base for informed unbiased source for socially but not necessary commercial information’. RURA expects the new system to ‘be a reference source for promoting cultural heritage, social values and in preserving the identity of Rwandan society, its people and history. It should have a strong production base in Rwanda for locally produced material not only for its own consumption but that shall draw interest of other broadcasters. It should continue to be funded by the government, but it need be encouraged to find means of reducing its burden to the government. Under public broadcasting there is expected to be three entities: Rwanda Television, Radio Rwanda and the Public MUX Operator’. RURA caters for the following challenges:

- Globalization—significant of boundaries
- Convergence—distribution systems and platforms
- Digitalization-pluralism, diversity, localism of the media, professional capacity, etc
- Next generation broad band technologies – infrastructure (moving towards wireless)
- The personal citizen media – the changing business models
- The new media – the internet’s effect⁵³

As a matter of the fact, one can argue that RURA is opposed to monopoly. For allocation of broadcasting license, this regulator includes a condition for media institutions to demonstrate non-monopoly tendency in the broadcasting sector and related services⁵⁴. Apart from the above conditions, it turns out that “all licenses are granted on an open and objective basis, without discrimination against any applicant for a license”. However, it is important to note that ‘licenses granted to dominant organizations are subject to more onerous conditions than

⁵³ Gatarayiha, F.R. (2012). Fostering An Enabling Media Regulatory System: The Case Of Rwanda. In MHC. National Dialogue on Media Development.

⁵⁴ RURA (2008). Managing the change from analogue to terrestrial digital broadcasting in Rwanda

those granted to other providers of telecommunications networks and telecommunications services’⁵⁵.

RURA regulates any control of the broadcasting equipment and the importation process. No specific measure is meant to favor community broadcasting or any other type of media. Any broadcasting institution wishing to import its equipment will comply with international standards recognized by the following organizations:

- ITU: International Telecommunications Union
- EAC: East African Community Standards
- FCC: Federal Communications Commission (USA)
- ANSI: American National Standards Institute
- ETSI: European Telecommunications Standardization Institute

Applicants wishing to import radio communication equipment into Rwanda are submitted to a number of guidelines. Requests for license are scrutinized by RURA to see if requirements are met. This license is used by broadcasters as documents to ensure and make clearance of the equipment at any point of entrance in Rwanda, which goes through any existing government regulation⁵⁶. Although there is no clear method to determine licensing fees, RURA states that, given the fact that the ‘Multiplex Operator license includes infrastructure and frequency the license fee should reflect so, there should be an initial license fee for owning and operating facilities plus that of radio communication services which implies frequency usage and subsequently payment of fixed percentage of gross annual turnover’⁵⁷. The 2001 Law governing telecommunications provided that the regulator levies fees for licenses as following:

- for license applications, whether or not the application is successful;
- for initially issuing the license;
- on a periodic basis to permit continuation of the license;
- for renewal of the license on expiry⁵⁸.

Further preferential measures include exemption provisions established by the Rwanda Revenue Authority for equipments of information, communication and technology imported to Rwanda (Article 84)⁵⁹.

In addition, issuance of TV licenses to broadcasters is done in an equitable, reasonable and non discriminatory manner. RURA gives priority to Free to Air programs with local content to the amount of 20% of the Free to Air program. Three types of TV licenses are issued in a bid to ensure economy of scale in providing broadcasting services such as the National Signal

⁵⁵ Law no° 44/2001 of 30/11/2001 governing telecommunications. Accessed from www.mhc.gov.rw on March 24, 2013.

⁵⁶ RURA (2008). Guidelines – importation of radio communications and broadcasting equipment

⁵⁷ RURA (2008). Managing the change from analogue to terrestrial digital broadcasting in Rwanda

⁵⁸ Law no° 44/2001 of 30/11/2001 governing telecommunications. Accessed from www.mhc.gov.rw on March 24, 2013.

⁵⁹ RRA (2010). Compilation of fiscal laws and regulations in use in Rwanda.

Distribution License; the Regional Signal Distribution License; and the Community Distribution License⁶⁰.

As regards broadcasting frequencies, these are drawn from an ITU Plan called the Geneva 1984 (GE84) Plan which has assigned FM frequencies to each country in a way to avoid interference between transmitters within and between neighboring countries. Rwanda was allocated 58 frequencies for the 10 recognized transmitting sites countrywide. Among these frequencies, Kigali has been allocated 11 frequency channels though now the demand has made it necessary to shift to 30 frequencies. In such a situation, RURA has set up procedures to award the remaining frequencies in a fair way⁶¹.

Table 21: State plan for spectrum allocation ensures optimal use for the public interest

		Non existent	Strongly disagree	Disagree	Moderately agree	Agree	Strongly agree	Total	Score	Percent	Refused to answer	Don't know	Global total
Regular consultations are held with CSOs and the media sector to draw up the plan for spectrum allocation	Fr	16	13	22	14	16	3	84	2.12	42.4	12	48	144

Source: Primary data

Results above show that consultations by the state authority in charge of frequency allocation with CSOs and the media to ensure optimal use of frequency for the public interest are not regular. The indicator has scored 2.12 out of 5, which is 42.4%. These results also mean that participation of various stakeholders is questionable as far as frequency optimal use is concerned.

Table 22: State uses taxation and business regulation to encourage media development in a non discriminatory manner

	Total	Score	Percent	Refused to answer	Don't know	Global total
State taxation practice is not discriminatory against or in favour of specific media outlets	66	3.50	70.0	7	72	145
	100.0			4.8	49.7	

Source: Primary data

The majority of media practitioners indicate that there is no discrimination, in terms of taxation, between public and private media outlets. The level of agreement with the statement that “State taxation practice is not discriminatory against or in favour of specific media outlets” stands at 70%. Interviews confirmed these results. Even those who think there is a

⁶⁰ RURA (2011). Regulations governing licensing for digital terrestrial television.

⁶¹ RURA (2012). NOTICE N° 01/RURA/ICT SRMM/2012-01. FM Broadcasting frequency Award procedures. Method: Comparative selection

different treatment between public and private media had no convincing example of a case where taxation was discriminatory. However, when it came to State advertisement, the practice reveals discrimination between State owned and private media outlets as shown in the following table.

Table 23: State does not discriminate through advertising policy

		Non-existent	Strongly disagree	Disagree	Moderately agree	Agree	Strongly agree	Total	Score	Percent	Refused to answer	Don't know	Global total
All media have fair access to government advertisements	Fr	21	35	36	15	10	5	122	1.78	35.6	7	15	144
	%	17.2\	28.7	29.5	12.3	8.2	4.1	100.0			4.9	10.4%	

Source: Primary data

There is no written policy in Rwanda regulating state advertisement through media. But in practice, the discrimination between government owned media and private ones is noticeable. This indicator scored 35.6% only. The issue of discrimination between government owned and private media regarding advertisement was recognized in all interviews. For some journalists, this discrimination is “*even used as a means to weaken private media organs*”.⁶² Media practitioners recognized goodwill from the side of authorities to develop media in Rwanda, but noticed serious issues as far as practice is concerned. According to one of the respondent during interview, “*even with all this goodwill, we do not see much progress in a media industry whose problems remains a conundrum: the lack of a sizable local audience or readership means less incentive for advertisers to do business with most of our media organizations, which in turn means less money, which in turn means less ability for media houses to improve their content and hence to become professional*”⁶³.

Our respondent regrets the discrimination of private media that is practiced by the government: “*...Private businesses that advertise are still too few; the government remains the bigger advertiser by far. For a good private media to emerge in the country therefore, the administration will have to take a more active role in doing business with the private press; they will have to push more advertisement revenues to the private media’s way*’. **One of the respondents from the media regulator authority advises** “*the majority of the private media will have to get rid of this primitive mentality that announcements and ads are to be placed only with government-owned media*”⁶⁴.

⁶² Kigali, interview of

⁶³ November 29, 2010.

⁶⁴ Idem

6.2. Diversity is reflected in the content of both print and broadcast media

Protecting and promoting media diversity is still one of the core objectives of media laws and policies. Extensive regulation of media ownership, broadcasting licenses, and program requirements must guarantee that the media supply the audience with a diverse diet of content from an adequate number of independent sources.

Media affect human's life through several ways. According to the agenda setting theory, media contents make people aware or not aware of certain issues and people talk what media publish on daily basis. Furthermore, media can drive policy making process. The above significant roles of media position media as a part of human life. Unfortunately media is not only established to inform, persuade and deliver information to public, but also to be a business venture. They might have certain interests. Therefore, understanding of how the media works is important. Media content is constructed and influenced by some factors including human interests, system and competition⁶⁵.

Table 24: Diversity of content reflected both in print and broadcast media

		Total	Score	Percent	Refused to answer	Don't know	Global total
Politics and governance	Fr	132	2.77	55.50%	1	11	144
	%	100.00%			0.70%	7.60%	
Law and human rights	Fr	132	2.79	55.80%	2	10	144
	%	100.00%			1.40%	6.90%	
Health	Fr	131	3.53	70.70%	3	9	143
	%	100.00%			2.10%	6.30%	
Education	Fr	131	3.52	70.40%	3	9	143
	%	100.00%			2.10%	6.30%	
Entertainment	Fr	133	4.01	80.20%	2	9	144
	%	100.00%			1.40%	6.30%	
Economic development	Fr	132	3.43	68.60%	3	9	144
	%	100.00%			2.10%	6.30%	
Youth issues	Fr	132	3.16	63.20%	3	9	144
	%	100.00%			2.10%	6.30%	
Gender issues	Fr	133	3.47	69.30%	2	9	144
	%	100.00%			1.40%	6.30%	
Environment	Fr	133	3.32	66.50%	2	9	144
	%	100.00%			1.40%	6.30%	
Social relations	Fr	129	3.3	66.00%	4	10	143
	%	100.00%			2.80%	7.00%	
Security	Fr	132	3.08	61.50%	3	9	144

⁶⁵ Read for instance Coronel, S. S. "The role of the media in deepening democracy", accessible on <http://unpan1.un.org/intradoc/groups/public/documents/un/unpan010194.pdf>; Commission of the European Communities, *Media pluralism in the member states of the European Union*, 2007

	%	100.00%			2.10%	6.30%	
Religion	Fr	130	3.19	63.80%	4	9	143
	%	100.00%			2.80%	6.30%	
ICT	Fr	129	3.47	69.50%	3	10	142
	%	100.00%			2.10%	7.00%	
Regional and international aspects	Fr	131	2.95	59.10%	3	10	144
	%	100.00%			2.10%	6.90%	

Source: Primary data

The important question is whether the diversity of media means the diversity of content. How the mass media compete to attract as many audiences as possible constitutes an important issue in media business. Experience shows that plurality of media does not guarantee the diversity of content. Some studies on media content show that different media tend to produce and broadcast similar content⁶⁶. This section discusses media content diversity in the context of Rwanda based on opinions of both citizens (media consumers) and media practitioners.

6.3. Level of diversity reflected in the content of the print media

In general, media practitioners are satisfied by the level of diversity of media content. But there are significant differences depending on the type of media (print, radio stations and television). Print press covers a diversity of topics, including health, education, regional and international questions.

Entertainment is seen as the dominant content of print, with a score of 82.2%. Entertainment is respectively followed by education (71.9%) and health (70.8%). The lowest scores relate to laws and human rights (61.1%) and Politics and governance (61.7%).

Table 25: Level of diversity reflected in the content of radios (audio broadcast media)

		Total	Score	Percent	Refused to answer	Don't know	Global total
Politics and governance	Fr	130	3.08	61.7%	4	9	143
	%	100.0%			2.8%	6.3%	
Law and human rights	Fr	131	3.05	61.1%	3	9	143
	%	100.0%			2.1%	6.3%	
Health	Fr	130	3.54	70.8%	3	9	142
	%	100.0%			2.1%	6.3%	
Education	Fr	128	3.59	71.9%	3	9	140
	%	100.0%			2.1%	6.4%	
Entertainment	Fr	128	4.11	82.2%	4	9	141

⁶⁶ See for instance Lim, M. (2011). "Democratised/Corporatised: Contesting Media in the Post-Authoritarian Indonesia", in Puddephatt, A. et al., *A New Frontier, An Old Landscape*, Global Partners & Associates, pp. 156-181.

	%	100.0%			2.8%	6.4%	
Economic development	Fr	129	3.62	72.4%	3	9	141
	%	100.0%			2.1%	6.4%	
Youth issues	Fr	128	3.38	67.5%	4	9	141
	%	100.0%			2.8%	6.4%	
Gender issues	Fr	130	3.65	72.9%	3	9	142
	%	100.0%			2.1%	6.3%	
Environment	Fr	128	3.34	66.7%	3	10	141
	%	100.0%			2.1%	7.1%	
Social relations	Fr	129	3.47	69.3%	3	10	142
	%	100.0%			2.1%	7.0%	
Security	Fr	128	3.16	63.3%	3	10	141
	%	100.0%			2.1%	7.1%	
Religion	Fr	126	3.39	67.8%	5	11	142
	%	100.0%			3.5%	7.7%	
ICT	Fr	126	3.49	69.8%	4	10	140
	%	100.0%			2.9%	7.1%	
Regional and international aspects	Fr	128	3.11	62.2%	4	10	142
	%	100.0%			2.8%	7.0%	

Source: Primary data

Radio stations also cover a diversity of content. Entertainment is seen as the most dominant content of radio stations, with a score of 4.11/5, which is equivalent to 82.2% followed respectively by gender issues (72.9%) and economic development (72.4%). Politics and governance and laws and human rights are the least covered domains with respectively 61.7%). and 61.1%. In general, scores are higher when it comes to radio content as compared with print. This is probably due to the fact that accessing print media content is demanding compared with radio stations that largely broadcast in Kinyarwanda. One needs to be able to read in order to access print media content. Cost of newspapers proves also higher compared with radio. The fact that politics is less covered by local radio broadcasters was highlighted by participants in FGDs. In most of discussions, participants were almost unanimous that local public radio broadcasters, especially, Radio Rwanda, do not cover some key political issues. They maintained that this is one of the reasons why they tune in to BBC and VOA's Kinyarwanda/Kirundi programmes which cover political matters thoroughly and in a balanced way. In the words of one participant:

“Let's talk about the war in the neighboring Democratic Republic of Congo. It is BBC and VOA, and sometimes, local private radio broadcasters that report about it. But Radio Rwanda remains often silent about it”.

In 2008, MHC asserted that despite the increase in numbers of radio stations, the quality of content of programmes in most of the privately owned radio stations is still lacking. Except for a handful, most of the private radios concentrate on music, adverts and sports shows, religious preaching, paid up and direct call-in programmes mostly for the youth. They rarely have brainstorming political economic programmes discussing government policies and or current affairs. Also, apart from community radios that are based in the rural areas and radio

Rwanda whose coverage is more than 95% of the entire country, most of the other private radio stations are urban based and rarely report events in rural areas⁶⁷.

Table 26: Level of diversity reflected in the content of television (audio-visual broadcast media)

		Total	Score	Percent	Refused to answer	Don't know	Global total
Politics and governance	Fr	114	2.95	58.9%	6	22	142
	%	100.0			4.2	15.5	
Law and human rights	Fr	114	2.90	58.1%	6	22	142
	%	100.0			4.2	15.5	
Health	Fr	114	3.40	68.1%	6	22	142
	%	100.0%			4.2%	15.5%	
Education	Fr	113	3.48	69.6%	6	22	141
	%	100.0%			4.3%	15.6%	
Entertainment	Fr	58	3.29	65.9%	3	12	73
	%	100.0%			4.1%	16.4%	
Economic development	Fr	111	3.62	72.4%	5	23	139
	%	100.0%			3.6%	16.5%	
Youth issues	Fr	114	3.17	63.3%	4	24	142
	%	100.0%			2.8%	16.9%	
Gender issues	Fr	114	3.31	66.1%	6	22	142
	%	100.0%			4.2%	15.5%	
Environment	Fr	113	3.39	67.8%	5	22	140
	%	100.0%			3.6%	15.7%	
Social relations	Fr	113	3.13	62.7%	5	22	140
	%	100.0%			3.6%	15.7%	
Security	Fr	112	2.93	58.6%	6	22	140
	%	100.0%			4.3%	15.7%	
Religion	Fr	113	3.00	60.0%	6	22	141
	%	100.0%			4.3%	15.6%	
ICT	Fr	115	3.23	64.7%	5	22	142
	%	100.0%			3.5%	15.5%	
Regional and international aspects	Fr	114	2.97	59.5%	6	22	142
	%	100.0%			4.2%	15.5%	

Source: Primary data

Compared to print and radio, scores allocated to television are lower. For instance, none of the various domains it covers has reached 4/5. The highest scores are related respectively to economic development (3.62/5) and education (3.48). The lowest scores relate to security issues (2.93/5) and laws and human rights (2.90/5). In general, politics and governance, law and human rights, security and regional and international questions are underscored. Again, the Rwanda television, as public TV was challenged by participants in FGDs over its weak coverage of some political issues, yet covered by some radio broadcasters.

⁶⁷ MHC (2008). State of the media report.

Table 27: Diversity is reflected in the languages used by both print and broadcast media

		Total	Score	Percent	Don't know	Global total
Access to public print media in Rwanda which use the language that citizens read and understand	Fr	2179	2.66	53.2%	285	2464
	%	100.0%			11.6%	
Access to private print media in Rwanda which use the language that citizens read and understand	Fr	1990	2.27	45.5%	469	2459
	%	100.0%			19.1%	
Access to community print media which use the language that citizens read and understand	Fr	2066	2.54	50.7%	491	2557
	%	100.0%			19.2%	
Access to community broadcast media which use the language that citizens understand	Fr	2419	3.16	63.1%	154	2573
	%	100.0%			6.0%	
Access to public broadcasters which use the language that citizens understand easily	Fr	2429	3.12	62.4%	141	2570
	%	100.0%			5.5%	
Access to private broadcasters which use the language that citizens understand easily	Fr	2267	2.46	49.3%	289	2556
	%	100.0%			11.3%	

Source: Primary data

The data in the table above suggest that public media, both print and broadcast, are perceived to be more diverse than private media, with regard to the use of languages that are understood by ordinary people. However, the level of diversity in the same regard prove quite high for community and public broadcasters and moderate for the rest of media. One should note that the language that nearly all Rwandans understand is Kinyarwanda (mother tongue), though some of them also understand French, English and Kiswahili. Nevertheless, the data also suggests that ordinary people remain embarrassed when it comes to distinguishing public media and government-led community broadcasters (radio), given that the level of access to community print media which use the language that citizens understand stands at 50.7%. Yet community print media remain almost inexistent.

In 2009, MHC stated that the situation is worse with regard to diversity in the content of print media. Poverty of media institutions results in a high mortality rate or irregularity of newspapers. Newspapers have reduced readership and they face serious printing costs. Consequently, most newspapers “are often suffocated by high production costs and diverse taxes which they evade because many have no known address and have no fiscal records. Those who resist on the market awkwardly engage in a journalism of opinion”. The media also tend to base their reporting on ‘hearsay’ and fail to go to the field. Media do not publish population’s ideas; they rather give more priority to ‘official declarations’. They do not give enough speech to local leaders and civil society⁶⁸.

Public media seem to be well-off, which allows them to cover better stories with more sources than private media. However, their main weakness is said to be their focus on debates and speeches of high ranked officials, and lack analytical skills. This is mostly caused by lack

⁶⁸ MHC (2009). Media support fund. Final report on feasibility study developed with technical support of Media Vision.

of knowledge at different levels such as directors, chief editors, journalists, archivists and technicians of media institutions. The lacking skills generally pertain to administrative, financial and technical management, editorial line, journalists' writing techniques, specialization in health, environment and population reporting, data processing and journalism ethics, etc⁶⁹.

In April 2011, the Government of Rwanda issued a broadcasting policy aimed at supporting migration from analogue to digital broadcasting while discouraging concentration of ownership of print and electronic media in a bid to enhance diversity of views and freedom of expression⁷⁰. Further, the Media High Council Law establishes responsibilities for this institution to ensure equitable distribution of resources and services such as trainings and development programs to media companies, both private and public, in a bid to promote local and foreign private investment, in Rwanda avoid monopoly and promote an environment conducive to a vibrant media sector (Article 7)⁷¹.

Table 28: Recap of the indicator and sub-indicators

RMB Indicator		Media	Citizens	CSO	Overall weighted average for the indicator
Plurality and diversity of the media, level economic playing field and transparency of ownership					
1	State takes positive measures to promote pluralist media	50.2			
2	State ensures compliance with measures to promote pluralist media		50.7		
3	State actively promotes a diverse mix of public, private and community media	57.4			
4	Independent and transparent regulatory system infrequency allocation	57.3			
5	State and CSO's actively promote development of community media			33.6	
6	State plan for spectrum allocation ensures optimal use for public interest	42.4		30.8	
7	Independent and transparent regulatory system in media licensing	57.3			
8	State uses taxation and business regulation to encourage media development in a non-discriminatory manner	70.0			
9	State does not discriminate through advertising policy	35.6			
10	Diversity is reflected in the content of both print and broadcast media	65.7			
11	Diversity is reflected in the languages used by both print and broadcast media		54.0		
Overall		54.5	52.4	32.2	50.4

⁶⁹ MHC (2009). Media support fund. Final report on feasibility study developed with technical support of Media Vision.

⁷⁰ MINICT (2011). Rwanda Broadcasting Policy, Kigali.

⁷¹ Official Gazette n° 10 of 11 March 2013 (P 50). Law no 03/2013 of 08/02/2013 determining the responsibilities, organisation, and functioning of the Media High Council (MHC).

Plurality and diversity of the media, level economic playing field and transparency of ownership prove to be moderately developed as perceived by media practitioners (54.5%) and ordinary people (52.4%), while CSOs find them at a low level of development (32.2%). One should note that the large majority of sub-indicators were assessed by media practitioners. This result looks challenging and calls for big effort to ensure both plurality and diversity of media, level economic playing field and transparency of ownership.

CHAP VII : MEDIA AS A PLATFORM FOR DEMOCRATIC DISCOURSE

Media are the principal source of political information and access to public debate, and the key to an informed, participating, self-governing citizenry. Democracy requires a media system that provides people with a wide range of opinion and analysis and debate on important issues, reflects the diversity of citizens, and promotes public accountability of the public powers. In short, the media in a democracy must foster deliberation and diversity, and ensure accountability.

The mass media are often referred to as the fourth branch of government because of the power they wield and the oversight function they exercise. The media also serve as a conduit between governors and the governed and as an arena for public debate that leads to more intelligent policy- and decision-making. Indeed, the enlightenment tradition of the press as public forum remains strong. This section examines the perceptions of respondents, especially those from media practitioners, on the role media play in Rwanda to foster democracy.

Table 29: The media – public, private and community-based – serve the needs of all groups in society including marginalized groups

		Total	Score	Percent	Don't know	Global total
Rating aspects concerning access to media by women						
Women's access to public print media	Fr	2252	2.27	45.5%	332	2584
	%	100.0%			12.8%	
Women's access to private print media	Fr	2105	2.03	40.7%	477	2582
	%	100.0%			18.5%	
Women's access to public broadcaster media	Fr	2350	2.70	54.0%	236	2586
	%	100.0%			18.4%	
Women's access to private broadcaster media	Fr	2210	2.17	43.4%	373	2583
	%	100.0%			14.4%	
Women's access to community media	Fr	2330	2.61	52.3%	261	2591
	%	100.0%			10.1%	
Rating aspects concerning access to media by blind, deaf and illiterate citizens						
Access to public print media	Fr	2193	1.72	34.4%	372	2565
	%	100.0%			14.5%	
Access to private print media	Fr	2114	1.51	30.3%	449	2563
	%	100.0%			17.5%	
Access to private broadcast media	Fr	2160	1.72	34.4%	396	2556
	%	100.0%			15.5%	
Access to public broadcast media	Fr	2271	2.29	45.9%	293	2564
	%	100.0%			11.4%	
Access to community media	Fr	2114	1.51	30.3%	449	2563
	%	100.0%			17.5%	

Source: Primary data

Media as a platform for democratic discourse are expected to serve a diverse audience to make sure all groups, including the marginalized ones, are given due attention. Figures above however reveal a significant gap as far as access to media by specific groups is concerned. As presented in the table above, disabled people (deaf and blind) have limited access to media. The highest score is 45.9% and related to broadcast media. More troubling is the score on access to community media -which is the lowest: 30.3%, which is supposed to be closer to them. This situation clearly denotes the lack of specialized journalists to respond to specific needs of information and confirms the gap to respond to specific needs in the country. Indeed, in a recent policy development by the ministry of justice, it was noticed that Rwanda has no specialized lawyers to represent disabled people before the court, especially the deaf⁷². Participants in FGDs unanimously contended that people with disability have a very limited access to media both print and broadcast given that no appropriate means are at their disposal to access these media, except TVR which has a trained translator for the deaf when it comes to the news time.

As far as women's access to media is concerned, there was a large agreement among the participants in FGDs that the labour division in the Rwandan society constitutes a hindrance to women's access to media. Women are generally responsible for households chores and have not equal time as men to follow news and other broadcasted programmes. It was also revealed that in some households, radio sets are known to be "dady's radio" in that men (husbands) are used to take radio sets with them wherever they go even when they go to pubs. In the same vein, women prove to be less literate than men in Rwanda, which constitutes another limitation for women to access print media. The 3rd EICV⁷³ shows that the literacy rate is 64.7% and 75.7% for women and men respectively.

The language used by media is described as being generally accessible. But the situation is better with broadcasting media (slightly above 62%). The print has got the lowest score. This is probably due to the fact that the majority of broadcasting media use Kinyarwanda, the mother tongue of Rwandans. In a recent study, 69% of radio listeners indicated that their prefer Kinyarwanda language for radio programming⁷⁴. The low scores that are allocated to print media do not necessarily mean that the language used is complicated, but the level of illiteracy which is still significant. In 2010/11, 60% of all Rwandan households had a radio against 6% that had a television⁷⁵. No indication regarding access to print media. In general, the level of women access to print media is still low (below 45%).

⁷² Ministry of justice, *Justice for Children Policy* (Draft), February 2013.

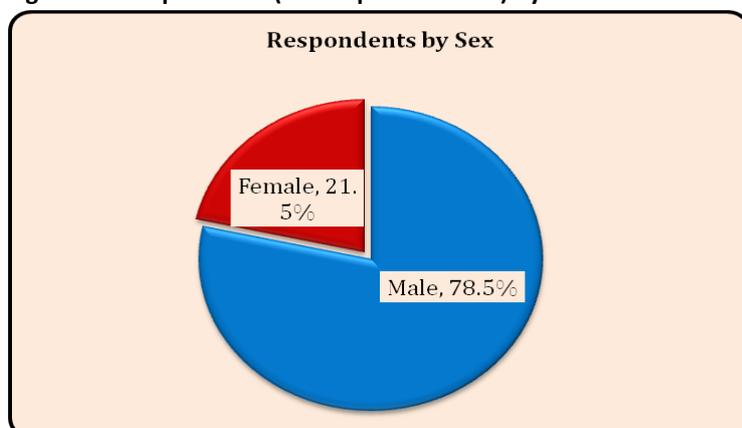
⁷³ National Institute of Statistics of Rwanda, *The Third Integrated Household Living Conditions Survey (Eicv3). Main Indicators Report*. Kigali, 2011, p.52

⁷⁴ Search for Common Ground, *op. cit.*

⁷⁵

7.1. *Media organizations reflect social diversity through their employment practices*

Figure 17: Respondents (media practitioners) by sex



Source: Primary data

The figure above suggests a high predominance of male media practitioners (close to 8 in 10) among the respondents. The proportion of men and women in media sector may be an important indicator of media development in terms of Plurality and diversity of the media in Rwanda.

7.2. *Media and reconciliation*

In post-conflict contexts, media has an additional moral responsibility to promote reconciliation. All media has donned both the role of victim and aggressor over the lifetime of a prolonged conflict. If media is truly interested in conflict sensitive journalism and the promotion of values that underpin a new democratic, plural and just society, the same values that underpin media reform must be recognized as those which nourish reconciliation – the humility to listen, to share, to acknowledge and to jointly work towards a better society. This is the foundation of post-conflict media reform. This is the foundation of reconciliation. The two seamlessly dovetail into one another.

The deeper issues that gave rise to conflict lie beyond the attention grabbing flashlights on assorted dignitaries negotiating peace agreements. Humans – individuals, communities, societies – are the lifeblood of any peace process, the consumers and producers of media and those who embark on journeys of reconciliation every day. To highlight this requires a sensitivity to their stories, a sincerity to report them as impartially and accurately as possible, a commitment to explore tenacious and difficult issues, and the humility to look self-critically at one's own role in transforming conflict – essentially, giving voice to processes such as reconciliation that help those who have undergone untold trauma to move ahead with their

lives. Respondents are highly satisfied of the role media are playing in promoting unity and reconciliation in post-genocide Rwanda as summarized in the table below.

Table 30: Media organisations ensure their social responsibility by complying with the principle of unity and reconciliation of the Rwandan people, as well as with gender equality

		Total	Score	Percent	Don't know	Global total
The content of public media promotes unity and reconciliation of the Rwandan people	Fr	2564	4.25	84.9%	30	2594
	%	100.0%			1.2%	
The content of private media promotes unity and reconciliation of the Rwandan people	Fr	2321	3.81	76.2%	269	2590
	%	100.0%			10.4%	

Source: Primary data

Unity and reconciliation are part of the fundamental principles of the Constitution of Rwanda. The media law provides for reconciliation among the responsibility of journalists. In practice, this principle is respected as appreciated by respondents. The content of public media widely promotes unity and reconciliation. This indicator scored 4.25 (84.9%), which is among the highest scores of this barometer. Satisfaction of respondents is also high regarding the content of private media. However, compared to the one of public media, the score of the reconciliatory aspect of private media is slightly lower (76.2%).

7.3. Media content and the principle of gender equality

Gender biases and prejudices in the media emerge through the 'choices' media managers, advertisers, and media professionals make each day. Media professionals' beliefs about gender to some extent undergird decisions on content, story choices, the angle to adopt and the choice of spokespeople. Media plays a very important role in our daily life. Media helps form our social values. In the context of gender progressive policy, media are conceived as a powerful tool to advocate for elimination of gender inequalities and the promotion of gender equality. The table below reveals respondents' views regarding the place that is given to gender equality in public and private media in Rwanda.

Table 31: Media organizations comply with the principle of gender equality through their programs

		Total	Score	Percent	Don't know	Global total
The content of public media promotes gender equality	Fr	2561	4.17	83.4%	30	2591
	%	100.0%			1.2%	
The content of private media promotes gender equality	Fr	2334	3.78	75.5%	269	2603
	%	100.0%			10.3%	

Source: Primary data

Respondents are likewise satisfied with the compliance between public and private media with the principle of gender equality in their programs. It appears that respect of this principle during media programs is higher among public media organs (83.4%), compared with the private ones: 75.5%. However, as discussed far above, complying with this principle is not enough in itself. One has to know the place, or importance various media organs attach to gender equality programs in comparison to other programs. Tables above on media content diversity clearly show that gender issues are part of the most discussed questions in both public and private media organs.

7.4. Media content and the fight against corruption

In modern society, the media is part of the solution to the problem of “how to fight corruption”. There is no justice if people cannot see or know what is happening. The role of the independent media in a democratic society and in fighting corruption is critical. The media, in all its various forms, must play a crucial role in giving the public a voice to counter corruption and for letting people know the complaints mechanisms available and how they can use these effectively. The media’s role is not only to inform the public about facts and statements, but it must be active in public education and supporting the fight against corruption. They can support the anti-corruption agenda by reporting on corrupt behaviours by public officials, putting corruption on the public agenda, and covering corruption from various perspectives.

Table 32: Media organizations ensure their social responsibility by complying with the principle of anti-corruption practices in their work

		Total	Score	Percent	Don't know	Global total
Public media practitioners personal behaviors comply with anti-corruption practices	Fr	2276	3.91	78.1%	318	2594
	%	100.0%			12.3%	
Private media practitioners personal behaviors comply with anti-corruption practices	Fr	2086	3.57	71.4%	502	2588
	%	100.0%			19.4%	
The content of public media promotes anti-corruption practices	Fr	2478	4.05	81.0%	120	2598
	%	100.0%			4.6%	
The content of private media promotes anti-corruption practices	Fr	2221	3.74	74.8%	309	2530
	%	100.0%			12.2%	

Source: Primary data

In general, the role of media practitioners and media content in the fight against corruption is well scored. However, there are non-negligible differences between public and private media and behaviors of public and private media practitioners. Anti-corruption programmes in public media score 81% against 74.8% in private media. Behaviors of public media practitioners are regarded as being more compliant with anti-corruption practices with 78.1% against 71.4%% for private media practitioners. The quantitative survey did not produce enough information of the reason behind these differences. Personal communications have

revealed however that some private media practitioners do not have a permanent salary, which may increase vulnerability to corrupt behaviors. A more focused study may help to understand the issue.

7.5. The public displays high levels of trust and confidence in the media

Public trust and confidence in the work of media is of paramount importance if one has to measure the effectiveness of media. The table below presents findings related to trust relationship between media programs and their consumers.

Table 33: Trust relationship between media programs and their consumers.

		Total	Score	Percent	Don't know	Global total
Satisfaction with public media reports on issues of real concern to people	Fr	2333	3.68	73.5%	259	2592
	%	100.0%			10.0%	
Satisfaction with private media reports on issues of real concern to people	Fr	2110	3.30	66.0%	476	2586
	%	100.0%			18.4%	
Satisfaction with the balance of local and national news and information	Fr	2296	3.61	72.1%	297	2593
	%	100.0%			11.5%	
Satisfaction with journalists and media organisations as regard their integrity	Fr	2208	3.65	73.0%	379	2587
	%	100.0%			14.7%	
Satisfaction with journalists and media organisations on their role in fighting corruption in Rwanda	Fr	2370	3.82	76.4%	226	2596
	%	100.0%			8.7%	
Satisfaction with the level of fairness , balance and impartiality of news reporting	Fr	2249	3.52	70.3%	335	2584
	%	100.0%			13.0%	
Satisfaction with citizens level of participation in media in Rwanda	Fr	2393	2.81	56.3%	179	2572
	%	100.0%			7.0%	

Source: Primary data

Of all selected seven indicators above on the trust between media and their programs' consumers, citizens' participation in media programs has got the lowest score: 56.3%, while satisfaction with journalists and media organizations on their role in fighting corruption in Rwanda has got the highest one: 76.4%. The analysis of scores in the table above shows that public media, once again, focus on issues of high priority compared with private ones. The low participation of citizens in media programs start with the development of media policy itself as presented below.

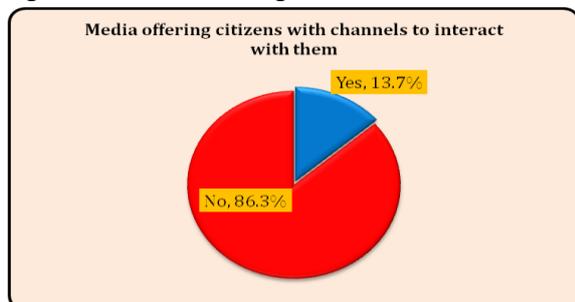
7.6. Participation of CSOs and citizens in shaping media policy

The role of citizens in shaping/contributing to media policy development is very low. It scored 1.38/5, one of the lowest scores of this barometer. The role of CSOs is equally weak: 2.15/5. Such scores indicate a limited interaction between media practitioners and media consumers. This is confirmed by the finding below.

Media organisations are responsive to public perceptions of their work

Media as fourth pillar of state and an important agent of society serves for public by providing them basic knowledge and information on all aspects of a single issue or on various issues of national and international level. It not only provides information and updates on various issues and happenings but it also gives a direction to public for making up their judgments and perceptions. Conversely, the public constitute not only the consumers of media programs, but also the main source of its information. For this reason, media should take into consideration perceptions and opinions of the public, especially when these are related to their work. For media to be aware of this feedback, they need to be in interaction with their audiences.

Figure 18: Media offering citizens with channels to interact with them



Source: Primary data

The figure above shows that interaction between media and their various audiences is limited. Only 13.7% of all respondents have responded affirmatively. This situation suggests a need to increase the level of interaction between media and their consumers if the former are to play the role truly platform for democratic discourse. To what extent do citizens think that media respond adequately to their feedback?

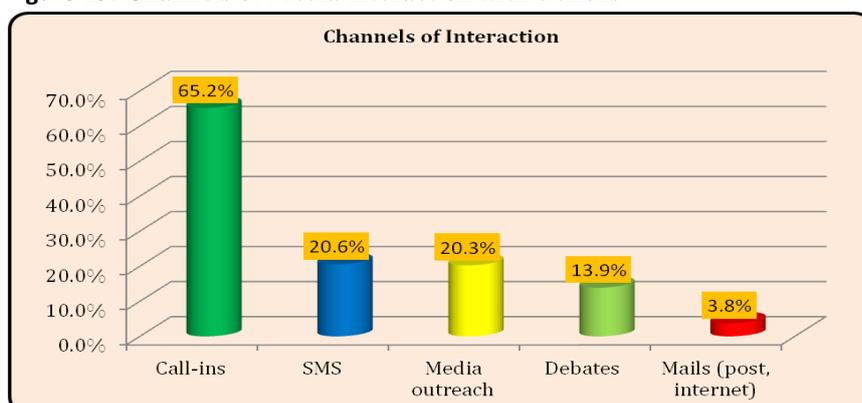
Table 34: Media organizations respond to citizens perception/opinions of their work

		Total	Score	Percent	Don't know	Global total
Media organisations respond adequately to citizens perceptions/opinions of their work	Fr	853	3.35	67.1%	251	1104
	%	100.0%			22.7%	

Source: Primary data

The analysis of information from the figure and table above reveals a contradiction. While a large majority of respondents indicate that there is no interaction between media and their audiences (86.3%), a sufficient proportion of the same respondents state that media take into consideration the audiences' opinions/perceptions regarding their work. Group discussions revealed a high satisfaction on the way media are getting citizens involved through various channels. In case of interaction, the following channels are used.

Figure 19: Channels of Media interaction with citizens



Source: Primary data

When opportunities of interactions are available, call-ins are dominantly used, with 65.2% followed by SMS and media outreach with 20.6% and 20.3% respectively. Direct debates account for almost 14%, while mails represent only 3.8%.

Table 35: Recap of the indicator and its sub-indicators

	RMB Indicator	Media (%)	Citizens (%)	CSO (%)	Overall weighted average for the indicator
Media as a platform for democratic discourse					
1	The media – public, private and community based – serve the needs of all groups in society		39.9		
2	Media organizations ensure their social responsibility by complying with the principle of unity and reconciliation of the Rwandan people		80.6	80.5	
3	Media organizations ensure their social responsibility by complying		79.5	81.5	

	with the principle of gender equality through their content				
4	Media organizations ensure their social responsibility by complying with the principle of anti-corruption practices in their work		74.8	67.1	
5	PSBs engage with the public and CSOs		54.8	57.4	
6	Print and broadcast media have effective mechanisms of self regulation	64.3			
7	Effective broadcasting code setting out requirements for fairness, balance and impartiality	63.9	67.7	74.2	
8	The public displays high level of trust and confidence in the media		69.7		
9	Media organizations responsive to public perceptions of their work	83.4	40.4		
10	Journalists, associated media personnel and media organizations can practice their profession in safety	61.2			
	Overall	68.2	63.4	72.1	67.1%

Overall, the level of media development through the lens of media as a platform for democratic discourse proves quite high (67.1%). However, CSOs seem to be slightly more satisfied with this indicator than media practitioners and ordinary people. The latter remain with the lowest level of satisfaction (63.4%). That the media - public, private and community based – serve the needs of all groups in society proves to be the poorest level of perception (39.9%). One of the main reasons for this finding is that the level of access to media by marginalized groups was perceived to be low. In the same vein, the level of access to media by women stood moderate.

CHAP VIII: MEDIA DEVELOPMENT, PROFESSIONAL CAPACITY BUILDING AND SUPPORTING INSTITUTIONS THAT UNDERPIN MEDIA FREEDOM

The development of media sector is predicted, among other things, by the existence of effective institutions that not only provide professional training (both vocational and academic) to media practitioners and managers, but ensure an active and objective monitoring of media outlets. Such institutions can be established by the government, professional associations, civil society organisations, etc. Absence of these institutions would imply lack or poor necessary skills for media practitioners and managers to work with professionalism and therefore fail to fulfil the traditional functions of media.

This chapter examines the extent to which media practitioners and managers access professional capacity building opportunities, media professionalism as perceived by citizens and CSOs, and the role of civil society organisations in both media capacity building and monitoring.

8.1. Access to training appropriate to their needs

Table 36: Opportunities got by media practitioners to further develop their skills or specialize in a particular areas

	Frequency			Percent		
	Yes	No	Total	Yes	No	Total
In-house	95	50	145	65.5%	34.5%	100.0%
Local	33	109	142	23.2%	76.8%	100.0%
International	18	123	141	12.8%	87.2%	100.0%
Regional or international exchanges and programmes	19	121	140	13.6%	86.4%	100.0%

Source: Primary data

In-house training prove to be most available to media professionals while local, international, and regional/international exchanges programmes remain almost rare. The above table suggests that the majority of media practitioners (close to 7 in 10 respondents) have received training opportunities aimed at developing skills their professional needs. On the one hand, this finding is good news that an important proportion of media practitioners got opportunities to learn more and fill gaps they have with regard to skills in their professional needs. On the other hand, there is another non negligible % of media practitioners who are not offered opportunities to learn from peers' experience both nationally, regionally and internationally.

It emerged from data from desk review that in addition to academic training, short courses for media practitioners are frequently organized by different stakeholders and dwell on various

themes such as ethics and media professionalism, media and corruption, media and elections, sports and entertainment reporting, etc. Institutions such as Media High Council; the School of Journalism and Communication/GLMC; Syfia Grands Lacs; Paxpress have organized training for media practitioners so far. Other actors that supported media related training include the European Union; the Rwanda Initiative (a partnership between the National University of Rwanda and Carleton University/Canada); the Commonwealth Secretariat; Deutsche Welle Akademie. Other contributors included Reporters sans Frontières, Media Action International, Panos Paris, Fondation Hirondelle, Article 19, Transparency International Rwanda and international cooperation agencies such as UNDP, DFID, the Dutch embassy, Sida/Sweden, UNESCO, UNFPA, Rwanda Development Board, USAID, REFO, and ARFEM primarily to provide exposure and training to media professionals⁷⁶.

However, interviews with media practitioners suggested that there is no equality in availing opportunities to media. While for some opportunities such as the Press Centre, the ICT related tools, etc are given with no discrimination, however, big media, such as the public media, are somewhat privileged especially as regards funding opportunities while small private media have to struggle so hard to survive. For instance, some media are invited to trainings, seminars and conferences, while others are not. In addition, it was mentioned that trainings are done in a disorderly way and there is duplication of themes on which journalists are trained. Journalists from some media can get easily scholarships to train out of the country, while others are not selected. Those who select look at not only the profile of the journalist but also and most importantly, they consider the media house the journalist work for.

In the same vein, as highlighted in the MHC Capacity Building Plan (2013)⁷⁷, the trainings offered to journalists are not satisfactory for the following reasons:

“...Faculty numbers in training institutions is inadequate and they have limited educational qualifications. Most of the faculty have not spent time in any kind of media organisation. While these resources are supplemented by visiting faculty, the efficacy of the training programs remains limited. Further, it was found that only 50% of the media professionals have academic qualifications at the Graduate or Post Graduate level. The knowledge of the constitution and relevant laws was also found to be limited” (MHC, 2013).

This idea was also echoed by a MHC official⁷⁸ who contended that media professionalism is still weak and that more efforts are still needed in the field of media trainings; most journalists who are qualified resent media jobs due to low salaries paid by radios stations and newspapers. As a result, the media profession is partly invaded by those who are not qualified in journalism which badly impacts on media professionalism.

⁷⁶ MHC (2013). Capacity building strategic plan

⁷⁷ MHC (2013). Capacity building plan

⁷⁸ Anatole Murindwa, MHC

In this regard, the Coordinator of Media Development Project within Rwanda Governance Board (RGB), Ignatius Kabagambe, maintained that journalists are gradually improving their skills in news packaging, which gives further motivation to elaborating the current Rwanda Media Barometer in order to keep up this momentum.

This official to tackle this problem, the Rwandan Government, through the MHC, envisages building the capacity of journalists both those who learnt the profession in schools and those who have not.

Table 37: Opportunities got by media practitioners

	Frequency			Percent		
	Yes	No	Total	Yes	No	Total
Opportunity to specialize in specific subject areas including IT skills	76	68	144	52.8%	47.2%	100.0%
Opportunity as a participant to adequately evaluate training programmes	60	85	145	41.4%	58.6%	100.0%

Source: Primary data

As shown by the table above, around a half of media practitioners who participated in the survey received opportunity to specialize in specific subject area including IT skills. This is a good proportion of media practitioners equipped with relevant capacity to run an IT-based media. IT skills prove to be a condition to fit in the modern media environment in which internet, social media, *Ipad*, computer, telephone, etc. remain vital platforms. However, the data suggests an important proportion (close to half of respondents) without such skills, which is a big gap that should be filled.

As regards the opportunity as participants to adequately evaluate training programmes, only 4 in 10 respondents (media practitioners) declared that they did not have such an opportunity. This proves challenging in that without trainees feedback and comments on the training programmes, the latter are likely to remain static and therefore not necessarily meeting the aspirations of trainees. In modern teaching/training systems, the evaluation of programmes by trainees/students constitutes a golden rule as such evaluations help improve not only the content, but also the methodology, the venue and the timing of the training.

8.2. Media managers, including business managers, access training appropriate to their needs

Media as industry requires a range of professionals in various areas of a company's operations. While the above sections focused on both academic and professional training for media practitioners, the table below examines whether media managers have opportunities for training in managerial skills such as marketing and financial management.

Table 38: Views of media practitioners on media managers' access to training

	Frequency				Percent			
	Yes	No	Don't know	Total	Yes	No	Don't know	Total
Availability of opportunities for the managers of media outlet including women (if any) to access trainings	63	28	51	142	44.4%	19.7%	35.9%	100.0%
Opportunities received by managers of media outlet								
Appropriate business skills including marketing	30	33	81	144	20.8%	22.9%	56.3%	100.0%
Appropriate business skills including financial management	26	34	83	143	18.2%	23.8%	58.0%	100.0%

Source: Primary data

The above data from media practitioners suggests that the majority of media practitioners are not aware of training opportunities received by their media managers. Although some respondents claimed that these managers received relevant training appropriate to their needs, the proportions of respondents without information on those trainings prove too high to allow a clear analysis of the data. However, interviews with some media managers revealed that managers of both private and public media tend to withhold training opportunities. In general, training organizers request managers to select from their staff anyone to participate. The situation is therefore such that when managers get to know that the training will provide some facilitation fees (for example transport, communication, accommodation fees which are commonly known as “Giti”), most likely will attend themselves. Interviewees revealed that the situation is more alarming in private media where most managers and their journalists rely on advertisements and no regular salaries are availed, and training opportunities help them join the two ends of the month.

8.2.1. Training equips media professionals with skills to report democracy and development

Table 39: Training attended by media practitioners

	Frequency			Percent		
	Yes	No	Total	Yes	No	Total
Journalism ethics	117	28	145	80.7%	19.3%	100.0%
Risk awareness and first aid	63	82	145	43.4%	56.6%	100.0%
Awareness raising of media's role in fostering democracy and human rights	86	56	142	60.6%	39.4%	100.0%
Investigative reporting skills and related disciplinary knowledge	65	80	145	44.8%	55.2%	100.0%
Skills to report the perspectives of marginalized groups	72	73	145	49.7%	50.3%	100.0%
Genocide and its ideology	72	72	144	50.0%	50.0%	100.0%
Gender and development	75	70	145	51.7%	48.3%	100.0%

Source: Primary data

The table above suggests that journalism ethics is the topic on which the large majority of media practitioners (80.7%) were trained in while in their duties. Trainings in this area were very needed by media practitioners given that not only the majority of them had embarked on this career without prior academic and professional education. In addition, there have been many allegations from both the government and some peers that some journalists were violating media ethics. Other important topics covered by a significant proportion of media practitioners include media's role in fostering democracy and human rights, media and genocide ideology, gender and development, skills in reporting the perspectives of marginalized groups, etc. Obviously, one can argue that some of these topics relate to current critical topics worldwide while others are specific to the post-genocide context in Rwanda. However, as mentioned under the table (see table...), some media practitioners received trainings several times and probably in all the above topics while others received few or no training at all.

8.2.2. Academic courses equip students with skills and knowledge to contribute to democratic development

Table 40: Media practitioners who attended academic/university courses covering any of the following areas

	<i>Frequency</i>			<i>Percent</i>		
	<i>Yes</i>	<i>No</i>	<i>Total</i>	<i>Yes</i>	<i>No</i>	<i>Total</i>
Courses that cover issues of media law, ethics, regulation and public policy	102	43	145	70.3%	29.7%	100.0%
Courses that build awareness of the role of media in promoting democracy and human rights	86	59	145	59.3%	40.7%	100.0%
Courses to equip students with the skills for independent thought and analysis	85	59	144	59.0%	41.0%	100.0%
Courses that contain essential disciplinary knowledge in the subject areas journalists expected to be covered	103	41	144	71.5%	28.5%	100.0%
Courses on media literacy geared to provide modern communications environment	76	68	144	52.8%	47.2%	100.0%

Source: Primary data

The 2009 media law required all media practitioners to have a college/university degree or certificate in media related discipline. In the same vein, some academic and professional training centres were created after the genocide, some before the promulgation of that law others to help media professionals abide by that law. The table above suggests that the majority of media practitioners took, through their academic training, courses meant to equip students with skills and knowledge to contribute to democratic development. Although the survey did not assess the quality of teaching, the courses summarized in the table above prove to be very relevant to enhance media contribution in the promotion of democracy. Although the majority took such courses, the data shows important proportions of media practitioners who did not take them. Increased training opportunities would help those media practitioners to fill this gap. For instance close to 5 in 10 respondents did not take courses susceptible to

help them fit in provide modern communications environment, which remains an important gap.

Table 41: Media workers have the right to join independent trade unions and exercise this right

	Score	Percent	Refused to answer	Don't know	Global total
Media workers freely exercise their right to form unions	3.82	76.4%	3	18	144
			2.1%	12.5%	
Media workers freely exercise their right to take industrial action	1.91	38.2%	8	21	143
			5.6%	14.7%	
Media workers exercise the right for national journalism associations to affiliate Global Union Federations and international professional associations	4.13	82.5%	4	12	144
			2.8%	8.3%	

Source: Primary data

Traditionally, for media workers to be professional developed and voice their concerns, they organize themselves in associations and trade unions constitutes as a strategy to be stronger and coherent. While the media workers' right to form independent trade unions and that of national journalism associations to affiliate international forums and professional professions prove to be largely exercised in Rwanda as suggested by the above table, the right to exercise industrial action remains problematic. It emerged from interviews with media practitioners that they are free to form unions, though some of them lack enthusiasm to join. Some known local media associations and unions include the Rwandan Women in Media Association (ARFEM), the Rwandan Editors' Forum (REFO), Press House, Association Rwandaise des Journalistes (ARJ), etc. Other unions include specialized fields such as the Association Horizon Nature (for environmental reporting), the Ami du Peuple and ABASIRWA (HIV/AIDS reporting), AGESPORT (for sports reporting), etc. Interviews with media managers on the right to industrial action revealed that it is possible to conduct strikes when for instance journalists' rights were trampled underfoot. However, this should be regulated and peaceful. Industrial action is provided for by the Constitution in its articles 33; 34; 35 and 36 on freedom of speech, freedom of peaceful association/assembly as long as the law is respected.

The fact that the right to industrial action scored low implies a serious challenge to the work of media practitioners given that this right constitutes a means of action to claim other rights such as those involving working conditions and environment, remuneration, censorship, etc. Reluctance to resort to such a means of action proves not media-specific as it is very rarely exercised even in other professional areas. Researchers were not able to confirm whether this is due to the existence of other more conventional mechanisms or to a fear of consequences exercising that right.

8.2.3. Trade unions and professional associations carry out advocacy on behalf of the profession

The table above shows that media workers' right to free associations and trade unions is largely exercised in Rwanda. It was found that some media workers associations are in place. This survey assessed the extent to which media practitioners consider those associations as really advocating for members' interests and rights.

Table 42: Trade unions and professional associations carry out advocacy on behalf of the profession

	Score	Percent	Refused to answer	Don't know	Global total
Trade unions are recognized by employers' groups, both on labour and professional issues as negotiating partners	3.61	72.2%	8	28	144
			5.6%	19.4%	
Professional journalism associations (specialist networks, press clubs etc) actively debate media ethics and standards	2.94	58.8%	4	22	144
			2.8%	15.3%	
Employers' associations set standards and actively defend freedom of expression	2.92	58.4%	8	34	145
			5.5%	23.4%	
Trade unions and professional associations disseminate codes of ethics and actively defend freedom of expression	2.87	57.4%	11	18	144
			7.6%	12.5%	
Trade unions defend the interests of women media professionals	3.29	65.9%	6	23	145
			4.1%	15.9%	

Source: Primary data

The data suggests that the level of recognition of media workers' trade unions/associations by employers is high (72.2%), while it remains quite high with regard to the extent to which those trade unions/associations defend the interests of women media professionals. Scores go lowering (moderate) when it comes to actively debate media ethics and standards, disseminate codes of ethics and actively defend freedom of expression by those associations/trade unions. The score stands almost similar in relation to employers' associations (desk review research has shown that journalists unions exist but they are just dormant and do not at all champion for journalists interests.) setting standards and actively defending freedom of expression. Obviously, the data in the above table challenges the effectiveness of these associations/trade unions and therefore call for increased efforts to advocate for members' interests.

Table 43: CSOs help communities access information and make their voices heard

Citizens' satisfaction				
	Score	Percent	Don't know	Global total
Citizens' satisfaction with opportunities offered to citizens by CSOs to access the media	1.39	27.8%	563	2548
			22.1%	
Citizens' satisfaction with the role of CSOs in making citizens voice heard through the media	1.35	27.1%	564	2543
			22.2%	
Overall	1.37	27.5%		

CSOs' satisfaction				
CSOs' satisfaction their role in providing advice and assistance to people wishing to access the media	3.35	66.9%	8	164
			4.9%	
CSOs' satisfaction their role in assisting media with training journalists and building their capacity	1.79	35.9%	22	162
			13.6%	
Overall	2.57	51.4%		

Source: Primary data

One of the factors of media development is the existence of a vibrant civil society that not only support citizens in accessing the media, but also use media to voice citizens' concerns and priorities. The table above suggests low (27.5%) and moderate (51.4%) levels of CSOs performance in fulfilling those functions as perceived by citizens and CSOs respectively. Many participants in FGDs and interviews also expressed dissatisfaction with CSOs in this regard. However, the role of some religious organisations in establishing media outlets (especially radios) was recognized as a paramount space offered to citizens. For instance, Radio Maria was said to be covering all parts of the country as unanimously mentioned by citizens in the qualitative phase of the RMB. It emerged from desk research that some religious organisations have established radio broadcasters and newspapers. These include Radio Ubuntu Butangaje (Amazing Grace Christian Radio), Ijwi ry'Ibyiringiro Radio, Radio Maria, Voice of Africa, Kinyamateka newspaper, to name but a few. Although their contents are largely religious, these media outlets have some programmes which also focus on some development issues. However, these radios, except Radio Maria, have a limited geographic coverage so far. In many districts not close to Kigali city, participants in FGDs did not mention the majority of these radios as covering their areas.

It is also important to highlight that around 2 in 10 respondents (ordinary citizens) ignore whether or not CSOs do help communities access information and make their voices heard. This ignorance, though in low proportion, may add on the above data to question the vibrancy of CSOs in Rwanda with regard to advocacy and voicing citizens' concern through media.

8.3. Media meet professional standards of quality

Meeting professional standards of quality proves to be an important sign of media development in any society. These standards include fairness and objectivity in covering and reporting news, covering key events and issues, objectivity in covering events and functions of all political parties, balance in programming entertainment and news/information. The extent to which media meet these standards of quality is examined in the tables below.

Table 44: Level of media meeting professional standards of quality

Ordinary people's perceptions	Score	Percent	Don't know	Global total
The way that public media cover and report news is fair and objective	3.81	76.3%	157 6.1%	2592
The way that private media cover and report news is fair and objective	3.43	68.6%	420 16.2%	2586
Public journalists cover key events and issues	2.41	48.3%	203 7.8%	2592
Private journalists cover key events and issues	2.31	46.3%	479 18.6%	2582
Public media report objectively on events/functions and other news of all political parties	3.39	67.7%	568 22.0%	2576
Private media report objectively on events/functions and other news of all political parties	3.18	63.7%	743 28.9%	2574
Public media programming is balanced as far as entertainment and news and information are concerned	3.29	65.7%	387 15.1%	2570
Private media programming is balanced as far as entertainment and news and information are concerned	3.07	61.4%	554 21.6%	2563
Overall	3.1	62.25%		
CSOs' perceptions				
The way that public media cover and report news is fair and objective	3.54	70.7%	9 6.0%	151
The way that private media cover and report news is fair and objective	3.32	66.3%	11 7.5%	147
Public journalists cover key events and issues	2.91	58.3%	15 9.1%	164
Private journalists cover key events and issues	2.48	49.7%	16 11.6%	164
Public media report objectively on events/functions and other news of all political parties	3.24	64.8%	27 16.5%	164
Private media report objectively on events/functions and other news of all political parties	3.01	60.2%	28 19.6%	164
Public media programming is balanced as far as entertainment and news and information are concerned	3.50	70.1%	17 10.4%	164
Private media programming is balanced as far as entertainment and news and information are concerned	3.23	64.7%	26 15.9%	163
Overall	3.15	63.1%		

Source: Primary data

Overall, the level of media consistency with professional standards of quality is quite high as expressed by both ordinary people (62.25%). and CSOs representatives (63.1%). While the level of fairness and objectivity in reporting and covering news stand slightly higher than other standards of quality, the level of coverage of key events/issues by media proves the lowest. In this regard, public media are perceived slightly more consistent with this standard of quality (fairness and objectivity) than private media. For all standards of quality that were assessed, the data suggest constantly slightly higher scores for public media than public ones as perceived by both ordinary people and CSOs representatives.

8.3.1. CSOs monitor the media systematically

As vital stakeholders in social, economic and political life of the country, CSOs are expected to play a key role in monitoring the content of media outlets, ownership of media houses, providing critical analysis of media, promoting media literacy, etc. A civil society that is vibrant in this regard constitutes an important predictor of media development. Such a role of CSOs is examined in the table below.

Table 45: Level of CSOs agreement with their role in media monitoring

	Score	Percent	Refused to answer	Don't know	Global total
Civil Society Organizations contribute to the monitoring of media content and ownership in the interests of promoting pluralism and diversity	2.37	47.4%	1	24	162
			0.6%	14.8%	
Civil Society Organizations have got opportunities to provide critical analysis of media, especially in relation to representation of marginalized/vulnerable groups	3.06	61.2%	0	16	162
			0.0%	9.9%	
Civil Society Organizations have got opportunities to play a role in promoting media literacy	2.59	51.8%	2	16	159
			1.3%	10.1%	
Overall	2.67	53.5%			

Source: Primary data

Overall, the perceived level of CSOs contribution in monitoring media systematically is moderate (53.5%). The weakest side of CSOs was perceived to be in relation to the monitoring of media content (47.4%) and the promotion of media literacy (51.8), while the provision of critical analysis of media, especially in relation to representation of marginalized groups remains the highest (61.2%). Many participants in FGDs in districts other than those in Kigali seemed to believe that only their representatives at the national level (generally based in Kigali City) had the duty of monitoring the media. However, few cases of CSOs challenging some information published by media were reported especially on issues in relation to gender and genocide ideology⁷⁹. As regards participation of CSOs in media literacy, participants highlighted that this role remains very poorly played by CSOs. However, it emerged from some interviews with some media practitioners that few organisations such as Transparency International Rwanda and Rwanda Initiative for Sustainable Development, etc. organized so far some trainings for media practitioners on investigating corruption and on the new land law respectively. CSOs vibrancy in Rwanda was also challenged by some previous studies⁸⁰ conducted in Rwanda.

While the table above looks at the CSOs role in media monitoring, the table below examines the extent to which CSOs advocate for freedom of expression. It reflects the perceptions of CSOs in the sample.

⁷⁹ Cases of PROFEMMES, IBUKA etc.

⁸⁰ Civil Society Development Barometer, TI-RW & RGB, 2012

8.3.2. CSOs provide direct advocacy on issues of freedom of expression

Table 46: Level of CSOs agreement with their role in advocating for freedom of expression

	Score	Percent	Don't know	Global total
Civil Society Organizations have got opportunities to engage with policy makers on the issue of public policy towards the media	1.80	36.1%	22 13.7%	160

Source: Primary data

As shown in the table above, the level of provision of direct advocacy by CSOs on issues of freedom of expression proves low according to representatives of those CSOs. Some ordinary people and CSOs representatives in FGDs believed that the large majority of CSOs work in the areas of service delivery and capacity building, while a few of them intervene specifically in advocacy area. Few CSOs in this area focus largely on advocacy for interests of their beneficiaries such as women, children, people living with HIV, etc. There are no CSOs working specifically in the area of media promotion, except media associations and a couple of human rights organisations.

8.3.3. Media practitioners work in economically stable conditions

Absence or degradation of economically stable working conditions can hinder both objectivity and independence of media practitioners. The existing literature shows that a number of private media are seriously hampered by economic means which, in great part is caused by scarcity of the publicity market. Therefore, the media indulge in many malpractices including sensationalism and defamation in a bid to earn a living. Hence, there is striking lack of respect of technical and ethical rules⁸¹.

RURA has established possible revenue sources for media in the digital framework. These sources include:

- **Customers revenues:** are based on the additional value of mobile TV Services (Monthly subscription fees; Pay-per-view; Time based charging; Premium SMS charging for interactive services; and Internet charging mechanism);
- **Advertising:** Selling airtime; Combined broadcast advertisement and personalized advertising; features using interactive channel;
- **Broadcast network access:** Potential interest in securing access to mobile broadcasting to extend coverage of area and/or time of the day⁸².

There is no specific advertising policy set up by the law. Therefore, no provision favoring (or against) any media institution does exist. Only fair competition rules in Rwanda. The 2001 law on telecommunications provided to maintain and promote effective competition in the provision of telecommunications services in Rwanda in the interests of those wishing to use

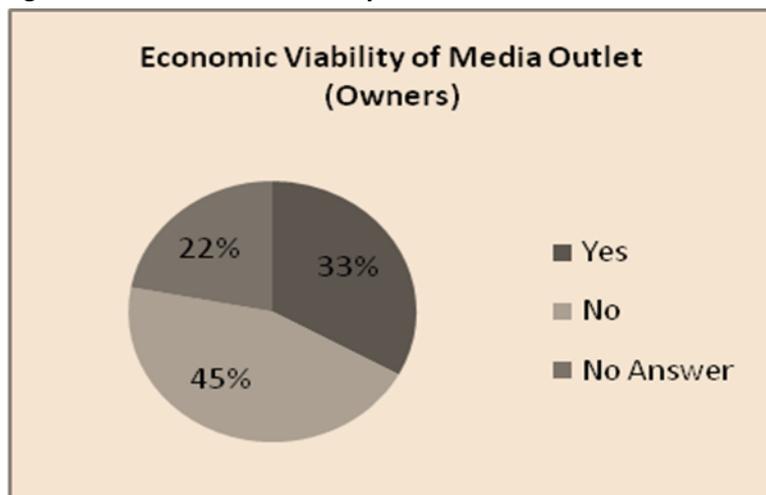
⁸¹ MHC (2009). Media support fund. Final report on feasibility study developed with technical support of Media Vision.

⁸² RURA (2008). Managing the change from analogue to terrestrial digital broadcasting in Rwanda

such services⁸³. However, it appears that only 50% of the journalists and media owners are optimistic about the viability of their outlets. One reason is that ORINFOR has monopoly of the advertising revenue – both governmental as well as private⁸⁴. Those who are optimistic, like Katuramu, argue that media economic difficulties are surmountable:

“With all our humble starting and in a naïve industry operating from a back ground of a dominantly monopolistic market, none of the above have closed shop since our opening and none of us has declared being bankrupt even after the challenges we may have faced initially; this means there is a light at the end of the tunnel”⁸⁵.

Figure 20: Media outlet’s viability



Source: MHC (2013). Strategic capacity building plan for media. A five-year strategy developed for the Media High Council, Rwanda.

Consequently, economic conditions of journalists have always been a serious bottleneck to the development of media in Rwanda. Katuramu, for instance, pointed out how his outlet has been struggling to sustain itself:

“6 years down the road in the industry and still growing strong we must appreciate that we have grown our clientele tremendously though through hard ways. I remember In 2005-06 we had and were thriving on two contracts which we call retainers and upon these we draw our margins of cost budget because it was the business security we had at the time and therefore we had to operate within those means but as more is always expected from a freshly opened station we had to do more than what the revenues were. Hence we applied an entrepreneurship and investment mind set to occlude our returns in the long term rather than the short term on our investment”⁸⁶.

⁸³ Law no° 44/2001 of 30/11/2001 governing telecommunications. Accessed from www.mhc.gov.rw on March 24, 2013.

⁸⁴ MHC (2013). Strategic capacity building plan for media. A five-year strategy developed for the Media High Council, Rwanda.

⁸⁵ Katuramu, K. A. (2011). “Enhancing Private Sector Investments in Rwandan Media: The experience of Rwanda’s liberalized commercial broadcasting.” In MHC. National Dialogue on Media Development

⁸⁶ Katuramu, K. A. (2011). “Enhancing Private Sector Investments in Rwandan Media: The experience of Rwanda’s liberalized commercial broadcasting.” In MHC. National Dialogue on Media Development

Katuramu goes on to lament that the market for the media business in Rwanda is small and this business does not easily pay dividends as follows:

With a limited scope of market that we all play out and hardly characterized with any rated standards, we found that an investment which is worth 250,000usds (meaning a wider coverage) would be forced to charge similarly the same amount of rates to an investment worth USD 12,000 case in point, community radios. Our experience in this has really derailed our prospective and profitability nature of what a functional market should be and therefore there is need to enhance this section into either research or periodic analysis and public publishing of these results through other partners and media agencies⁸⁷.

Though for many there is room for optimism, the media market in Rwanda is still stymied by two conundra, as summarizes Katuramu:

- 1. From a Monopolistic Market Point of View to Competitive Capitalistic market, we have labored to educate the private sector the purpose and importance of advertising and buying media for marketing purposes in this market. A lot had to be done to elaborate why a client has to be on radio and not for free but for a fee and this takes a lot of subsidizing on packages and sometimes it compromises on the quality of service we would be offering clients all in a bid to encourage them to advertise.*
- 2. Lack of a vivid classification and segmentations of the market. Who are the; A B C D Es class of Rwanda? This is a very big challenge in segmenting our market and listenership because they are all intertwined⁸⁸.*

Interviews with media managers on this issue have shown salary details. In general, salaries are more important are stable in public media where they range between 200 and 500 USD per month. As for private media, salaries, on the one hand, depend on the weight of the media and, on the other hand, are negotiable. In general, salaries range between 50 and 500 USD per month. However, some private media can even afford to pay as high as 1500 USD per month to some of their staff, for example chief editors. They include media like The New Times, Kigalitoday.com, etc. Few private media give contracts to their staff. As regards insurance, it appeared that public media systematically pay allowances for social security and health insurance (RAMA). As for private media, very few pay any social security or health insurance scheme finding it too expensive..

As a contribution to mitigate this issue, it emerged from an interview with Mr. Ignatius Kabagambe, Coordinator of Media Development Project within the Rwanda Governance Board (RGB), that this institution is supporting media associations so that media can grow stronger and be able to achieve their newly assigned mission to regulate themselves. He mentioned that the RGB helps therefore through the ARJ (the Rwandan Journalists Association) in setting up and strengthening its structures; setting up a self-regulation council; assisting them in mobilization and providing them with financial assistance for instance by paying salary for their permanent executive secretary for a year now. The RGB

⁸⁷ Ibid.

⁸⁸ Ibid.

also pays rent for ARJ offices; helps this association to organize various fora where journalists exchange ideas; helps them prepare their action plan; all this in a bid for them to be ready to regulate themselves.

Table 47: Recap of the indicator and its sub-indicators

RMB Indicator		Media (%)	Citizens (%)	CSO (%)	Overall weighted average for the indicator
Media development, professional capacity building and supporting institutions that underpin media freedom					
1	Media professionals access training appropriate to their needs	56.3			
2	Media managers including business managers access training appropriate to their needs	27.8			
3	Training equips media professionals with skills to report on democracy and development	54.4			
4	Academic courses equip students with skills and knowledge to contribute to democratic development	62.6			
5	Media workers have the right to join independent trade unions and exercise their rights	65.7			
6	Trade unions and professional associations provide advocacy on behalf of the profession	62.5			
7	CSO's monitor the media systematically			53.5	
8	CSO's provide direct advocacy on issues of freedom of expression			36.1	
9	CSO's help communities access information and get their voices heard		27.5	51.4	
10	Media meet professional standards of quality		62.3	63.1	
	Overall	54.9	44.9	51.0	51.9%

It emerges from the above table that the level of media development, professional capacity building and supporting institutions that underpin media freedom remains overall moderate (51.9%). It was scored moderate by both media practitioners (54.9%) and CSOs (51%)' but low by ordinary people (44.9%). This finding calls for increased effort and commitment to work on this indicator.

CHAP IX: INFRASTRUCTURAL CAPACITY SUFFICIENT TO SUPPORT INDEPENDENT AND PLURALISTIC MEDIA

The development of media sector cannot be a reality if there are not technological facilities to gather, analyse and distribute news and information. Such facilities imply a whole range of infrastructures that require commitment from the government, the private sector and the civil society organisations. As stated by MHC, the development of capacity amongst entities in the media sector in Rwanda will require constant interaction between professionals, media organisations and entities in the media sector to ensure needs and requirements are understood and resources directed in areas that are identified for support⁸⁹.

This chapter examines the extent to which such facilities exist and how they are used by media organisations/practitioners in Rwanda.

Table 48: Level of access of media organisations to modern technical facilities for news gathering, production and distribution

	Score	Percent	Refused to answer	Don't know	Global total
Media practitioners have access to ICTs and effectively use them	3.82	76.4%	2	0	145
			1.4%	0.0%	
Media community have access to a wide range of reference , archival material, equipment with appropriate technical facilities	3.06	61.2%	5	1	144
			3.5%	0.7%	
Adequate printing and distribution facilities are available for print media	2.98	59.5%	5	13	143
			3.5%	9.1%	
Public, private and community media Use ICTs to generate citizens' engagement with the media	3.48	69.6%	7	2	143
			4.9%	1.4%	
Media organisations use multi-platform delivery systems	3.69	73.8%	4	2	144
			2.8%	1.4%	
Overall	3.40	68.1			

Source: Primary data

Overall, the table above suggests a quite high level (68.1%) of media workers' access to modern technical facilities for newsgathering, production and distribution. These include largely computers and internet and mobile phone.

The Government of Rwanda has embarked on a strategy that aims, among other things, to develop a vibrant ICT industry and position Rwanda as the Regional ICT hub⁹⁰. NICI Plan III (2011-2015) was initiated with a special emphasis on the development of services in five key areas, such as skills development, Private Sector Development, Community Development, E-Government (e-GOV), and cyber security⁹¹.

⁸⁹ Ibid.

⁹⁰ Ministry of Youth and ICT (2012). Rwanda ICT sector profile 2012. "Measuring ICT sector performance and Tracking ICT for Development (ICT4D) towards Rwanda Socio-Economic Transformation". Accessed from www.myict.gov.rw

⁹¹ Rwanda NICI Plan III 2011-2015. Available from <http://myict.gov.rw/ict/policies-publications>

Leading mobile internet and telephony providers in Rwanda include MTN Rwanda, TIGO and Airtel. The network coverage for mobile phone accounts for 99.79% of the country and the current subscriber base is at 48.1% (5,155,697 subscribers as of September 2012)⁹². As far as internet is concerned, internet penetration grew from less than 1% in 2000 to 7.1% at the end of December 2012⁹³, and has gradually experienced an increase in the number of fixed telephone lines, mobile phones, and technicians. The proliferation of information and communication technologies (ICTs), in return, has contributed to progress in governance, health, education, agriculture, and finance sectors⁹⁴. The percentage of people using Internet shifted from 8 in 2011 to 26.2 in 2012⁹⁵.

Moreover, Rwanda was ranked by the ITU as the most dynamic African country in the field of ICT⁹⁶. Early February 2013, an ICT literacy campaign was launched countrywide with the objective to acquaint with the use of ICT at least 200,000 Rwandans in a 6-month period⁹⁷. A 2013 analysis of worldwide broadband download performance ranked Rwanda in 62nd place worldwide with an internet speed of 7.88 Mbps as of February 2013 and first place in Africa for downloading speeds⁹⁸.

The data in the table above suggests that media community access to ICTs (76.4%) and use of multi-platform delivery systems (73.8%) scored higher than other aspects assessed in the table. One can argue that this is due to the quickly growing internet penetration and an obvious commitment of President Paul Kagame and some cabinet ministers to the use of social media such as Facebook and Twitter, etc. to discuss public issues with the population. There is an important belief that the use of these social media by such high-ranking officials instills the internet culture among the population including media practitioners. Furthermore, the large majority of private and public institutions, as well as some CSOs have established websites through which information on their work can be accessed by the public including media practitioners, although some interviewees complained a lot about very weak updating of information of websites.

However, the data in the table above indicates a moderate level of availability of printing and distribution facilities for print media (59.5%). Printing has been for a long time one of the biggest challenges for print media in Rwanda. The majority of newspapers used to have their copies printed in Uganda, a cheaper market compared to the little local market.

⁹² <http://www.rdb.rw/rdb/ict.html>

⁹³ Ibid

⁹⁴ Ministry of Youth and ICT (2012). Rwanda ICT sector profile 2012. "Measuring ICT sector performance and Tracking ICT for Development (ICT4D) towards Rwanda Socio-Economic Transformation". Accessed from www.myict.gov.rw

⁹⁵ Ministry of Youth and ICT (2012). Rwanda ICT sector profile 2012. "Measuring ICT sector performance and Tracking ICT for Development (ICT4D) towards Rwanda Socio-Economic Transformation". Accessed from www.myict.gov.rw

⁹⁶ Accessed from <http://www.humanipo.com/news/1884/ITU-report-ranks-Rwandas-ICT-sector-most-dynamic> On February 24 2013.

⁹⁷ "ICT literacy campaign gets under way". Accessed from <http://focus.rw/wp/2013/01/ict-literacy-campaign-gets-under-way> February 19, 2013.

⁹⁸ Net Index, "Rwanda," Download Index, accessed February 24, 2013, <http://www.netindex.com/download/allcountries/>

In addition, despite the progress discussed above, some media practitioners who were interviewed in this research were of the view that the step taken so far in using new technologies in media remains insignificant. First, they maintained that Internet connection is slow. This is a considerable hindrance for journalists who report far from their media houses and want to send their contents (pictures, videos, stories, and audio supports) via Internet. In the words of one journalist (he is a media manager):

“Although some media are able to provide their journalists with tools such as Internet modems, cameras, laptops and recorders, problems are still there as there are cases of journalists who can spend more than three days in some rural districts without being able to post a single article, video or picture, which patently affects the job of their media houses”.

Moreover, internet prices are deemed high especially for online media. To illustrate this, one manager of an online news portal revealed that for instance streaming (the portal has also an online radio) fees can reach 3 million Rwandan francs per month.

It also emerged from media practitioners (media managers) that people who study multimedia journalism are trained on out-of-date tools, for instance cameras. They claimed that most of them use big and old-fashioned cameras and do not know how to use interactive equipment such as smart phone and the ever changing softwares that can enable journalist to report with immediacy. Some interviewees believe that this stems from the fact that most media trainers are either old and were trained on old techniques and equipment, but also there are no financial means to acquire cutting edge technologies. Skills are acutely lacking. For instance, the country now is on the move to adopt digital broadcasting, which requires enough content developers. However, it is important to highlight that these specialists are quite rare in the country. In the same vein, as argued Ignace Gatare, Minister in charge of ICT in President Kagame’s Office, the use of ICT for media development in Rwanda encounters a number of bottlenecks including:

- Content generation
- New media audiences have a short attention span
- Ever changing media topography; paucity of relevant skills and experience
- Splintering/fragmented audiences
- Macro questions
- Legal/ethical
- Electricity
- Education
- Policy
- Market realities⁹⁹

⁹⁹ Gatare, I. (2011). *Minister for ICT Harnessing Opportunities In ICT For Media Development*. In MHC. National Dialogue on Media Development

Table 49: Recap of the indicator

RMB Indicator	Media	Citizens	CSO
Infrastructural capacity sufficient to support independent and pluralist media			
Media organizations have access to modern technical facilities for news gathering, production and distribution	68.1		
Overall	68.1		

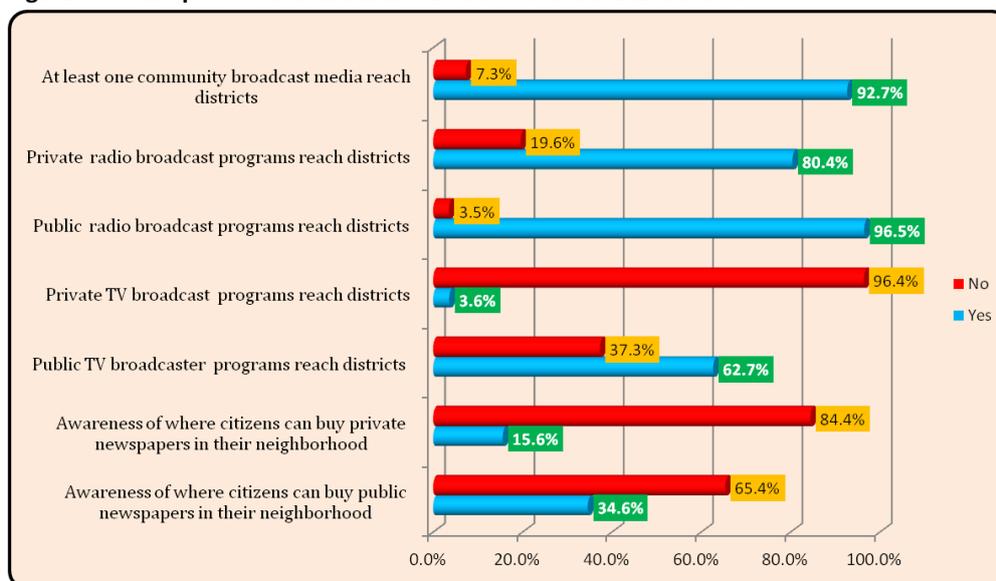
As shown in this table, the level of media development proves high (68.1%) from the viewpoint of infrastructural capacity sufficient to support independent and pluralist media. Such a high level seems to be largely explained by the political will and commitment of the Rwandan political leadership to promote ICT, as a development driver, in all areas of the country's life. The level of penetration of internet, mobile phone, etc. is said to be quickly increasing. However, much is yet to be done to reach an optimal level as is implied by the overall score on this indicator.

CHAP X: MEDIA AVAILABILITY AND ACCESS TO INFORMATION FOR CITIZENS

10.1. Media availability

No one can talk about media development, if their contents are consumed. Effective media consumption implies availability and access to information for consumers in languages that they can read, hear and understand. While availability refers to closeness of information to consumers, accessibility refers to the consumers’ capacity to pay for the information and/or to afford paying the receiver (TV set, radio set, etc.) or any other media platform or medium. This chapter discusses the issues of availability and accessibility to information provided by media in Rwanda. A comparison is made between public and private media, as well as print and radio/TV broadcasters.

Figure 21: Both print and broadcast media are available to citizens



Source: Primary data

Radio broadcasting proves to be more available to citizens than any other type of media. The above figure suggests a very high proportion of people for which radios are available. Public radio (96.5%) and community¹⁰⁰ radios (92.7%) are more available than private ones (80.4%). In other words, while close to 10 in 10 respondents live in areas covered by the public radio (this is Radio Rwanda owned by the public broadcaster, Rwanda Broadcasting Agency), around 9 in 10 respondents are exposed to programmes run by at least one community radio, and around 8 in 10 in areas covered by at least one private radio.

¹⁰⁰ The concept of community radio in Rwanda may not apply to that of UNESCO which defines this concept on the basis of the ownership, programming and the community it is meant to serve. In Rwanda, while some community radios are owned by CSOs, others are owned by government through the Rwanda Broadcasting Agency (former ORINFOR).

The public TV (Rwanda Television also own by the Rwanda Broadcasting Agency) was declared as reaching areas in which 62.7% of respondents dwell, while the survey suggests a very low coverage by private televisions (3.6%).

The weakest side of media availability resides not only in private television broadcasting, but also in print media. As shown by the figure above, only 34.6% and 15.6% of respondents know where they can buy a public and private newspaper respectively.

The very high predominance of availability of radio broadcasting programmes was confirmed by participants in FGDs and may be explained by some factors. Firstly, the traditional national radio (Radio Rwanda) has been broadcasting since the 1960s and established a number of antennas in various parts of the country. Likewise, a Media High Council survey conducted in 2008 suggested that radio is still seen as the most important media for the majority of Rwandans. It reaches 78% of the population and Kinyarwanda is the most popular language (spoken by 98.3%). Respondents showed awareness of Radio Rwanda (91.55), while for other radio stations such as BBC, awareness had mostly to be prompted. Other languages spoken include French (20.5%), English (12.5%), etc¹⁰¹. This survey also claimed that 78% of Rwandans turn to Radio for listening to news.

Secondly, the government-owned community radio stations are based in some districts (5 as of now)¹⁰² and their programmes reach some other districts as confirmed by participants in FGDs.

In the same vein, other six community radio broadcasters run their programmes at the district level, though their programmes reach many neighbouring districts. These include Ishingiro Community Radio and Isangano Community Radio (both established by IREX) and based in Gicumbi and Karongi districts respectively; Huguka Radio (created by Association Huguka) and based in Muhanga District, Izuba Community Radio (run by Association for Development through Communication (ADECO) and based in Huye district, Radio Salus (established by UNESCO and run by the National University of Rwanda) and based in Huye District, and Radio Maria (owned by the Roman Catholic Church) based in Muhanga, but whose coverage is almost countrywide and contended by participants in FGDs. Other radio broadcasters run by CSOs (mainly confessional organizations) include Radio Voice of Africa (Muslim radio), Radio Ijwi ry'Ibyiringiro, Restore (Sana) Radio and Umucyo Radio run by the pentecostals and are all based in Kigali. However, some participants in FGDs were not able to distinguish between some community radios and private ones on the one hand, and the public radio on the other.

Thirdly, other private radio stations were established and are largely based in Kigali City, though their programmes cover few parts of some rural districts depending on their altitude.

¹⁰¹ MHC (2009). Rwanda audience survey

¹⁰² They include Musanze, Rubavu, Huye, Rusizi and Nyagatare.

However, many participants in rural area FGDs did not mention most of these radio programmes as reaching their areas. They include Contact FM, Radio 10, Radio Isango Star, Radio Flash FM, City Radio, Radio Ijwi ry' Ibyiringiro (Voice of Hope) and Amazing Grace Christian Radio.

Beside the local radio broadcasters, participants in FGDs in all parts of the country maintained unanimously that BBC and VOA have almost full coverage of their areas, in their Kinyarwanda and Kirundi programmes.

In brief, there exist many radio broadcasting programmes reaching in various areas of Rwanda. However, few of these programmes have a real countrywide coverage and, based on claims made by participants in FGDs; these include Radio Rwanda, Radio Maria, BBC and VOA as far as programmes in Kinyarwanda are concerned. Moreover, some French and Swahili speakers added Radio France International (RFI) and *Deutsche Welle*.

As far as television broadcasters are concerned, the study revealed that around 6 in 10 respondents live in areas covered by the the public television. This is the only local (national) television in Rwanda since 1992. No private television was known in Rwanda till very recently (2012) with the establishment of TV 10. More six TV stations have been licenced by the Rwanda Utilities Regulatory Authority and may start operating soon. They include Contact TV, Lemigo TV, Super TV, Family TV and Light TV¹⁰³. Given that the majority of citizens do not have a television set due to both constraint of financial resources and poor electricity connectivity accross the country, researchers were not able to verify the coverage of the Rwanda Television. With regard to TV 10, no participant in FGDs seemed to know about it; which leads to believe that its coverage remains quite limited. It is also important to highlight that there are other digital services which are provided by two main pay TV such as Tele 10 (DSTV and CANALSAT) and the Chinese owned company Star Africa Media. They distribute a range of TV channels in various languages including French, English, Arabic, Portugees, Chinese, etc.

Concerning the availability of print media, in most FGDs, participants argued *Imvaho Nshya* (public print newspaper) is known to them and that they know where they can buy it. Selected business centers advertised through Radio Rwanda seemed to be well-known by citizens as sale point for *Imvaho Nshya*. Others said that they sometimes see issues of this newspaper at the sector office when they go to seek a service from there.

As regards other public newspapers such as La Nouvelle Relève, The New Times and its sister paper *Izuba Rirashye*, the majority of participants in rural areas seemed to ignore them, arguing that they only hear of them in the weekly press review on Radio Rwanda. However, as will be discussed later under affordability section, the reading culture proves poor among the majority of Rwandans and likelihood of buying newspapers remains very low. As noted

¹⁰³ MHC (2013). Media houses and their respective directors and chief editors

by Media High Council (MHC), “ although the country seems very much poised to increasing media penetration, the ‘media culture’ that is needed to support a vibrant economy is still a problem”¹⁰⁴.

One may suspect that managers of print media, especially private ones, are unlikely to attempt selling their newspapers in such rural areas where people are not ready to buy them. In most FGDs, participants argued that “*only job seekers and people interested in bidding for tenders do buy newspapers*”.

In addition, some of them who have ever attempted buying newspapers suggested that their contents are often outdated as they (participants) had received the same information on radios some time ago.

The 2008 MHC survey also suggested that the print media had low penetration as it covered 775,000 active readers (who can read at least once a week) and another 460,000 who read occasionally and while 39.35% were non-readers¹⁰⁵. The study showed that the majority of the readers are aged below 35 years. The same survey also highlighted a number of limitations that hamper media programming, irregularity of print media and their distribution.

However, it is worth noting that in practice, various media are freely accessible in Rwanda. For example, most online media from websites of various organizations and individuals, even those that are critical to Rwanda (Freedom House, Amnesty International, and Human Rights Watch, etc), can be accessed. *Websites of most national news outlets are also easily accessible*. These include the web versions of state-run media and pro-government outlets—such as *Imvaho Nshya*, *La Nouvelle Relève*, the Rwanda News Agency, and the *New Times*—as well as independent outlets such as *The Rwanda Focus*, *Rushyashya*, *The Chronicles*, *Umusanzu*, *Rwanda Dispatch*, etc. However, some other websites are blocked from time to time, such as *Le Prophete/Umuhanuzi*¹⁰⁶ and *Inyenyeri news*¹⁰⁷.

10.2. Access to information

While media availability is one thing, access to those media remains another thing. Accessibility refers not only to languages used by media, but also the capacity to pay for multi-media platforms. Given that the language issue was discussed in earlier chapter, the two following sections examine accessibility of print and broadcast media by citizens. The first one looks at the proportion of households with media receivers such as TV sets, radio sets, cell phones, while the second one assesses citizens affordability to buy newspapers and selected media platforms.

¹⁰⁴ MHC (2013). Strategic capacity building plan for media. *A five-year strategy developed for the Media High Council, Rwanda*.

¹⁰⁵ MHC (2009). Rwanda audience survey

¹⁰⁶ Accessed from <http://www.leprophete.fr/> On February 25, 2013.

¹⁰⁷ Accessed from <http://www.inyenyerinews.org> On February 25, 2013.

Table 50: Both print and broadcast media and related facilities are accessible to citizens

	Frequency			Percent		
	<i>Yes</i>	<i>No</i>	<i>Total</i>	<i>Yes</i>	<i>No</i>	<i>Total</i>
Household with functional TV sets	485	2091	2576	18.8%	81.2%	100.0%
Households with functional radio sets	2219	373	2592	85.6%	14.4%	100.0%
Household with at least a member having a functional cell phone	1989	599	2588	76.9%	23.1%	100.0%
Household with at least a member having a functional cell phone with incorporated radio	1574	999	2573	61.2%	38.8%	100.0%

Source: Primary data

The large majority of respondents' households have more access to radio broadcast media than the television. The table above suggests that around 8 in 10 respondents' households have a functional radio set, while around 6 in 10 have a functional cell phone with incorporated radio. This finding was corroborated by participants in FGDs who maintained that the large majority of households have now access to radio thanks to the fact that not only radio sets are cheap, but also the majority of people aged 18 and above have cell phones with incorporated radios. It is also interesting to note that around three quarters (3/4) of the respondents have a functional cell phone. The advantage of having a cell phone with incorporated radio is, according to participants in FGDs, that it makes easier to listen to radio programmes wherever you go. The 3rd EICV (2010/11) revealed that 60.3% of all Rwandan households had a radio against 6.4% that had a television¹⁰⁸.

It is important to note that cell phones are also used to send text messages by citizens to express their views and expose abuses of all sorts. For example, through "Good Morning Rwanda", a live program aired by Radio Flash FM, citizens send SMSs and make calls to denounce malpractices from various people and institutions, both grassroots and higher institutions. Also worth mentioning is the use of various media forms, mainly social media, by citizens during the National Dialogue Conference (Umushyikirano) which is organized in December each year, chaired by the head of state¹⁰⁹.

However, having a radio set proves also important in that household members without a cell phone are offered an opportunity to listen to the radio programmes when members with cell phones are away from home. It was however revealed that in some places, men (husbands) walk away with the radio set hence violating the right of other household members to listen the news or other radio programmes. This was referred to as "*radiyo ya papa*" or "Daddy's radio".

¹⁰⁸ National Institute of Statistics of Rwanda, *EICV 3 Thematic Report Utilities and Amenities*, Kigali, 2011, p.68

¹⁰⁹ Accessed from <http://focus.rw/wp/2012/12/tenth-national-dialogue-to-discuss-rwandas-way-towards-self-reliability> On February 25, 2013.

As far as television set is concerned, the survey revealed a very low proportion of respondents' households owning this tool (close to 2 in 10 respondents).

This finding suggests a slight increase in TV set ownership given that the 2008 MHC survey revealed that of those who watch RTV, a big number (33.75%) access from neighbors, while only 11.8% access it from their own homes. In 2009, Pay TV penetration was only 0.45%¹¹⁰.

Although the data in figure 21 above suggested that 62.7% of respondents live in areas covered by public television broadcast programmes, the proportion of households with TV sets proves very low. This is evidence of limited access to TV broadcast programmes unlike the access to radio broadcast which stands very high. Participants in FGDs contended that very few households own TV sets because to them not only are they very expensive, but also the connection to electricity facilities remains poor. This is corroborated by 3rd EICV survey which showed that in 2011, only 11% of households had access to electricity¹¹¹.

Most of participants claimed that TV sets were largely owned by households in urban areas, those settled in some business centers, factories, health establishments (hospitals, health centers) or those close to administrative offices such as districts and sectors. Poor access to TV broadcast programmes constitutes a hindrance to the right to information, especially instant and timely information.

Note that unlike radio, television programmes offer an opportunity to both listen to and watch stories, news and other broadcasted information.

Table 51: Level of citizens' affordability of each of the following communication items by their household

	Score	Percent	Don't know	Global total
Newspaper	2.56	51.2%	46	2577
			1.8%	
TV Set	1.93	38.7%	43	2576
			1.7%	
Radio Set	3.56	71.2%	0	2588
			0.0%	
Internet Connection	1.29	25.7%	249	2560
			9.7%	
Cell Phone	3.38	67.6%	226	2806
			8.1%	

Source: Primary data

Radio sets prove to be the most affordable tool in the selected media platforms or information mediums. The level of affordability scored 71.2%. As discussed under the preceding table, radio sets are cheap and therefore very accessible to the large majority of households. Some

¹¹⁰ MHC (2009). Rwanda audience survey.

¹¹¹ National Institute of Statistics of Rwanda, *EICV 3 Thematic Report Utilities and Amenities*, Kigali, 2011, p.18

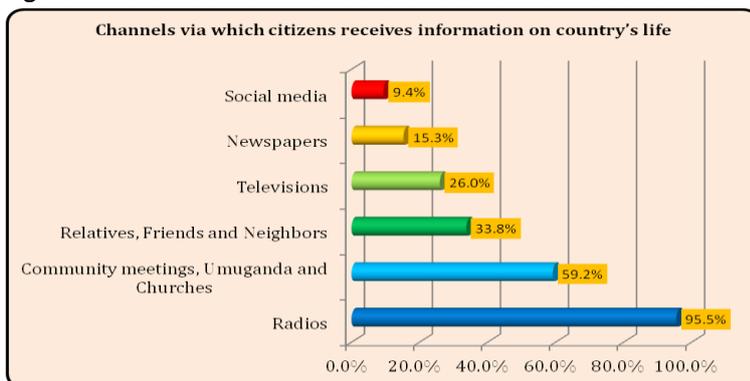
participants in FGDs maintained that in local markets, some small radio sets cost RWF 1,000 (slightly less than USD 2), although their quality (durability) remains questionable. With regard to cell phones, their level of affordability proves quite high (67.6%). Note that 76.9% of respondents' households own a cell phone. Such a level of affordability is partly explained by a manifest proliferation of cell phones from Asia (mainly China and Korea), which makes them cheap (check the lowest price), though their quality remains questionable.

Surprisingly, newspapers affordability scored moderate (51.2%). Although the majority of local newspaper issues cost less than USD1, with *Imvaho Nshya* costing about USD 0.5, some participants in FGDs noted that prices for newspapers remain expensive given that in the words of one participant: “you have to pay for every issue, whereas for the radio, you buy it and keep it for a good while and listen to various broadcast programmes”. It is worth noting that the reading culture remains very poor in Rwanda given that not only the illiteracy rate proves high among adult people but also, the literate people seem not used to reading newspapers, books, etc. This was also highlighted by many participants in FGDs.

The data suggests that internet (25.7%) is the least affordable, followed by TV sets (38.7%). It is not easy to have internet at home unless you have other tools such as a computer or a cell phone with internet connectivity option.

According to participants who knew what internet is all about, this is because such tools are not financially very affordable. Even if cell phones were deemed cheap and that the majority of respondents own a cell phone, participants in FGDs contended that cell phones with internet connectivity option remain more expensive than those without. In case of inability to access internet at home, people who need internet have to go to internet cafés which are predominant in urban area but almost inexistent in many rural areas except in some business centres.

Figure 22: Channels via which citizens receive information on country's life

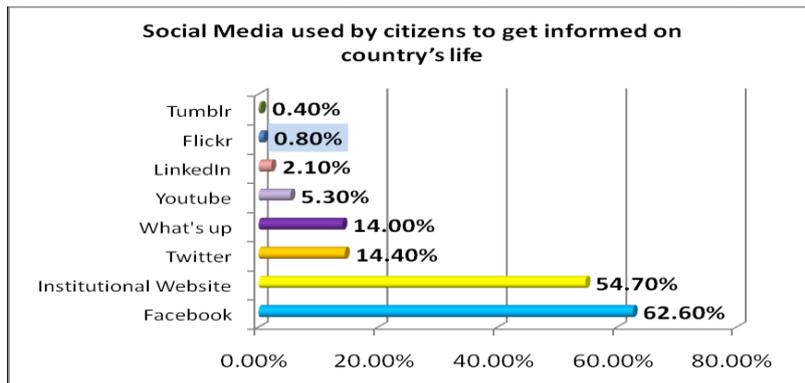


Source: Primary data

Radio proves the first channel through which citizens receive information on the country's life.

Nearly all respondents use this medium to be informed. Community meetings are regular, mentioned by close to 6 in 10 respondents, while other media such as television, print media and internet (social media) seem to not serve so far as key main information channels on country's life for the majority of citizens. The preceding tables on both availability and accessibility of media to citizens provide important explanations for this finding. The figure below examines the social media that citizens through which citizens receive information on the country's life.

Figure 23: Social media used by citizens to get informed on country's life



Source: Primary data

The survey suggests that *facebook* is the social media used by the majority of respondents (citizens) who declared receiving information on the country's life from internet. It is followed by institutional websites. Twitter, yet largely used by some high ranking country leaders including President Paul Kagame, proves not serving as a main source of information on country's life for the respondents. The social network realm is gradually transforming the media landscape in Rwanda. For instance, Facebook is emerging as a popular site for online interaction with nearly 200,380 users¹¹².

A government initiative in early 2011 urged all top government officials in Rwanda to adopt the use of social media such as Facebook and Twitter, though some tend to view this as an effort by the Government of Rwanda to fight opposition voices online. Nevertheless, the social media have enabled Rwandans to discuss issues that were formerly taboo and not open to public discussion due to fears of persecution¹¹³. President Paul Kagame is an active supporter of social networks as he occasionally engages in discussions with users and responds openly to issues relating to the current state of governance in the country. For example, by the end of December 2012, he emerged as one of the African Presidents with more presence on Twitter with 94,169 followers. Rwandans are also increasingly using Twitter, this being in part a result of the increasing use of smartphones and other internet-enabled phones. Institutions of all sorts are widely called upon to use Twitter in order to

¹¹² "Facebook Statistics: Rwanda," Socialbakers, accessed April 24, 2013, www.socialbakers.com/facebook-statistics/rwanda.

¹¹³ Gilbert Ndikubwayezu, "Social media defies oppression," Major Projects: Online Journalism in Rwanda, 2011, accessed January 16, 2012, <http://www.journalism.ryerson.ca/grad/3715/6/>.

respond to citizens' queries. MTN Rwanda has eased the use of Twitter for people who do not have access to Internet by introducing a new 'SMS to Twitter'¹¹⁴.

However, it was also revealed that most of these social media are largely used by young people to engage in social discussion and friendship forums rather than real sources of information on country's life. In addition, some participants in FGDs believed that many adult people remain not receptive to such social media. One can argue that increased penetration of internet network and facilities is needed and would raise the proportion of Rwandans who use internet as a media platform. The largest group of the 200,380 Facebook users mentioned above is between 25 and 34 years of age as of February 2012¹¹⁵.

Table 52: Recap of the indicator on Media availability

RMB Indicator	Media	Citizens	CSO
Media availability and access to information for citizens			
Both print and broadcast media and related facilities are available and accessible to citizens		55.2	
Overall		55.2	

The data suggest that the overall level of media availability and access to information for ordinary people is moderate (55.2%). Availability of print media and private television, accessibility to TV set, as well as affordability of TV set, internet connection and newspapers were perceived to be among the most problematic areas. Radio broadcast proved the most important channel (95.5%) through which ordinary people receive information on the country's life, followed by community meetings/umuganda/churches (59.2%). Internet/social media (9.4%), newspapers (15.3%) and television (26%) remain among the least used to that end.

¹¹⁴ Accessed from http://www.mtn.co.rw/Content/Pages/54/MTN_Twitter_SMS On February 25, 2013.

¹¹⁵ *ibid.*

CONCLUSION AND RECOMMENDATIONS

The Rwanda Media Barometer was designed with the aim to conduct a survey with regard to the views of different citizens, media stakeholders and media institutions involved in the Rwandan information generation and consumption systems. It entailed a process based on empirical institutional research, as well as on surveys and interviews of Government and development partners, media organs, practitioners thereof and other related industry players. It is meant to enhance transparency and accountability by regularly providing accurate and reliable statistics on the progress of the media development in the country. Specifically, the survey was aimed at:

- Use RMB research tools for comprehensively measuring the status of media with regard to national values and international best practices;
- Review media's progress in the country since 1994 and examine challenges possibly impeding the desired rate of media development.
- Gather information concerning media development and access to information from all media sectors including, but not limited to, television, radio, print, internet, media platforms and other forms of journalism that exist in Rwanda through pre-approved questionnaires;
- Identify skills available that may facilitate and implement effective strategies that encourage dissemination of information and growth of media production ;
- Identify projects implemented by media institutions and related problems in the implementation process; and
- Make recommendations which will improve media development in the country.

Thanks to a mix of quantitative and qualitative approaches, and structured questionnaires and interview guides, a survey was carried out and involved 2600 ordinary people, 145 media practitioners and 160 representatives of CSOs. In addition, a series of focus group discussions with CSOs and ordinary people and interviews with key informants including media practitioners, media managers, government officials and development partners were conducted.

Six indicators of media development were taken into account and the survey came out with the following key findings:

Overall, the level of development of media is high in Rwanda. The first indicator (a system of regulation conducive to freedom of expression and media freedom) is perceived very high by ordinary people (89.5%), but quite high according to media practitioners (66.1%) and CSOs (62.3%). Ordinary people prove to be more satisfied than other categories with this indicator; followed by media practitioners, while CSOs remain the least satisfied.

As far as the second indicator is concerned, it emerged from the survey that plurality and diversity of the media, level economic playing field and transparency of ownership prove to be moderately developed as perceived by media practitioners (54.5%) and ordinary people (52.4%), while CSOs find them at a low level of development (32.2%). This result looks challenging and calls for big effort to ensure both plurality and diversity of media, level economic playing field and transparency of ownership.

The overall level of media development from the viewpoint of media as a platform for democratic discourse proves high. However, CSOs seem to be slightly more satisfied with this indicator than media practitioners and ordinary people. The latter remain with the lowest level of satisfaction (63.4%). That the media - public, private and community based – serve the needs of all groups in society proves to be the poorest level of perception (39.9%). This is mainly due to the fact that the level of access to media by marginalized groups remains low. Also the level of women's access to media by women was perceived as moderate.

Moreover, the survey revealed that the level of media development, professional capacity building and supporting institutions that underpin media freedom remains overall moderate as expressed by media practitioners (54.9%), ordinary people (44.9%) and CSOs (51%). Again, this calls for increased effort and commitment to work on this indicator.

The level of media development proves high (68.1%) from the viewpoint of infrastructural capacity sufficient to support independent and pluralist media. Such a high level seems to be largely explained by the political will and commitment of the Rwandan political leadership to promote ICT, as a development driver, in all areas of the country's life. The level of penetration of internet, mobile phone, etc. is said to be quickly increasing. However, much is yet to be done to reach an optimal level as is implied by the overall score on this indicator.

Furthermore, the overall level of media availability and access to information for ordinary people is moderate (55.2%). Availability of print media and private television, accessibility to TV set, as well as affordability of TV set, internet connection and newspapers were perceived to be among the most problematic areas. Radio broadcast proved the most important channel (95.5%) through which ordinary people receive information on the country's life, followed by community meetings/umuganda/churches (59.2%). Internet/social media (9.4%), newspapers (15.3%) and television (26%) remain among the least used to that end.

Table 53: Recap of the six indicators

#	INDICATOR	Performance Score
1	A system of regulation conducive to freedom of expression and media freedom	71.5%
2	Plurality and diversity of the media, level economic playing field and transparency of ownership	50.4%
3	Media as a platform for democratic discourse	67.1%
4	Media development, professional capacity building and supporting institutions that underpin media freedom	51.9%
5	Infrastructural capacity sufficient to support independent and pluralist media	68.1%
6	Media availability and access to information for citizens	55.2%
Overall		60.7%

Overall, level of media development in Rwanda stands fairly high (60.7%). The system of regulation conducive to freedom of expression and media freedom is perceived slightly higher (71.5%) than the rest; followed by the level of infrastructural capacity sufficient to support independent and pluralist media (68.1%), media as a platform for democratic discourse (67.1%). The remaining indicators fall in moderate. These prove to be the weakest and include Media availability and access to information for citizens (55.2%), media development, professional capacity building and supporting institutions that underpin media freedom (51.9%) and plurality and diversity of the media, level economic playing field and transparency of ownership (50.4%).

Based on the RMB findings, the following actions are recommended to bridge the gist of the gaps identified:

No	Indicator	Gap	Recommendation/action	Implementing institution
1	A system of regulation conducive to freedom of expression and media in Rwanda	Lack of awareness of legal frameworks and rights	Media literacy programs should be initiated urgently by MHC and RGB to help citizens and authorities digest the access to information and other laws	RGB;MHC; Media training institutions
		Central government officials predominantly mentioned among people who abuse the right to free expression of media practitioners	Idem	Idem
		High level of self-deprivation (or self-censorship) of the freedom of expression due to fear of consequences	Idem	Idem
2	Plurality and	Anti-monopoly laws are	Ministerial order authorizing	RURA

	diversity of the media, level economic playing fields and transparency of ownership	not enforced in order to avoid excessive concentrations of media ownership	RURA to regulate media should be released as soon as possible	
		Public, private and community media do not enjoy equal treatment in the granting of access to information	RGB and MHC to conduct media literacy mostly to explain the law on access to information	RGB, MHC
3	Media development, professional capacity building and supporting institutions that underpin media freedom	Training not yet satisfactory both in number and contents	Media higher learning institutions, in partnership with the MHC, to revisit their training curricula to adjust them to the current market	media higher learning institutions; MHC; international stakeholders
			MHC and RGB to conduct an extensive study on media training in Rwanda in order to identify, among other things, weaknesses and propose adequate and practical solutions	RGB; MHC; CSOs; international stakeholders
			MHC and RGB to design specific trainings on media management and administer them to media managers in a bid to bridge the gap in terms of media sustainability. This would be an important move to sustain the media.	MHC; RGB; Higher Learning Institutions
			Although no longer in the new media law, training should become a backbone of media practice in Rwanda. MHC, RGB and media training institutions to devise a feasibility framework.	RGB; MHC
		Media practitioners work in economically unstable conditions	Mechanisms to waive taxes especially for newcomers in the media sector. This measure would specifically revamp print media for which economic means are	RGB; MHC; Rwanda Revenue Authority

			shakier than other types of media	
		Lack of consultations in decision-making processes about the allocation of frequencies	More constant collaboration needed with public, private and community broadcasters	RGB; RURA
		Lack of regular consultations with CSOs and the media sector to design the plan for spectrum allocation	CSOs to become part and parcel of the spectrum allocation process	RGB; RURA
		Discrimination between State owned and private media outlets as regards allocation of advertisement	Sustainability of media greatly hinges on advertisement. The Government to set up a framework that will see to it that advertisements are equitably distributed to both private and public media. A discussion forum of media institutions; CSOs and stakeholders to be organized in a bid to establish how this will be done.	RGB; MHC; RURA; CSOs
		Low level of Citizens/CSOs participation in promoting media in Rwanda	Media institutions to involve Citizens/CSOs by using more importantly new technologies such as social networks	Media managers; CSOs
		Lack of effectiveness of media associations and unions	Direct assistance to media bodies/unions	Media stakeholders; RGB; MHC
		Public and private journalists do not cover key events and issues	The access to information law to be strictly put into practice to allow journalists to access any event. Once again, media literacy is a must at this level	MHC; RGB; media institutions
4	Infrastructural capacity sufficient to support independent and pluralist media	Low level of access of media organisations to modern technical facilities for news gathering, production and distribution	Increase of adequate printing and distribution facilities for print media. This would ideally decrease production fees and contribute to newspapers sustainability	RGB; MHC
		Broadcast media (TV) and related facilities are not accessible to all citizens	<ul style="list-style-type: none"> - Increase TV ownership by creating more television stations in the country - Avail electricity to as many citizens as possible 	CSOs; Media stakeholders; private sector; EWSA; RURA
5	Media as a platform for	Scarcity of women journalists	Media literacy programs in schools would be an	RGB; MHC; Media training

	democratic discourse		important tool to open the profession of journalism up to women. Media clubs (where they exist already) to be revamped and initiated in schools where they do not exist	institutions; other stakeholders
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Furthermore, general recommendations were formulated as follows:

1. The Rwanda Media Barometer 2012 acts as a baseline and any challenge accounted will be addressed in the RMB 2015.
2. Indicators should be revised and redefined in the RMB 2015 (separate media availability and access to information and make it convergent with RGS indicator on access to information, Sub-indicators for some indicators should be reduced).
3. RMB 2012 was conducted after the media policy reform was promulgated and popularized and therefore the impact could hardly be measured.
4. The RMB 2015 should involve other research and international organizations like IREX to increase the survey credibility both nationally and internationally.
5. The scale of the RMB 2015 should be aligned with RGS scale.

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ANNEX A : QUESTIONNAIRES

IBIBAZO BIGENEWE ABAKORA UMWUGA W'ITANGAZAMAKURU

Umwirondoro													
Amazina y'ubaza (INYUGUTI NINI)													
Nomero y'ubaza													Nimero y'izifishi:
Itariki y'ibazwa (dd/mm/yyyy)													Igihe utangiriyeho
Intara				1. Akarere									
Kigali	1			2. Umurenge									
Amajyepfo	2			3. Akagari									
Iburasirazuba	3			4. Umudugudu									
Amajyaruguru	4												
Iburengerazuba	5												

IRIBURIRO:

Ndabasuhuza. Nitwa _____ ndi umushakashatsi wigenga nkaba nkorera umuryango witwa Transparency Rwanda mu byerekeye ibipimo ku iterambere ry'itangazamakuru mu Rwanda. Turakora ubushakashatsi ku banyarwanda mu turere dutandukanye tw'u Rwanda, imiryango itegamiye kuri Leta ndetse n'abakora umwuga w'itangazamakuru. Kuba twarifuje kuganira namwe muri ubu bushakashatsi ni tombora. Ibisubizo muri butange birafatwa nk'ibanga. Aya makuru tuzayahuza n'ayandi yatanze n'abandi banyarwanda benshi. Nta buryo bushobora gutuma ibisubizo watanze bishobora kumenyekana, ntugire ikibazo cyatuma utavuga ibyo utekereza. Niba wumva hari ikibazo byaguteza, ushobora kudasubiza ibibazo cyangwa ukifata igihe ushakiye.

IGIKA A: IBIRANGA UBAZWA

A.1. Imyaka		A.3. Igitsina	
18-25	1	Gabo	1
26-35	2	Gore	2
36-45	3	A.4. Umukoresha	
46-55	4		
56 no kujya hejuru	5	A.5. icyiciro cy'igitangazamakuru ukorera	
A.2. Amashuri wize		Igitangazamakuru cyo mu Rwanda	1
Amashuri abanza	1	Igitangazamakuru mpuzamahanga	2
Amashuri abanza y'imyuga	2	Byombi	3
Amashuri yisumbuye	3	A.6. Igihe umaranye n'uyu mukoresha	
Amashuri y'imyuga yisumbuye (Impamyabushobozi)	4	Imyaka	
Amashuri makuru na kaminuza	5		

A.8. Waba warize amashuri arebana n'itangazamakuru? Yego Oya		Amezi	
		A.7. Umaze igihe kingana iki mu mwuga w'itangazamakuru	

IGIPIMO 1: Amategeko yorohereza ubwisanzure bw'itangazamakuru Ubwisanzure bw'itangazamakuru buteganyijwe n'amategeko kandi arubahirizwa

1.1.1. Waba usobanukiwe uburenganzira bwo kugira ubwisanzure mu itangazamakuru ? (Niba ari oya, jya ku kibazo 1.1.3)	Yego	1	Oya	2
1.1.2. Niba ari Yego ni irihe tegeko ribiteganyanya?	1. 2. 3. 4. Ntaryo abashije kuvuga			
1.1.2. Haba hari uwahungabanyije ubwo uburenganzira bwawe mu mezi 12 ashize? Niba ari oya, jya ku kibazo 1.1.4	Yego	1	Oya	2
1.1.3.a. Niba ari Yego, ni nde?	1. Umukozi wa leta 2. Umukozi wo mu nzego z'ibanze 3. Umupolisi 4. Umusirikare 5. Abandi (bavuge)			
1.1.3. Waba warigeze wifata mu gutangaza inkuru kandi ubifitiye uburenganzira ?	Yego	1	Oya	2
1.1.4. Hari itegeko/ingingo y'itegeko cyangwa politiki waba uzi ribangamira uburenganzira bwo kwisanzura mu itangazamakuru?	Yego	1	Oya	2
1.1.5.a. Niba ari Yego, ni irihe?	1. 2. 3.			

1.2. Uburenganzira bwo guhabwa amakuru buteganywa n'amategeko kandi burubahirizwa

1.2.1. Waba uzi ko ufite uburenganzira bwo guhabwa amakuru?	Yego	1	Oya	2
1.3.1. a. Niba ari Yego, ni irihe tegeko ribuguha?	1.			
	2.			
	3.			
1.3.2. Waba warigeze kwimwa amakuru cyangwa guhezwa mu biganiro bigenewe abanyamakuru mu mezi 12 ashize? Niba ari oya, jya ku kibazo 1.3.4	Yego	1	Oya	2
1.3.2.a. Niba ari Yego, ninde?	1. Umukozi wa leta 2. Umukozi wo mu nzego z'ibanze 3. Umupolisi 4. Umusirikare 5. Abandi (bavuge)			
1.3.2.b. Waba wibaza ko byatewe n'iki?	1.			
	2.			
	3.			
1.3.3. Waba waragize uwo ubibwira/uregera?	Yego	1	Oya	2
1.3.3.a. Niba ari Yego, uwo muntu yarahanwe?	Yego	1	Oya	2 3
1.3.3.b. Niba utarigeze ubivuga, byaba byaratewe n'iki?				
1.3.4. Haba hari itegeko wibaza ko ribangamira uburenganzira bwawe bwo guhabwa amakuru?	Yego	1	Oya	2 > 1.3.5
1.3.4. a. Niba ari yego ni ayahe	1.			

makuru utemerewe guhabwa	2.	
	3.	

Kuri ibi bikurikira, wavuga ko ubyemera cyane, ubyemera, ubyemera biciriritse, utabyemera, utabyemera na gato cyangwa ntibibaho?

Ndabyemera cyane	Ndabyemera	Ndabyemera biciriritse	Simbyemera	Simbyemera na gato	Ntibibaho	Ndifashe	Simbizi
5	4	3	2	1	0	98	99
1.3.5. Uburenganzira ku makuru burubahirizwa							

1.4. Ubwisanzure bwo gutangaza ibikubiye mu murongo ngenderwaho w'ibitangazamakuru buteganywa n'amategeko kandi burubahirizwa

Kuri ibi bikurikira, wavuga ko ubyemera cyane, ubyemera, ubyemera biciriritse, utabyemera, utabyemera na gato cyangwa ntibibaho?

Ndabyemera cyane	Ndabyemera	Ndabyemera gahoro	Simbyemera	Simbyemera na gato		Ndifashe	Simbizi
5	4	3	2	1		98	99
1.4.1. [Ibitangazamakuru bikoresha amajwi/amashusho] Igitangazamakuru ukorera gitangaza ibikubiye mu murongo mugari kigenderaho mu gihe gikwiye							
1.4.2. Igitangazamakuru ukorera icyo cyihitiramo umurongo w'ibyo gitangaza							
1.4.3. [Abafite urubuga rwa interineti gusa] Urubuga ukorera nirwo rwihitiramo ibyo rwandika							

1.5. Abanyamakuru bafite uburenganzira bwo guhisha aho bavanye inkuru kandi amategeko arabyemera biranakorwa

Kuri ibi bikurikira, wavuga ko ubyemera cyane, ubyemera, ubyemera gahoro, utabyemera, utabyemera na gato cyangwa ntibibaho?

Ndabyemera cyane	Ndabyemera	Ndabyemera gahoro	Simbyemera	Simbyemera na gato	Ntibibaho	Ndifashe	simbizi
5	4	3	2	1	0	98	99
1.5.1. Kugirira ibanga abaguhaye amakuru nta gutinya ingaruka izo arizo zose							

1.5.2. Waba warigeze ubazwa aho wavanye amakuru (yanditse cyangwa yavuzwe) ku gahato mu mezi 12 ashize?	Yego	1	Oya	2>1.6
1.5.2. a. Niba ari Yego, ninde wabikubajije	1. Umucamanza/urukiko 2. Umuyobozi mu nzego z'ibanze 3. Umupolisi 4. Umusirikare 5. Abandi (bavuge)			

1.6. Imiryango itari iya Leta n’abaturage bagira uruhare mu ishyirwaho ry’amategeko agenga itangazamakuru

Kuri ibi bikurikira, wavuga ko ubyemera cyane, ubyemera, ubyemera biciriritse, utabyemera, utabyemera na gato cyangwa ntibibaho?

Ndabyemera cyane	Ndabyemera	Ndabyemera gahoro	Simbyemera	Simbyemera na gato	Ntibibaho	Ndifashe	Simbizi
5	4	3	2	1	0	98	99

1.6.1. Abaturage bagira uruhare mu ishyirwaho ry’amategeko agenga itangazamakuru	
1.6.2. Imiryango itegamiye kuri Leta igira uruhare mu ishyirwaho ry’amategeko agenga itangazamakuru	

Igipimo 2: Ibitangazamakuru byinshi, binyuranye mu byo bitangaza , bifite ubushobozi bw’imari ihagije, bishyirwaho kandi bicungwa mu mucyo

2.1. Leta ishyiraho uburyo bwo guteza imbere itangazamakuru rikorera mu bwisanzure

Kuri ibi bikurikira, wavuga ko ubyemera cyane, ubyemera, ubyemera gahoro , utabyemera, utabyemera na gato cyangwa ntibibaho?

Ndabyemera cyane	Ndabyemera	Ndabyemera gahoro	Simbyemera	Simbyemera na gato	Ntibibaho	Ndifashe	Simbizi
5	4	3	2	1	0	98	99
2.1.1. Hari amategeko arwanya kwikubira isoko no guha ibyemezo ibitangazamakuru bimwe.							
2.1.2. Imiryango itegamiye kuri Leta iharanira ubwiyongere bw’ibitangazamakuru							

Kuri ibi bikurikira, wavuga ko ubyemera cyane, ubyemera, ubyemera gahoro , utabyemera, utabyemera na gato cyangwa ntibibaho?

Ndabyemera cyane	Ndabyemera	Ndabyemera gahoro	Simbyemera	Simbyemera na gato	Ntibibaho	Ndifashe	Simbizi
5	4	3	2	1	0	98	99

2.1.3. Ibitangazamakuru bya Leta, ibyigenga n’iby’abaturage bifite amahirwe angana yo guhabwa amakuru								
2.1.4. Waba warigeze wimwa amakuru kubera igitangazamakuru ukorerera mu mezi 12 ashize? Niba ari oya, jya ku kibazo 2.2.1					Yego	1	Oya	2
2.1.4.a. Niba ari Yego, byakozwe na nde?				1. Umukozi wa Leta 2. Umuyobozi mu nzego z’ibanze 3. Umupolisi 4. Umusirikare 5. Abandi (sobanura)				

2.2. Ubwigenge no gukorera mu mucyo mu itangwa ry' imiyoboro yo gutangarizaho

Nifuzaga ko wambwira icyo utekereza ku bwigenge no gukorera mu mucyo mu itangwa ry' imiyoboro yo gutangarizaho .

Kuri ibi bikurikira, wavuga ko ubyemera cyane, ubyemera, ubyemera gahoro , utabyemera, utabyemera na gato cyangwa ntibibaho?

Ndabyemera cyane	Ndabyemera	Ndabyemera gahoro	Simbyemera	Simbyemera na gato	Ntibibaho	Ndifashe	Simbizi
5	4	3	2	1	0	98	99
2.2.1. Imiyoboro yo gutangarizaho amakuru itangwa ku buryo busaranganyijwe							
2.2.2. Itangwa ry'imiyoboro yo gutangarizaho rikorwa mu mucyo, nta vangura rishingiye ku babisaba (irya leta, iry'abikorera n'iry'abaturage) .							
2.2.3. Ibyemezo bifatwa mu itangwa ry'imiyoboro yo gutangarizaho bihabwa ibitangamakuru bya Leta, ibyigenga, n'iby'abaturage bikurikiranwa n'urwego rwigenga							

2.3. Leta isaranganya umwanya iha ibitangamakuru mu nyungu z'abaturage

Kuri ibi bikurikira, wavuga ko ubyemera cyane, ubyemera, ubyemera gahoro, utabyemera, utabyemera na gato cyangwa ntibibaho?

Ndabyemera cyane	Ndabyemera	Ndabyemera gahoro	Simbyemera	Simbyemera na gato	Ntibibaho	Ndifashe	Simbizi
5	4	3	2	1	0	98	99
2.3.1. Imiryango itegamiye kuri Leta igira uruhare mu isaranganywa ry'imiyoboro ihabwa ibitangamakuru							

2.4. Ibitangamakuru byose bisoreshwa nta vangura ry'ibitangamakuru

Kuri ibi bikurikira, wavuga ko ubyemera cyane, ubyemera, ubyemera gahoro , utabyemera, utabyemera na gato cyangwa ntibibaho?

Ndabyemera cyane	Ndabyemera	Ndabyemera biciriritse	Simbyemera	Simbyemera na gato	Ntibibaho	Ndifashe	Simbizi
5	4	3	2	1	0	98	99
2.4.1. Ibitangamakuru bya Leta n'ibitari ibya Leta byose bisoreshwa nta vangura							

2.5. Leta ntabwo irobanura mu kwamamaza no gutangaza amasoko yayo mu bitangamakuru

Kuri ibi bikurikira, wavuga ko ubyemera cyane, ubyemera, ubyemera biciriritse, utabyemera, utabyemera na gato cyangwa ntibibaho?

Ndabyemera cyane	Ndabyemera	Ndabyemera gahoro	Simbyemera	Simbyemera na gato	Ntibibaho	Ndifashe	Simbizi
5	4	3	2	1	0	98	99

2.5. 1. Ibitangazamakuru byose bihabwa amahirwe angana mu gutangaza amatangazo ya Leta

2.6. Hari ubwisanzure mubyo ibitangazamakuru byandika n’ibikoresha amajwi / amashusho bitangaza

2.6.1 Watanga amanota angana iki ku bwisanzure bugaragara mu bitangazamakuru byandika ? Wavuga ko buri buhagije cyane, buhagije, buringaniye, budahagije, budahagije na gato, cyangwa ntibubaho?

Burahagi je cyane	Burah agije	Buraringani ye	Ntibuhagije	Ntibuhagije na gato	Ntibubaho	Ndifashe	Simbizi								
5	4	3	2	1	0	98	99								
a. Politiki n’imiyoborere								5	4	3	2	1	0	98	99
b. Amategeko n’uburenganzira bwa muntu								5	4	3	2	1	0	98	99
c. Ubuzima								5	4	3	2	1	0	98	99
d. Uburezi								5	4	3	2	1	0	98	99
e. Imyidagaduro								5	4	3	2	1	0	98	99
f. Iterambere mu bukungu								5	4	3	2	1	0	98	99
g. Ibibazo by’urubyiruko								5	4	3	2	1	0	98	99
h. Uburinganire								5	4	3	2	1	0	98	99
i. Ibidukikije								5	4	3	2	1	0	98	99
j. Imibanire								5	4	3	2	1	0	98	99
k. Umutekano								5	4	3	2	1	0	98	99
l. Amadini								5	4	3	2	1	0	98	99
m. Ikoranabuhanga								5	4	3	2	1	0	98	99
n. Ibibazo byo mu karere n’ibibazo mpuzamahanga								5	4	3	2	1	0	98	99

2.6.2 Watanga amanota angana iki ku bwisanzure bugaragara mu bitangazamakuru bikoresha amajwi? Wavuga ko buri hejuru cyane, hejuru, hejuru biciriritse, hasi cyane, cyangwa ntibubaho?

Buragagi je cyane	Burah agije	Buraringani ye	Ntibuhagije	Ntibuhagije na gato	Ntibubaho	Ndifahse	Simbizi								
5	4	3	2	1	0	98	99								
a. Politiki n’imiyoborere								5	4	3	2	1	0	98	99
b. Amategeko n’uburenganzira bwa muntu								5	4	3	2	1	0	98	99
c. Ubuzima								5	4	3	2	1	0	98	99
d. Uburezi								5	4	3	2	1	0	98	99
e. Imyidagaduro								5	4	3	2	1	0	98	99
f. Iterambere mu bukungu								5	4	3	2	1	0	98	99

g. Ibibazo by'urubyiruko	5	4	3	2	1	0	98	99
h. Uburinganire	5	4	3	2	1	0	98	99
i. Ibidukikije	5	4	3	2	1	0	98	99
j. Imibanire	5	4	3	2	1	0	98	99
k. Umutekano	5	4	3	2	1	0	98	99
l. Amadini	5	4	3	2	1	0	98	99
m. Ikoranabuhanga	5	4	3	2	1	0	98	99
n. Ibibazo byo mu karere n'ibibazo mpuzamahanga	5	4	3	2	1	0	98	99

2.6.3 Watanga amanota angana iki ku bwisanzure bugaragara mu bitangazamakuru bikoresha amajwi n'amashusho? Wavuga ko buri hejuru cyane, hejuru, hejuru biciriritse, hasi cyane, cyangwa ntibibaho?

Buragagi je cyane	Burah agije	Buraringani ye	Ntibuhagije	Ntibuhagije na gato	Ntibubaho	Ndifashe	Simbizi	
5	4	3	2	1	0	98	99	
a. Politiki n'imiyoborere	5	4	3	2	1	0	98	99
b. Amategeko n'uburenganzira bwa muntu	5	4	3	2	1	0	98	99
c. Ubuzima	5	4	3	2	1	0	98	99
d. Uburezi	5	4	3	2	1	0	98	99
e. Imyidagaduro	5	4	3	2	1	0	98	99
f. Iterambere mu bukungu	5	4	3	2	1	0	98	99
g. Ibibazo by'urubyiruko	5	4	3	2	1	0	98	99
h. Uburinganire	5	4	3	2	1	0	98	99
i. Ibidukikije	5	4	3	2	1	0	98	99
j. Imibanire	5	4	3	2	1	0	98	99
k. Umutekano	5	4	3	2	1	0	98	99
l. Amadini	5	4	3	2	1	0	98	99
m. Ikoranabuhanga	5	4	3	2	1	0	98	99
n. Ibibazo byo mu karere n'ibibazo mpuzamahanga	5	4	3	2	1	0	98	99

Igipimo 3: Itangazamakuru nk'urubuga rwa demukarasi
3.1. Ibitangazamakuru byandika n'ibikoresha amajwi/amashusho bishobora kwigenzura no kwisuzuma

Noneho reka nkubaze kubyerekeye umuco wo kwigenzura no kwisuzuma kw' ibitangazamakuru., Wavuga ko ubyemera cyane, ubyemera, ubyemera gahoro , utabyemera, utabyemera na gato cyangwa ntibibaho?

Ndabyemera cyane	Ndabyemera	Ndabyemera gahoro	Simbyemera	Simbyemera na gato	Ntibubaho	Ndifashe	Simbizi
5	4	3	2	1	0	98	99

3.1.1. Ibitangazamakuru byandika n'ibikoresha amajwi/amashusho bigira gahunda yo kwigenzura no kwisuzuma	
3.1.2. Amashyirahamwe y'abanyamakuru arisanzura ntabwo akorera mu kwaha kwa Leta n'inyungu z'ubucuruzi n'ibindi	
3.1.3. Itangazamakuru riha agaciro abarikurikira	
3.1.4. Amategeko ngengamyitwarire amenyeshwa abanyamakuru kandi akagibwaho impaka zigamije ivugururwa ryayo	
3.1.5. Abakora umwuga w'itangazamakuru bose basuzumana ubushishozi ibyo bashaka gutangaza	

3.1.6. Niba atari uko bimeze kuri 3.1.5, impamvu ni iyihe?.....

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Subiza Yego cyangwa Oya kuri ibi bikurikira:

3.1.7. Igitangazamakuru ukorera gifite uburyo bwo kwisuzuma	Yego	1	Oya	2
3.1.8. Wowe cyangwa mugenzi wawe mwagiye mu nama ivuga ku mategeko ngengamyitwaririre mu mezi 12 ashize	Yego	1	Oya	2

3.2. Amategeko ngengamyitwarire y'abanyamakuru bakorera itangazamakuru rikoresha amajwi/amashusho n'iryandika agaragaza ubwisanzure no kutabogama

Reka tuvuge ku itangazamakuru ryisanzuye ritabogamye. Kuri ibi bikurikira, wavuga ko ubyemera cyane, ubyemera, ubyemera gahoro, utabyemera, utabyemera na gato cyangwa ntibibaho?

Ndabyemera cyane	Ndabyemera	Ndabyemera gahoro	Simbyemera	Simbyemera na gato	Ntibibaho	Sinshakagushubiza	Simbizi
5	4	3	2	1	0	98	99

3.2.1. amahame yo gukora inkuru mu buryo bwuzuye kandi butabogamye yubahirizwa n'ibitangazamakuru mu gihe cy'amatora	
3.2.2. Ibitangazamakuru bya Leta bitanga umwanya ungana ku bagize inteko ishingamategeko mu igihe cy'ibikorwa by'inteko	

3.3. Itangazamakuru ryubaha ibitekerezo by'abaturage

Mbwira imikorere y'igitangazamakuru ukorera ukurikije ibi bikurikira. Kuri ibi bikurikira, wavuga ko ubyemera cyane, ubyemera, ubyemera biciriritse, utabyemera, utabyemera na gato cyangwa ntibibaho?

Ndabyemera cyane	Ndabyemera	Ndabyemera gahoro	Simbyemera	Simbyemera na gato	Ntibibaho	Sinshakagushubiza	Simbizi
5	4	3	2	1	0	98	99

3.3.1. Igitangazamakuru ukorera kigerageza kumenya abagikurikira abo aribo, n'icyo bavugaga ku makuru gitanga	
3.3.2. Igitangazamakuru ukorera giha abagikurikira uburyo bwo kugira icyo bakivugaho	

3.3.3. Igitangamazamaku ukorera giha agaciro ibyo abagikurikira bakigezaho	
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3.4. Abanyamakuru n’abandi bakorana nabo bafite umutekano mu kazi kabo

Subiza Yego cyangwa Oya kuri ibi bikurikira:

3.4.1. Nta wigeze abangamira umutekano wanjye mu mezi 12 ashize kubera akazi nkora (nta wambangamiye , nta terabwoba , kunkurikirana, gufungwa mu mikorere y’umwuga wanjye mu mezi 12 ashize	Yego	1	Oya	2
3.4.2. Nta wigeze abangamira umutekano wa bagenzi banjye (ntawe ubabangamira ari mu buryo bwo kubatera ubwoba , kubakurikirana kubafunga) mu mikorere y’umwuga wabo mu mezi 12 ashize	Yego	1	Oya	2
3.4.3. Haba hari umunyamakuru mu kigo ukorera wigeze wicwa azira umwuga we mu mezi 12 ashize	Yego	1	Oya	2
3.4.4. Igitangamazamaku ukorera gifite gahunda yo kubungabunga ubuzima bw’abagikoramo	Yego	1	Oya	2
3.4.5. Igitangamazamaku ukorera gifite gahunda nziza yo guteganyiriza abagikoramo	Yego	1	Oya	2

IGIPIMO 4: Guteza imbere umwuga w’itangamazamaku, kwongera ubushobozi no gushyigikira ibigo biharanira ubwisanzure bw’itangamazamaku

4.1. Abakora umwuga w’itangamazamaku babona amahugurwa agendanye n’ibyo bifuzwa

4.1.1. Waba warabonye amahirwe yo guhugurwa mu mwuga w’itangamazamaku muri aha hakurikira?

a. Mu kazi (aho ukorera)	Yego	1	Oya	2
b. Mu rwego rw’akarere	Yego	1	Oya	2
c. Ku rwego mpuzamahanga	Yego	1	Oya	2
d. Muri gahunda mpuzamahanga mui ihanamakuru	Yego	1	Oya	2

4.1.2. Waba waragize amahirwe yo guhabwa ibi bikurikira nk’umunyamwuga mu itangamazamaku?

a. Guhugurwa mu bumenyi bwihariye harimo n’ikoranabuhanga mu ihanamakuru	Yego	1	Oya	2
b. Amahirwe yo gusuzuma bihagije ibitangwa mu mahugurwa	Yego	1	Oya	2

4.2.a Abayobozi b’ibitangamazamaku, n’abacuruzi b’ibitangamazamaku babona amahugurwa agendanye n’ibikenewe mu mirimo yabo

Abayobozi b’igitangamazamaku ukorera (harimo abagore) baba bahabwa amahugurwa abafasha mu mirimo yabo ?	Yego	1	Oya	2	Simbizi	99
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4.2.b. Abayobozi b’igitangamazamaku ukorera baba barahuguwe muri ibi bikurikira mu mezi 12 ashize?

a. Ubumenyi bugendanye n’ubucuruzi harimo no gushaka amasoko (marketing)	Yego	1	Oya	2	Simbizi	99
b. Ubumenyi bugendanye n’ubucuruzi harimo n’icungamari	Yego	1	Oya	2	Simbizi	99

4.3. Amahugurwa aha itangamazamaku ubumenyi bwo gutangaza ibyerekeye demukarasi n’iterambere

4.3.1. Nk’umunyamakuru, waba warahuguwe kuri ibi bikurikira?

a. Ubupfura (ethics) mu itangazamakuru	Yego	1	Oya	2
b. Kwirinda ingorane no kwitabara iyo zaje	Yego	1	Oya	2
c. Ubumenyi ku ruhare rw'itangazamakuru mu guteza imbere demukarasi n'uburenganzira bwa muntu	Yego	1	Oya	2
d. Ubumenyi ku ikusanyamakuru rikoresha iperereza n'ubundi bumenyi bugendana nabyo	Yego	1	Oya	2
e. Ubumenyi ku mitarire n'imyandikire y'inkuru ku batishoboye	Yego	1	Oya	2
f. Jenocide n'ingengabitekerezo yayo	Yego	1	Oya	2
g. Ubwuzuzanye n'iterambere	Yego	1	Oya	2

4.4. Inyigisho zihabanyeshuri ubumenyi butuma baharanira iterambere na demukarasi

4.4.1. Nk'umunyamakuru, hari amasomo waba warahawe muri ibi bikurikira ?

a. Amasomo ku mategeko agenga itangazamakuru, ubunyangamugayo, ubugenzuzi mu itangazamakuru na politiki rusange	Yego	1	Oya	2
b. Amasomo akangurira guteza imbere demukarasi n'uburenganzira bwa muntu	Yego	1	Oya	2
c. Amasomo aha abanyeshuri ubwisanzure mu bitekerezo no gusesengura	Yego	1	Oya	2
d. Amasomo yerekeye imyitwarire yifuzwa ku munyamakuru	Yego	1	Oya	2
e. Amasomo ku itangazamakuru rigamije iherekanyamakuru rigezweho	Yego	1	Oya	2

4.5. Abanyamakuru bafite uburenganzira bwo kujya mu masendika nk'abandi bakozi

Reka noneho tuvuge ku burenganzira bw' abanyamakuru kujya mu masendika y'abakozi. Kuri ibi bikurikira, wavuga ko ubyemera cyane, ubyemera, ubyemera gahoro, utabyemera, utabyemera na gato cyangwa ntibibaho?

Ndabyemera cyane	Ndabyemera	Ndabyemera gahoro	Simbyemera	Simbyemera na gato	Ntibibaho	Ndifashe	Simbizi
5	4	3	2	1	0	98	99
4.5.1. Abanyamakuru bafite uburenganzira bwo kujya mu masendika y'abakozi							
4.5.2. Abanyamakuru bafite uburenganzira bwo kwigaragambya							
4.5.3. Abanyamakuru bafite uburenganzira bwo kugira amashyirahamwe yabo no kujya mu miryango n'amashyirahamwe mpuzamahanga y'abanyamwuga							

4.6. Amasendika y'abakozi n'amashyirahamwe y'abanyamwuga mu itangazamakuru akora ubuvugizi

Kubyerekeye amasendika n'amashyirahamwe, wavuga ko ubyemera cyane, ubyemera, ubyemera gahoro, utabyemera, utabyemera na gato cyangwa ntibibaho?

Ndabyemera cyane	Ndabyemera	Ndabyemera gahoro	Simbyemera	Simbyemera na gato	Ntibibaho	Ndifashe	Simbizi
5	4	3	2	1	0	98	99

4.6.1. Amasendika y'abakozi yemerewe kugirana ibiganiro n'abakoresha ku bibazo bifitanye isano n'umwuga wabo	
4.6.2. Amashyirahamwe y'ibitangazamakuru akora ibiganiro-mpaka ku mikorere yayo	
4.6.3. Amashyirahamwe y'abakoresha agena ibipimo ngenderwaho akanaharanira ubwisanzure bwo gutangaza ibitekerezo	
4.6.4. Amasendika n'amashyirahamwe y'abanyamakuru amenyekanisha amabwiriza ngengamyitwarire akanaharanira ukwishyira ukizana mu byo abayagize batangaza	
4.6.5. Amasendika y'abakozi aharanira gushishikariza igitsinagore kwitabira itangazamakuru	

5: Ibikorwaremezo biteza imbere itangazamakuru ryigenga birahagije

5.1. Itangazamakuru ribona ibikoresho bigezweho byo gutara, gutegura no gutanga amakuru
Kuri ibi bikurikira, wavuga ko ubyemera cyane, ubyemera, ubyemera gahoro, utabyemera, utabyemera na gato cyangwa ntibibaho?

Ndabyemera cyane	Ndabyemera	Ndabyemera gahoro	Simbyemera	Simbyemera nagato	Ntibibaho	Ndifashe	Simbizi
5	4	3	2	1	0	98	99

5.1.1. Abanyamakuru bakoresha ikoranabuhanga mu itara n'ihanahanamakuru	
5.1.2. Ibitangazamakuru bifite aho bishakira amakuru hatandukanye n'ibikoresho bya ngombwa bijyanye n'umwuga wabo (isomero, inshinguranyandiko,)	
5.1.3. Ibikorwaremezo by'icapiro no gukwirakwiza ibinyamakuru birahari	
5.1.4. Itangazamakuru rya Leta, iryigenga n'iry'abaturage rikoresha ikoranabuhanga kugirango abaturage barigane	
5.1.5. Itangazamakuru rikoresha uburyo bwinshi bwo kugeza ibikorwa byaryo ku babigenewe	

6: Imbogamizi

6.1. Haba hari imbogamizi zibabangamira mu kazi kanyu:

1.
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2.
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6.2. Ni ibiki byakorwa ngo inzitizi ziveho:

1.
.....
.....

TUBASHIMIYE UMWANYA N'IBISUBIZO MUDUHAYE

Igihe ikiganiro kirangiriye: isaha:/...../ itariki:/...../...../...../

Amazina n'umukono by'umugenzuzi:.....

IBIBAZO BIGENEWE UMUTURAGE

Umwirondoro													
Amazina y'ubaza (INYUGUTI NINI)													
Nomero y'ubaza													Nimero y'izifishi:
Itariki y'ibazwa (dd/mm/yyyy)													Igihe utangiriyeho
Intara				5. Akarere									
Kigali		1		6. Umurenge									
Amajyepfo		2		7. Akagari									
Iburasirazuba		3		8. Umudugudu									
Amajyaruguru		4											
Iburengerazuba		5											

IRIBURIRO:

Ndabasuhuza. Nitwa _____ ndi umushakashatsi wigenga nkaba nkorera umuryango witwa Transparency Rwanda mu byerekeye ibipimo ku iterambere ry'itangazamakuru mu Rwanda. Turakora ubushakashatsi ku banyarwanda mu turere dutandukanye tw'u Rwanda . Kuba urugo rwanyu ruri muzu dukoreramo ubu bushakashatsi ni tombora. turifuza kuganira n'umuntu umwe muri uru rugo. Ibisubizo muri butange birafatwa nk'ibanga. Aya makuru tuzayahuza n'ayandi yatanzwe n'abandi banyarwanda benshi. Nta buryo bushobora gutuma ibisubizo watanze bishobora kumenyekan, ntugire ikibazo cyatuma utavuga ibyo utekereza.

Niba wumva hari ikibazo byaguteza, ushobora kudasubiza ibibazo cyangwa ukifata igihe ushakiye.

IGIKA A: IBIRANGA UBAZWA

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IGIKA B: Amategeko yorohereza ubwisanzure bw'itangazamakuru

B.1. Kwishyira ukizana mu gutangaza icyo utekereza byemewe n'amategeko kandi birubahirizwa				
B.1.1. Waba usobanukiwe uburenganzira bwawe bwo gutangaza icyo utekereza? Niba ari oya, jya ku kibazo B 1.3	Yego	1	Oya	2
B.1.2. Niba ari Yego, ni irihe tegeko ribwemera?	1.			
	2.			
	3.			
	99. Simbizi			
B.1.3. Hari uwaba yarakubujije gutangaza igitekerezo cyawe mu mezi 12 ashize? Niba ari oya, jya ku kibazo B 1.5	Yego	1	Oya	2
B.1.4. Niba ari Yego byakozwe nande?	1	Umukozi wa Leta		
	2	Umukozi wo mu nzego z'ibanze		
	3	Umupolisi		
	4	Umusirikare		
	5	Abandi (bavuge)		
B.1.5. Waba warigeze kureka gutangaza igitekerezo kubera gutinya ibyakubaho mu mezi 12 ashize ?	Yego	1	Oya	2
B.1.6. Hari itegeko waba uzi ribangamira uburenganzira bwawe bwo gutangaza icyo utekereza? Niba ari oya, jya ku kibazo B 2.1	Yego	1	Oya	2
Niba ari Yego ni irihe?	1.			
	2.			
	3.			
B.2. Uburenganzira bwo guhabwa amakuru buteganyijwe n'amategeko kandi burubahirizwa				
B.2.1. Waba uzi ko ufite uburenganzira bwo guhabwa amakuru ? Niba ari oya, jya ku kibazo B 2.5	Yego	1	Oya	2
B.2.2. Niba ari yego ni irihe tegeko ribiteganyanya?	1.			
	2.			
	3.			
	4.	Simbizi		
B.2.3. Hari uwigeze akubuza kubona amakuru ufitiye uburenganzira mu mezi 12 ashize?	Yego	1	Oya	2
B.2.4. Niba ari Yego byakozwe nande?	1. Umukozi wa Leta 2. Umuyobozi wo mu nzego z'ibanze 3. Umupolisi 4. Umusirikare 5. Abandi (bavuge)			
B.2.5. Hari itegeko waba uzi ribangamira uburenganzira bwawe bwo guhabwa amakuru? Niba ari oya, jya ku kibazo B 2.7	Yego	1	Oya	2
B.2.6. Niba ari Yego ni irihe?	1.			
	2.			
	3.			
B.2.7. Waba uzi ko abanyamakuru bafite uburenganzira bwo guhabwa amakuru?	Yego	1	Oya	2
B.2.8. Niba ari Yego ni irihe tegeko ribiteganyanya?	1.			
	2.			
	3.			
	4.	Simbizi		

IGIKA C: Ibitangazamakuru byinshi, binyuranye mu byo bitangaza , bifite ubushobozi bw'imari ihagije, bishyirwaho kandi bicungwa mu mucyo

C.1. Leta ishyiraho uburyo bwo guteza imbere ibitangazamakuru byinshi kandi binyuranye

Muri ibi bikurikira, wavuga ko ubyemera cyane, ubyemera, ubyemera biciriritse, utabyemera cyane, utabyemera cyangwa ntibibaho?

Ndabyemera cyane	Ndabyemera	Ndabyemera gahoro	Simbyemera	Simbyemera na mba	Ntibibaho	Ndabihakana	Ntacyo nzi
5	4	3	2	1	0	98	99
C.1.1. Nk'umuturage ngira uruhare mu guteza imbere itangazamakuru ryisanzuye (kugishwa inama ku mategeko agenga itangazamakuru, gushyira umukono ku nyandiko zisaba impinduka mu itangazamakuru ifatabuguzi mu bitangazamakuru, n'ibindi.)							

IGIKA D: Itangazamakuru nk'urubuga rwo guteza imbere demukarasi

D.1 Itangazamakuru rya Leta n' iryigenga riharanira inyungu za rubanda n'abasigaye inyuma mu majyambere

Ibi bikurikira byerekeye indimi zikoreshwa n'ibitangazamakuru biri ku ruhe rwego? Wavuga ko biri hejuru cyane, hejuru, hagati, hasi, hasi cyane cyangwa bitabaho

Hejuru cyane	Hejuru	Hagati	Hasi	Hasi cyane	Ntibibaho	Sinshakana gusubiza	Ntikimurebana	Ntacyo nzi
5	4	3	2	1	0	98	97	99

D.1.1. Gusoma ibyandikwa n'ibitangazamakuru bya leta mu rurimi numva

D.1.2. Gusoma ibyandikwa n'ibitangazamakuru byigenga mu rurimi numva

D.1.3. Gusoma ibyandikwa n'ibinyamakuru by'abaturage mu Rwanda mu rurimi numva

D.1.4. Kumva ibitangazwa n'ibitangazamakuru by'abaturage mu rurimi numva neza

D.1.5. Kumva/kureba ibitangazwa n'ibitangazamakuru bya Leta mu rurimi numva neza

D.1.6. Kumva/kureba ibitangazwa n'ibitangazamakuru byigenga mu rurimi numva neza

Watanga amanota angana iki kuri ibi bikurikira byerekeye uburyo abagore bahabwa amakuru ? Wavuga ko biri hejuru cyane, hejuru, hagati, hasi, hasi cyane, cyangwa ntibibaho

Hejuru cyane	Hejuru	Hagati	Hasi	Hasi cyane	Ntibibaho	Ndifashe	Ntabyo nzi
5	4	3	2	1	0	98	99

D.1.7. Abagore babona amakuru n'ibitangazamakuru bya Leta byandika

D.1.8. Abagore babona amakuru n'ibitangazamakuru byigenga byandika

D.1.9. Abagore babona amakuru n'ibitangazamakuru bya Leta bivuga /cyangwa byerekana amashusho

D.1.10. Abagore babona amakuru n'ibitangazamakuru byigenga bivuga cyangwa byerekana amashusho

D.1.11. Abagore babona amakuru n'ibitangazamakuru by'abaturage

Watanga amanota angana iki kuri ibi bikurikira uko abaturage batazi gusoma no kwandika, n'abafite ubumuga bwo kutumva no kutareba, bahabwa amakuru n'ibitangazamakuru. Wavuga ko biri hejuru cyane, hejuru, hagati, hasi, hasi cyane, cyangwa ntibibaho?

Hejuru cyane	Hejuru	Hagati	Hasi	Hasi cyane	Ntibibaho	Ndifashe	Simbizi
5	4	3	2	1	0	98	99

D.1.13. Kubona amakuru n'ibitangazamakuru bya Leta byandika

D.1.14. Kubona amakuru n'ibitangazamakuru byigenga byandika

D.1.15. Kubona amakuru n'ibitangazamakuru byigenga bivuga cyangwa byerekana amashusho

D.1.16. Kubona amakuru n'ibitangazamakuru bya Leta bivuga cyangwa byerekana amashusho

D.1.18. Kubona amakuru n'ibitangazamakuru by'abaturage							
D.2. Ibitangazamakuru byubahiriza inshingano zabyo n' amahame y'ubumwe, ubwiyunge							
Muri ibi bikurikira, wavuga ko ubyemera cyane, ubyemera, ubyemera biciriritse, utabyemera cyane, utabyemera cyangwa ntibibaho?							
Ndabyemer a cyane	Ndabyemer a	Ndabyemer a biciriritse	Simbyem era	Simbyemra na gato	Ntibibaho	Ndifa she	Simbizi
5	4	3	2	1	0	98	99
D.2.1. Ibitangazwa mu bitangazamakuru bya Leta biteza imbere ubumwe n'ubwiyunge bw'abanyarwanda							
D.2.2. Ibitangazwa mu bitangazamakuru byigenga biteza imbere ubumwe n'ubwiyunge bw'abanyarwanda							

D.3. Ibitangazamakuru byubahiriza amahame y'ubwuzuzanye muri gahunda zabyo							
Muri ibi bikurikira, wavuga ko Ndabyemera cyane, Ndabyemera, Ndabyemera gahoro, Simbyemera, Simbyemra na gato, ntibibaho Ndifashe, Simbizi?							
Ndabyem era cyane	Ndaby emera	Ndabyemera gahoro	Simbyeme ra	Simbyemra na gato	Ntibibaho	Ndifashe	Simbizi
5	4	3	2	1	0	98	99
D.3.1. Ibitangazwa mu bitangazamakuru bya Leta biteza imbere ubwuzuzanye bw'abagabo n'abagore							
D.3.2. Ibitangazwa mu bitangazamakuru byigenga biteza imbere ubwuzuzanye bw'abagabo n'abagore							

D.4. Ibitangazamakuru byubahiriza amahame yo kurwanya ruswa mu mikorere yabyo							
Muri ibi bikurikira, wavuga ko ubyemera cyane, ubyemera, ubyemera biciriritse, utabyemera cyane, utabyemera cyangwa ntibibaho ?							
Ndabyem era cyane	Ndabye mera	Ndabyeme ra gahoro	Simbyeme ra	Simbyemera na gato	Ntibibaho	Ndifashe	Simbizi
5	4	3	2	1	0	98	99
D.4.1. Abakora umwuga w'itangazamakuru rya leta bubahiriza amahame n'ingamba zo kurwanya ruswa							
D.4.2. Abakora umwuga w'itangazamakuru ryigenga bubahiriza amahame n'ingamba zo kurwanya ruswa							
D.4.3. Ibitangazwa n'ibitangazamakuru bya leta bigira uruhare mu kurwanya ruswa							
D.4.4. Ibitangazwa n'ibitangazamakuru byigenga bigira uruhare mu kurwanya ruswa							

D.5. Ibiganiro bya Radio na Televiziyo byibanda kubuzima n'imibereho y'abaturage							
Watanga amanota angana iki kuri ibi bikurikira? Wavuga ko biri hejuru cyane, hejuru, hagati, hasi, hasi cyane cyangwa ntibibaho							
Hejuru cyane	Hejuru	Hagati	Hasi	Hasi cyane	Ntibibaho	Ndifashe	Simbizi
5	4	3	2	1	0	98	99
D.5.1. Uburyo nshobora gutanga igitekerezo cyanjye cyangwa kubaza ikibazo muri gahunda za radio na televiziyo zibanda kubuzima n'imibereho y'abaturage							
D.5.2. Uburyo nshobora kubona ibisubizo ku bitekerezo/ibibazo natanze muri gahunda za radio na televiziyo zibanda kubuzima n'imibereho y'abaturage							

D.6. Itangazamakuru rikoresha amajwi/amashusho rizira ubusumbane cyangwa kubogama

Kuri ibi bikurikira, wavuga ko ubyemera cyane, ubyemera, ubyemera biciriritse, utabyemera na gato cyangwa ntibibaho?

Ndabyemera cyane	Ndabyemera	Ndabyemera gahoro	Simbyemera	Simbyemera na gato	Ntibibaho	Ndifashe	Simbizi
5	4	3	2	1	0	98	99
D.6.1. Ibitangazamakuru bikoresha amajwi/amashusho bitanga umwanya uhagije ku bikorerwa mu nteko ishingamutegeko							

D.7. Abaturage bagaragaza icyizere cyinshi bafitiye ibitangazamakuru

Wavuga iki kuri ibi bikurikira (birashimishije cyane, birashimishije, biri hagati, ntibishimishije, ntibishimishije na gato cyangwa ntibibaho)

Birashimishije cyane	Birashimishije	Biri hagati	Ntibishimishije	Ntibishimishije na gato	Ntibibaho	Ndifashe	Simbizi
5	4	3	2	1	0	98	99
D.7.1. Raporo z'ibitangazamakuru bya Leta kubereye imibereho rusange y'abanyarwanda							
D.7.2. Raporo z'ibitangazamakuru byigenga kubereye imibereho rusange y'abanyarwanda							
D.7.3. Uko habaho isaranganya ry'amakuru yaba ayo mu nzego z'ibanze cyangwa ayo mu rwego rw'igihugu							
D.7.4. Imikorere n'ubunyamugayo by'abanyamakuru n'ibitangazamakuru							
D.7.5. Imikorere y'abanyamakuru n'ibitangazamakuru mu rugamba rwo kurwanya ruswa mu Rwanda							
D.7.6. Kuba nta kubogama mu gutangaza amakuru							
D.7.7. Uruhare rwawe mu itangazamakuru mu Rwanda							

D.8. Ibitangazamakuru biha agaciro ibyo abaturage bavugaga ku mikorere yabyo

D.8.1. Mumezeze 12 abashize haba hari ibitangazamakuru byaguhaye umwanya wokuvugana nabyo? Niba ari oya jya E.1.	Yego	1	Oya	2
D.8.2. Niba ari Yego, ni ubuhe buryo?	1. Guhamagara (telefoni) 2. Ibiganirompaka 3. Gusura abantu 4. Amabaruwa (iposta, interineti) 5. Ubutumwa bugufi kuri telefoni 6. Uburyo (buvuge)			

Mu buryo wakoranye n'ibitangazamakuru, uremeranya n'ibi bikurikira ku rugero rungana iki ?
Wavuga ko ubyemera cyane, ubyemera, ubyemera biciriritse, utabyemera, utabyemera na gato cyangwa ntibaho

Ndabyemera cyane	Ndabyemera	Ndabyemera biciriritse	Simbyemera	Simbyemera na gato	Ntibibaho	Ndifashe	Simbizi
5	4	3	2	1	0	98	99

D.8.3. Ibitangazamakuru byakira ibivugwa ku mikorere yabyo	
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IGIKA E: Guteza imbere umwuga w'itangazamakuru, kwongera ubushobozi no gushyigikira ibigo biharanira ubwisanzure bw'itangazamakuru

E.1. Imiryango itari iya Leta ifasha abaturage kubona amakuru no kugirango ijwi ryabo ryumvikane

Ku bwawe, bigushimisha ku rugero rungana iki ? wavuga ko bishimishije cyane, bishimishije, bishimishije biciriritse, ntibishimishije, ntibishimishije na gato cyangwa bitabaho

Birashimishi je cyane	Birashimishi je	Birashimishi je biciriritse	Ntabwo bishimishi je	Ntabwo bishimishi je na gato	Ntibibaho	Ndifash e	Simbizi
5	4	3	2	1	0	98	99

E.1.1.Uburyo imiryango itari iya Leta igufasha kugera ku bitangazamakuru	
E.1.2.Uburyo imiryango itari iya Leta igufasha kugirango ijwi ryawe ryumvikane	

E.2. Itangazamakuru ryujuje ireme ry'umwuga

Wavuga iki kuri iryo reme (Ubyemera cyane, ubyemera, ubyemera biciriritse, utabyemera, utabyemera na gato cyangwa bitabaho?)

Ndabyemera cyane	Ndabyemera	Ndabyemera biciriritse	Simbyemera	Simbyemera na gato	Ntibibaho	Sinshaka gusubiza	Simbizi
5	4	3	2	1	0	98	99

E.2.1.Uburyo ibitangazamakuru bya Leta bitara amakuru nuko biyatangaza burashimishije	
E.2.2. Uburyo itangazamakuru ryigenga ritara amakuru nuko riyatanga burashimishije	
E.2.3.Abanyamakuru ba Leta batara amakuru ku mihango ikomeye y'igihugu gusa	
E.2.4. Abanyamakuru ba leta batangaza amakuru mu buryo bushimishije ku bikorwa by'imitwe ya politike yose	
E.2.5 Abanyamakuru bigenga batangaza amakuru mu buryo bushimishije ku bikorwa by'imitwe ya politike yose	
E.2.6. Abanyamakuru bigenga batara amakuru ku bintu bishakira gusa	
E.2.7. Ibitangazamakuru bya Leta bitanga umwanya ungana mu gutangaza amakuru, ibikorwa n'imyidagaduro	
E.2.8. Ibitangazamakuru byigenga bitanga umwanya ungana ku makuru, ibikorwa n'imyidagaduro	

IGIKA F: Itangazamakuru ritara amakuru agenewe kandi agera ku baturage

F.1.Itangazamakuru ryandika n'irikoresha amajwi/amashusho bigera ku baturage

F.1.1.Uzi aho wagura ikinyamakuru cya Leta hafi ?	Yego	1	Oya	2
F.1.2.Uzi aho wagura ikinyamakuru cyigenga hafi ?	Yego	1	Oya	2
F.1.3.Ibiganiro bya televiziyo ya Leta bigera mu karere kanyu ?	Yego	1	Oya	2
F.1.4.Ibiganiro bya televiziyo zigenga bigera mu karere kanyu ?	Yego	1	Oya	2
F.1.5.Ibiganiro bya radiyo ya Leta bigera mu karere kanyu ?	Yego	1	Oya	2
F.1.6.Ibiganiro bya radiyo zigenga bigera mu karere kanyu ?	Yego	1	Oya	2
F.1.7.Nibura hari radiyo y'abaturage igera mu karere kanyu ?	Yego	1	Oya	2

F.2.Ibitangazamakuru byandika n'ibikoresha amashusho/amajwi bigera ku baturage
Noneho ngiye kukubaza ibikoresho by'itumanaho mutunze. Kuri ibi bikurikira wavuga Yego cyangwa Oya? (Yego =1; Oya =2)

F.2.1.Mu rugo rwanyu mutunze televiziyo ikora ?	Yego	1	Oya	2
F.2.2.Mu rugo rwanyu mutunze radiyo ikora ?	Yego	1	Oya	2
F.2.3.Mu rugo rwanyu hari utunze telefoni igendanwa nzima ?	Yego	1	Oya	2
F.2.4. Mu rugo rwanyu hari utunze telefoni igendanwa ifite radiyo?	Yego	1	Oya	2

Wavuga iki ku bushobozi bw'urugo rwanyu mu kubona ibikoresho by'itangazamakuru? Wavuga ko byoroshye kubona, byoroshye biciriritse, ntabwo byoroshye na gato nta bibaho?

Biroroshye cyane kubona	Biroroshye	Biroroshye biciriritse	Ntabwo byoroshye	Ntabwo byoroshye na gato	Ntibibaho	Ndifashe	Simbizi
5	4	3	2	1	0	98	99

F.2.5. Ikinyamakuru	
F.2.6. Televiziyo	
F.2.7. Radiyo	
F.2.8. Interineti	
F.2.9. Telefoni igendanwa	

G.Ni iyihe miyoboro waboneyeho amakuru ku buzima bw'igihugu mu mezi 12 ashije? (NTUMUSOMERE)

G.1.1. Radio	Yes	1	No	2
G.1.2. Televiziyo	Yes	1	No	2
G.1.3. Igitangazamakuru	Yes	1	No	2
G.1.4. <i>Social media</i>	Yes	1	No	2
G.1.5. Inama rusange y'abaturage	Yes	1	No	2
G.1.6. Abavandimwe	Yes	1	No	2
G.1.7. Undi (wuvuge)				

Ni ba igisubizo ari G.1.4, wakoreshye uwuhe muri iyi ikurikira mu mezi 12 ashize?

G.1.4.1. Institutional website	Yes	1	No	2
G.1.4.2. Face book	Yes	1	No	2
G.1.4.3. Twitter	Yes	1	No	2
G.1.4.4. What's up	Yes	1	No	2

G.1.4.5. LinkedIn	Yes	1	No	2
G.1.4.6. YouTube	Yes	1	No	2
G.1.4.7. Flickr	Yes	1	No	2
G.1.4.8. Tumblr	Yes	1	No	2

Murakoze cyane kubw’umwanya n’ibisubizo muduhaye.

Igihe ikiganiro kirangiriye: isaha:/...../

Amazina n’umukono by’umugenzuzi:.....

Itariki yagenzuriyeho:/...../...../...../

IBIBAZO BIGENEWE IMIRYANGO ITARI IYA LETA

Umwirondoro													
Amazina y’ubaza (INYUGUTI NINI)													
Nomero y’ubaza													Nimero y’izifishi:
Itariki y’ibazwa (dd/mm/yyyy)													Igihe utangiriyeho
Intara													
Kigali	1	9. Akarere											
Amajyepfo	2	10. Umurenge											
Iburasirazuba	3	11. Akagari											
Amajyaruguru	4	12. Umudugudu											
Iburengerazuba	5												

IRIBURIRO:
*Ndabasuhuza. Nitwa _____ ndi umushakashatsi wigenga nkaba nkorera umuryango witwa Transparency Rwanda mu byerekeye ibipimo ku iterambere ry’itangazamakuru mu Rwanda. Turakora ubushakashatsi ku banyarwanda mu turere dutandukanye tw’u Rwanda Turakora ubushakashatsi ku banyarwanda mu turere dutandukanye tw’u Rwanda, imiryango itegamiye kuri Leta ndetse n’abakora umwuga w’itangazamakuru. Kuba twarifuje kuganira namwe muri ubu bushakashatsi ni tombora. Ibisubizo muri butange birafatwa nk’ibanga. Aya makuru tuzayahuza n’ayandi yatanzwe n’abandi banyarwanda benshi. Nta buryo bushobora gutuma ibisubizo watanze bishobora kumenyekana, ntugire ikibazo cyatuma utavuga ibyo utekereza.
 Niba wumva hari ikibazo byaguteza, ushobora kudasubiza ibibazo cyangwa ukifata igihe ushakiye.*

IGIKA A: IBIRANGA UBAZWA

A.1 Igitsina	Gabo	1	Gore	2
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A.2 Aho utuye	Umujyi	1	Icyaro	2
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A.3 Ufite imyaka ingaha? (andika ikigero cy'imyaka arimo)

18-24	1	25-29	2	30-34	3
35-39	4	40-44	5	45-49	6
50-54	7	55-59	8	60+	9

A4. ICYO AKORA :

A5. AMASHURI YIZE:

Ntiyize	1
Amashuri abanza	2
Amashuri y'imyuga akurikira abanza	3
Amashuri yisumbuye	4
Amashuri mahuru na kaminuza	5

Igipimo 1: Amategeko yorohereza ubwisanzure bw'itangazamakuru

1.1. Ubwisanzure bw'itangazamakuru buteganyijwe n'amategeko kandi arubahirizwa

Mbwira icyo utekereza ku mikorere y'itangazamakuru n'abanyamakuru ushingiyeye kuri ibi bikurikira. Wavuga ko ubyemera cyane, ubyemera, ubyemera gahoro, utabyemera, utabyemera na gato cyangwa ntibibaho?

Ndabyemera cyane	Ndabyemera	Ndabyemera biciriritse	Simbyemera	Simbyemera na gato	Ntibibaho	Ndifashe	Simbizi
5	4	3	2	1	0	98	99
1.1.1. Uburyo ibitangazamakuru bya Leta bitara bigatangaza amakuru buranoze kandi buzira amarangamutima							
1.1.2. Uburyo ibitangazamakuru byigenga bitara bigatangaza amakuru buranoze kandi buzira amarangamutima							

1.2. Abaturage n'imiryango itegamiye kuri Leta bagira uruhare mu itegurwa ry'amategeko agenga itangazamakuru

Mbwira icyo utekereza ku mikorere ya Leta n'ikigo cyawe ushingiyeye kuri ibi bikurikira. Wavuga ko ubyemera cyane, ubyemera, ubyemera gahoro, utabyemera, utabyemera na gato cyangwa ntibibaho?

Ndabyemera cyane	Ndabyemera	Ndabyemera biciriritse	Simbyemera	Simbyemera na gato	Ntibibaho	Ndifashe	Simbizi
5	4	3	2	1	0	98	99

1.2.1.Leta iha umuryango ukorera umwanya wo gutanga ibitekerezo mu mategeko agenga itangazamakuru (<i>niba utabyemera jya kuri 2.1.1</i>)	
1.2.2.Umuryango ukorera ukoresha neza umwanya uhabwa na Leta wo gutanga ibitekerezo ku mategeko agenga itangazamakuru	

Igipimo 2: Ibitangazamakuru byinshi, binyuranye mu byo bitangaza , bifite ubushobozi bw'imari ihagije, bishyirwaho kandi bicungwa mu mucyo

2.1. Leta itezaimbere itangazamakuru ry'abaturage

2.1.1.Haba hari igitangazamakuru gikoresha amajwi/amashusho/cyandika mu Akarere ukoreramo?	Yego	1	Oya	2
Icy'abaturage	Yego	1	Oya	2
Icyigenga	Yego	1	Oya	2
Icy a Leta	Yego	1	Oya	2
[Ubaza: Niba ari Yego,				

Wambwira icyo utekereza ku mikoranire ya Leta n'ikigo ukorera ushingiyeye kuri ibi bikurikira. Wavuga ko ubyemera cyane, ubyemera, ubyemera biciriritse, utabyemera, utabyemera na gato cyangwa ntibibaho?

Ndabyemera cyane	Ndabyemera	Ndabyemera gahoro	Simbyemera	Simbyemera na gato	Ntibibaho	Ndifashe	Simbizi
5	4	3	2	1	0	98	99

2.1.2.Umuryango ukorera ugira uruhare mu igenwa ry'umurongo ngenderwaho w'igitangazamakuru cy'abaturage	
2.1.3. Umuryango ukorera ugira uruhare mu kuvugurura inshingano z'ibitangazamakuru by'abaturage	
2.1.4.Umuryango ukorera ufasha igitangazamakuru cy'abaturage mu kongera ubushobozi, inkunga mu mafaranga n'ubuvugizi	
2.1.5.Umuryango ukorera uha inkunga igitangazamakuru cy'abaturage mu buryo bwo kucyongerera ubushobozi, amafaranga n'ubuvugizi	

2.2. Leta ishyiraho uburyo bwo gutanga imiyoboro yo gutangarizaho ku nyungu z'abaturage

Wemera ibi bikurikira mu buryo bungana iki; Wavuga ko ubyemera cyane, ubyemera, ubyemera biciriritse, utabyemera, utabyemera na gato cyangwa ntibibaho ?

Ndabyemera cyane	Ndabyemera	Ndabyemera gahoro	Simbyemera	simbyemera na gato	Ntibibaho	Ndifashe	Simbizi
5	4	3	2	1	0	98	99

2.2.1. Umuryango ukorera ugishwa inama mu itangwa ry'imiyoboro yo gutangarizaho	
2.2.2. Haba hari ibitangaza makuru byigenga cyangwa ibya leta bikorana n'umuryango uhagarariye ?	
2.2.3. Umuryango ukorera uha inkunga igitangamakuru byigenga cyangwa bya leta mu buryo bwo kucyongerera ubushobozi, amafaranga n'ubuvugizi	

Igipimo 3: Itangamakuru nk'urubuga rwo guteza imbere demukarasi

3.1. Itangamakuru ryubahiriza ihame ry'ubumwe n'ubwiyunge bw'abanyarwanda
Reka noneho tuvuge ku ruhare rw'itangamakuru mu bumwe n'ubwiyunge. Kuri ibi bikurikira wavuga ko biri hejuru cyane, hejuru, hejuru gahoro, hasi, hasi cyane cyangwa ntibibaho?

Hejuru cyane	Hejuru	Hejuru biciriritse	Hasi	Hasi cyane	Ntibibaho	Ndifashe	Simbizi
5	4	3	2	1	0	98	99

3.1. 1. Itangamakuru rya Leta riharanira ubumwe n'ubwiyunge	
3.1.2. Itangamakuru ryigenga riharanira ubumwe n'ubwiyunge	

3.2. Itangamakuru ryubahiriza ihame ry'ubwuzuzanye mu bikorwa byaryo

Reka noneho tuvuge ku ruhare rw'itangamakuru. Kuri ibi bikurikira wavuga ko biri hejuru cyane, hejuru, hejuru gahoro, hasi, hasi cyane cyangwa ntibibaho?

Hejuru cyane	hejuru	Hejuru gahoro	Hasi	Hasi cyane	Ntibibaho	Ndifashe	Simbizi
5	4	3	2	1	0	98	99

3.2.1. Itangamakuru rya Leta riteza imbere ubwuzuzanye	
3.2.2. Itangamakuru ryigenga riteza imbere ubwuzuzanye	

3.3. Itangamakuru ryubahiriza ihame ryo kurwanya ruswa

Reka tuvuge ku ruhare rw'itangamakuru mu kurwanya ruswa Kuri ibi bikurikira wavuga ko biri hejuru cyane, hejuru, hejuru gahoro, hasi, hasi cyane cyangwa ntibibaho?

Hejuru cyane	Hejuru	Hejuru biciriritse	Hasi	Hasi cyane	Ntibibaho	Ndifashe	Simbizi
5	4	3	2	1	0	98	99

3.3.1. Itangazamakuru rya Leta rigira uruhare mu kurwanya ruswa mu bikorwa byaryo	
3.3.2. Itangazamakuru ryigenga rigira uruhare mu kurwanya ruswa mu bikorwa byaryo	

Na none kuri ibi bikurikira, Wavuga ko ubyemera cyane, ubyemera, ubyemera gahoro , utabyemera, utabyemera na gato cyangwa ntibibaho?

Ndabyemera cyane	Ndabyemera	Ndabyemera gahoro	Simbyemera	Simbyemera na gato	Ntibibaho	Ndifashe	Simbizi
5	4	3	2	1	0	98	99

3.3.3. Haba hari amafaranga cg ubundi bufasha/ishimwe umuryango ukorera uha abanyamakuru ba leta igihe baje gutara inkuru (mu mezi 12 ashize)	
3.3.4. Haba hari amafaranga cg ubundi bufasha/ishimwe umuryango ukorera uha abanyamakuru bigenga igihe baje gutara inkuru (mu mezi 12 ashize)	
3.3.5. Haba hari amafaranga cg ubundi bufasha/ishimwe bihabwa abanyamakuru ba leta kugirango batangaze ibyo ababibahaye bifuza (mu mezi 12 ashize)	
3.3.6. Haba hari amafaranga cg ubundi bufasha/ishimwe bihabwa abanyamakuru bigenga kugirango batangaze ibyo ababibahaye bifuza (mu mezi 12 ashize)	

3.4. Amabwiriza ngengamyitwarire mu itangazamakuru rikoresha amajwi/amashusho agaragaza ubwisanzure no kutabogama

Kuri ibi bikurikira, Wavuga ko ubyemera cyane, ubyemera, ubyemera gahoro , utabyemera, utabyemera na gato cyangwa ntibibaho?

Ndabyemera cyane	Ndabyemera	Ndabyemera gahoro	Simbyemera	Simbyemera na gato	Ntibibaho	Ndifashe	Simbizi
5	4	3	2	1	0	98	99

3.4.1. Ibitangazamakuru bya Leta bitanga umwanya ungana ku bagize inteko ishingamategeko mu igihe cy'ibikorwa by'inteko	
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3.5. Itangazamakuru rya Leta ryubaha ibitekerezo by'abaturage n'imiryango itari iya Leta

Kuri ibi bikurikira, Wavuga ko ubyemera cyane, ubyemera, ubyemera biciriritse, utabyemera, utabyemera na gato cyangwa ntibibaho?

Ndabyemera cyane	Ndabyemera	Ndabyemera gahoro	Simbyemera	Simbyemera na gato	Ntibibaho	Ndifashe	Simbizi
5	4	3	2	1	0	98	99

3.5.1. Umuryango ukorera wungurana ibitekerezo n'ibitangazamakuru bya Leta	
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Igipimo 4: Guteza imbere umwuga w'itangazamakuru, kwongera ubushobozi no gushyigikira imiryango iharanira ubwisanzure bw'itangazamakuru

4.1. Imiryango itari iya Leta ikurikirana imikorere y'itangazamakuru mu buryo bunoze Umuryango ukorera/ubarizwamo uzuza ute ibi bikurikira, Wavuga ko ubyemera cyane, ubyemera, ubyemera gahoro, utabyemera, utabyemera na gato cyangwa ntibibaho?

Ndabyemera cyane	Ndabyemera	Ndabyemera gahoro	Simbyemera	Simbyemera na gato	Ntibibaho	Ndifashe	Simbizi
5	4	3	2	1	0	98	99

4.1.1. Umuryango ukorera ugira uruhare mu kugurikirana no gusesengura ibyandikwa cg bivugwa mu bitangazamakuru no guteza imbere ubwinshi bw'itangazamakuru n'ibitekerezo binyuranye.	
4.1.2. Umuryango ukorera ugire uruhare mu gusesengura itangazamakuru cyane cyane mu byerekeye abatishoboye n'abasigaye inyuma mu majyambere	
4.1.3. Umuryango ukorera ugira uruhare mu guteza imbere ibikorwa byigisha gusobanukirwa ibyanditse mu itangazamakuru	

4.2. Imiryango itari iya Leta ikora ubuvugizi ku byerekeye ubwisanzure bwo gutangaza ibitekerezo Na none kuri ibi bikurikira, Ndifuza kumenya icyo utekereza ku mikorere y'umuryango ukorera/ubarizwamo, wavuga ko ubyemera cyane, ubyemera, ubyemera gahoro, utabyemera, utabyemera na gato cyangwa ntibibaho?

Ndabyemera cyane	Ndabyemera	Ndabyemera gahoro	Simbyemera	Simbyemera na gato	Ntibibaho	Ndifashe	Simbizi
5	4	3	2	1	0	98	99

4.2.1. Umuryango ukorera ukorana n'abafata ibyemezo bireba itangazamakuru	
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4.3. Imiryango itegamiye kuri Leta ifasha abaturage kubona amakuru no kugirango ijwi ryabo ryumvikane

Nagirango umbwire uko umuryango ukorera/ubarizwamo witwara muri ibi bikurikira, wavuga ko ubikora neza cyane, neza, gahoro, nabi, nabi cyane cyangwa ntibibaho?

Neza cyane	Neza	gahoro	Nabi	Nabi cyane	Ntibibaho	ndifashe	Simbizi
5	4	3	2	1	0	98	99

4.3.1. Gutanga inama n'ubufasha ku bifuza kubona amakuru	
4.3.2. Kongerera abanyamakuru ubushobozi binyujijwe mu mahugurwa	

4.4. Itangazamakuru ryubahirirza ibisabwa mu mwuga

Icyanyuma, ni iki wavuga ku mikorere y'itangazamakuru n'abanyamakuru: Wavuga ko ubyemera cyane, ubyemera, ubyemera gahoro, utabyemera, utabyemera na gato cyangwa ntibibaho?

Ndabyemera cyane	Ndabyemera	Ndabyemera gahoro	Simbyemera	Simbyemera na gato	Ntibibaho	Ndifashe	Simbizi
5	4	3	2	1	0	98	99

4.4.1. Uburyo ibitangazamakuru bya Leta bitara bigatangaza amakuru buranoze kandi buzira amarangamutima	
4.4.2. Uburyo ibitangazamakuru bya Leta bitara bigatangaza amakuru buranoze kandi buzira amarangamutima	
4.4.3. Abanyamakuru ba Leta batara amakuru ku bibazo by'ingenzi gusa	
4.4.4. Itangazamakuru rya Leta ritangaza amakuru harimo n'ay'imitwe ya politiki yose ku buryo bunoze kandi buzira amarangamutima	
4.4.5.. Itangazamakuru ryigenga ritangaza amakuru harimo n'ay'imitwe ya politiki yose mu buryo bunoze kandi buzira amarangamutima	
4.4.6.. Abanyamakuru bigenga batara amakuru ku bibazo by'ingenzi gusa	
4.4.7. Gahunda z'ibitangazamakuru bya Leta isaranganya umwanya hagati yo gutanga amakuru, kwigisha n'imyidagaduro	
4.4.8. Gahunda z'ibitangazamakuru byigenga isaranganya umwanya hagati yo gutanga amakuru, kwigisha n'imyidagaduro	

Mbashimiye umwanya n'ibisubizo muduhaye

Igihe ikiganiro kirangiriye: isaha:/...../ itariki:/...../...../...../

Amazina n'umukono by'umugenzuzi:.....

ANNEX B: RMB INDICATOR FRAMEWORK

Indicator 1: A system of regulation conducive to freedom of expression and media freedom				
Sub-Indicators	Variable of interest	Source of data	Tools for data collection	Target audience
1. <i>Freedom of expression is guaranteed in law and respected in practice</i>	1.1. Existence of freedom of expression legally guarantee	Existing constitution, laws, policies, conventions etc. on freedom of expression	Desk review	Parliament, Prime Minister Office, MHC, Ministry in charge of information
	1.2. Existence of relevant treaties signed and ratified by Rwanda	Existing conventions/treaties etc. on freedom of expression	Desk review	Parliament, Prime Minister Office, MHC, Ministry in charge of information
	1.3. Proportion of public awareness of its rights to free expression	Survey to be commissioned by MHC	Questionnaire	Citizens
	1.4. Proportion of citizens who freely exercise their freedom of expression	Survey to be commissioned by MHC	Questionnaire	Citizens
	1.5. Availability of bodies which guarantee the concrete application of freedom of expression	Existing laws establishing those bodies, Evidence that these bodies are operation	Desk review	Parliament, Prime Minister Office, MHC, Ministry in charge of information
2. <i>Media freedom is guaranteed in law and respected in practice</i>	2.1. Existence of legal guarantee of media freedom and its clearly defined limits	Existing laws/conventions/treaties etc. on media freedom	Desk review	MHC, Press House, Parliament, Prime minister office
	2.2. Proportion of media practitioners who freely exercise their media freedom	Survey to be commissioned by MHC	Questionnaire	Citizens
	2.3. Availability of bodies which guarantee the concrete application of media freedom	Existing laws establishing those bodies, Evidence that these bodies are operation	Desk review	MHC, Press House, Parliament, Prime minister office

	2.4. Existence of legal guarantee of right to privacy and its clearly defined limits	Existing laws/conventions/treaties etc. on media freedom	Desk review	MHC, Press House, Parliament, Prime minister office
3. <i>The right to information is guaranteed in law and respected in practice</i>	1.1. Right to information legally guaranteed	Existing constitution, laws, policies, conventions etc. on right to information	Desk review	Parliament, Prime Minister Office, MHC, Ministry in charge of information
	1.2. Relevant treaties signed and ratified by Rwanda	Existing conventions/treaties etc. on right to information	Desk review	Parliament, Prime Minister Office, MHC, Ministry in charge of information
	1.3. Proportion of Public awareness of its rights to information	Survey to be commissioned by MHC	Questionnaire	Citizens
	1.4. Proportion of public exercise of its right to information	Survey to be commissioned by MHC	Questionnaire	Citizens
	1.5. Availability of bodies which guarantee the concrete application of right to information	Reports from credible agencies	Desk review	Parliament, Prime Minister Office, MHC, Ministry in charge of information
	1.6. Availability of public bodies which release information both pro-actively and on demand	Reports from media and credible agencies	Desk review	Parliament, Prime Minister Office, MHC, Ministry in charge of information
	1.7. Availability of effective and efficient appeals mechanism via independent administrative bodies	Reports from public bodies and media	Desk review	Parliament, Prime Minister Office, MHC, Ministry in charge of information
4. <i>Editorial independence is guaranteed in law and respected in practice</i>	3.1. Existence of Right to freely allocate broadcasting time and program	Existing media laws and policies	Desk review	Parliament, Prime Minister Office, MHC, Ministry in charge of information,
	3.2. Existence of Broadcasters exercising their right to freely allocate broadcasting time and program	Expert survey	questionnaire	Media practitioners
	3.3. Existence of Right for broadcasters or press to freely determine editorial content	Existing media laws and policies Expert survey	Desk review Questionnaire	Parliament, Prime Minister Office, MHC, Ministry in charge of

				information
	3.4. % of Broadcasters and press exercising their right to freely determine editorial content	Expert survey	questionnaire	Media practitioners
	3.5. Existence of Law that does not allow state actors to seize control of broadcasters in an emergency	Existing media laws and policies	Desk review	Parliament, Prime Minister Office, MHC, Ministry in charge of information
5. Journalists' right to protect their sources is guaranteed in law and respected in practice	4.1. Existence of Right of journalists to protect confidentiality of their sources without fear of prosecution or harassment	Existing laws, policies, conventions, journalists codes of ethics etc. on freedom of expression	Desk review	Parliament, Prime Minister Office, MHC, Ministry in charge of information
	4.2. % of Journalists exercising their right to protect confidentiality of their sources without fear of prosecution or harassment	Expert survey	questionnaire	Media practitioners
5. The public and civil society organisations (CSOs) participate in shaping public policy towards the media	5.1. Existence of Opportunities offered by the state for consultation with non-state actors about media legislation and policy	Expert survey	questionnaire	Government officials, media, Civil society organisations and private sector

Indicator 2: Plurality and diversity of the media, level economic playing fields and transparency of ownership

Sub-Indicators	Variable of interest	Source of data	Tools for data collection	Target audience
1. State takes positive measures to promote pluralist media	1.1. Existence of regulations to prevent undue ownership concentration and promote plurality	Existing media laws, regulations and policies	Desk review	Parliament, Prime Minister Office, MHC, Ministry in charge of information, RURA
	1.2. Existence of specific legislation on cross-ownership within broadcasting and between broadcasting and other media sectors to prevent market dominance	Existing media laws, regulations and policies	Desk review	Parliament, Prime Minister Office, MHC, Ministry in charge of information, RURA
	1.3. Existence of legal distinction between small and large players in the media market	Existing media laws, regulations and policies	Desk review	Parliament, Prime Minister Office, MHC, Ministry in charge of

				information, RURA
	2.5. Existence of transparency and disclosure provisions for media companies with regard to ownership, investment and revenue sources	Existing media laws, regulations and policies	Desk review	Parliament, Prime Minister Office, MHC, Ministry in charge of information, RURA
	1.5. Existence of licensing process for the allocation of specific frequencies to individual broadcasters promotes diversity of media ownership and programming content	Expert survey	Questionnaire	Media practitioners
	1.7. Existence of powerful authorities responsible for implementing anti-monopoly laws.	Existing media laws and regulations	Desk review	MHC, RURA, Press House,
2. State ensures compliance with measures to promote pluralist media	2.1. Evidence of use of anti-monopoly laws by regulators to refuse license requests or force divestment of existing media operations in order to avoid excessive concentrations of media ownership	Expert survey	Questionnaire	Media practitioners,
	2.2. Evidence of Civil society groups that actively participate in the promotion and enforcement of measures to foster media pluralism	Expert survey	Questionnaire	Media practitioners, CSOs
	2.3. Proportion of citizens' active participation in the promotion and enforcement of measures to foster media pluralism	Household survey	Questionnaire	Citizens
	2.4. Existence of diversity of digital licenses allocated to both commercial and non commercial operators by regulators	Statistics on categories of digital licenses allocated	Desk review	RURA and MHC

3. State actively promotes a diverse mix of public, private and community media	3.1. Existence of equal treatment of public, private and community media in the granting of access to information	Expert survey	Questionnaire	Media practitioners
	3.3. Absence of start-up fees or other restrictions on new print titles aside from standard business registration requirements	Existing media houses registration regulations	Desk review	Media houses registration bodies
4. Independent and transparent regulatory system in frequency allocation	4.1. Evidence of equitable access to the frequency spectrum to a plurality of media, including community broadcasters	Expert survey	Questionnaire	Media practitioners (Broadcasting houses)
	4.2. Evidence of Open and participatory decision-making processes about the allocation of frequencies between public, private and community broadcasters	Expert survey	Questionnaire	Media practitioners (broadcasting houses)
	4.3. Existence of oversight of decision-making processes about the allocation of frequencies between public, private and community broadcasters by an independent body	Existing broadcasting regulations, Reports by credible agencies; Expert survey	Desk review	RURA,
5. State and CSOs actively promote development of community media	5.1. Absence of prohibitive pricing structure for community broadcasting media	Existing broadcasting media regulations	Desk review	RURA
	5.2. Existence of mechanisms for communities to give their mandate to a community broadcaster and to regularly renew that mandate	Household survey	Questionnaire	Citizens
	5.3. Existence of reinvestment of a proportion of revenues raised from the sale of frequencies spectrum and telecommunications licenses in	Evidence/Report from the broadcasting regulatory body	Desk review	RURA

	community media			
	5.4. Evidence of positive state measures to support community broadcast media (e.g. preferential pricing, discounted tariffs)	Existing broadcasting media regulations	Desk review	RURA, RDB
	5.5. Existence of assistance of community broadcast media by CSOs through e.g. capacity building, emergency bridging finance, advocacy.	Expert survey	Questionnaire	Community broadcasters
6. State plan for spectrum allocation ensures optimal use for the public interest	6.1. Availability (in the regulatory authority) of a plan for spectrum allocation that meets ITU rules and UNESCO recommendations on provisions for public service broadcasting	Evidence of availability of the plan in the broadcasting regulatory body	Desk review	RURA
	6.2. Existence of consultation with CSOs and the media sector to drawn up the Plan	Expert survey	Questionnaire	Media practitioners (broadcasting houses) and CSOs
	6.3. Evidence of publication and wide dissemination of the Plan	Evidence of both publication and dissemination of the plan	Desk review	RURA
7. Independent and transparent regulatory system in media licensing	7.1. Existence of oversight of Broadcast licensing processes and decisions by an independent regulatory authority, which meets international standards	International standards reports, Regulatory Authority standards, Evidence from credible agencies	Desk review	MHC, RURA
	7.2. Existence of assessment of broadcast license applications according to transparent and objective criteria set out in law	Existing laws, regulations, Expert survey	Desk review Questionnaire	RURA, Media practitioners (Broadcasters)
	7.3. Availability of transparent and pre-established fees for different types of licenses	Existing laws and regulations	Desk review	RURA

	7.4. Existence of active monitoring of frequency use by regulators to ensure that actual usage conforms to license conditions	Monitoring reports on frequency use from the regulatory authority	Desk review	RURA
8. State uses taxation and business regulation to encourage media development in a non-discriminatory manner	8.1. Existence of preferential tax, import duty and tariff regimes to encourage the development of broadcasting and print media	Existing laws and regulations on taxation	Desk review	RRA, RURA, RDB
	8.2. Absence of prohibitive taxes or levies on media organisations imposed by the state	Existing laws and regulations on taxation	Desk review	RRA, RURA, RDB
	8.3. Absence of discriminatory state taxation policy and practice against the media or in favour of specific media outlets	Existing laws and regulations on taxation	Desk review	RRA, RURA, RDB
	8.3. Absence of discriminatory state taxation practice against the media or in favour of specific media outlets	Expert survey	Questionnaire	Media practitioners
9. State does not discriminate through advertising policy	9.1. Existence of fair, transparent and non-discriminatory advertising manner established by the state (e.g. through a code of conduct)	Existing advertising code; Expert survey	Desk review	MHC, Ministry in charge of information, journalists associations Media practitioners
	9.2. Existence of a strict monitoring of allocation of government advertising to ensure fair access by all media	Existing laws, regulations and policy on advertising, Expert survey	Desk review Questionnaire	MHC, journalists associations Media practitioners
	9.3. Existence of fair competition rules for public service broadcasters in respect of advertising they carry	Existing laws, regulations and policy on advertising	Desk review	MHC, Ministry in charge of information
	9.4. Existence of codes of conduct or	Existing laws, regulations	Desk review	MHC, Ministry in

	other guidelines for the allocation of state-funded advertising implementation	and policy on advertising		charge of information
	10.2. Evidence of adherence of broadcasters and print media to nationally- or regionally-agreed guidelines for the separation of advertising and programming, if applicable	Existing regulations and policy on advertising, Expert survey	Desk review Questionnaire	MHC, Ministry in charge of information Broadcasters and print media
11. Diversity is reflected in the content of both print and broadcast media	11.1. Evidence of coverage of a number of areas (domains) by both print and broadcast media	Reports on media columns (newspapers) and programs (broadcast)	Desk review	Media houses, MHC
12. Diversity is reflected in the the languages used buy both print and broadcast media	12.1.Evidence of language diversity in both print and broadcast media	Reports on media languages	Desk review	Media houses, MHC
Indicator 3: Media as a platform for democratic discourse				
Sub-Indicators	Variable of interest	Source of data	Tools for data collection	Target audience
3.1 <i>The media – public, private and community-based – serve the needs of all groups in society</i>	3.1.1.Evidence of usage of language/s which reflect the linguistic diversity of the target area by the media	Household survey Expert survey	Questionnaire	Citizens Media practitioners
	3.1.2.Existence of representation of the views of the entire political spectrum by the Media	Household survey Expert survey	Questionnaire	Citizens Media practitioners
	3.1.3. Proportion of accessibility of information presented by the media to women and marginalised groups	Household survey	Questionnaire	Citizens
3.2. <i>Media organizations reflect social diversity through their employment practices</i>	3.2.1. Proportion of female journalists across the media industry	Records on Journalist registration by MHC	Desk review	MHC

3.3. Media organisations ensure their social responsibility by complying with the principle of unity and reconciliation of the Rwandan people	Existence of clear laws and regulations punishing sectarianism and the genocide ideology	Existing laws and regulations	Desk review	Parliament, CNLG, and MHC
	Number of journalists convicted over the crime of divisionism and/or genocide ideology committed via media	Reports from MHC, Supreme courts and other credible institutions	Desk review	MHC, CNLG, Supreme Court,
	Public perceptions of the media content vis-à-vis unity and reconciliation	Household survey	Questionnaire	Citizens
3.3. Media organisations ensure their social responsibility by complying with the principle gender equality through their content	Public perception on media contribution to the promotion of gender equality through the content of their programmes/publications	Expert survey Household survey	Questionnaire Questionnaire	CSOs Citizens
3.4. Media organisations ensure their social responsibility by complying with the principle anti-corruption practices in their work	Public perception on media practitioners behavior vis-à-vis anti-corruption practices	Expert survey	Questionnaire	CSOs
	Public perception on media contribution in fighting corruption	Perception survey	Questionnaire	Citizens, CSOs
3.3. The goals of public service broadcasting are legally defined and guaranteed	3.3.1. Existence of a legislation which clearly defines the public service broadcasting and its goals.	Existing media laws and policies	Desk review	MHC, Ministry in charge of information
	3.3.2. Availability of specific guarantees on editorial independence of the PSB	Expert survey	questionnaire	Media practitioners
	3.3.3. Availability of funding arrangements to protect the PSB from arbitrary interference	Expert survey	Desk review	Media practitioners
	3.3.4. Availability of adequate technical resources of the PSB	Expert survey	Questionnaire	Media practitioners
	3.3.5. Evidence of public accountability of PSB through its governing body	Existing Laws, Internal rules and regulations of broadcasting enterprises/houses Expert survey	Desk review Questionnaire	Media practitioners
3.4. The operations of public service	3.4.1. Availability of clear rules	Existing laws, policies,	Desk review	MHC, Ministry in

<i>broadcasters do not experience discrimination in any field</i>	preventing discrimination by content carriers	preventing discrimination by content carriers		charge of information
3.5. Independent and transparent system of governance	3.5.1. Existence of oversight of the PSB by an independent governing body whose autonomy is legally guaranteed	Existing regulation concerning status and appointment of governing body Expert survey	Desk review Questionnaire	MHC, Ministry in charge of information, Press House , Media practitioners
	3.5.2. Existence of open and transparent appointments to the governing body and free from direct government interference	Existing regulation concerning status and appointment of governing body Expert survey	Desk review Questionnaire	MHC, Ministry in charge of information , Media practitioners
	3.5.3. Existence of assurance by the governing body that the PSB fulfils its public service remit and protects its independence	Expert survey	Questionnaire	Media practitioners (Broadcasting houses)
3.6. PSBs engage with the public and CSOs	3.6.1. Existence of consultation between PSB and civil society e.g. forums for audience feedback	Expert survey	Questionnaire	CSOs
	3.6.2. Existence of mechanism of responding to public complaints by the PSB	Household survey	Questionnaire	Citizens
3.7. Print and broadcast media have effective mechanisms of self-regulation	3.7.1. Existence of codes of ethics, and sound editorial guidelines in Media organisations	Existing codes of ethics and guidelines from press council and journalist associations	Desk review	Media practitioners, Abahwituzi Board
	3.7.2. Opportunity to disseminate codes to journalists, debate and review them	Existing codes of ethics and guidelines from press council and journalist associations	Desk review	MHC, Ministry in charge of information, Abahwituzi Board

		Expert survey	Questionnaire	Media practitioners,
	3.7.3. Number of public complaints about media conduct and media responsiveness	Records from MHC and Intradisciplinary committees of media practitioners	Desk review	MHC, Ministry in charge of information, Abahwituzi Board
3.8. Media displays culture of self-regulation	3.8.1. Existence of Independent journalist associations	MHC	Desk review	MHC, Ministry in charge of information, Abahwituzi Board, Press House,
	3.8.2. Existence of channels for public complaints in media organizations	Household survey Expert survey	Questionnaire	Citizens Media practitioners
	3.8.3. Absence of practice of routinely self-censorship among journalists or media organisations	Expert survey	Questionnaire	Media practitioners
3.9. Effective broadcasting code setting out requirements for fairness, balance and impartiality	3.9.1. A fair broadcasting code for both public and private broadcasters	Existing law regulating broadcasting content in relation to fairness, balance and Impartiality Reports by credible agencies about the effectiveness of broadcasting codes	Desk review	RURA, MHC, Ministry in charge of information
	3.9.2. Respect for the principles of fairness, balance and impartiality during elections	Existing regulation concerning the conduct of reporting at election times Household survey Expert survey Interviews	Desk review Questionnaire Interview guide	MHC, Ministry in charge of information, CSOs, Citizens Political parties
	3.9.3. Evidence of public broadcaster providing fair and balanced coverage of parliamentary proceedings	Household survey	Questionnaire	Citizens

3.10. Effective enforcement of broadcasting code	3.10.1. Fair investigation of code violation and proportionate application of sanctions	Expert survey	Questionnaire	Media practitioners
3.11. The public displays high levels of trust and confidence in the media	3.11.1. Level of public satisfaction with media reports on issues of real concern to people	Household survey	Questionnaire	Citizens
	3.11.2. Level of public satisfaction with the balance of local and national news and information	Household survey	Questionnaire	Citizens
	3.11.3. Level of public satisfaction with journalists and media organisations on their integrity and anti-corruption	Household survey	Questionnaire	Citizens
	3.11.4. Level of public satisfaction with fair , balanced and impartial news reporting	Household survey	Questionnaire	Citizens
	3.11.5. Level of citizen’s participation in media	Household survey	Questionnaire	Citizens
3.12. Media organisations are responsive to public perceptions of their work	3.12.1. Existing efforts made by media organisations to know more about their audience, the quality of their programmes and their news	Expert survey	Questionnaire	Media practitioners
	3.12.2 Existence of channels for audience engagement (call-ins, debates, citizen reporting) offered by media organisations	Records from media organizations Expert survey Citizens survey	Desk review Questionnaire	Media organizations Media practitioners Citizens
	3.12.3. Existence of internal audit mechanisms to guarantee transparency and accountability in media organisations	Records from media organizations Expert survey	Desk review Questionnaire	Media organizations Media practitioners
	3.12.4. Existence of community-based	Records from media	Desk review	Media organizations

	mechanisms for evaluating community media	organizations citizen survey	Questionnaire	citizens
3.13. Journalists, associated media personnel and media organisations can practice their profession in safety	3.13.1. Number of Journalists and associated media personnel who are subject to threats, harassment or surveillance	Records from credible agencies	Desk review	MHC, human rights organisations, media associations
	3.13.2. Number of journalists, and associated media personnel who are physically attacked, unlawfully detained or killed as a result of pursuing their legitimate activities	Records from credible agencies	Desk review	MHC, human rights organisations, media associations
	3.13.3. Number of media organisations which are forced to close down as a result of pursuing their legitimate activities, or threatened with closure	Records from credible agencies	Desk review	MHC, human rights organisations, media associations
	3.13.4. Number of prosecuted crimes against journalists	Records from credible agencies	Desk review	, Supreme court, MHC, human rights organisations, media associations
	3.13.5. Existence of policies for protecting the health and safety of the media organisations staff	Records from media organizations Expert survey	Desk review Questionnaire	Media organizations Media practitioners
	3.13.6. Existence of measures of social protection to all staff, including temporary and freelance employees	Records from media organizations Expert survey	Desk review Questionnaire	Media organizations Media practitioners

Indicator 1: A system of regulation conducive to freedom of expression and media freedom

Sub-Indicators	Variable of interest	Source of data	Tools for data collection	Target audience
1. Freedom of expression is guaranteed in law and respected in practice	1.3. Existence of freedom of expression legally guarantee	Existing constitution, laws, policies, conventions etc. on freedom of expression	Desk review	Parliament, Prime Minister Office, MHC, Ministry in charge of information
	1.4. Existence of relevant Treaties signed and ratified by Rwanda	Existing conventions/treaties etc. on freedom of expression	Desk review	Parliament, Prime Minister Office, MHC, Ministry in charge of information
	1.3. Proportion of Public awareness of its rights to free expression	Survey to be commissioned by MHC	Questionnaire	Citizens
	1.4. Proportion of citizens who freely exercise their freedom of expression	Survey to be commissioned by MHC	Questionnaire	Citizens
	1.5. Availability of bodies which guarantee the concrete application of freedom of expression	Existing laws establishing those bodies, Evidence that these bodies are operation	Desk review	Parliament, Prime Minister Office, MHC, Ministry in charge of information
2. Media freedom is guaranteed in law and respected in practice	2.1. Existence of legal guarantee of media freedom and its clearly defined limits	Existing laws/conventions/treaties etc. on media freedom	Desk review	MHC, Press House, Parliament, Prime minister office
	2.2. Proportion of media practitioners who freely exercise their media freedom	Survey to be commissioned by MHC	Questionnaire	Citizens
	2.6. Availability of bodies which guarantee the concrete application of media freedom	Existing laws establishing those bodies, Evidence that these bodies are operation	Desk review	MHC, Press House, Parliament, Prime minister office
	2.7. Existence of legal guarantee of right to privacy and its clearly defined limits	Existing laws/conventions/treaties etc. on media freedom	Desk review	MHC, Press House, Parliament, Prime minister office
3. The right to information is guaranteed in law and respected in practice	1.1. Right to information legally guaranteed	Existing constitution, laws, policies, conventions etc. on right to information	Desk review	Parliament, Prime Minister Office, MHC, Ministry in charge of information

	1.2. Relevant Treaties signed and ratified by Rwanda	Existing conventions/treaties etc. on right to information	Desk review	Parliament, Prime Minister Office, MHC, Ministry in charge of information
	1.3. Proportion of Public awareness of its rights to information	Survey to be commissioned by MHC	Questionnaire	Citizens
	1.4. Proportion of Public exercise of its right to information	Survey to be commissioned by MHC	Questionnaire	Citizens
	1.5. Availability of bodies which guarantee the concrete application of right to information	Reports from credible agencies	Desk review	Parliament, Prime Minister Office, MHC, Ministry in charge of information
	1.6. Availability of public bodies which release information both pro-actively and on demand	Reports from media and credible agencies	Desk review	Parliament, Prime Minister Office, MHC, Ministry in charge of information
	1.7. Availability of effective and efficient appeals mechanism via independent administrative bodies	Reports from public bodies and media	Desk review	Parliament, Prime Minister Office, MHC, Ministry in charge of information
4. Editorial independence is guaranteed in law and respected in practice	3.1. Existence of Right to freely allocate broadcasting time and program	Existing media laws and policies	Desk review	Parliament, Prime Minister Office, MHC, Ministry in charge of information,
	3.2. Existence of Broadcasters exercising their right to freely allocate broadcasting time and program	Expert survey	questionnaire	Media practitioners
	3.3. Existence of Right for broadcasters or press to freely determine editorial content	Existing media laws and policies Expert survey	Desk review Questionnaire	Parliament, Prime Minister Office, MHC, Ministry in charge of information
	3.4. % of Broadcasters and press exercising their right to freely determine editorial content	Expert survey	questionnaire	Media practitioners
	3.5. Existence of Law that does not allow state actors to seize control of broadcasters in an emergency	Existing media laws and policies	Desk review	Parliament, Prime Minister Office, MHC, Ministry in charge of information

5. Journalists' right to protect their sources is guaranteed in law and respected in practice	4.1. Existence of Right of journalists to protect confidentiality of their sources without fear of prosecution or harassment	Existing laws, policies, conventions, journalists codes of ethics etc. on freedom of expression	Desk review	Parliament, Prime Minister Office, MHC, Ministry in charge of information
	4.2. % of Journalists exercising their right to protect confidentiality of their sources without fear of prosecution or harassment	Expert survey	questionnaire	Media practitioners
5. The public and civil society organisations (CSOs) participate in shaping public policy towards the media	5.1. Existence of Opportunities offered by the state for consultation with non-state actors about media legislation and policy	Expert survey	questionnaire	Government officials, media, Civil society organisations and private sector

Indicator 2: Plurality and diversity of the media, level economic playing fields and transparency of ownership

Sub-Indicators	Variable of interest	Source of data	Tools for data collection	Target audience
1. State takes positive measures to promote pluralist media	1.1. Existence of regulations to prevent undue ownership concentration and promote plurality	Existing media laws, regulations and policies	Desk review	Parliament, Prime Minister Office, MHC, Ministry in charge of information, RURA
	1.2. Existence of specific legislation on cross-ownership within broadcasting and between broadcasting and other media sectors to prevent market dominance	Existing media laws, regulations and policies	Desk review	Parliament, Prime Minister Office, MHC, Ministry in charge of information, RURA
	1.3. Existence of legal distinction between small and large players in the media market	Existing media laws, regulations and policies	Desk review	Parliament, Prime Minister Office, MHC, Ministry in charge of information, RURA
	2.8. Existence of transparency and disclosure provisions for media companies with regard to ownership, investment and revenue sources	Existing media laws, regulations and policies	Desk review	Parliament, Prime Minister Office, MHC, Ministry in charge of information, RURA
	1.5. Existence of licensing process for the allocation of specific	Expert survey	Questionnaire	Media practitioners

	frequencies to individual broadcasters promotes diversity of media ownership and programming content			
	1.7. Existence of powerful authorities responsible for implementing anti-monopoly laws.	Existing media laws and regulations	Desk review	MHC, RURA, Press House,
2. State ensures compliance with measures to promote pluralist media	2.1. Evidence of use of anti-monopoly laws by regulators to refuse license requests or force divestment of existing media operations in order to avoid excessive concentrations of media ownership	Expert survey	Questionnaire	Media practitioners,
	2.2. Evidence of Civil society groups that actively participate in the promotion and enforcement of measures to foster media pluralism	Expert survey	Questionnaire	Media practitioners, CSOs
	2.3. Proportion of citizens' active participation in the promotion and enforcement of measures to foster media pluralism	Household survey	Questionnaire	Citizens
	2.4. Existence of diversity of digital licenses allocated to both commercial and non commercial operators by regulators	Statistics on categories of digital licenses allocated	Desk review	RURA and MHC
3. State actively promotes a diverse mix of public, private and community media	3.1. Existence of equal treatment of public, private and community media in the granting of access to information	Expert survey	Questionnaire	Media practitioners
	3.3. Absence of start-up fees or other restrictions on new print titles aside from	Existing media houses registration regulations	Desk review	Media houses registration bodies

	standard business registration requirements			
4. Independent and transparent regulatory system in frequency allocation	4.1. Evidence of equitable access to the frequency spectrum to a plurality of media, including community broadcasters	Expert survey	Questionnaire	Media practitioners (Broadcasting houses)
	4.2. Evidence of Open and participatory decision-making processes about the allocation of frequencies between public, private and community broadcasters	Expert survey	Questionnaire	Media practitioners (broadcasting houses)
	4.3. Existence of oversight of decision-making processes about the allocation of frequencies between public, private and community broadcasters by an independent body	Existing broadcasting regulations, Reports by credible agencies; Expert survey	Desk review	RURA,
5. State and CSOs actively promote development of community media	5.1. Absence of prohibitive pricing structure for community broadcasting media	Existing broadcasting media regulations	Desk review	RURA
	5.2. Existence of mechanisms for communities to give their mandate to a community broadcaster and to regularly renew that mandate	Household survey	Questionnaire	Citizens
	5.3. Existence of reinvestment of a proportion of revenues raised from the sale of frequencies spectrum and telecommunications licenses in community media	Evidence/Report from the broadcasting regulatory body	Desk review	RURA
	5.4. Evidence of positive state measures to support community broadcast media (e.g. preferential pricing, discounted tariffs)	Existing broadcasting media regulations	Desk review	RURA, RDB
	5.5. Existence of assistance of community broadcast media by CSOs	Expert survey	Questionnaire	Community broadcasters

	through e.g. capacity building, emergency bridging finance, advocacy.			
6. State plan for spectrum allocation ensures optimal use for the public interest	6.1. Availability (in the regulatory authority) of a plan for spectrum allocation that meets ITU rules and UNESCO recommendations on provisions for public service broadcasting	Evidence of availability of the plan in the broadcasting regulatory body	Desk review	RURA
	6.2. Existence of consultation with CSOs and the media sector to drawn up the Plan	Expert survey	Questionnaire	Media practitioners (broadcasting houses) and CSOs
	6.3. Evidence of publication and wide dissemination of the Plan	Evidence of both publication and dissemination of the plan	Desk review	RURA
7. Independent and transparent regulatory system in media licensing	7.1. Existence of oversight of Broadcast licensing processes and decisions by an independent regulatory authority, which meets international standards	International standards reports, Regulatory Authority standards, Evidence from credible agencies	Desk review	MHC, RURA
	7.2. Existence of assessment of broadcast license applications according to transparent and objective criteria set out in law	Existing laws, regulations, Expert survey	Desk review Questionnaire	RURA, Media practitioners (Broadcasters)
	7.3. Availability of transparent and pre-established fees for different types of licenses	Existing laws and regulations	Desk review	RURA
	7.4. Existence of active monitoring of frequency use by regulators to ensure that actual usage conforms to license conditions	Monitoring reports on frequency use from the regulatory authority	Desk review	RURA
8. State uses taxation and business regulation to encourage media	8.1. Existence of preferential tax, import duty and tariff regimes to encourage the development of	Existing laws and regulations on taxation	Desk review	RRA, RURA, RDB

<i>development in a non-discriminatory manner</i>	broadcasting and print media			
	8.2. Absence of prohibitive taxes or levies on media organisations imposed by the state	Existing laws and regulations on taxation	Desk review	RRA, RURA, RDB
	8.3. Absence of discriminatory state taxation policy and practice against the media or in favour of specific media outlets	Existing laws and regulations on taxation	Desk review	RRA, RURA, RDB
	8.3. Absence of discriminatory state taxation practice against the media or in favour of specific media outlets	Expert survey	Questionnaire	Media practitioners
9. State does not discriminate through advertising policy	9.1. Existence of fair, transparent and non-discriminatory advertising manner established by the state (e.g. through a code of conduct)	Existing advertising code; Expert survey	Desk review	MHC, Ministry in charge of information, journalists associations Media practitioners
	9.2. Existence of a strict monitoring of allocation of government advertising to ensure fair access by all media	Existing laws, regulations and policy on advertising, Expert survey	Desk review Questionnaire	MHC, journalists associations Media practitioners
	9.3. Existence of fair competition rules for public service broadcasters in respect of advertising they carry	Existing laws, regulations and policy on advertising	Desk review	MHC, Ministry in charge of information
	9.4. Existence of codes of conduct or other guidelines for the allocation of state-funded advertising implementation	Existing laws, regulations and policy on advertising	Desk review	MHC, Ministry in charge of information
	10.2. Evidence of adherence of broadcasters and print media to nationally- or regionally-agreed	Existing regulations and policy on advertising, Expert survey	Desk review	MHC, Ministry in charge of information Broadcasters and print

	guidelines for the separation of advertising and programming, if applicable		Questionnaire	media
11. Diversity is reflected in the content of both print and broadcast media	11.1. Evidence of coverage of a number of areas (domains) by both print and broadcast media	Reports on media columns (newspapers) and programs (broadcast)	Desk review	Media houses, MHC
12. Diversity is reflected in the the languages used buy both print and broadcast media	12.1.Evidence of language diversity in both print and broadcast media	Reports on media languages	Desk review	Media houses, MHC
Indicator 3: Media as a platform for democratic discourse				
Sub-Indicators	Variable of interest	Source of data	Tools for data collection	Target audience
3.1 <i>The media – public, private and community-based – serve the needs of all groups in society</i>	3.1.1.Evidence of usage of language/s which reflect the linguistic diversity of the target area by the media	Household survey Expert survey	Questionnaire	Citizens Media practitioners
	3.1.2.Existence of representation of the views of the entire political spectrum by the Media	Household survey Expert survey	Questionnaire	Citizens Media practitioners
	3.1.3. Proportion of accessibility of information presented by the media to women and marginalised groups	Household survey	Questionnaire	Citizens
3.2. <i>Media organizations reflect social diversity through their employment practices</i>	3.2.1. Proportion of female journalists across the media industry	Records on Journalist registration by MHC	Desk review	MHC
3.3. <i>Media organisations ensure their social responsibility by complying with the principle of unity and reconciliation of the Rwandan people</i>	Existence of clear laws and regulations punishing sectarianism and the genocide ideology	Existing laws and regulations	Desk review	Parliament, CNLG, and MHC
	Number of journalists convicted over the crime of divisionism and/or genocide ideology committed via media	Reports from MHC, Supreme courts and other credible institutions	Desk review	MHC, CNLG, Supreme Court,

	Public perceptions of the media content vis-à-vis unity and reconciliation	Household survey	Questionnaire	Citizens
3.3. Media organisations ensure their social responsibility by complying with the principle gender equality through their content	Public perception on media contribution to the promotion of gender equality through the content of their programmes/publications	Expert survey Household survey	Questionnaire Questionnaire	CSOs Citizens
3.4. Media organisations ensure their social responsibility by complying with the principle anti-corruption practices in their work	Public perception on media practitioners behavior vis-à-vis anti-corruption practices	Expert survey	Questionnaire	CSOs
	Public perception on media contribution in fighting corruption	Perception survey	Questionnaire	Citizens, CSOs
3.3. The goals of public service broadcasting are legally defined and guaranteed	3.3.1. Existence of a legislation which clearly defines the public service broadcasting and its goals.	Existing media laws and policies	Desk review	MHC, Ministry in charge of information
	3.3.2. Availability of specific guarantees on editorial independence of the PSB	Expert survey	questionnaire	Media practitioners
	3.3.3. Availability of funding arrangements to protect the PSB from arbitrary interference	Expert survey	Desk review	Media practitioners
	3.3.4. Availability of adequate technical resources of the PSB	Expert survey	Questionnaire	Media practitioners
	3.3.5. Evidence of public accountability of PSB through its governing body	Existing Laws, Internal rules and regulations of broadcasting enterprises/houses Expert survey	Desk review Questionnaire	Media practitioners
3.4. The operations of public service broadcasters do not experience discrimination in any field	3.4.1. Availability of clear rules preventing discrimination by content carriers	Existing laws, policies, preventing discrimination by content carriers	Desk review	MHC, Ministry in charge of information
3.5. Independent and transparent system of governance	3.5.1. Existence of oversight of the PSB by an independent governing body whose autonomy is legally	Existing regulation concerning status and appointment of governing	Desk review	MHC, Ministry in charge of information, Press House , Media

	guaranteed	body	Questionnaire	practitioners
	3.5.2. Existence of open and transparent appointments to the governing body and free from direct government interference	Expert survey Existing regulation concerning status and appointment of governing body	Desk review Questionnaire	MHC, Ministry in charge of information , Media practitioners
	3.5.3. Existence of assurance by the governing body that the PSB fulfils its public service remit and protects its independence	Expert survey	Questionnaire	Media practitioners (Broadcasting houses)
3.6. PSBs engage with the public and CSOs	3.6.1. Existence of consultation between PSB and civil society e.g. forums for audience feedback	Expert survey	Questionnaire	CSOs
	3.6.2. Existence of mechanism of responding to public complaints by the PSB	Household survey	Questionnaire	Citizens
3.7. Print and broadcast media have effective mechanisms of self-regulation	3.7.1. Existence of codes of ethics, and sound editorial guidelines in Media organisations	Existing codes of ethics and guidelines from press council and journalist associations	Desk review	Media practitioners, Abahwituzi Board
	3.7.2. Opportunity to disseminate codes to journalists, debate and review them	Existing codes of ethics and guidelines from press council and journalist associations Expert survey	Desk review Questionnaire	MHC, Ministry in charge of information, Abahwituzi Board Media practitioners,
	3.7.3. Number of public complaints about media conduct and media responsiveness	Records from MHC and Intradisciplinary committees of media practitioners	Desk review	MHC, Ministry in charge of information, Abahwituzi Board
3.8. Media displays culture of self-regulation	3.8.1. Existence of Independent	MHC	Desk review	MHC, Ministry in charge of information,

	journalist associations			Abahwituzi Board, Press House,
	3.8.2. Existence of channels for public complaints in media organizations	Household survey Expert survey	Questionnaire	Citizens Media practitioners
	3.8.3. Absence of practice of routinely self-censorship among journalists or media organisations	Expert survey	Questionnaire	Media practitioners
3.9. Effective broadcasting code setting out requirements for fairness, balance and impartiality	3.9.1. A fair broadcasting code for both public and private broadcasters	Existing law regulating broadcasting content in relation to fairness, balance and Impartiality Reports by credible agencies about the effectiveness of broadcasting codes	Desk review	RURA, MHC, Ministry in charge of information
	3.9.2. Respect for the principles of fairness, balance and impartiality during elections	Existing regulation concerning the conduct of reporting at election times Household survey Expert survey Interviews	Desk review Questionnaire Interview guide	MHC, Ministry in charge of information, CSOs, Citizens Political parties
	3.9.3. Evidence of public broadcaster providing fair and balanced coverage of parliamentary proceedings	Household survey	Questionnaire	Citizens
3.10. Effective enforcement of broadcasting code	3.10.1. Fair investigation of code violation and proportionate application of sanctions	Expert survey	Questionnaire	Media practitioners
3.11.The public displays high levels of trust and confidence in the media	3.11.1. Level of public satisfaction with media reports on issues of real	Household survey	Questionnaire	Citizens

	concern to people			
	3.11.2. Level of public satisfaction with the balance of local and national news and information	Household survey	Questionnaire	Citizens
	3.11.3. Level of public satisfaction with journalists and media organisations on their integrity and anti-corruption	Household survey	Questionnaire	Citizens
	3.11.4. Level of public satisfaction with fair , balanced and impartial news reporting	Household survey	Questionnaire	Citizens
	3.11.5. Level of citizen’s participation in media	Household survey	Questionnaire	Citizens
3.12. Media organisations are responsive to public perceptions of their work	3.12.1. Existing efforts made by media organisations to know more about their audience, the quality of their programmes and their news	Expert survey	Questionnaire	Media practitioners
	3.12.2 Existence of channels for audience engagement (call-ins, debates, citizen reporting) offered by media organisations	Records from media organizations Expert survey Citizens survey	Desk review Questionnaire	Media organizations Media practitioners Citizens
	3.12.3. Existence of internal audit mechanisms to guarantee transparency and accountability in media organisations	Records from media organizations Expert survey	Desk review Questionnaire	Media organizations Media practitioners
	3.12.4. Existence of community-based mechanisms for evaluating community media	Records from media organizations citizen survey	Desk review Questionnaire	Media organizations citizens
3.13. Journalists, associated media personnel and media organisations can practice their profession in safety	3.13.1. Number of Journalists and associated media personnel who are subject to threats, harassment or surveillance	Records from credible agencies	Desk review	MHC, human rights organisations, media associations

	3.13.2. Number of journalists, and associated media personnel who are physically attacked, unlawfully detained or killed as a result of pursuing their legitimate activities	Records from credible agencies	Desk review	MHC, human rights organisations, media associations
	3.13.3. Number of media organisations which are forced to close down as a result of pursuing their legitimate activities, or threatened with closure	Records from credible agencies	Desk review	MHC, human rights organisations, media associations
	3.13.4. Number of prosecuted crimes against journalists	Records from credible agencies	Desk review	, Supreme court, MHC, human rights organisations, media associations
	3.13.5. Existence of policies for protecting the health and safety of the media organisations staff	Records from media organizations Expert survey	Desk review Questionnaire	Media organizations Media practitioners
	3.13.6. Existence of measures of social protection to all staff, including temporary and freelance employees	Records from media organizations Expert survey	Desk review Questionnaire	Media organizations Media practitioners

Indicator 4: Media development, professional capacity building and supporting institutions that underpin media freedom

Sub-Indicators	Variable of interest	Source of data	Tools for data collection	Target audience
1. Media professionals access training appropriate to their needs	1.1. Existence of qualification programmes for journalists and physically accessible to all journalists (e.g. not concentrated in urban centres)	Records from related institutions, credible agencies & survey	Desk review and questionnaire	MHC, Ministry in charge of information, Media training schools/centers, media associations, Media practitioners
	1.2. Availability of training programmes offered by a spectrum of providers – domestic and external	Records from related institutions, credible agencies & expert survey	Desk review and questionnaire	MHC, Ministry in charge of information, Media training schools/centers, media associations, Media practitioners

1.3. Existence of opportunities for regional and international exchanges and programmes	Report from credible agencies & survey	Desk review and questionnaire	MHC, Ministry in charge of information, Media training schools/centers, media associations, Media practitioners
1.4. Existence of opportunities for journalists to specialize in specific subject areas including IT skills	Reports from related institutions, credible agencies & survey	Desk review and questionnaire	MHC, Ministry in charge of information, Media training schools/centers, media associations, Media practitioners
1.5. Existence of training material accessible to women & available in local languages	Reports from credible agencies & survey	Desk review and questionnaire	MHC, Ministry in charge of information, Media training schools/centers, media associations, Media practitioners

	1.6. Existence of training programmes that cover good systems of management	Reports from related institutions & survey	Desk review and questionnaire	MHC, Ministry in charge of information, Media training schools/centers, media associations, Media practitioners
	1.7. Existence of opportunity for participants to adequately evaluate training programmes	Records from related institutions & survey	Desk review and questionnaire	MHC, Ministry in charge of information, Media training schools/centers, media associations, Media practitioners
2. Media managers, including business managers access training appropriate to their needs	2.1. Existence of opportunity for managers of media companies including women to access trainings	Reports from related institutions & expert survey	Desk review and questionnaire	MHC, Ministry in charge of information, Media training schools/centers, media associations,

	2.2. Availability of trainings in appropriate business skills including marketing & financial management	Records from related institutions & expert survey	Desk review and questionnaire	
3. Training equips media professionals with skills to report democracy and development	3.1. Availability of trainings that cover journalism ethics, risk awareness and first aid	Records from related institutions & survey	Desk review and questionnaire	Media practitioners
	3.2. Availability of trainings that build awareness of media's role in fostering democracy and human rights	Reports from credible agencies & survey	Desk review and questionnaire	MHC, Ministry in charge of information, Media training schools/centers, media associations,
	3.3. Availability of trainings that equip journalists with investigative reporting skills and related disciplinary knowledge	Reports from credible agencies & survey	Desk review and questionnaire	
	3.4. Availability of trainings that equip journalists with skills to report perspectives of marginalized groups	Reports from credible agencies & survey	Desk review and questionnaire	Media practitioners
4. Media organizations ensure their social responsibility by complying	4.1. Existence of clear laws and regulations punishing sectarianism and genocide ideology	Existing laws and treaties on sectarianism, discrimination, genocide ideology, etc.		Parliament, MINJUST, CNLG & MHC/Existing laws and regulations

<i>with the principle of unity and reconciliation of the Rwandan people</i>	4.2. Number of journalists convicted over the crime of sectarianism and/or genocide ideology committed via media	Reports from MHC, Supreme court, credible institutions	Desk review	MHC, Supreme court reports, Reporters Without Borders,
	4.3. Public perceptions on media contribution to post-genocide unity and reconciliation process	Perception survey	Questionnaire	Citizens
5. Media organizations ensure their social responsibility by complying with the principle of gender equality through their content	5.1. Number of journalists convicted over the crime of GBV via media	Reports from MHC, GMO, Supreme court, credible institutions	Desk review	MIGEPROF, GMO, MHC
	5.2. Public perceptions on media contribution to gender equality through their content	Perceptions survey Evidence of media coverage of gender-related issues	Questionnaire Desk review	Citizens Media houses
	4.1. Existence of universities / colleges that offer undergraduate and postgraduate courses in journalism and other aspects of media	Reports from related institutions & survey	Desk review and questionnaire	MHC, Ministry in charge of information, Media training schools/centers, media associations,

6. Academic courses accessible to wide range of students				Media practitioners
	4.3. Availability materials and textbooks in local languages / equipment and technical facilities, including access to ICTs, available in media training institutions	Reports from related institutions / credible agencies & survey	Desk review and questionnaire	MHC, Ministry in charge of information, Media training schools/centers, media associations,
7. Academic courses equip students with skills and knowledge to contribute to democratic development	5.1. Availability of courses that cover issues of media law, ethics, regulation and public policy	Reports from related institutions / credible agencies & survey	Desk review and questionnaire	
	5.2. Availability of courses that build awareness of the role of media in promoting democracy and human rights	Reports from related institutions / credible agencies & survey	Desk review and questionnaire	Media practitioners

	5.3. Availability of courses to equip students with the skills for independent thought and analysis	Reports from related institutions / credible agencies & survey	Desk review and questionnaire	MHC, Ministry in charge of information, Media training schools/centers, media associations,
	5.4. Availability of courses that contain essential disciplinary knowledge in the subject areas journalists expected to be covered	Reports from related institutions / credible agencies & expert survey	Desk review and questionnaire	
	5.5. Availability of courses on media literacy geared to provide modern communications environment	Reports from related institutions / credible agencies & expert survey	Desk review and questionnaire	Media practitioners
8. Media workers have the right to join independent trade unions and exercise this rights	6.1. Existence of right to form unions	Existing constitution, laws, policies, conventions etc. on freedom to form unions	Desk review	MHC, Ministry in charge of information, Media training schools/centers, media associations,
	6.2. Evidence that media workers exercise their right to form unions	Expert survey	Questionnaire	
	6.3. The existence of right to take industrial action	Existing constitution, laws, policies, conventions etc. on freedom to form unions	Desk review	Media practitioners

	6.4. Evidence that media workers exercise right to take industrial action	Expert survey	Questionnaire	MHC, Ministry in charge of information, Media training schools/centers, media associations,
	6.5. The existence of right for national journalism associations to affiliate Global Union Federations and international professional associations	Existing constitution, laws, policies, conventions etc. on freedom to form unions	Desk review	
	6.6. Evidence that Media workers exercise right for national journalism associations to affiliate Global Union Federations and international professional associations	Expert survey	questionnaire	Media practitioners
9. Trade unions and professional associations provide advocacy on behalf of the profession	7.1. Evidence of recognition of trade unions as negotiating partners by employers' groups, both on labour and professional issues	Existing laws and policies on labour and professional issues	Desk review and questionnaire	MHC, Ministry in charge of information, Media training schools/centers, media associations,
	7.2. Existence of opportunity for	Reports from related	Desk review and	

	professional journalism associations (specialist networks, press clubs etc) to actively debate media ethics and standards	institutions / credible agencies & expert survey	questionnaire	
	7.3. Existence of opportunity for employers' associations to set standards and actively defend freedom of expression	Reports from related institutions / credible agencies & expert survey	Desk review and questionnaire	MHC, Ministry in charge of information, Media training schools/centers, media associations,
	7.4. Existence of opportunity for Trade unions and professional associations to disseminate codes of ethics and actively defend freedom of expression	Reports from related institutions / credible agencies & expert survey	Desk review and questionnaire	
	7.5. Existence of opportunity for trade unions to defend the interests of women media professionals	Reports from related institutions / credible agencies & expert survey	Desk review and questionnaire	Media practitioners
10. CSOs monitor the media systematically	8.1. Evidence that CSOs monitor media content and ownership in the interests of promoting pluralism	Reports from related institutions / credible agencies & expert survey	Desk review and questionnaire	MHC, Ministry in charge of information, Media practitioners, CSOs

	8.2. Existence of opportunity for CSOs to provide critical analysis of media, especially in relation to representation of marginalized groups	Reports from related institutions / credible agencies & expert survey	Desk review and questionnaire	Media practitioners
	8.3. Existence of opportunity for CSOs to play a role in promoting media literacy	Reports from related institutions / credible agencies & survey	Desk review and questionnaire	MHC, Ministry in charge of information, Media practitioners, CSOs
11 CSOs provide direct advocacy on issues of freedom of expression	9.1. Existence of opportunity for CSOs to monitor media content and ownership in the interests of promoting pluralism and diversity	Reports from related institutions / credible agencies & survey	Desk review and questionnaire	Media practitioners
	9.2. Existence of opportunity for CSOs to engage with policy makers on the issue of public policy towards the media	Reports from related institutions / credible agencies & survey	Desk review and questionnaire	MHC, Ministry in charge of information,

				Media practitioners, CSOs
12. CSOs help communities access information and get their voices heard	10.1. Existence of opportunity for CSOs to provide advice and assistance to people wishing to access the media	Reports from related institutions / credible agencies & survey	Desk review and questionnaire	Media practitioners
	10.2. Existence of opportunity for CSOs involved in training journalists and capacity building	Reports from related institutions / credible agencies & survey	Desk review and questionnaire	MHC, Ministry in charge of information, Media practitioners, CSOs, citizens
13. Media meet professional standards of quality	Public perception on fairness, objectivity of reporting	Perception survey	Questionnaire	Citizens
	Evidence that journalists follow recognized and accepted ethical standards.	Reports from MHC and ABAHWITUZI Expert survey	Desk review Questionnaire	CSOs, MHC
	Number of journalists and editors who practiced self-censorship over the last 12 months	Expert Survey	Questionnaire	Media practitioners and editors
	Public perception on ability of journalists to cover key events and issues only.	Perceptions survey	Questionnaire	Citizens and CSOs
	Levels of remuneration for journalists and other media	Pay reports from media houses Expert survey	Desk review	Media houses

	professionals		Questionnaire	Media practitioners and professionals
	Public perception on balance between media entertainment programming and news and information programming	Perceptions survey	Questionnaire	Citizens
	Availability of modern and efficient technical facilities and equipment for gathering, producing, and distributing news	Expert survey	Questionnaire	Media practitioners and media managers
14: Media practitioners work in economically stable conditions	Evidence that media practitioners' remuneration allows them meeting basic needs	Reports on media practitioners payment, Expert survey	Desk review Questionnaire	Media houses Media practitioners
	Evidence that media practitioners have work contracts	Media practitioners work contracts	Desk review	Media houses
	Evidence that media practitioners have a medical insurance scheme	Reports on media practitioners medical insurance scheme	Desk review	Media houses
	Evidence that media practitioners are affiliated to Social Security Fund	Reports on media practitioners affiliation to SSF	Desk review	Media houses, SSFR

Indicator 5: Infrastructural capacity sufficient to support independent and pluralistic media

Sub-Indicators	Variable of interest	Source of data	Tools for data collection	Target audience
5.1. Media organisations have access to modern technical facilities for news gathering, production and distribution	5.1.1. Access and effective use of ICTs by Journalists	Expert survey	Questionnaire	Media organizations
	5.1.2. Access to a wide range of reference ,archival material, equipment with appropriate technical facilities by community media	Expert survey	Questionnaire	Media organizations
	5.1.3. Availability of adequate printing and distribution facilities to print media	Expert survey	Questionnaire	Media organizations
	5.1.4. use of multi-platform delivery systems by media organisations	Expert survey	Questionnaire	Media organizations
	5.1.5 Use of ICTs to generate citizens' engagement with the media by public, private and community media	Expert survey	Questionnaire	Media organizations
5.2. Marginalised	5.2.1. Access to broadcast and print media	Household survey	Questionnaire	Citizens

<i>groups have access to forms of communication they can use</i>	5.2.2. Proportion of Marginalized groups using broadcast and print media	Household survey	Questionnaire	Citizens
	5.2.3. Levels of state and commercial investment in forms of communication that can be utilised by marginalised groups	Existing conventions/treaties etc. on right to information Household survey/expert survey	Desk review Questionnaire	MHC, Ministry in charge of information Citizens/CSOs
	5.2.4. Reach of communications platforms including community media	Reports by credible agencies Household survey	Desk review Questionnaire	MHC, Ministry in charge of information Citizens /CSOs

Indicator 6: Media availability and access to information for citizens

Sub-Indicators	Variable of interest	Source of data	Tools for data collection	Target audience
1. Both print and broadcast	Number of regular newspapers in the country	Records from MHC	Desk review	MHC

media related facilities available to citizens	and	Number of public radio stations in the country	Records from MHC	Desk review	MHC
	are	Number of private radio stations in the country	Records from MHC	Desk review	MHC
	to	Number of public TV stations in the country	Records from MHC	Desk review	MHC
		Number of private TV stations in the country	Records from MHC	Desk review	MHC
		Number of ICT centers in the country (disaggregated by rural-urban)	Records from RDB	Desk review	RDB
		Proportion of citizens to whom print media is available	survey	Questionnaire	Citizens
		Proportion of citizens to whom broadcast media is available	survey	Questionnaire	Citizens
2. Both print and broadcast media related facilities are accessible to citizens	and	Number of regular newspapers in local language	Records from MHC	Desk review	MHC
	are	Number of public radio stations in local language	Records from MHC	Desk review	MHC
	to	Number of private radio stations in local language	Records from MHC	Desk review	MHC
		Number of public TV stations in local language	Records from MHC	Desk review	MHC
		Number of private TV stations in local language	Records from MHC	Desk review	MHC

	Number of ICT centers in local language (disaggregated by rural-urban)	Records from RDB	Desk review	RDB
	Number of households with TV set (disaggregated by rural-urban)	Household Survey	Questionnaire	Citizens
	Number of households with a radio set (disaggregated by rural-urban)	Household Survey	Questionnaire	Citizens
	Number of households members with a cell phone (disaggregated by rural-urban)	Household Survey	Questionnaire	Citizens
	Number of households members with a cell phone with incorporated radio (disaggregated by rural-urban)	Household Survey	Questionnaire	Citizens
	Number of households with internet connectivity (disaggregated by rural-urban)	Household Survey	Questionnaire	Citizens
	Price affordability of TV set by household	Household Survey	Questionnaire	Citizens
	price affordability of a radio set by household	Household Survey	Questionnaire	Citizens
	price affordability of internet connection by household	Household Survey	Questionnaire	Citizens
	price affordability of a cell phone by household members	Household Survey	Questionnaire	Citizens

3. The public has a culture of consuming media products	Proportion of literate and well-off citizens who read newspapers on a weekly basis	Household survey	Questionnaire	Citizens
	Proportion of literate and well-off citizens who buy newspapers on a weekly basis	Household survey	Questionnaire	Citizens
	Proportion of well-off citizens who listen to radio on a daily basis	Household survey	Questionnaire	Citizens
	Proportion of well-off citizens who watch TV on a daily basis	Household survey	Questionnaire	Citizens
	Proportion of well-off citizens who surf internet on a weekly basis	Household survey	Questionnaire	Citizens

