Mid-term
Applied Political
Economy Analysis (APEA)

*Tuyage: Information Access and Economic Discourse Strengthening to Foster Social Cohesion in Burundi*

Award #720-695-18-LA-00001

18 November 2020
The Tuyage program broadly aims to achieve the goal of fostering an enriched information landscape and culture of open discussion on concerns that directly affect Burundians in their daily lives, with a focus on shared economics concerns and opportunities that will serve as a means of expanding civic engagement, increasing dialogue across divides, and building social cohesion.

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November 2020

Disclaimer:

This study is made possible by the generous support of the American people through the United States Agency for International Development (USAID). The contents are the responsibility of Search for Common Ground and do not necessarily reflect the views of USAID or the United States Government.

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### Abbreviations and Acronyms

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<th>Abbreviation</th>
<th>Description</th>
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<tbody>
<tr>
<td>ABR</td>
<td>Burundian Association of Radio Broadcasters</td>
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<td>APEA</td>
<td>Applied Political Economy Analysis</td>
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<tr>
<td>API</td>
<td>Agency for the Promotion of Investments</td>
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<td>CNC</td>
<td>National Communication Council</td>
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<td>CNL</td>
<td>National Congress for Freedom</td>
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<td>CSO</td>
<td>civil society organization</td>
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<td>EAC</td>
<td>East African Community</td>
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<td>FBU</td>
<td>Burundian Franc</td>
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<td>FGD</td>
<td>focus group discussion</td>
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<td>GDP</td>
<td>gross domestic product</td>
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<td>GOB</td>
<td>Government of Burundi</td>
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<td>ISTEEDBU</td>
<td>Government Statistics Office</td>
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<td>KII</td>
<td>key informant interview</td>
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<tr>
<td>MOCM</td>
<td>Ministry of Communications and Media</td>
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<tr>
<td>NGO</td>
<td>non-governmental organization</td>
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<td>OBR</td>
<td>Burundian Revenue Office</td>
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<tr>
<td>OMAC</td>
<td>Central African Media Organization</td>
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<tr>
<td>PAGE</td>
<td>Economic Management Support Project</td>
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<tr>
<td>PCDC</td>
<td>communal community development plan</td>
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<td>PND</td>
<td>National Development Plan</td>
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<td>RTNB</td>
<td>Burundi National Radio and Television</td>
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<td>Search</td>
<td>Search for Common Ground</td>
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<td>SILC</td>
<td>savings and internal lending community</td>
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<tr>
<td>USAID</td>
<td>United States Agency for International Development</td>
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<tr>
<td>USD</td>
<td>United States dollars</td>
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<td>VSLA</td>
<td>village savings and loan association</td>
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Executive Summary

In Burundi, Search for Common Ground (Search) is currently implementing the Tuyage: Information Access and Economic Discourse Strengthening project. Tuyage aims to foster an enriched information landscape and culture of open discussion on concerns that directly affect Burundians in their daily lives. It focuses on shared economics concerns and opportunities as a means of expanding civic engagement, increasing dialogue across divides, and building social cohesion.

At the outset of the project, Search partnered with Pact to conduct a baseline Applied Political Economy Analysis (APEA), which was completed in June 2019. The report that follows describes the process and findings of a mid-term APEA carried out between August and October, 2020.

Different from a traditional context analysis or evaluation, APEA focuses on the question of why things are the way they are by examining the power dynamics, interests and incentives that motivate actors to behave in a certain way. Understanding the why, or the story behind what certain actors are doing (or not doing) can help inform project decisions and investments in continuously evolving contexts like that of Burundi. Thus, while this APEA is informed by the baseline, it has a narrower focus: to examine the extent to which journalists are increasing their media coverage of economic-related topics. It also explores some of the contextual factors that limit or encourage journalists to cover specific topics.

With this aim in mind, the APEA was driven by the following core research questions:

⇒ **Is there any shift in the extent to and way in which economic topics are covered in the media since the baseline APEA?**
⇒ **Do media actors express greater confidence in and willingness to cover economic issues? What are the primary factors behind any changes (or lack of change) in the willingness of journalists to engage in economic reporting?**
⇒ **What are the economic topics that media actors are most willing or interested in covering? What factors explain their interest/disinterest in specific topics?**

These core research questions were underpinned by supporting research questions that help to narrow the focus of the data collection and guide the analysis.

The research team used a combination of primary and secondary research methods to answer these questions, including a desk review of relevant studies and program reports. Because the study focused on highly topical questions for which there is limited secondary material available, the core of the research was primary data collection conducted through semi-structured interviews with a range of stakeholders, as described below.

Findings and recommendations that emerged from the study are summarized below, and described in detail in the report that follows.

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1 The first APEA was designed to broadly orient the project to Burundi’s overall media landscape, particularly coverage of economic issues, and it examined key opportunities and challenges in supporting economic dialogue and promoting women and youth’s economic inclusion.
Summary of findings

- The project’s radio and newspaper partners report an improvement in coverage of economic issues, while most actors external to the project feel coverage of economic subjects remains qualitatively and quantitatively weak.
- All stakeholders feel that coverage remains generally dominated by current affairs (news and events).
- Journalists’ self-censorship persists. The aftereffects of the 2015 political crisis remain, and journalists have adapted by reporting on economic topics from angles that are less risky.
- Journalists and other media actors are motivated to work on economic subjects because they are considered less risky than other subjects, such as politics and security.
- Journalists are more confident when covering “safe,” normally microeconomic topics, such as entrepreneurship, cross-border trade, events, and empowerment of women. They are less confident when it comes to macroeconomic topics that have sensitive and/or political aspects.
- Fear of reprisal, lack of resources and editorial support, and low wages leave little incentive for journalists to take risks, probe or conduct extensive research on economic or other topics.
- Cultural barriers and working conditions are cited as the main explanations for the lower number of women in the field of journalism.
- Most informants agree that the ability of women and men to cover economic subjects is not fundamentally different and depends primarily on the level of training and commitment.

Summary of recommendations

- More training on data journalism, as well as generally increasing familiarity with economic topics, using a training of trainers (TOT) approach.
- Analyze the best ways to incentivize women journalist’s participation in trainings.
- Continued support to strengthen media links to and collaboration with public and private sector producers of economic data.
- Encourage government agencies to develop constructive relationships with media organizations by more proactively sharing data and information.
- More, and continued support for journalists’ to travel outside of Bujumbura to cover topics from outside the capital, as well as support for institutional funding and salaries.
- Create a demand for economic information by
  - helping journalists and media houses better structure and streamline coverage of economic information
  - advertising economic programs through radio, print media, social networks geared towards specific demographics
  - gathering quantitative data on audience interest.
- Create economic content with a focus on delivering practical information.
- Establish a consortium or working group to deal with sensitive topics in a safer way.
Introduction

Overview of Tuyage

*Tuyage* means “let’s talk” in Kirundi, the primary language spoken in Burundi. The *Tuyage: Information Access and Economic Discourse Strengthening* project is funded by USAID and implemented by Search for Common Ground (Search), in coordination with the Burundian Ministry of Communications and Media (MOCM). It aims to foster an enriched information landscape and culture of open discussion on concerns that directly affect Burundians in their daily lives, with a focus on shared economic concerns and opportunities that will serve as a means of expanding civic engagement, increasing dialogue across divides, and building social cohesion.

This goal is based on the following theory of change:

1. Expand the cadre of professional journalists throughout Burundi - from the smallest rural communities to the largest urban centers - capable of producing high-quality, ethical and non-politicized news and information, especially on economic issues, using information delivery modalities that engage youth and encourage interest in business and economic issues related to their daily lives.
2. Promote networking among young, successful economic actors from across social, ethnic, gender, religious and geographic divides into dialogue and discussion on issues of reconciliation, entrepreneurship, and right-based approaches to economic issues that generate actual business opportunities.
3. Reduce the social norms and cultural barriers limiting ownership of property and productive assets for women in Burundi through (a) gender-relational and behavioral change communications activities which seek to transform perceptions, attitudes and behaviors towards women’s rights and participation; and (b) improving entrepreneurship skills training and access to markets, money, and mentorship for women by strengthening and expanding the number of women’s producer associations in the coffee value chain.

The project aims to achieve these objectives by improving information access and expanding economic discourse. This is done through increasing the media’s capacity to develop and deliver relevant economic content to Burundian citizens about their country and the region. Economic discourse includes efforts by the media and other actors to deepen people’s knowledge and understanding of a variety of economic topics and enabling them to participate in public discourse about issues that affect them.
Study purpose

Pact designed and conducted this mid-term Applied Political Economy Analysis (APEA) to help the Search team understand whether Tuyage interventions-to-date are having an impact, and consider whether modifications to the intervention approach should be considered.

The analysis below explores these themes through the APEA lens of power dynamics and incentives, and concludes with recommended project approaches and activities. As much as possible, it is told from the point of view of journalists and media actors to help understand (a) their willingness to engage with certain economic topics, and (b) their perspectives, and those of government and civil society actors, regarding changes in coverage patterns.

The research also focuses on the deeper drivers of coverage patterns and the extent to which certain types of economic issues engender more coverage. As such, the study allows the Tuyage team to consider the degree to which there have been positive shifts in the coverage of key economic issues by media actors, including media owners, print and radio journalists, and online platforms.2

Methodology

The research team consisted of one international and one Burundian researcher, plus one Burundian note-taker. The two APEA researchers refined a preliminary study methodology that Pact and Search had previously agreed upon, developed data collection tools, conducted the research, and wrote the report. After the majority of primary data collection was complete, the researchers facilitated a virtual session in mid-October to share initial findings with the Tuyage team, include them in the analytical process, and confirm that the research team was focusing on issues important to the project. This report has been written with that feedback in mind.

Research questions

The guiding research questions were:

- Is there any shift in the extent to and way in which economic topics are covered in the media since the baseline APEA?
- Do media actors express greater confidence in and willingness to cover economic issues? What are the primary factors behind any changes (or lack of change) in the willingness of journalists to engage in economic reporting?
- What are the economic topics that media actors are most willing or interested in covering? What factors explain their interest/disinterest in specific topics?

These core questions were underpinned by the following priority sub-questions:

- What is the extent of coverage of economic topics since the project’s inception?
- Is there any change in the type of way economic topics are covered since the project’s inception?
- How do journalists perceive audience demand for coverage of economic topics versus other issue areas, such as politics?
- Are journalists more or less confident in covering certain economic topics? Do journalists perceive risks to covering specific topics?
- Are women journalists more or less confident in covering economic topics? What are the perceived or actual social and gender norms or cultural barriers that may affect women’s willingness to report on economic topics?

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2 The term “journalist” is used throughout the report to describe both print and radio reporters.
Where do there exist positive outliers (or “positive deviants”) in terms of coverage of economic issues? What were the factors that influenced those institutional or individual media actors to prioritize economic coverage?

Are there early-stage signs that Tuyage interventions have had an impact in terms of changing the confidence, perceptions, or behavior of media actors in terms of covering economic topics? If so, which interventions seem to be having an impact?

Research sources

The study used secondary (desk) research, including program reports and studies, to understand developments related to the media landscape, coverage of key economic issues, and gender dynamics prior to and following primary research. The team used the most relevant findings and recommendations from the document review to inform the design of data collection tools and in the analysis of the primary data. A complete list of documents consulted can be found in Annex 4.

Study findings flow mostly from primary data collected in Burundi in September and October 2020. The research team used key informant interviews (KII) and focus group discussions (FGD) to capture a range of perspectives from actors chosen together with Search. KII and FGD stakeholders were selected along with the Search Burundi office, based on the Search team’s guidance as to who would have the most relevant and informative perspectives on the study topic. This primary data was crucial for understanding the perspectives of key stakeholders - including journalists, government officials, citizens and civil society actors - that may not be readily available in existing studies and reports.

The research team conducted 27 KIIIs with 20 male and 7 female informants from media organizations, civil society associations and organizations, and government agencies (see Annex 1 for a list of key informants represented). Interestingly, several government respondents had themselves been journalists prior to their current role, and so offered several perspectives at once. Key informants were told about the study aims and informed that their responses were anonymous (see Annex 3 for complete confidentiality and consent form). The Burundian interviewer employed a semi-structured interview process, using the questions contained in the data collection tools (Annex 3) as a guide, and adapting the questions in real time to pursue relevant lines of inquiry. The interviews averaged 45 minutes in length, were held in the key informant’s office or at the Search office, and were mostly conducted in Kirundi or French. Notes were written down during the interviews and typed in French within several days.

The research team conducted nine FGDs with 90 people (41 men and 49 women). The FGDs were facilitated in Kirundi by the Burundi-based researcher; notes were taken in real time and later typed in French. Five FGDs were held with a total of 51 citizens (19 men and 32 women) and four FGDs were done with a total of 39 journalists (22 male and 17 female). Participants were told about the aims of the study and the reason for the research team’s interest in their perspective. In order to create an open and honest exchange around potentially sensitive topics, the facilitator explained that all responses would be kept anonymous. Annex 2 details the locations and type of FGD participants.

The transcripts of each KII and FGD were cleaned and checked by the APEA researchers to ensure that they were complete and accurate. Quotes provided in this English APEA report
were taken from these notes and translated from their original French or Kirundi. A coding system was used to group findings and attribute quotes while keeping respondent feedback anonymous.

**Limitations**

The international researcher, who was unable to be present in Burundi due to travel restrictions related to the ongoing COVID-19 pandemic, did not participate in the interviews or FGDs. A virtual format was considered but ultimately not used due to concerns related to the comfort level of respondents. The Burundi-based researcher and Search team felt that some respondents would be less likely to answer questions openly in a virtual format, with an unknown foreigner calling in from outside the country. The international researcher therefore read all interview and FGD notes, debriefed regularly with the Burundi-based researcher, and based the findings in this report on those notes and conversations.

Securing appointments with government authorities, and ensuring those authorities kept the appointments, proved to be a challenge for primary data collection. Despite repeated attempts by both the Burundian researcher and Search’s team, several government stakeholders were either uninterested in the topic or unable to make the time for interviews. After discussing this with Search’s Burundi Country Director and the Tuyage Chief of Party in mid-October, it was agreed that the research team would focus its efforts on two outstanding government stakeholders. The list of target KIIIs therefore shrank from 34 to 27, with Search’s agreement. The research team did ultimately interview representatives from seven government agencies and sought to fill the gaps left by these outstanding requests by triangulating the information provided in other KIIIs.
Mid-term Applied Political Economy Analysis (APEA) for the Tuyage Project in Burundi

Context overview

The baseline APEA provided an extensive background on Burundi’s political, economic and social context, as well as a foundational description of the media landscape. This midterm APEA therefore summarizes key changes and developments since the first APEA was concluded in June 2019.

Politics and governance

President Pierre Nkurunziza announced his intention not to stand for re-election in early 2020 and endorsed Evariste Ndayishimiye’s candidacy representing the ruling CNDD–FDD (National Council for the Defense of Democracy – Forces for the Defense of Democracy) party. Campaigning for the elections kicked off even after Burundi’s first cases of COVID-19 were confirmed.

The May 20 elections took place as planned, despite widespread criticism that authorities downplayed the pandemic. The government declared the World Health Organization’s (WHO) top official in the country persona non grata after the WHO raised public health concerns about crowded political rallies. Election monitors from the East African Community were kept out, and in the days leading up to the election, the Committee to Protect Journalists (CPJ) reported that three independent news sites were blocked. On election day itself, access to WhatsApp, Facebook, YouTube, and Twitter was sporadically blocked.3

Ndayishimiye won the majority vote and was sworn in on June 18 following outgoing president Nkurunziza’s sudden death. A June 9 government statement posted on Twitter announced the cause of death as cardiac arrest, although many speculate that it was, in fact COVID-19.4 The government, parliament and senate were renewed following the elections, and are dominated by the CNDD-FDD party.

After election results were announced, Burundian refugees who had fled to Rwanda, the Democratic Republic of Congo (DRC) and Namibia after the 2015 election and ensuing crackdown (see below) expressed their wish to safely return to Burundi with the support of the United Nations High Commissioner for Refugees (UNHCR). Following tripartite consultations and the establishment of agreements, this voluntary repatriation process has begun.

Media environment

Nkurunziza’s 2015 decision to run for a disputed third term, despite the two-term limit in the 2000 Arusha Accords, continues to impact the climate for free expression in Burundi. Since then, prosecutions, threats, and intimidation have forced many Burundian journalists to self-censor, stop working on sensitive political or human rights issues, or leave the country. Journalists and media consumers agree that the information currently broadcast by the media is no longer the same as before the 2015 crisis in terms of quality or stories that deal with sensitive issues (e.g., security, politics, corruption, mining).

The 2018 amended press law and a new “Code of Conduct for Media and Journalists in the Election Period for 2020” require journalists to provide only information considered “balanced” or face criminal prosecution, and forbids them from publishing information about the elections or results that do not come from the national electoral commission. Human Rights Watch reported that all media representatives signed the code of conduct on the spot.

3 https://cpj.org/2020/05/burundi-blocks-social-media-access-during-presiden/
4 https://twitter.com/burundigov/status/1270359764065759233?lang=en
when it was presented at a meeting in October 2019 by the National Communications Council (CNC) president, who said that all media would be held to it.\(^5\)

**Economic context**

The economic context remains bleak for the majority of the population, and Burundi is still one of the poorest countries in the world, with 65% of its 11 million inhabitants living in poverty.\(^6\) Youth and women remain marginalized within the formal economy, increasing their need for relevant information about credit, agriculture, exchange rates, and trade.\(^7\)

COVID-19 is expected to have long-lasting repercussions on Burundi’s economy, as all productive sectors have contracted, including agriculture, which employs 80% of the population.\(^8\) Regulations to combat the COVID-19 pandemic have resulted in a restricted flow of goods and people into and out of Burundi, particularly from neighboring countries such as the DRC and Rwanda. This has had an effect on tax collection and small traders - especially women involved in cross-border trade - who have been unable to operate since April 2020.

Facing a scarcity of foreign exchange, the government has taken certain measures to control the economy, including closing exchange offices deemed to be non-compliant with regulations. The central bank also now falls under the purview of the presidency following a September 2020 decree defining it as a specialized administration.


\(^7\) Baseline APEA

Key Findings and Trends

Findings and trends are loosely organized around the major APEA guiding research questions. Wherever possible, direct, anonymized quotes are used to give a fuller picture of the perspectives and incentives of the stakeholders consulted.

Perceptions of economic coverage: Tuyage partners

*Tuyage*’s radio and newspaper partners generally perceive **positive changes in coverage of economic issues over the past 1-2 years.** Of the 13 (9 KII and 4 FGD) respondents who said that they have received support from Tuyage, all but one said there has been a positive shift in the extent to and way in which economic topics are covered. All of these respondents are members of the media.

Several editors commented that journalists trained by the project bring added value through ideas for new radio programs and articles on economic subjects, as well as guidance for their peers. The director of a radio station based outside Bujumbura specifically noted that two economics-focused shows have emerged as a result of having journalists on staff who are now more capable of reporting on these issues.\(^9\) Rural radio partners also noted that Tuyage has helped them develop new content focused on youth and other subjects which have led to additional revenue streams.\(^10\)

Those trained by the project (or whose staff had been trained) report an improved ability to collect, process and disseminate economic information, and balance coverage through diverse sources. “In terms of quality, there is an improvement,” said a journalist who participated in a FGD in Bujumbura. “The training showed us how to process economic information, we now know that when dealing with such subjects we must rely on figures.”\(^11\) Several journalists echo this sense that economic coverage has gotten more specific and data-driven.

A few project partners gave examples of cases in which journalists have developed **stronger relationships with sources** of information on economic subjects, and noted that this has enhanced reporting on these topics. “With this project, we had the opportunity to meet...important players in the economic field such as ISTEEBU (Institute of Statistics and Economic Research in Burundi) and OBR (Burundi Revenue Authority). They directed us to the data on their websites...and promised to share other important information with us whenever necessary,” said a Bujumbura-based print journalist.\(^12\)

Stronger links with public sector, private sector and civil society sources have had the effect of making some journalists feel that economic data is more readily available to them. This is reinforced when journalists have the means to travel outside the capital city to collect information and meet with sources. Tuyage support has been important in this regard. A Bujumbura-based editor pointed out that, of a sample of his outlet’s recent articles, more than half were from the interior of the country, and credited this change to the project. “I think it's positive for our medium,” he continued. “The articles from the interior of the country have

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\(^9\) J7
\(^10\) J5
\(^11\) FGDJ1
\(^12\) J1
more Likes and more Shares than the articles produced here in Bujumbura on subjects which do not relate directly to the [local] population.”

Journalists, directors and editors also credit equipment provided by Tuyage, such as computers, photocopiers, mixers and recorders, with helping to improve the quality of reporting on economic topics.

Civil society respondents said there has been an increase in the number, but not necessarily the quality, of pieces on the economy. Several linked this increase to more government focus on the National Development Plan (PND). A number cited the creation of magazines such as Intege and Jimbere. A respondent who works in the realm of finance observed that increased coverage of economic topics has coincided with, and may be correlated with, an overall commercialization of media. They felt that young people are increasingly setting up communication companies as a means of accessing advertising income, and that an emphasis on finance in general has resulted in more finance and economics-focused reporting.

One government respondent appreciated the way in which Tuyage brings media together to focus on one economic subject in depth and cited an RTNB (Burundi National Radio and Television) program on taxes and duties that may have been inspired by the project.

Perceptions of economic coverage: external actors

The majority of non-project partner respondents do not perceive a change since the baseline APEA. Of the 23 (18 KII and 5 FGD) respondents who have not received support from Tuyage, 13 said there has been no improvement in the extent to and way in which economic topics are covered in the past 1-2 years, and 10 said there has been some change. Most (7) who saw no improvement were from civil society, followed by government representatives (3). Those who said there was an improvement were nearly equally divided between government (4) and civil society (4), with citizen focus group discussions representing the other two. For these respondents, coverage of economic subjects remains qualitatively and quantitatively weak. They say that politics and security continue to dominate the media, and when the media does cover economic topics, it does so in a simplistic and superficial manner.

“We are now able to make field trips, going as far as deep Burundi in Cankuzo for example to look for data on a specific economic subject that we want to offer our audience. This was not the case before the Tuyage project.” -J2
Several respondents commented that Burundian media are disinterested in reporting on economic issues as a result of their own poor understanding of economics. Many respondents felt the quality of journalism overall is lacking and attributed this to a lack of formal training. Burundi’s only school of journalism closed in 1991, although private universities offer communication courses, and the University of Burundi has a Masters in Journalism. A number of experienced journalists who had been formally schooled fled the country in the wake of the 2015 conflict and have yet to return. As a result, research and interpretation skills are lacking, and journalists often have limited access to key information. “The nature and the quality of the reports on economic subjects is poor because journalists sometimes...give figures which fall from the sky,” said one capital-based civil society respondent. “Journalists do not have a reliable source of information [and even if they do], they misinterpret it,” he continued. Sometimes, “journalists give information and you can hear that they do not understand what they say.”

As the above quote indicates, journalists also face challenges in finding reliable sources. Several media, civil society and government respondents cited a trust gap between journalists and sources as a reason for the lack of reliable economic information and interpretation. Particularly since 2015, experts in the public and private sector may hesitate to speak openly or share information with the media due to concerns for confidentiality and security. One civil society respondent admitted that she and her colleagues sometimes refuse to provide information due to concerns regarding how it will be handled. Feedback from interviewees suggests that sources may not trust journalists to accurately convey information in their stories, or that they fear journalists will not keep their identities confidential, and in some cases both.

In the context of a weak economy, there is at times a lack of transparency from the government and a reluctance to share economic data. Government officials are often hesitant to be named as a source, and/or are unable to speak without permission from their superiors. They may refer journalists to their supervisors, who then ignore the request. As one government respondent put it, “I know that we officials are afraid to communicate with the media. I cannot say all these things without my minister’s authorization.”

One civil society interviewee also noted that most businesses are “parsimonious” with information because business leaders fear that if certain information is released and made public, the tax authorities may pursue it. “We live in a system where people tend to hide their tax situations and where entrepreneurs are afraid of the media,” he said.

Most non-media respondents said that journalists do not have preferred economic issues, but that they tend to report on news items in a reactive, rather than proactive, manner. It is therefore not surprising that one of the most covered economic subjects as reported by interviewees relate to events convened by governmental and non-governmental economic actors. These require less effort in terms of research, do not risk provoking authorities, and involve per diem, which is attractive to poorly paid journalists. At the same time, journalists...
Participants in a Bujumbura-based journalist focus group echoed this observation: “Macroeconomic questions are dealt with only when, for example, the API (Agency for the Promotion of Investments) or OBR (Burundi Revenue Authority) can call us when they have data they want to communicate and we will report on it because it is often the data that we are lacking [to be able to report].”

The increasing use of social media platforms - particularly WhatsApp and Facebook - as a news source was noted by several informants as an example of the public’s lack of confidence in, or appreciation for, “professional” or “traditional” media. Several respondents felt that citizens’ preference to access news from within their own trusted social networks is an indication of the value Burundian society at large puts on the profession of journalism. The Director of a radio station based outside the capital, however, did think that people are beginning to understand the role of the media in disseminating valuable information.

Journalists’ confidence and willingness

Tuyage project partners, on the whole, felt that they and their colleagues are more confident and willing to cover economic issues since the baseline APEA. One female journalist commented that the media is now more interested in reporting on the economy because, “it is a major problem that occupies the minds of many Burundians of all classes, social categories and ages.”

Many respondents felt that journalists and other media actors are motivated to work on economic subjects because they are considered less risky than other subjects, and that this has not changed since the baseline APEA. Journalists are therefore more confident when covering “safe” and “easy” microeconomic topics. Issues such as youth entrepreneurship, cross-border trade, economic events, and empowerment of women are not seen as sensitive or likely to perturb authorities, and do not require training or specialized education to understand.

Journalists continue to express less confidence when it comes to economic topics that have sensitive and/or political aspects, such as accountability around use of public funds and macroeconomic issues like unemployment, taxes, GDP and exchange rate. This has also not changed since the baseline APEA. Covering anything related to the minerals, sugar, cement and weapons industries, as well as private companies’ profits, was also perceived as potentially

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23 FGDJ1
24 J5
25 J2
dangerous. As one seasoned radio journalist based outside the capital put it, “you must treat certain subjects as suicide.”

“One day, ex-president Ntibantunganya told us that a good journalist is a journalist who is alive. He wanted to tell us that as a journalist you have to deal with information, but you should not expose yourself to danger. So right now journalists are processing the news but they are trying to avoid elements that may expose them to prosecution.” - FGDJ1

Even seemingly “safe” topics may be censured. "One day I invited a Director General of Gender to discuss the development of women, and he ordered me not to report on anything related to women’s inheritance,” shared a Bujumbura-based focus group participant. Journalists may also feel pressured to present a positive image of their country. “Even if you are a journalist you are also Burundian,” said another participant from a FGD held outside the capital. “You are not allowed to tarnish the image of the country by pointing out problems.”

“I will give you the example of the sugar shortage: while everyone sees where this sugar is produced, how does the product that was given to wholesalers disappear? The media don’t like dealing with this kind of subject because they see that there are dangers...if you find that in the sale of sugar there is a high authority like a general of the army or the police, and journalist asks him why, we do not know what can happen [to the journalist] the next day or even in the evening...The media say they are dealing with subjects which cannot compromise them.” - J4

One respondent insisted that, “it is not journalists who avoid these questions or topics, it is just difficult to find sources of information.” She continued, “The people who should give us the information are afraid or unwilling to give it to us.” A government official argued that the issue of “sensitivity” is used as an excuse not to cover certain subjects. He reiterated the need for journalists to gain the trust of resource people, to help them understand that they are “looking for the information to inform public opinion, not to embarrass people.”

Multiple media respondents emphasized the inability to access sources and information outside the capital due to funding constraints. Media houses usually have small travel budgets, reducing the coverage of economic and other issues outside of urban centers. “To process such information you have to go to the field, which requires transportation and sometimes hotel costs. It is for this reason that journalists often content themselves with information available only in Bujumbura which they can collect with less expense,” said capital-based civil society member.

Tuyage’s financial support to send correspondents on assignment outside Bujumbura was cited by several journalists as significant. “The support helped us a lot, it allowed us to reach the most remote corners.” - J2

This tendency to report on and within the capital is particularly noteworthy considering under 14% of Burundi’s population lives in urban areas. As reported in the baseline APEA,
community radio stations continue to fill this gap and are perceived to be more attuned to the audience’s specific needs, particularly those related to local agriculture.

**Topics of interest**

Journalists from both urban and rural areas mostly agree that their subjects remain “influenced by the concerns of the everyday life of the population.” Radio journalists, in particular, tended to say their reporting is influenced by what they perceive as the media needs of the community. Local news items to do with daily economic concerns such as price fluctuation, availability of certain food products in the market, school terms (in particular the cost of school items), agricultural news and methods, pests affecting crops and livestock, and vaccination drives were most commonly listed by respondents from rural radio stations. Also on the list of topics that journalists prefer to cover were entrepreneurship, the empowerment of women, agribusiness topics concerning food prices and crop management, the environment, health, culture, politics, education, development and news surrounding the president.

Some respondents felt that these subjects are covered more because they are considered less risky, since actors across the spectrum, in both government and civil society, have projects focused on the issues of young people and women. “We feel confident in dealing with these subjects because we run no risk in dealing with them,” shared a female journalist.

One journalist felt that the media is more interested in reporting on these issues because there is a perceived greater demand; since 80% of Burundian citizens are involved in agriculture, and most derive their main income from farming and/or raising livestock, it is normal that this would be a popular news topic. Some journalists and consumers of media felt that “ordinary” Burundians are mostly interested in these microeconomic issues, and that broader economic concepts are too complex to explain in short-form print and radio news. As a journalist in a Bujumbura focus group put it, “Our coverage is utilitarian. A subject that is of no use to the people is of no interest to the people...[rather] it confuses the people.”

A rural radio station director stated quite simply that journalists are most interested in covering subjects for which they can most easily find sources, since reliable sources are hard to come by. Said a capital-based journalist, “economic subjects which relate to rural society do not require a lot of money and the sources are easier to find.” A government interviewee’s response echoed this, describing a vicious cycle in which journalists lack economic knowledge because they lack access to the appropriate resource people. He admitted that even the government often doesn’t have or understand the information enough to properly explain it to

33 FGDJ4  
34 FGDJ3  
35 J2  
36 FGDJ1  
37 J5  
38 J3
the media. “I can say that the fault is not only the media but...in all of us because we rarely approach the media to ask for space to communicate.”

Two respondents mentioned financial gain as a factor in choosing topics to report on. One journalist said that, since coverage of broader economic issues tends to require less travel, and therefore less per diem and travel costs, underpaid journalists prefer to report on topics like politics, where they may have to follow politicians. As one government respondent put it, “We take the starving people who don’t have jobs and tomorrow they are journalists and we tell them that they will have bread in the workshops or media training. And you see the quality of journalists we have as a result.”

A civil society respondent put it another way: “I think they deal with subjects that can allow them to have a partnership easily and therefore that can bring them money,” he said. “Gender and youth are often covered because there are opportunities for funding in partnership with civil society or government.” This reflects a continued perception of reporting or editorial decisions being made along opportunistic rather than strategic lines.

Indeed, both journalist and non-media respondents expressed frustration with what they see as a reactive tendency in the profession. As one member of the media said, “journalists rarely take the initiative to follow up on subjects, [but] let the news come to them and react to events, political issues, speeches made by authorities.” A government respondent wondered why journalists wait for press conferences, and repeated a common complaint among civil society actors that press coverage is essentially a “pay to play” game; if you do not convene and compensate the media, they do not come. “We do not have a budget to make journalists work” he said. “If I have to buy a slice in every medium to go talk or explain how we are working, it is very expensive. [That’s why] we have to communicate through workshops.”

Media, government and civil society respondents agreed that in-depth investigative reporting on economic subjects remains practically non-existent, due to the resources and expertise required. “The problem is that all questions are transformed into sensitivity,” said one government official. “Even a lazy person can say it is sensitive and says that he can’t say this or that to save himself or avoid being killed.” He continued, “you have to do investigation...as a journalist there is no difficult question to deal with, it just depends on the...technical

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39 G3
40 J6
41 G1
42 CS7
43 J4
44 G2
Several respondents lamented that journalists are missing an opportunity to provide a public good by **not asking the right questions** on more relevant, but potentially sensitive, topics. Many gave the same example of how “simple” topics such as sugar shortages and the rising price of tea, which are of interest to the average person, also have a politically sensitive undertone because of the powerful families that control sugar and tea plantations and production. Another example given by a civil society member was of journalists who report on the closure of exchange offices as news, without analyzing the impact this has on the private sector. Instead of looking at the macroeconomic structural issues that underpin these societal challenges, journalists tend to keep their reporting surface-level. Another civil society member expressed a similar sentiment, stating that, if journalists have been properly trained, they should be encouraged to do research to challenge politicians and public authorities. As a government official who is himself a former journalist put it, “Journalists need to be trained in investigative work. Without investigation, there is no journalism.” Respondents did mention several notable exceptions to, or “positive deviants” from these norms. A number said that both Burundi Eco and Jimbere Magazine have staff and/or regular programs specializing on economics and commerce. One-third of KII respondents cited Burundi Eco as a good example of consistent, in-depth economic coverage. Radio CCIB Fm and Studio Ijambo were also noted as having more economic coverage than their peers. Several members of citizen FGDs also mentioned specific programs, including Jicho Lako, which interviews market traders, and Ubutunzi Bwifashe Gute (How’s the economy) on Burundi National Radio and Television (RTNB). Interestingly, the only example of outstanding journalism offered was by a radio station about its own reporting. The Director spoke of how they influenced decision-making on Brarudi prices, specifically the price of Primus beer, which had apparently been inflated for two years.

45 G1
46 CS1
47 CS1
48 CS7
49 G6
50 J5, FGDCO2, FGDCO3
“We were also able to help in changing the practice of modern agriculture and animal husbandry,” he continued, “which made it possible to have more harvest.”

Women in journalism

Cultural barriers and competing household responsibilities were most frequently cited as the reason for the lower number of women journalists. Respondents noted that the field requires a level of outspokenness and constant availability that does not square with traditional gender norms and household responsibilities in Burundi.

“The job of a journalist is like exposing oneself, which is not compatible with Burundian culture where women should not be exposed but rather reserved,” said a journalist in a Bujumbura FGD. “The job requires you to be open, to exchange with people.” Nearly all informants emphasized the demands of reporting as more challenging for women to fulfill. “I think it’s a gift,” said a rural citizen FGD respondent. “Journalism requires being dynamic, not being shy, and being eloquent, and it’s not often that you meet women like that.”

Burundi’s Code of Persons and the Family provides that the husband is the legal head of the household; most respondents therefore talked about the need for a wife to get her husband’s permission before she could spend money or travel, and the negative effect this has on her ability to spontaneously pursue a story that may involve extra hours or travel. “We had a journalist who had just been hired here, but she did not continue because her husband told her that the job was too demanding vis-à-vis her family commitments” shared a capital-based radio director.

A majority of informants said there are fewer women in all formal employment sectors, and that this explains the lower number of female journalists. “Obviously it’s like elsewhere in other fields, women are less numerous,” said a woman journalist, “…[the lack of female experts on radio shows, etc.] is due to the limited numbers of women journalists.”

One civil society respondent made a distinction between print news, where she sees fewer women, and radio and television, where she sees the ratio of male to female journalists as nearly equal. A government official echoed this, but felt it was because radio and television coverage is “easier” than print or online news.

Informants said that there are also fewer women applicants to journalist positions, which could indicate a lack of interest and/or a lack of confidence. Several respondents felt that women may be less interested in journalism because they “want to finish their studies and get married on time,” and that a female journalist may have trouble finding or keeping a husband. Others felt it had to do with the instability and risk involved in the profession.

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51 FGDJ2
52 FGDJ1
53 FGDCO3
54 https://www.equalitynow.org/burundi_decree_law_no_1_024_of_28th_april_1993_amending_the_code_of_the_person_and_the_family?locale=fr
55 J3
56 J2
57 CS8
58 G5
59 CS2
“most journalists are not paid, they do not even have contracts in most media. So, women can’t get tired for nothing.”

Both a civil society respondent and a journalist stated that women often underestimate themselves and their abilities and are therefore less likely to seek a journalist position. “We women are timid, we don’t have the confidence in ourselves,” said a civil society member. “I think women are scared because they fear that they might express themselves badly. Women feel more confident among other women, so the fact that journalism is male-dominated makes it difficult to feel confident.” The same civil society respondent observed that women with more education are often more self-critical and therefore more doubtful of performing well, for example, on a talk show, whereas less well educated women are more “spontaneous” and off the cuff.

Respondents across stakeholder groups (media, civil society, government and citizens) agreed that employers, media houses included, often prefer not to hire women because they anticipate problems related to maternity leave, leave taken to care for sick children, and even possessive husbands or fathers.

Even when they manage to secure a position, women’s opportunities for advancement are limited, and they often experience harassment on the job. Women journalist respondents said that sources have propositioned them in exchange for information needed for a story, and interviewees may condition their cooperation on, for example, the promise of a date. “One day, we were in the field doing a report, and one of the resource people asked for my phone number. He called me several times during the night until I had to turn off my phone,” shared one female participant in a Bujumbura focus group.

Female journalists indicated that fear of this kind of harassment, or other concerns about visiting perceived unsafe environments, such as bistros, restaurants or homes of resource persons, makes them more constrained and less confident than their male counterparts. Several male journalists observed that female colleagues tend to be even more hesitant when dealing with political subjects, as they may have to interview politicians, whom they regard as intimidating. This reluctance to engage in political reporting would leave women journalists out of a substantial part of the politically-dominated news streams.

Interestingly, none of the respondents seemed to think there are fewer opportunities for women in the field of journalism. Instead, they agree that differences in economic reporting between male and female journalists are not a matter of gender, but of willingness and training. The sense is that women are capable of covering economic topics, but that few journalists of any gender are properly trained on how to do this. A male civil society member said that, yes, “there are women information resources, but their ability to serve as experts depends on the training they have had [or] on the positions they have held.” Along these lines, a male editor noted that women tend not to

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60 J1  
61 CS9  
62 CS10  
63 FGDJ1  
64 CS7
study science or economy, rather literature, which may explain why not as many women journalists report on the economy.  

One capital-based citizen FGD participant felt that, while journalism was indeed seen as the domain of men in the past, due to a recent focus on gender equality there are now a growing number of women in the field. They felt that if women had fewer household and family-related demands on their time, they would report on economic subjects (or any subject, for that matter) as well as, or better than, men.  

Interestingly, some “positive” cultural stereotypes emerged, as quite a few informants expressed a preference for women journalists’ work. “The woman in general does not neglect,” said a male civil society member. “She digs and she also pays attention to detail, she is really focused...I think that a woman has a better command of economic questions that deal with the household such as price fluctuations...which is why she masters it better.”  

Several rural journalist FGD participants felt that because people tend to trust women more, they speak more openly, and women journalists are able to obtain better data, particularly related to economic issues. Other participants within the same group agreed that people tend not to trust men with sensitive or confidential information because they fear it will not be handled discreetly; in this sense, the group felt that women journalists actually tend to cover economic issues more, and better, than their male colleagues. Many respondents echoed this, and felt that women report better on topics specifically related to management of household resources and the living conditions of vulnerable groups such as prostitutes and street children. The fact that women who dominate cross-border trade and the itinerant fruit trade often face violence and intimidation from different groups, including government officials, came up several times. Respondents felt that women could report on these topics with greater sensitivity and authenticity than their male counterparts.  

Several KII and FGD respondents said that there are good examples of women whose expertise is called upon in radio programs. Ambassador Perpétue Nduwimana, a renowned journalist at Burundi National Radio and Television (RNTB), and Euphrasie Bigirimana, were specifically mentioned for their in-depth analysis.
Opportunities and Recommended Approaches

The following suggestions are intended to inform possible interventions over the remainder of the Tuyage project, bearing in mind the project’s aim to improve information access and expanding economic discourse through increasing the media’s capacity to develop and deliver relevant economic content to Burundian citizens.

Training and resources

All of the journalists and media owners interviewed expressed a desire for more financial and technical support from Tuyage. The findings suggest a need to specifically build skills around data journalism, as well as continuing to increase general familiarity with economic topics.

In order to scale learning, the project could use a training of trainers (TOT) or mentoring approach to encourage journalists trained by Tuyage to train other journalists on how to research, prepare, and disseminate economic stories. This could include training for media managers on how to increase their staff’s comfort level in effectively communicating with numbers and properly presenting statistics, as so many respondents commented on this deficit. With a view to sustainability, Search could consider partnering with a university to create a more comprehensive course for journalists that does not duplicate what already exists. Institutionalizing training on data journalism and the economy, and making it more accessible through bursaries or sponsorship, could improve the quality of economic reporting over time.

Search could consider placing more of an emphasis on establishing a minimum number of shows and articles on economic topics that trainees must produce as a criteria for continued support and a means of demonstrating return on investment. Search should also analyze the best ways to incentivize women journalists’ participation in its trainings. This could include, for example, assessing which times of day or week are most amenable to women’s schedules, and perhaps offering child care.

Continued and enhanced support to travel outside of Bujumbura will help journalists diversify their sources and topics in other provinces, or to cover national issues from a provincial or regional perspective. Organizing conferences and workshops beyond Bujumbura could enable local media to better cover key events. One government official also encouraged support for journalists to make field trips to better understand issues of production over and undersupply, so as to more accurately communicate this information to the public.71

Above and beyond training, most media outlets expressed concern about institutional funding, and several felt that they are in danger of losing their trained journalists due to low or even unpaid salaries. Support could be in terms of resource mobilization or direct support to certain media. It is important to note a slight difference in perspective between national and local outlets with respect to this feedback; those with national coverage expressed a greater need for more funding, while community radios acknowledge the impact of current support levels.

Enhanced connection and collaboration

Continued support to strengthen media links to and collaboration with the producers of economic data could help address criticism around unbalanced or poorly-sourced news. Supporting joint workshops or networking events between government officials, businesses, finance or economics experts and local media could deepen connections and foster trust.

71 G5
Several government officials expressed a willingness to organize workshops and information-sharing sessions for media in coordination with Search. A specific focus on coverage of the National Development Plan (PND), the so-called “bible of the government” was emphasized by a number of government officials. One mentioned that Search has already supported training of journalists on economic issues specific to the PND, and encouraged more of this type of activity. It was also mentioned that, at a recent government retreat, the Ministry of Communication was strongly encouraged to involve the media in development. Search could leverage the feedback received from government respondents in this APEA to propose state-sponsored workshops around the PND. These could be used as a pilot in which the state provides in-kind support in the form of meeting space, supplies, and convening power, and Tuyage brings its media expertise. Search could cite the insistence on the part of several government respondents that no topics are “sensitive” or “off-limits,” but just need to be handled professionally, as an entry point for closer coordination. If successful, this could be extended to other areas of government interest that align with Tuyage’s objectives.

Search could also encourage public and private sector actors to develop constructive relationships with media organizations by more proactively sharing data and information. Search is already doing this and has well-established relationships with government officials and the business community, but could use the incentives-based APEA framework to consider what will most motivate these actors to engage even more around specific topics of interest, such as the PND.

Since reporting on sensitive topics clearly remains a concern for most stakeholders, Search may also want to consider establishing a consortium or working group to deal with them in a safer way. This could include supporting journalists to collaboratively discuss and strategize about how to frame sensitive topics in ways that are acceptable and meet do no harm principles. This is particularly important given interest from all stakeholder groups in seeing more coverage of economic topics around exchange rate, price fluctuations, corrupt business practices and links between government and businesses. One example would be a working group on how to cover the impact of COVID-19 on the economy, a topic which many respondents wanted to see more on, but one which could potentially expose journalists to risk. Another model would be to have Burundian media share potentially risky information so that regional news outlets, or media from other countries, could publish it without attribution.

**Increasing demand for economic news**

Many respondents pointed out a need to create a demand for economic information on the part of media consumers. Helping journalists and media houses to better structure and streamline coverage of economic information into their editorial lines could create a more reliable stream of output, which could in turn increase demand. One civil society member felt that people would listen to more economic news if it were presented in a regular, structured way so that consumers know where to go when to listen to or read it. At the moment, she describes coverage as ad hoc. Another civil society respondent expressed an interest in seeing a more in-depth analysis of economic topics over time, for example in the form of a multi-part series. Search could encourage media organizations and supervisors to assign economic stories to journalists on a regular basis and make them part of their routine duties.

More than a few interviewees spoke about targeted marketing as an example of how to create demand. Advertising economic programs through radio, print media and social networks geared towards specific demographics could stimulate demand in a similar way. One respondent gave the example that, while young people may be more interested in new technologies and online businesses, an older demographic may want to know more about

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72 G6
73 G5
74 CS8
livestock breeding, and women may be more interested in news on cross-border trade. Tuyage could perhaps assist media outlets by gathering quantitative data on audience interest in key topics to help make the case within newsrooms for a prioritization of targeted economic journalism and help them mitigate risk.

Creating specific economic content around practical information such as household savings, pensions and social security could also help media consumers see the value and benefit of economic reporting. Several government respondents and a number of citizens expressed an interest in more reporting on tax obligations, the difference between kinds of taxes and how tax dividends are distributed. Some suggested that journalists do more investigative reporting on how OBR’s budget is used. Search could consider specific training and support to media houses on how to carry out these kinds of investigations, using the pilot state-sponsored model described above.

Tuyage could help improve coverage of topical, useful and timely information tailored to communities through case studies of successful initiatives or projects. Training on how to use narrative storytelling and dialogue to deliver economic information to make it less daunting, and more appealing, to both producers and consumers could also be useful. This could be through a mix of different formats and lengths to engage different audiences in different ways.

Given its recently added third objective, Tuyage could also consider a specific focus on supporting media to produce profiles of economically empowered women.
Annex 1: Key Informant List

Total of 27 interviews with 27 people

Journalists representing
- Burundian Association of Radio Broadcasters (ABR)
- Central African Media Organization (OMAC)
- Burundi Eco
- Jimbere Magazine
- Intege Magazine
- Radio Isanganiro
- Eagle Sport
- Radio Umuco FM de Ngozi
- Radio Ijwi ry’Umukenyezi (RIU)

Government
- Agency for the Promotion of Investments (API)
- Burundi Revenue Authority (OBR)
- Institute of Statistics and Economic Research in Burundi (ISTEEBU)
- Economics professor at the University of Burundi
- Ministry of Trade, Industry and Tourism
- Ministry of Communication and Media (MOCM)
- National Communication Council (CNC)

Civil Society
- Association des Women in Business (AFAB)
- Association for the Promotion of Burundian Girls (APFB)
- Association of Repatriated Women of Burundi (AFRABU)
- Burundi Business Incubator (BBIN)
- Sectoral chambers, including CHAASA (Artisans), Agribusiness
- Burundi National Chamber of Commerce and Industry (CFCIB)
- Collectif des Associations et ONG Féminines du Burundi (COFOB)
- Network of Organizations of Youth in Action (REJA)
- Collectif pour la Promotion des Associations des Jeunes (CPAJ)
- Parc des Jeunes Entrepreneurs (PARJE)
- Réseau des Institutions de Microfinance au Burundi (RIM)
Annex 2: Focus Group List

Total of 9 FGDs with 90 people

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<thead>
<tr>
<th>Location</th>
<th>Profile of participants</th>
<th>Number</th>
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<tbody>
<tr>
<td>Ngozi</td>
<td>Male journalists</td>
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<td></td>
<td>Female journalists</td>
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<td></td>
<td>Citizens</td>
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<tr>
<td>Gitega</td>
<td>Male journalists</td>
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<td>Female journalists</td>
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<td>Citizens (Giheta)</td>
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<td>Makamba</td>
<td>Male journalists</td>
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<td>Female journalists</td>
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<td>Citizens</td>
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<td>Bujumbura</td>
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Annex 3: Key Informant Interview (KII) Guides

KEY INFORMANT INTERVIEW GUIDE: Consent form

INTRODUCTION:

Hello and thank you for taking the time to speak with me today. My name is Sylvestre Bigirimana, and this is my colleague Thierry. We are from a program implemented by Search for Common Ground called Tuyage: Information Access and Economic Discourse Strengthening.

*Tuyage* is a three-year project which aims to foster an enriched information landscape and culture of open discussion on concerns that directly affect the daily lives of Burundians. It focuses on shared economics concerns and opportunities as a means of expanding civic engagement, increasing dialogue across divides, and building social cohesion.

We are collecting information for a specific research project focused on the extent to which journalists are increasing their media coverage of certain topics. Our goal is to learn more about the factors that limit or encourage journalists to cover specific topics.

We have asked you to participate in this consultation based on your knowledge and experience in the media sector in Burundi, but I would like to note that participation in the study is completely voluntary and confidential, and there is no payment or compensation for participation.

The information that you will provide will be treated as strictly confidential. Informant names will NOT be reported and findings will be documented in a way that preserves anonymity.

You are not obliged to participate in the interview. If you do agree to participate, you are still free to end the conversation at any point. You may also decline to answer questions you would prefer not to. You will not be penalized in any way if you decline to participate.

Do you have any questions? Do you understand the guidelines and the purpose of the research? Do you consent to participate in the research?

*Note to interviewer: Please obtain a verbal consent or refusal. If the interviewee agrees, please continue with the interview. If she/he does not consent to participate in the research, thank her/him for her/his time and stop the interview.*

This interview will take approximately 45 minutes of your time. My colleague Thierry will take notes during this conversation to inform the context analysis. The information will not be used for any other purposes.
Tuyage Midterm APEA Interview Guide: Journalists

1. How long have you been working as a journalist?

2. What type of issues do you typically cover as part of your reporting?
   a. What usually influences your decisions about what issues you cover or don’t cover?
   b. Are there specific issues that your editors or owners are most interested in you covering?
      i. Has this changed over the past 1-2 years? If it has changed, what has influenced that change?

3. Thinking specifically about economic topics, what type of economic-related issues do you typically cover?
   a. Are there specific economic topics that you feel more confident or at ease reporting on? If so, why do you think that is?
      i. Has this changed over the past 1-2 years? That is, do you feel more confident now with some of these issues than you did before? Why do you think this is?
   b. Are there specific economic topics that you try to avoid? If so, why do you try to avoid these topics?
      i. Has this changed over the past 1-2 years? That is, do you feel less likely now to avoid some of these issues than you did before? Why do you think this is?
   c. Do you think that there are economic topics that many journalists in general try to avoid in Burundi? Which topics and why?

4. In your opinion, why are there fewer women than men in the journalism field? Why do you think this might be?
   a. Note to interviewer for questions 4-6: probe on cultural/social norm and availability of opportunities if the respondent doesn’t mention these.

5. Do you feel that women journalists are more or less likely to report on certain topics? If so, which topics and why?
   a. Do you feel this has to do with the availability of opportunities for women when it comes to covering certain topics?

6. Do you feel that there are fewer women than men covering economic topics? What factors might account for this? Do you feel that women experts are present on radio programs, particularly to speak on economic topics?

7. Who do you think of as your primary audience for your reporting?
   a. What issues do you feel like your audience is most interested in you covering? Does that influence where you choose to focus?

8. Have you seen any changes in the types of issues that are being covered in the media, including trends related to coverage of specific economic issues? If so, what do you see as the main factors influencing these changes?
a. Has this changed over the past 1-2 years?

9. Are there any particularly outstanding examples of coverage of economic issues that you know of? If so, please describe.

10. Have you received any support from the Tuyage project? If so, please describe.
   
a. Has support from the Tuyage project influenced any of the ways in which you report on issues? If so, please explain.
   
b. Note to interviewer: probe specifically on whether they’ve noted changes in their own confidence, perceptions, or behavior. Once you have done a few interviews, use examples from other stakeholders (anonymously) to help respondents understand the types of changes we’re interested in hearing about.
Tuyage Midterm APEA Interview Guide: Media Editors and Owners

1. How long have you been working in media?

2. What type of issues does your company typically cover as part of your reporting?
   a. What usually influences your decisions about what issues you cover or don’t cover?
   b. Are there specific issues that your journalists are most interested in covering? Has this changed over the past 1-2 years?

3. Thinking specifically about economic topics, what type of economic-related issues do you typically cover?
   a. Are there specific economic topics that you feel more confident or at ease reporting on? If so, why do you think that is?
      i. Has this changed over the past 1-2 years? That is, do you feel more confident now with some of these issues than you did before? Why do you think this is?
   b. Do you feel like your journalists have greater or lesser skills for covering different issues? If so, which issues and why?
   c. Are there specific economic topics that you try to avoid? If so, why do you try to avoid these topics?
      i. Has this changed over the past 1-2 years? That is, do you feel less likely now to avoid some of these issues than you did before? Why do you think this is?
   d. Do you feel that there are economic topics that many journalists in general try to avoid? If so, which issues and why?

4. In your opinion, why are there fewer women than men in the journalism field? Why do you think this might be?
   a. Note to interviewer for questions 4-6: probe on cultural/social norm and availability of opportunities if the respondent doesn’t mention these.

5. Do you feel that women journalists are more or less likely to report on certain topics? If so, which topics and why?
   a. Do you feel this has to do with the availability of opportunities for women when it comes to covering certain topics?

6. Do you feel that there are fewer women than men covering economic topics? What factors might account for this? Do you feel that women experts are present on radio programs, particularly to speak on economic topics?

7. Who do you think of as your primary audience for your reporting?
   a. What issues do you feel like your audience is most interested in you covering? Does that influence where you choose to focus?
   b. If economic topics not noted: I noticed that you didn’t mention economic issues as an area that your primary audience is interested in. Why do you think that is?
8. Who do you think of as your primary audience for your reporting?

9. Have you seen any changes in the types of issues that are being covered in the media, including trends related to coverage of specific economic issues?
   a. If so, what do you see as the primary factors influencing these changes?
   b. Has this changed over the past 1-2 years?

10. Are there any particularly outstanding examples of coverage of economic issues that you know of? If so, please describe.

11. Have you or your journalists received any support from the Tuyage project? If so, please describe.
   a. Has support from the Tuyage project influenced any of the ways in which you report on issues? If so, please explain.
Tuyage Midterm APEA Interview Guide: Government

1. [Icebreaker] How long have you been in your current position? Where were you before this position? Please tell me a bit about what you do.

2. How does your [office/institution/agency] usually interact with local media? What specific issues related to local media are your [office/institution/agency] most interested in at this time?
   a. What are the highest priority issues for this office or the government more broadly?

3. What types of issues do you see as most commonly covered in the local media?

4. Do different types of media cover different types of issues? Please explain.

5. What do you see as the primary factors behind the types of issues that are/are not covered?

6. How would you describe the nature and quality of reporting of economic topics?

7. What types of economic topics tend to get covered?
   a. What types of economic topics are covered less?
   b. Why do you think this is the case?
   c. What do you see as the strengths and weaknesses of this reporting?

8. In your opinion, why are there fewer women than men in the journalism field? Why do you think this might be?
   a. Note to interviewer for questions 4-6: probe on cultural/social norm and availability of opportunities if the respondent doesn’t mention these.

9. Do you feel that women journalists are more or less likely to report on certain topics? If so, which topics and why?
   a. Do you feel this has to do with the availability of opportunities for women when it comes to covering certain topics?

10. Do you feel that there are fewer women than men covering economic topics? What factors might account for this? Do you feel that women experts are present on radio programs, particularly to speak on economic topics?

11. Are there specific issues that you think should receive more or better coverage? Please explain.

12. Have you observed any changes in the nature of media coverage, particularly of economic topics, in recent years? If so, what do you see as the key factors driving those changes?

13. Are there any particularly outstanding examples of coverage of economic issues that you know of? If so, please describe.
**Tuyage Midterm APEA Interview Guide: Civil Society**

1. How long have you been working here? Please tell me a bit about what you do.

2. How does your organization interact with local media?

3. What types of issues do you see as most commonly covered in the local media?
   a. Do different types of media cover different types of issues? Please explain.

4. What do you see as the primary factors behind the types of issues that are/are not covered?

5. How would you describe the nature and quality of reporting of economic topics?
   a. What types of economic topics tend to get covered? What types of economic topics are covered less?
   b. Is there more of a demand for or interest in certain economic topics? Does this interest or demand differ between female and male audiences?
      i. What do you think are the reasons behind these differences?
   c. What do you see as the strengths and weaknesses of this reporting?
   d. Are there specific issues that you think should receive more or better coverage? Please explain.

6. In your opinion, why are there fewer women than men in the journalism field? Why do you think this might be?
   a. *Note to interviewer for questions 4-6: probe on cultural/social norm and availability of opportunities if the respondent doesn’t mention these.*

7. Do you feel that women journalists are more or less likely to report on certain topics? If so, which topics and why?
   a. Do you feel this has to do with the availability of opportunities for women when it comes to covering certain topics?

8. Do you feel that there are fewer women than men covering economic topics? What factors might account for this? Do you feel that women experts are present on radio programs, particularly to speak on economic topics?

9. Have you observed any changes in the nature of media coverage, particularly of economic topics, in recent years?
   a. If so, what do you see as the key factors driving those changes?

10. Are there any particularly outstanding examples of coverage of economic issues that you know of? If so, please describe.
Tuyage Midterm APEA Interview Guide: Professional Bodies

1. How long have you been working here? Please tell me a bit about what you do.

2. How does your organization interact with local media?

3. What types of issues do you see as most commonly covered in the local media?
   a. Do different types of media cover different types of issues? Please explain.

4. What do you see as the primary factors behind the types of issues that are/are not covered?

5. How would you describe the nature and quality of reporting of economic topics?
   a. What types of economic topics tend to get covered? What types of economic topics are covered less?
      i. What do you think are the reasons behind these differences?
   b. What do you see as the strengths and weaknesses of this reporting?
   c. Are there specific issues that you think should receive more or better coverage? Please explain.

6. In your opinion, why are there fewer women than men in the journalism field? Why do you think this might be?
   a. Note to interviewer for questions 4-6: probe on cultural/social norm and availability of opportunities if the respondent doesn't mention these.

7. Do you feel that women journalists are more or less likely to report on certain topics? If so, which topics and why?
   a. Do you feel this has to do with the availability of opportunities for women when it comes to covering certain topics?

8. Do you feel that there are fewer women than men covering economic topics? What factors might account for this? Do you feel that women experts are present on radio programs, particularly to speak on economic topics?

9. Have you observed any changes in the nature of media coverage, particularly of economic topics, in recent years?
   a. If so, what do you see as the key factors driving those changes?

10. Are there any particularly outstanding examples of coverage of economic issues that you know of? If so, please describe.
Annex 4: Documents Consulted

Applied Political Economy Analysis (APEA) for the Tuyage Project in Burundi.


Progress Consortium Gender Equality & Social Inclusion (GESI) Key HRSM considerations, templates & checklists. Paulina (Paula) Rudnicka, HRSM Gender & Inclusion Advisor, ABA ROLI Sr. Technical Advisor.