

STATE OF THE MEDIA IN TANZANIA

2020–2021



**MEDIA COUNCIL OF TANZANIA
(MCT)**

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IN TANZANIA 2020-2021**

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EXECUTIVE SUMMARY

1.0 Introduction

State of the Media Report (SMR) is the premier publication of the Media Council of Tanzania, running since 2001. These reports highlight major issues of concern to industry stakeholders and noteworthy trends on the media landscape in Tanzania.

2.0 Objective of the Report

State of the Media Report 2020-2021 traces and pinpoints new developments in the sector, flags challenges and appreciates trends in the print, electronic and online media. The main objective is to focus attention on positive developments that need enhancing and expose factors that retard attainment of vibrant media space in the country. Therefore, the report identifies critical issues which need intervention and recommends how to generally improve the media environment.

3.0 Organization of the Report

The report is divided into two parts. The first part deals with the media situation in Tanzania Mainland while the other part examines the environment in Zanzibar. Each section covers the following areas:

- Legal, regulatory and policy regime,
- Press freedom violation,
- Issues of sustainability and Viability
- Media Investment and Ownership
- Digital/Online Media
- Gender in Media: Coverage of disadvantaged groups
- Journalism Training and Professionalism
- Media Development Support, and
- Coverage of 2020 General Elections and the COVID-19 pandemic.



4.0 Methodology

The consultants used mixed methods approach to collect secondary and primary data. Secondary data was collected from different media related reports, publications, journals and books. Primary data was collected through desk-research, face-to-face and telephone interviews with sample respondents. The respondents included media practitioners, professional associations, students and academicians from journalism training institutions in the country, lawyers and ordinary citizens who were willing to share their opinions freely.

5.0 Key Findings for Tanzania Mainland

5.1 Legal, regulatory and policy regime

The research found that the unfriendly laws, which constrict civic and media space and freedom of expression online and offline, still exist on the ground and in the statutory books. The laws include the Electronic and Postal Communications Act (EPOCA) and its Regulations; the Cybercrime Act, 2015; the Statistics Act, 2015 and the Media Services Act, 2016 (MSA), among others. Online media, bloggers and other netizens have also been victims of the laws governing cyberspace. Bloggers and online cartoonists were arraigned and charged using the cybercrime law.

5.2 Press Freedom Violation

The research shows that adverse political and economic environments constrained media activity. Political animosity and legal manipulation, especially during the fifth phase administration of President John Magufuli, muzzled media freedom in the country. The actual and threat of suspension, banning and revocation of media licence resulted in high degree of self-censorship among media practitioners and organizations. The economic environment hit hard media operations, following sharp drop in sales and advertising revenue.

5.3 Gender in Media: Coverage of women and disadvantaged groups, including youth



It was found that women journalists are still fewer than men in media organizations although more graduates from journalism colleges are joining the newsrooms. Women journalists are virtually absent from top executive ranks in the media, but the research shows that they are beginning to break the glass ceiling, as it were, with some now occupying senior positions in the media organizations. Ascendancy to senior positions of responsibility and authority for women journalists is constrained by gender stereotypes that are still rooted in the traditional society. Voices of women, youths and disadvantaged groups are muted and the image of women in the media remains subdued.

5.4 Training and Professionalism

According to the research findings, training colleges have been churning out mainly “half-baked” journalists with paper qualifications but no adequate journalistic skills. The major reason is the big number of student intake against insufficient training facilities, which denies the students exposure to practical training. Consequently, incompetent college products are offloaded onto the market.

5.5 Coverage of 2020 General Election

The 2020 general election received substantial media coverage. Both print and electronic media covered the election extensively despite the many obstacles they encountered. A hostile political environment and diminished economic returns owing to government intervention, cut a raw deal for the media. Political adversity and police clampdowns eroded editorial independence, leading to high degree of self-censorship by media practitioners and the media outlets. Denial of advertisements to critical media organizations starved them financially while the COVID-19 pandemic diminished sales revenues for media houses and disrupted their daily routines.

COVID-19 and its impact on journalism practice

The COVID-19 pandemic, whose first case in the country was reported in March 2020, existed throughout the electoral process. The government quickly implemented a range of public health measures, which together with the pandemic itself, impacted negatively on media operations during the 2020 elections. Media houses were forced to change their coverage plans, which compromised effectiveness and efficiency.



6.0 Key Findings from Zanzibar

Research for the State of Media Report on Zanzibar identified a number of issues in the political, economic and legal setting, which should be brought to the attention of stakeholders for remedial action. The following are the key findings:

6.1 Legal, regulatory and policy regime

Zanzibar has a long standing set of laws, regulations and policies governing operations of mass media, which stakeholders say are outdated and should be overhauled. For example, the law on registration of newspapers provides for issuance of press cards, which can be revoked by authorities at will as well as de-registration of newspapers. The Zanzibar Broadcasting Commission Act empowers the Commission to dictate the ratio of adverts and editorial content in the electronic media. The Information and Media policies have not been reviewed for a long time and do not conform to the current needs. Zanzibar also lacks a law which compels public officials to release information to journalists for public consumption.

6.2 Press Freedom Violation

There were at least three major cases of press freedom violation, a notable improvement compared to 25 incidents captured by the Media Council of Tanzania in the 2017-2018 report. A journalist with the privately owned Mwananchi newspaper was assaulted by Zanzibar security forces while doing his job. In the other case, the Zanzibar authorities slapped a six month ban on a journalist who allegedly exposed the health status of a COVID-19 patient. Meanwhile, an online TV was banned for two months to miss coverage of the 2020 elections.

6.3 Gender in Media: Coverage of women and disadvantaged groups, including youth

Imbalanced media coverage was observed, whereby women were given less coverage compared to men. The media did not pay the necessary attention to reporting youth and women development issues. The study further found that very few women were included



in the management and boards of media organizations. For example, the Zanzibar Broadcasting Corporation had only two women out of seven Board members. Key editorial positions in both private and public media were being held by men despite the fact that there are qualified women graduates in media houses.

6.4 Training and Professionalism

The study shows that the few local media training institutions available produce journalists who cannot work independently without close supervision by senior professionals. This means the training institutions' curricula do not provide adequate time for practical work. Furthermore, the study showed there was inadequate budget for research. It was found out that the MCT curriculum is not used by Zanzibar journalism training institutions and some cases of professional misconduct were reported in the field.

Coverage of 2020 General Election

While many private and public print and electronic media were accredited to cover the electoral process, most of the stories, features, editorials and commentaries were narrative rather than analytical, denying the electorate the insight to make informed decision through the ballot box.

COVID-19 and its impact on journalism practice

Information about the COVID-19 pandemic was centralized by the government and the health ministry was the only authority responsible for dissemination of information to the media and the public in general. This means the information was released at the whim of the authorities. Many journalists had to work from home, undermining the function of gathering information from the field.

7.0 Conclusion

The research brought to the fore many challenges faced by journalists during the period under review. They included the enforcement of media unfriendly laws, harsh political and economic conditions, and COVID-19 pandemic.

Despite these challenges, some sections of the media distinguished themselves as vigorous and courageous performers, pushing frontiers of press freedom and freedom of expression. In doing so, they contributed towards the widening of democratic space,



accountability and the development of a culture of transparency in governance. There is no doubt that the media would have done much better had the environment been free of the challenges mentioned above.

8.0 Recommendations

- a. Both governments should embark on an inclusive process of media law review.
- b. Media stakeholders should intensify advocacy for the repeal of unfriendly media laws.
- c. MCT should champion the quest for ways of upgrading the professional quality of local journalism graduates to meet market requirements.
- d. Media houses should not only have Gender Media Policy but must enforced it on daily basis.
- e. MCT and its partners should initiate a national discourse on media viability and sustainability in the current situation.



ABBREVIATIONS

ACSS	African Centre for Strategic Studies
ACISP Protection	African College of Insurance and Social
ADC	Alliance for Democratic Change
AU	African Union
BAKWATA	Baraza Kuu la Waislam Tanzania
BAWACHA	Baraza la Wanawake Chadema
BBC	British Broadcasting Corporation
BRELA	Business Registration and Licensing Agency
CBET	Competent Based Education Training
CC	Carter Centre
CCM	Chama Cha Mapinduzi
CEMP	Codes of Ethics for Media Practitioners
CEO	Chief Executive Officer
CHADEMA	Chama cha Demokrasia na Maendeleo
CSIS	Centre for Strategic and International Studies
CTN	Cable Television Network
CUF	Civic United Front
DC	District Commissioner
DM	Demokrasia Makini
DMC	Department of Mass Communication
DSJ	Dar es Salaam School of Journalism
DTV	Dar es Salaam Television
EAC	East African Community
EFD	Electronic Fiscal Device
EISA	Electoral Institute for Sustainable Democracy in Africa
EJAT	Excellence in Journalism Awards Tanzania
EU	European Union
FASS	Faculty of Arts and Social Sciences



FIIR	French Institute of International Relations
FIIR	The French Institute of International Relations
GMP	Gender Media Policy
HEAC	Higher Education Accreditation Council
IAMCO	Institute of Arts and Mass Communication
IPI	International Press Institute
ITV	Independent Television
LHRC	Legal and Human Rights Commission
LHRC	The Legal and Human Rights Centre
LONRHO	London-Rhodesia Company
MCL	Mwananchi Communications Limited
MCT	Media Council of Tanzania
MCT-Zanzibar	Media Council of Tanzania-Zanzibar
MFAEAC	Ministry of Foreign Affairs and East African Cooperation
MISA-TAN	Media Institute for Southern Africa-Tanzania
MOM	Media Ownership Monitor
MPMB	Managing Partner of Media Brain
MRC	Moravian Revival Church
NACVET	National Council for Technical and Vocational Education and Training
NEC	National Electoral Commission
NGO	Non-Governmental Organisation
NIDA	National Identity Authority
NMG	The Nation Media Group
NSTI	Nyegezi Social Training Institute
NTA	National Technical Award
OUT	Open University of Tanzania
PCCB	Prevention and Combating of Corruption Bureau
PFVR	Press Freedom Violations Register
PRA	Public Relations and Advertising



PRC	Peoples Republic of China
PRO	Public Relations Officer
PSJ	Practical School of Journalism
RC	Regional Commissioner
REDET	Research and Education for Democracy in Tanzania
RFA	Radio Free Africa
RPC	Regional Police Commander
RSF	Reporters Without Borders
RTD	Radio Tanzania Dar es Salaam
SAUT	Saint Augustine University of Tanzania
SJMC	School of Journalism and Mass Communication
SMZ	Serikali ya Mapinduzi Zanzibar
SoHSS	School of Humanities and Social Sciences
TAMWA	Tanzania Media Women's Association
TAMWA-Zanzibar	Tanzania Media Women's Association-Zanzibar
TANU	Tanganyika African National Union
TBC	Tanzania Broadcasting Corporation
TCCEO	Tanzania Civil Society Consortium for Election Observation
TCRA	Tanzania Communications Regulatory Authority
TCRN	Tanzania Community Radio Network
TEA	Tanzania Education Authority
TEF	Tanzania Editors Forum
TEMESA	Tanzania Electrical, Mechanical and Electronics Services Agency
TEW	Tanzania Elections Watch
THRDC	Tanzania Human Rights Defenders Coalition
TMGM	Training Manual on Gender and the Media
TPL	Printpak Tanganyika Limited



TSJ	Time School of Journalism
TSN	Tanganyika Standard (Newspapers) Limited
TSN	Tanzania Standard Newspapers
TUDACO	Tumaini University Dar es Salaam College
TV	Television
UDOM	University of Dodoma
UDSM	University of Dar es Salaam
UN	United Nations
UoI	University of Iringa
URT	United Republic of Tanzania
USD	United States Dollar
YRN	Young Reporters Network
YRN	Youth Radio Network
ZBC	Zanzibar Broadcasting Corporation.



CHAPTER ONE

1.0 LEGAL, REGULATORY AND POLICY REGIME

1.1 Introduction

This chapter looks at the laws, regulations and policies governing the media in Tanzania during the period under review, and their impact on journalism practice and press freedom. It is notable that no new laws related to the media industry were enacted during the period.

The contentious media laws, whose provisions are being challenged by media stakeholders are the Media Services Act, 2016, the Access to Information Act, 2016, the Electronic and Postal Communications Act, 2010, the Cybercrime Act, 2015 and the Statistics Act, 2015 and their regulations.

1.2 Legal and Regulatory Framework: Key Issues in 2020–2021

Enforcement of the laws mentioned above caused turbulence on the media landscape in Tanzania. Beyond the initial idea of regulating the media environment and ostensibly protecting journalists, these laws were used to trample media freedom, assault journalists and suppress free expression, contrary to provisions of the Constitution of Tanzania.

Whereas the Statistics Act was somewhat righted, under international pressure, to reverse clauses criminalizing the use of statistical information not approved by the Bureau of Statistics, the laws directly affecting media operations remain intact, except for statements by politicians about the “government desire” to reform them.

1.3 Methodology

In order to measure the performance of the legal, regulatory and policy regime, the consultant employed a survey design, to collect data through face to face and telephone interviews with lawyers, media practitioners and stakeholders, who were sampled for



their easy access, owing to the limited time of the research. The respondents were asked for their informed opinions regarding the legal, regulatory and policy regime governing the media in 2020-2021. Their responses were transcribed and analysed.

1.4 Key Events in 2020–2021

The Tanzanian authorities have used the Media Services Act to shut down, fine or suspend independent and critical media outlets for publishing or broadcasting allegations of corruption and human rights violation or reporting on general issues of governance.

This is specifically noted by Jackson (2022) thus: “Over the past six years, being a journalist or running a media organization in Tanzania has come with a price. Numerous newspapers have been targeted and shut down for exposing cases of corruption and human rights violations.”

In 2017, Harrison Mwakyembe, the then Minister for Information, Culture, Art and Sport, banned four newspapers — Mawio, Mwanahalisi, Raia Mwema, and Tanzania Daima — for publishing stories on allegations of corruption.

‘Repeal Media Services Act now’

The newspapers banned under the late President John Magufuli, were re-issued publishing licenses by Nape Nnauye, the new Minister for Information, Communication and Information Technology, following orders by President Samia Suluhu Hassan.

President Samia, who took office in March, 2021, earlier lifted a ban imposed by her predecessor on some online television channels and ordered other banned media restored, in what was seen as easing of restrictions on media and tolerance of criticism.

Yet it took until February, 2022, nearly a year down the road, and reinstatement of Nnauye, who was sacked unceremoniously by Magufuli, for President Samia’s order to unban all media to be implemented. Nnauye was dropped from Magufuli’s cabinet for attempting to sanction Paul Makonda, the Dar es Salaam Regional Commissioner believed to have been in the late President’s kitchen cabinet, after storming Clouds Media studios at night, accompanied by armed operatives.

Even then, analysts had warned that it was too early to celebrate the new President’s posture, and, sure enough, on August 11, 2021,



the authorities suspended publication of Uhuru, a daily owned by the ruling party, for 14 days, accusing it of publishing a false report claiming President Samia had no intention of running for office in the 2025 elections. They also slapped a 30-day ban on Raia Mwema, an independent publication.

States Sarah Jackson, Amnesty International's Deputy Director for East Africa, the Horn and the Great Lakes: "Now that the ban on (the four) newspapers has been lifted, the Tanzanian authorities must immediately repeal the Media Services Act to ensure that independent media outlets can operate freely, and carry out their work without fear of reprisals. This is essential for the enjoyment of the rights to freedom of expression and access to information."

Saed Kubenea, the director of Hali Halisi Publishers which owns some of the reinstated newspapers, welcomed the government decision.

"These newspapers finished serving their ban two or three years ago and had also won court cases against the sanction but they were not allowed to go back to business. Anyway, let bygones be bygones," he said after receiving the licenses.

1.5 Impact on Press Freedom, Journalism and Media Industry

The environment for journalism practice in the country remained cloudy, especially during the first quarter of 2020, affecting reporting of the aftermath of the General Election later that year and the second wave of COVID-19. Media could not report the post-election events critically, not least the disputed nomination of 19 women for the opposition Chama cha Demokrasia na Maendeleo (CHADEMA) parliamentary special seats.

Inhibitions against journalism practice were amplified and thrown into sharp focus when the late President John Magufuli disappeared from public view, suffering from yet unannounced illness. While media in neighbouring countries were speculating about the suspected indisposition of the head of state, back home at least four people were arrested on accusation of "spreading rumors" on social media that President Magufuli was ill after he was not seen in public for more than two weeks.

Society at large loses out when media cannot function independently



and professionally as channels of free expression are strangled and public interest information is stifled, including through deterioration of investigative journalism. Without robust, independent journalism, society, more so the weak, including women and youth, lose out as they have neither means nor relevant information to hold leaders to account and to demand what they are rightly entitled to.

When President Samia Suluhu Hassan took over following the demise of John Magufuli in March 2021, there was hope that repression would ease. During the first 100 days in office, she made pronouncements which gave the impression that she was going to reverse the hitherto autocratic way of governing.

Which she embarked upon to do, only that what she said in public was not necessarily what was practiced by her government. Her order to free all banned media was implemented partially, only to be heeded in full in February, 2022.

In a statement in Arusha during the 2022 World Press Freedom Day celebrations attended by President Samia, Information minister Nape Nnauye warned that the actions taken by government to ease media restrictions were entirely discretionary because the media laws remained intact. "So, please don't tempt me," he warned.

1.6 Impugned Provisions of Media Services Act still in use

During the period under review, the media operated in an environment of backslide in basic freedoms of association and expression, undermining both media freedoms and civil society activity. Challenges came in various contexts in the legal, security, economic and political settings.

On July 17, 2020, the Minister for Information, Culture, Art and Sport published the (new) Electronic and Postal Communications (Online Content), 2020 Regulations, which replaced the 2018 Regulations published on March 16, 2018. The 2020 Regulations came into force immediately upon publication.

In August of the same year, the Tanzania Communications Regulatory Authority (TCRA) announced new measures that barred Tanzanian broadcasters from airing national or international content on their platforms without prior permission from the government. The measures applied to local stations that rebroadcast content from international outlets such as the BBC, DW, Voice of America and Radio France International.



Earlier, the TCRA reprimanded Radio Free Africa (RFA) for airing a BBC interview with the opposition presidential candidate Tundu Lissu, in which he said the government had prevented him from paying last respects to former president Benjamin Mkapa in July. TCRA said that the interview lacked balance and issued a stern warning against RFA, placing it on probation for three months for breaching broadcasting regulations. Three other stations, Radio One Stereo, Abood FM Radio and CG FM, also received severe warnings and were placed under observation for three months.

Since then the broadcasters have been taking it upon themselves to interrupt broadcasts by their international partners such as when DW was airing interviews with parents of deceased youth in Pemba after the October 27, 2020 skirmishes on the archipelago. The local partners would typically cut off the broadcast and air music instead.

The new regulations come on top of other pieces of legislation which are an impediment to press freedom and freedom of expression, that include the Media Services Act of 2016, Statistics Act of 2015 and its Amendments of 2018 and the Cybercrime Act of 2015, some sections of the Penal Code, the Official Secrets Act and the Regional and District Commissioners Act, among others.

On June 9, 2020 the East African Court of Justice (EACJ) struck out with costs, the notice of appeal filed by the Attorney General against the court's decision of March 28, 2019 on the Media Services Act, 2016.

EACJ order to amend law ignored

The government has ignored the EACJ order to amend the Media Services Act to conform with the East African Community Treaty and continues to apply the impugned sections of the law. Similarly, the government had defied orders to reverse the ban on Mawio, Mwanahalisi and Tanzania Daima newspapers.

The Media Council of Tanzania has been recording government decisions which curtailed media freedoms. Specifically, the Council monitored the government use of the sections of law which have been declared unjust by the court.

On August 11 and September 5, 2021, the government used section 9 (b) of the Media Services Act to suspend Uhuru and Raia Mwema newspapers for 14 and 30 days, respectively. The Director of Information Services used impugned sections 50(1) (a), (b), and (d) as



well as section 52(d) and (e) of the law against Uhuru and sections 52(1) (a), (c), (d), (e) as well as 54(1) against Raia Mwema that were already declared not in conformity with the EAC Treaty by the EACJ.

There has also been an escalation of incidents of press freedom violations in the recent past, during which threats, suspension of media outlets, assaults on journalists, kidnapping and intimidation prevailed.

Bans, bans and more bans

On August 27, 2020 TCRA slapped a 7-day suspension on Clouds TV and Radio stations for allegedly violating election coverage rules. The regulator accused the two stations of announcing results of election nominations in some constituencies without authority.

A TCRA statement said the sister stations violated the Political Party Elections Broadcasting Act of 2015 through their Power Breakfast and 360 morning shows. They were ordered to air apology for the remainder of August 27, 2020, before the ban commenced on the following day. Earlier the same month TCRA banned Jahazi programme aired by Clouds radio for allegedly promoting immorality.

TCRA suspended Kwanza Online TV for 11 months on July 6, 2020 for “generating and disseminating biased, misleading and disruptive content” after it shared a US embassy health alert on Instagram about Tanzania government’s failure to publish COVID-19 figures since April 29, 2020. The online TV had served a six-month ban beginning September, 2019 after it broadcast an interview with opposition leader Tundu Lissu and a documentary about him on the second anniversary of an attempt to assassinate him in September 2017.

On June 23, 2020 the government announced the cancellation of the Tanzania Daima licence for publishing and circulating the newspaper both in Tanzania and outside Tanzania. According to the statement by the Director of Information Services, Tanzania Daima was punished for “repeated publication of defamatory, seditious and false information against the government” infringing on the media laws and journalism ethics.

Four other media organizations – Mwananchi (MCL Online platform), Star Media Tanzania Ltd, Multichoice Tanzania Ltd and Azam Digital Broadcast Ltd – were on April 2, 2020 fined five million shillings each and ordered to apologize for “transmission of false and misleading



information” on the country’s approach to managing COVID-19.

Tanzania falls in World Press Freedom Index

Ranked 118th out of 180 countries and territories in the Reporters Without Borders’ (RSF) 2020 World Press Freedom Index, Tanzania has fallen a total of 53 places since 2016, more than any other country in the same period. In 2021 Tanzania moved one more score down to rank 123rd.

The build-up to 2020 election day was also marred by widespread internet outages and the social media going dark. Popular social media platforms such as Instagram, Twitter and Facebook were not accessible in many parts of the country. Many people were unable to use the cross-platform messaging service, WhatsApp, even after the President was sworn in.

Although no formal study has been conducted so far, it is evident that the media industry suffered economic damage from the COVID-19 pandemic, causing hardship to employees, such as salary reductions and layoffs in some media organisations.

Precautionary measures introduced by the government and other organizations against the spread of the virus, had impact on the availability of news and, therefore, affected sales. This made matters worse for the media companies that were already suffering from dearth of advertising revenue because of tighter control of government advertising that came with the Media Services Act Regulations.

The bad media laws have curtailed easy access to information and intimidated news sources, seriously undermining investigative journalism and media practice in general.

Apart from media related laws, journalists are also victim to the law giving Regional and District Commissioners sweeping powers of detention, albeit for a short period.

1.7 CONCLUSION

This part of the Report looked at the media landscape on Tanzania Mainland in 2020-2021, which was turbulent owing to enforcement of draconian media laws and their regulations, the latest of which were passed in 2018.

No new major law or policy on media practice was passed during



the period under review. The much maligned Media Services Act remains intact despite a 2019 judgement by the East African Court of Justice that faulted its provisions suppressing media freedom and free expression and ordered them struck off. The court's order to the government to free four banned newspapers was only implemented in February, 2022.

Save for promises by politicians that the Media Services Act will be reformed "soon", no serious action had been taken against the hostile media laws by the end of 2021. Their weaknesses and challenges, which have been highlighted above, continue to tug along with the best practices, hoping that better days are still to come for the media industry in Tanzania.

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CHAPTER TWO

PRESS FREEDOM VIOLATIONS

2.0 Introduction

This chapter critically examines the state of press freedom on Tanzania Mainland in 2020-2021 and highlights incidents of violation. It will also show the trend of the violations.

Press Freedom: Conception and Definition

Press Freedom is difficult to define, but it is generally agreed that freedom of the press is a right granted to individuals under the law. (Lyombe, 2015). Freedom of the Press is a consequence of freedom of expression and opinion, which involves the right to receive and share information in any medium of mass communication without government interference.

Article 19 of the United Nations Declaration of Human Rights of 1948 affirms that: "Everyone has the right to freedom of opinion and expression; this right includes freedom to hold opinions without interference and to seek, receive and impart information and ideas through any media and regardless of frontiers."

Apart from the UN declaration, the majority of African countries have ratified the African Charter on Human and People's Rights of 1981, which also guarantees the freedom to hold and seek opinions and to have freedom of expression and freedom of the press (Ibid.)

The Tanzanian Constitution has enshrined in Article 18 the freedom of expression. It has been argued, however, that the Constitution guarantees freedom of expression but does not explicitly provide for the freedom of the press.

That said, even the freedom of expression is insufficiently served by domestic legislations, some of which limit that freedom and the space for the media to function effectively.

It follows that the media landscape in Tanzania in 2020-2021 was characterized by shrinking space for independent content, freedom of expression and enjoyment of human rights. Some media practitioners described the Tanzanian media as being under siege. That position was also shared by democracy and human



rights advocates, including civil societies, political parties and Non-Governmental Organisations (NGOs). Although the demand for press freedom has been a long standing struggle, the research shows that the Tanzanian media took a particularly perilous plunge with the coming to power of the late President John Magufuli in November 2015.

The notoriously restrictive and openly hostile environment ushered in by the enactment of four media unfriendly pieces of legislation peaked during the run up to the 2019 local government polls and was worst during the 2020 General Election. Muzzling of the press, interference on editorial independence, tight control of media content and self-censorship were the imports of the draconian legislations governing operations of the media, and the hallmark of the Magufuli era.

The mainstream media, which had enjoyed a somewhat tolerable space in the past, suddenly came under threats of, and actual, de-registration, banning, penalties and denial of professional right to editorial independence.

Senior media practitioners of the likes of Erick Kabendera and Jesse Kwayu pointed out that the fear of reprisals led to self-censorship in the newsrooms.

The Media Services Act, 2016, whose notorious provisions for criminal penalties for defamation and false statement, among others, were successfully challenged by the Media Council of Tanzania (MCT) and ordered quashed by the East African Court of Justice, tops the list of unwanted laws. It is, however, still in operation. The International Press Institute (IPI) is among media stakeholders who expressed concern over the law's threat to press freedom and its failure to meet international standards, calling for its repeal.

The media laws as well as those on cybercrime and statistics, which were all passed under certificates of urgency, have seriously trampled press freedom with rising arbitrary bans and penalties on media and arrests and prosecution of journalists and editors.

Sanna Pekkonen (2018) recorded a number of incidents related to the shrinkage of media space in the country. By 2020-2021 five newspapers and two radio stations had been suspended for periods ranging from three to 36 months on pretexts of "false information", "sedition" and "threatening national security".

Media stakeholders also raised concern over the Electronic and



Postal Communications (Online Content) Regulations, introduced in March 2018, which required bloggers and online radio and television streaming services to apply for a license and pay a US\$900 fee. In reality, the cost is even higher because applicants must first form a company in order to apply for a license.

The regulations give the Tanzania Communications Regulatory Authority (TCRA), a quasi-independent government body, the power to revoke a permit if a site publishes content that “causes annoyance” or leads to “public disorder”, without providing any right to appeal or request judicial review of the orders. Anonymous use of the Internet was prohibited as well.

Contravention of the regulations would attract heavy fines and imprisonment for a minimum of 12 months.

One media stakeholder said the regulations were meant to limit press freedom during the General Election in 2020 and further restrict freedom of expression, citizens' right to privacy and obstruct the work of whistleblowers and investigative journalists.

After the regulations came into force, several blogs, including a popular social media platform, Jamii Forums, went dark as they failed to meet the deadline to register according to the new rules. Jamii Forums was later reinstated after fulfilling the requirements.

2.1 Notable Violation Incidents

According to the Press Freedom Violations Report (2020) issued by Media Council of Tanzania (MCT), 41 incidents were recorded. They ranged from arrests (13), assaults(2) fines(9), denial of access to information(3), self-censorship(2), ban(4), suspension(2), threats(3), asylum(1) and two cases where a program was cut short or suspended.

The MCT Press Freedom Violations Register (PFVR) shows that 15 incidents occurred in Dar es Salaam, three in Mwanza, one in Njombe, two in Kilimanjaro, one in Iringa, four in Arusha, three in Zanzibar and one in Lindi.

Self-Censorship

The two cases of self-censorship involved Mwananchi Communications Ltd (MCL). In the first case on March 23, 2020, the company terminated the contract of an award winning Mwananchi newspaper Editor, Neville Meena.



The decision, whose appeal is still pending at the labour court, followed what MCL said was Neville's posts in social media platforms, which it claimed contradicted the newspaper's editorial policy. Neville is the immediate former Secretary General of Tanzania Editors' Forum (TEF).

The editor, who was the overall winner of the 2011 Excellence in Journalism Awards Tanzania (EJAT), later tweeted: "MCL has today terminated my contract on grounds cited as 'my social media engagement' which jeopardizes the company's editorial policy. But I have a different story."

He told the MCT he had not posted anything on social media that in any way contradicted the company's editorial policy, operations or its existence.

He said MCL management must have received directives "from above" to remove him because he previously edited Tanzania Daima, a newspaper owned by the family of the leader of an opposition party. Meena said he suspected he was being targeted by officials of the government of the late President John Magufuli, who did not want him on that post.

"I have never been in any confrontation with the government. There are people up there who want this position to be given to a person who can be manipulated or be told what to do. They know I cannot accept that," MCT quoted Meena as saying.

The second incident was that of The Citizen, a sister paper of Mwananchi, where journalist Khalifa Said was sacked after criticising President John Magufuli on his twitter account.

In a post in March 2020, Khalifa wrote, "as a president, the people expect him to show some leadership and not his deeply held superstitious beliefs. Tanzanians elected a president, not a pastor or a sorcerer. Show some leadership". Khalifa was apparently criticizing the President's unorthodox handling of the COVID-19 pandemic.

Banning

TCRA suspends Wasafi TV

Dar es Salaam: On January 05, 2021, the Tanzania Communications Regulatory Authority Content Committee suspended Wasafi TV from operation for six months on the allegation of live-streaming a concert in Dodoma with musicians who were scantily dressed on



January 01, 2021.

Wasafi TV is an entertainment media outlet in Tanzania.

Media self-censorship on increase

Dar es Salaam: On February 09, 2021, Azam TV aired a casual advert promoting awareness on the COVID-19 pandemic, which was initially broadcast in March 2020.

The advert went viral on social media with netizens purporting it to be acknowledgement that the corona virus was prevalent in Tanzania, contrary to the position of President John Magufuli then.

The Azam TV management came out to “clarify” that the advert was misplaced because it was meant for the previous year when the country was fighting COVID-19. The statement showed that the TV station was fearful of retribution in case the advert was misconstrued to contradict the position of the head of state, who maintained there was no COVID-19 in the country. Such was the extent of timidity in the media.

Arrest

Journalist arrested, detained for three days in Moshi

Moshi: On March 21, 2021: James Lanka, a correspondent for The Guardian newspaper, was arrested and detained for three days at Moshi Central Police station for pursuing an investigative story at Uru Ward market in Kilimanjaro region.

He was investigating alleged corruption against one accountant with Moshi District Council, Stanley Kisaka and four colleagues from Moshi Municipal Council, who were allegedly collecting money from people and giving them fake EFD receipts.

He was released on March 23, 2021 and conditioned to report to the police station every Monday.

Murder

Journalist murdered

Dar es Salaam: Blandina Sembu, a presenter and reporter for ITV/ Radio One in Dar es Salaam, was allegedly murdered and her body found abandoned alongside Bagamoyo Road, at Mwenge in the city.



The Kinondoni Regional Police Commander, Ramadhan Kingai, confirmed reports of the death, adding that her body was dumped in front of Maryland Bar, Mwenge, on March 27, 2021, at 11 pm.

He said a Toyota Noah whose registration number could not be identified arrived at the scene where unknown people dumped Blandina's body and sped off.

The deceased was found with wounds on her head and face. According to commander Kingai, bodaboda riders who were parked near the area saw a car with full lights on stop by and witnessed a woman's body being thrown out.

"Investigations are ongoing but what we have found out so far is that the woman was not killed where she was found. The killing took place elsewhere, and they went to dump the body at Maryland Bar," explained RPC Kingai.

The MCT could not immediately confirm whether her death was the result of her work as journalist.

Damage to equipment

Worshippers destroy journalist's equipment

Katavi: On April 12, 2021, Pascal Katona, a journalist reporting for Channel Ten TV from Mpanda district, in Katavi region, had his working tools destroyed by irate voters whose contestant lost in election of mosque leadership.

The journalist had gone to cover the polling at Makanyagio Mosque when he was attacked by worshippers, who were not happy with the results.

Forceful eviction

Journalists detained for three hours

Dar es Salaam, April 12, 2021: Journalists Christopher James of ITV/Radio one and Dickson Billikwija of Island TV were detained at Temeke Municipal offices for three hours under orders of the District Executive Director, Lusabilo Mwakabibi.

They had gone to cover a meeting of the DED and businessmen from Mbagala Rangi Tatu.

The duo were ordered arrested for what Mwakabibi said was



attending his meeting with traders without official invitation.

The journalists were released unconditionally after the meeting.

On April 13, 2021 the Minister for Information, Culture, Arts and Sports, Innocent Bashungwa ordered an investigation on the matter.

Mwakabibi was suspended shortly afterwards amid accusations of misconduct, abuse of power, embezzlement of public funds and poor supervision of development projects.

Assault

Journalist assaulted by security forces in Zanzibar

Zanzibar: On April 21, 2021, a journalist with Mwananchi Communications Ltd (MCL) in Zanzibar, Jesse Mikofu was attacked by government security personnel while on assignment.

Mikofu was attacked taking photographs of the security staff evicting petty traders from the street at Darajani area.

Mikofu said in addition to being beaten, the officers also forced him to roll in muddy water and later do push-ups, destroying his smart phone used to take the photographs.

Mikofu was further beaten up by the uniformed staff as they demanded the password for his phone to see the pictures he had taken.

He was once again forced to lie in a paddle of rain water and roll before being released.

Denial of Access to Information

Journalist denied information

Dar es Salaam: On May 27, 2021 a reporter with Jamhuri newspaper, Aziza Nangwa, was denied information at the Tanzania Electrical, Mechanical and Electronic Services Agency (TEMESA) offices in Dar es Salaam.

The reporter was following up information about the Agency's introduction of card system for ticketing at Kigamboni ferry. The journalist wanted to see the TEMESA Director General, Engineer Japhet Maselle, but she was told he was in a press conference, to which she was denied access.

When she pressed to be allowed into the meeting, the director said



he would post the information on the TEMESA website after the conference and the reporter should call him for any clarification.

Nothing was posted and when contacted by phone later, the CEO did not answer the call, and he turned off his handset. So the reporter did not get the information she needed.

TEMESA has introduced an electronic ticketing system that will use cards at the Magogoni and Kigamboni Ferry in Dar es Salaam.

Interrogation

DC orders journalist interrogated

Sumbawanga: On October 06, 2021, ITV Reporter in Rukwa, Baraka Lusajo was reportedly interrogated by police on the orders of Kalembo District Commissioner in Rukwa Region, Ms. Tano Mwera. According to Rukwa Press Club Chairman, Nswima Ernest, the reporter went to the police station to record a statement and was released. He was not detained as reported on social media.

The incident relates to Lusajo's reporting on October 5, 2021, about a weather storm at Mkowe village, Kalambo district. He recorded the statement at Matai police station on the following day.

The District Commissioner reportedly complained that the journalist did not contact district authorities to balance the story and that part of the information reported was incorrect.

DC denies ordering journalist arrested

Tanga: Korogwe District Commissioner, Basila Mwanukuzi, denied ordering the arrest of Tanga Correspondent for ITV, William Mngazija on account of a report he filed on September 22, 2021.

Mngazija reported that one person was killed when elephants invaded a village in Korogwe district. The DC complained that an old audio clip of hers was used to illustrate the story. "They used my old clip in the current news," she said, adding that this distorted the story.

However, the Korogwe Officer Commanding District (OCD) confirmed he summoned Mngazija by phone and made him to record a statement after which he was released.

Harassment

Police summon Mwananchi journalist



Dar es Salaam: On July 19, 2021, journalist Ephrahim Bahemu, reporting for The Citizen online, was arrested and required to write a statement at Cybercrime department in the Directorate of Criminal Investigations, Police headquarters, following his story with the headline “Phone users brace for new Simcard levy in August.”

The reporter was later released but ordered to go back to the police the following day. He was released on condition that he might be summoned when necessary. Since then he has not heard anything from the police.

Newspaper banned

Government bans Raia Mwema for 30 days

Dar es Salaam: Raia Mwema, a Swahili-language daily, was suspended for 30 days from September 6, 2021, for “repeatedly publishing false information and deliberate incitement,” Gerson Msigwa, the Director of Information Services, who is the Registrar of newspapers, said in a statement.

Msigwa cited three recent stories, including one about a gunman who killed four people in a rampage on Ali Hassan Mwinyi Road in Dar es Salaam city.

The article associated the gunman with CCM, the ruling party. The statement claimed that the story violated a 2016 media law. The newspaper’s management did not immediately respond to a request for comment.

Arrest

Cartoonist arrested

Dar es Salaam: On September 24, 2021 police arrested cartoonist Opptertus John Fwema at his home in Bunju, Dar es Salaam, and detained him at Oysterbay police station in the city.

According to fellow cartoonist Nathan Mpangala, Fwema was arrested over a critical political cartoon he published on his Instagram account.

Mpangala said Fwema was held at Oysterbay Police Station for several days, on alleged cybercrime offences.

On September 16 and again on September 20, 2021, Fwema



reportedly published a cartoon portraying President Samia as a child, wearing national colours, playing with a basin of water before a huge man in a black coat labeled "Kiwete."

Fwema was charged with "publication of false information contrary to section 16 of the Cybercrime Act."

The police stated that the cartoon sought "to deceive and mislead the public... that the country is now ruled by Hon. Dr. Jakaya Mrisho Kikwete."

The case was still going on at the time of publication of the report.

Arrest

Online Channel journalist arrested

Dar es Salaam: On October 2, 2021, a journalist working with Mgawe TV, Harold Shemsanga, was arrested together with members of BAWACHA, the women's league of Tanzania's opposition party, CHADEMA.

Shemsanga said he was arrested while interviewing BAWACHA members following a jogging event at Kawe grounds in Dar es Salaam.

The reporter said he was taken to Kawe Police Station and later transferred to Mbwani Police Station in the outskirts of the city, where he was detained from Saturday to Monday, October 4, 2021.

He said his camera, flash, mobile phone, memory card and laptop were taken and the interview he conducted was reviewed after which he was locked in a cell.

Shemsanga said that his boss, Ernest Stanley Mgawe came to the police station to bail him out but he too was arrested.

The two and BAWACHA members, who were arrested on allegations of illegal assembly, were released on bail on October 4.

Shemsanga complained that his electronic devices were still being held at the police station.

Threats

Three journalists threatened by unknown people

Arusha: On June 22, 2021, three journalists from ITV, TBC1 and Mwananchi newspaper, who report from Arusha, received telephone



threats from unknown people, who didn't want stories on court proceedings of former Hai District Commissioner, Lengai Ole Sabaya, to be published.

The journalists were reporting the court cases of Sabaya and his co-accused, who were first arraigned on June 4, 2021 after their arrest in Dar es Salaam.

The threats were reported at the Arusha police station, but no action was taken immediately.

The Media Council of Tanzania (MCT) strongly condemned the intimidation of ITV, TBC and Mwananchi newspaper journalists for reporting court proceedings.

The Council said the reports were shocking, considering that on May 20, 2021 Prime Minister Kassim Majaliwa warned against harassment of journalists.

"It is not the Government's policy to harass journalists," the PM declared at a meeting of editors in Morogoro. He said the Government would not accept to see journalists being harassed.

Arrest

Mwananchi journalist arrested

Tanga: On September 10, 2021, Police arrested Mwananchi newspaper journalist, Rajab Athumani, in Tanga region for yet unknown reasons. The journalist was later released unconditionally.

Rajab, who is based in Handeni District, received a call to report to Tanga Police Headquarters on September 10, 2021, and when he reported he was arrested.

Prominent journalist, political analyst arrested

Dar es Salaam: On 24 April 2020 police arrested Prince Bagenda, a seasoned journalist and political analyst, for allegedly writing a book that criticises President John Magufuli.

Sources say that Bagenda was arrested at his home in Kisutu, Dar es Salaam. His computers and phones were confiscated and he was detained at the Oysterbay Police Station for interrogation.

His lawyers said Bagenda was expected to appear in court on April 27, 2020 to answer charges which were not yet detailed.



2.2 Notable Trends

Traditional media embraces digital publishing

Mainstream newspapers, radio and television stations have created digital publishing units and established links to social media platforms, to provide breaking news and live streaming of major events, as a survival measure in the wake of rapid advancement in information and communication technology. These new fronts have played a big role in efforts by the traditional media, especially newspapers, to remain relevant and maintain sales. Some newspapers have launched electronic editions for ICT-savvy subscribers, to fight back a world trend of diminishing print media circulation estimated at 10 percent annually. The online platforms are increasingly becoming popular sources of news from mainstream media, coming hours ahead of the traditional ways of reporting.

In other words, the era in which mainstream media were the dominant news breakers is gone universally.

This change has created a competitive environment between traditional media and their digital arms. Unfortunately, however, digital publishing has come with the rising incidence of misperception, misinformation, disinformation and fake news, which have called professional ethics and standards to serious question.

According to a BBC article titled Tanzania Profile – Media, published in June 2021, Tanzania has made a switch to digital TV with 25 percent of the population accessing news via online media platforms. Facebook is the most popular social platform.

2.3 Draconian Laws and Regulations

The passing of regulations to operationalize Tanzania's media unfriendly laws, created a hostile environment for journalism practice prior to, during and after the 2020 elections. Provisions such as accreditation of journalists, licensing of newspapers, empowering the Director of Information Services to suspend or even cancel newspaper licenses were sure ways of muzzling the press and instigating self-censorship.

During the run up to the 2020 General Election, the mainstream media that previously enjoyed a semblance of freedom, were subjected to threats of de-registration, banning, penalties and



shrunken independence. Self-censorship became the new normal in the newsrooms.

2.4 The disappearance of Blogs and other Online Media

As observed by Gwandu (2020), the advent of internet driven social media platforms, including websites and YouTube channels, provided Tanzanians with a novel opportunity to share news of events, social incidents and other information with other people within and outside the country.

However, that freedom and access was put on notice by regulations issued by the Tanzania Communication Regulatory Authority (TCRA). In 2018 the TCRA issued regulations, which required online media content providers and bloggers to register their sites. Many of them were not able to pay the fees and had to stop operation. This new legal requirement has resulted in loss of jobs for the service providers and denial of access to information for their audiences.

Another negative outcome was that some regions were left with few or no bloggers at all, which distorted the balance in information sharing and receiving.

2.5 Conclusion

The period under review witnessed increased encroachment on media freedom in Tanzania with more cases recorded in the Press Freedom Violations Register (PFVR) of the Media Council of Tanzania. The violations ranged from arrests, assaults, denial of access to information, intimidation to banning of media outlets. Shrinking space for freedom of press and expression was manifested by muzzling, arrests and beating of journalists and confiscation of their equipment, of which the Media Services Act as a major accessory.

Similarly, enforcement of the stringent online content regulations by the TCRA further narrowed down access to information by limiting operations of online TVs and blogs. Media stakeholders have repeatedly raised concern over the adverse impact of the bad media laws. Apart from licensing online content providers, the law also empowers TCRA to revoke the licence once it established the content may cause "annoyance" or public disorder.



Recommendations

- a. That Parliament abolishes sections of the media laws that inhibit freedom of the press.
- b. The courts should play their role of interpreting the law and decide cases involving media practitioners without interference. They should be the ones to determine if a news story undermines state security and disturbs national harmony.

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CHAPTER THREE

MEDIA INVESTMENT AND SUSTAINABILITY

3.0 Introduction

This chapter looks at the patterns of investment in media in Tanzania in the past two years and traces the history of investment in the sector back to the colonial era. It also glances at communication technology advancement, which was billed to make media business more efficient by expanding the consumer base, thereby growing profits.

However, that rosy projection was to be dashed, as interventions by authorities to muzzle the press and choke freedom of expression, impacted negatively on the sustainability of the media industry, forcing media enterprises to retrench staff, downscale operations or completely close shop.

Universally, mass media influences public opinion. But how can people evaluate the reliability of media information if they don't know who provides it? How can journalists work properly if they don't know who controls the company they work for? And how can media executives address excessive media concentration if they don't know who is behind the steering wheel? This chapter sets out to clarify all these issues and assess the sustainability of the media in Tanzania.

3.1 Methodology

This chapter employed critical analysis of the media industry in Tanzania, Allen (2017) and Havens et al (2009), which appreciates the complex interplay of economic and cultural forces. A critical analysis of investment concept was conducted, where a clear distinction with media concentration was drawn, despite their closeness. Then, the leading media houses in Tanzania were profiled and analyzed for any patterns of investment and sustainability.

3.2 Media Landscape in Tanzania

The Tanzania media industry went through various phases, according to Sturner (1998) and Gwandu (2020); starting as communication and propaganda tools for the German and British colonial regimes;



mobilization tools for nationalists agitating for self-governance and development supporters for the post-independence socialist regime, before becoming private and supposedly independent again.

The media were privately owned until the adoption of the Arusha Declaration, when they were nationalized along with other enterprises. It was after economic liberalization and re-introduction of multi-party politics that private independent press thrived again.

The two analysts concur that media ownership¹, and investment tended to follow the same pattern throughout the historical phases.

3.3 Media Ownership pattern

Media ownership in Tanzania is concentrated among a few media houses, contrary to requirements of the regulatory framework. Only a few media companies have a predominant market position and thus a potentially high influence on public opinion. Regardless of the ownership pattern, by the time of the first multiparty general elections in 1995, the country had over 60 daily, bi-weekly and weekly newspapers published in Kiswahili and English languages (Gwandu, 2020). Shortly afterwards, the first private radio and television stations were on air.

The advent of the internet-based communications facilitated the establishment of online radio and television channels as well as blogging and public discussion fora (Ibid.)

Local investors inexperienced, lacking capital

The reintroduction of liberal media opened up the space for potential investors in the sector. However, the local investors were less experienced and had low financial capability. As a result, their media ventures were underfunded and operated unprofessionally.

Nevertheless, the media landscape in Tanzania is diverse and arguably vibrant. As of March, 2020, there were 183 radio stations, 43 TV stations, 229 newspapers and magazines in mainland Tanzania (Katunzi & Spurk, 2020) and 22 blogs and online news sites. In recent times, internet penetration has grown to 37.60 percent in the country

¹ Media Ownership Monitor (2022) defines media ownership (also known as media consolidation or media convergence) is a process whereby progressively fewer individuals or organizations control increasing shares of the mass media.

(Internet World Stats, 2020), further diversifying information sources. Tanzania Communications Regulatory Authority (2022) puts the figures on 48 television networks and 96 data companies.

Some investors own multiple TV and radio channels. IPP Media operates ITV, EATV, and Capital TV channels while Africa Media Group runs Channel Ten, and Channel Ten Plus. Tanzania Broadcasting Corporation also has two TV channels, TBC1 and TBC22 (TIC, 2022)

Radio most accessible medium

According to Afro barometer (2017)³, Radio is the most accessible medium where 45 percent of listeners tune in daily and 26 percent a few times weekly. The corresponding figures for TV are 23 / 13 percent, Internet (8 / 7 percent), social media (8 / 7 percent) and Print media 5 percent readers daily and 10 percent a few times weekly.

But another way of looking at the media and entertainment industry in Tanzania, according to PWC (2018), is through their revenues, which tallied at USD 496 million in 2017, having risen by 28.2 percent year on year. Internet enjoys the largest spending by segment with USD 271 million in 2017 followed by TV and Video with USD 117million.⁴

Trust in media depends on the kind of outlet. The percentage of citizens who completely trust information from TV and radio is high at 69 and 64 percent, respectively. Broadcast coverage seems to be way more convincing than information discussed in public meetings (22 percent) or with close social contacts (13 percent). Newspapers are trusted fully by a sixth of Tanzanians. Information channelled through social media ranked last, with only six percent finding them trustworthy. Despite the decreasing levels of trust in media, a majority of people believe they should be treated fairly. For example, they suggest that government should justify any proposed punishment for offensive content in court (54 percent). And citizens would rather have a newspaper that publishes false or incorrect information, apologises and publishes a correction (62 percent) than being shut down or fined (38 percent).⁵

Internet penetration threatens traditional media

The Media Ownership Monitor shows that audience concentration exists in the printed press, radio, and TV. However, recent studies

² <http://www.tic.go.tz/broadcasting>

³ Afro barometer (2017) is a Pan African series of national public attitude surveys on democracy, governance and society. It can be accessed at www.afrobarometer.org

⁴ PWC (2018), Entertainment and Media outlook 2018-2022, www.tanzaniainvest.com

⁵ MoM (2020) Media landscape in Tanzania, <https://tanzania.mom-rsf.org/en/media/>



indicate a rise in internet penetration in Tanzania, which means the domination by the radio, printed press and Television is being challenged by the emerging online media. According to TCRA's telecoms statistics for third quarter of 2020, the number of internet users in Tanzania had reached 29,071,817. When compared to the national population of 58.01 million (WB, 2019), Tanzania reached an internet service penetration of 50 percent in 2020 compared to 46 percent in 2019⁶.

More than 90 percent of Tanzanians access the internet through their mobile phones. Although mobile phone data prices are reasonably low compared to other countries, they remain unaffordable for segments of the rural population (Ibid.)

The Tanzanian Communications Regulatory Authority (TCRA) licenses electronic media companies, whose names and, in some cases, their shareholders are posted on the TCRA website. Newspapers are licensed by the Directorate of Information Services, which has no mandate to publish ownership data. All media companies are required to register with the Business Registrations and Licensing Agency (BRELA).

The key media outlets in Tanzania are as follows:

The press

- Daily News - government owned, Tanzania's oldest newspaper
- Habari Leo - Swahili sister paper of the Daily News- government owned
- The Guardian - private
- The Citizen - private
- Nipashe - private, in Swahili
- Mwananchi- Swahili sister paper of the Citizen- private
- Uhuru- in Swahili, owned by CCM

Television

- Tanzania Broadcasting Corporation (TBC) - state-run
- Independent Television (ITV) - private

6. PWC (2018) Entertainment and Media Outlook: 2018-2022, www.tanzaniainvest.com

- Star TV - private
- Clouds TV - private
- Azam TV – private
- Channel Ten – owned by CCM

Radio

- Tanzania Broadcasting Corporation (TBC) - state-run
- Radio Free Africa - private
- Radio One - private
- East Africa Radio - private

A three-month Media Ownership Monitor (MOM) joint investigative research conducted by the Media Council of Tanzania (MCT) and Reporters Without Borders (RSF) has shown that a few media companies dominate the market and thus have high potential to influence public opinion. Whereas the regulatory framework should in theory safeguard media pluralism and prevent media concentration, it falls short in practice. The investigation also showed that the legal environment restricts data collection and research.

The MOM revealed a high level of audience concentration for the print, TV and radio sectors, suggesting that Tanzanians receive news mostly from an outlet belonging to one of the four major companies in each sector.

Print market concentrated around four publishers

The print market is concentrated around Mwananchi Communications Ltd., a subsidiary of the Nation Media Group, by far the most dominant market player in terms of readership, followed by The IPP Media Group, New Habari (2006) Ltd. and the state-run Tanzania Standard Newspapers (TSN).

IPP Media Group dominates the broadcast sector, especially in free-to-air TV. The state-run Tanzanian Broadcasting Corporation (TBC), Azam Media Ltd. and Clouds Entertainment join in the top four in terms of viewership. While the radio sector appears somewhat more diverse as popular stations vary from region to region, Clouds Entertainment, IPP Media Group and TBC are once again the key players, dominating across all media sectors.

The online news and information market is more diverse and



competitive with a large number of suppliers. Some of the most popular online outlets are Jamii Forums, Millardayo, Michuzi Blog and Muungwana Blog, which are run by independent bloggers.

3.4 Media owners with political and economic interests

Some of the largest media groups belong to owners who control conglomerates with a range of interests in other business sectors. For example, the late Reginald Mengi, who founded and chaired the IPP Media Group, had built his fortune with a bottling industry, activities in household and cosmetic products, and mining. He also had interest to venture into oil and gas, automobile and pharmaceutical industries. Another case is that of Said Salim Bakhresa, a self-made billionaire who launched Azam TV, a pay TV service for East Africa. His S.S. Bakhresa Group is today one of East Africa's largest conglomerates, including ventures in food and beverages, packaging, ferry services and petroleum trading. There is a risk that media owners with diverse business interests may use their communication channels for promoting and facilitating their other companies, at the expense of socially relevant content.

State, politicians own third of media

Out of the 36 monitored media outlets⁷, around a third (13) are either state-owned or have shareholders with political affiliations, amongst them former and current high-level politicians. The government is the longest standing media owner of both broadcast and print outlets. The ruling party (CCM) operates its own media house, Uhuru Media Group. Freeman Mbowe, Chairman of the opposition party, CHADEMA, has direct ties to the newspaper Tanzania Daima through his wife, Dr. Lilian Mtei, who is the majority shareholder of Free Media Limited. These are only a few examples of political affiliations. However, considering that most media outlets with politically affiliated owners only reach a small audience, their impact on public opinion is limited.

3.5 Media Development in Tanzania

The adoption of the Arusha Declaration in 1967, the blueprint of Ujamaa Policy in Tanzania under the one-party political system, made it impossible to establish liberal space for media. Alienating

⁷ Media Ownership Monitor (2020) Media Landscape in Tanzania, <https://tanzania.mom-rsf.org/en/media>



the media at this point would be against the principles of Ujamaa, which dictated that all means of communication and publications be placed under direct government management and supervision. What followed was a surge of nationalization that witnessed privately owned colonial era media seized.

In 1992 Tanzania embraced the global winds of change which ushered in liberalism in national politics, economic management and media operations. Political pluralism was adopted and the new atmosphere attracted foreign investment.

Mwananchi Communications Limited

Mwananchi Communications company is owned by Nation Media Group of Kenya (49%) and Bhalo Jehangir Kermali Bhaloo (51%). Until recently, based on a questionnaire filled by the company itself, Nation Media Group had held 99% shares and Linus Githai 1% shares. The foreign ownership exceeded the legal threshold of 49%, which necessitated the recent change in ownership.

The Company publishes Mwananchi, a leading Kiswahili-language daily in Tanzania and its Sunday edition Mwananchi Jumapili, and Mwanaspoti, a bi-weekly sports and entertainment newspaper. The English-language newspapers are The Citizen and The Sunday Citizen. The company installed its own printing facility in 2005.

The history of Mwananchi Communications Limited can be traced back to 1999 when Ambassador Ferdinand Ruhinda established Media Communication Limited to publish Mwananchi newspaper. In 2001, the newspaper publishing was shifted to newly registered Mwananchi Communications Limited, which Ruhinda established in partnership with Rostam Aziz. The Nation Media Group of Kenya purchased the controlling shares in December 2002 and MCL became a subsidiary in Tanzania.

IPP Media Limited

IPP Media Limited was incorporated in 1999 as a private company under IPP Group Limited based in Dar es Salaam.

At its peak, IPP Media published nine newspapers, in both English (The Guardian, Sunday Observer, Financial Times and ThisDay) and Swahili (Taifa letu, Nipashe, Kulikoni, Lete Raha). It runs three television stations (ITV, EATV and Capital television) and three radio stations (Radio One, Capital FM and East Africa radio).

IPP Media is part of IPP Group, established by Reginald Abraham Mengi in 1980s. Apart from media, it deals in bottling of water and



soft drinks, industrial manufacturing and mineral prospecting.

New Habari (2006) Ltd

New Habari (2006) Limited used to publish a Swahili daily, Mtanzania, English daily, The African, Swahili weekly, Rai and Swahili sports and entertainment newspapers, Bingwa and Dimba. The company has since suspended publication of the titles, retaining only online publishing of Mtanzania.

According to the Business Registrations and Licensing Agency (2018) New Habari (2006) Ltd. is owned by Hassan Haidari (750 shares) and Gulam Abdulrasul (750 shares), who operate also as directors.

New Habari took over the newspapers that were formerly published by Habari Corporation Limited. According to BRELA (2018), Habari Corporation Limited was incorporated in 1996 by a group of five prominent journalists: Jenerali Ulimwengu, Salvatory Rweyemamu, Johnson Mbwambo, Gideon Shoo and circulation expert Shaban Kanuwa, who were also shareholders. Politician and businessman Rostam Aziz purchased their shares and renamed the company New Habari Corporation (2006) Limited.

Tanzanian Standard Newspapers

Tanzania Standard Newspapers Limited (TSN) is a public corporation that was established in 1970 under the Public Corporations Act. TSN is now officially a private limited liability company owned by the Tanzania Government (99 percent shares) and the Managing Editor, who is the chief executive officer, (one percent share).

The history of Tanzania Standard Newspapers Ltd goes back to January 1, 1930 when the Kenya based East Africa Consolidated Holdings established the Tanganyika Standard (Newspapers) Ltd. The British business group London-Rhodesia (LONRHO) acquired the majority shareholding and liquidated it on the eve of Tanganyika's independence in 1961. Instead, two separate companies, Tanganyika Standard (Newspapers) Limited (TSN) and Printpak Tanganyika Limited (TPL), were established, ostensibly to protect the printing facility from nationalization. TSN published the Tanganyika Standard and Sunday News while Printpak printed them. In 2006, TSN bought its own printing machines.

The Government nationalized Tanganyika Standard (Newspapers) Ltd. on February 5, 1970 and later changed the name to Tanzania Standard Newspapers Limited.



The newspaper was renamed Daily News. A Swahili sister paper, Habari Leo was established in 2006, followed by Spoti Leo, a sports newspaper established in 2011.

2.6 Conclusion

Investment in the media sector in Tanzania has been a lacklustre affair. While the sector witnessed a boom following political and economic reforms in the 1990s, nothing significant has been seen in the past two years under observation. Media ownership has continued to be concentrated among Mwananchi Communications Limited, the IPP Media, Azam Media and Tanzania Standard Newspapers. Stringent governmental directives and unfriendly legal environment have had a huge impact on the sustainability of the private media, which were forced to downsize staff, fold some publications and institute other cost effective measures to survive. A ban on government ministries, departments and agencies from advertising in private media dealt a deadly blow to the sector.

Persistent interference with media operations and wanton bans suppressed freedom of expression and hampered media development, forcing some outlets out of business. A glimmer of hope was seen in the new internet-based media, only to be extinguished by the stringent Cybercrime Act.

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CHAPTER FOUR

GENDER IN MEDIA AND COVERAGE OF DISADVANTAGED GROUPS

4.0 Introduction

The media coverage of disadvantaged groups, including women, youth and people with disability is important because it affords them their basic right to freedom of expression. During 2020-2021, however, such coverage was scant, although that is bound to change. In terms of gender balance in the media, women journalists are breaking the proverbial glass ceiling, whereas the coverage of youth and people with disability should improve with the establishment of development programmes for the disadvantaged groups, which would generate news for the media.

4.1 Gender policy in media practice: Does it exist?

This study confirmed that gender policies exist in a few media houses but their implementation remains wanting, for as MCT put it, "having a gender policy does not necessarily mean that it is being used to (bridge) the gaps in gender (parity) in newsrooms...." MCT defines gender policy as an essential tool which media houses could use to monitor women journalists' advancement in managerial positions." During the period under review, MCT intensified its advocacy to ensure that media outlets adopt gender policies and use them to address gender issues in newsrooms.

At least 24 media houses and outlets, including Mwananchi Communications, the Guardian, Azam Media and several FM Radio stations have acceded to the gender policy advocacy campaign in Dar es Salaam, Tanga, Dodoma, Mara, Mwanza, Kigoma, Morogoro and Mtwara regions.

4.2 Coverage of gender and inclusiveness

The class of six PhD in mass communication candidates at St. Augustine University in Tanzania's (SAUT) main campus in Mwanza,



was unanimous that the image of women in the media is still stereotyped. Women are under-represented in news coverage and their voices as sources of information are seldom heard.

One of the candidates, Jilala Calvin, contended that women are overlooked and when in leadership role, they are often dismissed as passive and not as competent as their male counterparts. Abishagi Christopher said women make up less than a quarter of the persons that feature in the newspapers, television and radio news. Julieth Mushi shared a similar view that women's stories and their voices do not feature in media content.

Frank Katabi opined that since virtually all media owners are men and most editors are men, coverage of women is defined using male perspective. Tumuheirwa Winifred said the majority of news sources are men and the media prefer such sources, at the expense of female sources and voices. She was supported by Pius Rufutu who argued that the small proportion of women news sources portrayed gender imbalance.

The MCT in its study "Challenging the Glass Ceiling: study of Women in the Newsroom in Tanzania," reported that there were fewer women journalists than men in the newsroom even though more graduates from journalism tertiary colleges and universities are joining the newsrooms. TAMWA-Zanzibar Director, Dr. Mzuri Issa is hopeful that increasing the number of women working in media will bring about gender balance.

When female journalists produce 'male' content

Feminist researchers believe that the demeaning portrayal of women in media coverage is partly to blame for the meagre presence of women in media outlets. They suggest that by increasing the number of women employees in media institutions, output will change to reflect more women's interests and minimize negative images of women in media.

However, Gallagher and Linne differ with female researchers. Gallagher argues that there is little hard evidence that portrayal of women in the media differs when women are producing the content. Gallagher believes that the deeply rooted problems cannot be solved by simply increasing the number of women in media industry.

Linne argues that female journalists produce male content because media workers are constrained by complicated institutional structures and procedures. He asks, "Will the increase in number



of women (in media houses) change the media content policy? Or will they conform to practices of existing structures and procedures?"

Women candidates vying for elective posts during general elections are also underrepresented in news and their voices are rarely heard compared to their male counterparts. In the 2020 General Election 19 political parties participated. All of them, except two had women parliamentary candidates (293) and women councillor-ship candidates (668). In addition, Alliance for Democratic Change (ADC) and Demokrasia Makini parties had women presidential candidates while Chama Cha Mapinduzi had a woman presidential running mate. Katunzi and Spurt point out that the two female presidential candidates— Queen Cuthbert Sendiga of ADC and Cecilia Augustino Mmanga of Demokrasia Makini— received minimal media coverage of five and three percent, respectively.

Media lack gender balance policy for elections

Similar cases were reported in the 2015 and 2010 general elections. MCT observed that although there were instances of women reporting, with some quite well handled, generally no radio or television station exhibited clear and consistent editorial policy on gender balance in the 2015 general elections.

In newspapers there was little attempt to publish voices of marginalized groups in the community such as women and youth. However, the victory of women in some constituencies where they toppled male political heavyweights, made news. Synovate observed that the 2010 General Election coverage of women's issues and women's role in the electoral process was limited and female candidates' coverage in comparison to their male counterparts was not proportionate

Jacqueline Namfua, a Communication for Development Specialist at UNICEF, admits that the voices of youths and disadvantaged groups in Tanzania remain muted. Yet that is not to say that there was no media coverage of issues related to youth and the disadvantaged groups during the period under review. For example, public and private media, both print and electronic, played a significant role in changing public perception of people with albinism.

Due to media campaigns, people are no longer using discriminatory language like "Zeruzeru" but "watu wenye ulemavu wa ngozi." Media campaigns are also responsible for the reduced rate of killing people with albinism. Media houses are giving both airtime and space for



youth and other disadvantaged groups. For example, Wape Nafasi programme on TBC1 is for the disadvantaged people. Radio Free Africa (RFA) has a programme on HIV/AIDS that engages youth in fighting stigma and avoiding contracting the virus. Newspapers carry articles focusing on youth. For example, Mwananchi newspaper regularly features success stories of youth in entrepreneurship.

Editors and journalists we spoke to admitted that their coverage of youth and the disadvantaged would have been better if they used the groups' associations as news sources. "We report their events when they are on our diary, they are not our news beat," one reporter said. An editor said, "I wish we could include them in our news beats, but we do not have enough reporters."

Young Reporters Network to boost youth coverage Producing youth programmes for and by children:

However, Jacqueline Namfua is optimistic that with the introduction of Young Reporters Network, coverage of youths and the disadvantaged in local media is going to increase. According to her, UNICEF Tanzania has partnered with several local and international non-governmental organisations to support the development of the Young Reporters Network that empowers children and youth to produce programmes for and by children. The initiative trains children in new skills in radio reporting; increase their active participation in the production of youth/children programmes and develop their capacity to advocate for children rights.

The young reporters produce 30-minute fortnightly programmes containing audio diaries and commentaries, interviews and talk shows through which children share true stories about their lives. The broadcasts are also shared through the Tanzania Community Radio Network and every week one of the Youth Radio Network's programmes is broadcast on national radio. The Young Reporters Networks uses radio to empower children and youth to produce own programmes.

UNICEF Representative in Tanzania, Dorothea Rozga asserted that the Youth Radio Network offers a unique opportunity for Tanzanian youth to share their concerns, hopes and aspirations, and help change ideas about youth participation. "It's creating opportunities for some of the most disadvantaged and excluded children and youth in the country to challenge stereotypes and confront stigma and discrimination by sharing their experiences," she said.



4.3 **Portrayal of women and youth in media operations** **Women given traditional social roles even in films**

Respondents interviewed in Dar es Salaam said that women are still portrayed in the local media as beautiful, obedient house wives and mothers, sex objects, etc. A secondary school teacher resident of Segerea in the outskirts of the city, was of the opinion that the media associate women with the traditional roles and that is why the society treats them in the same light. "If the media's image of women reflects their full contribution to society, social attitudes towards women will change," she contended.

A woman food vendor at Segerea bus stand said that entertainment media, especially videos and films, portray women as sex objects. She gave the example of videos showing women dancing provocatively in scant or transparent clothing while male artists are properly dressed. In films women characters are given traditional social roles.

A resident of Ubungo, who is a banker, said that the local videos and films are simply portraying the reality on the traditional role of women in society. "Otherwise, they will not reflect reality," he claimed. A female cultural officer remarked "Gender bias in the media is due to both structural and cultural reasons." She blamed the stereotype that the woman's place is in the house.

Do media exaggerate gender imbalanced among skilled people?

Media projects women in less important roles

A female economist working in a private company contended that women have an important role to play in national development. "By the way it portrays women, mass media can either impede or foster women's integration in the development process of Tanzania," she said, adding that women's contribution to development was largely ignored by the media. Only a few women experts were covered in the media, which exaggerated the gender imbalance among skilled people, she said. "Occasionally we read success stories of women doctors, engineers and the like, but such stories are just a drop in the ocean," she pointed out.

In a telephone interview, a female correspondent for a mainstream newspaper said news in the local media projected women in less important roles and gave them less prominence than men. She said when it comes to determining sources, women are never equal to



men. Even women's sports was treated as secondhand in media coverage. She said for example, when the national football team, Taifa Stars wins in an international match outside the country it will be received with fanfare, but when Taifa Queens win they are given low profile reception.

A male sports commentator working with a Dar es Salaam-based FM radio station reacted: "That's very unfortunate. It should not happen" He was optimistic that with female sports gaining ground in the country, a time will come when winning women teams will be accorded the same reception as their male counterparts.

Simkoko-Mwendamseke claims that Tanzania newspapers sensationalise news on women, depicting them as greedy, evil temptresses. She argues that the media expects women to conform to prescribed roles and images and will marginalize or frown upon those who resist. According to her, there are very few independent women news sources.

In their research on the portrayal of women in African media, Mbilinyi and Omari noted that women are seen negatively in various forms of mass media.

4.4 Participation of women and youth in media operations

Steeves affirms that throughout the world, women in the media are virtually absent from top executive positions and at lower levels, women are segregated into lower paying occupations. Those in new positions handle traditional "women's" features and less important assignments.

According to the Glass Ceiling Study of MCT, women in Tanzania constituted 40 percent of media workers but only 28 percent were doing journalistic work. The highest proportion of women are working as TV reporters and TV presenters (over 40 percent).

Women are least represented as print journalists (25 percent). Therefore, the study concluded that the challenges facing media women still persist and the glass ceiling remains intact.

However, the Managing Editor of Nipashe daily newspaper, Beatrice Bandawe, believes that women journalists in the country have began to smash the proverbial glass ceiling. The secret, she says, is acquiring higher education and working hard.



Why are educated women journalists changing career path?

Bandawe says some of the female journalists have been empowered with the necessary tools and are poised to set into motion the long-awaited paradigm shift. At least now there are women News editors, Sub-Editors, Editors and Managing Editors who are doing wonders in the media industry, she notes. Her only regret is that most of the women who make it after getting good education decide to change their career path.

As a result, it is noted that during the period under review, most senior positions in media houses are still occupied by men although the number of well-trained female journalists joining the newsrooms has increased. The Managing Partner of Media Brains Inc and local media veteran, Jesse Kwayu, attributes this situation to our society which has evolved its roles and responsibilities based on a very serious gender bias.

Kwayu opined that while female and male journalists may have the same qualifications, ability and determination towards certain tasks, the female journalist will suffer most because some other socially ascribed roles will not wait for her to perform on equal footing with a male colleague. He argues that as managers female journalists find it difficult to divide their time between career and socially ascribed roles. "The career always suffers, and many quit newsrooms to join lesser demanding assignments like Public Relations that provide them more space for social roles," he said.

Responding to the allegation that male editors assign female journalists to soft reporting assignments because of their gender, Kwayu, who served as an editor for various media outlets in Tanzania contended that he always assigned one according to his or her ability to handle the task, "I had no deliberate stand on assigning reporters based on their gender," he remarked.

Women subjugation rooted in society

A veteran woman journalist who has held senior positions in the United Nations system, Scholastica Kimaryo, contends that what is going on in the media is simply a reflection of what is going on in the society as a whole. She argues that gender stereotypes, which inhibit female journalists in the upswing to senior positions, are culturally defined expectations of acceptable roles of men and women in different societies. "These are instilled in us from childhood



by our parents, uncles and aunts, family and community members, teachers, clergy, etc.”

Although governments and other institutions are taking measures in favour of gender equality, Scholastica believes the next stage is to focus on the root of patriarchy, which is hinged on households and society, where traditional norms and standards are set and enforced. “Until and unless this is done, women in the media may continue to increase in numbers but remain marginalized,” she said.

4.5 MCT Efforts to promote gender and inclusiveness

During the period under review, the Media Council of Tanzania sustained efforts to promote gender and inclusiveness. MCT runs a mentoring programme for female journalists. The programme will have an annual intake of 20 female journalists for the next four years.

MCT has also a capacity building training programme for women journalists in management positions or likely to take up such positions in the near future. The MCT runs another coaching programme for women journalists on investigative journalism.

The Council monitors how media cover gender and inclusiveness issues and may intervene to ensure that media houses observe gender equality in their news reporting. The Council visits media houses regularly for discussion with managers.

There is also a training programme for male editors to discuss incorporation of gender balance in their reportage. The editors are sensitized on gender and inclusiveness. Meanwhile, MCT collaborates with journalism training institutions and NACVET to ensure that gender and inclusiveness are incorporated in the training curricular.

In 2021, MCT produced the second edition of the Training Manual on Gender and the Media that was first published in 2013. The second edition has taken into account new realities in the media, especially the growing importance of online media. The manual is also enriched by new studies and research. However, the basic objective remains to impart knowledge, skills and attitude to media and other communication professionals.

MCT adheres to gender equity in all its activities including employment, selection of Board members and in working with various stakeholders. It has Gender Media Policy and enforces it effectively. In the promotion of gender and inclusiveness, the



Council works in collaboration with TAMWA and MISA-TAN.

4.6 Conclusion

Women journalists are poised to break the proverbial glass ceiling and launch the long-awaited paradigm shift that will raise their voices and increase their participation in media practice. And should the media work with organisations of youth and other disadvantaged groups, the coverage of those groups would improve considerably.

Recommendations

- a) In order to minimize and finally end gender stereotypes, major reforms must be enforced in the family and social setting.
- b) MCT and its partners, TAMWA and MISA-TAN should intensify advocacy for media houses to adopt and implement media gender policies.
- c) Mainstream print media should publish content produced by the Young Reporters' Network.

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CHAPTER FIVE

DIGITAL, ONLINE MEDIA

5.0 Introduction

In the last decade, digital revolution has expanded public access to online information. This increased the demand for training on tools and techniques for data-driven journalism.

The common trend is that journalism in Tanzania is at a critical juncture as newsrooms establish digital platforms alongside their traditional newspapers, radio and television stations.

In the fast-changing interlinked phenomenon, traditional media houses and journalists must quickly make sense of the world trend and use these changes as leverage for new journalistic practices.

In a moment where citizen journalism, fake news and disinformation are becoming norms of the day, easily deployed to malicious ends around the world, it's more important than ever to make the case for good, fact checked, verified reporting and public interest reporting.

To own this new setting, media houses will have to find ways of differentiating themselves from other popular channels of news distribution, such as WhatsApp and Instagram.

Regulatory environment

Media stakeholders have raised concern over online media regulations introduced in March 2018. The Electronic and Postal Communications (Online Content) Regulations require bloggers as well as online radio and television streaming service providers to apply for a licence and to pay a fee of up to \$900 after registering a company.

These regulations also give the Tanzania Communications Regulatory Authority, powers to revoke a permit if a site publishes content deemed to provoke annoyance or lead to public disorder, without providing any right to appeal or request judicial review.

After the regulations came into force, several blogs, including the popular JamiiForums, closed down as they failed to register according to the new rules.



The media's fear is based in part on past experience. The Cybercrime Act, which was passed under President Jakaya Kikwete in 2015, imposed exorbitant fines and lengthy prison sentences for publishing "false or misleading information".

Otherwise, the advent of social media platforms and networks pioneered by Facebook, blogs and social networks of the likes of tweeter, WhatsApp, signal and telegram in early 2000s, brought a whole new experience in information communication in Tanzania. The trend is well complimented by increasing internet penetration.

According to DATAREPORTAL titled Digital 2021: Tanzania, there were 5.40 million social media users in Tanzania in January 2021 whilst the number of internet users stood at 15.15 million.

The number of social media users increased by 900,000 or over 20 percent between 2020 and 2021. The number of internet users rose by 435,000 (+3.0 percent) in the same period whereas internet penetration stood at 25.0 percent in January 2021. The number of social media users was equivalent to 8.9 percent of the total population.

According to Statistica.com, a global social media statistical organisation, as of 2021, around 13 percent of adults surveyed in Tanzania used social media as a news source every day.

Seven percent of the respondents interviewed indicated that they got news through channels like Facebook, Twitter, and WhatsApp, a few times a week.

Overall, nearly 90 percent of Tanzanians believed social media kept the society more informed

When social media became alternate media

The use of internet and social media networks in Tanzania was highest in 2020 compared to previous years.

Social media had become an alternate media, enjoying editorial freedom and championing what Maxence Melo, the founder of Jamii Forums, one of the leading social media networks in Tanzania, called digital rights and freedom of expression.

Talking about his experience in managing the platform, Melo, who is the Executive Director of Jamii Forums, said the 2020 election reportage did put his network ahead of traditional media because it managed to sneak through obstacles and reported all trends, misconducts and alleged irregularities, making them the most



reliable and independent source of news.

“We did what newspapers, radios and television could not dare do when irregularities arose during vote tallying, giving contradicting figures in constituencies. This prompted the government to ban Jamii Forums on Election Day,” said Melo in an interview for this report.

According to Bakari Machumu, The CEO at Mwananchi Communications, digital journalism is more or less the same journalism in a different medium. It is more the act of producing journalism through or for online platforms and audience. For Machumu, the challenge for news organizations has been to understand that readers have evolved and now often prefer to access their news on digital devices. He thinks data driven journalism is a critical component of the new digital ecosystem not only to give readers a better experience, but also to service advertising clients. “Our readers are no longer reliant on the daily delivery of news in the form of a newspaper, they can get the news anytime and anywhere,” says Machumu who heads the leading print media house in the country.

5.1 Does Digital Media Make Money?

Digital disruption has brought about positive and negative challenges to the traditional media when it comes to income generation.

The experience shared across by the media practitioners suggest that income generation by digital platforms is at infancy stage.

Salehe Ali, who is the managing editor at Global Media, the second largest youtube- digital media in Tanzania after Ayo TV, says operating digital media via youtube in Africa is a challenging task, because the amount collected from viewership is peanuts compared to other channels.

The earning is between one and 10 US dollars and one must work tirelessly, to add value to the highly demanding digital content.

Salehe cautions against the myth that having a large number of subscribers is directly linked to the income generated. He says although the number of subscribers adds value to the media outlet, it may not generate income equivalent to that earned previously from selling multiple copies of newspapers.

Nevertheless, the shift to digital publishing has shrunk the space of tradition media, especially newspapers, as witnessed during the



2020 elections where low circulation and advertising sales were reported compared to previously.

Likewise, agenda setting on matters related to elections shifted to social media platforms leaving the legacy media role diminishing for the first time in the history of media in Tanzania.

Less than two months after the elections of 2020 one of the largest media houses in Tanzania, New Habari (2006), the publisher of Mtanzania, Rai, Dimba, Bingwa and The African, stopped the production of all its print publications.

Elsewhere, a number of media houses retrenched staff, citing rising cost of production amid declining revenue.

According to the State of Internet Freedom in Africa (2018) there has been an increase in technological use by media houses and given the growing internet penetration, these media organizations are likely to expand their audiences.

In 2017 and 2018, Tanzania Mainland recorded a gradual increase in citizens' access to ICT. The internet landscape continued to expand alongside growing accessibility to mobile broadband devices, smartphones and other internet-enabled handsets (AMB, 2019).

Report says many journalists not ICT savvy

The AMB (2019) report shows that accessing information via the internet is limited by technology, infrastructure and the cost of data. Even though users pay less than one US dollar for a gigabyte of data, this cost is considered high for most citizens.

To effectively manage the media in today's evolving digital world, journalists and other media workers require digital technology expertise to optimize content discovery, packaging, distribution, and marketing.

The MCT (2019) report shows that many journalists from print, broadcasting and new media platforms lack the requisite expertise.

According to the report, poor expertise undermines ability of print media journalists to maximize the use of technology in improving the quality of their content and adopting online marketing strategies.

Inadequate knowledge is also blamed for failure of some media organizations do multi-media reporting and use technology to reach more readers.



5.2 Fake News

Wikipedia defines fake news as “false or misleading information presented as news.” Fake news may be spread intentionally with malicious aim to damage the reputation of a person or entity, or to cast doubt on credible news. It can also be spread inadvertently.

Disinformation, misinformation and sensationalization are the cousins of fake news, which has been known since 1890s. Politicians and governments have often dismissed information they dislike or want to hide as fake news.

In Tanzania, authorities criminalized publishing of information about the health of former President John Magufuli, when he disappeared from public view at a time when the COVID-19 pandemic was rife. Magufuli had denied its presence and reporting the pandemic was restricted.

On March 15, 2021, The Citizen newspaper reported police crackdown on people who were spreading ‘fake news’ about President Magufuli’s health.

The action came shortly after Prime Minister, Kassim Majaliwa described speculations about the president’s health as fake.

In Kilimanjaro, the police arrested Peter Pius Silayo and Melchior Prosper Shayo for publishing information on social media that some senior government officials were ill. They were charged with violating the Cybercrime Act.

The then Acting Kilimanjaro Regional Police Commander, Ronald Makona, said Silayo (30), a resident of Tegeta in Dar es Salaam, was arrested at Kibaoni, Tarakea in Rombo District as well as Shayo (36), who is a resident of Keni in Rombo District.

The Iringa Acting Regional Police Commander, Rienada Millanzi, said they had arrested Tito Augustino Kiliwa, a resident of Mufindi, for posting on Facebook false information that President Magufuli was ill, alleging that the post evoked public emotions and could cause social disturbance.

“When you talk about the Head of State being ill yet you are not the authorized official, it is a mistake that we must take action against...,” The Citizen quoted the Iringa acting RPC as saying.

The Kinondoni Regional Police Commander, Ramadhani Kingai, reported the arrest of another suspect, Charles Majura (35), a telephone technician, on suspicion of spreading same rumors about



Magufuli's health.

Tanzania: Briefing on attacks against journalists March 2020–July 2021

Journalists play a vital role in ensuring the right to freedom of expression and access to information, which is protected under international human rights law and Tanzania's Constitution. The protection of media freedom becomes even more relevant during a pandemic.

However, changes made to laws and regulations in Tanzania during the first year of COVID-19, violated this fundamental right, putting media freedom and journalists' safety at grave risk, as this briefing shows.

Shortly after COVID-19 hit Tanzania in March 2020, President Magufuli denied its existence and downplayed its risks, as the government stopped updating the public on levels of infections and deaths on 29 April, 2020.

Six weeks later, Magufuli declared that prayers by Tanzanians had eliminated the virus in the country, which restricted press freedom: How could journalists report on a pandemic that the President had declared non-existent?

On 22 May 2020, Prime Minister Kassim Majaliwa issued a directive restricting access to and dissemination of information on COVID-19. Subsequently, only the Health Minister could provide information on the virus, or the Prime Minister himself.

Chilling effect on freedom of expression

The government's policy of denialism during the first year of the pandemic had far-reaching implications for journalists, who could not accurately report on COVID-19 due to lack of reliable information and fear of arrest. This did not go unnoticed by the international community, including the World Health Organization and Reporters Without Borders.

Under international human rights standards, freedom of expression and information cannot be suppressed purely because information is considered false, non-objective, or even deeply offensive.

As the UN Special Rapporteur and other monitors of freedom of expression and opinion pointed out at the start of the pandemic, criminalizing 'false information' related to COVID-19 may merely create distrust in institutional information, delay access to reliable



information and have a chilling effect on freedom of expression.

On 21 March 2020, Prime Minister Kassim Majaliwa directed the Tanzania Communication Regulatory Authority (TCRA) to monitor and apprehend persons disseminating 'fake news' about COVID-19.

On 6 April 2020, Journalist Afrikana Mlay, was arrested in Kilimanjaro region for allegedly spreading 'false information' on social media. In his post, Mlay said Tanzania was hiding the actual number of COVID-19 infections. Police said Mlay's post was likely to "create panic" and undermine state security, echoing the Prime Minister's warning .

In the same week that Mlay was arrested, blogger Awadhi Lugoya was accused of "wrongful use of social media" and arrested for allegedly creating a Facebook account 'Coronavirus Tanzania' to disseminate information, which the Morogoro Regional Police Commander declared "misleading", about the pandemic.

On 30 April 2020, two members of staff of Mwananchi newspaper, Haidary Hakam and Alona Tarimo, were arrested and charged with disseminating 'false' information about COVID-19 victims on WhatsApp.

Online TV suspended for 11 months

A few weeks later the TCRA suspended Mwananchi newspaper's online licence for six months and fined them five million Tanzanian shillings (approx. USD2,155) for allegedly violating the Electronic and Postal Communications (Online Content) Regulations of 2018.

This happened shortly after Mwananchi published a photo of President Magufuli shopping in a crowded area, in an apparent violation of the government's social- distancing rules, which sparked an online discussion about Tanzania's approach to COVID-19. The authorities claimed the photo was taken prior to the pandemic, while Mwananchi quickly took it down and apologized

On 10 July 2020, Kwanza Online TV's licence was suspended for 11 months for sharing a health alert on Instagram, issued by the US Embassy, warning that Tanzania's COVID-19 cases were rising.

Joseph Mapunda, Vice-Chairman of the TCRA's Content Committee, told journalists that Kwanza Online TV had published an unbalanced story that was designed to cause panic and harm the country's economy.



"Our right to be heard was not respected as we were given less than 24 hours to respond to the initial summons ... We would like to emphasize that Kwanza TV is not guilty of any offense," said the Online TV in a public statement.

On 26 April 2020, Star Media, Multichoice Tanzania and Azam Digital Broadcast were fined five million shillings (approx. USD 2,200) each for allegedly flouting the rules on COVID-19 communication.

The stations had aired content from Kenya's Citizen TV that described President Magufuli as "stubborn" for refusing to impose a lockdown.

The stations were also compelled to broadcast an apology to President Magufuli for seven consecutive days. Citizen TV and Radio were asked to broadcast a similar apology.

On 11 August 2020, the TCRA introduced new rules forcing local media stations to seek government approval before broadcasting foreign content.

Press-freedom activists and opposition politicians protested against the rules, which they saw as an attempt to prevent Tanzanians from receiving any information whatsoever about COVID-19, calling the measures a clumsy attempt to suppress critical voices and independent information before the 2020 General Election in Tanzania, and "a far-reaching form of state censorship."

5.3 Recommendations

The Government of Tanzania should:

- a) Interrogate the laws and regulations constricting press freedom and right to information and ensure compliance with the country's international human rights obligations.
- b) Remove all provisions in laws criminalizing 'false information' and ensure all legislation conform with international standards on freedom of expression.
- c) In line with ARTICLE 19's previous recommendation, repeal the Electronic and Postal Communications (Online Content) Regulations in their entirety, and ensure the draft amended Regulations 2021 are not adopted.
- d) Implement policies that promote the work of journalists



and recognize their legitimacy and right to safety.

- e) Investigate all reports of human rights violations against journalists and bring the perpetrators, including law-enforcement officers, to justice.

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CHAPTER SIX

MEDIA TRAINING AND PROFESSIONALISM

6.0 Introduction

Training is essential to equip journalists with knowledge and skills with which to practice professionally, effectively and efficiently. However, it has been claimed that journalism training institutions in Tanzania produce half-baked graduands, who fail to deliver quality work. Media stakeholders have over the years urged colleges to overhaul the journalism training curriculum to give products that meet market demand. However, during the period under review the problem of poor training persisted and could be getting worse.

6.1 From basic to diploma level training

There are many tertiary journalism training institutions across Tanzania offering from three months to two-year courses. We interviewed tutors from six colleges and Mass Communication PhD candidates at St Augustine University in Mwanza, for their views on journalism education.

Journalism training at certificate and diploma levels in Tanzania is regulated by National Council for Technical and Vocational Education and Training (NACVET).

What tutors and students had to say

The University of Dodoma (UDOM) offered a Diploma course in journalism, which they phased out in 2019/2020 academic year, to replace it with an undergraduate programme. A tutor who taught the diploma course, said the Competence Based Education Training (CBET) approach, which includes practical field attachment, can only work when there is close cooperation between the tutors and supervising editors, to ensure that students do their practical work to acquire skills.

According to the Tutor, during the first semester of the second-year students were subjected to intensive practical work and less theory on journalism while the second semester was devoted to internship. She noted that during field training tutors made close follow up of



their students and the supervising editors were very cooperative to ensure that the students did their practicals. "As a tutor I was satisfied that we produced quality journalists but it is up to the media houses, referred here as "kitaa", to judge the practical ability of our students," she said.

The tutor admitted that inadequate training equipment and the large number of students per intake was a big challenge to effective training. This shortcoming forced most students to do their class practical work outside the University, in the stationary shops and internet cafes, running the risk of plagiarism.

Her claim was supported by an assistant lecturer at SAUT- Mwanza, who said she had given students practical assignment to prepare advertising logo but one student downloaded it from the computer and submitted as his origin work. "Unfortunately, he forgot to edit certain details in the original logo," she quipped.

A former Dar es Salaam School of Journalism (DSJ) student, said the method using practical training was good, but echoed the concern that it was undermined by the high ratio of students against training equipment. He also pointed out that most colleges used outdated training equipment while media houses employed latest technology, which the graduates took time to adapt to. "For example, most journalism colleges use small studio mixers of four to six pot but media houses have big mixers of 15 pot and above. Just the huge size of the mixer makes you wonder where to start operating it," he explained.

A senior academician from School of Journalism and Mass Communication (SJMC) at the University of Dar es Salaam said many tutors using the CBET curricula were not familiar with the "means" assessment criteria and their benchmarking. He urged NACVET and MCT to conduct regular seminars for those teaching journalism using the curricula.

6.2 Journalism training at university level

University level training is supervised and monitored by the Tanzania Commission for Universities (TCU), which was established in 2005 to succeed the Higher Education Accreditation Council (HEAC). TCU approves, and accredits Universities operating in Tanzania, and their teaching programmes.

There are now six universities offering journalism training in Tanzania



Mainland. They are University of Dodoma, University of Iringa, St Augustine University of Tanzania, University of Dar es Salaam, Tumaini University Dar es Salaam College (TUDACO) and Open University of Tanzania.

The University of Dodoma started a Bachelor of Arts degree in Journalism and Public Relations during 2021/2022 academic year, while the Department of Mass Communication at TUDARCO was established in May 2006.

St. Augustine University of Tanzania (SAUT), offers Bachelor of Arts in Journalism and Mass Communication and Bachelor of Arts in Public Relations and Advertising at its main campus in Mwanza. It offers Master of Arts in Mass Communication and PhD in Mass Communication at its main campus and Centre for Postgraduate Studies in Dar es Salaam.

The SJMC is a teaching and research school of the University of Dar es Salaam (UDSM). It started in 1975 as government-run Tanzania School of Journalism, offering a two-year Diploma. It was integrated into the UDSM in 2002 to teach Bachelor degree programmes in Journalism, Mass Communication, and Public Relations and Advertising.

The Open University of Tanzania's Department of Media Studies offers undergraduate degree programmes in journalism and mass communication, and Master of Arts in Mass Communication.

Comments from students, lecturers and editors

Media houses are complaining that graduates of Journalism and Mass Communication from local universities are poorly trained and can't write credible news stories, news analysis and features or produce good Tv/radio programmes and news bulletins.

Interviewed journalists and academicians concur that large student intake against insufficient facilities undermines practical training in journalism skills.

Our research revealed that one university teaching undergraduate course in Mass Communication admitted 130 first year students for the 2022/23 academic year. Another university has 533 students pursuing a Bachelor of Arts in Mass Communication, whereby 213 are in first year, 169 second year and 151 in third year. An assistant lecturer at one of the Universities said she has 80 students in her Broadcasting News Writing class while another lecturer said he has a class of 150 students because he combines the departments of



journalism and public relations and advertising.

The academicians said instead of using lectures as a method of teaching, they divide the students into small groups to enable each of them have practical training. However, other academicians opposed the group work method, saying some of the group members may not participate in the practical training but still get marks.

Most of the interviewees were of the opinion that journalism institutions were more into theory than practical training. Consequently, students graduate with paper qualification but without professional skills. The interviewees opined that the institutions enrolled many students because they were interested in money, not effective practical training to meet market requirements.

PhD holders who never worked in a newsroom

It was also reported that some of the students joining journalism courses, especially at university level lack passion for the profession because they are either forced into it by the TCU system of allocating applicants to courses or just want to get a degree, hoping it will help them get a job. It was argued that such students enrolled into the course to get certificates, not to become journalists.

The study further revealed that some government communication officers joined post graduate journalism programmes without undergraduate background, having studied other disciplines like linguistics or international relations. "These officers have not done journalism training even at certificate level, yet upon their graduation they practice journalism. No wonder they fail to write even a simple news story," remarked one lecturer.

Lack of media experience among lecturers was cited as another cause of poor journalism college products. It was argued that paper qualification, not practical experience in journalism, was required of lecturers, with many PhD holders having only the three-month internship they did during undergraduate studies to show. Some worked briefly with FM stations while others have never seen the inside of a newsroom.

"Students are being taught by lecturers with good PhDs but who have never worked in a newsroom or media institution. So, it is wrong to blame journalists groomed under such circumstances," said one senior journalist.



Most students only want paper qualification

Members of the SAUT PhD class admitted that experience matters for academicians but pointed out that even experienced journalists had failed to deliver because of reluctance of the students to do intensive practical assignments that would have given them the needed journalistic skills.

They gave an example of one academician with long working experience with the Daily News, who was keen to impart journalism skills to the students but they did not take their practical assignments seriously and hence frustrated him. The PhD candidates argued that most of the students are lazy and all they want is the paper qualification.

In the past, journalism was taught as the mainstream course. Mass Communication, Public Relations and Advertising were taught as topics within the journalism curricula. Currently these courses are taught separately.

An example was given of an assistant lecturer who did her undergraduate studies in Public Relations and Advertising and then pursued Master of Arts in Mass Communication but admitted she had no single news story or feature article to her name.

6.3 Sustainability of journalism training institutions

Interviewees from journalism colleges complained about the high rent for premises housing the institutions. One interviewee said they paid three million shillings per month for college premises that were later disqualified by NACVET as unfit for a training institution. Another interviewee said they were paying an annual rent of five million shillings. The interviewee said her college's annual budget was about 100 million shillings, raised mainly from tuition fees, while its expenditure was 97 million shillings. However, they are not getting many students, which speaks volumes about their sustainability.

Many such colleges don't have qualified full time tutors and those that do have no means to retain them. Therefore, they rely on part time tutors who, according to one respondent, are "very problematic. They regularly miss classes."

The part-time tutors would withhold examination results if their payment was delayed, he said.



6.4 Key ethical events in 2020 – 2021

Some of the incidents listed as press freedom violations during the period under review, which totaled 41, may carry some ethical connotations. Below is a sample of such incidents:

Three online journalists based in Njombe, Posper Mfugale, Ibrahim Godfrey Mlele and Dickson Kanyiba were arrested by police on February 29 and held for five days before being arraigned before the Resident Magistrates' Court in Njombe, charged with providing online content without valid licence. However, the republic withdrew the case on the following day.

Azam TV journalist, identified only as Ramadhani, was arrested by police in Arusha on March 23, 2020 for attempting to enter restricted Themis Valley Hotel, where Tanzania's first COVID-19 suspect was quarantined. He was later released by the Arusha Regional Police Commander after interrogation and allowed to pursue his story.

The Arusha Press Club Chairperson, Claud Gwandu was arrested by police on April 30, 2020 over a press conference on worsening state of COVID-19 in Arusha, addressed by advocate Albert Msando, which Gwandu attended. Msando claimed that coronavirus infection in Arusha was very high and urged journalists "to tell the truth." Authorities in Arusha were not happy with the statement and arrested Advocate Msando and Gwandu.

Arrested for sharing information on Covid deaths

Two Mwananchi newspaper staff, Haidary Hakim and Alona Tarimo, were arrested on May 1, 2020 were arrested by police for allegedly sharing misleading information on WhatsApp group to the effect that two people had died from COVID-19 in Kinondoni District, Dar es Salaam.

A newspaper reporter, Angella Kiwia, was arraigned at the Kisumu Resident Magistrates' Court in Dar es Salaam on May 11, 2020 charged with four counts of economic crimes, including money laundering and kidnapping. The reporter was also accused of organized crime and threatening to kill for the purpose of obtaining money. Money laundering charges are not bailable under the Tanzanian criminal law.

Two Kenyan journalists from Elimu TV, cameraman Clinton Kimbu and reporter Kaleria Shadrack were on May 10 arrested in Longido, northern Tanzania on allegations of entering and conducting business in the country illegally. It was claimed that the two



television journalists were conducting interviews on the state of COVID-19 in Tanzania. They were arraigned in court in Arusha where they pleaded guilty, paid fines and got released. They were handed to the Immigration Department and sent to the border so that they could return to Kenya.

A journalist working for Raia Mwema newspaper, Mary Victor was on June 1, 2020 released on bail after being held by police in Dar es Salaam for 13 days. She was arrested at Kinyerezi in Dar es Salaam on May 19, 2020 for allegedly publishing on office WhatsApp group, a video clip showing quarantined COVID-19 patients escaping from an isolation centre at Amana Hospital in Dar es Salaam. The police interrogated the journalist for publishing information said to be false and from unverified sources. Mary Victor was made to report to the central Police Station on daily basis.

Apprehended for running unlicensed YouTube channel

On April 6, 2020 police arrested two online journalists, Jabir Johson and Tumsifu Kombe who work with Kilimanjaro FM Radio and Moshi FM, respectively, for allegedly operating an unregistered YouTube channel called News 8TV. They were released on bail.

A reporter with GSENGO TV, Albert George Singo on April 23, 2020 appeared before the Mwanza Resident Magistrates' Court charged with providing online content services without license. He was released on bail, but was summoned to Mwanza Central Police Station on April 1, 2020, where he was detained, interrogated and told to report back several times.

On February 29, 2020 police assaulted Janeth Joseph of Mwananchi newspaper and Elia Peter of Global TV while they were covering public meeting addressed by opposition CHADEMA chairman Freeman Mbowe at Nkoromo grounds, Hai District in Kilimanjaro region. The journalist was taking pictures as police were forcing Mbowe to get in his car and drive to the police station, accusing him of making a seditious speech. The journalist was beaten up and her mobile phone confiscated. She later went to Bomang'ombe Police station to get Police Form No. 3 to go to hospital. After treatment she went back to the same Police Post to file a case but the police officer on duty refused to record her statement until the Regional Police Commander intervened.



6.5 Professionalism

Veteran journalist Said Nguba asserts that the quality of journalism as a profession virtually vanished when media outlets that mushroomed after political reforms in the early 1990s failed to invest in training and went for cheap labour. Joseph Mapunda, another veteran, maintains that most media houses operate without trained journalists and as a result professional standards and ethics are highly compromised. During the period under review there were cases of violation of professional ethics by newspapers and electronic media, especially the FM stations.

One newspaper published a photograph, found to be in bad taste, showing little Derick Kihumbi, who was diagnosed with cancer. The editor's idea was apparently to fundraise for the boy's treatment abroad, but it was wrong to exhibit the patient's condition in graphic detail.

There were also cases of unethical exposure of the identity of victims of sexual violence, especially women and children.

For example, Nipashe newspaper of August 30, 2021 published a story titled "'M'biashara mbaroni tuhuma kutorosha wanafunzi." The story was about a businessman suspected to be responsible for mysterious disappearance of school girls. Although the story withheld the victim's identity, her father was named, which gave away a glaring clue.

Twenty-eight headlines of the monitored stories condemned suspects as criminals even before they were brought before the court of law, which is unethical. For example, HabariLeo newspaper of September 6, 2021 on page 3 had a story with the headline "Askari magereza mbaroni kwa ubakaji." (Prison warden arrested for rape). The headline and the body of the story were at variance. Mwananchi newspaper of January 12, 2021 on page 6 had a story about a person in police custody over theft of a baby. While no court had convicted the person, the headline was judgmental and conclusive "Kizimbani kwa wizi wa mtoto." (In court for stealing child). The Guardian of September 30, 2021 reported on page 3 "Police kill three armed bandits in gun battle in Kasulu District" It was not officially/legally confirmed that the victims were bandits.

Joseph Mapunda observed that most stories published in local newspapers do not appear to have gone through the sharp eyes and capable hands of experienced editors. Caroline Chale



lamented that the gate-keeping theory of mass communication was not applied in journalism practice, adding that unprofessional and incompetent editors failed to filter unethical news to the detriment of the profession.

The quality of both Kiswahili and English used in the media was also questioned by some respondents. The then deputy editor of Daily News, Gabby Mgaya, railed at journalists for poor command of the two languages. "We now have journalism graduates who cannot even write application letters in intelligible English and Kiswahili," he lamented.

DJ broadcasters, station managers

A senior programme officer with TBC pointed out that there were now DJ broadcasters, studio or even station managers. A senior lecturer at SJMC observed that some FM radio presenters make jokes that were "unpalatable in the ears of sane people."

A retired RTD senior broadcaster criticized presenters who personalized radio programmes with self-promoting jingles and even discussed personal and family issues over the air.

On the other hand, some newspapers observed the ethical principle of apologizing for errors. For example, The Guardian of October 12, 2021 published an apology on the front page for misquoting President Samia in a speech she gave in Dodoma.

Uhuru newspaper apologized on front page for misquoting President Samia as saying during an interview with the BBC, that she won't run for election in 2025. The apology was demanded by authorities, which suspended the CCM publication for 14 days for the goof.

On January 6, 2021 Mwananchi published an apology on page two, for publishing the picture of the Permanent Secretary in the foreign affairs ministry, Brigadier General Willbert Ibuge, with a caption identifying him as Brigadier General Francis Mbindi.

6.6 Current media ethics debate

The "brown envelope" malaise and citizen journalism dominated ethics debates during the period under review. Beatrice Bandawe is of the opinion that the infamous brown envelope has damaged the reputation of journalism in the country while Jesse Kwayu believes it has killed journalism. Worst of all, it is alleged that some newsrooms run a syndicate of reporters and their editors to perpetrate the vice.



A senior lecturer from SJMC said that usually “big source” would call an editor about a planned news conference and ask the editor to send a reporter, reassuring him: “Your envelope is there.” According to the lecturer, the editor will assign his “favourite reporter” (kijana wake), and wait for his “share.” Saidi Nguba muses that in some cases the “brown envelope” has advanced to “brown leather bag,” in terms of the amount of money changing hands.

However, some journalists argue that the brown envelope is a welcome facilitation, not corruption, to journalists, who work under difficult conditions. “Brown envelope is a token for fast transport back to the newsroom to beat the deadline for submission of stories,” a young reporter retorted.

Journalists argue that the brown envelope was introduced by public and private institutions, and non-governmental organisations as a token to journalists to write positive or promotional stories. Consequently, most journalists demand “brown envelope” whenever they attend a press conference.

Public Relations Officers confide that journalists tell them point blank to give the brown envelope, or risk non publication of their stories. One PRO recalls how she was given total blackout for withholding the envelope, and incurred the wrath of her boss. Since then she is giving brown envelopes as a routine. Another PRO, who is experienced in journalism, says she discouraged brown envelope on ethical grounds, but her boss insisted that journalists coming to his press conference must be given “their envelopes.”

Is ‘brown envelope’ incentive or bribe?

The issue of brown envelopes was thoroughly discussed at a public hearing organized by MCT in September 2011. Yet, over a decade later, the problem persists and is, perhaps, getting worse. Is brown envelope an incentive to journalists or corruption? Who started it and who is perpetuating it: journalists or Public Relations Officers? Since it is now deeply entrenched in our journalism practice, should it be allowed to continue as a normal practice or be banned? How?

Citizen journalism has been defined as journalism practice whereby ordinary citizens without even the basic knowledge of journalism ethical principles, use their smartphones to take pictures and post them in the social media. A lecturer at the Open University of Tanzania, regretted that citizen journalism has lately become “very unethical” and called for restraint. “Pornography is now the order



of the day in the social media as a result of citizen journalism," she claimed, adding that the negative impact of pornography clips on the society, and children specifically, was enormous.

Beside pornography and other stuff of bad taste, social media are also accused of spreading defamatory information, fake news, disinformation, plagiarism etc. What should be done to successfully regulate citizen journalism? Are laws effective means to domesticate citizen journalism?

6.7 Conclusion

Journalism training system in the country leaves a lot to be desired. It is high time media stakeholders came to the rescue lest colleges continue to produce half-baked journalists instead of competent and efficient professionals, who match the market requirements.

6.8 Recommendations

MCT, media stakeholders and journalism training institutions should resolve the shortcomings bedeviling journalism professional training. Journalism tutors should be familiarized with the competence-based training curricula, (CBET), to obtain best results at tertiary colleges.

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Telephonic interviews and face-to-face interviews with journalists, academicians and other stakeholders

4.1



CHAPTER SEVEN

MEDIA COVERAGE OF 2020 GENERAL ELECTIONS AND THE COVID-19 PANDEMIC

7.0 Introduction

The print and electronic mainstream media as well as social media and community radio, did extensive coverage of the 2020 General Election, despite the many shortcomings they encountered. The COVID-19 pandemic made the job difficult for journalists, who had to change tactics to meet the challenge, thereby limiting their reach and efficiency.

Role of the media during 2020 General Election

Media play an important role in creating conditions for free and fair elections. They inform and educate the people on the electoral process and the issues involved in election campaign to help them make informed decision on who to vote for.

Katunzi and Spurk summarized that during elections, the media are the public educator; campaign platform and forum for debate; and watchdog. They provide information to empower the electorate to vote wisely, become platform for dialogues between candidates and citizens; and watches the election closely to ensure it is free and fair.

Media Code of Conduct for the 2020 General Election

Journalists in Tanzania are guided in their daily professional practice by Codes of Ethics for Media Professionals 2016 and 2020 editions prepared by the Media Council of Tanzania in collaboration with other media stakeholders. MCT also issued specific Codes of Conduct for the 2020 General Election reporting.

The codes obliged journalists to seek the truth and report it precisely and soberly; with accuracy, fairness, impartiality and covering all sides.

They emphasize separation of fact and comment; that journalists should resist any form of manipulation; media owners and managers



to promote fair election coverage; media to refrain from covering hate speech or utterances; and non-discrimination of disadvantaged or marginalized people and groups.

Adherence to the Code of Conduct was voluntary, hence there were no penalties for non-compliance. However, having this Media Code of Conduct was a sign of commitment to professionalism during the 2020 election coverage.

Role of media regulators in 2020 General Election

Although the MCT Codes were not legally binding, self-regulation by the Council and, to some extent, the Tanzania Editors' Forum (TEF), contributed considerably to guidance of the media in coverage of the General Election. This complemented the work of statutory regulators.

For example, when Radio Free Africa aired an interview with CHADEMA presidential candidate in Amka na BBC programme, TCRA accused the station of violating the Electronic and Postal Communications (Online Content) Regulations. TCRA also suspended some of the local FM stations, and Mwananchi online for allegedly breaching the same law, and banned Clouds TV and Clouds FM Radio for allegedly violating the electoral code by announcing statistics that had not been endorsed by National Electoral Commission. The statutory regulator suspended Mwananchi online and fined them five million shillings for allegedly publishing "misleading information that caused confusion in society."

MCT, as media self-regulator in Tanzania warned journalists in July 2020 to refrain from taking bribes from politicians or any person to publish election news. The MCT's warning was prompted by a report that an unnamed editor from a state-owned newspaper was being investigated by PCCB on bribery allegations.

TEF successfully mediated the stand-off between state-owned Tanzania Broadcasting Corporation (TBC) and CHADEMA. The opposition party reportedly barred TBC crew from reporting its campaign meeting in Mbagala in a manner that haunted CHADEMA throughout the electoral process. TEF was instrumental in giving advice and mediating between the media and other stakeholders.

Analysis of media coverage of 2020 General Election

REDET analysed nine newspapers, three radio stations, four TV stations, six community radios and three online media.



Katunzi and Spurk assessed 33 media outlets that included 14 newspapers, 14 radio stations and five television stations in Tanzania mainland. We used quantitative data generated by REDET and Katunzi and Spurk. However, we have added value to this data by including qualitative data generated from interviews with journalists, some of who covered the 2020 General Election, and the six PhD candidates in Mass Communication at SAUT main campus in Mwanza.

The findings of the two studies show that there was unequal coverage of the 2020 election candidates. For example, CCM presidential and parliamentary candidates received more coverage than their counterparts from the opposition. Katunzi and Spurt assert that CCM presidential candidate John Magufuli received 70 percent coverage followed by CHADEMA presidential candidate, Tundu Lissu (35 percent) while ACT-Wazalendo candidate, Bernard Kamillius Membe got nine percent and CUF candidate, Ibrahim Lipumba settled for four percent.

A senior journalist who covered the elections for a private media house said that the government had created an adverse environment that limited editorial freedom. "The ban of media outlets, revocation of licences, assaults and arrests of journalists intimidated us not to cover the elections freely," he claimed. Another senior journalist from a private television station alleged that during the elections, mainstream media were forced to join an online link which showed every public activity of the CCM presidential candidate. A senior journalist in Mwanza asserted that opposition parties did not invite journalists to source news from their leaders.

REDET reported that the election coverage was urban-oriented except for community radios, whose coverage was rural-based. Members of the PhD class unanimously agreed with the REDET findings. One of them, who is a practicing journalist, affirmed that private media had no financial capacity to facilitate reporters to cover the elections in the rural areas. They relied on freelancers, who had no means to move around.

He was supported by another respondent, who said most media houses were urban-based and those with reliable freelancers did not go beyond the regional level. "They don't have transport to go to districts," she said. Another journalist from a private media house in Dar es Salaam maintained that "information is no longer a service but



a commodity. We need money to service the industry.” He argued that news from rural areas does not interest the urban readers who have the money to buy newspapers.

REDET observed that community radio did more coverage of local government leaders and politicians found in their locality than national candidates.

Bakwata sheikh campaigns for Magufuli

Katunzi and Spurk identified 31 topics that were covered during the election campaign. They categorized them as politics; development; economic; culture/media; and contentious issues. Elections took the lion’s share of the coverage with 67 percent while the second placed topic, infrastructure and telecommunications, got a distant six percent.

Interviewed journalists observed that the National Electoral Commission (NEC) was a proactive news source during the electoral process and the media reported to its whims, giving wide publicity to its statements, news conferences and other activities.

The NEC also used the media to dispel criticism of its management of the electoral process and placed several paid advertisements in newspapers.

A senior communication officer with the Commission said the good coverage they received was the result of a strategic communication policy, which was applied effectively.

In addition to using journalists, NEC communication officers also wrote news stories and feature articles that were availed to the media. They also posted the news and information to six social media networks.

For the first time the Commission opened a Media Centre equipped with modern communication facilities that were made accessible to reporters, especially during the announcement of election results. “It was not accidental: We planned to be a pro-active news source,” the senior communication officer said.

Politicians running for the presidential and parliamentary elections were the sources of most of the political news stories through their campaigns. Non-political sources included senior officials of the Police Force and Government officials, Non-Governmental Organisations and religious leaders.

For example, the National Muslim Council (BAKWATA) Dar es



Salaam region Sheikh, Alhad Mussa Salum, campaigned for the CCM presidential candidate, John Magufuli, at the Benjamin Mkapa Stadium in Dar es Salaam on October 9, 2020. CHADEMA presidential candidate, Tundu Lissu and Bishop Emmaus Mwamakula of the Moravian Revival Church in Tanzania held several campaign rallies together.

Opposition receives low, negative election coverage

The international community was another news source as visiting foreign dignitaries made headlines in the local media. For example, envoys from the European Union, the US, Kenya and Mozambique met the CMM Secretary General separately and their comments on the elections made news in the print and electronic media.

However, voices of the ordinary people received minimal coverage. Katunzi and Spurk noted that the ordinary people received only 20 percent coverage out of all the news stories analysed. According to the two researchers, ordinary people were largely covered when reacting to campaign speeches of election candidates, who spoke about politics rather than the concerns of the common people.

Even when the ordinary people initiated discussion on their issues of concern, the media coverage was minimal. Likewise, women were sparsely covered. There were two female presidential candidates and 293 female parliamentary candidates. Katunzi and Spurk concluded that the female voices received only 20 percent of total coverage. A woman academician at SAUT said this reflected male chauvinism.

Nineteen political parties participated in the 2020 General Election and each of them fielded parliamentary candidates while 16 had presidential candidates. The two female presidential candidates, Queen Sendiga of Alliance for Democratic Change (ADC) and Cecilia Mmanga of Demokrasia Makini (Makini) received five and 3 three percent, respectively, of campaign coverage.

State-owned print media were biased against opposition political parties, especially CHADEMA and ACT-Wazalendo. The minimal coverage they were given was also negative. The state media also elevated some of the minority parties out of proportion.

A senior journalist with a private newspaper said that the opposition received low and negative coverage because the government of the day was comprehensively against them and could have influenced that. She said the media were afraid of reprisal from the government had they covered the opposition positively. Respondents concurred



that the bias was influenced by the tense political environment.

Political advertorials were common in print media

Journalists interviewed in Dar es Salaam and Mwanza agreed with REDET that the print media didn't do any tangible critical analysis of election issues. They attributed this to lack of analytical skills among the journalists.

Veteran journalists, Joseph Mapunda and Saidi Nguba said journalists had become more of "conveyor belts" than analysts of issues in news. Nguba was critical of the tendency of some journalists to merely echo what politicians and professionals said like loud speakers or "His Master's Voice."

Mapunda said journalists did only straight reporting of events from speeches and handouts but they rarely engaged in analytical presentation of facts and figures on an issue. REDET observes that critical analysis was a rare commodity during the 2020 election coverage, adding that this denied the electorate opportunity to understand the issues involved and vote wisely.

Political advertorials were a common feature in the print media throughout the electoral process. Muggo and Gunze defined advertorials as the production of materials on behalf of a client to appear in a publication as if it is part of routine materials in the page on which it is published.

Government ministries, departments, agencies and public companies ran full page advertorials on their performance in the last five years. This was a silent campaign for the ruling party and its presidential and parliamentary candidates because it reminded the electorate of the government achievements.

Print media also published Election Manifestos of the ruling party and the major opposition parties. This helped the electorate to know the development agenda of each political party.

Most journalists interviewed in Dar es Salaam confirmed that there was high degree of self-censorship during the election coverage. According to Katunzi and Spurk the Press Freedom Index of Reporters Without Borders shows that Tanzania's ranking dropped 53 positions in five years from 71st in 2016 to 124th out of 180 countries in 2020.

The Legal and Human Rights Centre (LHRC) and Tanzania Civil Society Consortium for Election Observation (TCCEO) acknowledged



that electronic media also played an important role in covering the election campaigns through special news editions, interviews with the main presidential candidates, debates with parliamentary and councillor-ship candidates, and interactive programs on television and radio.

Observers' Reports

The government invited local and foreign observers to monitor the elections. Their reports included the performance of the media.

Tanzania Elections Watch (TEW), a civil society organization from the Eastern African region wrote "Sanctions against the media imposed by the Tanzania Communication Regulatory Authority (TCRA) instituted a censorship regime that prevented the provision of balance and accurate reportage of the 2000 elections.

Restrictions on mainstream media forced citizens to fall back on social media as a forum for self-expression- with the attendant perils of disinformation, propaganda and unverifiable claims. TCRA imposed an Internet shutdown on the eve of the elections as well as on Election Day, which gravely hampered communication and access for information."

The Electoral Institute for Sustainable Democracy in Africa (EISA) observed "the mission notes the efforts by the TCRA to convene weekly meetings with media houses and journalists. The meetings provided a platform for the regulator and media to analyse the media landscape and deliberate on adherence to the media code of conduct and any change thereof."

The African Union (AU) in its final report wrote "The Electoral Code of Conduct provides for the use of state-owned media to provide equitable coverage for all competing political parties to fairly disseminate information to their respective constituents.

Airtel, Vodacom shut down Services before Election Day

Stakeholders consulted expressed concern over the inequitable access to the public media by opposition political parties, in spite of the law providing for free coverage for all presidential candidates.

The stakeholders also expressed concern over the enactment of numbers of legislations perceived to undermine the independent media." The report cited Cybercrime Act 2015, Statistics Act 2015, Electronic and Postal Communications Act 2018 and Media Services Act 2016 as among the legislations that undermined the independence of media.



In its pre-election assessment EISA reported, "The mission was informed that the government was using these legal provisions to suspend or ban journalists and media houses. The net effect of this has been self-censorship by the media for fear of being banned.

This has negatively affected the quantity and quality of information disseminated by the various media houses to the detriment of citizens. It was further reported that media coverage towards 2020 had been imbalanced. Most coverage has been towards the development projects."

The Carter Center (CC) wrote, "Numerous fines and bans were imposed upon media houses, journalists and social media users for what the government alleges was the spreading of misleading information on COVID-19. That was criticized by the opposition (parties) that argued the real reason may be was to stifle opposition to official COVID-19 position."

The French Institute of International Relations (FIIR) noted "Throughout the campaign social media and especially TWITTER were an important communication tool for opposition members and the intellectual diaspora to share views, express criticism and to hold online meetings. Yet only a few days before the Election Day the main telecommunication operators Airtel and Vocadom Tanzania reportedly shut down their services temporarily and text messages containing the names of opposition leaders were blocked."

African Centre for Strategic Studies (ACSS) wrote, "draconian cybercrime laws, intimidation of journalists and the silencing of opposition newspapers and bloggers caused Tanzania to drop (over) 40 places on the Reporters Without Borders annual Press Freedom Index." Centre for Strategic and International Studies (CSIS) noted, "The Tanzania Communication Regulatory Authority has fined 10 media outlets and temporarily suspended programming of at least six media channels this year. Self-censorship has set in following repeated measures to silence reporters."

"In a huge blow to press freedom, in August the TCRA ordered that all local media outlets apply for a separate license before partnering with or broadcasting content from foreign media programs. TCRA also insisted that a government or TCRA representative accompany foreign nationals in any working or business-related engagements with Tanzanian broadcasters.

"Later in August, the TCRA ordered two privately owned media



stations to briefly freeze programming and issue an apology after both stations announced parliamentary candidates' results before verifying the information with TCRA."

Nigel Walker and Tim Robinson in their report to the British House of Commons wrote, "The media faced additional restrictions, with rules introduced in August requiring foreign journalists to be chaperoned on assignments by a government official, and Tanzanian broadcasters having to seek permission to air content produced by foreign media.

Internet restrictions- including the blocking of many social media and messaging platforms- were put in place in the days leading to the elections- related content was restricted."

6.1 **Online and social media in 2020 general elections**

Social media was used as forum for information exchange during the 2020 elections. REDET acknowledged that Facebook rolled out a program to reduce the spread of misinformation while supporting civil engagement. The network entered into partnership with Pesa Check, an independent fact-checking organization in Tanzania, to review and rate the accuracy of content shared on Facebook and Instagram.

Facebook also launched Election Day reminder in their news-feed in the run-up to the elections as part of its civic engagement campaign. REDET credits Facebook for the "media literacy campaign" to empower people in deciding what to read and share. However, individuals interested in placing political adverts on the platform had to undergo a verification process to prove their identity and residence in Tanzania.

Impact of Covid-19 pandemic on media operations during 2020 General Election

The suspension of regular government reporting on the state of the COVID-19 pandemic, which was first reported in the country on March 15, 2020, and the subsequent declaration by President John Magufuli on June 8, 2020 that the virus had been eliminated in Tanzania, resulted in public confusion.

Health measures imposed in March, including social distancing, restriction on public gatherings, hand washing and wearing face masks; whose enforcement had been wanting, were relaxed and gradually abandoned, although it was an open secret that COVID-19 was still prevalent.



With the general elections approaching, the challenge for the media was how to operate in a COVID- infested landscape and how to report on a pandemic that was officially non-existent.

Following President Magufuli's stance that the elections would take place amid COVID-19 pandemic, the National Electoral Commission continued with preparations, including registration of voters, but people were instructed to observe health instructions on COVID prevention. NEC increased the number of polling stations to reduce congestion during polling.

Sampled journalists said that Covid-19 impacted on media operations. A senior journalist with UHURU Radio said that the pandemic delayed the dispatching of reporters to assignments upcountry for lack of transport. He said they were avoiding crowded public transport for fear of contracting COVID-19 and did not have reliable company vehicles to do the trips.

They were forced to use small office cars which ferried few reporters in turns, and this raised operational costs, he said.

Freelance journalists' output and income slumped

The respondents said the radio station relied heavily on monitoring signals from Channel Ten TV to make up for the shortfall in own programming, which was technically problematic. Some newsroom staff showed symptoms of the virus and were ordered not to report for duty. The office had to incur extra cost to buy sanitizers, gloves and masks. Visitors were not allowed in the newsroom hence the station missed news sources. Reporters used telephone to conduct interviews with news sources.

A veteran journalist with Tanzania Standard Newspapers said that Covid-19 forced them to suspend post-mortem meetings. He explained that staff of each of their newspapers held post-mortem meeting every morning except on Tuesday when all editorial staff and workers from other departments held a joint post-mortem. He said that reporters avoided crowded events, especially those in areas where the pandemic was reported. Some of the staff operated from home.

A senior journalist from a print media outlet in Mwanza said most journalists operated cautiously for fear of contracting the virus because people did not observe protective measures. The carefree attitude worsened after President Magufuli announced that the pandemic has been eradicated in the country. "Journalists



were afraid to risk their lives by going to campaign rallies," said the journalist.

A Regional Bureau Chief of a mainstream media outlet in Arusha said about 90 percent of journalists in the northern region are freelancers, and the pandemic restricted their movement, putting them in a vicious circle, considering they are paid per story. Their output slumped and so did their income, restricting their ability to buy Covid-19 protective gear and travel around.

Generally, the respondents said the presence of Covid-19 throughout the electoral process limited their coverage of the elections.

The situation was compounded by fines and bans imposed on media outlets, as well as harassment and arrests of journalists and social media users for what the government alleged was the spreading of misleading information on Covid-19.

7.2 Conclusion

The COVID-19 pandemic greatly affected media coverage of the 2020 General Election. Nevertheless, media houses and journalists gave their all to do an impressive coverage, despite the existence of the pandemic and other impediments, including harsh economic and political environment.

7.3 Recommendation

The Government and media stakeholders should put in place a mechanism to facilitate the work of journalists covering a national event like General Election during a pandemic, as was the case with COVID-19.

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**STATE OF
THE MEDIA
IN ZANZIBAR
2020–2021**



Introduction

The State of the Media in Zanzibar Report for 2020-2021 examines the landscape on which the print, electronic and new media operate; interrogating the political, economic and legal framework governing the government and privately-owned media.

The report gives a general picture of the media performance in Zanzibar, which is a semi-autonomous part of Tanzania, and highlights the professional and non-professional challenges confronting them. The report reviews a two-year period during which the 2020 General Election, that brought in Zanzibar's 8th phase government, were held.

METHODOLOGY

In preparing this report, we collected data through desk research, including reviewing the existing laws, regulations and policies governing media operation in Zanzibar. Various journals, newspapers, seminar papers and books were also consulted in addition to face to face interviews with respondents from public and private media and other institutions. The researcher did an independent analysis of the facts collected.





1. Legal, Regulatory and Policy Regime

1.1 Introduction

This part reviews the legal and regulatory framework that governed the media operation in Zanzibar in 2020-2021. That includes international treaties and the various local and international dynamics with impact on the growth and stability of social, economic and political environment in Zanzibar in particular and Tanzania in general.

1.2 Legal and Regulatory Framework

The operation of journalists and media houses in Zanzibar is subject to a number of laws, regulations, policies and respective newsroom policies. The official line is that the laws are meant to protect journalists and the freedom of press and expression. However, laws have often been used against that very assumption, suppressing journalists and banning or shutting down media.

Zanzibar, as an integral part of Tanzania is subject to the Universal Declaration of Human Rights of 1948 (UDHR) and International Covenant on Civil and Political Rights, 1966 (ICCPR). Articles 19 of these two documents ensure freedom of opinion and expression regardless of frontiers.

Efforts to promote the right to information started in 1946, when the United Nations (UN) passed Resolution 217A putting special emphasis on the same as a fundamental human right.

The African Charter on Human and People's Rights (ACHPR) of 1981 is another instrument which placed weight on freedom of expression and opinion. The document states that every individual shall have the right to receive information and the right to express and disseminate his opinions within the law.

Zanzibar Constitution qualifies freedom of expression

However, many countries appear to have put a limit to the African Charter and as a result the enjoyment of the freedom of expression is not complete. For example, Section 18 (1) of the Constitution of Zanzibar, 1984, guarantees freedom of expression but subject to the laws of the land, while Section 24 (1) states clearly that the human rights and freedoms can be restricted by the law enacted by the House of Representatives.

This is not only to say that the Zanzibar Constitution limits enjoyment

of right to free expression but that it also negates the spirit of universality of human rights, not to mention the Treaty of East African Community (EAC), whose Article 6 (d) provides for recognition, promotion and protection of human rights. This means the EAC regards the right to information as a fundamental right.

There are two principal legislations governing operation of the media sector in Zanzibar: The Registration of News Agents, Newspapers and Books Act, 1988 and the Zanzibar Broadcasting Commission Act, 1997.

Under the newspapers law, the office of Registrar licenses all print media. The law empowers the minister responsible for Information to suspend or prohibit publication of a newspaper in the public interest or the interest of peace and order (Sections 30-31).

However, the law does not define what constitutes public interest. The minister may order the suspension of or prohibit a publication for matters which do not concern the public and still purport to do that under the auspice of public interest.

Currently, there is only one private newspaper in Zanzibar, and it is an e-paper, Fumba Times, the rest—Zanzibar Leo, Zanzibar Leo Jumapili, Zaspoti, Zanzibar Mail and Zanzibar Leo Wanawake, being government-owned.

Zanzibar President can prohibit importation of publications

The law empowers the President of Zanzibar to prohibit importation of any publication deemed against public interest, and incriminates importers or those found with such prohibited publication. Media stakeholders have criticized the Registration of Newspapers law for non-conformity to the spirit of good governance.

Responding to calls for its review during the commemoration of World Press Freedom Day in 2021, the government said a bill to rewrite the law was on the drawing board. However, the feeling among industry stakeholders is that the process is taking too long while the current legislation continues to deter would be investors in the print media.

On the other hand, the Zanzibar Broadcasting Commission Act, 1997 mandates the Commission to license, regulate and supervise activities of broadcasters. Like the Registration of Newspapers Act, this law is a barrier to freedom of expression because it empowers the commission to interrupt broadcasting activities. The import



of this is that broadcasters cannot operate freely. The law further provides that the commission will set conditions for the operation of licensees, including geographical limitation.

This condition subjects freedom of expression to geographical frontiers, contrary to Article 19 of the Universal Declaration of Human Rights of 1948, which provides for the right to impart information and ideas through media regardless of boundaries.

The Broadcasting Commission has powers to suspend or revoke broadcasting license, yet it is a government organ, which is not independent. Under international standards, the broadcasting sector should be regulated by an autonomous body.

It is also advised that the minister of Information should have no role in supervision of the broadcasting sector.

It is recommended, therefore, that Zanzibar needs an entirely new media law that guarantees freedom of expression without undue restrictions. Freedom of expression in Zanzibar is also affected by other laws, which do not deal directly with media industry, like the House of Representatives (Immunities, Powers and Privileges) Act, that prohibits reporting any proceedings of the House or any Committee held in camera.

The new Zanzibar Elections Act, 2018 prohibits dissemination of election results by any person or institution before the official announcement by the Electoral Commission. Stakeholders said this is suppression of freedom of expression.

Other harmful laws to the media include the Penal Act, and the Censorship and Cinematographic Exhibition Act, which censors films, video cassettes (CD, DVD, HDV), and business banners, special advertisements and magazines before they go public.

1.3 New Laws and Regulations

During the period under review, the minister responsible for Information issued the regulations of Broadcasting Licensing 2020, which provide for the licensing of broadcasting network facilities and services.

The regulations allow appeal against a decision of the commission to the minister, who is given 30 days in which to decide the appeal. Stakeholders argued that the minister should make a decision within two weeks, saying one month was too long to wait for it.

In 2021, Zanzibar passed the Mufti Act, establishing the office of the

Grand Mufti of Zanzibar with supervisory powers over the Islamic affairs in the Isles. The Mufti is also empowered to control and approve the importation, distribution, translation and use of Islamic books and works of Islamic art, which respondents said violates the right to convey and receive any kind of information without regard to frontiers.

Stagnation of Information Policy 2006

The Zanzibar Information Policy of 2006 is crying for review, considering that it has been in place for 15 years. The best practice is that a policy is reviewed after three to five years. The minister responsible for information reported in 2020 that the policy was under review, but nothing has come out so far.

The Media Council of Tanzania (MCT) reports suggest that the government is relaxed because of ineffective advocacy by media stakeholders. The MCT Zanzibar staff, Ms. Shifaa Said Hassan, explained that their priority was a new media law, after which they would turn attention to the media policy. Therefore, it is important for non-state actors to continue raising their voices to press the government to fulfil its promise to update the information policy.

Efforts By Stakeholders to Influence Change of Legal and Policy Framework

While it is true that some Non-Governmental Organizations have been agitating for repeal of unfriendly media laws through public awareness seminars and workshops, the civil actors should mount joint efforts to compel the government to make the change.

It is encouraging that the chorus for action against the bad laws caught the attention of the Zanzibar President, Dr. Hussein Ali Mwinyi during the World Press Freedom Day 2021 commemoration, prompting a promise to push the process for new legislation.

According to the Director of Information Services, Hassan Khatib, the new law would be cited as the Media Services Act, borrowing the name of the much maligned legislation applicable to Tanzania Mainland, which the government of President Samia Suluhu Hassan has promised to rewrite. The director claimed that the Zanzibar law would be “a good one” aimed at promoting freedom of speech and protect journalists from unnecessary restrictions and harassment.



1.4 Conclusion

The Zanzibar media legal framework and policy have been in place for a long time and should be reviewed to address new challenges and conform to current national and international dynamics. Media institutions and journalists interviewed raised concern over the excesses in the existing laws, which undermined the constitutional right to freedom of expression. While there are promises for reform, the process is moving at a snail's pace.

1.5 Recommendations

- a) The government should speed up the process of repealing media legislations which tramp the freedom of expression and thwart media operation.
- b) The 2006 Zanzibar Information Policy should be urgently reviewed.
- c) Civil actors should join forces in pressing the government to remove the bad laws.





2. Press Freedom Violations

2.1 Introduction

Press freedom violation is not unknown in Zanzibar. Previous reports highlighted cases of both recorded and unrecorded incidents of journalists' mistreatment and generally hostile environment for media operation. (MCT 2017/2018). This part highlights the press freedom violations that occurred during the period under review.

Trends

The last two years witnessed notable improvement in the working environment for media personnel and declining trend of press freedom violation on the Isles, compared to the past where security forces and some government officials reportedly intimidated journalists and prevented them from doing their job. Journalists were arrested, assaulted and had their working tools seized for reporting unpleasant news about the government.

One of the incidents of press freedom violations in 2020 was that of Salma Said, a Correspondent for Deutsche Welle (DW) in Zanzibar. Salma was served notice for what authorities called unprofessional and unethical reporting (MCT: Reports of Press Freedom Violation, 2020). The Correspondent had filed a story about two foreign visitors suspected to have tested positive for COVID-19 in Zanzibar, which the government claimed was false and sensational.

The warming of relations between the government and media has been attributed to the coming to power of President Hussein Mwinyi, who declared détente with the Fourth Estate and ordered his ministers to follow suit and hold regular press conferences to publicise government achievements.

In another positive move, two government ministers went public to condemn the assault on Mwananchi newspaper journalist, Jesse Mikofu, by members of the Zanzibar government special units (KVZ) on April 21, 2021. Mikofu was reportedly beaten up while covering the removal of traders along the famous Darajani business and shopping centre.

Notable Major Incidents

The assault on Mikofu was the major incident of press freedom violation in Zanzibar during the period under review. Reports of the assault prompted the ministers responsible for Information and the government special units to convene separate press conferences to

condemn the unruly behaviour unreservedly and to vow to prevent such incident from recurring (Chris Peter et al, 2021). This showed government eagerness to create a conducive working environment for the media. There was another violation incident in 2020 in which one journalist was suspended for six months allegedly for breaching journalism ethics (MCT, 2020).

2.2 Libel Chill and Self-Censorship

Libel chill is the fear of libel cases of media houses and journalists, that drives them into self-censorship. However, sampled editors from government and private media differed on interpretation of libel chill and self-censorship, arguing that there was no ready-made definition.

They said media practitioners should abide by professional ethics and shun inaccurate or hearsay information. They maintained that this would keep the media safe from defamation cases and cannot be described as libel chill or self-censorship.

2.3 Conclusion

Despite the decline in incidents of press freedom violation in Zanzibar, there are still traces of the vice and media stakeholders and the government should work together to ensure it doesn't erupt. Meanwhile, self-censorship does exist because of fear of reprisal by authorities; it should not be shoved under the carpet but given remedy.

2.4 Recommendations

- a) Media organisations should arrange specialised training and mentorship programmes for their staff
- b) Press freedom violations, libel chill and self-censorship are vices to be fought by all stakeholders.
- c) The government should be steadfast against attacks on journalists and put perpetrators to task.



3. Media Investment and Sustainability

3.1 Introduction

This part focuses on media investment and ownership and their impact on development of the media sector in Zanzibar. The study looks at the extent to which players in the sector make new investments and rope in advertisements as well as the relationship between ownership and press freedom.

Notable Investments in Media Sector

To invest in the media sector is a big deal and many media houses, especially the privately owned ones, do not have the money to spare. This is particularly true for Zanzibar, where the government owned Zanzibar Broadcasting Corporation (ZBC) earmarked a big budget for 2021/2022 to buy an Outside Broadcasting (OB) Van with six cameras; eight cameras with satellite and uplink earth station, and several other gadgets, but no matching feat was reported by any private media.

Unlike government owned media, the private sector has not been investing lately. The Zanzibar Cable Television, Manager, Mohamed Abdalla Mohamed and the owner, Suleiman Seif said the question for private operators was one of priorities. Making new investments was purely a question of business and competing priorities of the organization, they explained, adding that their priority was survival.

While the government had many sources of funds, including foreign grants and loans, the private sector depended on business returns or bank loans, for which they had to deposit their immovable assets as collateral.

Meanwhile, owners of broadcasting media outlets have complained against license fees charged by the Zanzibar Broadcasting Commission, which they said were exorbitant. This was one of the complaints raised during a meeting between President Hussein Mwinyi and media stakeholders. However, the Commission maintained that the fees were moderate and had not changed since the commission was established in 1997.

3.2 Changes in Trends of Ownership

No change was witnessed in the media ownership pattern in Zanzibar during the period under review. The government continues to own

and operate the Zanzibar Broadcasting Corporation (ZBC) which has two television channels, ZBC1 and ZBC2 as well as a radio station. The government also runs a print media house, which publishes Zanzibar Leo, Zanzibar Leo Jumapili, Zaspoti, Zanzibar Mail and Zanzibar Leo Wanawake. Private ownership is mainly in electronic media— Television, online TV and radio. At the time this research was conducted, there was no evidence of switch of ownership in the private sector.

3.3 Trends in newspaper sales

The impact of COVID-19 pandemic, competition from digital publishing and soaring operational costs forced the government owned daily, Zanzibar Leo, to slash their print order.

Tabia Maulid Mwita, the Minister responsible for Information, told the House of Representatives when presenting her budget for 2021/2022 financial year, that the Newspaper's Management was taking measures to restore the print order to previous levels.

3.4 State of e-newspaper, online blogs and radio

There is only one electronic newspaper in Zanzibar known as Fumba Times, which is published quarterly since 2019, and four blogs: Zanzinews, Pambatoday, Zanzibaryetu, and Pambalive, which report on local events. Some blogs and radio stations have reportedly closed shop for failure to raise the 500,000/- annual fee charged by the Zanzibar Broadcasting Commission. They include Mkoani Radio Jamii and Micheweni Radio, according to the Executive Secretary of the Commission, Suleiman Haji.

3.5 Relationship Between Ownership, Press Freedom and Advertising Business

The mainstream media in Zanzibar are government owned and by comparison the most powerful in terms of personnel, financial position and operating tools. This means the government media has broader audience reach and, therefore, higher influence on the society compared to private media.

However, the “public” media are government controlled, and must comply with government policies and instructions, thus jeopardizing press freedom. It is not expected of the government owned media



to operate independently. It must work to the tune of government instructions (Internews, 2017), because, lest we forget, “he who pays the piper calls the tune”.

But the Acting Director of Zanzibar Broadcasting Corporation (ZBC), Salum Ramadhan Abdalla, maintains that the government media organizations are guided by the laws establishing them and the Zanzibar Information Policy.

The legal instruments spelt out the editorial policy and there was no government interference in their operations, he said. “What is important is that you should be able to weigh the news against the public interest, especially ensuring peace and unity of the people of Zanzibar,” Abdalla explained.

His view was echoed by the editor of state-owned Radio Zanzibar, Ms. Lulu Mzee and the recently appointed Managing editor of Zanzibar Leo Newspaper, Ali Haji, who said that as government employees they were bound to respect the interests of the government, adding that none of them had been threatened or intimidated for their selection of news items. “We are trying our best to operate within the parameters of the legal instruments governing our institutions,” explained the duo in separate interviews.

Journalists working with the private media institutions also credited the current government for non-interference with their operations. Mwinyi Sadalla, the Managing Director of privately owned Bomba FM Radio was thankful of parastatals and government departments, which gave advertisement orders without discrimination. He cited the Zanzibar Social Security Fund (ZSSF) as the leading example.

Tabia Makame, Chief Editor of privately owned Bahari FM radio, said there was no conflict between advertisers and editorial independence. “We have been receiving advertisements from public and private institutions without pre-conditions.” She said their advertisers included People's Bank of Zanzibar (PBZ), the Zanzibar Water Authority (ZAWA) and the Zanzibar Ministry of Finance and Planning, adding that advertisers were attracted by high circulation of newspapers and wide coverage for electronic media.

However, the likes of Al Nour Radio, a privately owned outlet, refrain from soliciting advertisements from cigarette and alcohol distributors on religious grounds.

3.6 Conclusion

With the exception of state-owned media, there was no significant investments in the media sector during the period under review, owing to financial instability. The media ownership pattern also remained unchanged. However, there was a drop in the number of blogs and other online media, casualties of the shillings 500,000 annual fee. The COVID-19 pandemic and soaring operational costs were among factors behind the decline of newspaper sales.

3.7 Recommendations

- a) Government and other stakeholders should invest in community radios.
- b) Media houses should embrace digital platforms to catch up with information technological advancement.
- c) Broadcasting fees should be slashed to encourage online media activity.
- d) Government-owned media should leave advertisement business to private media to allow them to thrive.



4. Gender in Media: Coverage of Disadvantaged Groups, Youth

4.1 Introduction

Gender balance has become a central issue in the media fraternity. The question is, to what extent has the concept been accepted and implemented? This part looks at gender concentration in the management of media organizations.

4.2 Gender in Media Policies: Do They Exist?

Media organizations are universally making positive moves to adopt policies and programs, which are sensitive to gender balance, despite resistance by male chauvinists, who still believe that the woman's place is in the kitchen. It is encouraging to note that gender-equity is now top agenda in media core functions. It is important for media houses to adopt and implement gender policy that will guarantee women inclusivity.

In separate interviews, media executives underlined the importance of media gender policy but cautioned that its implementation may take time. Salma Lusangi, SWIL Project Coordinator, maintained that qualifications for senior posts in the media, which women are encouraged to vie for, were too high for them.

Many media women on the Isles have low academic qualifications. Lusangi appealed to the women journalists to pursue further education to be able to compete with men. Research on gender by the Media Council of Tanzania (MCT, 2019) showed that only five percent of women in media houses have post-graduate qualifications.

The Acting Director General of Zanzibar Broadcasting Corporation (ZBC), Salum Ramadhan, said they were implementing a gender policy under which journalists were given assignments on the basis of competence. A competitive process was employed in appointments to managerial positions.

Coverage of Gender and Inclusiveness

According to a TAMWA study on gender balance in news reporting by the print and electronic media in Zanzibar, male politicians were dominant with 57.5 percent coverage compared to female politicians' 14 percent (TAMWA, 2021). The study, which, was conducted from November to December, 2020, also showed that 83 per cent of the

news writers were males.

These results paint a clear picture of gender imbalance in media coverage, which is contrary to the Gender Media Policy that requires media houses to give fair and equal space to men and women in their reporting (MCT, 2019).

Therefore, media houses must reform their act and ensure gender balance in news reporting.

4.3 Portrayal of Women and Youth in Media Content and Advertisement

In addition to the mean coverage women get from the media, they are also used oftentimes in media advertising, and here the finger is pointed not to the media but to advertisers and their graphic designers.

One editor argued that the media have the choice of accepting advertisement artworks with women characters or rejecting them together with the revenue that comes with them. "Advertisers use women to attract the attention of buyers... the editors' responsibility is to ensure the advertisements do not contain nudity or other obscenity," explained the editor.

4.4 Participation of Women and Youth in Media Operations: Roles and Extent

It can be said that youth and women in Zanzibar participate in all media operations. They are engaged at various levels of media production as journalists, editors, producers, designers, camera operators, technicians and administrators.

There are also women experts in TV and radio programme production. A large number of media personnel are under the age of 40. Media policies do not allow discrimination against women and youth, but many members of the groups lack education and, therefore, the confidence to compete with men, explained the Zanzibar Broadcasting Corporation Acting Director, Salum Ramadhan.

However, Ramadhan points out that the management of ZBC was dominated by women for quite a while. Between 2016 and 2019 the state broadcaster was under the management of Imane Osmund Duwe and her assistant, Nassra Mohammed.



Nassra went on to become the Chairperson of ZBC Board, later replaced by Ms Mahfoudha Alley up to May, 2021 when the current Board chairman, Dr. Ali Ahmed Uki, was appointed. Likewise, the Managing Editor of government-owned Zanzibar Leo newspaper was Ms Nasima Chum from 2013 to 2016. The Chief Editor of privately-owned Bahari Radio is Tabia Makame and the News Editor of ZBC Radio is Lulu Mzee, all women.

4.5 Media House Structure

The organization structure is important not only for media houses but all institutions, because it assigns job descriptions for smooth operation. However, in Zanzibar, only the government-owned media have clear organization structures. The privately-owned media are not that organized.

4.6 MCT Efforts to Promote Gender and Inclusiveness

MCT Zanzibar office is running various programmes in collaboration with other media stakeholders, to promote gender balance and inclusiveness in the newsrooms. The programmes are designed to prepare women journalists for senior positions, including managerial ones.

According to MCT Manager in Zanzibar, Shifaa Said Hassan, there are few editors among women journalists. This reflects gender imbalance in Zanzibar newsrooms, hence media houses should encourage promotion of women to high positions on merit.

The MCT Women Project on Gender carried out research on gender balance in the media, and recommended that all newsrooms should have a Gender and Media Policy to address prevalent inequality.

According to Shifaa, the policy prescribed management training programmes and mentorship to impart managerial skills to women journalists. Furthermore, male journalists should be sensitized to acknowledge the importance of gender balance and its potential to ease tension in the newsrooms.

4.7 Conclusion

Overall there has been notable progress in fighting gender imbalance in media organizations in Zanzibar and in improving inclusiveness of women and youth in media operations, thanks partly to efforts by



MCT and other stakeholders.

Their training and mentoring programmes and the introduction of media gender policy appear to have played an active role in influencing gender balance appreciation at places of work. Yet that is far from saying everything is in place. There is still a lot to work on and all forces should be rallied to achieve full gender balance and harmony among disadvantaged groups.

4.8 Recommendations

- a) Women journalists should pursue higher education to climb the ladder in newsroom hierarchy.
- b) Media stakeholders should come up with a common policy for meritorious promotion of women journalists to senior positions.
- c) The editors should reject advertisements with obscene and gender insensitive content.
- d) Media houses should thoroughly implement the gender balance policy.



5 Digital/ Online Media/social media

5.1 Introduction

Digital publishing and social media have been a constant threat to the survival of traditional media to the extent that many fear the new media will suffocate the latter. This part examines the extent to which traditional media is at peril and its chances of survival in the wake of surging migration to digital and online platforms.

The rapid development of technology has changed the way people get information and, unless they adapt to the changes, traditional media outlets are sure to lose ground to online media, which is internet-based communication (Hatem El Gohary et al, 2021). The content shared on online media are news, interviews, stories, music video, testimonial, advertisements, marketing, social networking and even religious sermons (Hazel S, 2020).

Many people in Zanzibar spend hours on social media platforms, like Facebook, Twitter, Instagram and YouTube (Haji Ali et al, 2020), suggesting that digital media are becoming more popular than traditional media. As a survival instinct, mainstream newspapers and electronic media have created online links to retain their audiences. The Zanzibar Broadcasting Corporation has YouTube account and Zanzibar Newspaper Corporation has Facebook account (Budget Speech Minister of Information, 2021/2022).

According to the Zanzibar Broadcasting Commission, there are 28 online TVs operating in Zanzibar, including those of parastatal organizations and the Information Services department (Zanzibar Broadcasting Commission, 2021).

This shows that digital media is increasingly playing a big role in information sharing in Zanzibar. Accordingly, stakeholders have raised concern over the growing menace of fake news in social media. The Chairman of Zanzibar Press Club, Abdallah Abdulrahman Mfaume warned against circulation of false information. "People have been posting and forwarding (raw) information through social media most of (it is) fake news, which is contrary to the law," said Mfaume.

Are Digital Online Platforms Making Money?

Media houses operate and survive mainly on revenue collection from advertisements which are published or aired on the respective

media. (Wambui Wamunyu, 2021). The advancement of technology has brought forth online platforms, which reach a large audience globally.

Owing to their wide coverage and lower prices, These new platforms have attracted advertisements hitherto carried by newspapers and TV. It can be concluded, therefore, that the digital media have started making money and have the potential to mint even more cash.

Amani Mrisho, senior ICT Officer at State University of Zanzibar (SUZA) agrees: "Not all digital platforms are making money but the popular ones make money from advertisements".

Issues of Professionalism and Compliance

Media veterans are giving Zanzibar journalists high marks in professional conduct lately, saying they show a sense of social responsibility and resolve to abide by professional ethics. Journalists have realized that ethical conduct keeps them in good stead, avoiding unnecessary friction with authorities. Critics say there is a thin line between that and self-censorship.

Veteran journalist and the first Managing Editor of government-owned Zanzibar Leo and former news editor of CCM's Uhuru newspaper, Mwadini Hassan, observed that the level of professional performance had gone up, apparently due to establishment of tertiary journalism schools as well as regular in-house training programmes.

Speaking on the side-lines of celebrations to mark the 20th anniversary of Zanzibar Leo recently, Hassan, however, noted there was lack of investigative journalism in the media content, saying most of the news in newspapers and electronic media were from official sources of information.

Veteran journalist, Salim Said Salim, told a group of young journalists that there was shortage of scribes able to report in English in the Isles.

Salim, a part-time sub-editor of government weekly English newspaper, Zanzibar Mail, who was awarded by President Hussein Mwinyi for his contribution to the development of journalism, said only a few Zanzibari journalists can contribute well written and publishable articles to English newspapers. Salim, who retired many years back as sports editor with the Tanzania Standard Newspapers,



advised media schools train new journalists on writing good English articles.

The veteran scribe underlined that journalists must observe professional ethics to win respect and public confidence, adding that they should not be afraid to speak the truth to power. In a recent press conference with President Mwinyi, broadcast live, Salim told the president that some of his ministers were hypocrites and gave false excuses to avoid speaking to journalists. "Mr. President, please tell these ministers to stop this habit. We are working to serve the interests of the people," he said.

5.2 Conclusion

Online digital platforms registered in Zanzibar are off to a good start and making a wakeup call to the traditional media. Digital media have the advantage of speed and global impact. However, stakeholders and regulators must deal with professional lapses and the menace of fake news.

Recommendations

- a) Traditional media houses should invest in digital publishing for their survival.
- b) Journalists should specialize in specific disciplines to enhance expertise and professional efficiency.
- c) Regulators and stakeholders should keep watch on social media to dispel fake news and disinformation.



6 Media Training and Professionalism

6.1 Introduction

This part focuses on training opportunities available to media players in the field during the period under review. College training is key in upgrading the performance of journalists to acceptable standards. The section also assesses the capacity and quality of the colleges offering diploma and degree courses in journalism.

Overview

The importance of higher education to journalists has been emphasized by stakeholders, including Zanzibar President Hussein Mwinyi, who described journalism as a noble profession, adding that further studies would give journalists analytical capacity and broaden their perception of national, regional and international issues.

Zanzibar has two journalism training institutions—the State University of Zanzibar (SUZA) and privately-owned Mwenge Community College (MCC). Zanzibar University (ZU) also privately-owned, teaches Mass Communication.

6.2 Foundational to University Level Training: Brief Quantitative and Qualitative Analysis

The State University of Zanzibar (SUZA) offers certificate and diploma in journalism and Mwenge Community College runs certificate course, while the Zanzibar University (ZU) offers a Degree in Mass Communication.

SUZA runs its programmes under the Tanzania Commission for Universities (TCU), which is a union institution.

Similarly, the National Council for Technical and Vocational Education and Training (NACVET), coordinates provision of technical education and training in the whole of United Republic of Tanzania.

TCU now allows universities to offer certificate and diploma courses, which should not exceed 30 percent of the university courses. "We have in fact registered our certificate and diploma programmes with the TCU and the graduands are allowed to proceed to undergraduate programmes," explained Mr Mohammed Abeid, the admission officer of SUZA.

ZU started teaching a degree course in Mass Communication in the 2020/2021 academic year. "Our course is recognised by TCU and the entry requirements are published in TCU Annual Guidebook," said Dr. Haji Ali Haji, the ZU Dean of Faculty of Arts and Social Studies.

The Revised Certificate and Diploma Courses Curricula

Both the School of Computing, Communication and Media Studies at SUZA and Mwenge College are not under NACVET supervision. This means their certificate and diploma programmes are not recognized by NACVET, explained Dr. Abubakar Diwani, Dean of the Faculty. The curriculum of the programme was approved by the university senate, which implies the university does not use the MCT curriculum for the certificate and diploma journalism courses. The same was confirmed by Fadhil Machano, an official of Mwenge College, who said the NACTE curriculum had no place in the school. This may cast doubt over the supervision of the course.

6.3 Significant Changes, Challenges and Opportunities

The state-owned Zanzibar Journalism and Mass Media College (ZJMMC) was merged with SUZA in 2006 and renamed School of Computing, Communication and Media Studies. The Zanzibar Institute of Financial Administration, College of Health and Allied Sciences, the Zanzibar Institute of Tourism Development and the Kizimbani Agricultural Training Institute, were also brought under SUZA to create an all-round training institution.

Notwithstanding the merger, the university is still offering a non-degree journalism course, contrary to public expectation that it would advance to undergraduate and postgraduate courses. The university should, indeed, introduce degree and post-degree journalism courses.

Meanwhile, Mwenge Community College has been in financial doldrums for the past two years after several students dropped off, denying it fees revenue. The college has been affiliated to Morogoro School of Journalism (MSJ) in mitigation, according to college official Fadhili Machano.

6.4 Key Ethical Events in 2020/2021

Three major events occurred in Zanzibar during the two years under review: COVID-19 pandemic, the General Election and the demise of the First Vice-President, Maalim Seif Sharif Hamad. In



the course of covering the events, a Tanzania Daima journalist was suspended for six months after reporting the medical condition of a COVID-19 patient without her consent; RVS Online TV was slapped with a two-months ban purportedly for unbalanced reporting of the elections and Tifu Online TV was suspended for seven days after it was alleged to have breached the broadcasting code of conduct during the mourning period for the late Maalim Seif.

In early 2021, the Zanzibar Broadcasting Commission (ZBC) blessed the decision of the Tanzania Communication Regulatory Authority (TCRA) to ban Wasafi TV for six months on claims that it televised nudity content during the Tumewasha Festival. Wasafi TV is registered in Zanzibar, hence the need for ZBC collaboration. A positive note was that the ZBC did not revoke any license in the last two years.

6.5 Trending Media Ethics Debates

The constant media debate in Zanzibar has been on professionalism and balanced reporting. Seminars and meetings organised by press clubs in Unguja and Pemba had the question of ethical conduct high on the agenda. In effect, journalists have been conducting self-regulation.

Press club members reminded each other of the duty to practice objective reporting and adhere to the professional code of conduct.

A senior journalist and member of the Pemba Press Club, Haji Nassor said the current debate centred on objectivity. "Journalists should practice responsible journalism and all parties to the story should be given a fair chance to speak out," he said, adding that one-sided stories must not see the light of day. Issa Yussuf, a Zanzibar Press Club member, emphasized that journalists should reach all parties involved to write a well-balanced story.

The chairperson of Zanzibar Press Club, Abdalla Abdulrahman Mfaume urged colleagues to stick to media ethics, which include being neutral and objective and to avoid sensational reporting.

The Director of Zanzibar Information Services, Hassan Khatibu Hassan, said information was a sensitive matter that should be handled carefully to maintain social stability.

6.6 Sustainability of Journalism Training Institutions

The fundamental principle of sustainability of any academic

institution is suitability of the courses and availability of students. Privately-owned Mwenge College, one of only two institutions running journalism courses in Zanzibar, appears to have failed in both aspects and may not recover from the financial crisis it is facing. Admission rate has dropped and it had to be affiliated to Morogoro School of Journalism on the Mainland for possible resuscitation.

Zanzibar University, another private institution, which runs a degree course in mass communication, seems to be holding on, probably because its various courses remain suitable and attractive to reasonable number of students. The question is, how much longer can it survive without government subsidy, which sustains state-run colleges?

This suggests it is high time the government provided subvention to back up privately-owned academic institutions, given their contribution to harnessing the country's human resource.

6.7 Conclusion

Higher training is fundamental to the professional and capacity development of journalists. However, there are inadequate training programmes in Zanzibar, which undermines efforts to uplift the profession. The debate on ethical conduct is high on the media agenda and there are signs that sanity will be restored, at least in the mainstream media.

Recommendations

- a) The media training institutions should introduce undergraduate and postgraduate courses.
- b) The government should give financial support to privately-owned academic institutions.
- c) Journalists should observe professional ethics and practice objective reporting.



7. Media Development Support

7.1 Introduction

This part of study reviews own and external staff development opportunities available to the media sector. It looks at options for media players to improve their professional performance through long and short-term training and research.

Overview

In the past, donors provided abundant opportunities for staff development, which contributed to the good performance of the media in the country. Fellowships and scholarships for short and long-term training in various journalism fields were offered. Sadly, that support is no longer available in abundance as donors have re-drawn their list of competing priorities and areas for financial and material support. As they say, the ball is in the media houses' court. They have to raise own resources for staff development programmes.

7.2 Opportunities: Grants/Fellowships and Scholarships

Media houses are generally running on shoestring budgets and are hardly able to finance staff development schemes. They, therefore, have had to rely on scholarships from foreign governments and organizations.

During the period under review, four staff members of the Information Services Department, Zanzibar Broadcasting Corporation (ZBC) and Zanzibar Leo won scholarships to do Bachelors and Master's degrees in Information and Mass Media, Mass Communication and Information and Communication Engineering in China.

Twelve employees of the government-owned TV and newspapers attended short courses for news writers, producers, technicians, broadcasters and picture mixers (Budget Speech of the Ministry for Information for 2020/2021). While the government-run media had provision for staff training despite unfavourable economic situation, private media in Zanzibar are reported to have no staff development policy.

Some private media owners attributed that to financial constraint. The Managing Director of Zanzibar Cable Television, Mohamed Abdalla Mohamed, said substantial investment was required to equip and run electronic media. "Digital technology is changing very fast and in order to keep pace with the changes and remain in the

market we have to keep down our expenses," he explained, adding that they preferred to hire qualified people.

Suleiman Seif, a lecturer-cum-owner of Mwenge Community College, said staff development was important but it required a lot of money. "The private media are in infancy and need money to fight stiff competition," he said, lamenting that the few foreign scholarships availed to Zanzibar were channelled to government-owned media.

Meanwhile, the Zanzibar Higher Education Loans Board (ZHELB) has granted loans to six students pursuing degree courses in the communication sector, for the first time, in 2021/2022 academic year. (ZHELB-Website).

7.3 Promotion of specialized training in journalism

The Tanzania Media Women's Association (TAMWA) conducted training for 60 journalists in Unguja and Pemba in 2021, "to strengthen their capacity for writing analytical and solution-based stories on women leadership and political rights." The participants were drawn from public and private media institutions.

7.4 Provision of institutional support to media organizations

Zanzibar media organizations received support from various international agencies during the period under review. The Swedish International Development Authority (Sida) supported the process towards enactment of new media law, while the Finnish Foundation for Media and Development (VIKES) financed capacity building training for female journalists to facilitate gender balance in the media.

Internews also supported the processing of new media law and conducted training on gender issues via zoom. With USAID sponsorship, Internews also provided training and donated 200 books to the library of the College of Information.

Availability of Research funds

The availability of research funds remains a pipe dream for public and privately-owned media. Media houses have no research budgets. The Ministry of Information has not set aside research



budget for government-run media and academic institutions for the past two financial years. Acting Dean of School of Computing, Communication and Media Studies at SUZA, Dr Abubakary Diwani, confirmed that they received no money for research. This trend should be reversed given the importance of research to media development.

7.5 Challenges

The government of President Hussein Mwinyi has been credited for improving relations with the media, but his real test will be how he responds to demands for repeal the Registration of Newspapers law, which provides for banning and closing down newspapers. Further complaints have been raised against the procedure of issuing press cards annually. According to the Ministry of Information, 350 journalists got the Press Cards in 2021 (Budget Speech of the Ministry of Information for 2021/2022).

Stakeholders are also opposed to the broadcasting fees, considered high, charged by the Zanzibar Broadcasting Commission.

7.6 Conclusion

There were few opportunities for training of journalists, especially in specialized fields like Investigative Journalism. This is because of reliance on donor funding at a time when donors have rearranged their priorities. Stakeholders should pursue those sources of support more aggressively or identify alternative means.

7.7 Recommendations

- a) The government should smoothen media operations by removing logistical and legal obstacles, including unduly restrictive laws.
- b) Broadcasting fees need to be revised to ease the burden on service providers.
- c) Issues with procedures of issuing press cards should be sorted out.



8. The Role of MCT Zanzibar and Other Professional Organizations

8.1 Introduction

The Media Council of Tanzania (MCT-Zanzibar) works in collaboration with Zanzibar and Pemba Press Clubs, Zanzibar Development Journalists Association (WAHAMAZA) and TAMWA- Zanzibar in promoting freedom of press and expression and the rights of journalists and disadvantaged groups.

Media Council of Tanzania (MCT)

The Media Council of Tanzania-Zanzibar is part of the Media Council of Tanzania and is headed by a Senior Programme Officer. MCT-Zanzibar has been carrying out the MCT mandate—to promote media freedom and maintain high standard of media professionalism and accountability.

In ensuring those objectives are reached, MCT-Zanzibar runs advocacy programs for media law reform. During the period under review, MCT-Zanzibar sustained the advocacy with the support of other media organisations.

According to MCT-Zanzibar head, Shifaa Said Hassan, they have submitted their views on the proposed Media Services Bill to the Second Vice-President's office. MCT-Zanzibar also conducts training for journalists. In November, 2021 the MCT organized training on roles of women in managing media houses, to influence media organizations to promote women to managerial posts.

8.2 TAMWA Zanzibar

The Tanzania Media Women's Association was established in 1987. TAMWA Zanzibar became autonomous in 2004 to work in Unguja and Pemba. Like MCT, TAMWA-Zanzibar advocates for press freedom, new media law and empowerment of women in media and all sectors.

Commenting on the urgency of a new media law, Dr Mzuri Issa, the TAMWA Zanzibar Director, said journalism was an important profession promoting development, democracy, transparency and accountability, so a good law was needed to protect journalists to work freely. The organisation also conducts training for journalists. In 2021, it trained 60 journalists from Unguja and Pemba on critical writing and managerial skills.

Zanzibar and Pemba Press Clubs

Pemba Press Club (PPC) was established in 2002 to build the capacity of Pemba journalists through training and champion media freedom and gender equality. In 2021 PPC in collaboration with Search for Common Ground and the Foundation for Civil Society conducted a campaign to mobilize journalists to promote peace in society under the sponsorship of the European Union.

The club chairperson, Bakar Mussa Juma, told Pemba journalists during training, that it was important to write balanced stories from credible sources.

The Zanzibar Press Club (ZPC) was formed in 1995 and has been discharging a similar mandate as that of its Pemba sister club under sponsorship of Internews.

8.3 Conclusion

Media professional organisations play a key role in advocacy for press freedom and promoting adherence to professional ethics and gender balance, but their function is undermined by inadequate funding.

Recommendations

- a) Media organisations should continue to work together in pressurizing government for a new media law.
- b) Journalists and media practitioners should commit to high standard of professionalism.
- c) Professional media organizations should raise funds to sponsor more training courses for journalists.



9. Coverage of 2020 General Elections and The Covid-19 Pandemic

9.1 Introduction

The 2020 General Election was held amid the COVID-19 pandemic, posing twin challenges to journalists, who had to cover both against a charged political atmosphere and dire economic setting.

This part focuses on the effects of the political events and the pandemic on media operations and how the media survived through.

9.2 Key Political Events in 2020–2021 and Implications to Press Freedom and Journalism Practice

In 2020, Tanzanians went to polls to elect the union President, Zanzibar President and members of the union Parliament and Zanzibar House of Representatives. The election of local government councilors was held in 2019.

The Zanzibar presidential election pitted the ruling Chama Cha Mapinduzi (CCM) against the main opposition ACT-Wazalendo, and Civic United Front. The CCM candidate was announced winner with 76.27 percent followed by ACT-Wazalendo.

The Zanzibar Broadcasting Commission issued election coverage guidelines emphasizing equal treatment of all political parties in airtime allocation. However, research showed that only the private media abided by the guidelines while the state-owned media gave the ruling party 69 percent coverage. (UDSM, 2021).

Commenting on this, the Executive Secretary of Zanzibar Broadcasting Commission, Suleiman Abdallah claimed that part of the CCM coverage was paid for. "Simple analysis showed that other parties did not have the budget to buy air time."

Meanwhile, the Zanzibar Broadcasting Commission suspended RVS Online TV for two months, including the election period, alleging failure to cover the election fairly (Human Rights Watch, 2020). the Executive Secretary of the Commission said the online TV was cautioned but did not reform, hence the suspension. Other outlets, which heeded the Commission's warning were spared, he said.

9.3 The Impact of COVID-19 on Media Operations

The COVID-19 pandemic did not only affect the health of the

people but also the economy of Zanzibar. Among the measures recommended by the World Health Organization to fight the pandemic were confinement and social distancing (World Health Organization, 2021).

These measures affected media operations, especially broadcasting, which required movement. Broadcasters were forced to use Zoom, Skype and other internet-based facilities, which were more costly. The pandemic also caused drastic drop in Zanzibar Leo newspaper sales. The newspaper marketing officer, Mr. Khamis Haji claimed that readers feared they could contract the virus by handling newspapers.

A government directive that office employees should work in shift reduced the number of reporters in the newsroom, lowering the newspaper's capacity to gather news. Khamis further explained that during the pandemic the price of printing materials soared as there was no importation.

However, they could not raise the newspaper price, which compounded their financial woes. It is high time the Zanzibar Government Newspaper Corporation invested in online publishing to cope with technological advancements and cushion itself in times of calamity.

Meanwhile, on April 20, 2020 the Director of Information Services, suspended Twalib Ussi Hamad, Zanzibar Correspondent for Tanzania Daima, for six months, alleging breach of journalism code of conduct. Twalib was alleged to have published information on COVID-19 status of a patient without her consent. (MCT: Reports of Press Freedom Violation, 2020).

9.4 Conclusion

Government media houses should conduct soul searching over accusations of bias in favour of the ruling party in their election coverage. Regulatory authorities have also been accused of bias against privately-owned media with critics citing suspension of an online TV and a correspondent of a privately-owned tabloid during the 2020 elections.

Recommendations

- a) Journalists should observe professional ethics during



election coverage but regulators should refrain from banning media outlets.

- b) Traditional print media houses should embrace digital publishing as a survival measure.
- c) Authorities must strive to make internet access universal.

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STATE OF THE MEDIA REPORT 2020 – 2021

State of the Media Report (SMR) is the flagship publication of the Media Council of Tanzania. This report outlines major issues and trends in the media landscape in Tanzania Mainland and Zanzibar during the period 2020–2021.

The major research findings show that the laws which constrict civic and media space and freedom of expression still exist in the statutory books in Tanzania. Political and economic environments constrained media space, especially during the Fifth Phase administration.

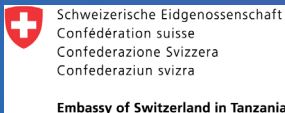
Although women journalists in the media are still virtually absent from top executive positions, they are beginning to break the glass ceiling as a few of them now occupy senior positions in their media outlets. However, the upswing to senior positions for women journalists is constrained by gender stereotypes that are still rooted in Tanzania’s traditional patriarchal society.

Many journalism training institutions still produce “half-baked” journalists with certificate qualification but no adequate journalistic skills. The major reason is the big number of student intake vis-à-vis the availability of requisite training facilities that would allow each student to have hands-on practice to acquire journalistic skills that match the market needs.

Print, electronic and social media covered the 2020 General Election extensively despite the many shortcomings. Among the major drawbacks were political and economic environments that constrained editorial independence while the outbreak of the COVID-19 pandemic hampered journalists from covering the elections the way they had planned. They had to change their tactics to meet the prevailing situation thereby lowering their effectiveness and efficiency in covering the elections.

Despite these challenges, some sections of the media during the review period (2020–2021) distinguished themselves as vigorous and courageous, pushing frontiers of press freedom and freedom of expression.

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