

QUARTERLY PUBLIC RELATIONS REPORT (TZ)

Usichukulie Poa Nyumba ni Choo



JULY TO SEPTEMBER [Q3_2019]

PREPARED FOR: INNOVEX

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This report provides a summary of key issues affecting your industry and measures your performance benchmarked with your peers across the relevant PR and Advertising Metrics.



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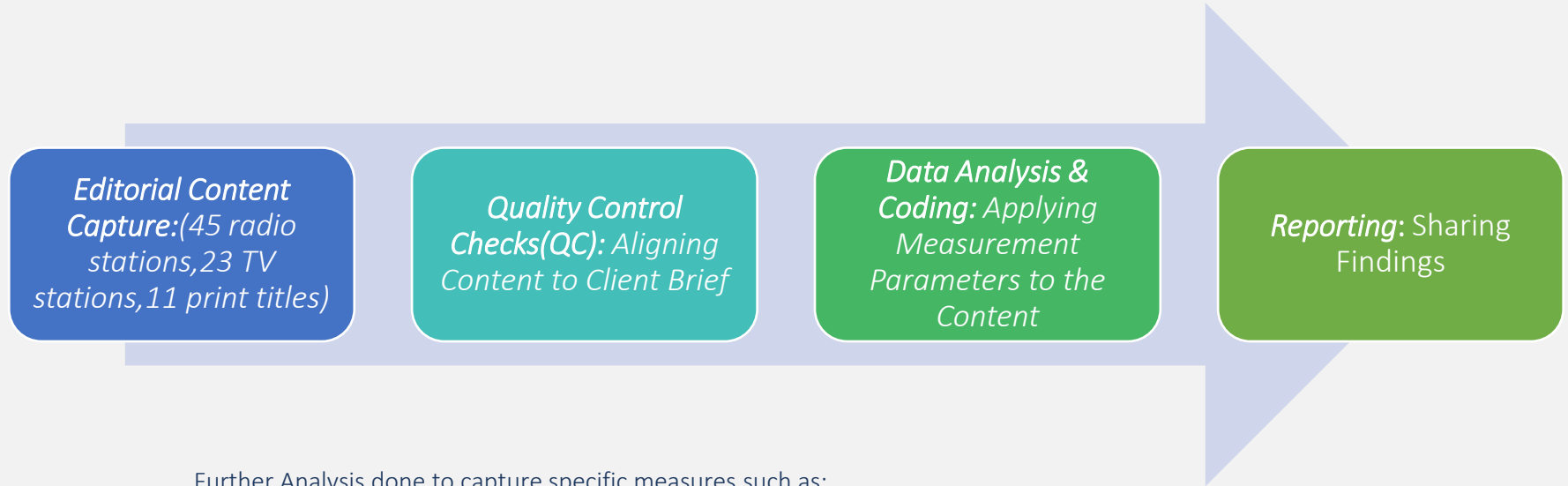


Nyumba ni Choo: Jul to Sep 2019 Media Report

INTRODUCTION

Methodology

Earned media captured from Traditional media platforms (Print, Radio and TV) and then filtered based on the sector interest areas.



Further Analysis done to capture specific measures such as:

- Media clips/articles (**Total number of hits**)
- Share of Ink/voice (**Amount of space/airtime**)
- Tonality across all media (**Sentiment ratings**)
- Clip/Article qualities (**Prominence**)(**coverage Conspicuousness**)
- Advertising Value Equivalence (**Monetary Value**)
- The thematic/message

ANALYSIS SUMMARY

Descriptive Intro.

- ❑ Evaluate unpaid for publicity coverage of Usichukulie Poa Nyumba ni Choo and its associated activities in relation to the Corporate Topic Category across Radio, Television and Print.
- ❑ Highlight key topical issues regarding Usichukulie Poa Nyumba ni Choo and related Corporate mentions/clips as reported from the media coverage.
- ❑ The analysis looks at both Quantitative and Qualitative aspects of the media coverage.
- ❑ The reporting format of the analysis includes:-
 - ❑ Graphs & Tables
 - ❑ Brief summary notes highlight key factors & insights
 - ❑ A glossary explaining terms used in the analysis is also included

ANALYSIS OBJECTIVE(S)

Benefits to Usichukulie Poa Nyumba ni Choo

- ❑ 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.

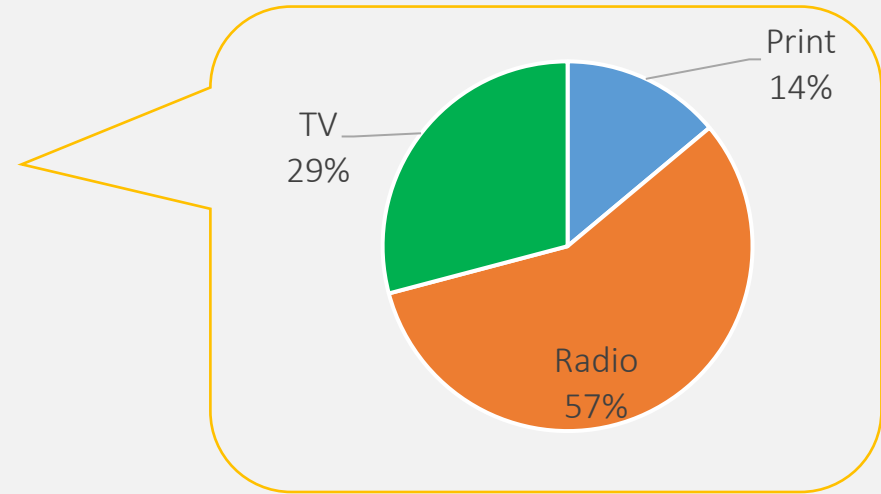
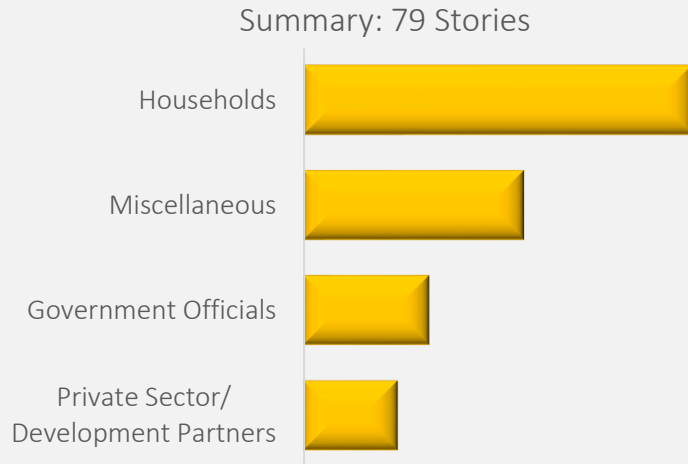


Nyumba ni Choo: Jul - Sep 2019 Media Report

MEDIA OVERVIEW

USICHUKULIE POA NYUMBA NI CHOO: JUL-SEP 2019 MEDIA REPORT

Jul- Sep 2019 media overview



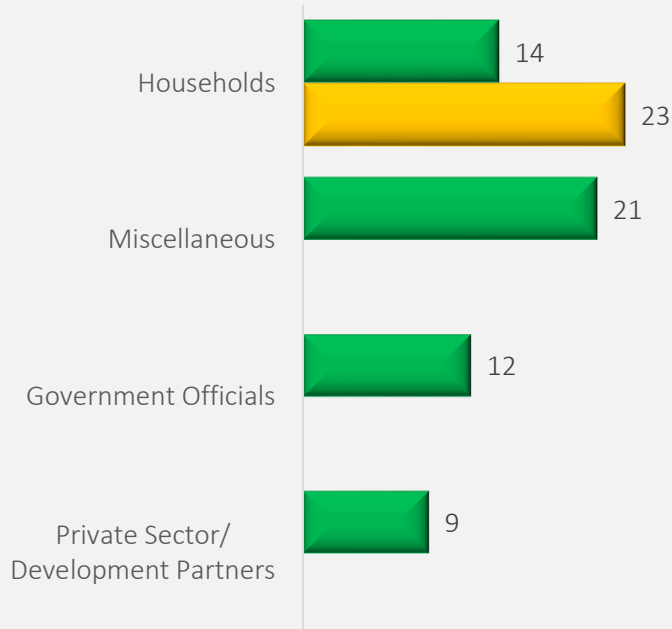
Basis: 79 stories across Electronic and Print

- ❑ A total of 79 media stories across electronic and print media were captured during the analysis period with regards to the Usichukulie Poa Nyumba Ni Choo Campaign pushed.
- ❑ About 47% of the coverage focused on stories related to Households; Most residents in Shinyanga region had no access to clean toilets. The residents were at risk of many hygienic diseases.

USICHUKULIE POA NYUMBA NI CHOO: JUL-SEP 2019 MEDIA REPORT

Jul- Sep 2019 media overview: Tonality

Summary: 79 Stories



- ❑ 71% of stories were rated Positive across all media.
- ❑ **Households**; Over 2000 households in Kasulu, Kigoma were expecting the construction of better toilets for each household.
- ❑ **Households** : Mikindani residents were reported to use ocean offshore as their toilets as Mikindani Municipal warned the move and urges residents to build toilets.
- ❑ **Private Sector/Development Partner** : Tanzania welcomed Southern African Development Community Members in Dar es Salaam, Innovex Campaign still enlightens the citizens on improving the toilets quality.
- ❑ **Government Officials** : Ministry of Health, Community development, Gender, Elderly and Children has released a report that states that more than 6000 people die yearly due to diseases that are caused by improper disposal of human waste (faeces).
- ❑ **Government Officials** : Ministry of Health, Community development, Gender, Elderly and Children has chose 17 regions to be funded for sanitation strategies and supplying water too.

Basis: 325 stories across Electronic and Print Media



Usichukulie Poa Nyumba ni Choo: Jul to Sep 2019 Media Report
MEDIA OVERVIEW – PRINT MEDIA
DISTRIBUTION

USICHUKULIE POA NYUMBA NI CHOO: JUL- SEP 2019 MEDIA REPORT

Print Media topic distribution

Publications	Households		Private Sector/ Development Partners		Miscellaneous	
	Count	SOI	Count	SOI	Count	SOI
Nipashe	2	74	1	42	-	-
Mwananchi	2	37	1	11	-	-
Mtanzania	2	53	-	-	-	-
Daily News	-	-	1	23	-	-
The Guardian	-	-	-	-	1	66
Tanzanite	1	70	-	-	-	-
Total	7	234	3	76	1	66

Basis: 11 stories across Print.

- ❑ **Households:** *Kilindi district commissioner gave a 45 day ultimatum to the leadership of Kibirashi to finish the construction of school toilets.*
- ❑ **Private Sector / Development Partner:** *Tanzanian Poet and music artiste, Mrisho Mpoto, performed with his fellow artistes during the Climax of JAMAFEST 2019.*
- ❑ **Households:** *More than 7,195 households in Shinyanga region did not have proper toilets, with 71,000 people living in those homes helping themselves in the bushes, causing an epidemic including diarrhea and cholera.*
- ❑ **Miscellaneous:** *Sports stakeholders in Tanzania should put their weight behind promotion of women soccer, should the country wishes to enjoy more success in major tournaments, Tanzania Football Federation (TFF) has said.*

USICHUKULIE POA NYUMBA NI CHOO: JUL- SEP 2019 MEDIA REPORT

Print Media; Share of Ink, Tonality & Prominence

Halmashauri zatakiwa kuharakisha upimaji wa mashamba

NA TIGANYA VINCENT

SERIKALI imezigiza Halmashauri za Wilaya, Miji na Manispaa kuhakikisha zinaharakisha zote ili upimaji wa maeneo na mashamba ya wananchi ili waweze kuwepatia hati miliki za maeneo yao.

Agizo hilo limetolewa juzi na Naibu Waziri wa Ardhi, Nyumba na Maendeleo ya Mkakazi Anjelina Mabula wakati wa ziara yake katika Wilaya ya Uyui na Nzego mkoani Tabora.

Alisema hatua hiyo itasaidia kuondoa mipogoro baina ya hata Taasisi nyingine za umma na hata afasi kutokana na kukosekana kwa alama zinazoonyesha mipaka ya maeneo.

Mabula alisema sanjari na upimaji wa maeneo na mashamba ya wananchi ni vema kuwepo na mpango bora wa matunzi ya ardhi katika vijji vyote ili kuzuia ujenzi wa makazi hotele.

Aidha alizitaka Halmashauri zote kuhakikisha zinanunua maeneo ya kutoa kwa ajili ya shughuli

mabimbali za maendeleo ikiwemo kutenga maeneo ya ujenzi wa viwanja na huduma nyingine za kijamii kama vile shule na Hospitali.

"Nunueni maeneo ya kutoa na kupapama... ili anapotokea Mwekezaji ni rahisi kuingia naye ubia... pia hakikishe kila eneo la umma linagimwa na kupata hati ili kusepuka maeneo ya umma kuvaniwa" alisema

Naibu Waziri huyo alisema ununaji huo wa maeneo ni lazima uzingatie Sheria na makubaliano ya pande mbili ya mnamuzi na

muajaji.

Mabula alisema eneo la mtu lichi chukuliwe kabla ya kumlipa fidia anayopaswa kulipwa.

Katika hatua nyingine Naibu Waziri huyo amewaotaka Wananchi waliouziva viwanja kuvindeleza la svyo vitachukuliwa na kuuziwa wengine.

Alisema kuna baadhi ya wananchi wanaziva viwanja lakini wanakaa wanavyo kwa kipindi hata cha miaka mingi bila kufanya chochote jambo ambaloni kinayume cha Sheria.



Basis: 11 stories across Print.

- ❑ **Households** : Households without toilet from Bunda are 2,230 which translates to 4 per cent of 55,702 while those with good toilets are 31,725 giving 57 per cent.
- ✓ **Total article Share of Ink** was about 234 Col Cm.
- ❑ **Miscellaneous** : Sports stakeholders in Tanzania should put their weight behind promotion of women soccer, should the country wishes to enjoy more success in major tournaments, Tanzania Football Federation (TFF) has said.
- ✓ **Article Share of Ink** was about 66 Col Cm.
- ❑ **Private Sector / Development Partner**: Tanzanian Poet and music artiste, Mrisho Mpotu, performed with his fellow artistes during the Climax of JAMAFEST 2019.
- ✓ **Article Share of Ink** was about 76 Col cm.

Some Pictorials

Mwananchi
29-Jul-2019
Page 36

Nyumba ni choo hadi Novemba
Mwanza. Mkuu wa mkoa wa Mwanza, John Mongella ameongeza miezi miwili hadi Novemba mosi kwa kaya zisizo na vyoo kukamilisha ujenzi wa vyoo bora. Mongella alilazimika kuongeza muda huo kutoka miezi mitatu ya awali aliyotoa wakati wa kuzindua kampeni hiyo Julai 7 ambayo ilikuwa inaisha Septemba 30, baada ya kumaliza kampeni ya nyumba ni choo kuona hali halisi ya ukosefu wa vyoo. Akifunga kampeni hiyo katika viwanja vya Magomeni Kirumba wilayani Ilemela juzi, Mongella aliyewakilishwa na mkuu wa wilaya ya Nyamagana, Dk Philis Nyimbi alisema zipo kaya nyingi hazina vyoo bora. "Niwaagize wakurugenzi wote wa halmashauri tulisimamie jambo hili kwa umakini kwa kushirikiana na madiwani iwe ni ajenda ya kudumu ya vikao vyetu," alisema. **(Waandishi Wetu)**

Mtanzania
05-Sep-2019
Page 3

USAFI
Zaidi ya kaya 7,190 hazina vyoo bora Shinyanga
 Na SAM BAHARI - SHINYANGA
ZAIIDI ya kaya 7,195 mkoani Shinyanga hazina vyoo bora, huku watu 71,000 wanaoishi kwenye kaya hizo hujisaidia vichakani jambo linalosababisha maradhi ya milipuko ikiwamo kuhara na kipindupindu. Hayo yalisemwa jana na Mkuu wa Mkoa wa Shinyanga, Zainab Telack, wakati akizindua kampeni ya usafi wa mazingira mkoani hapa na kuhimiza ujenzi wa vyoo bora kwa jamii. Telack alisema awamu ya kwanza ya kampeni hiyo ilizinduliwa na Rais mstaafu wa awamu ya nne, Jakaya Kikwete, Mei 16, mwaka 2012 mjini Moshi mkoani Kilimajaro. Alisema kabla ya kuanza kwa kampeni za mwaka 2012, Mkoa wa Shinyanga ulikuwa na vyoo bora kwa asilimia 17 na baada ya utekezaji wa kampeni ya usafi wa mazingira, ujenzi wa vyoo bora ulifika asilimia 50. 6 kwa mwaka 2019. "Mpango wa dunia ni kuhakikisha ifikapo mwaka 2030 kila kaya iwe na choo bora, na hapa nchini ifikapo mwaka 2020 kila kaya iwe na choo bora na kwa Mkoa wa Shinyanga Desemba 31, mwaka 2019 ninataka kila kaya iwe na choo bora," alisema Telack.

Daily News
29-Sep-2019
Page 17



TANZANIAN Poet and music artiste, Mirsho Mpoti, performs with his fellow artistes during the climax of JAMAFEST 2019.

Mwananchi
24-Sep-2019

Bila choo bora faini usipime

Susy Butondo, Mwananchi sbutorondo@mwananchi.co.tz
Shinyanga. Kaya zote ambazo hazitakuwa na choo bora mkoani hapa kufikia Desemba 31, zitatozwa faini ya Sh500,000. Kauli hiyo ilitolewa na mkuu wa mkoa huo, Zainab Telack akihitimisha kampeni ya nyumba ni choo iliyofanyika wilayani Kahama na kwamba, atakayeshindwa kutimiza agizo hilo atakumbana na adhabu hiyo. "Tunataka mkoa wetu uwe na vyoo bora asilimia 100 tuondokane na magonjwa ya tumbo, kuhara, kipindupindu, minyoo na magonjwa yote yanayosababishwa na kinyesi cha binadamu, kinachotakiwa tu tukubaliane wote tuache mila potovu inayohusu vinyesi ili Serikali isingie gharama

Sh500,000

Kiwango cha faini ambacho atozwa mwananchi ambaye hana choo bora ifikapo Desemba.

kubwa," alisema Telack. Naye mraibuni wa kampeni hiyo kitafika kutoka Wizaraya ya Afya, Anyitike Mwakitalima alisema kampeni hiyo imefanyika kwa ufamisi mkubwa mkoani wa Kanda ya Ziwa tangu Mei 25 kuanzia mkoani Kagera na kuhitimishwa Shinyanga. Alisema katika mikoa hiyo zimehamasishwa halmashauri 43; kata 181; wiji 877 kati ya 4,400 vya mikoa hiyo, hivyo wataendelea kuhamasisha maeneo mengine ambayo yana changa moto za vyoo. Awali, mganga mkuu wa mkoa huo, Rashid Mfaume alisema kampeni hiyo itakuwa endelevu kwa Shinyanga wataendelea kuhamasisha ili kaya zote ziwane na vyoo bora. Baadhi ya wananchi Josephate Charles na Mwajuma Athuman kwa ryakuti tofauti walisema kampeni hiyo imeleta hamasa kwa kubadilika.



Usichukulie Poa Nyumba ni Choo : Jul to Sep 2019 Media Report

MEDIA OVERVIEW – TV MEDIA DISTRIBUTION

USICHUKULIE POA NYUMBA NI CHOO: JUL- SEP 2019 MEDIA REPORT

TV Media topic distribution

PUBLICATION	Private Sector/ Development Partners		Government Officials		Households		Miscellaneous	
	Count	SOV	Count	SOV	Count	SOV	Count	SOV
Cloud TV	1	111	1	146	4	880	5	691
ITV	-	-	1	154	2	255	2	134
TVE	-	-	3	357	1	211	-	-
TBC 1	-	-	-	-	1	197	2	260
Total	1	111	5	657	8	1,543	9	1,085

- ❑ **Households:** Kasamwa region in Geita has been said to have the least number of toilets compared to other regions, the statistical standings are at 44.4% which is below the average score.
- ✓ Share of Voice was 1,543 sec equivalent 25minutes
- ❑ **Private Sector / Development Partners :** As the final match of Dondoo cup, 2019 is awaited, Nyumba ni choo campaign crew visited Temeke region to have a look at the conditions of the toilets in the area.
- ✓ Share of Voice was 111 sec equivalent to 2 minutes.
- ❑ **Government Officials :** Ministry of Health, Community development, Gender, Elderly and Children has released a report that states that more than 6000 people die yearly due to diseases that are caused by improper disposal of human waste (faeces).
- ✓ Share of Voice was 657sec equivalent to 11 minutes
- ❑ **Miscellaneous:** Ndondo cup team together with Nyumba ni choo team visit Mansese Ubungo to enlight people about the importance of good and clean toilets.
- ✓ Share of Voice was 1,085 sec equivalent to 18 minutes.

Basis: 23 stories across Radio.



Usichukulie Poa Nyumba ni Choo : Jul- Sep 2019 Media Report

MEDIA OVERVIEW – RADIO

MEDIA DISTRIBUTION

USICHUKULIE POA NYUMBA NI CHOO: JUL-SEP 2019 MEDIA REPORT

Radio Media topic distribution

PUBLICATION	Households		Miscellaneous		Government Officials		Private Sector/ Development Partners	
	Count	SOV	Count	SOV	Count	SOV	Count	SOV
Clouds FM	4	727	10	2036	-	-	1	78
Radio Kwizera	5	561	-	-	2	301	1	69
RFA Fm	6	817	-	-	-	-	1	137
CG FM	4	683	-	-	2	152	-	-
E FM	-	-	-	-	2	130	-	-
Radio 5	1	86	1	405	-	-	-	-
Jembe FM	-	-	-	-	1	80	-	-
Magic FM	-	-	-	-	-	-	1	90
Mashujaa FM	1	42	-	-	-	-	-	-
Radio One	1	59	-	-	-	-	-	-
TBC Fm	-	-	-	-	-	-	1	77
Total	22	2975	11	2441	7	663	5	451

Basis: 45 stories across Radio.

- ❑ **Households:** Caritas Internationalis Tanzania gives builds toilets and gives a tank to Chemchem Primary School in a quest to prevent diseases arising from dirty environments.
- ✓ Share of Voice was 2,975 sec equivalent to 50 Minutes
- ❑ **Private Sector / Development Partner :** County Representative of Mtwara Region, Bikwana, urged all states in across of the region to make it a habit of constructing latrines to all schooling facilities in the region, this is to maintain the health standards of students in schools.
- ✓ Share of Voice was 2,441 sec equivalent to 41 minutes.
- ❑ **Government Officials :** Tabora Municipal recorded an increase in Sanitation and Solid waste collection believed to be influenced by motivating collection from 52 million to 73 million shillings.
- ✓ Share of Voice was 663 sec equivalent to 11 minutes.
- ❑ **Miscellaneous:** Innovex Tanzania is expected to award a team based on Toilet conditions on its region following their partnership in Ndondo Cup competitions.
- ✓ Share of Voice was 451 sec equivalent to 8 minutes.



Appendix

Glossary of Terms

APPENDIX

Analysis Descriptions

Frequency – The number of times an issue was reported within the specific media category.

Prominence – Visibility rating based on inclusion of the company/brand association within the headline, picture and relevancy of the overall story to the company/brand association

- **Excellent** – Content has a relevant story with pictorials/footage/sound byte and headline mention

- **Good** – Story lacks relevant Pictorial/footage but still includes a headline mention

- **Average** - Story lacks relevant Pictorial/footage and also lacks a headline mention, but the relevant content is within the first 20% of the story content

- **Poor** - Story lacks relevant Pictorial/footage and also lacks a headline mention, but the relevant content is within the last 20% of the story content

Tonality – Ratings are considered as Negative, Neutral and Positive. Negative ratings indicate the content had attributes that were counter value to the entity, while Neutral content is that which had a balanced outlook on the issues covered. Positive content is that which added value to the entities positioning

PR METRICS - DEFINITIONS

- **1: Media landscape:** How is the media world changing and which particular media platforms/journalists are reigning
- **2: Media consumption:** Usage of media by a person and or group of people
- **3: Top line data:** Summary of key figures
- **4: OOH:** Out-of-home advertising. Advertising that reaches the consumers outside their homes
- **5: Mentions:** Volume of coverage or the total count of a firm's media reports during a specific period of time.
- **6: Share of Voice:** Airplay or media space; how much you dominate the conversation in your industry compared to your competitors
- **7: Sentiments Analysis:** Tone of the summaries mentioning your brand or competitors. Sentiment is normally categorized as positive, neutral or negative
- **8: Thematic Breakdown:** What are the message topics driving your content? Break your coverage down by key themes and measure how strongly you are associated with each one.
- **9: Prominence Score:** Assessing the degree of conspicuousness of an article or a clip rating either by Excellent, Good, Average or Poor
- **10: Solicited Vs Unsolicited coverage:**
Message source
 - **Solicited** – this is the message originating from related firm
 - **Unsolicited** – this when message appears to have been covered by the media out of its own desire to inform the public
- **11: Sponsorships:** A form of promotion towards either an event, venture, organisation or charity in order to obtain positive publicity.
- **12: CSR:** Corporate Social Responsibility is an ethical management concept where companies aim to integrate social, economic and environmental concerns into their business operations.



End.

