



AFRICAN CENTRE FOR
MEDIA EXCELLENCE

**REPORT ON THE EVALUATION OF THE LEVEL OF KNOWLEDGE
AND SKILLS ACQUIRED UNDER THE COLLABORATION ON INTERNATIONAL ICT POLICY FOR EAST AND
SOUTHERN AFRICA (CIPESA) TRANSPARENCY AND ACCOUNTABILITY PROJECT**

Final Report

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Executive Summary

Lack of transparency and accountability remains a malignant cancer in Uganda. This is despite the efforts of several institutions both government and civil society actors to address it. Weak transparency and accountability practices suffocate service delivery and the wellbeing of citizens.

It is generally acknowledged that the media can and should play a key role in the promotion of transparency and accountability through disseminating regular, reliable and accurate information. However, the media in Uganda is grappling with its own shortcomings which include poor sourcing for news, lack of in-depth reporting, the succumbing to brown envelope journalism, and a general lack of knowledge and information about the issues they report about. These challenges hamper the media from; playing an active watchdog role that holds state and non-state parties accountable, providing a platform for debate on issues of national concern and as a driver of transparency and accountability in Uganda.

This calls for civil society, among other actors, to engage the media more proactively for the media to gainfully inform the public. This requires that CSOs have the requisite media relations skills. The reality is that Ugandan civil society organisations often lack communication and media relations skills, and thus, their issues are covered poorly, commonly with limited depth and sensitivity. Skills to develop communication products, cultivate media contacts, make quotable comments on topical issues, and to generally stay visible and relevant to the media, are lacking among a great number of Ugandan CSOs.

Findings from this study show that most of the beneficiary CSO actors appreciate the role that media can play in amplifying their work. They have also appreciated how media works and what they need to do to beat the stiff competition for space on the airwaves. The opportunities provided under the free spaces in opinion and letters' pages in newspapers have been lapped up by several groups, as has been the case with talk show and media interviews, especially on radio.

The journalists too have published several articles both in the mainstream media and online. A key aspect of the reporting that has improved is in the use of multiple sourcing, including human, data and reports. The use of online tools for conducting research is encouraging. Even the fact that journalists are now aware of resources such as AskyourGovernment.ug or the budget website is progress in the right direction.

Moreover, many of the CSOs interviewed have grown an appreciation for the need to position themselves as reliable and credible commentators on issues in their area of expertise. This will bring them free and unfettered attention from the media who constantly seek quotes and up to date information from subject experts.

The emergence of social media and the great potential it presents is a goldmine for both media and CSOs both as sources of information but also as dissemination platforms. The study shows progress in the use of the different tools by different organisations.

However, both groups still lack the requisite skills to leverage the full potential of ICT tools in their work and this is an area that requires further interventions, preferably not through one-off engagements.

The report makes recommendations towards additional support that can be given to CSOs and media to build on the transparency and accountability campaign. The focus stresses better skilling in using the versatile online and social media tools, strengthening media/CSO collaboration and involving senior management in CSOs and the media in these initiatives.

SECTION ONE

Introduction

In October 2017, the Collaboration on International ICT Policy in East and Southern Africa (CIPESA), together with the African Centre for Media Excellence (ACME) conducted a series of capacity building training workshops for Civil Society Organisations (CSOs) and journalists to equip them with the requisite skills and knowledge to engage the media and report better (respectively) on issues of transparency and accountability.

Specifically, the training for CSOs working in transparency and accountability (T&A) was aimed at equipping the participants with skills to improve their media relations, media engagement and messaging knowledge and skill; while the journalist training was intended to improve the participants' knowledge and skills to effectively leverage online platforms in reporting. The third training, which brought together journalists and the CSOs partners was aimed at enhancing the participants' appreciation of the public policy frameworks relevant to issues of transparency and accountability in Uganda.

This report details the findings of an evaluation of the level of knowledge and skills sets acquired under the transparency and accountability programme implemented by CIPESA in 2017.

Under the project, 40 different stakeholders from civil society and the media were skilled in the use of ICT tools to amplify transparency and accountability work. The evaluation reveals that majority of the beneficiaries have produced and disseminated a commendable number of outputs that include news stories, opinion articles, blogs, electronic newsletters, facebook posts, media interviews, tweets, radio and television talkshows, and communication strategies.

In terms of going forward, the most promising development from this engagement is the way the beneficiaries embraced and have tried to action the skills they have learnt. It is an attitude worth building on.

It is hoped that the findings of the study can result in wider support to both media and CSOs in strengthening the transparency and accountability movement in Uganda.

SECTION TWO

Research Methodology

The research was conducted through various methods including print questionnaire-based interviews, and a review of the websites and social media accounts. Interviews were conducted with six journalists out of the 15 trained under the transparency and accountability project. The journalists were drawn from radio, television, and online. Four of the journalists were reporters, one a photo journalist and one editor. Four of the six journalists described their media house as online while the other two belonged to print and radio. A content analysis of selected stories published was undertaken. The analysis sought to establish their quality in terms of sourcing, writing style and story structure.

Seven CSOs participants who benefitted from the media relations training were interviewed. Efforts were made to include both upcountry and Kampala based as well as freelance and fulltime employed journalists. The Journalists were from the districts of Mbale, Kampala, Arua, Mbarara, Gulu, Jinja and Kamwenge, while the CSOs were from Kampala, Hoima and Fortportal.

The CSOs included national and community based organisations working in the areas of disability rights, human rights monitoring, good governance, and health. The study also included an assessment of the content and engagement levels of the social media and online platforms of the seven participating groups.

Accordingly, the following research instruments were developed and used to guide the research effort:

- 1) *Questionnaire for journalists that participated in the project:* The tool assessed what aspects of the training the journalists found most beneficial, and how they have used the knowledge, skills and contacts acquired because of their involvement in the training. The tool specifically gauged if and how they are using ICTs in their work. Moreover, the tool also sought to establish the challenges the journalists are facing in covering transparency and accountability stories and what additional support they require to improve on their reporting. **See annex 1 for the Questionnaire for the journalists and annex 3 for the list of respondents, respectively.**
- 2) *Questionnaire for the CSOs that participated in the project:* Selected respondents from the organisations that participated in the media relations training were interviewed using this questionnaire. The aim was to establish how they had used the skills and knowledge they had acquired, how they are utilising ICTs in their work, whether they had made use of the journalists contacts and the overall impact of their participation in the project on their work. The interviews gathered information on the additional support they need as well as the challenges in using media to advocate for transparency and accountability. **See annex 2 for the Questionnaire for the CSOs that participated in the project.**
- 3) *Content Analysis:* An assessment of the stories the journalists disseminated on transparency and accountability was undertaken. The analysis looked at sourcing, story content, structure and style and whether investigation and enterprise had been employed.

- 4) *Social/Online Assessment Tool*: This tool was used to assess the content and engagement levels of the social media accounts of seven of the organisations that participated in the training to establish how they are leveraging these platforms in their work and also establish what kind of support is required to strengthen their capacity in effectively using these tools/platforms. The tool sought to establish the following specific aspects: if there had been a change in traffic on the platforms, the kind of information posted on the platforms, who visits the platforms, how often the platforms are updated and relevance of the content.

Jointly, the various research tools allowed for the capture of qualitative and quantitative responses from a variety of stakeholders.

Research Questions

The guiding research questions for the study were:

- What are the key skills journalists and CSOs need to effectively do their work?
- What challenges do journalists and CSOs face in working on T&A issues?
- Does a partnership between media and CSOs add any value to the promotion of transparency and accountability?
- What skills were picked from the training and how useful have these been?
- What is the uptake of ICT tools by the media and CSOs?
- What additional training or support is required by the two groups?
- How are CSOs leveraging social and online platforms in T&A advocacy?

SECTION THREE: RESULTS

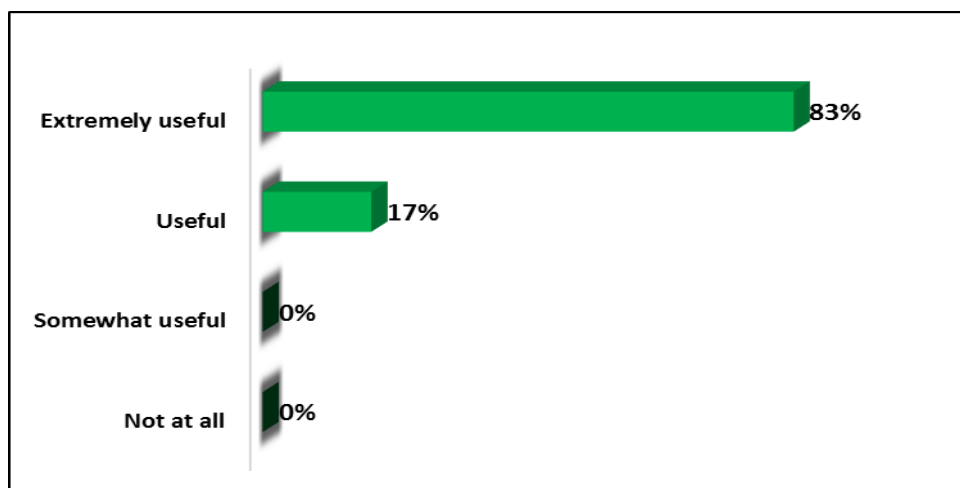
Responses from journalists

This first part of this section captures the findings from journalists who benefitted from the project. The study focussed on skills gained and how they have been used, the challenges they face in covering T & A, what additional support they require and capturing what outputs they have produced since the training.

a) Was the training useful and in what way

All the six journalists that responded to the evaluation said that the training was useful with majority specifically saying that it was extremely useful.

Figure 1: Journalists' response to usefulness of training



Several reasons were given to explain why the training was useful. According to Silas Omagor, a Radio Reporter based in Eastern Uganda the training was useful “in the way that it challenged me to explore enterprise journalism focusing on transparency and accountability issues as well as public policy.” Felix Ainebyoona, a Daily newspaper reporter, based in Mbarara noted that he learnt new techniques of easily accessing information. “An up-country reporter like me is able to access information without necessarily going to meet a minister or permanent secretary or even calling them (by the way they are always busy, and so it is hard to get them on phone)”, he opined.

In another response, Umar Weswala, a media manager of The Community Agenda, an online platform shared his excitement about the fact that he can easily access budget information right up to the sub county which has made his reporting on local issues more robust.

After the training, Felix Warom Okello, an Arua based correspondent, has been able to include the relevant public policy documents in the stories that he has done. “And most importantly, I have been proactive in identifying the gaps in issues of holding the leaders accountable. This is in especially identifying some of the projects that have stalled or are neglected by the government and in this way, the stories and pictures that I took, made the management of UNRA to respond to the highlighted issues. For instance, the roads and bridges in the region that are still in sorry state, made UNRA to respond. I think this was out of the lessons learnt from the training”, he noted.

Weswala revealed that he had learnt to use various ICT tools to do his work, and that it was an opportunity to interact and exchange contacts with civil society activists who constitute one of the credible sources of information on transparency and accountability. Further, that the training helped him understand the roles of different stakeholders in ensuring transparency and accountability. He went on to outline the new tools he had learnt about which include: Readexifdata.com, Google new lab, Twitter for journalists, Facebook for journalists, www.datawarpper.de, Africa Check, www.theatlas.com, Budget website, Advanced google search, Online security and <https://reverse.photos>. “Following the training, I have made use of the budget website, Google New lab, Africa check, and Google search tools. With tools, I spend lesser time on data gathering than before. I also worry less on using fake data because now I know how to access credible data sources and even fact check”, he disclosed.

Respondents also shared which of the training modules were most stimulating for them. According to Warom, the session on Enterprise and investigative reporting made him appreciate how important it is

to think outside the conventional news events and instead create story ideas that have not been told before yet are very vital in society. John Okot, a Northern Uganda based freelance journalist on the other hand has made use of the government online portal (askyourgovernment) to follow up stories regarding government programmes in northern Uganda which are many. “The portal has availed me with different budgets and also resources allocated to specific projects”, he noted.

Sourcing news appears to have been a major weakness for many participants who expressed appreciation for the skills they acquired in this regard.

“I have not been giving time to the Auditor General’s report as a source of tips to follow up on accountability issues but I got a chance of knowing and making use of the Auditor general’s report”, Ainebyoona revealed.

He also discovered that: “The role of CSOs is so important because they help in providing more insights into the issues that affect the community and assist the communities in providing the oversight role and sensitisation that is key to making the communities hold their leaders accountable.”

b) How have you applied the skills you gained?

Respondents shared examples of how they have practically used the lessons they learnt. Below are selected testimonies:

“On November 23rd 2017, I produced a story on the school dropout rate in Ankole sub region. On searching on the UBOS website and found out that at least more than 9000 pupils drop out of school after registration. The Minister of Education and Sports has since advocated for children to pack food to school so as to keep them in school. I have since used investigative skills acquired from the training to do more stories regarding accountability and transparency.”

“Finding and Using T&A data to improve reportage, and leveraging online platforms for T&A reporting. Under these lessons, I learnt how to do specific Google searches for T&A data. This has helped me to easily access genuine data and credible data sources online.”

“I was able to think beyond and get critical issues that affect the community. Particularly, UNRA officials were unhappy with the stories about the roads and the pictures that I took. In one of the calls, an official from the communication department, told me to also do ‘positive’ stories about the roads and Bridges they worked on.”

“Since I embarked on this, other reporters around picked interest and authorities have since stepped up the road works within town. Four roads which had stalled for 3 years have already been completed and the town is now set to begin Phase II of the project yet before Mbale town was lagging behind among several municipalities benefiting from the world project.”

“I worked on a transparency story where a Youth group leader who doubles as the Kamuli Municipal Northern Division youth councilor in the names of Wambi Isaac channeled UGX 8.6 million meant for Bukapere Youth Depot Project to his personal satisfaction. However this embattled councilor had told his group mate that they only received 3.8 million shillings. Basing on a tip off from one of the group members, I employed my investigation tactics and I collected all the relevant information and finally I

aired the story and it yielded positively. Currently the Kamuli district officials are handling the issues. All this was possible because of the skills I gained from the training.”

“Under the Budget Transparency Initiative, I was able to access the Budget website and specifically the dis-aggregated budget, down to the project, quarterly and local levels. I first searched for the information on UBOS and the ministry of Education and sports website, then interviewed different stake holders including teachers, political leaders and parents and I was able to have a story to tell.” (Felix Ainebyoona, Daily Monitor Reporter and Photographer)

c) What challenges have you experienced in covering T&A stories the training?

Journalists complained about the concealment of information especially by sources who do not like to talk about issues of accountability. According to them, some public officials view the media as an enemy. In one case, a source denied a journalist information on grounds that when a ‘bad’ story or picture is published, they end up being blamed for divulging information to the media thus affecting their work.

Further, political leaders dislike being checked and sometimes they take a report on T&A as an affront to their political agenda. Government officials routinely label journalists as opposition supporters whenever we ask them hard questions. There are also journalists who reported attempts to bribe them to drop a story or pepper it down.

It was revealed that some members of the community were not willing to talk about the issues that affect them. Warom, who sourced for information about a collapsed bridge in Arua revealed that “The locals did not believe that the information that I was getting about the broken bridge would be used for demanding accountability. I had to spend 20 minutes to convince them. Even when I showed them my Identity card, only two opened up to talk about the bridge.” See news article <http://www.monitor.co.ug/News/National/Collapsed-bridge-cuts-off-Arua-villages-three-years/688334-4597620-6grg9j/index.html>

So the level of understanding about the role media plays in society, remains wanting

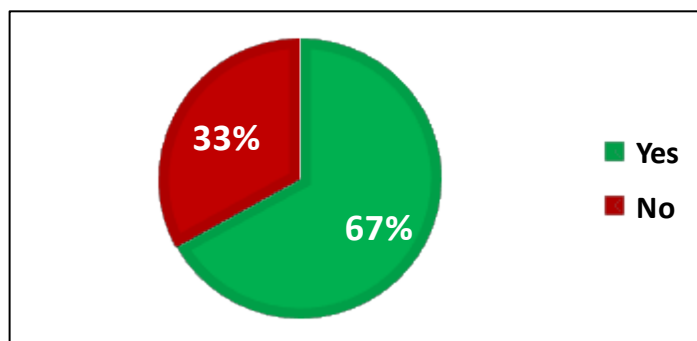
d) Is collaboration between media and CSOs useful?

The respondents were asked if they had attended the CSO/media roundtable and four out of the six attended. All respondents acknowledged that collaboration between the two stakeholders is useful. They observed that the roundtable dialogue on T&A that they attended helped them to appreciate the role that CSOs play and how CSOs can complement the work of journalists. Sixty seven percent of the respondents attended the dialogue. They also noted that they would gladly attend such meetings in the future.

Some of the reasons for the usefulness of the dialogue and indeed collaboration given included:

- I got to grow a network and database of relevant CSOs I may need in my story development including fellow media practitioners. (Silas Omagor)
- I was able to understand the misconceptions about CSO; how they operate, and how they media can work with them jointly. I was able to understand what CSOs are, and how media ---for long-- has been getting wrong in their reporting about them. (John Okot)
- It was useful because we discussed on how media can partner with the CSO’s on covering transparency and accountability, how media can work hand in hand with CSOs to help the less privileged get what they deserve from the government. (Felix Ainebyoona)

Figure 2 Journalists who attended the round table dialogue



There were great learning opportunities because the civil society organisations were able to understand the role the media plays in society. The experiences that were shared provided a platform for learning points on how the media and civil society can demand for accountability collectively. (Warom Okello).

There are however those where the contacts made during the dialogue turned into actual collaborations. John Okot was invited on a trip funded by an international NGO, to report on child labour in Busoga. See <http://www.thecommunityagenda.com/index.php/youth-women/item/151-child-labour-and-defilement-high-in-mayuge-sugarcane-plantations/151-child-labour-and-defilement-high-in-mayuge-sugarcane-plantationse>

The same reporter is pursuing another potential collaboration with Justice 4 Children a local NGO in Gulu and they are currently working on a proposal to provide coverage on Sexual Gender Based Violence (SGBV) in the district. He has been able to develop such partnership as a result of the insights he picked from the CSO/Media dialogue.

In other collaborations, Umar Weswala of The Community Agenda attended a training conducted by CEHURD Uganda, a local NGO for journalists and editors on trends of sexual and reproductive health rights. Through the training, he was introduced to new tools on reporting about T&A in the health sector.

There has been collaboration between AFIEGO and West Nile Post which resulted in the publication of an opinion article on the site www.westnilepress.org. The platform was started by the journalists in the west Nile Sub-region and reaches about 5000 readers. Below are some links to AFIEGO stories published on the site. The two representatives from the two organisations met during the training and CSO/Media dialogue.

- <http://westnilepress.org/opinion-beat-plastic-pollution-at-sites-of-oil-and-gas-exploration/>
- <http://westnilepress.org/our-environment-must-not-be-sacrificed-at-expense-of-oil-gas-exploration/>
- <http://westnilepress.org/why-has-govt-failed-to-act-on-its-commitments-in-the-oil-and-gas-refinery-project-resettlement-plan/>
- <http://westnilepress.org/host-communities-have-a-right-to-be-informed-on-national-oil-and-gas-policies/>

e) What ICT tools did you gain from the training?

The use of ICTs by both journalists and CSO actors for transparency and accountability was one of the central aspects of the project. Respondents reveal an array of tools they have adapted. It is clear that some are way ahead of the others, especially those engaged in publishing on online platforms. The tools being used include:

- The government online portal
- Readexifdata.com
- Google new lab
- Twitter
- Facebook
- www.datawarpper.de
- www.theatlas.com
- Budget website
- Google
- LinkedIn
- Online security
- <https://reverse.photos>

According to Felix Ainebyoona, through the training, he learnt the “proper use of twitter, Facebook, goggle, LinkedIn, and other social media sites”. “Facebook has become my regular source of information whereby I get tips that I can make follow up since most Ugandans are well versed with Facebook and can easily express their dissatisfaction which has helped me to investigate many stories regarding accountability and transparency” he revealed.

Silas Omagor revealed those social media platforms such as, Facebook, and You-tube, have helped in reach out to the audience who could not find time to tune in and listen on radio. Moreover, these listeners have also been of value addition since some of them always sound more knowledgeable on a given story idea developed.

Umar Weswala noted that platforms such as the Budget website, Google New lab, Africa check, and Google search tools have enabled him to spend lless time on data gathering than before. “I also worry less on using fake data because now I know how to access credible data sources and even fact check”, he said.

f) What additional training or support do you need to improve your work?

All the six journalists said they would want additional training or support on using ICT. In addition to the last training attended requests for further support were:

- More on Documentation reporting and feature writing.
- I would value any training regarding financial or data journalism training
- Training on conflict resolution, law and order, training on court reporting and crime would be of the high value to me regarding the current atmosphere in the country.
- More training is needed in the area of data visualization
- Support ACME to open up more T&A reporting grants slots for individual journalists and media houses.

- Besides my training, if support could also be extended to the regional Journalist associations would be so helpful. For instance, the West Nile Press online (www.westnilepress.org) has been able to provide platform for journalists in the region to have their stories published. This offers another platform for holding the leaders accountable.

g) Outputs since the training

Majority of the respondents shared some of the work they have done since the training. The stories examined had a variety of sources and was not episodic but employed enterprise with the journalists going out to dig deeper, using data to illustrate given positions and providing background and context to the stories. The quality of these stories cannot be solely attributed to the one-off training conducted under this project, however, there is a contribution it has made especially in raising interest on T&A and clarifying to the journalists what constitutes T&A and how to gather information about T&A. Below are some of the stories produced-

- <http://www.monitor.co.ug/News/National/Shs2b-water-project-residents-thirst-Kyikembe/688334-4341976-whi9h3/index.html>
- <http://www.thecommunityagenda.com/index.php/health2/malaria/item/121-malaria-the-leading-cause-of-fetal-deaths-in-gulu/121-malaria-the-leading-cause-of-fetal-deaths-in-gulu>
- <http://www.monitor.co.ug/News/National/More-than-9-000-drop-out-after-registering-for-PLE/688334-4198844-jampel/index.html>
- <http://www.monitor.co.ug/News/National/Councillors-want-probe-into-ongoing-road-works/688334-4259218-rhby9oz/index.html>
- <http://www.monitor.co.ug/News/National/Dirty-water-puts-7-800-lives-at-risk-/688334-4250434-hrvs9e/index.html>
- <http://www.monitor.co.ug/News/National/Mbarara-hospital-scan-machine-fixed/688334-4315068-7639puz/index.html>
- <http://www.monitor.co.ug/News/National/Water-project-quenches-Mbarara-hospital-thirst/688334-4361932-15pw1tlz/index.html>
- <http://www.monitor.co.ug/News/National/Donors-impressed-works-Mbarara-Central-Market/688334-4611138-7obssm/index.html>
- <http://www.monitor.co.ug/News/National/Rubirizi-officials-work-shifts-lack-space/688334-4553342-jw9gybz/index.html>
- <http://www.monitor.co.ug/News/National/Four-people-disappear-park/688334-4658406-146mn3az/index.html>
- <http://www.monitor.co.ug/News/National/West-Nile-roads-state--government-repairs-Moyo/688334-4340320-102qftrz/index.html>
- <http://www.monitor.co.ug/News/National/12-years-broken-bridge-residents-pay-more--move/688334-4303526-k3uh9nz/index.html>
- <http://www.monitor.co.ug/News/National/Police-torture-West-Nile-ordeal--Moyo-District/688334-4257634-e8p3r5/index.html>
- <http://www.monitor.co.ug/News/National/-ivory-trade-West-Nile--elephants-extinction/688334-4216296-jmc85l/index.html>
- <https://okello22blog.wordpress.com/2018/03/03/west-nile-where-illegal-bush-burning-is-a-cultural-bondage/>
- <https://okello22blog.wordpress.com/2018/04/11/cancer-risk-as-residents-drink-water-from-reenyau-contaminated-by-oil-from-car-washing/>

- <https://okello22blog.wordpress.com/2018/04/04/it-is-hard-nut-to-crack-to-get-married-live-when-epileptic/>

A review and analysis of some of the news stories was done.

1. Daily Monitor's Felix Ainebyoona's news story was about the high dropout rate of pupils after registering for PLE - <http://www.monitor.co.ug/News/National/More-than-9-000-drop-out-after-registering-for-PLE/688334-4198844-jampel/index.html>
2. Daily Monitor's Felix Warom's news story was about the sorry state of roads in west Nile despite government pledges to repair them - <http://www.monitor.co.ug/News/National/West-Nile-roads-state--government-repairs-Moyo/688334-4340320-102qftrz/index.html>

Ainebyoona makes good use of enterprise journalism where he has uncovered a very important public affairs issue without having to rely on a press release or breaking news. He also makes intelligent use of statistics to illustrate his point. However, the story would have been even stronger with better sourcing. He only speaks to district educational officials who though many in number do not offer the richer variety of voices that could have been added to the conversation if he had spoken to the school drop outs, their parents, teachers and local leaders. It is however a good story that should raise public concern and government action.

Warom's story provides good background and context to the poor state of roads in west Nile region. It is also a good example of enterprise journalism where he bases on observations vis a vis pledges made by the president over the years. He also uses anecdotes to illustrate his point as he raises accountability questions around election promises. He has also tried to bring in a variety of voices, especially the victims who are usually not heard. Perhaps the story would have been stronger if he had sought a comment from a representative of the President for an official explanation/comment, as well as officials of Uganda National Roads Authority (UNRA).

In terms of reporting on T&A the journalists need to make use of investigative journalism skills which would provide evidence based exposure that can be used for follow up by other stakeholders whether for advocacy, prosecution or administrative action.

Responses from the CSO actors

The second part of this section covers the findings from the civil society actors that benefitted from the project. The organisations that responded to the study were: Civic Response on Environment and Development (CRED), National Union of Women with Disabilities of (NUWODU) Uganda, Mid Western Region Anti Corruption Coalition – MIRAC, Uganda Debt Network (UDN), Toro Development Network (ToroDev), Forum for Christian Empowerment (FORCE) and Transparency International Uganda TIU).

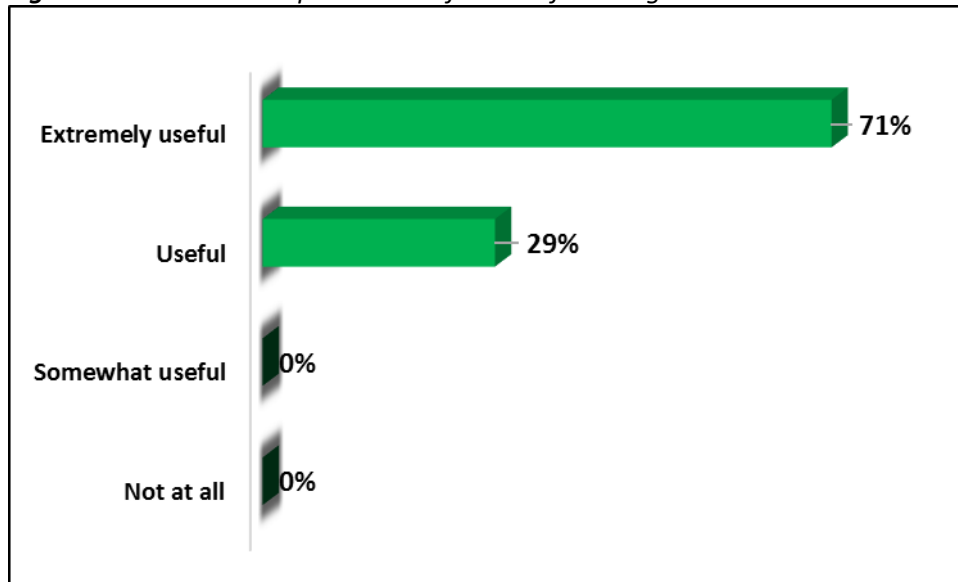
The core focus of the groups ranges from human rights monitoring, to policy analysis and budget advocacy, democratic governance, oil and gas, health, gender quality and disability rights.

The respondents included project officers, communications/public relations officers, and a board member.

a) Was the media relations training you received from CIPESA/ACME useful?

All the respondents to the evaluation said that the training was useful. In fact a majority (71%) found it to be extremely useful.

Figure 5: CSO actors' response to usefulness of training



Various reasons were advanced to support this valuation. Some of these are:

Media Engagement

“The training helped me to better my skills in writing opinion articles”, said Doris Atwijukire from CRED. CRED has also published opinion articles in the newspapers on extractive governance that appeared in the Oil Pull out of New Vision.

- <http://chimpreports.com/opinion-ugandans-should-change-their-mindset-about-vocational-schools-to-tap-from-oil-opportunities/>
- <http://www.monitor.co.ug/OpEd/Commentary/local-participation-oil-pipeline-project-Civic-Response-/689364-4184072-ij6ib6z/index.html>
- https://www.newvision.co.ug/new_vision/news/1465668/ensure-local-participation-oil-pipeline-project

CRED facilitated a media investigative trip on effects of oil and gas infrastructures & clogged land cases in Hoima & Buliisa districts and it had good coverage

- <https://www.youtube.com/watch?v=Vvqu8uOT7OI> (NTV Story on Buliisa Land compensations)
- <https://www.youtube.com/watch?v=lqweNTLFb4s> (Spark TV Ab?e Buliisa bawezzeobutawagav?tttaka)
- <https://www.youtube.com/watch?v=WdyQErWu0ZM&t=63s> (NBS story Locals suffer brunt of Eviction)
- On 25th May, CRED and partners held a press briefing condemning harassment of NGOs in Buliisa and shrinking civic space in the Albertine region. It was well covered
- <https://www.youtube.com/watch?v=YSY6cKCqBqA>
- MIRAC has recorded a raise in demand by radio stations to host the ED on their regular radio programmes especially governance talk shows.
- According to Priscilla Naisanga, “the training improved my skills and developed my understanding of strategies on how media can be engaged and I was able to create relationships

with different media personnel on which I am building networks to ensure coverage of UDN activity implementation for visibility like press conferences, staff interviews, workshops activities which has been fruitful since there has been increased media appearances of UDN.

- Rising public debt stifling EA countries development budgets (16 May 2018)
<http://www.monitor.co.ug/OpEd/Commentary/Rising-public-debt-stifling-EA-countries-development-budgets/689364-4563570-yjqtchz/index.html>
- (https://www.newvision.co.ug/new_vision/news/1477561/rising-public-debt-stifling-regional-development-budgets)
- Debt-to-exports: A big challenge for Uganda https://www.newvision.co.ug/new_vision/news/1465385/debt-exports-challenge-uganda
- Uganda's jig-saw debt and service delivery (27th April 2018) <http://www.monitor.co.ug/OpEd/Commentary/Ugandas-jig-saw-debt--service-delivery-domestic-revenue/689364-4532134-s0sw3uz/index.html>
- have also tried to carry out my first TV interview in Luganda which was little difficult and I was so much on tension. (<https://www.youtube.com/watch?v=QOoNQsDCQqM&t=64s>)
- There were other letters published under the titles and dates below.
- Government must invest more in production - Sunday monitor (11 March 2018) (Letter of the day)
- Why government should implement Local Economic Development Policy- The Observer (March 21-27, 2018) (Letter of the day)
- Taxes to increase – New vision 24th January 2018
- Interest Costs on debt rising - Daily Monitor 31 January 2018
- Bbiira was in February 2018 identified as a regular panelist on the *AkatutiKobugabe* a weekly 2 hour radio talk show on Radio Hoima.
- Bbiira also appears on the weekly 2 hour political talk show on Spice FM called Spice Parliament.
- MIRAC started a weekly radio talk show that runs every Saturday on Uganda Community Green Radio to increase advocacy and campaigns on T&A.

Leveraging online and social media platforms

I have improved our social media engagements through sharing informative information. This has increased our reach, according to Doris Atwijukire from CRED.

- https://www.facebook.com/creduganda/?timeline_context_item_type=intro_card_work&timeline_context_item_source=100001308865066
- <https://www.facebook.com/creduganda/photos/a.1705685329695920.1073741836.1412115559052900/1988069228124194/?type=3&theater>

Shamim Nampijja opined that “the knowledge and skills attained from the training were incorporated into my area of expertise first off in the dissemination of stories relating to Persons with Disabilities to the world through the work website. Her blogspot has become one of her dissemination platforms: <http://shanahfied.blogspot.ug/2018/01/media-relations.html>

According to Shamim, following the training, a few Disabled People's Organisations (DPOs) came together and formed the Uganda Media Caucus on Disability to improve on the visibility and coverage of disability related stories in the media. This also led to the formation of a WhatsApp group for both

Journalists and CSOs within the caucus and it has helped raise awareness around Disability related issues as DPOs representatives access the group for journalists when they need coverage for an event. We were able to design and now run a functional website www.miracuganda.org. The website was registered on 27 May 2018. It is updated at least twice a month and most of the information uploaded is either about the work of the organisation or the themes it works on.

The Organisational social media accounts are updated regularly with a staff assigned to them @MiracAbertine and Facebook MiracAlbertine. The facebook is active with at least one post per month although not all posts get comments. They make use of activity pictures to light up the page.

Toro Development Organisation reported that they are currently using blogs, website, Facebook and Twitter. They have increased online participation for their viewers / clients. "Whenever we conduct an activity we make sure blogs, website, twitter and Facebook accounts are updated. We have received more communications online for example when running like a poll question on a certain topic/sector. Many people have participated through Sms and we have integrated their contributions/issues raised into our advocacy work." For details on this please see the online and social media review section.

Media Relations

The corporate relationship between MIRAC as an organisation and the media has drastically improved. After the training, a Programme Officer was assigned the role of public relations. This has ably supported MIRAC to draft and manage a well regularly updated website as a key result areas of managing public relations.

CRED have developed a media email-list which has made it easy when I need to contact journalists.

"I have improved my mobilisation skills for media coverage regarding Transparency International Uganda (TIU) activities."

Strategic Communication

CRED can ably and effectively monitor our impact on social media.

MIRAC and CRED developed draft communication strategies to guide their communication.

The training enhanced my skills and I was able to deliver on my day to day assignments as a communications person. I have assisted in strengthening the Uganda Debt Network (UDN) information and communication systems and processes by compiling and drafting electronic newsletter editions that have been shared with UDN partners and stakeholders on a weekly basis. These have generated positive feedback and comments even internationally.

Beneficiaries have been able to produce and shared various outputs which include blogspots, opinion articles, media interviews, facebook posts, press releases/statements; and websites.

- <http://chimpreports.com/opinion-ugandans-should-change-their-mindset-about-vocational-schools-to-tap-from-oil-opportunities/>
- <http://www.monitor.co.ug/OpEd/Commentary/local-participation-oil-pipeline-project-Civic-Response-/689364-4184072-ij6ib6z/index.html>
- https://www.newvision.co.ug/new_vision/news/1465668/ensure-local-participation-oil-pipeline-project

- <https://www.facebook.com/creduganda/photos/a.1705685329695920.1073741836.1412115559052900/1988069228124194/?type=3&theater>
- https://www.newvision.co.ug/new_vision/news/1476479/fight-corruption-land-administration-land-injustices
- https://www.facebook.com/creduganda/?timeline_context_item_type=intro_card_work&timeline_context_item_source=100001308865066
- <https://www.facebook.com/Albertine-Region-Land-Platform-1427744850865616/>
- <http://shanahfied.blogspot.ug/2018/01/media-relations.html>
- Rising public debt stifling EA countries development budgets (16 May 2018) <http://www.monitor.co.ug/OpEd/Commentary/Rising-public-debt-stifling-EA-countries-development-budgets/689364-4563570-yjqtchz/index.html>
- (https://www.newvision.co.ug/new_vision/news/1477561/rising-public-debt-stifling-regional-development-budgets)
- Debt-to-exports: A big challenge for Uganda https://www.newvision.co.ug/new_vision/news/1465385/debt-exports-challenge-uganda
- Uganda's jig-saw debt and service delivery (27th April 2018) <http://www.monitor.co.ug/OpEd/Commentary/Ugandas-jig-saw-debt--service-delivery-domestic-revenue/689364-4532134-s0sw3uz/index.html>
- Have also tried to carry out my first TV interview in Luganda which was little difficult and I was so much on tension. (<https://www.youtube.com/watch?v=QOoNQsDCQqM&t=64s>)
- Government must invest more in production - Sunday monitor (11 March 2018) (Letter of the day)
- Why government should implement Local Economic Development Policy- The Observer (March 21-27, 2018) (Letter of the day)
- Taxes to increase – New vision 24th January 2018
- Interest Costs on debt rising - Daily Monitor 31 January 2018
- We have done several blog articles, social media articles, media interview on radio stations and television and also had a press release in Monitor newspaper. More of that can be reached through the organization website: www.torodev.co.ug
- We are in the process of developing a website for my organization

It is clear from the outputs shared that several skills have been put to good use, especially writing opinions, letters, blogs, newsletters, giving media interviews and appearing on talk shows. The beneficiaries are taking advantage of free spaces in the media to amplify their issues of interest which is a very positive and sustainable approach to media advocacy.

A review and analysis of two of the published CSO Opinion articles

Doris Atwijukire –CRED in her opinion: Ensure local participation in the oil pipeline project provides good context and background quoting reports, news and her experiences. She also gives credit to government for what has been done right, for purposes of balance. She is clear on her issue of concern and ends the article with concrete proposals on what can be done to improve the situation.

Priscilla Naisanga – UDN – in her piece: Rising debt stifling regional development budgets makes intelligent use of statistics which are derived from official and authoritative sources. She is very focused on one issue and she ends her piece by clearly stating her position on the matter.

b) What are some of the challenges you have experienced while using some of the skills and knowledge since the training?

Several challenges were shared. These are mix of technical as well as administrative hiccups. Below are highlights of the challenges shared.

- The main challenge is the lack of autonomy when it comes to the publication of material in a timely manner. All the articles published on the website have be approved by top management and this leads to the delay in uploading the material. We have a similar setback with the formulation of press briefs for newspapers, according to Shamim.
- Nassar Bbiira bemoaned the limited feedback from the media houses especially print media when articles are written. The media houses personalities do not sometimes even acknowledge receipt of the articles, he noted.
- Conveying my kind of work in a lay man’s language is hard, I deal with a lot of figures and building debt consciousness to the stakeholders is very difficult. This makes it hard for me to bring the debt topic on the table of discussion, Priscilla Naisanga observed.
- I personally lack confidence especially developing newspaper articles because I sometimes write and fail to forward to the editors yet most of them are run depending on the current prevailing issues in society. Sometimes media people expect a lot of money from the organization and when it is not given to them it somehow demotivates them to do work perfectly and even without pay, said David Kugonza.
- Most members within my organisation still do not appreciate the importance of ICT, thus making it difficult for me to engage them to use the ICT tools. With continuous engagement and training on the use, this will be sorted, said Brenda Eyatoras.

c) What further support do you need to improve you work?

Respondents expressed overwhelming need for further support especially in the areas of using social media and other online platforms. Specifically, there were requests for the following:

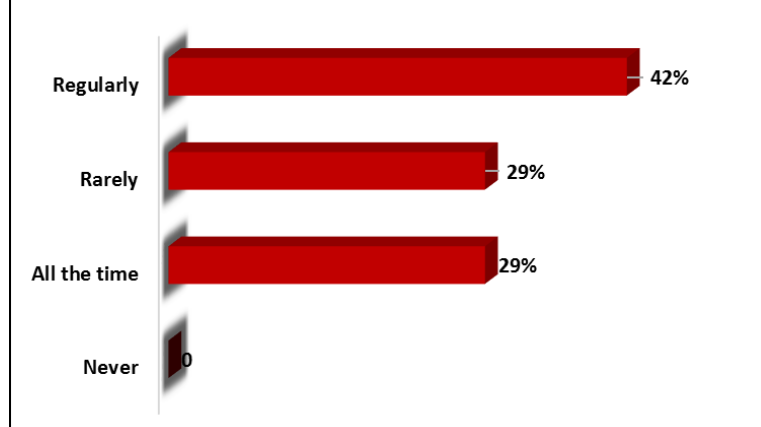
1. Skills in effectively using social media in reporting, creating debate and demanding for accountability from duty bearers.
2. Managing websites and social media.
3. Support on developing messages
4. Further training on creative ways of engaging through media-such as use of photos, info graphics, short videos other styles
5. Skills in lobbying and advocacy.
6. Writing professional press briefs and opinion articles
7. Training in effective use of media to advocate for gender equality.

d) Collaboration between Media and CSOs

Since the training only 42% of respondents have regularly involved the media in their activities while

29% have involved them all the time.

Figure 6 Number of CSOs that attended the public dialogue



The involvement came through inviting them for field trips, giving press briefings, press conference, dialogues, media breakfast meetings and meetings. It was revealed that the

decision to involve the media was determined by various factors such as time to mobilize them, costs involved, the nature of the audience, and relevance of the event. This has yielded results for some organisations as evidenced from the stories and footage below.

CRED facilitated a media investigative trip on effects of oil and gas infrastructures & clogged land cases in Hoima and Buliisa districts and it had good coverage. See story here - NTV Story on Buliisa Land compensations - <https://www.youtube.com/watch?v=Vvqu8uOT7OI>; on Spark TV Ab?eBuliisabawezeobutawagav?tttaka - <https://www.youtube.com/watch?v=lqweNTLFb4s> ; NBS story Locals suffer brunt of Eviction- <https://www.youtube.com/watch?v=WdyQErWu0ZM&t=63s>
On 25th May, CRED and partners held a press briefing condemning harassment of NGOs in Buliisa and shrinking civic space in the Albertine region. See: <https://www.youtube.com/watch?v=YSY6cKCqBqA>

e) What do you see as the main challenges faced by CSOs in Uganda in using the media as an advocacy tool?

- Low ICT skills
- Most CSOs have not appreciated the power of media as an advocacy tool
- There is limited relationship between some CSOs and Media yet some do good and relevant work that is never publicised and not known to the media and the public
- Distortion of stories as media thrives on sensationalism for profit
- Lack of a media budget in project planning for CSOs
- Fear of political response especially from government
- Limited appreciation of the role of media in CSO work. As such, all engagements have taken a commercial approach rather than a partnership and engagement approach
- Media is expensive and not affordable to CSOs. Journalists demand for monetary rewards in return for coverage.
- Limited staffing for CSOs in that only one staff is available to handle media related work which may sometimes be over whelming

f) What can be done to improve your organisation's use of the media as an advocacy tool?

- Empowering more staff to appreciate and adopt to the use of media as advocacy tool. It should not be a- one person's thing but all staff.
- Building more capacity for the media practitioners to appreciate governance issues and deeply understand what the CSOs do and the complementary role for the media
- We need to keep close with media personnel and befriend them such that even when you do not have a budget for them, they are able to cover the event and make publications. They should also be in the know as to what the organisation
- Training on effective media utilisation to advocate for human rights issues.

g) Social Media and online tools assessment

An assessment of how the beneficiary groups were using social and online media tools was undertaken. It sought to establish the amount of traffic, interactivity, how often the platforms are updated with a view of establishing the uptake of the social media skills they gained from the training. Across the board, most groups have been active especially on facebook and twitter. In many instances, there have been efforts to add some colour to the platforms in the form of photographs. A majority are still using the platforms for information dissemination and not advocacy and engaging different stakeholders.

Organisation: Toro Development Organisation	
Platform	Observations
Facebook	<ul style="list-style-type: none"> • Likes 3463, followers 3455 • They post once or twice a month. • They have monthly poll questions on various topics for instance one on education was posted on March 13, 2018, and about Health, economic development, security on March 15, 2018. • On January 26, 2018, a question on UPE generated 149 likes, nine comments, and four shares. This is their most liked post since the training. • They make use of a platform called 'me and my leader' or MML for the audience to give views on various topics via sms and other forms of online participation.(mmlonline.org) • -All content posted is information and photos of about Toro Development programmes. • Before the training, they only used to post links from the organisation's blog - TORODEV.BLOGSPOT.COM attracting at most six likes and no comments.
URL - Torodev.co.ug	The website is updated at least four times a month. Articles posted are all topical i.e. about organisation's activities. Before the training, the posting pattern was the same- at least four times a month.
Twitter.	<ul style="list-style-type: none"> • -Post once a month- with no retweets or likes. • -Content posted is about the organisation's programmes, meetings and trainings. • The handle has 872 likes, 218 followers and following 284.
National Union for Women with Disabilities of Uganda (NUWODU)	
Facebook	729 likes, 730 followers The posts attracted no response, likes or comments They have more mentions than posts
Twitter	255- Following, 346 followers, 723 tweets. Tweet almost daily with one or two likes Tweets are on health, livelihood of PWDs
URL	Not available
CENTRE FOR WOMEN IN GOVERNANCE	
Facebook	FB- 678 likes, 675 followers
Twitter	Twitter- following 308 and 7867 followers. Tweets 426 -Tweet regularly at least four times a month. - Took a break in August 2017, started again in June 2018. Content is on meetings and women-related news. Before the training, they used to post one-liners and then Facebook links- but now, they make use of Photos and have more likes on their posts.
URL- www.cewigo.org	On November 20, 2017- a post caucus reflection meeting for women in Mbarara district got 660 hits. This was and still is the post with the most hits since the training. The website is generally kept up-to-date with at least two postings made every

	month. There is difficulty in navigating the website to access any activity before the training.
WOUGNET- Women of Uganda Network.	
Facebook	Facebook -3,067 likes and 3,010 followers The last post which was on July 20, 2018 was a series of videos on a district engagement meeting in Oyam District. Since the training, they have adopted the use of photos and videos, however there is not much activity before and after the training.
Twitter	709 following, 3829 followers. Regular posts- daily for example in July. Likes and retweets on tweets go up to 10.
URL***wougnet.org	The website is well designed and easy to navigate with a host of information on the organisation's activities. The website was active even before the training. Not much has changed.
KITGUM NGO Forum	
Facebook	Facebook- 94 likes, 95 followers Last posted pictures of meetings in August 1 2017 and got one like. Not much activity here. They are not on Twitter and can't find a URL for them.
Civic response on Environment and development	
Facebook	467 likes, 467 followers * They post Links from DM/other papers- and on average they were posting thrice a month. In May there was a flurry of posts, seven. Since then they have gone back to the pre training pattern. However there is more use of photographs.
Twitter-	Following 536, followers 166 and tweets 606 They have more retweets than tweets but active. There is no change in pattern for before and after the training.
URL-creduganda.org	Website is a bit difficult to navigate although the content is topical i.e. organisation activities. However the posts have picked up from an average of once a month to 3 posts per month.

SECTION FOUR

a)Reflections and Recommendations

From the study results, some clear themes emerge. In this section, we outline some of these themes and then provide recommendations.

- In this era where audiences are inundated with information and audiences are being constantly fragmented, CSOs must invest in their communication systems. Many CSOs including CIPESA's partners continue to deal with communication in an ad hoc manner. They have no communication strategies, there no communication budgets, they do not have personnel specifically in charge of communication and when they do these are usually unskilled. So CSO

actors must as a matter of urgency adapt the approach taken by corporate organisations in selling and pitching their causes.

- Social and online communication is the future and the sooner the CSOs embrace it the better. However, competition is stiff and those that reap from it are the ones that understand the dynamics of social platforms. That they must be engaging, relevant, topical and up to date.
- CSOs and the media need to consciously grow and develop the partnership between them. That way, they can maintain a professional mutually beneficial or usability relations. This must however, be consciously worked at. The CSOs must remain relevant and with insightful up to date information while the media must Endeavour to be as knowledgeable about key issues before they can coherently write about them.
- A key fact we must live with is the rate in attrition in both the media and civil society. People are constantly on the move which has stunted the growth of capacity in both sectors. Government and the corporate world keep gobbling up the diamonds that emerge every now and then. Stemming this hemorrhage remains a stumbling block for the simple reason that media and civil society cannot pay as well enough as the corporate companies and government.

b) Conclusion

From the responses, all aspects of the project, namely the training of journalists on covering transparency and accountability, the training on public policy, the media relations training and the networking meeting were well received and appreciated. There have also been commendable efforts in applying the skills. With additional support, a cadre of journalists and CSO actors can be grown steeped in engaging on transparency and accountability issues in Uganda.

Annex 1: CSO respondents

No.	Name	Organisation	Location
1.	David Kugonza	Toro Development	Hoima
2.	Lillian Zawedde	Transparency International Uganda	Kampala
3.	Shamim Nampijja	NUWODU	Kampala
4.	Naisanga Priscilla	Uganda Debt Network,	Kampala
5.	Brenda Eyotarus	Forum for Christian Empowerment	Kampala
6.	Nassar Bbiira Kiwanuka	Mid Western Region Anti Corruption Coalition (MIRAC)	Hoima
7.	Doris Atwijukire	Civic Response on Environment and Development (CRED)	Kampala

Annex 2: List of journalists interviewed

No.	Name	Organization	Location
1.	Gerevazio Ngabirano	Voice of Kamwenge	Kamwenge
2.	Warom Felix Okello	Monitor	Arua
3.	Johnson Sewankambo	KBS FM	Jinja
4.	Felix Ainebyona	Daily Monitor	Kampala
5.	John Okot	NUMEC/Observer	Gulu
6.	Umar Weswala	Community Agenda	Kampala

Annex 3: Evaluation of the Utilisation of Knowledge and Skills Acquired Under the CIPESA Transparency and Accountability Project

Questionnaire for CSOs Trained in Media Relations

Introduction

The Collaboration on ICT Policy for Eastern and Southern Africa (CIPESA) conducted a one year project in 2017. The project sought to enhance engagement on transparency and accountability issues as well as public policy through an increment in the quantity of reporting as well as the quality. It however also sought strengthen the capacity of civil society to engage more effectively with the media and improve their visibility on transparency and accountability issues. CIPESA has contracted a consultant to undertake an evaluation to assess how CSOs trained in media relations are leveraging media in their advocacy on transparency and accountability in Uganda. The research will help CIPESA to better understand and gauge the impact of its training and plan for future programming in this sector.

You are kindly requested to complete this questionnaire to help facilitate this process.

Name.....

Organisation.....

You are kindly requested to complete this questionnaire to help facilitate this process.

1. What is the core area of your organization?

- a) Human Rights monitoring
- b) Gender Equality
- c) Youth Development
- d) Democratic governance
- e) Livelihoods and Development
- f) Land and Environment
- g) Children’s rights
- h) Disability rights
- i) Law and justice
- j) Health
- k) Oil & gas/extractives
- l) Other (please specify)

2. What is your current role in the organization?

- a) Board Member
- b) Senior manager
- c) Communications/Public Relations Officer
- d) Program/Project Officer
- e) Administrative Officer
- f) Other (Please specify)

3. What components of the Transparency and Accountability project did you find most useful? On a scale of 1 – 3 with 1 being least useful and 3 being most useful.

Project component	1	2	3
Training workshop			
Roundtable meeting with journalists			
Networking with peers			
Other (Specify)			

Please answer the questions below pertaining to the training you attended.

4. Was the media relations training you received from CIPESA/ACME useful?

- a) Extremely useful
- a) Somewhat useful
- c) Useful
- d) Not at all useful

5. Please briefly explain how you have been able to use the knowledge and skills gained during the training?

.....

6. Which of these training areas have you found most effective in your day to day work since the training? (Rank 1 to 6, where 1 is learnt the least and 6 is learnt the most).

Skill/Tools Training area	Rank
Understanding how the media works	
Writing opinion articles	
Fielding compelling media interviews	
Writing newsworthy Press releases/media statements	
Effectively using social and other online media platforms	
Travelling with journalists to the field	
Other (please specify)	

7. Could you, share some of the outputs that you have been able to develop since the training? These could include – blogspots, opinion articles, media interviews and appearances; press releases/statements; or websites developed?

8. What are some of the challenges you have experienced while using some of the skills and knowledge since the training?

This section specifically covers ICT aspects of the training

9. What ICT tools did you gain from the training?

What ICT skills are you currently using and how have they helped you to improve your work?

10. How would you rate your effectiveness in using the following ICT based tools for advocacy?

Tool	Extremely effective	Moderately effective	Effective	Not effective
Twitter				
Blogs/Website				
Using Twitter				
Using Facebook				
Using Whatsapp for business				

11. Would you want additional training or support on effectively using ICT tools in your work?

12. In addition to the last training you attended, what other support or training would you value most?

This section addresses aspects of your relationship with the media

14. Since the training how often have you involved the media in your activities?
a) All the time b) Regularly c) Rarely c) Never

15. How responsive has the media been to your invitations?

Please share any specific examples

.....
16. What kind of activities have you involved media in?
.....

17. What have been your considerations on whether you will involve the media in your activities or not?
.....

18. What do you think can be done to improve your organisation's use of the media as an advocacy tool?
.....

19. What do you see as the main challenges faced by CSOs in Uganda in using the media as an advocacy tool?
.....

Annex 4: Evaluation of the Utilisation of Knowledge and Skills Acquired under the CIPESA Transparency and Accountability Project

Questionnaire for journalists Trained on reporting transparency and accountability

Introduction

The Collaboration on ICT Policy for Eastern and Southern Africa (CIPESA) conducted a one year project in 2017-2018. The project sought to enhance engagement on transparency and accountability issues as well as public policy through an increment in the quantity of reporting as well as the quality. It also sought to strengthen the capacity of civil society to engage more effectively with the media and improve their visibility on transparency and accountability issues. CIPESA has contracted a consultant to undertake an evaluation to assess how journalists are using the skills to report on transparency and accountability. The research will help CIPESA to better understand and gauge the impact of its training and plan for future programming in this sector.

You are kindly requested to complete this questionnaire to help facilitate this process.

Name.....

Organisation.....

1. Position: a) Reporter b) Editor c) Features Writer d) Photo journalist
e) Other (please specify).....

2. What best describes your current media house?
a. Print (newspaper, magazine)
b. Radio

- c. TV
- d. Online
- e. Other (please specify)

3. Was the training you received from CIPESA/ACME useful?

- a) Extremely useful a) somewhat useful c) Useful d) Not at all useful

4. Please explain in what ways it was useful or not.

5. In which area did you learn the most? (Rank 1 to 5, where 1 is learnt the least and 5 is learnt the most)

Learning/Teaching area	Rank
Understanding transparency& accountability	
Tracking and Reporting Transparency &Accountability (The ideal vs. the practice)	
Following the Money: Tracking the Budgeting, Implementation and Accountability processes.	
Enterprise& investigation: Looking beyond conventional news events	
Using existing ATIA Legal and policy framework on ATIA to improve T&A reporting	
Finding and Using T&A Data to improve reportage	
Leveraging Online Platforms for T&A Reporting	
Understanding public and why CSOs and media should be interested	
Other (please specify)	

6. Please describe the lessons/areas which were most relevant to your work.

7. Which lessons were you able to apply immediately, and which have had enduring value? Please provide examples on how these were applied.

8. Please provide examples of how these were applied.

9. What challenges have you experienced in covering T&A stories since the training? Please provide links to articles written.

10. Did you participate in the CSO/Media roundtable?

11. Did you find it useful? Please explain.

12. Would you attend such meetings in future? Please explain your answer.

13. Have you been in contact with any of the CSOs that participated in the roundtable?

If yes, please share what that was about and any outcome of that contact

.....
 14. What ICT tools did you gain from the training?

15. What ICT skills are you currently using and how have they helped you to improve your work?

16. Would you want additional training or support on using ICT to do your work?

17. In addition to the last training you attended, what other support or training would you value most?

18. Any additional comments?

Annex 5: Content and Engagement of Social /Multi-Media Assessment Tool

Uganda Debt Network	Website	url
		No. of subscribers before training
		No. of subscribers after training
		No. of views for 2 posts before training
		No. of views for 2 posts after training
		No. of shares for 2 posts before training
		No. of shares for 2 posts after training
		No. of comments for 2 posts before training
	No. of comments for 2 posts after training	
	Facebook	Facebook account name
		No. of page followers before training
		No. of page followers after training
		No. of comments for 2 posts before training
		No. of comments for 2 posts after training
		No. of likes for 2 posts after training
		No of likes for 2 posts after training
		No. of shares for 2 stories before training
		No. of shares for 2 stories after training
		No. of posts per month before training
No. of posts per month after training		

	Twitter	Twitter handle
		No. of followers before training
		No. of followers after training
		No. of likes for 2 posts before training
		No. of likes for 2 posts after training
		No. of retweets for 2 posts before training
		No. of retweets for 2 posts after training
		No. of replies for 2 posts before training
		No. of replies for 2 posts after training

Qualitative Assessment

1. What kind of information is posted on the websites, Facebook and Twitter pages of the organisations in terms of quality, topicality and responsiveness?
2. Who are the visitors to the platforms?
3. How often are the platforms updated?
4. How interactive are the platforms?
5. Does the content posted correspond with the organisations work?
6. What can be done better? (answer to this via KII but also a general assessment of social media activity of organisation)