



USICHUKULIE POA
**NYUMBA
NI CHOO**



Editorial Media Monitoring |Ortus

Quarter 4 (October – December) 2020
Prepared for: Innovex Tanzania

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About Ortus

Ortus Company Limited (part of Duxte Limited) is a brand tracking company with over half a decade experience in Media Monitoring, Research and Marketing Consultancy. We monitor 160+ media channels across all regions in Tanzania, where we constantly expand our reach of new media channels.

Our solutions address every media monitoring need; from print, broadcast and online monitoring to advert tracking and social media monitoring. We make it easier for you to access and interpret your media coverage through our Ortus online portal.

We also provide PR tools to help brands and agencies succeed. Ortus Editorial Package helps PR professionals find detailed information about the media and create media lists for campaigns.

Editorial Media Monitoring

We track your brand, your competition, your Industry or any topic of your choice and relevant news as it unfolds in real time. Our solutions help clients to stay on top of billions of real-time editorials (TV & RADIO), print media, blogs and social media, and extract the insights they need to understand and drive brand perception for their companies. We assist you to use Media Intelligence to inform strategy, connect with your audience and measure success.

Methodology Statement

Editorial coverage is measured by story count and by advertising value equivalency (AVE).

Count refers to the number of discrete articles or stand-alone captioned photos in print and discrete segments on radio and television news, talk, and public affairs programs.

AVE is a proxy for relative audience reach and is based on currently available media house rates cards. Print articles are measured by total square column centimeters with AVEs based on the cost of a full page, black and white advertisement in the publication in which the article appeared. Broadcast stories are measured in total airtime seconds with AVEs based on the cost of a 60 second spot for the station and time of day where the segment occurred.

Online stories cost 150,000 Tshs' on YouTube & Web (Blogs) while Instagram, Facebook & Twitter cost 50,000 Tshs'

Analysis objective(s)

Benefits to Innovex

- ❑ **Management of information:**

Helps reduce the vast amount of information into manageable and meaningful terms.

- ❑ **Trend Analysis:**

Provides invaluable data to Innovex in terms of understanding of it's appearance, treatment by the media, and the thematic environment as a whole.

- ❑ **Aids future Planning :**

Helps develop goals that are reasonable, measurable, integrated and consensus building.

OVERALL MEDIA COVERAGE

October – December 2020

Overall coverage had a total of 325 stories with PR value worth **TZS 596,861,466**.

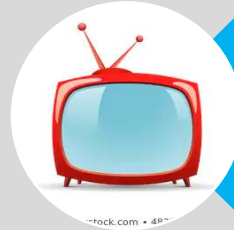
Radio – About 54% of the total media coverage was on Print. A total number of 117 stories were covered in this media.

Television – Recorded 24%. A total number of 77 stories were covered during this period.

Print– Recorded 22% of media coverage. A total number of 71 stories were covered during this period.



177 number of stories
on Radio



77 stories were on
Television



71 number of stories
on Print

Top Highlights: October – December 2020

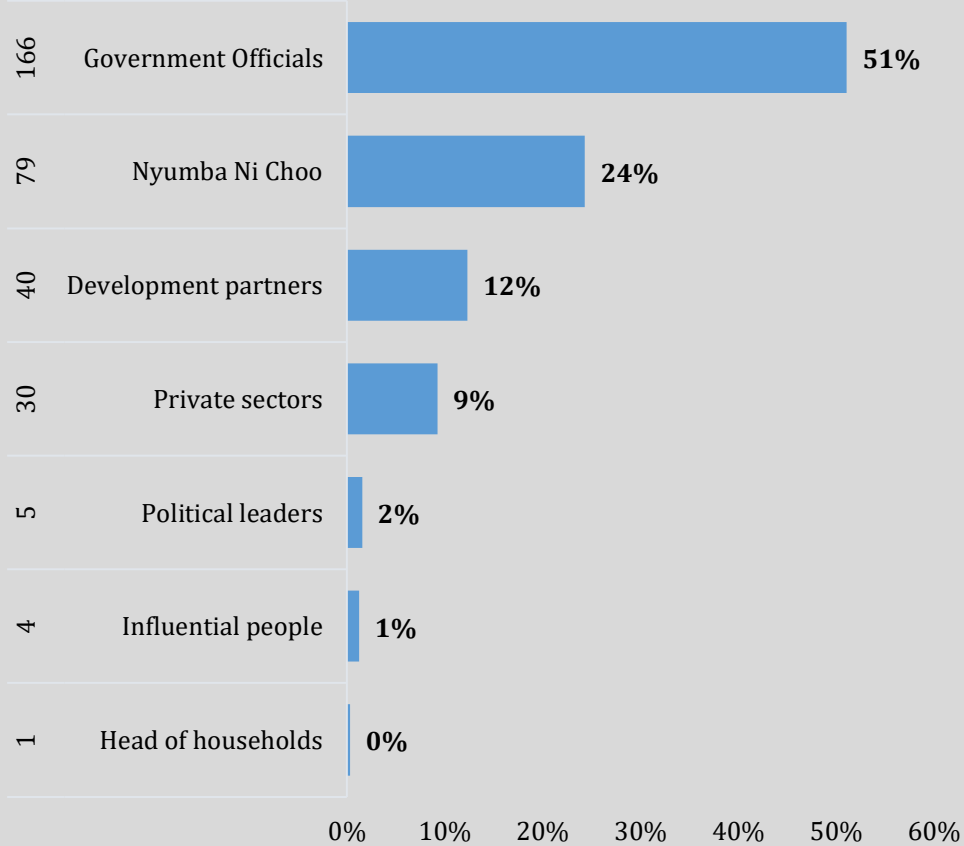
- **Many households in Mufindi district do not have access to improved toilets- The GUARDIAN**
http://portal.ortus.co.tz/sites/default/files/2020-11/the-guardian_page06_11.pdf
- **Amref, artists celebrate Sanitation Week- NIPASHE**
http://portal.ortus.co.tz/sites/default/files/2020-11/nipashe_page07d.pdf
- **The house campaign is the toilet- ABOOD FM**
<http://portal.ortus.co.tz/sites/default/files/2020-10/radioabood-2020-10-16-190239-190338hrs.mp3>
- **The government in Kigoma region in collaboration with development partners have succeeded in reducing epidemics including cholera by using better toilets.- CAPITAL RADIO**
<http://portal.ortus.co.tz/sites/default/files/2020-10/capitalradio-2020-10-23-175848-175939hrs.mp3>
- **Tanzania is said to have reached 64% of the use of quality toilets which helps reduce epidemics.- EAST AFRICA TV**
http://portal.ortus.co.tz/sites/default/files/2020-12/eatv_2020-12-15-232315-232518hrs.m4v
- **World toilet service week- TVE**
http://portal.ortus.co.tz/sites/default/files/2020-11/tve-2020-11-20_130024-130204hrs.mp4
- **The world celebrates hand washing day- UTV**
<http://portal.ortus.co.tz/sites/default/files/2020-10/utv2020-10-15-125555-125807hrs.mp4>
- **Water Aid in the country has celebrated a hand washing day in Kisarawe district and handed over a hand washing machine to students.-RADIO UHURU**
<http://portal.ortus.co.tz/sites/default/files/2020-10/radiouhuru-2020-10-15-184104-184617hrs.mp3>
- **Handwashing campaign for running water-RADIO FREE AFRICA**
<http://portal.ortus.co.tz/sites/default/files/2020-10/rfa-2020-10-16-071738-072017hrs.mp3>

Nyumba Ni Choo: October – December 2020 Media Report

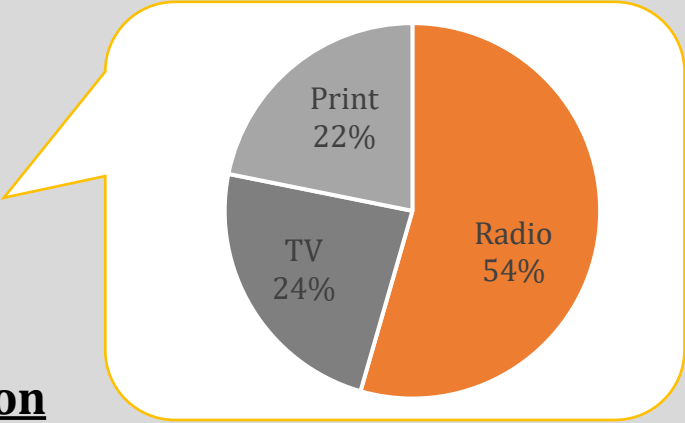
Media overview- Print, TV and Radio distribution

Nyumba Ni Choo: October – December 2020 Media Report

Media Distribution



Basis: 325 stories across Print Radio and TV



Distribution

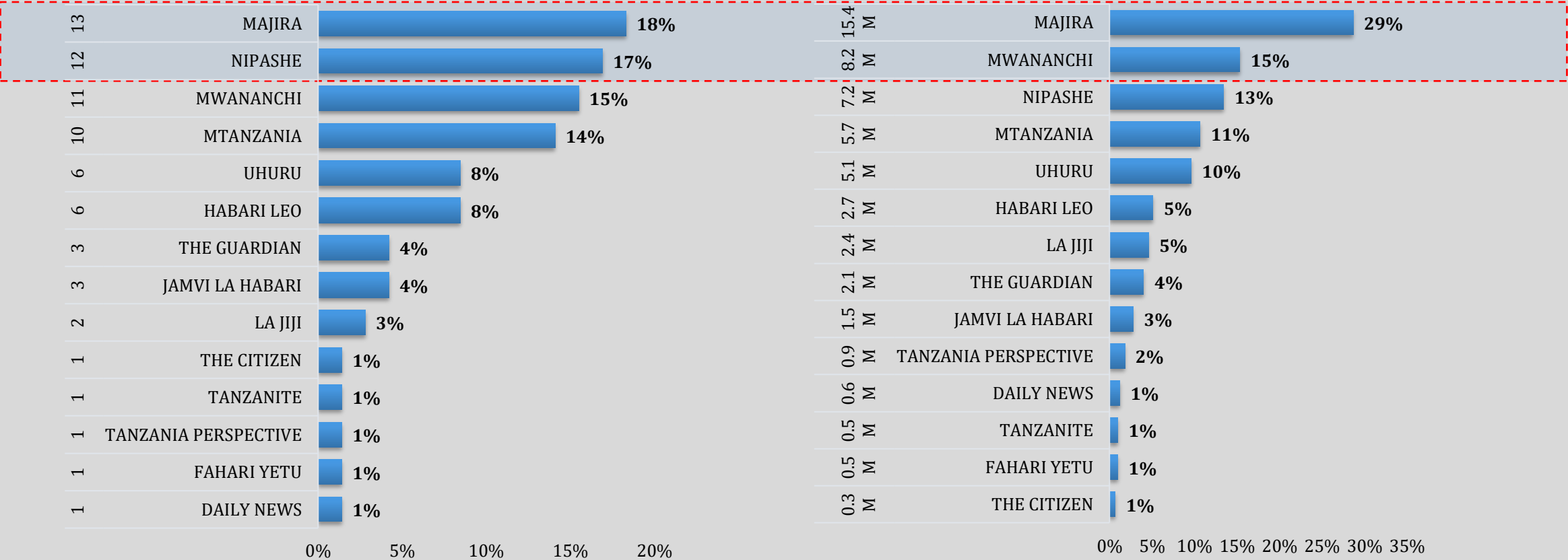
- Nyumba Ni Choo:**
The National Sanitation Campaign, “Usichukulie poa, nyumba ni choo” and the Sustainable Water and Sanitation project have succeeded in reducing communicable diseases including cholera..
- Private Sector:**
The Mwamang’ola Mine miners complain about the lack of water, toilets
- Political Leaders:** *Z’bar gets sanitisers, dustbins to improve sanitation.*

Overall Tonality: *About 63% of the media coverage were Positive, 32% Neutral and 5% were Negative.*

- ❑ A total of **325** media reports across electronic and print media were captured during the analysis period.
- ❑ 54% of media coverage were on Radio, Print and Television had 24% and 22% respectively.

Nyumba Ni Choo: October – December 2020 Media Report

Print Media Distribution



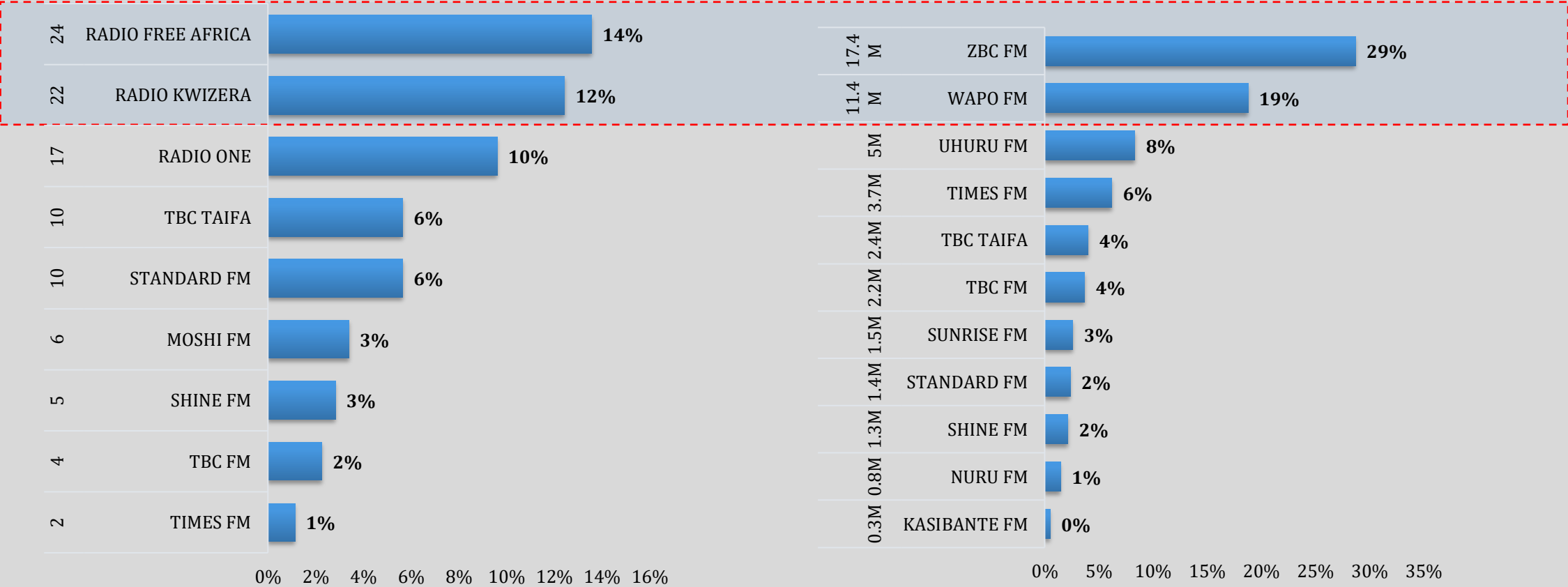
Basis:- 71 Clips/Articles

Basis:- 53,906,375 Million

- ❑ Majira and Nipashe were among the leading publications in October- Dec 2020. They accumulated 18% and 17% each of the total print coverage.
- ❑ Around Tshs’ 53.9 million worth of AVE generated on Print media.

Nyumba Ni Choo: October – December 2020 Media Report

Radio Media Distribution



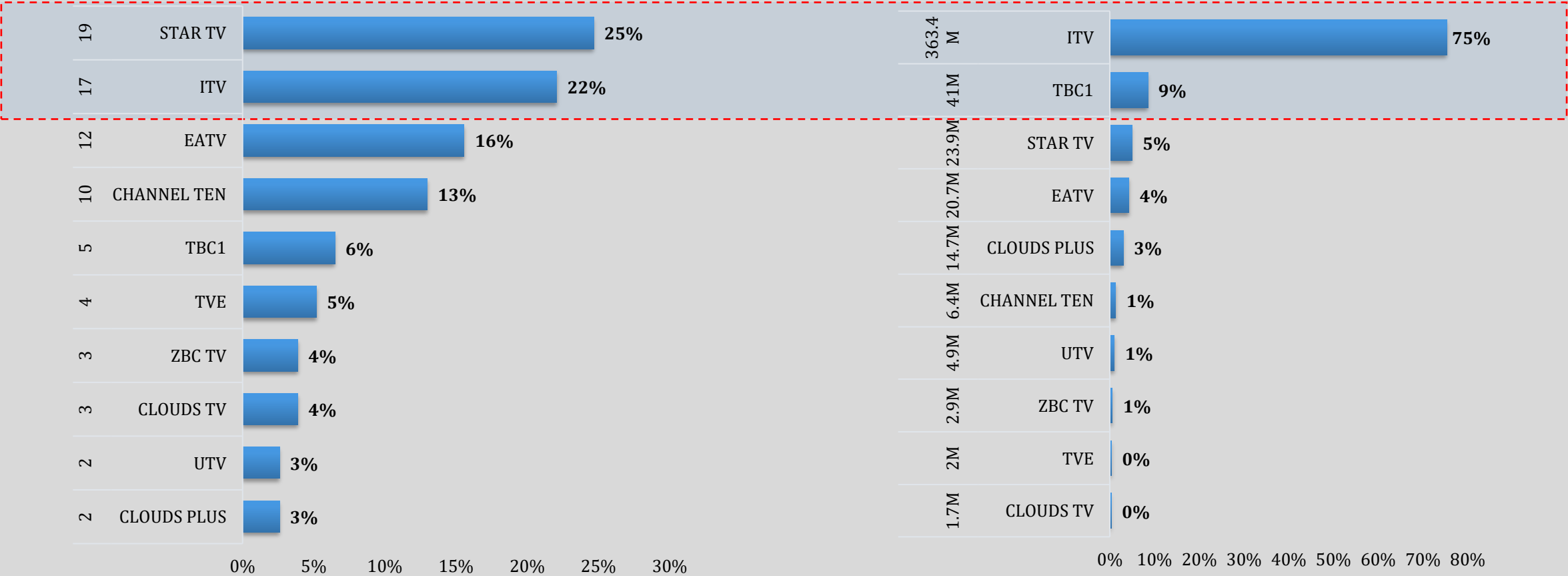
Basis:- 177 Clips/Articles

Basis:- 60,786,997 Million

- ❑ Radio Free Africa and Radio Kwizera were among the leading stations that focused on Nyumba Ni Choo stories during the period. They accumulated 14%, and 12% each of the total radio coverage.
- ❑ Around Tshs’ 60.7 Million worth of AVE generated on Radio media.

Nyumba Ni Choo: October – December 2020 Media Report

Television Media Distribution



Basis:- 77 Clips/Articles

Basis:- 482,168,094 Million

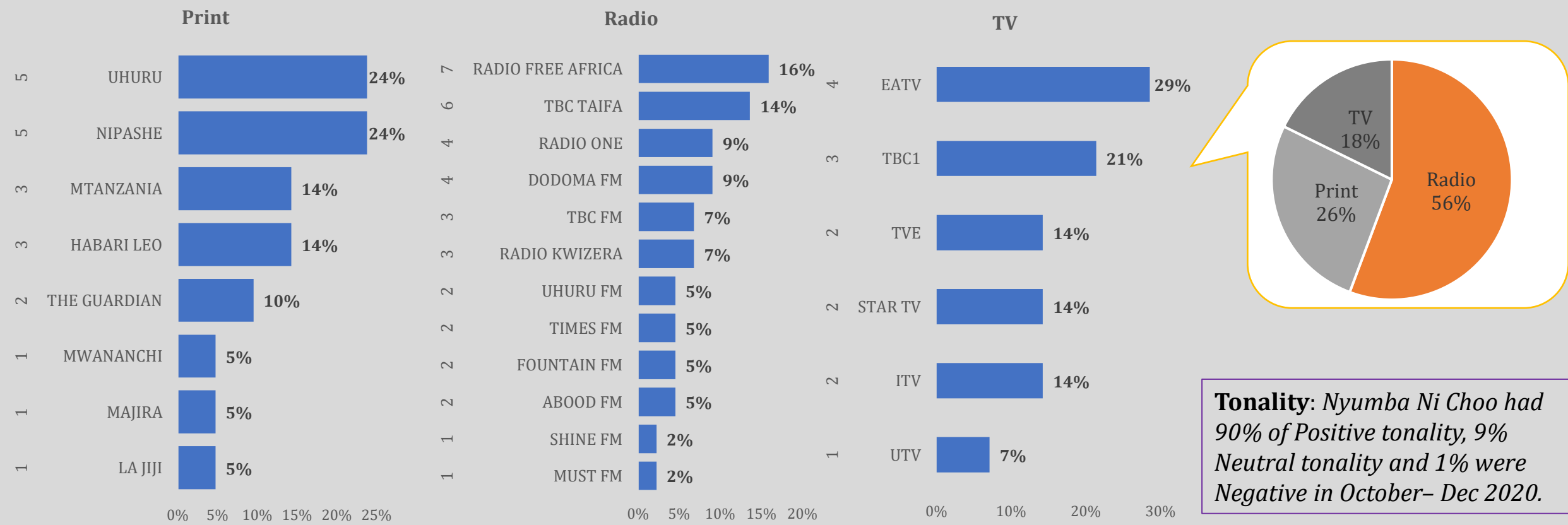
- ❑ Star TV and ITV were the leading stations for October- Dec 2020. They accumulated 25% and 22% each respectively of the total TV coverage.
- ❑ Around Tshs’ 482.1 Million worth of AVE generated on TV media.

Nyumba Ni Choo: October – December 2020 Media Report

Media overview- Nyumba Ni Choo (Specific)

Nyumba Ni Choo: October – December 2020 Media Report

Media Distribution



Basis: 79 stories across Print, TV and Radio

- ❑ A total of **79** media reports across electronic and print media were captured during the analysis period.
- ❑ 56% of media coverage were on Radio, while Print and TV came up with 26% and 18% respectively.

Nyumba Ni Choo: October– December 2020 Media Report

Key issues in Nyumba Ni Choo

Print

- **The National Sanitation Campaign, “Usichukulie poa, nyumba ni choo’ and the Sustainable Water and Sanitation project have succeeded in reducing communicable diseases including cholera.- NIPASHE**
http://portal.ortus.co.tz/sites/default/files/2020-10/nipashe-pg4_0.pdf
- **How quality toilets protect humans against epidemics, including cholera- MAJIRA**
http://portal.ortus.co.tz/sites/default/files/2020-11/majira_page1213_1.pdf

TV

- **The Nyumba Ni Choo Campaign, WaterAid and Sato have teamed up to distribute hand washing materials and facilitate water supply infrastructure in schools in Kisarawe district in Pwani region- EATV**
<http://portal.ortus.co.tz/sites/default/files/2020-10/eatv2020-10-16-191616-191807hrs.mp4>
- **Residents are encouraged to make good use of toilets.- ITV**
<http://portal.ortus.co.tz/sites/default/files/2020-11/itv2020-11-18-175937-180105hrs.mp4>

Radio

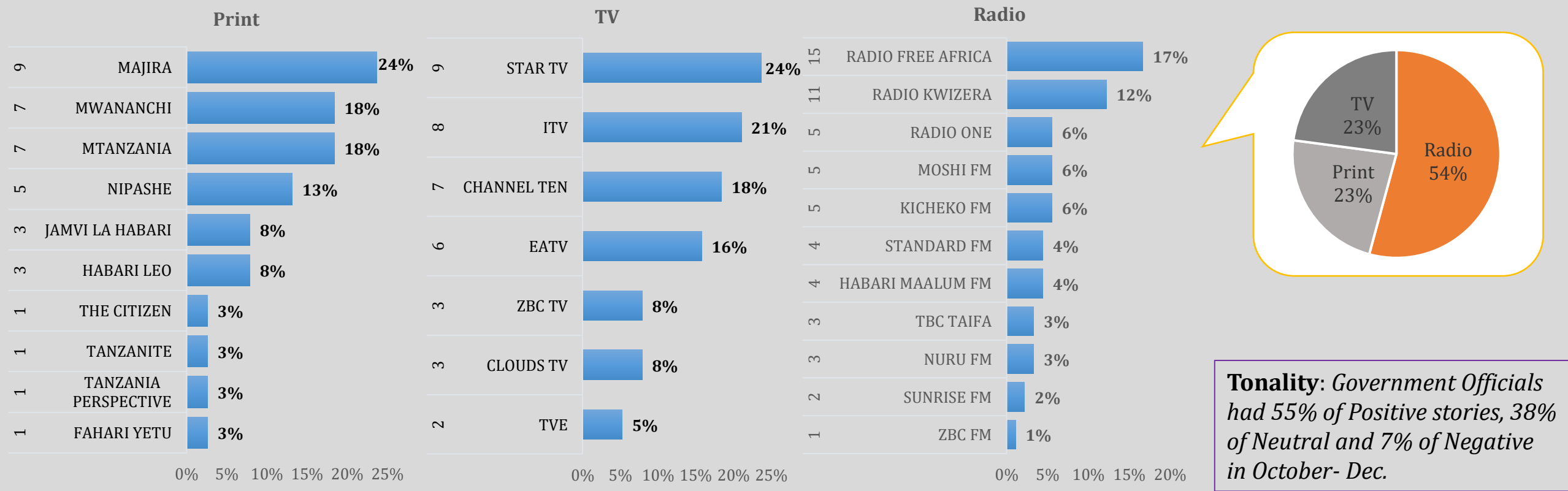
- **Health experts through the Nyumba Ni Choo campaign have said that many residents of Shinyanga municipality are at risk of contracting outbreaks due to their inability to wash their hands with soap after leaving the toilet.- ABOOD FM**
<http://portal.ortus.co.tz/sites/default/files/2020-10/radioabood-2020-10-16-190239-190338hrs.mp3>
- **Chief Medical Officer Dr. Abel Makubi has urged the public to continue to take precautions against epidemics following the ongoing rains in Dar Es Salaam.-RADIO FREE AFRICA**
<http://portal.ortus.co.tz/sites/default/files/2020-10/rfa-2020-10-16-071738-072017hrs.mp3>

Nyumba Ni Choo: October – December 2020 Media Report

Media overview- Government Officials

Nyumba Ni Choo: October – December 2020 Media Report

Media Distribution



Basis: 166 stories across Print, TV and Radio

- ❑ A total of **166** media reports across electronic and print media were captured during the analysis period.
- ❑ 54% of media coverage were on Radio, while Print and TV accumulated 23% each.

Nyumba Ni Choo: October – December 2020 Media Report

Key Issues in Government Officials

Print

- **NEMC plans to deal with toilets- MWANANCHI**

http://portal.ortus.co.tz/sites/default/files/2020-11/mwananchi_page25_1.pdf

- **Ministry set to launch environmental health, sanitation strategic plan 2025- TANZANIA PERSPECTIVE**

http://portal.ortus.co.tz/sites/default/files/2020-12/tanzaniaperspective_page05_2.pdf

TV

- **South Zanzibar Council to build market toilets- CHANNEL TEN**

http://portal.ortus.co.tz/sites/default/files/2020-12/channel-ten_20201205_232525-232835hrs.mp4

- **Students studying at Komwera Primary School in Rombo District in Kilimanjaro Region are facing the challenge of shortage of toilets, a situation that is leading to increased absenteeism.- EATV**

http://portal.ortus.co.tz/sites/default/files/2020-12/eatv_20201229_190704-190917hrs.mp4

- **The government has urged the people to take care of various projects initiated by donors to support development efforts in the country- STAR TV**

http://portal.ortus.co.tz/sites/default/files/2020-12/startv_20201221_100034-100404hrs.mp4

Radio

- **Construction of toilets- FOUNTAIN FM**

<http://portal.ortus.co.tz/sites/default/files/2020-11/founta-20-11-07-130600-130632hrs.mp3>

Government provides Kalambo with more than 1bn- PASSION FM

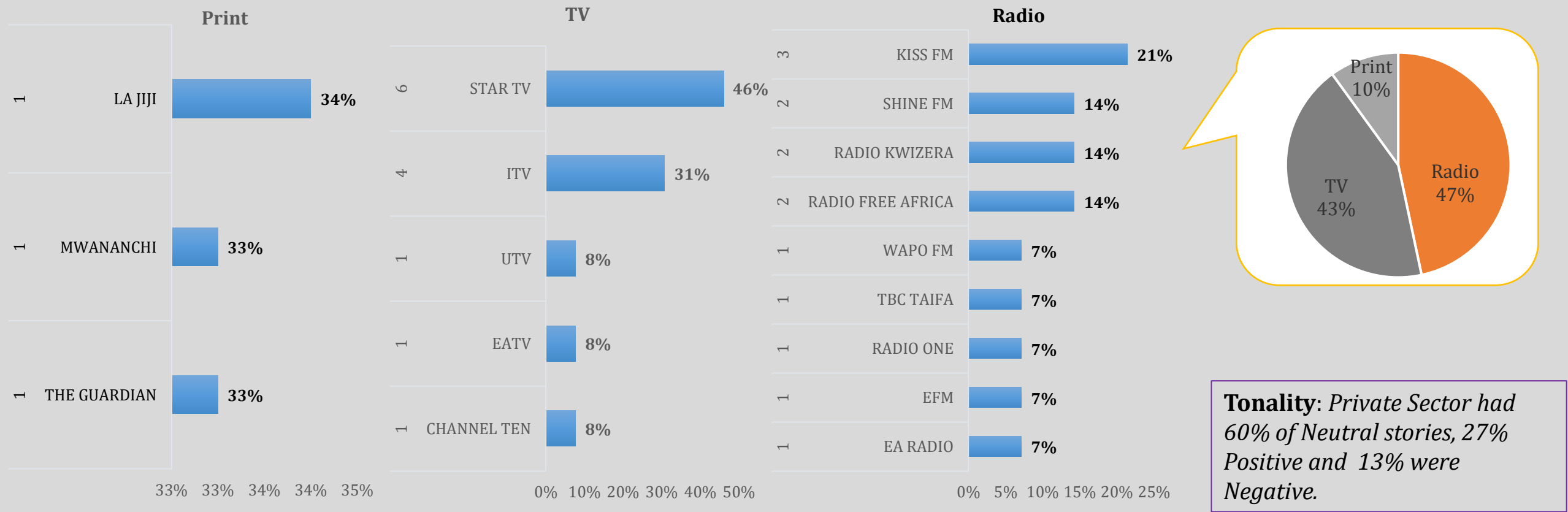
<http://portal.ortus.co.tz/sites/default/files/2020-12/passion-fm-2020-12-26-185504-185634hrs.mp3>

Nyumba Ni Choo: October – December 2020 Media Report

Media overview- Private Sector

Nyumba Ni Choo: October – December 2020 Media Report

Media Distribution



Basis: 30 stories across Print, TV and Radio

- ❑ A total of **30** media reports across electronic and print media were captured during the analysis period.
- ❑ 47% of media coverage were on Radio, while TV and Print accumulated 43% and 10% respectively.

Nyumba Ni Choo: October – December 2020 Media Report

Key Issues in Private Sector

Print

- **Fishing communities to benefit from hygiene sanitation project- THE GUARDIAN**
http://portal.ortus.co.tz/sites/default/files/2020-11/the-guardian_page06_6.pdf
- **Small-scale miners of stone and pebbles at the Masanga mine, Kigoma Ujiji Council Municipality, have been struck by fears of outbreaks of disease after missing toilets in the mines and being forced to help themselves- MWANANCHI**
http://portal.ortus.co.tz/sites/default/files/2020-12/mwananchi_page12_0.pdf

TV

- **Tabora market complains of dilapidated water infrastructure, toilets- STAR TV**
http://portal.ortus.co.tz/sites/default/files/2020-12/startv_20201202_130613-130803hrs.mp4
- **Small miners in Lubanga lamented the infrastructure-UTV**
http://portal.ortus.co.tz/sites/default/files/2020-11/utv_20201118_125523-125809hrs.mp4
- **Simiyu miners complain of lack of toilets- CHANNEL TEN**
http://portal.ortus.co.tz/sites/default/files/2020-11/channel-ten_20201126_125414-125712hrs.mp4

Radio

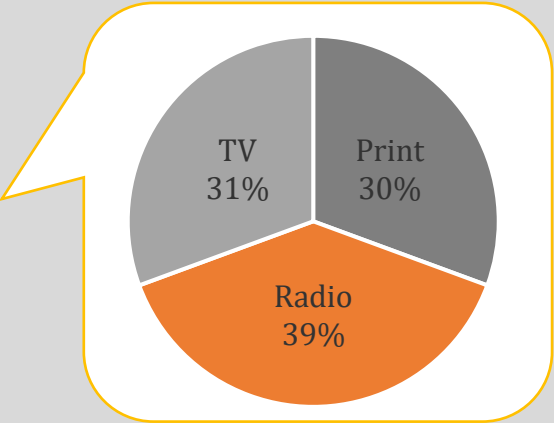
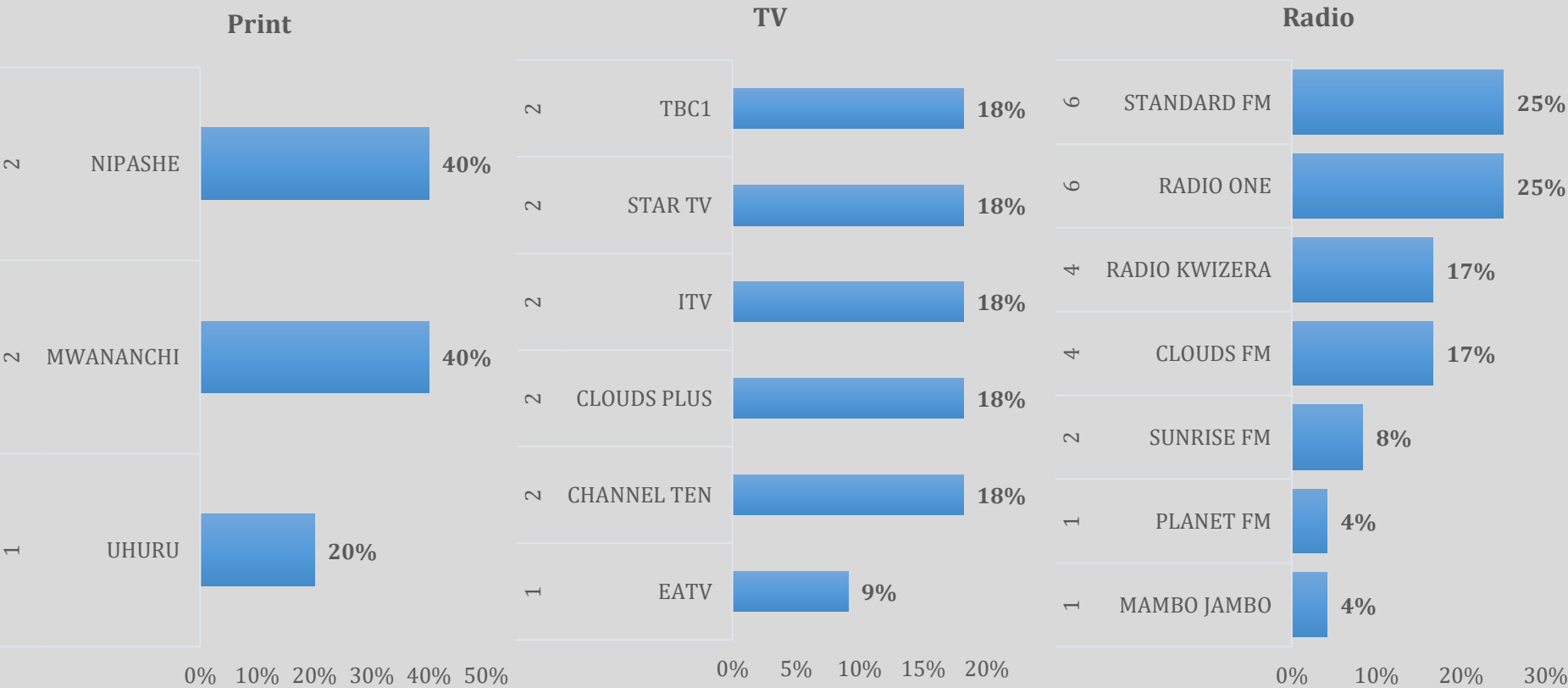
- **Citizens should return to the tradition of hand washing.-EA RADIO**
<http://portal.ortus.co.tz/sites/default/files/2020-11/earadio-2020-11-16-072635-072720hrs.mp3>
- **Consumers Central Market Tabora Urban at risk of epidemics-EFM**
<http://portal.ortus.co.tz/sites/default/files/2020-12/efm-2020-12-01-105500-105542hrs.mp3>
- **Traders complain about the lack of toilets- RADIO KWIZERA**
<http://portal.ortus.co.tz/sites/default/files/2020-12/kwizer-20-12-17-200840-201014hrs.mp3>

Nyumba Ni Choo: October – December 2020 Media Report

Media overview- Development Partners

Nyumba Ni Choo: October – December 2020 Media Report

Media Distribution



Tonality: *Development Partners had 75% of Positive stories and 25% Neutral.*

Basis: 49 stories across Print, TV and Radio

- ❑ A total of **49** media reports across electronic and print media were captured during the analysis period.
- ❑ 39% of media coverage were on Radio, while TV and Print accumulated 31% and 30% respectively.

Nyumba Ni Choo: October – December 2020 Media Report

Key Issues in Development Partners

Print

- **Handwashing is important for health- MWANANCHI**
http://portal.ortus.co.tz/sites/default/files/2020-12/mwananchi_page15_3.pdf
- **11 fresh water wells dug Itimila- UHURU**
http://portal.ortus.co.tz/sites/default/files/2020-11/uhuru_page19_0.pdf

TV

- **Construction of toilets for the disabled- CHANNEL TEN**
http://portal.ortus.co.tz/sites/default/files/2020-12/channel-ten_20201205_231824-232010hrs.mp4
- **Special Program: Benefits of Washing Hands- EATV**
http://portal.ortus.co.tz/sites/default/files/2020-11/eatv_2020-11-26-194342-195245hrs.m4v
- **Public gatherings are at risk of epidemics- STAR TV**
http://portal.ortus.co.tz/sites/default/files/2020-11/startv_20201104_170735-171036hrs.mp4

Radio

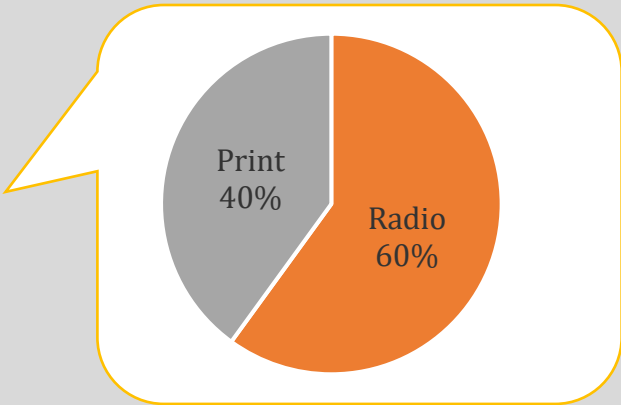
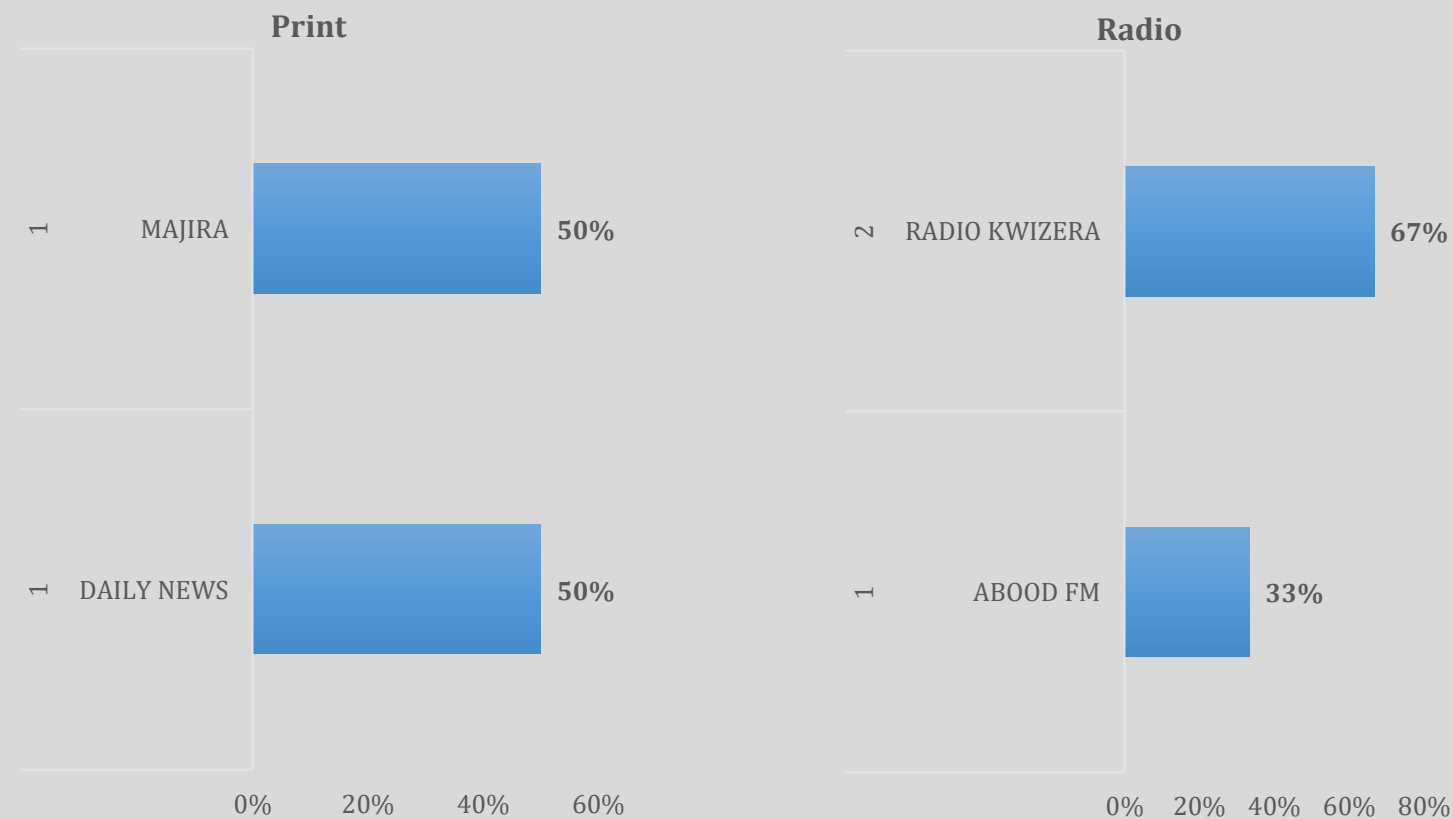
- **Special period: The importance of good toilet infrastructure in schools- RADIO KWIZERA**
<http://portal.ortus.co.tz/sites/default/files/2020-11/kwizer-20-11-23-075451-091648hrs.mp3>
- **Challenges to better toilet services-SUNRISE FM**
<http://portal.ortus.co.tz/sites/default/files/2020-11/sunris-20-11-20-160436-160521hrs.mp3>

Nyumba Ni Choo: October – December 2020 Media Report

Media overview- Political Leaders

Nyumba Ni Choo: October – December 2020 Media Report

Media Distribution



Tonality: *Political Leaders had 80% of Positive stories and 20% Negative.*

Basis: 5 stories across Print, TV and Radio

- ❑ A total of 5 media reports across electronic and print media were captured during the analysis period.
- ❑ 60% of media coverage were on TV, while Print accumulated 40%.

Nyumba Ni Choo: October – December 2020 Media Report

Key Issues in Political Leaders

Print

- **Z'bar gets sanitisers, dustbins to improve sanitation.-DAILY NEWS**
http://portal.ortus.co.tz/sites/default/files/2020-11/dailynews_page02_1.pdf
- **Stakeholders immediately discuss Magufuli's order-MAJIRA**
http://portal.ortus.co.tz/sites/default/files/2020-11/majira_page10_2.pdf

RADIO

- **Construction of classrooms and toilets- ABOOD FM**
<http://portal.ortus.co.tz/sites/default/files/2020-12/radioabood-2020-12-23-070116-070251hrs.mp3>
- **Construction of classrooms and toilets are in the final stages of completion- RADIO KWIZERA**
<http://portal.ortus.co.tz/sites/default/files/2020-11/kwizer-20-11-25-072227-072507hrs.mp3>
- **Residents are at risk of contracting diseases due to lack of toilet facilities- RADIO KWIZERA**
<http://portal.ortus.co.tz/sites/default/files/2020-12/kwizer-20-12-30-120740-120900hrs.mp3>

OBSERVATIONS

- Generally Nyumba Ni Choo content for quarter four 2020 is good compared to previous quarter - need to sustain coverage | Radio and TV performing better compared to other medium.
- Clean Hands, Safe Tanzania and Usichukulie Poa Unategemewa campaigns are the largest drivers of content; there is need to put much efforts in launching different campaigns to sustain coverage.
- Visibility was generally good; ensuring there are more pictorials and more TV coverage, this can increase prominence.
- In term of sentiment, this was largely positive, driven by stories related to Clean Hands, Safe Tanzania and Usichukulie Poa Unategemewa Campaigns.
- Most content in October -Dec was driven by the firm (solicited) and indication that the company had close management of its publicity.
- Handwashing campaign has been successful as an initiative to protect against the spread of Corona Virus. Private Sector, Political Leaders, Development Partners and other stakeholders have played a great role to ensure education and all necessary precautions are taken to keep people safe against the epidemic diseases.
- Also, in a bid to curb shortage of hand washing tools, WaterAid donates handwashing machines worth 19m/- to Kisarawe primary school

Sample of Print Coverage

Annex

To find the data used in this report, kindly click the link below:-

https://drive.google.com/file/d/1htaGaS-XuF5D1_5icsBQcflrBVSf4LrH/view?usp=sharing

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Data Science Department

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The logo for ORTUS, featuring the word "ORTUS" in a bold, green, sans-serif font. The letter "O" is significantly larger than the other letters, which are of uniform size and spaced evenly.

**THANK
YOU**