

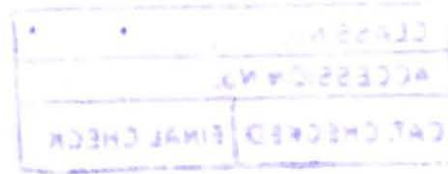
**GHANA INSTITUTE OF JOURNALISM**

**CHALLENGES ASSOCIATED WITH REPORTING ON THE OIL AND GAS  
INDUSTRY IN DAR ES SALAAM, TANZANIA**

**BY**

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RESEARCH, GHANA INSTITUTE OF JOURNALISM IN PARTIAL FULFILLMENT  
OF THE REQUIREMENTS FOR THE AWARD OF MASTER OF ARTS IN  
JOURNALISM**

**OCTOBER, 2015**

## STUDENT'S DECLARATION

I hereby declare that this dissertation is the result of my own original piece of research and that it has never been submitted in whole or in part for another degree in the Institute or elsewhere. All references used in it have been fully acknowledged.

I bear sole responsibility for any shortcomings in it.

Monica Luwondo  
(Student)

Signature:.....*ML*..... Date .....*09-11-15*.....

## SUPERVISOR'S CERTIFICATION

I hereby certify that the preparation and presentation of this dissertation were supervised in accordance with guidelines on supervision of dissertation laid down by the Ghana Institute of Journalism.

Dr. Daniel K. Hammond

(Supervisor)

Signature:  .....

Date 09-11-15 .....

## **DEDICATION**

To my husband and children.

## **ACKNOWLEDGEMENT**

First of all, I thank the Almighty God for His mercy and strength, without which this dissertation could not have been completed successfully.

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## **ABSTRACT**

This study sought to investigate challenges associated with reporting on the oil and gas industry in Dar es Salaam, Tanzania. Related literature was reviewed. The quantitative (descriptive) research design was adopted. Secondary data were gathered from journals, books, technical and research reports including theses, dissertations, magazines, newspapers, the internet and other relevant documents on public relations and hospitality and airline business. Primary data were also gathered from 25 journalists in Dar es Salaam, Tanzania. Self-administered questionnaires made up of both open-ended and closed-ended questions were distributed to the 25 journalists. After analysing the data, it was found that challenges of journalists in Dar es Salaam include blackmail, death threats, physical assault and verbal assault. Others are torture and maltreatments, administrative and judicial harassment, inadequate journalism training, stigmatisation by state authorities and disappearances of journalists as well as lack of safety and difficulty in accessing information regarding the oil and gas industry in Tanzania. It was suggested that mixed methods research (i.e. combination of quantitative and qualitative research) should be conducted in the same area to provide both surface description and deeper understanding of the issues involved. Issues as to whether journalism in Dar es Salaam is male dominated and print media dominated should be investigated in future research.

# **CHAPTER ONE**

## **INTRODUCTION**

### **1.1 Chapter introduction**

This is the introductory chapter of the study. It contains the background of the study, statement of the problem, objectives of the study, research questions, significance of the study, scope and limitations of the study and organisation of the report of the study.

### **1.2 Background of the study**

In the last decade, there has been a burgeoning in literature examining the role of the media in promoting economic development in Africa (D'Alessandro, Hanson and Owusu, 2014; Debrah, and Graham, 2015). Much of the research has been carried out by sociologists, political scientists and economists. This recent body of work has repeatedly shown that not only do the media help educate the public and increase political participation, but they also produce higher rates of government responsiveness and lower rates of government corruption (Adesera, Boix and Payne, 2003). In helping to frame the agenda for public discussion, the press can highlight problems in governance and expose corruption (Norris, 2010). At the same time, there has been extensive criticism of the press in general, business and economic reporting in and too seldom play the constructive role that they should (Doyle, 2006).

The extractives sector (oil and gas) continues to be an important subject for journalists, particularly in developing countries (Schiffrin and Rodrigues, 2013). Revenues from oil and gas contribute substantially to GDP and in many cases make up the bulk of government revenue. (Ahmad and Singh, 2003).

Revenue from the extraction of natural resources is meant to promote economic growth, domestic security and social well-being. However, in many countries revenues are wasted or lost due to corruption and/ or financial malfeasance (Schiffrin and Rodrigues, 2013). Managing large and sudden inflows of resource wealth is notoriously difficult as it can create high inflation from increased spending, overvalued currencies and an unbalanced economy, as investment and skilled labor is often attracted away from other economic sectors. Resource rich countries are often marked by instability and high unemployment, because although the extractive sector can create some jobs, the "job destruction" elsewhere, for instance as a result of the overvalued currency hurting exports, is greater (Behrman, Canonge, Purcell and Schiffrin, 2012).

The process of extraction can also create severe environmental damage, hurting the lives and livelihoods of the people living in the areas where extraction takes place (Karl, 2007). The influx of job- and opportunities-seekers to regions where extraction takes place can lead to conflict over land and resources as well as an increase in illicit activities, such as use of drugs, prostitution, and other crimes (Behrman, et al, 2012). Surprisingly, the abundance of natural resources often

leads not only to a lack of growth but an increase in economic and social inequality and to societies marked by poverty and underdevelopment (Schiffrin and Rodrigues, 2013).

Tanzania has been exploring oil and gas for more than half a century. The first natural gas discovery was made at the Songo Songo Island in 1974 followed by another one in the Mnazi Bay in 1982. The commercial production of natural gas at the Songo Songo Island and in the Mnazi Bay commenced in 2004 and 2006, respectively. From 2010, Tanzania has witnessed further exploration and discoveries of significant quantities of natural gas both on-and off-shore.

These developments have created more challenges to the Government on how to manage the fast growing natural gas industry. The challenges include Policy, legal and institutional frameworks to manage the industry more effectively; human resource with the requisite skills and knowledge in the industry; development of natural gas infrastructure; development of domestic market and managing export market; revenue management; high public expectations; and health, safety and environment protection.

The above implies that there is a great deal of scope for journalists to do investigative reporting on the extractive sector in Tanzania particularly the oil and gas industry. Irrespective of the onus that lies on journalist to report on the oil and gas industry, their activities are marred with several challenges such as lack of knowledge from the oil and gas industry (Canonge, Purcell and Behrman, 2010). Others are even targeted and murdered in line with their journalistic duties (Global Witness, 2012). On the basis of this, it is very crucial to conduct a study into the

challenges the media or journalist encounter in their attempt to expose issues of national interest in the oil and gas industry to promote transparency and accountability.

### **1.3 Statement of the problem**

Africa has had its fair share of troubles resulting from the extractive industry. This is because majority of mineral rich countries in Africa are consistently afflicted with political instability, social inequality, conflict and underdevelopment (Media Council of Kenya, 2015:12). Such situation may have been perpetuated by the fact that former European colonial powers designed colonial policies on land-ownership, political boundaries, institutions and economies to facilitate exploitation as opposed to development. The perennial problems that resulted from these colonial policies were inevitably inherited by the independent African states. In fact some of the post-independent regimes simply slipped into the oppressive colonial outfits that they inherited.

The recent discovery and mining of oil and gas in Tanzania has come with exceedingly high expectations from host communities that the new wealth will translate into improved monetary returns, increase foreign exchange earnings and surpluses to finance the much needed socio-economic development. Their expectation is that the oil exploration will ultimately translate to reduced poverty and ensure prosperity for all. However, this is far from the reality, as the underlying truth on the ground is far more complex.

The media coverage of the extractive industry in Tanzania is not a new phenomenon. From pre-independence, the media has consistently covered issues of mining albeit in a small way with

little excitement compared to what has been witnessed in the recent past. Recent coverage has been marked by new and complex factors like the discovery of oil which until then was just speculation and a kind of mirage for the Tanzanian society. Journalists covering the extractive industries including oil and gas are of particular interest to those who believes that transparency in governance, business and politics is an important aspect of development in Africa.

With this knowledge, citizens can play more active roles in their countries' destinies and make their oil and gas a blessing rather than a curse. Notwithstanding the recognition of the contributions of the media to the accountability and the transparency in the oil and gas industry in Tanzania, studies have not been conducted on the challenges that journalists go through in their attempt to document issues of national interest within the oil and gas sector in Tanzania. It is against this backdrop that this study seeks to examine the challenges journalists in Dar es Salaam, Tanzania face when reporting on the oil and gas sector.

#### **1.4 Objectives of the study**

The study seeks to investigate challenges associated with reporting on the oil and gas industry in Dar es Salaam, Tanzania. The specific objectives of the study are:

1. To assess the journalists' perception of challenges associated with media coverage of the oil and gas industry in Dar es Salaam, Tanzania.

2. To assess the level of awareness and understanding of reporting on the oil and gas industry in Dar es Salaam, Tanzania.
3. To establish the contents and nature of reporting on the oil and gas industry in Dar es Salaam, Tanzania.
4. To assess the role of journalists in Dar es Salaam, Tanzania the in the oil and gas industry?

### **1.5 Research Questions**

- 1) Are there challenges associated with media coverage of the oil and gas industry in Dar es Salaam, Tanzania?
- 2) Do journalists in Dar es Salaam, Tanzania have the level of understanding and awareness of the oil and gas industry?
- 3) Are the contents of reportage on the oil and gas industry in Dar es Salaam, Tanzania adequate?

### **1.6 Significance of the study**

This is an increasingly relevant question because there are so many organizations trying to ‘build capacity’ in Africa in order to encourage more civic involvement in budgetary transparency, anti-corruption measures, and - the subject I focus on here – the productive management of revenues gained from oil and gas. For these organizations, training journalists is a critical part of their efforts for public education as well as public relations. But while so many organizations are now doing journalism training, recent studies by Schiffrin’s students made it clear that there is

little information available on the characteristics of African business/economic reporting (Alper, *et al.* 2009).

Clearly, organizations that carry out training in business/economic reporting, such as The African Development Bank, the BBC Trust, the Revenue Watch Institute, the Thomson Reuters Foundation and the World Bank would benefit from a study that provides a baseline they could use when planning their training efforts. It is therefore hoped that exploring media challenges in reporting the oil and gas industry in Tanzania will show the trend in coverage and identify where it needs to be improved.

This study will also be very significant to the media industry in Tanzania because it will bring to light the challenges the journalists encounter and what they are likely to encounter in the future, as well as the opportunities the media have in covering the oil and gas sector.

### **1.7 Scope of the Study**

This study is confined to journalism practice among some journalists in Dar es Salaam, Tanzania. The study looks at journalists' challenges, opportunities and lessons learnt on media coverage of the oil and gas industry. The study also assesses the quantity and quality of Oil and gas reportage in Tanzanian newspapers. For the purpose of this study, the unit of analysis would involve journalists who had covered issues in the oil and gas industry in areas such as (i) Songo Songo in Kilwa District – Lindi (ii) Mnazi Bay in Mtwara (iii) Mkuranga, Coast Region (iv) Kiliwani/East Songo Songo area (v) Deep-sea Blocks 1, 3 and 4 by Ophir/BG South East of

Mafia Island and East of Mnazi Bay (vi) Deep-sea Block-2 East of Lindi town (vii) Ntorya in Mtwara. It also includes journalists who are involved in covering business stories on frequent basis.

## **1.8 Organisation of the study**

The study will be organised into five chapters. The chapter progression is presented below:

Chapter one is an introduction to the study, which presents the background of the study, problem statement, objectives and research questions, significance of study, scope and the organisation of the study.

Chapter two is a review of pertinent literature which includes transparency and accountability in extraction industry; media's role, extractive industry, conflict and the role of the media, providing information to the public and responding to citizen concerns, reasons for weakness in coverage of the oil and gas industry as well as challenges faced by journalists in reporting on the oil and gas sector in Africa.

Chapter three presents the research methodology: the research design, the study population, sample and sampling procedure, data collection methods, sources of data and how data were presented and analysed.

Chapter four presents and analyses the data.

Chapter five presents the summary of the study, suggestions and conclusion.

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.1 Introduction**

This chapter examines available relevant literature and current research relating to reporting on oil and gas by journalists in Dar es Salaam, Tanzania.

#### **2.2 Overview of oil and gas exploration in Tanzania**

Oil and gas exploration in Tanzania has been conducted from time to time over the last 50 years. A number of multinational petroleum companies have been in the country at different times. The discovery of gas in Songo Songo, Kilwa district (Lindi region) and Mnazi Bay in Mtwara is the only significant outcome of five decades of oil and gas exploration efforts (Tanzania oil and gas status and trends study report, 2011).

According to the Tanzania oil and gas status and trends study report (2011), so far, a total of 35 exploration and development wells have been drilled. Between 1954-2000, 27 new field wildcats (NFW) and eight delineation wells (at Songo Songo) were drilled. Of the 27 exploratory wells, 25 were drilled in the coastal basins and two in the interior rift valley basin in Rukwa region. The petroleum exploration data in Tanzania consists of wide ranging geological and geochemical studies, geological and drilling records from nearly one hundred boreholes and twenty-eight deep

wells; and many thousand kilometers of gravity, airborne magnetometer and seismic surveys. The data are available for inspection at TPDC's Exploration Office in Dar-es-Salaam. A Technical report has been prepared which reviews this data and provides an assessment of the hydrocarbon potential of Tanzania (Tanzania oil and gas status and trends study report, 2011).

The country was initially mapped by the Geological Survey of Tanzania 12 (GST) with its head offices in Dodoma and maps are available at a scale of 1:50,000. By 2008 twenty wildcat exploration wells and eight development wells had been drilled in Tanzania, giving a drilling density of one well per 12,000 sq.km for the onshore sedimentary basins and one well per 8,000 sq.km for the offshore.

A number of these wells, both early and more recent, were located on the basis of poor quality or inadequate seismic control and in retrospect turned out to be invalid structural tests. Others were drilled on the less prospective basin margins which happened to be regional structural culminations. There is excellent coverage of aeromagnetic data over the whole of Tanzania, both onshore and offshore, from a 1971 survey by AGIP and a 1976 survey by Geo survey International (GI). The coverage of gravity data can best be described as 'patchy', consisting mainly of regional surveys (Tanzania oil and gas status and trends study report, 2011). The best coverage is the coastal area over the Mandawa and Ruvuma Basins, the larger offshore islands and in the Lake Rukwa Basin. In the Ruvu, Selous and Rufiji areas the coverage is mainly limited to data along the more recent seismic lines.

### **2.3 The role of the media making information available and responding to the concerns of public/citizens**

Good governance of oil and gas resources and the revenues they generate require good understanding. An active and knowledgeable press play a critical role in helping to inform and engage the public, citizen groups and parliaments and thus help them hold government and companies accountable (Media Council of Kenya, 2015). The media also acts as a watchdog on resource allocation and distribution and effective utilization within the extractive industry.

But in many countries, and Tanzania in particular, citizens lack basic knowledge of the oil and gas sector, including information on industry operators' obligations to the state, government revenues from these sources and how those funds are allocated, disbursed and reconciled. In the most extreme cases, this lack of information worsens already weak relations between citizens and their governments (Shari & Barrie, 2007).

Public dialogue facilitated by an informed media on the management of national extractive industry stimulates and improves transparency and understanding by governments. A critical role of the media is to give the people access to balanced information so that they can make informed social, economic and political choices that affect their lives. Open and inclusive systems of governance make it more difficult for injustices to occur. An informed media will add up to the work of the national institutions on the sector to strengthened accountability and highlight the negative implications of the nontransparent sector governance to the economy, host

communities and the larger society (Dyke, Nash, Redd & Sukkarieh, 2014). This is because the media plays a very important role in both explaining complex issues to the public and in monitoring government's handling of the oil and gas sector.

The oil and gas industry has a shady reputation. Rightly or wrongly, many citizens assume that international oil companies compromise host governments by paying bribes to government officials as well as prioritizing profit over protecting the environment and respecting local communities. In countries with poor transparency track records and high levels of corruption, revenues from oil and gas are often mismanaged (Media Council of Kenya, 2015).

#### **2.4 The role of the media in ensuring transparency and accountability in oil and gas industry**

The oil and gas industry is one of the most lucrative and financial mines of many economies in the world. Large and unregulated inflows of funds into government accounts serve as great temptations for those in power (Media Council of Kenya, 2015). In the absence of transparency and other controls, ruling elites use resource profits to enrich themselves and consolidate power through corruption and patronage, while the general citizenry remains impoverished. In countries like Angola, the Democratic Republic of the Congo (DRC), Nigeria, oil and gas wealth has fueled conflicts, with devastating consequences for their societies (Shari and Barrie, 2007).

Despite their immense potential, developing countries have been unable to effectively use the resources from the oil and gas industries and thereby remain poor in economic performance in comparison to countries with similar levels of income (Media Council of Kenya, 2015). Governance issues such as weak environmental policy, resource utilization policy and fiscal policies have come to be viewed as key factors inhibiting the ability of countries to use revenues from their oil and gas industries for development (Schiffrin, 2009).

In many resource-rich countries in Africa, the lack of accountability and transparency in the management of these revenues exacerbates poor governance and often fuels cycles of corruption, conflict, and poverty (Media Council of Kenya, 2015). As the international community seeks alternatives to Middle Eastern oil domination of oil production and supply, focus has slowly but surely turned to the huge oil and gas potential in Africa. This situation is boosted by the estimated growth of Africa's oil revenues in the coming decade. This is both good and bad as a number of analysts believe that economies that are overly dependent on oil wealth encourage authoritarian rather than democratic forms of governance. That is why according to the Media Council of Kenya (2015), the media should not only be well aware of this fact but be well positioned to perform its watchdog role effectively.

To meet this challenge, media practitioners should be increasingly pushing for more accountability and fiscal transparency in sub-Saharan African countries. In order to push for more accountability and transparency, these media groups need specialized tools and knowledge

to guard against increased corruption temptation in resource-rich democratic states and to fight authoritarian regimes seeking to further consolidate their power (Schiffrin, 2009). Effective transparency initiatives must foster cooperation beyond governments and multinational corporations to include the participation of legislative bodies, political parties, civic organizations and the media. Accountability and good governance in the oil and gas industry require a well-informed citizenry, skilled civil society watchdogs, facilitated access to information, and efficient communication channels through the media (Media Council of Kenya, 2015).

## **2.5 The role of journalists in reporting on the oil and gas industry**

The link between an effective media and economic development is illustrated by the level of coverage of the extractive sector particularly the oil and gas industry (Media Council of Kenya, 2015). From varied experiences from Africa, the wealth from the extractive sectors poses challenges for African governments (Media Council of Kenya, 2015). According to Schiffrin (2009), the media cannot only expose wrongdoings, but can also help decide and prioritize development policies by pursuing relevant issues on the agenda for public discussion and covering topics in a way that educates the public and policymakers and help societies decide how they want to approach certain developmental questions.

According to the Media Council of Kenya of (2015), Journalists should be able to undertake objective writing in the oil and gas industry using balanced sourcing, incorporating in-depth research, and proper article structure. Journalists can fulfill their watchdog role only through

informed analysis and reporting, high-quality and thoughtful commentary and investigative efforts. This requires good reporting skills, understanding technical issues and being accessible to relevant information from experts.

In this way the media can effectively play its fundamental role in spreading knowledge about, raising awareness of and highlighting potential flaws in the management of the oil and gas industry. To this end, journalists need to understand the sector's technicalities as well as the economic and political implications of management decisions (Sukkarieh, 2014). Moreover, they need to help the general public make sense of the figures and the technical details in an accurate, impartial, transparent and independent way (Dyke, Nash, Redd & Sukkarieh, 2014)

There is a great deal for journalists to do investigative reporting on the extractive sector. This is because there are innumerable instances of outright corruption as well as bad practices, where countries fail, for instance, to garner for themselves the full value of their resources and/or when the revenues raised are not used for public good (Sukkarieh, 2014). There are more complex stories, demonstrating how well intentioned actions can have unintended adverse effects. Such reporting is necessary if the media is to fulfill the role of the watchdog, particularly needed in this complex and often opaque industry (Schiffrin & Rodrigues, 2014).

## **2.6 Press coverage of the oil and gas sector in some African countries**

The results of the problem faced by journalists can be seen in the press coverage of the extractive sector particularly the oil and gas industry. A recent study of the major newspapers in Ghana,

Nigeria and Uganda concluded that the press coverage of this sector in Uganda was the strongest, though still lacking (Schiffrin, 2009). Much of the coverage, as with all business publications around the world, stems from press releases or other news originated by the companies being covered - in this case the oil and gas companies. Events that would not be considered news in the Western press are routinely covered in Ghana as well as in other places (Schiffrin, 2009).

Most of the coverage of the oil and gas sectors are short and superficial. These stories were mostly single-sourced, though occasionally two sources were cited, and had commentary only from the government or industry. At their best, the articles presented are complex and hence difficult to be understood by the average citizen (Hulland , 2008).

The more business-oriented coverage was stronger. There were, for instance, daily oil comments on the front of the business section or the occasional front of the entire paper. These focused on market movements in New York and were not different from market comments in the press anywhere in the world. They may have been drawn from news agency reports (Schiffrin, 2009).

It has been argued by several such as Obeng-Odoom that “Media report mainly what it has been referred to as the ‘bandwagon news’ of the oil industry. These are routine stories such as an oil spill, community uprising, kidnapping, etc. (Obeng-Odoom, 2015). According to the Revenue Watch Institute, many journalists in Africa are relatively poorly paid, have limited technological support and face political and editorial interference. In countries where oil, gas or mineral

production is new, such as Ghana and Uganda, journalists face the additional problem of having little knowledge about the industry and related economic issues (Schiffrin, 2009).

The weakness of coverage of the extractive sector in Nigeria, Ghana and Uganda, for example, highlights the difficulties faced by journalists working in these countries and exemplifies the challenges across Africa. It will take a great deal to change the situation for the media (Hulland, 2008). Training efforts have made a difference but have not, and will not, address the larger social, economic, and political context. Education levels, salary increases and the political and legal climate need to change before the press can fully reach its potential. New forms of media and online publications show promise but have not yet had a massive impact across the continent (Hulland, 2008).

## **2.7 Reasons for weakness in media coverage of the oil and gas industry**

There are today many reasons why the oil and gas sector is not covered as comprehensively as it should be (Canonge and Purcell 2009). These include lack of resources to spend on developing experienced beat reporters who can cover a subject in depth, lack of funding to send reporters out on stories and lack of access to the far-flung places where, often, extraction takes place (Canonge and Purcell 2009). Covering oil and gas can be far more complex than other kinds of business reporting as journalists on the beat need to track a range of companies and players with different kinds of tax regimes, labor conditions, environmental and contractual agreements (Sukkarieh,2014).

Moreover, although transparency has been increasing in the last decades, the sector remains obscured by the interests of many players who want to exploit it away from the public eye (Schiffrin and Rodriques, 2013). Especially in developing countries and emerging markets (within which a large part of the natural resources reside) poorly-funded news outlets with overstretched editorial staff simply do not have the time, money, the will or expertise to cover these stories in sufficient detail (Media Council of Kenya, 2015). The challenges to good reporting are so well known to anyone working in the world of journalism.

Having multiple sources is a principle of good journalism as a diversity of sources can provide balance and perspectives to reporting. The Project for Excellence in Journalism found that national newspapers in the US had three or more sources 90% of the time (2006) and four or more sources 48% of the time (PEJ 2005 and 2006). By contrast, a 2009 study of African newspapers found that only 21.45% of the African newspaper articles surveyed had three or more unique sources. Nearly 50% of articles had one unique source or less. By far the most prevalent types of sources were those from government or business outlets. This sort of problem is precisely the kind that social media including tools like Twitter and Facebook should theoretically be able to help solve. By facilitating an unprecedented level of connectivity in real time and enabling a vast range of people (or at least people with Internet access) to communicate, journalists should be able to dramatically broaden the number of sources that they reach, communicate with and cite (PEJ 2005 and 2006).

## **2.8 Watchdog reporting on the oil and gas industry**

Despite certain obstacles, many journalists around the world expose problems associated with the oil and gas sector (Schiffrin and Rodriques, 2013). *Maka Angola*, an Angolan website, for instance, uses articles, cartoons, amongst others to present economic exclusion and human rights violations of governments. This form of “watchdog” journalism puts governments under high scrutiny to help curb misappropriation of public funds. However, Dr. Peter Mwesige, the Executive Director of the Kampala-based African Centre for Media Excellence (ACME), notes that despite some progress, there is too little serious investigation and too much reporting without supporting evidence.

## **2.9 Summary of Chapter**

The review above has revealed the challenges faced by reporters reporting from the oil and gas industry in other African countries. The need for oil and gas information availability for public access and use cannot be over emphasized. It has become imperative to support public awareness and understanding of current trends and issues around oil and gas policy, licensing, contraction, as well as legal and regulatory framework in Tanzania. Persistent oil and gas information and knowledge gap on the downstream and upstream operations has motivated the media to report from the industry. Reducing information gap in the oil and gas industries is vital for reinforcing transparency and accountability along the value chain of the duo extractive industries in Tanzania, especially now when the country is the Extractive Industries Transparency Initiative (EITI) implementing country. However, irrespective of the motivation to report from the oil and

gas industry, their activities have been marred by lack of education and knowledge in the oil and gas sector, low salaries and pressure from the extractive industries and amongst others. These challenges have been experienced by journalist in African countries such as Ghana, Nigeria and Uganda. There is evidence that journalist reporting on the oil and gas industry in Africa face certain challenges. However, information on media coverage and the challenges in Tanzania are very scanty. On the basis of this, this study is justifiable.

## **CHAPTER THREE**

### **METHODOLOGY**

#### **3.1 Chapter introduction**

Details of the methodology used in the study to gather, treat, present and analyse data are presented in this chapter. The chapter contains description of the research design, research population, sample size and sampling techniques, sources of data and instrument used, data collection procedure, and data presentation and analysis.

#### **3.2 Study area**

Dar es Salaam is Tanzania's largest city and is an important economic center (Census General Report, 2013). It is Tanzania's most prominent city in arts, fashion, media, music, film and television. It is Tanzania's leading financial center with the Dar es Salaam Stock Exchange (DSE) being the country's first and most important stock exchange market. Dar es Salaam is the largest and most populous Swahili speaking city in the world. It consists of three administrative districts: Northern Kinondoni, Central Ilala, and Southern Temeke (United Nations Human Settlements Programme, 2009). The city is the leading arriving and leaving point for most tourists who visit tourism areas in Tanzania like the national parks for safaris and the Islands of Zanzibar. The region had a population of 4,364,541 as of the official 2012 census.

Although Dar es Salaam lost its status as the nation's capital to Dodoma in 1974 (not completed until 1996), it remains the focus of the permanent central government bureaucracy. Most decisions made by people in power within the city of Dar es Salaam affect the entire nation of Tanzania.

### **3.3 Research design**

Research needs to be planned and executed appropriately to yield optimum results. Mouton (2001) opines that research design is a pathway or direction of how a researcher intends conducting a research. Polit (2004) described the research design as a blueprint, or outline for conducting the study in such a way that maximum control will be exercised over factors that could interfere with the validity of the research results. The research design is the researcher's overall plan for obtaining answers to the research questions guiding the study. The design for this study is guided by the definition of the problem to be investigated.

This study adopted a quantitative research design. The adoption of quantitative research design became necessary because the study sought to investigate social phenomena using methods of the natural sciences. It was necessary to separate the researcher from the phenomenon under study to make her neutral, objective and reliable. The quantitative research design was solely used as the idea was to ensure quantification of collection and analysis of data to provide only surface descriptions of the phenomenon under study. In this regard, a cross-sectional survey was carried out sample of views of the selected journalists.

The design served as the blueprint for guiding the collection, presentation and analysis of data.

### **3.4 Sampling and sample**

Sampling is the act of drawing from a population. Usually the sample is a portion or sub-group selected from the target population. An adequate sample must be large enough to provide fairly accurate estimate of the parameters of interest. It should also be representative of the population being studied and not of some atypical or biased part of it. It is important to adopt a proper sampling technique as improper sampling could lead to difficulties in the analysis of data and wrong inferences could be drawn from it.

For the purpose of this study, purposive sampling technique was adopted to select 25 journalists from the following print media houses:

- The African (DSM)
- Mwananchi (DSM)
- Daily News (DSM, Circulation 50,000)
- The Citizen
- The Guardian (DSM)
- Majira (Time) (DSM, Circulation 15,000)
- Nipashe (Inform me/Information) (DSM)
- Uhuru (Freedom) (DSM, Circulation 100,000)

- Mtanzania (The Tanzanian) (DSM)

All these print media houses are located in Dar es Salaam, the largest city in Tanzania. This study therefore examines the experiences, perceptions and recommendations of sampled journalists who cover the extractive industry particularly the oil and gas industry in the nine print media. Being the first study of its kind, its aim was therefore to establish a basic understanding of the challenges that the media faces in reporting the oil and gas industry in Tanzania.

It must be noted that sampling journalists who currently specialize in the extractive industry particularly the oil and gas industry are a relative rarity in Tanzania. On the basis of this, some respondents that were sampled included business reporters as well. Their areas of jurisdiction and proximity to the drilling areas were limited. This is why purposive sampling was used to select the sample.

### **3.5 Types and source of data**

Both primary and secondary data were used. Primary data were gathered from the selected journalists. Secondary data were obtained from published and unpublished documents including books, articles, journals, magazines and newspapers. Internet resources also adequately sourced.

### **3.6 Data collection**

To obtain the needed responses from the journalists, a set of self-administered questionnaires was distributed to them after pre-testing a small number of them. The questionnaire contained both open-ended and closed-ended questions as in some cases, there was the need to allow the respondents to generate and provide their own responses freely (for open-ended questions and other cases required restriction of the respondents to known options so as to avoid inclusion of unknown and irrelevant responses (for closed-ended questions). After

Self-administered questionnaire was used because of its cost effectiveness, its ability to lead to uniformity in terms of the questions, standardization and its suitability for use among respondents who can read and write.

### **3.7 Treatment, presentation and analysis of primary data**

Initially, the completed questionnaires were serial numbered, after which the responses were categorised, coded and tallied. Tallying led to counting occurrences - i.e. frequencies computed into percentages.

Frequency distribution tables were used to present the empirical data and that aided the description and interpretation (analysis) of the data which revealed the hidden facts regarding the challenges associated with reporting on oil and gas industry in Dar er Salaam, Tanzania.

### **3.8 Ethical issues**

The study ensured that the design and the administration of the question guide meets all ethical issues which are recognized and honored by social scientist. All ethical issues concerning the respondents, the society and the research profession will be duly considered.

Ethical issues such as voluntary participation, which requires that people are not coerced into participating in research but willingly, opt to participate. Informed consent, which essentially means that participants must be fully informed about the procedures and the risk involved in research and must give their consent to participate. Ethical standard also require that researchers do not put participants in a situation where they might be at risk of harm as a result of their participation. Participants will also remain anonymous throughout the study.

## CHAPTER FOUR

### DATA PRESENTATION AND ANALYSIS

#### 4.1 Introduction

This study was conducted to investigate challenges associated with reporting on the oil and gas industry in Tanzania. Data obtained have been presented and analysed quantitatively below using distribution tables, with frequencies and percentages.

Table 1: Age of respondents

Age - group (Years)	Frequency	Percentage
18 – 22	1	4
23 – 27	2	8
28 – 32	5	20
33 – 37	3	12
38 – 42	5	20
43 and above	9	36
Total	25	100

Table 1 above shows that the majority of the respondents were aged between 28 and 43 and above. This is made up of those aged between 28 and 32 (20%), 33 and 37 (12%), 38

and 42 (20%) and 43 and above (36%). This shows that majority of the respondents who participated in the study were relatively younger young men and women. If this is the trend of affairs across the media platforms in Tanzania, then it has very good implications for journalism in the country. Most of the journalists may remain in the profession for a longer period. Therefore, this will stand them in good stead to bring their experiences to bear on the profession.

Table 2: Gender of respondents

Gender	Frequency	Percentage
Male	22	88
Female	3	12
Total	25	100

Table 2 above shows that the majority of the respondents are males. Specifically, males were 88% as against 12% females. Perhaps, it is because the journalism profession in Tanzania is male-dominated. However, the study did not investigate this aspect so it is an important area for future research.

**Table 3: Educational levels of respondents**

<b>Educational level</b>	<b>Frequency</b>	<b>Percentage</b>
<b>1st Degree</b>	<b>12</b>	<b>48</b>
<b>2<sup>nd</sup> Degree</b>	<b>5</b>	<b>20</b>
<b>Diploma</b>	<b>5</b>	<b>20</b>
<b>Certificate</b>	<b>3</b>	<b>12</b>
<b>Total</b>	<b>25</b>	<b>100</b>

Table 3 above shows that the majority of the respondents had post-secondary educational levels – first and second degrees (48% and 20% respectively), diploma (20%) and certificates (12%). There is clear evidence that the sample drawn included a considerable number of relatively highly qualified journalists.

**Table 4: Media platform of respondents**

Media platform	Frequency	Percentage
Print	18	72
Electronic	7	28
Total	25	100

Table 4 above shows that 72% of the respondents were from house whilst 28% of the respondents were from electronic media houses. This suggests that the study covered many journalists who were working with print media houses. Perhaps, it is because the print media houses dominate the journalism houses in Tanzania. However, this issue has to be subjected to future empirical investigation.

**Table 5: Respondents' length of experience regarding reporting on oil and gas industry**

Length of experience	Frequency	Percentage
1 – 2 yrs.	7	28
3 – 4 yrs.	12	48
More than 5 yrs.	6	24
Total	25	100

Table 5 above shows that the length of experience of 45% of the respondents was between 3 years and 4 years as against 28% and 24% of the respondents whose lengths of experience were from 1 year to 2 years and above 5 years respectively. There is evidence that 76% of the

respondents had not been in the journalism profession for a longer period. They have a long way to go in the profession.

Table 6: Role of respondent in the newsroom

Role	Frequency	Percentage
Reporter	10	40
Correspondent	4	16
Editor	8	32
Sub-Editor	3	12
Total	25	100

Table 6 above shows the roles of the journalists who took part in the study. It is apparent that 40%, 16%, 32% and 12% were reporters, correspondents, editors and sub-editors respectively. These data show that the respondents were playing the known roles of journalists. This shows that the media have close links with the oil and gas industry, which is in line with the assertion by the Media Council of Kenya (2015) that the link between an effective media and economic development is illustrated by the level of coverage of the extractive sector particularly the oil and gas industry.

As stated further by the Council, journalists should be able to undertake objective writing in the oil and gas industry using balanced sourcing, incorporating in-depth research, and proper article structure. Journalists can fulfill their watchdog role only through informed analysis and

reporting, high-quality and thoughtful commentary and investigative efforts. This requires good reporting skills, understanding technical issues and being accessible to relevant information from experts.

**Table 7: Oil and gas related topic covered by respondent**

Topic	Frequency	Percentage
Corporate social responsibility	4	16
Conflict with locals during exploration	8	32
Company profiles	1	4
Explorations	7	28
Business deals	5	20
Total	25	100

Table 7 above shows that conflict with locals ranks high when it comes to oil and gas related topic covered by respondents. This is followed by explorations, business deals and corporate social responsibility. Company profiles rank very low with only 4%.

There is enough evidence that the journalist contributed in their ways by covering different aspects. One aspect is spreading knowledge about, raising awareness of and highlighting aspects of the issues in the above table. However, as indicated by Sukkarieh (2014), journalists need to understand the sector's technicalities as well as the economic and political implications of management decisions According to the ideas of Dyke, Nash, Redd and Sukkarieh (2014) they need to help the general public make sense of the figures and the technical details in an accurate, impartial, transparent and independent way.

**Table 8: Respondents' level of understanding of the legal and regulatory framework guiding oil and gas industry in Tanzania**

Level of understanding	Frequency	Percentage
Low	5	20
Moderate	18	72
High	2	8
Total	25	100

Table 8 shows respondents' level of understanding of the legal and regulatory framework guiding oil and gas industry in Tanzania. Those who claimed their level of understanding of the legal and regulatory framework guiding oil and gas industry in Tanzania was moderate top the group with 72% of the respondents. Those who had low level of understanding of the legal and regulatory framework guiding oil and gas industry in Tanzania were 20%. These constitute a major challenge.

Those who claimed high level of understanding of the legal and regulatory framework guiding oil and gas industry in Tanzania were only 8% of the sample.

Table 10: Threats during coverage of oil and gas issues

Threat	Frequency	Percentage
Blackmail	5	20
Death threats	3	12
Physical assault	3	12
Verbal assault	7	28
None of above	7	28
Total	25	100

The different threats during coverage of oil and gas issues are outlined in Table 10 above. These include blackmail (20%), death threats (12%), physical assault (12%) and verbal assault (28%). These threats represent a major challenge facing journalists who report on oil and gas industry in Tanzania. The remaining 28% of the respondents claimed there were no threats.

**Table 11: Whether respondent agrees/disagrees that certain factors pose challenge to him/her**

Opinion Statement	Frequency /(Percentage)		
	Disagree	Neutral	Agree
Arbitrary detention	1/(4%)		1/(4%)
Torture and maltreatments	1/(4%)		2/(8%)
Administrative and Judicial harassment	2/(8%)		2/(8%)
Inadequate journalism training	2/(8%)	1/(4%)	2/(8%)
Stigmatisation by state authorities		2/(8%)	2/(8%)
Disappearance of journalist	2/(8%)	1/(4%)	4/(16%)
<b>Total</b>	<b>8/(32%)</b>	<b>4/(16%)</b>	<b>13/(52%)</b>

Table 11 shows whether respondents agree/disagree that certain factors pose challenge to them. The table indicates that 52%, i.e. more than half of the respondents agreed that certain factors posed a challenge to journalists. Out of this, 4% claimed that arbitrary detention posed a challenge, 8% each claimed that torture and maltreatments, administrative and judicial harassment, inadequate journalism training and stigmatisation by state authorities. A relatively high percentage (16%) claimed disappearance of journalists also posed a challenge.

Obviously, the journalists who took part in the study have portrayed that they face challenges when reporting on oil and gas industry in Tanzania. The impression one forms is that their work as journalists is not free from challenges.

Table 12: Degree of safety regarding reporting on the oil and gas industry

Degree of safety	Frequency	Percentage
Highly safe	3	12
Moderately safe	13	52
Unsafe	9	36
Total	25	100

A picture of the degree of safety regarding reporting on the oil and gas industry by some journalists in Tanzania has been given in Table 12 above. It is clear from the table that 64% of the respondents claimed reporting on the oil and gas industry in Tanzania was safe: highly safe (12%) and moderately safe (52%).

Slightly above one-third (36%) claimed that reporting on the oil and gas industry in Tanzania unsafe. This appears to be a major challenge associated with reporting on the oil and gas industry by some journalists in Tanzania

**Table 13: Description of accessibility of information regarding the oil and gas industry in Tanzania**

Description of accessibility	Frequency	Percentage
Easy	6	24
Difficult	18	72
Can't tell	1	4
Total	25	100

The above table depicts how the respondents felt about the accessibility of information regarding the oil and gas industry in Tanzania. Less than one-fourth (24%) indicated that accessing information regarding the oil and gas industry in Tanzania. Only 1 respondent could not tell whether accessing information regarding the oil and gas industry in Tanzania was easy or difficult.

Many respondents (72%) felt that it was difficult to access information regarding the oil and gas industry in Tanzania. This is a clear evidence of a major challenge associated with reporting on oil and gas industry by some journalists in Tanzania.

Meanwhile, it is known that the media has to be giving people access to balanced information so that they can make informed social, economic and political choices that affect their lives, prevent occurrence of injustices, strengthen accountability and highlight the negative implications of lack of transparency (Dyke, Nash, Redd & Sukkarieh, 2014).

**Table 14: Respondent's suggestion for improving transparency and accountability in the oil and gas industry in Tanzania**

Suggestion	Frequency	Percentage
Passing of access to information bill	5	20
Exposure of necessary information on oil and gas (transparency)	15	60
Further education and training of journalists	5	20
Total	25	100

Table 14 above shows what the respondents thought should be done to improve transparency and accountability in the oil and gas industry in Tanzania. The table shows that exposure of necessary information on oil and gas (transparency) is a measure that could help to improve transparency and accountability in the oil and gas industry in Tanzania. This is to prevent the mismanagement of oil and gas money as mentioned by Media Council of Kenya (2015) that in countries with poor transparency track records and high levels of corruption, revenues from oil and gas are often mismanaged. It is also to address citizens' lack basic knowledge of the oil and gas sector, including information on industry operators' obligations to the state, government revenues from these sources and how those funds are allocated, disbursed and reconciled. In line with the view of Shari and Barrie (2007), the most extreme cases are where lack of information worsens already weak relations between citizens and their governments.

Those who stated this fact constitute 60% of the respondents. This is followed by 20% each of respondents who mentioned passing of access to information bill and another 20% who mentioned further education and training of journalists.

## **CHAPTER FIVE**

### **SUMMARY, CONCLUSION AND SUGGESTIONS**

#### **5.1 Introduction**

This chapter contains the summary of the study, conclusion and suggestions.

#### **5.2 Summary**

The purpose of the study was to investigate challenges associated with reporting on the oil and gas industry in Dar es Salaam, Tanzania. The study started with background of the study, review of theories, relevant studies and literature.

The quantitative research design was adopted in the study to provide surface description of the situation on the ground through quantitative data collection and analysis. Journals, books, technical and research reports including theses, dissertations, magazines, newspapers and the internet were consulted for secondary data. The views of 25 respondents (selected by using purposive sampling) were gathered through questionnaires. The views were primary data for the study. These were treated, presented and analysed.

#### **5.3 Results of the study**

The study produced the following results.

1. Majority of the respondents (journalists in Dar er Salaam, Tanzania) who participated in the study were relatively younger young men and women. it has very good implications for journalism in the country.
2. Majority of the respondents are male journalists.
3. Majority of the respondents (journalists in Dar er Salaam, Tanzania) had post-secondary educational levels - first and second degrees holders who were relatively highly qualified journalists.
4. Many of the respondents (journalists in Dar er Salaam, Tanzania) were working with print media houses.
5. There was evidence that 76% of the respondents had not been in the journalism profession for a longer period.
6. The journalists in Dar er Salaam, Tanzania were playing the known roles of journalists reporters, correspondents, editors and sub-editors..

7. Conflict with locals ranks high when it comes to oil and gas related topic covered by journalists in Dar er Salaam, Tanzania. The journalists contributed in their ways by covering different aspects.
8. The level of understanding of the legal and regulatory framework guiding oil and gas industry in Dar er Salaam, Tanzania was mostly moderate and low, which was a major challenge.
9. Different threats during coverage of oil and gas issues included blackmail, death threats, physical assault and verbal assault which posed a major to the journalists Dar er Salaam, Tanzania.
10. Certain factors including torture and maltreatments, administrative and judicial harassment, inadequate journalism training, stigmatisation by state authorities and disappearances of journalists posed challenges to the journalists in Dar er Salaam, Tanzania.
11. Reporting on the oil and gas industry in Dar er Salaam, Tanzania was unsafe though to some extent, it was safe. This was a major challenge associated with reporting on the oil and gas industry by the journalists.
12. Many respondents (journalists in Dar er Salaam, Tanzania) felt that it was difficult to access information regarding the oil and gas industry in Tanzania. This was a major

challenge associated with reporting on oil and gas industry by some journalists in Tanzania.

The above-listed findings clearly show that the current study has achieved its objectives and answered the research questions.

#### **5.4 Conclusion**

This study sought to investigate challenges associated with reporting on the oil and gas industry in Dar es Salaam, Tanzania. The analysis of data and discussion of the results of the study have established that challenges of journalists in Dar es Salaam include blackmail, death threats, physical assault and verbal assault. Others are torture and maltreatments, administrative and judicial harassment, inadequate journalism training, stigmatisation by state authorities and disappearances of journalists as well as lack of safety and difficulty in accessing information regarding the oil and gas industry in Tanzania.

#### **5.5 Suggestions**

The following suggestions are offered for future research and consideration:

- 1) Mixed methods research (i.e. combination of quantitative and qualitative research) can be conducted in the same area to provide both surface description and deeper understanding of the issues involved.

- 2) The issue as to whether journalism in Dar er Salaam is male dominated should be investigated in future research.
- 3) The issue as to whether journalism in Dar er Salaam is print media dominated should be subjected to future empirical investigation.
- 4) It is necessary to improve transparency and accountability in the oil and gas industry in Dar er Salaam and in Tanzania as a whole.
- 5) There should be transparency: exposure of necessary information on oil and gas.
- 6) Access to information bill should be passed.
- 7) Further education and training of journalists should be encouraged.

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## QUESTIONNAIRE

I am Monica Luwondo, M.A student of the Ghana Institute of Journalism. I am carrying out a research on “Challenges associated with reporting on the oil and gas industry in Dar es Salaam, Tanzania”. This requires that I collect data from journalists. I should be grateful if you could answer the questions in this questionnaire. The information you will provide will be treated confidentially and will only be for the purpose of this study.

Thank you.

### SECTION A: DEMOGRAPHIC CHARACTERISTICS OF RESPONDENTS.

1. Age: (a) 18-25 [ ] (b) 26-30 [ ] (c) 31-35 [ ] (d) 36-40 [ ] (e) 40 and above [ ]
2. Gender: (a) Male [ ] (b) Female [ ]
3. Educational Level: (a) Degree [ ] (b) Diploma [ ] (c) Certificate [ ] (d) Masters [ ]
4. Media platform.....
5. Experience in reporting oil and gas stories: (a) Yes [ ] (b) No [ ] (c) No response
6. What is the length of experience regarding your reporting on the oil and gas industry?  
(a) Less than 1 year [ ] (b) Between 1 to 2 years [ ] (c) Between 3 to 5 years [ ]  
(d) More than 5 years
7. What is your role in the news room/ news gathering process  
(a) Reporter [ ] (b) Correspondent [ ] (c) Editor [ ] (d) Sub-editor [ ]

### SECTION B: CONTENT OR NATURE OF STORY COVERED FROM THE OIL AND GAS INDUSTRY.

8. What is the nature or type of story you mostly cover from the oil and gas industry?  
 ( a) Commentary [ ] (b) Editorial [ ] (c) Feature Story [ ] (d) Opinion
9. What is the source of story you cover on the oil and gas industry for the past one year  
 (a)Reporters own story [ ] (b) Press release [ ] (c) News event [ ] (d)  
 Commentators article [ ]
10. What is the tone of the story you cover from the oil and gas industry  
 (a) Neutral [ ] (b) Negative [ ] (c) Positive [ ]
11. Which topic related to the oil and gas industry do you mostly cover  
 (a) Corporate Social Responsibility [ ] (b) Conflict with locals [ ]  
 (c) Company profiles [ ] (d) Exploration [ ] (e) Business deals [ ]

**SECTION C: LEVEL OF AWARENESS AND UNDERSTANDING OF RESPONDENT REGARDING THE OIL AND GAS INUSTRY.**

12. What is your level of understanding of the legal and regulatory framework guiding the oil and gas industry in Tanzania?  
 (a) Low [ ] (b) Moderate [ ] (c) High [ ]

13. How do you rate the level of credibility of following news sources for the oil and gas industry? Please tick (√) the appropriate

	<b>Incredible</b>	<b>Partially credible</b>	<b>credible</b>	<b>Highly credible</b>
<b>(a) Government.</b>				
<b>(b) NGO.</b>				

<b>(c)Drilling companies.</b>				
<b>(d) Civil society organizations.</b>				

14. What is the level of your general understanding of the under listed aspect the oil and gas industry in Tanzania? Please tick (√) the appropriate

ASPECT OF THE OIL AND GAS INDUSTRY	High	Moderate	Low
<b>a) Royalty and Tax agreement</b>			
<b>b) Current oil and gas law</b>			
<b>c) Budget and spending by exploration companies</b>			
<b>d) Environmental legislation on Exploration</b>			
<b>e) Policy on inter-party relations in oil and gas industry</b>			

### **SECTION C: CHALLENGES ASSOCIATED WITH REPORTING IN THE OIL AND GAS SECTOR.**

#### **Personal challenges**

15. Which of the following threats do you face in your coverage of the oil and gas industry?

- a) Blackmail [ ]    b. death threats [ ]    c. physical assault [ ]    d. verbal assault [ ]

16 My training in journalism did not prepare me to adequately deal with special reporting of issues like in Oil industry and this is a big challenge to me in my daily practice

- a)strongly disagree [ ]    b) disagree [ ]    c) neutral [ ]    d) agree [ ]    e) strongly agree [ ]

17. The following under listed factors affect the level of coverage in the oil and gas industry.

Use the following rating scale : strongly disagree [1] disagree [2] neutral [3] agree [4] strongly agree [5] .Tick the appropriate box for each factor.

<b>FACTOR</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>Arbitrary detention</b>					
<b>Torture and ill treatments</b>					
<b>Administrative and judicial harassment</b>					
<b>Stigmatization by state authorities</b>					
<b>Disappearance of journalist</b>					

18. Generally, how will you rate the degree of safety of journalist covering the oil and gas industry in Tanzania?

a. Highly Safe [ ] b. Moderately Safe [ ] c. Dangerous [ ]

19. How will you rate information accessibility regarding the oil and gas industry in Tanzania?

A. Very Easy [ ] b. Easy [ ] c. Difficult [ ] d. Very Difficult [ ]

20. How do you perceive the impact of media reportage on the oil and gas industry?

a) Very great extend [ ] b) Very small extend [ ] c) Not at all [ ]

21. What do you suggest as a way of improving transparency and accountability in the oil and gas industry in Tanzania? .....

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 .....