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TANZANIA

In 2011 and 2012, freedom of the press and freedom of expression in Tanzania continued to be relatively well tolerated in comparison with some other East African countries. Journalists are generally able to investigate stories, write critically of the government or other political figures, and even deal with issues of corruption without fear of physical reprisals. Thus, the environment in Tanzania is considered a mostly peaceful one, an encouraging sign for active journalists. However, a few nasty incidents have occurred, particularly the accidental shooting of a television presenter during an opposition political rally.

This encouraging atmosphere does not, however, extend completely to the legal environment, which is still plagued by outdated, restrictive laws. The government sometimes uses these laws to aggressively pursue its own agenda. To date, two editors of *Mwananchi* and *Tanzania Daima* are facing sedition charges in the courts.

Furthermore, in September 2012, a weekly tabloid, *Mwanahalisi*, was banned indefinitely after publishing a story of the beating of a medical doctor, the leader of striking doctors. The paper claimed that the government was responsible and named the security and intelligence officials, reporting their cell phone numbers, and evidence of their contact with the doctor immediately before being kidnapped, blindfolded, taken to the forest, beaten unconscious, and left for dead.

These laws and their enforcement are clear violations of basic human rights, but despite the fact that they were enacted prior to independence, and despite repeated calls to abolish them, they remain in place. The government has directed stakeholders in the media to prepare a media policy to pave the way for enacting new media laws in line with international standards. However, the ministry responsible for this has so far neglected to table it in the national assembly.

The current government, headed by the Chama Cha Mapinduzi (CCM) party, has maintained the same ideals of socialism that have been the hallmark of Tanzanian politics for decades. With CCM having won every election since the establishment of the multi-party system in 1992, the panelists agreed that future advances for the media in Tanzania will likely face challenges.

CCM as ruling political party has consistently failed Tanzanians in terms of bringing prosperity, and corruption is at a peak. While the president and others have claimed to be on the forefront of the anti-corruption fight, his opponents have said that his efforts are insincere attempts to appease international donors. The result for the media is that the peace mentioned above is still an uneasy one.

# TANZANIA AT A GLANCE

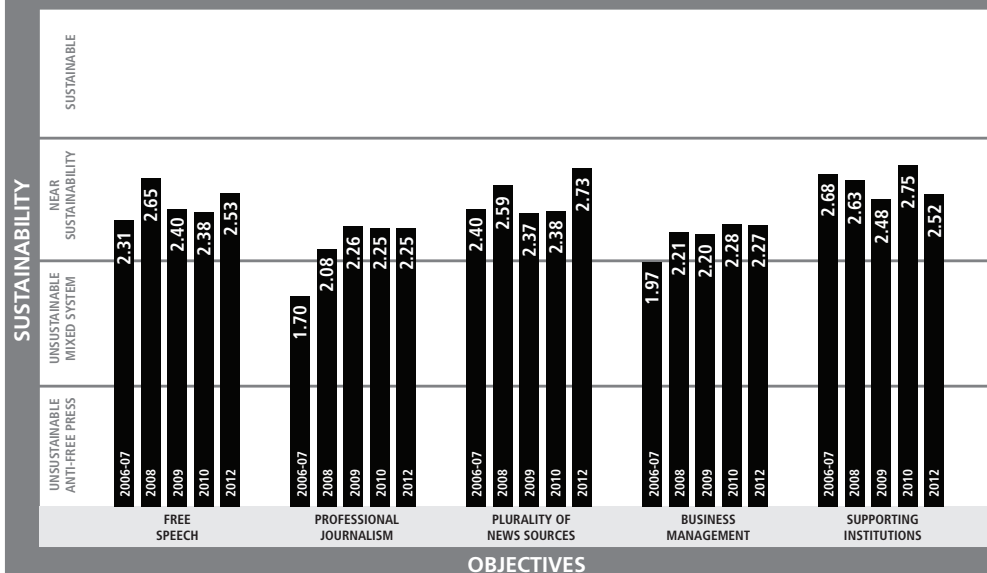
## GENERAL

- > **Population:** 46,912,768 (July 2012 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 (2011-Atlas):** \$24.291 billion (World Bank Development Indicators, 2012)
- > **GNI per capita (2011-PPP):** \$1,510 (World Bank Development Indicators, 2012)
- > **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+ (18 daily newspapers); 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)
- > **Annual advertising revenue in media sector:** N/A
- > **Internet usage:** 678,000 (2009 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: 2.53

Tanzania's constitution provides for freedom of speech and the press, but the panelists agreed that the Defense Act, Official Secrets Act, Sedition under the Penal Code Chapter 16, Newspaper Act of 1976, and many other regulatory provisions contradict the sound constitutional provisions intended to guarantee the freedom of speech and that of the media. Further laws dealing with libel, defamation, and anti-terrorism that have been cited in past MSI studies have also remained in place as roadblocks to freedom of the press.

The licensing process for broadcast media, under the control of the Tanzania Communication Regulatory Authority (TCRA), is free and transparent, according to the panelists. Although the regulators are appointed by the government—by the minister for information, specifically—the panelists indicated that it conducts its work independently. Many new television and FM radio stations have launched in recent years and have proven the fair and apolitical nature of the TCRA in registering and licensing new outlets.

Entry into the media market is relatively free as well, although high taxes relative to other industries in Tanzania pose some obstacles. Private media owners are generally not happy with the tax structure, which pushes them to pay high taxes while their competitors in the public media are subsidized by the state.

#### 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.

*Many public officials are just beginning to understand the popularity of the private media and thus are making greater use of private outlets to reach the people.*

While no journalists have been charged with crimes in the past few years, two editors are currently in court facing sedition charges. The outcomes of these cases are difficult to predict, but they are emblematic of the government's legal fights with the media. Brutality of the police force against journalists has been the order of the day in 2011 and 2012. On many occasions, journalists have been prevented from reporting or taking pictures on stories or events negatively portraying the ruling party or the government. While the shooting was claimed as an accident, the police this year fatally shot a television presenter covering an opposition rally in the southern part of the country. Also, a reporter with *Tanzania Daima* was shot and injured at his residence by plain-clothed policemen.

The media laws are essentially the same for both private and public media in guaranteeing editorial independence for state-run media. In practice, however, that is not always the case. The panelists agreed that both political and business influence cannot be avoided in all media, including private outlets. Furthermore, public media officials are appointed by the government, with the president and minister of information appointing the editors-in-chief and boards of state-run outlets. This is not conducive to editorial independence for those organizations.

When it comes to access to public information, both state and private media are treated equally, according to panelists. However, they noted that this is in part due to some recent improvement in the relationships between public officials and the private media. Many public officials are just beginning to understand the popularity of the private media and thus are making greater use of private outlets to reach the people.

Libel remains a civil rather than criminal offense, which is a positive sign, as the Media Council of Tanzania (MCT) handles most libel cases through arbitration. In cases handled by MCT, the survey showed that journalists proven guilty of an offense are generally asked to pay a small fine to the aggrieved party, accompanied by an apology. The burden of proof rests with the accuser; however, the panelists noted that in some cases that have gone to courts of law, this was not the case. Still, many of these cases end up in out-of-court settlement, while others are abandoned because of lack of follow-up by either party.

Although some government officials are willing to give out information that flatters the state, access to less-filtered public information is not as easy. The access-to-information bill is still in draft form, with no clear signals that it might be enacted in the near future. Furthermore, according to the panelists, the professional associations that could potentially help push for this bill are not actively engaged in the process. The panelists also complained that a presidential directive to government officials to share more information with the media has been, by and large, ignored by those officials. Ministry information officers designated to disseminate information are of little help, as they generally do not have access to useful information themselves.

There are no restrictions on journalists' access to international news and news sources. Access to the Internet remains open, without any restrictions or registration requirements, and it is becoming more affordable, though the cost is still prohibitive to some. Freelance journalists—who constitute a majority in the profession—have limited access to Internet facilities, as many of them cannot afford the expense. Also, Internet access remains mainly available only in major cities, which places a strain on reporting of rural issues and local news.

In terms of the ease of entry into the profession, the legal requirement that all practicing journalists be licensed on an annual basis by the Ministry of Information has failed to be implemented, leaving entry into the profession free. However, the panelists noted that if this requirement is implemented, many journalists may be forced out of the profession, as the law ties education standards to the license that not all journalists would meet.

The free entry that exists now has adversely affected professional standards, as many outlets seek cheap labor over skilled professionals in this sector. Journalists are working hard to reverse this situation by demanding a law creating standards to define who is a journalists. The panel complained that a bill that would have ensured this, drafted many years ago, has still not been enacted. As one panelist noted, "There is a need to set standards for the profession but without chasing away others, especially the newcomers." The panelists also noted that journalists are free to organize as they wish, and that is why there are many media associations—although they are not active enough to have a great impact. Entry into the media training institutions is also free, and the government has no control over entry into these colleges.

## OBJECTIVE 2: PROFESSIONAL JOURNALISM

### Tanzania Objective Score: 2.25

Journalism in Tanzania has been deteriorating in professional quality. While a good amount of reporting is fair, objective, and well-sourced in the professional sphere, the growth of citizen journalism, along with a large rise in blogging, has not been handled well by Tanzanians. With little training, little desire for professional standards, and an increasingly hectic news cycle, many professional journalists see these newer news sources as both bad for the journalistic environment and threats to the balance of Tanzanian news. Professional journalists' stories are normally balanced to avoid subjectivity, and where there are interviews, they are conducted professionally. Technical experts are usually consulted as needed.

Recent years have also seen a rapid rise of media training institutions in Tanzania. Although many of these institutions do not meet professional standards, their existence has contributed a lot to the journalism profession. There are numerous journalistic associations in Tanzania that focus on raising standards, but the panelists questioned their efficacy in that realm.

On the issue of media professionals accepting payments or gifts in exchange for certain types of coverage, in Tanzania this vice does exist, though not to a great degree. For instance, at the level of editors, this has mostly taken the form of advertisers trying to push through public-relations material as hard news. While this process is not uncommon in other countries, it remains denigrating to the profession

### 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).

in Tanzania. Advertisers have also played a significant role in corrupting journalists by offering them money, and calling it a “fare” for the journalists who cover their events.

Journalists in Tanzania try, to the best of their abilities, to cover key events and issues, though some events remain uncovered due to either financial difficulty or because the topics are seen as undesirable to editors.

Journalists who continue to file biased reports do so, according to the panelists, because of poor training. The panelists agreed that most journalists are well meaning but often lack proper facilities and adequate resources to crosscheck all sources for their stories. The scores from this year's panel showed some improvements in the observance of professional standards, with a good number of journalists following all the required procedures, attempting to report objectively, and consulting technical experts as needed to inform their reports, but this is still not the norm in Tanzania.

There is one organization, the MCT, which is an independent, self-regulatory body established by media practitioners, whose task, among others, is to oversee that journalists and all who are involved in the media adhere to the highest professional and ethical standards. MCT also receives and mediates complaints from the public and among the media against infringement of the code of ethics. However, this alone is not enough to fix the problems of corruption and lack of professionalism that exist.

To improve adherence to professional standards, the panelists almost unanimously recommended better training for journalists, sound media-house policies to ensure editorial independence, and a much stricter adherence to professional ethics. While a code of ethics exists to guide journalists, it is neither followed nor respected by many members of the profession. The MCT, tasked with enforcing the code, has not succeeded—primarily because not all media practitioners or media owners honor or feel bound by the code. Ethics violations occur regularly, as journalists constantly demand bribes, pay, and gifts from their sources for favorable coverage or to kill negative stories in the pipeline. While these problems cut across all media, both print and electronic, they are most evident among the large numbers of poorly paid media professionals, with a few high-level, highly paid editors participating as well.

Again this year, the panelists reported that self-censorship is common at all levels—from journalists to senior editors. It is attributed to a number of factors, ranging from the fear of losing jobs to holding onto advertising business. Influential and powerful people with close ties to media owners pressure editors to give false information that casts them in a more

*While some panelists pointed to the poor compensation of journalists as a big factor that encourages corruption within the media, some panelists disagreed, noting the involvement of some of the best-paid journalists in corruption scandals.*

positive light to the public, leading to corruption within the profession.

Journalists continue to cover most key events and issues, although they concentrate most intently on cities and urban areas where they have easy access. The panelists also commented that some issues—such as national security—are becoming more sensitive, requiring the press to obtain clearance or permission to cover.

Pay levels remain low, despite the fact that the government set up a minimum-wage system three years ago. The government's failure to implement this system has affected many media professionals. The set minimum monthly wage is TZS 150,000 (\$100)—but it is higher, TZS 250,000 (\$165), for public-media workers. Despite these low wages, journalists still fare better than some professions in terms of pay. While some panelists pointed to the poor compensation of journalists as a big factor that encourages corruption within the media, some panelists disagreed, noting the involvement of some of the best-paid journalists in corruption scandals.

The panel agreed that there has been some improvement in balancing news and entertainment in many of the media outlets—especially in electronic media. However, a few media outlets still devote more time to entertainment than news, citing audience preferences. The panelists also reported that the print media are the opposite, usually offering more space to news than entertainment.

The panelists reported improvements in terms of facilities and equipment at Tanzanian media outlets, with most organizations using modern technology to gather news. This improvement is reflected in the quality of programs produced, especially in the photography used in print media. Still, much more is needed, especially in the area of digitalization. The panelists noted that the Tanzania Communications Regulatory Authority has set the year 2015 as a deadline for all media outlets to make the switch to digital broadcasting, though it remains to be seen whether outlets will be able to do so without significant difficulties.

The panelists also underlined the need to help supply freelance journalists with modern digital cameras, recorders, laptops, and digital printing facilities. Rural journalists are also at a disadvantage, as most of the improvements mentioned here have been concentrated in urban areas.

The panel noted that not many specialized journalists exist, given the lack of training. Investigative journalism, in particular, is deemed too expensive and time-consuming. Thus, niche reporting is either poorly done, or not done at all. The panelists did note that for electronic media, some organizations have established specialized desks or sections that try to ensure that journalists get training. In such outlets, though, the quality of reporting is still lacking.

### OBJECTIVE 3: PLURALITY OF NEWS

#### Tanzania Objective Score: 2.73

In Tanzania, there are many news sources that allow people to check one against another. The individual media outlets also allow for multiple points of view in their editorial policies. Multiple newspapers, radio stations, and television stations are readily available throughout much of the country, and among them all, various political viewpoints are covered.

Statistics from the Registrar of Newspapers indicate that up to June 2008 there were 210 newspapers, 404 other publications, 68 radio stations, and 26 television stations. The increase of media outlets is a healthy trend, considering that in the early 1990s there were only two major newspaper publishers—the state-owned Tanzania Standard Newspaper and Shirika la

#### 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.

Magazeti ya Chama. The only two electronic media were state-run Radio Tanzania Dar es Salaam in the mainland and Television Zanzibar Radio in the Isles.

The main challenge that prevents citizens from accessing the media in Tanzania is not lack of availability or lack of information, but rather poverty, which leads to the majority's failing to buy newspapers or radio and television sets. There are no restrictions, besides price, for citizens who want to access either domestic or international media, and it is not illegal to listen to foreign broadcasts and read foreign news where it is available, although that is limited mostly to cities and can be quite expensive.

The primary form of media available to rural audiences is radios and small newspapers. The lack of a dependable electricity supply is one of the factors that prevents many rural people from using electronic media, from the Internet to television sets.

The public media are decidedly not independent of the state or ruling party. For example, the state-owned newspaper *Daily News* and the Tanzania Broadcasting Corporation are normally used as mouthpieces for government leaders. This is also true for newspapers such as *Uhuru* and *Mzalendo*, which are owned by the ruling CCM party and are used as mouthpieces for party leaders at the expense of opposition leaders.

Because of this situation, the public/state media do not present the full spectrum of political views. However, despite these shortcomings, the public media fill a gap not filled by commercial broadcasters by, for instance, providing longer public affairs programs and promoting educational and cultural programming that the private media often ignore.

The panelists were unanimous in stating that Tanzania has no private news agencies. Formerly, there were Shirika la Habari Tanzania, owned by the state, and Press Service Tanzania, but these organizations have since stopped their services. International agencies such as Reuters, AP, and AFP are now the most commonly used in Tanzania, and there are no restrictions on their operations.

There are many news sources to inform Tanzanian citizens, but the panelists noted that not all of these sources provide accurate information to the public. Furthermore, most of these news sources are centered in cities and towns and benefit mostly those living in these areas, leaving the rural dwellers with few information sources to rely upon. Due to prices, the main form of media available is radio, and community radio stations and newspapers do exist for the people living in the rural regions; however, the major problem is their lack of sustainability.

The panelists said that independent media outlets often produce their own news and programs, but they have become more expensive to produce, pushing them to change to imported content. Most of the locally produced programs relate to agriculture, health, education, and drama. The panelists noted that the dramatic programs produced locally are very popular. They touch upon day-to-day life situations familiar to the public and feature familiar actors, but they are lacking in quality compared with those purchased abroad.

The panelists expressed a strong belief that the news produced by private media outlets is as strong as state radio news, for the most part, but it is less widely accessible. Community radio stations also produce some of their own programs, but they often obtain programs from state radio that they relay to the communities.

As described in previous years, media owners are known by the public, as most are politicians who started media outlets to promote themselves and curry political favor. Such political owners tend to heavily influence the editorial slants of their organizations. Media organizations are concentrated in a small number of hands in Tanzania, and when ownership is not readily apparent due to political posturing, information about the ownership of any media outlets can be obtained easily from the registrar.

Social issues are covered fairly well in the media. These include gender, poverty, and other issues, but the panelists agreed that more coverage is needed. With regards to minority-language programming and media, the panelists said this does not exist in Tanzania, nor does it need to, as all Tanzanians speak one language: Swahili.

#### OBJECTIVE 4: BUSINESS MANAGEMENT

### Tanzania Objective Score: 2.27

The panelists agreed that the business management of private media outlets in Tanzania is a mixed bag. There are some private media outlets that are managed as profit-making ventures, while others are not managed well at all. One challenge is the scarcity of good managers; the few that exist tend to be poached by international organizations that can provide better pay and benefits. Those media outlets that are well managed, and have proper structures in place with skilled and qualified staff, still must deal with the problem of retaining those good employees. At the other end of the spectrum, some media owners prefer to employ relatives or low-cost professionals without skills and qualifications, and this ends up driving their businesses into ruins.

The panelists reported improved management of state media and proper use of funds allocated to them from tax coffers. They added that state media, such as *Daily News*, pay their journalists well, according to their qualifications, and on time, which is a significant improvement.

Private media depend on multiple sources of funding or revenue, including copy sales, sale of shares where applicable, advertisements, donor funds, commercial printing for those with their own printing facilities, and bank loans. Community media depend heavily on well-wishers, donors, and the communities themselves for funding. The public media do not have to worry about these issues at all, as they are fully funded by the state.

While state funds provide a steady source of revenue, public outlets also get money from the sale of copies and advertisements. The downside of state support is the full control that is afforded state actors, and the panelists pointed out that influence on editorial policy is heavily exercised. This type of influence is not limited to public media, as the private media are often similarly influenced, particularly by advertisers.

The advertising sector is growing, and more advertising agencies, both local and international, are emerging. This growth is taking place mostly in the cities and towns where they find the most business. The panelists noted that these companies work actively with some media outlets, but some outlets have even developed full-fledged departments of their own to handle advertising business. Such media outlets have recruited skilled marketing staff to solicit business, according to the panelists.

#### 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.



Advertising contributes the main portion of revenue for most media outlets in Tanzania. As a result, editors value advertisers very highly and, in most cases, are pressed to use more advertisements in their products than news, according to the panel. "We have seen people from marketing and advertising departments at odds with their editorial colleagues over space for advertising," noted one panelist. Furthermore, some news bulletins are sponsored by major companies that even go so far as to dictate broadcast times for advertisements and demand more airtime devoted to singing the sponsor's praises than the actual news content.

Although the panelists reported that the government does not offer subsidies to private media, it does direct official advertising business to friendly media outlets that it trusts will report government news favorably. The panelists also noted that several government officials, including the prime minister, have come out openly and said that any media outlet considered an enemy will not receive official advertising.

In terms of market research to inform programming, the panelists reported little change from previous MSI studies. Most of the media outlets do not value or conduct market research. A handful of media outlets engage international companies to conduct market research for them, while a few others conduct their own research, but the findings are not particularly accurate, according to panelists. The media outlets that do use market research use the findings to improve on their business, and judging from their marketing promotions, the panelists believe it has made a positive difference.

Broadcast ratings and circulation figures are reliably and independently produced. In terms of ratings and circulations analysis, not all media outlets accept the findings. The panelists noted cases where the lowest-ranked media outlets dispute the results because of perceived slights against them. However, most panelists expressed confidence in the results, particularly because of the variety of methods used for such research, including focus groups, call-ins, and questionnaires sent to readers and listeners, often conducted by independent firms.

## OBJECTIVE 5: SUPPORTING INSTITUTIONS

**Tanzania Objective Score: 2.52**

The study showed that no new associations for media owners were formed in 2012, leaving in place the two old associations: Media Owners Association of Tanzania and The Editors Forum. Both lobby the government on a number

of issues, from improving media policies to reducing taxes on the media. The associations have managed to achieve significant progress, though there is still work to be done.

With regards to professional associations for journalists, the panel noted that new professional associations are emerging, but this is in conjunction with the older associations growing weaker and losing membership due to a number of factors, including leadership problems. Some of these associations have not brought in new leaders in the past 10 years, and the leaders often tend to work more for their own interests rather than those of their members, contributing to journalists' leaving those organizations.

Existing associations include the Tanzania Media Women's Association, Tanzania Union of Journalists, Journalists' Environmental Association of Tanzania, Association of Journalists against AIDS, Parliamentary Press Association, Sports Press Association of Tanzania, and many other niche associations. All of these associations carry out training for journalists, defend press freedom, fight to improve working conditions for journalists, and conduct lobbying and advocacy work toward better media laws and policies.

In total, there are more than 12 media professional associations and more than 23 regional press clubs registered in Tanzania. However, many of these organizations are not very effective, mostly due to financial problems and a heavy dependence on external donors. With members reluctant and sometimes unable to pay the membership fees, these organizations are left in dire financial straits with little recourse but to seek external funding, which often carries caveats. There is a distinct need, according to panelists, for media professionals to come together and form one strong association, supported by all journalists.

### 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.

Tanzanian NGOs that work with media outlets and associations have helped make an important difference in the defense of press freedom and training. They include the Tanzania Gender Networking Programme, Legal and Human Rights Centre, Lawyers for Environment Association of Tanzania, Tanzania Association of NGOs, and many others. However, most of these NGOs are based in the two main cities and rarely extend their services to rural areas, where many of the journalists operate and face the greatest challenges.

A number of educational institutions continue to offer training in journalism and mass communication courses. These include the University of Dar es Salaam, St. Augustine University–Mwanza (founded by the Catholic Church), Tumaini University–Iringa (founded by the Lutheran Church), Mzumbe University–Morogoro (government-run), Muslim University of Morogoro, and Dodoma University (government-run). The existing media outlets absorb many of the journalists graduating from these institutions, though the panelists expressed serious concern over the deteriorating standards at these colleges leading to poor-quality graduates.

Other institutions offering certificates and diplomas exist in the country, with a few training opportunities abroad. Those who study abroad usually return to Tanzania, the panelists said, but tend to take their skills to other fields with higher pay. And, while opportunities to train abroad are available, it can sometimes be difficult to regain one's position upon returning, unless he or she is a state media employee who is assured a position.

Short-term training opportunities are always available locally and beyond, but very few journalists take them up because they do not learn about them early enough to plan to attend. Most of these courses are paid for by donors, but some editors refuse to release their journalists in order to attend. Furthermore, very few media outlets conduct in-house training. The MCT offers some training, through the press clubs, where seminars and trainings are held. The panelists agreed that the most popular course is basic news writing, but the most needed courses are news reporting and writing, feature writing, and editorial skills.

The panel noted that some media owners have their own printing facilities and also import newsprint on their own. These larger media outlets also print for other small papers but at times have been known to delay printing for competitors. As for state facilities, the private media are afraid to take their papers there, not wanting to invite extra scrutiny for content critical of the government.

The panelists noted, however, that the tax on newsprint is too high, rendering the final products too expensive for readers.

Media distribution channels remain in private hands; the government has no influence in this realm. Distributors use their own or hired vehicles, delivering newspapers to agents with offices or kiosks. Some media outlets use the Tanzania Postal Corporation to send newspapers to rural areas and other places that lack distribution networks. Under the same arrangement, papers are also sold in supermarkets in urban areas, but when it comes to small towns and villages, newspapers can be purchased from small shops or kiosks.

For the broadcast media, some television and radio stations have their own transmitters, but the government controls them at times, which is not a positive sign for their independence.

## List of Panel Participants

**Margareth Sembeyu**, sub editor, *Citizen*, Dar es Salaam

**Boniface Luhanga**, sub editor, *Nipashe*, Dar es Salaam

**Malick Sururu**, freelance journalist, Dar es Salaam

**Adeline John**, sub editor, TV/Radio Tumaini, Dar es Salaam

**Lugano Mbwina**, online journalist, Dar es Salaam

**Paul Mallimbo**, editor, Media Council of Tanzania, Dar es Salaam

**Mohamed Dihule**, photojournalist, Dar es Salaam

**Ufo Saro**, journalist, ITV, Dodoma

**Edward Marunda**, freelance journalist, Dar es Salaam

**Upendo Kabakama**, public relations, Coast Region

## Moderator and Author

**Godfrey Kambenga**, journalist and general secretary, Tanzania Union of Journalists, Dar es Salaam

## Coordinator

**Herbert Mukasa Lumansi**, vice president, Uganda Journalists Association, Kampala, Uganda

*The MSI panel discussion was not conducted this year due to unforeseen difficulties. The panelists above conducted interviews and filled out questionnaires.*