

**A COMPARATIVE ANALYSIS OF THE FREQUENCY AND  
DISTRIBUTION OF NEWS STORIES FROM MEMBER STATES OF  
THE EAST AFRICAN COMMUNITY IN THE *EAST AFRICAN***

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## ABSTRACT

The purpose of this study was to investigate the level of balance in the presentation of stories from Kenya, Uganda and Tanzania and their thematic distribution in the *East African*.

A sample of 25 issues spread over a period of six months was subjected to a content analysis. Results indicate a slight bias towards the presentation of stories from Kenya and a higher concentration of business and political stories thematically.

If the publisher redresses the exhibited under-representation of other identified thematic categories, the *East African* would have a more comprehensive coverage of regional news, the underlying objective of covering business and political interests notwithstanding.