

News Ownership Toolkit – Gambian Edition

How to Spot Bias & Influence

OWNERSHIP ANALYSIS

- **Who owns the outlet?** Check parent company/key shareholders.
- **What are their other interests?** Banking, tech, politics.
- **Why this story now?** Consider timing and agenda.

Gambian examples

- **GRTS** – National broadcaster *owned by the Government of The Gambia*.
- **QTV** – First *private licensed TV station* in The Gambia, part of QGroup (founded by Muhammed Jah).
- **The Point** – Daily newspaper co-founded by *Pap Saine* and *Deyda Hydara* (1991).
- **Foroyaa** – Newspaper *owned by the PDOIS political party* (launched 1987).

VERIFICATION STEPS (S.I.F.T.)

- **Stop** – Pause before you react or share.
- **Investigate the source** – Reputation, funding, leadership.
- **Find better coverage** – Compare different outlets.
- **Trace to the original** – Look for primary data, documents, full quotes.

BIAS DETECTION

- **Loaded words** – Is language emotional or extreme?
- **Visual framing** – Are images chosen to sway opinion?
- **Omissions** – Are key voices or context missing?

Scan this QR in the original infographic for links to fact-checking resources.

Page 2 – Apply S.I.F.T. (Gambian Case Cues)

- **Investigate GRTS:** confirm it is state-owned and led via appointments (DG, board).
- **Check QTV/QGroup:** corporate site states QTV is the first private licensed TV station; note broader telecom holdings (QCell).
- **Cross-check print:** *The Point* ownership and founding; editorial independence claims; historical press■freedom context.
- **Party link:** *Foroyaa* ownership by PDOIS; consider how party ownership may shape editorial priorities.

How to verify a headline in The Gambia

- Search the outlet on Wikipedia/company site (ownership, funding).
- Open a second tab to compare coverage on GRTS, QTV, *The Point*, *Foroyaa*.
- Look for primary documents: National Assembly records, Ministry releases, audit reports.

Example to trace

- Digital migration: reports on *Digital Gambia Ltd* needing €11M for a DTT platform — trace claims to Finance Ministry/National Assembly debates and official documents.

Useful resources

- Africa Check (West Africa) — fact■checking hub.
- Gambia Press Union (GPU) — statements on media standards.
- Official portals: MOICI, NAO (audit reports), National Assembly.

Page 3 – Narrative Decoder (Bias & Omission)

Language & Framing

- Watch for adjectives like 'surge', 'collapse', 'historic' in economic stories.
- Evaluate visuals: angles, lighting, and captions that praise or undermine public figures.

Silent Bias – Omission Checklist

- Did all sides get a fair chance to make their best case?
- Was essential historical/political context included?
- Are sources first-hand, reliable, and not solely aligned with one agenda?

Call to Action (Gambian media diet)

- Follow at least three outlets with different ownership models (e.g., GRTS, QTV, *The Point*, *Foroyaa*, Kerr Fatou, The Fatu Network).
- Share S.I.F.T. steps in your WhatsApp/Telegram groups.
- Save a bookmarks folder with official sources and reputable fact-checkers.