



SAFER-MEDIA INITIATIVE

BASELINE SURVEY REPORT

ON THE REPRESENTATION OF MARGINALISED VOICES
AND REPORTING OF LOCAL ISSUES IN THE MEDIA

An implementation of the SJ-ICAP Project under the
Collaborative Media Project of the WSCIJ

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This report is produced with support from the Wole Soyinka Centre for Investigative Journalism (WSCIJ) under the Collaborative Media Engagement for Development Inclusivity and Accountability project (Collaborative Media Project) funded by the MacArthur Foundation.

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ABBREVIATIONS AND ACRONYMS

AMAC	Abuja Municipal Area Council
ETC	Et Cetera
FCT	Federal Capital Territory
LAC	Local Area Councils
NBS	National Bureau of Statistics
SMI	Safer-Media Initiative
SJ-ICAP	Strengthening Journalism – Independence, Capacity and Presence
SPSS	Statistical Package for Social Sciences
WSCIJ	Wole Soyinka Centre for Investigative Journalism

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EXECUTIVE SUMMARY

INTRODUCTION

In order to increase the representation of marginalised voices in the media and improve accountability at the sub-national and local level, Safer-Media Initiative conducted a survey to assess media coverage of marginalised people, places and issues in the six Local Area councils (LAC) of the Federal Capital Territory (FCT), Abuja. This report presents the findings of the survey. Eighty (80) questionnaires were distributed to each LAC, and a total of 481 questionnaires were returned and analysed. Factored in were the voices of marginalised groups, including Women, Youths and Persons with Disability. The findings of this survey therefore provide baseline for an intervention within SMI's mandate under the Strengthening Journalism – Independence, Capacity and Presence (SJ-ICAP) Project.

STUDY OBJECTIVE

The general objective of this baseline study is to provide evidence-based analysis on the visibility of marginalised voices in the media, the level of media coverage of local issues and in-depth reporting on governance and accountability at the local levels for implementation of the SJ-ICAP Project under the Collaborative Media Project.

KEY FINDINGS

1. The survey revealed that majority (69.4%) of survey respondents rate the level of media coverage of issues around their community unsatisfactory.
2. A large number of respondents (71.1%) opined that there would be recorded change when issues that affect people in the community are reported in the news.
3. The survey also underscores the need for in-depth reporting of local issues, including governance and accountability as a majority 52.8% of the survey respondents said issues around their communities are not well reported in the news.
4. 63.6% of respondents request to find their voices in the news; reveals the need to increase the representation of marginalised voices - Women, Youths and Persons with disabilities - in the news.
5. A large proportion of respondents 69.0% are of the opinion that national politics is reported more often than local issues.

CHAPTER ONE

1.1 INTRODUCTION AND BACKGROUND

Safer-Media Initiative is implementing the SJ-ICAP Project under the Collaborative Media Engagement for Development, Inclusivity and Accountability Project (The Collaborative Media Project) of the WSCIJ, with funding from the MacArthur Foundation. The Collaborative Media project is designed as a multi-level intervention for media independence and government accountability. It seeks to strengthen media independence and presence, especially at state and local government levels in a bid to improve public awareness and the ecosystem for accountability at the lower level of government.

The WSCIJ is working with a coalition of young and established media organisations (including Safer-Media Initiative) to step up professional news coverage, investigative reporting and advocacy for marginalised and minority groups. The findings of this survey therefore provide baseline for SMI's implementation of the project and will also serve as a reference tool for other relevant stakeholders.

The Survey field work was carried out from the 23rd to 26th of April 2022. All six Area Councils in the Federal Capital Territory were included in the survey. A comprehensive analysis of the data collected is presented in this report.

This report is divided into three (3) Chapters providing information on the methodology, implementation process and the findings from the survey. Safer-Media Initiative (SMI) engaged the service of experts who analysed the field data collected.

1.2 OBJECTIVE OF THE STUDY

The general objective of this baseline study is to provide evidence-based analysis on the visibility of marginalised voices in the media, the level of media coverage of local issues and in-depth reporting on governance and accountability at the local levels for the implementation of the SJ-ICAP Project under the Collaborative Media Project.

The specific objectives of the study are to:

1. Ascertain the representation of marginalised voices in the news.
2. Gauge the level of satisfaction among the rural population in the FCT on media coverage of issues around their communities.
3. Identify priority areas that the population would want the media to cover and report more often.
4. Determine the level of satisfaction that FCT dwellers have in the media on coverage of LACs governance and accountability.

1.3 SCOPE OF THE WORK

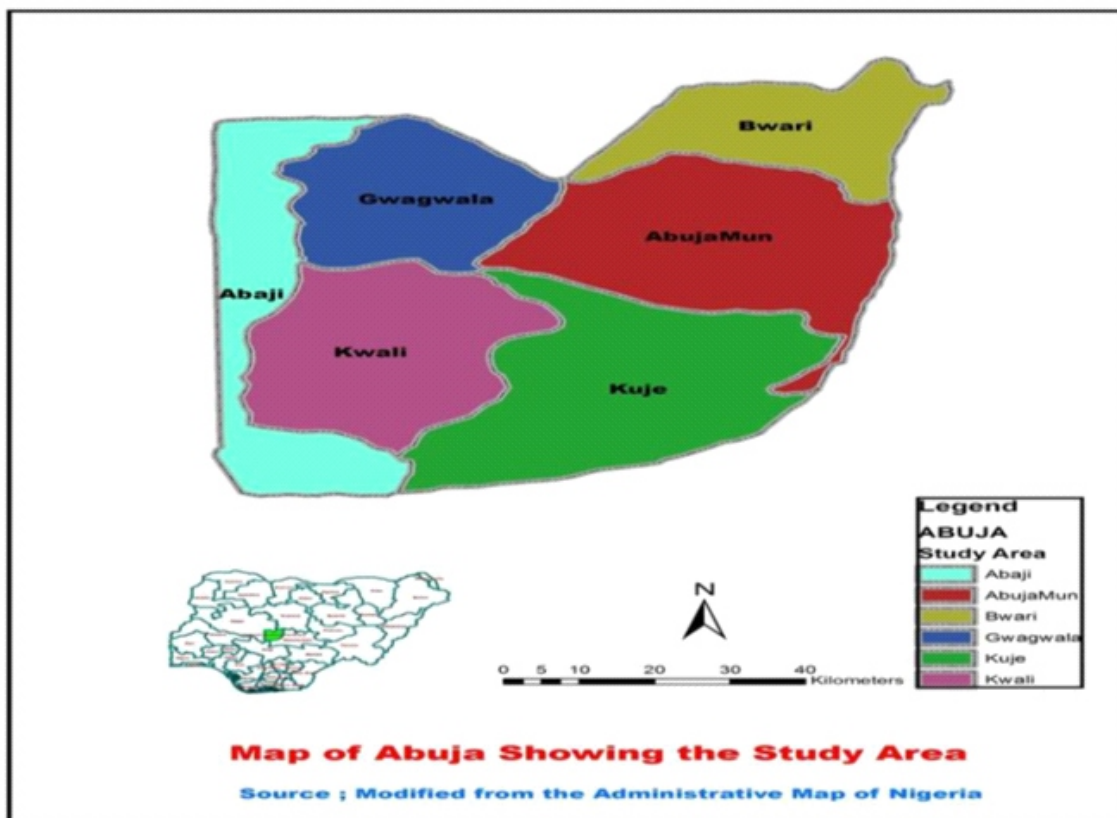
The work scope in this assessment involved the collection of quality field data through questionnaires, data processing (cleaning and analysis), and reporting

1.4 GEOGRAPHICAL COVERAGE

Abuja is the capital and eighth most populous city in Nigeria (www.britannica.com.2022)

At the 2006 census, the city of Abuja had a population of 776,298 (Policy and Legal Advocacy Centre; 2013) making it one of the ten most populous cities in Nigeria (placing eighth as of 2006). According to the United Nations, Abuja grew by 139.7% between 2000 and 2010, making it the fastest growing city in the world (Euromonitor;2010) As of 2015, the city is experiencing an annual growth of at least 35%, retaining its position as the fastest-growing city on the African continent and one of the fastest-growing in the world. (Abuja Facts;2015) (Aguochi, O.J.J; 2004) As of 2016, the metropolitan area of Abuja is estimated at six million persons, placing it behind only Lagos as the most populous metro area in Nigeria. (Jaiyeola, Andrews;2017) (ftan.org.ng.2020)

Abuja has six LACs namely; Abaji, Bwari, Gwagwalada, Kuje, Kwali, and Abuja Municipal Area Council (AMAC). The study was conducted covering the six LACs in the FCT



CHAPTER TWO

2.1 SURVEY METHODOLOGY

2.1.1 Study Site

The survey was conducted in the six Area Councils in the Federal Capital Territory namely; Abaji, Abuja Municipal Area Council (AMAC), Bwari, Gwagwalada, Kuje and Kwali. Deliberate effort was made to interview the rural population around the Area Councils.

2.1.2 Study Population

Respondents for the survey were Men, Women and Youths from ages 17-50 and above. Most of the respondents were from the rural population in the FCT and included ethnic minorities. The respondents were met and engaged in the survey.

2.1.3 Measuring Instrument

Questionnaire was the measuring instrument of this study. Accordingly, 480 questionnaires went out using the random sampling technique to select what we considered a representative sample population.

2.2 IMPLEMENTATION

2.2.1 Pretesting of Survey Questionnaire

The pretest took place on the 21st of April 2022 with 10 questionnaires distributed across the Municipal Area Council; including rural areas in the Council. The objectives of the field test were as follows;

- To test the survey tools in the field for clarity, understanding, order of flow of the question and adequacy of questions.
- To assess the length of time it takes to complete questionnaire.

At the end of field work, a debriefing session was held with the Executive Director and the questionnaire was amended based on the pretest findings.

2.2.2 Data Collection

The data collection for the baseline survey took place from the 23rd to 26th of April 2022. All the field data collectors in the six (6) LACs received one day online training via Zoom on the survey methodology and sampling method. Following which the guideline was sent to them for reference purpose. The training was anchored by the Program Manager and facilitated by the Executive Director.

2.2.3 Data Processing and Analysis

All 480 questionnaires were returned from the field to SMI's office and then forwarded to the Analysts for data processing; which included, editing, data entry and data cleaning.

Further editing and data analysis were done using Statistical Package for Social Sciences (SPSS). Following data entry and cleaning, the results were presented in tables and charts.

2.2.4 Ethical Considerations

Each questionnaire had an informed consent attached to it and was either given to be read (for the educated) or read to every respondent. Each gave their consent to be interviewed and was also assured of anonymousness of data collected.

2.3 LIMITATIONS

'No probability sampling technique was used to select respondents, caution must therefore be applied in making generalization about the findings of this survey with regard to media coverage of marginalized people, places and issues within the FCT.

Every care has been taken to ensure the accuracy of the data collected and presented in this report. However, data are consistently being updated. Therefore, it will be necessary to consult the original sources if current data is required.

CHAPTER THREE

3.1 SURVEY FINDINGS

3.1.1 Response Rate

All six (6) Local Area Councils (LAC) in the FCT were included in the baseline survey. A total of 481 participants were interviewed.

The table below shows the overall response rate and percentage distribution for each Local Area Council (LAC).

Table 1; Response Rate to Baseline Survey

Local Area Council Response Rate		
L A Council	Percent	Number
Abaji	16.4	79
Bwari	16.6	80
Gwagwalada	17.3	83
Kuje	16.8	81
Kwali	16.2	78
Municipal	16.6	80
Total	100.0	481

3.2.1 Core Indicators

Table 2; Survey Core Indicators

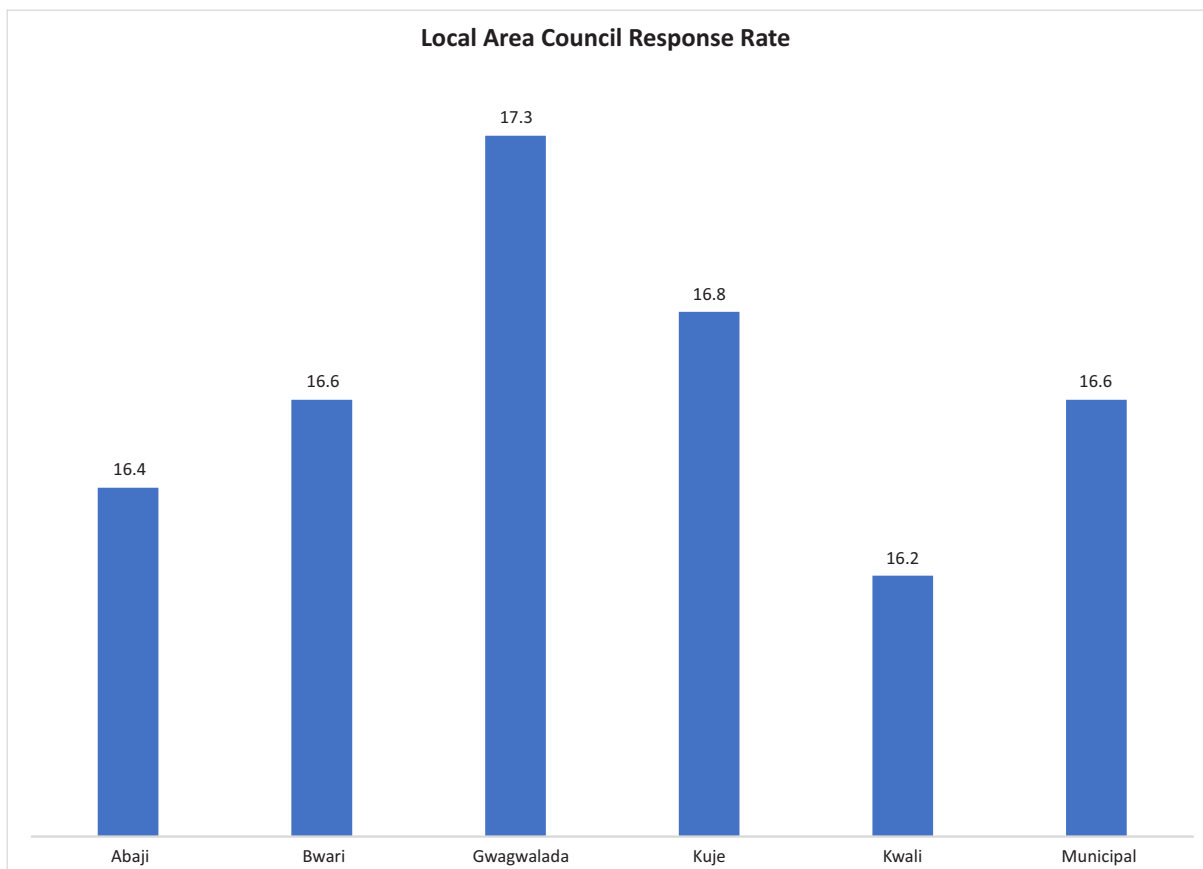
S/N	INDICATORS
1	LAC Response Rate
2	Sex of Respondents
3	Marital Status
4	Educational Qualification
5	Occupation
6	Disability
7	News through conventional media
8	Other source you get News
9	If issues affecting the community are well reported

10	News on the performance of the Chairman
11	Issues of bad governance reported at the Local Council level
12	Ever been asked by News reporter to speak on any issues
13	Do you find issues affecting your community reported in the News?
14	Issues you find more often in the News
15	Would you like to find your voice in the News?
16	Issues you would like the media to report
17	Do you think issues that affect people in this community are reported in the News?
18	Overall rating of the level of media coverage of issues around your community

3.2.2 LAC Response Rate

The baseline survey response rate from each Area Council in the FCT is as shown in the figure below.

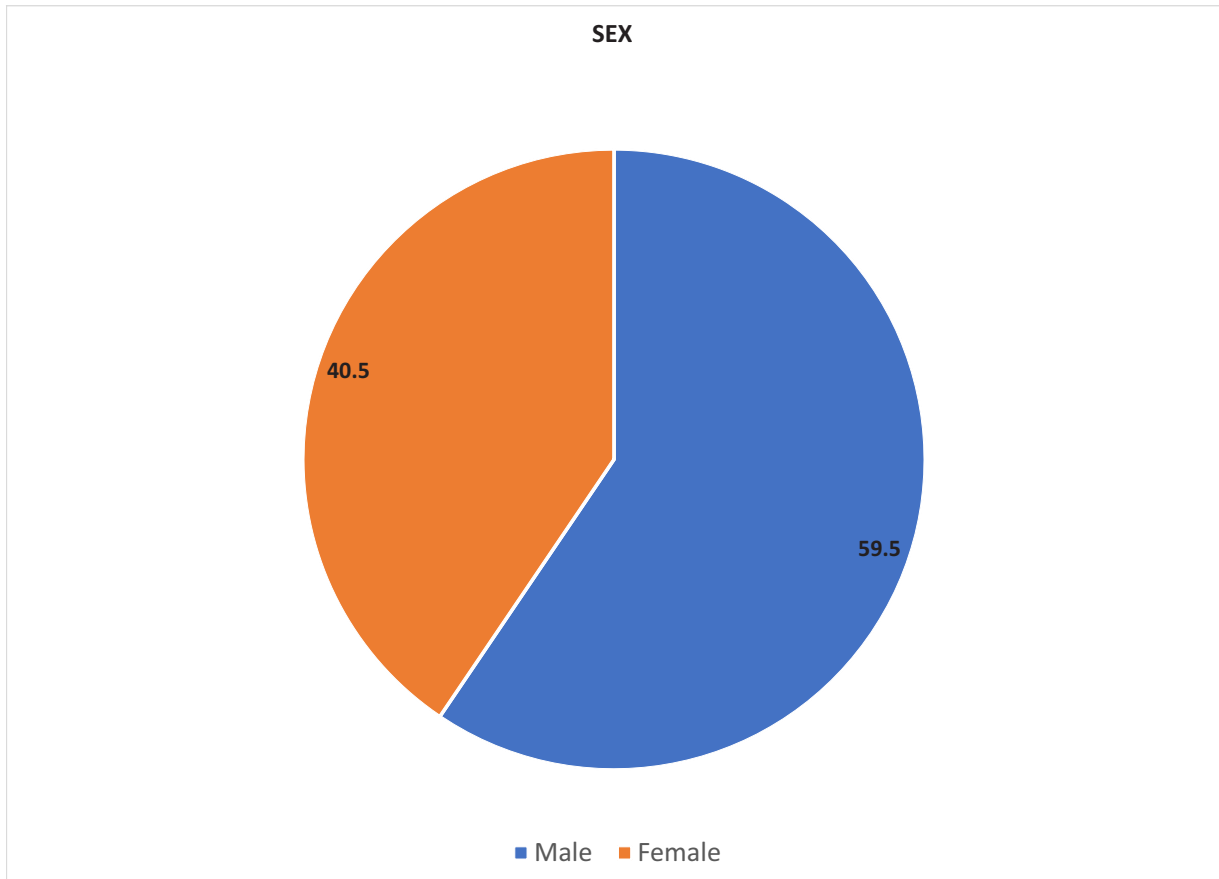
Figure 1; Response Rate



3.2.3 Sex

The chart below shows the percentage of male and female respondents interviewed across all the Area Councils.

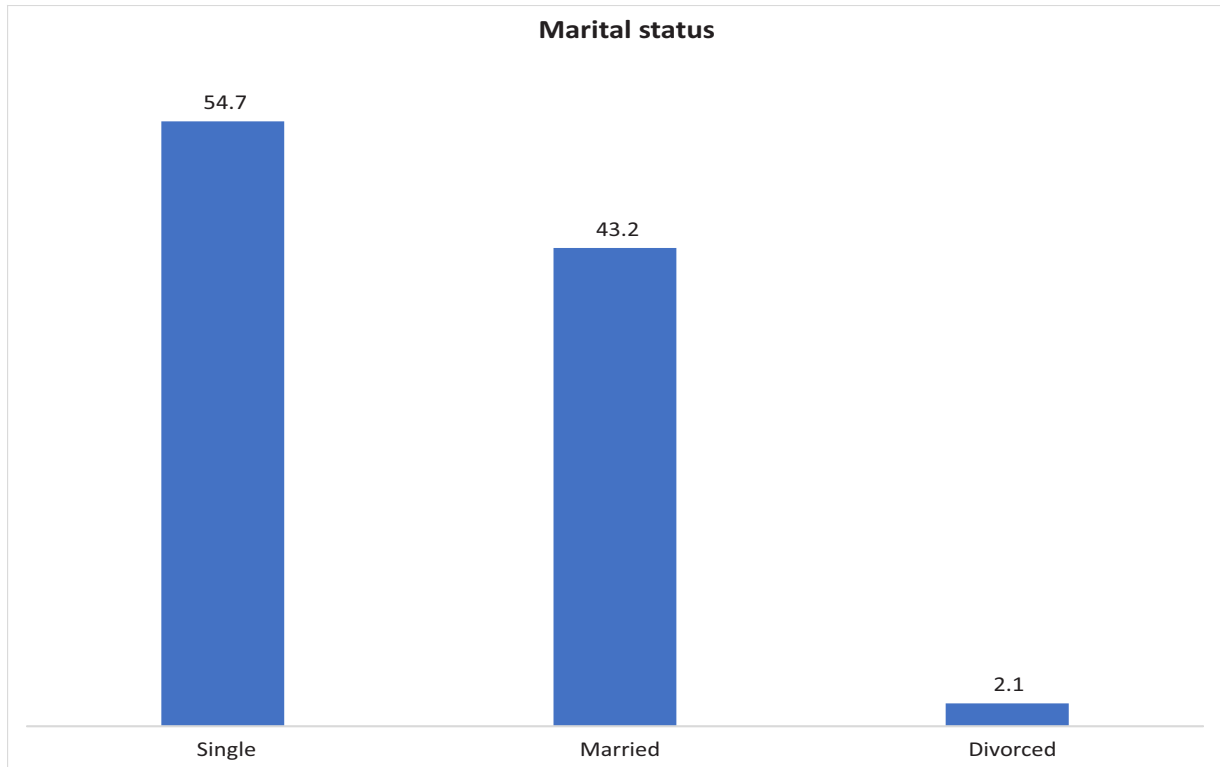
Figure 2; Sex of respondents



The chart shows that 256 male (59.5%) and 195 females (40.5%) responded to the survey.

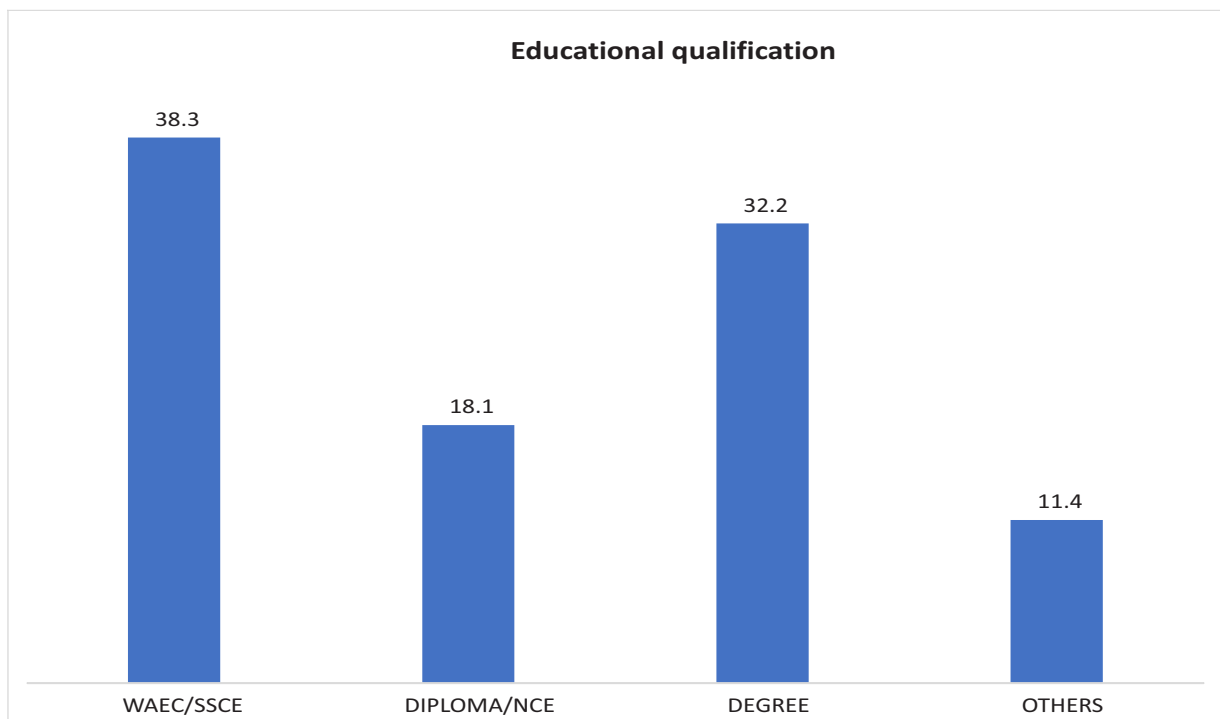
3.2.4 Marital Status

Figure 3; Marital Status



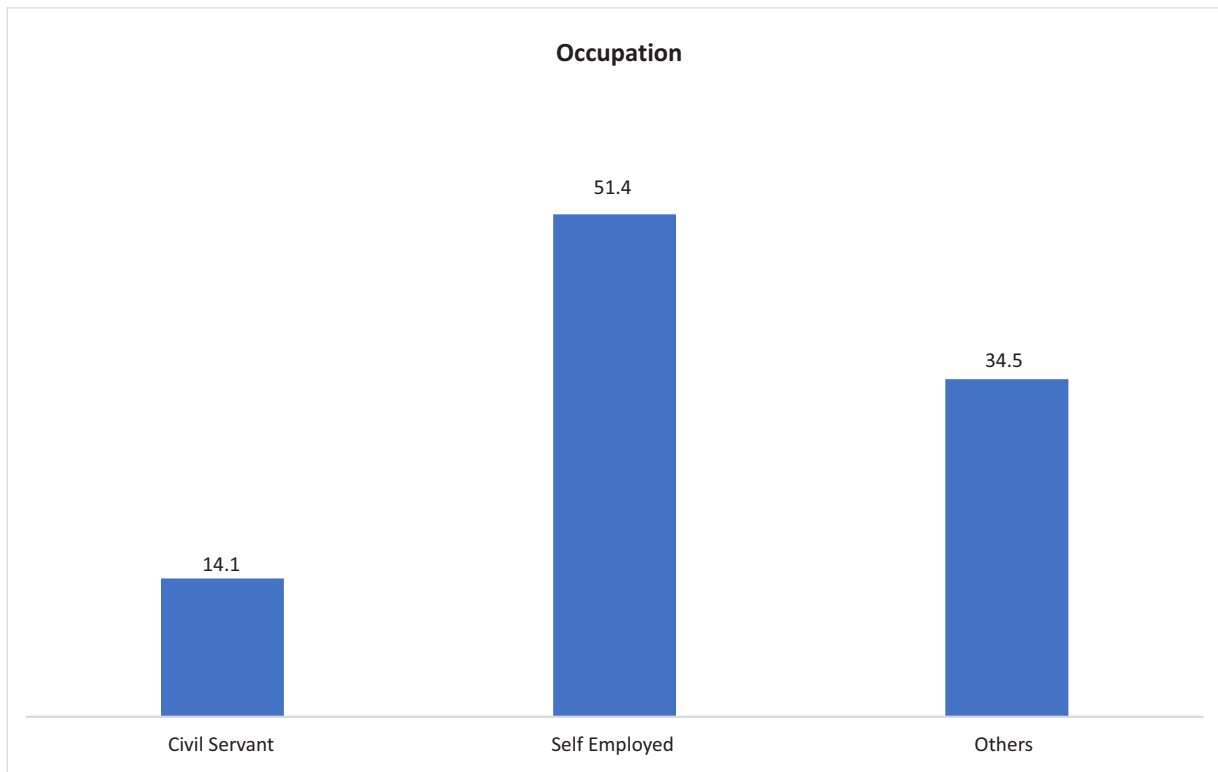
3.2.5 Educational Qualifications

Figure 4; Educational Qualification



3.2.6 Occupation

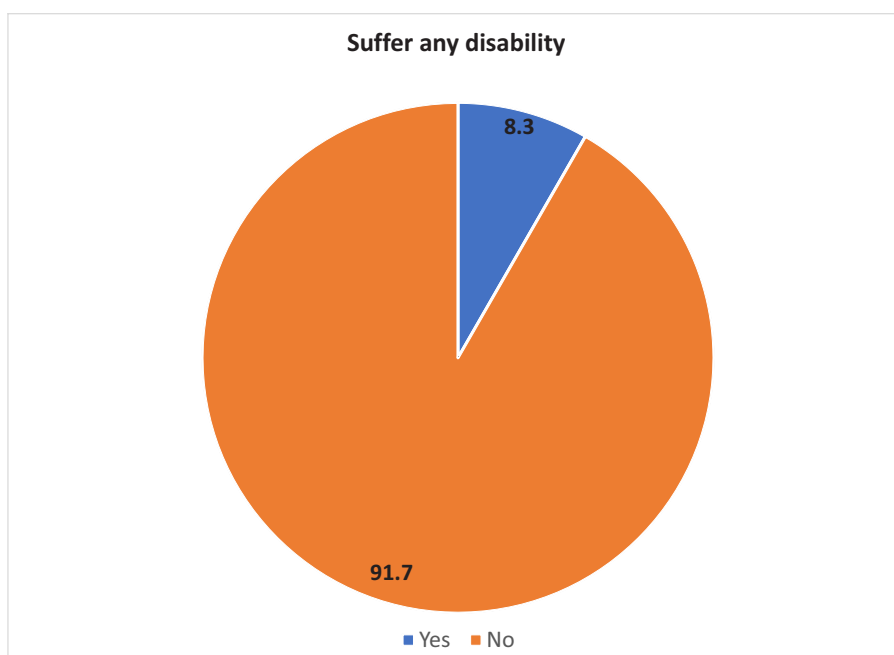
Figure 5; Occupation



3.2.7 Disability

The percentage of respondents with disabilities from all the Local Area Councils are as shown in the figure below.

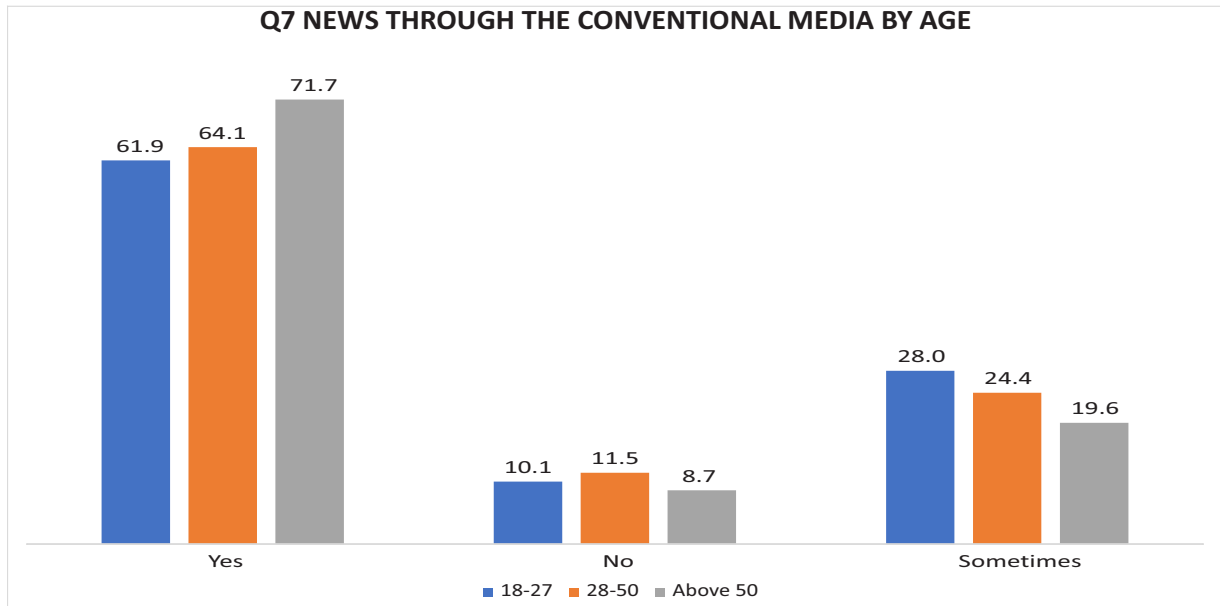
Figure 6; Disability



The chart shows that 40 (8.3%) persons with disability were interviewed out of the 481 respondents

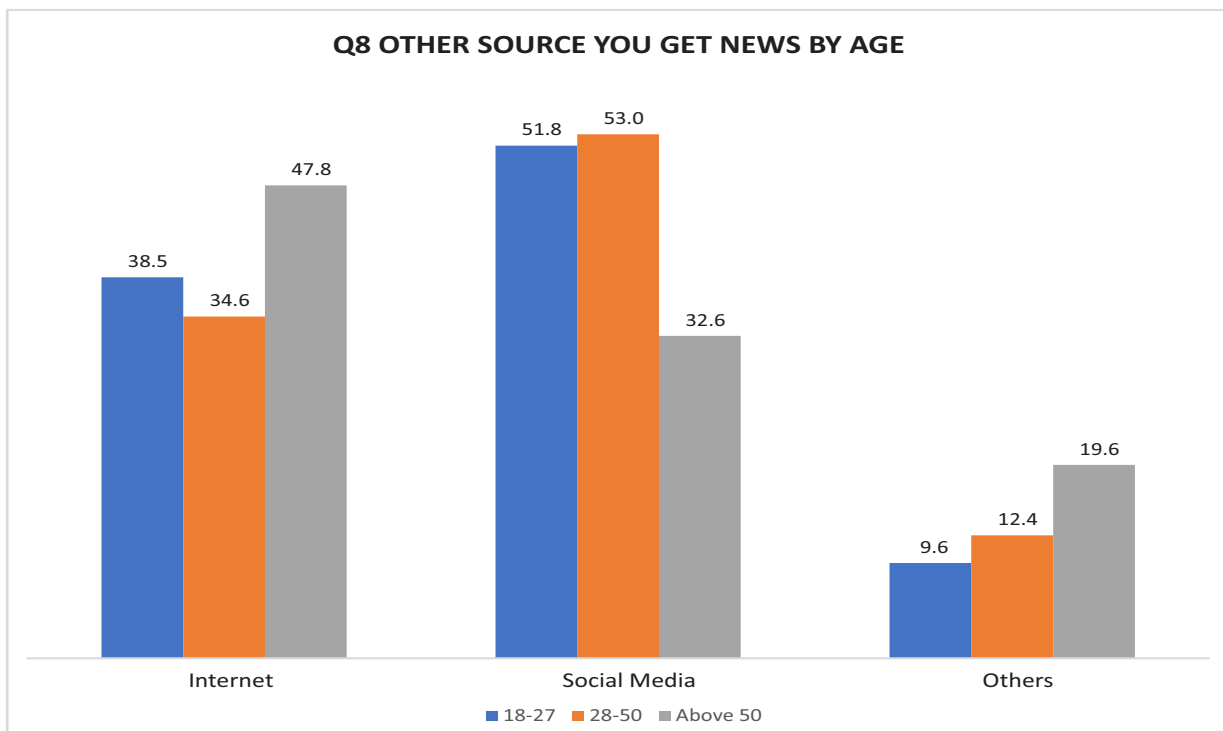
3.2.8 News source

Figure 7; Respondents Who Receive News through Conventional Media



The chart shows that 61.9% (135), 64% (139) and 71.7% (33) of respondents between ages 17-27, 28-50 and above 50 respectively, get their news through conventional media

Figure 8; Other News Source



The chart shows the percentage of respondents who get their news through social media, internet and other unconventional news source.

3.2.9 News Reporting

Figures 9,10,11, 12 and Tables 3,4,5 and 6 below, show the analysis of the responses across all the age group on news reporting across all the six (6) Local Area Councils (LAC) in FCT

Figure 9; Well Reporting of Issues Affecting Their Local Community

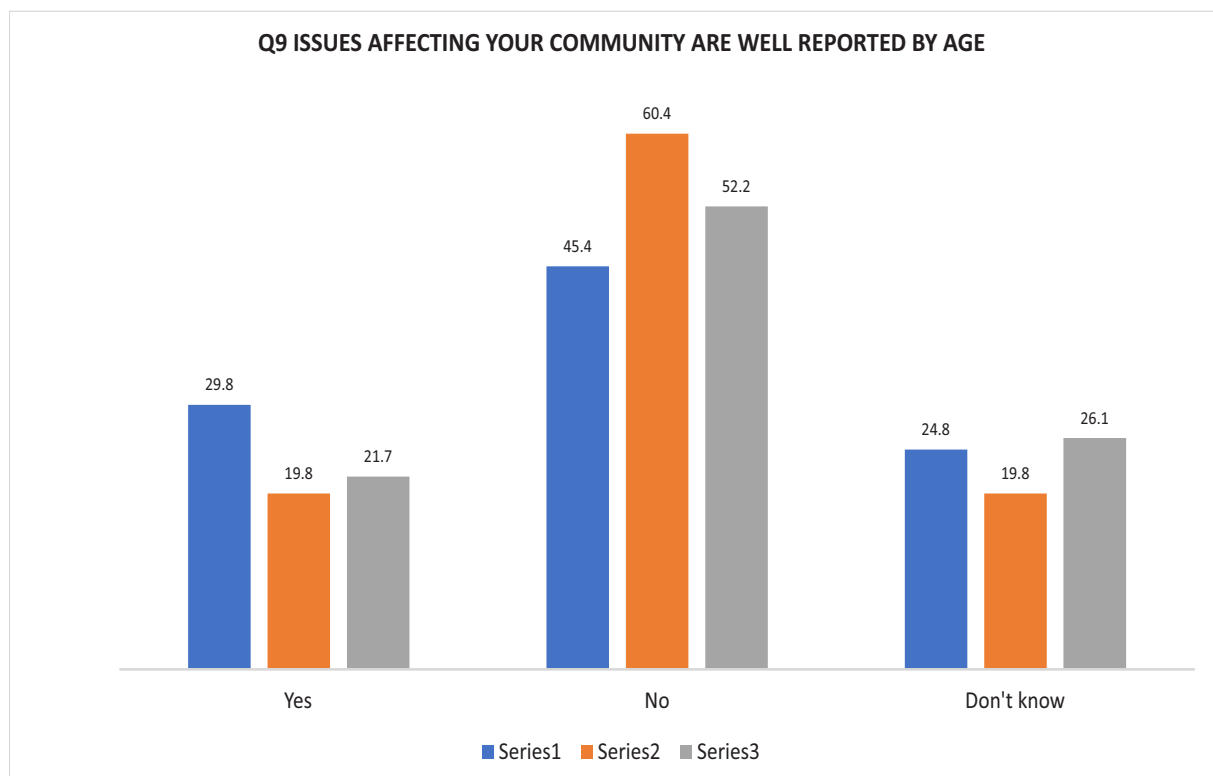


Table 3; Well Reporting of Issues Affecting Their Local Community

Q9 ISSUES AFFECTING YOUR COMMUNITY ARE WELL REPORTED BY AGE									
Age	Yes	No	Don't know						Total
18-27	29.8	45.4	24.8	65		99		54	218
28-50	19.8	60.4	19.8	43		131		43	217
Above 50	21.7	52.2	26.1	10		24		12	46
Total	24.5	52.8	22.7	118		254		109	481

Figure 10; The Report of The News on Performance of The Chairman of The Area Council

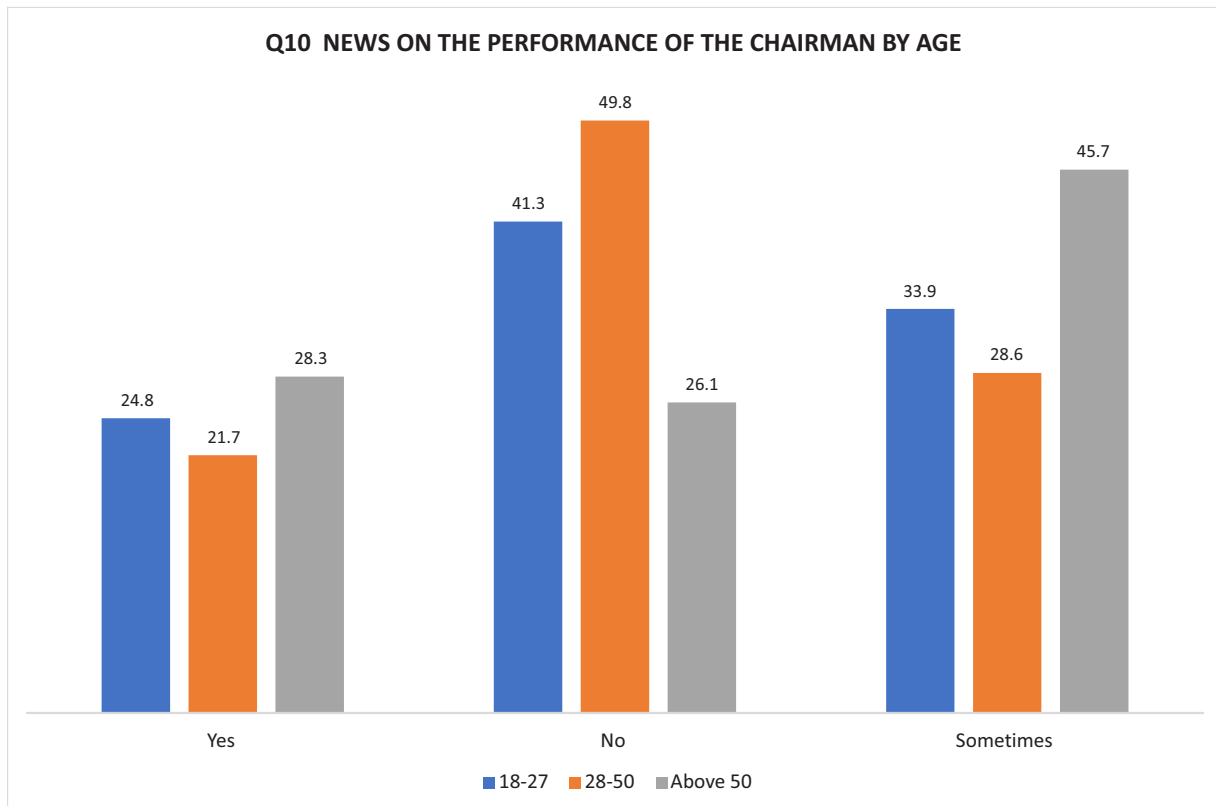


Table 4; The Report of The News on Performance of The Chairman of The Area Council

Q10 NEWS ON THE PERFORMANCE OF THE CHAIRMAN BY AGE									
Age	Yes	No	s						Total
18-27	24.8	41.3	33.9	54		90		74	218
28-50	21.7	49.8	28.6	47		108		62	217
Above 50	28.3	26.1	45.7	13		12		21	46
Total	23.7	43.7	32.6	114		210		157	481

Figure 11; Report on Issues of Bad Governance at the Local Council

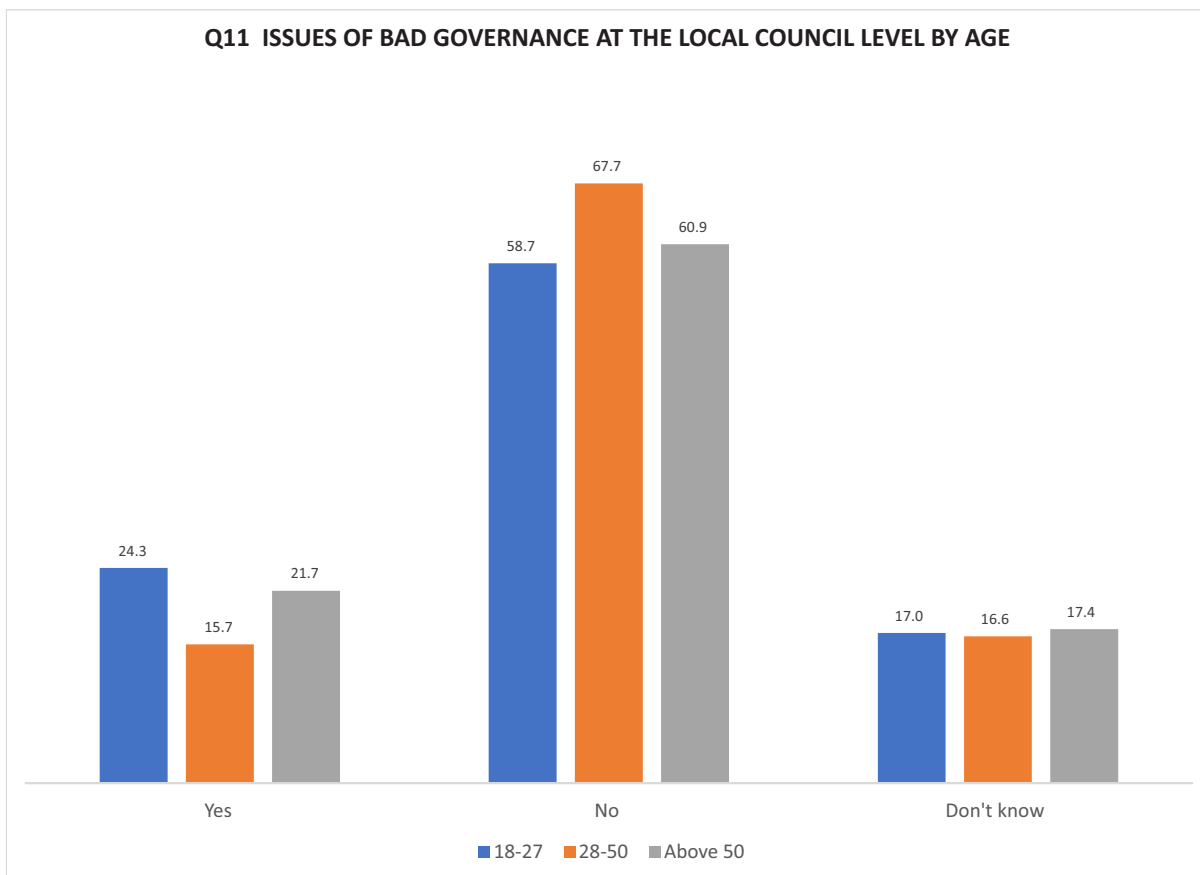


Table 5; Report on Issues of Bad Governance at the Local Council

Q11 ISSUES OF BAD GOVERNANCE AT THE LOCAL COUNCIL LEVEL BY AGE										
Age	Yes	No	Don't know							Total
18-27	24.3	58.7	17.0	53		128		37		218
28-50	15.7	67.7	16.6	34		147		36		217
Above 50	21.7	60.9	17.4	10		28		8		46
Total	20.2	63.0	16.8	97		303		81		481

Figure 12; Report of Issues Affecting the Local Community in the News

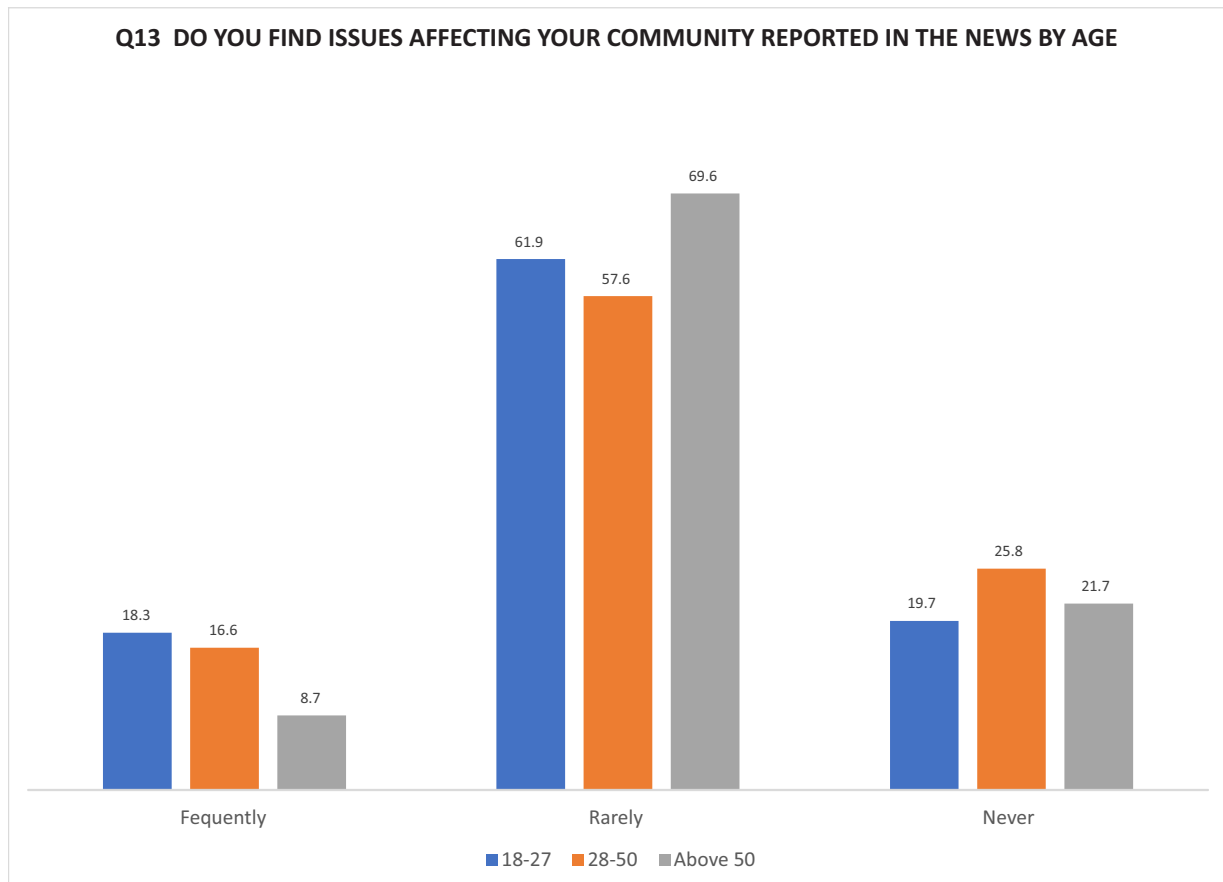


Table 6; Report of Issues Affecting the Local Community in the News

Q13 DO YOU FIND ISSUES AFFECTING YOUR COMMUNITY REPORTED IN THE NEWS BY AGE										
Age	Frequently	Rarely	Never							Total
18-27	18.3	61.9	19.7	40		135		43		218
28-50	16.6	57.6	25.8	36		125		56		217
Above 50	8.7	69.6	21.7	4		32		10		46
Total	16.6	60.7	22.7	80		292		109		481

3.2.10 Issues in The News

The figure attached shows analysis of the responses on issues mostly reported in the news

Figure 13; Issues Found More Often in the News

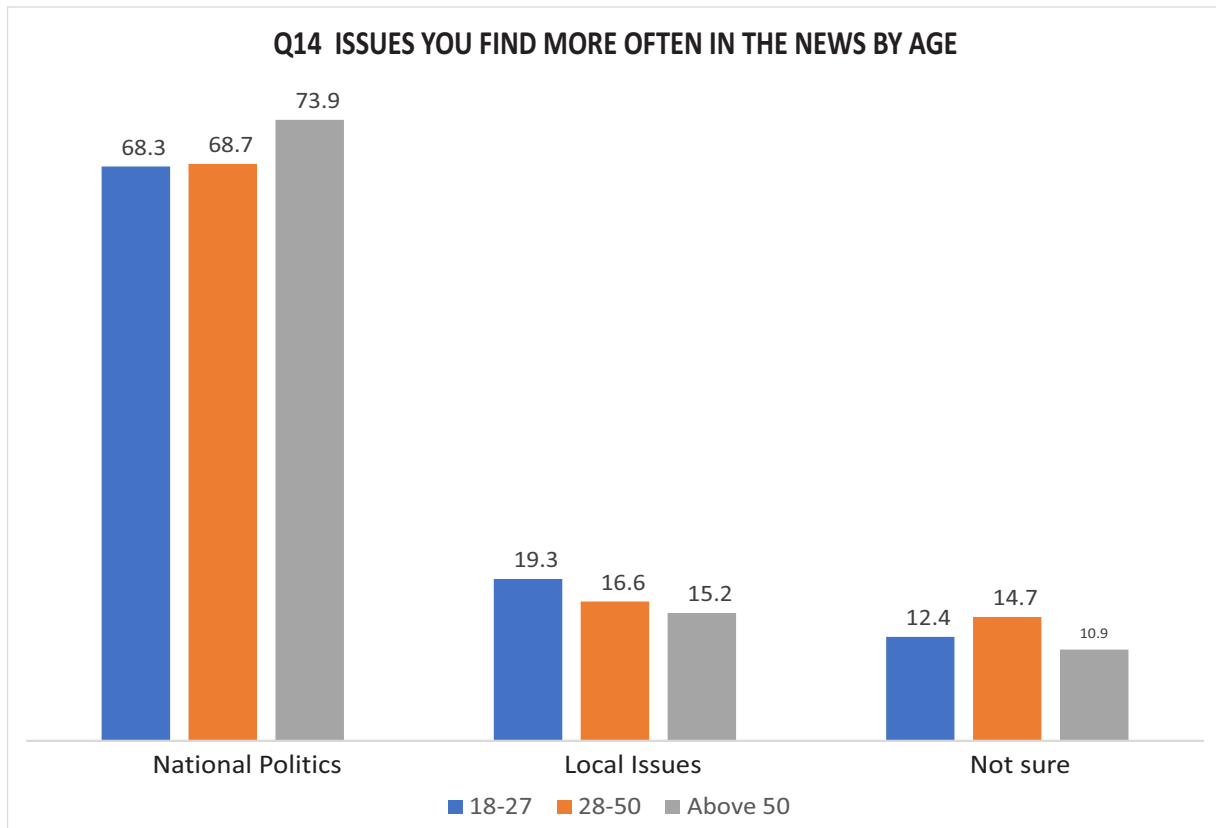


Table 7; Issues you find more often in the news by age

Q14 ISSUES YOU FIND MORE OFTEN IN THE NEWS BY AGE											
Age	National		Local	Not sure						Total	
	Politics	Issues	Issues								
18-27	68.3	19.3	12.4	149		42		27		218	100.0
28-50	68.7	16.6	14.7	149		36		32		217	100.0
Above 50	73.9	15.2	10.9	34		7		5		46	100.0
Total	69.0	17.7	13.3	332		85		64		481	100.0

3.2.11 Issues That Would Like Found in The Media

From figure 14 - 26, 'Yes' represent the percentage of respondents from each age bracket who want to find these issues reported. While 'No' represent the percentage of respondents from each age bracket who did not select these issues to be reported in the news This analysis cut across all the LACs in the FCT.

Figure 14; Growing Rate of Poverty

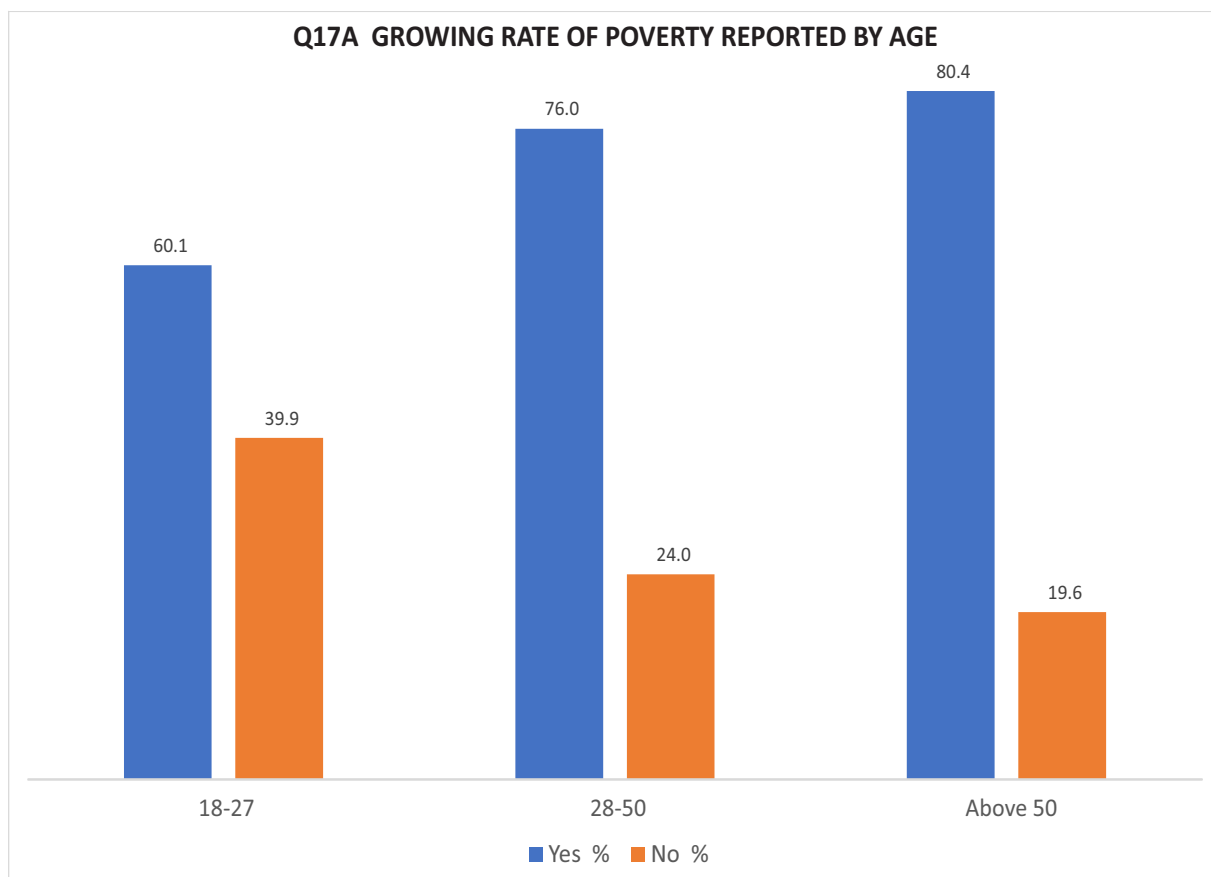


Table 8; Growing rate of Poverty reported by Age

Q17A GROWING RATE OF POVERTY REPORTED BY AGE							
Age	Yes	No					Total
18-27	60.1	39.9	131		87		218 100.0
28-50	76.0	24.0	165		52		217 100.0
Above 50	80.4	19.6	37		9		46 100.0
Total	69.2	30.8	333		148		481 100.0

Figure 15; Access to Good Water

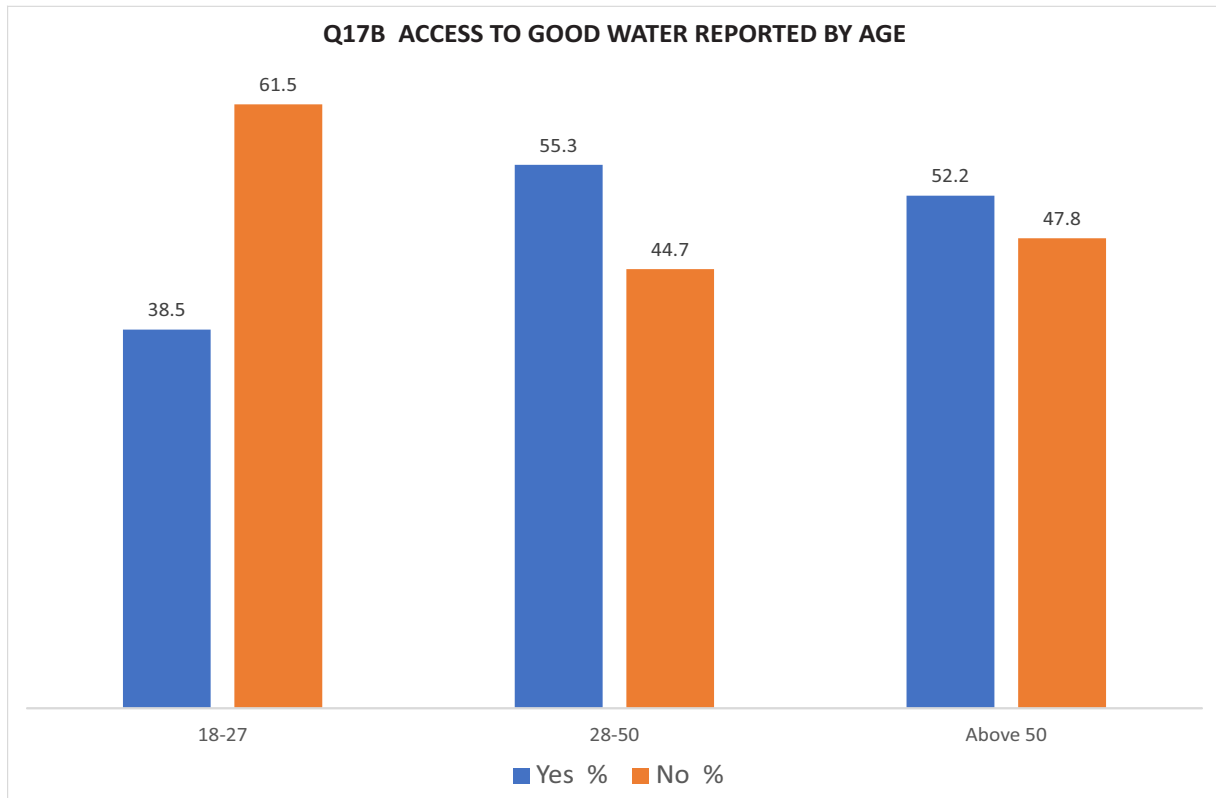


Table 9; Access to Good Water Reported by Age

Q17B ACCESS TO GOOD WATER REPORTED BY AGE							
Age	Yes	No				Total	
18-27	38.5	61.5	84		134	218	100.0
28-50	55.3	44.7	120		97	217	100.0
Above 50	52.2	47.8	24		22	46	100.0
Total	47.4	52.6	228		253	481	100.0

Figure 16; Health

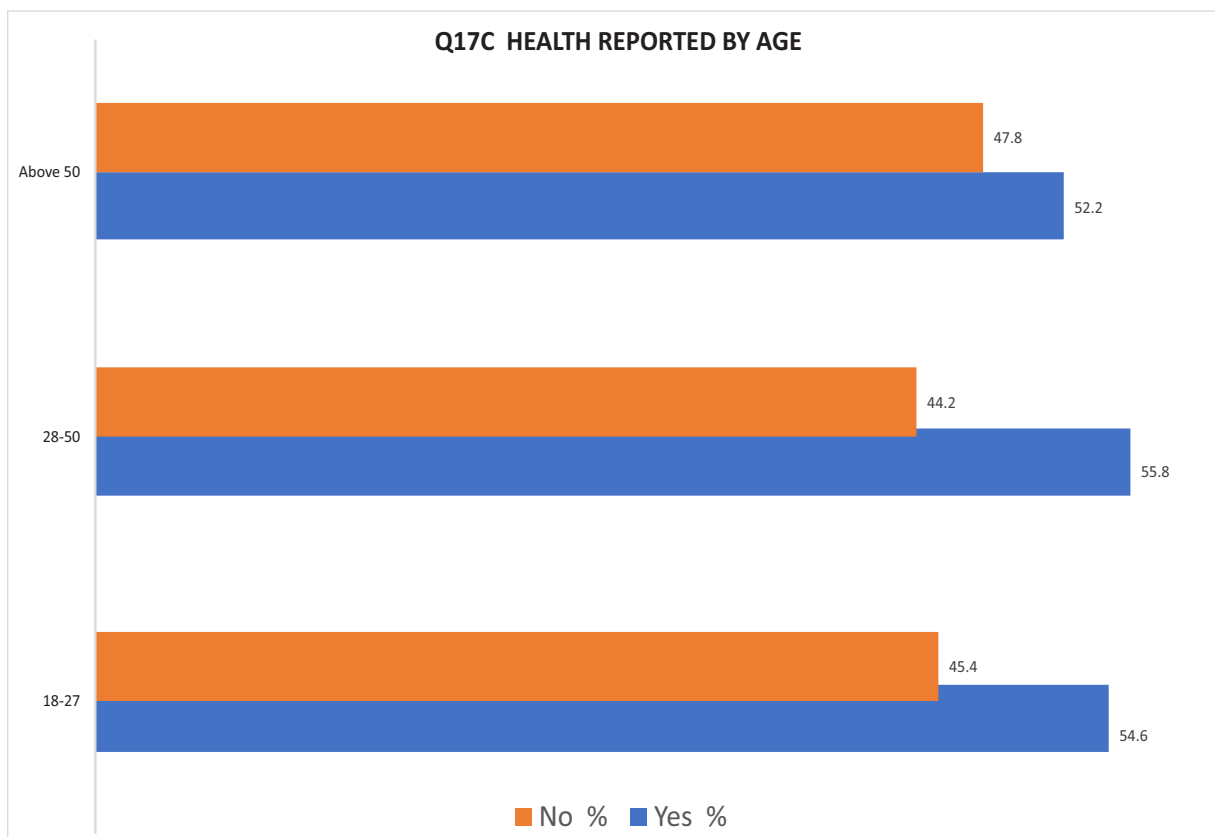


Table 10; Health Reported by Age

Q17C HEALTH REPORTED BY AGE								
Age	Health						Total	
	Yes	No						
18-27	54.6	45.4	119			99	218	100.0
28-50	55.8	44.2	121			96	217	100.0
Above 50	52.2	47.8	24			22	46	100.0
Total	54.9	45.1	264			217	481	100.0

Figure 17; Education

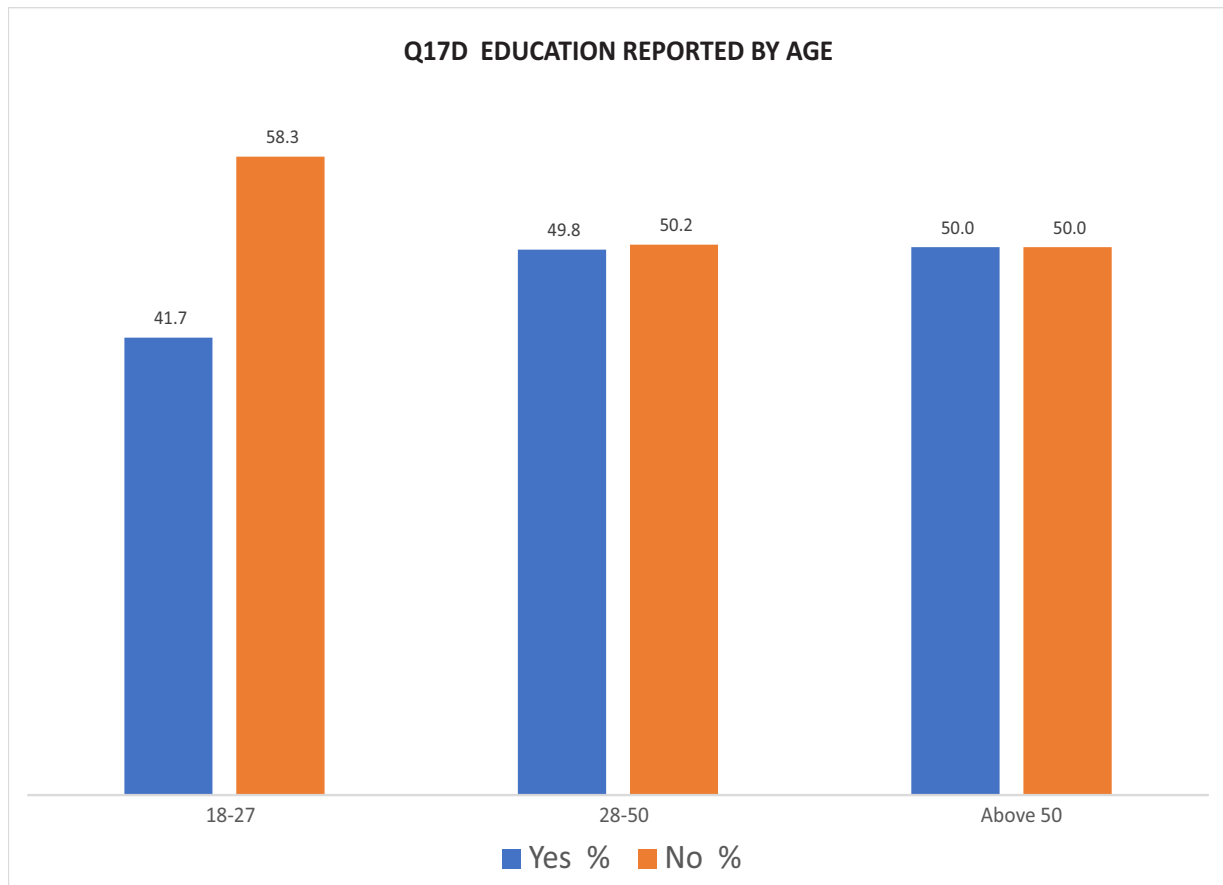


Table 11; Education Reported by Age

Q17D EDUCATION REPORTED BY AGE								
Age	Yes	No					Total	
18-27	41.7	58.3	91		127		218	100.0
28-50	49.8	50.2	108		109		217	100.0
Above 50	50.0	50.0	23		23		46	100.0
Total	46.2	53.8	222		259		481	100.0

Figure 18; Youth Unemployment

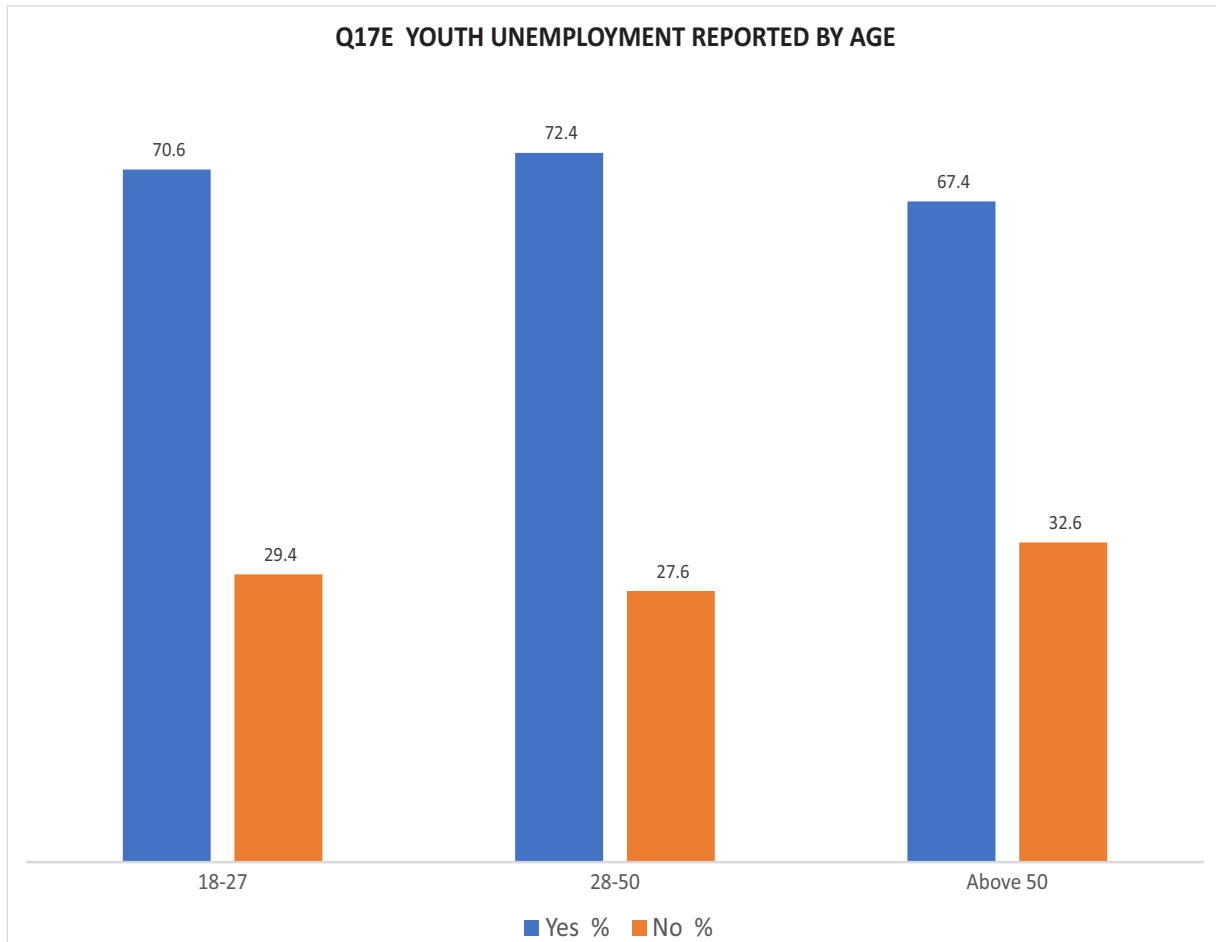


Table 12; Youth Unemployment Reported by Age

Q17E YOUTH UNEMPLOYMENT REPORTED BY AGE							
Age	Yes	No					Total
18-27	70.6	29.4	154		64		218 100.0
28-50	72.4	27.6	157		60		217 100.0
Above 50	67.4	32.6	31		15		46 100.0
Total	71.1	28.9	342		139		481 100.0

Figure 19; Issues Affecting Women

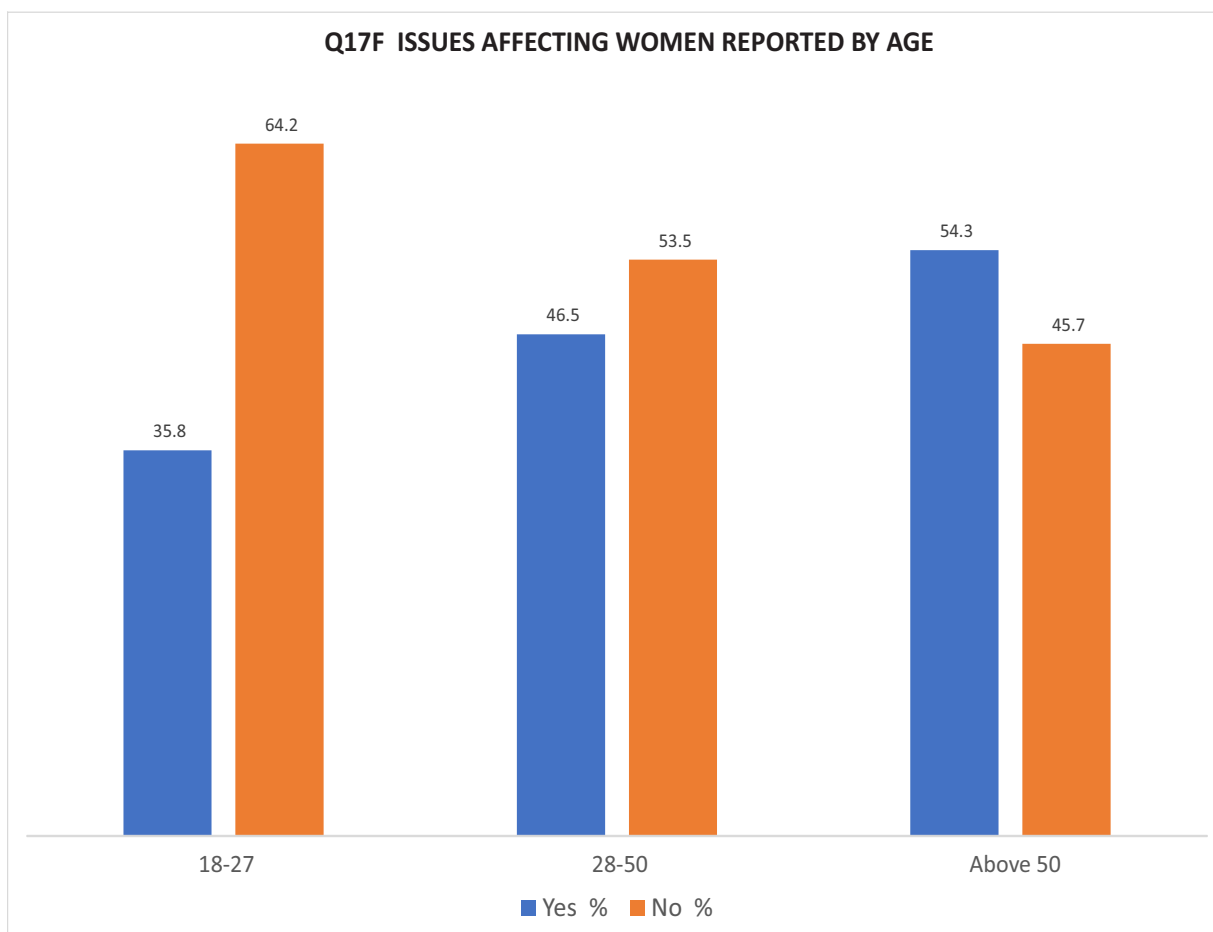


Table 13; Issues Affecting Women Reported by Age

Q17F ISSUES AFFECTING WOMEN REPORTED BY AGE								
Age	Yes	No					Total	
18-27	35.8	64.2	78		140		218	100.0
28-50	46.5	53.5	101		116		217	100.0
Above 50	54.3	45.7	25		21		46	100.0
Total	42.4	57.6	204		277		481	100.0

Figure 20; Issues Affecting Children

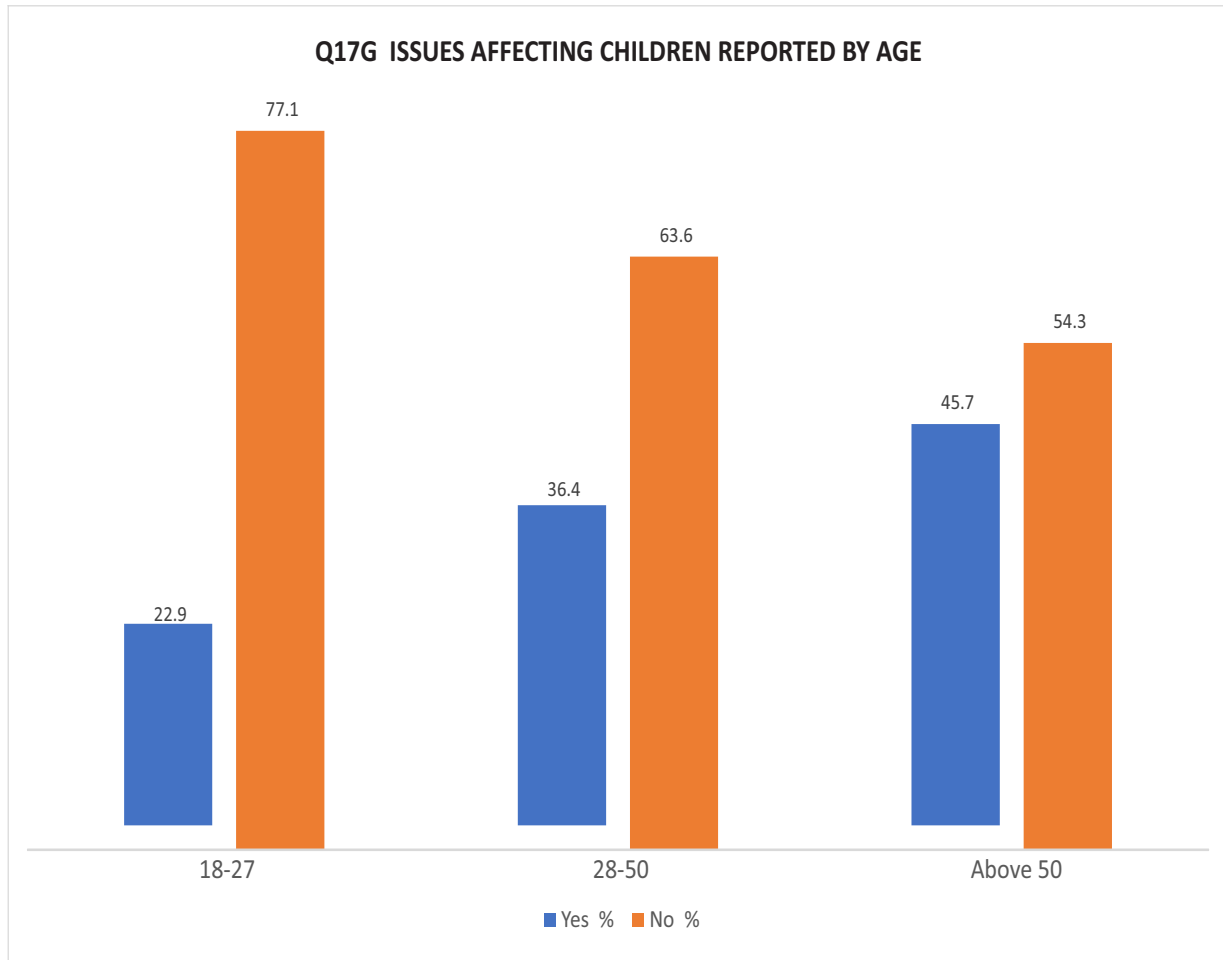


Table 14; Issues Affecting Children Reported by Age

Q17G ISSUES AFFECTING CHILDREN REPORTED BY AGE								
Age	Yes	No					Total	
18-27	22.9	77.1	50		168		218	100.0
28-50	36.4	63.6	79		138		217	100.0
Above 50	45.7	54.3	21		25		46	100.0
Total	31.2	68.8	150		331		481	100.0

Figure 21; Regulatory Failure

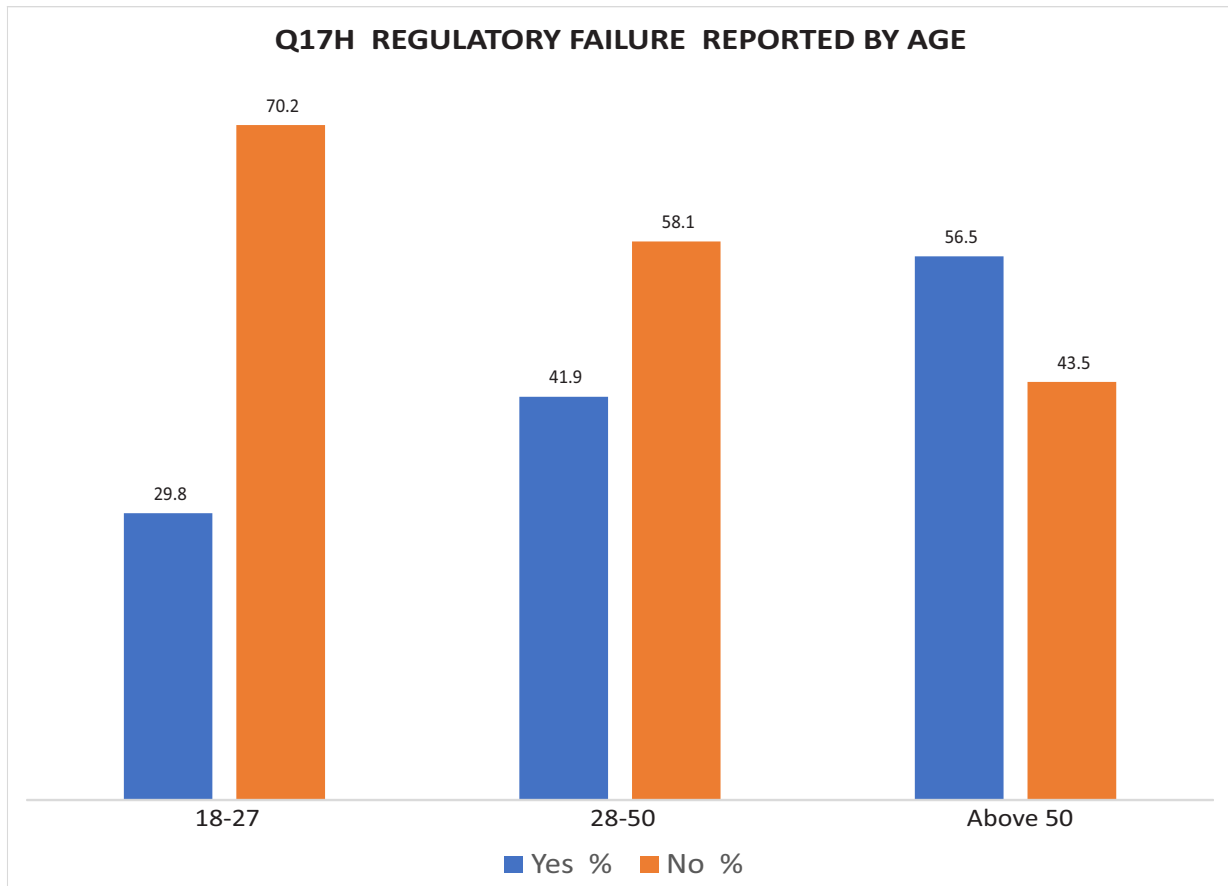


Table 15; Regulatory Failure Reported by Age

Q17H REGULATORY FAILURE REPORTED BY AGE								
Age	Yes	No					Total	
18-27	29.8	70.2	65		153		218	100.0
28-50	41.9	58.1	91		126		217	100.0
Above 50	56.5	43.5	26		20		46	100.0
Total	37.8	62.2	182		299		481	100.0

Figure 22; Farming

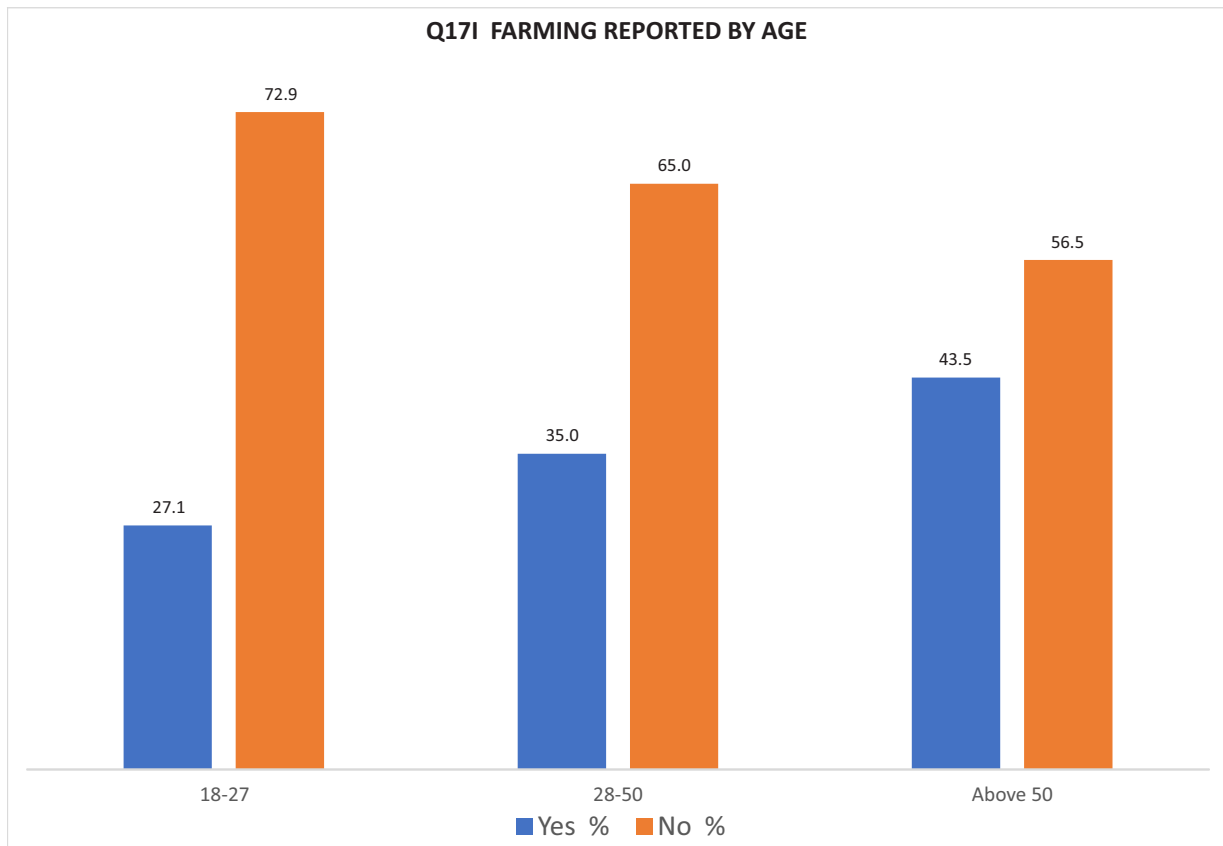


Table 16; Farming Reported by Age

Q17I FARMING REPORTED BY AGE							
Age	Yes	No					Total
18-27	27.1	72.9	59		159		218 100.0
28-50	35.0	65.0	76		141		217 100.0
Above 50	43.5	56.5	20		26		46 100.0
Total	32.2	67.8	155		326		481 100.0

Figure 23; People living with Disability

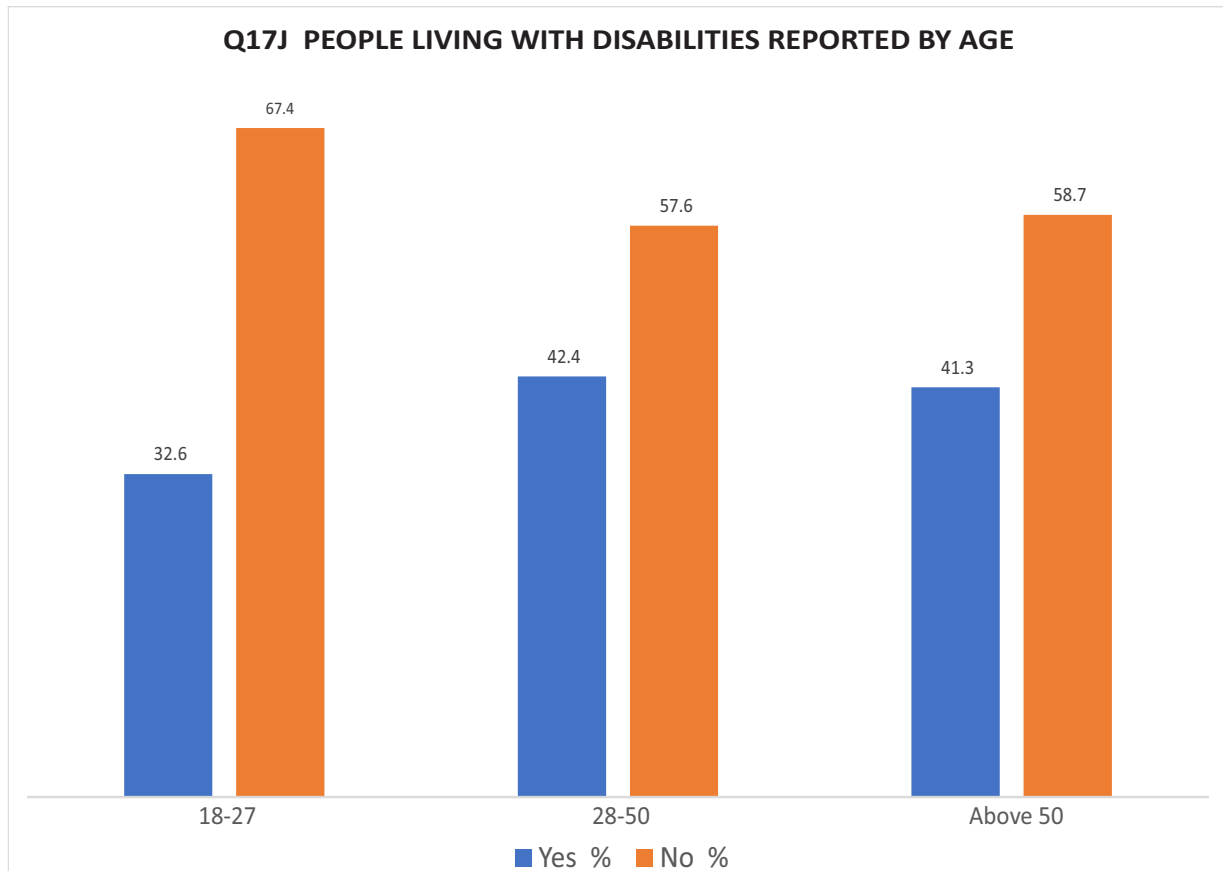


Table 17; People Living With Disabilities Reported by Age

Q17J PEOPLE LIVING WITH DISABILITIES REPORTED BY AGE								
Age	Yes	No					Total	
18-27	32.6	67.4	71		147		218	100.0
28-50	42.4	57.6	92		125		217	100.0
Above 50	41.3	58.7	19		27		46	100.0
Total	37.8	62.2	182		299		481	100.0

Figure 24; Government Accountability

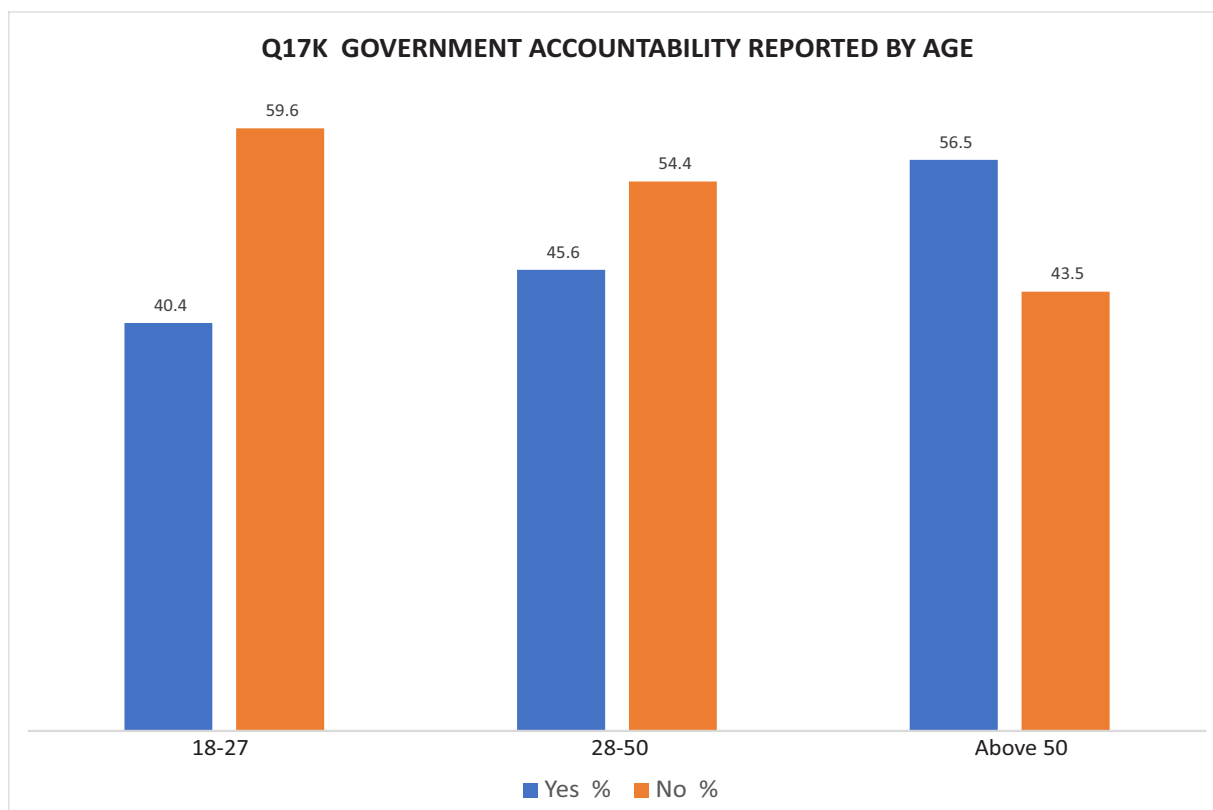


Table 18; Government Accountability Reported by Age

Q17K GOVERNMENT ACCOUNTABILITY REPORTED BY AGE							
Age	Yes	No					Total
18-27	40.4	59.6	88		130		218
28-50	45.6	54.4	99		118		217
Above 50	56.5	43.5	26		20		46
Total	44.3	55.7	213		268		481

Figure 25; Conflict

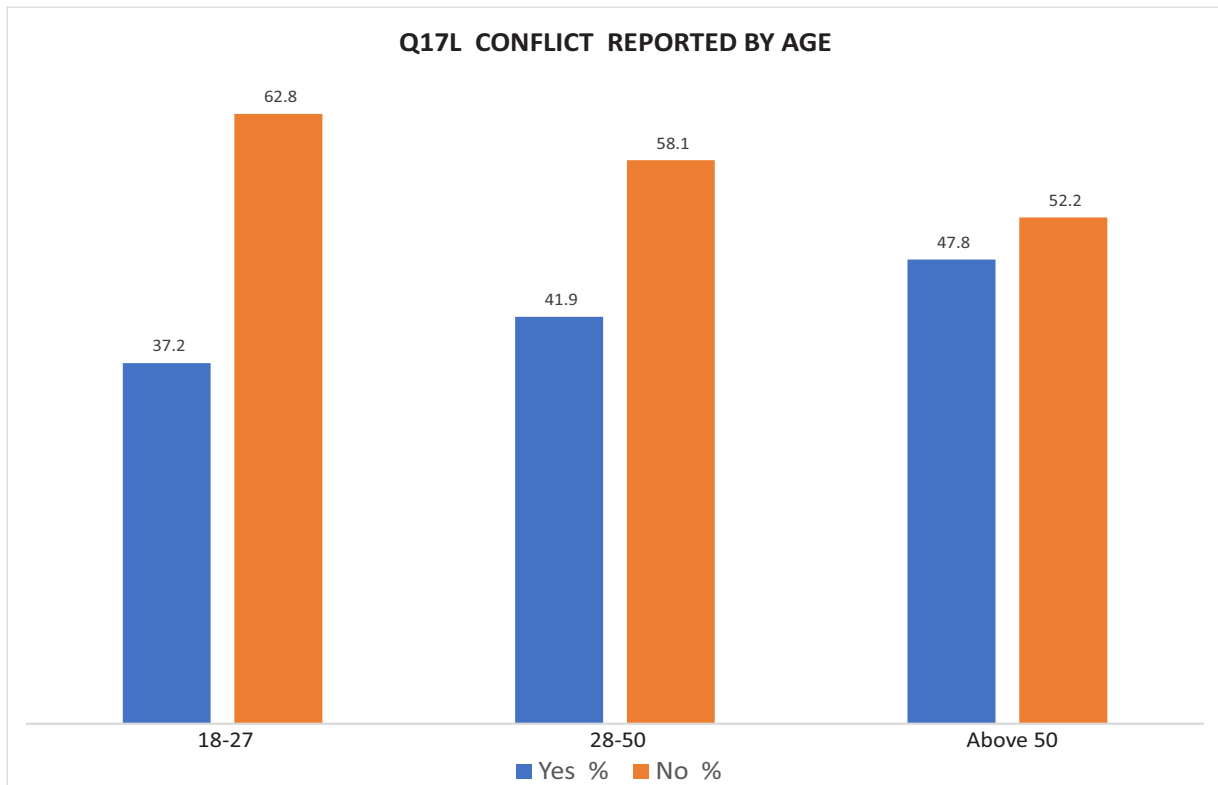


Table 19; Conflict Reported by Age

Q17L CONFLICT REPORTED BY AGE								
Age	%	%	Number		Number		Number	%
18-27	37.2	62.8	81		137		218	100.0
28-50	41.9	58.1	91		126		217	100.0
Above 50	47.8	52.2	22		24		46	100.0
Total	40.3	59.7	194		287		481	100.0

Figure 26; Others

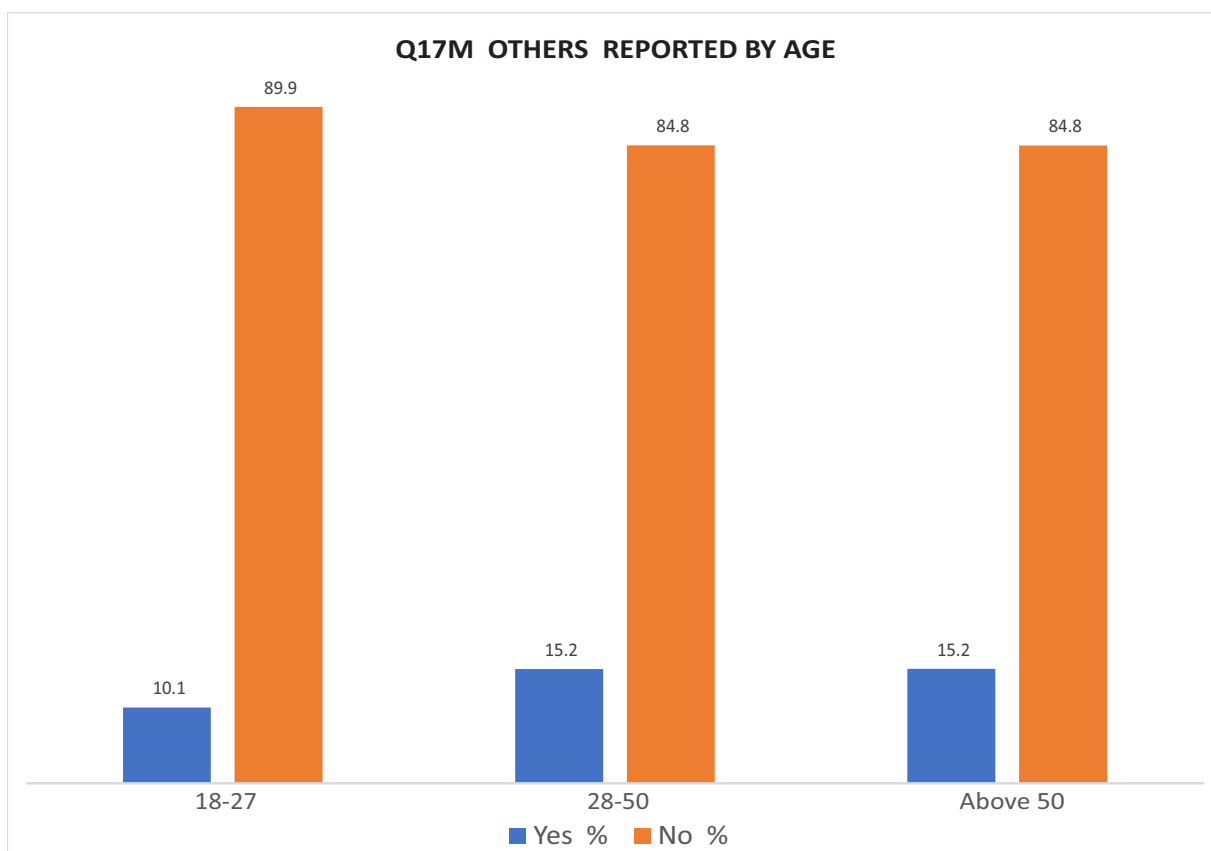


Table 20; Others Reported by Age

Q17M OTHERS REPORTED BY AGE							
Age	Yes	No				Total	
18-27	10.1	89.9	22		196	218	100.0
28-50	15.2	84.8	33		184	217	100.0
Above 50	15.2	84.8	7		39	46	100.0
Total	12.9	87.1	62		419	481	100.0

3.2.12 Finding Voice in the News

The charts below shows the level of marginalized voices in the coverage of news in the FCT and their need to find their voices in the news.

Figure 27; Ever Been Asked by A News Reporter to Speak on Any Issue

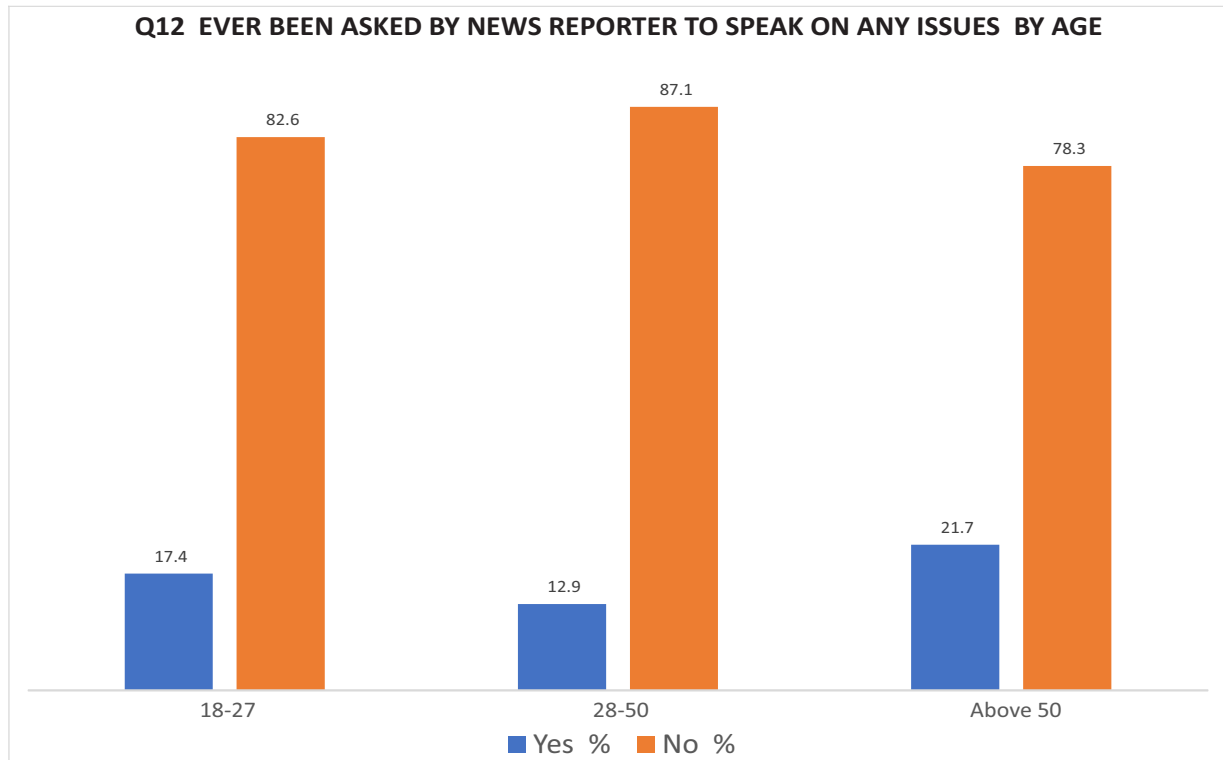
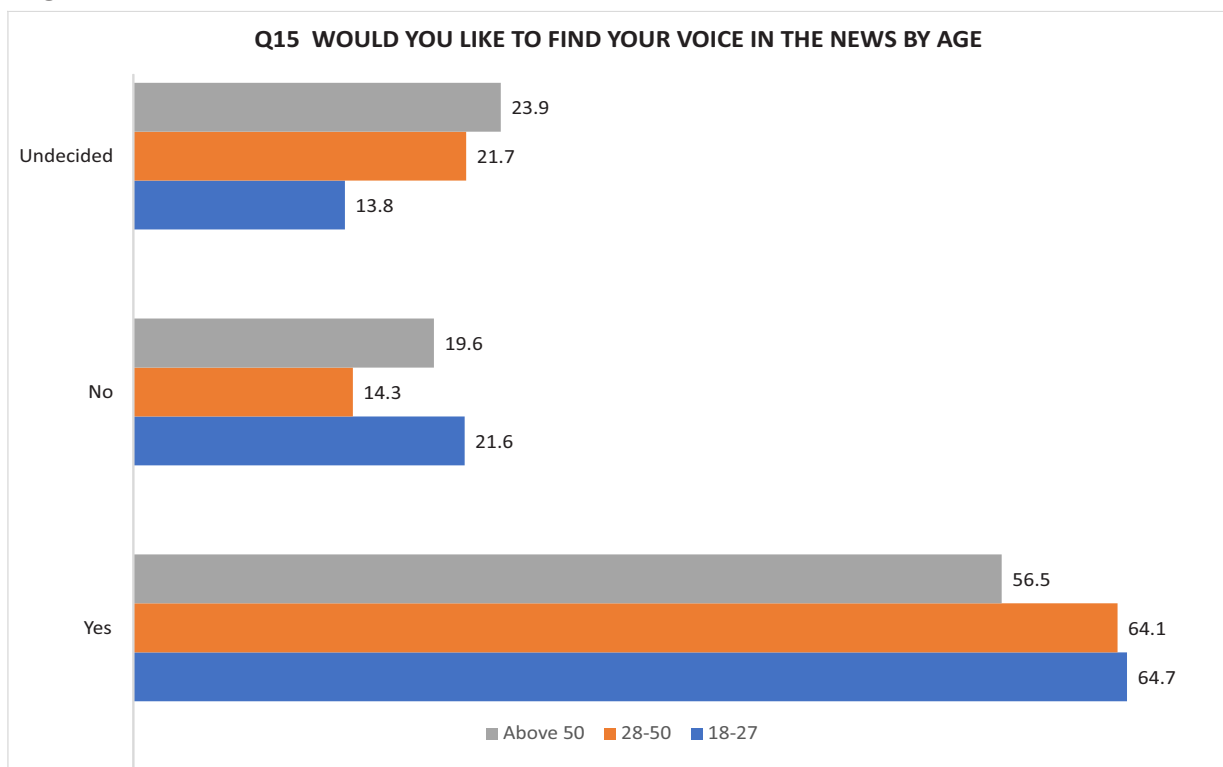


Figure 28; Would like to find their voice in the News



3.2.13 Overall Rate of Media Coverage of Issues Around the Local Community

Figure 29; Rate of Media Coverage of Issues Around the Local Community

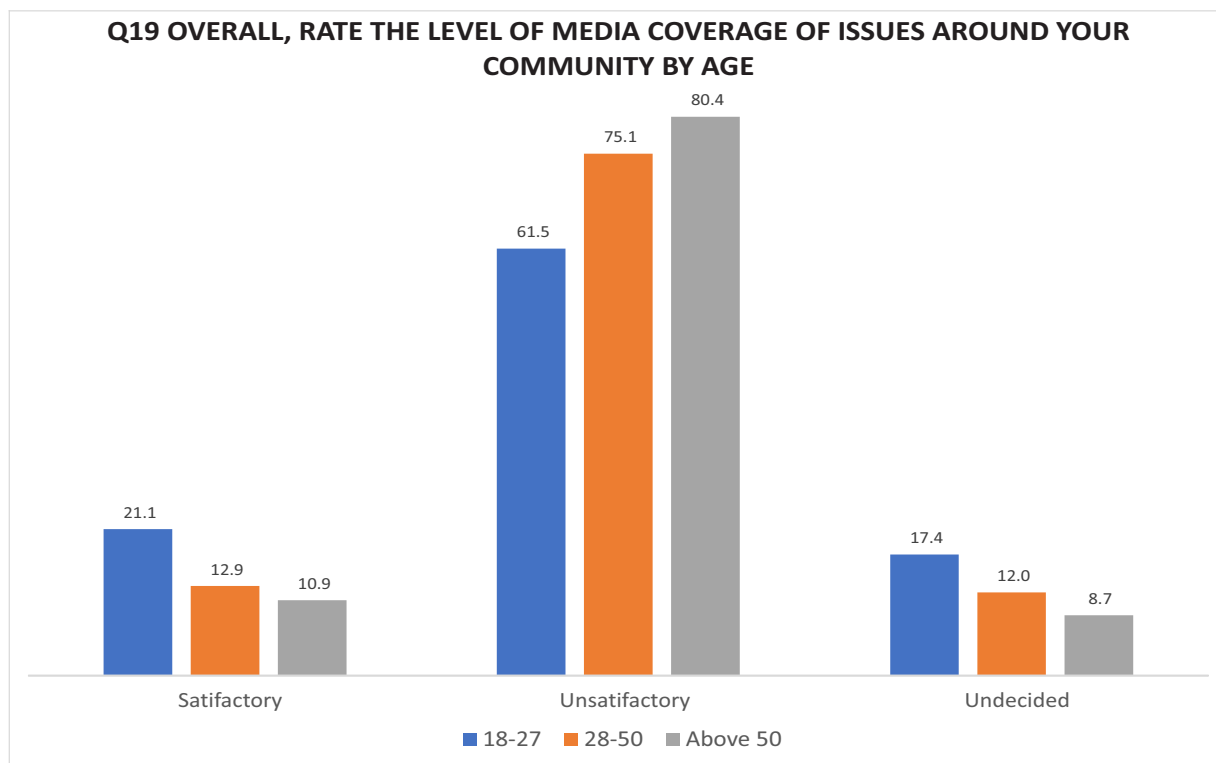


Table 21; Overall, rate the level of Media Coverage of issues around your Community by Age

Q19 OVERALL, RATE THE LEVEL OF MEDIA COVERAGE OF ISSUES AROUND YOUR COMMUNITY BY AGE									
Age	Satisfactory	Unsatisfactory	Undecided						Total
			d						
18-27	21.1	61.5	17.4	46	134	38	218	100.0	
28-50	12.9	75.1	12.0	28	163	26	217	100.0	
Above 50	10.9	80.4	8.7	5	37	4	46	100.0	
Total	16.4	69.4	14.1	79	334	68	481	100.0	

Figure 30; Do you think when issues that affect people in this community are reported in the news; it will help to draw government attention to it?

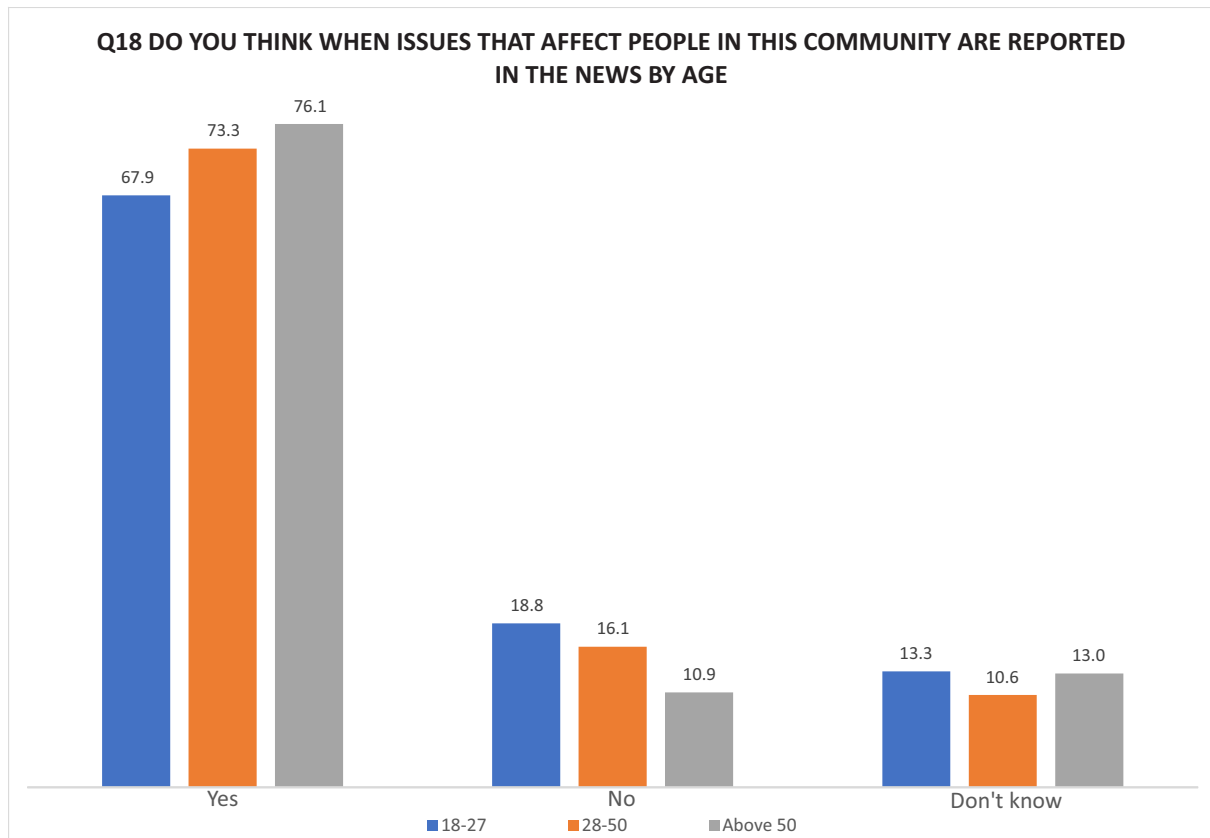


Table 22; Do you think when issues that affect people in this Community are Reported in the News by Age

Q18 DO YOU THINK WHEN ISSUES THAT AFFECT PEOPLE IN THIS COMMUNITY ARE REPORTED IN THE NEWS BY AGE										
Age	Yes	No	Don't know							Total
18-27	67.9	18.8	13.3	148		41		29		218
28-50	73.3	16.1	10.6	159		35		23		217
Above 50	76.1	10.9	13.0	35		5		6		46
Total	71.1	16.8	12.1	342		81		58		481

CONCLUSION AND RECOMMENDATION

Among other key findings, this survey identified priority areas that the population would want to find often in news coverage. These include Youth Unemployment, Government Accountability, Regulatory failure, Health, Education etc. In the next few weeks, applications will be opened for journalists interested in telling stories that are vital for these communities. Following the call for application, Safer-Media Initiative will select, train and support local journalists to cover these topics and uncover the stories that need to be told.

SMI also recommends the survey report as a reference tool to newsrooms and journalists interested in creating new beats and stories that will give voice to some of the most under represented groups in society.

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APPENDIX

QUESTIONNAIRE

INFORMED CONSENT

Good morning/ afternoon/ evening. My name is -----
 -- I am representing **Safer-Media Initiative**, a non-profit organisation based here in Abuja. The goal of the organisation is to reinforce the role of independent media as watch dog and to provide voice for everyone. **Safer-Media Initiative** believes in the high value and importance of the independent media as a foundation block for a democratic society and a catalyst for development.

In order to increase the representation of marginalised voices in the media and improve accountability at the sub-national and local level, we are conducting a survey to assess media coverage of marginalised people, places and issues in the six area councils of the Federal Capital Territory - Abuja. We would like to ask you some questions. Your honest answers are important for this data collection.

Please note that the information you supply will be used for this research purpose only, and remains confidential. Do I have your permission to continue with the interview?

Date: ----- Name of Interviewer: -----

Questionnaire No: ----- Location: -----

Local Council Area:-----

PART A

- | | | | | |
|----|---------------------------|-----------|-----------|--------------|
| 1. | SEX | MALE [] | FEMALE | [] |
| 2. | AGE | 18-27 [] | 28-50 [] | ABOVE 50 [] |
| 3. | MARITAL STATUS | | | |
| | Single | | | [] |
| | Married | | | [] |
| | Divorced | | | [] |
| 4. | EDUCATIONAL QUALIFICATION | | | |
| | WAEC/SSCE | | | [] |
| | DIPLOMA/NCE | | | [] |
| | DEGREE | | | [] |
| | OTHERS | | | [] |

5. OCCUPATION
 CIVILSERVANT []
 SELF EMPLOYED []
 OTHERS []
6. Do you suffer any disability Yes [] No []

PART B

7. Do you get news through the conventional media?
 (Radio/Television/Newspaper)
 Yes () No () Sometimes ()
8. From which other source do you get news?
 Internet () Social Media () Others ()
9. Do you think the issues affecting your community are well reported in the news? Yes () No () don't know ()
10. Do you get news on the performance of the Chairman of this Area Council Yes () No () Sometimes ()
11. Do you think issues of bad governance at the Local Council Level are well reported in the news? Yes () No () don't know ()
12. Have you ever been asked by a news reporter to speak on any issues you feel so concerned about? Yes () No ()
13. How often do you find issues affecting your community reported in the news? Frequently [] Rarely [] Never []
14. Which of these issues do you find more often in the news?
 National Politics [] Local issues [] Not sure []
15. Would you like to find your voice in the news?
 Yes [] No [] Undecided []
16. Are there issues you would like the media to report?
 Yes [] No []
17. What are the issues you would like find in the news?
 (Circle all Responses) Growing rate of Poverty []
 Access to Good water [] Health [] Education
 Youth Unemployment [] Issues affecting Women []
 Issues Affecting Children Regulatory Failure [] Farming []
 People Living with Disabilities []
 Government Accountability [] Conflict []
 others (specify) -----
18. Do you think when issues that affect people in this community are reported in the news; it will help to draw government attention to it? Yes [] No [] Don't know []

19. Overall, how would you rate the level of media coverage of issues around your community? Satisfactory []
Unsatisfactory [] Undecided []
20. Are you happy with this interview? Yes [] No []

Thank you.

SAFER-MEDIA INITIATIVE



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