

African Media
Development
Initiative



Tanzania

Research findings and conclusions

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Tanzania

About this report

In March 2005, the UK Government's Commission for Africa delivered a report entitled "*Our Common Interest*", which represented a significant attempt to understand and recommend an action programme for Africa's social and economic development. A key component of the report focused on the importance of a strong media sector to support governance and development in Africa, and called for greater attention to, and resources for, media sector development as a result. The BBC World Service Trust and a number of international and African partners have subsequently set out to help develop ideas for future Africa media development initiatives.

In order to inform these efforts, the BBC World Service Trust – in collaboration with Rhodes University (South Africa) and Ahmadu Bello University (Nigeria) – has undertaken an extensive, pan-African research effort in 17 African countries, of which Tanzania is one. Data presented in this report is based on both secondary research gathered by local researchers in Tanzania and on extensive interviews conducted locally among key media practitioners and leaders. It is presented here in three parts:

- Media Sector Developments: an examination of developments in the media sector in Tanzania over the past five years;
- Challenges for Future Media Development Activities: an analysis of the perspectives of a range of key informants on media development challenges in Tanzania;
- Case Study: a case study from Tanzania illustrating good practice in media development.

The research was funded by a generous grant from the UK Government's Department for International Development. The first section of this report ('Tanzania Country Report: Context'), was conducted by The Steadman Group Tanzania. The second and third parts of the report ('Tanzania Country Report: Way Forward' and 'Case Study'), were conducted by Professor Nandera Mhando. Both sets of research were carried out in association with the BBC World Service Trust Research and Learning Group.

The BBC World Service Trust is the independent international charity set up by the BBC, which uses media to advance development. The Trust works to: raise awareness of development issues among mass audiences and opinion formers; influence attitudes, awareness and behaviour among poorer communities through a wide range of educational programming on poverty-related topics; and build capacity in the media sector in developing and transitional countries.

Acronyms

BBC British Broadcasting Corporation

DARUSO Dar es Salaam Student Organisation

DSJ Dar es Salaam School of Journalism

FGM Female Genital Mutilation

IAMC Institute of Art and Media Communication

IJMC Institute of Journalism and Mass Communication, University of Dar es Salaam

ITV Independent Television

IUCO Tumaini University

LHRC Legal and Human Rights Centre

MAELEZO Tanzania Information Services

MAMET Maarifa Media Trust

MCT Media Council of Tanzania

MEWATA Medical Women's Association of Tanzania

MISA Media Institute of Southern Africa

MOAT Media Owners Association of Tanzania

MSJ Morogoro School of Journalism

NBS National Bureau of Statistics

RTD Radio Tanzania Dar es Salaam

SADC Southern African Development Community

SAUTI St Augustine University

SUA Sokoine University of Agriculture

TACAIDS Tanzania Commission for AIDS
TAMPS Tanzania All Media and Products Survey
TAMWA Tanzania Media Women's Association
TANGO Tanzania Association of NGOs
TCRA Tanzania Communications Regulatory Authority
TIME Tanzania Institute for Media Education
TGNP Tanzania Gender Network Programme
TVT Televisheni ya Taifa (Taifa Television)
TVZ Televisheni ya Zanzibar (TV Zanzibar)
UNESCO United Nations Educational, Scientific and Cultural Organisation
WAPC World Association of Press Councils



Contents

Country Report Context

1. Introduction	2
2. Country Overview	3
Key findings	6
3. Media Health	7
3.1 Status of the laws regarding rights and access to information	7
3.2 Status of the the laws regarding criminal defamation and insult	8
3.3 Status of the laws that exist to enable media regulatory bodies to function independently	8
3.4 Current provisions that aim to secure the independence of publicly-owned media	9
3.5 Current provisions to support community or alternative media	9
3.6 Regulatory obligations for public or state broadcasters to fulfil a public-service broadcasting remit	9
3.7 Regulatory obligations for private broadcasters to fulfil a public-service broadcasting remit	10
3.8 Journalism	10
Key findings	11
4. State of the Media – Literature Review	12
4.1 MISA (2005)	12
4.2 Bibliography	13
Key findings	13

5. Radio	14
5.1 Key changes and developments in the radio marketplace in the past five years	14
5.2 Investment and growth in the radio sector in the past five years	16
5.3 Plurality, ownership and control	16
5.4 Diversity	16
5.5 Quality of radio output and programming	17
5.6 Specific challenges	17
Key findings	17
6. Television	18
6.1. Key changes and developments in the television marketplace in the past five years	18
6.2 Investment and growth in the television sector in the past five years	19
6.3 Plurality, ownership and control	20
6.4 Diversity	20
6.5 Quality of television output and broadcasting	20
6.6 Specific challenges	20
Key findings	20
7. Newspapers	21
7.1 Key changes and developments in the newspaper marketplace in the past five years	21
7.2 Investment and growth in newspapers in the past five years	22
7.3 Plurality, ownership and control	22
7.4 Diversity	22
7.5 Quality of newspaper reporting	23
7.6 Specific challenges	23
Key findings	23
8. Media Support	24
8.1 Key changes and developments in new media technologies in the past five years	24
8.2 Key changes in media support in the past five years	24
8.3 Audience and readership research data	25
8.4 Media support, ISPs and ownership	26
Key findings	26

9. NGO Activity	27
9.1 Key changes and developments in NGO activity in the past five years	27
9.2 Key NGOs involved in media development activities	28
9.3 Climate of opportunity for media development activities	29
Key findings	29
10. Conclusions	30
10.1 Media statistical data	30
10.2 Media law and regulation	30
10.3 Investment and growth	30
10.4 Plurality, ownership and control	30
10.5 Content	31
10.6 NGO activity	31
Key findings	31
11. Appendices	32
Appendix 1: Bibliography	32
Appendix 2: Individuals/organisations consulted during the research	34
 Country Report Way Forward	
12. Introduction	36
13. Media Development: an organisational perspective	37
13.1 Key organisations	37
13.2 Impact of media development initiatives	39
14. Media Development Initiatives	41
14.1 Review	41
14.2 Success and impact	42
14.3 Lessons learned	44

15. Developing the Environment for Success	47
15.1 Key factors	47
15.2 Political and economic influences	48
15.3 Donor communities' role	49
15.4 Other issues	51
16. Future Strategies	52
16.1 Strategic priorities	52
16.2 Focus for support	53
16.3 Media sector focus	54
16.4 Type of support most needed/useful	54
16.5 Appropriate organisational framework	54
16.6 Pan-regional versus country-specific initiatives	55
16.7 Initiatives relating to developmental content	55
16.8 Initiatives to develop independent media	56
16.9 The role of media development in the country's democratisation process	56
17. Summary and Conclusions	57
18. Appendices	58
Appendix 1: Interviewees	58
Appendix 2: Media development projects/activities described in Section 14	59
 Country Report Case Study	
19. Case Study	62
Tanzania Media Women's Association	62



Tanzania

Country Report

Context



1. Introduction

The data collected for this section of the report has mainly come from the United Republic of Tanzania website¹, the *2002 National Housing and Population Census* report and media research reports generated by the Steadman Group.

The Steadman Group is a commercial organisation driven by commercial imperatives and, thus, only regions deemed commercially viable are selected for its media research. Its results are not national results. Since Steadman has been the main source of information for media data in this section of the report, the statistics have been projected to a national level, with the realisation that these projections will not always necessarily reflect the true situation on the ground.

¹ Available from <http://www.tanzania.go.tz>

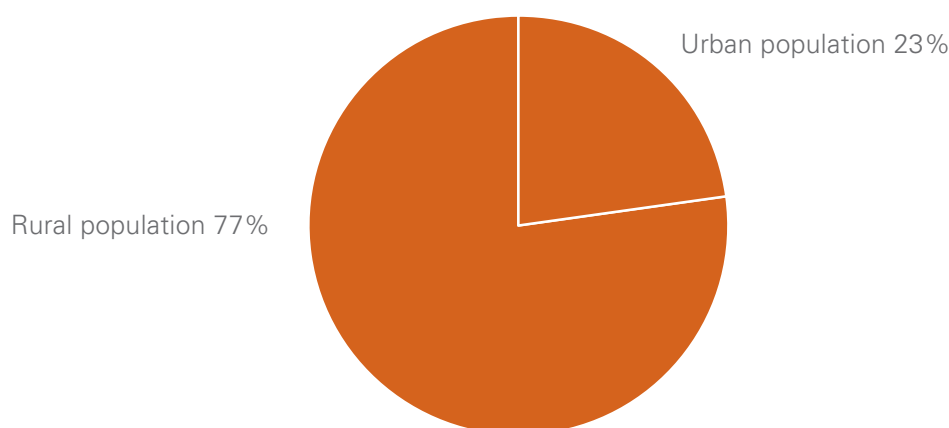


2. Country Overview

Tanzania is the largest of the three East African countries (Tanzania, Kenya and Uganda), and it borders eight countries: Kenya, Uganda, Rwanda, Burundi, Zambia, Malawi, Mozambique and the Democratic Republic of Congo. The government of the United Republic of Tanzania is a unitary republic based on multi-party parliamentary democracy. All state authority is exercised and controlled by the governments of the United Republic of Tanzania and the Revolutionary Government of Zanzibar. Each of these two central governments has three organs – the executive, judiciary and legislature – that have powers over the conduct of public affairs. In addition, local government authorities assist the two central governments. The government of the United Republic of Tanzania has authority over all Union matters in the United Republic and over all other matters concerning mainland Tanzania. The Revolutionary Government of Zanzibar has authority in Zanzibar over all matters that are not Union matters. The country has a multi-party democratic system that has been dominated by the Chama Cha Mapinduzi party since 1992.

Tanzania's population was estimated to be 37.6 million in 2004 (World Bank, 2006), with just under half (43%) of the population estimated in 2005 to be aged 14 years or younger (UNSTATS, 2006). According to the country's 2002 population and housing data (NBS, 2003), around 34% of the population is between 15-35 years of age. Thus Tanzania has a relatively young population, with people aged 0-34 years comprising around 77% of the population. According to 2002 statistics, the majority of the country's population (77%) lives in rural areas, with 23% living in urban areas (NBS, 2003).

Figure 1: Urban vs Rural Population



Source: 2002 estimate in NBS, 2003

There are 21 regions and provinces in Tanzania and the population for each of these is shown in Table 1 below.

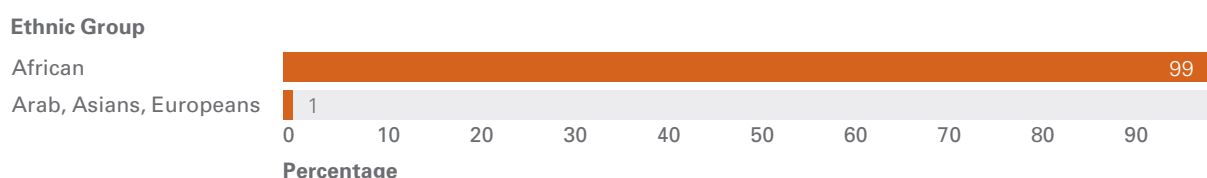
Table 1: Population by Region in Millions

Regions	Population in Millions
Mwanza	2.7
Shinyanga	2.6
Dar es Salaam	2.5
Mbeya	2.2
Kagera	2.0
Morogoro	1.8
Dodoma	1.7
Iringa	1.7
Tanga	1.6
Kilimanjaro	1.4
Mara	1.4
Tabora	1.4
Arusha	1.3
Kigoma	1.2
Rukwa	1.2
Mtwara	1.1
Ruvuma	1.1
Singida	1.1
Lindi	0.8
Pwani	0.8
Zanzibar	0.9

Source: NBS, 2003

There are some 120 ethnic groups in Tanzania. Information on ethnic groups and religion is not collected in the National Census and thus precise information is not available. However, religious affiliation can be broken down into three broad groups: Christian, Muslim and 'traditionalist'. According to the CIA (2006), the majority of Tanzanians are black African (99%), with Arabs, Asians and Europeans making up the remaining 10%. The Arab population is mostly found in the islands of Zanzibar and Pemba.

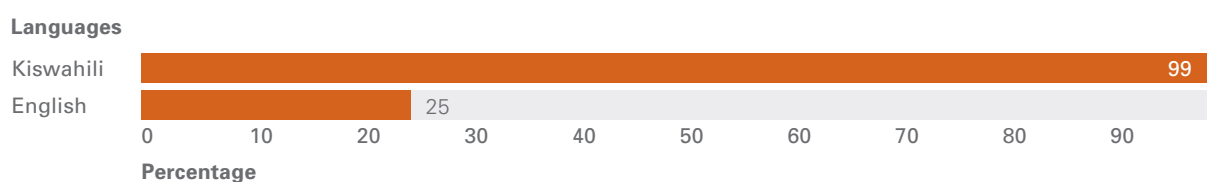
Figure 2: Main Ethnic Groups



Source: CIA, 2006

Tanzania has two official languages, English and Kiswahili. Kiswahili is the most widely-spoken language in Tanzania, as seen in Figure 3 (Kiswahili is known as Kiunguja in Zanzibar). According to the author's estimate, Kiswahili is spoken by about 99% of the population. English is spoken primarily in urban areas, and has a much lower penetration in rural areas. It is likely that about 25% of the population speaks English, and most of these people are bilingual. English is the primary language of commerce, administration and higher education. Arabic is also widely spoken in Zanzibar, and there are many other vernacular languages. Most people have a vernacular mother-tongue language, and then speak Kiswahili as a second language. For those who speak English, it will often be their third language.

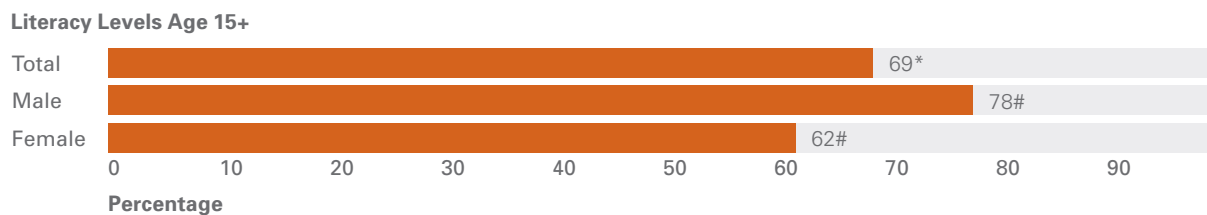
Figure 3: Widely Spoken Languages



Source: Researcher's estimate (2006)

According to 2003-4 estimates, adult literacy in Tanzania is 69.4%, with male literacy higher than female literacy, at 77.5% compared with 62.2% (World Bank, 2006). These figures were confirmed in a 2006 UNESCO report (UNESCO, 2006).

Figure 4: Literacy Levels Age 15+



Source: *2004 estimate in World Bank, 2006; #2003 estimate in World Bank, 2006

Tanzania's estimated GDP per capita was estimated by the CIA to be US\$600 in 2003 (CIA, 2006), but the World Bank's 2004 statistics give a much lower GDP per capita estimate of US\$320 (World Bank, 2006). According to the CIA's 2002 estimates, 36% of the population lives in poverty (CIA, 2006).

Key findings

- Tanzania's population is estimated at around 37 million, of whom almost half are aged 14 or under.
- Tanzania has a Union Government, overseeing both Zanzibar (Zanzibar and Pemba Islands) and the Tanzanian mainland. Zanzibar also has its own government responsible for non-Union matters on Zanzibar and Pemba.
- The country has operated as a multi-party democracy since 1992.
- The two official languages are English and Kiswahili, with Kiswahili the more widely used of the two.



3. Media Health

3.1 Status of the laws regarding rights and access to information

Article 18 of the Constitution, as amended by the 14th Amendment (2005) provides that every person:

- has the right to freedom of opinion and expression;
- has the right to seek, receive and impart information, regardless of national frontiers;
- has the freedom to communicate, and the right to do so without interference; and,
- has the right to be informed at all times of various events of importance to the lives and activities of the people, and issues of importance to society (United Republic of Tanzania, 2005b).

The removal of a “claw back” clause, which made Article 18 subject to other laws of the country, is seen as a huge step towards ensuring greater freedom of the press and access to information. The media is now better able to report on matters and government institutions that at one time appeared to be beyond their reach, such as the police force.

But there are still pieces of legislation that curtail media freedom. The Penal Code of 1945, for example, declares certain publications as ‘obscene’ but does not specify what obscene is. It is therefore left to the interpretation of the officials to determine what constitutes obscenity. The National Security Act of 1970 makes it unlawful to publish any classified government material. The Civil Service Act of 1989 prevents any commissioner or civil servant from disclosing information received during the course of government employment without the express consent of the permanent secretary of the relevant ministry or department. This curtails press access to information.

The Newspaper Act of 1976 sets out situations where publication of defamatory matter is protected from prosecution (‘absolute privilege’), but comment on the conduct of public figures and government officials is not protected. The Act also places the onus on the defendant to prove his or her innocence rather than the plaintiff to prove guilt, and requires that newspapers be registered, with the Registrar given the power to “refuse to register a publication if it appears to him/her that the paper in question may be used for any purpose that is prejudicial to... the maintenance of peace, order and good governance” (United Republic of Tanzania, 1976a). The Act thus gives the Registrar arbitrary and wide discretionary powers in the registration process, which may be easily abused.

The Films and Stage Plays Act of 1976 prohibits any person from taking part or assisting in making a film unless the minister has granted permission. This act prohibits the making of “home movies” by individuals. This acts as a form of censorship and curtails the independence and creativity of individuals (United Republic of Tanzania, 1976b).

The Regions and Regional Commissioners Act of 1962 and the Area Commissioner Act of 1962 have been used against journalists who expose malpractice and maladministration in public offices. The Acts give the regional and district administrators the power to arrest and detain a person for 48 hours if they believe the person is likely to commit a breach of peace or disturb public tranquillity. The Prisons Act of 1967 impacts negatively on the media’s ability to investigate and comment on prison conditions that are matters in the public interest. The Public Leadership Code of Ethics of 1995 does not allow the media to investigate and report on the property holdings of public leaders. This curtails the media’s ability to play a watchdog role over those responsible for the management of public affairs. The Tanzania Revenue Authority Act of 1995 makes it difficult to access information on individuals or companies implicated in tax evasion.

3.2 Status of the laws regarding criminal defamation and insult

There is legislation in place with regard to criminal defamation and insult, as provided for in the Penal Code and in the Basic Rights and Duties Enforcement Act of 1994. However, recent changes to the 1994 Act are seen as positive because citizens are now better able to understand their rights and seek redress from judicial or other agencies.

Some defamation disputes are handled by bodies such as the Media Council of Tanzania (MCT) or the Media Owners Association of Tanzania (MOAT). However, cases touching on government matters or personalities usually find their way to the Department of News and Information (MAELEZO) under the Prime Minister’s Office, or to the Tanzania Communications Regulatory Authority (TCRA). There have been instances where MAELEZO has fined, or banned for certain periods, some print titles (for example, the *Tanzania Daima* newspaper in December 2005) for alleged defamation and insult of public figures.

3.3 Status of the laws that exist to enable media regulatory bodies to function independently

The Tanzania Communications Regulatory Authority (TCRA) was established by the TCRA Act of 2003. The Act specifies that the TCRA is an independent authority, serving the postal, broadcasting and electronic communications industries, and its roles include licensing. The TCRA was formed through the merger of the Tanzania Communications Commission and the Tanzania Broadcasting Commission.

3.4 Current provisions that aim to secure the independence of publicly-owned media

Tanzania has two publicly-owned broadcasting stations: Radio Tanzania Dar es Salaam (RTD) and Televisheni (Television) ya Taifa (TVT). RTD was started in 1994 and operates as a government department under the Prime Minister's Office. The broadcasting agency, Tanzania Broadcasting Services, receives government subsidies but also has to rely on selling air-time to advertisers to support its services. TVT, the national television broadcaster, operates in the same way. Meanwhile, Television Zanzibar (TVZ) and Radio Zanzibar are both run by the Revolutionary Government of Zanzibar, and therefore also operate as government departments. Just like RTD and TVT, there is a need to attract advertisers.

Operating as a government department (and having revenues remain under government regulations) means that any revenue collected must be used under the government accounting system. This therefore means that the revenues cannot be used without approval of the Prime Minister's Office. Furthermore, the Managing Director of RTD and TVT is appointed by the President. Thus, the publicly-owned media cannot be said to be independent from the state.

3.5 Current provisions to support community or alternative media

In Tanzania, the allocation of radio and television frequencies lies with the TCRA, and therefore all broadcasters must first seek licences from the TCRA before starting to broadcast. There is provision made for amateur radio stations, but it is unclear whether this information has been disseminated well enough to encourage the establishment of radio stations that would serve the needs of local communities. What is more, in order to operate an amateur radio station an individual has to pass an examination set by the TCRA. Amateur radio stations are not allowed to broadcast news, advertisements nor communication for commercial gain, which makes it difficult to grow such stations into viable businesses.

3.6 Regulatory obligations for public or state broadcasters to fulfil public-service broadcasting remit

The regulatory obligations of the public broadcasters are contained in the Tanzania Broadcasting Act of 1993, which calls on stations to, amongst other things:

- ❑ encourage the development of Tanzania and Africa;
- ❑ maximise use of Tanzanian creative resources;
- ❑ limit advertisements to a maximum of 30% of total daily broadcast time;
- ❑ contribute to shared national consciousness, identity and continuity;
- ❑ provide programming that caters for culture, arts, sports and education pertaining to Tanzania and Africa; and,
- ❑ comply with the Code of Conduct for the Media Professions (United Republic of Tanzania, 1993).

3.7 Regulatory obligations for private broadcasters to fulfil public-service broadcasting remit

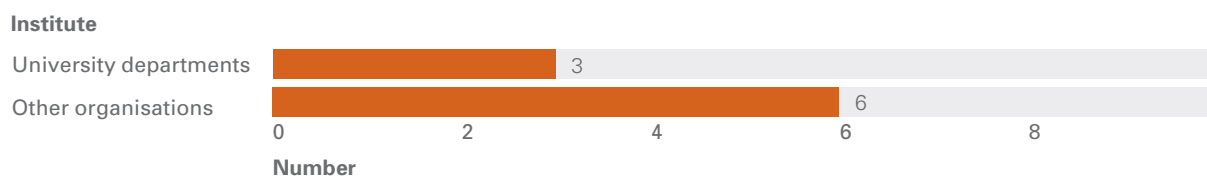
The regulatory obligations of private broadcasters are similar to those applicable to public or state broadcasters.

3.8 Journalism

According to Kilimwiko (2006), journalism standards in Tanzania are low, due to the fact that 63% of working journalists in the country only possess short-course training qualifications. There are nine journalism training schools in Tanzania (three university departments and six other institutes) (TCRA, 2006d). The schools are:

- Institute of Journalism and Mass Communication (IJMC), University of Dar es Salaam
- St Augustine University (SAUTI)
- Tumaini University (IUCO)
- Tanzania Institute for Media Education (TIME)
- Dar es Salaam School of Journalism (DSJ)
- Maarifa Media Trust (MAMET)
- Morogoro School of Journalism (MSJ)
- Royal College of Journalism
- Institute of Art and Media Communication (IAMC)

Figure 5: Number of Journalism Training Institutes



Source: TCRA, 2006d

There is no requirement for journalists to be registered or licensed to operate in Tanzania. A journalism trade union was established but is not operational. It has had leadership wrangles and therefore is not currently serving journalists. The union was been cited as having 80 registered members in 2001 (FES, 2001).

Kilimwiko (2006) points out that most journalists do not have contracts and are forced to survive as freelance reporters. He cites a recent study by MISA, which found that, among a sample of 198 journalists in 14 regions, 68% were not formally employed and worked on a freelance basis. Eighty-three per cent of those surveyed said they were paid on an irregular basis (Kilimwiko, 2006). The Kilimwiko report indicates that the monthly salary for an average employed journalist ranges from TSh72,000 to TSh90,000 (US\$58 to US\$72), and freelancers are paid an average of TSh1,000 (US\$0.80) per story or photograph used. This is equivalent to TSh 30,000 (US\$24) per month, which is less than the official minimum wage of TSh45,000 (US\$36). This partly explains why it is common for journalists attending training workshops to be more interested in the allowance that the funding agency provides, than in the training itself. The poor pay of journalists has also led to the flourishing of “envelope journalism”, in which journalists are paid by the people or organisations they write about.

Key findings

- Amendment of Article 18 of the Constitution has enhanced information access, information and freedom of the press. However, the Penal Code, the National Security Act of 1970, the Civil Service Act of 1989 and other laws contain provisions that curtail media freedom.
- The Tanzanian Communications Regulatory Authority is an independent body for the regulation and licensing of the postal, broadcasting and electronic communications industries in Tanzania.
- Most journalists do not have permanent contracts with media houses and are very poorly paid.



4. State of the Media – Literature Review

4.1 MISA (2005)

The most comprehensive report on the state of the media that could be sourced was the Tanzania country report produced in 2005 by the Media Institute of Southern Africa (MISA) in its SADC regional overview volume called *So this is democracy? State of Media Freedom in Southern Africa 2005*.

It is clear from the report that there has been an increase in the number of media companies in Tanzania since the introduction of the multi-party democratic system in 1992. The report notes that the increase in the media has not seen a corresponding improvement in the training of journalists, with hundreds of formerly unemployed youths entering the profession without formal training. The report also states that the private sector lacks sufficient resources to support professional and editorial independence. This is a result of lack of investment in trained human resource. The private media often become government mouthpieces, thus impairing freedom of information.

The report also notes that, as a result of economic constraints, communication problems and transportation problems, the media are largely city-based, thus denying the rural population access to a free and immediate flow of information. This is a significant shortcoming given that around 77% of the population lives in the rural areas (NBS, 2003).

The framework for media regulation is also seen as hampering the growth of the sector, with 15 pieces of legislation cited that contradict press freedom. These laws have led to journalists being mistreated, humiliated, beaten and jailed without the proper dispensation of justice. These laws include the Penal Code and the Civil Service Act, as indicated earlier.

Zanzibar is cited as having a particularly tightly-regulated media, through presidential decrees and draconian laws that give the minister responsible for information the power to deregister a newspaper without question. In an environment where the main radio station (Zanzibar Radio) is government-owned, and there is no private print media, the Zanzibari people receive much of their mass media information from government-controlled outlets. On Zanzibar island, a number of mainland radio stations can be received, but this is not the case with the island of Pemba.

4.2 Bibliography

Media Institute of Southern Africa (MISA) (2005) *So this is democracy? State of media freedom in Southern Africa*. Windhoek: MISA

Key findings

- While the number of media has proliferated since the introduction of the multi-party system in 1992, this has not been met with a corresponding rise in the quality of training available to journalists.
- The private media sector lacks the resources to ensure true professional and editorial independence.
- A number of pieces of legislation are effectively hampering the growth and independence of the media.



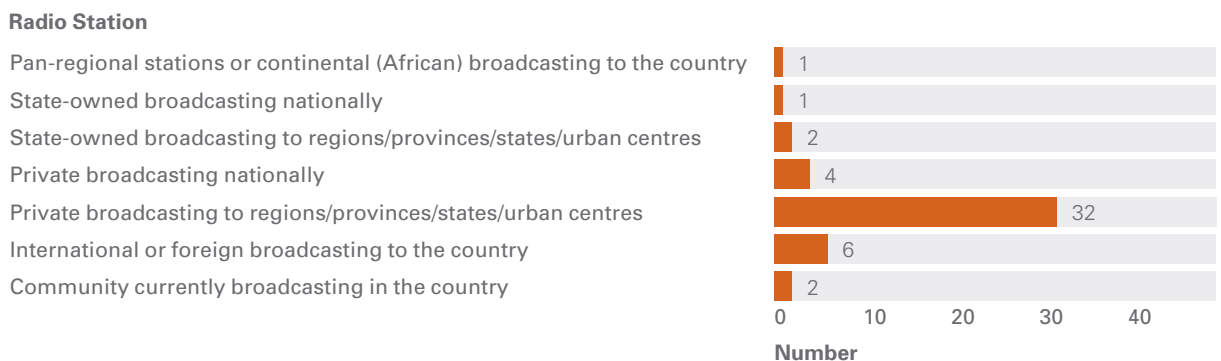
5. Radio

5.1 Key changes and developments in the radio marketplace in the past five years

According to the Tanzania Demographic Health Survey statistics from 2004, a radio set is a common household possession in Tanzania. The level of household ownership of radio sets was estimated in 2004 at 58%, with the level of radio ownership in urban households hitting 76% and the rural figure being 52% (NBS & ORC Macro, 2005). This has made radio the most effective communication tool in Tanzania at present, and it is also the most favoured medium for advertising (Steadman, 2005). According to the 2005 Tanzania All Media and Products Survey, radio listenership is at 95% in the areas where the survey was conducted (Steadman, 2005), while a 2004 study found that 68% of the population had access to FM signals and 92% of the population listened to radio at least once a week (InterMedia, 2004).

There has been an increase in the number of licensed radio stations in Tanzania, rising from 14 in 2000 to over 47 stations in 2006 (TCRA, 2006c). This increase has seen the frequencies for broadcasting in the capital, Dar es Salaam, being exhausted. Frequencies for broadcasting for new stations are only available in other regions within Tanzania.

Figure 6: Broadcasting and Ownership Status of Radio Stations²

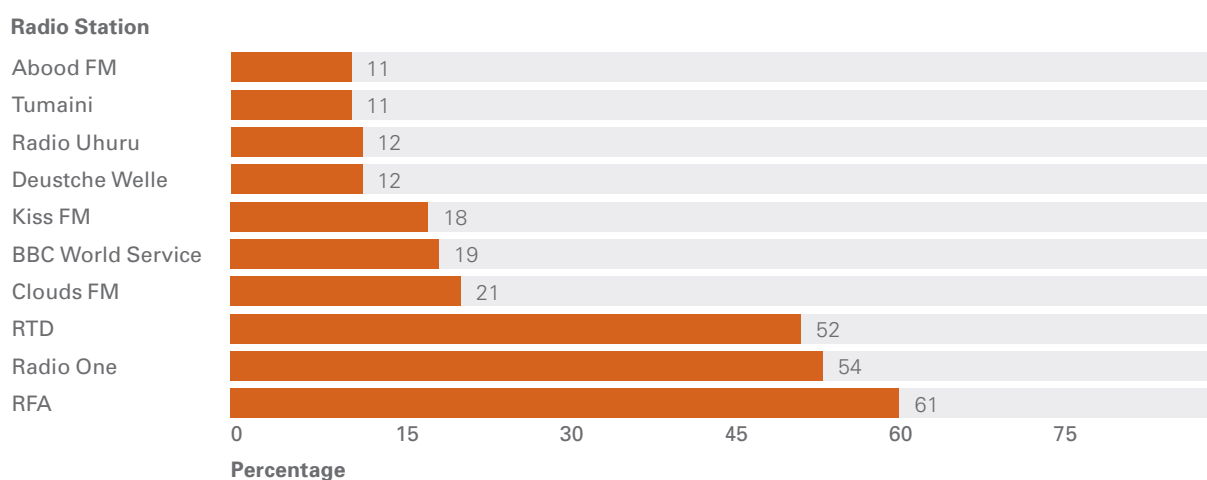


Sources: Steadman, 2005; TCRA, 2006c

² The information on local and regional stations was sourced from Steadman's 2005 TAMPS study.

At national level, there is one state station (RTD) and four private commercial stations, as well as some international services. Due to Tanzania's large geographical size, only stations with sufficient financial muscle have been able to expand their reach. Radio Free Africa (RFA), Radio One, Radio Tanzania Dar es Salaam (RTD) and Clouds FM are the stations that have been able to expand. RTD's expansion has been facilitated by funding from the government whilst the other radio stations' expansion has been commercially driven.

Figure 7: Audience Share for Radio Stations Broadcasting Nationally

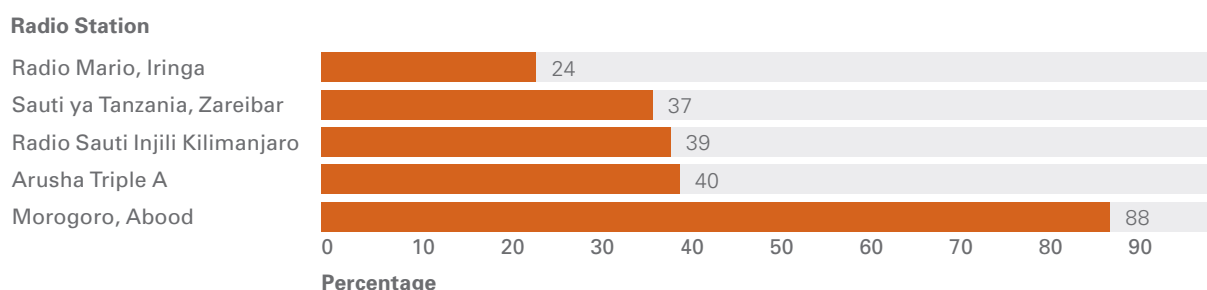


Source: Steadman, 2005³

The lack of frequencies in Dar es Salaam has created interest in opening up regional stations, of which there are now more than 30, mostly private commercial. These stations broadcast in the main towns of the various regions.

No precise figures could be found for the number of new stations that went on-air between 2000 and 2005.

Figure 8: Audience Share for Radio Stations Broadcasting Regionally



Source: Steadman, 2005

³ Percentages add up to more than 100% due to people listening to more than one station.

Kiswahili is the most widely-used broadcasting language, but some radio stations broadcast in English, including East Africa Radio, Kiss FM and Choice FM. These stations are all part of holding companies, with East Africa Radio being part of IPP Media (which owns Radio One), Kiss FM being part of Sahara Communication (which owns RFA) and Choice FM having the same owners as Clouds FM. According to 2005 statistics, radio stations that broadcast in Kiswahili have the highest listenerships (Steadman, 2005).

5.2 Investment and growth in the radio sector in the past five years

Sahara Communications (RFA and Kiss FM) has expanded its reach over the past two years, and it is estimated that RFA currently has over 90% national geographical coverage. Clouds FM has also been increasing its coverage in the country, from Dar es Salaam to Arusha, Mwanza and Morogoro. This push to improve coverage has been driven by the need to offer advertisers a wider audience.

Advertising expenditure in Tanzania has also been on the rise. However, advertisers' preference has been to use the national stations and this has limited the financial flows into the regional stations, thus affecting their ability to expand or improve their information collection capacity.

5.3 Plurality, ownership and control

The leading stations in Tanzania are owned, managed and run by Tanzanians. The leading radio stations are part of media groups that also have interests in television and/or print. With frequencies being unavailable in Dar es Salaam, it is expected that these media houses will continue to consolidate their positions in the media industry. It was expected that the proliferation of radio would encourage investigative journalism, but this has not been the case. Radio stations have continued to offer more entertainment and superficial reporting than in-depth, agenda-setting material. Stations tend to follow editorial stances dictated by the media owners, a situation that, when coupled with a lack of journalistic resources, serves to limit investigative work.

5.4 Diversity

Most radio stations broadcast in Kiswahili and have a similar model of broadcasting. This has led to information being delivered in a similar format. In terms of the content itself, the state-run RTD programming does the most targeting of the rural population, while Radio One caters more to the urban population. RFA has managed to attract listenership among both the rural and urban populations. Clouds FM and East African Radio cater mostly to the youth market (Steadman, 2005).

5.5 Quality of radio output and programming

Radio has become more interactive over time and presenters have developed skills of interviewing that have managed to capture people's attention. Unfortunately, as mentioned above, radio is seen more as a medium for entertainment than as an agenda-setting service. However, there seems to be an appetite for information programming, with the results of the TAMPS 2005 survey finding the highest listenership during news broadcast times (Steadman, 2005).

5.6 Specific challenges

The wide reach of Kiswahili has made the expansion of the media relatively easy in Tanzania. However, the sheer size of the country will continue to pose problems, and the cost of transmission expansion will continue to be the biggest challenge for radio broadcasters.

Key findings

- According to 2004 statistics, 76% of urban households and 52% of rural households own a radio set, which makes it an attractive medium for advertisers.
- An estimated 95% of the population listens to the radio at least once a week.
- The number of radio stations has risen from 14 in 2000 to over 47 in 2006.
- The lack of available radio frequencies in the capital Dar es Salaam has encouraged the creation of regional stations.
- Advertising expenditure is on the increase, with national stations favoured by advertisers.
- The leading radio stations are owned and managed by Tanzanians.



6. Television

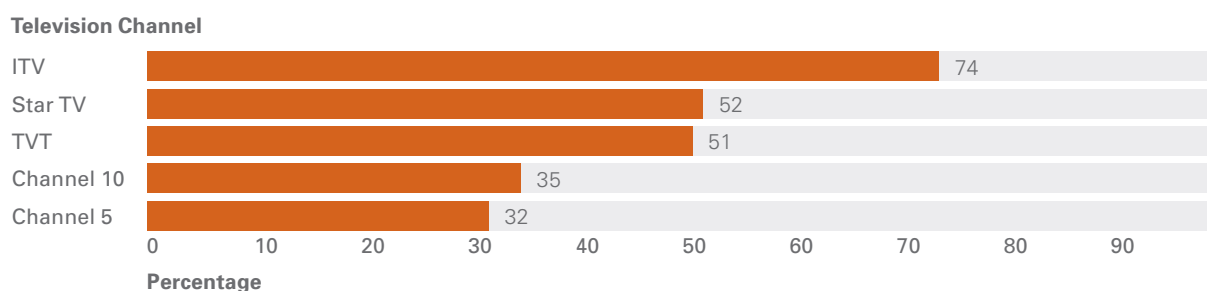
6.1. Key changes and developments in the television marketplace in the past five years

It is estimated that 2% of households owned a TV set in 2000/1, increasing to 6% ownership in 2003/4 (NBS 2002; TACAIDS et al., 2005). Television has unique factors that have affected penetration in Tanzania. The country has low electricity penetration, with only 11% of households having electricity (TACAIDS et al., 2005), and the cost of purchasing a television set is high for many households. However, lack of ownership of television sets does not necessarily mean that access to television is low, since there are community halls and social places where people can access TV. A 2004 study found that 67% of the population had watched television in the past 12 months, with 34% watching at least once a week (InterMedia, 2004).

There are currently around 15 Tanzanian TV stations on-air at national, regional and local level.

There are four television stations that have a wide enough coverage to be considered national stations (see Figure 9). They are Independent Television (ITV), Television ta Taifa (TVT), Star TV and Channel 10. All these national television stations are free-to-air. TVT is the government-run channel of mainland Tanzania.

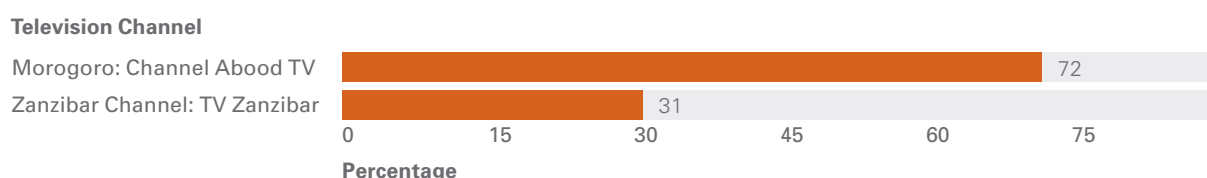
Figure 9: Audience Share for Television Channels Broadcasting Nationally



Source: Steadman, 2005

Television ya Zanzibar (TVZ) and Abood TV (see Figure 10) are currently the only regional television stations that have been able to attract significant viewership and produce significant amounts of their own programming. The other regional stations re-broadcast the national channels, with little or no local input. Local (community, private and institutional) stations have also been established, but these also merely re-transmit programming by the main stations.

Figure 10: Audience Share for Televisions Channels Broadcasting Regionally



Source: Steadman, 2005

In terms of new stations in the past five years, MISA (2005) found that the number of television stations had increased from ten in 2000 to 15 in 2004. Pulse Television is the newest station in Tanzania, owned by the IPP Media Group. Currently, it only shows movies throughout the day, with some advertisements. Of the 15 licensed television stations in 2004, African Media Group owned four channels and IPP Media Group owned three.

There has also been an increase in the number of people receiving television channels through satellite, and thus being able to watch international channels. The penetration of the South African-based satellite pay-TV service called MultiChoice DStv, while low, has a high reach due to its coverage of the English Premier League soccer. The League has a wide following and is normally watched in social places, where it is used to attract customers. DStv offers 64 channels for a monthly subscription fee of about US\$70 per month and a one-off installation cost of US\$225⁴. There are also two private cable television providers. Their activities, however, are limited to within a 5km radius of Dar es Salaam city centre.

6.2 Investment and growth in the television sector in the past five years

Despite the high cost of set-up, it is anticipated that there will be more investment in television in the years ahead, with Clouds FM radio in the process of setting up a television station and Mwananchi Communications having indicated a similar intention. There has also been a move to revive the former TV Africa (broadcast across multiple countries). Some developments have been made in Tanzania towards achieving this goal with the setting up of Pulse TV. Pulse TV is currently on test in Dar es Salaam and would be utilised in a regional TV Africa broadcasting initiative.

⁴ Personal communication with DStv, April 2006.

6.3 Plurality, ownership and control

All private Tanzanian television stations are owned by Tanzanians, with the exception of Channel 10, which has been sold to South Africa's eTV. The main players are the IPP Media Group and African Media Group. Independent Television (ITV), Channel 5 (East Africa TV) and Pulse TV are owned by IPP, and DTV and CTN are owned by the African Media Group. Star TV is owned by Sahara Communications, which also has interests in radio and print media. SUA TV is owned by Sokoine University of Agriculture (SUA) in Morogoro, and re-broadcasts programmes from the leading television stations such as ITV. The ownership of Tanga TV, Abood TV and TV Mbeya could not be established during the timeframe of this research. There are still other stations that have been licensed by the TCRA, but it is difficult to establish whether the stations were broadcasting or not (United Republic of Tanzania, 2004).

The state-run television stations are Televisheni ya Taifa (TVT), which broadcasts nationally, and TV Zanzibar (TVZ), which broadcasts in Zanzibar and reaches the Dar es Salaam and Tanga regions on the mainland.

6.4 Diversity

There has been an increase in the number of local productions being aired on Tanzanian TV. This has been driven mainly by local soap operas, which attract large audiences. The other area of growth in local programming has been 'call-in' programmes using an interactive format to air topical issues. East Africa Television is the latest station to include an interview section in its programming. The development of the music industry in the East African region has also led to the airing of popular East African music videos that have raised the profiles of the featured musicians. However, there is continued use of imported programming and the re-broadcasting of programming, from broadcasters such as the BBC and CNN, at non-prime-time hours – in the early morning, mid-morning and early afternoon.

6.5 Quality of television output and broadcasting

The television stations are making a commendable effort to broadcast local programmes and it is expected that, with time, these initiatives will lead to improved quality of local productions.

6.6 Specific challenges

Television is the preferred medium for advertising the world over. However, due to its low penetration in Tanzania, it is expected that television will continue to be the second choice medium for advertising, after radio.

Key findings

- There has been a recent increase in the number of television stations in Tanzania, and this is expected to continue.
- The cost of setting up a television station is a major challenge.
- Stations are making an effort to build local content quality.



7. Newspapers

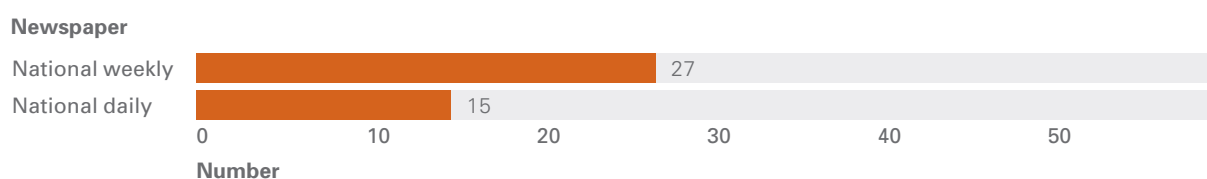
7.1 Key changes and developments in the newspaper marketplace in the past five years

It is estimated that 31% of the adult population reads a newspaper at least once a week (Steadman, 2005).

There are around 42 national newspapers (see Figure 11). For the purposes of this report, a national newspaper is defined as having national content targeted and distributed to more than one region but not necessarily all regions. Based on 2005 data, the three strongest national papers (see Figure 12) are *Nipashe*, *Majira* and *Mwananchi*, all printed in Kiswahili (Steadman, 2005).

The print industry faces a significant challenge in the distribution of newspapers to the various parts of the country. Circulation is mostly limited to the urban areas in the key regions – Arusha, Moshi, Mbeya, Zanzibar and Mwanza. The most widely-read newspapers are printed and distributed from Dar es Salaam. There are regional newspapers in some parts of Tanzania but details could not be sourced during the timeframe of this research.

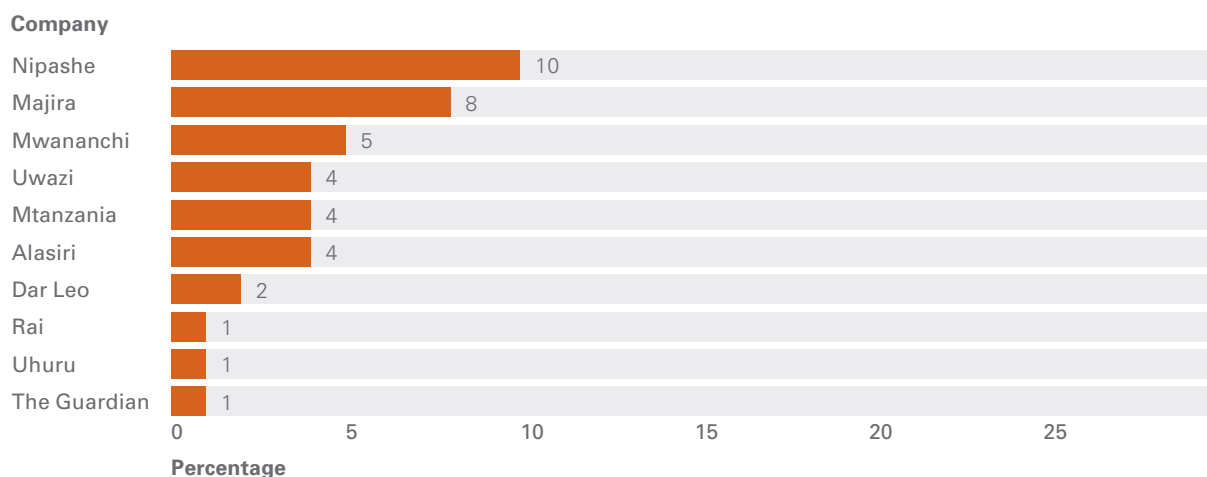
Figure 11: Total Number of Newspapers



Source: Steadman, 2005

Figure 12 represents the newspaper readership in selected Tanzanian regions (Steadman, 2005) of the ten leading newspapers. Only *The Guardian* is in English.

Figure 12: Percentage Readership Amongst Ten Largest Newspapers



Source: Steadman, 2005.

Thisday, launched in 2006, and *The Citizen*, launched in 2004, are the newly available papers in the market. *Thisday* has pursued an investigative journalism angle that is new to the Tanzanian press scene, leading to other newspapers taking on a more investigative role. Both of these papers are in English.

7.2 Investment and growth in newspapers in the past five years

It is generally expected that the growth of newspapers will be limited in the years ahead due to stiff competition for advertising. As well, as noted before, the sale and distribution of newspapers is restricted by the sheer physical size of Tanzania.

7.3 Plurality, ownership and control

There has been minimal investment by the mainland government in the print industry, with its only significant stake being in the *Daily News*, via Tanzania Standard Newspapers. In Zanzibar, the situation is different as there is no private print media and the government owns two papers, *Zanzibar Leo* and *Maelezo*. However, the private newspapers printed on the mainland in Dar es Salaam are distributed in Zanzibar as well.

A prominent investor in the newspaper sector is the IPP Media Group, which owns four daily newspapers – *Nipashe* and *Alasiri* (in Kiswahili) and *The Guardian* and *Thisday* in English. IPP also has TV and radio holdings, making it a strong cross-media player.

7.4 Diversity

The English-language newspapers in Tanzania are seen as targeting the higher socio-economic classes. While this may be the case, the Kiswahili-language newspapers are undoubtedly the most widely read. The Kiswahili-language newspapers have a much wider range of titles for readers to choose from, including tabloid stories, business and sports.

7.5 Quality of newspaper reporting

A study of reporting of the 2004 elections found that government and party-owned newspapers displayed an unfair bias towards the ruling Chama Cha Mapinduzi party (MISA et al., 2006). A more positive development has been the recent increase in investigative journalism and agenda setting by the print media, led by *Thisday*.

7.6 Specific challenges

The biggest challenge facing the newspaper industry in Tanzania is sale and distribution, due to the size of the country.

Key findings

- There are around 42 national dailies and weeklies, giving Tanzania a strong newspaper sector.
- The physical size of the country makes distribution beyond the major cities difficult.
- The most-read papers are in Kiswahili, but some of the newer publications are making use of English, including the new investigative paper *Thisday*.
- It is expected that the growth of newspapers will be limited in the years ahead, due to an already crowded market.



8. Media Support

8.1 Key changes and developments in new media technologies in the past five years

Mobile telephony has been the most visible and fastest growing media technology in Tanzania in recent years. From some 110,000 subscribers in 2002, the number of mobile phone subscribers increased to 3.3 million in 2005 (TCRA, 2006a). This exponential growth is expected to be maintained as service providers continue to open up rural areas, where close to 80% of the population lives.

Information about Internet access has been difficult to obtain. In general, the author is of the view that there has been increased access to the Internet via Internet cafés, mostly found in urban areas. InterMedia found that 1.5% of the population had access to the Internet in 2004 (InterMedia, 2004).

8.2 Key changes in media support in the past five years

Media proliferation has led to the development of media support services over the past five years.

Figure 13: Local and International Company Ownership



Source: Estimation by author, 2006

Identification of film production companies operating in Tanzania was difficult, as the companies identified online could not be reached through their telephone contacts. The telephone directory was then used to source the companies. The companies that were sourced were only three in number, but the author believes that there could be more operating which have not advertised or registered their services.

The Tanzanian Cultural Trust is a not-for-profit organisation attached to the state TVT television station. It has been used in the production of some films and documentaries and also acts as a training institute. The other main and well-known film companies in Tanzania are Benchmark Productions, Visual Magic and Compass Communications. Benchmark and Visual Magic are owned and run by Tanzanians, with Compass being foreign owned and locally run.

There are two foreign-owned advertising agencies in the country, FCB and Scanad. As well as this, three local agencies have aligned themselves with international agencies, such as Touchline Ogilvy, Century Saatchi & Saatchi and Zen Communications (linked to a firm in India). Bimeri Advertising, M&M Communications and ZK Advertising are currently not associated with any international advertising agency. ZK has a presence in other East African countries.

There are two media monitoring agencies in Tanzania: Africa Media Portal and the Steadman Group. The media monitoring on offer includes audits of advertisements and monitoring of news coverage.

There has been an increase in the amount of market research focused on social services over the past five years, with the majority of local research houses working on social research in order to serve donor agencies and NGOs. Infotrack, Kreative Outcomes, Data Vision and Goal Getters are some locally-established research companies that offer market research services.

Consumer Insight, Research International, AC Nielsen and the Steadman Group are the internationally-owned research companies operating in Tanzania.

8.3 Audience and readership research data

Media research in Tanzania is a relatively new phenomenon, with the first such research being undertaken in 2002 by the Steadman Group (Steadman, 2002). Media research is driven by the needs of the advertisers and is thus only undertaken in the regions identified by advertisers. Therefore, the Steadman data usually does not give a national indication of media consumption trends, focusing as it does on urban populations with more spending power. Steadman audience research under the TAMPS project is undertaken once every two years.

There is no local research done on Internet usage. Mobile telephone usage research is done by the Tanzania Communications Regulatory Authority (TCRA).

8.4 Media support, ISPs and ownership

According to the TRCA, there are 21 Internet providers in the country (TCRA, 2006b).

Key findings

- Mobile telephony use has expanded tremendously, with the number of mobile subscribers rising from around 110,000 in 2002 to approximately 3.3 million in 2005.
- Information about Internet access is difficult to secure.
- Media research is a relatively new phenomenon, with the first such research being conducted by the Steadman Group in 2002.



9. NGO Activity

9.1 Key changes and developments in NGO activity in the past five years

There are four NGOs involved in media development activities in Tanzania:

- Media Council of Tanzania (MCT);
- Media Institute of Southern Africa (MISA-Tanzania);
- Tanzania Media Women's Association (TAMWA); and,
- Tanzania Gender Network Programme (TGNP).

Of the four, the most active have been TAMWA and MISA-Tanzania. TAMWA's focus is on gender representation in the media while MISA focuses on media freedom monitoring and advocacy.

There has been an increase in the visibility of NGO involvement in media development; an example of this was the celebration of World Press Freedom Day in Dar es Salaam on 3 May 2006. This event included numerous press-related activities, meetings and workshops. Most of the seminars were organised by, or involved the participation of, NGOs concerned with media development. NGOs have also become more vocal and visible in their activities, dealing with issues such as press freedom and freedom of expression, and condemning acts deemed to be curtailing such freedoms. A case in point was the run-up to the elections of 2004, when journalists were beaten up by security forces. A number of NGOs came out very vocally to condemn the acts and to lobby for the resignation of those who had ordered the beatings. Judicial action was later taken against the perpetrators. What is more, a number of high-profile, press-related international meetings have recently been held in the country, reflecting increased activity by local NGOs and a step forward for media development in Tanzania. Examples of regional and global meetings that have taken place are the World Association of Press Councils' (WAPC) annual general meeting in 2004 and a Southern Africa Development Community (SADC) regional meeting in 2005.

9.2 Key NGOs involved in media development activities

Media Council of Tanzania (MCT)

The Media Council of Tanzania, not strictly speaking an NGO, is a mother/umbrella body for many kinds of media stakeholders; it has TAMWA and MISA-Tanzania among its members, as well as professional bodies, media houses and media-training institutions. The MCT plays a large part in many media development-related activities in Tanzania. It is also the independent, self-regulatory media body that handles complaints and disputes related to the media, although there is a feeling that the MCT is facing increased government influence on its activities, with the government seemingly wanting to usurp its powers altogether at times.

MISA-Tanzania

The Media Institute of Southern Africa (MISA) Tanzania branch focuses on:

- freedom of expression advocacy and lobbying;
- media monitoring as a tool to gauge the degree of media freedom;
- campaigning for broadcasting pluralism and diversity;
- general media support; and,
- a legal support and defence fund for journalists and media houses.

MISA-Tanzania carries out training workshops, exchange programmes with other countries and awards for journalists, for example, the annual Edward Moringe Sokoine Award for journalists who have succeeded in highlighting development issues.

Tanzania Media Women's Association (TAMWA)

The Tanzania Media Women's Association (TAMWA) is involved in media advocacy around various elements of gender empowerment, including:

- promoting the visibility of women in development;
- reviewing the Law of Marriage Act 1971;
- eradicating child labour; and,
- campaigning against HIV/AIDS and female genital mutilation (FGM).

Tanzania Gender Network Programme (TGNP)

This is a networking organisation that serves as the secretariat of a network of between 30 to 40 organisations working on gender, human-rights issues and development issues in general.

9.3 Climate of opportunity for media development activities

There is a need to enhance media development activities in Tanzania. Tanzania enjoys a vibrant media environment, but the media need to become more proactive, setting the agenda rather than simply following, or reporting, it. There is also a need to ensure that there is continuous training for journalists, for example, refresher courses to enhance data collection skills, particularly for investigative journalism. Media research is also an important component, with special emphasis on the need for media houses to be able to respond to changes in their business environment. This would also help in the improvement of the quality of local programming.

Media development activities have had some notable successes in opening up the political space, for example, in Zanzibar, where MISA-Tanzania intervened to ensure that opposition political parties were given coverage by the government-owned media.

Key findings

- NGOs have become more active in the media development sphere, dealing in particular with issues such as press freedom and freedom of expression.
- A number of high-profile international media development events have recently taken place in Tanzania, a testament to the work of media development NGOs.
- NGOs have a role to play in helping the media to become more proactive, setting the agenda rather than simply reporting it.



10. Conclusions

10.1 Media statistical data

Media data in Tanzania is not readily available and the National Bureau of Statistics has very little information on media penetration. Media audience research is only available from the Steadman Group, but this data is limited to the key economic regions and thus does not give a picture of the whole country. Continuous data on media audience behaviour is required in order to assess the drivers that could direct the nature of content in the Tanzanian media.

10.2 Media law and regulation

While the Constitution's Article 18 (as amended in 2005) has been an important step towards ensuring freedom of the press and access to information, a number of pieces of legislation still work against these freedoms.

10.3 Investment and growth

Media growth in Tanzania accelerated with the introduction of multi-party politics in 1992. This growth has been driven by the private sector, and the print industry has been the most active. However, given that Tanzania is a huge country, distribution has been limited to the main urban areas. The television sector has also expanded, though it has not matched that of radio due to the relatively high cost of entry. The radio sector has experienced growth, with the radio frequencies in Dar es Salaam being exhausted. This is expected to boost the growth of regional stations and may provide a wider choice for the audiences in the various regions.

10.4 Plurality, ownership and control

Media ownership in Tanzania is dominated by the IPP Media Group, which has interests in print, radio and television, and currently dominates in all three sectors. The other strong media groups are Sahara Communications, Africa Media Group and Clouds Entertainment.

10.5 Content

There has been an increase in the amount of local content in television programming, although imported programmes are still widely watched. Local music videos have benefited from the expansion of the media, with local songs getting air-time on the local stations.

10.6 NGO activity

There is scope for more NGO activity in the media sector, especially in support of local content and improved training for journalists.

Key findings

- There is a dearth of statistical information on the media.
- The Constitution is strong on media freedom and access to information, but other laws infringe these freedoms.
- All three media sectors – radio, TV, newspapers – have shown recent growth.
- There are some strong cross-media players, in particular the IPP Media Group.
- Local TV content is growing, with even more growth and quality needed.
- NGOs have a role to play in several areas, including the boosting of journalism skills.



11. Appendices

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Appendix 2: Individuals/organisations consulted during the research

- MultiChoice Africa DStv, Tanzania
- Steadman Group



Tanzania

Country Report

Way Forward



12. Introduction

Interviewees were selected based on the position guidelines provided in the country researcher contact sheet. A total of 15 interviews were conducted. Interviews were carried out with four senior personnel from non-governmental organisations, one senior civil servant, four media practitioners, two commentators, two academics and two people involved with media networks.

There were numerous difficulties encountered while conducting the interviews. The first was interviewees not keeping agreed appointments. Sometimes appointments had to be set up several times. Another problem related to the design of the questionnaires. Several interviewees complained that the questions were too repetitive. The postponement of interviews resulted in a delay in starting the research in Tanzania, compared to other countries.

Most of the discussion was friendly and interviewees provided information openly. Only one interviewee was critical of the research in general. All 15 interviewees agreed to have attributed quotes included in the report.

The fieldwork was conducted from 18 May 2006 to 23 June 2006. This involved a three-day trip to the Iringa region in the southern part of Tanzania. Another three-day journey was made to the Mwanza region in the north-western part of Tanzania.



13. Media Development: an organisational perspective

The researcher met 15 interviewees. They were:

- senior personnel from NGOs who are involved in training journalists and other media practitioners, developing/influencing legislative and regulatory frameworks, and involved with advocacy such as campaigning for gender equality for media employees;
- senior civil servants with responsibility for the media;
- senior media practitioners from private and state sectors;
- analysts and writers who are experts on the media;
- those responsible for training journalists and media practitioners; and,
- those involved with media networks or media lobbying.

13.1 Key organisations

A number of key organisations were visited and the following senior personnel were interviewed:

- Executive Director of Tanzania Media Women's Association (TAMWA). The interviewee's responsibilities include coordinating day-to-day activities of TAMWA, and making sure that those things that have been planned by the association are implemented accordingly and to the standards required.
- Executive Director of Legal and Human Rights Centre (LHRC). Overseer of all planned activities and responsible to the Board of Directors for planning, budgeting and funding. LHRC raises legal and human rights awareness among the public, especially among the poor.

- Executive Director of Tanzania Association of NGOs (TANGO). As an executive and Chief Executive for the organisation, the interviewee supervises programme staff and also represents the organisation in several forums at both governmental and non-governmental level. The interviewee supervises administrative functions and coordinates the activities of the organisation.
- Executive Director of Tanzania Gender Networking Programme (TGNP). This is a networking organisation that serves as the secretariat of a network of between 30 to 40 organisations working on gender, human-rights issues and development issues in general.
- Deputy Director of Information, Ministry of Information, Culture and Sport.
- Lecturer of Journalism and Head, Department of Journalism, Iringa University College under Tumaini University.
- Assistant Editor, *The Daily News*.
- Managing Director, Independent Television, Radio One and Sky FM.
- Dar es Salaam Branch Manager, Sahara Communication and Publishing Company.
- Managing Director of Benchmark Productions. The interviewee coordinates all the activities in the production house that relates to producing advertisements, radio and television documentaries and television programmes.
- Chairman of Habari Corporation Limited, which publishes newspapers. The interviewee has legal training and has had a long career history in the media, working his way up from reporter to sub editor. The interviewee has also worked as a member of media-related organisations, such as the Media Council of Tanzania, and has held responsibilities within journalists' associations.
- Professor of Political Science, University of Dar es Salaam.
- Senior Lecturer and Head, Department of Printing within the Faculty of Humanities and Communication, Saint Augustine University.
- National Director of the Media Institute of Southern Africa (MISA) in Tanzania. The interviewee is the Chief Executive Officer of the organisation with responsibility for making sure its activities are in order.
- Minister for Academic Affairs (2005/06), Dar es Salaam Student Organisation (DARUSO). The interviewee is also a student pursuing a Bachelor of Arts degree in Education.

13.2 Impact of media development initiatives

The most significant changes to the media in Tanzania over the past five years include the rapid growth of newspapers, FM stations, and television stations that have all reached areas of the country that previously had little or no media services. A media regulatory board (Media Council of Tanzania) has been set up, and there is more openness concerning what is broadcast and written about, with less control by the government than in previous years. This reflects a shift from state monopoly over media ownership, institutions and distribution. Today, one can witness state-owned media competing with privately-owned media.

Another change has been in the quality of programmes. These have improved, along with an acceptance of local production houses.

“ If you would think about the quality of news reporting, I think the newspapers are freer. There has been a considerable amount of investigative reporting. ”

(**Mwesiga Baregu**, Professor of Political Science; Analyst: University of Dar es Salaam, Tanzania)

The mainstream media in Tanzania has become more focused on issues that really concern the people and the development of the country. Coverage is focusing more on issues that concern the viewers, listeners and readers – that is, issues concerning the public at large.

“ I don't think there is even a single citizen of this country who does not depend on the media. Neither is there any single leader who does not depend on the media. We have grown, come to that point where, previously, the leaders would point fingers and say, 'ah, media has said this', but now they actually listen and read and do researches before they respond. ”

(**Joyce Mhavile**, Managing Director; Media Practitioner, Private Sector: Independent Television, Radio One and Sky FM, Tanzania)

The Tanzania Media Women's Association (TAMWA) views some of the changes as highly strategic. For example, some women in the media have received appointments to top positions. This has led to different views being expressed in the media. As an organisation, TGNP has realised that one can talk of women's rights but if these rights are not institutionalised in the legal framework, success will not be realised.

In education, the curriculum is being reviewed from time to time, to ensure it keeps up with market demands and professional standards. Media education now has both a theoretical and practical component. Another strategy is to move into outreach programmes, where one visits people in their villages to discover their problems. The other area is in collaboration with other universities, particularly those offering media courses. There have been exchange programmes for students and lecturers, and this has helped them to learn about and experience what others are doing, particularly through the University Council of East Africa.

Independent Television and Radio stations have launched campaigns that involve the people.

“ The company has managed to bring a lot of changes in what is happening in the country... And when I talk about 'MEWATA' it is a Medical Women Association of Tanzania whereby we have been able to sensitise people all over the country to accept breast screening. ”

(**Joyce Mhavile**, Managing Director; Media Practitioner, Private Sector: Independent Television, Radio One and Sky FM, Tanzania)

A more positive working relationship with the media has been established. In the past, when the media was invited to a meeting, some members came, others ignored the invitation and those that did come often reported the information incorrectly. Now the media have been able to work with other organisations to the extent that media personnel are conversant with what others are doing. Also the media has been supported and assisted in forming media human rights clubs. These clubs have helped media personnel to become more interested in human rights issues. The difference has also been felt in the reduction of complaints made to editors and journalists now that journalists are working more ethically. Another area of change is the way the media has been able to cover the elections properly, which was not previously the case.

One strategic change that has occurred is how some media houses have joined together and become regional players. This has led to a strengthened cooperative relationship between media houses in Tanzania and other countries. In addition, there has been more advocacy work done on the Freedom of Information Act. There has been much advocacy for removal of legal and non-legal obstacles to good media practices.

The liberalisation of the media sector has enabled the burgeoning of private media, which in turn, has created placements for students to do their practical training since the training institutions no longer depend on the state-owned media.

“ For example, it is very difficult to discuss development of the media in Tanzania without discussing the contribution of, for example, IPP Group of Companies, the contribution of Habari Corporation... and Sahara group of communication¹. That has a direct impact on us because we now take private media as part and parcel of our development, even in our attachment, most of our students go to private media. ”

(**Nkawbi Mwanakilala**, Head of Printing Department; Academic: Saint Augustine University (SAUTI), Tanzania)

On the part of the government, changes have been felt through the increase of media outlets, which has created a demand for practitioners and hence the establishment of private media training institutions. One example is the government-owned School of Journalism, which has attained university status to cope with the demand for highly trained workers. The expansion of some services in the broadcasting sector to cover the whole country has necessitated the use of satellites, as a result of which people can now get services. There is an increase in private advertising companies that deal with media advertising.

¹ The owner of Habari Corporation is Jenerali Ulimwengu, and the owner of the Sahara Group of Companies is Hon. Anthony Dialo MP.



14. Media Development Initiatives

14.1 Review

All the organisations are involved in various media activities. The Faculty of Arts and Social Sciences, Iringa University College, is involved in training journalists and practitioners who are in the field of media in Mbeya and Sumbawanga (southern zone of Tanzania). The Department of Printing, Saint Augustine University, is engaged in a project of printing a newspaper and in broadcasting radio programmes targeted at students and at about half a million people in Shinyanga, Mwanza, Bukoba and Kigoma regions.

Activities in which the Ministry of Information, Culture and Sports has been involved, include the establishment of a public television service and the construction of booster stations to cover the whole country. The project is continuing. The Legal and Human Rights Centre is helping to organise a journalist human rights club. TAMWA has a project that is training and sensitising journalists to understand the campaign against female genital mutilation. The organisation trains and sensitises journalists to be able to see why the subject should be taken up by the media and what issues they should highlight so as to send the right message to the public. The Media Institute of Tanzania is involved with training journalists, curriculum development and media monitoring. It issues statements that are circulated worldwide condemning and pressurising against violation of freedom of speech.

14.1.1 Approaches to media development

Most of the organisations have the following overarching objectives and goals:

- to have journalists who work ethically and have acquired the basic skills for reporting;
- to impart skills to students and enable them to participate in development issues;
- to ensure that the public broadcasting services are aimed at all the people of Tanzania so that they get information as a basic right;
- to help the media to know their rights and responsibilities to the people of Tanzania, and be able to report human rights issues in a way that is pro-human;
- to train media personnel from a gender perspective to be able to inform the public on gender issues;

- networking with other organisations nationally and internationally in media training and curriculum development; and,
- to raise awareness and give empowerment to media personnel, especially journalists and editors.

14.1.2 Funding of media development

Most of the organisations are not directly responsible for allocating funding or funding media development activities. Only two organisations have specific planned amounts allocated to media activities. The interviewees were optimistic that the trend of funding is increasing. TAMWA allocates 10% of its funds to enhance the capacity of journalists and editors for any project that they are involved with. Ms Ananilea Nkya, Executive Director of NGO, TAMWA, explains:

“ We believe that without having a strong media that is well articulated and informed about issues, there is no way you can have a community which can implement or can take on development issues or can transform for a better world or better society. ”

(Ananilea Nkya, Executive Director, NGO: Tanzania Media Women’s Association of NGOs, Tanzania)

The Independent Television (ITV) and Radio One, which belong to the IPP group of companies, have initiatives in place to ensure that there are strategies to provide funds for supporting the media. There is a clear policy on providing funds for media activities. One strategy is that 20% of the funds goes to programmes that are used to sensitise viewers and businesses to issues such as HIV/AIDS. For example, the IPP group of companies, using the media, encouraged Tanzanians to contribute to Serengeti Boys, a football team for youth under the age of 17.

“ So we used our own funds because whatever went on air nobody paid for it. So with us whatever little we had we said we got 20% of our funding, which we are going to use for media initiative to sensitise the public on whatever issue or topic we are going to take at a particular time. ”

(Joyce Mhavile, Managing Director; Media Practitioner, Private Sector: Independent Television, Radio One and Sky FM, Tanzania)

Also, IPP Media Group supports two associations, the Media Institute for Southern Africa in Tanzania and the Media Council of Tanzania. The proportion of the budget that is given to these organisations is minimal: about 5% of the annual budget. Also, support is given when certain events happen. For example, support was given to a workshop by the South African Broadcasting Association that was held in Arusha. A total of 12 million Tanzanian shillings was presented to Tanzania Broadcasting Services, which organised the workshop.

14.2 Success and impact

14.2.1 Evaluating the success of media development projects

All the organisations evaluate their media development activities. Evaluation is mostly done on a yearly basis. Some organisations categorise their objectives into three sections: regional, national and specific to a particular planned activity. Media development activities are planned for a duration, then measured against the output to see the impact. Academic institutions do tracer studies to find out how their students are faring in the job market. The tracer studies are normally done annually. Other organisations prepare terms of reference and employ consultancy services to evaluate their activities.

Activities may run over a year and are evaluated annually; the feedback is then collected and delivered the following year. Reports are written after every evaluation. For some of the organisations/companies, such as Habari Corporation, reporting is done internally but for others, such as the Tanzania Legal and Human Rights Centre, it is made available to the public.

14.2.2 Factors contributing to the success of media development projects

According to interviewees, the most popular factors that contribute to success of media development include:

- a good working relationship with the government;
- the way projects were planned;
- availability of funding, both from the government and donors; and,
- activities that were planned so as to capture the interest of those participating.

This was confirmed by two interviewees:

“ It was how it was planned and when we are implementing we managed to capture the interests of those who were participating. You see, when people are interested they do things well. ”

(**Helen Kijo Bisimba**, Executive Director; NGO: Tanzania Legal and Human Rights Centre, Tanzania)

According to Joyce Mhavile:

“ We have been operating according to our policies and our targets. All have been a success, and simply because we’ve got passion and commitment to make it a success, that’s all. ”

(**Joyce Mhavile**, Managing Director; Media Practitioner, Private Sector: Independent Television, Radio One and Sky FM, Tanzania)

Success was achieved from three factors: a motivated public that demanded to have information; a government that is more accepting of the messages that the media puts out; and, by increased availability of funding.

“ First is availability of funding, secondly the environment of work. The government is friendly and... we have a very good working relationship with the government. ”

(**Rose Haji Mwalimu**, National Director; NGO: Media Institute of Southern Africa, Tanzania)

The willingness of people in the media to participate in media development activities is also cited as a factor contributing to success.

“ We have been able to raise awareness of the cause we are fighting for – justice, gender equality rights of women, rights of children, rights of men, rights of marginalised groups, that are to be fought for. So they have been able to realise that... the cause we are taking is a genuine one, it is the social cause. It is the cause that affects their own lives as journalists, as husbands, the wives within communities like ours. ”

(**Ms Ananilea Nkya**, Executive Director; NGO: Tanzania Media Women’s Association, Tanzania)

A further reason for success is having qualified personnel. For the training institutions specific achievements have been met due to demands put forward by students, as well as the demand for the product (human resource), as seen in the growing number of media organisations in Tanzania.

14.2.3 Factors undermining the success of media development projects

The most mentioned factors responsible for the relative lack of success of media development projects are the lack of funds to implement the activities, and the lack of professional and career training for media personnel to keep up with the changes. Another factor that was mentioned is insufficient human resources in terms of numbers and/or qualification.

“ Funds may be the factor which hinders the success on any project in media development... If you have few staff that also may be the problem which actually may hinder the success. ”

(**Esau Ntabindi**, Head Journalism Department; Academic: Tumaini University, Tanzania)

Other contributing factors include:

- unclear and undefined objectives based on public needs;
- lack of political will;
- lack of an in-built, sustainable mechanism as part of the project, especially if it is donor funded;
- lack of development support communication as an important component of the project; and,
- bureaucracy.

An example given was the failure of an HIV/AIDS campaign that was contributed to by the Tanzania Commission for AIDS (TACAIDS).

“ We have tried to work with TACAIDS but it didn't work. There is so much bureaucracy that we have reached a point that we use our own minimal funds. So if there is any initiative that has been a failure it is HIV/AIDS because the support from the government is just minimal. The funds are there, you'd hear all these huge millions, we are not interested in these millions, we say yes we need to be supported but that will not stop us from carrying out this initiative and campaign. ”

(**Joyce Mhavile**, Managing Director; Media Practitioner, Private Sector: Independent Television, Radio One and Sky FM, Tanzania)

14.3 Lessons learned

The interviewees felt that in order to engage editors in media training sessions, the trainers had to get the timing and date right and ensure that the trainer is well matched to the editors.

“ So in the past we used to have few editors attending our sessions. We asked ourselves why? But we had to learn that if you want to train you need to get the right person to talk to. If you want to talk to editors, get the right person in terms of language, persuasion, facts and issues. ”

(**Ms Ananilea Nkya**, Executive Director; NGO: Tanzania Media Women's Association, Tanzania)

When fundraising for media development activities, experience shows that one has to be strategic: both in terms of timing and choosing the guest of honour. Also, one has to think about who the key contributors, both local and international, will be.

“ For example, fundraising to train our media, our journalists. Yes, we did it during the year of elections and during campaigns. I am sure we would have raised more money if we were able to do it earlier or before campaign or a year before elections. ”

(**Ms Ananilea Nkya**, Executive Director, NGO; Tanzania Associations Media Women’s Association, Tanzania)

“ When it came to the Medical Women’s Association of Tanzania (MEWATA), they are professionals, we are the media, and the group we were targeting was women. And we knew that this was an issue. When they came, all they wanted from us was for us to give them some space on TV and radio for them to sensitise women to go just for screening. And I asked them after you screen them and then what? When you tell me I’ve got a lump, I don’t know if it’s a cancer or what... they said we can’t do anything because we don’t have the funds. I said okay, I got the media to sensitise the women and use that media to raise the funds, and you the professionals can you team together and work as partners? We agreed on that; they came up with all that is required. It worked; it was a success. But one thing that helped make this happen was to be very transparent, which we were. And to date anyone going to the Tanzania Media Women’s Association and Media Council Association of Tanzania, will find that all the money that was collected has been audited... If anyone wants to view and ask questions they will be answered. It is transparency that made it a success. ”

(**Joyce Mhavile**, Managing Director; Media Practitioner, Private Sector: Independent Television, Radio One and Sky FM, Tanzania)²

A concern was raised on the mushrooming of many media outlets, such as the production houses that are concentrating on producing music rather than features, documentaries and films. Also, there was concern about the rapid increase of FM radio stations with no focus.

“ Now even the use of FM, they are so many but you can’t tell what exactly they are focusing on. Sometimes it is difficult to know their objectives apart from 24-hour music and advertisements... There are things advertised that are not even available/affordable to ordinary people who can’t actually buy a car or buy an expensive phone, for example. What is a Nokia mobile to a villager in Luchebele when he does not have enough money to send his children to school or money for his family’s health. But he hears that advert every day, something that he can’t afford. ”

(**Nkawbi Mwanakilala**, Head of Printing Department; Academic: Saint Augustine University, Tanzania)

² The project was aiming at sensitising women to check for breast cancer. The project is ongoing.

Interviewees stressed the need to assess how a project would benefit the community, before planning any project. Experience shows that for a project to succeed it has to touch base with the people and communities. If one implements a project that does not benefit the community it will not be sustainable.

“ If you have a serious programme on your television, you have to be able to do an evaluation in order to see whether it is making any impact on the people you are addressing... For example, we did a campaign on female genital mutilation (FGM). In the past it would be hard for you to see FGM story on the media. But we did strategic activities such as educating the journalists and editors to get them to understand that this is an outdated practice which needs to be uprooted. After that campaign, media and different media houses featured FGM daily... We see stories in the newspapers, different organisations have made it their agenda and they are working against it... I am saying we have been able to sustain the project... It was sustained because of the small seed money we put in to make key actors, editors and journalists conceptualise the issue, take it on board and see it as their role. ”

(Ms Ananilea Nkya, Executive Director; NGO: Tanzania Media Women’s Association, Tanzania)

14.3.1 The importance of the cultural context in planning and designing an initiative

Cultural context was expressed as an important feature when planning and designing initiatives in order to help transform society. The media was criticised for copying the approach and style of programmes produced by developed countries. It was emphasised that if media activities were going to impact on transformation they would need to go beyond capturing events; they would need to explain the underlying processes. There is a need to reflect the marginalised groups, such as women, youth, the aged and the disabled through the process. Doing this will enable change and help to bring about development.

Concerns were expressed about the management of media organisations and how this posed a threat to sustainability.

“ So you would see some of our media organisations, I do not have to mention the name... the father becomes the Chairman, the son will be the director of this, the daughter of that. That kind of format, sustainability is very doubtful, because they are not actually run professionally. Directorship and management should be separate, but in most cases they are combined. There must be some separation of powers. So many of these have started but they die very soon because they don’t have such expertise. ”

(Nkawbi Mwanakilala, Head of Printing Department; Academic: Saint Augustine University, Tanzania)

Concerns were raised about the media not being able to bring about development without “getting strategic supplies from strategic groups”, explains Ms Ananilea Nkya of TAMWA, Tanzania. There is need for continued support of the media activities by various organisations so as to bring about transformation. Networking and collaboration, while pursuing media development activities, was found to be very helpful. The interviewees emphasised the importance of creating networks and collaborating with national, regional and international partners.



15. Developing the Environment for Success

15.1 Key factors

Factors important for success of media development include the availability of a good legal system that allows the media practitioners to work freely and the existence of clear policies that are pro-media. This free media system should be supported by politics and a non-interfering government.

There has been a wave of democratisation in Tanzania over the past 15 years and the media has responded positively.

The law is changing for the better, to give more freedom to journalists. However, there are still current laws in place that require amendments.

“ There is room for openness for developing your ideas and sharing with people. I have not heard of any case, of media personnel being actually put in jail or being in prison for expressing an idea. ”

(**Mary Mwingira**, Executive Director; NGO: Tanzania Association of NGOs, Tanzania)

Another key factor for success is for the media to have professional skills and training; media professionals also need to be able to understand their audience. There are few media houses that can afford to specialise in one area.

“ So you tend to produce ‘jacks of all trades’; they know everything and nothing. ”

(**Jenerali Ulimwengu**, Chairman; Analyst: Habari Corporation Limited, Tanzania)

One interviewee suggested that there is a need to refine the curriculum in secondary schools to include media studies, particularly for students studying languages (Saragu Albin).

There is a lack of developed industries to support private media.

“ We do not have a very powerful advertising climate. [The] advertising industry is very young in this country. It is not as vibrant as you may find in Kenya, Uganda or in other countries such as Zimbabwe and Nigeria, where the advertising is really developed. ”

(**Jenerali Ulimwengu**, Chairman; Analyst: Habari Corporation Limited, Tanzania)

Interviewees suggested that some of the media houses should change their interests from commercialisation to community betterment. It is to our advantage that the majority of Tanzanians communicate in Swahili; this provides a good grounding for media development. However, much of the country does not have access to media services. There is a strong desire to use the media as an education tool, and digital media technology has made information collection and dissemination increasingly affordable, while satellite communication has widened the media's reach.

Another factor for success is the climate of entrepreneurship, where media businesses start up with little capital investment. There are also committed media organisations that contribute towards media development, having survived some 15 years. The lesson to Tanzania is: whatever achievement has been reached in media development, media organisations have to be vigilant.

“ So I am saying we have to continue campaigning with the government to make sure that whatever we have achieved is not reversed and on the contrary we use it as a base to build more for the future. ”

(**Jenerali Ulimwengu**, Chairman; Analyst: Habari Corporation Limited, Tanzania)

15.2 Political and economic influences

There is state support for media development through the state-owned print and broadcast media. The state has simplified the legal regime to enable more players to participate in media development. There is special support for the law reforms project, whereby the state brings together media organisations to discuss policies that will enhance the media environment.

The Tanzanian government has given more freedom to the media than is the case in other African countries.

“ During 2002-2003 it was difficult, because the relationship between the authorities and the media houses was bad... Some people almost gave up, but now the situation has changed. The government has realised that if you actually use the media effectively, it is more pro [government] than anything else. ”

(**Joyce Mhavile**, Managing Director; Media Practitioner, Private Sector: Independent Television, Radio One and Sky FM, Tanzania)

The government must review its laws on taxation, as this is affecting the survival of some media houses. The government should review oppressive laws, too. There is also a need for the government to enforce the Freedom of Information Act, which would force public officials to give information when demanded by journalists. This has been requested on several occasions by media organisations, but with no success. It was also expressed by an Analyst that the government should consider the proper establishment of a Tanzania Broadcasting Service, because the existing one is not functioning properly.

The government should be responsible for setting up, running or funding of schools of journalism and of broadcasting training centres. There is a perception of government as too focused on its own media rather than supporting other media initiatives in Tanzania.

15.3 Donor Communities' Role

15.3.1 Donor agendas

Donors were viewed as both right and wrong in relation to provision of funds in Tanzania. The provision of funds for media development depends on which agency it is. The donor community gets it right when collaborating effectively by providing technology and professionalism with non-interference. For example, Sweden was seen to be doing better on this.

For Tanzania to have success in media development, media organisations should be autonomous from donors because if the donors pull out, then everything stops. The only sustainable approach is for donors to support the media houses working on issues important to Tanzania. The donor should support existing projects and processes but bring new influences. In relation to the mandate that donors have on deciding what project they should fund, it has led to projects that are more donor driven.

Donors have their own agenda and policies when deciding which area of the media to fund. As a result, they fund projects according to their own needs and mission statements instead of meeting the needs of developing countries. In some cases, donors are ignorant of the constraints and problems. They have preconceived ideas about the problems facing the country, which may not actually be pressing to Tanzanians. Following a prescribed formula for development does not work in Africa. There is a need to get that formula from the country one is working in.

“ They will never allow their money to go where they don't want, that's why I find a lot of absurdity in answering such questions, because no donor, not even me, will let money go where it does not want it to go. You have to make a proposal, they will turn it down, not because that proposal is not important to your people, it is because it doesn't meet the aims and objectives of those who are holding. What I can say; support everything but if you can support the poorest, in my opinion, that's better. ”

(**Boniface Byarugaba**, Assistant Editor; Media Practitioner, Public Sector: *The Daily News*, Tanzania)

Two interviewees were concerned about the new system where donor funds are given to the government for them to disburse to NGOs. This is problematic, because of government accountability – it may allocate money to preferred sectors of its choice.

One interviewee suggested that donors should deal directly with production companies so that they come up with quality programmes that are needed.

“ My point still remains that we just have to be given more responsibilities, and recognition that there are local production companies... I repeat that point that maybe some donors or funders should just deal directly with the production companies. ”

(**Rita Paulsen**, Managing Director; Media Entrepreneur: Benchmark Productions, Tanzania)

The training that is needed is academic, and workshops are needed that put people in a situation where they learn. Universities and colleges that provide training to media personnel should be supported, such as the University of Dar es Salaam through the Institute of Journalism and Mass Communication, University of Tumbani and Saint Augustine University. It was stated by Ananilea Nkya of TAMWA, that it is difficult for donors to accept proposals on providing scholarships for training media personnel.

All interviewees highlighted the need for donors to assist with capacity building so that media practitioners develop professional and ethical attitudes.

“ A media house should be a centre of reference where university graduates are called upon to work in the very important area of social life in media and it should not be a place where all those who could not do anything anywhere find a job. ”

(**Jenerali Ulimwengu**, Chairman; Analyst: Habari Corporation Limited, Tanzania)

It was also suggested that funds should be given to train lecturers at PhD level, because Tanzania has less PhD holders in the area of Mass Communication than other countries in Africa and this has an effect in the training of students. Education can be initiated also by exchanging personnel. This will open up new experiences and offer scholarships to students to allow them to learn what is happening in other countries. Professional training should link to advocacy skills and specialisation.

15.3.2 Donor understanding of cultural and economic realities

Some interviewees explained that the donors believe that Tanzania is not democratic at all because it had state-owned media. Because of that belief there are times when they are good at supporting media as part of the package of democratisation and there are times when they go to the extreme of thinking that the media is not doing its best and get involved. The donor should initiate media projects in less favoured areas of the country and should understand the context.

“ I am saying this because to me democratisation is not only about having one party state or party media station, it is broader than that... one is to understand the context of where we are coming from and not only think that if you have several media institutions here, then you have democracy... Do they really take the people's voices... they report what the donors have done, they report a lot of what the politicians or individuals have done or institutions... so to me when donors come, they think by just giving more and more to private sector media institutions coming up then it is democracy in the country. They need to look more on that. ”

(**Mary Janet Rusimbi**, Executive Director; NGO: Tanzania Gender Network Programme, Tanzania)

15.3.3 A different donor approach

Media development projects supported by donors should be made into programmes that run for a lengthy period of time so that they have maximum impact on society. Doing this will help sustain projects by ensuring that funds are not wasted on small projects with little impact.

15.4 Other issues

15.4.1 Technology

For Tanzania to have a successful media the question of technology should be considered, especially in light of remote areas.

“ I think there is a barrier because most of the information that is reported in the media is mainly based in Dar es Salaam. If not Dar es Salaam it is in the main cities. So we get information which is more limited. We can not get what is really happening in the interior at a local level. ”

(**Albin Saragu**, Minister for Academic Affairs 2005/6; Media Support: Dar es Salaam Student Organisation, University of Dar es Salaam, Tanzania)

15.4.2 Community media

There are many activities within rural Tanzania that are not defined as media because they are not formal. It was suggested by one interviewee that there is a need to develop the informal media, which means learning through the family, and this can only be reached through community based media. The government is expected to fund this type of media, especially training.

15.4.3 Independent and pluralistic media

Media organisations have shown commitment towards developing an independent and pluralistic media in Tanzania. Media organisations that were mentioned as committed include Independent Television, Radio One, Habari Corporation Limited and Sahara Corporation.

“ For the past 15 years we have seen extraordinary signs of people who can introduce newspapers and radio stations, programmes and television stations that can challenge hitherto accepted truth. We have had a big success story in that direction and yet the growth of these media and the proliferation of all these media outlets has not gone hand in hand with improvement of the qualities of media practitioners themselves... But now we have so many outlets, which is a good thing, we must match that quantity of newspapers and radio stations with commensurate number of well-trained, responsible and ethically balanced journalists to make sure that all these outlets become more professional. ”

(**Jenerali Ulimwengu**, Chairman; Analyst: Habari Corporation Limited, Tanzania)

Since independence, the state media has been accommodative, and up until now has been the main supplier of practitioners working in private media, through its training programmes. Media organisations should fight for non-monopolistic regimes and instead gear towards joint ventures. Also media organisations should conduct evaluation from within and outside, thus getting feedback from the stakeholder at all levels.

15.4.4 Rising costs

Two interviewees were concerned at the rising cost of newspapers and felt that this inhibits development initiatives by the media.



16. Future Strategies

16.1 Strategic priorities

16.1.1 Support for training

All interviewees emphasised training and financing as a priority for donor backing. There is need to support the faculties and departments at the colleges – institutes, in-service professional and up-grading centres that are providing teaching related to the media. The support should be in the form of books, exchange programmes, teaching of professional ethics and the technical aspects of journalism, as well as training more teachers. There is a need to have investigative journalism.

“ In terms of academic training... we have a high percentage of journalists with a degree, both men and women... secondly, we need to do a lot of investing in specialisation... crucial in empowering the media... We need to have a more... creative training for people to be able to capture the processes... particularly women and the marginalised groups in society. ”

(Ms Ananilea Nkya, Executive Director, NGO: Tanzania Media Women’s Association, Tanzania)

Media organisations should encourage more on-the-job training. A programme will become successful if the media houses themselves are convinced of its importance and are prepared to pool their resources together.

“ I would insist on training more than anything else. ”

(Jeneral Ulimwengu, Chairman; Analyst: Habari Corporation Limited, Tanzania)

16.1.2 Digitisation of the sector

Five of the interviewees suggested that strategic priorities should be directed towards assisting with digitisation of the industry, especially broadcasting, for both private and public sectors. (Government, Analyst, Academic, NGO and Media Entrepreneur). Three interviewees proposed to assist communities to establish community media (Government, Academic and NGO).

16.2 Focus of support

16.2.1 Media frameworks

Seven interviewees were of the view that donors should assist by developing a media framework.

16.2.2 Developing local content

Development of local content was seen as a very significant issue that has been raised several times by viewers and readership. Related to this is up-country research and monitoring by media houses so as to know their position. The problem is that it is expensive, for instance, to make programmes tailored for the television or radio stations. It is cheaper to purchase low-quality videos from abroad and just put them on television.

“ To have locally made programmes on air has been a very complicated area... because it needs money... I know we have talents there both behind the camera and in front of the camera but it is just too expensive. ”

(**Jenerali Ulimwemgu**, Chairman; Analyst: Habari Corporation Limited, Tanzania)

Another interviewee was of the opinion that support to media houses should be in developing content that is relevant to development growth, such as on HIV/AIDS and local programmes targeting different areas, topics and even entertainment.

An academic was sceptical of donors being involved in developing local content but thought instead that media practitioners in Tanzania should do this work. In this area, assistance should be in form of funds only.

16.2.3 Supporting the growth of an independent media

Ten of the interviewees observed the importance of supporting the growth of media so as to become independent. This can only be done by the media houses themselves through devising sound commercial practices and then being able to invest in their growth (Analyst).

16.2.4 Raising standards of journalism

Training was highlighted as very important in raising standards of journalism. Training should be in terms of technical, communication and ethical training. This training should gear towards helping media practitioners know how to handle equipment, develop working and writing skills, and communicate how to reach the right person with the right message without ambiguity. This is because a lot of problems arise as a result of ambiguity, listening to words carelessly without attributing to them the exact and specific meaning that they are supposed to carry. Donors should also offer scholarships to students and media personnel. Also training should be systematic and sustainable for media cadre and practitioners. Every media house should have a systematically designed plan so that after a specific period of time media practitioners go for training. Training should also link to advocacy skills and specialisation. After training there should be strategies for retaining these journalists and this can be attained only by providing an attractive environment in the media houses. Funds from donors should be accessible by organisations dealing with the media.

16.2.5 Any other areas

An interviewee from the government sector took the view that assistance should be in; the media framework, developing local content and raising the standard of journalism; and the rest can be done without donor support.

Another priority for donor support mentioned is the need for a regulatory framework that is holistic (NGO). An academic underscored the importance of donors making physical visits to areas that work with media so as to know the problems they have.

16.3 Media sector focus

Five of the interviewees recommended that donors should focus on the 'community' by developing community-based media, as rural Tanzania is not well covered, especially in relation to television, which covers only 15% to 20% of the country. Community media aims at developing the community that surrounds the area so it is possible to pass on information locally. Two interviewees (academic and NGO) were of the opinion that the priority for community media should be the provision of radio, because a transmitter, radio and a computer that can store programmes can be handled at village level.

One interviewee suggested that funding should be directed towards private media. The first priority should be radio, then television and the last should be newspapers. Three other interviewees proposed that funding should go to private and local media. Two interviewees (NGO and Government) said that efforts should be directed to all the three media. An interviewee from the government sector prefers support to be directed towards the broadcast media for obvious reasons, given the nature of Tanzania's physical terrain, infrastructure underdevelopment and "illiteracy" of rural people.

16.4 Type of support most needed/useful

Business or commercial interests can contribute by providing subsidies with advertisements. This helps to run media although sometimes it may result in the media not being objective.

“ If somebody is doing commercials in your media and you have got something you need to report, sometimes you will not report because it is going to prejudice them. ”

(**Helen Kijo Bisimba**, Executive Director; NGO: Tanzania Legal and Human Rights Centre, Tanzania)

Assistance could also be provided through business branches in various areas of the country. It was suggested that the branches at district or local level could assist the media by investing in community radio and newspaper. Assistance could be provided by funding research, training and purchase of equipment. There could be trainers for capacity building and sponsorship for training of media personnel in the three categories: public, commercial and community media.

16.5 Appropriate organisational framework

The organisational framework should support existing structures so as to help with the initiatives that lack assistance.

An important networking organisation is the Media Council of Tanzania, which acts as an eye to how the media is behaving, and it has been supporting the growth of the media. The MISA-Tanzania is a regional board and it also brings experiences from other countries. Others

mentioned were the Journalist Environmental Association of Tanzania (JET), Tanzania Association of Journalists (TAJA), and Tanzania Media Women's Association (TAMWA).

It was proposed that there should be structures from local level to the apex dealing with media issues. For example, press clubs could be at the local level but have representatives at district, then regional and national level. Networking could be among media houses themselves so as to develop a common course and communicate their needs. Another area for networking could be among fraternity and media organisations.

“ Networking with TAMWA, MISA, JET and TAJA, coming together and discussing about the need to promote professional excellence... pressurise the government and donor communities and even the individual people in the community to see the need for training. ”

(Ananilea Nkya, Executive Director, NGO: Tanzania Media Women's Association, Tanzania)

Interviewees commented that the credibility of agencies depends on their mission and objective and not on the need of the one who seeks assistance. Agencies said to be credible were the Swedish International Development Agency (SIDA), Canada International Development Agency (CIDA), University of Victoria in Canada, and the governments of the United Kingdom and Germany. The government prefers the use of the United Nations Development Programme (UNDP), UNESCO and the use of bilateral organisation through direct donor and local organisation management. An appropriate organisation should include the donors, media owners and media practitioners.

16.6 Pan-regional versus country-specific initiatives

Interviewees were of the view that both pan-regional and country-specific initiatives are important. Pan-regional provide the opportunity for a lot of experiencing, sharing and learning but that has to be fed by national initiatives.

“ You cannot have a pan-regional that is hanging... So the regional or pan-African should be there but fed from the national initiatives. ”

(Helen Kijo Bisimba, Executive Director; NGO: Tanzania Legal and Human Rights Centre, Tanzania)

An interviewee from the government sector was sceptical of the idea of pan-regional without considering the organisation first. The government suggested that where demand is for basic training, the thrust should be on country specific initiatives. It was felt that the country media is still too underdeveloped to benefit from pan-regional initiatives, or even participate meaningfully in them.

16.7 Initiatives relating to developmental content

It was frequently mentioned that there was a need for media personnel to have specialisations so as to develop the media's capacity to produce content that is relevant to development. An interviewee said that media personnel should consult the people facing a problem so as to get the right information.

“ You should stand with testimonies... I think if you start with people themselves facing a certain problem you are likely to develop a better content. ”

(Mary Mwingira, Executive Director; NGO: Tanzania Association of Non Governmental Associations (TANGO), Tanzania)

There is a need for government subsidy so that media houses are able to produce content that is related to development goals. This can be done by the use of public funds. Besides the training of media personnel, there is need for the office of the Registrar of newspapers, radio and broadcasting stations to control the content in a positive way. If the content is not good the Registrar should issue a warning.

16.8 Initiatives to develop independent media

Some interviewees were sceptical of the fact that you can develop an independent media financed by advertisement or sponsorship. The problem is, what type of advertisement would media houses accommodate? The advertisements that are needed in Tanzania are those that are educative to engage local people, not mere money-seeking adverts.

It was proposed that an independent media is a media that sticks to its profession and to do this, the media need to have qualified and well-paid personnel. The problem here is that most media lacks that.

An independent media can also be achieved if the practitioners' management/ownership role is isolated from editorial management.

16.9 The role of media development in the country's democratisation process

The media in Tanzania is seen as having a major role in the country's democratisation process. The people cannot, however, participate if they are not informed. Democracy will be enhanced if Tanzania has an active media at all levels. The media needs to be informed, democratic in terms of contributing to issues and supportive to the community. The role of media in Tanzania should be to educate the public, organise critical debates on governance issues, as a place for sharing information, to inform the public during elections and provide civic education.

“ The role of media in the country's democratisation process is... in terms of awareness raising of the basic human rights and civic responsibilities of all the people. Holding public leaders accountable to the people and the general provision of information to create an informed public that can make civil choices more rationally. ”

(Mr Mushoro, Deputy Director of Information; Government: Ministry of Information, Culture and Sports, Tanzania)



17. Summary and Conclusions

- There has been significant growth in media outlets.
- In the new regime, the relationship between the media and the government has improved greatly.
- For the media in Tanzania to develop, resource allocation should be considered as a priority.
- There is a need to look at how much the government and donor community are funding the development of media, and which media should be given priority.
- Commitment from media players is very important, as is ethical reporting that contributes to a better society.
- The production of local content should be increased.
- In order for the media truly to understand the audience and their needs, they must engage in dialogue with the public.
- There exists a big gap between the concentration and number of media outlets in rural vs urban parts of Tanzania.
- Community media should be prioritised.
- There is a critical need for journalists to be trained in specialist areas and in investigative journalism, and for them to understand the importance of the role they play in improving democracy.
- Although most media organisations have planned media activities, only a few of them have a specific annual budget set aside for such activities. To improve media planning activities there should be a specific planned budget for media activities.



18. Appendices

Appendix 1: Interviewees

Ms Ananilea Nkya, Executive Director; NGO: Tanzania Media Women's Association, Tanzania

Mary Janet Rusimbi, Executive Director; NGO: Tanzania Gender Networking Programme, Tanzania

Helen Kijo Bisimba, Executive Director; NGO: Tanzania Legal and Human Rights Centre, Tanzania

Mary Mwingira, Executive Director; NGO: Tanzania Association of Non Governmental Associations, Tanzania

Rose Haji Mwalimu, National Director; NGO: Media Institute of Southern Africa, Tanzania

Mr Mushoro, Deputy Director of Information; Government: Ministry of Information, Culture and Sports, Tanzania

Boniface Byarugaba, Assistant Editor; Media Practitioner, Public Sector: *The Daily News*, Tanzania

Joyce Mhavile, Managing Director; Media Practitioner, Private Sector: Independent Television, Radio One and Sky FM, Tanzania

Rita Paulsen, Managing Director; Media Entrepreneur: Benchmark Productions, Tanzania

Mr Buzwahera, Branch Manager; Media Entrepreneur: Sahara Communications and Publications Ltd, Tanzania

Nkawbi Mwanakilala, Head of Printing Department; Academic: Saint Augustine University, Tanzania

Esau Ntabindi, Head Journalism Department; Academic: Tumaini University, Tanzania

Mwesiga Baregu, Professor of Political Science; Analyst: University of Dar es Salaam, Tanzania

Jenerali Ulimwemgu, Chairman; Analyst: Habari Corporation Limited, Tanzania

Albin Saragu, Minister for Academic Affairs 2005/6; Media Support: Dar es Salaam Student Organisation, University of Dar es Salaam, Tanzania

Appendix 2: Media development projects/activities described in Section 14

Interviewee name and organisation	Specific media development project: title	Key purpose/aim of project/initiative/activity	Project time span (dates or length in months/years of project) and status (ongoing etc)	Outcome sought	Target audience	Evaluation method used (if any)	Result of evaluation	Is/was this project/activity considered by your organisation to be a success? On what basis?
Ms Ananilea Nkya Executive Director, Tanzania Media Women's Association	Lobbying and Advocacy	Information and public awareness creation on issues of gender equality and equity, democracy, human rights and good governance	2003 to 2007	Fifteen journalists from Dodoma region and 46 editors representing 18 media houses were sensitised. Ninety-one women parliamentary and 13 local councillor aspirants were trained on how to deliver speech for campaign	Media Practitioners, Government, Women, Public	Feedback from women and the public	Publicity of 137 feature articles, 13 commentaries and 31 press statements that resulted in 249 news items published by both electronic and print media. The number of women parliamentarians who won from constituencies added up to 17 compared to 12	Provoked public debate, voluntary letters from readers and radio programmes, more cases being reported by journalists
Mrs Helen Kijo-Bisimba, Executive Director, Tanzania Legal and Human Rights Centre	Human Rights Press Clubs	Sensitise, raise awareness and empower the media by forming press clubs, training and registration of the clubs	2005 to 2006	Help the media know their rights and responsibilities Help them to be able to report human rights issues	Journalists and editors	Engage consultancy, interview beneficiaries, peers, funders, government and the public	Formation of press clubs More human-rights issues are reported	Motivation by the editors and journalists. Confidence to continue

continued on next page

Appendix 2: Media development projects/activities described in Section 14 – continued

Mr Nkwabi Mwanakilala, Head of Printing Department, Saint Augustine University	Production of newspaper and establishment of a radio station	Put into practice what is taught in class. Imparting skills to students. Get information to the public	Not mentioned	Printing of a weekly newspaper. Air educational programmes through the radio station with an audience of about half a million people	Students and the public	Response from students. Tracer studies. Media survey. Outreach programme	Students are getting positions in media houses/organisation and government. Production of a weekly newspaper. Participation in educational programmes related to fishing, environment, HIV/AIDS, developing skills for entrepreneurs, women programmes etc	Response by students and audience. Motivation by students
Rose Haji Mwalimu, National Director, Media Institute of Southern Africa-Tanzania Chapter	Strategic Partnership Programme	Media monitoring, training, issuing statements, curriculum development, networking	Annually	Evaluating a specific media activity, training journalists, exchange of journalists, monitoring broadcasting, networking	Media personnel, civil society	Evaluated from a template on the planned activities. The template provides guidance on particular activity measured in relation to duration, output, impact, remark	In training of journalists and issuing statements, and evaluation of particular media situation on freedom day	Availability of funds, the environment of work, commitment of the members and body secretariat
Mr Mushoro, Deputy Director of Information, Ministry of Information, Sports and Culture	Establishment of public television	Provide educational programmes and information to the whole population of Tanzania	2000 up to now	Reach to the whole population of Tanzania	Public	Measuring impact through media survey	Available to more than 3/4 of the population. Alternative to commercial service. Reliable news, information and education of the majority of Tanzanians	On the basis of impact, campaign information, scale and scope

continued from previous page



Tanzania

Country Report

Case Study



19. Case Study

Tanzania Media Women's Association

This case study will cover the campaign on issues such as maternal mortality, female genital mutilation (FGM), and HIV/AIDS. The campaign was created by Tanzania Media Women's Association (TAMWA) through the project *Advocacy on FGM, Polygamy, Forced Marriage, Bride Price and its impact on HIV infection*. The project is funded by Christian Council of Tanzania (CCT) and runs from June 2004 to May 2007. The aim is to create public awareness and an understanding about the link between the high rate of HIV infection and violence perpetuated against women through traditional practices, such as forced marriage, bride price, polygamy and FGM.

The activities are designed to empower the policy makers, communities and individual women and men to prevent cultural practices and violent acts that fuel the spread of HIV. A total of 12 press releases and 34 feature articles were produced. The media work mostly focused on the negative impact of FGM and forced marriage. In addition, a TV spot carrying a message meant to sensitise the public to the negative impact of early marriage was aired 22 times by Independent Television, from the end of March to early May 2005.

The impact of these activities was enormous. The spot raised public debate, which was captured through phone calls and e-mails sent to TAMWA from viewers. Ninety per cent of the messages criticised marriage to young girls. Parents who sell their daughters were told to stop or, some suggested, the government should intervene. Some men were embittered by the TV spot and wanted to know why TAMWA was concerned with the marriage of young girls.

Public reaction was also noted through letters to the editor. Letters were published by *The Daily News* on 30 May 2005 entitled "*Ten Year Old Bride? Give Me a Break!*" The writer was complaining that he had been invited to a committee to organise a send-off party for a 15-year-old girl but he refused: "My concern was that the girl was too young to be married off," said the writer.

TAMWA learnt that Mr Marwa Gabhongwe, the head of Nyamongo clan in Tarime District, Mara Region, vowed to ban female genital mutilation in the clan after several awareness campaigns in Nyamongo. However, when the ban backlashed towards the end of December 2005, following the refusal by some elders to stop FGM, some individuals informed TAMWA.

The association released a press statement to appeal to the elders who had arranged to mutilate 500 girls. Following the massive response, media authorities intervened and saved the girls. The District Commissioner has decided to sponsor some of the girls, whose parents refused to pay for their school fees because they absconded from the traditional ritual.

Towards the end of 2005, the association had no specific fund to continue the campaign although it had begun to make an impact. However, media that had institutionalised the fight against FGM continued to report on the issues by exposing the incidents and success stories. TAMWA, in collaboration with other NGOs, used media through press conferences, press releases, features and radio and TV programmes to inform the public on successes and challenges facing FGM campaigns across the country.

It noted a gap in the police force, namely that the law enforcers needed to be sensitised and educated about the laws that criminalize FGM in order for them to be able to act accordingly and to support the victims in pursuing their legal rights. TAMWA rallied the government to increase the police force budget so that they could perform their job functions better, especially in the rural areas.

It only took action from a few community members and TAMWA's media activism to save young girls from being mutilated, although some of the girls now face difficulties in obtaining school fees for their secondary schooling. Their parents refuse to pay as a means of punishment. But TAMWA is hopeful that the government and the Samaritans will come forward with funding.

Further success has been achieved through ongoing and effective campaigns on forced marriage, FGM and rape in relation to HIV infection.

African Media Development Initiative Research

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