

STATE OF THE MEDIA IN TANZANIA 2022 - 2023



MEDIA COUNCIL OF TANZANIA



MEDIA COUNCIL OF TANZANIA
(MCT)

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TANZANIA 2022 - 2023

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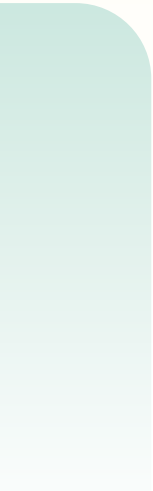
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The contents of this publication are the sole responsibility of the Media Council of Tanzania and do not necessarily reflect the opinion of its partners, the Embassy of Switzerland or IMS.





ABBREVIATIONS

ACT – Wazalendo:	Alliance for Change and Transparency
BAKWATA:	Baraza Kuu la Waislam Tanzania
BBC:	British Broadcasting Corporation
BMGF:	Bill and Melinda Gates Foundation
BRELA:	Business Registration and Licensing Authority
CBET:	Competence Based Education and Training
CCM:	Chama Cha Mapinduzi
CHADEMA:	Chama cha Demokrasia na Maendeleo
CoRI:	Coalition on the Right to Information
DAS:	District Administrative Secretary
DC:	District Commissioner
DED:	District Executive Director
DIS:	Director of Information Services
DJ:	Disc Jockey
DSJ:	Dar es Salaam School of Journalism
DW:	Deutsche Welle
EAC:	East African Community
EACA:	East African Communication Association
EACJ:	East African Court of Justice
EAMVR:	East Africa Media Viability Report
EAR:	East Africa Radio
EATV:	East Africa Television
EJAT:	Excellence in Journalism Awards Tanzania
EPOCA:	Electronic and Postal Communications Act
ESRF:	Economic and Social Research Foundation
EU:	European Union
FGM: -	Female Gender Mutilation
GBV:	Gender-Based Violence
GPA:	Graduate Average Points
HCT:	High Court of Tanzania
ICCPR:	International Covenant on Civil and Political Rights

ICT:	Information and Communication Technology
IJ:	Investigative Journalism
IMC:	Independent Media Council
IMS:	International Media Support
INGO:	International Non-Governmental Organisation
IRC:	International Rescue Committee
ITV:	Independent Television
JAB:	Journalists Accreditation Board
LHRC:	Legal and Human Rights Centre
MCC:	Mwenge Community College
MCL:	Mwananchi Communications Limited
MCT:	Media Council of Tanzania
MICIT:	Ministry of Information, Communication and Information Technology
MISA-Tan:	Media Institute of Southern Africa – Tanzania Chapter
MSA:	Media Services Act
MSJ:	Morogoro School of Journalism
NACTVET:	National Council for Technical and Vocational Education and Training
NBS:	National Bureau of Statistics
NMG:	Nation Media Group
NTA:	National Technical Award
PCCB:	Prevention and Combating of Corruption Bureau
PO- RALG:	President’s Office – Regional Administration and Local Government
PRs:	Press Clubs
RAS:	Regional Administrative Secretary
RC:	Regional Commissioner
RFA:	Radio Free Africa
RPC:	Regional Police Commander
RTD:	Radio Tanzania Dar es Salaam
SAUT:	St. Augustine University of Tanzania
SDC:	Swiss Agency for Development and Cooperation



SDGs:	Sustainable Development Goals
Sida:	Swedish International Development Cooperation Agency
SJMC:	School of Journalism and Mass Communication
SMR:	State of the Media Report
SUZA:	State University of Zanzibar
TADIO:	Tanzania Development Information Organisation
TAMWA:	Tanzania Media Women Association
TAMWA-ZNZ:	Tanzania Media Women Association – Zanzibar
TBC:	Tanzania Broadcasting Corporation
TCRA:	Tanzania Communications Regulatory Authority
TCU:	Tanzania Commission for Universities
TEF:	Tanzania Editors’ Forum
THRDC:	Tanzania Human Rights Defender’s Coalition
TMF:	Tanzania Media Foundation
TSN:	Tanzania Standard Newspapers Limited
TUDARCo:	Tumaini University Dar es Salaam College
UDHR:	Universal Declaration of Human Rights
UDOM:	University of Dodoma
UN:	United Nations
UNESCO:	United Nations Educational, Scientific and Cultural Organisation
URT:	United Republic of Tanzania
USAID:	United States Agency for International Development
UWT:	Umoja wa Wanawake Tanzania
Vikes:	Finnish Foundation for Media and Development
WACC:	World Association of Christian Communication
WAHAMAZA:	Waandishi wa Habari za Maendelo Zanzibar
WAPO:	World Pentecostal Organization
WIM:	Women in Media Project
WIN:	Women in News
WPFDD:	World Press Freedom Day
ZAMECO:	Zanzibar Media Experts Committee



ZBC: Zanzibar Broadcasting Corporation
ZBCom: Zanzibar Broadcasting Commission
ZCTV: Zanzibar Cable Television
ZPC: Zanzibar Press Club
ZU: Zanzibar University



EXECUTIVE SUMMARY

1.0 Introduction

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

2.0 Objective of the Report

The main objective of the State of the Media in Tanzania Report 2022 – 2023 is to assess positive developments in the media landscape in Tanzania that need enhancing and expose factors that retard attainment of vibrant media space in Tanzania which need intervention by stakeholders. It traverses the two years and attempts to shed light on pertinent issues which determined the existential threats on one side and those that enabled positive transformation on the other.

3.0 Organisation of the Report

The report is divided into two parts. The first part deals with the media situation on Tanzania Mainland while the second deals with the media situation in Zanzibar during the period 2022 – 2023.

- Pertinent issues covered include: Legal, regulatory and policy regime, Press freedom violations, Sustainability and viability, Media development support, Gender in media and coverage of disadvantaged groups, Media investment and ownership, and Journalism training and professionalism. While the previous 2020 – 2021 SMR dealt with the specific issues of media coverage of the 2020 General Election and the Covid-19 pandemic, this issue deals with the specific issues of media coverage of DP World controversy and Ngorongoro eviction saga, the two being among major public interest issues which cried for media attention during the period.

4.0 Methodology

The consultants used mixed methods research approach to collect data. Secondary data was collected from different media related reports, publications, journals, books, and conference papers among others. Primary data was collected through desk-research, in-depth face-to-face and telephone interviews with sample respondents.

The respondents included media professionals, media professional associations, government officials, students and academicians from journalism training institutions in the country, lawyers and ordinary citizens who freely shared their opinions.

5.0 Key Findings for Tanzania Mainland

5.1 Legal, regulatory and policy regime

The research found that since President Samia Suluhu Hassan ascended to power in March 2021, she adopted a progressive stance with regard to press freedom and media practice in the country compared to the previous period. Her words and actions during the period under review have created a friendlier environment enabling the media outlets and journalists to practise their profession more freely than was the case during the period of her predecessor. However, despite the improved operating situation, research established that the laws that constrict media and freedom of expression still exist in the statute books. Even the amendment of the Media Services Act, 2016 appeared as a mere white wash. Journalists are still arrested and assaulted by not only unknown people but also security forces, denied information, abused and humiliated by government officials. So long as the obnoxious laws still exist, any improvement seen will not be sustainable and the laws will continue to hang over the media professionals' necks like the Sword of Damocles. Constructive advocacy should therefore continue. Amplified engagement with the government to further amend the legal, regulatory and policy regime is crucial.

5.2 Press freedom violations

The research shows that despite the positive steps taken by President Hassan to enhance press freedom in the country, including lifting bans on several newspapers and meeting with editors, and despite the many utterances by his lieutenants including Prime Minister Kassim Majaliwa Majaliwa and the Minister responsible for Information Nape Nnauye to guarantee press freedom, press freedom violations continued during the period under review. As indicated above, laws that constraint press freedom still exist and the regulatory and policy regime are also still not media friendly. The mainland Information and Broadcasting Policy of 2003 is currently under review following demands by stakeholders who are optimistic that a new Information and Broadcasting Policy shall address the many constraints to press freedom and lead to the government enacting laws that will enhance a robust and independent press in the country.

5.3 Media investment and ownership

There has been no significant new investment in the media sector during the period under review. Media houses are still concentrated in a few hands, giving them a predominant market position and hence potentially high influence on public opinion. The more liberal working environment under the Hassan administration notwithstanding, lopsided media ownership plus unfriendly legal, regulatory and policy regime continued to adversely impact on press freedom and journalism practice during this two-year period.

5.4 Sustainability and viability

Research findings show that both traditional and digital media in Tanzania face significant challenges in the area of sustainability and viability. The findings show that the factors that contribute to this situation include rapid development of new technology; change of laws and regulations; intense competition for audience caused by the proliferation of online platforms; and business environment. Other factors are changing audience behavior; scarcity of investment capital; downward trend in advertising revenues; taxation; and undue Government interventions. There

is therefore a great need for the media houses to adopt innovative approaches to sustain and diversify revenue sources in the evolving competitive media landscape.

5.5 Media development support

Research findings show that media support during the two-year period was minimal. Grants, fellowships and scholarships were not readily available because donors are no longer supporting media development in a big way as they did in the past. Many donors have re-drawn their priorities and areas for financial and material support. However, the research found that some media outlets received limited financial and material support from internal and external donors. Efforts of media outlets to support their staff and development programmes were mostly unsuccessful because of the financial constraints they face.

However, some international organisations supported professional media organisations. Such support came mainly from bilateral funders but also multilateral. Embassies, foundations and INGOs lent this support. These included SDC, Sida, The Chinese Embassy – especially in Zanzibar, USAID, IMS, Ford Foundation, Wellspring Philanthropic Fund, Vikes and UNESCO.

5.6 Media training and professionalism

CBET NTA Level 4 – 6 curricula were reported to be effective because they equip students with both journalism knowledge and skills, making them competent journalists when they join media outlets immediately after graduation. However, the curricula still have shortcomings that need to be addressed to make them more effective.

However, journalism training at University level still produce “half-baked” journalists who fail to deliver quality journalistic work immediately after graduation. Media stakeholders regretted that there is too much talking about this problem within the journalism fraternity but no concrete actions are being taken to solve the problem.

The research findings further show that practising journalists

are gradually abandoning their social responsibility to the society because they are being compromised by the news sources who pay them.

5.7 Gender in media and coverage of disadvantaged groups

According to the research findings, media coverage of the disadvantaged groups including women, youth and people with disabilities slightly improved during the period under review. However, much of the reportage was still stereotypical. The slight improvement in these categories' portrayal, especially women is attributed to the unabated gender advocacy carried out by various women activist organisations and the increased number of women journalists in decision-making positions.

These women journalists were reported to be doing quite well in their senior positions despite the many challenges they encounter. Media stakeholders urged media owners, all of them men, and male journalists to accord women journalists in senior positions maximum support to enable them become more self-confident in performing their duties, hence retain the trust of their employers and society.

5.8 How media handled critical public interest issues: the case of DP World and Ngorongoro eviction sagas

The coverage of these two issues left much to be desired. The case of DP World was about the Government decision to provide the Gulf port management giant rights to operate Tanzania mainland ports. Activists and opposition parties, particularly the main opposition party CHADEMA, were against the move claiming that it would not benefit the country and moreover it infringed the law. A group of activists even went to court to challenge the move, were unsuccessful, and have appealed.

As for the Ngorongoro evictions, the saga concerned the eviction from Ngorongoro of the Maasai pastoralists who consider the area their ancestral land. The eviction was justified by the Government on conservation grounds. Activists pointed to the fact that the Maasai have all along co-habited with the fauna in the area and had their traditional conservation methods.

Some media stakeholders maintained that the Government failed to create an enabling environment for journalists to report the truth in both the DP World controversy and Ngorongoro eviction saga. They maintained that there was a mixture of truth and lies, making it very difficult for journalists to ascertain who was saying the truth and who was not. Each side tried to prove that it was right.

However, according to the research findings the biggest problem was that practitioners did not undertake serious journalism on the two issues. A major weakness was that media outlets did not conduct their own independent investigations, there were hardly any enlightening interviews with knowledgeable individuals on either side, but especially on the side that was opposed to the contract and the evictions, including citizens. Moreover, media did not make efforts to get the DP World contract nor the Ngorongoro Conservation area statute and read them. In short, media failed to rise up to the occasion and adequately inform its audiences about these two issues.

6.0 Key Findings from Zanzibar

6.1 Sustainability and viability

According to the research findings, most news consumers in Zanzibar prefer to use new media as a complement to the traditional media rather than as a substitute, and that online and offline media are largely complementary rather than competitive. That means the digital media alone are not a threat to the sustainability and viability of traditional media in Zanzibar. Media stakeholder believe traditional media are still very important to people, especially the old generation, and that legacy media should find ways to effectively use opportunities created by social media.

Most media outlets in Zanzibar are more of a service than business because they do not make good money due to absence of big advertisers. The main advertiser is the government which does



not advertise in private media, making most of them fail to meet their operational costs, hence struggle to survive.

6.2 Legal, regulatory and policy regime

Zanzibar still has laws, regulations and policies governing media operations which media stakeholders find oppressive, outdated and should be replaced with media friendly laws, regulations and policies.

In March 2022 the President of Zanzibar, Dr. Hussein Mwinyi ordered that media laws should be amended to establish conducive environment for journalists to practice professionally. The Minister responsible for information, Ms. Tabia Mwita Maulid in March 2023 confirmed that the process of enacting a new Media Services Act had been “completed by 80 percent”. However, at the time of finalizing this report in the first quarter of 2024, the bill was yet to be tabled before the House of Representatives, despite consistent advocacy for more than a decade by media stakeholders.

6.3 Gender and influence, media content and media house structure

Gender equity in Zanzibar has for a long time been an issue in the journalism fraternity. According to the research findings efforts have been made by various media stakeholders and gender activists to entrench gender equity in the media outlets, end stereotype coverage of women and ensure inclusiveness. However, the problem persists hence women journalists in Zanzibar are still struggling against all odds to break the proverbial glass ceiling.

The situation in which women journalists in Zanzibar find themselves in, is basically rooted in Zanzibar’s traditional patriarchal society. Unless the root of patriarchy in the Zanzibar society is uprooted, women journalists may continue to increase in numbers but remain stereotyped and marginalized.

6.4 Media development support

Media outlets received both financial and material support from

internal and external donors to support their staff and institutional development programmes during the two-year period. The material support included provision of working equipment such as computers; laptops; I-pads; tape recorders; air conditioners, and transmission equipment. The financial support enabled journalists to conduct surveys on various media related issues and training inside and outside the country. However, the findings show that these trainings are yet to demonstrate significant impact in enhancing the professional capabilities of the trainees.

6.5 Digital, Online media

Online journalism is now common in Zanzibar where private and public media make maximum use of them to enhance their work. The media outlets and journalists have become dependent on the online platforms for both professional and personal lives. Media stakeholders in Zanzibar urge the traditional media to use the social media as a source of revenue by creating quality and interesting content and disseminate it through the social media platforms such as Facebook, YouTube, X and others.

7.0 Conclusion

President Samia Suluhu Hassan administration has adopted a more positive stance on press freedom and media practice. Journalists now enjoy more freedom and have a working environment that that is better than during the administration of President J. P. Magufuli. However, the laws that constrain press freedom in the country are still on the statute books. That plus the unfavourable regulatory and policy regime conspire to make the desired press freedom in the country a distant dream.

The same applies to Zanzibar. The top leadership has publicly declared its intention to improve the working conditions of media practitioners; but until the legal and policy regimes are revised for the better, it is not possible to say any small gains made are sustainable.



8.0 Major recommendations

- a. The Governments of the United Republic of Tanzania and the Revolutionary Government of Zanzibar should review and amend the existing laws in order to create a more enabling environment for journalists to practise professionally.
- b. Media stakeholders and other activists should intensify advocacy for review and amendment of existing laws and enactment of media-friendly laws.
- c. Journalism professional associations led by MCT should initiate dialogue with TCU and journalism training institutions to find a lasting solution to “half baked” journalism graduates who fail to hit the ground running and meet market requirements.
- d. It should be mandatory for media houses to have Gender Media Policy and effectively enforce it on daily basis. This should be one of the licence conditions.
- e. The nine-member Committee on Media Economy appointed by the Government should speed up its work and come up with recommendations.
- f. New media policies for Information and broadcasting should be enacted on both sides of the union. The policy for mainland should address the issue of the imminent existence of two media councils – the existing self-regulatory MCT and the yet to be formed IMC and clearly outline the added value that this arrangement will bring. It should in the same breath address the independence of IMC.



CHAPTER ONE

LEGAL, REGULATORY AND POLICY REGIME

0.1 Introduction

This chapter examines measures taken to address challenges facing the media by President Samia Suluhu Hassan's administration during the period under review. It also outlines stakeholders' efforts to influence amendment of the legal and policy regime. The chapter assesses the challenges and successes so far.

1.2 Overview

President Samia Suluhu Hassan came to power on March 19, 2021 and during her reign Tanzania has witnessed a slight improvement in media freedom. In order to understand the improvement in media freedom during her reign, it is important to look at the media environment hence press freedom during the previous administration of the late President John Pombe Magufuli who came to power in 2015.

During Magufuli's reign the Government either enacted or began to actively enforce repressive laws that undermined press freedom. These laws included the Cybercrime Act, 2015; the Statistics Act, 2015; regulations of the Electronic and Postal Communications Act, 2010; and the Media Services Act, 2016.

Media outlets were threatened, fined or banned altogether, journalists disappeared or went into hiding or exile, access to information became more difficult despite the enactment of the Access to Information Act, 2016, and praise-singing journalism and self-censorship became the order of the day. Consequently, the World Press Freedom Index indicated that Tanzania dropped from the 71st position in 2016 to 124th in 2021 due to violations of press freedom.

However, when President Samia Suluhu Hassan ascended to power, she adopted a more progressive stance in the context of press freedom. Within a month after coming to power she stated

very categorically that she did not want Tanzania to continue being infamous for violation of press freedom and instructed the minister responsible for information to lift bans imposed on media outlets during the government of her predecessor.

Newspapers that had been banned included Tanzania Daima, Mseto, MwanaHalisi and Mawio. Online televisions, including Kwanza TV, Watetezi TV and AYO TV had been suspended for varied periods for what Tanzania Communications Regulatory Authority (TCRA) alleged was failure to publish user's policies and guidelines. The four newspapers known for being critical of the government and offering alternative views had their licenses' reinstated after years of being banned.

Since taking office, President Samia Suluhu Hassan has insisted that media space should be opened. On January 8, 2022 she formed a new ministry, the Ministry of Information, Communication and Information Technology to reduce the confusion caused by overlapping responsibilities in government ministries.

Newspapers which had been banned, including those that had won court orders for them to be reinstated, were unbanned. When re-issuing licences to the four previously banned newspapers on February 10, 2022, Minister Nape Nnauye made it clear that this was a presidential decision. And so Mawio, Tanzania Daima, Mseto and MwanaHalisi were allowed back on the news stalls.

By the first quarter of 2022 the government had amended four EPOCA regulations. On January 18, 2022 government published new EPOCA (Licensing) Regulations, 2022, and EPOCA (Digital and other Broadcasting Networks and Services) Regulations, 2022.

Again, on March 18, 2022 government published in Government Notice new EPOCA (Radio and Television Broadcasting Content) Regulations, 2022 and EPOCA (Online Content) Regulations, 2022.

On February 9, 2023 the Written Laws (Miscellaneous Amendments) Act, 2023 bill was read in the parliament for the first time. Part Three of the bill dealt with amendment of the MSA.

In June, the amendments were passed by Parliament, although they failed to meet stakeholders' expectations.

The Minister responsible for Information, Nape Nnauye announced in early 2022 that the government was planning to amend the Media Services Act, 2016 in an effort to uphold the welfare and safety of journalists. President Samia also graced the first Africa Media Convention that was organized by Tanzania and coincided with the 2022 World Press Freedom Day. It took place in Arusha and the president delivered a keynote address in which, among other things she promised to make major amendments to the media laws that were not compatible with press freedom.

Yet in spite the many positive steps that the president took to create an enabling environment for journalists to practice their profession more freely, and despite the many utterances by her lieutenants including Prime Minister Kassim Majaliwa Majaliwa and the minister responsible for information Nape Nnauye to guarantee press freedom in the country, press freedom violations are still happening. Journalists are arrested and assaulted by security forces and “unknown people” – a euphemism for state agents, denied information of public interest by government officials, and the unfriendly laws and their regulations are still on the statute books.

Even the promise by the president to amend the laws has not been fully implemented. Despite media stakeholders giving their views and proposals on the amendments of the obnoxious media laws, especially the Media Services Act, 2016 (MSA), the amendments that were made did not meet the expectations of the stakeholders, or even what was agreed as middle ground between the stakeholders and government.

Therefore it can rightly be concluded that the track record of

President Samia on press freedom has been a mixture of success and failure. Although her administration has liberalized the media environment for journalists to practice their profession more freely than during the fifth phase administration of Magufuli, journalists are still arrested and assaulted by not only “unknown people” but also security forces, denied information, abused and humiliated by government officials.

Worse still, the harsh media laws still persist and amendments done to the Media Services Act, 2016 have not met expectations. Two newspapers were temporarily suspended during the period under review. One was suspended for publishing a story alleging President Samia would not be in the race for the presidency in 2025, and the other one for highlighting that a man who killed three police officers was a CCM cadre. The Director of Information said the newspapers had flouted their licences’ conditions. A civil society activist who asked for anonymity quipped: “Media and activists have figuratively been taken out of prison, but the laws that put them in prison are still there.”

1.3 New regulations: Online Content Regulations, Radio and TV Content Regulations

The Constitution of the United Republic of Tanzania, 1977, guarantees freedom of speech but does not specifically mention media freedom, leaving a gap that the government constantly use to clamp on the media industry. For example, the Media Services Act, 2016 empowers the government to control the operations of the media industry in the country and the minister responsible for information has the power to annually license newspapers.

At any given time the government may use this law to shut down publications that criticise its policies or expose corruption. The minister can order publications to report on issues he considers of “national importance”. What is more, the minister enjoys de facto control of the Journalists Accreditation Board and the Independent Media Council, statutory bodies that are charged with upholding ethical and professional standards in the media. These bodies were yet to be formed by the time of compiling this



report.

The Online Content Regulations of 2020 as amended in 2022 were developed pursuant to Section 103 (1) of the Electronic and Postal Communications Act, 2010 (EPOCA), which empowers the Minister of Communications to make regulations on content related matters. Enacted in March 2010, the EPOCA aims to keep the communications sector abreast with developments in the electronic communications industry by providing for a comprehensive regulatory regime for electronic communications and postal communications service providers.

These regulations contain a number of issues that constrain the performances of the online media industry. For example, registration requirements for online blogs, television and radio have been a challenge to most young people venturing into the online media industry. According to the regulations, it is now mandatory for anyone who wants to establish online media of any kind to first register a company under the companies' laws of the country, pay registration fee of US dollars 800, and obtain all requirements including tax clearance. These requirements were not for beginners.

Another regulation is the prohibition of contents which are indicated on the third schedule of the Regulations. For example, Paragraphs 10 and 2 (b) of the Third Schedule read together with provisions of Regulation 21 criminalises false news and defamation. This is not acceptable under the international standards of freedom of expression because it affects press freedom and journalism practice since journalists are no longer free to discharge their duties for fear of prosecution.

Regulation 9 (b) requires licensees, including media houses to publish content that takes into account the “trends and cultural sensitivities of the general public” and thus interferes with press freedom. Regulations 9(g), 11(3), 4 and 5 of the Online Regulations, 2020 requires the TCRA and service providers (intermediaries) to take down content within two hours after TCRA or any party aggrieved by the content published online demands the licensee (online content service provider) or host (intermediaries) to

remove the content.

These regulations have two problems. First, they do not contain any safeguard against mala fide intentions by individuals who may use that loophole to affect the rights of other individuals to express their opinions because the licensee or host is under a legal obligation to take down the impugned post within two hours after notification. However, who decides whether the content is actually prohibited content? Is it the offended person, TCRA, or licensees?

In reality the intermediaries seem to assume the role of the courts or judges and have been empowered to restrict the right of others to express their opinions. Secondly, there is no prescribed mechanism for appeal. The regulations are silent on the remedy when a person is aggrieved by the decision to take down his or her post.

These are just a few areas that make these regulations a caning stick for press freedom and access to information in view of emerging technologies and especially online communications. The government is pressing regulations that will not give room for expansion of ideas and people to share information as much as they can.

Another amended regulation which falls almost in the same category is Government Notice No. 65 of 2022 The Electronic and Postal Communications Regulations (Digital and Other Broadcasting Networks and Services) (Amendments) Regulations, 2022 amend the Electronic and Postal Communications (Digital and Other Broadcasting Networks and Services) Regulations which also revoked the regulations of 2011.

The 2018 regulations provided for the power of the regulatory authorities to control digital and other broadcasting networks, and their operations, but they also provided for offences and punishments and include the power to the director to compound offences.

The Electronic and Postal Communications (Digital and Other Broadcasting Networks and Services) (Amendment) Regulations



of 2022 have made several changes to these regulations. Regulation 16 speaks of advertising on subscription channels. Regulation 7 of the 2022 regulations limits advertising sponsored content and commercials on subscription channels for a time not exceeding five minutes per hour.

Limiting advertisement to five minutes only may have adverse financial and economic effects on the media house as there is no subsidy from the government to support the media. Regulation 29 of the 2018 regulations has been deleted, and now requires that the subscription content service licensee should not broadcast news, current affairs or live programmes. Only live events are allowed to be broadcasted.

The last amendment on the online contents was through the Government Notice No. 135 of 2022, The Electronic and Postal Communications (Radio and Television Broadcasting Content) (Amendment) Regulations of 2022. These regulations amend the Electronic and Postal Communications (Radio and Television Broadcasting Content) Regulations GN No. 134 of 2018 and the Amendments of 2020, GN No. 486 of 2020. The 2018 regulations generally regulate radio and television broadcasting.

The 2022 amendments have amended regulation 37 by adding the requirement of the licensee to notify the Authority in writing before hooking up with any local or foreign station and impose the responsibility on the licensee who initiates such hookup for any content which does not comply with the requirements of the regulations.

Before these amendments, the 2020 Amendment required the licensee to obtain approval from the authority but now the licensee is required to notify only, but the liability of being responsible for the content which does not comply with the law is still there. Regulation 45A has also been added to now allow telecasting of radio programmes on television, provided that this does not exceed twenty per cent of the total number of radio programmes aired per month.

The Broadcasting Services (Content) (The Political Party Elections Broadcasts) Code, 2015, gazetted on June 26, 2015 places

burdensome requirements on online content providers “residing within or outside Tanzania territory” who create “content intended for Tanzania mainland using Swahili or any other languages which have large audiences.” These requirements include registration with the TCRA; compliance with Tanzania’s laws and regulations governing the operations of electronic media; and ensuring that information provided in blogs is accurate, fair, factual, and balanced to all parties and independent candidates in elections.

The rules also require online content providers to make efforts to edit interactive discussions likely to hurt the feeling of any person, as well as offensive or blasphemous language that may provoke violence, sedition, or breach of peace, etc. In most cases during the election years the government in power introduces such regulations or laws that will favour their ways.

The online content amendment regulations of 2022, in all those categories above violate the right to freedom of expression under Article 18 of the Constitution. The regulations state that no person shall provide online media services without obtaining a license from the Authority. The regulations violate the right to freedom of expression by first requiring individuals, even natural persons, to have a license to exercise the fundamental right to express themselves which violates Article 18 of the URT Constitution. This is read together with a regulation which now requires such an application to be made to the TCRA, and supported by a document such as a certificate of incorporation and business license. Further, there should be a payment of 50,000 Tanzanian shillings as application fees for the license and 500,000 Tanzanian shillings for the granting of the license.

1.4 Significant changes in media law and other strands of the media industry

During the period under review, no significant changes were made in media laws except the MSA and the Online Content Regulation under the EPOCA that were amended. MSA under the Written Laws (Miscellaneous Amendments Bill, 2023) was amended in only a few parts compared to the many proposals submitted by



stakeholders. Some of the sections which were amended were to remove the power of the Director of Information Services to coordinate advertisement which gave him absolute power to run advertisements to the media outlets of his wish.

Other areas amended were sections, 50, 51, 53, 54, 55, 63 and 64 in order to reduce the penalties for journalists who will have acted in contravention of the law. It is important to note that custodial sentences were mainly just reduced but not struck off. Amendments also remove from the list of those to be penalized, someone who owns a printing press who under normal circumstance does not have power to determine the content or what gets printed. A notable amendment was that of Section 38 which incriminated journalists for defaming public figures like the President, Vice President, and Speaker of the National Assembly or Prime Minister as they are protected by the Constitution.

Section 7 (iv) of the MSA where private media houses are required to broadcast or publish news or issues “of national importance” as the Government may direct is of concern. This provision has raised alarm especially from the private media as it interferes with editorial independence. Giving directions on what to publish and what not to publish is blatant interference with editorial independence.

MISA-TAN in their 2021 analysis of MSA noted issue of regulatory bodies that was not observed by the government in the 2023 amendments of MSA. The Act establishes media regulatory bodies that lack independence and specific regulatory guidelines. Section 11 (1) of the MSA establishes the Journalists Accreditation Board. All members of the board are appointees of the minister as per Section 11 (1) (a)-(f) of the Act.

The concern of stakeholders on the Accreditation Board is that apart from the power vested unto the minister on the appointment of the members, it also has powers that interfere with the mandate bestowed upon the Independent Media Council to, among other things, establish codes of conduct for journalists in association with the Journalists Accreditation Board. Media stakeholders argued that the Journalists Accreditation Board may influence the content

of codes of conduct and thus affect journalists in their operations. The composition of members of the IMC also caused concern to media stakeholders who question its independence because they will be appointed after being accredited by the JAB whose members are government appointees. The stakeholders worried that JAB will control IMC.

Another concern of the media stakeholders is the power of the minister responsible for information to prohibit or otherwise sanction the publication of any content that “jeopardizes national security or public safety”. They alleged that this section gives the Minister too much power to make decisions by himself.

The media stakeholders proposed that the law be amended to form the content committee under the MSA that will advise the Minister on matters pertaining to media content before making decisions. They also propose that the term national security be defined under the interpretation section. Online stakeholders expressed their concern on the Online Content Regulation of 2020 as amended in 2022 and the government has been amending these regulations from time to time.

1.5 The Information and Broadcasting Policy, 2003

Information and Broadcasting Policy, 2003 is currently under review. The government through the Ministry of Information, Communication and Information Technology has invited stakeholders to share input that will enable the review of the policy. The policy was supposed to be reviewed before the enactment of specific Acts like MSA and Access to Information Act, 2016 (ATI), but this was not done.

The media stakeholders expressed their concern on the following issues that they strongly believe need to be amended:

- (i) The 2003 Policy makes reference to many old laws while many of them have been amended or repealed. For example, the 2003 Policy refers to the Newspaper Act, 1976, an Act which was repealed by MSA in 2016. The amended policy should take on board new enacted laws.



- (ii) Public media in the country are owned by the government and the 2003 policy states that these media organs are owned by the government instead of the public. Media stakeholders urge that the policy should state categorically the public ownership of these media outlets and laws should be enacted to define editorial independence of the public media.
- (iii) The 2003 Policy is silent on the security of the journalists when undertaking their daily professional duties. It is proposed the new policy should include such a clause.
- (iv) Most of the communication today uses the internet. The policy should address the issue of affordable internet services to all the people.
- (v) The current policy directs that foreigners should have not more than 49% of shares in a media outlet, making it difficult for foreigners to establish media houses. Media stakeholders have raised their voices against this arrangement because it adversely affects investment in the media in Tanzania.
- (vi) The policy does not address the issue of professionalism. Media stakeholders insisted that the new policy has to state the requirements of professionalism in the media industry.
- (vii) The 2003 Policy makes references to old data concerning journalism training institutions. The new policy should use up-to-date data to portray the true picture. For example, there are now institutions that offer PhD but the policy is silent on that.
- (viii) The policy should direct policy makers to enact laws that define the role of both private and public media and especially when giving equal rights to their users.
- (ix) The current policy does not address the welfare of the journalist. The new policy should direct that laws and especially MSA be amended to indicate specifically the role of media owners in safeguarding the welfare of their employees.
- (x) The new policy should address the issue of the imminent existence of two media councils – the existing self-regulatory MCT and the yet to be formed IMC and clearly outline the

added value that this arrangement will bring. It should in the same breath address the independence of IMC.

The 2003 Information and Broadcasting Policy is outdated and there is urgent need to write a new one to meet the challenges of new information communication technologies.

1.6 Efforts by different stakeholders to influence change of legal regulatory and policy framework

Media stakeholders began their efforts to influence the change of the legal, regulatory and policy regime in 1993 when the then Minister of Information and Broadcasting, the late Dr. William F. Shija, attempted to regulate the activities of the private press by tabling the Media Professions Regulation Bill. This Bill was roundly rejected by media stakeholders, who argued that it sought to unduly control media and erode editorial independence. They also said it had failed to address the shortcomings of the Newspapers Act, 1976 and was even more draconian.

Thereafter, the government was silent until 2006 when it made another attempt by tabling a draft bill for the Freedom of Information, 2006. On December 16, 2006, the MCT, MISA-Tan and TAMWA organized a meeting of media stakeholders to review and comment on the government's proposals contained in the Freedom of Information Bill. Stakeholders unanimously agreed that the government's proposals were unacceptable because they contradicted fundamental principles of freedom of information.

The media stakeholders agreed that issues which are not necessarily related such as issues of media services, children protection and freedom of information should not be lumped together. They recommended the writing of two separate laws, one dealing with issues of freedom of information which would be the framework legislation, and the other on media services which would be a sectoral legislation for media issues.

The stakeholders united and formed the Coalition on Right to Information (CoRI) which was a network they used to spearhead

their efforts to influence changes in the media industry. This Coalition is still active in carrying out efforts to influence law and policy reforms. One work that CoRI undertook was to prepare alternative stakeholders' bills of what came to be known later as the Media Services Act and Access to Information Act. The title 'Media Services' was formulated by CoRI and was adopted by the government. These efforts which started way back in the 1990's went on until November 2016 when MSA was enacted, and CoRI is still acting as a loose coalition which brings together organisations pushing for improved media freedom and access to information.

CoRI has continued with efforts to influence amendments of the MSA by carrying out various activities, including filing and supporting court cases at the High Court of Tanzania and East African Court of Justice (EACJ) challenging sections of the Act. CoRI supported a constitutional case at the HCT Mwanza filed by the Union of Tanzania Press Clubs and Hali Hali Publishers while CoRI members MCT, LHRC and THRDC filed a case at the EACJ. The HCT case was thrown out on technicalities. The EACJ case was immensely successful. On 28th March 2019 EACJ declared that provisions of section 7(3) a, b, c, f, g, h, i, j and sections 19, 20, 21 and section 35, 36, 37, 38, 39, 40 and 50, 51, 52, 53 violated Articles 6(d) and 7(2) of the Treaty for the Establishment of the East African Community. The United Republic of Tanzania was directed to make such measures necessary to bring the MSA into compliance with the Treaty. However, the government has never fully done so, even with the 2023 amendments.

CoRI members MCT, LHRC and THRDC also filed a case to challenge the Online Content Regulations under EPOCA at the HCT Mtwara Registry. The applicants in the first place prayed for the court to issue an order to stop the government from forcing mandatory registration of online media to include blogs, online television and radio, etc. Judge Dr. Fauz Twaibu ordered a temporary injunction and ordered the government to stop mandatory registration. This order stayed for almost six months but later in the principle case, the government emerged as a winner.

CoRI was also deeply involved in consultations with the

government during the process of amending the MSA. During the debate in Parliament following presentation of the Written Laws (Miscellaneous Amendments Bill, 2023) by the Attorney General Eliezer Feleshi, Information minister Nape Nnauye said stakeholders brought 21 recommendations, eight of which were dealt with.

CORI continues to strategise on further engagement with the government on more amendments not only on the MSA but on the other laws such as Cybercrime Act, 2015, and the Information and Broadcasting Policy, 2003. CoRI has provided comments on the improvement of the policy.

1.7 Conclusion

The legal framework for the media industry is still in need of review and with more efforts, there is hope that things will improve for the better. Tanzania is heading towards its local government elections and general election slated for this and next year respectively. Media stakeholders would like to see that amendments to the impugned legal provisions are expedited as much as possible to enable journalists to carry out their work effectively during these coming elections. Meanwhile, constructive advocacy should continue with the government to amend the undesirable sections of the media laws.

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CHAPTER TWO

PRESS FREEDOM VIOLATIONS AND RESTRICTIONS

2.0 Introduction

The Media Council of Tanzania (MCT) works to, among other things, ensure media enabling environment in Tanzania. This is done by monitoring and documenting the progress of the implementation of media laws in the country, but also recording attacks against freedoms of expression and information which lead to press freedom violations.

2.1 The status of press freedom in Tanzania

The Reporters without Borders (RSF) 2023 World Press Freedom Index showed a decline in press freedom in Tanzania which was placed in the 143rd position in the rankings (RSF, 2023a), indicating a noteworthy regression in the landscape of media freedom.

In order to assess independently press freedom in Tanzania, we did a survey that involved 205 respondents who were asked whether media in Tanzania operate independently and whether there is freedom of expression for both the media and Tanzanians. Only 161 respondents responded which is about 80 percent. Research findings are shown in the Table 2.1

Table 2.1: Independence of media operations in Tanzania

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	25	15.5	15.5	15.5
	Agree	7	4.3	4.3	19.9
	Disagree	43	26.7	26.7	46.6
	I don't know	5	3.1	3.1	49.7
	Somehow agree	81	50.3	50.3	100.0
	Total	161	100.0	100.0	

Source: Field Data, 2023

Research findings showed that only 7 (3.4%) respondents asserted that media operates with freedom in Tanzania mainland whereas 43 (26.7%) asserted that they lack freedom in their operations and 81 (50.3%) said media enjoys some degree of freedom. Those who said media lack freedom in their operation argued that the unfriendly media laws and their regulations had a detrimental impact on press freedom.

One respondent opined, “The media is theoretically free on Tanzania Mainland, but in practice it is not, because media-related legislation continues to impede press freedom,” and another one said, “There are rules and regulations that govern media operations in our country, and some of them are not conducive to independent journalism practices.”

Those who said media operates with freedom argued that Tanzania’s legal framework incorporate constitutional provisions ostensibly safeguarding freedom of expression, especially Article 18. Those who said media enjoys some degree of freedom or “never” said the legislative framework governing freedom of speech and media is a hindrance to both media and citizens exercising their constitutionally entitled freedom of expression under Article 18.

The findings show that 89 (55.3) respondents said that media and citizens somehow enjoy freedom of expression as guaranteed by the constitution of the United Republic of Tanzania, 1977, under Article 18 whereas 42 (26.1%) the degree of enjoyment is very low but 20 (12.4%) said the enjoyment is very high. The results are shown in Table 2.2

Table 2.2: Whether media and citizens enjoy freedom of expression

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	I don't know	3	1.9	1.9	1.9
	Not at all	6	3.7	3.7	5.6
	Somehow good	89	55.3	55.3	61.5



	Frequency	Percent	Valid Percent	Cumulative Percent
Very high	20	12.4	12.4	73.9
Very low	42	26.1	26.1	100.0
Total	161	100.0	100.0	

Source: Field Data: 2023.

Those who said media and citizens enjoy high freedom of expression argued that despite facing challenges, Tanzania Mainland boasts of a diverse media landscape comprising numerous newspapers, radio stations, television channels and online platforms. These varied outlets serve as a platform for individuals to voice their opinions and access a wide array of viewpoints.

The 42 (26%) respondents who said the degree that media and citizens' freedom of expression is very low said that the legislative framework governing freedom of expression is a hindrance to both the media and citizens in exercising their constitutionally entitled freedom of expression under Article 18. A journalist from print media remarked, "Journalists in Tanzania are permitted to speak, but freedom to express their honest opinions is not absolute hence they do not have complete freedom of expression."

Mansour Jumanne, a Tanzania investigative journalist commented, "As a journalist, the level of freedom you experience is influenced by the type of stories you write. Engaging in investigative journalism to uncover wrongdoing of people in government, such as embezzlement of public funds, comes with risks like the potential for kidnapping, detention, threats, or imprisonment. For instance, our regulations explicitly prohibit journalists from investigating the security department."

2.2 Press freedom violations and restrictions

By the end of the year 2023, the Media Council of Tanzania database had recorded a total of 27 incidents of press freedom violations compared to the year 2022, where 19 incidences were recorded.

Denial of access to information continued to grow despite the directive by Prime Minister Kassim Majaliwa issued on March 27,

2023 during the 18th Consultative Meeting with government and parastatal communication officers held in Dar es Salaam.

The Prime Minister directed the officers to provide information pro-actively and directed ministries, departments and parastatals to set aside budgets for timely information dissemination to the public.

Among issues which journalists found it hard to access information on were the DP World contract and the implementation of the government order that school girls expelled from school for pregnancies be re-admitted. This was in reversal of a previous order issued by late President Magufuli.

Of the 27 journalists who faced violations by various perpetrators in 2023, there were 18 males and nine females. The nature of the violations was assault, ban, threats, detention, denial of access to information, arrests, programme suspension, editorial interference and fine.

In 2022 affected journalists were 19, among them ten were men and nine women. This includes two women journalists and four men who were harassed, one female and four males who were arrested and other violations affected the entire industry.

In 2022 and 2023 MCT did not record any journalist's death due to their professional work, abduction or disappearance of a journalist. Likewise, no journalist was imprisoned.

The regions involved were Dar es Salaam, Mara, Arusha, Shinyanga, Kilimanjaro, Mwanza, Mbeya, Dodoma, Njombe, Morogoro and Unguja.

Perpetrators of violations in the period under review were suspected smugglers, a factory administration, District Commissioners, parastatal organisations, District Executive Directors, Maasai morani, police, CCM women wing, TCRA, government ministries, parliament, a Regional Commissioner, ZBC, District councils, various government officials, and the Evangelical Lutheran Church in Tanzania (ELCT).

2.3 Reported violation incidents

2.3.1 Editorial interference

Shinyanga: On June 18, 2022, the Shinyanga Regional Community Development Officer, Tedson Ngwale ordered Huheso Media and Shinyanga Press Blog to take down a story that carried statistics of acts of violence against children in the region.

This was despite the fact that the statistics had been released by the Shinyanga District Administration Secretary Boniface Chambi during the celebrations to mark Child Day held in Lyabukande Ward in Shinyanga District.

“On behalf of the government, I ask you to remove that story from all blogs because it has wrong information and it can incite... Please tell all media to do so; if you want clarification contact the RAS or myself. This message should also be sent to all Shinyanga journalists,” the Community Development Officer instructed via an sms sent at 8:45pm.

Shinyanga: On August 13, 2022 Malunde 1 Blog was ordered to take down a story about the rape of a child allegedly committed by an ELCT Shinyanga pastor.

The incident was confirmed by the Shinyanga RPC during a press briefing. The story had the headline: 4,660 children subjected to acts of violence in Shinyanga Region (Watoto 4,660 wafanyiwa vitendo vya ukatili mkoani Shinyanga). The story was also published in Shinyanga Press Blog.

Malunde 1 Blog was ordered to take down the story after it was read by about 700 people in one and a half hours. The person who ordered the removal of the story did not identify himself, but the Shinyanga RPC Janet Magomi was among the people who called to find out where the journalists got the information.

2.3.2 Suspension of programmes

Dar es Salaam: On January 17, 2022, TCRA placed under three months’ probation the local online Wasafi TV Station and suspended their programme known as Refresh and the presenter for alleged violation of broadcasting regulations.

According to TCRA Content Committee, Wasafi violated the broadcasting regulations during the interview with musician Zuhura Othman also known as Zuchu. The Committee said it was clear that Wasafi violated the TV and Radio (Content) Regulations of 2018 and Online Content Regulations of 2020.

Dar es Salaam: January 24, 2022: TCRA suspended for three months the Efatha Ministry programme aired on Star TV, for allegedly violating the TV and Radio (Content) Regulations of 2018.

The TCRA Content Committee stated that the programme broadcast by Pastor Josephat Mwingira used sarcastic and insulting language against the state authority.

TCRA also issued a stern warning to the station and required them to apologize to its viewers and the general public for three days from January 25 to 27, 2022.

2.3.3 Assault

Arusha: On February 3, 2022, Six journalists: Amina Ngehewa of Mwananchi Digital, Allan Isac of Nipashe newspaper, Profit Mmanga of Wasafi TV, Apolo Benjamin of Daily News Digital, Janeth Mushi of Mwananchi newspaper and Julius Sagati of Star TV were assaulted by Ngorongoro Conservation Authority guards and police officers.

Although the reporters had been invited by Nainokanoka village authorities in Ngorongoro to cover village meetings discussing the use of COVID-19 funds to build classrooms in their areas, the reporters were detained, subjected to threats and interrogated for long hours.

Though they had valid permits to enter the area and work, they were told that they still could not take pictures, video or interview villagers. The episode took the entire day up to 10.00 at night.

Interestingly, when queried about the incident, the Arusha RPC denied any clue on the incident, although the reporters said that on their way back to Arusha, they were followed by an unmarked vehicle which they later realized belonged to the police.

Dar es Salaam: On February 8, 2023: A journalist, Godfrey Balozi of Radio Maria located in Mikocheni in Dar es Salaam was attacked by a group of people believed to be smugglers in Kunduchi area, Dar es Salaam.

According to Balozi, when he arrived in Kunduchi he found a scuffle ongoing involving the suspected smugglers and people who were thought to be plainclothes policemen. The suspected smugglers were angered by the presence of the reporter.

Dar es Salaam: July 22, 2023: Two MCL journalists, Fortune Francis and Sunday George, and the company's driver, Omary Mhando, were injured after being beaten by a group of unknown youths. Apart from being injured their working equipment such as mobile phones were stolen and the car's windows broken.

The incident happened on Saturday, July 22, 2023 when they went to check the preparations for the public meeting organized by opposition party, Chadema which was expected to be held on the following day, at Buriaga Stadium, Temeke. It was not immediately known after the attack to which political party the youths belonged.

The MCL management reported the incident at the Chang'ombe Police Station and the Executive Editor, Victor Mushi said the attack endangered the well-being of the news industry by creating an environment that prevents journalists from doing their job professionally.

The Minister of Information, Communication and Information Technology, Nape Nnauye through his X page posted a message expressing his anger at the action and asked relevant government agencies to take action against all those involved in attacking the journalists and their driver.

Arusha: On 15 August, 2023, a group of Maasai youth (morani) who were alleged to have machetes and arrows attacked six journalists at Enduleni village in Ngorongoro Conservation Area Authority (NCAA). The journalists were interviewing people who are said to have expressed their willingness to leave the area voluntarily to go to Msemaro in Handeni district.

Although the government had allowed indigenous communities such as the Maasai to live within some national parks, it claimed that the population of the Maasai had become so large that they were now a threat to wildlife, hence they had to leave Ngorongoro.

Journalists who were attacked are Ferdinand Shayo (ITV), Denis Msacky (Media Brain), Habib Mchange (Jamvi la Habari newspaper), Elia Kinian (Channel Ten), Janeth Joseph (Mwananchi) na Dickson Busagaga (Clouds Media).

Apparently, the morani were accusing the reporters of being “government stooges”.

2.3.4 Banning and suspension

Zanzibar: On May 08, 2022, five Zanzibar TV and radio stations were banned for three months on allegations of breaching broadcasting regulations.

The affected stations were Bomba FM radio, Assalam FM radio, AM 24, Coconut Digital TV, and Jazzera Cable TV.

According to a statement issued by the ZBCom and signed by the Executive Secretary Selemani Abdulla Salim, the stations were banned because of breaching broadcasting licence requirements, changing the structure of shares without approval, using frequencies that do not belong to the stations, and maintaining a long-term debt of USD 18,582 by one of the stations.

However, the government lifted the suspensions between 14 and 17 May after the stations apologized and committed to rectifying the faults.

Dar es Salaam: On July 1, 2022 TCRA ordered DarMpya blog to cease publication immediately.

TCRA’s letter cited the regulator’s June 28, 2022 inspection of the outlet’s office in Dar es Salaam, where authorities found that the outlet’s license had expired since 2021, and it was therefore publishing in breach of the regulations.

DarMpya claimed that they had applied for their licence renewal shortly before the suspension. This claim could not be independently verified.

Dar es Salaam: February 26, 2023: Demokrasia newspaper was on February 26, 2023 blocked from being circulated to the public, on the allegation that its lead story had content that defamed one of the printer's board members. Jamana Factory Manager, known by one name of Mangi ordered all the printed copies to be sent to the factory store to change the lead story.

When the Director of Production and Distribution, Jema Lyenda demanded to know why their lead story should be changed, he was told that it mentioned one of the Jamana Factory partners who serves as a minister in the government. The lead story was headlined: "Mwigula, Bashe wakalia kuti kavu," meaning Mwigulu, Bashe are close to a tapping point.

Lyenda reported the incidence to the Editor-in-Chief of the Demokrasia newspaper and to the Company Director for guidance. He was told there was no valid reason to change the lead story on directive from the factory because it was not the Editor-in-Chief of the newspaper and did not have legal power to interfere with editorial content. However, Demokrasia staff were ordered to leave the factory premises and they left without the newspapers.

Dar es Salaam: July 29, 2023: TCRA instructed the media in the country not to play the song "Amkeni" ("Wake up") by the bongo music artist - Emmanuel Eribariki popularly known as Ney wa Mitego.

According to a letter written on July 29, 2023 and signed by the TCRA Acting Director General, John Daffa, TCRA had received a request from the National Arts Council (BASATA) to stop the media from playing that song.

Daffa said that the song's content was incite full and influenced people to have negative attitude about the implementation of the government's plans.

Dar es Salaam: October 13, 2023 TCRA banned the use of Virtual Private Network (VPN) in Tanzania without official permission.

2.3.5 Threats

Shinyanga: On February 6, 2022, Mwananchi newspaper reporter

Suzy Butondo who writes from Shinyanga was threatened by Masengwa Ward Executive Officer (WEO), Hussein Majaliwa following her story on the hyenas that had been injuring children while going to school.

This incident occurred during the implementation of the Women and Children against Violence project in Shinyanga District. Despite the threat that the reporter received, a few days later the DC announced the launch of a special operation to contain the hyena threat and the media was able to report about the operation.

Shinyanga: On April 13, 2022 two journalists, Raymond Mihayo of Raia Mwema newspaper and Omary Mwambo of Radio Kwizera were threatened with arrest by the Shinyanga RPC following allegations that they had written a false story.

The journalists were accused of publishing false information about the statistics of violent incidents in Nhongolo Ward in Kahama District, where during press briefing the head of Gender and Children desk in Kahama District had said that for the period of January to March 2022, the desk had recorded 35 children who were pregnant out of them 10 as a result of rape.

When the story was published, the RPC contacted the reporters and told them the story was not true.

However, after the RPC had contacted the reporters, he also called the Kahama District Head of Gender and Children Tiho Masatu to confirm the story, but he was told the reporters were lying and he did not provide them with such figures.

The reporters were taken to the police station to prove their story and were able to produce an audio tape recorder of the Kahama District Gender and Children speaking, and they were set free.

Various locations: In April 2022 there were letters from authorities addressed to journalists, media houses and press clubs in Bukoba, Lindi, Bunda, Singida and Manyoni, requiring journalists to submit their CVs, national identities, and details of their parents including place of birth and employment history.

The letters also wanted to know the names, occupation and



academic and employment history of spouses, and even the journalists' tribal identities.

Journalists were given as little as 24 hours to comply. In some cases, letters from authorities threatened dire consequences, including that failure to comply would result into refusal of practising licences for journalists. MCT saw copies of letters from authorities addressed to journalists. This matter was brought up during the continental Africa Media Convention and WPFDF commemorations in Arusha and authorities did not pursue the demands further.

Shinyanga: On November 05, 2022 a Shinyanga based reporter writing for Azam TV, Pastor Kosta was threatened by the Kishapu DAS, Shadrack Kengese.

The journalist was allegedly told, "I have the authority to prevent you from working in Kishapu District."

This was the third time the reporter was being threatened. The journalist had been receiving threats of being evicted or stopped from working in Kishapu District because of publishing stories that show lack of clean water in Talaga village, in Kishapu District.

Ruvuma: On December 13, 2022, MCT received a letter from ITV reporter Joseph John Mwambije who is also a member of Ruvuma Press Club, complaining about threats from the Ruvuma RC.

Mwambije reported that on November 19, 2022 he received a call from his editor informing him that they had received a letter from the Ruvuma RC Col. Laban Thomas ordering ITV to fire him (Mwambije) on the grounds that he had been reporting stories that mudslinging the region.

The editor said the RC threatened them, that if they do not fire Mwambije then he could file a case against him. The threat aimed at making Mwambije afraid and hence stop critical reporting of issues in the region.

According to ITV editor Stephen Chuwa, the RC was told that ITV has its management and were not going to fire Mwambije because he had done nothing wrong as far as professionalism was concerned.

Musoma: On March 14, 2023 ITV/Radio One reporter in Mara region, Jackline Masinde received threatening calls from the Butiama District Commissioner Moses Kaegele, the Director of the Mara Region Clean Water Authority (MUWASA) Nicas Kamgisha, and the Butiama Member of Parliament Jumanne Sagini for allegedly not giving them the right of reply. According to Masinde, Nyakanga villagers had called her to report about their long standing water problem. She went to the village, saw the dirty water they were using and interviewed the villagers.

The villagers blamed the Member of Parliament and MUWASA Director for failure to help them get clean water. She called Jumanne Sagini who told her that there was a water project that was being implemented and when it was completed the Nyasanga villagers would get clean water.

The MUWASA director invited the reporter to go to his office for face-to-face interview, but when she arrived at the office the director told her he was not yet ready to talk and asked her to come back at 1.00 pm when he would have prepared himself for the interview. However, when the reporter returned at 1.00pm, the director was still not ready to talk to her.

The reporter contacted her editor in Dar es Salaam for guidance and she was told to go ahead and write the story which was aired on the 8:00 pm news bulletin and on ITV's social media networks. On hearing the story, the director blamed the reporter for not giving him the right of reply. However, the Minister for Water, Juma Aweso visited the ITV station the following day and congratulated them for raising a problem that the ministry was not aware of.

Dodoma: March 30, 2023, A journalist reporting for Mwananchi from Dodoma, Sharon Sauwa had her house invaded by unknown people who burnt several things while she was away on her official duties.

The incident happened following a story she wrote concerning the parliament publishing in the official Government Gazette (GN) of March 21, 2023 new regulations, signed by the Clerk of the National Assembly, Nenele Mwiambi, that were considered



too restrictive and unfriendly for journalists.

Among other things, the regulations prescribed areas that could be photographed and that the camera that would be used must first be authorized by the Clerk of the National Assembly. Publication of confidential reports that if released to journalists can jeopardise decisions of Parliamentary Committees was also banned.

The reports are those with proposals that the Speaker submitted to Committees for deliberation before parliamentary decision as well as analyses of all issues before the parliament, all reports based on investigations carried out by the parliamentary committees, and all investigative reports of sub-committees based on their inspection tours.

There were other numerous restrictions which would restrict the work of journalists covering parliament.

After this news story Sauwa's house was broken into and the intruders switched on the electric iron, gas cooker and all the lights in the house, probably intent on committing arson which would appear like an accident. The journalist was intimidated and had to relocate to Dar es Salaam.

Shinyanga: On April 29, 2023, a female journalist reporting for Habari Leo newspaper from Shinyanga, Kareny Masasi, was insulted by the Shinyanga District Executive Director (DED), Nice Munisi, because of the story she wrote.

According to the journalist, she was invited to attend a councilors' meeting of Shinyanga District Council which was discussing development issues, including lack of doctors at the Bugongwa health center in Bugongwa village, Mwamala district.

During the discussion, one councilor said the center did not have doctors for almost one year. However, the Bugongwa District Doctor said that the center did not have a doctor for three weeks because the one who was there died weeks ago. That statement was strongly opposed by some councilors from Mwamala ward.

The director demanded to know why the district doctor did not inform him that the health center did not have doctors for more than a year and the doctor apologized to the director. The journalist

wrote the story which was published in Habari Leo, provoking insults from the DED.

Shinyanga: May 13, 2023: Two female journalists Kareny Masasy of Habari Leo and Stella Ibengwe of EATV in Shinyanga region were threatened that they would be fined Tshs. 2bn following a story they wrote concerning Itwangi Primary School Management inviting a traditional healer to the school.

The school management had invited a traditional healer to provide alternative medicines at the school following repeated incidents of children fainting whenever they were at the school premises.

The Shinyanga DED wrote letters to the two journalists claiming that their story defamed his office. The reporters got the story during a meeting of Shinyanga District Council from the contribution of one of the councilors.

Dodoma: June 8, 2023 The Speaker of Parliament, Dr. Tulia Ackson cautioned the media to stop publishing incorrect information about parliament activities especially the debate on the DP-World contract.

Speaker Tulia said there were reports made by some media outlets, including The Guardian and Nipashe newspapers of June 7, 2023 claiming that the parliament had approved the port management deal with Dubai-based company DP World, which was not true.

The Speaker clarified that the matter was still at the joint committee level in accordance with the parliamentary procedures. "Once the committee is done with its work, the matter is scheduled to be tabled before parliament on June 10, 2023 for debate and adoption," she said.

The Speaker issued a stern warning that any media outlet publishing incorrect information about parliament would be dealt with in accordance with the rules and laws.

Dar es Salaam: July 12, 2023: Bongo Times TV reporter Obadia Kwitega, reported being threatened by unknown people due to publishing opinions of people who were opposed to the contract entered by government with DP World, a Dubai port management company.

He reported the matter to the Magomeni Police station in Dar es Salaam, but claims nothing was done, even after giving the police the telephone number used by the callers who threatened to harm him.

Threats to this reporter were linked to an interview he did with former Tanganyika Law Society president, advocate Rugemeleza Nshala, who aired his views against the port privatization deal.

2.3.6 Arrest

Arusha: On February 17, 2022 two journalists, Tobias Mwanakatwe of Nipashe and Joseph Kimambo of Dar Mpya, along with PINGOs Forum driver Majuka Ngisaayo were taken into custody by Ngorongoro Conservation Area Authority (NCAA) guards.

The journalists were arrested when they went to cover the Prime Minister's meeting with government officials and the residents of Ngorongoro area.

According to Arusha Press Club Chairman, Claud Gwandu and other witnesses, the authorities said the journalists were arrested because they were not allowed to attend the meeting as it was internal and journalists were not invited.

Arusha: On February 24, 2022, two journalists: Victor Korumba of Global TV and Alphonse Kusaga of Triple A FM were arrested by the police while following up on a story that involved evacuation of hawkers (machinga) by the Arusha Municipality militia.

After the police noted that there were journalists around doing interviews and taking pictures, they turned on them and began evicting them from the scene. The bodaboda riders who were around were not happy with the police forcibly evicting the reporters and joined the fray.

After the police were overwhelmed, they asked for back-up from the nearest police station, who came and arrested the journalists and some of the bodaboda riders and took them into custody.

Zanzibar: On June 20, 2022, Yasir Mkubwa, a journalist working for RVS Online TV in Zanzibar, was arrested and detained at

Madema Police station in Zanzibar shortly after attending a one-day training for journalists on media law organized by MCT.

Yasir refused to be interrogated in the absence of his lawyer and police denied him bail until the next day.

Mkubwa was required to report to a police station on weekly basis for six weeks, then it was changed to monthly, then later on he was told he would be reporting when required to do so. Up to the time of writing this report, Mkubwa had never been charged and his crime was not made known.

Kilimanjaro: On June 20, 2023 EATV reporter Jabir Johnson reporting from Kilimanjaro region was arrested by the police in Moshi for allegedly intruding in a religious procession of women faithful of the Roman Catholic Church. The police arrested the reporter who was covering the religious procession meant to pray for children to have good morals and avoid bad behaviour.

MCT spoke to the Media Club of Kilimanjaro (MECK) Coordinator, Ms. Queen Mushi, who confirmed that the reporter was arrested after the Catholic women reported him to the policemen escorting the procession, but he was later released.

Mbeya: August 3, 2023: A journalist and owner of Nyikani TV, an online channel, Gordon Kalulunga was arrested and interrogated at the Mbeya Central Police station in relation to a news story he posted about advocate Boniphace Mwabukusi, who had filed a court case opposing the port agreement between the Government of Tanzania and DP World.

The police demanded to know why Kalulunga had broadcast content showing Advocate Mwabukusi using strong words against the government while he could have edited those words. However, after a long interrogation, Kalulunga was released.

Mwanza: August 22, 2023: A Star TV journalist, Aloyce Nyanda, was arrested by the police and taken to the Mwanza Central Police station on August 22, 2023 for allegedly posting on his Instagram account content showing a police officer failing to answer questions he was asked by his boss about the army ranking procedures.

According to Nyanda, he received a phone call from a person who identified himself as a police officer who asked him to report to the central police station to answer complaints from a female sex worker who claimed Nyanda owed her money after providing him services.

Nyanda reported to the police station but he did not find the woman and instead was asked why he had posted a video that showed the humiliation of a police officer failing to answer questions. He told the police officer that the video had spread on various WhatsApp groups and showed him various WhatsApp groups, including government officials, who had posted the same video on their accounts.

Nyanda was one of the journalists who covered different people's opinions on the DP World saga, and believed that was why he was being harassed.

Police wanted to know who was behind him and why he travelled to Dubai to follow up the DP World issue. He was later released without posting bail.

However, the next day he was summoned again to the police station. This time his phone was confiscated as the police claimed that they were conducting an investigation and ordered him not to go out of Mwanza region because they could need him any time.

Mbeya: On December 13, 2023 a freelance journalist, Pendo Fundisha who reports for Nipashe newspaper from Mbeya was arrested by the police and interrogated for a while then released on bail.

According to reports, Pendo was following up a land dispute story in Chunya District involving an owner of mines in the district.

2.3.7 Harassment

Dar es Salaam: July 17, 2023: The Ministry for Foreign Affairs and East African Cooperation invited editors and reporters to a presser where the minister was to brief the editors and reporters about the forthcoming state visit of the Hungarian President, Katalin Novak and the summit of the East African leaders concerning human

resources that was to be held on July 25th and 26th, 2023.

Some minutes before the Minister arrived at the meeting, an official asked the editors and reporters to move to the front seats. However, soon thereafter a group of about ten artists arrived in the meeting room and an official ordered the editors and reporters to vacate those seats because they were reserved for special guests of the minister. The seats were then taken by the artists.

What surprised the editors and reporters was that even the “special guests” of the minister were introduced as journalists. Worse, while the special guests were introduced as “modern journalists,” the editors and reporters were introduced as “old writers”. To add salt to injury, the special guests were given special opportunity to listen to the minister and ask questions without the “old writers” being given the opportunity to ask questions.

2.3.8 Denial of Access to information

Zanzibar: On June 22, 2022 journalist Hassan Mselem who hosts the Mawio programme on ZBC was denied audience by the South Pemba RPC, Richard Tadeo Mchomvu.

Mselem was denied information when he went to the commander’s office to follow up on information about a 17-year-old girl allegedly impregnated by her neighbour.

Commander Mchomvu shouted at the reporter and accused him of painting Zanzibar in bad light with his type of reportage.

The Commander said when journalists report issues of rape and gender degradation happening in Zanzibar people view the Isle as a bad place to visit. Thus, he denied him any information related to the issue.

Dodoma: On September 18, 2022, the Speaker of Parliament, Tulia Ackson, demanded that police should stop releasing information about murders happening in the country, especially those occasioned by jealousy between spouses and lovers.

She said releasing such information fueled the incidents and suggested that the police should look for other explanations when

talking to the media.

This was in spite of the fact that Tanzania enacted the Access to Information Act in 2016.

Katavi: On December 12, 2022 a reporter with EATV Rebeca Kinyunyu based in Katavi Region was expelled from participating in Prime Minister Kassim Majaliwa's tour which started on December 12, 2022 in the region.

The journalist was expelled from the tour by the Assistant Regional Information Officer John Maganga on what is alleged to be instructions from the Katavi RAS, Hassan Rugwa.

Kinyunyu said she felt humiliated for how the officers removed her from the delegation that was going to be part of the Prime Minister's tour in Katavi Region.

The Katavi Press Club Chairperson Walter Mguluchuma confirmed the incident and said they were following up on the matter.

According to Kinyunyu, some district and regional leaders were not happy with the type of critical stories she had been writing, and the regional leaders kept complaining that the stories posed a threat to their employment. She said she had been summoned several times to the regional and district offices to explain why she always exposed the region to negative publicity.

Shinyanga: On July 18, 2023: A journalist writing for Nipashe newspaper from Shinyanga, Marco Maduhu was warned by the Shinyanga UWT Chairperson, Grace Bizulu that he would not be invited to any CCM activities because of an article he wrote which caused them to be reprimanded by their leaders. Grace Bizulu claimed that stories that Marco Maduhu wrote were misleading.

Njombe: On September 24, 2023 a journalist with ITV, Alumanus Mwasenga was denied information by Njombe regional education officers for primary and secondary schools when he went to make a follow up of the government directive that required all girls who were expelled from school because of pregnancies to be re-admitted.

The denial was despite the fact that the RAS had introduced

the reporter to the officers and instructed them to accord the journalist necessary cooperation.

Following the refusal the reporter decided to talk to the village leadership, parents and girls who had been expelled from schools because of pregnancies but were back to school. The journalist then filed his story.

Kilosa: September 24, 2023: Clouds Media journalist Ntibashima Edward was denied information by the Kilosa District Education Officer for Secondary Schools, Joseph Kapele on the government directive concerning girls who were expelled from school because of pregnancies but returned to school following the government directive.

Edward said when he arrived in Kilosa he went to introduce himself to the DED, Kisena Mabuba who assisted him to talk to the girls in question, their parents and teachers. Thereafter he wanted to balance his story by talking to Kilosa district leaders. However, most of leaders refused to talk to him on the issue.

Dodoma: September 26, 2023. Wasafi TV reporter Humphrey Mollel was denied information by Mpwapwa DED and DC when he was making a follow up of public awareness about the return to schools of girls who were expelled because of pregnancies and other reasons.

Mollel said when he arrived in Mpwapwa he introduced himself to the Mpwapwa DED and told him about his intention to visit certain schools in Mpwapwa district to ascertain the extent to which the government directives were being implemented and to get opinions of the girls, their teachers and parents.

The DED hold him that he was not informed about his visit hence asked him to go to the communication unit of the PO-RALG who would offer him a letter authorising him to carry out his intention and then present the letter to the DED.

The DED also asked for time to consult the DC because he also had the mandate to give the journalist permission to do his job. Next day the journalist decided to contact the DC personally but the DC refused him permission on ground that they had no prior

notice of his visit.

Mollel said he was unable to fulfill his mission because of the challenges and bureaucracy. The journalist did not proceed with the story.

Ifakara: October 10, 2023, the Tanzania Information Services (MAELEZO) issued a statement reversing an earlier statement issued by the Ifakara District Council on October 9, 2023 banning independent media outlets and freelance journalists from publishing information concerning the government.

The statement by the Ifakara District Council had claimed that according to Section 7(1)(b) of the Media Service Act, 2016, it was illegal for private media and freelance journalists to publish information about the government without the permission or directives of the government.

The Director of MAELEZO, Mobhare Matinyi in his statement rubbished the District Council assertion, insisting that the Media Services Act, 2016 as amended in 2023 does not forbid private media outlets and freelance journalists from publish government information except information that the law does not allow to be published.

Matinyi asserted that the statement by Ifakara District Council also contradicted the Access to Information Act, 2016 which provides directives on how to get information and it has no section forbidding government communication officers from releasing information for public consumption.

2.3.9 Detention

Four journalists in Mbeya, Lyana Samson of Busekelo TV, Josia Sinkalla of JAMBO TV, Isaack Kyando of K-news 24 and Ahada Mtweve of ZBC were detained by the Mbeya Regional Police for two hours but were later released unconditionally.

Reports say the four journalists were invited to the offices of Advocate Boniphace Mwambukusi to be briefed about a letter that the advocate and his colleague activist Mdude Nyagali had written to the police asking for permission to organize a mass

demonstration.

While they were in the office, suddenly police officers arrived and ordered all of them to go to the police van that was outside, which would take them to central police station for questioning. The journalists were forced into the police van despite identifying themselves as journalists.

They stayed at the police station for two hours without knowing what was going on and thus decided to inform leaders of Mbeya Press Club, relatives and friends about their whereabouts. As soon as the information circulated on social media, the RPC received calls from different people asking for reasons behind the detention of the journalists.

It turned out that the RPC was not aware of the incident and when he found out he called a meeting that involved the four journalists and the two demonstration organisers. The RPC ruled that the journalists and activists had no case to answer and they were released unconditionally.

2.3.10 Fine

Zanzibar: November 23, 2023: The ZBCom fined three media outlets allegedly for breach of Zanzibar Broadcasting law and its regulations.

The ZBC was fined TZS 1,000,000/=, Mjini FM was fined a total of TZS 10,000,000/=, and Wasafi FM radio was fined TZS 5,000,000/=.

2.4 Conclusion

Generally, Tanzania has witnessed a decrease of acts of press violations during President Samia Suluhu Hassan's administration. However, not all types of violations that MCT monitors have decreased.

Violations such as denial of access to information, arrests, assaults and threats increased during the period under review. Denial of access to information was on the rise despite the presence of the Access to Information Act, 2016 and directives from the



Prime Minister, Kassim Majaliwa Majaliwa who insisted on the importance of information holders to release information to journalists and to the public.

Violations which were not observed during 2022 - 2023 are killings, abduction and disappearance of journalists.

The Minister for Information, Communication and Information Technology, Nape Nnauye on February 7, 2024 reiterated the government commitment to press freedom and freedom of expression and that it had no plan whatsoever to curtail them. He contended that the president is well committed to ensure that media freedom continues to prevail in the country. "That's why when she ascended to power, she lifted a ban on all media houses that had been stopped from publishing or disseminating information, and later she called for a comprehensive review of the legislations and regulations gagging press freedom," he asserted.

However, as can be seen from above, there can be no real guarantee of media freedom until the policy and legal framework governing media operations is reviewed. Anti-media laws, policies and regulations continue to loom over the sector like the sword of Damocles. Attitudes of people in authority towards journalists should also change.

2.5 Recommendations

2.5.1 Media laws and regulations should be revised. This is seen as a necessary step to promote constructive journalism for development communication.

2.5.2 Create a legal framework and policies that protect journalists in their day-to-day work.

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CHAPTER THREE

MEDIA INVESTMENT AND OWNERSHIP

3.1 Introduction

This chapter looks at the media ownership pattern in Tanzania which during the period under review was still concentrated among a few media businesses, especially when looking at the mainstream media, hence with a potentially high influence on public opinion. Specifically, the chapter looks at the print and electronic media ownership patterns, as well as relationships between ownership and editorial independence.

3.2 Trends of media ownership

Mainstream media ownership in Tanzania is still concentrated among a few media houses hence only a few of them have a predominant market position. Lawrence Kilimwiko remarked, “This kind of ownership pattern renders the whole issue of media plurality, diversity and independence redundant.”

The TCRA licenses electronic media companies whose names and, in some cases, shareholders are posted on the TCRA website. Newspapers are licensed by the Directorate of Information Services which has no mandate to publish ownership data. All media companies are required to be registered with the Business Registration and Licensing Agency.

According to TCRA website, as of June 2023 there were 66 television stations, 272 online televisions, 81 cable television, 225 radio and 8 online radios. According to Tanzania Information Services website, there were 347 newspapers and magazines.

The dominant media houses are owned by the government and business people who control conglomerates with a high range of interests in other business sectors. Other owners are religious institutions, local governments, different communities and sports clubs.

3.3 Print media ownership pattern

The dominant print media are Mwananchi Communications Limited, IPP Media Group and the state-owned Tanzania Standards Newspapers Limited. Mwananchi Communications Ltd is a subsidiary of Nation Media Group of Kenya and publishes Mwananchi, a leading Kiswahili-language daily and its Sunday edition Mwananchi Jumapili and Mwanaspoti, a bi-weekly sports and entertainment newspaper. The English-language newspapers are The Citizen and The Sunday Citizen.

IPP Media Limited was incorporated in 1999 as a private company under IPP Group Limited that was established by the late media mogul Reginald Abraham Mengi in 1988. IPP Media Ltd publishes The Guardian, and Nipashe, a Kiswahili-language daily tabloid as well as Nipashe Jumapili.

Tanzania Standard Newspapers Limited is a public corporation that was established in 1970 under the Public Corporations Act, 1992. TSN is now officially a private limited liability company owned by the government which has 99 per cent shares through the Treasury Registrar, and the Managing Editor who is a presidential appointee chief executive officer and owns one percent share. TSN owns Daily News and its Sunday sister newspaper Sunday News, Habari Leo a Swahili language daily tabloid that was established in 2006, followed by Spoti Leo, a sports newspaper established in 2011.

Habari Corporation (2006) was one of the dominant media houses. It is owned by a businessman Rostam Aziz. However, the company has suspended publication of its titles, retaining only the online publication of Mtanzania. The company used to publish a daily Swahili – Mtanzania, English daily – The African, Swahili weekly – Rai and Swahili sports and entertainment newspapers – Bingwa and Dimba.

The ruling party, Chama Cha Mapinduzi owns one daily – Uhuru, two weeklies – Mzalendo and Burudani, a sports and entertainment weekly. Tanzania Evangelical Lutheran Church owns Upendo, a weekly Swahili language tabloid and the Roman Catholic Church owns Kiongozi, one of the oldest newspapers in

the country. Simba Sports Club and Young African Sports Club, two leading football clubs in the country, own Simba and Yanga Imara tabloids respectively.

3.4 Electronic media ownership pattern

Electronic media, like the print media, are concentrated in a few media houses that include the state-owned Tanzania Broadcasting Corporation, IPP Media Group, Azam Media, CCM and Sahara Communications Limited.

Tanzania Broadcasting Corporation, the oldest and the largest broadcasting media house is a merger between the then Radio Tanzania Dar es Salaam which was established in July 1951 and Televisheni ya Taifa (TVT) which was commissioned in October 1999. The two media houses were merged on March 26, 2008 and named Tanzania Broadcasting Corporation.

TBC was established under the Public Corporations Act, 1992 by an Establishment Order of 2007 published vide Government Notice Number 186 of 2007. Among the channels that TBC operates are TBC Taifa, TBC1, TBC International and Tanzania Safari Channel, an exclusive channel for promotion of tourism in the country.

IPP Media Group owns Radio One FM which, according to Lawrence Kilimwiko is the first privately owned radio station to be on air following the opening of the airwave in 1994, Capital FM and East Africa Radio. The company also owns Independent Television, East Africa Television and Capital Television.

Azam Media Limited is owned by Said Salim Bakhresa, a self-made billionaire who launched Azam TV in 2013. Azam TV is an East African direct broadcast satellite service. CCM owns Channel Ten, Channel Ten Plus and Radio Uhuru. The Mwanza based Sahari Communications Company Limited, owned by a businessman-cum-politician Anthony Diallo owns Radio Free Africa, Star Television and Kiss FM. Among the journalism training institutions, School of Journalism and Mass Communication and St Augustine University of Tanzania own Mlimani Television, Mlimani Radio and Radio SAUT respectively.

2.5 Religious radio and television

The Roman Catholic Church through its Archdioceses owns a number of radio stations in different parts of the country. Among these stations are Radio Tumaini and Radio Tumaini International in Dar es Salaam, Radio Chemichemi in Sumbawanga, Radio Maria in Songea, Radio Ukweli in Morogoro, and Radio Faraja in Shinganya. Evangelical Lutheran Church of Tanzania owns Radio Sauti ya Injili in Moshi, Upendo Radio and Upendo Television in Dar es Salaam. Tanzania Muslim Council (BAKWATA) owns Quran Voice Radio in Dar es Salaam. The World and Pentecostal Organization (WAPO) owns WAPO Radio in Dar es Salaam and Radio Mwangaza is owned by the Society of the Precious Blood in Dodoma.

2.6 Community Radio

The Tanzania Development Information Organization (TADIO) coordinates the network of 43 community radios in the country. TADIO, formerly known as Community Radio Network of Tanzania (COMNEETA), is registered under the NGO's Act Number 24 of 2002 with its certificate number 0009337.

The member radio stations reach over 33 million listeners across Tanzania mainland and Zanzibar and most areas that community radios cover are not reached by the mainstream media. Therefore, their member stations' identification slogan is "Reach where others don't." The Coordinator of TADIO Cosmas Lupoja said the future plan of TADIO was to expand its network to ensure that at least they cover the whole country for the citizens to enjoy their rights to access timely information for their development. Its vision is "Rural communities where people utilize reliable and credible information for their positive self-development" and its mission is "to enable people in rural communities to utilise reliable and credible information for their positive development."

The biggest challenge facing community radios in Tanzania is financial constraints because big advertisers refuse to advertise with them due to limited listenership of each individual station. Jacob Mwenga runs ICE FM community radio in Makambako

township in the south western highlands of Tanzania, serving a community of mainly small traders and farmers engaged in food crop production and trading. There is not much of a business environment there to give ICE FM the revenue it needs to keep going. The big advertisers he had been courting responded that their advertising decisions were guided by audience reports, adding they had not heard of ICE FM. Yet for the majority of people in Makambako, ICE FM is their station, informing them about what is going on in their community and in the world.

However, Internews through Jamii Media delivered an eye-opening marketing training to community radio stations in Tanzania on how they can survive when traditional on air-advertisements are not coming their way. ICE FM is one of the 20 community radio stations that received support under the USAID funded Boresha Habari programme implemented by Internews to improve content and financial sustainability so that the people they serve can continue to receive the information they need to make informed decisions.

One of the strategies that ICE FM used, following the training was barter system that solved its power outage. Jacob Mwenga admitted: “Sometimes we would suffer a day-long power outage and be forced to run the generator for long intervals. This was very costly.” However, the station management found a businessman who agreed to provide and install Uninterruptible Power Supply (UPA) system in exchange for airtime.

At first ICE FM was not keen on the idea, worrying about the long period it would take to air all their partner’s adverts and programmes. The training the station received opened their eyes because the trainers had asked them to think about the songs they play in a day for free and how that time could be used in exchange for their various needs.

Jacob Mwenga remarked, “Honestly, I had never thought of it from that standpoint,” adding, “The station now has backup power and 10 batteries at the transmission tower, as well as in the studio. Putting all this together would have cost as much as Tshs. 10 million, but the airtime we spent playing music has enabled us to overcome the biggest challenge of our station.”

The link between improved editorial content and business sustainability is also making a mark on Arusha One FM, a community radio station in one of Arusha's unsurveyed residential areas. The station's manager, Jamila Mohamed said they were not focused on local content when they launched and were slow in picking up audience. But with Boresha Habari training, they have seen change. She said, "We've realized there is plenty of news that touch people's lives. We've a monthly target for such stories and feature stories each journalist must produce."

The programme manager, Hamis Mpinga said due to improved local content, "We are now able to offer breaking news. People can call us when something is happening in our community." Shamsha Hussein, a producer and presenter of Pepo ya Hindi programme which focuses on community issues said, "I get more than 100 sms texts to the Pepo ya Hindi programme while in the past I used to get no more than 20."

Internews asserted that with improved local content and aggressive marketing, the community radios under Boresha Habari training have increased their advertising revenues thirty-fold.

2.7 Media ownership and editorial independence

Interviewed journalists admitted that most media houses do not have written editorial policies, and the few that have them do not necessarily use them effectively to deter owners' influence on editorial decisions. Jesse Kwayu asserted that while an editor may be given a written editorial policy, he must always be ready to receive additional unwritten directives that bind equally like the written one if one wants to remain on the job.

The journalists were unanimous that there are very few cases where an editor can enjoy some relative degree of freedom in deciding what to publish and not, because there is no media house that guarantees absolute editorial independence.

Jesse Kwayu acknowledged that whenever a news story touches on the



interest of the owner, his close associates or the establishment, it is most likely that the editor will receive a call from the owner. Consequently, some stories of public interest never get published. The editor affirmed that an editor has to balance and compromise on many forces that are directly and indirectly exerted against him to determine what to publish and not.

An editor from a mainstream media house who asked for anonymity testified that in recent years media owners have resorted to covert tactics to deal with what he called “independent minded editors.” He said such editors are transferred from editorial duties to other duties within the same media outlet with all his benefits intact. He alleged that the reason behind such transfer is to allow the owner to interfere with editorial matters and to frustrate the editor to quit the job.

Most interviewed journalists were not aware of a Charter of Editorial Independence which is mostly used in developing countries to safeguard editorial independence of media outlets against the owners.

Jesse Kwayu defined Charter of Editorial Independence as a written agreement between the editorial staff of a media outlet and its owner. He said the charter defines the relationship between the editorial staff and the owner so that the latter is separated from power over the day- to-day preparations of editorial content. Kwayu admitted that media environment in Tanzania cannot guarantee such an agreement to work effectively because there is no absolute editorial independence in our media outlets or in the world.

2.8 Advertisers and editorial independence

Interviewed journalists confirmed that advertisers exert their influence on editorial decisions directly or covertly.

Said Nguba, a former managing editor of the ruling party newspapers confided that he rejected a huge paying advertisement from one of the famous soft drinks company. He said the company wanted the front and back pages of the newspaper to be covered

by a huge glossy colour advertisement on art paper and not newsprint, promoting the soft drink. He said although it was big money, he flatly rejected it because he believed it was unethical to sacrifice editorial matters in favour of an advertisement. “But my colleagues in the government paper and another broadsheet English private paper ran it in accordance with the advertiser’s wish,” he said

Samwilu Mwaffisi, a former chief executive officer of the only public broadcaster in the country provided two vivid examples of advertisers who wanted to influence editorial decisions. He testified that a big foreign company wanted to buy the prime time of the national television to run its programmes and advertisements. The request was rejected despite the huge amount of money that was promised for the deal.

He also rejected a request from a religious denomination that had requested for long air time to broadcast its religious programmes and advertisements. He argued that had he accepted the request, other denominations would have requested for the same, turning the public broadcaster into a religious broadcaster contrary to its public mandate.

Rashid Mtangaluka, a veteran journalist and former editor of Nasaha newspaper attested that advertisers covertly exert their influence on editorial decisions. He said it is normal for an editor to order a reporter to kill a negative story about a regular big advertiser in a particular media outlet. He said over time a reporter develops a sixth sense that determines his decision of what to write and not. “You develop self-censorship when it comes to stories about advertisers in your media outlet,” he explained.

2.9 Conclusion

There has been no significant investment in the media sector during the two-year period under review. Media houses are still concentrated among a few media houses, giving them a predominant market position hence a potentially high influence on public opinion. The liberal working environment created by the government of President Samia Suluhu Hassan notwithstanding,



unfriendly legal, regulatory and policy regime impacted on journalism practice and press freedom.

2.10 Recommendations

2.10.1 The government to institute a more favourable working environment for journalists to work more freely in fulfilling their social responsibility to the society.

2.10.2 Media stakeholders should double their advocacy campaign against the draconian laws and their regulations so that they can either be amended or abolished.

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CHAPTER FOUR

MEDIA SUSTAINABILITY AND VIABILITY

4.1 Introduction

Media sustainability refers to the ability of media outlets to endure and thrive over the long term. It involves maintaining financial health, relevance, and social responsibility. A sustainable media ecosystem can adapt to change, engage its audience effectively, and contribute to the broader societal discourse.

Viability, on the other hand, focuses on the practicality and feasibility of a media outlet's operations. It's about ensuring that the organisation can generate enough revenue and support to sustain its activities. A viable media outlet can meet its financial obligations, invest in quality content production, and remain resilient in the face of challenges.

In essence, sustainability looks at the long-term impact and contribution of media, while viability addresses the day-to-day operational and financial aspects that keep the media outlet running smoothly. However, both are essential for the overall health and success of media organisations.

4.2 Sustainability and viability of media in Tanzania

Both traditional and digital forms of media in Tanzania face significant challenges in maintaining their viability and sustainability. Several factors contribute to this situation.

The rapid development of new technologies poses a formidable hurdle. Traditional media, in particular, may find it challenging to keep pace with the evolving digital landscape. Adapting to these changes requires substantial investments in technology and skilled personnel, which may strain the financial resources of most media organisations.

Changes in laws and regulations further complicate the media environment in Tanzania. Legal developments can impact the freedom of the press, content distribution, and business operations.

Navigating these regulatory shifts requires a proactive approach and continuous legal awareness to ensure compliance while safeguarding journalistic integrity.

Intense competition is another factor influencing the viability of both traditional and digital media. The proliferation of online platforms has expanded the media landscape, creating a crowded marketplace. Media outlets must differentiate themselves through content quality, innovation, and audience engagement to stand out amidst the competition.

The general business environment and performance in Tanzania also plays a crucial role. Economic fluctuations, market conditions, and overall business health can affect advertising revenue, a significant income source for many media outlets. Adapting to these fluctuations necessitates strategic financial management and diversification of revenue streams.

Understanding audience behavior is paramount for media sustainability. The way audiences consume information has evolved with digitalisation, and media outlets must tailor their content delivery strategies accordingly. Adapting to changing audience preferences requires continuous research and flexibility in content creation and distribution.

4.3 Viability of media

News media organizations (NMOs) rely heavily on dependable and cost-effective access to essential resources for their day-to-day operations and the production of news content. Central to this operational efficiency is affordable access to a skilled labour force, particularly technology experts who are well-versed in effectively managing and enhancing the organisation's critical equipment.

In addition to personnel, NMOs require customers to have reasonable access to a variety of instruments for obtaining news material. These may include television sets, radio receivers, news kiosks or home delivery services, personal computers, internet connections, and mobile digital devices such as phones. Affordability extends beyond the devices themselves



to encompass reasonably priced data rates, ensuring broad accessibility to news content.

As news consumption increasingly shifts towards digital platforms, social media users play a significant role. It is imperative that these users have confidence in the protection of their privacy and personal data when engaging with digital news content. This trust is crucial for sustaining a healthy relationship between news media organizations and their audience, emphasizing the need for robust data protection measures.

3.4 Sustainability of media

The media landscape in Tanzania is grappling with numerous challenges, marked by a scarcity of investment capital and a downward trend in advertising revenues. This, combined with elevated taxation and an unfavorable legal framework, not only renders the media susceptible to undue influence but also poses a significant threat to its survival (Gicheru, 2014).

Government intervention exacerbated these challenges, with a tendency to prioritise its agenda over the public's interests. Consequently, certain media outlets and journalists found themselves under the influence of politicians and influential corporate figures. This dynamic had far-reaching implications for the ethics and professionalism of journalism. Sometimes advertisers also leverage advertising as a tool to influence the media to align with their objectives.

According to the Tanzania Media Foundation (TMF, 2015), media outlets relying on advertisers and sponsors, especially those easily securing advertising from government and prominent businesses, often compromise their editorial autonomy. In such cases, editorial approaches may avoid critical coverage of these advertisers and sponsors.

Primary revenue sources for media included commercial advertisement, casual advertisement, project funding, partnership agreements, campaign contributions, and digital platform revenue.

4.5 The effects of digital media on traditional media

The media landscape in Tanzania has undergone a significant transformation with the advent of the digital era. During the period under review, the proliferation of digital platforms and the surge in online content consumption continued to reshape how people seek information and entertainment. Traditional media outlets, including newspapers, radio and television encountered challenges in adapting to the rapid pace and widespread accessibility of digital media.

Despite these challenges, it's crucial to recognize the enduring importance of traditional media in numerous communities across Tanzania. In regions where internet access is limited, newspapers, radio and television continued to serve as vital sources of information and entertainment. The credibility and familiarity associated with traditional outlets also played a role in maintaining their relevance among certain audiences.

While the digital era has undoubtedly brought about profound changes, it may not spell the complete demise of traditional media in Tanzania. Instead, the evolving media landscape calls for a nuanced understanding and a balanced approach that accommodates both digital and traditional forms of communication. This coexistence reflects the diverse preferences and varying levels of technological accessibility within the Tanzanian population.

Tanzania is currently undergoing a mobile revolution. Over the past decade, there has been a notable shift with the average selling prices of smartphones halving since 2012. This reduction in cost resulted in a significant increase in mobile phone ownership among Tanzanians, marking a pivotal moment in the accessibility of technology for a broader population.

Mobile wireless services emerged as the primary drivers of internet connectivity in Tanzania. With a surge in mobile phone ownership, these services accounted for the majority of internet connections in the country. This shift reflected not only the affordability of smartphones but also the convenience and flexibility that mobile connectivity offers to a diverse user base.

In this digital landscape, popular online services have become integral to the daily lives of Tanzanians hence platforms like Facebook, Instagram, WhatsApp, YouTube, TikTok, forums, and X formerly Twitter have gained widespread popularity. These services continued to cater to various needs, from social networking to content consumption and real-time communication, shaping the online experiences of Tanzanian users.

The emergence of platforms such as Forums, Space, and Trends signifies a growing diversity in online preferences. Tanzanians are engaging with a variety of digital spaces, contributing to a dynamic and evolving online ecosystem. This mobile revolution not only signifies a technological transformation but also a cultural and social shift as more Tanzanians connect and participate in the digital realm.

During the period under review, mainstream media in Tanzania continued to face substantial impediments like high printing costs, tower installations, and expenses for electronic media transmitters, production, editing, and transmission equipment. Despite these challenges, there were notable strides in the adoption of information and communication technologies (ICT), spurred by the rise in internet penetration and improved access to ICT tools.

In navigating the dynamic landscape of today's digital world, media workers, especially journalists, need to possess expertise, skills, and knowledge in digital technology. These capabilities empower them to optimize content discovery, packaging, distribution, and marketing. However, the MCT (2019b) report highlights a concerning trend—many journalists across print, broadcasting, and new media platforms lack essential digital technology expertise. This situation continued to apply in 2022 -2023.

The deficient expertise among print media journalists was a key factor contributing to their inability to fully leverage technology for enhancing content quality and implementing effective online marketing strategies. This knowledge gap is also identified as a primary reason why certain organisations are falling behind in the realm of reporting multimedia stories. Addressing these skill

deficiencies is crucial for media professionals to stay abreast of digital advancements and maximize their impact in the ever-evolving media landscape.

The proliferation of digital platforms and the surge in online content consumption continued to pose formidable challenges to traditional media channels, i.e. newspapers, radio and television. These outlets grapple with the need to keep pace with the rapid dissemination of information facilitated by the digital realm.

Despite these challenges, it remains imperative to underscore the enduring significance of traditional media, particularly in communities where internet access is limited. In these areas, newspapers, radio and television continued to serve as indispensable conduits for information and entertainment during 2022-2023. The tangible nature of traditional outlets becomes a lifeline for those who may not have seamless access to the digital sphere.

The preference for the credibility and familiarity associated with traditional media persists among certain audiences and demographics. Trust, a cornerstone of the relationship between media and consumers, often finds a robust foundation in the established reputation of traditional outlets. The tangible, tactile experience of flipping through a newspaper or tuning to a familiar television channel holds a unique appeal for those who seek a more personal and time-tested connection with their sources of information.

In navigating the evolving media landscape, it becomes evident that the digital era, while transformative, may not usher in the complete obsolescence of traditional media in Tanzania. Instead, a nuanced coexistence emerges, reflecting the diverse needs, preferences, and levels of technological access within the Tanzanian population. This dynamic interplay between the old and the new underscores the importance of adapting to change while cherishing the enduring value of established media practices.



4.6 Internet use in Tanzania

As of the beginning of 2023, Tanzania boasted a considerable internet user base, totaling 21million individuals, with an internet penetration rate of 31.6 percent. The social media landscape also witnessed substantial engagement, encompassing 4.90 million users, equivalent to 7.4 percent of the country's population (source: <https://datareportal.com> › reports › digital-2023-tanzania).

The cellular mobile landscape exhibited robust connectivity, with a total of 57.42 million active connections in early 2023, representing an impressive 86.4 percent of the entire population (Ibid). Notably, Ookla's data projections suggest an anticipation of accelerated internet speeds for users in Tanzania in 2024. According to Ookla, the median mobile internet connection speed in Tanzania experienced a notable surge, registering an increase of 3.59 Mbps (+33.0 percent) over the twelve months leading up to the commencement of 2023.

These statistics underscore the dynamic growth and evolution of Tanzania's digital landscape, showcasing not only an expanding internet user base but also a tangible improvement in mobile internet speeds. The trajectory suggests a promising future for digital connectivity in Tanzania, indicative of the nation's increasing integration into the global digital sphere.

At the onset of 2023, social media engagement among individuals aged 18 and above in Tanzania reached 4.90 million users, constituting 14.8 percent of the total population within that age group, as reported by data from the advertising planning tools of leading social media platforms. Notably, the distribution and accessibility of the internet have been rapidly expanding, extending from urban centers to rural areas.

To gain an understanding of the impact of digital platforms in Tanzania, a comprehensive survey and interview approach was employed by researchers. The inquiry sought insights into the effects of improved internet services on information accessibility; the primary medium for disseminating news through the internet; and the most commonly used online applications for accessing news in Tanzania.

The survey results shed light on the perceived effects of enhancing internet services in both rural and urban areas on information accessibility in Tanzania. The findings aim to capture the perspectives of the populace regarding the relationship between improved digital infrastructure and their ability to access information.

Research findings show that 97 (60.2%) respondents strongly agree that the development of internet services has substantially enhanced the accessibility of information hence acknowledging the vital role of internet in the day-to-day lives of Tanzania mainland residents. One respondent (0.6%) disagreed that development of internet services has substantially enhanced accessibility of information thus the need for continued exploration and understanding of the multifaceted impact of internet development in Tanzania

Table 4.1: Accessibility of information through Internet services

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	62	38.5	38.5	38.5
	Disagree	1	.6	.6	39.1
	I don't know	1	.6	.6	39.8
	Strongly agree	97	60.2	60.2	100.0
	Total	161	100.0	100.0	

Source: Field Data 2023

The data above prove that the expansion of internet connectivity stands out as a pivotal factor contributing to the heightened availability of information across both rural and urban landscapes in Tanzania. The survey underscores the pivotal role of mobile phones in the information-gathering process, with a significant majority of respondents citing them as indispensable tools for accessing digital platforms.

Respondents were asked to rate their preferred sources for distributing and receiving information by giving number from 1-4 where four is the highest. Results showed that 62.1% of the respondents use their mobile phones as the primary source of information, radio came second with 28.6% followed by computer



(25.5%). The prevalence of mobile phone usage underscores a shift in information consumption habits, portraying a mobile-centric landscape where individuals carry information in their hands.

Table 4.2: Main media used to provide news through Internet

	N	1(%)	2(%)	3(%)	4(%)
Television	161	18.0	24.8	33.5	23.6
Mobile phone	161	18.6	8.7	10.6	62.1
Computer	161	19.3	25.5	29.8	25.5
Radio	161	22.4	21.1	28.0	28.6
Valid N (list wise)	161				

Source: Field Data: 2023

The cell phone has transitioned from being a mere communication tool to a powerful instrument for information acquisition. In this role, smartphones have become indispensable for journalists, enabling them to perform tasks such as recording, editing, writing, sending, and uploading information. The widespread availability of internet access simplifies the communication and content-sharing process for journalists, making it more efficient and accessible.

Journalists now utilise their smartphones as multifunctional tools, essentially carrying their offices in their hands. This shift in technology has transformed the traditional news production process, allowing for flexibility and immediacy in reporting. Similarly, viewers have embraced a mobile-centric approach, carrying a wealth of information in their hands wherever they go.

In this contemporary landscape, the concept of “news by appointment” is losing relevance. The accessibility and convenience afforded by smartphones have ushered in an era where information is constantly at the fingertips of both journalists and consumers.

4.7 Social media use in Tanzania

A participant in a focus group discussion highlighted the preference for social media usage, stating, “I am more on Facebook because of the live mass that is broadcast on Radio Maria, and on X if I need political debates and hot discussion.” This sentiment echoes



the diverse functions that different social media platforms serve in meeting specific content and interaction needs. According to Meta’s advertising resources, the Facebook user base in Tanzania reached 3.80 million at the outset of 2023, emphasizing its widespread adoption and influence in the digital landscape

Social media platforms like X, forums, and Space have become arenas for political discourse and activism in Tanzania, providing a space for politicians and activists to engage in debates on governmental performance and other critical issues. The advertising resources page of X reported 594.8 thousand users on the platform in Tanzania at the start of 2023, highlighting its significance as a hub for public discussions.

The shift in consumer behavior towards using smartphones, laptops, iPods, and desktops to access information has prompted even mainstream media to heavily invest in digital communication. This adaptation aligns with changing audience preferences and technological advancements shaping the media landscape.

The consensus among the majority of respondents affirms that social media has played a pivotal role in facilitating the dissemination of information, ensuring a continuous flow of news, particularly during breaking and developing stories. A survey participant highlighted the transformative impact, stating, “In the past, we had limited access to news in rural areas. There were no newspapers available, most radios only covered urban areas, and accessing television was difficult. However, today I have easy access to information through handheld devices.”

A survey respondent emphasized the interactive nature of the digital platform, stating, “With the digital platform, we have an opportunity to be engaged in the discussion; you can like, share, and comment on the posted content and get feedback in a while.” This sentiment underscores the participatory nature of digital media, where audience engagement becomes an integral aspect of the news-sharing experience.

Respondents admitted social media platforms play a crucial role in fostering digital literacy and facilitating information distribution.



The respondents further acknowledged that social media are also used for increasing social interaction, providing access to information sources, fostering creativity in individuals and groups, cultivating a sense of belonging among users, offering diverse choices to enhance engagement, diminishing barriers to group interaction and communication, and elevating the technological competency levels of users.

Respondents opined that social media have the potential to generate income. A prominent digital journalist, who manages his own digital media business, explained, “In order for you to be paid, you need to have a certain number of subscribers and viewers and mostly active engagement with viewers.”

Research findings show that the shift of advertisers from traditional media to social media is gaining momentum. The ease of monitoring and measuring the impact of campaigns on social media platforms has made them increasingly attractive to advertisers. This shift reflects the evolving landscape where the measurable impact and interactive nature of social media provide a more dynamic and data-driven approach to advertising.

4.8 Digital age and mainstream media in Tanzania

During the period under review, research findings show that despite the heavy reliance of the youth on digital gadgets for information, radio maintains its status as the predominant source of information for the majority of Tanzanians, especially those residing in rural areas. This underscores the importance of mainstream media, particularly radio, even amid the rapid shift towards social media as a primary information source, making it necessary for media practitioners to maintain a balanced approach by recognising the continued significance of traditional outlets.

A considerable segment of the population faces barriers to internet access, whether due to the absence of internet infrastructure or financial constraints hindering affordability. In addition, a limited number of curated news articles are made accessible on the internet for online consumption. Given these challenges, the reliance on mainstream media remains crucial, as it continues to



enjoy the trust placed in it by news and information consumers. For example, ITV boasted of 3.1 million followers as of September 25, 2023, Azam TV follows closely with 2.3 million followers and Wasafi TV has 897,000 followers. The substantial followers of ITV suggest a significant number of users seeking information and engaging with serious subjects as the station focuses on instructional content.

4.9 The role of professionalism and media management

Professionalisation in journalism encompasses the processes and mechanisms through which journalists acquire and demonstrate the skills, knowledge, and ethical standards associated with their craft. It is a multifaceted dimension that involves the establishment of professional norms, codes of conduct, and educational pathways for individuals aspiring to enter the field of journalism.

Research findings show that during the period under review standard of professionalism in Tanzania stood out as a significant challenge contributing to the poor quality of media content. Respondents attributed this shortcoming to a combination of factors such as inadequate skills, substandard academic qualifications, and relatively low remuneration. They also blamed the educational system, citing a lack of practical lessons in journalism programmes, resulting in many graduates entering the job market without the necessary practical skills.

Eighty percent of the country's journalists work as freelancers. This freelance model often results in meager compensation for their media contributions. Many journalists find themselves dependent on payment from sources for reporting on specific organizations or events. This practice raises concerns about potential conflicts of interest and compromises the independence of journalistic work.

According to the research findings, even journalists in full-time positions within media houses are not immune to these challenges. The working conditions and remuneration for many

full-time journalists are reportedly suboptimal, contributing to what can be described as a concerning professional syndrome. The precarious financial state of media organizations, combined with inadequate compensation structures, poses a significant threat to the sustainability and independence of journalism in Tanzania.

The lack of clear policies requiring journalists to disclose gifts and other favors received from sources exacerbates ethical concerns within the media industry. Only a limited number of news organizations have instituted such policies, highlighting the need for a broader commitment to transparency and ethical standards in the journalistic profession.

4.10 Conclusion

In Tanzania, the sustainability of news media faces a multitude of challenges, notably the decline in advertising revenue, intensified competition for audience attention due to rapid digital advancements, and the substantial costs associated with adopting new technologies. NMOs in the country encounter hindrances in delivering high-quality journalism, stemming from external factors such as political, economic, and social conditions in the short term.

The economic viability of Tanzania's news media is adversely affected by the decline in advertising revenue, with only a limited number of media houses exploring alternative revenue streams beyond traditional advertising models. Simultaneously, the high entry costs for investors in the media industry and restrictions on foreign-held investments create challenges, making it difficult for privately operated media enterprises to compete with government-subsidized outlets.

Despite the country's shift to lower-middle-income status in 2020, the extent to which the population will have increased disposable income to access various media platforms remains uncertain. The need for innovative approaches to sustain and diversify revenue streams in the evolving media landscape is evident.

4.11 Recommendations

4.11.1 Diversify revenue streams:

- Encourage media houses to explore and implement diverse revenue streams beyond traditional advertising models. This could include subscriptions, events, partnerships, and reader donations to reduce dependency on a single income source syndrome.

4.11.2 Invest in digital technologies:

- Despite the high costs, media organizations should strategically invest in digital technologies to stay competitive in the evolving media landscape. This may involve adopting online platforms, optimizing content for digital consumption, and exploring innovative ways to engage audiences.

4.11.3 Advocate for media freedom:

- Advocate for a more open and supportive environment for media freedom. Engage with policymakers to address restrictions on access to information and freedom of expression, promoting an atmosphere conducive to independent journalism.

4.11.4 Promote investor-friendly policies:

- Work towards policies that facilitate easier entry for investors in the media industry. Reducing barriers to entry and addressing limitations on foreign-held investments can attract more private investments, fostering competition and diversity in the media sector.

4.11.5 Support training and development:

- Invest in training programmes for journalists and media professionals to enhance their skills, ensuring the production of high-quality journalism. This could include workshops on digital media, ethical reporting, and investigative journalism.

4.11.6 Encourage collaboration:

- Facilitate collaboration among media organizations to

share resources, expertise, and best practices. This can help smaller outlets compete effectively and create a more resilient media ecosystem.

4.11.7 Community engagement:

- Foster stronger connections with the community to understand their information needs. By tailoring content to the local context, media outlets can build trust, increase audience engagement, and better serve their communities.

4.11.8 Explore affordable access models:

- Develop strategies to make newspapers and digital media more affordable for audiences, considering innovative pricing models or partnerships. This could contribute to wider information access and increased readership.

4.11.9 Promote media literacy:

- Implement programs to enhance media literacy among the population. Educating the public on how to critically evaluate information can help build a more discerning audience and combat misinformation.

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CHAPTER FIVE

MEDIA DEVELOPMENT SUPPORT

5.1 Introduction

Foreign donors provided abundant opportunities for development of media staff and media houses in the past, especially during the cold war. Fellowships and scholarships for short and long-term training in various journalism disciplines were offered, resulting in the good performance of the media in the past. However, with the end of the cold war, the support of foreign donors in media development has declined with time. Many have re-drawn their priorities and areas for financial and material support.

During 2022 – 2023 external media support mainly came from a few bilateral donors and foundations. Their support mainly went to professional media organisations in the country, and not directly to media houses or training organisations. The support mainly targeted mid-career and specialized training, advocacy for press freedom and access to information, issues of journalists' safety, and gender in the media.

On the other hand, media development support has not been a priority of the government in Tanzania. Concern of government regarding media has mostly centered on matters of regulation. Even though it is a media owner itself, government has not been keen to invest in the professional development of media practitioners. However, it has formed a committee to look into issues of media economy and stakeholders are waiting to see what recommendations the committee will come up with and whether they will be implemented. In the meantime, media outlets are forced to support their staff and media development programmes.

This chapter looks at the internal and external development opportunities that were available to media practitioners as well as professional organisations during the period under review.

5.2 Financial stability of news media organisations

Media houses globally are grappling with how best to produce quality content while at the same time remaining financially viable in the wake of shrinking revenues. The media industry in Tanzania is no exception as it is also struggling to survive amidst declining revenues.

The government of Tanzania recognized the dilemma in which media outlets find themselves in their struggle to survive, with their sustainability and viability in doubt. The government strategy to address the economic hardship facing media outlets and journalists was to form a committee which would investigate the situation and make recommendations. On January 23, 2023 the Minister for Information, Communication and Information Technology Nape Nnauye instituted a nine-member committee to analyse the sustainability and viability of media outlets in the country as well as the socio-economic well-being of journalists and recommend measures to improve the situation.

Although the committee was given three months to submit its report, it was is yet to do so by the time of compiling this report in the first quarter of 2024.

Interviewed editors affirmed that the economic situation currently facing media houses in the country was a challenge to their successful operations. A senior editor who asked for anonymity claimed that acute financial challenges started in the financial year 2015/2016 due to a government directive that government ministries, departments and agencies should not advise in private media. “That’s where the problem began, and later on, the challenges of COVID-19 also had a significant financial impact on our operations,” the senior editor said.

Box

Surprisingly, the dire economic situation not only affects private media, but government-owned entities as well. The Managing Editor of the government-owned Tanzania Standard Newspapers Limited, Tuma Abdallah admitted that although the government covers their salaries, the responsibility of generating news and reach their audience lies with employees of TSN. “We appreciate that the government covers the salaries of our media outlets, but we also have had to struggle to sustain our operations for a long period of time,” she commented.

The Managing Director of Mwananchi Communications Limited Bakari Machumu testified that until 2020 MCL had to struggle very hard to meet its operational costs and fulfill statutory requirements. It laid off staff and abandoned some of its plans to afford operational costs. The company also modified their model of operations to invest in social media so as to mitigate printing cost.

“However, even on social media, we did not generate as much revenue as we did in the past from newspapers,” Machumu said, adding however that since 2022 the situation has greatly improved and they now meet their statutory requirements, pay salaries and are not in arrears.

Interviewees in media outlets admitted that currently they cannot engage in investigative reporting or cover complex stories of public interest. Instead, they are compelled to focus on news within the vicinity of their media houses, particularly events involving various leaders.

The Managing Editor of Nipashe newspaper, Beatrice Bandawe acknowledged that their economic situation was not very sound as they were still struggling to sustain their media outlet. For instance, she contended that currently her media outlet had difficulties in allocating funds for investigative reporting across the country, and instead they mainly report events involving local leaders and other such events. “Going out to gather news has become a challenge due to increased operational costs such as rising fuel prices,” she commented.

Mkonde (2022) argued that another reason that make media outlets fail to undertake investigative reporting are the draconian laws that still remain on the statute books. Media stakeholders have over the years advocated for changing the legal framework to create favourable conditions for journalists to write investigative news stories thus attract bigger audiences and increase advertising revenue.

Surprisingly, the dire economic situation not only affects private media, but government-owned entities as well. The Managing Editor of the government-owned Tanzania Standard Newspapers Limited, Tuma Abdallah admitted that although the government covers their salaries, the responsibility of generating news and reach their audience lies with employees of TSN. “We appreciate that the government covers the salaries of our media outlets, but we also have had to struggle to sustain our operations for a long period of time,” she commented.

Although community media, especially community radios were not established primarily to make profit but render service to the communities in which they operate, they are also faced with economic hardships, making it difficult for them to meet their operational costs. A senior employee of a community radio station who asked for anonymity because he was not the spokesperson revealed that the station’s annual budget was Tshs. 12.6m/= but they can only raise Tshs. 4.8/m= per year.

He confirmed that his community radio faced a number of challenges including high staff turnover; failure to pay statutory fees including licence fees; using outdated broadcasting equipment; and failure to broadcast for 24 hours due to lack of an alternative energy source because they cannot afford to buy a generator were some of the challenges.

The financial constraints in the media industry in the country have also been cited as a reason for airing many foreign programmes, which, many a time, are contrary to local cultural values. The Chief Executive Officer of Azam Media Group, Tido Mhando in Semtowe (2023) admitted feeding their audience with foreign content that might be considered in violation of local cultural



norms.

“Maybe the right words are not used to describe the situation, but if it were human health, one could say that the media in the country is in a distressed state, and their situation is critical. Some have had to resort to acquiring foreign programmes whose contents are against our cultural values because they are unable to afford the costs of producing local programmes,” said Mhando, one of the longest serving media executives in the country.

The Chairperson of Tanzania Editors’ Forum Deodatus Balile in Mkonde (2022) lamented that the obnoxious laws are also responsible for the economic hardship facing the media outlets in the country. Balile testified that Section 6 of the Media Services Act, 2016 requires media outlets to renew their licenses annually and increase expenses related to license renewal each year. Balile argued that licenses for telecom companies last for 15 years, encouraging investors to invest in the sector and urged the government to remove Section 6 to attract foreign investors.

Balile also urged the government to amend Section 4(1)(b) of the Regulations of the Media Services Act issued in 2017 which stipulates that foreigners should hold a maximum of 49% shares in local media outlets and instead they should be allowed to hold a larger percentage of shares. He claimed that the change would enable media outlets to access capital and modern technology from outside the country hence promote sustainability and viability.

The non-payments of long-standing debts that the government and its agencies owe media houses is also responsible for the poor economic state of media outlets. Bakari Machumu revealed that MCL is owned “a lot of money” by the government and the company does not know when they will be paid. “If they pay us, we will improve our working conditions including acquiring new and modern equipment and meeting other responsibilities to our staff,” he elaborated.

The government’s large debts to the media prompted Prime Minister Kassim Majaliwa, in Kawambwa 2023, to urge government ministries and agencies to settle their advertising debts with media outlets, lest the debts adversely affect sustainability and

viability of the media outlets plus the socio-economic welfare of journalists. “Let us stop borrowing from media outlets and journalists. Ministries and their agencies cannot operate in silence as Tanzanians must know what’s happening in the country and around the world. Therefore, establish a permanent and sustainable system to settle the outstanding payments to media houses,” ordered the Prime Minister.

5.3 Opportunities, grants/fellowships and scholarships

Research findings show that during the period under review, there were efforts in media outlets to secure grants, fellowships, and scholarships to build the capacity of journalists and promote investigative journalism. However, the outcomes of these efforts were not as substantial as media outlets had hoped mainly because even international funding institutions were still grappling with the aftermath of the COVID-19 pandemic.

Tuma Abdallah acknowledged that government-owned media outlets were more likely than private media to secure funds from ministries and their agencies to implement their reporting projects on specific issues. They draft project proposals for reporting specific issues and submit them to the relevant ministries, agencies, and organisations dealing with those matters.

“As a government-owned media outlet, we also face challenges in securing funding from various organisations. However, when we have in-depth stories to cover, we involve ministries, agencies and other public institutions that are relevant to the topic we want to explore. Therefore, it becomes a win-win situation; they enable us to access information, and in return, we cover and disseminate their news,” said Ms. Abdallah. She added, however, that TSN did not secure many scholarships for its employees, but they encouraged their journalists to apply for them when advertised or even take individual initiatives to solicit for them.

The anonymous senior officer in a community radio referred to above admitted that they had not actively pursued opportunities from various organisations to fund them and instead they normally wait for organisations to approach them with funding. However, he

acknowledged that they had once approached organisations such as UNESCO and the Economic and Social Research Foundation for funds to support their research-based news stories. He urged his colleagues in community radios to be proactive and to actively start seeking funding opportunities to support and improve their operations.

The research findings have also shown that even commercial news media are making efforts to secure funding from both domestic and international institutions. The MCL's Machumu said in 2023 they held discussions with institutions such as the Bill and Melinda Gates Foundation, the Embassy of Sweden, the EU delegation, and TMF to solicit funds and discussions were continuing.

“We’re unsure to what extent we’ll succeed in these discussions, but we’re seeking funding for reporting on health, science, gender, and the environment,” he said, and applauded TWaweza with whom they have been working for a long time, especially in the area of data-driven stories.

Bandawe observed that there are institutions that provide funding for the media sector but they are not many. She said media outlets received support from organizations such as WAJIBU and Women in News (WIN) while TMF enabled them to secure funding for investigative reporting, particularly focusing on government accountability and gender issues. “These stories have been instrumental in our media outlet, Nipashe, with many of them receiving recognition at the EJAT awards”, she said.

She admitted that scholarships are available, but it is up to individual journalists to seek out these opportunities, and the organisation allows and supports them in their search for such opportunities. She revealed that in 2023 five journalists within their media outlet obtained and participated in various scholarships and fellowships.

Some media outlets, especially those specializing in entertainment occasionally organise various festivals that generate income for them. These festivals are sponsored by various corporations which are promoted throughout the event, thereby expanding their scope of advertisements and audience reach. Popular festivals in Tanzania include the Wasafi Festival by Wasafi Media, Mihogo

Festival, and Fiesta Festival by Clouds FM.

An anonymous official from a commercial media outlet admitted that they have been organizing festivals for a long time and the festivals have helped them increase revenue. However, he said of recent there have been an increase of festivals organised by individual popular musicians, forcing them to compete for audience and sponsors, as a result of which now festivals do not always generate profit.

5.4 Promotion of specialized training in Journalism

The above-mentioned senior official of a community radio station appreciated the support of stakeholders in supporting specialized training for journalists. He expressed special appreciation to TADIO, UNICEF, TMF, UNESCO, Internews, TEF, TAMWA, MISA-Tan and MCT for their continued support in providing specialized training for journalists.

Specialised training refers to specific and targeted educational programmes provided for a certain duration with the aim of enhancing the skills of journalists in areas that are perceived as challenging in their professional practice. These areas include investigative journalism, environmental journalism, data journalism, health and science reporting, gender issues, financial reporting, among others.

However, the research has found out that specialised training were conducted for individual journalists rather than for media outlets. Individual journalists made personal efforts to search and utilise these opportunities. Tuma Abdallah testified that many journalists are members of local journalism associations that provided training to their members. For example, during the period under review, several journalists from TSN received specialised training on gender issues and sexual harassment offered by TAMWA. MISA-Tan and Press Clubs provided specialised training on various topics including safety and security of journalists and how to stay safe online.

Beatrice Bandawe said journalists from The Guardian Ltd media

outlets received specialised training organized by WAJIBU, WIN, TMF and IMS that aimed at building the capacity of journalists in various areas such as science, health, gender and investigative journalism. She certified that participants in these specialised training programmes performed well after the training and many of them were able to win EJAT awards.

5.5 Institutional support to media institutions

The Executive Director of TMF, Dastan Kamanzi admitted that his organisation reduced funding to media outlets during the period under review due to various reasons, including the impact of COVID-19 pandemic, Russia-Ukraine war, the global economic downturn, and some media outlets did not utilise funds effectively because of administrative bottlenecks. He said in some of the media outlets the owners are both the accountant and sole signatory which led to misuse of funds.

Kamanzi said while TMF continues to offer financial support, their main role now is that of experts, advising media outlets on how to improve management structures of the media outlets. “Our emphasis now is on acting as experts to assist in implementing these improvements. For example, a total of Tshs. 500m have been utilized to support 52 media outlets, 31 of them were empowered to strengthen their internal systems,” he said. Top of Form

However, some media outlets managed to secure funds from various organisations. The anonymous senior official of a community radio said in 2023 they received funding from BBC Media Action which helped them to produce radio programmes. They also received funds from organisations dealing with refugees, UNICEF, and the International Rescue Committee which enabled them to produce programmes related to refugees, health, children and environment.

Bandawe said her media outlet received funding from WIN which helped them to cover news stories on how climate change affects women economically. Machumu acknowledged that his media house received funding from the Bill and Melinda Gates Foundation which enabled them to cover news related to health;

science; gender; and the environment.

During the period under review, professional media organisations also received support from external funders and used the funds for their programmes as well as journalists training. According to Kajubi Mukajanga who was then the Executive Secretary of MCT, such external support came mainly from bilateral funders but also multilaterals, foundations and INGOs. These included SDC, Sida, USAID, IMS, Ford Foundation, Wellspring Philanthropic Fund, Vikes and UNESCO.

5.6 Conclusion

Media outlets in Tanzania are faced with numerous challenges that threaten their sustainability and viability. However, media stakeholders are optimistic that the various initiatives taken by the government, media professional associations, and media stakeholders and activists will soon rather than later pave the way for a more sustainable and viable media landscape.

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CHAPTER SIX

MEDIA TRAINING AND PROFESSIONALISM

6.1 Introduction

CBET NTA Levels 4-6 curriculum has been reported to be effective because it equips students with both journalism knowledge and skills, making them competent journalists when they join media houses immediately after graduation. However, journalism training at University level still produces graduates who fail to deliver quality work immediately after graduation. On the other hand, some journalists in the field have started abandoning their social responsibility to the society because they have been compromised by sources who pay them.

6.1 Journalism training at NTA Levels 4 - 6

There are many journalism training institutions across the country offering from three months to two-year courses at NTA levels 4 – 6. Journalism training at certificate and diploma levels in Tanzania is regulated by the National Council for Technical and Vocational Education and Training (NACTEVET). We interviewed tutors and students from Dar es Salaam School of Journalism and Morogoro School of Journalism for their views on CBET curriculum at NTA Level 4 – 6.

6.2 What students had to say

Almost all interviewed students from the two colleges using the reviewed CBET NTA Level 4 – 6 curricula were unanimous that the curricula were effective because they equipped them with both journalism knowledge and skills, making them capable journalists when they join media houses immediately after graduation. Editors and journalists who supervised students during their internship admitted that those who used the CBET curricula were far much better in terms of journalistic skills than university graduates who used knowledge-based curricula during their training.

Ramadhani Bakari who is studying for a Basic Technician Certificate (NTA Level 4) at the Morogoro School of Journalism confirmed that many students enrolled for Basic Technician Certificate in Journalism (NTA Level 4) were not familiar with computers, but through the help of their tutors they acquired computer skills within a very short time. He admitted that the serious practical training at the school enabled them to gain practical experience in radio, television and newspaper reporting.

A finalist for the Ordinary Diploma in Journalism (NTA Level 5) at MSJ, Boniface Mwapwele said that from day one at the school, he found himself engaged in various practical projects that equipped him with journalistic skills. As a result he said he was competent enough to enter the job market confidently. He confided that during his field work in a mainstream newspaper he worked with university students who were unable to deliver journalistic content. He remembered one of the students had asked their editor, “How do I write a news story?”

Interviewed students from Dar es Salaam School of Journalism, Evans Evarist, Amos Mzee and Elizabeth Matika appreciated their practical training. They said DSJ has radio and television studios for their practical training. The radio station serves the areas around the campus at Ilala and they have an online television. Some of the students own their own online televisions which they allow other students to use them for their practical training. They are also encouraged to buy their own training equipment such as cameras and laptops.

The Principal of Dar es Salaam School of Journalism, Soah Johnson confirmed that every Friday they have a postmortem where they review the students’ weekly assignments and every first Friday of the month they have what they call “industrial seminar” where they invite experienced journalists to talk to the students on various aspects of their practical experiences.

A finalist for the Advanced Diploma in Journalism (NTA Level 6), Evans Evarist suggested that the next CBET curriculum should include specialized training for people with special needs. He said the training will enable journalists to serve the interests of these



marginalised people in the society.

Students from both MSJ and DSJ were also unanimous that CBET curriculum was being effectively enforced by their tutors who have contributed to their training success. “Tutors dedicate their time and efforts to make sure we acquire the necessary journalistic knowledge and skills,” confided Amos Mzee, a student doing Ordinary Diploma in Journalism (NTA 6) at Morogoro School of Journalism. He was supported by his colleague Mariam Juma who confirmed that the tutors take their work seriously and work with great dedication.

Students attributed the success of their practical training to the flexibility of the timetable which allows them to be practical oriented. Hanifa Ninga who is studying for Basic Technician Certificate (NTA 4) at MSJ said the timetable is based on practical exercises instead of theories in class. She pointed out that the curriculum gave them ample time to go out of the class to gather news from the local community without affecting other scheduled activities.

6.3 What tutors had to say

Tutors in the two colleges had mixed opinions about the CBET curriculum. A tutor from Morogoro School of Journalism, Suzan Ndosoi explained that the first CBET curriculum of 2014-2019 that was prepared by MCT in collaboration with NACTE had many shortcomings because it was mainly based on print media, especially for NTA Level 4.

She pointed out that the CBET curriculum for the three levels that was released in 2020 had improvements due to opinions of stakeholders regarding how to improve the previous curriculum, especially regarding electronic and online media. As a result, the current CBET curriculum includes electronic media (Radio and Television) modules at NTA level 4 and Research module at NTA level 6. Investigative journalism, specialised reporting and data journalism are also included in NTA level 6.

A tutor from MSJ, Andwele Mwambene believed there is no

difference between the 2014/2019 curriculum and that of 2020 because some modules just changed names without substantive improvement in the content. The tutor gave the example of Media and Society which simply changed title to Journalism and Society.

He believes the content for Life Skills at NTA level 5 does not relate to the needs of youth who are currently enrolled for the subject. In his opinion the module is about environment which does not help students who need to be taught life skills on how to deal with their life demands and challenges at the college level as well as employees. He believes the students need to be imparted with interpersonal skills in order to make informed decisions in their daily lives.

The DSJ Principal was of the opinion that although the curriculum is competence-based, its implementation leaves a lot to be desired. He argued that the Tshs. 3 million fee that NACTVET charges for one to attend their training about the curriculum was too high for most colleges. Therefore, most tutors using the curriculum have not received training to enable them deliver it effectively. Consequently, he said DSJ runs orientation courses for the incoming academic staff.

6.4 Suggestions to improve journalism training at NTA levels 4 - 6

Interviewed tutors, Suzan Ndosi, Andwele Mwambene and Lutebo Vitus from MSJ and Soah Johnson from DSJ admitted that although their suggestions for improving the 2014/2019 curricula were implemented, the 2020 CBET curricula still have shortcomings.

They suggested that Media Law and Media and Democracy should be taught at NTA level 5. Their argument was that Media Law will enable students who are enrolled directly from Form Six to be familiar with journalism issues related to law. Media and Democracy will help students to grasp knowledge about democracy thus be able to report clearly on democracy and political issues.



They also suggested that the Action Research module taught at NTA level 6 during semester one should be divided into two modules. Research Methodology should be taught during semester one and Research Proposal and Report Writing should be taught in semester two at NTA level 6. They opined that this will help students to understand the whole concept of research and its importance. It will also help to nurture good researchers in the journalism profession.

Jesse Kwayu was of the opinion that the utmost interest of journalism training institutions is to enroll as many students as possible so that they can manage to run their poorly funded institutions. Most of the interviewees admitted that large student intake against insufficient training facilities undermines practical training in journalism skills.

They argued that content for Basics of Financial and Procurement Management module is mainly based on how journalists could operate media organisations from the financial context. They advised that it would be helpful if the content included directing journalists on how to report financial news.

They urged NACTVET to consider reducing costs of CBET curriculum for each level. They asserted that the current costs for each level are very high. They said in 2014 each level was sold for Tshs. 1,5 million but in 2020 the price for each level was raised to Tshs. 2.5 million. Their concern was that after every five years institutions have to buy reviewed curriculum at each of the three levels yet the prices were escalating.

They wondered why only lecturers from universities and experts from NACTVET are invited to participate in the CBET curricula review exercise. They suggested that tutors from journalism colleges should also be involved in the next review exercise because they have vast experience on the current curricula.

NACTVET should also involve TCRA in the review because tutors attended seminars organized by TCRA on preparing curriculum for journalism courses when they already have one in place prepared by NACTVET.

6.5 Journalism training at University level

University level training in Tanzania is supervised and monitored by the Tanzania Commission for Universities. The Commission approves and accredits universities and their teaching programmes.

6.7 Comments from lecturers and editors

Interviewed editors complained that graduates of journalism and mass communication from local universities during the period under review had gaps in skills and failed to deliver quality journalism content. They said the graduates cannot hit the ground running. Reasons given for this continuing sad state of affairs were the same as the ones given in the 2020 – 2021 review period.

Nganila Malika from the School of Journalism and Mass Communication of the University of Dar es Salaam said there is too much talking about this problem but no action is being taken to solve it. “Unless concrete actions are taken to solve this serious problem, it is bound to continue for many years at the expense of journalism standards in the country,” he asserted.

6.8 Large student intake against insufficient facilities

Large student intake against insufficient training facilities still persists. Two universities teaching undergraduate courses in Mass Communication have admitted 180 and 200 first year students for the 2023 -2024 academic year. Mary Kafyome from University of Dodoma said it was very challenging to teach a journalism and mass communication class of 200 students without adequate resources. Jesse Kwayu was of the opinion that the utmost interest of journalism training institutions is to enroll as many students as possible so that they can manage to run their poorly funded institutions. Most of the interviewees admitted that large student intake against insufficient training facilities undermines practical training in journalism skills.

6.9 Lecturers without journalism experience

Lack of media experience among lecturers was cited as another cause of poor journalistic content from graduates. Most lecturers teaching journalism and mass communication lack media experience hence teach journalism theoretically based on what they read in journalism and mass communication text books, and theories they were taught at University. Most of these lecturers had only the three-month internship they did during undergraduate studies and some worked briefly with FM stations while others have never seen the inside of a newsroom.

6.10 Graduate Point Average (GPA)

Graduate Point Average was cited as the main reason that puts off experienced journalists from teaching in universities. TCU regulation requires one to have a GPA of 4.0 and above in the Master degree to qualify to teach at the university level. Most experienced journalists have GPA below 4.0. Nganila Malika suggested that TCU should allow experienced journalists with a GPA of 3.7 – 3.9 to teach at university as technicians. “They may not be employed on permanent terms but they can be allowed to teach journalism practical subjects on part time basis,” he opined.

He was supported by George Helahela who asserted there are many journalists who are still working in the media houses and some have retired but they have vast journalism experience which would greatly help students to understand the practical elements of news gathering and processing as well as programme production and anchoring.

Two experienced journalists who were teaching on part time basis at a university had their services terminated after it was discovered they had GPA of 3.7 and 3.9. Another experienced journalist who retired as the chief executive officer of a mainstream electronic media house and had a GPA of 4.0 at Masters level, a diploma in journalism and more than thirty years of experience in active journalism, had his application for part time teaching at a university rejected because his first degree was in public administration.

Nganila Malika suggested that lecturers who lack media experience

should go to practice active journalism for at least six months before taking up their teaching responsibilities. Samwilu Mwaffisi cited the meeting of journalism and mass communication tutors and lecturers convened by TCRA in Dodoma in August 2023 that recommended lecturers who lack media experience should take sabbatical leave to work in media to gain experience.

He also contended that the 13th annual East African Communication Association conference that was held in Kigali, Rwanda in August 2023 recommended that even lecturers who had media experience should occasionally return to the newsroom to gain new experiences.

All lecturers interviewed were unanimous that it is high time a tripartite meeting between journalists, TCU and universities was held to find a lasting solution to the problem of large student intake against insufficient training facilities. It was suggested that journalism fraternity led by their professional associations like MCT, TEF, TAMWA, and MISA-Tan should initiate the meeting.

6.11 Lack of passion for journalism among students

Three veteran journalists testified that passion for journalism made them and many youths in the past choose journalism as a lifetime career. Scholastica Kimaryo said writing was and has remained a passion as well as a means to an end hence journalism chose her from childhood. Joseph Mapunda said his passion for journalism started during his Middle School education in early 1960s when he wrote for and edited the school handwritten newspaper called MWANGAZA.

Saidi Nguba said his passion for journalism started when he was studying at Kigamboni Primary School in the early 1960s. Joseph Mapunda looks at journalism as a vocation whereby those who aspire to join it must have a passion for it even before they start practising.

Lack of passion for journalism among university students was also cited as a reason for many of them not doing well in their journalism training. It was argued that most of them were taking



journalism and mass communication courses because they were selected by the TCU system hence they simply want paper qualification and not necessarily journalistic skills. Mary Kafyome said lack of passion for journalism was the reason for most students not taking their studies seriously.

6.12 Poor education background

Poor education background was also cited as another reason for graduates to produce poor journalistic content. English is still the official teaching language at university level. Most of the ex-Form Six students joining universities have a serious problem with the English language which impact negatively their training and writing. They also lack elementary communication skills. The importance of journalists to master the working language, in case of Tanzania English and Swahili, cannot be over emphasized here. Suffice to say mastery of the working language is one of the essential qualifications for a good journalist.

6.13 Sustainability of journalism training institutions

The tutors from MSJ and Principal of DSJ were interviewed about the sustainability of their institutions. One of the colleges has an annual budget of Tshs. 800 million while the other one has a budget of about Tshs. 400 million, depending on the number of students enrolled in a respective academic year. The main source of income for both colleges is school fees. However, due to competition for students among colleges both colleges do not get enough students, which speaks volumes about their sustainability.

Suzan Ndosu said MSJ has its own premises and hostels which accommodate students who pay Tshs. 3,000,000/= each per year and according to Soah Johnsen, DSJ pays about Tshs. 24 million rental charges per year. Both colleges run short courses on different journalism disciplines. MSJ also allows people from outside to hire classes for their tuition sessions while DSJ provides consultancy services to mostly non-governmental organizations.

The DSJ Principal complained about what he called “double taxation” by NACTVET which affect their budget. He said they pay

NACTVET Tshs. 20,000/= registration fee per student every year, yet they also pay NACTVET Tshs. 15,000/= for quality assurance every year.

Both colleges experience high turnover of tutors. They employ tutors who are fresh from colleges and universities in need of employment. The colleges take advantage of their need for employment thus pay them low salaries. Suzan Lucas Ndosu said, “The impact of poor payment is high turnover of tutors who accept the low salaries but continue to look for greener pastures,” However, the DSJ Principal said there are tutors who have stayed with the college for many years, despite the low salary. “The problem is with the young tutors who want quick money,” he remarked.

6.14 Regarding ethics and professionalism

There were some brilliant pieces of journalism during the period under review as evidenced by the EJAT 2022. The quality of gender coverage improved, showing that MCT and TAMWA efforts were not in vain, but work remains for the coverage to reach higher standards. EJAT entries also showed that small, community and upcountry media outlets were taking up the challenge of serving their communities with increased professionalism compared to the past.

The dearth of hard hitting investigative journalism continued, showing that the legacy of the Magufuli days was enduring, despite gallant efforts in some quarters. Although there were 25 IJ entries in EJAT 2022 compared to only two the previous year, only one was shortlisted by the judging panel.

Praise singing journalism was still in vogue, and although cases of blatant self-censorship were not recorded, there was obvious avoidance of digging controversial issues as seen in the cases of Ngorongoro evictions, Loliondo land uproar and DP World port contract.

Some common professional deficiencies and ethical transgressions persisted, such as lack of multiple sourcing with the single source

syndrome dominated by male voices being rampant; exposure of sexually assaulted children and those in conflict with the law (for example, on 22nd October 2022, Nipashe carried a story on page 4 that revealed the identity of a child who was a victim of sexual abuse. The newspaper revealed her age, school, village and name of her grandmother); judgmental headlines; covering police statements on suspects, crime or death as if they were final; and the use of discriminatory and offensive words.

6.14.1 Coverage of Gender-based Violence

There was some improvement in the coverage of GBV stories, but much still needs to be done. TAMWA and MCT conducted training on gender reporting during the period under review, both on mainland and Zanzibar. MCT disseminated its Gender in the Media Policy document and ran several trainings in newsrooms. It also promoted the establishment of gender desks in media houses. It also reprinted and disseminated its Gender Reporting Manual. Training of trainers (ToT) was also conducted for journalism school tutors on teaching of gender issues and reporting.

6.14.2 Women Empowerment

Print media played a significant role in empowering women through profiles of female role models such as professionals, artists, activists, and marginalized group actors including community and grass root leaders.

Daily News, Nipashe, Mwananchi and The Citizen were among media outlets that promoted women empowerment in their journalism. MCL carried out its Rising Woman programme, designed to showcase exemplary women achievements, and encourage upcoming women professionals to excel.

6.14.3 Apology

Publishing an apology is a sign of professional maturity and adhering to self-regulation. Mainstream media was noted to apologise when a mistake was committed. For example, on 6th January 2022, Mwananchi newspapers published an apology on page 2, admitting a mix up when the picture of the Principal

Secretary in the Ministry of Foreign Affairs and East African Cooperation Brigadier General Wilbert Ipuge was presented as a picture of Brigadier General Francis Mbindi.

6.14.4 Children reporting and Identifying victims of sexual abuse

It is unethical to identify victims of sexual abuse by revealing their names, close friends or relatives, school, ward or street or other important details that would make it easy for the victim to be identified.

During the period under review, some media outlets violated the cardinal rule on reporting children by either portraying them negatively or identifying their identities in news stories of sexual abuse hence causing stigma and avoidable trauma. Stories covered issues such as child labour, early pregnancy, rights and laws, suicide and homicide, marriage, sexual abuse and rape, and disability.

A total of 31 stories on victims of sexual abuse were monitored from Uhuru, The Guardian, Habari Leo, Mwananchi and Nipashe newspapers. Seventeen stories (55%) observed the ethical principle of not identifying victims of sexual abuse and 45% identified them. This is just a sample and does not mean other media outlets did not have this problem

On 21st March 2022 Nipashe carried a story on page 19 headlined “Mtoto anaedaiwa kubakwa na baba aomba msaada” (A child alleged to have been raped by her father asks for help). Although the story was transformative and had multiple sources, it identified the mother and grandparents of the victim thus making it easy for people to identify the victim.

Uhuru newspaper published a news story on 13th September 2022 with the headline “Babu mbaroni kwa tuhuma za kumbaka mjukuu wake” (Grandfather arrested for raping his granddaughter). The story revealed the age, street and name of her grandfather who was alleged to have raped the girl.

Mwananchi newspaper on 8th February 2022 published on page 24 news story in which a father was alleged to have raped his own daughter. Although the name of the victim was not mentioned,

other important details that could easily make people identify the victim were revealed.

On the other hand, some newspapers, notably Nipashe and Mwananchi, carried transformative stories.

6.14.5 Presumption of innocence

Not observing the principle of presumption of innocence is increasingly becoming a big problem especially in court and police news stories. Daily News of 15th September 2022 published a news story on the front page about five people who were held by the police for alleged robbery in Shinyanga. But its headline read “Police nab 5 for robbery in Shinyanga.” HabariLeo on 13th June 2022 published on page 6 a judgmental headline that read “Mganga wa kienyeji mbaroni kwa kuwadhilisha wanawake (A witchdoctor arrested for sexually abusing women). However, the story was very clear that it was simply an allegation because it had not been confirmed in a court of law.

6.14.6 Urban versus rural coverage

MCT monitoring of seven newspapers showed that during the two years under review, urban areas enjoyed wider coverage by 78 percent compared to rural areas (22%). Dar es Salaam and Dodoma had the lion’s share of urban coverage. Rural coverage was low because many stories originated from press conferences, seminars, meetings, etc. which always took place in urban areas. This shows that media houses in Tanzania are still urban-centred and urban-oriented.

6.15 Current media ethical debates

6.15.1 Brown envelope

The ‘brown envelope syndrome’ still persists. Research findings show that during the DP World controversy and Ngorongoro eviction saga, ‘brown envelopes’ reached the size of what Saidi Nguba, a veteran editor, called “brown leather bag” because of the huge amount of money that journalists received from their contacts. Interviewed journalists admitted that they had

been divided in the newsrooms between those who were for or against the DP World contract and the eviction of the Maasai from Ngorongoro. Consequently, journalists were paid by their contacts to write news stories and feature articles for or against the issues.

The research findings also revealed that the young generation of journalists no longer regard brown envelope as an “incentive” but a “legitimate consultation fee”. They argued that if one has to pay consultation fee for the services of doctors and lawyers, that person should also pay consultation fee for the services rendered by journalists! However, Ngalimecha Ngahyoma, a veteran journalist strongly opposed this argument, saying it is against long established journalism ethics, and that the young generation of journalists cannot legitimize unethical practice by renaming it consultation fee.

6.15.2 Digital platform

Citizen journalism is still being debated. However, during the period under review it was commonly referred to as “digital platform.” Interviewees argued that the country has in recent years witnessed mushrooming of online televisions owned and operated by people who have not received even basic training in journalism. As long as these people have basic production equipment such as a camera and laptop, are registered with BRELA and pay their annual mandatory fee to TCRA, they upload their “very unprofessional content” and call themselves journalists. Kelvin Matandiko of Mwananchi said nowadays it is difficult to know who is a genuine journalist and who is not. He asserted that the “very unprofessional content” broadcast by unprofessional masqueraders on digital platforms has very strong appeal among the people, especially the youth. He was of the opinion that the main objective of most online televisions was to have as many viewers as possible for financial gains.

6.15.3 Compromised journalists

Some journalists have abdicated their obligation to serve the society and instead they serve those who pay them because

“he who pays the piper, calls the tune.” Interviewed journalists and respondents posited that there are many journalist who nowadays serve the interest of the government and other sources, mainly politicians who pay them. Consequently, they have been compromised.

A senior journalist with Mwananchi Communication Limited who asked for anonymity gave the example of a press conference by the former Secretary General of CHADEMA, Dr. Wilbrod Slaa on the WP World contract. He said the mainstream media played down what Dr. Slaa said at the presser and at least eight social media had almost the same negative headlines. He attributed this to pressure from outside the newsroom.

He also contended that news stories on Ngorongoro eviction saga did not reflect the true situation on the ground. He argued that most people interviewed were not genuine residents of Ngorongoro but people who were planted and interviewed to get news stories and feature articles that supported the government side.

A correspondent of a mainstream daily newspaper who is based in Moshi said he had money to go to Ngorongoro but security was not conducive for journalists because genuine residents of Ngorongoro strongly believed that all journalists going to report the eviction saga had been compromised by the government. Therefore, he believed had he gone to Ngorongoro his safety would have been at risk and he would not have received cooperation from genuine Ngorongoro residents to write an independent account of the real situation. According to him, residents of Ngorongoro regarded all journalists going there as “chawa wa serikali,” (government puppets).

5.16 Conclusion

Although CBET NTA Level 4-6 curriculum is reported to be effective in producing competent journalists after their training, it still has shortcomings that need to be ironed out to make it more effective. Journalism professional training at University level is still bedeviled with serious shortcomings that are responsible for

producing half-baked graduates.

There has been some improvement in some areas, such as coverage of gender issues, but generally common professional and ethical transgressions continued to be observed during the period under review. Investigative journalism was trying to find its feet after the challenges of the Magufuli era, but more needs to be done by editors, training institutions and journalists' professional associations.

5.17 Recommendations

- 5.17.1 Shortcomings in the CBET NTA Level 4-6 curriculum must be ironed out during the next review exercise to make it more effective in producing competent journalists immediately after graduation.
- 5.17.2 NACTVET be requested to lower the cost of acquiring the CBET NTA Level 4-6 curricula and the fee for the course they offer on curriculum delivery. They should also involve tutors from colleges offering journalism in their review exercises.
- 5.17.3 It is high time a tripartite meeting between TCU, journalism training institutions at University level and media stakeholders led by their professional associations was held to find a lasting solution to shortcomings bedeviling journalism training at University level.
- 5.17.4 As journalistic skills cannot be adequately inculcated through classroom lectures alone, universities need to consider taking on elements of competence-based training to satisfy newsroom and studio needs.
- 5.17.5 TCU be advised to allow experienced journalists with GPA of between 3.7 and 3.9 to teach at Universities on part time basis as technicians.

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CHAPTER SEVEN

GENDER IN MEDIA AND COVERAGE OF DISADVANTAGED GROUPS

7.1 Introduction

Disadvantaged groups including women, youth and people with disability have a basic right to freedom of expression. Although there was an improvement in the way media reported women and gender issues, still the voices of disadvantaged groups were scantily heard during 2022-2023 and their portrayal in the media was still mostly stereotypical. It was observed that women journalists who have broken the proverbial glass ceiling are performing well in their senior positions despite the many challenges they face.

7.2 Gender policy in media practices: Does it exist?

MCT defines media gender policy as an essential tool for ensuring both gender sensitive journalism and institutional structures. The MCT Coordinator of Women in Media Project, Ziada Kilobo confirmed that the number of media houses having gender policy has increased during the period under review. She said all mainstream media in Dar es Salaam have the policy.

However, having a gender policy does not necessarily mean that it is being used to bridge the gap in gender parity in the newsrooms. She pointed out that the main constraint in effectively using gender policy in mainstream media is their structure. The editors might be willing to use it, but they have to get approval from their higher authorities. In 2024 MCT plans to send questionnaires to media houses to ascertain the effectiveness of the gender policy and how the Council stands on the issue.

Ziada Kilobo asserted that during the period under review emphasis was put on FM radio stations upcountry where most of the stations they visited adopted the MCT gender policy and some of them established gender desks. Moshi FM, Mwenge Community Radio, Jogoo FM and Zanzibar Leo are among the media houses

that adopted the MCT gender policy during the period under review.

She said MCT did not visit as many stations as it would have liked because of financial constraints. Instead, wherever MCT had meetings or training sessions, they took that opportunity to engage media houses in the respective areas.

7.3 Participation of women and youth in media operations

Interviewed stakeholders said women journalists in the country have smashed the proverbial glass ceiling as their number in decision-making positions has increased in recent years. During the period under review we looked into their performance and challenges they face in their leadership positions.

Mary Kafyome from the University of Dodoma asserted that women journalists in decision-making positions were doing very well and their number has increased in recent years. She said many editorial desks are led by women and quoted the Director General of TBC Dr. Ayub Rioba as having said most departments at TBC are headed by women. Rose Haji Mwalimu, a veteran journalist, media trainer and administrator and one of the founding members of TAMWA argued that these women journalists are doing very well and their good performance is acknowledged by their employers otherwise they would have been fired or demoted. She asserted that they are strong and strict while carrying out their duties.

Chairperson of MISA-Tan Salome Kitomari, who is an editor, asserted that women journalists in decision making positions faced a myriad of challenges. She was of the opinion that male journalists resist being supervised by women. She gave the example of a male reporter who answered her very rudely, making her wonder whether he can use the same rude language to a male editor. She contended that media owners are men who do not have full confidence in women editors. She claimed that even when women editors are doing very well in their positions, male media owners still harbour reservations.

Hatred among women themselves was cited as another challenge. Salome Kitomari alleged that female journalists do not give them the support they expect from their women colleagues.

Participation of youth in media operations in Tanzania is still minimal despite the hype about the emergence of youth media culture. Young people in media houses hold junior positions and are not assigned major stories.

7.4 Portrayal of women in media

Many interviewees in Dar es Salaam agreed that there is a slight improvement in the portrayal of women in the media compared to five or ten years ago. They attribute the improvement to the various gender advocacy campaigns done by various women activist organisations, and the increased number of women journalists in decision-making positions. Salome Kitomari is an editor at Nipashe newspaper and said that there were eight senior journalists in the editorial board, two of whom are women. She claimed that despite being the minority, they influence editorial decisions on coverage of gender related and other issues.

Ernest Mruttu, author of a book on community radio affirmed that community media perceive women as producers and contributors of media content and not just as consumers. He contended that community radio encourages greater involvement of women in decision-making and agenda- setting activities, and allows for diverse voices, including those of women to engage with channels of communication to have their priorities and issues heard. He believed that community radio is an effective tool in promoting women's empowerment and participation in governance structures.

A third year student of Mass Communication at TUDARCo Altman Milton Shango said women are less likely than men to be featured in the news. However, World Association of Christian Communication (2015) asserted that in Africa, women's relative presence in the news had increased from 19% in 2010 to 22% in 2015.

A female programme manager in a local mainstream television station opined that recently there has been positive portrayal of women in television shows and movies. She said some television shows and movies have featured strong female characters who defy gender stereotypes and challenge traditional gender roles. Kahlor and Morrison (2007) admitted that this type of representation helps to counter the negative effects on media influence towards women.

Despite the slight improvement witnessed in the portrayal of women in media, female stereotypes continue to thrive in the media. Rhona Munema, a primary school teacher at Segerea, Dar es Salaam observed that women are frequently portrayed as weak, submissive, victims of violence and sexual objects. She alleged that the way media portray women has a significant impact on society's attitudes towards women. "Women are often depicted in stereotype which contributes to negative attitudes towards them," she said.

A senior librarian at a university in Dar es Salaam argued that media portrays women as inferior, less intelligent than men, weak and in constant need of protection that can only be provided by men. However, Emmanuel Malikita, a retired pilot of Air Tanzania argued that women dependence on men was gradually subsiding as women become economically empowered.

Tabu Enock, a female entrepreneur at Keko, Dar es Salaam attested that common women are often portrayed as home makers and minders of the family. She also pointed out that certain categories of women such as the poor, older or those belonging to ethnic minorities were less visible in the media. She gave the example of women from the Asian community in the country who are very rarely featured in the local media.

Gallanger et al (2010) maintained that fair gender portrayal in the media should be a professional and ethical aspiration similar to respect for accuracy, fairness and honesty.



7.5 Portrayal of women in advertisement

Advertising remained the main source of income to media houses hence they exploit it fully for their economic wellbeing. Studies have shown that advertising is also the major channel that mass media use to exploit and demean women.

Gender Links asserted that the portrayal of women in media advertisements has been about unrealistic body images, sexual objectification, physical beauty and feminine roles. According to Gender Links the media determine the type of clothes to wear, the appropriate body shape and weight for a beautiful woman, as well as the most appropriate physical appearance. This is aimed at selling certain products and services hence young girls fall prey to such market gimmicks used by the advertisers.

Anne Bahati Sanga, a nurse at a public health centre in Tabata Kimanga, Dar es Salaam observed that in advertisements the image of a perfect woman is presented as a slender body with sexual appeal. This encourages women to adopt unhealthy eating habits in order to attain such bodies. She attested that the use of a slender body frame as a standard for female beauty has resulted in negative effects such as social discrimination of chubby or big bodied women who in the streets are ridiculed and criticised in ways that affect their self-esteem.

Mary Kafyome said women in advertisements are portrayed in ways that do not help their self-esteem especially in adverts for luxury products such as alcohol and perfumes.

Grace Temba, a female attendant in one of the super markets in Dar es Salaam argued that although men participate in advertisements, they are not presented as sexual objects. She observed that women are usually shown semi naked in order to reveal their sexual appeal. She admitted that media plays a key role in shaping gender roles and stereotypes that are commonly used to describe women.

A female interviewee who identified herself as a sales agent of a private company affirmed that media advertisements affect the self-esteem and self-confidence of women and results in pressure to conform to certain norms and affect the way women are

perceived and shapes men's expectations of women appearances. Abdulaziz Mswahili, a third year students of Mass Communication at TUDARCo agreed that women are used in advertisements as beauty products with sexual appeal, seductive features and their bodies are used to sell products. Altman Milton Shango, another third year student at TUDARCo observed that in advertisements men are fully and neatly dressed while women are suggestively dressed. He added, "In advertisements men are found in work places while women are found at home, especially in the kitchen when the advertisement is about domestic appliances, or in bars and such places."

7.6 Portrayal of youth in media

Adults and youth in different areas of Dar es Salaam were interviewed to give their opinions about the portrayal of youth in media.

Emmanuel Buzagi, a youth in Segerea was of the opinion that media portrays youths as violent, immoral, dangerous, disrespectful, bad mannered and lazy. He believes media dramatize youth problems their behaviours are often shown to be a social problem. "They are portrayed as a violent threat to society," he said.

George Mhina, a retired civil servant at Keko contended that media portrays youths negatively, making the public form negative perception of their behaviour and attitudes. He opined that most media coverage of youth is stereotype portrayal, giving the youth bad image and name.

Emmanuel Malikita attested that when youths are portrayed positively in the media, it is often because they have done something out of the ordinary such as a heroic act or an impressive sporting achievement. He said positive portrayals of youth in the media are much less frequent because positive portrayal is often not dramatic or entertaining. He added that positive portrayal of youth is usually in situations which allow them to represent themselves within a specific context such as public shows or engagement in public activities.

Neema Johnson, a female designer at Segerea-Migombani said youths are mostly portrayed in terms of lifestyle. She said industries like fashion or music often target their products and services to young people. She urged media to portray positive things about the youths to help the society to better understand them and affirmed that there are many youths today who care about their future, study hard and can reasonably make their own decisions. She alleged that media do not show that the majority of the youths are well behaved and law abiding citizens, but often shows the dark side of a small minority.

7.7 A media outlet by women and for women

TAMWA has launched an online television to advocate for their agenda in the society. Rose Haji Mwalimu believes the online television is effective because it reaches many people especially in rural areas. She claims that people use it to express their opinions, and women journalists especially TAMWA members improve their professionalism because they get close professional mentorship hence file stories that adhere to journalism standards and ethics. However, Salome Kitomari was of the opinion that TAMWA Online TV is not yet effective because it is at its infancy.

Interviewed female journalists wished TAMWA had its own newspaper which they believe would be more effective in advocating for their agenda than the online television. Rose Haji Mwalimu said funding was the major problem in starting a newspaper. She said TAMWA is not as liquid as it used to be because funding has declined over the years, and they fear borrowing from financial institutions lest they fail to service the loan.

Rose Mwalimu said the current constitution of TAMWA does not permit them to do business, but admitted that they have to change with time. She said they might change the constitution in their next annual general meeting to accommodate the current environment and thereafter discuss the possibility of starting a newspaper. Meanwhile, TAMWA has a magazine called SAUTI YA SITI which was doing very well prior to the COVID-19 pandemic. It ceased publication during the pandemic due to a number of challenges

but has now resumed publication and is doing well.

7.8 MCT efforts to promote gender and inclusiveness

MCT continued with its efforts to promote gender and inclusiveness. Their WIM project runs a mentoring programme for women journalists and another on capacity building in media management for senior women journalists continued during the period under review.

However, the MCT WIM Coordinator lamented that the standard of most participants in the programme left much to be desired. She said although some of them had practiced journalism for four or five years, their standard was not very impressive. She asserted that some of the participants to the programmes seemed to have no aspirations for senior positions in the media because they did not want stress associated with leadership positions at work place.

The coaching programme for women journalists on investigative journalism continued during the period under review and so far 80 women journalists have participated in the programme which is expected to end in 2025.

WIM also had a programme for male editors to deliberate incorporation of gender issues in their reportage which has now come to an end. The WIM Coordinator said the aim of the programme was to establish a pool of male editors who have been sensitized on gender issues.

7.9 Conclusion

Although the disadvantaged groups, including women, youth and people with disability continued to receive stereotype coverage in the media, their coverage slightly improved during 2022-2023. Despite the many challenges that women journalists who have broken the proverbial glass ceiling face, they have proved their competence to win the trust of their employers and the society.

7.10 Recommendations

- 7.10.1 Media houses should adopt and implement gender policies in order to minimize and finally end gender stereotypes.
- 7.10.2 Media owners should ensure that challenges faced by women journalists in senior positions are mitigated and finally ended to make them more self-confident in performing their duties.

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CHAPTER EIGHT

HOW MEDIA HANDLED CRITICAL PUBLIC INTEREST ISSUES: THE CASE OF DP-WORLD AND NGORONGORO EVICTION SAGAS

8.1 Introduction

Investigative and public interest journalism in the country had all but ceased during President John Pombe Magufuli's administration. Besides the plethora of overly restrictive laws which he put to good use, there were also administrative fiat and his own ominous warnings to media from time to time. Media practitioners still remember his menacing warning to media owners that they should watch out, because they were not all that free.

Immediately on taking over, President Samia Suluhu Hassan declared that she wanted the situation to change, and she embarked on taking steps to demonstrate her resolve, the most conspicuous being her unbanning of several media outlets that had been stopped during her predecessor's time, and directing her assistants to start working on media law review.

But in spite of these efforts, critical public interest issues did not receive due and professional media coverage during the period under review, as was demonstrated by the coverage of the DP-World port contract controversy and Ngorongoro eviction saga. This could be due to several reasons, including the continuation of unfriendly laws on the statute books, threats from certain quarters, editors' hangover from the previous regime, and the culture of praise singing (uchawa) which is fast taking root in the country.

8.2 The impact of DP World contract controversy on media operations

The government of Tanzania entered a contract with the Dubai-based DP World to manage ports on Tanzania mainland. At first, it was understood that the contract was for Dar es Salaam port, before the wording in the contract was exposed to actually mean

all ports and infrastructure linked to them.

Activists and opposition politicians were up in arms, raising constitutional and legal issues, as well as questioning the whole logic of the deal, its benefit to Tanzania, and the unlimited control and timeframe in favour of DP World. They questioned even the fact that it was not shown how much the company would be investing, if at all.

The government, on the other hand, brushed off the accusations, and hired comedians and other artists to rubbish the activists' and opposition's assertions, instead of giving answers to the worries put forward.

As shown in Chapter 2 of this report, some journalists and media houses that attempted to pursue the matter were harassed or threatened. These included Aloyce Nyanda of Star TV, and Gordon Kalulunga of Nyikani Online TV. The Parliament Speaker, Tulia Ackson, also joined the fray when she attacked The Guardian and Nipashe for the way they covered parliament handling of the matter, and reminded media that there were rules and regulations if they stepped out of line in the course of covering parliamentary proceedings.

The Group Managing Editor of Media Brains Inc., Absalom Kibanda admitted that they organized a seminar to discuss the contract between the government of the URT and DP World. He asserted that the seminar was meant to allow Tanzanians to discuss the contract openly and freely. He said that the first seminar was so successful that stakeholders urged them to organize a second seminar and more prominent people had expressed their willingness to participate in the seminar.

According to Absalom Kibanda all the preparations for the second seminar that was to be held on July 2, 2023 at Johari Rotana Hotel were completed, but at the eleventh hour they received an "order" from the management of the hotel to cancel the seminar as the hotel would not be able to provide the venue. He said their enquiry on where the order originated was not successful because the hotel management refused to reveal the source of the order and the government denied having a hand in the last minute

cancelation of the venue and therefore the seminar.

A Bongo Times TV reporter Obadia Kwitega on July 12, 2023 posted on his social media page that unknown people were looking for him in relation to a video clip on the controversial Dar es Salaam port management contract between the government and DP World of Dubai.

The reporter wrote, “If I have gone against online content regulations, TCRA would have called me. I have deleted all the videos on my pages, but I don’t know what they still want from me.” He added, “Houses of my relatives are being searched by people I don’t know who arrest my relatives”. Kwitega believed the harassment and threats were a result of the video clip he posted interviewing Advocate Rugemeleza Nshala who opposed the port contract.

He affirmed that the unknown people who threatened him through phone calls used mobile number 0652 465 349, which he gave to the police. He claimed that his life was in danger and even pleaded with President Samia to intervene and save his life.

Interviewed journalists, most of who covered the controversy said that the biggest challenge they faced was not knowing who was saying the truth between those who supported the government side and those who opposed it. Moreover, journalists were least informed about the truth concerning details of the contract.

Hamis Suleiman of Channel Ten said there was a mixture of truth and lies, making it difficult for journalists to ascertain who was telling the truth. “There wasn’t enough information made available to journalists to enable them differentiate between truth and lies,” he claimed adding that each side tried hard to prove its side was right.

His colleague, Dorcas Raymos said there was not enough information available to enable journalists to know the benefits of the project and the shortcomings of the contract. As a result, she said journalists reported what their sources told them. However, Virda Roy admitted that journalists did not do their job to seek the truth thus reported what their sources told them.

A journalist from a state-owned media house who requested anonymity said public education about the contract and the whole project came too late, leaving different people to say what they wanted. She suggested that in future the government should be very prompt in providing public education on issues of great public interest to avoid the confusion that was brought about by the two opposing sides.

Hamis Suleiman opined that the money that news sources gave to journalists to write their side of the story was not a bribe but “incentive” to the journalists. He expressed his regrets that the controversy took a religious angle. Dorcas Raymos agreed with Hamis Suleiman that journalists did not receive bribes but “incentives”.

Dorcas Rymos said she got the feeling that no one in the government had the courage to talk publicly about the contract except those who were vetted to do so. As a result, she believed, there was a big vacuum of information that was left for every Dick, Tom and Harry to fill by say what they wanted, making it difficult for journalists to know who was telling the truth and who was not. Journalists from state and CCM owned media said they were duty bound to support the government side of the issue.

However, a media stakeholder, Saidi Nguba, said during the DP World saga a lot of money changed hands and there is no way this can be justified. He quipped that it was even no longer the traditional “brown envelope” as this turned into “brown money bags”. He said a number of journalists were compromised in a big way.

Mpale Mpoki, a senior Dar es Salaam advocate and a former vice president of the bar association, was one of the people who challenged the contract at the High Court. They were not successful and by the time of writing this report they were appealing to the Court of Appeal. According to him, although there were few courageous journalists who tried to write on the issue, many of their colleagues were compromised while many more were afraid to broach the subject.

Mpoki was especially critical of mainstream media, saying it



studiously avoided the subject, and left the matter to online media. Yet even online media did not know the facts or how to approach them.

Mpoki said it would not be right to argue that journalists had not seen the contract and therefore did not know the details, while it was available. “For example, why didn’t they come to us if they really wanted a copy or any elaboration of the provisions therein?” he queried.

However, MCT media monitoring revealed that the DP World contract issue was one of those whose coverage seemed problematic from the fact that many reporters and their editors found it “too hot to handle”. A number of them received veiled and open threats, as can be seen from Chapter 2.

8.3 Impact of Ngorongoro eviction saga on media operations

Ngorongoro, like Loliondo where there is a major land dispute, is in the country’s northern tourist circuit. It is one a conservation areas where the government had allowed indigenous inhabitants to co-exist with wild animals. With their domesticated animals, mainly cows but also donkeys and goats, they literally formed part of the fauna.

However, in the recent past the government decided that owing to the increase in population, the indigenous inhabitants, mainly the Maasai, had to leave the area because their continued presence threatened government conservation efforts. Needless to say, this was a sensitive issue. The Maasai and activists argued that the Maasai had co-habited with wild animals in Ngorongoro since time immemorial, and that they had their own traditional conservation methods which should have been taken into account before the decision to evict them.

Interviewed journalists were unanimous that the situation in Ngorongoro at the time of the eviction was very tense because the government did not give journalists the opportunity to write the truth, the indigenous residents of Ngorongoro believed all journalists who were covering the eviction were compromised by

the government, and the area was heavily guarded, and as a result journalists had to go undercover to get information.

Faraja Kihongole of Channel Ten said information that was given was based on directives from government officials and neither the government officials nor the pastoralists were willing to be interviewed. Nganila Malika who was in Handeni on another assignment met accidentally the District Commissioner for Handeni District who invited him to cover the exercise of settling those Maasai from Ngorongoro who had voluntarily agreed to settle at Msomero village. The official paid for the upkeep of the journalist throughout his stay at Handeni while covering the story from the government angle.

Faraja Kihongole asserted that non-government organisations were also among those who provided contradicting and confusing information to journalists. He claimed that NGOs were compromised by those who supported them financially thus took sides on the issue. Journalists from state- and CCM-owned media said they were duty bound to support the government side of the eviction saga.

A journalist from Arusha, Tobias Mwanakatwe in an interview with The Guardian in April 2023 asserted that he faced challenges when covering the eviction of the Maasai pastoralists from their ancestral land in Ngorongoro. He affirmed that together with other journalists from private media outlets they were banned from covering the evictions and were interrogated by guards of the state-run Ngorongoro Conservation Area Authority. “There’s more media freedom now than before, but where the government doesn’t want certain issues to be known, you will face challenges. You’ve to be smart about how to report,” said Mwanakatwe and alleged that state media outlets were given unfettered access to the area.

Odero Charles Odero, an indigenous peoples’ rights activist living in Arusha and familiar with Ngorongoro and Loliondo, was not happy with the way media covered and continues to cover the affair.

According to him, journalists could have investigated the situation, asked hard questions, and come up with their own independent conclusions, and there was therefore no reason to blame NGOs.

Odero gave a series of questions which he said reporters should have asked: “Journalists should have asked how did the Maasai live in this area with the animals all those years? Were there no people living in Msomero before the decision to relocate the Maasai there? What is happening to the original Msomero inhabitants? What kind of homesteads is the government offering the evacuees in Msomero? A Maasai man might have four or five wives, is each wife given her own homestead as is the Maasai custom? Is the compensation offered to those who move commensurate with their loss? And in the family, which wife takes the compensation, or is it only the man? Why are people resisting if it is all roses?”

According to Odero, media has been almost exclusively reporting the government side of the story, and he said this could be due to the fact that most media outlets are thin on resources and cannot fund an independent investigative tour of the areas. “You do not hear voices of the citizens, especially those who are not happy with the evictions,” he asserted.

He said human rights abuses committed in the process of evacuations are not reported. “For example, media should tell us about the stoppage of provision of social services in Ngorongoro as a way of forcing people to move. We should also hear the voices of those people in Msomero whose land is being appropriated to provide for Ngorongoro evacuees.” He said he understood Msomero became a registered village in 1992, and that means it had inhabitants.

“But interestingly, reports indicate that revenue collection in Ngorongoro rose between 2021 and 2023. You would have expected our media to ask how come income is rising at a time when government says people should be moved out because they impede conservation and tourism activities,” said the activist.

He also pointed out that the media should have revisited the law which established Ngorongoro. “The law has three pillars: Conservation, tourism, and the welfare of Ngorongoro inhabitants.

That is what made Ngorongoro unique: a place where people co-habited with wild animals. Now one pillar is being dismantled.”

However, as shown in Chapter 2 and elsewhere in this report, there were journalists who said it had become risky to go to Ngorongoro because the residents believed all reporters going there were “government stooges” – chawa wa serikali – and so they were not welcome.

8.4 Conclusion

During the period under review, the 4Rs philosophy of President Samia Suluhu Hassan gave journalists more freedom than they had during President Magufuli’s government. The 4Rs philosophy of the president which she announced on July 30, 2022 is cited as a political event that has greatly impacted on journalism practices and press freedom. The 4Rs which stand for Reconciliation, Reforms, Resilience, and Rebuilding has enabled people to regain a measure of their right to freedom of expression. But media experience in covering the DP-World controversy and Ngorongoro eviction saga was a reminder that press freedom is an ideal that stakeholders have to constantly promote, and that they should safeguard any gains they may make.

8.5 Recommendations

- 8.5.1 Journalists should make use of the improved working environment and strive to report the truth when it is hidden from the public.
- 8.5.2 Whenever there is a controversial issue that threatens to divide the nation, prompt public education should be a priority and journalists should be empowered with information to enable them report the truth.
- 8.5.3 Journalists should apply investigative journalism skills to unearth public interest matters that powerful actors may want to hide and media owners should facilitate them to produce quality and vibrant journalism.



References

MCT Monitoring Reports

Telephonic interviews with journalists and editors

Telephone interviews with actors involved in the Ngorongoro evictions and DP World saga.



**STATE OF THE
MEDIA IN ZANZIBAR
2022-2023**



Introduction

The State of the Media in Zanzibar Report for 2022-2023 examines the landscape on which traditional and new media operated, taking into consideration the socio-economic and legal framework governing both government and privately owned media. The report assesses the media performance and highlights the professional and non-professional challenges confronting media in Zanzibar which is a semi-autonomous part of the United Republic of Tanzania.

Methodology

Primary data for this report was collected through in-depth interviews with various media stakeholders including senior journalists and editors in private and government media; academicians in institutions that offer courses in journalism and mass communication; media executives and administrators; and government officials. Secondary data was collected through desk research and various published and unpublished journals, newspapers, seminar papers, books and various media laws enacted by the House of Representatives, among other sources.



1. SUSTAINABILITY AND VIABILITY

1.1 Introduction

Digital innovation and practices are now common in Zanzibar as both digital media and traditional media help shape people's personal, economic and professional lives. This section looks at the sustainability and viability of these media in the period 2022 – 2023.

1.2 Sustainability and Viability of Media

Has the digital era come to wipe out traditional media?

Reports suggest that most news consumers in Zanzibar use new media as a complement to print and television rather than as a substitute and that online and offline media are largely complementary rather than competitive. Technological innovation has enabled journalists to access more information and process and deliver it faster and in different forms than before the introduction of the new technologies. Mainstream media journalists use social media in their daily journalism practices.

Dr. Khamis Juma Abdallah, Head of Department of Communication and Media Studies at the State University of Zanzibar said digitisation is not supposed to be a threat to traditional media rather it is an opportunity because it simplifies the task of finding news tips as well as gathering and processing information. He believes that if traditional media use well the opportunities created by digital platforms, they can perform effectively.

He is convinced that traditional media is important to most people especially the older generation, but the problem is that most of them cannot afford to buy newspapers. "The fact that in the morning people go to newsstands to read newspaper headlines, testifies that traditional media are still important," he said.

1.3 Media as social service vs as a business

Mass media are both business and social service in Zanzibar. However, emphasis is on social service because fundamentally the

role of the media is to serve the people and act as a bridge between the leadership and the people. Media are also business because they have to generate revenue to meet production and running costs and make profit at the end of the day. They must therefore maintain a balance between their social service responsibility and the business aspect for survival.

The Director of Operations at Zanzibar Cable Television (ZCTV), Hafith Kassim said that in Zanzibar media are more of a service than business because they do not make much money due to lack of big advertisers. The main advertiser is the government which does not advertise in private media. He affirmed that “Most media houses in Zanzibar render their service to the public rather than do business. That’s why many media outlets fail to meet their operational costs hence perish.”

1.4 Management and professional journalism

Professional journalism requires journalists to observe professional ethics in their daily journalism practices while media management ensures effective management of the scarce resources of the media outlets to serve the society and do business to make a profit.

Although the traditional role of journalism is to educate, inform and entertain, journalists in Zanzibar today give priority to infotainment which takes a bigger portion of space in print and airtime on electronic media and online.

Dr. Abdallah observed that government-owned media still provide education on various issues in society but private media are interested in attracting business entities for advertisement and trade shows that are mainly attended by youth who like entertainment more than news.

However, one of the most significant ethical challenges Zanzibar faces today is the proliferation of misinformation and fake news.

1.5 Low quality journalists

The Chairperson of Baraza la Watu wenye Ulemavu Zanzibar

(Council of People Living with Disabilities), Salma Haji Saadat held a press conference on December 30, 2023 at SHIJUWAZA's office (Shirika la Jumuiya za Watu wenye Ulemavu Zanzibar – Coalition of Organisations of People Living with Disabilities) to explain the 17 Sustainable Development Goals (SDG's) in relation to PLWD in Zanzibar. She lamented that out of the 20 journalists who attended the press conference only one asked a question. The situation so frustrated her that she asked, "What is going on with Zanzibar journalists today? They are not interested in anything, they are not inquisitive and that is why most of their stories are shallow."

Nasra Suleiman, Assistant Lecturer at Zanzibar University (ZU) opined that journalists are no longer aggressive, they are lazy and do not want to learn. She gave the example of radio stations run by DJ's, saying that it shows that people do not appreciate professionalism. "There are no educational programmes, no hard news, it's just music and talks about relationships from morning to night. The traditional role of journalism to educate and inform is now ignored," lamented Suleiman.

The MCT representative in Zanzibar Shifaa Hassan and Issa Yusuf, the Daily News senior reporter in Zanzibar believe the main problem is self-censorship and fear that has killed in-depth reporting and investigative journalism. They contended that Zanzibar used to rely on Mwananchi newspaper for good investigative stories but the newspaper is no longer reporting such stories because of constant threats of being shut down. "We've become a mouthpiece of 'wakubwa' (big-shots) especially politicians," said Yusuf and Ms. Hassan commented, "There are no more analytical stories but 'who says what' stories. Issues concerning the people are not well captured in our media today."

1.6 Government control over the media

Government-owned media outlets are given directives on what to publish or air and who to give space in the newspapers and airtime on radio and televisions.

For example, in November 2023, there was a news story about a government official who had molested a 13-year old girl who

was under his guardianship. Reporters had all the facts about the issue and the story was ready to be broadcast on Mawio morning programme of state-owned ZBC radio station but the editor received a phone call from his superior not to publish the story. Worse still, the following day the editor received “special guests” at his residence who ordered him to get in their vehicle. Inside the car he was ordered not to broadcast the story. This sort of intimidation is common in Zanzibar.

1.7 Financial sustainability

Financial sustainability has now become the primary concern of media houses in Zanzibar, inevitably affecting journalism quality and making media owners fail to retain good journalists. ZCTV Director of Operations Kassim noted that media investment normally needs huge amounts of money but the economy of Zanzibar and her people are not capable of successfully sustaining media outlets.

Zanzibar Broadcasting Commission (ZBCom) Registrar, Mohamed Said Mohamed admitted that some online radio and television stations are inactive after failing to pay license fee for three years due to lack of funds. Their licenses were revoked. These include Jozani Media, Pemba TV, S Media, Channel N, Sakasoko, and others like Community Radio Mteгани. The Registrar said there are three types of licenses for broadcasting stations: public and commercial stations are required to pay Tshs. 5 million and non-commercial stations Tshs. 2.5 million while community radios pay Tshs 500,00/=.

1.8 Changes in trends of ownership

The Registrar of ZBCom confirmed that recently there have been some changes in ownership in the media industry, especially radio and television stations because many investors in media became bankrupt and ceased to operate. For example, Hits FM was owned by Mohamed Abdallah Eljabry but is now called Mjini FM and owned by Eljabry and Salaam Ahmed Salaam. Chuchu FM which was one of the biggest radio stations has been renamed Furaha

FM under Fired Production and Entertainment that is owned by Dominick Jacob and Fauz Abdulrazak.

Others are Bomba FM that was under Bomba Media Group owned by Farhadad Ginnah Shivji and Nadira Farhadad Shivji but is now owned by Charles Martin Hillary and Kuhani Mussa. Coconut FM was owned by Ali Khatib Dai but was taken over by Joseph Mlebya Kusaga. Swahiba FM was owned by Ahmed Mazrui and is now under NRG Media Tanzania, a company owned by Sabra Ali Mohamed.

The main advertiser is the Revolutionary Government of Zanzibar which ordered all government ministries and agencies to advertise in government-owned media outlets. Consequently, private media depend mostly on small advertisers.

1.9 Relationship between ownership, press freedom violations and advertising

The press, radio, television and social media do not operate in a vacuum. They operate within a well-organized social system governed by a well-established body of laws meant to guide the general conduct of the people in their day to day social intercourse.

Press freedom and media ownership are factors that influence media performance. If the media is governed by the government, then government is the one that controls and decides what kind of content should be published. If the media is owned by a political party, it is the one which decides. If the media outlet is owned by a businessman, its main priority is business. Likewise, if it is owned by a religious institution, the relevant religious teachings become a priority.

Press freedom is an essential pillar of any democracy. As the eyes and ears of the public, journalists must be able to report matters of public interest without fear of arrest or other forms of interference and intimidation.

Most media entities, especially radio and television stations including online radio and television stations in Zanzibar are owned by the private sector. However, their future is not promising

as many of them are on the verge of collapse. The Registrar of ZBCom, Mohamed affirmed that many stations “died a natural death” because they failed to re-register hence their licenses were revoked.

The main advertiser is the Revolutionary Government of Zanzibar which ordered all government ministries and agencies to advertise in government-owned media outlets. Consequently, private media depend mostly on small advertisers.

1.10 Media training and professionalism

There are two Universities in Zanzibar which, among other disciplines offer courses in journalism and mass communication. State University of Zanzibar (SUZA) has a School of Computing, Communication and Media Studies which offers Certificate in Journalism, Diploma in Journalism and Bachelor of Arts in Mass Communication.

SUZA is owned by the government of Zanzibar while Zanzibar University (ZU) is a private university sponsored by the Darul Iman Charitable Association based in Ontario, Canada. It offers an undergraduate course in Mass Communication under its Department of Information Studies.

During the academic year 2022/2023 SUZA enrolled 109 students, 46 in Certificate in Journalism, 31 Diploma in Journalism and 32 in B.A Mass Communication. During the same academic year ZU enrolled 28 students of Mass Communication but in 2023/24 they have enrolled only 13 students. Nasra Suleiman, Assistant Lecturer of Mass Communication studies said the enrollment of students this year is low because many students depend on student loans provided by the Government.

Mwenge Community College (MCC), owned by CCM Unguja Urban Region offers Certificate and Diploma in journalism. The college was registered in Zanzibar in 2020 and its first batch of diploma students graduated in September 2023. From 2020 to date the college enrolled 30 students. Sabahi Suleiman Kinoo who is the Deputy Chief Administrative and Finance officer at

MCC said the college can accommodate 80 students per semester and they have modern equipment for TV and radio training, as well as studios for practical training. The college enrolled 30 students from 2020 to-date. Kinoo said they have low enrolment because people like to send their children to study in the more known colleges.

1.11 Sustainability of journalism training institution

Dr. Abdallah from SUZA Department of Communication and Media Studies said sustainability of journalism institution is “50/50” because they depend on student fees and since SUZA is well established and well known it receives students from Tanzania mainland and Comoro as well. He said SUZA also receives government subsidy. One challenge that Dr. Abdallah acknowledged was the perception of parents regarding journalism because most of them opt to send their children to study journalism as a last choice after they fail to be admitted in other academic disciplines. This leads to low enrollment in the journalism and mass communication studies.

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1.12 Current ethical debates in Zanzibar

Media in Zanzibar no longer pay attention to traditional norms and customs of the Zanzibaris. The ZBCom Registrar Mohamed admitted that currently radio presenters have no regard for the local culture as a result they use indecent language even in morning programmes, making people even in daladala lament that radio presenters no longer respect Zanzibar cultural values. “You’ll hear a presenter asking an interviewee if he has ever had sex. That is not our civilization. In our customs sex is an indoors subject, you can’t discuss it in public,” said Mohamed.

Nasra Suleiman of ZU is disgusted that radio and television stations play insulting songs full of indecent words. “Even TV programmes have no restraint as they show scenes that according to our culture are not supposed to be seen in public. Nowadays you can’t watch TV with someone you respect,” she lamented.



1.13 Conclusion

Although the role of both traditional and new media remains the same – to educate, inform and entertain – media practitioners and their outlets have been so intimidated that they often fear to seek and publish the truth when such truth might offend the powers that be. They therefore have become “His Master’s Voice”. Consequently, self-censorship has become the order of the day. Media practitioners have also less regard for professional ethics and local cultural values.

1.14 Recommendations

- 1.14.1 Journalism schools should put more emphasize on ethics subject.
- 1.14.2 Zanzibar journalists’ professional associations should discuss challenges that journalists face today and come up will solutions that will strengthen the profession.

2. LEGAL, REGULATORY AND POLICY REGIME

2.1 Introduction

On March 11, 2022 the President of Zanzibar Dr. Hussein Mwinyi directed that media laws on the Isles be amended to establish a conducive working environment for journalists. The Minister responsible for information in Zanzibar Tabia Mwita Maulid on May 3, 2023 confirmed that the process of enacting a new media services law was “complete by 80 percent”. Yet up to the time of compiling this report in the first quarter of 2024, the bill had not been tabled in the House of Representatives. This is despite consistent advocacy for more than a decade by media stakeholders to have Zanzibar media laws reviewed. This section looks at the legal, regulatory and policy regime that impact on journalism practice in Zanzibar.

2.2 Constitutional Framework

Freedom to hold opinion, freedom of expression and the right to information are guaranteed by Section 18 of the Zanzibar Constitution of 1984 which states:

18.(1) Without prejudice to the relevant laws of the land, every person has the right to freedom of opinion and expression, and to seek, receive and impart or disseminate information and ideas through any media regardless of national frontiers and also has the right of freedom from interference with his communications.

(2) Every citizen has the right to be informed at all times of various events in the country and in the world at large which are of importance to the lives and activities of the people and also of issues of importance to society.”

However, the claw-back clause “Without prejudice to the relevant laws of the land” has been used to limit enjoyment of the freedom and rights guaranteed in the Constitution by using draconian laws that still exist on the statute books. Therefore, freedom of opinion, freedom of expression and the right to information are given by the right hand and taken away by the left hand. Media stakeholders and other activists have for over a decade been advocating in vain

for amending the Zanzibar Constitution of 1984.

2.3 Legal and regulatory framework

Apart from the constitutional framework, the media in Zanzibar are regulated by a legal and regulatory framework. There are two principal laws governing the operation of the media sector in Zanzibar which stakeholders have been urging the Zanzibar authorities to amend because media stakeholders allege that they are “outdated and oppressive.”

These legislations are the Registration of News Agents, Newspapers and Books Act, 1988 as amended by Act No 8 of 1997 and the Zanzibar Broadcasting Commission Act No 7 of 1997 as amended by Act No 1 of 2010. The two acts have a number of restrictions to freedom of opinion, freedom of expression and the right to information that media stakeholders considered outdated and oppressive hence should be struck off the statute books. There are also information and broadcasting policies of 2006 and 2008

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2.4 The Registration of News Agents, Newspapers and Books Act No. 5 of 1988

The Registration of News Agents, Newspapers and Books Act, 1988 as amended by Act No. 8 of 1997 is an act which regulates the registration of news agents, newspapers, books and cinematography. The act empowers the minister to appoint a registrar to perform various duties as assigned under this act.

The act prescribes procedures for the registration of books, newspapers and cinematography, and guidelines for the suspension and cancellation of registration are also outlined. The act was later on re-structured and some functions of the Advisory Board were added as well as various offences and their punishments.

This act has weaknesses that constrain press freedom and journalism practices. These weaknesses include the following:-



2.4.1 Composition and Powers of the Advisory Board

Section 4 of the act establishes an Advisory Board consisting of a chairman appointed by the President of Zanzibar together with other members, not more than five, who are appointed by the minister responsible for Information. The main functions of the board are provided under Section 5. The 1997 amendment to the act conferred the board with broader functions than they were under the 1988 act.

The functions include considering applications made under this act and advising the minister; advising the minister on the implementation of the act; regulating the conduct and promoting ethical standards and discipline of journalists; and arbitrating disputes between the public on one hand and the media and state on the other.

Other functions are exercising disciplinary control over journalists, editors and publishers; promoting flows of information; exercising other functions that may be authorized or conferred upon it by any written law; and performing any other work in relation to this act assigned to it by the minister.

The act empowers the President to appoint Chairman of the Board as he wishes. This may endanger the independence of the board, weaken its performance and put at risk the enjoyment of the right to information, press freedom and freedom of expression which can only be exercised if there is an independent regulatory body.

2.4.2 Appointment and Qualifications of the Registrar

The act also empowers the minister to appoint a Registrar of Books and Newspapers but the act is silent on the qualifications of the registrar, giving the minister room to appoint unqualified people hence pose a risk in effective implementation of assigned duties.

2.4.3 Power of the Minister to exclude the application of the Act on registration of Newspapers

The act prescribes procedures for registration of newspapers. However, it empowers the minister to exclude some people or institutions from operation of all or any of the provision under



part II. This may result in abuse of powers, bias and promotes inequality among mass media and members of the community.

2.4.4 Suspension and Prohibition of Newspaper

The act empowers the minister responsible to suspend the publication of newspapers on “public interest” or in the interest of peace and good order. In this case, the minister is only required to notify the Advisory Board within seven days after such order as whether to prohibit the publication of newspaper or to allow it either conditionally or unconditionally. Where the minister upon the advice of the board is in the opinion that prohibiting the publication of any newspaper is in the interest of peace and good order, he may order the suspended newspaper in writing to cease publication.

Stakeholders hold that it is unfair to media practitioners and other aggrieved persons for their media to be suspended by the government without even being afforded the right to be heard. It may also create absolute powers to the minister by suspending and prohibiting the publication of a newspaper and putting the right to information at risk.

2.4.5 Licensing, Suspension, Revocation and Appeal provision

The act restricts any person to work as a journalist in Zanzibar unless he or she obtains a written authorization from the government appointed Director responsible for Information Services.

The director may, on receipt of an application made in that behalf and upon payment of the prescribed fees (if any) by the applicant, issue to any person the authorisation in writing upon such conditions as he may consider fit in the authorization.

However, the act empowers the director to refuse issuing any authorization or suspend or revoke any authorization without citing reasons. If any person is aggrieved by the decision of the director, he may appeal to the minister responsible for information whose decision shall be final and conclusive and shall not be subject to review by any court.

The minister may revoke any issued license in the public interest, the interest of peace and good order, including licence of journalist that can be revoked or suspended without providing reasons for the decision. This is contrary to international law and may limit the freedom of journalists.

2.4.6 Seditious and Defamation Offences

The act under section 48 prescribes offenses including sedition and defamation offenses to any person who prints, publishes, sells, offers for sale, distributes or reproduces any seditious publication and upon conviction of such person fine or imprisonment or to both fine and imprisonment shall be awarded and such publication shall be forfeited to the government. This section curtails not only press freedom but it also endangers the freedom of speech and may favour government side in an issue.

Section 30 of the act empowers the minister to suspend publication of any newspaper if he is of the opinion that it is in the public interest or in the interest of peace and good order to do so. This power may affect the right of an individual to work as stipulated in the Constitution.

Section 53 of the act defines the offence of libel, that any person who, by print, writing, painting, and use image or by any means otherwise than solely by gestures, spoken words or other sounds unlawfully publishes any defamatory matter.” Stakeholders hold that there is no justification of having this offence because a person aggrieved by the press may open a tortuous liability case in court. It also curtails press freedom.

2.5 Stakeholders’ views

Stakeholders have for many years urged the government to amend the Registration of News Agents, Newspapers and Books Act, No.5 of 1988 as amended in 1997 because it contains clauses that curtail freedom of speech and right to information. They advised the government to establish an independent and effective regulatory body instead of the Advisory Board; the newly established Board should be entrusted with powers to register, suspend and cancel

the registration of newspapers and books; and appeals against the decision of that body should be referred to the High Court or any judicial body instead of being referred to the minister.

Other suggestions are the board to be composed of highly qualified personnel and must come from different institutions; qualifications of board members and senior officials should be clearly stipulated; and the power to suspend and prohibit any newspaper should be vested in the regulatory body subject to judicial review and oversight.

2.6 Regulation under Zanzibar Broadcasting Commission Act

The Zanzibar Broadcasting Commission Act, No.7 of 1997 as amended by Act No 1 of 2010 essentially regulates the electronic media. The act establishes an autonomous Zanzibar Broadcasting Commission. The functions of the commission are provided under section 7 of the act and include issuing of broadcasting license; regulating and supervising broadcasting activities; and maintaining a register of persons licensed as broadcasters, dealers in broadcasting stations.

Other functions are regulating the activities of broadcasters and conduct of their broadcasting; frequency management; protecting policy, security and culture from destruction by broadcasting activities; and inspection of broadcasting institutions.

2.7 Gaps of the Zanzibar Broadcasting Act No 7 of 1997

Section 6 (1) gives powers to the President to appoint the chairperson of the Commission and under Section 6 (2) the President is empowered to appoint an Executive Secretary who shall be the Chief Executive Officer of the Commission. This curtails the independence of the Commission since the appointment of its leaders depend on the wishes of the President and encourages interference by the Executive branch and undermines the concept of separation of power.

Section 4 (1) of the act gives the Minister of Information powers to provide for and carry on such broadcasting services for reception

by listeners and viewers outside Zanzibar as he may deem desirable and to carry on or operate such other services including dissemination and distribution services and other undertakings in connections with these services as he may deem necessary.

Section 7 gives excessive powers to the Broadcasting Commission to regulate the nature of content that should be aired on electronic media; regulate the conduct of the broadcaster, if in its opinion the conduct of the broadcaster is unsatisfactory; and to regulate and instruct the types of content that should be aired by electronic media. These powers affect press freedom and the right to information.

2.8 Zanzibar media policies

Zanzibar government adopted Information and Broadcasting policies 2006 and 2008, respectively. The policies are by and large progressive for the functioning of the information and broadcasting sectors in Zanzibar because they contain a number of positive provisions on freedom of press and freedom of expression. However, they also have some provisions which are incompatible with international standards and Zanzibar Constitution because they limit press freedom, freedom of expression and the right to information.

2.9 Zanzibar Broadcasting Policy

The policy clearly states that in the operation of government media outlets, the government shall decide how these media outlets operate and the contents they should broadcast and print. One editor of ZBC lamented that there is no editorial independence in government media because more often than not they receive directives from above on which news to broadcast or not to as well as where to place such news stories. For example, he said a story of the President or his wife should be the first and second respectively in the news bulletin. When there is no story of the President, then the story on the Second Vice-President is aired as the second news item. The First Vice-President is not given priority and most of the time he receives a black-out. In the Zanzibar Government of

National Unity arrangement, the first Vice-President comes from the opposition.

Stakeholders have recommended that the policy should direct the authorities to transform all government media into public service media that are independent from government interference and are protected against political and commercial interferences. These media should be governed by an independent board of directors and there should be an arm's-length relationship between the board and the government. They should be established by legislations rather than government directives and their editorial independence should be guaranteed by law.

2.10 Live Programmes

The policy prohibits live discussion programmes, including interviews. They have to be previewed before being broadcast and the language used should adhere to the cultural values of Zanzibar.

2.11 Protection of confidential sources of information

One of the progressive clauses in the Zanzibar Information Policy is the requirement of non-disclosure of the sources of information as per journalism code of ethics. However, it is not provided as a right of the journalists, prompting media stakeholders and other activists to demand it as a right of journalists and media outlets that is protected by law.

2.12 Denial of Right to information

Zanzibar has no law that guarantees the right to information. Consequently, government officials have often been adamant when requested information they do not want made public even if it were of public interest. Moreover, Regulation 114 of Government Order does not make it mandatory for the officials to release such information for public consumption.

2.13 On-going law review process

Stakeholders, particularly the Zanzibar Media Experts Committee (ZAMECO), an informal think tank made up of media organizations and media stakeholders with the aim of pushing forward the agenda of information law review and other issues that affect freedom of expression, the opinion and access to justice, have proposed amendments that should be incorporated in the new Media Services Bill.

During 2022-2023 ZAMECO convened three meetings with different stakeholders and even participated in the meetings with Zanzibar Law Reform Commission and presented its proposed amendments of the media laws. After hearing the concern of the media stakeholders ZBCOM in November 2023 held a meeting with them to discuss the proposed amendments to Zanzibar Broadcasting Commission Act, No.7 of 1997 as amended by Act No 1 of 2010. As a result, the Commission proposed a new bill to revoke the existing Act.

2.14 The new Media Bill

The Revolutionary Government of Zanzibar is in the process of repealing the Registration of News Agents, Newspapers and Books Act No. 5 of 1998 and the draft of the bill is entitled “A Bill to Repeal the Law on the Registration of News Agencies, Newspapers and Books No. 5 of 1988 and Enact the Law on Information Services and Related Matters”.

2.15 Conclusion

The Zanzibar Constitution of 1984, statutes and information policies guarantee press freedom, freedom of expression and right to information. However, the claw-back clause in Article 18, and other legal, regulatory and policy regime drawbacks are a stumbling block to the people of Zanzibar to exercise and enjoy their freedom and rights guaranteed by the Constitution. Media stakeholders in Zanzibar are optimistic that the new media law will be robust enough to enable the people of Zanzibar to exercise and enjoy their freedom of opinion, expression, press freedom and the

right to information.

2.16 Recommendations

- 2.16.1 A new media law should be enacted by the House of Representatives to establish an enabling environment for media outlets and media practitioners to effectively fulfill their social responsibilities.
- 2.16.2 The right to information for the public should be considered as their basic human right and not a privilege. An elaborate act to guarantee this right should therefore be enacted.

3. GENDER AND INCLUSIVENESS, MEDIA CONTENT AND MEDIA HOUSE STRUCTURES

3.1 Introduction

Gender equity has been a long standing issue in the journalism fraternity in general and in media outlets in particular. Efforts have been made to have gender equity in media outlets and end stereotypical coverage of women, minorities and marginalized groups. However, the problem still persists. This chapter looks at gender equity in Zanzibar media outlets.

3.2 Gender Equity

Media play a significant role in the promotion of gender equity and fight against stereotyping coverage of women and promoting inclusive coverage. Although women are reported to have broken the proverbial glass ceiling on Tanzania Mainland, in Zanzibar the case is far from being satisfactory. In the period under review, male journalists continued to dominate almost all senior positions in the media outlets because of gender stereotypes that are still rooted in Zanzibar's traditional patriarchal society.

It is true that the number of working women journalists in Zanzibar has increased in recent years. However, the number of those in decision-making positions leaves a lot to be desired. Women journalists more often than not are assigned soft beats such as fashion and life style rather than political, economic and sport stories which remain exclusive for men journalists.

Women journalists occupy low and middle level positions in the newsrooms even if they are better educated and experienced than their male counterparts. They are discriminated in getting promotions and are more likely to be paid less than their male counterparts with the same or less qualifications and experience.

Jesse Kwayu is of the opinion that while male and female journalists may have the same qualifications, experience, ability and determination towards certain tasks, the female journalists will suffer most because some other socially ascribed roles will not

wait for her to perform on equal footing with a male colleague. He argues that female journalists find it difficult to divide their time between career and socially ascribed roles.

Beside the editorial duties, other duties within media production process such as technicians, sound engineers, camera operators, web-masters and advertisers, among others, are dominated by men.

Many media houses are reluctant to establish Gender Desks which would greatly help in spearheading efforts to have gender equity in newsrooms. ZCTV in 2023 established a Gender Desk but it is not effective.

Things might change soon for the better because the MCT Zanzibar representative Shifaa Hassan contended that they have helped to establish Gender Desk at the Corporation of Government Newspapers which publishes Zanzibar Leo and Ngalapi of TAMWA-Zanzibar said the association is vigorously advocating for the establishment of Gender Desks and Gender Policy and that they already have a draft of Gender Policy and a couple of media houses have regulations on gender.

3.3 Media coverage of women

Media coverage of women and other disadvantaged groups such as youth and people with disability is important because it affords them their basic rights to freedom to hold opinion and freedom of expression which are guaranteed under Article 18 of the 1984 Zanzibar Constitution. However, during the period under review, coverage of women, youth and people with disability was scanty and stereotyped.

Analysis of the content in the mainstream print media showed that their image is still stereotype, and women are under-represented in news coverage and their voices as source of information are hardly heard. Since virtually all managerial positions in the media are dominated by men, the majority of news sources are men and the mainstream print media prefer such sources, at the expense of female sources and voices. This made the coverage



of women in virtually all media in Zanzibar to be defined using male perspectives.

3.4 Conclusion

During the period under review, the situation in which women journalists in Zanzibar found themselves was basically rooted in Zanzibar's traditional patriarchal society. Media stakeholders and other gender equity activists should intensify their advocacy for gender equity in the society as a prerequisite to gender equity in the media. Unless the root of patriarchy in the Zanzibar society is uprooted, women journalists may continue to increase in numbers but remain stereotyped and marginalized.

3.5 Recommendations

3.5.1 Encourage the establishment of media watch groups that can monitor the media and consult with the media to ensure that women's needs and concerns are properly accommodated.

3.5.2 Train women to make greater use of information technology for communication and the media.

3.5.3 There should be deliberate efforts to increase the participation of women in media management.



4.0 MEDIA DEVELOPMENT SUPPORT

4.1 Introduction

This section of the Report looks at institutional development support and staff development opportunities that were available during the period under review. Specifically, it looks at equipment support and opportunities in grants, fellowships and scholarships that were available to the media sector.

4.2 Media equipment support

Media outlets received media equipment support from different international organizations. Ali Haji Mwadini, Executive Editor of the Government Newspapers Corporation in Zanzibar acknowledged that in 2023 they received media equipment assistance from the Chinese Embassy which gave them desktop computers, laptops and I-pads for their reporters. Asha Abdi Makame, Production Manager at ZBC Radio said her media outlet received media equipment support from the BBC Media Action. The equipment included tape recorders, laptops and headphones. ZBC Radio also received maintenance support from the BBC Media Action. China Radio International (CRI) provided ZBC TV with transmission equipment and air conditioners. In 2022 Zanzibar Cable Television received tape recorders and laptops from BBC Media Action.

4.3 Media Survey

The TAMWA Zanzibar Communication and Advocacy Officer, Sophia Ngalapi confirmed that TAMWA Zanzibar helped journalists to conduct a media survey that was funded by Danish International Development Agency (DANIDA) to assess the effectiveness of the GBV Special Court in Zanzibar. TAMWA Zanzibar through financial support from DANIDA also enabled journalists to conduct a survey to find out reasons for increased number of youth and children who commit sexual violence.

In 2023 UNESCO supported TAMWA Zanzibar financially to conduct a media audit to assess the impact of Gender Based

stories. In June 2023 TAMWA Zanzibar with financial support from Wellspring Philanthropic Fund, a USA based organization, conducted a baseline survey on Sexual and Reproductive Health Rights and its coverage by online and offline media outlets in Tanzania. All these surveys were undertaken by journalists especially from the Young Media Fellows.

4.4 Journalism training

During the two years under review the Government Newspapers Corporation received various media training from different institutions, including TAMWA Zanzibar, MCT, Office of the Chief Government Statistician and Ministry of Health.

The Executive Editor Mwadini lamented that although journalists receive training in different fields, many a time there is no substantial improvement in their journalism products. He suggested that those who provide training to the journalists should first conduct an assessment of the training needs before providing training and there should be a mechanism to establish the effectiveness of the training provided.

On August 31, 2022 MISA-TAN organized a training seminar for senior journalists and editors in Zanzibar to equip them with basic knowledge on the concept of freedom of expression, discuss strategies for lobbying and advocacy for media law reforms as well as various issues related to promotion of gender equity in newsrooms.

The Production Manager of Zanzibar Cable Television, Hafith Kassim said in 2022 – 2023 ZCTV and Assalaam Radio journalists received various media trainings from BBC Media Action, Internews, Search for Common Ground, and TAMWA.

In 2023 Zaina Foundation in Tanzania provided training on digital rights and social media management to 24 Young Media fellows. Zaina Foundation, based in Dar es Salaam, empowers women in technology through capacity building and workshops on digital security and privacy.

DW Akademia provided training to journalists on combating cyber bullying and TAMWA Zanzibar sent one journalist to Dar es salaam where the training was conducted in November 2023.

The Production Manager of ZBC Radio, Asha Abdi Makame said in December 2023 one employee went to China for six month training on radio production and one programme manager from ZBC TV went to Japan for one month training on television production in November 2023. She also confirmed that BBC Media Action provided short courses for producers and programme managers.

In 2022 - 2023 TAMWA Zanzibar trained journalists on gender, data journalism and impact journalism.

4.5 Grants, fellowships and scholarships

There were limited grants, fellowships and scholarships for journalists in Zanzibar in 2022-2023. Mwadini confirmed that Zanzibar Leo received one scholarship for Master degree from the Chinese embassy. ZBC TV Head of Administration, Salum Suleiman Jecha said in 2023 three journalists received scholarships to study abroad. One of them went for one month training in Journalism and Mass Communication that was sponsored by China International Press Communication Centre and another one went to Japan for one month training course on the role of media in democratic countries - access to information and media function as a watchdog. He was sponsored by Japan International Corporation Agency for two weeks. The third one went to Soongsil University in South Korea to do a Master of Engineering in Digital Transformation and Technology for three years. The course was sponsored by South Korea embassy. ZBC Radio received one fellowship for media studies in China for six months.

Hafith Kassim said his media outlet did not receive scholarship during 2022-2023 period, but they usually got media internship from Deutsche Welle where their journalists went to Germany for internship in radio where they learned how to prepare programmes, conduct interviews and collect news. He expressed his regrets that most scholarships and fellowships are offered to employees of government-owned media only.

Kassim said journalists from private media as well as government media need to upgrade their knowledge and skills levels. He was supported by Makame who said Zanzibar journalists need to upgrade their level of education so that they could be competent in doing analysis on different issues and conduct meaningful interviews.

4.6 Conclusion

There were few opportunities for training of journalists, especially in undergraduate studies in journalism and mass communications. Various internal and external sponsors supported short term training for journalists during the period under review. With time the effectiveness of these courses will be confirmed.



5. DIGITAL, ONLINE MEDIA IN ZANZIBAR

5.1 Introduction

Online platforms are a key part of the business environment that has emerged with the development of the internet, information technology and e-commerce. Therefore, online journalism is now practiced throughout the world including Zanzibar. This chapter looks at the state of online journalism in Zanzibar.

5.2 Online Journalism

An online platform is a digital service connecting two or more interrelated sets of customers on different sides of the market. These sets of customers may be business and or individuals, and the platforms may create commercial and or social networking opportunities for them.

According to ZBCom there are at least 47 online televisions, 27 online radios and two online newspapers. Mainstream newspapers have online editions and electronic media such as Assalam FM, Zenji FM, Furaha FM. ZBC Radio and Television also have online versions.

Research findings show that during the two year period, online platforms supported many activities of Zanzibaris who have become dependent on them in their personal and professional lives. People want to be kept up to-date and the easy way to connect to the world is through on-line platforms.

The use of social media during this period resulted into many journalists in the country getting involved in the new technological innovation which has widened space and impacted on journalism as a profession. This is due to the fact that most digital online operators do not abide by journalism code of ethics as they are not professional journalists. They are young people who may have acquired O level certificates and did not qualify for further studies. They self-employ in citizen journalism.

The registrar of ZBCom, Mohamed Said Mohamed admitted that during the period under review, many digital platforms were forced

to shut down due to financial constraints; they failed to pay annual fees and even remunerations for their employees who are never on permanent contract terms.

However, Dr. Khamis Abdallah, Head of Department of Communication and Media Studies at SUZA contended that online platforms are a major driver of innovation especially for the young generation. He advised them and journalists in the mainstream media outlets to use digital platforms for their professional and economic development by disseminating truthful and credible information to the people.

5.3 Conclusion

Online platforms have become a common feature in the daily lives of the people of Zanzibar. They now depend on them for their personal, economic and professional lives. However, the young generation which is mostly involved in citizen journalism need basic journalism training to enable them abide by professional ethics and thus produce truthful and credible reports. Media houses need support from the government and other development partners for them to survive. Research shows that most of them especially privately owned media are struggling to survive against all odds.

5.4 Recommendations

5.3.1 Government should support private media houses since they also play a vital role to inform and educate the public on various important issues. They should be regarded as partners in development.

5.3.2 Media outlets should use social media as a source of income by creating quality and interesting content and disseminate it through social media such as X, Facebook and others.

6. A SNAPSHOT OF THE CONTRIBUTION OF PROFESSIONAL MEDIA ORGANISATIONS IN ZANZIBAR

6.1 MCT efforts to promote gender and inclusiveness

MCT is implementing the project Women in the Media - Towards Gender Equality in Media and Journalism in Tanzania 2021- 2024. The Women in the Media (WIM) project is based on the conviction that gender equality and diversity in the media sector will lead to more inclusive, diverse and equal reporting which is relevant to a larger number of people and supports social change towards an equal society. It is envisaged that the WIM project will bring change through investing in women's skills development in the media sector; influencing and training key actors: media managers and gatekeepers within the media sector; and by raising awareness and producing quality content about gender equality, gender discrimination and harassment, as well as the role of media and women journalists among the public.

Additionally, by building the capacity and strengthening the civil society, the project aims to influence media freedoms and civic space which are crucial for achieving positive development. Hence, MCT initiated the establishing of a gender desk at the Government Newspapers Corporation which ensures that issues of media advocacy on gender are published.

6.2 In-house training on gender policy in media

MCT Officer in Charge of Zanzibar Office Shifaa Said Hassan said that in 2022-2023 MCT in collaboration with Government Newspapers Corporation conducted two gender trainings for editors and journalists from Zanzibar Leo, Zaspoti, Zanzibar Leo Jumapili, Zanzibar Mail, and Zanzibar Leo Wanawake. In 2023 MCT organized gender training for two media outlets: Mkoani and Micheweni community radio stations on Pemba Island. It also conducted media monitoring to determine whether media content was gender sensitive and represented voices of the voiceless and marginalized groups.

6.3 MCT advocacy, mediation and EJAT activities in Zanzibar

Since 2010 MCT Zanzibar office has been collaborating with various stakeholders to advocate for a new media law in Zanzibar. They met with President Mwinyi on December 22, 2022 and discussed the laws that govern media in Zanzibar. They urged him to remove sedition clauses from the statute books, excessive police powers and those of the minister responsible for Information in the Newspaper Act No 7 of 1988 as amended by Act No 8 of 1997.

MCT continued with its role of mediation during the period under review. For example, in Pemba there are officers in charge of Government ministries on the Island who were hostile to journalists. They would deny journalists information of public interest and require the journalists to go to Unguja for the same from government spokes persons. Upon receiving the complaint from journalists MCT convened a meeting between the officers in charge of information in Pemba and the journalists and the issue was resolved amicably.

MCT also organises EJAT every year and journalists from Zanzibar participate fully.

6.4 The role of TAMWA Zanzibar

TAMWA Zanzibar has been working to promote gender equality in media organisations by providing trainings to young women journalists to improve their competence in their journalistic work. The Human Resource Officer for TAMWA Zanzibar said in 2022 TAMWA established a database for the reporters to report incidents of gender-based violence committed by editors, peer reporters or sources.

TAMWA Zanzibar also conducts capacity building on various laws that govern media as well as other laws such as the Evidence Act, Penal Code and Criminal Procedures Act to enable the journalists to correctly refer to relevant sections of the laws when reporting. TAMWA Zanzibar also prepared a zero draft of Media Gender Policy that will be used by media houses in Zanzibar to spearhead gender equity in media outlets.



6.5 The role of WAHAMAZA

WAHAMAZA stands for Waandishi wa Habari za Maendeleo Zanzibar which means Zanzibar Development Journalists. It is a platform for journalists to discuss development issues in general and journalism fraternity in particular. A member of WAHAMAZA secretariat Issa Yusuf said responsibilities of WAHAMAZA include guiding journalists on ethical issues, finding for them opportunities for training and further studies, and mobilising them to participate in various professional competitions such as EJAT. WAHAMAZA in collaboration with other journalists associations like MCT, TAMWA and ZPC organises discussions on the importance of having new media laws and makes recommendations for review of the same.

6.6 Conclusion

Media professional organisations in Zanzibar have a key role in providing professional advice to journalists as well as promoting ethical conduct and media freedom and independence. They also play an important role in advocacy efforts. In working together they portray commitment and convey a strong message to the authorities.

6.6 Recommendations

6.7.1 Media professional organisations should continue and step up advocacy efforts for the government to expedite an inclusive process of enacting a new, progressive media law.

5.6.2 Professional media organisations should continue to raise funds for journalists training on professional ethics and impact journalism.

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Interviews

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STATE OF THE MEDIA REPORT 2022 – 2023

State of the Media Report (SMR) is the flagship publication of the Media Council of Tanzania. This report outlines major issues and trends in the media landscape in Tanzania during the period 2022-2023.

The major research findings show that apart from the superficial amendments to the Media Services Act, 2016 undertaken in 2023, laws which constrict civic and media space and freedom of expression still exist on the statute books of Tanzania. However, stakeholders in Zanzibar await with bated breath enactment of a new media law on the Isles that they hope will liberalise the working environment of the media.

Although women journalists in senior decision making positions on Mainland are performing well, they are still faced with many challenges that need immediate solutions lest they lose the confidence of their employers and society that they are capable of doing their jobs. On the other hand, women journalists in Zanzibar are still struggling to break the proverbial glass-ceiling.

Although CBET NTA Levels 4-6 curricula proved to be effective in producing competent journalists, the course outlines need improvement to bring them to par with the evolved media landscape and job market. On the other hand, Universities on Tanzania Mainland and Zanzibar offering journalism and mass communication courses still produce “half-baked” journalists with paper qualifications but no adequate journalism skills to enable them to hit the ground running after they graduate. It is high time a tripartite meeting between Tanzania Commission for Universities, the Universities and media stakeholders was held to work out a lasting solution to this problem.

Press freedom which was highly constrained during the Magufuli administration has slightly improved during the Samia Suluhu Hassan administration. However, the coverage of issues considered sensitive continued to be wanting. Proof of this was media handling of the 2023 DP World controversy and the Ngorongoro evictions saga which left much to be desired. This was partly due to government interference with editorial independence of media outlets, reporters and editors who were not courageous enough, and the ugly phenomenon of “brown envelopes” which graduated to “brown money bags”.

The media economic conditions remained dire, affecting all and sundry.

Yet, as always, amidst all these difficulties there were practitioners and media outlets during the review period (2022-2023) that remained true to their calling and did the profession justice.



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