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**iam**

**Project report on quality assessment of radio broadcasts  
Final report**

**Quality of Radio News in Zambia**

**Institute of Applied Media Studies IAM**

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## Executive summary

This baseline study on the status quo of Zambian radio reporting quality was created by the Institute of Applied Media Studies (IAM) of the Zurich University of Applied Sciences (ZHW). It was mainly planned in order to reveal central training needs in Zambian radio reporting which would enable Deutsche Welle Academy to design a training course on election reporting in July 2006.

The study used a two-level approach:

- Semi-structured interviews with staff of various radio stations and local media experts were held. They should render an insight into the enabling environment of the radio landscape in Zambia, the journalists' working conditions and role models and thus allow the research team to detect training needs.
- The status quo of radio news journalistic quality was elaborated with a content analysis tool developed by IAM. The analysed sample consisted of daily news of four different radio stations, recorded in June 2006. The tool contains a quality criteria catalogue derived both from democracy theory and the interviews mentioned above.

The main results of this baseline study are:

1. Zambian radio journalists have developed role models much in line with basic 'Western' journalism values, like objectivity, balanced reporting, enabling the listener to take own decisions, analysing complex issues, supporting public debate, giving a voice to all sides.
2. However, prevailing working conditions – at least those of news journalists – mostly prevent the journalists from realising basic quality criteria they have set for themselves, like including more than one source for a news report etc.
3. The quality assessment shows a number of deficiencies in Zambian radio journalism, among them:
  - a. The diversity of sources is rather limited and does not match with standard requirements.
  - b. Government sources are highly considered, whereby other sources are rather neglected, especially by the state broadcaster ZNBC.
  - c. Reporting on background of events and issues is highly neglected and needs to be strengthened.
  - d. Some broadcasters hardly cover struggle as an element of public debate, concerning political issues.
  - e. The diversity of viewpoints in news reports is low, thus preventing the public from deriving the full scope of opinions and viewpoints around an issue
  - f. Soundbites are still used on a low level; sources seldom get an opportunity to be heard directly.
  - g. The perspectives of the general public are not much considered in news reports yet. It neither appears as a source.

These results lead to two main training needs:

1. Reduce the deficiencies discovered above and thus increase the quality of reporting
2. Training has to be on individual as well as on station/editorial level in order to initiate real change

# 1 Introduction

To monitor and to evaluate the short- and long-term effects of media training on the quality of reporting and broadcasting has become a challenge for all organisations involved in media assistance in developing countries. As training is probably the most widespread approach for media assistance many organisations look for methods and instruments to see what kind of changes journalism training and media courses can induce in practice.

One of the main objectives of journalism training is to improve the quality of reporting, thus increasing the quality and diversity of information. Thereby media users shall be supported in their participation in political processes.

The Institute of Applied Media Studies (IAM), based at the Zurich University of Applied Sciences (ZHW) has developed an instrument to state the quality of reporting. This instrument involves classical content analysis to assess quality criteria based on democracy theory (Dahl 1998, Voltmer 1998, Spurk and Keel 2005).

In order to review its potential IAM has joined forces with Deutsche Welle Academy, one of the leading training providers worldwide. The objective of this co-operation was to execute a needs analysis for radio journalism in one specific country. Such a baseline study was conducted in Zambia before a course of Deutsche Welle in election reporting in summer 2006. Originally it was planned to derive the requirements for the course design from the baseline study and to apply then the same quality criteria in the evaluation process. However, time and other constraints prevented a fully fledged 'baseline to evaluation' research design.

Nevertheless, all elements of the baseline could be accomplished and – after some major difficulties to collect the data – the status quo of the quality in radio reporting was assessed. This report contains the results of the baseline study.

## 2 Methodology

The baseline study was based on a two-prong approach.

1. Staff of various radio stations was interviewed in order to obtain an overview over the enabling environment of the radio landscape, working conditions and role models of journalists in Zambia. Thereby training needs of participants of the planned election reporting course were located. The sample comprised state-, opposition-, commercial-, religious and community-radios. Semi-structured interview guidelines were applied. Thus, the course of the interviews diverged contingent upon the answers of the interviewee, but the overall content comprised a pre-defined set of questions ensuring the comparability of the interviews. The interviews were transcribed and analysed by means of qualitative content analysis. Additionally some Zambian and international observers of the media sector were asked to assess the media and to make their suggestions for improvement.
2. Simultaneously a sample of news broadcasts was recorded, transcribed and analysed (see chapter 4.1 for details) by means of content analysis in order to gain insight into the status quo of the Zambian broadcasting quality. Therefore a quality criteria catalogue derived both from democracy theory and the interviews mentioned above was applied. The quality criteria catalogue has been elaborated by the IAM.

## 3 Interviews as elements of the baseline study

### 3.1 *Procedures and sample*

The interviews were held between June, 10 and 20, 2006. During that period a first analysis was conducted by the research team based on the notes taken during interviews. The trainers received first advices for their course held in July 2006.

All potential training candidates (only from news departments) and some of the editorial staff acted as interviewees. Thereby a wide range of radio stations was represented:

- Political (state run ZNBC, opposition minded Phoenix)
- Commercial (Q-FM, Sky FM),
- Religious (Yatsani, Radio Musi-o-Tunya, Icengelo)
- Community media (Radio Breeze, Radio Maria, Radio Chikuni, Radio Mkushi, Radio Mazabuka)

Not only concerning the content but also geographically a broad sample was established: Four Lusakan (ZNBC, Phoenix, Q-FM, Yatsani) and eight provincial radio stations participated (Icengelo, Mkushi, Breeze, Maria, Musi-o-Tunya, Chikuni Community, Sky FM; Mazabuka).

The questions covered the following sections:

- Programming of radio stations
- Working environment
- Working routine of journalists
- Role models of journalists
- Expectations and needs for training

### 3.2 *Results of Interviews*

#### 3.2.1 **Results of interviews regarding enabling environment and role models**

##### *High uniformity of news programs*

Among the radio stations there is a high uniformity of news programs. All news programs follow more or less the same format. After the headlines there are some 6 to 8 news reports. News are normally broadcasted three times a day (morning, lunchtime, evening) and last usually 10 to 15 minutes.

Beyond the news there are mainly presenter shows as additional information programs, lasting 30 to 60 minutes. However, journalists hardly contribute to these presenter shows (some of them working with call-ins from listeners, others inviting experts); usually the presenters are not journalists. (There might be some exceptions that need further investigation, for example on Sky FM there is one presenter with journalistic background thanks to which he detected and provided important information and confronted experts with this information. Thus the format of presenter shows offers a still untapped potential for reporting as well.)

So far, there is no format beyond the news broadcasts providing background reporting on particular issues. Hardly any news last longer than 90 seconds. Radio formats of 4 to 5 minutes (common for public radio in Europe), compiling various quotes, thus providing different voices (and giving background to the story) are unknown in Zambia.



### *Role models*

All the journalists interviewed had enjoyed some form of journalist training, most of them even long-term (at the Evelin Horn College). Regarding journalistic role models the journalists shared the basic journalistic values and models:

- Enabling the listener to build own opinion
- Objective reporting
- Balanced reporting
- Analysing issues and themes
- Organising dialogue in society

Most of them stressed that news reporting always has to be based on at least two sources, that reporting needs to provide background and not only events and that issue reporting (in addition to persons and personalities reporting) is required.

One conclusion of the research team was that the criteria applied in the IAM catalogue were almost congruent with the values Zambian news journalists define as quality criteria. It is to mention that the interviewees have defined these criteria on their own without being reminded by the interviewers before.

### *Working conditions of journalists*

There is a strong contradiction between the mentioned values and everyday working conditions: The 'usual' time schedule of almost all editorial staff organisations implies for every journalist to cover up to three stories in the morning and another three for the evening. Lacking transport facilities (especially important in rural areas where community radio should cover large diameters), non-available telephone lines or mobile phones in combination with time constraint make it very difficult to live up to desirable values.

Not only commercial radio broadcasters are confronted with high economic pressure, but so are community radios. Also *they* need to sell airtime, increase their revenues from announcements and get contributions free of charge like programs provided by international NGOs (for example program on governance produced with donor contributions under the auspices of MISA). However, there were some hints by interviewees that commercial media do provide relevant programs. The image of commercial radio stations broadcasting exclusively what pleases the commerce and advertisers seems to be old-fashioned.

### *Voices from observers*

Some political observers interviewed mentioned that Zambian radio needs to focus stronger on issues than on personalities. Analysis and background to relevant themes is still missing in radio reporting. Especially ZNBC was perceived as delivering low quality in this regard. (See annex, table A 4.)

### *Further observations*

#### Difficulties in approaching sources

Many journalists claimed having difficulties in getting information mainly by public sources or from the local administration.

#### Different listener habits

From a Western point of view Zambian radio programs often broadcast long quotes (soundbites from experts or quotes from callers or from people interviewed). This seems to be in line with listeners' habits. Listeners do not lose their interest. As it makes it possible to broadcast some quotes almost uncut, this suits the severe time constraints of journalists.

*Main results*

The main result of the interview sessions is that role models and journalistic values are strongly under pressure due to severe working conditions and commercial needs, and less due to legal problems. Thus, it seems appropriate to complement any individual training effort by activities supporting training of whole editorial and management staff organisations, enhancing a change process that affects also the editorial working environment and editorial visions on this level. Media and advertisement management should also be offered to use the existing opportunities in order to ease economic pressure.

**3.2.2 Results of interviews regarding expectations**

Ten potential participants named their expectations of the course program as listed in table 1. The research team grouped their statements as listed in table 1:

**Table 1: Expectations of participants**

Category	Sub-category	Number of mentions	Percentage
<b>Knowledge</b>	Knowledge of elections generally and in Zambia	5	50%
	Better knowledge of journalistic rights	2	20%
	Knowledge of different policies (health etc.)	1	
	Political campaigning	1	10%
<b>Basic journalism</b>	How to do/implement balanced election reporting?	5	50%
	How to do ‚issue-reporting‘ = analysing policies and politics, not only personalities of candidates	5	50%
	Understanding campaigning techniques, not running into the traps of PR people	4	40%
	Improving interview techniques to ‚squeeze‘ politicians	3	30%
	Planning of election reporting over the whole period	2	20%
	How to resist pressure from politicians	2	20%
	Elaborate new formats (live program)	1	10%
<b>Guests in course</b>	Electoral commission	6	
	Candidates	4	
	Ministry of Information	1	
	Party leaders	3	
	Saccord	1	
	Churches	1	

The expectations highlight mainly two issues: There is a lack of specialised knowledge of elections/ electoral systems and of techniques to realise the values shared by many journalists. Half of the participants stressed that they want to learn how to put balanced reporting in elections into practice. The research team interpreted this statement as an indicator that basic reporting has to be improved by installing enabling working systems and competencies on individual as well as on editorial level. Some of the journalists already expressed that they see a lack of quality in their daily reporting, especially when it comes to election reporting.

## 4 Content analysis as element of the baseline study

### 4.1 *Sample and procedure*

To get a detailed knowledge of the current status quo of the quality of radio broadcasting in Zambia, a sample of news broadcasts of the same period of time (June 2006) from four different broadcasters was recorded, transcribed and analysed with classical content analysis.

#### *Radio stations*

News broadcasts from four Zambian radio stations were included in the sample:

- Radio ZNBC
- Radio Phoenix
- Radio Q-FM
- Radio Yatsani

This selection reflects different working conditions and institutional settings - from the state run Zambia National Broadcasting Corporation (ZNBC) to three private radio stations, of whom Radio Phoenix is perceived as an 'opposition' radio, Q-FM as a typical 'commercial' radio and Yatsani labels itself as the catholic community radio. However, for pragmatic reasons all radio stations included in content analysis were based in Lusaka.

#### *Period of broadcasting*

The time range of broadcasts included in the content analysis was set from June 8, 2006 to June 16, 2006 i.e. nine consecutive days during the pre-election period. At least one news bulletin per day was incorporated. From these bulletins all news reports were included. The following table shows for how many news reports per day publication data were available. The numbers indicate the total amount of news reports per day and station. Altogether the sample consists of 196 news reports. 99 news reports could not be attributed to any specific date as the coders did not dispose of the necessary information.

**Table 2: Sample of radio news reports**

Broadcast date/ medium	Phoenix	ZNBC	Q-FM	Yatsani	Total N
June 08	0	0	8	0	8
June 09	0	0	7	7	14
June 10	7	0	6	8	21
June 11	6	0	1	8	15
June 12	8	0	0	0	8
June 13	9	0	0	0	9
June 14	7	0	9	0	16
June 15	3	0	0	0	3
June 16	3	0	0	0	3
<i>Sub-Total N</i>	<b>43</b>	<b>0</b>	<b>31</b>	<b>23</b>	<b>97</b>
Date unknown	0	46	31	22	99
<i>Total N</i>	<b>43</b>	<b>46</b>	<b>62</b>	<b>45</b>	<b>196</b>
Share on total N	<b>21.9%</b>	<b>23.5%</b>	<b>31.6%</b>	<b>23.0%</b>	<b>100%</b>

### *Coding*

Each news report was coded according to the codebook (available on request from the authors). The coding team consisted of Sharon Lopata, Hansjörg Enz and Christoph Spurk, all staff of IAM. The statistical assessment of the data was done by Sharon Lopata and Christoph Spurk, using SPSS.

## **4.2 Results**

### **4.2.1 Technical aspects**

Several technical aspects concerning the composition of the news bulletins were assessed. They reveal e.g. the preferences of different radio broadcasters concerning news size and use of soundbites.

#### *Opener/ Headline*

Openers are the short headlines that 'open' a news bulletin announcing a longer news report broadcasted later in the course of a bulletin. These openers are a rather common characteristic of Zambian radio news bulletins. Approximately 40% of all news reports are on average 'opened' at the beginning of each bulletin, by mentioning them in the 'headlines' section. While Radio ZNBC introduces barely one third (30%) of its news reports by an opener, exceeded slightly by Radio Q-FM (32.3%), Radio Phoenix and Radio Yatsani lift the average (46.5%, 46.7% respectively).

**Table 3: Use of openers in general**

Opener/ Medium	Phoenix	ZNBC	Q-FM	Yatsani	Total
Yes	46.5%	30%	32.3%	46.7%	38.4%
No	53.5%	70%	67.7%	53.3%	61.6%
<b>Total N</b>	<b>43</b>	<b>40</b>	<b>62</b>	<b>45</b>	<b>190</b>
%	100	100	100	100	100

#### *Form*

The coders identified the 'form' by distinguishing the soundbites acoustically, i.e. without referring to the content yet. There were five possible forms: 'Apparently interview', 'apparently comment', 'discussion/ call-in', 'newscast only' and 'newscast with soundbite'.

**Table 4: Form of news reports**

Form/Medium	Phoenix	ZNBC	Q-FM	Yatsani	Total (%)
Apparently interview	0%	2.2%	0%	0%	0.5%
Apparently comment	0%	0%	0%	0%	%
Newscast only	18.6%	56.5%	43.5%	100%	54.1%
Newscast with soundbites	79.1%	41.3%	56.5%	0%	44.9%
Not identifiable	2.3%	0%	0%	0%	0.5%
<b>Total N</b>	<b>43</b>	<b>46</b>	<b>62</b>	<b>45</b>	<b>196</b>
%	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

The analysis proved that 'newscast only' (only a speaker reads the news) and 'newscast with soundbites' (speaker interchanges with soundbites from correspondents or other sources) dominate the form of all news. There is a big gap though regarding the use of soundbites: Whereas Radio Phoenix commonly puts in at least one soundbite (79.1%), Radio Yatsani neglects this form

completely. On Radio ZNBC soundbites can be found in only 41.3% while Radio Q-FM still operates with soundbites in more than half of its news reports (56.5%).

The analysis leads to the conclusion that Zambian radio broadcasters do not consider the forms 'interview', 'comment' or 'discussion/ call in' as adequate to present the news.

#### *Length of news reports*

The length of the stories was counted in signs (without spaces) of the transcript. Thus very short news reports were designed as of around 1 minute, which equals 800 signs of transcript. Short news reports were designed as of up to 1 minute and 45 seconds, equaling 1400 signs. Middle sized news were of up to 2000 signs (around 2 min. 30 seconds)

**Table 5: Length of news reports**

Length/ Medium	Phoenix	ZNBC	Q-FM	Yatsani	Total (%)
<b>Very Short:</b> <800 signs	8.1%	45.7%	11.3%	33.3%	24.2%
<b>Short:</b> 800 – 1399 signs	40.5%	30.4%	59.7%	66.7%	50.5%
<b>Middle:</b> 1400 – 1999 signs	13.5%	4.3%	21%	0%	10.5%
<b>Long:</b> 2000 – 3499 signs	5.4%	0%	4.8%	0%	2.6%
<b>Not identifiable</b>	32.4%	19.6%	3.2%	0%	12.1%
<b>Total N</b>	<b>43</b>	<b>40</b>	<b>62</b>	<b>45</b>	<b>190</b>
<b>%</b>	100%	100%	100%	100%	100%

#### *Insights*

On all four stations very short and short news prevailed by far (74.7% of all news reports). Nonetheless, concerning the level of middle or long news (1400 – 3499 signs) remarkable differences emerged: Radio Q-FM provides them in one quarter (25.8%) and Radio Phoenix in marginally one fifth (18.9%) of all their news reports, whereas Radio Yatsani does not provide any news reports in this category at all and Radio ZNBC scores very low (4.3%). This observation though has to be taken with some reservation as due to poor sound quality and therefore incomplete transcripts no lengths could be assigned to almost a third of all Radio Phoenix (32.4%) and a fifth (19.6%) of all Radio ZNBC news reports.

#### *Geographical reference*

As our baseline study was mainly interested in the quality of local radio broadcasting and thus 'national' news reporting in and on Zambia, the research had to distinguish between purely national news (the story takes place only in Zambia), mixed news (the story affects Zambia and another country) and purely international news (story takes place only in a foreign country).

With 30.1% the purely international news have a substantial part of the news bulletins. However, these news are to a big extent supplied by or taken over from international news providers (particularly BBC) and thus do not reflect local broadcasting culture.

Noteworthy differences can be stated for 'mixed' news dealing with Zambia and one or more foreign countries. While this field plays a major role for the news on Radio ZNBC (41.3%) and – though less distinctively – Radio Phoenix (23.3%), Radio Yatsani (15.6%) and Radio Q-FM (14.5) pay less attention to it. For the state run Radio ZNBC one interpretation of this finding could be that the station feels obliged to report on diplomatic activities between national and international political leaders.

**Table 6: Geographical reference**

Geographical reference	Phoenix	ZNBC	Q-FM	Yatsani	Total	Part N
Purely national	48.8%	32.6%	54.8%	48.9%	<b>46.9%</b>	<b>92</b>
Mixed (Zambia and foreign country involved)	23.3%	41.3%	14.5%	15.6 %	<b>23%</b>	<b>45</b>
Purely international	27.9%	26.1%	30.6%	35.6%	<b>30.1%</b>	<b>59</b>
<b>Total N</b>	<b>43</b>	<b>46</b>	<b>62</b>	<b>45</b>	<b>196</b>	<b>196</b>
<b>Total</b>	100	100	100	100	<b>100</b>	

For the reason of being more interested in local broadcasting it was decided to assess the category of 'purely international news' less detailed. Beyond the technical aspects, only topic, source number, as well as source types and soundbites were analysed for them.

#### *Number of soundbites*

To assess the number of soundbites the coder just counts the number of spoken entities excluding the anchor's or speaker's voice. Correspondents' contributions were considered as soundbites.

**Table 7: Number of soundbites**

Soundbite	Radio Phoenix	Radio ZNBC	Radio Q-FM	Radio Yatsani	Total (%)
<b>0</b>	16.3%	56.5%	43.5%	100%	53.6%
<b>1</b>	51.2%	30.4%	32.3%	0%	28.6%
<b>2</b>	23.3%	10.9%	19.4%	0%	13.8%
<b>3</b>	7.0%	2.2%	4.8%	0%	3.6%
<b>Not identifiable</b>	2.3%	0%	0%	0%	0.5%
<b>Total N</b>	<b>43</b>	<b>46</b>	<b>62</b>	<b>45</b>	<b>196</b>
<b>%</b>	100	100	100	100	100

As already stated Radio Yatsani does not use any soundbites at all, and Radio Phoenix outnumbers the other two stations: It provides one or more soundbites in more than three quarters of all its news reports (81.5%) followed by Radio Q-FM (56.5%). Less frequently one or more soundbites are used on Radio ZNBC (43.5%).

The same ranking could be observed on the level of two soundbites with Radio Phoenix (23.3%) exceeding Q-FM (19.4%) and ZNBC (10.9%). To use more than two soundbites is very uncommon. On this level, too, Radio Phoenix scores best.

#### *Number of soundbite providers*

Especially for news reports with two soundbites or more, it is important to know, whether one soundbite provider is just repeated or whether there are various soundbite providers, thus adding to diversity.

**Table 8: Number of soundbite providers**

Number of soundbite providers	Phoenix	ZNBC	Q-FM	Yatsani	Total (%)
0	16.3%	56.5	43.5%	100%	53.6%
1	53.5%	32.6%	37.1%	0%	31.1%
2	25.6%	10.9%	16.1%	0%	13.3%
3	2.3%	0%	1.6%	0%	1%
4	0	0	1.6%	0	0.5%
Not identifiable	2.3%	0	0	0	0.5%
<b>Total N</b>	<b>43</b>	<b>46</b>	<b>62</b>	<b>45</b>	<b>196</b>
%	100	100	100	100	100

It results that the four stations do only rarely repeat a soundbite provider; when they have two or more soundbites in their news reports these - in the majority - go back to two or more soundbite providers (compare respective percentages in tables 7 and 8).

#### *Use of Sound for ,creating atmosphere'*

It was also screened whether the radio stations use sound to create atmosphere. Poor sound quality though caused doubts about whether this variable offers reliable information. Under this restriction it was seen that in a mere 5.8% of all news reports sound was used for creating ambiance, whereby this was mostly either done in purely international news (BBC) or as background, seeming to be more of coincidence than of purpose.

## 4.2.2 Topics

What are the main topics of Zambian radio news reporting in the mentioned period? Are there any remarkable differences between the four stations concerning topic selection? In order to answer these questions the coders selected the main subject of each news report out of a list of 38 topics, including the topic 'others' for cases in which the list did not yield a suitable one. The list proved to represent an adequate range as less than 1% of all news reports were assigned to 'others'. Table 9 provides an overview over those topics.

**Table 9: Single topics**

Base of N = all news, purely international news excluded (137 news reports)

Topic/ Medium	Phoenix	ZNBC	Q-FM	Yatsani	Total
Political reform	3.2%	2.9%	2.3%	0%	2.2%
Elections	<b>25.8%</b>	<b>11.8%</b>	<b>25.6%</b>	<b>37.9%</b>	<b>24.8%</b>
Regional integration	0%	0	2.3%	0	0.7%
Development co-operation	6.5%	2.9%	9.3%	0	5.1%
Anti corruption policy	3.2%	0	2.3%	0	1.5%
National security	0%	2.9%	4.7%	0%	2.2%
Migration/ Refugees	3.2%	5.9%	0%	6.9%	3.6%
Child defilement	3.2%	2.9%	4.7%	3.4%	3.6%
Foreign affairs of Zambia	3.2%	2.9%	2.3%	3.4%	2.9%
Pure politics	3.2%	0	0	0	0.7%
Conflict resolutions/ peace talks	0	0	2.3%	3.4%	1.5%
Demonstrations/ Strikes/ Protests	3.2%	0	2.3%	0	1.5%
Legal cases	0	2.9%	4.7%	0	2.2%
Accidents/ Crime/ Disasters	3.2%	5.9%	4.7%	6.9%	5.1%
Celebrities	0	2.9%	0	0	0.7%
Infrastructure	6.5%	5.9%	7%	13.8%	8%
Finances	9.7%	2.9%	0	13.8%	5.8%
Industry/ Mining	0	2.9%	2.3%	0	1.5%
Agriculture	0	8.8%	4.7	0	3.6%
Economy: General and rest	0	5.9%	4.7	0	2.9%
Education	0	5.9%	2.3%	3.4%	2.9%
Health	12.9%	8.8%	2.3%	3.4%	6.6%
Environment	0	2.9%	2.3%	0	1.5%
Water	0	5.9%	2.3%	0	2.2%
Social problems	6.5%	0	2.3%	3.4%	2.9%
Religion	0	2.9%	0	0	0.7
Sports	3.2%	2.9%	2.3%	0	2.2
Other	3.2%	0	0	0	0.7
<b>Total N</b>	<b>31</b>	<b>34</b>	<b>43</b>	<b>29</b>	<b>137</b>
	100%	100%	100%	100%	100

### *Single topics*

It might not surprise that elections were distinguished as a major single topic during that pre-election period: 24.8% of all news reports deal directly with the forthcoming elections of September 2006 or with associated aspects (i.e. changes of candidates from government to opposition, utterances against political adversaries), although the exact date of the elections was still unknown in June 2006, the time of broadcasting. Radio Yatsani covered the topic in more than one third of



its news reports (37.9%). By overlooking table 9 no other major issue sticks out that clearly; most other topics lie within a range of 1 to 5%.

Regarding single topics it is notable that Radio ZNBC never dealt with 'social problems' at all according to the analysis of single topics. (However, this result has to be revised partly when considering the topic groups, see below) The explicit catholic orientation of Radio Yatsani is not reflected in the choice of its news topics. The station did not hang any news on religious events, celebrations etc.

The four most frequently reported topics of each radio station were selected and assessed for their share in the total coverage. The results serve as an indicator for the diversity of topics.

**Table 10: Diversity in reporting**

Base of N = all news, purely international news excluded (137 news reports)

Position	Phoenix	ZNBC	Q-FM	Yatsani	Total
1	Elections	Elections	Elections	Elections	
2	Health	Health	Development Cooperation	Infrastructure	
3	Finances	Agriculture	National security	Finances	
4	Development Cooperation	Infrastructure	Agriculture	Refugees	
<b>Total N</b>	<b>31</b>	<b>34</b>	<b>43</b>	<b>29</b>	<b>137</b>
<b>Coverage with 4 topics</b>	<b>54.9%</b>	<b>35.3%</b>	<b>44.3%</b>	<b>72.4%</b>	

### *Insights*

As already mentioned the elections of 2006 were the single most frequently reported issue for all radio stations. Beyond that priorities change between the broadcasters: Health and Infrastructure played a rather important role as well as did finances and development cooperation. Yatsani covered almost three quarters (72.4%) of its news with the four most reported topics (elections, infrastructure, finances and migration). ZNBC got the most diverse set of topics with its four leading topics covering only 35.3% of all their news.

### *Topic groups*

In order to gather further information about differences and commonalities between the stations single topics were regrouped to topic groups. (e.g. 'high politics', 'law issues', 'social development', see annex, table A 2). Re-assessing the share of topics as topic groups we get the following results:

**Table 11: Regrouped topics**

Base of N = all news, purely international news excluded (137 news reports)

Regrouped topics	Radio Phoenix	Radio ZNBC	Radio Q-FM	Radio Yatsani	Total
<b>High politics</b>	35.5%	20.6%	37.2%	44.8%	<b>34.4%</b>
<b>Law issues</b>	3.2%	2.9%	7.7%	0%	<b>3.6%</b>
<b>Social development issues</b>	25.8%	32.3%	16.3%	20.7%	<b>23.4%</b>
<b>Events</b>	9.7%	11.8%	9.3%	6.9%	<b>9.5%</b>
<b>Economics</b>	22.6%	29.4%	30.3%	27.6%	<b>27.8%</b>
<b>Religion</b>	0	2.9%	0	0	<b>0.7%</b>
<b>Others</b>	3.2%	0	0	0	<b>0.7%</b>
<b>Total</b>	<b>31</b>	<b>34</b>	<b>43</b>	<b>29</b>	<b>137</b>
	100	100	100	100	100

### *Insights*

- High politics is the most relevant topic group with an average of 34.4% of all news reports, except on ZNBC that apparently downplays this issue. These differences are mainly due to the high reporting on elections with the other stations.
- The second largest group with an average of 27.8% is 'economics' consisting of finances, industry, business, infrastructure, agriculture, development co-operation, regional integration and economy in general. Of the four stations radio Phoenix delivers the smallest amount of news reports in this category.
- Social development-related issues such as health, education and environment, are the third largest group (23.4%). With 32.3% ZNBC tops the average remarkably. Radio Q-FM ranks on the other hand ranks behind the others (16.3%).

### *Interpretation*

Thus, it can be seen that the state broadcaster comparatively reports less on political issues and more on social development issues. This can be perceived as a first hint to the conclusion that ZNBC less enables political public debate but reports on the development performance of the government, fostering thereby the image of government institutions that addresses the citizens' social concerns. However these results have to be taken with caution as the sample was rather small (30 to 40 news reports per station) to produce reliable statements for single topics or topic groups or to derive specific preferences of each station. Therefore a larger sample would be required.

### *Issue or personality orientation*

This indicator should allow to draw conclusions about whether the political reporting in the pre-election period was focused on the politicians' personality or whether the debate remained issue oriented.

**Table 12: Issue or personality orientation**

Base of N = all news, purely international news excluded (137 news reports)

Issue or personality orientation	Phoenix	ZNBC	Q-FM	Yatsani	Total
More personality oriented	6.5%	8.8%	0	6.9%	5.1%
Mixed	22.6%	8.8%	20.9%	24.1%	19%
More issue oriented	71%	82.4%	79.1%	69%	75.9%
<b>Total N</b>	<b>31</b>	<b>34</b>	<b>43</b>	<b>29</b>	<b>137</b>
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

It can be stated that all stations remained rather factual. Issue orientation prevailed by far (75.9%). If personality orientation was stated at all, this mostly happened in a mix with issue orientation as stated in about one fifth of the cases (19%).

### **4.2.3 Actors in the news**

In each news the three most important actors were identified according to a list in the codebook. This procedure allows identifying whether the radio stations prefer specific actors (see annex, table A 5). In order to detect such preferences more clearly the identified actors were re-grouped into actor groups (see annex, table 3). Table 13 shows some remarkable differences in the presence of actor groups.

**Table 13: Actor groups**

Percentage of news with a an actor from the actors group, based on identification of three most important actors in all news, assessed per station; N = all news, excluding purely international ones = 136 news, in total 344 different actors (up to three actors per news item)

Actor groups	Phoenix	ZNBC	Q-FM	Yatsani	Ø	N
<b>Executive government</b>	23.2%	45.2%	32.7%	35.3%	34.0%	117
<b>Political parties</b>	11.0%	6.0%	9.1%	19.1%	10.8%	37
<b>Parliament</b>	7.3%	1.2%	0.9%	1.5%	2.6%	9
<b>Independent institutions</b>	0%	6.0%	5.5%	2.9%	3.8%	13
<b>Civil society national</b>	11.0%	7.1%	6.4%	4.4%	7.3%	25
<b>International actors</b>	13.4%	17.9%	10.0%	5.9%	11.9%	41
<b>Economy</b>	3.7%	3.6%	9.1%	2.9%	5.2%	18
<b>Professionals</b>	3.7%	1.2%	1.8%	4.4%	2.6%	9
<b>General public</b>	14.6%	8.3%	15.5%	19.1%	14.2%	49
<b>Media</b>	0	0	0	1.5%	0.3%	1
<b>Others</b>	12.2%	3.6%	9.1%	2.9%	7.3%	25
<b>Total</b>	100%	100%	100%	100%	100%	
<b>N =344 responses</b>	<b>82</b>	<b>84</b>	<b>110</b>	<b>68</b>		<b>344</b>

#### *Observations and interpretation*

1. Table 13 shows that for the state broadcaster ZNBC the **executive government** is the most important actor: 45.2% of all actors in their news belong to this group, comprising the president and all governmental organisations. Comparatively this is much less the case on Phoenix (23.2%), the station that is perceived by many Zambians as an 'opposition radio'. Q-FM (32.7%) and Yatsani (35.3%) mention the government on a medium level.
2. **Political parties** play a much bigger role for Yatsani (19.1%) and Phoenix (11.0%) than for ZNBC (6.0%). The same can be stated for the parliament which more likely attracts the attention of Phoenix (7.3%) than of ZNBC (1.2%).
3. ZNBC comparatively pays more attention to international actors (17.9%). A probable reason is that ZNBC to a higher extent than the other stations is obliged to present **state-related international news** (e.g. diplomatic activities).
4. **Economic actors** are most prominently represented on Q-FM, the only commercial radio included in the sample (9.1%), although they have not more news on economics. That implies that the station includes more economic actors and their viewpoints in regular news.
5. Yatsani mentions people from the general public – the ordinary people – with 19.1%, the highest rate among the four stations. This is far less the case with ZNBC with only 8.3%, whereas Phoenix (14.6%) and Q-FM (15.5%) are in the medium level. The presence of ordinary people as actors indicates that not only the elite (government, parties, organised civil society) is playing a role in radio news, It is to be understood as a criterion for the level of democracy.
6. Radio **Phoenix offers the largest diversity of actors**. With the four most important actor-groups the station covers only 62.2% of its news. On the other stations the four most important actor-groups have a bigger stake (ZNBC: 77.4%; Yatsani: 79.4%; Q-FM: 67.3%).

*One-way communication or public debate?*

One interpretation should be highlighted from these observations. It seems that state broadcaster ZNBC links its **topics predominantly to the government**. It looks as if the station understands its main task in providing the citizens with information about the government's activities in terms of one-way communication from government to citizen. On the other hand Phoenix and the further stations rather try – to different extents – to focus on the processes between the government and other players in the political realm, like parties, parliamentarians and civil society.

#### 4.2.4 Reporting Style

It was examined how complete the news are. The coders used the following model:

News can potentially cover four different levels of reporting (called 'depths' of reporting)

1. The first level is a simple description of the event or problem (what happened?)
2. The second level is the description of the immediate reason or trigger for the event (why?)
3. The third level is the description of the background or history of that event or problem
4. The fourth level is the description of potential consequences

According to the model it is assumed that the more levels are covered the better is the quality of that news. The background level (third level) can be seen as a specific indicator for enhancing people's understanding of issues.

**Table 14: Analysis of reporting style (depth levels)**

Percentage of news covering different levels of reporting; base of N = all news, excluding purely international news and excluding the news analysed by one coder due to obvious bias.

News contains...	Phoenix	ZNBC	Q-FM	Yatsani	Ø	N
<b>What?</b>	100%	100%	95.2%	100%	<b>98.2%</b>	<b>107</b>
<b>Why?</b>	80.6%	73.3%	88.1%	100%	<b>86.2%</b>	<b>94</b>
<b>Background?</b>	16.1%	13.3%	19.0%	14.3%	<b>16.5%</b>	<b>18</b>
<b>Consequences?</b>	67.7%	46.7%	64.3%	47.6%	<b>59.6%</b>	<b>65</b>

#### Observations

1. All news contains a description of the event or problem (what).
2. The immediate reason for an event or problem (why?) is usually given, though less frequently on ZNBC (73.3%) and Phoenix (80.0%).
3. To provide information on the background (third level, larger information) is rather uncommon in radio news in Zambia (average of only 16.5%, without any notable divergence among the stations). This fact is concerning, as no other radio formats deal with background information and analysis. Radio Q-FM (19.0%) takes the lead; ZNBC (13.3%) has the last position in this regard.
4. Consequences of news are generally provided to a larger extent than background. Almost 60% of the news treats this question; Phoenix and Q-FM deal with it more frequently than the others (64.3% and 67.7%, compared to 46.7% and 47.6% on ZNBC and Yatsani).

**Table 15: Depth levels per news**

Percentage of news covering different numbers of levels per news; base of N = 109 news, but excluding purely international news and excluding the news coded by one coder due to obvious bias in this coding.

Number of depth levels	Phoenix	ZNBC	Q-FM	Yatsani	Ø	N
1	32.6	28.3	37.1	31.1	<b>32.7</b>	<b>64</b>
2	23.2	23.9	17.7	26.7	<b>22.4</b>	<b>44</b>
3	37.2	32.6	37.1	35.6	<b>35.7</b>	<b>70</b>
4	7.0	<b>15.2</b>	8.1	6.7	<b>9.2</b>	<b>18</b>
	100%	100%	100%	100%	100%	
<b>N</b>	<b>43</b>	<b>46</b>	<b>62</b>	<b>45</b>		<b>109</b>

Analysing the number of different levels per news ZNBC is performing better than the others. It has more news (15.2%) covering all four depth levels (what, why, background and consequences) as shown in table 34.

#### *Interpretation*

Background is obviously the level of reporting that is missing mostly. There is a need for radio stations to dedicate more resources to that regard.

#### **4.2.5 Perspectives**

Developing countries in Africa face the challenge of diminishing neo-patrimonialistic rules; they are developing from formal to 'true', well established democracies. Against this background it is interesting to see whether and to what extent the news cover the political struggle around issues and do report on that political debate (in contrast to just describing what the government said, omitting other voices and opinions). The presence/ absence of political debate were measured by the variable "political struggle".

As democracies need to address the concerns of the ordinary people it was additionally important to see whether and to what extent the news covers the concerns of ordinary people in contrast to those of the elite. By reporting on those concerns the media emphasise them in the course of political processes and enable the people to hold those who govern more accountable. The presence/ absence of ordinary people's concerns in the news were measured by the variable „ordinary people“.

The issue of a school reform shall exemplify how a theme can be approached from different angles: There can be covered the views of political parties and the government concerning the financing of a school reform. Another perspective is the one of the parents regarding the quality of teaching due to the reform. When the news contained pure description of facts (besides specific perspectives or exclusively) this was coded as 'content'.

**Table 16: Perspectives in radio news**

Percentage of news covering different pre-defined perspectives; base of N = 109 news, excluding purely international news and one coder excluded for bias

Perspective	Phoenix	ZNBC	Q-FM	Yatsani	Ø	N	Total N
Content	100%	93.3%	100%	100%	99.1%	108	109
Political struggle	38.7%	13.3%	35.7%	33.3%	33.0%	36	109
Ordinary people perspective	22.6%	26.7%	26.2%	19.0%	23.9%	26	109

### Observations

- Concerning the perspective of political struggle Radio ZNBC highly differs from the other stations: The state run broadcaster deals with this perspective in only 14.3 % of its news in contrast to the three others ranging between 35.5 and 38.7% each. This indicates that Radio ZNBC does not document or express political struggle. The assumption is further backed by the results of the actors' analysis: As there appear almost exclusively members of the government as actors there remains hardly any space for debate or struggle. An interpretation is that public debate hardly exists on the state broadcaster ZNBC.
- The 'ordinary people's perspective is less represented on Phoenix and Yatsani than on ZNBC and Q-FM. In the case of Yatsani this might surprise as they had the largest share of ordinary people as actors. But apparently Yatsani fails to give the concerns of the ordinary people the appropriate space in their news, whereas ZNBC seems to fulfil its role of being a state broadcaster by stressing what the government does for its people.

**Table 17: Diversity of perspectives**

Percentage of news covering a number of different perspectives; base of N all news, but excluding purely international news.

Diversity	Phoenix	ZNBC	Q-FM	Yatsani	Ø	N
0 (content only)	41.9%	60.0%	44.2%	52.4%	47.3%	52
1 (ordinary people or political struggle)	54.8%	40.0%	51.2%	42.93%	49.1%	54
2 (both: ordinary people and political struggle)	3.2%	0.0%	4.7%	4.8%	3.6%	4
	100%	100%	100%	100%	100%	
N	31	15	43	21		110

There were hardly any news including both perspectives (political struggle *and* ordinary people), only in 4 news, none of them in ZNBC. The majority of news deals with neither of them or one perspective. This leads to the conclusion that there is a lack of different perspectives per news item.

## 4.2.6 Sources

### Number of sources

In journalism a large number of sources usually count as a quality indicator. The more sources the more probable it is to obtain a broader spectrum of information, additional opinions and reliability checks. Thus, source diversity seems to foster democracy and enlightening of the people.

As our interviews with journalists and editors in Zambian radios demonstrated (see chapter 3) journalists are quite aware of the basic quality criteria in classical journalism. Asked for 'what

constitutes quality in journalism?' almost everybody stressed that one article or news should have at least two sources. Thus the requirements are well known and also well accepted by Zambian journalists.

Therefore we investigated the news for the number and other properties of the sources in the news. The results on number of sources are given in Table 21 and 22.

**Table 18: Average number of sources**

Average of sources, N = all news, excluding purely international ones.

Average number of sources	Phoenix	ZNBC	Q-FM	Yatsani	Ø	N
Ø	1.57	1.53	1.53	1.28	<b>1.49</b>	
N	<b>30</b>	<b>32</b>	<b>43</b>	<b>29</b>		<b>134</b>

**Table 19: Diversity of sources**

Percentage of different number of sources, N = all news, excluding purely international ones.

Sources number	Phoenix	ZNBC	Q-FM	Yatsani	Ø	Teil-N
<b>1</b>	56.7%	59.4%	58.1%	<b>72.4%</b>	61.2%	<b>82</b>
<b>2</b>	33.3%	28.1%	30.2%	27.6%	29.9%	<b>40</b>
<b>3</b>	6.7%	12.5%	11.6%	0%	8.2%	<b>8</b>
<b>4</b>	3.3%	0%	0%	0%	0.7%	<b>1</b>
	100%	100%	100%	100%	100%	
<b>N</b>	<b>30</b>	<b>32</b>	<b>43</b>	<b>29</b>		<b>134</b>

### Observations

1. All the news of all radio stations are based on at least one source – a fact not to be taken for granted as studies from other developing countries demonstrate.
2. However, the vast majority of radio news is backed by just one source – a sharp contrast to the explanations of journalists who agree that it is necessary to provide more than one source for the sake of reliable information. However, the interviews made also clear, that the majority of journalists face hard working conditions with very restricted time and financial resources, making it very difficult to involve more than one source.
3. Yatsani operates with the lowest average number of sources: 72.4% of their news carry only one source in comparison to the other stations ranging from 56.7% to 59.4%, and has no news with 3 or more sources.
4. Leaving aside Yatsani, 2 or more sources are used in roughly 40% of the news. Phoenix has 43.3%, followed by Q-FM with 41.9% and ZNBC with 40.6%. Among them the differences are very small, hardly remarkable.

### Interpretation

It can be said that in roughly 40% of the news the stations manage to cope with their own basic standard in minimal number of sources. Having in mind the difficult working conditions one might say, this is still good. However, aiming at improving journalistic quality there is a need for improvement, mostly with Yatsani.

*Who are the sources?*

Differences among the broadcasters might be found by examining which sources are chosen and to which groups they belong. Therefore, the sources of the news (up to three different sources) were examined for their identity, transparency and context. Table 23 shows the identities.

**Table 20: Source groups**

Percentage of different number of sources, N = all 136 news, excluding purely international ones. All sources mentioned (up to three per news item = 198 sources mentioned).

Source groups	Phoenix	ZNBC	Q-FM	Yatsani	∅	N
Executive government	27.1%	55.3%	39.1%	43.2%	41.2%	81
Political parties	10.4%	6.1%	15.6%	21.6%	13.1%	26
Parliament	10.4%	.0%	1.6%	.0%	3.0%	6
Independent institutions	.0%	6.1%	4.7%	5.4%	4.0%	8
Civil society national	14.6%	8.2%	6.3%	10.8%	9.6%	19
International actors	14.6%	16.3%	12.5%	5.4%	12.6%	25
Economy	4.2%	2.0%	7.8%	.0%	4.0%	8
Professionals	6.3%	2.0%	3.1%	2.7%	3.5%	7
General public	4.2%	4.1%	6.3%	10.8%	6.1%	12
Media	2.1%	.0%	1.6%	.0%	1.0%	2
Others	6.3%	0%	1.6%	0%	2.0%	4
<b>Total</b>	100%	100%	100%	100%	100%	
<b>N</b>	<b>48</b>	<b>49</b>	<b>64</b>	<b>37</b>		<b>198</b>

*Observations*

1. ZNBC relies in 55.3% of all their news - and thus to a much higher extent than the other stations - on executive government related sources.
2. ZNBC – unlike Q-FM and Yatsani – gives only hardly (6.1%) any space to political parties, whereas Yatsani uses the parties a lot (21.6%).
3. Phoenix outnumbers the others in the share of parliament and civil society actors as sources.
4. Phoenix includes the **widest range of different source groups**. On Phoenix the four most frequently quoted source groups add up to 66.7% of all sources in comparison to ZNBC (85.9%), Yatsani (86.4%) and Q-FM (75%).
5. Yatsani more frequently gives a voice to the general public (10.8%) than the other broadcasters.
6. Radio Q-FM establishes economic actors as a source (7.8%) more often than the others.

*Side note*

When including purely international news, the media are a major source (partly more than 20%); excluding this news type the share of the media as a source is much smaller. The reason is that Zambian radio stations broadcast mainly news delivered by international broadcasters like the BBC and usually do not have any international correspondents by their own.



*Transparency of sources*

The transparency of sources is a quality indicator by its own. It is important for the listener to identify the source. Whether the source was identifiable was coded for all news. Identifiable usually means that a name and a function are attributed, so that the listener can judge the source's position or importance or could even trace the source.

**Table 21: Transparency of sources**

Percentage of news in which the sources was clearly identified. Based of N = all news, excluding the purely international share. All sources mentioned (up to three per news item = 196 different sources mentioned).

Transparency	Phoenix	ZNBC	Q-FM	Yatsani	Ø	N
Source identified	91.7%	87.5%	95.2%	89.2%	91.3%	179
Not identified		12.5%				16
To be kept secret	0%	0%	1.6%	0%	0.5%	1
N (responses)	48	48	63	37		196

*Observations*

Generally speaking the transparency of sources is quite high. In a mere 9% of all cases the sources were not identifiable. Only in one case a source was to be kept secret.

*Source context*

The source context is analysed in order to detect in which occasions journalists collect quotes. The main aim is to find out, whether journalists gather quotes in occasions such as events and press conferences or whether they act independently in order to get in touch with a source.

**Table 22: Source context**

Percentage of news with specific source context; based on N = all news, excluding purely international ones. 200 different sources mentioned (up to three sources per news item); Figures in brackets = percentage excluding the category 'Source context is unknown' = 157 sources mentioned.

Source context	Phoenix	ZNBC	Q-FM	Yatsani	Ø	N
Press conference	6.3%	3.9%	0%	5.4%	3.5%	7
Press release	2.1%	2.0%	0%	2.7%	1.5%	3
Event itself	39.6% (54.3%)	49.0% (62.5%)	39.1% (50.0%)	40.5% (46.9%)	42.0% (53.5%)	84
Own inquiry	22.9% (31.4%)	13.7% (17.5%)	12.5% (16.0%)	16.2% (18.8%)	16.0% (20.4%)	32
Written document	0%	2.0%	1.6%	0%	1.0%	2
Quote from news agency	0%	7.8%	23.4%	18.9%	13.0%	26
Quote other media	2.1%	0%	1.6%	2.7%	1.5%	3
Unknown	27.1%	21.6%	21.9%	13.5%	21.5%	43
N	48 (35)	51 (40)	64 (50)	37 (32)		200 (157)

*Observations*

1. Press conferences and press releases play a marginal role as source context, and show almost any differences between broadcasters.
2. There was a notable number of news items (on average: 21.5%) for which the source context remained unknown, i.e. the listener does not receive any information about the source context. Yatsani had the smallest amount of unknown source context.

3. A widely used occasion to quote sources is at events, where the source can be approached easily. The radio stations use this opportunity highly similar (average: 42.0%) with ZNBC (49.0%) exceeding the others.
4. Yet a remarkable difference could be stated in the category 'Own inquiry'. This is when a radio station calls on a source by its own efforts and mentions that ("...in an interview with radio X..."; or: "...speaking to us this morning Mr Y mentioned..."). With 22.9% (excluding the category 'Unknown' with even 31.4%) Phoenix is in that regard more active than the others. This can be seen as an indicator for good journalistic quality. On Q-FM own inquiries amount to a mere 12.5%.
5. Q-FM and Yatsani quite frequently rely on news agencies (23.5% and 18.9%) such as the state-run Zambian News Agency, which is due to a lack of own regional correspondents.)

### *Interpretation*

There is a lot of potential for improvement. Reporters of the radio stations do not use or do not have the opportunity to look for more sources by their own. They have to rely on 'easy approachable' sources in the context of events etc.

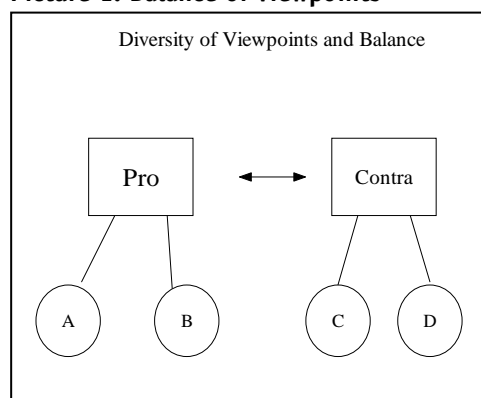
### **4.2.7 Viewpoints**

For supporting democratic attitudes among the populace the media are expected to provide not only facts but also a wide range of different opinions and viewpoints regarding the facts. 'Viewpoints' are defined as opinions or statements expressed by the actors of the news. Thus, it was assessed whether the news contained actors' opinions, whether there were many viewpoints and whether they were balanced.

The assessment followed a specific model (see graphic below):

- For any problem there is a pro and a contra position.
- For each position there are various supporting viewpoints.
- 

**Picture 1: Balance of viewpoints**



The assessment is done in two steps. First, it is asked how many viewpoints (A, B, C, D) a news report contains. In case a news report contains more than one viewpoint it is also asked, whether these viewpoints are 'balanced': They are balanced in case they support both contradicting positions (pro and contra), like the pairs A and C or B and C in the graphic. They are not seen as balanced, when they support only one of these positions, like the pairs A and B or C and D in the mentioned example.

Regarding quality the assessment is:

- a) More viewpoints can be seen as a quality criterion of news reports as they encourage the listener to apply different perspectives while reflecting a subject
- b) A balanced report showing the two sides of a problem (pro and contra) is better than a report that just demonstrates different aspects of only one position.

**Table 23: Average number of viewpoints**

Base N = all news excluding purely international news reports

Average number of viewpoints	Phoenix	ZNBC	Q-FM	Yatsani	Ø	N
Viewpoints per news report	1.29	1.06	1.31	1.07	1.19	136
N	31	34	42	29		136

Q-FM and Phoenix generally provide more viewpoints (1.31 and 1.29) than Yatsani and ZNBC (1.07 resp. 1.06).

The unequal distribution and handling of viewpoints becomes more obvious in the following table.

**Table 24: Number of different viewpoints**

Percentage of number of viewpoints in news reports N = all news reports, excluding purely international news

	Phoenix	ZNBC	Q-FM	Yatsani	Ø	N
No viewpoint	6.5%	11.8%	16.7%	17.2%	13.2%	18
1 viewpoint	64.5%	73.5%	47.6%	58.6%	60.3%	82
2 viewpoints	22.6%	11.8%	26.2%	24.1%	21.3%	29
3 viewpoints	6.5%	2.9%	7.1%	0%	4.4%	6
4 viewpoints	0	0	2.4%	0	0.7	1
Total	100%	100%	100%	100%		
N	31	34	42	29		136

#### Observations

1. Slightly more than 10% of the news reports contained only facts, i.e. no viewpoint at all.
2. A majority of the news reports (average: 60.3%) contained only one viewpoint, most distinctively ZNBC (73.5%).
3. To broadcast two or more viewpoints in one news report is rarely done on ZNBC (11.8% + 2.9% = 14.7%). Yatsani (24.1%) performs better here, topped even by Phoenix (29.1%) and Q-FM (35.7%). This is in line with the findings stated in chapter 4.2.5 Perspectives: ZNBC reproduces mainly the viewpoint of the government, whereas the other stations render different viewpoints in their news reports.

#### Balance

How balanced are these viewpoints? To assess whether the viewpoints in a news report support one or two sides, all news reports with two or more viewpoints were selected. These are just 38 news reports.

**Table 25: Balance of viewpoints**

Percentage of one-sided and two-sided viewpoints, N = excluding purely international news and excluding news where balance criteria was not applicable

Balance	Phoenix		ZNBC		Q-FM		Yatsani		N
One-sided	33.3%	3	50.0%	3	62.5%	10	14.3%	1	17
Two-side	66.7%	6	50.0%	3	37.5%	6	85.7%	6	21
N		9		6		16		7	38

As this is a limited sample conclusions of this analysis have to be taken with caution. There is a trend towards more balanced news on Phoenix and Yatsani compared to the other two stations. They rather confront listeners with contrasting viewpoints. From this angle the high share of news with two or more viewpoints on Q-FM (see above), has to be relativised, as they are generally unidirectional.

#### *Political direction of viewpoints*

Concerning the viewpoints one relevant question is also whether there exists a political balance between government and opposition; it though does not make a sense in any case, for example when discussing environmental damages or reporting on a cultural event. In these cases the coders assessed it as 'not applicable to government or opposition'.

**Table 26: Political direction of viewpoints**

Percentage of news reports with specific viewpoints. Base of N = all news (137), excluding purely international ones, with a total of 168 viewpoints (up to three viewpoints per report)

Viewpoint	Phoenix	ZNBC	Q-FM	Yatsani	∅	N
Pro government	20.9%	11.1%	16.7%	11.4%	15.5%	26
Pro opposition	18.6%	2.8%	14.8%	11.4%	12.5%	21
Not applicable to govt or opposition	60.5%	86.1%	68.5%	77.1%	72.0%	121
N	43	36	54	35		168

#### *Observations*

1. Phoenix, Q-FM and Yatsani are rather balanced in their political reporting: They mention the viewpoints of government and opposition in almost similar shares (compare the two first lines in table 26).
2. ZNBC, by contrast, reports unbalanced in this regard (11.1% vs. 2.8%), although it has less political news. This might have to do with the fact that ZNBC relies mainly on governmental sources.

#### *Interpretation*

One could say that this result is surprising at least in the case of Phoenix that is seen as an opposition radio. The station presents also the viewpoints of the government to the listener. However, there has to be taken into consideration that the sample is too small to draw conclusions for a larger trend.

#### *Share of journalists' opinion*

There is not any journalists' opinion in the news. All news reflects only facts plus - in some cases - viewpoints of actors, but not of journalists. It seems like a commonly shared attitude not to incorporate journalists' opinion in the news. It was beyond the scope of this research to find out whether this might exist in other formats of radio broadcasting.

### 4.2.8 Soundbites

When sources speak directly in the news ('soundbites') it attracts the listener much more than when the source is only quoted indirectly. Thus, with a soundbite one's viewpoint gets more attention and gains in importance. Therefore, in addition to the number and other characteristics of sources the coders assessed whether these sources were cited directly as a soundbite.

**Table 27: Number of soundbites**

Percentage of number of soundbites per news report; N = all news, excluding purely international news and unknown cases

Number of soundbites	Phoenix	ZNBC	Q-FM	Yatsani	Ø	N
0	23.3%	41.2%	62.8%	100.0%	56.6%	77
1	43.3%	41.2%	18.6%	0%	25.7%	35
2	26.7%	14.7%	16.3%	0%	14.7%	20
3	6.7%	2.9%	2.3%	0%	2.9%	4
<b>Total</b>	<b>30</b>	<b>34</b>	<b>43</b>	<b>29</b>	<b>100%</b>	<b>136</b>

#### *Observations*

1. Yatsani is not using any soundbites in the news.
2. Phoenix uses by far the highest amount of soundbites.
3. ZNBC uses more soundbites than Q-FM.

#### *Interpretation*

Using soundbites can be seen as 'modern style' or 'Western style', but also as enhancing the quality of reporting because the news report provides the original voice of actors thus enabling the listener to form an own opinion.

#### *Who is quoted in soundbites?*

It is also important to see which groups are used as soundbite providers. The coders did firstly attribute each soundbite to one actor. Later these actors were summarised to groups. (Same procedure as with actor groups or sources groups). However, the conclusions in this paragraph have to be taken with caution as the total number of soundbites was low.

A first assessment demonstrated that ZNBC in many cases interviews its own reporters or correspondents (39.1%) or quotes news agencies (8.7%) (= 47.8% jointly for media). Hence its soundbite providers in many cases are not to be considered as distinct voices of actors but as the voice of media staff. Thus, for the local news it is necessary to exclude the quoting of own correspondents or news agencies as a soundbite (table 32). Radio Phoenix and Q-FM do this **only** in international news, **never** in local news.

**Table 28: Soundbite provider groups**

Percentage of soundbite provider groups; base = all news, excluding purely international news; N = 64 soundbites (up to three soundbites per news report), media (own correspondents and other media excluded as soundbite)

Soundbite group	Phoenix	N	ZNBC	N	Q-FM	N	N (total)
<b>Executive government</b>	29.0%	9	50.0%	6	47.6%	10	<b>25</b>
<b>Political parties</b>	12.9%	4	16.7%	2	9.5%	2	<b>8</b>
<b>Parliament</b>	6.5%	2	0%	0	0%	0	<b>2</b>
<b>Independent</b>	0%	0	0%	0	9.5%	2	<b>2</b>
<b>Civil society</b>	19.4%	6	16.7%	2	9.5%	2	<b>10</b>
<b>International actors</b>	12.9%	4	16.7%	2	4.8%	1	<b>7</b>
<b>Economy</b>	6.5%	2	.0%	0	4.8%	1	<b>3</b>
<b>Professionals</b>	6.5%	2	.0%	0	4.8%	1	<b>3</b>
<b>General public</b>	6.5%	2	.0%	0	9.5%	2	<b>4</b>
<b>Total N</b>	<b>100%</b>	<b>31</b>	<b>100%</b>	<b>12</b>	<b>100%</b>	<b>21</b>	<b>64</b>

### *Observations*

1. On Q-FM and ZNBC the government appears as a main soundbite provider. The official sources are quoted directly in almost 50% of all soundbites.
2. The general public scarcely speaks out. Phoenix and Q-FM have two soundbites of this group.
3. Phoenix provides more soundbites than the others and has the largest variety of soundbite providers.

### *Interpretation*

ZNBC and Q-FM give much weight to the official government sources. It needs to be discussed whether this is done deliberately, according with their role as state broadcaster in the case of ZNBC or out of lack of access to other sources in the case of Q-FM. Phoenix is better in this regard.

These results for diversity of soundbite providers are consistent with the results for "diversity of sources". It looks like these criteria go more or less hand in hand.

## **4.2.9 Other characteristics of soundbites**

As soundbites are a central element of radio news, the coders intended to examine further characteristics by testing the following criteria:

- Did the soundbites provide new information?
- What content did the soundbite provide: Only facts or also interpretation/opinion
- In case of political items: Do the soundbites include 'cooperation or conflict' characteristics (self-questioning of statement, fair or unfair treatment of opponents, using harsh words etc.)?
- Were the soundbites emotive?

### *New information?*

From a common understanding a soundbite serves to provide new information plus opinion or interpretation. By first listening to some news reports (without any statistic aim yet) Zambian broadcasters seemed to stand out for providing the same information in soundbite and anchor's part. Therefore a variable was introduced to measure how much new information a soundbite provides.

The results show that Radio Phoenix repeats in as considerable part of their soundbites (28.1%) information already provided by the news speaker. ZNBC by contrast does not repeat any information in soundbites, Q-FM only in 10.0%.

*Facts and/ or opinion?*

On ZNBC soundbites rather frequently (30.4%) provided purely facts. One explanation is that the station mostly operates with own correspondents as soundbite providers, and journalists never expressed any own opinion, as stated above. On the other stations the soundbites usually provided facts plus opinion (57.9 to 71.9%) or only opinion (mainly on Q-FM with 31.6%).

**Table 29: Soundbite content**

Percentage of soundbite content; base = all news, including purely international news; N = 74 soundbites (up to three soundbites per news report)

Soundbite content	Phoenix	N	ZNBC	N	Q-FM	N	N (total)
<b>Only facts</b>	9.4%	3	30.4%	7	10.5%	2	<b>12</b>
<b>Facts plus opinion</b>	71.9%	23	60.9%	14	57.9%	11	<b>48</b>
<b>Only opinion</b>	18.8%	6	8.7%	2	31.6%	6	<b>14</b>
<b>N</b>	100%	32	100%	23	100%	19	<b>74</b>

*Conflict or cooperation in soundbites*

Furthermore the coders aimed at assessing whether the representation of viewpoints/ opinion in the soundbites were more conflict or more cooperation oriented. It was for example asked whether the soundbite provider did questions the own viewpoint, whether he or she was using harsh words, or treating opponents' viewpoints in an unfair way.

The results show that in most news these criteria were not applicable, as most of the news were not covering open conflicts or did not describe the opponent's viewpoint at all.

There were only four cases in which the coder ascertained an unfair description of opponent's viewpoints. The use of harsh words did not appear in any case.

It must be stated that it was difficult to find common ground in what constitutes 'fair' or 'unfair' treatment. In order to assign this variable profound knowledge of specific items is necessary. Therefore the research would have to focus on single themes and not – as in the present study – to whole news broadcasts and thus large range of themes.)

*Emotion?*

Most soundbites did not show any apparent emotion, but provided with a sober, serious voice. Only in four cases some emotions were detected in the voice. However, also here it must be admitted that it is highly difficult to code such a variable. The subjective factor of each coder seems too strong.

## 5 Summary of quality status and training needs

In their sum the interviews and the quality evaluation lead to direct conclusions as to the training needs of each of the four stations (see table 30). The need for action refers to different categories such as content of reporting, working style of journalists and training processes and levels.

### 5.1 *Content of training*

Aiming at increasing the performance of radio news journalism in democracy-oriented mass media Zambian radio news should:

#### *Content of news reports*

- Increase the diversity of actors mentioned in the news (for all radio stations: People from the general public should be more involved in news reporting; especially for ZNBC: Need to decrease the use of government actors.)
- Increase the amount of background reporting in the news
- Increase the amount of complete news reports by providing information on the reasons, causes and consequences of events or issues
- Include the perspective of political struggle in news reports (especially for ZNBC)
- Try to include the perspective of ordinary people in news reports
- Increase the diversity of viewpoints in the news
- Try to incorporate a balanced structure (pro and contra) of viewpoints
- Achieve a politically balanced viewpoint structure (only ZNBC)

#### *Working style*

- Try to increase own inquiries (especially for ZNBC, Q-FM and Yatsani) for discovering or completing news stories
- Increase as much as possible the amount of news reports with at least two sources
- Increase the diversity of sources (especially for ZNBC and Q-FM: Try to decrease the use of government sources by increasing the use of additional sources)
- Increase the use of soundbites in terms of giving actors a direct voice (currently Phoenix fulfils this demand best).
- Increase the diversity of soundbite providers (currently Phoenix fulfils this demand best).
- Try to get more opinion and interpretation from the soundbites

### 5.2 *Process of Training*

The interviews lead to the conclusion that the journalists' role models are rather supportive of the quality aimed at. However, the working conditions are quite strict preventing journalists at least partly to realise them. Therefore it is necessary to conduct – additionally to individual training – training on station and editorial level.

- Developing a vision of reporting (what is the common role model? Also backed by sub-editors and editors-in-chief)
- Re-structuring the working schedules for the news production in order to enable at least part of the news staff to invest more time and energy into the improvement of the reporting-quality (more sources, perspectives and viewpoints)



**Table 30: Training needs according to station**

Category	Phoenix	ZNBC	Q-FM	Yatsani	Need
Actor groups	Largest diversity of actors	To many government actors Many international actors Hardly any political parties One way communication		Highest in general public	Model: Enhance public communication with all actors. Therefore increase diversity of actors and general public as actor
Reporting style	Middle in background High on consequences	Low on background and consequences	Best in background		Background missing very much, low level
Completeness		Better at ZNBC			Aim: More articles that are complete
Perspectives	Best on political struggle	Hardly any political struggle; high score concerning ordinary people			Increase the inclusion of perspectives at all, as the average (33%) is low. Increase the diversity of perspectives
Sources number				Worst in source numbers	The average (40%) of 2 sources or more is still low.
Sources groups	Best diversity Hardly any on general public Hardly any economic sources	Far too much government sources; too little parties and parliament sources	Compared to the others best in economic sources	Compared to the others best in general public	Lessen government sources Increase generally diversity
Transparency	satisfactory	satisfactory	Satisfactory	Satisfactory	Satisfactory on all stations, (only 10% missing): Hold up that high level
Source context	High in own inquiry Event all around 40%	Low in own inquiry Event as source context in around 40% of all cases	Low in own inquiry Event as source context in around 40% of all cases	Low in own inquiry. Event as source context in around 40% of all cases	Improve own inquiry Make source that context more clear, low unclear rate Make source context more clear
Viewpoints	Not very high	Mostly only one	Better than others (35% with		Increase number

Category	Phoenix	ZNBC	Q-FM	Yatsani	Need
Balance	Comparatively more two sided		Comparatively little two sided		Increase two-sided reports
Political		Strongly unbalanced, but mostly distant from politics			Stabilise politically balanced reporting
Soundbites					
Number	Highest	High	Low	Not at all	
Who		But mostly own reporters hardly any voices from outside			
What actors in soundbites?	Best diversity	Too much government	Too much government		Increase diversity, at the moment bias towards government, except Phoenix
Facts or opinion	10% only facts, more opinion than others	30% only facts, prevents political discussion	10% only facts, better in opinion than the others		Increase uttering of opinion and interpretation in soundbites

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## 7 Annex

**Table A 1: Single topics**

Base of N = all news, purely international news included (196 news reports)

Topic	Radio Phoenix	Radio ZNBC	Radio Q-FM	Radio Yatsani	Total
Political reform	2.3%	2.2%	1.6%	0	1.5%
Elections	18.6%	10.9%	17.7%	24.4%	17.9%
Regional integration	0%	0	1.6%	0	0.5%
Development co-operation	4.7%	2.2%	6.5%	0	3.6%
Anti corruption policy	2.3%	0	1.6%	0	1%
National security	0%	4.3%	3.2%	0	2%
Migration/ Refugees	2.3%	4.3%	0	4.4%	2.6%
Child defilement	2.3%	2.2%	3.2%	2.2%	2.6%
Foreign affairs of Zambia	2.3%	2.2%	1.6%	2.2%	2%
Pure politics	2.3%	0	1.6%	0	1%
War	4.7%	0	3.2%	6.7%	3.6%
Civil war	7%	8.7%	14.5%	8.9%	10.2%
Conflict resolutions/ peace talks	2.3%	4.3%	3.2%	4.4%	3.6%
Terrorist acts	2.3%	0	4.8%	4.4%	3.1%
Terrorism-prevention acts	2.3%	0	3.2%	0	1.5%
Demonstrations/ Strikes/ Protests	4.7%	2.2%	1.6%	0	2%
Legal cases	0%	4.3%	3.2%	0	2%
Corruption cases	2.3%	2.2%	0	0	1%
Accidents/ Crime/ Disasters	4.7%	4.3%	3.2%	11.1%	5.6%
Celebrities	0%	2.2%	1.6%	0	1%
Infrastructure	4.7%	4.3%	4.8%	8.9%	5.6%
Finances	7%	2.2%	0	11.1%	4.6%
Industry/ Mining	0	2.2%	1.6%	0	1%
Agriculture	0	6.5%	3.2%	0	2.6%
Economy: General and rest	0	4.3%	3.2%	0	2%
Education	0	4.3%	1.6%	2.2%	2%
Health	9.3%	6.5%	1.6%	2.2%	4.6%
Environment	0	2.2%	1.6%	0	1%
Water	0	4.3%	1.6%	0	1.5%
Social problems	4.7%	0	1.6%	2.2%	2%
Religion	0	2.2%	0	0	0.5%
Sports	2.3%	4.3%	1.6%	0	2%
Other	4.7%	0	0	4.4%	2%
<b>Total N</b>	<b>43</b>	<b>46</b>	<b>62</b>	<b>45</b>	<b>196</b>
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

Table A 2: Regrouping of topics into topic groups

Group	Single topic
<b>High politics</b>	Political reform
	Elections
	National security
	Pure politics
	Conflict resolution/ Peace talks
	Foreign affairs of Zambia
	History
<b>Purely international events</b>	War
	Civil war
	Terrorist acts
	Prevention of terrorist acts
<b>Law issues</b>	Anti corruption policy
	Legal cases
<b>Social development issues</b>	Education
	Health
	Environment
	Social problems
	Child defilement
	Water
	Migration/ Refugees
<b>Events</b>	Demonstrations/ Strikes
	Accidents/ Crime
	Celebrities
	Sports
<b>Economics</b>	Finances
	Industry/ Business
	Infrastructure
	Agriculture
	Development co-operation
	Regional integration
	Economy general
<b>Culture</b>	Culture
	Lifestyle
<b>Religion</b>	Religion
<b>Media</b>	Media
<b>Science</b>	Science
<b>Others</b>	Others

**Table A 3: Regrouping of actors into actor groups**

All news excluding purely international news, N = 136 news, in total 344 actors identified (including 'no actor 1 or 2 or 3' up to three actors per news item)

Actor group comprises...		Single actors	
<b>Executive government</b>	<b>34.0%</b>		
		President	4.7%
		Executive Government	14.8%
		Central Authorities	11.3%
		Military	0.3%
		Police	2.9%
<b>Political parties</b>	<b>10.8%</b>		
		Ruling party MMD	4.7%
		Opposition party UPND	1.5%
		Other political parties	4.7%
<b>Legislative government</b>	<b>2.6%</b>		
		Parliament	2.6%
<b>Independent institutions</b>	<b>3.8%</b>		
		Judiciary	1.2%
		Electoral commission	2.6%
<b>Civil society (national)</b>	<b>7.3%</b>		
		National NGOs	5.2%
		Churches	2.0%
<b>International groups</b>	<b>11.2%</b>		
		International NGO	0.9%
		Intergovernmental organisation	4.1%
		Foreign political bodies	4.7%
		Foreign country as nation	0.3%
		International business	2.0%
<b>Economy</b>	<b>5.2%</b>		
		National entrepreneurs, business people	4,5%
<b>Professionals</b>	<b>2.2%</b>		
		Culture	-
		Science/education/university	2.6%
<b>General public</b>	<b>14.2%</b>		
		Employees	1.5%
		Ordinary people	10.2%
		Zambia as nation	2.6%
<b>Media</b>	<b>0.3%</b>		
		Media	0.3%
		Author	-
<b>Other</b>	<b>7.3%</b>		
		Others	4.9%
		Various political stakeholders	1.5%
		First lady	0.9%
<b>N</b>	<b>344</b>		<b>344</b>

**Table A 5: List of single actors**

All news excluding purely international news and unknown actor, N = 136 news, in total 344 actors identified

Single actors	Radio Phoenix	Radio ZNBC	Radio Q-FM	Radio Yatsani	Total
President of Zambia	4.9%	7.1%	2.7%	4.4%	4.7%
Government	12.2%	16.7%	14.5%	16.2%	14.8%
Central authorities and administration	6.1%	16.7%	11.8%	10.3%	11.3%
Electoral commission	0%	4.8%	2.7%	2.9%	2.6%
Parliament	7.3%	1.2%	0.9%	1.5%	2.6%
Ruling party MMD	7.3%	3.6%	1.8%	7.4%	4.7%
Opposition party UPND	1.2%	0%	1.8%	2.9%	1.5%
Other political parties	2.4%	2.4%	5.5%	8.8%	4.7%
Zambia as a nation	6.1%	0%	2.7%	1.5%	2.6%
Judiciary	0%	1.2%	2.7%	0%	1.2%
Police	0%	4.8%	2.7%	4.4%	2.9%
Military	0%	0%	0.9%	0%	0.3%
Civil society organisations, national NGO	9.8%	4.8%	3.6%	2.9%	5.2%
Civil society organisations, international NGO	1.2%	1.2%	0.9%	0%	0.9%
Inter-governmental organisations	7.3%	3.6%	2.7%	2.9%	4.1%
Foreign political bodies	3.7%	7.1%	4.5%	2.9%	4.7%
Foreign country as a nation	0%	0%	0.9%	0%	0.3%
International entrepreneurs, business	1.2%	6.0%	0.9%	0%	2.0%
Entrepreneurs, business people	3.7%	3.6%	9.1%	2.9%	5.2%
Employees	2.4%	0%	2.7%	0%	1.5%
Church	1.2%	2.4%	2.7%	1.5%	2.0%
Science/education	3.7%	1.2%	1.8%	4.4%	2.6%
Media	0%	0%	0%	1.5%	0.3%
Persons from the general public	6.1%	8.3%	10.0%	17.6%	10.2%
Others	8.5%	3.6%	4.5%	2.9%	4.9%
Various political stakeholders	3.7%	0%	1.8%	0%	1.5%
First Lady	0%	0%	2.7%	0%	0.9%
<b>N</b>	<b>82</b>	<b>84</b>	<b>110</b>	<b>68</b>	<b>344</b>

**Table A 4: List of interview partners, Zambia, June 2006**

<b>Sector</b>	<b>Organisation</b>	<b>Location</b>	<b>Persons</b>
<b>Radio stations</b>	Radio Phoenix FM	Lusaka	Elizabeth Pemba, director Julius Sakala Wendy Mporokoso Billy Kazoko
	ZNBC Radio 2	Lusaka	Evans Nachilobe, Ireen Kabeke
	Yatsani Radio	Lusaka	Caroline Naluminu
	Q-FM	Lusaka	Hassan und Moses Nyama, David Bweupe
	Radio Musi-O-Tunya	Livingston	Cletus Mwiila Miriam Zimba
	Mazabuka Community Radio	Mazabuka	Bellon Chintombwa
	Sky FM	Monze	Cheelo Katombo
	Chikuni Community Radio	Chikuni	Matongo Maumbi
	Mkushi Community Radio	Mkushi	Mwaka Nachinsambwe, Bonface Susa
	Radio Icengelo	Kitwe	Frank Bwalya, Station Manager
	Radio Breeze	Chipata	Samuel Ndhlovu
	Radio Maria	Chipata	
<b>Others</b>	Evelyn Hone College	Lusaka	Clayson Hamasaka, Manager Radio TV Unit
	Media Institute of Southern Africa (MISA)	Lusaka	Fenbell Chembo, director, Kellys Kaunda, Chairperson
	Panos Institute of Southern Africa	Lusaka	Elias M. Banda Parkie Mbozi
	University of Lusaka, Dept. of Mass Communication	Lusaka	Prof. Kenny Makungu
	Friedrich Ebert Foundation	Lusaka	Gerd Botterweck, Resident Director