Documentary corroboration of institutional claims in news across ten African countries

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Abstract

This audit examined one factual claim from each of 100 institutional announcements matched to news reports in ten African countries. By 14 November 2026, distinct records corroborated 59 claims. The evidence was insufficient for 36, four fell outside what the audit could adjudicate, and an earnings table contradicted one. A targeted search accounted for 16 of the 59 corroborations. In 44 cases, the decisive record came from the issuer or its corporate group. The register initially logged 31 decisive records as search-indexed extracts. Further review found support for the full claim in 29 of those cases. One still relied on an indexed extract, and the exact date in another remained unresolved. A separate follow-up corroborated an additional claim. The audit recorded documentary support separately from the checks visible in published reports. Purposive selection, uneven source access and a single AI-assisted coding process limit what the findings can establish.

Keywords — public relations, journalism, documentary corroboration, institutional announcements, Africa, source provenance

1 Introduction

Several news outlets can publish the same figure from a single institutional announcement. A separate earnings table from the issuer may give readers a way to check it. Researchers may also find that an article describes a check they cannot repeat because they cannot obtain the document the reporter used.

Lewis et al. (2008) documented UK newsrooms' reliance on public relations and agency material. Boumans (2018) distinguished the role of a release in initiating coverage from the amount of wording a report reused. In Swiss science coverage, Vogler and Schäfer (2020) found that stories based on media releases became more common over time and tended to portray the university more positively. Definitions and measures of churnalism vary considerably across studies (Brück et al., 2025).

In South Africa, Heyl et al. (2020) compared university releases with published science stories to examine reuse, attribution and hype. Franks et al. (2023) interviewed science journalists about their relationships with institutional communicators and the boundaries of their work. Sumner et al. (2014) compared claims in releases and news coverage with the underlying research papers.

The PR Truth Test follows selected claims back to their supporting records. It asks how much of each claim those records support and who produced them. Worked cases show how the matched reports presented the claims and what checking they disclosed.

2 Analytical approach

A distinct record must add evidence relevant to the claim. A distributor's copy preserves the same disclosure. A separate earnings table, including one from the same issuer, can establish

which accounting measure a figure refers to. For a transaction, the record must establish the stage the claim describes.

Nicholls (2019) used full-text techniques to distinguish forms of reuse at scale. The short extracts in this audit show where wording overlaps. Evaluating the assertion itself requires checking the record behind it.

3 Methods

3.1 Selection and coverage

The desk-based audit retained ten announcement–news pairs from each of Kenya, Uganda, South Africa, Ghana, Nigeria, Ethiopia, Rwanda, Tanzania, Zambia and Zimbabwe. Announcements were dated from 1 January 2025 to 14 November 2026. The pilot covered 30 pairs from Kenya, Uganda and South Africa. The extension added 70 pairs from the other seven countries. Searches prioritised material available in English. The audit included corporate releases, financial notices, central bank communications and announcements from multilateral organisations concerning the selected countries. Identifiable reprints were eligible where needed, as in NG10.

Searches combined country and issuer names with a topic, figure or distinctive phrase. The workbook records the search terms, the retained announcement and news report, and the selected claim. Selection depended on whether an announcement was discoverable, attracted coverage and could be accessed. The audit kept no complete screening log and had no fixed rule for choosing among eligible reports or claims. The register also leaves it unclear whether claims were always selected before evidence searches began. Appendix C gives a selection rule for a replication.

3.2 Units and source access

Each pair contributed one primary claim. Five further checks from the pilot appear only in the combined totals in Table 1. The 14 November 2026 register contains 100 pairs, 105 claims and 282 distinct URLs. It records source identifiers, publication details where available, extracts, access limits and the reasons for coding decisions. Extracts were capped at 20 words per source in the pilot and 15 in the extension. The workbook preserves those passages and links alongside the coding records. It contains no full archive of the source documents.

The register gives publication dates for all 100 matched reports. Exact posting dates are missing for two replacement financial notices. Nine reports predate the issuer dates in the register. Web posting, original distribution and the dates of events or accounting periods are recorded separately. The audit did not analyse the direction of reuse where the original issue date or version history could not be established, and it reports no directional reuse estimates.

3.3 Classification and evidence review

The audit coded a claim as corroborated when a distinct record supported its full scope, including the relevant entity, measure and period. A contradiction required a material conflict about the same claim. The audit used ‘insufficient evidence’ when the records supported only part of a claim or added too little beyond the original assertion. It used ‘outside adjudicable scope’ when the design could not settle the proposition, such as a global first without a defined set of

comparators. A dated announcement can establish that a forecast was made. Testing its outcome requires a measure and an observation period. The audit retained the original scope of all four unresolved claims.

Quality control checked identifiers, source references, duplicate URLs, country quotas and overlap scores. Twelve primary claims moved to ‘insufficient evidence’ because the available records supported less than the full claim. That left 43 corroborated and 52 with insufficient evidence. Follow-up searches for distinct records corroborated 16 of those 52. The search log does not establish a common stopping rule or show that each case received the same search effort.

For each of the 59 baseline corroborations, the coding rationale identifies the decisive record. The audit classified the organisation that produced it separately from the site hosting it. ‘Issuer or group’ includes company filings hosted by exchanges or distributors. ‘Participant or related public body’ covers implementation partners, public bodies in the same national system and sector organisations with a stake in the subject. ‘Outside institution’ applies to a separate producer with no direct role documented in the register. These categories identify the record’s provenance. They do not establish that anyone independently audited it.

The access categories describe what the register records for each decisive source. They distinguish downloaded files, retrieved text of unspecified completeness and indexed extracts. Where the entry could describe either direct retrieval or indexing, access is marked unclear. Sections 4.2 and 4.3 report the further checks. Both used the same AI-assisted process.

3.4 Treatment in matched reports

The worked cases compare the assertion in the announcement with the one in the article. A report may repeat it, narrow it or use a different category. Omission can be coded only after reviewing the full article. Attribution records who supplied the assertion. A check counts as visible when the article describes or shows a check of that specific claim. External comment may provide context without testing the assertion. Appendix C links the decisive sources to the access categories.

For all 100 pairs, the workbook records a multiset token Dice score using lowercase ASCII tokens matched by [a-z0-9]+. For each shared token, take its lower count across the two extracts. Sum those counts, double the result and divide by the combined token count. The extracts vary in length and placement, so the audit used the scores to inspect cases and set no copying threshold.

4 Results

4.1 Claim classifications and evidence sources

Table 1. Classification of selected claims at the register checkpoint

Classification	Primary claims	All selected claims
Corroborated	59	63
Insufficient evidence	36	37
Outside adjudicable scope	4	4
Contradicted	1	1
Total	100	105

The four cases outside adjudicable scope concerned a claim of global precedence, the expected return of generating capacity, a conditional seasonal electricity forecast and a GDP growth projection. Among the 36 cases with insufficient evidence, the gap sometimes concerned a single part of the claim. ZESCO’s annual report supported the planned capacity in ZM01. The announcement identified 29 independent power producers, and a separate record would be needed to establish that there were 29 contracts. In ET07, Safaricom Ethiopia’s separate report reported 10 million active customers without specifying the 90-day window used in the release. For KE01, the audit lacked a distinct record for installed capacity. The workbook does not consistently distinguish partial support from other reasons for insufficient evidence.

Table 2. Producer and recorded access for decisive corroborating records

Producer	File copy	Retrieved text	Indexed extract	Access unclear	Total
Issuer or group	4	10	19	11	44
Participant or related public body	0	1	7	0	8
Outside institution	0	1	5	1	7
Total	4	12	31	12	59

The decisive record came from the issuer or its group in 44 cases, a participant or related public body in eight, and an outside institution in seven. The access log identified an indexed extract for 31 cases and a download or retrieved page or PDF text for 16. In the other 12, the access entry was ambiguous.

4.2 Findings from further searches

The additional records included financial statements, project implementation records, a signed shareholder notice and campaign terms.

MTN Rwanda’s quarterly statement recorded Rwf1,599 million in profit after tax (RW01). The signed notice in UG03 confirmed that shareholders passed the resolution authorising a structural separation. In UG10, the campaign terms established the offer of 18 motorbikes and UGX30

million in mobile money prizes. The notice and terms establish authorisation and the advertised offer. Evidence of completion or prize delivery would require further records.

For TZ09, a World Bank implementation record confirmed that the Board approved US$200 million in IDA financing on 21 March 2025. Disbursement was still zero at the November mission.

On 15 November, the review returned to TZ08, where the baseline audit had yet to reconcile all the financing components. World Bank implementation records give 11 June 2025 as the approval date and list US$117 million for the fisheries project and US$110 million for the climate programme. The fisheries agreement identifies a US$5 million grant and a US$112 million credit. The climate programme's implementation record lists US$100 million in IDA financing and records completion of the grant agreement. The appraisal document puts that grant at US$10 million. These records support the US$227 million approval claim. Tables 1 and 2 and the source map use the 14 November register. Appendix A links to the records from the later review.

4.3 Review of indexed evidence

The audit revisited all 31 cases originally corroborated using indexed extracts. It sought the document behind each extract or a distinct record covering the same claim. In 29 cases, the retrieved record supported the full claim on its own or alongside the original announcement.

For ZM08, the World Bank announced approval of a US$45 million grant. An indexed extract showed the separate financing entry, which the retrieved register page did not display. For ET03, Hyderabad Airport recorded the inaugural departure from Hyderabad on 17 June 2025. The timetable shows a planned 16 June departure from Addis Ababa, with arrival the next day. The audit found no distinct record of the actual outbound departure date. Appendix D identifies the sources for both cases.

Adding the Tanzania financing decision (TZ08) brings the totals to 60 corroborated and 35 with insufficient evidence. If the Hyderabad claim requires a distinct record of the exact flight date, the counts shift to 59 and 36. If the Zambia claim also requires direct access to the financing entry, the counts shift to 58 and 37. Both scenarios leave four claims outside adjudicable scope and one contradicted.

4.4 A discrepancy in the issuer record

MTN Uganda's webpage put H1 2025 total revenue growth at 13.3% (UG04). The earnings table gives 13.1% for total revenue and 13.3% for service revenue. ITWeb used the service-revenue figure. The contradiction concerns the issuer's total-revenue claim. The article leaves open how the reporter obtained the service-revenue figure.

4.5 Evidence visible in news coverage

Dateline Nigeria reprinted a Dangote release announcing a gantry price of ₦835 per litre from 16 April 2025 (NG10). The matched Punch report said its reporter saw a pro forma invoice and checked a pricing site. The audit obtained neither the invoice nor a dated entry from the site, so the claim remained in 'insufficient evidence'. In RW01, The New Times reported the profit

figure and quoted the chief executive’s statement. It also gave prior-quarter and regulatory context.

In two cases, RW04 and RW05, primary financial notices replaced news stories republished on issuer websites as the source of the claims. The relationship between those copies and any earlier distribution remains unknown. In GH04, the Ghana News Agency story is dated 25 March 2026. The release text is dated 30 March, and its webpage is dated 31 March. The original distribution sequence remains unknown.

The follow-up workbook listed 61 cases for additional full-text review. On 15 November 2026, the case rows showed 10 reviewed, 49 pending and two unresolved retrievals. These rows supersede the earlier workbook summary. The other 39 pairs were outside that queue. The findings on news coverage are drawn from worked cases.

5 Discussion

The follow-up shows how much a coding decision can depend on the records a search turns up. An implementation record can close a gap about the amount approved and also show that funds had yet to be disbursed. This distinction matters when the language in an announcement could leave readers with a different impression of the project’s progress.

Many corroborations came from records the issuer produced. An issuer’s filing may be the primary source for an accounting figure. Claims about effects, such as lower customer costs or more reliable service, may need independent measurement. Documentation may vary by sector, though this sample cannot establish how much.

For communications teams, linking to the source record gives readers a way to check an announcement against the relevant figure or decision. A news report that names the document consulted gives readers a similar way to assess the reporting. The audit recorded each form of evidence where it could establish it.

6 Limitations

The purposive sample favours discoverable announcements with matching news coverage, and several issuers recur. The ten pairs per country give the audit geographic coverage. Estimates of national accuracy or newsroom practice would require a different sampling design. The mix of financial results, promotional assertions and forecasts, as well as differences in search effort, may affect the distribution of classifications.

Access varied, and the published records may change. Excerpt comparisons cover only the retained passages. The five supplementary checks add depth to the pilot. All coding used a single AI-assisted process. A 30-case blinded packet is ready for independent human coding. Human decisions and an agreement estimate remain outstanding. See Appendices B and C for the instrument and comparison procedure.

7 Conclusion

The audit shows why corroboration should be reported with the exact claim, the record supporting it and how that record was accessed. The case files give independent coders a common set of evidence for testing whether they reach the same decisions.

Data availability, ethics and AI use

The source workbook, PR_Truth_Test_100_Pair_Source_Dataset.xlsx (14 November 2026 revision), contains the pairs, claim paraphrases, URLs and coding rationales. The case rows in PR_Truth_Test_Verification_Audit_Updated_2026-11-15.xlsx track article reviews. Appendix A contains short source passages for two worked cases. Appendix C identifies the decisive record for each baseline corroboration. The companion files have no public repository accession.

The audit used public institutional documents and news reports and involved no interviews, recruitment or private records. No ethics-review determination is claimed. Generative AI assisted source discovery, extraction, matching, coding, data cleaning and manuscript preparation. Quality control reconciled the workbook and source references, recalculated all 100 overlap scores from the retained text and checked selected source records. The author is responsible for confirming source interpretations and approving the analysis before submission.

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Appendix A Worked cases and source locators

Case and source IDs correspond to the workbook.

UG04 MTN Uganda first half revenue

Issuer (S039, opening bullet) — “13.3% increase in total revenue”.

Matched report (S040, opening results paragraph) — “service revenue jumped 13.3% year-on-year”.

The H1 year-on-year column in the earnings table (S004) gives 13.1% for total revenue and 13.3% for service revenue. The issuer’s total-revenue claim is contradicted. The report gives the service-revenue figure.

Issuer announcement | ITWeb report | Earnings table

NG10 Dangote gantry petrol price

Issuer release reprint (S262, opening paragraph) — “from N865 to N835, effective from Wednesday, 16th April 2025”.

Matched report (S263, paragraphs on the price and the check) — “cutting its ex-depot rate to ₦835 per litre” and “A pro forma invoice was sighted by our correspondent”. The report also named the pricing site.

The audit classified the claim as insufficiently supported under the distinct-record rule. The article states the new price and describes how the reporter checked it.

Dateline Nigeria release reprint | Punch report

Additional case sources MTN Rwanda Q1 results | MTN Uganda resolution | MTN Uganda campaign terms | World Bank aide-mémoire (p. 1) | I&M Bank FY2024 annual report | ZESCO annual report | Safaricom Ethiopia sustainability report | MTN Rwanda matched report | Tanzania two-project announcement

TZ08 Tanzania financing decision

World Bank records Fisheries mission record, p. 1 | Fisheries grant agreement, Article II | Climate programme mission record, pp. 1–2 | Climate programme appraisal and financing figures

The later review corroborated financing approval. Both mission records listed zero disbursement at the time of their respective visits.

Source locator updates

The Bank of Ghana table supports GH05 and GH06. The IMF staff report supports ZM06. Bank of Ghana rate table | IMF staff report, paragraph 4

Appendix B Proposed coding instrument

Table B1. Variables for claim and article coding

Variable	Codes	Decision rule
Documentary corroboration	Corroborated/insufficient evidence / outside adjudicable scope / contradicted	Require a record that matches the claim's material details. Record evidence producer and access separately.
Attribution	Original issuer / another source / unattributed / cannot assess	Identify who supplied the selected assertion.
Claim treatment	Repeated / narrowed / category corrected / omitted / cannot assess	Compare the exact assertions. Code omission only after reviewing the complete report.
Visible checking	Document check / external confirmation/observation/none visible / cannot assess	Code the check only if the article links it to the selected claim. Record independent context separately.
Chronology	Release first/same day/news first/unknown	Use documented original issue dates. Retain web posting dates separately.

Use 'cannot assess' when access or evidence is insufficient for the variable. Use 'none visible' when the complete report is available and gives no claim-specific check.

Appendix C Replication and independent coding

In a replication, record dated queries and exclusions. Before looking for corroboration, choose the first checkable factual assertion in the headline or opening paragraph that also appears in an eligible report. Select the earliest accessible report by publication date. If publication dates tie, use URL order. Record substitutions and retain the exact wording and source locators.

The 30-case sample covers every baseline classification, including the sole contradiction. Fix the evidence packets and withhold previous decisions. Compare the coders' initial decisions on the same packets before adjudication. Report agreement and missing cases, and keep both sets of initial decisions. Specify eligible records, search channels and a stopping rule before collecting any new sample.

Table C1 maps pair IDs to source IDs using the workbook's access categories.

Table C1. Decisive record identifiers

Producer and access	**Pair ID and decisive source ID**
Issuer or group · Downloaded	TZ02/S274, RW01/S276, NG07/S281, NG08/S282
Issuer or group · Retrieved text	KE02/S001, KE06/S002, KE10/S003, UG09/S005, ZA06/S007, ZA07/S008, ZA08/S009, ZA09/S010, ZA10/S011, ET08/S002
Issuer or group · Indexed	GH03/S079, GH04/S082, GH05/S085, GH06/S085, GH07/S091, GH09/S097, ZM02/S103, ZM04/S111, ZM08/S122, TZ01/S158, TZ03/S164, TZ04/S167, TZ05/S167, TZ06/S172, RW04/S220, NG02/S267, NG04/S247, NG05/S250, NG06/S253
Issuer or group · Undifferentiated	KE03/S268, KE07/S269, KE08/S270, UG03/S271, UG10/S272, ZW05/S144, TZ09/S275, RW08/S277, RW10/S278, NG01/S279, NG03/S280
Related institution · Retrieved text	ZA03/S012
Related institution · Indexed	GH10/S100, ZM03/S108, ET01/S184, ET02/S187, ET03/S190, ET04/S193, RW07/S227
Outside institution · Retrieved text	ZW07/S147
Outside institution · Indexed	GH08/S094, ZM05/S114, ZM06/S117, ZW09/S153, ET06/S199
Outside institution · Undifferentiated	ZW08/S273

Appendix D Follow-up of indexed records

These entries give the findings of the indexed-source review. The source IDs refer to the baseline entries in Table C1.

GH03 · S079 · Full scope

The catalogue advertises the HMD Arc at GHS899. MTN Ghana help-centre article, price and redemption instructions

GH04 · S082 · Full scope

FY2025 total revenue rose 36.1% to about GHS24.4 billion. MTN Ghana 2025 annual report, CFO statement and performance table

GH05 · S085 · Full scope

The Bank of Ghana raised the policy rate by 100 basis points to 28.0% in March 2025. Bank of Ghana 2025 annual report, Table 3.2

GH06 · S085 · Full scope

In July 2025, the Bank of Ghana reduced the rate by 300 basis points to 25.0%. Bank of Ghana 2025 annual report, Table 3.2

GH07 · S091 · Full scope

The September decision cut the rate by 350 basis points to 21.5%. Bank of Ghana September 2025 decision statement, opening decision

GH08 · S094 · Full scope

The IMF records US$360 million in financing for the second development policy operation. The World Bank release identifies the operation and records approval. IMF Country Report 25/343, paragraph 44

GH09 · S097 · Full scope

The register lists the project's approval on 28 May 2026 and US$500 million in principal. World Bank Finances One Ghana, approved projects

GH10 · S100 · Full scope

Parliament's later approval concerns the US$300 million IDA credit for the same project. Ghana Parliament's credit approval

ZM02 · S103 · Full scope

The directors' table gives 7 February 2025 as the appointment date for the managing director. The report spells his name Justine. The workbook paraphrase gives Justin C. ZESCO 2025 integrated report, directors' table

ZM03 · S108 · Full scope

ZESCO records a 25 MW connection at Mailo. The ministry records commissioning of the same capacity. ZESCO integrated report, grid connections | Ministry of Energy statement

ZM04 · S111 · Full scope

The briefing records the January extension through 30 April 2025. Energy Regulation Board mid-year briefing, emergency tariffs

ZM05 · S114 · Full scope

The annual report gives 31 October as the expiry date and 1 November 2025 as the start of the multi-year tariff framework. Energy Regulation Board 2025 annual report, approval of electricity tariffs

ZM06 · S117 · Full scope

The IMF records that the rate held at 14.5% in May 2025. IMF Country Report 25/225, paragraph 4

ZM08 · S122 · Record extract only

The indexed register entry gives US$45 million and 13 March 2026. The retrieved page did not display the entry. The World Bank release confirms approval of the grant. World Bank Finances One Zambia, P507962, IDAE6340

ZW09 · S153 · Full scope

The December update records the Reserve Bank of Zimbabwe's decision to hold the rate at 35%. ZB Financial Holdings, monthly economic update, monetary policy section

TZ01 · S158 · Full scope

Service revenue grew 20.5% to TZS1,516.0 billion. Vodacom Tanzania 2025 annual integrated report, financial review

TZ03 · S164 · Full scope

The Bank of Tanzania held the central bank rate at 6% for the first quarter of 2025. Bank of Tanzania April 2025 monetary policy report, decision summary

TZ04 · S167 · Full scope

The central bank rate fell from 6.00% to 5.75% in July 2025, a reduction of 25 basis points. Bank of Tanzania February 2026 monetary policy statement, 2025 decisions

TZ05 · S167 · Full scope

The committee held the central bank rate at 5.75% in October 2025. Bank of Tanzania February 2026 monetary policy statement, October meeting

TZ06 · S172 · Full scope

The 2025 notice sets the rule for using Tanzanian shillings in local transactions and specifies exceptions. Tanzania Government Notice 198 of 2025, operative rules and exceptions

ET01 · S184 · Full scope

The bulletin lists passenger service to Porto from 2 July, via Madrid. AFRAA route bulletin, p. 2

ET02 · S187 · Full scope

The airport records the inaugural arrival in July and lists four scheduled weekly services. Noi Bai airport account, inauguration and frequency

ET03 · S190 · Exact date unresolved

Hyderabad Airport records a departure from Hyderabad on 17 June. The timetable shows a planned departure from Addis Ababa on 16 June and arrival the next day. The sources establish the launch of the route. The exact date of the outbound flight remains unresolved. Hyderabad Airport launch account | AeroRoutes timetable | Fana Media arrival report

ET04 · S193 · Full scope

The airport records its first Ethiopian Airlines arrival on 2 June 2025. Sharjah Airport, first arrival

ET06 · S199 · Full scope

Skytrax confirms the 2025 award. The number of consecutive wins differs from the airline's headline and was outside the selected claim. Skytrax, 2025 award announcement

RW04 · S220 · Full scope

Profit after tax rose by approximately 74.1%, from Rwf10,690,023 thousand to Rwf18,608,694 thousand. I&M Bank Rwanda FY2024 annual report, statement of profit or loss

RW07 · S227 · Full scope

The original estimate put growth at 7.8%, using the 2017 base. NISR Q1 2025 GDP release, opening results and constant-price tables

NG02 · S267 · Full scope

The consolidated statement gives profit after tax of NGN335,532 million, or NGN335.53 billion rounded. UBA half-year 2025 audited report, consolidated profit or loss

NG04 · S247 · Full scope

Group profit before tax was NGN1,266,246,073 thousand, approximately NGN1.266 trillion. GTCO 2024 annual report, consolidated income statement

NG05 · S250 · Full scope

The chart puts June 2025 half-year profit before tax at NGN600.9 billion. GTCO June 2025 half-year investor presentation, profit-before-tax chart

NG06 · S253 · Full scope

The annual report gives group profit for the year of NGN865,746,687 thousand, approximately NGN865.75 billion. GTCO 2025 annual report, consolidated income statement