

Voices of AIDS

News sources and how they differ in what they say as reflected in the AIDS news articles published in *The New Vision*, Uganda's leading daily

February 2006

SUMMARY

Background

The Press have an important role in setting the agenda for HIV/AIDS issues. By keeping the issue in the eyes of the reader, the Press constantly remind readers about its importance and keep it on the political and personal agenda. However, by narrowing the number of voices expressed in the news, the Press are likely to bias the audience towards some aspects of the AIDS epidemic, thereby narrowing the AIDS agenda. This study set out to determine whose voices are expressed most often in the HIV/AIDS news articles published in *The New Vision* newspaper of Uganda and how these voices differ from one another in terms of the aspects of HIV/AIDS that they focus on, as well as their attitudes towards condoms, sexual abstinence and faithfulness to one's partner.

Methods

A search in the online archive of *The New Vision* yielded a total of 488 news articles that focussed primarily on AIDS. These articles were then subjected to quantitative content analysis. The data were entered and analysed using the Statistical Package for Social Scientists to obtain frequencies and to look for correlations between the principal news source and subject matter, word count and population category in focus.

Results

The most dominant news sources were elected government officials, followed by appointed government officials, NGO/CBO officials, religious leaders, donor/development agency officials, First Lady and the President. Articles quoting the President were the longest, followed by those quoting the First Lady, Donor/development agency officials, appointed government officials, elected government officials, religious

leaders and NGO officials. Most articles focussed on the general population, followed by people living with HIV/AIDS, young people, children, women and men. Prevention was the most common subject matter, followed by funding/resources, care and support, impact and mitigation and policy and regulation. The president and First Lady tended to lean heavily towards prevention while appointed government officials were the most quoted on impact and mitigation. These two (President and First Lady) were not cited saying anything on funding or impact/mitigation. They also said very little about other sub-themes. Donor and development agency officials were most quoted on funding as well as care and support. Whereas the President and First Lady were widely critical of condoms, most government officials (both elected and appointed) were more supportive than critical of condoms. This implies that Government officials do not necessarily follow what the President and First Lady say about condoms. Altogether women were more supportive than critical of condoms while the reverse was true for men.

Conclusion and recommendations

The journalists quoted mostly on official government sources, mostly men and mostly politicians. The various categories of news sources differed significantly in what they said about HIV/AIDS. Advocacy is required to raise the marginalised subjects and population groups on higher on the agenda.

INTRODUCTION

Whereas Uganda has been widely praised for reducing the prevalence of HIV from 18% in the early 1990s to 6.2% in 2002, the burden is still enormous (Uganda AIDS Commission, 2004). Today, 15% of Ugandan children aged below 18 have lost either a mother or father, most of them due to AIDS. Moreover the virus is still spreading at alarming rate, with more than 70,000 new infections and over 75,000 AIDS deaths during 2002 (Ministry of Health, 2003). Even more disturbing is that the prevalence of HIV in Uganda appears to have stopped falling (Ministry of Health, 2003). Preliminary results of the 2004-2005 Sero-Behavioural Survey show that seven per cent of adult Ugandans aged 18-49 are living with HIV (Ministry of Health et al, 2005). This is much higher than the estimate of 4.1% reported by UNAIDS (2004). In many countries of sub-Saharan Africa, rates of infection are still on the rise; about three million people in the region became newly infected in 2003 alone (UNAIDS, 2004).

These statistics point towards the need to reinvigorate the campaign against HIV/AIDS. It requires that all facets of the AIDS epidemic be brought onto the agenda of the media, the public and Government. Since the media are known to set the public and policy agenda (Singhall and Everett, 2003), it is important to understand how the AIDS gets on the media agenda. A content analysis of Ugandan newspapers found that news reporters relied heavily on official Government sources, mostly politicians, and obtained nearly all their HIV/AIDS news items from common events (Wendo, 2003). However, the study did not show how this inclination towards political, Government sources affects the media AIDS agenda.

According to the agenda setting theory (McCombs and Shaw, 1972 as cited by Baran and Davis, 2003), the media have considerable influence on what issues citizens consider as important. While the press may not be successful in telling people what to think, they are stunningly successful in telling people what to think about (Cohen, 1963, as cited by Baran and Davis, 2003).

Thus sustained coverage of HIV/AIDS should lead people to consider it as an important issue to think about and act upon. By keeping the issue in the eyes of the reader, the press constantly remind readers about its existence and keep it on the political and personal agenda.

The role that the media play in placing HIV/AIDS on the public agenda was well described by Singhall and Everett (2003). How AIDS gets on the media agenda may vary from country to country but once it gets substantial media coverage, it then gets on the public and policy agenda. In the United States for instance, it was not until 1985 after AIDS climbed on the media agenda that opinion polls started showing AIDS as an important problem. The policy agenda then followed public agenda, with public spending on AIDS rising during the mid and late 1980s.

At the second level of agenda setting, through focusing on some aspects of the AIDS epidemic and not others, or by giving some aspects more prominence than others, the press also influence which aspects of AIDS people consider as most important. This is

influenced by the way journalists get their stories about HIV/AIDS. Thus, over reliance on official, political Government sources and getting most of the news from Government-organised events as reported by Wendo (2003) could narrow down the AIDS agenda. While it is encouraging that politicians are taking a lead in talking about HIV/AIDS, over-reliance on political news sources may narrow the AIDS agenda. It has the risk of biasing readers towards the issues that politicians are interested in, at the expense of other issues that may be equally important. For a multi-faceted epidemic like AIDS that has affected virtually every Ugandan in one way or another (Uganda AIDS Commission, 2004), it is important that the national debate be broad-based rather than being dominated by a few.

Of particular interest is the importance of people living with HIV/AIDS as news sources. These are the real experts who live with the virus every moment of their lives, with powerful stories to tell. Pitts and Jackson (1993) reported that the HIV/AIDS stories that readers recalled most were personal accounts of PLWHA detailing the effects of the disease on their lives. UNAIDS (2004) recommends that PLWHA be involved at every level in the fight against HIV/AIDS: "Experience has shown that involving people living with HIV in a meaningful way is a core element of an effective response to the epidemic." Yet the voices of people living with HIV/AIDS are virtually absent from the media.

This study will look at HIV/AIDS news sources and their centres of attention as reflected in newspaper reports. Presumably, in a multi-faceted epidemic like AIDS, over-reliance on a narrow range of news sources has the risk of focussing the audience on a narrow range of issues at the expense of the others.

General objective

To determine how the selection of HIV/AIDS news sources influences newspaper content

Specific objectives

- i) To describe the characteristics of news articles published about HIV/AIDS in Ugandan newspapers
- ii) To determine what HIV/AIDS sub-themes receive priority in the Ugandan press
- iii) To determine the main news sources on HIV/AIDS
- iv) To determine the sub-themes that each category of news sources focuses on

METHODS

The study employed quantitative content analysis to determine how selection of news sources influences the content of HIV/AIDS news in *The New Vision*, Uganda's leading daily. A census of news articles about HIV/AIDS was taken from the newspaper's online archive for the one-year period from July 2004 to June 2005. All news articles containing any of the words HIV, AIDS, condoms, abstinence and faithfulness were downloaded. This search yielded more than 600 news articles. These were then scrutinised to weed out

those articles whose main thrust was not HIV/AIDS. This left a total of 488 articles whose main thrust was HIV/AIDS. These were then subjected to quantitative content analysis using the coding sheet in Appendix 1.

The data were entered and analysed using the Statistical Package for Social Scientists (SPSS). The characteristics news source (profession and sex) and setting of the story were taken as the independent variables. The dependent variables were story count, subject matter, bias on HIV prevention methods and the population group in focus. Frequencies were established for all the study variables. Cross tabulations were done for occupational category and sex of principal news source against subject matter, population category referred to and the taste of remarks made on condoms, abstinence and faithfulness. Cramer's V analysis was used to measure correlations between the principle news source and subject matter, bias on HIV prevention methods and the population group in focus. The one-way ANOVA was performed to compare various categories of principle news source against word count.

RESULTS

A total of 488 HIV/AIDS news articles were analysed to describe the content and to determine the relationship between news source and size of the article (depicted by word count), the subject under discussion, population category focussed on, and the taste of remarks made on HIV prevention method mentioned (condoms, abstinence or faithfulness).

Principal news source

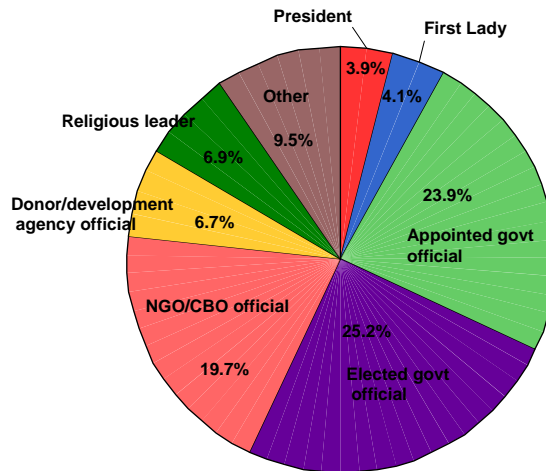
The first person cited in the lead paragraph or headline of each news article was considered as the principle news source. The principle news sources were grouped under eight categories according to their occupations: President, First Lady, elected government official, appointed government official, community-based organisation (CBO)/non-government organisation (NGO) official, donor or development agency official, religious leader and other. The First Lady (or President's wife) was placed alone in her category because she could not fit in any of the other categories yet she was in the news too frequently to be in the 'other' category.

Ministers, Members of Parliament, as well as elected representatives of district local councils were recorded under the category "elected government official". Civil servants including medical and administrative officials were recorded under appointed government officials. Officials of local, national and international non-government organisations as well as community-based organisations were recorded under the category "NGO/CBO official". Representatives of donor countries, aid agencies and all agencies of the United Nations were recorded as "Donor/development agency official". The category "Religious leaders" included leaders of any religious faith.

Fig 1 shows the distribution of news sources by occupational category. These results show that politicians dominated the AIDS news space, with the President and other elected government officials being the news source in 29.1% of the news articles. Appointed government officials, mostly medical workers and administrators, were the principle news sources in 23.9% of the news articles. Officials of NGOs and CBOs were

the news sources in 19.7% of the news articles. Others were religious leaders (6.9%), donor/development agency officials (6.7%), First Lady (4.1%) and the President (3.9%). The “others” category, including people living with HIV/AIDS, cultural leaders, made up 9.5% of the principal news sources.

Fig 1: Categories of principle news source

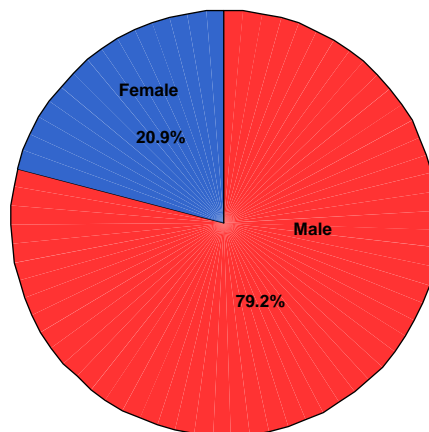


The President, elected Government officials and appointed Government officials together, were the principal news in 53% of the news, implying that Government sources dominate the news.

Sex of principle news source

Figure 2 shows the categorisation of news sources by sex. These results show that the news were overwhelmingly dominated by men, with 79.2% of the articles having male news sources and 20.9% having female news sources. These figures show that men continue to dominate the news space.

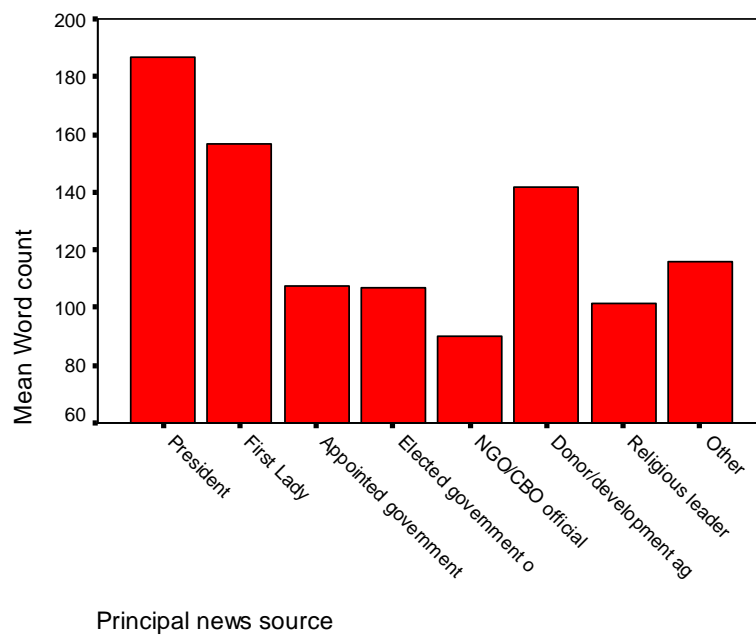
Fig.2 Sex of principle news source



Word count

Word count was taken as a measure of the size of the article. Figure 4 shows the mean word count for different categories of news sources. There was a significant difference in word count between the different categories of news sources ($f = 5.903$, $p = 0.000$). The word count is a measure of how much space the editor has allocated to a news article. This reflects how important the editor considers the story to be. This in turn influences the level of importance that readers attach to the issue.

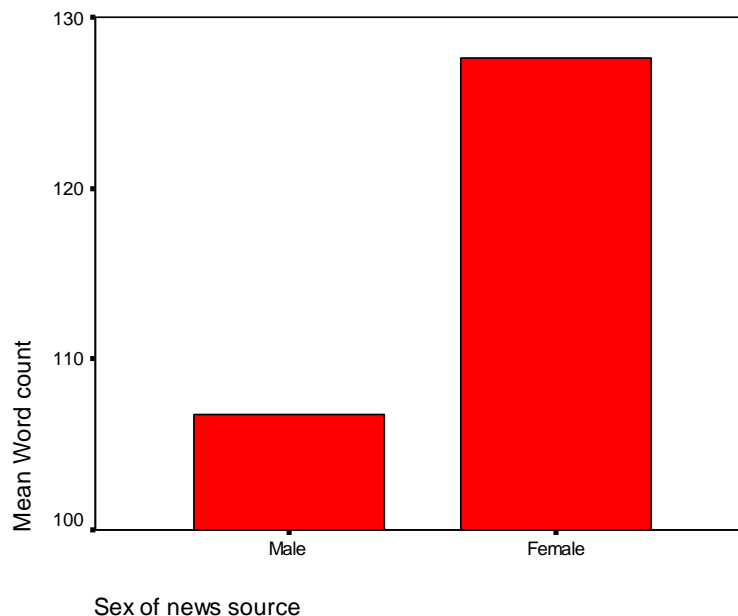
Fig 3: Bar chart showing mean word counts of the various categories of principal news source



Likewise there was a significant different in word count between male and female news sources.

As indicated in fig 4, articles with female news sources were longer than those with male news sources ($f = 5.664$, $p = 0.018$). Thus whereas men dominated as the principle news source, news articles with female news sources were longer. This apparently was because the First Lady had a high mean word count and she accounted for 20.4% of the female news sources. When the data was sorted to remove the First Lady, women's mean word became lower than that of men.

Fig 4: Word count by sex of principal news source



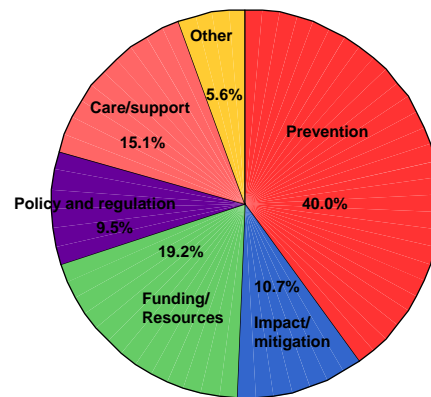
Subject matter

Articles focusing on any of the methods for prevention of HIV infection were recorded under prevention. These included condoms, abstinence, faithfulness to one's sexual partner, voluntary counselling and testing and prevention of mother-to-child HIV transmission. The impact/mitigation category had articles focusing on AIDS statistics, effects of the epidemic and the various efforts to mitigate them. The "Funding/resources"

category included articles focusing on monies that are available, required or already spent as well as other resources required in the fight against AIDS. Care and support included articles discussing all forms of treatment, including availability of drugs and the delivery of these drugs.

Fig 5 shows that prevention was the most discussed subject, followed by funding, care and support, impact and mitigation, policy and regulation, and others.

Fig 5: Pie chart showing distribution of the subject matter



All categories of news sources except donor/development agency official spoke about prevention more than they spoke about any other subject. The donor/development agency officials spoke about funding more than anything else.

There was a strong correlation between subject matter and the principal news source (Cramer's $V = 0.177$, $p = 0.000$). The cross tabulation was studied to see how the news sources apportioned their remarks to the various sub-themes (subject matter). The percentage of their news making time devoted to a given subject matter was then noted as their percentage score on that subject matter. For instance 84% of the First Lady's remarks were on prevention. In this case she had the highest score on prevention because compared with other news sources, she devoted the highest percentage of her remarks to prevention (Table 1). The full cross tabulation is in Appendix 2.2.

Most of the First Lady's remarks were related to her crusade for sexual abstinence and faithfulness to one's sexual partner, or her anti-condom campaign.

Donors/development agency officials had the highest score on funding/resources (32.3%). In contrast, none of the articles quoting the President or First Lady focussed on funding/resources. Appointed Government officials scored highest on impact/mitigation (15.5%). Most of these articles on impact/mitigation were statistics about AIDS deaths, the number of people living with HIV, orphans and socio-economic impact. Again, none of the articles quoting the President or First Lady focussed on impact/mitigation.

The donor/development agency officials again had the highest score on care and support (19.4%).

In a nutshell the president and First Lady tended to lean heavily towards prevention while appointed government officials were the most quoted on impact and mitigation. Donor and development agency officials took the lead on funding as well as care and support.

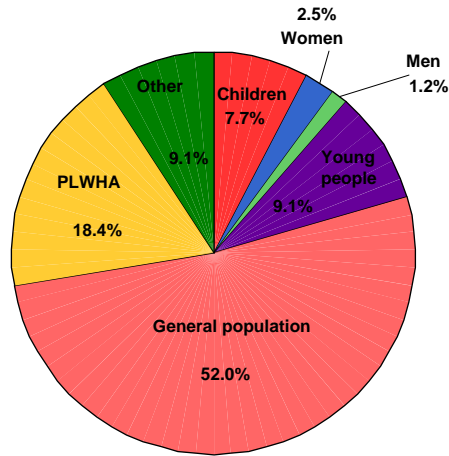
Table 1: Relationship between principal news source and subject matter

		Principal news source							
		President	First Lady	Appointed govt official	Elected govt official	NGO/CBO official	Donor/agency official	Religious leader	Other
Subject matter	Prevention	61.1%	84.2%	39.1%	43.1%	34.1%	22.6%	50.0%	34.1%
	Impact/mitigation			15.5%	9.5%	13.2%	9.7%	9.4%	9.1%
	Funding/Resources			19.1%	14.7%	29.7%	32.3%	6.3%	18.2%
	Policy and regulation	11.1%	10.5%	7.3%	12.1%	4.4%	3.2%	21.9%	6.8%
	Care/support	11.1%	5.3%	12.7%	17.2%	15.4%	19.4%	6.3%	27.3%
	Other	16.7%		6.4%	3.4%	3.3%	12.9%	6.3%	4.5%
Total		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Population category in focus

Fig. 6 gives a breakdown of the population category that the principal news source focussed on. The biggest percentage of articles focussed on the general population, followed by people living with HIV/AIDS, children and young people.

Fig 6: Population category in focus



There was strong relationship between principal news source and the population category in focus (Cramer’s V = 0.136, p = 0.002).

Table 2: Relationship between principal news source and population category in focus

			Principal news source								Total
			President	First Lady	Appointed govt official	Elected govt official	NGO/CBO official	Donor/agency official	Religious leader	Other	
Population category in focus	Children	% within Principal news source			3.6%	2.6%	13.3%	16.7%	12.5%	9.1%	7.0%
	Women	% within Principal news source	5.9%		2.7%	1.7%	2.2%			6.8%	2.4%
	Men	% within Principal news source		5.3%	.9%	1.7%			3.1%	2.3%	1.3%
	Young people	% within Principal news source	11.8%	31.6%	6.4%	12.1%	5.6%		12.5%	9.1%	9.2%
	General	% within Principal news source	70.6%	52.6%	56.4%	54.3%	45.6%	56.7%	62.5%	36.4%	52.6%
	PLWHA	% within Principal news source	11.8%		18.2%	17.2%	27.8%	23.3%		25.0%	18.6%
	Other	% within Principal news source		10.5%	11.8%	10.3%	5.6%	3.3%	9.4%	11.4%	9.0%
Total		% within	100.0%	100.0	100.0%	100.0%	100.0%	100.0%	100.0%	100.0	100.0%

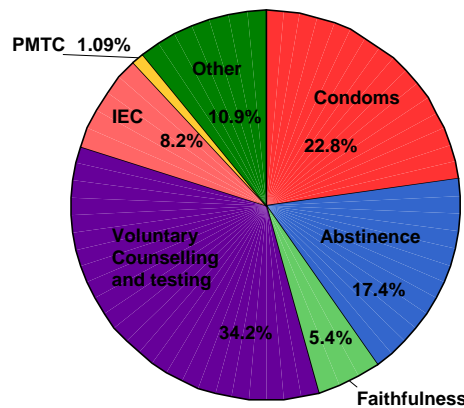
	Principal news source		%						%	
	% of Total	3.7%	4.1%	24.0%	25.3%	19.7%	6.6%	7.0%	9.6%	100.0%

As summarised in Table 2, donor/development agency officials had the highest score on children, the First Lady scored highest on young people and men, the President scored highest on the general population and NGO/CBO officials scored highest on people living with HIV/AIDS . The full cross tabulation is in Appendix 2.3.

Prevention focus

Fig 7 gives a breakdown of prevention-related news articles depending on whether they were about condoms, sexual abstinence, faithfulness to one’s sexual partner, voluntary counselling and testing, information and education or prevention of mother-to-child HIV transmission. The biggest number of articles was on voluntary counselling and testing, followed by condoms, sexual abstinence, information and education, faithfulness to one’s sexual partner and prevention of mother-to-child HIV transmission.

Fig 7: Prevention method that the news source focussed on



Remarks on condoms:

Altogether 29.8% of the remarks on condoms were critical, 51.1% were supportive and 19.1% were neither critical nor supportive. However, the remarks varied widely between categories of sources (Table 3). All the President’s and the First Lady’s remarks on condoms were critical, reflecting their anti-condom crusade. During the International AIDS Conference in Bangkok in July 2004, President Museveni sparked off controversy when he spoke against condoms. The President and his wife have long been campaigning against condom use while crusading for sexual abstinence and faithfulness. On the contrary 100% of the remarks made on condoms by NGO/CBO officials were supportive. 66.7% of the remarks by donor/development agency officials were supportive of condoms, while the remaining 33.3% were neither critical nor supportive. Among elected government officials, 64.3% of the remarks were supportive of condoms. Appointed government officials were supportive of condoms in 50% of the cases, critical in 14.3% and simply informative in 35.7%.

These figures suggest that whereas the President and his wife have been critical of condoms since the 1980s and have in recent years launched an outright campaign to discourage or downplay condoms, most politicians (elected Government officials) and technocrats (appointed Government officials) do not agree with them.

Table3: Taste of remarks made on condoms by the different categories of news sources

Principal news source	Critical (%)	Supportive (%)	Neither (%)	Total (%)
President	100	0	0	100
First Lady	100	0	0	100
Appointed government official	14.3	50	35.7	100
Elected government official	21.4	64.3	14.3	100
NGO/CBO official	0	100	0	100
Donor/development agency official	0	66.7	33.3	100
Religious leader	83.3	16.7	0	100
Other	0	66.7	33.3	100
Total	29.8	51.1	19.1	100

As seen in Table 4, women were more supportive of condoms than men were. Altogether women were more supportive than critical of condoms while the reverse was true for men.

Table 4: Gender differences in the remarks made on condoms

Sex of news source	Critical (%)	Supportive (%)	Neither (%)	Total (%)
Male	34.2	47.4	18.4	100
Female	14.3	71.4	14.3	100
Overall	31.1	51.1	17.8	100

Whereas the views of newsmakers do not necessarily represent those of general population, these findings point towards some discontent with condoms among the news-making class of men and approval for condoms among the news-making class of women. Moreover newsmakers are in position to influence the general population. These figures should be seen in the context that virtually all condoms used in Uganda are male condoms. Efforts to popularise female condoms in the 1990s were not successful. Ugandan women complained that the female condom was large and intimidating, made noise during sex, made penetration difficult and was incompatible with the unique style of sexual intercourse in the western parts of the country. Thus the use of condoms remains a male-controlled method of HIV prevention. Under such circumstances it is somewhat disturbing that the men, who are supposed to be the ones to wear condoms, are the ones who criticise them most.

Remarks on sexual abstinence and faithfulness:

Table 5 summarises the taste of the remarks made on abstinence and faithfulness by the principal news sources. All of the President’s remarks on abstinence and faithfulness were supportive. Of the statements made by the First Lady on abstinence and sexual faithfulness, 75% were supportive while 25% were neither critical nor supportive.

Table5: Taste of remarks on sexual abstinence and faithfulness

Principal news source	Critical (%)	Supportive (%)	Neither (%)	Total (%)
President	0	100	0	100
First Lady	0	75	25	100
Appointed government official	0	57.1	42.9	100
Elected government official	9.1	72.7	18.2	100
NGO/CBO official	0	100	0	100
Religious leader	14.3	86.7	0	100
Other	33.3	66.7	0	100
Overall	7.5	75	17.5	100

Both men and women were more supportive than critical of abstinence and faithfulness (Table 5). However, men were more supportive of abstinence and faithfulness than women were.

Table 5: Gender differences in the remarks made on abstinence and faithfulness

Sex of news source	Critical (%)	Supportive (%)	Neither (%)	Total (%)
Male	7.4	77.8	14.8	100
Female	7.7	69.2	23.1	100
Overall	7.5	75.0	17.5	100

News circumstances

88.8% of the news articles came from common events, 1.9% were exclusive, and in 9.4% the circumstances could not be identified. This implies that the reporters hardly write an AIDS story from their own initiative and inquiry. This portrays over-reliance on official Government sources. As mentioned before, 53% of the articles came from Government officials. Thus the official Government sources set the agenda for journalists.

CONCLUSIONS AND RECOMMENDATIONS

We can conclude from this study that the journalists quoted mostly official government sources, mostly men and mostly politicians. The voices of people living with HIV/AIDS were virtually absent from the news. Most articles focussed on the general population, followed by people living with HIV/AIDS, young people, children, women and men. Prevention was the most common subject matter, followed by funding/resources, care and support, impact and mitigation and policy and regulation. However, the various categories of news sources differed significantly in what they said about HIV/AIDS. Yet, to manage a multi-faceted epidemic like AIDS, all aspects of the epidemic need to be

brought on the agenda. It will require significant advocacy efforts to broaden the voices in the Press as well as the topics discussed. Such advocacy efforts would target the media as well as their sources. Rarely-quoted categories need to be empowered to win news space. Advocacy to broaden the topics discussed would target journalists as well as newsmakers. It is only by increasing the number of voices and broadening the variety of topics that the national discourse on HIV/AIDS can be democratic.

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APPENDICES

Appendix 1: Coding sheet

Article ID

Date of publication

Word count.....

Setting

- i) Kampala
- ii) Upcountry
- iii) External

Principal news source

- i) President
- ii) First Lady
- iii) Appointed Govt official
- iv) Elected Govt Official
- v) NGO official
- vi) Donor/Dev't Agency Official
- vii) Religious leader
- viii) Other

Specialty of news source

- i) Politician
- ii) Administrator
- iii) Medical/scientist
- iv) Other
- iii) Community development worker

Sex of news source

- i) Male
- ii) Female

Taste

i) Good news

ii) Bad news

iii) Other

Appendix 2.1: Frequencies

Setting

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Kampala	202	41.4	44.1	44.1
	Upcountry	245	50.2	53.5	97.6
	External	11	2.3	2.4	100.0
	Total	458	93.9	100.0	
Missing	System	30	6.1		
Total		488	100.0		

Principal news source

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	President	18	3.7	3.9	3.9
	First Lady	19	3.9	4.1	8.0
	Appointed government official	110	22.5	23.9	31.9
	Elected government official	116	23.8	25.2	57.0
	NGO/CBO official	91	18.6	19.7	76.8
	Donor/development agency official	31	6.4	6.7	83.5
	Religious leader	32	6.6	6.9	90.5
	Other	44	9.0	9.5	100.0
	Total	461	94.5	100.0	
	Missing	System	27	5.5	
Total		488	100.0		

Sex of news source

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	353	72.3	79.1	79.1
	Female	93	19.1	20.9	100.0
	Total	446	91.4	100.0	
Missing	System	42	8.6		
Total		488	100.0		

Subject matter

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Prevention	194	39.8	40.0	40.0
	Impact/mitigation	52	10.7	10.7	50.7
	Funding/Resources	93	19.1	19.2	69.9
	Policy and regulation	46	9.4	9.5	79.4
	Care/support	73	15.0	15.1	94.4
	Other	27	5.5	5.6	100.0
	Total	485	99.4	100.0	
Missing	System	3	.6		
Total		488	100.0		

Prevention focus

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Condoms	48	9.8	22.9	22.9

	Abstinence	33	6.8	15.7	38.6
	Faithfulness	10	2.0	4.8	43.3
	VCT	69	14.1	32.9	76.2
	IEC	15	3.1	7.1	83.3
	PMTC	3	.6	1.4	84.8
	Other	32	6.6	15.2	100.0
	Total	210	43.0	100.0	
Missing	System	278	57.0		
Total		488	100.0		

Population category in focus

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Children	37	7.6	7.7	7.7
	Women	12	2.5	2.5	10.1
	Men	6	1.2	1.2	11.4
	Young people	44	9.0	9.1	20.5
	General population	251	51.4	52.0	72.5
	PLWHA	89	18.2	18.4	90.9
	Other	44	9.0	9.1	100.0
	Total	483	99.0	100.0	
Missing	System	5	1.0		
Total		488	100.0		

News circumstances

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Common event	427	87.5	88.8	88.8
	Exclusive	9	1.8	1.9	90.6
	Not identified	45	9.2	9.4	100.0
	Total	481	98.6	100.0	
Missing	System	7	1.4		
Total		488	100.0		

Appendix 2.2: Cross tabulation for principle news source and subject matter

			Principal news source								Total
			President	First Lady	Appointed govt official	Elected govt official	NGO/CBO official	Donor/agency official	Religious leader	Other	
Subject matter	Prevention	Count	11	16	43	50	31	7	16	15	189
		% within Subject matter	5.8%	8.5%	22.8%	26.5%	16.4%	3.7%	8.5%	7.9%	100.0%
		% within Principal news source	61.1%	84.2%	39.1%	43.1%	34.1%	22.6%	50.0%	34.1%	41.0%
		% of Total	2.4%	3.5%	9.3%	10.8%	6.7%	1.5%	3.5%	3.3%	41.0%
	Impact/mitigation	Count			17	11	12	3	3	4	50
		% within Subject matter			34.0%	22.0%	24.0%	6.0%	6.0%	8.0%	100.0%
		% within Principal news source			15.5%	9.5%	13.2%	9.7%	9.4%	9.1%	10.8%
		% of Total			3.7%	2.4%	2.6%	.7%	.7%	.9%	10.8%
	Funding/Resources	Count			21	17	27	10	2	8	85
		% within Subject matter			24.7%	20.0%	31.8%	11.8%	2.4%	9.4%	100.0%
		% within Principal news source			19.1%	14.7%	29.7%	32.3%	6.3%	18.2%	18.4%
		% of Total			4.6%	3.7%	5.9%	2.2%	.4%	1.7%	18.4%
	Policy and regulation	Count	2	2	8	14	4	1	7	3	41
		% within Subject matter	4.9%	4.9%	19.5%	34.1%	9.8%	2.4%	17.1%	7.3%	100.0%
		% within Principal news source	11.1%	10.5%	7.3%	12.1%	4.4%	3.2%	21.9%	6.8%	8.9%
		% of Total	.4%	.4%	1.7%	3.0%	.9%	.2%	1.5%	.7%	8.9%
	Care/support	Count	2	1	14	20	14	6	2	12	71
		% within Subject matter	2.8%	1.4%	19.7%	28.2%	19.7%	8.5%	2.8%	16.9%	100.0%
		% within Principal news source	11.1%	5.3%	12.7%	17.2%	15.4%	19.4%	6.3%	27.3%	15.4%
		% of Total	.4%	.2%	3.0%	4.3%	3.0%	1.3%	.4%	2.6%	15.4%
	Other	Count	3		7	4	3	4	2	2	25
		% within Subject	12.0%		28.0%	16.0%	12.0%	16.0%	8.0%	8.0%	100.0%

		matter									
		% within Principal news source	16.7%		6.4%	3.4%	3.3%	12.9%	6.3%	4.5%	5.4%
		% of Total	.7%		1.5%	.9%	.7%	.9%	.4%	.4%	5.4%
Total		Count	18	19	110	116	91	31	32	44	461
		% within Subject matter	3.9%	4.1%	23.9%	25.2%	19.7%	6.7%	6.9%	9.5%	100.0%
		% within Principal news source	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	3.9%	4.1%	23.9%	25.2%	19.7%	6.7%	6.9%	9.5%	100.0%

Appendix 2.3: Cross tabulation for principal news source and population in focus

			Principal news source								Total
			President	First Lady	Appointed govt official	Elected govt official	NGO/CBO official	Donor/agency official	Religious leader	Other	
Population category in focus	Children	Count			4	3	12	5	4	4	32
		% within Population category in focus			12.5%	9.4%	37.5%	15.6%	12.5%	12.5%	100.0%
		% within Principal news source			3.6%	2.6%	13.3%	16.7%	12.5%	9.1%	7.0%
		% of Total			.9%	.7%	2.6%	1.1%	.9%	.9%	7.0%
Women		Count	1		3	2	2			3	11
		% within Population category in focus	9.1%		27.3%	18.2%	18.2%			27.3%	100.0%
		% within Principal news source	5.9%		2.7%	1.7%	2.2%			6.8%	2.4%
		% of Total	.2%		.7%	.4%	.4%			.7%	2.4%
Men		Count		1	1	2			1	1	6
		% within Population category in focus		16.7%	16.7%	33.3%			16.7%	16.7%	100.0%
		% within Principal news source		5.3%	.9%	1.7%			3.1%	2.3%	1.3%
		% of Total		.2%	.2%	.4%			.2%	.2%	1.3%
Young people		Count	2	6	7	14	5		4	4	42
		% within Population category in focus	4.8%	14.3%	16.7%	33.3%	11.9%		9.5%	9.5%	100.0%
		% within Principal news source	11.8%	31.6%	6.4%	12.1%	5.6%		12.5%	9.1%	9.2%
		% of Total	.4%	1.3%	1.5%	3.1%	1.1%		.9%	.9%	9.2%
General		Count	12	10	62	63	41	17	20	16	241
		% within Population category in focus	5.0%	4.1%	25.7%	26.1%	17.0%	7.1%	8.3%	6.6%	100.0%
		% within Principal news source	70.6%	52.6%	56.4%	54.3%	45.6%	56.7%	62.5%	36.4%	52.6%
		% of Total	2.6%	2.2%	13.5%	13.8%	9.0%	3.7%	4.4%	3.5%	52.6%
PLWHA		Count	2		20	20	25	7		11	85

		% within Population category in focus	2.4%		23.5%	23.5%	29.4%	8.2%		12.9%	100.0%
		% within Principal news source	11.8%		18.2%	17.2%	27.8%	23.3%		25.0%	18.6%
		% of Total	.4%		4.4%	4.4%	5.5%	1.5%		2.4%	18.6%
	Other	Count		2	13	12	5	1	3	5	41
		% within Population category in focus		4.9%	31.7%	29.3%	12.2%	2.4%	7.3%	12.2%	100.0%
		% within Principal news source		10.5%	11.8%	10.3%	5.6%	3.3%	9.4%	11.4%	9.0%
		% of Total		.4%	2.8%	2.6%	1.1%	.2%	.7%	1.1%	9.0%
Total		Count	17	19	110	116	90	30	32	44	458
		% within Population category in focus	3.7%	4.1%	24.0%	25.3%	19.7%	6.6%	7.0%	9.6%	100.0%
		% within Principal news source	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	3.7%	4.1%	24.0%	25.3%	19.7%	6.6%	7.0%	9.6%	100.0%

Appendix 2.4 Cross tabulation for Principal news source and tone in relation to condoms

			Principal news source					NGO/CBO official	Donor/dev't agency official	Total	
			President	First Lady	Appointed govt official	Elected govt official	Religious leader			Other	
Tone in relation to prevention method	Critical	Count	3	1	2	3			5		14
		% within Tone in relation to prevention method	21.4%	7.1%	14.3%	21.4%			35.7%		100.0%
		% within Principal news source	100.0%	100.0%	14.3%	21.4%			83.3%		29.8%
		% of Total	6.4%	2.1%	4.3%	6.4%			10.6%		29.8%
	Supportive	Count			7	9	3	2	1	2	24
		% within Tone in relation to prevention method			29.2%	37.5%	12.5%	8.3%	4.2%	8.3%	100.0%
		% within Principal news source			50.0%	64.3%	100.0%	66.7%	16.7%	66.7%	51.1%
		% of Total			14.9%	19.1%	6.4%	4.3%	2.1%	4.3%	51.1%
	Neither	Count			5	2		1		1	9
		% within Tone in relation to prevention method			55.6%	22.2%		11.1%		11.1%	100.0%
		% within Principal news source			35.7%	14.3%		33.3%		33.3%	19.1%
		% of Total			10.6%	4.3%		2.1%		2.1%	19.1%
Total		Count	3	1	14	14	3	3	6	3	47
		% within Tone in relation to prevention method	6.4%	2.1%	29.8%	29.8%	6.4%	6.4%	12.8%	6.4%	100.0%
		% within Principal news source	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	6.4%	2.1%	29.8%	29.8%	6.4%	6.4%	12.8%	6.4%	100.0%

Appendix 2.5 Cross tabulation for sex of news source and tone in relation to condoms

			Sex of news source		Total
			Male	Female	
Tone in relation to prevention method	Critical	Count	13	1	14
		% within Tone in relation to prevention method	92.9%	7.1%	100.0%
		% within Sex of news source	34.2%	14.3%	31.1%
		% of Total	28.9%	2.2%	31.1%
	Supportive	Count	18	5	23
		% within Tone in relation to prevention method	78.3%	21.7%	100.0%

		method			
		% within Sex of news source	47.4%	71.4%	51.1%
		% of Total	40.0%	11.1%	51.1%
	Neither	Count	7	1	8
		% within Tone in relation to prevention method	87.5%	12.5%	100.0%
		% within Sex of news source	18.4%	14.3%	17.8%
		% of Total	15.6%	2.2%	17.8%
Total		Count	38	7	45
		% within Tone in relation to prevention method	84.4%	15.6%	100.0%
		% within Sex of news source	100.0%	100.0%	100.0%
		% of Total	84.4%	15.6%	100.0%

Appendix 2.6: Cross tabulation for principal news source and tone in relation to abstinence & faithfulness

			Tone in relation to prevention method			Total
			Critical	Supportive	Neither	
Principal news source	President	Count		1		1
		% within Principal news source		100.0%		100.0%
		% within Tone in relation to prevention method		3.3%		2.5%
		% of Total		2.5%		2.5%
First Lady	Count		6	2	8	
		% within Principal news source		75.0%	25.0%	100.0%
		% within Tone in relation to prevention method		20.0%	28.6%	20.0%
		% of Total		15.0%	5.0%	20.0%
Appointed government official	Count		4	3	7	
		% within Principal news source		57.1%	42.9%	100.0%
		% within Tone in relation to prevention method		13.3%	42.9%	17.5%
		% of Total		10.0%	7.5%	17.5%
Elected government official	Count		1	8	2	11
		% within Principal news source	9.1%	72.7%	18.2%	100.0%
		% within Tone in relation to prevention method	33.3%	26.7%	28.6%	27.5%
		% of Total	2.5%	20.0%	5.0%	27.5%
NGO/CBO official	Count		3		3	
		% within Principal news source		100.0%		100.0%
		% within Tone in relation to prevention method		10.0%		7.5%
		% of Total		7.5%		7.5%
Religious leader	Count		1	6	7	

		% within Principal news source	14.3%	85.7%		100.0%
		% within Tone in relation to prevention method	33.3%	20.0%		17.5%
		% of Total	2.5%	15.0%		17.5%
	Other	Count	1	2		3
		% within Principal news source	33.3%	66.7%		100.0%
		% within Tone in relation to prevention method	33.3%	6.7%		7.5%
		% of Total	2.5%	5.0%		7.5%
Total		Count	3	30	7	40
		% within Principal news source	7.5%	75.0%	17.5%	100.0%
		% within Tone in relation to prevention method	100.0%	100.0%	100.0%	100.0%
		% of Total	7.5%	75.0%	17.5%	100.0%

Appendix 2.7: Cross tabulation for sex of news source and tone in relation to abstinence and faithfulness

			Tone in relation to prevention method			Total
			Critical	Supportive	Neither	
Sex of news source	Male	Count	2	21	4	27
		% within Sex of news source	7.4%	77.8%	14.8%	100.0%
		% within Tone in relation to prevention method	66.7%	70.0%	57.1%	67.5%
		% of Total	5.0%	52.5%	10.0%	67.5%
Female	Count	Count	1	9	3	13
		% within Sex of news source	7.7%	69.2%	23.1%	100.0%
		% within Tone in relation to prevention method	33.3%	30.0%	42.9%	32.5%
		% of Total	2.5%	22.5%	7.5%	32.5%
Total		Count	3	30	7	40
		% within Sex of news source	7.5%	75.0%	17.5%	100.0%
		% within Tone in relation to prevention method	100.0%	100.0%	100.0%	100.0%
		% of Total	7.5%	75.0%	17.5%	100.0%