

All the growth has created more jobs for graduating journalists, while others are leaving their trades to join the media sector—in sharp contrast to the trend in many other countries.



TANZANIA

Tanzania, one of the five countries composing the East African Community, has enjoyed relative stability upon winning independence from Great Britain on December 10, 1963. That stability and a culture of respect for freedom of speech have enabled Tanzania to serve as a regional leader, championing human rights and helping other African countries in their struggles for independence.

Currently, Tanzania is headed by Jakaya Mrisho Kikwete, who is also the flag bearer for the ruling Chama Cha Mapinduzi (CCM) political party. CCM has won all three general elections organized since the death of Tanzania's first president, Mwalimu Julius Kambarage Nyerere, who introduced a multi-party political system after his landslide victory in 1999. CCM is set to maintain its leadership in Tanzania until the next round of multi-party general elections in 2010. Political analysts in Tanzania report that despite CCM's lead, its popularity has declined—mainly because of a faltering economy compared to other East African countries and a high degree of governmental corruption. Some of Tanzania's past leaders stand accused of draining the country's wealth and investing the money in foreign countries—information that the opposition has deployed to discredit the CCM government.

Despite these setbacks, democracy continues to grow, with new political parties and organizations emerging in preparation for the 2010 general elections. Adding to the voices, the media sector in Tanzania continues to expand as well, drawing more and more interest from investors. All the growth has created more jobs for graduating journalists, while others are leaving their trades to join the media sector—in sharp contrast to the trend in many other countries. The 2009 Tanzania MSI panel noted several encouraging signs: the increasing ranks of the media, the growth in training facilities, and the overall expansion of the media sector.

Despite these reasons for optimism, the Tanzanian media sector has issues that hold it back from moving up the sustainability scale. A core problem is that many of the country's journalists are centered in cities and larger towns. Media infrastructure (reliable power sources, Internet access, computers, etc.) are also concentrated in urban areas. In addition, the plurality of media voices has not always equaled balance or professionalism. Further, a majority of journalists remain vulnerable professionally, whether because of their work as freelancers, their poor pay, or their exploitation by media house owners and managers.

Pressure and protests from local and international journalists have continued to stave off passage of the government's proposed new media bill, which the media community views as a major threat to press freedom. By the time the MSI went to press, consultations with all bill stakeholders had concluded, with the expectation that soon the bill would be reintroduced to parliament for consideration. Even without this bill, harsh laws from the colonial era remain on the books, all with the potential to suppress freedom of speech.

TANZANIA AT A GLANCE

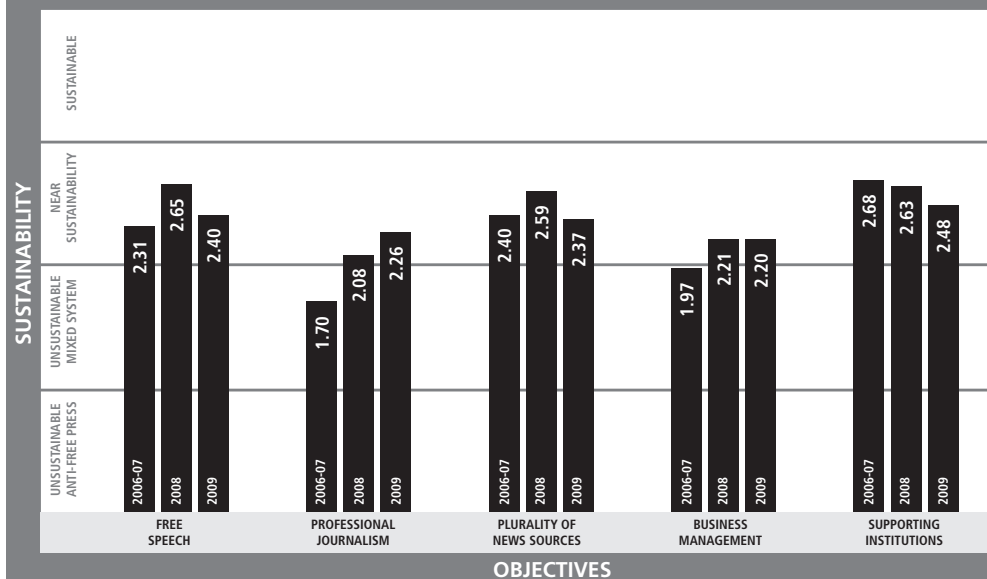
GENERAL

- > **Population:** 41,892,895 (July 2010 est., *CIA World Factbook*)
- > **Capital city:** Dar-es-Salaam
- > **Ethnic groups (% of population):** Mainland: African 99% (of which 95% are Bantu consisting of more than 130 tribes), other 1% (consisting of Asian, European, and Arab); Zanzibar: Arab, African, mixed Arab and African (*CIA World Factbook*)
- > **Religions (% of population):** Mainland: Christian 30%, Muslim 35%, indigenous beliefs 35%; Zanzibar: more than 99% Muslim (*CIA World Factbook*)
- > **Languages:** Kiswahili or Swahili (official), Kiunguja (name for Swahili in Zanzibar), English (official, primary language of commerce, administration, and higher education), Arabic (widely spoken in Zanzibar), many local languages (*CIA World Factbook*)
- > **GNI (2009-Atlas):** \$21.34 billion (World Bank Development Indicators, 2010)
- > **GNI per capita (2009-PPP):** \$1,350 (World Bank Development Indicators, 2010)
- > **Literacy rate:** 69.4% (male 77.5%, female 62.2%) (2002 est., *CIA World Factbook*)
- > **President or top authority:** President Jakaya Kikwete (since 21 December 2005)

MEDIA-SPECIFIC

- > **Number of active print outlets, radio stations, television stations:** Print: 150+ (10 defined by panelists as 'serious papers'); Radio Stations: 50+; Television Stations: 10
- > **Newspaper circulation statistics:** Top three by circulation: *Mwananchi* (private, circulation 45,000); *Tanzania Daima* (private, circulation 31,000); *Nipashe* (private, circulation 29,000)
- > **Broadcast ratings:** Top three radio stations: Radio Free Africa, Tanzania Broadcasting Corporation Radio, Radio One
- > **News agencies:** Tanzania News Agency (state-owned), Press Services of Tanzania (private)
- > **Annual advertising revenue in media sector:** N/A
- > **Internet usage:** 520,000 (2008 est., *CIA World Factbook*)

MEDIA SUSTAINABILITY INDEX: TANZANIA



Unsustainable, Anti-Free Press (0-1):

Country does not meet or only minimally meets objectives. Government and laws actively hinder free media development, professionalism is low, and media-industry activity is minimal.

Unsustainable Mixed System (1-2):

Country minimally meets objectives, with segments of the legal system and government opposed to a free media system. Evident progress in free-press advocacy, increased professionalism, and new media businesses may be too recent to judge sustainability.

Near Sustainability (2-3):

Country has progressed in meeting multiple objectives, with legal norms, professionalism, and the business environment supportive of independent media. Advances have survived changes in government and have been codified in law and practice. However, more time may be needed to ensure that change is enduring and that increased professionalism and the media business environment are sustainable.

Sustainable (3-4):

Country has media that are considered generally professional, free, and sustainable, or to be approaching these objectives. Systems supporting independent media have survived multiple governments, economic fluctuations, and changes in public opinion or social conventions.

OBJECTIVE 1: FREEDOM OF SPEECH

Tanzania Objective Score: 2.40

The panel agreed that freedom of speech in Tanzania is established widely, respected highly, and protected well by the nation's constitution. The panelists agreed Tanzania has relatively high freedom compared to other countries in the region, but cautioned that Tanzanians must exercise their freedom responsibly if the country is to maintain its leadership position.

Basil Msonga, acting news editor of Tanzania Standard Newspapers, noted the provisions that cater to this freedom are in line with international human rights instruments. For example, Article 18 of the constitution states clearly, "People are free to say anything they want and access public information." A shortcoming is that the law does not task any specific state or government official with releasing official information.

But according to the panelists, the government tries to protect and promote these freedoms, and generally violations can be traced to individual government officials rather than state policy. In fact, Hamid Yassin Rassaulta, news editor of *Hoja*, charged that it is the citizens—and especially politicians—who have abused these freedoms and escaped legal action by the state. However, the panelists expressed that some laws, which they termed unrealistic and contradictory to the provisions of the constitution, need to

LEGAL AND SOCIAL NORMS PROTECT AND PROMOTE FREE SPEECH AND ACCESS TO PUBLIC INFORMATION.

FREE-SPEECH INDICATORS:

- > Legal and social protections of free speech exist and are enforced.
- > Licensing of broadcast media is fair, competitive, and apolitical.
- > Market entry and tax structure for media are fair and comparable to other industries.
- > Crimes against journalists or media outlets are prosecuted vigorously, but occurrences of such crimes are rare.
- > State or public media do not receive preferential legal treatment, and law guarantees editorial independence.
- > Libel is a civil law issue; public officials are held to higher standards, and offended parties must prove falsity and malice.
- > Public information is easily accessible; right of access to information is equally enforced for all media and journalists.
- > Media outlets have unrestricted access to information; this is equally enforced for all media and journalists.
- > Entry into the journalism profession is free, and government imposes no licensing, restrictions, or special rights for journalists.

Regarding public support for the media, Mrutu noted, "Compared to several years ago, freedom of speech is valued by our society more now; people are now free to search for information, in any media—and society seems to trust the media."

be scrapped. They singled out laws dealing with libel and defamation, the Newspapers Act of 1976 (which limits public access to some information), the Police and Prisons Act of 1963 (which restricts freedom of the press), the Security Act of 1970, the Broadcasting Act 1993, and the Anti-Terrorism Act 2003, among many others.

Msonga pointed out one positive aspect of the legal environment in relation to the press: The judiciary has continued to function independently, and journalists tend to benefit from its services.

The Internet is accessed freely and easily, according to the panelists. The government does not restrict its use or require any form of registration.

Building on the 2008 panel's sense that the broadcast licensing process continues to improve, the 2009 panelists characterized the broadcast licensing process as relatively fair. However, Boniface Luhanga, chief sub-editor of *Nipash*, commented that government owned outlets are favored in the process, noting, "The licensing body or agency is not independent, since the boss is a presidential appointee and the whole body is under the government's umbrella." The Tanzania Communications Regulatory Authority controls broadcast licensing, and some panelists said that they are highly skeptical that the authority is independent. Other panelists said that although the minister of information appoints it, the authority must have an independent streak, as many private FM stations have secured licenses. Alpha Isaya Nuhu, sub-editor of *This Day* in Zanzibar, commented that some people have been granted licenses and allocated more than one frequency, but are not utilizing them.

Entry into the media market remains free and open to everyone. However, limitations exist in the form of the high taxes charged on newsprint and other supplies. In addition, the value-added tax on advertising remains high and is viewed as a hindrance to the growth of the media industry.

Regarding public support for the media, Mrutu noted, "Compared to several years ago, freedom of speech is valued by our society more now; people are now free to search for information, in any media—and society seems to trust the

media.” Despite this widespread support, Mrutu noted, a few rare cases persist of crimes against journalists. The panelists cited the case of a group of machete-wielding youths who attacked five journalists working on a corruption story in Njombe village. “Like many other cases, police intervened and instituted some investigations, which are ongoing, but we don’t expect much out of it,” noted one panelist. The panelists said that some of the crimes and cases against the media have attracted public outcry. For example, when the government closed down one of the newspapers in the country, the media and public organized and participated in a demonstration. Mrutu added that the media covers and publicizes all such cases well.

Media laws are the same across the board for all media, public or private. Although in theory this legal framework guarantees editorial independence, the particular editor in office at a given time determines whether an outlet is editorially independent. Political and business influence on both public and private media also cannot be ruled out. The panelists said that the president appoints the public media’s editor-in-chief, and the minister of information appoints the board, which in turn appoints the other editors—potentially compromising public media impartiality. As reported in last year’s MSI, access to public information is one area in which the government reveals its preference for public media.

The panelists noted that libel is treated as a civil, not criminal, matter in Tanzania. They added that a review of court fines is underway, raising the hope for a reduction. Although many libel cases are filed, most of them end up dying in courts due to lack of evidence (and at times, the petitioner’s loss of interest). For the handful of cases that are prosecuted, the burden of proof beyond a reasonable doubt falls to the journalist. When journalists are found guilty, they must apologize and pay a small fine to the offended party. However, the panelists commended the judiciary’s lack of corruption in judging these cases. In addition, as the 2008 panelists predicted, the Independent Media Council of Tanzania has taken root—steering many would-be libel and defamation cases toward an amicable settlement between the offended parties.

Apparently, President Kikwete has instructed his officials to release information to the media, but they have not implemented the mandate, panelists said. The panelists agreed that while Tanzania has no specific law addressing this problem, the new media bill contains a clause providing for access to information. Also, sometimes government officers simply lack the material journalists need, said Lugano Uli Mbina, online editor of Mwananchi Communications. Luhanga noted also that the government hampers access by

levying what he termed “unfair” charges of TZS 1,500 (close to \$2) for court information and files.

The panelists said that generally the government does not restrict international news and news sources directly, but the government has started blocking some blogs, such as Zeutam, and other sites from newspapers printed in foreign languages. Big media houses can easily afford Internet access so that their journalists may access other news and information, but often freelancers (who constitute the profession’s majority) find access difficult.

Generally, entry into the journalism profession is free. Although regulations require practicing journalists to have a license from the Ministry of Information, that rule is not enforced. However, the panelists expressed concern that the journalism field is open to anyone, saying that Tanzania needs a law to define membership in the profession in order to prevent unqualified people from posing as journalists. In part, the panelists blame media owners that have resorted to cheap labor and employing unskilled people.

But as the panelists noted, the new media bill is set to outline academic qualifications for journalists according to their levels of education. Once the bill is enacted into law, all journalists who have been working for a period of five years will be given an opportunity to upgrade.

The panel noted that the government does not control entry into journalism training institutions, and currently journalists enjoy the freedom to organize, as Tanzania’s many media associations illustrate.

OBJECTIVE 2: PROFESSIONAL JOURNALISM

Tanzania Objective Score: 2.26

There was some debate over the fairness and objectivity of journalism among the panelists. Some panelists said that most journalists adhere to principles of objectivity, cross-checking their stories and following professional procedures. However, Neema Mbuja, business editor of Independent Television Limited, said, “Journalists do not meet professional standards, because they are too close to the stories they write, and they are not balanced.” The panelists agreed that some journalists succumb to corruption or violate professional ethics by writing biased stories.

The panelists also expressed concern over media owners and editors who influence junior reporters on how to approach certain stories. Some journalists have the best intentions to work objectively, but lack the necessary training, skills, and experience to deliver. “To have quality reporting we need

a newsroom set up to standard, with a subbing desk and all other requirements, and some media houses lack such structures and facilities,” noted Godfrey Kambega, general secretary of the Tanzania Union of Journalists (TUJ) and the MSI panel moderator. On the other hand, some journalists are in the pockets of politicians—sometimes even on their payrolls—and essentially are incapable of objectivity.

The panelists said that the Media Council of Tanzania has developed a code of ethics, but implementation remains complicated. Mbuja believes the major obstacle remains journalists’ low pay rates, which encourages a culture of corruption. Struggling journalists feel compelled to accept money in exchange for covering or killing certain stories. “I was forced to take a bribe from a source because of poor pay and went ahead and filed a public relations story, which [normally] would not have run,” said Finnigan wa Simbeye, a senior journalist with Media Solutions Ltd.

Regarding self-censorship, the panelists confirmed that it is a common practice. The reasons behind it include corruption, editors sitting on stories, fear of losing jobs, business interests, and media house policies.

Panelists said that many events and key issues are covered well in the media, albeit mostly in urban areas with easy transportation access. Journalists cannot effectively cover events that take place in rural areas lacking infrastructure.

Panel members also noted that Tanzanian media are concentrated in the capital city and other big towns with good facilities, which enables journalists to carry out their work effectively. Although journalists have the freedom to cover issues related to security, some lingering restrictions limit the extent to which journalists can delve into the topic.

JOURNALISM MEETS PROFESSIONAL STANDARDS OF QUALITY.

PROFESSIONAL JOURNALISM INDICATORS:

- > Reporting is fair, objective, and well sourced.
- > Journalists follow recognized and accepted ethical standards.
- > Journalists and editors do not practice self-censorship.
- > Journalists cover key events and issues.
- > Pay levels for journalists and other media professionals are sufficiently high to discourage corruption.
- > Entertainment programming does not eclipse news and information programming.
- > Technical facilities and equipment for gathering, producing, and distributing news are modern and efficient.
- > Quality niche reporting and programming exists (investigative, economics/business, local, political).

“I was forced to take a bribe from a source because of poor pay and went ahead and filed a public relations story, which [normally] would not have run,” said Finnigan wa Simbeye, a senior journalist with Media Solutions Ltd.

Still, Nuhu said, “Many of our friends have ignored [the restrictions] and filed stories without fear, and nothing has happened to them.”

Earlier in their discussion, many panelists said that insufficient pay across the media industry fuels widespread corruption. Other panelists contested this, noting that some of the most highly paid people are the most corrupt in the business. Shani Kibwasali, gender coordinator for TUJ, said that poor pay has nothing to do with corruption and that it is a question of personal morals. Among private media outlets, salaries depend upon who you know, some panelists said.

But while this year’s panelists agreed that journalists are poorly paid, they also argued that journalists are better off compared to other sectors. According to Luhanga, editors earn an estimated TZS 500,000 to TZS 5 million (\$350 - \$3,575). A college-educated reporter can earn about TZS 500,000 (\$350), while a graduate teacher or doctor earns TZS 380,000 (\$270).

Entertainment programming overshadows news in the electronic media, agreed the panelists. However, a few radio stations are committed to providing more news than entertainment. In contrast, print media allow more space for news, devoting little to entertainment.

Electronic media still lack much-needed modern equipment and facilities. This may be the digital era, panelists said, but many media houses cannot afford the cost of even simple modern equipment and must manage with outdated computers and cameras. It is not unheard of to find three journalists using one recorder and video camera. Equipment problems are often a contributing factor when journalists file poor stories or fail to meet deadlines, or when newspapers and magazines are distributed late. Journalists need assistance especially in obtaining news-gathering equipment. The panelists noted that any assistance (video and still cameras, laptops, recorders) might best be channeled through TUJ.

Niche reporting is still in its infancy but is being developed slowly. According to the panelists, the major hindrances are the lack of resources, skills, and commitment from journalists.

OBJECTIVE 3: PLURALITY OF NEWS

Tanzania Objective Score: 2.37

Political preparations for the 2010 general elections fueled growth in the media industry. Currently, Tanzania boasts more than 50 radio stations (national, regional, and community FM), 10 television stations, more than 20 cable television providers, and more than 200 publications (newspapers and magazines). During 2009, the number of daily newspapers declined from 24 to 18. Other publications are weekly, monthly, and seasonal. Mbuja said that other information sources, including Internet, blogs, satellite television, and SMS news alerts help to fill the gap and provide supplemental news.

Although clearly the country has a variety of news sources to inform citizens, unsurprisingly, information complimenting the state is easier to come by than potentially critical facts.

People living in cities and towns benefit most from the plurality of media. The panelists noted that rural residents depend heavily on radio, which is cheaper and easier to access than print media. Low income levels keep newspapers and magazines out of reach for about 97 percent of the population, and according to the panelists, the culture of reading is declining as a result.

Community media outlets serve some parts of the country, including rural areas, and the local radio presence continues to grow steadily. By the time of the MSI panel, operational community radio stations included Tabora, Mbeya, Kirimanjaro, Morogoro, and Radio Maria (in Songea).

Additionally, the government has moved ahead with its program designed to benefit the rural poor by sprinkling more radio stations in rural areas throughout Tanzania. The panelists questioned whether community outlets are sustainable, though.

In towns with electrical power, generally Internet services are available and affordable. However, a few panelists claimed that many use the Internet primarily for communication and only a few use it for information and news purposes.

The government does not restrict citizen access to foreign or domestic news sources. The panelists agreed that citizens make the most use of foreign radio or television broadcasts rather than foreign print media; affordability is the principle drawback. Those with Internet access, mainly in cities and towns, also can read foreign news websites. Although Internet access is not restricted, the panelists said that service is expensive; charges range from TZS 500 to TZS 1,000 per minute (almost \$1).

Panelists remarked that they have noticed an improvement in the state media's reporting and coverage. Unlike in years past, the state media is now granting airtime to many opposition media reports—though the panelists cautioned that it remains to be seen whether the state media will maintain the relative balance during the 2010 elections. The panelists also commended Radio Tanzania and the government newspaper, *Abari Leo*, for adopting a more professional and objective approach.

According to the panelists, the only private news agency, Press Service of Tanzania (established by IPP Media Group), is crumbling and may be closed at any time, which would leave Tanzania without an independent news agency. Tanzania News Agency is government-owned and controlled fully by the state. However, the panelists noted that local media subscribe to several foreign news agencies (which offer fair rates, in the view of the panelists). These agencies include Reuters, AFP, AP, and many others, and according to the panelists, journalists always credit the agency when citing a story.

Most broadcast media houses produce their own news programs, but this practice is increasingly more expensive to sustain. This is true for entertainment programs as well: outlets are moving away from local productions and toward greater reliance on foreign programs. The panelists agreed that in general, Tanzanians prefer foreign programs to local shows—especially for television. Advertisers tend to prefer sponsoring foreign programs as well.

Media ownership is known to be concentrated in a few hands in Tanzania. Although this reality is troubling for the panelists, they said that anybody interested in the ownership of a media house can obtain that information from a registry.

MULTIPLE NEWS SOURCES PROVIDE CITIZENS WITH RELIABLE AND OBJECTIVE NEWS.

PLURALITY OF NEWS SOURCES INDICATORS:

- > A plurality of affordable public and private news sources (e.g., print, broadcast, Internet) exists.
- > Citizens' access to domestic or international media is not restricted.
- > State or public media reflect the views of the entire political spectrum, are nonpartisan, and serve the public interest.
- > Independent news agencies gather and distribute news for print and broadcast media.
- > Independent broadcast media produce their own news programs.
- > Transparency of media ownership allows consumers to judge objectivity of news; media ownership is not concentrated in a few conglomerates.
- > A broad spectrum of social interests are reflected and represented in the media, including minority-language information sources.

Some of the powerful media groups mentioned during the panel discussion include the IPP Group of companies (owned by Reginald Mengi); New Habari Corporation 2006 Ltd. (owned by Rostam Aziz); Mwananchi Communications (owned by Agkhan), Saharah Communications (owned by Anthony Diallo), and Africa Media Group (owned by Shabil Abdi).

Tanzanian media cover a variety of social issues. The panelists said that minority language press is a non-issue, given that Tanzanians generally speak one language, Swahili, with English considered the nation's second language.

OBJECTIVE 4: BUSINESS MANAGEMENT

Tanzania Objective Score: 2.20

Tanzania's business management scores held steady this year, virtually unchanged from last year's MSI. Still, indicator 3 (advertising agencies support an advertising market) gained nearly a third of a point, and indicator 4 (percentage of advertising revenue in line with accepted standards) climbed a half a point. Those gains were offset by indicator 5 (government subsidies to independent media) and indicator 6 (market research), which tumbled nearly a half a point each.

The panelists agreed that most private media houses, and all supporting institutions, are managed well and operate as profit-making businesses. Typically, owners hire professionals to manage different departments, and they make and implement proper business plans. However, there are some poorly-managed exceptions, especially among media houses owned by individuals. Such businesses lack

INDEPENDENT MEDIA ARE WELL-MANAGED BUSINESSES, ALLOWING EDITORIAL INDEPENDENCE.

BUSINESS MANAGEMENT INDICATORS:

- > Media outlets and supporting firms operate as efficient, professional, and profit-generating businesses.
- > Media receive revenue from a multitude of sources.
- > Advertising agencies and related industries support an advertising market.
- > Advertising revenue as a percentage of total revenue is in line with accepted standards at commercial outlets.
- > Independent media do not receive government subsidies.
- > Market research is used to formulate strategic plans, enhance advertising revenue, and tailor products to the needs and interests of audiences.
- > Broadcast ratings and circulation figures are reliably and independently produced.

Typically, owners hire professionals to manage different departments, and they make and implement proper business plans. However, there are some poorly-managed exceptions, especially among media houses owned by individuals.

proper management structures, and some owners employ unqualified relatives in vital positions.

The panelists agreed that private media are funded through different sources of revenue, which include advertisements; sales of copies; donor funds; sales of shares; and for those with print shops, printing revenue. The panelists noted that government-owned media operate using taxpayer funds, which sometimes managers lose or misappropriate. Community media, meanwhile, depend mainly on the goodwill of donors.

Some of Tanzania's media houses work with advertising agencies, and most have departments that specifically solicit and handle advertising accounts. Balancing the need for income against the public's need for information is a daily newsroom struggle. Advertising supplies the major source of revenue for big media houses, and electronic media outlets depend mostly on advertising revenue to survive.

In print media, there is a war between advertising and editorials for space. Major advertising clients have influence on editorial policies, and at times they leverage their financial support to dictate editorial content. "We have seen critical stories on certain companies dropped by the media because of business interests. You either run the story and lose the money or suppress the story in exchange for revenue from adverts," one panelist said. Similarly, editors have been known to place an advertisement at the expense of a news story, noted the panelists.

The advertising sector has seen many improvements and is growing fast compared to previous years, as reflected in the MSI scores. Local and international advertising agencies alike support Tanzania's advertising market and they work actively with various electronic, print, and online media houses. However, the panelists noted that the growth is concentrated mainly in big cities and towns.

The government does not provide subsidies to private media. However, it does run advertisements in media houses considered friendly to the state, reported Mrutu. The government is not shy about announcing its expectations,

On the one hand, some editors show favoritism and repeatedly send their friends to training programs, rather than give everyone a chance to improve. On the other hand, some editors refuse to release journalists to attend, even though donors pay for most courses.

either: Minister of Information George Mkuchika once warned in parliament that all media houses that report negatively on the government will not receive government business.

Market research is not yet commonplace; only a few media houses hire researchers and apply the results to improve their products. Common methods include call-ins, focus groups, independent researchers, and sampling user questionnaires. Several independent firms, such as Synovate Pan Africa (formerly The Steadman Group) and ABC, are engaged in media ratings research. However, according to the panelists, some media owners bribe market research organizations in exchange for top rankings. Sometimes media houses challenge the results, after carrying out their own research and comparing their findings with the external results. But the panelists claimed that every media house that carries out its own research comes up with unrealistic figures in an attempt to lure advertisers.

OBJECTIVE 5: SUPPORTING INSTITUTIONS

Tanzania Objective Score: 2.48

Tanzania has two national trade associations, the Media Owners Association of Tanzania and the Tanzania Editors Forum, that represent media owner interests. The major function of the associations is to lobby the government regarding their members' issues, such as better media policies and a reduction on taxes levied on newsprint and all media inputs.

The panelists noted that several professional associations advocate for the interests of individual journalists; however, only TUJ and the Tanzania Media Women's Association are recognized nationally. The Journalists Environmental Association of Tanzania, the Association of Journalists Against AIDS in Tanzania, the Parliamentary Press Association, and the Tanzania Sports Writers Association are among the smaller associations that represent particular sectors of the media; panelists noted that the membership of these niche organizations is subject to fluctuations.

In theory, these associations are involved in organizing training programs for journalists, defending press freedom, improving working conditions (TUJ's major objective), and general lobbying to improve media laws and policies. However, the panelists reported that most of these associations exist in name only and no longer support journalists actively. The few that are active and growing accept membership applications, but as they depend mainly on donors, they face funding shortages. Most of the journalists who claim membership status with these associations do not pay their fees—yet they continue to demand services.

The panelists agreed that Tanzania has NGOs working with media outlets and associations, and that they play a very strong advocacy role, lobbying the government for better media policies and laws. NGOs also help fund media training programs and serve in watchdog capacities, condemning violations when they occur. Some of the most active NGOs include the Tanzania Gender Networking Program, the International Organization for Standardization, the Legal and Human Rights Centre, and many more. But echoing an across-the-board problem for the media, most NGOs are based in the capital city and limit their offices and branches to large towns.

The number of universities offering mass communications and journalism courses has grown from three to six: the University of Dar es Salaam, St. Augustine University-Mwanza (founded by the Catholic Church), Tumaini University-Iringa (founded by the Christian Lutheran Church), Mzumbe University-Morogoro (government-sponsored), the Muslim University of Morogoro, and Dodoma University (government-sponsored). The quality of courses they offer has improved also with government intervention, noted the panelists. The existing media houses

SUPPORTING INSTITUTIONS FUNCTION IN THE PROFESSIONAL INTERESTS OF INDEPENDENT MEDIA.

SUPPORTING INSTITUTIONS INDICATORS:

- > Trade associations represent the interests of private media owners and provide member services.
- > Professional associations work to protect journalists' rights.
- > NGOs support free speech and independent media.
- > Quality journalism degree programs that provide substantial practical experience exist.
- > Short-term training and in-service training programs allow journalists to upgrade skills or acquire new skills.
- > Sources of newsprint and printing facilities are in private hands, apolitical, and unrestricted.
- > Channels of media distribution (kiosks, transmitters, Internet) are private, apolitical, and unrestricted.

absorb many of the graduating journalists. Several other institutions in the country offer certificates and diplomas, with a few training opportunities available abroad. According to the panelists, nearly all students who train abroad return home but typically join other industries. In terms of the content offered by formal training programs, the panelists agreed that the curricula cry out for an overhaul, with an emphasis on practical applications rather than the theoretical base offered currently.

Opportunities abound for short-term training, both locally and beyond, but practicing journalists show little interest in tapping them, said the panelists. On the one hand, some editors show favoritism and repeatedly send their friends to training programs, rather than give everyone a chance to improve. On the other hand, some editors refuse to release journalists to attend, even though donors pay for most courses.

Private individuals and companies import newsprint into the country, and they conduct printing as profit-generating businesses, the panelists said. They added that generally printing facilities are held privately, with most media houses operating their own printing facilities. However, the panelists noted that excessive taxes on newsprint have driven up prices to the point that newspapers are out of reach for ordinary readers. Efforts by media owners to lobby the government to lower the taxes on newsprint have fallen on deaf ears, said the panelists.

Regarding distribution channels for private media, they are entirely in the hands of private individuals, and the government has no control or influence over them, according to the panelists. Distributors use their own or hired vehicles to deliver newspapers to agents or directly to kiosks. In areas that private distributors have difficulty accessing, media owners pay the Tanzania Posts Corporation a fair fee to do this work, as its reach extends across most of the country. Under the same arrangement, papers are also sold in supermarkets in the cities and larger towns, and in small towns and villages, newspapers can be purchased from shops or kiosks. Even though many facilities are in private hands, owners tend to politicize them according to their personal sympathies, the panelists admitted.

The government controls broadcasting transmitters, but the panelists reported that it is very easy for any applicant to obtain a license.

List of Panel Participants

Finnigan Simbeye, senior journalist, Media Solutions Ltd, Mwanza

Sebastian Sanga, senior communication officer, Planning and Finance, Dar-es-Salaam

Shani Kibwasali, gender coordinator, Tanzania Union of Journalists, Dar-es-Salaam

Salvatory Mayani, editor, Channel 10 TV, Dar-es-Salaam

Nuhu Alpha, sub-editor, *This Day*, Zanzibar Port

Lugan Mbwina, online editor, Mwananchi Communications, Dar-es-Salaam

Latifa Ganzel, journalist, Uhuru Publications, Dar-es-Salaam

Lily Lucas, freelance journalist, Bukoba

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