



Special interview with MCT's ES inside

# MEDIA WATCH

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PROMOTING FREEDOM OF THE MEDIA AND ENSURING THE HIGHEST PROFESSIONAL STANDARDS AND ACCOUNTABILITY

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**MCT, WINNER  
OF 2003 IPI  
FREE MEDIA  
PIONEER  
AWARD**



## *Editorial Board*

**Ernest Sungura**  
MCT  
EXECUTIVE SECRETARY

**Hamis Mzee**  
EDITOR



The former Prime Minister and First Vice President, Joseph Warioba (seated third from left) captured in a group with some media practitioners and stakeholders who attended the Stakeholders' Symposium on the Role of the Media in Ensuring Credible Elections held on April 30, 2024 in Dodoma.

# EDITORIAL

## Equal space in election coverage crucial in multi-party politics

**T**anzanians are faced with crucial task of electing local government leaders and the President, Members of Parliament in these two years.

Come November 27, 2024 Tanzania's citizens will elect local government leaders while next year the country will hold its general election to elect the President, MPs and councillors.

Elections are fundamental to democracy enabling citizens to choose their representatives and participate in governance especially these times of multi-party politics generating a lot of interest to the general public and politicians as well every time they are held.

Various stakeholders by using the media have a duty to educate the public on elections by imparting requisite knowledge on participating in the voting exercise at all levels and receiving the results. This would help reduce/check the concept of habitual challenges of vote rigging, corruption and even manipulation of results and promoting vigilance in protecting votes.

As for the media, election times are more challenging and require extra commitment in serving the masses to ensure only those deserving and upright are elected.

The Media Council of Tanzania (MCT) as the main organisation entrusted to ethically and professionally shape the media--- institutions and practitioners as well, is committed to assist the media to deal with the electoral challenges.

The Council under its vision for change is preparing a national plan of action which aims to assist and facilitate media to adequately play its roles and ensure credible elections

Recognising the limitations of the media including lack of joint preparations, focusing on trivial issues rather than the issues that would help people to make informed decision at the ballot box, the Council will address the challenges through preparatory measures, equipping media outlets to uncover wrongdoing, and will empower them to raise issues for discussion.

It is now up to the media to rise to the occasion and play their part to ensure that the elections are successfully and that rigging, corruption and other anomalies are relegated to the dustbin of history.

Therefore it is pertinent for the media to promote and strengthen cooperation and joint plans in order to succeed and attain the objectives of having free, just and credible elections by affording equal opportunities for all political parties in the election coverage.



# Equality, justice in elections is cornerstone of democracy

By MW Reporter

Participants to the media stakeholders symposium on elections organised by the Media Council of Tanzania (MCT) deliberated on among other issues the importance of equality, justice and accountability by political leaders, the public and media as fundamental to democracy in the country.

The symposium held in Dodoma City, April 30, this year was opened by the former Prime Minister and First Vice President of the United Republic of Tanzania, retired Judge Joseph Sinde Warioba.

The theme of the Symposium was Reporting on Elections with Professionalism to Foster Equality, Justice, and Accountability.

Opening the symposium, Judge Warioba, said that at every step of the election process various challenges occur including weaknesses at polling stations, shortcomings in distribution of materials, corruption within parties during nomination of candidates, counting of votes and announcements of results.

Judge Warioba said it is very important to address these challenges as neglecting them not only undermines democracy but also risks citizen disenfranchisement and social unrest.

The media should prioritize citizen satisfaction over political party interests, conduct research-based reporting, and prevent the recurrence of past electoral problems through proactive action, he added.

He urged the media to act fairly, adhere to justice, equality and responsibility to ensure free and fair election by educating the citizens through conducting research focussing on issues which may affect them rather events.

Speaking earlier, the Executive Secretary of MCT, Ernest Sungura, said the Council has prepared a national plan to facilitate media to play their role



**The former Prime Minister and First Vice President Joseph Sinde Warioba speaks during the Stakeholders' Symposium on the Role of the Media in Ensuring Credible Elections held on April 30, 2024 in Dodoma.**

efficiently in every step of the process of the upcoming elections for local government this year and general next year.

One of the areas which Sungura emphasised is reportage which aims to provide citizens with accurate information, impartially based on media ethics since doing that would win public trust, promote justice in the electoral process and ensure credibility of the election results.

He said the media has the responsibility to increase voter education to enable the citizens to make informed decisions at the ballot box.

Speaking during the symposium, the then Director for Information and Government's Chief Spokesman Mobhare Matinyi said collective commitment to building a strong and accountable journalism sector,

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# Equality, justice in elections is cornerstone of democracy

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particularly in the lead-up to forthcoming elections is pertinent since the role of media in democracy is crucial in educating the public and facilitating debates within the public sphere, especially during election periods.

He said it is important that media maintains high standards of professionalism, adhering to ethical guidelines, and promoting responsible journalism to combat misinformation and divisive narratives that could undermine public trust in elections.

The Government, he said, is committed to upholding media freedom while ensuring accountability to conduct transparent and inclusive elections adding that there is a need for collaboration to create an enabling environment for the media to operate freely and without fear of intimidation.

He urged stakeholders to actively engage in open discussions aimed at strengthening the media's capacity to provide accurate information throughout the electoral process, and highlighted the importance of collaboration in improving election reporting and building confidence in the electoral process.

Speaking during the symposium, the CCM Ideology, Publicity Secretary and Training, Amos Makalla, assured that CCM will lead in implementing justice, equality, and responsibility to ensure a free, fair, and credible election. Makalla represented the Secretary-General of CCM, Ambassador Dr. Emmanuel Nchimbi at the symposium.

Others who attended the symposium as panelists in the first panel moderated by Rosemary Mwakitwange, media consultant were Moses Kimaro, Director for Research and Development – Wajibu Institute; Engineer Andrew Kisaka – Principal Engineer Broadcasting Tanzania Communications Regulatory Authority (TCRA); Secretary General Civic United Front (CUF) Hamad Masoum;



**Veteran media consultant, Pili Mtambalike speaks during the Symposium.**

Zitto Kabwe from ACT – Wazalendo Party and David Misiime – Deputy Commissioner of Police.

The other panel moderated by the Executive Director of Mwananchi Communications, Bakari Machumu comprised veteran media practitioners Jenerali Ulimwengu, Edda Sanga and Pili Mtambalike and the Director of Jamii Forums, Maxence Mello.

Among the issues raised by the panelists included urging the law enforcing organs to ensure maintainance of peace and protection of the citizens and journalists during elections in order to ensure the media operate and perform their work freely devoid of interference and threats.

In addition during the symposium experiences on elections from other countries were shared by Jacob Nyukuri Nyongesa, Senior Officer

Research, Planning and Strategy from the Media Council of Kenya (MCK) and Dk. Jennifer Thomas, Associate Professor, Department of Media, Journalism and Film, Howard University in the US.

Nyongesa said that though media independence is indispensable for democratic governance but despite progress, challenges persist, necessitating ongoing efforts to uphold journalistic integrity, combat misinformation, and safeguard democratic processes.

On the United States, Dr. Jennifer, Associate Professor, Department of Media, Journalism and Film at Howard University said that the USA's experience underscores the critical role of journalism in democratic processes.

“Despite challenges such as partisan coverage and declining trust, journalists

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President Samia Suluhu Hassan jointly display the report on the economy of the media with veteran broadcaster, Tido Mhando, during its launch at the opening of the Second National Symposium for the Media Sector held in Dar es Salaam. Mhando was the chairperson of a select team which compiled the report.

# Samia reassures media as key ally for progress

By Saumu Mwalimu and Paul Mallimbo

**P**resident Dr. Samia Suluhu Hassan has affirmed that the media is not adversary but essential ally in the nation's development.

In a compelling message at the Second National Media Sector

Development Symposium held on June 18 and 19, 2024, she reiterated her commitment to freedom of expression.

Addressing over 1,000 participants in Dar es Salaam, she invited critics to voice their opinions, cautioning that opposing comments should not damage others' reputations or cause harm.

The landmark symposium, organized

through a partnership between the Coalition on Right to Information (CoRI) and the Ministry of Information, Communication, and Information Technologies (MICIT), emphasized the critical role of media in promoting freedom of expression and fostering a conducive environment for progress.

President Samia emphasized that the government's role in establishing institutional systems, laws, and regulations to ensure a safe and conducive environment for the media to operate.

"This is because media is not enemy of the government but important ally in the development of our country," she underscored.

The President urged the media to use the available space for freedom of expression responsibly, stating, "the government will play its role, and you too (media) have to safely play your

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# Media fraternity mourn loss of Judge Mlay

By MW Reporter

**F**or the Media Council of Tanzania (MCT) and the media fraternity, May 25, 2024 goes down as a sad day following the passing on of (rtd) Judge Juxon Mlay.

Judge Mlay was serving his second term as President of MCT and also as the Chairperson of the Council's Governing Board.

He was re-elected in September 2023 during the Council's National General Convention held in Arusha.

The late Mlay virtually presided the proceedings of the NGC from India where he had gone for treatment.

This was his second time to preside the NGC from India where he had gone different times for treatment.

Unfortunately, on that day while in India the judge known, respected and admired as principled, diligent and proficient - died.

Prior to assuming the Presidency, Judge Mlay chaired the Ethics Committee of the Council for six years.

Judge Mlay will be remembered for his commitment in upholding justice and ensuring the principles of fairness were observed by the media and individual journalists.

As Chairman of the Ethics Committee, the late Judge Mlay emphasized the importance of adherence to ethics, principles and regulations of the media industry so that its operations were

conducted professionally.

He visited media houses that faced ethical challenges and provided advice on how best to overcome them.

Judge Mlay who was an esteemed jurist had previously served as a High Court Judge and earlier on had served as Parliamentary Draftsman and Director of Public Prosecution.

He was first elected as a member of the MCT Board in 2014, where he chaired the Ethics Committee from 2014 to 2017, and was re-elected on September 29, 2017. He also served as a member of the Audit Committee of the Council.

From 1977 to 1981, he served as an Assistant Parliamentary Draftsman, and later, from 1981 to 1986 he was transferred to the Prevention and Combating of Corruption Bureau (now PCCB) where he became the head of the Legal and Prosecution Section.

From 1987 to 1989, he was promoted to Senior Assistant Parliamentary Draftsman.

Judge Mlay was also transferred to the Secretariat of the National Assembly between 1989 and 1991 and appointed Senior Clerk Assistant of the National Assembly. From 1991 to 1993, he was appointed Deputy Chief Parliamentary Draftsman.

Between 1993 and 1997, he was appointed the first Director of Constitutional Affairs in the Ministry of Justice and Constitutional Affairs, and from 1997 to 2000, he was appointed Director of Public Prosecutions (D.P.P).

Due to his proficiency in his work, Judge Mlay was appointed as a High Court Judge of Tanzania in 2000, a position he held for nine years to 2009.

At his funeral services held at Azania Front Church in Dar es Salaam on May 29, heads of four media bodies – MCT Executive Secretary, Ernest Sungura, Tanzania Editors Forum (TEF) Chairperson Deodatus Balile, Tanzania Media Women Association Chairperson Joyce Shebe and the President of the Union of Tanzania Press Clubs (UTPC) Deogratius Nsokolo concurred in their expression of grief for the loss of the late Judge Mlay.

They all described the late Judge Mlay as astute in ensuring adherence of ethics, justice, and professionalism in media.

Sungura also said, the death of Judge Mlay (74) was a big loss to the Council.

He was passionate in his remarks on the credible leadership of the late judge telling mourners gathered in the Church who included two members of the Board of Trustees of MCT – former Prime Minister and First Vice President, Judge Joseph Warioba and Professor Geoffrey Mmari and former President of MCT Governing Board retired Judge Thomas Mihayo that the late Mlay presided over the process of his appointment to the position of Executive Secretary of the Council.

Sungura's appointment by the MCT Board was announced by the late Judge during the NGC held in Arusha.

The burial of the late Judge Mlay who left a widow and two daughters was held on May 31, 2024, in Moshi, Kilimanjaro Region.



The late President and Chairperson of the Governing Board of the Media Council of Tanzania, (rtd) Judge Juxon Mlay.





Participants of the Second National Symposium for the Media Sector held in Dar es Salaam

# Govt pressed to clear debts owed to media

By MW Reporter

**T**he National Media Symposium has recommended that government ministries and institutions to ascertain and work out an arrangement to pay outstanding debts owed to media outlets before December 24, 2025 as directed by the President.

Once the outlets are paid, media owners should also pay their staff long outstanding claims.

This is part of recommendations made during the two-day national media symposium held in Dar es Salaam June 18 to 19, 2024. Another recommendation made by the symposium which attracted over 1,000 participants from all over the country is to ask the government to review the law

to raise the percentage of investment by foreigners in media from the present 49% to 75% to attract capital from outside to bolster the economy of the media.

Proposed amendments for the remaining 12 articles of the Media Services Act 2016 which were not included in the revised version of the law passed by the National Assembly last year, is another recommendation made by the symposium.

On covering the elections – the 2024 local government election and the 2025 General Election - the symposium has resolved that all media outlets including those owned by the government should provide equal coverage to all political parties.

The symposium also urged media to promote positive, constructive and progressive content which steers national unity, peace and defend the country against

negative propaganda.

On on-line media, the symposium has recommended that they should be more creative and prepare useful content which will help build consumer trust.

In addition, the symposium recommended media outlets to have alternative sources of generating revenue instead of depending on advertisement only in order to boost their economy.

The issue of payment of the colossal outstanding debt that the government ministries and institutions owes the media and its adverse effects which had been repeatedly sounded by media stakeholders were elaborated and expounded in a report of a select committee on the economy of the media which was launched by President Samia Suluhu Hassan when she officially opened the symposium.

The report compiled by a team chaired by veteran broadcaster, Tido Mhando also contained the aspect of raising the percentage of investment by foreigners in media.

The Coalition on the Right to Information (CoRI) raised the issue of the urgency of amending the 12 remaining articles of the Media Services Act 2016 in remarks made by its Chairperson, Ernest Sungura before President Samia at the National Media Symposium. This was among several issues raised by CoRI before the head of state during the occasion.

# Reassures media as key ally for progress

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role.”

She expressed concern about the slow pace of media adoption of technological advancements, emphasizing the need for caution to prevent the media from being carried away by the trends of social journalism.

“As much as it is important that the media sector keeps pace with technological change, it is imperative to remind ourselves that the pen is more harmful than the sword. Since the harm brought by a single story can be significant, it is necessary that the freedom and development of social media are carefully utilized,” she added.

President Samia also stressed the need for journalists to write analytical news, pointing out that most media reports are based on events. She also urged media to report on public interest news.

The theme of the symposium which attracted editors, government communication officers, academia and media regulators was “Empowering Voices, Transforming Narratives: Building a Sustainable Future for the Media Sector in the Digital Age.”

Among other topics, that were discussed include media regulatory frameworks and policy development. Under this topic, the Media Council of Tanzania Executive Secretary, Ernest Sungura, deliberated on the importance of effective self-regulation and policies to drive sector growth.

His counterpart, Chief Executive Officer of the Media Council of Kenya, David Omwoyo, dealt on the role of self - co regulation and government regulations for a free and effective media, with a case study from Kenya.

Other topics were media in a disrupted world (challenges and

opportunities), media viability and sustainability, democracy and freedom of expression in the digital age, responsible reporting (opportunities and challenges), the growth of digital journalism and its role in promoting truth, good governance, and national unity.

The conference also covered the revised education and training policy and curriculum, the role of media in reporting the election process, the role of community-based media in fostering local dialogue and representation (successes and challenges), and expanding connectivity to rural and underserved areas.

Additionally, the conference also explored the opportunities and challenges of artificial intelligence in the media, legal frameworks on the safety of journalists, the UN Plan of action on the Safety of Journalists, and communication for national development.



Participants attentively follow events during the Second National Media Sector Development Symposium held at Mlimani City Halli n Dar es Salaam.



# Samia invited to grace international meeting for media stakeholders

By MW Reporter

**T**he Chairperson of Africa's new media councils' platform - the Network of Independent Media Councils in Africa (NIMCA) – Ernest Sungura has extended an invitation

to President Samia Suluhu Hassan to be the official guest for a planned international meeting of media stakeholders expected to be held in the country next year.

Sungura who is also the chairperson of the Coalition on Right to Information (CoRI) said that through the independent media councils next year “we plan to bring to

Tanzania media stakeholders from Africa and the world”.

Speaking before President Samia during the second National Media Sector Development Symposium held at Mlimani City Hall in Dar es Salaam, Sungura said “this not only due to the respect bestowed to us in East Africa and Africa in general but it has been the dream of your government to have a body uniting journalists which would positively portray the continent as you passionately expressed in your speech during the commemorations of the World Press Freedom Day held in Arusha in 2022”. The Arusha meeting drew representatives from across Africa.

The second National Media Sector Development Symposium jointly organized by the CoRI and the Ministry of Information, Communication, and Information Technologies (MICIT) attracted over 1,000 journalists, government communication officers and stakeholders. President Samia was the official guest.

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## Elections is cornerstone of democracy

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remain essential in holding power to account and informing the public”, she said adding that moving forward, a renewed commitment to ethical reporting and safeguarding press freedom is imperative to uphold the integrity of electoral systems and democratic values

Contributing to the various presentations made at the symposium, stakeholders emphasised the importance of providing equal space to political parties during the elections cautioned against the influence of politicians who often seek favours by bribing journalists.

In the 2nd National Media Sector Development Symposium held on June 18 and 19, 2024 in Dar es Salaam, President Samia Suluhu Hassan, as the official guest cautioned journalists to use their pens to build and not to destroy.

She said media should analyse what is done by political parties in order to take requisite constructive steps to promote their performance and should educate the citizens on their right and responsibility to vote.



**Veteran journalists Generali Ulimwengu (left) and Salim Said Salim (right) who also attended the stakeholders' Symposium**

The symposium organised by MCT was sponsored by the US Embassy in Tanzania. The local government

elections will be held on November 27, this year and the general election next year.

# Vision for change drives new MCT leadership – Sungura

For over two decades, the Media Council of Tanzania, a non-regulatory body established by media practitioners and stakeholders in the late 90s, had been led by two Executive Secretaries, who advanced its creed of media self-regulation. On January 16 of this year, ERNEST SUNGURA, a journalist with vast experience in administering and managing professional media bodies, assumed the top post of the Council. In this Q&A article by HAMIS MZEE, the new MCT Chief, driven by the vision for change, gives his overview and explains plans and initiatives to further the Council's goals. Read on...

**Question: In January, you assumed leadership of the Media Council of Tanzania (MCT), which oversees adherence to professional media ethics and advocates for press freedom and access to information. How did you take the appointment as the Executive Secretary?**

**Answer:** I took the appointment with excitement. It reminded me of the duties ahead, to ensure media adherence to professional ethics and promote press freedom and access to information.

**Question: It's now over six months since you took over as ES. How do you find the Council?**

**Answer:** I understood there were areas needing intervention in the media sector, including the lack of a friendly legal environment, as journalists were still being arrested, assaulted, and denied access to information. Journalists' safety and security remained exposed. Additionally, disinformation, fake news, gender imbalance, and unethical reporting were concerns highlighted by stakeholders.

Several media organizations are addressing these concerns. For example, the Tanzania Editors' Forum is advocating for freedom of expression and the safety of journalists. The Union of Tanzania Press Club (UTPC) strengthens the capacity of press clubs, promoting ethical journalism. Similarly, the Media Institute of Southern Africa (MISA) continues to promote and defend media freedom, freedom of expression, and access to information in Tanzania.

The MCT has continued to promote and protect media freedom while upholding the highest professional standards through advocacy, capacity building, self-regulation, and dispute resolution.

For the past six months, under the new leadership, the Council has been working towards addressing these challenges in a more coordinated and impactful way. When I speak of new leadership, I don't mean just myself as Executive Secretary but also the Governing Board, which was appointed last September.

We have

developed a theory of change to guide our efforts: "Strengthening the capacities, systems, and resources at MCT leads to credibility and legitimacy to coordinate collaborative efforts of stakeholders towards enabling a healthier information environment for an independent media system in Tanzania, contributing to a democratic Tanzania with free, responsible, and effective media."

To realize this change, we outlined five key steps, supported by performance indicators. The success depends on several factors, including resource availability, commitment to change, receptiveness to learning, and support from the Governing Board for experimentation and adaptation.

We have also conceptualized an election theory of change, given the upcoming local and general elections in 2024 and 2025, aimed at empowering Tanzanian audiences to make informed electoral decisions by strengthening media capacity to report independently before, during, and after elections.

In summary, the Council's future will be driven by this theory of change, aiming to contribute to a more democratic Tanzania with an effective and independent media.

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Ernest Sungura, the Executive Secretary of the Media Council Tanzania.





## REQUEST FOR EXPRESSION OF INTEREST FOR PARTNERSHIP WITH MEDIA COUNCIL OF TANZANIA (MCT)

### WHO WE ARE

The Media Council of Tanzania (MCT) is an institutional membership organization, an independent, voluntary, self-regulatory body established on June 30, 1995 by media practitioners of all media categories.

The Council is registered under Trusteeship Incorporation led by Prof Geoffrey Mmari, Justice Joseph Warioba and Justice Augusta Bubeshi. Since its establishment, the Council has enjoyed strong leadership from its Governance structures through its Governing Board led by Prof. Geoffrey Mmari, Prof Issa Shivji, The late Justice Dr. Robert H. Kisanga, Rtd. Justice Thomas Mihayo, and the Late Justice Juxon Mlay.

The day-to-day activities of the Council are conducted by a Secretariat which is headed by the Executive Secretary (ES), Mr Ernest S. Sungura, an enterprising, talented leader, strategic thinker who has been pioneering the transformation of the media sector in Tanzania for over two decades.

### WHAT WE DO

The Council's main objective is to enable legal and media viability environment that promote self-regulations, freedom of the media, safety and security of journalists, editorial independence and ensuring highest professional media standards and accountability in the country. The Council envision to create an environment that enables a strong and ethical media that contributes towards a more democratic and just society with a free, responsible and effective media.

### OUR THEORY OF CHANGE

The Council' Theory of Change (ToC) focus on strengthening the capacities, systems and resources at MCT leading to credibility and legitimacy to effectively, efficiently and timely coordinate the collaborative efforts of stakeholders and coalitions towards enabling healthier information environment for a functioning independent media system in the country for a democratic Tanzania with free, responsible and effective media.

## WHY PARTNERSHIP?

The Council is exploring various creative and innovative partnership opportunities to fundraise for its new Program Strategy 2023 – 2027. There is no any fund set aside for this partnership but partners are requested to express their interest to explore the partnership opportunities jointly taking advantage of strengths of each partner. The aim is to mobilize financial resources differently taking advantage of the fast technological changing environment and digital driven economy.

## OPPORTUNITY FOR PARTNERSHIP NO. 1

**Pre-identified opportunity for partnership:** Monetizing Media Monitoring and Evaluation System

### The Main Purpose of the Opportunity:

To generate revenue by providing valuable insights, data, and services to businesses, organizations, and individuals.

The systems track and analyze media content across various platforms, helping clients understand how their brand, products or messages are being received in the public domain.

### Requirements from the Partners:

- Evidence based ability to leverage modern technology such as AI, cloud computing, data analytics, and automation.
- Ability to monetize the systems through various revenue streams, including subscription-based models, custom reports, premium analytics, advertising and sponsorship opportunities
- Ability to design and develop advanced features like real-time alerts, predictive analytics, and personalized dashboards.
- Acceptance to costs and revenue sharing models

### Current Strengths of MCT

- 250 institutional members of the Council
- Media monitoring is one of the core mandates of the Council
- Eligibility to monitor all media categories (radio, TV, newspapers and online platforms)
- Reputation by the public, government and other media stakeholders including members of the Council
- Press violence data based on daily media monitoring
- Election media monitoring



- Equipped resource centre

## OPPORTUNITY FOR PARTNERSHIP NO. 2

**Pre-identified opportunity for partnership:** Monetizing Digitized TUZO Magazine and Impactful multimedia storytelling

### The Main Purpose of the Opportunity:

To generate revenue while sustaining and expanding the production of high-quality content. It helps to cover production costs (e.g., writers, videographers, designers, platforms, story tellers, creatives) and continue delivering impactful content without relying solely on donations, grants or sponsorships.

For impact storytelling, monetization helps fund stories that promote social change, advocacy or awareness of important issues

### Requirements from the Partners:

- Commitment to shared vision and adherence to ethical standards
- Acceptance to costs-revenue sharing models
- Potential to scale the monetization strategy helping to expand the projects' reach, audience base, and financial returns over time
- Demonstrated experience and expertise in digitizing magazines, digital media and publishing industry, understanding market trends, audience behavior and the monetization strategies that work within this space
- Ability to bring strong digital marketing and content distribution capabilities to attract a broader audience, optimize the monetization strategy and enhance brand visibility.
- Technical ability to support the digitized TUZO magazine and multimedia projects, offering expertise in content management systems, analytics, paywall integration, subscription services, and other technical tools necessary for monetization
- Access to cutting-edge technology such as AI, data analytics, video platform or immersive storytelling tools which can unlock new revenue opportunities.
- Strong network of distribution channels such as social media platforms, digital marketplaces and content networks.
- Fact check systems

### Current Strengths of MCT

- Competent and highly motivated TUZO Magazine team of diversity of skills, knowledge and experience is in place
- The government has registered the TUZO magazine

- TUZO magazine editorial policy is approved
- TUZO magazine take advantage of the Excellence in Journalism Awards Tanzania (EJAT) which has been in existence for the past 14 years
- Strong network with government agencies and private companies regarding sponsorship, advertising and donations for TUZO magazine production

### OPPORTUNITY FOR PARTNERSHIP NO. 3

**Pre-identified opportunity for partnership:** Monetizing Strategic Communications Beyond the Press Release

#### The Main Purpose of the Opportunity:

To generate revenue while amplifying the impact, engagement, and authority of communication strategies through diversified, high-value offerings. Moving beyond press releases allows companies to diversify their communication strategies into more interactive formats which can be monetized while also boosting deeper engagement with clients or stakeholders. Businesses can create premium content and sell exclusive, value-added content like in-depth industry reports, expert insights or subscription – based magazine which target niche audiences willing to pay for specialized knowledge or insights.

#### Requirements from the Partners:

- Deep understanding of strategic communication practices, including content marketing, public relations, branding and reputations management, well-versed in leveraging these aspects for monetization.
- A solid grasp of the target industry and market trends, able to identify opportunities for monetizing content such as reports or other strategic communication outputs.
- Experience in developing and implementing monetization models such as subscription services, premium content offerings, sponsorships and affiliate marketing.
- Skills in generating business opportunities from strategic communications, such as consulting, training or premium content packages
- Ability to leverage analytics to understand audience behavior, engagement, and the effectiveness of various content formats
- Proven strategies for growing and engaging audiences through multiple channels, such as social media, email marketing, and content partnerships which are essential for sustaining and scaling revenue.
- Strong content creation skills that go beyond traditional press releases. Adept at producing high-quality multimedia content, such as podcasts, eBooks or video series that can be monetized effectively.



- Ability to bring innovation to the table, offering new ideas for content formats and delivery methods that appeal to modern audiences and open up new monetization avenues, such as storytelling or virtual events.
- Uphold high ethical standards and strong reputation, as strategic communication is closely tied to public perception. Any misalignment could harm the brand's reputation.
- Strong connections with sponsors and advertisers
- Skilled in facilitating co-branded content or sponsored events that can be monetized while still adding value to the target audience.

### Current Strengths of MCT

- Existing team with skills and knowledge on strategic communication
- Creative team with ability for storytelling is present
- Diversity of expertise from journalism, business management, financial management, management information systems, operations management, graphics designs, procurements and administration, etc.
- Strong connections with sponsors and advertisers

### OPPORTUNITY FOR PARTNERSHIP NO. 4

**Pre-identified opportunity for partnership:** Utilization and Monetizing MCT land property in Bagamoyo

### The Main Purpose of the Opportunity:

To generate revenue through effective utilisation of the land properties to unlock the full potential of MCT land in Bagamoyo. Bringing together diverse expertise, investment capital, and innovative ideas that can transform the land into a thriving economic hub. By leveraging the resources and capabilities of various stakeholders, MCT aims to develop sustainable projects that generate revenue, create jobs, and provide value to the local community. Additionally, partnerships will enable the exploration of various sectors such as tourism, real estate, agriculture, and industrial development, ensuring a diversified and resilient utilization strategy.

### Requirements from the Partners:

- Relevant experience in sectors such as real estate development, hospitality, agriculture, or industry.
- Track record on project execution, management, and operation in similar contexts.
- Innovative approaches and a commitment to sustainable development, including

using environmentally friendly practices, promoting green building standards, and incorporating renewable energy solutions.

- Clear understanding of the social and economic landscape of Bagamoyo and demonstrate a commitment to community engagement and development.
- Proven track record in land development, commercial ventures, or relevant fields.
- Offer resources/technical know-how and investment capacity to undertake development projects.
- Maintain high standards of transparency, accountability, and ethical practices in all aspects of the partnership
- Demonstrate the financial strength and capacity to invest in large-scale projects, including access to capital, creditworthiness, and a proven track record of managing significant investments.
- Ability to provide both the financial investment and technical expertise required to successfully develop and manage the land.

### Current Strengths of MCT

- Prime Location, Bagamoyo is strategically located along the East African coast, providing access to major trade routes. Its proximity to Dar es Salaam, the commercial capital of Tanzania, enhances its appeal for business and tourism activities.
- The Land can be accessed from the Bagamoyo Main Road.
- All necessary infrastructures are available, roads, Electricity, Water
- Kimalang'ombe plot of 3.2 acres is fenced and Zinga farm is 13.8 acres.
- Cultural and Historical Significance: Bagamoyo is a UNESCO World Heritage site with rich historical and cultural significance. It Offers unique opportunities for developing cultural tourism projects that can attract both local and international visitors.
- The establishment of the Bagamoyo Port and its associated industrial zone presents further opportunities for industrial and commercial activities.
- The fertile land provides potential for agricultural projects.
- Both sites—Kimalang'ombe and Zinga Village—present opportunities for various types of development, from commercial to recreational, given their size and location.
- Projects developed on these lands can significantly benefit the local communities by creating employment opportunities and enhancing regional infrastructure.
- The land is available for development without existing encumbrances, providing a clear path for potential projects.

### Eligibility

Any individual consultant, group of consultants or firms from Tanzania or abroad registered to operate business in Tanzania and interested in either one or more pre-identified partnership opportunity.

### Evaluation Criteria

Expression of Interest will be evaluated based on the criteria below: -

- i) Alignment with submission requirements from the partners,
- ii) Relevant potential based on submitted CV of the Consultants or company profile,
- iii) Evidence of competences,
- iv) Partnership track records on similar opportunities,

### Required submission

- i) One pager Expression of Interest
- ii) Consultants' CV's
- iii) Company profile and evidence of similar partnership
- iv) Certificate of incorporation and business licence (only for firms)

### Submission deadlines

- i) 30th September, 2024 at 12:00hrs.
- ii) Only shortlisted expression of interest will be informed to respond for full proposal
- iii) Full proposal will be open on 4th October, 2024.

### Submission address:

Email [mctender@mct.or.tz](mailto:mctender@mct.or.tz)

Postal address:

Secretary to the Tender Board,

Media Council of Tanzania,

House no. KUN/MTN/532, Skanska Area, along Bagamoyo Road,

P.O. Box 10160, Dar es Salaam

**MCT has the right to reject expression of interest that does not meet the required criteria. For clarification regarding this expression of interest please email to [ziada@mct.or.tz](mailto:ziada@mct.or.tz)**



# Samia congratulates four outstanding media personalities

By MW Reporter

**T**he President, Dr. Samia Suluhu Hassan has congratulated four Tanzania media personalities for being awarded or elected to lead media groups in Africa.

Beatrice Bandawe the Managing Editor of Nipashe was recently recognised and awarded as female leader by the World Association of News Publishers and the President noted “this is the first time for a Tanzanian to be accorded the award and we appreciate”.

Ernest Sungura, the Executive Secretary of the Media Council of Tanzania (MCT) became the first chair of Network of Independent Media Councils in Africa (NIMCA).

He was picked for the post during a meeting of heads of Media and Press Councils in Africa held in South Africa.

NIMCA was officially launched on May 16, 2024, at the inaugural meeting of African Media Councils, hosted by the South African Press Council in Cape Town.

The Chairperson of the Tanzania Editors Forum (TEF), Deodatus Balile, was elected the President of the East Africa Editors Society for 2024 to 2025 while Kajubi Mukajanga has been appointed the first Chairperson of the newly formed East African Press Council (EAPC). The President congratulated them all for honouring and making the country proud in her opening address to the Second National Media Sector Development Symposium held in Dar es Salaam on June 18 and 19, 2024.

The symposium was organized through a partnership between the Coalition on Right to Information (CoRI) and the Ministry of Information, Communication, and Information Technologies (MICIT).



**Beatrice Bandawe the Managing Editor of Nipashe**



**Ernest Sungura, the Executive Secretary of the Media Council of Tanzania (MCT)**



**Deodatus Balile, Chairperson of the Tanzania Editors Forum (TEF)**



**Kajubi Mukajanga, Chairperson of the newly formed East African Press Council**



# Vision for change drives new MCT leadership – Sungura

From page 10

**Question: Have you faced challenges so far?**

**Answer:** Challenges are part of life. Change management always comes with shifts in mindset, attitude, and work culture. The new leadership was prepared for this, conducting change management training early on and setting indicators to monitor progress was given priority.

We've also focused on financial resource mobilization to sustain operations and build capacity. We reorganized the management team, promoting women into leadership positions. For example, we appointed a female finance manager, and our management team now has a strong representation of women, reflecting our commitment to gender balance.

**Question: You previously led the Tanzania Media Fund, which evolved into the Tanzania Media Foundation. Is there anything from that experience that you can adopt here?**

**Answer:** Yes, particularly the theory of change and the design of results chains to ensure the Council's vision is realized. I also draw on my experience at Deloitte Consulting, where I learned project design and implementation, skills that helped me grow at the Tanzania Media Fund and Foundation.

**Question: What should be expected from your leadership of the Council—an overhaul or a change in style?**

**Answer:** An overhaul? No. The Council has a strategic plan that started last year, and we are in the second year of its implementation. However, the new leadership has made some changes, particularly in resource mobilization. We've introduced non-traditional revenue streams, such as the new TUZO magazine, and we are exploring consulting services to sustain the Council.

**Question: You've been appealing for more collaboration with other media bodies. Why is this important?**

**Answer:** Unity is power. The Council's credibility and legitimacy are crucial, and collaboration with stakeholders, including

the government, is essential for creating a healthier information environment and a functioning independent media system in Tanzania. This aligns with our theory of change, which calls for collaborative efforts.

**Question: In which areas is collaboration particularly pertinent?**

**Answer:** We must continue advocating for the right to information (RTI) laws and policies, conducting awareness campaigns to educate the public, and monitoring the implementation of the ATI Act. Additionally, legal support and digital literacy are areas where collaboration is vital, especially in navigating technological changes.

**Question: How do you see the prospects of co-existing with the government's planned Independent Media Council?**

**Answer:** The new leadership is focused on building the Council's legitimacy and credibility to serve the public voluntarily. It's up to the public to choose between the self-regulatory MCT or the co-regulatory body. Media stakeholders need to assess whether the so-called Independent Media Council truly guarantees media freedom and editorial independence.

**Question: The Council has over 200 institutional members, but some have not paid their membership fees. How do you plan to reverse this?**

**Answer:** The new leadership has started visiting members to understand their challenges. We believe that adding value to their membership will change attitudes and improve fee payment.

**Question: Your predecessors-initiated undertakings like acquiring Council-owned land and office space. What are your plans for self-reliance?**

**Answer:** The new leadership both the Board and ES visited the land property in Bagamoyo. For the time being, the new leadership appreciate the initiative for Council's self-reliant efforts to acquire lands and start building own offices in Tegera, Dar es Salaam, which of course has liberated greatly from renting. We are currently exploring investment options. Our

financial resources mobilization efforts also consider setting aside funds for continuing where the predecessor ended. We will continue with construction of the current building to the final stage.

**Question: Since the Council enjoys the support of donors and development partners for most of its activities what is your position for continued cooperation?**

**Answer:** Donors and development partners have played a great role to ensure the programme activities at the Council are sustained. It goes without saying, the Council enjoys the support of donors and development partners. The new leadership has engaged with some of the donors and development partners. Shared the

theory of change going forward. But also responded to their call for proposals. We are very happy that we have at least secured a seven-years programme goes by name "Wajibika" through a consortium led by Oxford Policy Management (OPM) with other consortium members both local and international. So, our position so to speak is to continue exploring more partnership opportunities with donors and development partners.

**Question: You have recently been elected the first chair of the Network of Independent Media Councils in Africa (NIMCA) during a meeting held in Cape Town, South Africa... Congratulations for winning the trust and what are the objectives of that body?**

**Answer:** Basically, NIMCA affirmed the African Commission's 2019 Declaration of

Principles on freedom of expression and access to information. The network will promote self-regulation as the cornerstone of a free and ethical media. It will allow members to build common approaches, deepen media freedom, bolster accountability and support sustainable journalism across the continent. NIMCA will give priorities to include developing a pan-African ethics framework, providing guidance on misinformation and new technologies like artificial intelligence, finding sustainable funding models and achieving gender parity within regulatory bodies.

**Question: You also attended the first meeting of the newly formed East Africa Press Councils held in Kigali, Rwanda... what is your view and expectations of such regional media cooperation?**

**Answer:** The East Africa Press Councils is important body in our region. The new leadership expects to see it promotes and upholds journalistic standards, press freedom, and ethical media practices within the East African region. Having participated in the first meeting in Kigali has enlightened me and being the Chairman of NIMCA, I am looking forward to foster cooperation with the East Africa Press Councils secretariat based in Nairobi as we prepare for next year to bring the African Media Councils and the World to Tanzania to celebrate among others, the 30 years

anniversary of self-regulations in Tanzania.

**Question: In the first six months of leadership, the President of the Council and chairperson of the Governing Board retired Judge, Juxon Mlay, passed on May 25, how has that loss affected you especially as you have repeatedly said the late President was key in your appointment as ES?**

**Answer:** I think it is not about the loss of Judge Juxon Mlay affecting me alone, simply because he was key in my appointment as ES. This is a loss to the media industry.

Judge Mlay was a staunch advocate for press freedom, tirelessly working to protect the rights of journalists and media organizations in Tanzania. His efforts were pivotal in creating a more open and democratic media environment. Under his leadership, the MCT reinforced the importance of ethical journalism. He emphasized the need for journalists to adhere to professional standards and codes of conduct, ensuring responsible and credible reporting.

Judge Mlay played a crucial role in mediating disputes involving the media. His background as a judge helped him bring a balanced and fair approach to resolving conflicts, thus maintaining harmony within the media landscape. Known for his integrity and commitment to justice, Judge Mlay left a lasting legacy that continues to inspire media practitioners and advocates of press freedom in Tanzania and beyond. And of course, yes, he was key in my appointment because he guided the recruitment process while hospitalized outside the country. He announced my appointment virtually to the National General Council meeting. And he called me to confirm my acceptance. He guided the engagement negotiations meetings until the employment contract was signed by both parties, him and I.

There is no way you can take that for granted. That's why I will repeatedly acknowledge him. With the current management team, we have proposed and the Board has approved to honor him by naming one of the products that the Council will design and create in a very near future for remembrance of his undisputed contributions to the Council. Also, the Board approved naming one of the conference rooms after him.



Ernest Sungura, the Executive Secretary of the Media Council Tanzania speaks during Stakeholders' Symposium on the Role of the Media in Ensuring Credible Elections held on April 30, 2024 in Dodoma.





The chairperson of the Ethics Committee of the Media Council of Tanzania (MCT), rtd Judge Robert Makaramba (centre), the chairperson of the Audit Committee CPA Happyness Nkya (right) and the Executive Secretary of the Council, Ernest Sungura attentively follow briefing on the Council's plots at Kimalang'ombe during a recent visit by members of the Council's Governing Board.

# Governing Board members visit MCT land properties

By MW Reporter

Members of the Governing Board of the Media Council of Tanzania (MCT) recently visited the Council's prime land properties in Kimalang'ombe and Zinga in Bagamoyo district.

The Board Members impressed by the properties opined that there was a need to invite potential investors to develop them.

MCT owns a total of 17 acres of which 13.8 are at Zinga and 3.2 are at Kimalang'ombe respectively.

Speaking during the visit, the governing board members said that the lands are

strategically positioned and have all necessary infrastructures such as water, electricity and are all close to main roads.

Judge (rtd) Robert Makaramba who is MCT's Ethics Committee Chairperson said that Bagamoyo being strategic economic zone position MCT on a sustainable future and to become more independent.

The decision to make the visit, the first by the Governing Board in ten years to inspect the Council's property in Bagamoyo, was reached during a recent board meeting.

"What we have seen is exciting, the two places are very strategic and are endowed with all the necessary infrastructure, while the land in Kimalang'ombe is already having a structural plan, title deeds and a very

strong fence," said Judge (rtd) Makaramba adding that the future prospect is to look for potential investors.

On his side, CPA Happyness Nkya acknowledged and appreciated the foundations made by the previous MCT leaders including governing board members for their vision to purchase the two lands.

"This has challenged us as board members to critically think on how best we can utilize these properties for MCT sustainability since we acknowledge the existing funding challenges".

"We should therefore come with proper plans for utilizing the land to generate income for MCT and facilitate its operations to support the media sector;"



# Samia invited to grace international meeting for media stakeholders

**From page 9**

The preparations for the next year's grand meeting of the media in Africa have started and "our goal is to honour the respect accorded us in Africa and the whole world", said Sungura.

Sungura was elected first chairperson of NIMCA when it was officially launched on May 16, 2024 at the inaugural meeting of African Media Councils, hosted by the South African Press Council in Cape Town.

Latifa Mobarra of the Press Council of South Africa; George Sarpong of the National Media Commission in Ghana, representing West Africa; and Kennedy Mambwe of the Media Self-Regulatory Council of Zambia, representing Southern Africa form NIMCA's inaugural executive board, laying the foundation for the organization.

Sungura, as NIMCA's first chair, expressed his excitement for this new role, stating, "this is a pivotal day for our media sector and

ecosystem. Our media councils have long operated in silos, with limited engagement or information sharing. NIMCA marks the dawn of a new era, fostering common approaches, deepening media freedom, bolstering accountability systems, and championing credible, sustainable journalism across our continent."

The Cape Town meeting saw a diverse range of participants from independent media regulatory bodies, both statutory and non-statutory.

Delegates shared their best practices and challenges about press freedom, and deliberated on fostering ethical journalism in an environment where the media and its regulatory bodies grapple with funding and sustainability crises.

NIMCA invites independent media regulators from other African countries to join the organization, championing self-regulation as the bedrock of a free,

professional, and credible media in an evolving communications landscape. This is especially crucial in a world where social media is often implicated in the spread of unethical and low-quality content.

The councils urged journalists, photographers, and other media practitioners to uphold the basic tenets of journalism to ward off state regulation and punitive measures by those in power. They acknowledged the need to explore new financial support models for the media to promote, support, and sustain journalism and the related independent self-regulation mechanisms in the industry.

In a rapidly evolving digital environment, the media regulatory bodies highlighted the need for guidance on how media should navigate ethical issues related to the emergence of artificial intelligence (AI), convergence, and the need for innovative journalism curricula and training models.



Some members of the Governing Board of the Media Council of Tanzania and staff of the Council pose in a group photo at Kimalang'ombe during a recent visit.

## Governing Board members visit MCT land properties

**From page 14**

added CPA Nkya who is the Chairman of MCT Audit Committee.

On her side, Ms. Sophia Komba, a board member, noted that the visit was important to assess and advice accordingly as Bagamoyo is a fast-growing district with

a growth of economic activities including industries.

"I see for example here in Kimalang'ombe one can build apartments, hostel or even a hotel, since all necessary infrastructures are here," she added.

The previous leadership of MCT

purchased the two properties in its effort to be economically sustainable and ensure its independence.

MCT Executive Secretary Ernest Sungura and members of management team accompanied the Governing Board delegation during the visit.

# Nape highlights digital revolution, bolstering of press freedom

By Saumu Mwalimu

The Ministry for Information, Communication, and Information Technology is prepared to ensure that digital revolutions are facilitated by ICT and the information dissemination system is strengthened by overseeing the freedom of the media in the country.

This was stated by the former Minister for Information Nape Nnauye when he tabled in the National Assembly the Ministry's budget estimates for 2024/25 on May 16, 2024.

Nape who was dropped by President Samia Suluhu Hassan in a recent minor reshuffle, added that the Ministry was also prepared to finalize the revisions of the 2003 Information and Broadcasting Policy and to develop a strategy for the protection of children against online violence.

The National Assembly approved a total

of TZS 181 billion for the development and recurrent expenditure of the Ministry for the year.

Stakeholders in the media, including the Acting Programme Manager of the Media Council, Saumu Mwalimu, representatives from the Tanzania Editors Forum (TEF), Jamii Forums, Journalist Workers Union of Tanzania (JOWUTA), Union of Tanzania Press Clubs (UTPC), media outlets, and journalists witnessed the tabling of the Ministry's budget estimate.

The media stakeholders who viewed the budget as a positive, had the following opinion. UTPC Executive Director, Kenneth Simbaya said this year's budget was 'progressive' and he was optimistic with the plans laid out by the Minister.

"Comparing it to previous budgets, there are things you see as different in this budget, although there are still certain things that remain in every budget. I believe, if the plans laid out are implemented, it will help improve the media sector.

"The Minister has repeatedly said that journalists are safe under President Samia Suluhu Hassan. We would not want that safety to be based on the whims of a leader, but rather it should be guaranteed through established systems that even if another leader comes, journalists remain safe," he said.

Simbaya emphasized that the Ministry should continue to consider the private sector, including organizations, as important stakeholders in achieving its goals.

Veteran journalist and broadcaster Rose Haji said in her history of tracking budgets, this is the first budget that has recognized the importance of media outlets and journalists in the country.

She said for the Ministry and even MPs to discuss how to plan and allocate funds for journalists shows the growing value of the profession.

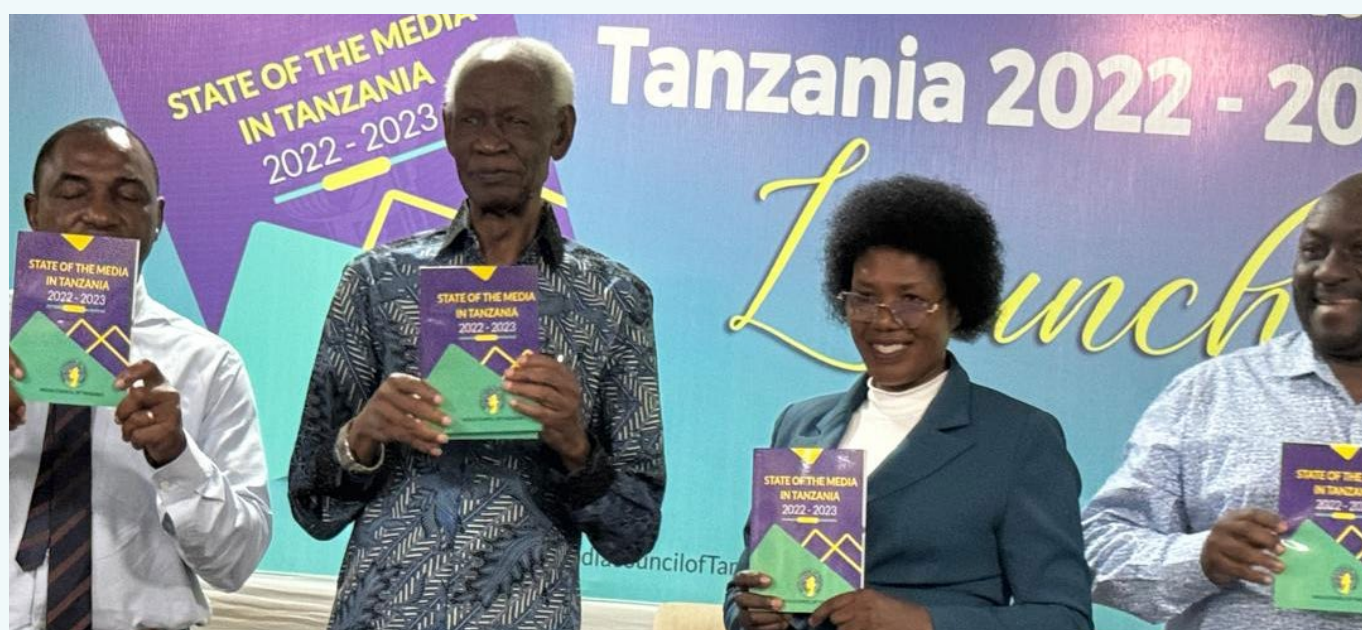
"We have seen Parliament giving due respect to news, media outlets, and even

*Continues on page 23*



The Executive Secretary of the Media Council of Tanzania (MCT), Ernest Sungura exchange views with the Head of the Department of Good Governance at the Swiss Embassy in Tanzania, Consuelo Natale recently. Sungura is also the Chairperson of the Network of Independent Media Councils in Africa (NIMCA).





The Former Prime Minister and First Vice President Joseph Warioba flanked left by the Executive Secretary of the Media Council of Tanzania, Ernest Sungura, right by MCT Board member Joyce Bazira and extreme right by retired MCT Executive Secretary, Kajubi Mukajanga, display the 2023/24 State of Media Report during its inauguration.

# Varsities challenged for prioritizing quantity over quality

By Tumbi Kiganja

Journalism institutions are reportedly prioritizing on the quantity of students over the quality of education.

This observation was made by Dr. Samwilu Mwaffisi during the launch of State of the Media in Tanzania 2022-2023 Report (SMR), the flagship publication of the Media Council of Tanzania (MCT) on July 4, 2024.

Dr. Mwaffisi, the Lead Researcher of the Report and also a lecturer at Tumaini University, said that though graduates from the universities often attain high grades, they lack adequate practical skills for the industry which is a serious challenge to journalism.

He noted some training institutions have high number of students while the quality of graduates is wanting.

The launch of the Report was graced

by the former Prime Minister and First Vice President, Judge Joseph Sindé Warioba.

The report compiled by Dr. Mwaffisi and three other researchers brought to light several issues and highlighted the concerns of media stakeholders regarding the quality of graduates from the higher institutes of journalism.

He also expressed doubt that may be students picked to pursue journalism lack interest in the course and this may be a factor contributing to their dismal practical performance.

In addition Dr. Mwaffisi noted there was dearth of journalism of lecturers with practical experience and also even those with high academic qualifications are restricted to teach journalism if they do not have journalism as their as first degrees.

Dr. Mwaffisi suggested that it is time for the Tanzania Commission for

Universities (TCU), MCT, media owners, journalism institutions, and the National Council for Technical and Vocational Education and Training (NACTVET) to collaborate in order to rescue the situation.

Dr. Mwaffisi and two other researchers - Mary Kafyome, and Emmanuel Bulendu compiled the first part of the Report covering mainly media on the Mainland while Hawra Shamte a veteran journalist from the Isles, covered the media landscape in Zanzibar.

The launch was conducted in a style where the Executive Secretary of the Council, Ernest Sungura moderated a discussion in which each researcher responded to issues raised on the various areas they covered.

Three critics – Abdallah Katunzi from the School of Journalism and Mass Communication of the University of Dar es Salaam, veteran journalist Absalom Kibanda and media consultant Rosemary Mwakitwange dissected the State of Media Report - poking holes where they spotted deficiencies and made proposals for improvements for future reports.

As for the issue of graduate journalists lacking skills, Katunzi argued that was a result of failure to mentor and groom them in newsrooms. The young graduates very much need to be assisted, citing his own experience the first time he entered a newsroom.

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# Varsities challenged for prioritizing quantity over quality

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He said he was received and groomed by seniors... cited Joseph Kulangw-editor from Raia Mwema newspaper who was present during the launch of the SMR as one such seniors who groomed him.

Explaining the reasons for some of the shortcomings noted during the launch by the critics and the audience, the researchers said sometime they used secondary sources after failing to get the right respondents.

“At certain points it was really tough ... it was not easy going” pointed out Ms Kafyome. Researcher Bulendo who is finalizing Phd studies in China

participated in the event on-line from there.

The research also reflected on how the media handled critical public interest issues – the case of DPWorld – a Dubai company which entered an agreement with the government to operate port services in the country and Ngorongoro eviction of Maasai pastoralists.

In both cases while there were opinions that the government did not enlighten the media and provided adequate information to inform the public, there was an argument from those opposing the developments that the media was compromised.

Some journalists who were

‘facilitated’ in the coverage, indeed reflected positively both the DPWorld and the Ngorongoro issues argued that they were not corrupted but were given “incentives”.

Former Executive Secretary of the Council, Kajubi Mukajanga under whose watch the 2023/2024 SMR was initiated and planned gave an overview and run-down of the various aspects and parts of the Report during the launch.

Speaking earlier, the MCT Executive Secretary Sungura reaffirmed the Council's commitment as a non-statutory self-regulatory body dedicated to promoting media freedom and maintaining high professional standards and accountability.

Sungura highlighted the ongoing challenges faced by the media in Tanzania, such as restrictive laws that impede freedom of expression, citing specific provisions of the Media Services Act 2016 as an example.

The launch was attended by a wide array of media stakeholders, including editors, journalists, lecturers from journalism institutions, human rights activists, and advocates for freedom of expression.



The researchers who compiled the State of the Media Report 2023/24. From left is lead researcher Dr. Samwilu Mwaffisi, - Mary Kafyome and Hawra Shamte.



**Rehema Kongola, the new Finance and Administrative Manager of MCT.**



**Ziada Kilobo, Manager MCT Zanzibar office.**



**Elizabeth Okuli, Human Resources and Administrative Officer.**

# MCT on a new wave of transformation

By Josephat Mwanzi

**T**he Media Council of Tanzania (MCT) has embarked on a new journey of transformation under the dynamic leadership of its new Executive Secretary, Ernest Sungura.

Marking his first 100 days in office, Sungura announced a series of significant changes to the executive team, injecting a new spirit, speed and strength into the organization.

“We are not just making changes; we are setting the stage for a revolution in the Tanzanian media sector. Our aim is to enhance the Council’s performance and bring more productivity,” Sungura said during a breakfast meeting held at the MCT premises on May 14, 2024 in Tegeta, Dar es Salaam.

In organizational changes of MCT, Rehema Kongola, a certified public accountant (CPA) from the National Board of Accountants and Auditors Tanzania (NBAA), has been appointed as the new Finance and Administration Manager.

“Kongola’s expertise will be invaluable in driving our financial management and analysis forward,” said Sungura.

Ziada Kilobo who was the Human Resources and Administrative Manager at the Council, has been reassigned as Institutional Sustainability Specialist and among other roles, she will head the MCT office in Zanzibar.

She is also tasked to manage a consulting unit of which Sungura said is non-traditional revenue stream aimed at promoting institutional sustainability.

Furthermore, Elizabeth Okuli has

been promoted from the position of Chief Executive Officer (CEO’s) Secretary cum Administrative Assistant to the role of Human Resources, Administration and Procurement Officer cum CEO Secretary.

“Okuli’s dedication and hard work have earned her this well-deserved promotion,” said Sungura.

These changes came after Sungura’s successful completion of 100 days in office, during which he led the Council in organizing a crucial conference which focused on the role of the media in the coverage of 2024 Local Government and the General elections next year.

The conference attended by media, politicians and academia was held in Dodoma on April 30, 2024.

“We are ushering in an era brimming with growth, innovation, and a steadfast dedication to the tenets of quality journalism,” Sungura remarked.

Yet, this transformative vision confronts formidable challenges, including the critical issue of media viability. To overcome these obstacles, Sungura said he is actively rallying stakeholders and donors to back his initiatives.

His immediate agenda is to enable the media’s role in ensuring the integrity of Tanzania’s elections in 2024 and 2025, laying the groundwork for a future where the press stands as a pillar of democracy.



# Silaa faces 12 media law sections for amendment

By MW Reporter

The Information portfolio has continued to change hands following the recent decision by President Samia Suluhu Hassan to drop Minister Nape Nnauye and appointed Jerry Silaa to take over.

It is on public record that Nnauye managed to engage with the media stakeholders through the Coalition on Right to Information (CoRI) and amended through the parliament at least nine media laws sections.

According to CoRI, the amended sections included reduction of penalties, discrimination of defamation and the responsibility for deciding where to place government advertisements was shifted away from the Director of Information Services, allowing the government more flexibility based on market demands.

However, according to the CoRI chairman, Mr Ernest Sungura, there are still 12 sections the coalition continue to engage with the government and other media stakeholders to ensure they are amended.

“Silaa, the new minister of information must engage with CoRI to review the ministerial powers as there is a section that allow the information minister to ban publications or media outlets, thus granting the government significant control over media operations.” Says Mr. Sungura.

He added that the requirement for annual licensing of newspapers continues, which could lead to the arbitrary suspension of media outlets and that sections 50 and 52 which penalize seditious publications, were not amended. “These sections can impose severe penalties on journalists for content deemed seditious by the government.” Insists Mr Sungura.

He says, although the courts’ power to confiscate media equipment was reduced, other regulatory mechanism that can limit media operations remain.

Nnauye was instrumental in the tabling and enactment of the Media Services Act of 2016 which was an historical achievement for the media to have a specifically tailored law for the sector. However the new law was



**Jerry Silaa, the new Minister for Information, Communication, and Information Technology.**

roundly criticised by media stakeholders as they deemed it obnoxious and not friendly to the media and decided to challenge it in the courtroom.

The Media Council of Tanzania (MCT), Legal and Human Centre (LHRC) and Tanzania Human Rights Defenders Coalition (THRDC) challenged the MSA in the East Africa Court of Justice which ruled in their favour citing a articles of the law that should be reviewed.

Again in 2023 under Nape the infamous law was amended with some of the undesired articles revised. There are 12 articles which are yet to be amended and media stakeholders steered by CoRI are pressing for change.

Now that Nape is gone, the buck stops with the newly appointed Minister, Jerry Silaa who was the Minister for Land and Human Settlement before being switched to Information ministry.





The US Ambassador to Tanzania, Michael Battle, speaks during the commemorations of the World Press Freedom Day in Dodoma.

# US Ambassador lauds Tanzanian journalists' valour

By Paul Mallimbo

The US Ambassador to Tanzania, Michael Battle, has lauded Tanzanian journalists for their dedication and professionalism, acknowledging their vital role in shaping public discourse and upholding democratic values.

Speaking during the commemoration of World Press Freedom Day held in Dodoma on May 3, 2024, Ambassador Battle underscored Tanzania's steadfast commitment to press freedom.

He referenced the International Covenant on Civil and Political Rights, ratified almost 50 years ago, particularly emphasizing Article 19,

which safeguards the rights to seek, receive, and impart information without interference.

Apart from praising Tanzanian journalists, Ambassador Battle announced the publication of a report by AidData which is aimed at enhancing data transparency, assessing the impact of the US-Tanzanian relationship on citizens' lives.

It also highlights significant US contributions to Tanzania's development, including an annual aid package of \$2.8 billion, complemented by support from the Tanzanian diaspora in the US.

Highlighting the transformative impact of US initiatives such as PEPFAR in bolstering healthcare systems and saving lives in Tanzania, Ambassador Battle reaffirmed the United

States unwavering commitment to supporting Tanzania's growth and prosperity.

He emphasized bilateral assistance, multilateral initiatives, and policies favouring trade and investment as avenues for strengthening the US-Tanzanian partnership.

Expressing optimism about the future of Tanzania's democracy and its economic ties with the United States, Ambassador Battle pledged continued collaboration with the Tanzanian government and civil society.

In conclusion, Ambassador Battle reiterated the global commitment to defending press freedom and nurturing informed citizenries, underscoring the importance of a free and vibrant media landscape.

Speaking during the commemorations, the UNESCO Head of Office and Representative, Michel Toto, emphasized the pivotal role of journalists in amplifying the voices of communities affected by environmental degradation.

He highlighted the crucial function of journalists in shedding light on the impacts of climate change and holding decision-makers accountable for their environmental policies.

The theme of the World Press Freedom Day was A Press for the Planet: Journalism in the face of the Environmental Crisis.

"In the midst of this crisis, a free and vibrant press is essential for fostering public dialogue, advocating for sustainable practices, and promoting environmental management," Toto stated, emphasizing the empowering nature of press freedom in investigating, reporting, and informing the public without censorship or intimidation.

Echoing Toto's sentiments, UN Resident Coordinator in Tanzania, Zlatan Milisic, warned of existential threats posed by environmental crises to ecosystems, human health, livelihoods, and security.

Milisic stressed the importance of journalism as a conduit for information, empowering individuals with the knowledge to advocate for sustainable policies and democratic governance.

Recognizing the importance of access to information as a public good, Milisic commended the Government of Tanzania for its efforts to strengthen civic and media space.

He urged for continued improvements to the legal, regulatory, and operational environment for media development and freedom of expression.

The World Press Freedom Day commemoration organised by the Union of Tanzania Press Clubs (UTPC) were attended by government officials, UNESCO representatives, US Embassy representatives, lawyers, media organizations, journalists, politicians, and media stakeholders.

# TEF unveils an ambitious strategic plan

By MW Reporter

**T**he Tanzania Editors' Forum (TEF) is undertaking an ambitious strategic plan spanning from 2023 to 2026.

The three-year Strategic plan unveiled during the Forum's 7th Annual General Meeting held in Lindi from November 12 to 15th, 2023 is expected to scientifically steer its work and promoting change in its operations.

Dr. Darius Mukiza who presented the Strategic plan at the AGM explained that it was prepared by editors in collaboration with TWaweza, and some plans have already started to be implemented.

The TEF Strategic Plan has five objectives which are as follows:-

- Advocate for freedom of expression

with an emphasis on media freedom.

- Cultivate and promote editorial excellence and outstanding journalism.
- Set agendas to trigger public policy debate.
- Unify the media sector... bringing together all stakeholders as a cohesive unit.
- Build a strong TEF institution with a strong secretariat

Implementation cost of the Strategic Plan Dr. Mukiza said is estimated around the tune of millions of shillings.

He said the implementation would entail various professional inputs including the use artificial intelligence (AI), utilisation of expertise knowledge such as legal, data journalism and project writing.

The projects to be covered include UN Millennium Goals and SDGs Project and Reporting Elections.

Dr. Mukiza explained that the UN had proposed writing news on Millennium Goals and SDGs.

TEF held meetings with the UN, and agreed to conduct training for editors and journalists on how to write news on Millennium Goals and SDGs.

To achieve this, Dr. Mukiza informed TEF members that training manuals have already been prepared for the multi million shillings project.

As for Reporting on Elections Dr. Mukiza clarified that the UN has pledged to provide funds for civic education.

On the aspect of TEF to be self-reliant, Dr. Mukiza explained that this is among core aspirations of the plan that it is expected to succeed.

The theme of the AGM was Journalism, Gas, and Sustainable Economy and was officially by the Prime Minister, Kassim Majaliwa.

Other pressing issues raised during the meeting was the colossal long standing advertising debt that the Government – mainly the Regional Administration and Local Government owes the media.

The then Deputy Information Minister Mathew Kundo explained during the AGM that the slow pace of paying the debts was due to over dependence by the local governments on their revenue collection capacity.

TEF Chairperson Deodatus Balile awarded a trophy to Hon. Prime Minister in recognition for his contribution to the advancement of the Forum.

# Sungura appeals for collaboration in media

MW Reporter

**T**he newly appointed Executive Secretary of the Media Council of Tanzania (MCT), Ernest Sungura has pledged to foster collaboration in the media sector.

Speaking during the Annual Retreat of the Tanzania Editors' Forum (TEF) held in Dodoma, Sungura who had then completed his first 100 days at the helm of MCT, addressed the

lack of unified strength among media institutions on various matters concerning journalists.

He told the TEF members attending the retreat held from April 28 to May 1, 2024 that within his first 100 days, he had strived to understand MCT's culture, revive hope among various stakeholders regarding Council's performance.

He also urged editors to collaborate in seeking financial opportunities in various projects and to engage in joint ventures.

Furthermore, he outlined MCT's plans to innovate journalism excellence awards to recognize impactful journalistic work in the country.

For over a decade, since 2009 MCT has been organising the Excellence in Journalism Awards Tanzania (EJAT) recognising media practitioners for outstanding performance.

Sungura assumed the top post at the Council in January, 2024 succeeding Kajubi Mukajanga who has retired.

# Sungura outlines areas of cooperating with Govt

By MW Reporter

**T**he new Executive Secretary of the Media Council of Tanzania (MCT), Ernest Sungura has outlined five areas of cooperation with the Government.

Speaking during the first meeting of the Coalition for this year, Sungura who has also assumed the chair of the Coalition mentioned one of the areas is to continue to contribute views and expert opinion through the Coalition on the Right to Information (CoRI) to get good media policy and legislation and the other areas, he said must include given opportunities to present views on media requirements in the National Vision 2050 to enable the media industry to contribute to government's development efforts, to facilitate enabling environment for dissemination of information which will help provide accurate to the public to make informed decisions on their lives as well as to continue to oversee the adherence of ethics and professionalism in media industry.

Sungura mentioned another area of cooperation with the government must focus



**The Executive Secretary of the Media Council of Tanzania (MCT), Ernest Sungura(left) and the Acting Programme Manager of the Council, Saumu Mwalimu during a meeting of the Coalition on the Right to Information (CoRI).**

on the upcoming elections by having a joint programme for preparing election guidelines and overseeing ethical election reportage to ensure protection of national values of peace and security.

The Executive Secretary also appealed

to the government that the proposed Independent Media Council should be an opportunity for cooperation with MCT in the promotion of ethics and ensuring that the Tanzanian public is provided requisite ethical and professional information.

## Digital revolution, bolstering of press freedom

**From page 16**

journalists. MPs have discussed the issue of the media economy, for example, several suggestions have emerged urging the Ministry to allocate at least a certain percentage of its budget for the development of media outlets while ensuring the Ministry oversees the payment of debts that have been pending for over seven years," said Rose Haji.

For his part, Secretary-General of JOWUTA, Selemani Msuya, said the speech has shown a good direction and advised the need for legal systems to protect the sector rather than relying on the goodwill of the incumbent leader.

"The Minister has outlined how they are

prepared to address the challenges facing the media sector, including paying debts and ensuring journalists have employment contracts. This cannot be done by relying solely on the goodwill of President Samia Suluhu Hassan but rather systems need to be put in place," he said.

He also advised media institutions to collaborate in advocating for the interests of journalists who are facing economic and professional challenges.

Regarding the issue of freedom of expression as mentioned in the Ministry's budget, JamiiForums, CEO Maxence Mello, said the Government is excited with the Reporters Without Borders report the country has attained improved rankings, but

"how did we improve?"

"Tanzania was once in the top 97, I think we were even at 65 years ago, now how did we drop to 143? We should not celebrate this 97 but instead we should strive to improve further," he said.

He emphasized the importance of cooperation between stakeholders within the public sector, civil society organizations, and the private sector in building a broad platform and protecting Article 18 and ensuring freedom of expression is maintained.

The media, he added is protected, according to the laws and procedures we have set for ourselves and not those imposed on us.



# Z'bar stakeholders welcome MCT's new Manager

By Shiffaa Hassan, Zanzibar

**M**edia stakeholders in Zanzibar have positively received the appointment of Ms Ziada Kilobo as the Manager of the Media Council of Tanzania in the Isles.

Reacting to the appointment following the reorganization introduced by the new Executive Secretary of the Council, Ernest Sungura, the stakeholders in Zanzibar said they take the changes as an opportunity for more

collaborations and increased MCT activities in Isles.

Mwinyimvua Nzukwi Secretary of Zanzibar Press Club said that the MCT Zanzibar office needed an extra support in order to strengthen its activities and to continue the advocacy for media friendly media laws.



Ramadhan Makame Director of News Department of Cooperation of Zanzibar Newspapers said that through various activities of the Council they have known Ms Kilobo and they are looking forward to work together.

Husna Mohamed TAMWA-Zanzibar member said she has known Ms Kilobo during Media Management training as a person with a wide experience in the media industry especially on issues of Gender and Media.

“Her coming to Zanzibar is an opportunity and an added advantage to enhancing the gender equity and equality in the Media over here,” she added.

MCT established its full-fledged office in Zanzibar since 2003, to continue with its commitment of promoting freedom of the media and ensuring the attainment of highest professional standards and accountability.

MCT's Zanzibar office had its last manager in 2015 and since then Senior Programme Officer

Shiffaa Hassan had presided over the activities and operations of the Council in the Isles.

The leadership change by appointing Ms Kilobo as the Manager and Sustainability Specialist is aimed at strengthening the Zanzibar office.

Ms Kilobo has been long serving MCT's Human Resources and Administrative Manager and the Council's Executive Secretary Sungura said that she has wide experience in various tasks carried out by the Council including fundraising and budgeting and the focus is to have more activities of the Council in Zanzibar and also to manage a consulting unit of which is a non-traditional revenue stream aimed at promoting institutional sustainability.

The previous head of MCT in Zanzibar, Shiffaa Hassan who is a Senior Programme Officer will continue with her duties and report to the new head.

The new Manager of the Media Council of Tanzania in Zanzibar, Ms Ziada Kilobo.

By Saumu Mwalimu

**A** free and independent media is the best defense against the manipulation of facts and the erosion of democratic values.

Kalisha Holmes, the Spokesperson and Press Officer for the U.S. Embassy said this during the Stakeholders' Conference on the Role of the Media in Ensuring Credible Elections held on April 30, 2024 in Dodoma.

She urged for protection of press freedom for media to play its critical role in safeguarding the legitimacy of democratic processes but also in developing and maintaining the trust with the public by verifying information brought through digital media some of which are untrue.

She added that media has the important responsibility of keeping the public informed, to enable them make informed decisions, especially around civic rights, which is the right to vote, the selection of leaders through the election process.

"The rise of digital media has brought about unprecedented access to information, but it has also brought new threats. We have entered an age where all citizens need to understand the importance of verifying information and the trusted outlets you all represent here today play a critical role in developing and maintaining that trust with the public you serve," said Ms Holmes.

As the US and Tanzania look forward to elections later this year, it is important to reflect on the essential role that media plays in safeguarding the legitimacy of our democratic processes.

The US will hold Presidential election on November this year while Tanzania will hold local government election this year and general election next year.

"In the U.S., we often refer to the media as "the fourth estate", she said adding that "this is because, along with the executive branch, the legislative branch and the judiciary, media is the critical fourth leg of the stool that enables our democracy to flourish."

The Stakeholders' Conference on the Role of the Media in Ensuring Credible Elections was organised by the Media Council of Tanzania and attracted the participation of media, politicians and academia.

# 'Free Press crucial for democracy'



The Spokesperson and Press Officer for the U.S. Embassy, Kalisha Holmes, speaks during Media Stakeholders' conference organised by the Media Council of Tanzania (MCT).



# Zanzibar Govt urged to finalize media law reforms

By MW Reporter

**T**he Media Council of Tanzania (MCT) has called on the Revolutionary Government of Zanzibar to ensure that ongoing discussions aimed at revising media policy and law are finalized and result in the aspired law and policy.

The MCT Executive Secretary, Ernest Sungura, emphasized this point on May 23, 2024, during the World Press Freedom Day (WPF) commemorations held at the Zanzibar Social Security Fund (ZSSF) hall in Zanzibar.

“We urge the government to finalize changes to Zanzibar media policy and law. These discussions should lead to the

adoption of effective policy and law. We want to see action because actions speak louder than words”, said Sungura.

The Zanzibar Press Club (ZPC) Chairman, Abdallah Mfaume, highlighted the need for law and policy that would ensure the freedom and safety of journalists.

He said though the theme for the WPF commemorations focused on the promoting better environment, “in the Isles we need laws and policies that guarantee our freedom and safety so we can perform our duties professionally”.

Speaking during the commemorations, the Executive Secretary of the Zanzibar Broadcasting Commission, Suleiman Abdallah, said that the government plans to reward journalists for outstanding performance

during the year.

He urged journalists to adhere to ethical and professional standards and avoid sensationalism.

The Press Freedom Day commemorations were jointly organized by the Media Council of Tanzania (MCT), Zanzibar Press Club (ZPC), Tanzania Media Women Association - Zanzibar, WAHAMAZA, and the Commonwealth Foundation.

Authorities in Zanzibar have been procrastinating and the process for the proposed changes to the Isles media law has taken long time.

Despite a presidential directive to expedite the process and procedures to enact the long awaited refined media law, it is still elusive.



The Chairperson of the Zanzibar Press Club (ZPC), Abdallah Mfaume.





The 2022 Winners of the Excellence in Journalism Awards Tanzania pose with the guest of honour former Chief Secretary Ombeni Sefue (fourth from left in the first row) with other dignitaries during the competition's gala held at Mlimani City.

# EJAT Gala slated for September 28

By MW Reporter

**T**he Gala for the 2023 Excellence in Journalism Awards Tanzania (EJAT) is slated for September 28, 2024.

This is the 15th edition of the annual competition where journalists are recognised and awarded for outstanding

performance.

A total of 1,069 entries which is the highest ever to be recorded since the start of competition in 2009, have been submitted for the 2023 EJAT.

Also for the first time, EJAT will award journalist works that have not been submitted in the usual channel of submitting the work but selected and determined by a panel of experts and

presented to EJAT judges panel for scrutiny as well.

The works which have not been submitted are based on media coverage on DP World, mudslides in Hanang and the relocation conflict in Ngorongoro.

These prestigious awards in Journalism in the Country is organised by MCT in partnership with other media institutions and stakeholders.



Some of the sponsors of the Excellence in Journalism Awards Tanzania (EJAT) 2022 pose with the guest of honour former Chief Secretary Ombeni Sefue (Centre) during the competition's gala held at Mlimani City.

Complaints or inquiries should be addressed to:

Executive Secretary, Media Council of Tanzania, P.O. Box 10160, Dar es Salaam, Tel.: 022-2775728, 022-2771947 Cell: 0784 314880 Fax: 022 2700370 E-mail: media@mct.or.tz www.mct.or.tz