# Table of Contents

**Abbreviations** ........................................................................ vi

**Chapter One**

Institutional Support to Journalists in Tanzania .......... 1  
Radio stations which had their licences approved by TCRA during 2012 .............................................................. 2  
Media competency in handling gender issues in 2012 ........ 3  
TAMWA’s key activities in 2012 .......................................... 4  
Magazeti Pendwa (literally, popular newspapers) .......... 5  
The electronic media and local content (the 60 per cent quota factor) .............................................................. 5  
Here comes the New Media ................................................ 8  
A critical review of the new, competency-based journalism training curriculum as championed by MCT and its partners .............................................................. 9  
Higher journalism degree programmes at St Augustine’s University, UDSM-SJMC ...................................................... 10  
EJAT comes of age .............................................................. 12  
Union of Tanzania Press Clubs: Growing from strength to strength .............................................................. 14  
Tanzania Sports Writers Association .................................. 16  
Challenges ............................................................................. 18  
TMF’s role in financing journalism activities during 2012 .............................................................. 19  
References ................................................................................. 24  

**Chapter Two**

Falling Press Freedom Record ................................................ 25  
The Mwangosi killing ........................................................... 26  
Suspension of MwanaHalisi .................................................. 28  
Arraignment of editors .......................................................... 31
# Chapter Five

## Zanzibar Media Scene

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction</td>
<td>73</td>
</tr>
<tr>
<td>Existing Media Outlets</td>
<td>74</td>
</tr>
<tr>
<td>State of Press Freedom</td>
<td>76</td>
</tr>
<tr>
<td>Threats to journalists</td>
<td>77</td>
</tr>
<tr>
<td>Controversy Over Media Bills</td>
<td>79</td>
</tr>
<tr>
<td>Issuance of Press Cards</td>
<td>79</td>
</tr>
<tr>
<td>Migration from Analogue to Digital Broadcasting</td>
<td>80</td>
</tr>
<tr>
<td>Coverage on MV Skagit Sinking</td>
<td>82</td>
</tr>
<tr>
<td>Bububu By-election</td>
<td>83</td>
</tr>
<tr>
<td>Media Coverage of Constitutional Review Process</td>
<td>85</td>
</tr>
<tr>
<td>Media Coverage of Religious Unrest</td>
<td>86</td>
</tr>
<tr>
<td>Training of Journalists</td>
<td>86</td>
</tr>
<tr>
<td>Professional Media Organizations</td>
<td>87</td>
</tr>
<tr>
<td>Conclusion</td>
<td>87</td>
</tr>
<tr>
<td>References</td>
<td>88</td>
</tr>
</tbody>
</table>
# Abbreviations

<table>
<thead>
<tr>
<th>Abbreviation</th>
<th>Full Form</th>
</tr>
</thead>
<tbody>
<tr>
<td>BASATA</td>
<td>National Arts Council</td>
</tr>
<tr>
<td>DSJ</td>
<td>Dar es Salaam School of Journalism</td>
</tr>
<tr>
<td>EJAT</td>
<td>Excellence in Journalism Awards for Tanzania</td>
</tr>
<tr>
<td>GBV</td>
<td>gender-based violence</td>
</tr>
<tr>
<td>MCT</td>
<td>Media Council of Tanzania</td>
</tr>
<tr>
<td>NACTE</td>
<td>National Council for Technical Education</td>
</tr>
<tr>
<td>NICTBB</td>
<td>National ICT Broadband Backbone</td>
</tr>
<tr>
<td>NIGF</td>
<td>National Internet Governance Forum</td>
</tr>
<tr>
<td>NTA</td>
<td>National Technical Awards</td>
</tr>
<tr>
<td>SJMC</td>
<td>School of Journalism and Mass Communication</td>
</tr>
<tr>
<td>TAMWA</td>
<td>Tanzania Media Women’s Association</td>
</tr>
<tr>
<td>TASWA</td>
<td>Tanzania Sports Writers Association (TASWA)</td>
</tr>
<tr>
<td>TCRA</td>
<td>Tanzania Communications Regulatory Authority</td>
</tr>
<tr>
<td>TMF</td>
<td>Tanzania Media Fund</td>
</tr>
<tr>
<td>TSJ</td>
<td>Time School of Journalism</td>
</tr>
<tr>
<td>UTPC</td>
<td>Union of Tanzania Press Clubs</td>
</tr>
<tr>
<td>TEF</td>
<td>Tanzania Editors Forum</td>
</tr>
<tr>
<td>TT</td>
<td>Think Tank</td>
</tr>
<tr>
<td>IPC</td>
<td>Iringa Press Club</td>
</tr>
<tr>
<td>Chadema</td>
<td>Chama cha Demokrasia na Maendeleo</td>
</tr>
<tr>
<td>DEFIR</td>
<td>Dar es Salaam Declaration on Editorial Independence and Responsibility</td>
</tr>
<tr>
<td>ANOG</td>
<td>African Network Operators Group</td>
</tr>
<tr>
<td>CERT</td>
<td>Computer Emergency Response Team</td>
</tr>
<tr>
<td>EACO</td>
<td>East African Communications Organisation</td>
</tr>
<tr>
<td>GCA</td>
<td>Global Cyber Security Agenda</td>
</tr>
<tr>
<td>ICT</td>
<td>Information and Communication Technology</td>
</tr>
<tr>
<td>IMPACT</td>
<td>International Multilateral Partnership Against Cyber Threats</td>
</tr>
<tr>
<td>ITU</td>
<td>International Telecommunications Union</td>
</tr>
<tr>
<td>TPDF</td>
<td>Tanzania People’s Defence Forces</td>
</tr>
<tr>
<td>TZ-CERT</td>
<td>Tanzania Computer Emergency Response Team</td>
</tr>
<tr>
<td>CRC</td>
<td>Constitutional Review Commission</td>
</tr>
<tr>
<td>LHRC</td>
<td>Legal and Human Rights Centre</td>
</tr>
<tr>
<td>MISA-TAN</td>
<td>Media Institute of Southern Africa</td>
</tr>
<tr>
<td>Abbreviation</td>
<td>Full Form</td>
</tr>
<tr>
<td>--------------</td>
<td>-----------------------------------------------</td>
</tr>
<tr>
<td>MOAT</td>
<td>Media Owners Association of Tanzania</td>
</tr>
<tr>
<td>Nola</td>
<td>National Organization for Legal Assistance</td>
</tr>
<tr>
<td>OGP</td>
<td>Open Government Partnership</td>
</tr>
<tr>
<td>TANLET</td>
<td>Tanzania Legal Education Trust</td>
</tr>
<tr>
<td>TGNP</td>
<td>Tanzania Gender Networking Programme</td>
</tr>
<tr>
<td>TLS</td>
<td>Tanganyika Law Society</td>
</tr>
</tbody>
</table>
The Tanzania Communications Regulatory Authority (TCRA) continued to oversee a healthy increase in the number of radio stations, issuing licences to six new ones and bringing the total to 86 by the end of 2012. This compares favourably with past statistics; between 2000 and 2006 the number of licensed radio stations rose steadily from 14 to 47 – now they are almost double that figure.

It is also significant to remember that by 1993 there was just one – what was then known as Radio Tanzania. Five of the current stations are licensed to operate nationally, 20 are regional, 58 more are district-level and three are community-based. All five national stations are commercially oriented, while 43 of the others are commercial and 48 are restricted to non-commercial broadcasts.

The situation is a little different with television, as by the end of 2012 a total of 26 stations were licensed and are operational (five national, one regional, 20 district-level; 11 commercial, 15 non-commercial). Contrary to the radio scenario, this actually
represents a decrease – or at most stagnation – in the numbers of local TV stations over the years as in 2000 there were ten licensed operators and by 2006 that figure had gone up to 29.

According to TCRA officials, the main problem lies with the TV station operators, many of whom are finding it difficult to perform the tricky balancing act of abiding by the regulator’s strict licensing conditions and maintaining a presence on air at the same time.

“At the beginning of TV media liberalisation, it seemed like everyone with some financial clout wanted to jump onto the bandwagon and launch their own TV stations... Now the time has come when the less serious players are finding it tougher and tougher to stay on board,” says TCRA official Innocent Mungy.

And with TCRA at the forefront of the new nationwide switch from analogue to digital television broadcasting as from January 1, 2013, one may well expect an even more turbulent year for television in Tanzania, with more local operators in acute danger of falling by the wayside before Christmas.

So far, just three companies – Startimes, Agape Associates, and Basic Transmission Ltd – have been granted Network Facility Licences to become ‘Multiplex Operators’ in the new digital age, while all other operators will be given Content Service Licences. The challenges the regulatory body has been grappling with over the past year include sensitising the public about the advantages of digital TV vis-à-vis analogue TV, plus trying to ensure a level playing field for both operators and consumers when it comes to quality and pricing of the all-important decoders.

Radio stations which had their licences approved by TCRA during 2012

Dodoma FM, broadcasting in Dodoma, district licence,
Nyemo FM Radio, broadcasting in Dodoma, district licence, commercial

Fadeco Community Radio, broadcasting from Karagwe District, Kagera Region, community licence, non-commercial

Orkonerei FM Radio, broadcasting from Manyara, community licence, non-commercial

Radio Sengerema, broadcasting from Sengerema District, Mwanza Region, community licence, non-commercial

Ngurumo ya Upako, broadcasting from Arusha, district licence, non-commercial.

**Media competency in handling gender issues in 2012**

As in the past, a big question mark continued to hang over this subject in 2012, despite admirable efforts by key institutions like the Tanzania Media Women’s Association (TAMWA) to sensitise reporters and editors alike on burning societal issues like gender-based violence (GBV) and schoolgirl pregnancies. However, the association continues to harbour misgivings about the overall competency of the media in the handling of gender issues, noting that most media outlets appear to have resource constraints which make it difficult for them to pursue these types of articles on their own initiative. Most stories covered in 2012, especially in the rural areas, were externally initiated either by CSOs like TAMWA or by individual activists.

TAMWA contends that the root of the problem lies with the media owners, particularly the nature of their policies and the inadequacy of resources journalists would need to cover stories about women in the rural areas.

Another critical challenge is the depth of analysis on media stories on gender issues. There are still stories that ‘blame the
victim (women), as it were. TAMWA feels that this is something the media ought to move beyond. More effort is required to fill the still-vivid void in covering economic and political news with a proper gender perspective.

“Women are seen to be engaged only in low income activities and in less competitive politics”, says Valerie Msoka, who was during the year installed as TAMWA’s new executive director, succeeding the retiring Ananilea Nkya. Msoka believes that local journalists still need to address in greater detail the reasons women lag behind men in those areas.

While there was indeed a good deal of reportage of and on gender issues during 2012, much of this reportage can be termed as ‘gender neutral’, that is, only reporting what is happening on the ground in politics and economics and therefore promoting (as Msoka put it) the ‘male-dominant group’ (meaning the economic and political tycoons). “Whether this is done advertently or inadvertantly, it is sadly a continuation of the ‘status quo’”, she states.

TAMWA’s key activities in 2012

The association sponsored and assigned journalists from various media houses to cover gender-related stories in both urban and rural parts of the country.

It conducted training sessions in Dar es Salaam, Mara, Shinyanga regions as well as in Zanzibar. A number of press releases were produced and media conferences held, resulting in some quality articles on GBV appearing in both the print and electronic media.

TAMWA also published a manual on GBV reporting; prepared and produced posters and radio/TV spots on the perennially sensitive subject; and continued with the publication of its magazine ‘Sauti ya Siti’, which invariably specialises in precisely that subject matter.
Magazeti Pendwa (literally, popular newspapers)

Now, what was the rating of the ‘yellow press’ in 2012? As always, the market leader in this category was Global Publishers media company, which since its advent in 1998 has built up a stable of six populist Kiswahili newspapers: Uwazi, Ijumaa, Championi, Amani, Risasi and Ijumaa Wikienda. The company’s mission statement is to ‘always publish exclusive news and stories and about local celebrities based on truth and transparency without fear or discrimination as well as saving people’s lives’. Its vision is to become the ‘most powerful media house not only in Tanzania but in East Africa’ as a whole within the next decade or so.

In terms of circulation figures alone, it is hard to dispute the fact that Global Publishers newspapers are currently the highest selling in the land, with total weekly sales figures hitting over 300,000 copies across the country and an estimated average of 1.5 million readers.

This trend continued throughout 2012, thus proving beyond doubt that those papers are indeed widely read, whatever the ‘serious’ media fraternity may think of them. It also goes a long way towards disapproving a growing belief amongst media professionals that newspapers in this country cannot survive on circulation profits alone – that is, without heavy advertisement revenue.

The electronic media and local content (the 60 per cent quota factor)

Apart from being busy themselves all year with preparations for the much-trumpeted shift from analogue to digital television broadcasting nationwide, TCRA continued to monitor the operations of the electronic media in terms of content. The big challenge, as in past years, remains how to ensure local stations adhere to the requirement that they produce at least 60 per cent...
local content in their programmes. And according to TCRA’s Innocent Mungy, this problem is not exclusive to Tanzanian electronic media alone but it is pervasive in other sub-Saharan countries as well.

“Although it is more than a decade since the (electronic media) sector was liberalised here in Tanzania, the reality is that we still have a long way to go with regard to bringing quality local programmes to our television screens”, says Mungy. “The stations have little or no say in the matter, since they do not produce the programmes themselves but depend on outsiders to produce the material independently and bring it to them on a strictly pay-as-you-air business basis”, says Mungy.

Since it is the stations that are under pressure to fulfil the 60 per cent quota imposed upon them by TCRA, this has led to instances of “very poor quality” material being aired to the extent that even the nibs at TCRA have taken to directing the stations to remove some programmes “for the sake of viewers”. Mungy cites some of the problems associated with many local productions as poor camera work, long-winded story-telling and “bad taste”, including flagrant depictions of unsafe sex, drug use and even ‘uchawi’ (witchcraft) dependence in society.

Mungy allows for recurring constraints such as the need to reduce spiralling production costs and the continued lack of proper training for local actors, directors, camera handlers, and so on. But he also places much of the blame for this sorry situation on other pseudo-government agencies that are supposed to have a say in types of local dramas, artistic works, etc., produced for public consumption, like the Tanzania Film Company, Film Censorship Board, and National Arts Council (BASATA), to mention but a few.

But he argues that the situation is not much different in countries like Kenya and Uganda, where quality local content is also a headache for television industry regulators. “The problem is not quantity or quota of local programmes, rather it is a question of quality...that is what we all should be
addressing,” he says.

Against such a backdrop, it is clear that locally produced TV programmes will remain on the back seat for a long time to come as cheaper and more readily available foreign programmes like ‘Isidingo’ and the never-ending stream of Far Eastern soap operas and South American telenovelas continue to provide many Tanzanian households with evening entertainment.

Of course, there are also tales of local documentary producers who once in a while come up with worthy works but end only with TV stations asking them to buy airtime to run their documentaries or look for their own sponsorship before their programmes can be aired. All this beats the purpose of the 60 per cent local content quota idea.

But mainly thanks to efforts by the Tanzania Media Fund (TMF) in particular, the quality of local productions seems to be slowly but surely improving. Companies like Alkemist Media and Dhamira Communicating received decidedly positive responses for their TMF-funded works during 2012. Interestingly, local TV broadcasters were in a race to be the first to air these works on their stations.

The Alkemist Media documentary entitled ‘Chief Mkwawa’ attracted sponsorship at just the screening stage – similar to Maa Media’s 2011 ‘Nchi Yetu’ series. Eventually ‘Chief Mkwawa’ was aired on ITV, ‘Nchi Yetu’ on Channel Ten, and Dhamira Communicating’s ‘Pikabom’ on Star TV. All three projects are outlined in detail in the section dealing with TMF.

These examples prove that good content and production guarantee broadcasting, and there may therefore be no need for independent producers to chase after broadcasters for air time. If the quality can be emulated, the local TV audience should be able to enjoy more local productions while the producers can count on better earnings from their work.
Here comes the New Media

TCRA was noticeably active in 2012, what with the frantic efforts it was making to bring internet use in the country under a proper ‘regulation’, including hosting the National Internet Governance Forum (NIGF) at its headquarters in Dar es Salaam in July. The Forum was financially supported in its infancy by TCRA, the Union of Tanzania Press Clubs (UTPC) and Sahara Media Group, its stated objectives being to provide a platform for the discussion of various issues relating to internet resource utilisation for the benefit of the country. This includes coordinating and regulating the utilisation.

NIGF is aligned to the wider East African Internet Governance Forum, itself a brainchild of a Kenyan ICT network known as KICKTANET. But, according to consensus at the local NIGF, Tanzania’s own participation in these regional and similar global initiatives remains rather weak.

It was noted during the meeting that by mid-2012, there were over 5,400 registered dot tz website domain names and 24 accredited registrars in the country. Sahara Media Group Chairperson Anthony Diallo noted in his presentation that the increasing importance of the ‘New Media’ as “a global way of living and of doing things”. Citing the internet, websites, computer multimedia, computer games, CD-ROMS, and DVDs as direct examples, he said the ‘new media’ had also contributed much to “a faster development of democracy and democratisation in Africa”.

But responding to some participants’ misgivings, Communication, Science and Technology ministry ICT expert Dr Zaipuna Yonah, acknowledged Tanzania’s vulnerability to cyber security encroachment, saying the government had already started to do something about it by putting in place laws and rules governing cyber security. It remains to be seen how far these will go in that direction and what levels of success they will eventually achieve.
Dr Yonah also outlined the progress made so far in installing a National ICT Broadband Backbone (NICTBB) in Tanzania and sharing it with other African countries – nine so far.

A critical review of the new, competency-based journalism training curriculum as championed by MCT and its partners

It was announced in January 2012 that the National Council for Technical Education (NACTE) had at last approved a competency-based journalism curriculum formulated by the Media Council of Tanzania (MCT) after a formulation process lasting over two years, meaning that it is now ready for use by journalism training colleges across Tanzania that offer tertiary education – other than universities. It is envisaged that the use of this curriculum will help to raise standards in the profession using proper benchmarks for preparing students.

It was expected that colleges would start using the curriculum ‘immediately’ for National Technical Awards (NTA) at levels 4, 5 and 6. NTA Level 4 is to enable a student to obtain the Basic Technician Certificate in Journalism; NTA Level 5 will lead to an Advanced Technician Certificate in Journalism; and NTA Level 6 will qualify a student for an Ordinary Diploma in Journalism.

By January 2013 there were 16 journalism training institutions in Tanzania, most of them using the old knowledge-based curriculum, some not even registered under NACTE. According to NACTE acting executive secretary Primus Nkwera, students enrolled using the old curriculum can continue with the old system but new entrants in journalism colleges will have to use the new curriculum.

MCT executive secretary Kajubi Mukajanga says the new curriculum, developed and peer-reviewed by experts in the industry, comes in the wake of complaints by media house editors that graduates from the knowledge-based training
institutes more often than not do not meet the industry’s requirements. In this regard, this can be seen as a long-awaited milestone on the rocky path towards raising the standard of journalism in the country and producing journalists who can realistically compete for jobs in the wider East African and international market.

By the end of the year, more than 80 tutors from a dozen journalism training institutes had undergone comprehensive MCT-organised training on the new curriculum, with many more to follow. Journalism training institutes that had received the training were Time School of Journalism (TSJ) of Dar es Salaam, Sophist College of Iringa, Morogoro School of Journalism, Royal College of Journalism of Dar es Salaam, A3 School of Professional Studies of Dar es Salaam, Dar es Salaam School of Journalism (DSJ), Arusha College of Journalism, Institute of Media Studies, EMAGS College of Arts and Media of Arusha, Institute of Media and Social Studies (IMS) of Arusha, and Zanzibar School of Journalism.

Higher journalism degree programmes at St Augustine’s University, UDSM-SJMC

In the wake of these developments and with MCT signalling its intention to regularly make a follow-up of all institutes that have participated – and will participate – in the training in order to ensure the new curriculum is properly implemented at lower-level journalism training institutions, much attention was also focused in 2012 on the major training facilities like St. Augustine University and the University of Dar es Salaam’s own School of Journalism and Mass Communication. Both are well into the process of consolidating higher degree programmes related to the media.

Established in 1998, Mwanza-based St. Augustine University is an independent institution operating under the Catholic bishops of Tanzania (Tanzania Episcopal Conference). The university
holds a certificate of accreditation granted by the Tanzania Commission for Universities in 2002. It now offers a PhD programme in Communication Media that in essence focuses on the growth and symbiosis of major areas of telecommunication; the role of media in a democratic society; and standards of social responsibility within journalism. Students are encouraged to review and assess the main influence on the development of mass media and speculate upon its future.

Specialisation is currently concentrated on Cinema & Media Studies which encompass a variety of methodological frameworks, cultural practices, and models in relation to the study of audio-visual media. PhD students engage in research, teaching, participation in international colloquia, and publishing own works. They are expected to complete a doctoral dissertation that will have made a significant contribution to the discipline, thus preparing the graduate for an academic and research career in cinema and media studies along with related fields in cultural and communication studies.

The University of Dar es Salaam’s SJMC has also been making strides to consolidate its own Master of Arts programme in Mass Communication, introduced in 2009 as the first of a series of post-graduate degrees to be offered by the institution. There are plans to offer other MA programmes in journalism, public relations and advertising as well as other areas of specialisation as the school’s capacity increases. The SJMC’s 18-month MA in mass communication is offered every two years, with the first intake of 17 post-graduate students (2010/2011) wrapping up their final dissertations as of November 2012. The second batch of 20 students (in the 2012/13 cohort) has already started its MA programme.

SJMC officials say the MA (Mass Communication) programme is being triggered by the state and growth of the media in Tanzania that require high-level personnel to help make a difference among media professionals. Apart from taking in
post-graduate students for the media industry, SJMC has also been using the programme to train personnel designated to serve as lecturers at the school and other universities in the country to sharpen their research skills and knowledge to a level that would make them competent in the field of journalism and mass communication.

The hope is that having adequate numbers of highly trained personnel in Tanzania’s journalism and mass communication schools will have a domino effect that would also help to improve the quality of training offered at the undergraduate level. Moreover, such training will help to reduce reliance on part-timers in the teaching of journalism/mass communication courses at SJMC and other institutions of higher learning.

The objectives of the MA (Mass Communication) programme at SJMC are to strengthen and widen media training in Tanzania at the postgraduate level for all; to increase the capacity for practical competency in media outlets across the country through adequate training; and to offer access to postgraduate education in mass media-related programmes in the country. Core courses for the first semester are communication theory; research methods in mass communication; media, gender and society; and writing for mass media production. Meanwhile, elective courses for the first semester (of which students opt for two) are: issues in development; international media systems; corporate communication; and media in East Africa.

For the second semester, core courses are media ethics; media laws and policies; media management and economics; and new media technologies. Electives (where students again opt for two) are colloquium on media and development; media and democracy; media criticism; and Master’s project.

**EJAT comes of age**

In March 2012, the Media Council of Tanzania organised the inaugural annual Excellence in Journalism Awards for Tanzania
(EJAT), recognising and rewarding winners in a number of categories for 2011, in both print and electronic media. The idea is to motivate Tanzanian journalists to excel more in their profession and act as role models to fellow journalists and the larger public.

Previously, several media associations have been giving awards in their specific areas of interest such as sports, the environment, HIV/AIDS and governance. However, these awards were at times sporadic and the prizes not so competitive, rendering their impact almost negligible. That is the gist of MCT’s decision to introduce this unprecedented and all-encompassing event at the national level.

The Overall Best Journalist of the Year award went to Mwananchi senior scribe Neville Meena, while veteran Fili Karashani took the inaugural Lifetime Achievement Award. Awards were also presented to winners in 16 specific reportage categories: good governance, gender, economics and business, sports and culture, the environment, health, HIV and AIDS, malaria (prevention and treatment), children, education, labour and work relations, best photography, best cartoonist, telecommunications, science and technology, and people with disabilities.

President Jakaya Kikwete presented the awards, using the occasion to restate his own and his government’s commitment to promoting media freedom but also expressing grave concern over what he described as deterioration in media ethics and morals. “The media has the power to either build the country or destroy it altogether,” he stated.

The president urged media practitioners to speed up the process of devising and implementing a mechanism to protect journalists’ rights against media owners fond of oppressing their employees through poor pay and unfair dismissals, which in turn leads to the notorious ‘brown envelope’ journalism syndrome and sometimes even more overt soliciting and acceptance of bribes from sources.
But both President Kikwete and then Information minister Emmanuel Nchimbi, who also made remarks at the ceremony, were non-committal on the issue of the long-delayed new Freedom of Information Bill and when it might be endorsed.

Be it as it may, the inaugural EJAT ceremony was historic in the sense that it showed that journalism in Tanzania had indeed come of age. The 2012 edition was officially launched in October with a call for Tanzanian journalists to present their best works during the year. It is understood that winners will be announced and awarded on March 29, 2013. New categories include disaster and conflicts, tourism and conservation, and agribusiness, while an ‘open category’ is once again available for any strong works that do not fall under any of the official categories. The Overall Best Journalist of the Year and Lifetime Achievement awards will, of course, be up for grabs again.

Recognition of MCT’s efforts went beyond borders when its Executive Secretary, Kajubi Mukajanga, was elected President of the World Association of Press Councils (WAPC) at a meeting of the Executive Council of WAPC held at Mikumi National Park in Tanzania on September 6, 2012.

During the year MCT also sought to forge ties with counterparts including the All-China Journalists Association (ACJA) which, like MCT, is dedicated to ensuring that professionalism and ethical conduct prevail in China’s diverse media industry, supporting research in media issues and conducting training meant to help raise journalism standards. Interestingly, it emerged during the talks that Tanzanian and Chinese journalism shares similar ethical dilemmas, such as ‘envelope’ journalism.

Union of Tanzania Press Clubs: Growing from strength to strength

In reviewing the contribution of professional media organisations towards enhancing professionalism and
safeguarding press freedom in Tanzania in 2012, let us start with a critical look at the role of regional press clubs (23 in total) in this context.

The apex body, the Union of Tanzania Press Clubs (UPTC), held its annual Members General Meeting (MGM) leading to the election of a new board of directors for the next three years. Incumbent Kenneth Simbaya retained his position as president, as did board members Ali Haji Hamad and Deo Nsokolo, while new faces voted in included Jane Mihanji (vice-president), Christopher Nyenyembe, Deus Bugaywa, Jane Mhalila, Joyce Kasiki, Beldina Nyakeke and Vivian Pyuza (board members). This ensured an equal 50-50 gender ratio on the new 10-member board, as specified in the UTPC constitution.

The Union has retained the services of its long-serving executive director Abubakar Karsan, who serves from its Mwanza headquarters.

The year found the Union and various other members of the media fraternity at loggerheads with the police following the September 2 tragic incident which saw television journalist Daudi Mwangosi – then Iringa Press Club (IPC) chairperson – meet a horrendous death at the hands of explosives-wielding police personnel during a skirmish at an opposition Chama cha Maendeleo na Demokrasia (CHADEMA) party function at Nyololo Village in Mufindi District, Iringa Region. The country’s entire media fraternity, including regional press clubs nationwide, came together in spitting fire at a number of peaceful demonstrations. All condemned the police for having acted so cruelly.

Thereafter, UTPC in collaboration with the Tanzania Editors Forum held talks with the police on ways to restore mutual relations. UTPC and TEF also discussed the importance of cooperation and coordination in the event of a recurrence of similar situations.

Meanwhile, the Union and its 23 member regional press clubs
continued to grapple with other challenges including those relating to financing and capacity-building. Manyara Media Club (MAMEC) received a boost to the tune of over Tsh 12 million through an ‘impromptu’ UTPC-organised fundraiser during a journalism practitioners/stakeholders meeting in Babati township. Manyara Regional Commissioner Elaston Mbwilo led the initiative, roping in district commissioners and district council executive directors under his watch alongside parliamentarians hailing from Manyara-based constituencies and heads of various NGOs operating in the region. But such initiatives remain rare in a country where relations between the media and government officials can easily switch from warm to cold, and vice-versa.

**Tanzania Sports Writers Association**

A number of specialised media organisations also faced funding challenges, with the Tanzania Sports Writers Association (TASWA) holding an annual general meeting in December at which this and other key aspects of sports journalism in the country were discussed at some length.

TASWA officials say the task of canvassing for private companies sponsorship for sports journalism training and other activities has continued to prove difficult, with most companies showing reluctance to chip in with funds unless they are assured of some ‘tangible’ profits out of it – such as free advertorial coverage of their own projects. Curiously, many such firms appear more willing to sponsor ‘trivial’ events like media festivals, bonanzas and similar drink-ups.

The last time a private company agreed to fund a TASWA-organised training was back in September 2011, when Vodacom facilitated a Tshs 7 million seminar in Morogoro and Al Saedy Bus Company provided free, to-and-fro transport for participants from Dar es Salaam and Coast regions.
Although 2012 yielded no such backing on the training front, TASWA secured a substantial sponsorship from Serengeti Breweries Limited (SBL) for the June hosting of the Sportsman/Sportswoman of the Year awards. A total of 37 winners in various sports categories received Tsh 1 million each whereby the Overall Sportsman of the Year (for 2011) – Simba Sports Club footballer Shomari Kapombe – collected a Tsh 12 million cash prize. SBL also supported the 2011 award event (for 2010 winners), which saw 27 category winners received Tsh 1 million each where the overall winner – JKT Mbweni netballer Mwanaidi Hassan was presented with a Toyota Cresta saloon car.

In March 2012 TASWA held its annual sports media bonanza, where some 1,500 participants played, ate and drank to their hearts content/desire under TBL’s sponsorship.

The association currently has 95 members, which is a tiny percentage of sports journalists in the country, with a mere 5 per cent of these being actual regular paying members and the rest tending to strategically wait until election time to pay up their dues. Efforts are being made to increase membership, one tactic being to favour members when allotting invitations to training seminars and other activities. The fruits of these efforts are beginning to appear, chiefly thanks to closer collaboration amongst sports writers in places like Zanzibar, Arusha and Morogoro regions (where TASWA branches are already in place), as well as Iringa, Tanga and Coast regions. TASWA was represented at the Tanzania Olympic Committee general meeting and elections in December 2012 and the International Sports Press Association general convention in Innsbruck, Austria, in January 2012.

On the practical professional front, the year saw the association ultimately reach agreement with the Tanzania Football Federation on the importance of setting aside permanent permits for regular sports journalists to gain entry into stadiums across the country to cover soccer matches. With that, the
previous cumbersome arrangement under which sports journalists were required to apply for special permits for each match was abandoned.

**Challenges**

TASWA has discovered that sports journalism in the country has become more susceptible to disgraceful tendencies than all other categories of the profession (its populist nature making it particularly attractive to the ‘kanjanja’-type of elements of the profession). It appears to have come to the conclusion that a certain element of financial independence is important for its members, so it is making frantic efforts to help them attain that independence. One strategy tabled and endorsed at the December 2012 AGM is to start a savings and credit cooperative society (saccos) support fund for TASWA members. Another is to buy a plot of some 100 hectares in Mkuranga District, Coast Region, and use it for various projects to benefit both the association and its individual members.

The association is also in the process of preparing a standard mutual contract with potential sponsors, designed to prevent future sponsors from ‘hijacking’ TASWA-organised events and using TASWA as a mere ‘bridge’ for their own gain/profit. Apparently, this has hitherto been the case.

Furthermore, TASWA intends to hold more training seminars and networking forums for sports reporters and editors alike, organise study tours to neighbouring countries for its members, get a proper office, start a website, and improve its financial regulations and audit portfolio.

One source of funding which the association and various other media organisations in the country have been tapping over the past year (with little success) is the Tanzania Media Fund (TMF), which we will now look into in more detail.
TMF’s role in financing journalism activities during 2012

When the Tanzania Media Fund was established in 2008 in the belief that ‘an independent media is crucial for an accountable, transparent government and a democratic society’, the widespread feeling amongst media practitioners in the country was that at last there was light at the end of the tunnel.

Ever since media practice was liberalised along with other sectors in the early 1990s, financial constraints have always been a major hindrance to Tanzanian journalists seeking to do their job of serving the reading, listening and watching public to the best of their ability and with the required levels of fairness, neutrality and objectivity, that is, without fear or favour. Usually it boils down to forced adherence to ownership interests; the twin oppressions of poor pay/benefits and job insecurity (which of course leads directly to ‘brown envelopes’ and vulnerability to bribery, thus compromising all of the above); and suchlike. Through these circumstantial realities, press freedom becomes little more than an empty slogan fit only for journalism theory classes but completely estranged from the facts of life.

It was against this stifling backdrop that TMF was welcomed into Tanzania’s media scenario – as a potential saviour for the more dedicated champions of ‘press freedom’ (or at least an acceptable semblance of it). Sufficient funding for particularly ambitious investigative and public interest journalism projects was expected to rain down upon media professionals, both individually and collectively.

So how has TMF fared in meeting these lofty expectations? The Fund’s four-year pilot phase wound up in May 2012, and a roadmap for Phase Two (2012-2015) has already been laid out. A report on the pilot phase, ‘Making a Difference’, says TMF extended grants to 347 individuals and 58 institutions from 2009 up to mid-2012. The breakdown is as follows:

Individual Rapid Release Grant (65 beneficiaries), meant for covering urgent news within a short timeframe, producing a
story likely to have an impact on transparency and accountability in Tanzania. (Maximum grant amount: Tsh 500,000).

Individual Regional Grant (219), for projects lasting up to six months, available to journalists wishing to cover rural issues. (Maximum grant amount: Tsh 1 million).

Individual Strategic Capacity Grant and Fellowship (63): At the start of the pilot phase, this was meant for journalists needing financial support for internships or other forms of capacity building. The maximum grant amount was Tsh 2 million. After the first year it was restructured into the TMF Fellowship programme as a more targeted way of building journalistic capacity, combining on-the-job reporting with intense monitoring for a six-month period. Nine fellows participated in the fellowship programme during the pilot phase.

Basic Institutional Grants (21), awarded to media companies, associations, NGOs, CSOs and training institutions. (Maximum grant: Tsh 60 million. Maximum implementation period: one year).

Large Institutional Grants (37), also available to media companies, associations, NGOs, CSOs and training institutions. (Maximum grant: Tsh 200 million. Maximum project period: two years).

Each individual grantee produced at least four pieces, and the combined output of the 58 institutional grantees was over 1,500 pieces. Altogether, 74% of grantees’ product were published in the print media, 18% aired on radio, and 8% broadcast on television. The vast majority of outputs (90%) were in Kiswahili.

These figures sound impressive, and it’s also a fact that the media community as a whole remains sufficiently smitten by TMF and the promise it stands for, as attested to by the ever-growing number of grant applications it continues to receive. But the Fund’s director, Ernest Sungura, points out: “We have
not always been as successful as we would wish to be, and this pilot phase has been an intense learning process for us.”

One area Sungura feels still needs to be improved upon is the number of grant proposals coming in from the electronic media (radio and television). After noting this weak spot early on, TMF responded with a special call to the radio sector. “We have seen some improvement, but not enough,” says the TMF head.

Still, 2012 produced at least two success stories in this area in the form of well-received, TMF-funded local TV productions – the documentary ‘Chief Mkwawa’ produced by Alkemist Media, and the satirical puppet show ‘Pikabom’. Along with 2011’s ‘Nchi Yetu’ series produced by Maa Media, these are part of the Fund’s initiative to improve the capacity of Tanzanian producers to come up with programmes worthy of airing by television stations in the country. Let’s look at all three:

‘Chief Mkwawa’ – this documentary aimed to help Tanzanians understand their history and open up debate on the relevance of the country’s past heroes as role models for today’s youngsters to emulate. TMF funded the doccie in order to showcase the work of local producers and encourage others to invest in quality productions that can be sold to broadcasters. Positive feedback was received via SMS, e-mails, and blog comments, while the Alkemist Media website had 8,000 visitors by February 2012. It was also part of the 2012 Zanzibar International Film Festival (ZIFF) selection, and was aired several times by ITV.

‘Nchi Yetu’ – though it debuted in 2011, this programme was popular with Channel Ten station audiences well into 2012. Aimed at raising awareness on various community-level issues, each show featured three 10-minute segments explaining research findings on selected issues of the day, Interviews with at least one person affected by the issue at hand, and general discussions involving experts and laymen. The programme hosted by former Miss Tanzania Hoyce Temu received positive reviews from various critics.
'Pikabom’ – the first locally produced satirical puppet show, to this day a popular staple of Star TV’s morning menu. The producers, Dhamira Communicating, obviously worked hard at making it a ground-breaking experience in terms of better production techniques and ability to publicly address and spark debate on topical issues. These have included the 2012 national census, the constitutional review process, and the power cuts conundrum. Positive responses to ‘Pikabom’ episodes aired so far have been reported from various sectors of society, including the government.

Also, after noting that some individual grantees complained of not being able to achieve their full potential because of what appeared to be ‘wrangling’ with their editors, the Fund made its own inquiries and found out that some editors/media house owners actually felt that TMF was ‘robbing’ them of their best personnel/employees. According to Sungura, that discovery prompted TMF to step up its efforts to better involve editors in the programmes meant for their journalists.

Essentially, TMF focuses on individuals and institutions with proven track records in the media sector, and demands certain guarantees that the work produced will be published. Apart from improving transparency and accountability, works produced under a TMF grant are expected to help increase diversity in the local media in terms of gender and nationwide coverage. This entails a strong focus on the rural areas, especially the more remote ones often overlooked since making it for reporting purposes can be costly business.

One of TMF’s key areas of success has been its mentorship programme, which sees each individual grantee assigned a personal mentor to allow the journalist to learn and benefit from an experienced hand in the field. Institutional grantees also have the option of working with a mentor, depending on the specific needs of that organisation. A mentor might be called in to help with certain aspects of project management or conceptualizing a programme.
This mentorship strategy has proved especially useful in the TMF Fellowship Programme, introduced in 2010 to replace the Strategic Capacity Grant. Mentors are drawn from the cadres of experienced Tanzanian journalists. The Fellowship focuses on the skill levels of the participants and their knowledge of the topic they are writing (reporting) about. The programme is implemented under a Lead Mentor who, together with two or three other mentors, guides grantees through the Fellowship. External, specialised knowledge is brought in as necessary, such as the New Media training provided to fellows by Jamii Media (operators of the popular JamiiForums social discussion website) in 2012 and also in the preceding year.

But the TMF pilot phase report shows that, as indicated above, the fellows were satisfied with the programme but encountered problems in convincing their editors on the value of the programme. Some had to take unpaid leave, and in one case a fellow had to quit his job completely in order to do the Fellowship. For their part, some editors consider the programme ‘disruptive’ as it takes away some of their best journalists for a considerable period of time. In response to these concerns, TMF is now involving editors more in evaluating the programme and suggesting ways to improve it. This will continue to be an important element of TMF’s strategy as the Fellowship continues into the Fund’s Phase Two.

Looking forward, TMF intends to address the problem of ensuring that the enhanced skills gained by its grantees survive the rigours of everyday stress in their newsrooms. This essentially means ensuring that the enabled journalists go back to an enabling environment. With this in mind, the second phase strategy includes more focus on structural changes in media houses and the media sector in general.

The Fund has gradually changed from an obviously foreign-looking organisation (run by the Dutch NGO Hivos in collaboration with a number of other international partners) into a more Tanzanian entity – run by Tanzanians, on the ground at
least – but it still sees a challenge in disapproving a gnawing perception within some local media quarters that it is ‘not for everyone’. “We need to be very careful not to lose out on good stories simply because the applicant was unable to hand in a good project proposal,” notes Sungura. This, he adds, will require more intense outreach during the second phase.

The number of applications coming in is evidence that TMF really fills a niche in Tanzanian journalism. But the Fund sees the applications lacking in diversity, with more female applicants and more radio/TV proposals needed. Print media outlets and male journalists stand as the dominant players until now. Also, investigative journalism has lagged behind public interest journalism. TMF believes some of the reasons link back to structural issues in the media environment that the Fund intends to address in the second phase, but investigative journalism will also need special attention at an individual level.

References
1. www.tcra.go.tz
2. Innocent Mungy in one-on-one interview
3. TAMWA report, December 2012
4. Global Publishers profile
5. TMF pilot phase report ‘Making a Difference’ - June 2008-May 2012
8. www.saut.ac.tz
11. www.mct.or.tz
12. TASWA report for 2010-2012
Darkest…Yes, that is what 2012 can be summed up as having been. The year saw journalists and media houses in Tanzania find it more difficult to do their work than previously.

Press freedom shrank considerably in the country in 2012, particularly with the September 2 killing in police hands of Daudi Mwangosi, a Channel Ten TV reporter.

Scores of journalists were also harassed in various ways while on duty, while two senior newspaper editors were charged with sedition. These incidents are recorded in the Media Council of Tanzania (MCT) register of press freedom violations.

“If you want to know the scope of press freedom in this country, try to chase stories that may threaten the interests of people in high places,” one editor confided, adding that the law does not compel such people to give information.

A weekly investigative newspaper, *MwanaHalisi*, was banned indefinitely. Eight years of campaigning for the enactment of a media friendly legislation didn’t bear fruit in 2012.
Rather ironically, the year began with optimism following President Jakaya Mrisho Kikwete’s word that his government was committed to enacting new media laws as long demanded by stakeholders.

The president made those remarks on March 30, 2012 at the Excellence in Journalism Awards Tanzania (EJAT) gala night as Chief Guest. EJAT is an annual event staged by MCT in collaboration with several partner institutions to honour media practitioners for outstanding performance.

It was widely expected that those laws would better address such issues as working conditions, compensation and job security for media practitioners.

But for quite some time after the president left the EJAT podium, there were no reports of progress on the new laws envisaged – to which he has alluded! And then Dr. Emmanuel Nchimbi was replaced as Information, Sports and Culture minister in a May 4, 2012 cabinet reshuffle – to be succeeded by his deputy, Dr. Fennella Mukangara.

With the August 2, 2012 appointment of Assah Mwambene as Director of Information Services in the ministry, apparently everything was back to the drawing board. The long-awaited media friendly legislations remain elusive, while the noose is tightening around press freedom.

**The Mwangosi killing**

Daudi Mwangosi, a 40-year-old reporter with Channel Ten TV, was killed on September 2, 2012 in a skirmish on the sidelines of a meeting organised by a popular opposition party – Chadema (Chama cha Demokrasia na Maendeleo) at Nyololo village in Mufindi District, Iringa Region. He was killed in cold blood with a sound flash projectile while on duty and – at the time of the murder – in police hands!
The killing stirred intense outrage, with media practitioners holding protest marches in various parts of the country.

MCT in collaboration with the Tanzania Editors Forum (TEF) soon dispatched to the village a delegation of experienced media practitioners to probe the incident. The investigation sought to get the facts of the case right and to compile a comprehensive record on what now stands as the murder of the first ever journalist in Tanzania to die in the line of duty.

The team’s findings, which were made public on October 8, 2012, blamed the police for the killing of the father of four. The 48-page bilingual (English and Kiswahili) report unmasked attempts by police personnel to cover up the killing. It said categorically that there was bad blood between the law enforcers and Iringa journalists under their Iringa Press Club (IPC), which Mwangosi served as chairperson.

Police had cautioned journalists at a press conference held in Iringa in the morning of the fateful day that all activities lined up by Chadema at Nyololo Village were banned. The reason given for the move was that the government had extended by a week the national population and housing census and it did not want to see it disrupted.

However, Chadema officials were not impressed and stressed at a separate press conference that they would proceed with their plans by opening two party branches in Nyololo Village.

A war-like situation emerged when riot police attempted to bar the opening of the first party branch, but wisdom prevailed and the event proceeded without incidents.

But pandemonium broke out during the opening of the second branch on the other side of the village, situated along the Dar es Salaam-Tunduma highway. Police chased and clubbed Iringa-based journalists, which culminated in Mwangosi’s murder.

The Commission for Human Rights and Good Governance came up with a scathing condemnation of the way police had
behaved, saying it amounted to gross violations of the right to life, right not to be beaten and tortured, equality before the law, and the right to gather and give opinion.

A team picked by the government and led by retired judge Steven Ihema, which incorporated two members from the media, also blamed the journalist’s killing on police.

The MCT team wondered why only one policeman was charged with the killing while photographic evidence showed several policemen mercilessly descending upon the hapless journalist.

When editors from various outlets met in Dar es Salaam on October 23, 2012 under the auspices of TEF to discuss the two reports, one by the media fraternity and the other by the government, they advised media outlets to devise a security code to serve as guidelines for journalists covering dangerous assignments.

It was agreed that since there is no story worth one’s own life, as one editor noted, it was imperative for journalists to be conversant with safety measures whenever they found themselves in danger.

Following Mwangosi’s killing, MCT announced plans to ensure that its 2013 Work Plan included conducting training aimed at helping journalists conduct themselves appropriately when covering dangerous assignments. In the Council’s considered opinion, that would have the ultimate advantage of minimising, if not eradicating, the danger journalists commonly face while going about their duties.

**Suspension of MwanaHalisi**

The July 30, 2012 ban imposed on MwanaHalisi heightened fears of the gagging of the media. The paper was suspended indefinitely after publishing reports that did not go down well with the government.
One of the reports had claimed that a senior state intelligence official was involved in the kidnapping and subsequent torture of Dr. Stephen Ulimboka, Chairman of the Medical Association of Tanzania (MAT) and leader of a June 2012 nationwide strike by doctors. The strike actually started in late January 2012 only to be put on hold in March, but it recurred in June 2012 after doctors felt the government had not addressed their grievances. It ended a few days later.

According to the other report, which also reportedly angered the government, the state machinery had engineered the formation of a murder syndicate meant to eliminate Ulimboka.

This was a second time for MwanaHalisi to face the wrath of the widely criticised 1976 Newspapers Act that gives the minister overseeing the Information portfolio absolute powers to gag the media, including ruling that a particular newspaper be closed indefinitely or be banned altogether.

In October 2008, the weekly was suspended for three months for publishing reports the government deemed seditious. It had been warned on several occasions since 2006 on the way it reported issues and, come July 27, 2012, the government formally declared that the indefinite suspension would take effect from July 30, 2012.

Though this particular action did not prompt demonstrations by the media fraternity as happened after the 2008 suspension order, it drew heated reactions from various sections of civil society and the media. MCT expressed serious concern over the government’s action, saying it would not condone the suspension or closure of any media outlet for whatever reason.

The Council was emphatic that professional mistakes or problems could not be corrected or solved through the suspension or banning of newspapers or any other type of media outlet, adding that any such action would be an outright violation of basic human rights.
MCT’s condemnation of the government’s action was premised on the fact that customized readers of *MwanaHalisi* were now being effectively denied information of their choice and that the ban narrowed freedom of expression and undermined the march toward fuller practice and enjoyment of democracy in Tanzania.

But alongside being that categorical in defending freedom of the media, the Council reminded editors on the importance of abiding by professional requirements. It emphasised the need for editors or other media practitioners to unswervingly adhere to professional ethics, saying there was no greater defence against autocratic executive orders than observing professional codes of ethics.

The Council’s advice to editors was, in a word, that they ought to act as if they were walking on egg shells they were expected not to break, meaning that they were duty bound to avoid ethical transgressions which could make them attract government censure they would much better do without.

Though this position may attract frowns from advocates and supporters of broad press freedom, it is obvious that the laws governing information sector in Tanzania are still so draconian and bad that authorities may resort to them and clamp down on the freedom of the media any time they so wish.

This is one reason MCT has been encouraging the media to spearhead law reforms that would see archaic laws replaced with the two media-friendly laws proposed – one on the Right to Information and the other on Media Services.

TEF was equally embittered by the indefinite suspension of *MwanaHalisi*, and accordingly also condemned the move. It resolved to send a delegation to Information, Youth, Culture and Sports minister Dr. Mukangara to argue the weekly’s case.

The team, which was led by its Chairperson Absalom Kibanda, met the minister in early September 2012. Surprisingly, she
expressed surprise that the team was pleading on behalf of a newspaper whose management had itself not cared to approach the government over the issue.

After that encounter, the issue was discussed at a TEF retreat in Tanga in mid-December 2012. Subsequent reports said that when *MwanaHalisi* publisher Saed Kubenea was briefed on the development, he told his fellow editors that he would make his own consultations and give his response to TEF later but he did not keep his word.

There are strong indications that relations between *MwanaHalisi* and TEF members and leaders are not at their best, with the newspaper believing the Forum is not supportive enough of its cause.

It emerged during deliberations on the *MwanaHalisi* issue at the Tanga retreat that the publisher (Mr. Kubenea) was keener to work with human rights activists than with the media fraternity. It was further argued that he was always present whenever activists held conferences to discuss the *MwanaHalisi* case but was always nowhere to be seen when editors wanted to engage him in talks on the matter. This made the editors decide not to pursue the *MwanaHalisi* matter any further after 2012.

The government is said to have asked the newspaper management to apologise before seeing whether to reconsider the indefinite suspension but, apparently, the publisher is not in any position to budge.

There had been attempts to transform *MwanaHalisi*’s sister newspaper – the sports weekly *Mseto*, into a hard news publication but the government had until the end of 2012 shown no willingness to grant the request.

**Arraignment of editors**

At the Tanga retreat, editors also discussed at length the on-
going sedition case against two editors – TEF chairperson Absalom Kibanda and Theophil Makunga, the latter charged in his capacity as acting Managing Director of Mwananchi Communications Limited (MCL). The charges have since been changed from criminal to civil.

Makunga briefed the editors on the case, also noting that they had resolved to ensure it gets wider media coverage. It was subsequently agreed that every time the case comes up in court, not only should the media report it at length but editors should attend the proceedings as a demonstration of solidarity. The goal is to mount pressure on the authorities until the case is either finalised or withdrawn.

The court case emanated from an article published in Tanzania Daima, whose managing editor then was Absalom Kibanda.

**Change of Editors**

There is an interesting development in the sense that Makunga and Kibanda are no longer holding the positions they held when the allegedly offensive article was published. Kibanda is now managing editor with New Habari media house while Makunga is now business manager with MCL.

Changes in the leadership also affected the government-owned Tanzania Standard Newspapers, better known as Daily News, where Gabriel Nderumaki has replaced Mkumbwa Ally as acting managing editor.

While Mkumbwa Ally’s contract had expired in mid-December, it is understood that the change of guard at Daily News has pleased some quarters, particularly opposition political parties, in that the paper was perceived to be unshakably pro-establishment and out to maintain the status quo.

An editorial published during the period leading to the 2010 General Election raised hell for categorically declaring that Dr
Willibrod Slaa, Chadema’s presidential candidate, was not presidential material and could not make it as Tanzania’s fifth-phase president.

The remarks so angered Chadema and other opposition parties that there were incessant calls from political and civic activists for the immediate sacking of the editor. As it happened, however, no such step was taken against him and he served full length of his contract plus a few more “handing-over days”.

Violations of Freedom of the Media

The indefinite banning of MwanaHalisi and the arraignment of the two editors over sedition are among several cases of violations of freedom of the media MCT has recorded in its special register, opened for the sole purpose of monitoring developments in this area – as a first step toward more effective intervention.

Over 45 violations were recorded in 2012, among them kidnappings, denial of access to information, threats, interference by the state, harassment, assault and murder.

Scene of the violations included Arusha, Bagamoyo, Bukoba, Dodoma, Geita, Hai, all three Dar es Salaam districts/municipalities (Ilala, Kinondoni and Temeke), Iringa, Kahama, Kisarawe, Maletsi, Missenyi, Mvomero, Nyamagana and Zanzibar.

Ilala led the list with 12 violations, while Kinondoni had seven, Zanzibar had six, Bukoba had four and Hai had three. Dodoma and Geita had two violations each, with Arusha Rural, Arusha Urban, Bagamoyo, Iringa, Kahama, Kisarawe, Maletsi, Missenyi, Mvomero, Nyamagana and Temeke having one violation each.

The violations affected both print and electronic media outlets, that is, newspapers as well as radio and television stations.
Pluses and Minuses in Media

During the period under review, the media had both pluses and minuses in their coverage. For example, when the National Assembly was debating the Controller and Auditor General’s annual report, newspapers were awash with screaming headlines about ministers who had resigned or were about to resign apparently owing to their involvement in shady deals, embezzlement or inefficiency.

Most stories and commentaries on the issue were published on April 21, 2012. Some predictions did not materialise, thus implying that some newspapers had misread the situation.

Mwananchi, by many accounts the leading Kiswahili newspaper in 2012, ran a series of investigative pieces on fake HIV drugs. This prompted the government to make its own investigations, suspending operations at the pharmaceutical company alleged to have produced the drugs. Some (government) Medical Stores Department senior officials responsible for drug distribution were also suspended to allow for further investigations in the reports. This was a professional feat for the newspaper.

The religious riots that broke out in Dar es Salaam and Zanzibar caught media outlets unawares, most coming up with screaming headlines that many saw as actually fanning the discontent instead of being sober reports of the situation on the ground.

Followers of Zanzibar’s Islamic cleric Farid Hadi, who leads a ‘revival’ group better known as Uamsho, ran amok. They torched cars and a CCM branch office in Zanzibar in the wake of rumours that the cleric had disappeared mysteriously, the mayhem resulted in the death of a police officer.

In Dar es Salaam meanwhile, reports of a teenage boy having urinated on the Quran triggered riots in Mbagala suburb in which there was a massive damage to property at the seven churches broken into and torched.
When police finally arrested fiery Muslim cleric Issa Ponda in Dar es Salaam a few days later, his supporters went berserk. They demonstrated to the city’s Central Police Station to press for his release, but they would not have their way.

The situation worsened as irate sheikhs further instigated believers to stage more demonstrations. Warnings by police discouraging them to stage or join the demonstrations fell on deaf ears, leading to running battles with police in the city’s Kariakoo bustling zone. Some demonstrators were arrested and arraigned.

Home Affairs minister Dr. Emmanuel Nchimbi soon after announced the government’s resolve to crush the rioters. He commended Mwananchi for running a front-page editorial comment appealing for peace and urged the media to desist from reporting such incidents “irresponsibly”, that is, in a manner that could precipitate or fuel chaos.

“It is not right to report that Muslims have broken into churches and torched them, when it was bands of hooligans and thieves who perpetrated the ghastly deeds. It is very unfair to roundly condemn the Islamic faith for actions committed by a group of anti-social elements,” said the minister.

He also pleaded with the media not to publish statements by religious zealots seeking cheap publicity regardless of the harm they could cause.

**Inflammatory headlines**

A section of the print media was bent on running inflammatory and judgmental headlines without weighing the likely consequences.

For instance, in mid-October 2012, some Kiswahili newspapers published headlines quoting Director of Criminal Investigations Robert Manumba, as urging police in Mwanza Region to avenge...
the killing of Regional Police Commander Liberatus Barlow.

It was noted that editorial teams were tempted to use sensational headlines in the hope of attracting readers and pushing up sales figures. But this contradicted the need for the media to be socially responsible and refrain from serving as conveyor belts of whatever is said, including incitement!

Crisis caused by Kasibante FM Radio

The liberalisation of the airwaves has touched off a noticeable rise in the number of newspapers as well as FM and community radio stations, not to forget television stations. One such FM station is Kasibante radio, located in Bukoba.

On December 10, 2012, the station aired a story on a purported witch who had reportedly abducted children and hidden them in her house at Kashai in the municipality. The reports triggered a social upheaval in the area. People armed with traditional weapons and pebbles descended upon the area, determined to kill that “witch” who was in fact a long-serving teacher in the area.

In total disregard of journalism and social ethics, the station fed people on the so-called “witch” story for two days running, further inciting the residents of the area into lawlessness.

MCT Executive Secretary Kajubi Mukajanga and a manager with the Council travelled all the way to Kagera Region to investigate the matter and provide professional guidance as appropriate.

It emerged during the investigation that the issue of abduction of children was a family affair and one of the feuding parties merely used the gullible radio station to win the custody of the said children.

After lengthy discussions with the MCT delegation, the Kasibante FM management admitted that they had erred in the
handling of the story. Managing director Richard Leo promised to run an apology following the debacle and the inconveniences it had caused.

Alluding to this incident, Mukajanga reminded the media that irresponsible reporting was one of the factors that led to the Rwanda genocide of 1984 as well the killings and displacement of thousands of people in Kenya’s 2007/2008 post-election violence. He admitted that community radio stations are of vital importance in promoting the cause of freedom of expression, stressing however, that they ought to ensure they are managed and operated as ethically as humanly possible.

**Tanzania Media Fund and Readership Preferences**

An investigation on readers’ preferences conducted by the Tanzania Media Fund (TMF) between October and December 2012 dismisses as faulty the assertion by many editors and media outlets that news on politics is the most preferred by newspaper readers, radio listeners and TV viewers.

Findings by Synovate Company, which were yet to be made public by the time of this research show that, the most preferable news is, in fact, on social issues, health and education. This rather surprising hint was given by TMF executive director Ernest Sungura during the TEF retreat in Tanga in December 2012.

TMF is involved in knowing what people prefer in the media because it invests in practical investigative and public interest journalism. It also supports the training of journalists in this area.

Through mentorship, TMF has moulded several up-and-coming investigative journalists, as evidenced by the relatively big number of such reporters emerging winners in the annual EJAT competition organised by MCT and its partner institutions.
TMF provided the much-needed assistance throughout 2012 by supporting mass media outlets at the institutional level in raising professional capacity and at the individual level by funding coverage of investigative stories.

Commenting on TMF support, Kibanda said the circulation of *Tanzania Daima* jumped up by 33 per cent, mainly in Kagera and Mwanza regions in the Lake Victoria zone regions, after running stories investigated with TMF funding and other support.

**DEFIR**

The Dar es Salaam Declaration on Editorial Independence and Responsibility (DEFIR) became increasingly popular in 2012 as at least 900 practitioners and stakeholders signed to endorse it. These included Sahara Communication Group owner Anthony Diallo and representatives of two opposition parties – Chadema and NCCR-Mageuzi.

February 2012 saw members of the MCT Think Tank on Freedom of Expression and Media Issues (TT), who authored the Declaration, discuss issues related to DEFIR at an open meeting at St Augustine University in Mwanza. The event was well attended by students and members of the academic staff. DEFIR Chairperson Prof Issa Shivji led the discussions. A similar event had earlier been held with Mwanza-based media practitioners and civil society groups.

On June 2011, TT members served as facilitators at a Training of Trainers (ToT) workshop on DEFIR in Tanga. Beneficiaries were then deployed to educate and sensitise their professional colleagues across Tanzania on both ethics and DEFIR.

In November 2012, DEFIR was taken to a higher level when TT members ran a ToT workshop for university lecturers and tutors of schools of journalism.

The training culminated in the selection of a six-member
committee of one lecturer from each of Tumaini University, Stefano Moshi Memorial College University and School of Journalism and Mass Communication of the University of Dar es Salaam as well as one tutor from each of Arusha Journalism Training College and Dar es Salam School of Journalism. These were charged with proposing a course outline based on DEFIR that could permanently be integrated into the institutions’ curricula. The course ran from November 16 to 17, 2012.

Conclusion

The events of 2012 call for deep scrutiny, with the media industry re-examining itself and work for further improvement. There are still many impediments to media practice in Tanzania, and surely it cannot be business as usual.

Editors and other cadres of journalists alike must pull their socks up for improved coverage and presentation of news, discouraging sensationalism and needless inflammatory headlines, news stories, commentaries or even cartoons.

As happened in the course of the year and as seen from Synovate Company, according to TMF, most readers, listeners and viewers are interested in social, educational and health news and investigative stories – and not news on politics.

This will leave many media practitioners disillusioned, as they have always thought to the contrary. But it should serve as an eye opener that will jolt them into directing more of their efforts into attending to the interests of their readers, listeners and viewers. And that, indeed, is as it should be.
References
1. Media Watch issues 2012
2. Report on Daudi Mwangosi killing
4. Press reports
5. Interviews
6. Tanzania Editors’ Forum (TEF) Retreat Deliberations, December 2012 - Tanga Municipality
Introduction

Digital media, that is a wide range of ICT-based communication outlets, are definitely now not only an engine for social, economic, political, and cultural development in the world but are also credited with the creation of the so-called global village. The developed world is far more advanced than developing countries in the use of digital media to facilitate communication and make life more comfortable.

For their part, developing countries are busy trying to catch up – that is, to narrow or hopefully bridge the gap. It is against this background that we can say with confidence that social media and digital culture attained new dimensions in Tanzania in 2012, although access to the new communication technologies has by and large remained an urban privilege.

The use of ICT devices like mobile phones and the wide range of internet-based communication facilities has increased significantly. This is as evidenced by the fact that the...
telecommunication subscriber base stood at 300,232 in 2000 but had risen to over 25 million by 2012 and there are now about 5 million internet users in Tanzania. However, research has established that some 90% of the ICT users are urban-based, with the youth age group seen as the one benefiting most.

**Cyber Security**

Just as computers have become an integral part of people’s daily activities, as evidenced in the pervasive use of computer-based communication in the government administration work, business, transport, state security, education, industry and many other sectors, so has been the increase of ICT-related risks including cyber crime and sabotage. It is due to this scenario that the International Telecommunication Union (ITU) launched the Global Cyber Security Agenda (GCA) about 5 years ago, with a view to enhancing international multi-stakeholder cooperation towards a safer and more secure information society.

Tanzania, like all other countries, has not been spared by cyber security threats as manifested in the misuse of communication facilities to engage in frauds, systems attacks and electronic thefts, especially in the banking system.

These incidents were more visible in 2012, prompting the government to take bold moves to tackle the problem head on. It is worth noting that the government began to seriously address the issue of cyber insecurity in 2010 by putting in place a legal framework as part of an institutional basis for dealing with the problem.

The National Assembly (Parliament) passed the Electronic and Postal Communications Act, 2010, with Section 124 having an article stating that “any person who secures unauthorised access to a computer, or intentionally and knowingly causes loss or damage to the public or any other person, destroys or deletes, or
alters any information in the computer resources, or diminishes its value or utility or affects it injuriously by any means, commits an offence and on conviction shall be liable to a fine of not less than five hundred thousand Tanzanian shillings or to imprisonment for a term of not exceeding three months or both”.

The Act empowers the minister responsible for ICT activities to draw up regulations for the National Computer Emergency Response Team (CERT), which is responsible for coordinating responses to cyber security incidents at the national level and cooperate with regional as well as international agencies involved in the management of cyber security incidents. In 2011, Electronic and Postal Communications Regulations meant to guide the national computer emergency response team were made and published.

In May 2012, the Tanzania Communications Regulatory Authority (TCRA) signed an administrative agreement with ITU for the latter to help the country in the setting up of a national CERT to serve as a central coordination point of contact for cyber security. Under the agreement, ITU would help Tanzania in building technical capacity and provision of training necessary to support the establishment of the national CERT.

Soon after the signing of the agreement, TCRA formed a national CERT Steering Committee with members drawn from various stakeholder institutions, including media organisations like the Media Council of Tanzania (MCT) and the Media Owners Association of Tanzania (MOAT), to work on the modalities of establishing a permanent CERT facility and forward its recommendations to the government for action. Other members were drawn from relevant government ministries and agencies, the academia, security organs, corporate bodies including banks, telecommunication operators, and non-governmental organisations.

The steering committee, which was given three months to complete its work, began by building a session for members to
familiarise themselves with Electronic and Postal Communications Regulations, which are supposed to guide the activities of the national CERT. Thereafter, it formed two sub-committees – one for drafting a comprehensive set of rules and guidelines for effective operations of the National Cyber Security Unit and another for identifying stakeholders and constituencies to form sector-specific cyber security monitoring units to work with the National CERT Advisory Committee.

To enable members of the National CERT Steering Committee to be conversant with issues related to cyber security at the local and international (internal?) levels, TCRA organised an ITU-supported training workshop, which was held in Dar es Salaam on June 20 and 21, 2012. Facilitators were ITU and Malaysian experts from the International Multilateral Partnership Against Cyber Threats (IMPACT).

The Tanzania CERT National Steering Committee completed its work as scheduled, that is, at the end of August 2012 – coming up with a raft of recommendations in its report. TCRA received the report on behalf of the government. It is worth noting that not all the information on how the proposed National Cyber Security Organ will operate is likely to be made public, as doing so may end up benefiting cyber criminals and sophisticated ICT saboteurs.

However, some of the recommendations are not in the ‘top secret’ category. It is, for example, recommended that Tanzania-CERT should be supported by various local and international stakeholders with a similar mission and responsibility of enhancing and sustaining cyber security. The list includes the ministry responsible for electronic communication, TCRA, Tanzania Network Information and law-enforcement organs including the Judiciary.

International stakeholders include the East African Communications Organisation (EACO), African-CERT, African Network Operators Group (ANOG), ITU and IMPACT.
Another important recommendation made was on how to set up sector-specific CERTs. Sectors suggested include the critical information and infrastructure CERT, which would handle developments related to the ICT backbone, network information centres, exchange points, transportation, energy, water and meteorology. Another category recommended was the commercial sector CERT, which was expected to provide services to business enterprises such as internet or network service providers, insurance services, private hospitals and hotels.

Because the financial and banking sector is highly exposed to cyber insecurity across the globe, the establishment of a CERT in this sector has also been recommended.

The setting up of a defence and security CERT has also been recommended, this being responsible for providing services to organisations with critical infrastructure used for military defence and security purposes. These include the Tanzania People’s Defence Forces, Tanzania Police and other national defence and security organs.

The government sector CERT, on the other hand, is expected to provide services to government ministries and agencies and government-related cyber community. It would also offer alert services to citizens.

Recommended as well is the academia CERT, chiefly to provide services to academic and education-related institutions such as universities, the research community, and ICT facilities.

As earlier mentioned, emphasis is put on the need for cooperation, after noting that cyber security is by definition the joint responsibility of many local and international players.

Introducing an effective cyber security system is, by any yardstick, a daunting task. This is especially considering that those tampering with communication networks often operate in a very sophisticated manner.
But as one Chinese thinker once put it, a journey of one thousand miles begins with the first step. In Tanzania, the first vital step in the mission towards cyber security has been taken and observers note that from 2012 onwards things would never be the same again in this area.

**Content Regulation Challenges**

Although clear efforts were made to lay a solid foundation for fighting cyber crime in 2012, as explained above, moral or ethical issues related to the internet and broadcasting services remained a big challenge and no equivalent well focused strategies seemed to be in sight as 2012 came to an end.

Members of the public still have serious reservations over the nature of some internet content as well as some radio and television programmes, saying some content is overly indecent and therefore unsuitable for children and youths. There is overwhelming concern over DVDs sold in libraries or by hawkers, as some are outright pornographic.

A member of the Constitutional Review Commission, which has been moving around the country to collect public views on the kind of Constitution that Tanzania ought to have, told media practitioners in Dar es Salaam that one of the complaints received during the second half of 2012 was that some media outlets were obsessed with session immorality. Most of the blame was directed to the electronic media outlets.

What are the authorities doing to address the ethical problems in the digital communication sector area? One government institution obviously expected to play a big role here is TCRA, which is legally required to regulate the broadcasting sector in terms of licensing and content regulation and even internet services. Unfortunately, the law under which TCRA was established is not categorical about how the agency ought to intervene with respect to the latter aspect.
TCRA has all along been monitoring radio and television broadcasts, with a view to at least minimising the airing of unethical programmes. Of course, there are already regulations in place meant to address issues related to the content of the broadcast media: programmes, airing time and whether journalism ethics are observed.

The degree to which broadcast and other media outlets comply with these regulations still leave much to be desired, as preparation of quality programmes remain problematic, qualified professionals are rare – especially in the preparation of programmes – and the influence of foreign programmes is still immense, particularly with regard to the ethical aspect.

But an upbeat TCRA Public Affairs Manager Innocent Mungy says all is not lost as they still closely monitor electronic media content and a draft of new regulations meant to cope with the changing digital environment was finalised in 2012 and were expected to become operational immediately.

Coping with ethical malpractices on the internet is even more challenging owing to a number of reasons. According to Mungy, issues related to internet regulation are of global concern and there is a heated debate in telecommunication and government circles on whether the internet ought to be regulated and, if so, how.

Some liberal Western countries argue that regulating the internet would amount to infringement of the freedom of expression of individuals and would not augur well for the growth of democratic practice. To the contrary, countries in the Far East argue that any internet communication promoting social decadence and political instability must be controlled at any cost.

In between these extremes are countries that do not as yet know what to do to cope with the negative side of internet use, as efforts to regulate it locally is likely to fail.
In Tanzania, TCRA is taking measures to do the much it can to improve the situation at national level. In 2012 it tried to work closely with the National Internet Governance Forum (NIGF), an organisation still in its infancy that is determined to bring together bloggers and various other key internet actors in an effort to address issues of mutual concern, including ethical ones.

TCRA considers this an important development since it may now be easier for it to intervene by organising training courses for bloggers, and operators of social networking sites, etc. Providing education to members of the public, especially students and internet café owners on how to make more ethical and therefore better use of the facility is one of the approaches the agency is determined to use as a way of dealing with the challenges involved. Establishing a code of conduct for key actors is not yet considered an option by TCRA, partly because it is not easily enforceable.

**Mobile Phone Impact**

Another area worth looking into as an analysis is made of developments in Tanzania’s ICT sector and the bearing they have on media activities is the impact of mobile phones.

The use of mobile phones is increasing so fast in Africa that some observers are referring to the phenomenon as a “continental mobile phone revolution”.

Tanzania is a typical case in this respect: a country of about 44 million people, over 23 million of whom possess at least one handset each. Thus, the use of mobile phones is no longer an urban phenomenon, as a good number of rural residents also have the gadgets. Part of the explanation for this is that the gadgets are getting more and more affordable as time passes, mainly thanks to the fierce competition among manufacturers and phone service providers.
The fact that even rural people are on board as far as use of mobile phones is concerned has led to the manufacture of simpler and more affordable handset-charging technologies, chiefly meant to cope with shortage or non-availability of reliable supplies of electricity. This in turn increases the mobile subscribers’ base.

It is also noted that communal usage, where a phone belonging to one family member serves the entire family as well as neighbours, is especially common in rural areas. This suggests that, while there are about 23 million people officially subscribing to mobile telephone services, the number of beneficiaries is much bigger.

The implications and the impact of mobile telephones are now clearly noted. If there is a communication platform that is fast becoming a threat to traditional media, at least in terms of news dissemination to a wider public, it is the mobile telephone.

At the beginning, the value of a mobile phone was most seen in interpersonal direct communication through talking. Then gradually users realised that talking was more expensive than sending and receiving brief text messages (sms), and soon made the latter alternative of choice.

Today the use of mobile phones has gone well beyond merely talking and sending messages at the personal level, as the gadget has turned into a conveyor of all sorts of information. Economic information in the form of currency exchange rates, market prices, import and export trade operations, shipping data and other related themes is easily accessed through the mobile phone. Entertainment news like sports schedules and results, music and other cultural information is also more readily available to the telephone user than previously.

In a word, an avalanche of information on what is happening in other sectors like health, environment and the weather is now disseminated using mobile phone technology.
The main advantage of the mobile phone as a conveyor of information is that it can deliver messages instantly. For instance, in the event of a fatal traffic accident, it is the survivors or those reaching the scene first who inform the rest of the world about the event, thanks to the mobile phone. The internet, radio, television and newspapers all come in later, after getting tips via the mobile phone.

It is chiefly because of this linkage that some communication experts argue that, although the mobile phone may look as a rival of other communication platforms, there is some mutual co-existence. For instance, it is now common for radio news to be aired also through mobile phones. Consequently, the practice of people listening to news bulletins while travelling in buses or trading in open markets is becoming increasingly common in Tanzania.

Internet and television services are now also accessed through the mobile phone. Indeed, those who can afford expensive SMART phones are in a good position to enjoy the benefits of media convergence in acquiring information.

Still, there is a need to conduct detailed research to establish the impact of mobile telephone communication in Tanzania and its co-existence with traditional or even other new digital media outlets. What has been studied at some depth so far is the impact of mobile phone money transfer services in the country, a sub-theme briefly discussed below.

**Mobile Phone Money Transfers**

One of the areas where the use and impact of the mobile telephone is well pronounced is money transfer. According to sources close to the Bank of Tanzania, the sending of money by telephone reached Tsh 861bn a month at the end of December 2011 and was expected to increase dramatically in 2012 and beyond.
Mobile phone cash transfers began as a service that enabled small businesses to receive and repay small loans but it has since grown into a big business venture employing thousands of people, mainly young men and women who work as agents or have small money transfer shops of their own.

M-Pesa, a mobile handset cash transfer service, was introduced in Tanzania by Vodacom Tanzania Ltd, although the idea is believed to have been the brainchild of a Vodacom sister company in Kenya. As the practice gained greater and greater acceptance in urban centres, other mobile service operators quickly realised that there was business potential in this particular line of commercial communication and soon followed suit.

Today Tanzania also boasts Tigo Pesa, Airtel Money and Easy Money, the last operated by Zantel. There is a cut-throat competition among the companies involved in this business and a promotion blitz has been embarked on in order to woo customers. This is partially reflected in billboards and posters to be seen everywhere in both urban and rural areas, while even small shop owners have turned into multiple ‘agents’ of the mobile firms offering this service.

By December, 2011, more than 2.7 million out of the 23 million mobile phone owners were using mobile phones to transfer money. Meanwhile, the number of users was expected to be much higher by the end of 2012. Again we note that, mainly owing to communal telephone usage of the service, the number of beneficiaries is substantial.

The use of the mobile money transfer modality to pay bills for utilities, school fees and even tax is becoming increasingly popular. The Bank of Tanzania says this is helping to track money as well as to determine how much of it is in circulation, as opposed to the culture of keeping money under the pillow and engaging in direct transfer when need arises.

A survey conducted by Gallup, a US-based pollster, shows that
although direct cash transfers still dominate the domestic remittance market in sub-Saharan Africa, mobile money transfers are on the rise. The study showed that two-thirds of Kenyans had sent money to friends and relatives living in various parts of the country by mobile phone 30 days prior to the exercise, while the percentage of Ugandans and Tanzanians who engaged in similar transactions during the same period was 43 and 32, respectively.

The bottom line here is that, unlike the internet, mobile phone usage is rapidly narrowing the communication divide hitherto reflected in the concentration of communication facilities in the urban centres at the expense of rural ones. The gender and income factors which were among the factors accounting for the communication divide in the ICT sector seem to be less pronounced in the mobile communication area where users of various age brackets have access to the mobile phone. Therefore, there is every indication that mobile phone communication is poised to play a much bigger role in Tanzania in the years ahead.

Social Networking Sites

Another interesting aspect of Tanzania’s digital media scene is social network sites and their impact on communication in particular and on society in general.

Three things have happened here, all worth commenting on. First is the growing popularity of international social networking sites in the country. We are here referring to the situation where the number of people joining international social networking sites such as Facebook and Twitter is on the rise.

The fact that these sites played a big role in the Arab Spring a few years ago and involved some African countries is one of the factors believed to have attracted the attention of most Africans, including Tanzanians, with respect to the importance of such
sites in social transformation – and hence, a desire to be part of the movement.

It is probably owing to this that today even reputable politicians and policy-makers in Tanzania have joined social networking clubs and use their “pages” on the sites to put their ideas across as well as get feedback from very ordinary people.

Second is the fact that even the traditional media platforms, especially the electronic ones like radio and television, have opted to be linked to the international social networking sites. This has led to a situation where viewers and readers communicate with these stations through the sites, thus reaching a wider audience.

All the parties involved in this arrangement benefit in some way: bigger audiences attract the attention of more advertisers, thus increasing the chances of the networking sites and the electronic media companies getting more revenue.

What is happening is simple to explain. One notes that all major TV and radio stations in Tanzania such as ITV, Channel Ten, Clouds TV, Radio One are linked to the aforementioned international social networking sites. During call-in programmes, for example, viewers or listeners either contact the stations directly or do so through the addresses of the stations on the social networking sites. In this way, there is more interaction among members of the public, and we have a situation where the two types of media outlets coexist beneficially.

This is a trend of the future and its impact on communication and the media landscape in the country deserves serious research, as none has been undertaken so far.

Third is the fact that, frankly speaking, most local social networking sites are still in their infancy and one is tempted to say that the popularity of international ones such as Facebook and Twitter has done the former more harm than good.
The point here is that elitist youths have a particular fondness with networking through international sites and not local ones. One of the reasons behind this attitude is that international social networking sites give members more exposure in terms of whom they communicate with and the quantity of information the users get. However, the feeling that it is more prestigious to be part of the international social networking sites cannot be ruled out in a situation where foreign influence prevails partly as a spinoff of colonial history.

Yet the cloud has a silver lining, what with such home-grown social networking sites as Michuzi and Jamii Forum doing well and growing from strength to strength. To get a feel of how local social networking sites are faring in this particular line of communication services, we contacted the operators behind Jamii Forum for insights.

Established in 2006, Jamii Forum has been a Tanzanian social networking site to be reckoned with – at least in the sense that it has more than 100,000 officially registered members – but a lot more users. The forum registers 200 people as new members daily on average, and the site gets some 15,000 comments on a daily basis on a wide range of subjects: politics, economics, the environment, health, gender issues, business, etc. The forum has an Editorial Board, consisting mainly of volunteers, who go through some of the content posted on the site.

The site has also attracted the attention of influential personalities with a voice in national affairs who, apart from visiting it, have enrolled as active participants. This is evidence that its impact is increasingly being felt in society.

From interviews with the operators of other social networking sites such the Michuzi network, it is clear that political stories are the most popular among users of these sites, accounting for more than 60% of the content. The religious disturbances in Zanzibar and Dar es Salaam were accorded wide coverage in the local social networking sites in 2012.
Stories and commentaries on the envisaged new Constitution for Tanzania, refusal by a section of Muslims to participate in the 2012 National Population and Housing Census, and the controversial death of Channel Ten TV journalist David Mwangosi in Iringa Region in the hands of police are some of the pieces that were widely discussed in the major social networking sites under review.

This contradicted suggestions that social networking sites find some political stories too hot to handle. For instance, the most that *Jamii Forum* operators do is to delete stories or commentaries preaching hatred and disharmony that are posted on the site by extremists.

One observation is that, while state agencies may be taking a keen interest in these sites, there has been no case of undue interference by security or other organs. The only exception given is when the President of the United Republic of Tanzania was defamed by an anonymous contributor, forcing security personnel to take damage control measures by warning social networking sites against spreading the malicious reports or entertaining discussions on the matter.
State of the Media Report: 2012

References

4. *Jamii Forum* (Special interview)
7. www.mct.org.tz
8. www.tcra.go.tz
New media laws: 2012 year of total confusion

The dream of media stakeholders and many other people have had since 2006 of seeing Tanzania having new – and better – media laws enacted have yet to come true. If anything, the year 2012 ended with little more than drama and confusion.

Much to the disappointment of the stakeholders, the year saw two cabinet ministers issue vastly contradicting statements on the matter. Information, Youth, Culture and Sports minister Dr. Fenella Mukangara and her Justice and Constitutional Affairs counterpart, Mathias Chikawe, appeared worlds apart when addressing the National Assembly on the issue.

The contradicting statements were made in the august House in July 2012, as the ministers tabled their respective ministries’ budget estimates for financial year 2012/2013. Chikawe was the first to come forward, outlining to Members of Parliament and the nation plans to enact the Right to Information Act (RTI) and the approach towards realising that goal. He said the
government was determined to be “increasingly open to citizens”, especially because Tanzania in December 2011 had joined the Open Government Partnership Initiative (OGP).

OGP is a new multilateral initiative meant to promote transparency, empower citizens, fight corruption and strengthen good governance, all of which cannot be attained in a country embracing oppressive media laws and where the citizens have no access to information, for it is impossible for an uninformed society to take leaders to account.

In this connection, the minister told the House:

“In this financial year the government intends to table the bill on Freedom of Information. The law will be based on the international standards (emphasis mine) and will be very important to the implementation of OGP in the country....”

Tanzania is one of the six countries in Africa that have qualified to join OGP. It was allowed to join the initiative after promising to promote transparency and making the government more compliant in providing the people with relevant information.

On access to information, Chikawe had this to say in his budget speech, which attracted the attention of media stakeholders and the public at large:

“....the basis of this law is not the freedom to access information by the newspapers and the media alone but the freedom of citizens themselves to get important information which is pertinent to their development...” (emphasis mine)

For the past six years media stakeholders have relentlessly lobbied and pushed for the enactment of media laws that would ease people’s access to information and dissemination of the same.
The struggle started in 2006 after the government introduced a bill on Freedom of Information in an attempt to make what it viewed as better media laws than those in use until now. But media stakeholders soon shot it down, describing it as hopelessly deficient and therefore not promising the nation a better deal.

In fact, all that the government had done in the bill was to copy and paste some provisions from the anachronistic and hotly contested laws now in place into one huge piece of oppressive media legislation.

Had the bill been passed into law in its original form, the operations of media practitioners, press freedom and the right to access information would all have been seriously affected.

Having rejected the bill, media stakeholders formed a Coalition to Right to Information under the Media Council of Tanzania (MCT) in 2007 and prepared two alternative bills – The Right to Information Bill, 2007 and the Media Services Bill, 2008 – with a view of broadening the scope of freedom of information.

Apart from MCT, members of the Coalition are Media Institute of Southern Africa – Tanzania Chapter (MISA-TAN), Tanzania Media Women’s Association (Tamwa), Legal and Human Rights Centre (LHRC), Tanganyika Law Society, Tanzania Gender Networking Programme (TGNP), Media Owners Association of Tanzania (MOAT), Tanzania Legal Education Trust (TANLET) and the National Organisation for Legal Assistance (Nola), the UK-based Article XIX, and India’s Commonwealth Human Rights Initiative.

The two alternative bills were presented to the government in 2007 and 2008, respectively. In so doing, the Coalition was of the belief that the move would initiate dialogue between the two parties and eventually see consensus on the exact wording of the drafts.

But no such dialogue has taken place to date, although the
government has all along promised to table the Media Services bill in the National Assembly for deliberations and endorsement – but to no avail.

As expected, the Information, Youth, Culture and Sports ministry is the one responsible for overseeing the preparation of the bills for later tabling in the National Assembly. Rather curiously, there have been four Information, Youth, Culture and Sports ministers since the process started in 2006. These are Muhammed Seif Khatib, George Mkuchika, Dr. Emmanuel Nchimbi and incumbent Dr. Fenella Mukangara.

During his tenure, Captain (retired) Mkuchika was on several occasions quoted as saying that the bill was ready for tabling, although it was later revealed that the draft had not even been prepared by the time he was reassigned.

When Dr. Nchimbi took over the reins, he appeared to be pushing things in a more positive and assertive manner, even seeking a position paper from media stakeholders on why there should be two separate pieces of new legislation on the media – Right to Information and Media Services. But before he could act on that paper, he was transferred in a cabinet reshuffle – with his deputy, Dr Mukangara, taking up his position.

Chikawe’s July 2012 speech in the National Assembly was full of life, very positive and impressive. First, it suggested that the government had become more committed to the enactment of media laws conforming to international standards such as maximum disclosure, obligation to the public, and protection of whistleblowers, which the government’s proposed bill on Freedom of Information of 2006 fell well short of.

Secondly, all the preceding Information ministers had been promising to take to the National Assembly a single bill on Freedom of Information. However, going by Chikawe’s statement, there was every indication that the government would table two bills – on the Right to Information and Media Services – as proposed by the media stakeholders.
The rationale for having two separate media laws is simple, and it is that The Right to Information law will safeguard the constitutional rights of all citizens to access information, guarantee access to information in the custody of public and private institutions, make it mandatory for public institutions to publish key information, and to protect whistleblowers.

On the other hand, the law on Media Services would provide for the administration and regulation of the operations of mass media organisations and professionals working there.

Dr. Mukangara’s control stance

Although media stakeholders were impressed by Chikawe’s statement on the government’s promise to enact new media laws, the euphoria was short-lived.

A week after the speech, Information, Youth, Culture and Sports minister Dr. Mukangara’s budget speech shattered any hopes there may have been on the matter as earlier suggested by Chikawe.

For media stakeholders who were obviously more than eager to hear what the relevant ministry (Information) had in stock in relation to the further development and promotion of freedom of expression and press freedom, it was a shock of the year, as Dr Mukangara bluntly declared in the House that what the government was intending to table was a bill seeking the enactment of a law to control or regulate the media.

According to the minister, the law would be out to promote media professionalism and accountability of the media in the country! If she was serious about this, then this was a definite step backwards and was evidence of lack of cohesion in the government machinery.

So, precisely which law would ultimately see the light of the day – between the one Chikawe had in mind and the one Dr
Mukangara suggested – remained a puzzle for the whole of 2012.

Whatever stance the government chooses to take, be it Chikawe’s positive approach or Dr Mukangara’s control approach, the media will remain a fact of life in Tanzania and the rights of the public to be informed will always prevail as fundamental rights.

This position was well enunciated by MPs as they debated the two ministries’ budget estimates. Most demanded that the government expedite the enactment of new media laws.

Juma Nkamia, Vice Chairman of the Parliamentary Community Development Standing Committee, was reportedly of the view that the two laws served different purposes and should be separated as recommended by the media stakeholders.

Information, Youth, Culture and Sports shadow minister Joseph Mbilinyi meanwhile urged the government to set exact dates for the tabling of the proposed two bills in the National Assembly.

Special Seats MP Pauline Gekul called upon the government to fast-track the enactment of laws guaranteeing media practitioners protection against harassment by state agencies and exploitation by employers.

No mention of the Media Policy

The year 2012 ended without any attempt to push for amendments to the Information and Broadcasting Act of 2003, a move initiated in 2009 but rejected by media stakeholders. Media stakeholders were particularly disappointed by the government’s proposal to prohibit cross-ownership of media outlets.

The rejection effectively killed plans to amend the media policy until now in use which is being roundly criticised for being incompatible with the changes taking place in the media.
industry today and therefore calling for review. There was hardly any public discussion on the issue in 2012.

Even when Information minister Dr. Mukangara was tabling her budget estimates in July 2012, she did not cite amending the policy as one of the activities lined up for completion in financial year 2012/2013. In short, the proposed amendments were no longer a priority for the particular year.

**MCT and Coalition Activism**

The year under review saw MCT and the Coalition for Right to Information continuing to crusade for the right to information laws. Lobbying for the enactment of better media laws continued during the year. Coalition members travelled to Dodoma during the National Assembly’s budget meeting and had talks with a number of MPs, to whom they gave copies of the position paper on the preference for the Right to Information and the Media Services bills being treated as two separate issues.


The Commission’s work in 2012 mainly involved collecting people’s views on the Constitution they would like Tanzania to have, and the Coalition grabbed that opportunity by submitting its proposals whose thrust was on the need for progressive media laws.

The process began with the formation of a three-member team charged with, among other things, examining the way freedom of information could be included in the Constitution and providing an analysis of what media and information stakeholders could feed into the new Constitution.

The team was formed primarily to enable the media to
participate more knowledgeably and meaningfully in deliberations on the making of the envisaged Constitution – as key stakeholders rather than a mere conduit of information meant to flow among stakeholders.

The team eventually recommended a number of media-related issues for consideration during the making of the new Constitution. These include breaking down Article 18 of the current Constitution as relates to the guarantee of freedom of information into five detailed Articles – right to information, media and press freedom, freedom of expression and opinion, right to communication, and security and welfare of journalists.

The team also recommended for inclusion a new article that would make it mandatory for the state to provide information to the public, alongside another guaranteeing the security and welfare of journalists and media professionals. In part, the latter article would denounce and criminalize harassment and exploitation of journalists innocently going about their work.

It was agreed that these proposals be presented to the Constitutional Review Commission in 2013.

In 2012 MCT also conducted a series of sensitization training workshops on the need to have legislation on the Right to Information and Media Services as well provisions on press freedom in the country’s new Constitution.

The workshops drew participants from the media, institutions of higher learning, civil society organisations and political parties. They were intended to enlighten people on the need to have new media laws so that they could become informed advocates of changes in policy and pieces of legislation.

It was expected that this would ultimately serve to promote access to information and freedom of expression, not to mention putting in place progressive legal and media regulatory regimes. More than 200 people were reached through these workshops.
Draconian law lands at MwanaHalisi

The year 2012 saw the government invoke draconian laws to impose an indefinite ban on a popular weekly Kiswahili investigative newspaper - MwanaHalisi.

The government cited section 25 (1) of the 1976 Newspaper Act, alleging that the newspaper’s articles as published in three issues in July 2012 were “seditious, inciting, violent and likely to jeopardise peace in the country”.

The Newspapers Act of 1976 gives the minister responsible for information powers to prohibit the publication of any newspaper if he or she is of the opinion that doing so would be in the public interest.

The section provides as thus:

25 (1) Where the Minister is of the opinion that it is in the public interest or in the interest of peace and good order so to do, he may, by order in the Gazette, direct that the newspaper named in the order shall cease publication as from the date (hereinafter referred to as “the effective date”) specified in the order.

The paper was accused of publishing information bent on spreading fear among the society. Efforts by media stakeholders and other civil society organisations to press the government to lift the ban failed during the whole of 2012.

The Newspapers Act is among the 17 pieces of legislations identified as hindrances to the enjoyment of the right to information, with many recommending that it be struck off the statute books.

It is commonly argued that the Act is needlessly restrictive, is contrary to the spirit of press freedom and freedom of expression, and gives a single minister too much discretionary powers to ban the publication of particular newspapers on the
pretext of protecting public interest when, even worse, this “public interest” is not defined in the statute.

**International Right to Know Day celebrated**

Media stakeholders in Tanzania marked International Right to Know Day on September 28, 2012 by holding a symposium in Dar es Salaam.

This was the second time the day was being marked in the country and it attracted people from all walks of life, including academia, legal and civil society organisations and even ordinary citizens.

Presentations at the symposium focused on the importance of having a law on access to information, freedom of the press and the right of the people to know.

Speakers at the event emphasised the need to have laws guaranteeing people the right to get information without hindrance, saying that the state has the constitutional duty to provide information to its citizens.

The issue of openness in the public sector was also discussed, with participants calling on the government to fast-track the enactment of laws that would compel people holding public offices to give information to the media and to ordinary citizens without undue hindrance.

The International Right to Know Day was established by access to information advocates from around the globe. It was first celebrated on September 28, 2003.

The day dates back to September 2002, when freedom of information organisations from across the world met in Sofia, Bulgaria, and created a network of freedom of information crusaders.

They agreed to collaborate in promoting the individual right to
access information and open, transparent government. It was then that September 28 was designated as International Right to Know Day.

**Most ‘secretive’ ministry unveiled**

MISA-TAN conducted a study in 2012 to establish the most open as well as the most secretive government institution, this with a view to finding out the accessibility of the target institutions in terms of readiness to provide information to the media and the larger public.

The study ran from July 11 to July 31, 2012 and involved eight government institutions picked randomly.

These are: Finance ministry, National Housing Corporation (NHC), Tanzania Electric Supply Company (Tanesco), Tanzania Revenue Authority (TRA), Works ministry, Tanzania Commission for Aids (Tacaids), Surface and Marine Transport Regulatory Authority (Sumatra), and Constitutional Affairs and Justice ministry.

The Finance ministry emerged as the most open public institution for 2012 by scoring 28 marks out of 40, followed by NHC with 26 marks out of 40. The ministry was therefore declared the most open and transparent government institution in the country, and was presented with the 2012 *Golden Key* award.

On the other hand, the Ministry of Constitutional Affairs and Justice was named the most secretive public institution for the year, followed by TRA.

Generally, according to the study, access to information by the general public continued to be difficult in 2012. This was in part owing to the existence of widely contested laws such as the Newspapers Act of 1976 and the National Security Act of 1970, to mention but a few.
MCT’s Arbitration Activities

One of the many responsibilities of MCT, in its capacity as an independent, self-regulatory body established by media practitioners in 1995, is to ensure that journalists and all people engaged in media work adhere to the highest professional and ethical standards.

In order to achieve this, the Council has an Ethics Committee that handles and mediates complaints from the public and media outlets concerning violations of media codes of ethics. Mediation is MCT’s core work.

The Council received 28 complaints during the year under review, ten of which were dispensed by the Ethics Committee and four at the Secretariat level, while fourteen were withdrawn or complainants lost interest.

The complainants included public institutions such as Sumatra, Zanzibar Electricity Corporation, Democratic Republic of Congo Embassy, Tanzania Ports Authority and Fair Competition Commission.

The year also saw the Council mediate four complaints which were still pending by the end of 2011. Two of the complaints were filed by two senior government officials – former Prime Minister Edward Lowassa and the Permanent Secretary in the Industry and Trade ministry, Ms. Joyce Mapunjo.

Although MCT’s decisions are not legally binding, many people and institutions with complaints against media houses or individual journalists have trust in the Council’s Ethics Committee and have been increasingly seeking its assistance. It therefore serves as a court of honour.

The committee’s promptness in determining complaints brought before it is one of the reasons many people and
institutions seek its intervention. Unlike in courts of law, where defamation lawsuits can take years before they are concluded, at the MCT matters are disposed of promptly.

Migration from Analogue to Digital Broadcasting

Tanzania became the first country in this part of the world to migrate from analogue to digital broadcasting – on December 31, 2012. It began with Dar es Salaam, although initially the analogue switch-off plan was meant to cover the whole country by end of the year.

Communications, Science and Technology minister Prof. Makame Mnyaa Mbarawa had in July 2012 assured the National Assembly that the government’s resolve on the move by the December 31 deadline was definitive and there would be no retreating.

However, in early December 2012, the government announced that digital transition would be carried out in phases and that only Dar es Salaam, Mwanza, Arusha, Kilimanjaro, Mbeya and Dodoma regions would be affected by the analogue switch-off.

But by early December, only 20 per cent of the digital signal installation work had been completed, prompting the Tanzania Communications Regulatory Authority (TCRA) to suspend the switch off in other regions (that is, save for Dar es Salaam).

According to TCRA Director General Prof. John Nkoma, problems in accessing land plots for building network infrastructure and lack of electricity are some of the factors which hindered the countrywide migration to digital broadcasting.

Owing to these problems, December 31 saw only Dar es Salaam migrate from analogue to digital broadcasting, with the other regions set to follow suit as the installation of digital broadcasting signals continues.
The switch to digital in Dodoma and Tanga was expected to take effect on January 31, 2013; Mwanza on February 28; Kilimanjaro and Arusha on March 31, and Mbeya on April 30. Other regions will then follow.

But, as Dar es Salaam went digital, many stakeholders were worried that the price and quality of decoders would prevent millions of TV owners from migrating to digital broadcasting – which would deny them their constitutional right to get information.

The lowest price for a decoder, a gadget that converts analogue signals to digital is Tshs: 39,000. But TCRA was convinced that people would eventually get used to paying for the services, as was the case with mobile phones. The government offered neither tax rebate nor relief on the gadgets.

Tanzania’s migration from analogue to digital broadcasting means that it managed to beat the deadline three years ahead of internationally agreed within the framework of the International Telecommunications Union (ITU) Treaty.

ITU, a specialised agency of the United Nations responsible for information and communication technologies, had set 2015 as the deadline for terrestrial television stations around the globe to migrate from analogue to digital systems. ITU has, accordingly, set July 17, 2015 as a non-negotiable and binding analogue switch-off day.

In response, Tanzania initiated the migration platform on July 1, 2011. During the transition period, national content service licensees will be required to provide simultaneous content on both analogue and digital platforms before completion of the analogue switch-off.

Peer Review Mechanism in Media Houses

On the self-censorship front, New Habari Corporation was until
the year under review the only media house in Tanzania with a media ombudsman.

The role of the office of the ombudsman is essentially to liaise between media staff and media users, to receive comments and complaints from all relevant parties and to promote dialogue between those parties.

Although it is important for every media house to have an ombudsman’s office to check malicious, ethical and unbalanced stories which find their way into the newsrooms, many media outlets still underrate the work of such a person or such an office.

MCT would appreciate seeing other media houses borrow a leaf from New Habari Corporation and eventually have ombudsmen of their own.
References
2. Budget speech by Constitutional Affairs and Legal Affairs minister, 2012/2013
4. *Communication Strategy on Migration from Analogue to Digital Broadcasting in Tanzania*, Paper presented by TCRA Head of
5. Corporate Communication Innocent Mungy at EACO Broadcasters Assembly on May 25, 2011
8. [http://www.righttoknow.ca/en/content/history.asp](http://www.righttoknow.ca/en/content/history.asp)
10. The Newspapers Act, 1976
CHAPTER FIVE

Zanzibar Media Scene

By Abdulla Mohamed Juma

Introduction

Zanzibar’s 2012 media landscape experienced dramatic developments on various aspects.

More radio and television stations were licensed and a large number of newspapers and newsletters registered. These were impressive changes, considering that the Isles have for long been considered allergic to the registration of newspapers.

The Isles’ government scored highly on the transparency scale, particularly following the issuance of a directive to all government offices to provide information to the public through the media. But this order not withstanding, access to government held information by media practitioners remained difficult.

Some media sections in Zanzibar were not particularly keen on the need to ensure impartial, fair and balanced reporting during the year under review. Professional laxity was more
pronounced in the coverage of religious unrest, discussion of constitutional review, the national population and housing census, the Bububu by-election and the MV Skagit accident.

Strangely, coverage of campaigns for press freedom was scanty, though some journalists were threatened and insulted while on duty or denied access to a number of events. Incidents of confiscation of journalists’ working tools by either police or rowdy demonstrators were also recorded during 2012.

Fresh graduates from Zanzibar media schools joined the jobless ranks though expansion of the industry during the year under review was insignificant.

Existing Media Outlets

The year ended with the number of media outlets in Zanzibar still low in relation to demand. It is worth remembering that the three major newspapers in the Isles, all Kiswahili publications, are published by the Zanzibar Corporation of Government Newspapers. These are Zanzibar Leo, a daily; Zanzibar Leo Jumapili, which is published every Sunday; and Zaspoti, a sports weekly (published every Monday).

Zanzibar Department of Information has issued some 20 new licences for the establishment of newspapers and newsletters in the last two years, but many of these are yet to hit the streets. These include Mpango Mzima, The Coast News, Zenj and the most recently licensed Niambie.

Some newspapers, among them Asumini, Ngoma Moto, Zanzibar Daima, Al-Islam, and Zanzibar Wiki Hii, hit the streets for only a short time and have since folded.

A similar situation prevails in respect of newsletters where, according to the Zanzibar Information Department, only 11 of those registered are in circulation. These are Sauti ya Haki Jihadhari, Ikulu, and Business News (published by the Zanzibar

Zanzibar’s Information, Culture, Tourism and Sports minister, Said Ali Mbarouk, recently urged the advisory board responsible for registering newspapers, news agencies, newsletters and cinematography in Zanzibar to encourage Zanzibaris to invest more in the media industry, which has a big role to play in national development. He described the move as meant to revitalize the Isles’ media industry.

The situation on the broadcasting media scene is encouraging, with 24 radio stations having been licensed and three television stations having been given permission to operate. The latter category includes Zanzibar National Television (TVZ), TVZ/CCTV-China and Zanzibar Media. However, Zanzibar Media is yet to become operational.

There are also four subscription TV stations, including Pemba Cable TV, Zanzibar Cable Television, Multichoice Tanzania (DSTV) and AGAPE Television, which is yet to become operational.

Six of the 24 licensed radio stations had not taken off by the end of 2012 while the rest were operational. Six of them are in Pemba; they include Spice FM Station, STZ/BBC, Radio Maria, Peace FM (not yet operational), Coconut FM and Voice of Istiqama.

Unguja-based radio stations total 18: Spice FM Station Unguja, STZ (Short Wave 1) Unguja, STZ (Short Wave 2) Unguja, STZ (Medium Wave) Unguja, STZ/BBC Unguja, Adhana Broadcasting, Bomba FM Radio, Chuchu FM, Coconut FM, Zenj FM Radio, Al-noor, Sports FM Radio (not yet operational), STZ/China, Hits FM Unguja, Bhaa FM, Taqwa FM (not yet operational), Clove FM (not yet operational) and Radio Imaan FM.

The mushrooming of FM radio stations and the rise in the number of subscription televisions provide more opportunity
to the public to access information than previously when people depended almost entirely on *Television Zanzibar (TVZ)* and *Radio Zanzibar (STZ)*, which were the only broadcasting stations in existence in the Isles before the liberalisation of the airwaves took effect in earnest in Tanzania.

**State of Press Freedom**

We may consider the rise in the number of registered media institutions and media practitioners as an important element showing the improvement of press freedom in Zanzibar. However, the Isles still have a long way to go in meeting the public’s demand for free media and greater enjoyment of freedom of expression. This is due to the existence of various stumbling blocks.

After the initial radio reporting on the *Uamsho (‘Awakening’)* leaders’ court case, the Zanzibar Broadcasting Commission (ZBC) banned all private radio stations from covering the case, whereby most of them observed the order and stopped reporting on *Uamsho* for the rest of 2012.

The Commission was accused of seeking the public’s views through a questionnaire in which people were asked to say whether the coverage by the two radio stations had any influence on the October 17-19, 2012 religious unrest in the Isles. An issue that was widely regarded as a pretext for eventually banning *Radio Adhana* and *Radio Al Nuur*.

After ZBC’s intervention, police banned the media from reporting the *Uamsho* leaders’ case at Mwanakwerekwe District Court and Vuga High Court.

There were still more incidents of denying citizens their right to information, especially through the reluctance of public officials to cooperate with the media by giving reporters access to vital information. Outdated confidentiality laws and regulations are commonly used by conservative bureaucrats to deny journalists
information in public trust.

Complaints on these practices were presented to Zanzibar President Dr. Ali Mohamed Shein at press conferences at State House and Zanzibar Airport, where he criticised the officials saying that what was happening was unfortunate, as the government had already instructed public officials at various levels to cooperate with the media, and handle queries within a given timeframe.

**Threats to journalists**

This was a year of several daunting challenges as far as safety of media practitioners in the Isles was concerned as there were more threats against journalists while on duty than previously.

After reporting some news items on *Uamsho* in Zanzibar by mainly sourcing from news agencies, the *Zanzibar Leo* editors and reporters received scare messages. One of the messages read: “You will be the ones to be beheaded once we get our country!”

*Zanzibar Leo* reporters Khamis Amani Suweid and Asya Hassan were once stopped at Darajani, Zanzibar, by a group of youths who were armed with machetes while hunting for a news story after protesting *Uamsho* supporters were intercepted by the police.

*Zanzibar Leo* photographer Haroub Hussein was meanwhile surrounded by *Uamsho* supporters at Mchangani grounds as Sheikh Farid Hadi delivered a speech after reappearing from hiding.

*Mwananchi* reporter Salma Said was ambushed at knife point and was injured on the leg, before being saved by one *Uamsho* supporter who identified her as not being one of the ZBC reporters targeted.
Daily News reporter Issa Yussuf and Mwananchi reporter Salma Said were ambushed and harassed with machetes while gathering news after an Anglican Church spokesperson said a group of unidentified youths had vandalized graves at Mwanakerekwe Cemetery in Zanzibar.

While reporting on the August 29, 2012 National Population and Housing Census at Kilindi Village in Unguja North Region, a number of journalists were surrounded and pelted with stones by enraged villagers who had decided to boycott the census.

Salama Njani from the government’s Department of Information was severely beaten. Meanwhile, the vehicle in which Khamis Mohammed and Abdalla Masangu from Zanzibar Leo were travelling ended up with broken windows, as Abdalla Pandu of Star TV and Khatib Suleiman from Habari Leo escaped unhurt while Saida Kirumbi of ZBC-TV, who was pregnant, almost got a miscarriage in the fracas.

Uamsho demonstrators tried to storm into Radio Zanzibar and STZ premises at Rahaleo. As they chanted from outside the premises, police officers guarding the compound intervened and stopped them from doing any harm.

Channel Ten TV reporter Munir Zakaria was ambushed and beaten by one Uamsho supporter. The reporter’s camera was confiscated as he was trying to get close-up shots of a rally organised by Uamsho at Darajani.

Even in Pemba there wasn’t smooth sailing for media practitioners in 2012. They were on numerous occasions denied information by sources, including the police, and at times ordered out of meetings or harassed by those scared or annoyed by the reports being filed.

In summary, 2012 was not a good year as far as freedom and security of media practitioners in Zanzibar was concerned.
Controversy Over Media Bills

It seems that the push for the enactment of the two 2010 Media Bills on information – Right to Information and Media Services Bill – is failing. This is because the Zanzibar government has come up with its own ideas on amendments to the ‘The Registration of News Agents, Newspapers, and Books Act. No. 5 of 1988, as amended by Act No. 8 of 1977, which regulates the print media and journalists.

The Department of Information has translated the said Act and has been busy collecting stakeholders’ views by conducting one meeting in Pemba and another – for NGOs, media organisations, religious leaders and media owners – in Unguja. The exercise continues as proposals for amendments or completely new legislation are expected to be tabled in the Zanzibar House of Representatives in the financial year 2013/2014.

Thus, MCT-supported media stakeholders’ efforts to push for the proposed pieces of legislation by taking them to newly appointed Zanzibar Information, Culture, Tourism and Sports minister Said Ali Mbarouk as conducting a seminar for legislators seemed unlikely to get positive results.

Since the current Act was among the 40 oppressive laws highlighted by the Nyalali Commission, its continued existence and proposals to simply amend it means that there is no guarantee of adequate media freedom in Zanzibar – regardless of the concern and concerted efforts taken by various stakeholders to change the situation.

Issuance of Press Cards

A press card is an identification document that allows the bearer to practise journalism in a given environment. In Zanzibar, just as in mainland Tanzania, press cards are issued by the government’s Information Department – popularly known as
Maelezo – to those entitled, as recommended by media houses and endorsed by the department.

In the past, the practice was to issue press cards annually, an obviously cumbersome procedure that drew endless criticism and complaints from media practitioners. A few years back the Department of Information adopted a new system of issuing press cards every other year, upon payment of Tsh 20,000.

However, 2012 found many Zanzibar reporters working without press cards, probably due to the relatively big fee required. This has been inconveniencing many journalists who, by going around without a press card, were regarded as gatecrashers.

Yussuf Omar Chunda, Director of the Zanzibar Information Department, had a series of meetings with journalists in Unguja and Pemba to discuss the issue. He underscored the importance of media practitioners having press cards while on duty, including guaranteeing their security.

Migration from Analogue to Digital Broadcasting

Migration from analogue to digital broadcasting has been received with mixed feelings by Zanzibaris, most of whom have been enjoying free-to-air TV services since the introduction of colour television in Zanzibar in 1973 – the first of its kind in Africa.

Since then Zanzibaris have been used to buying TV sets and getting free services without any extra costs. The need to buy top set boxes (decoders), and pay a monthly fee before one can get services is thus an understandably serious concern to most residents of the Isles.

The Zanzibar government, specifically its Information, Culture, Tourism and Sports ministry, has assigned AGAPE to provide
digital infrastructure for Zanzibar. The company is in the final stages of completing the assignment, which includes provision of decoders.

ZBC started an awareness campaign to inform and educate stakeholders and the larger public on how the migration would affect the way they used to watch TV channels.

By December 31, 2012 the decoders ZBC was expected to have made available were not yet ready, hence the concern over what would have happened had the switch from analogue to digital broadcasting taken effect.

Relief came when Dr. Ali Saleh Mwinyikai, Principal Secretary in the Zanzibar Information ministry, announced that Zanzibar would go digital on February 28, 2013 and not December 31, 2012 as earlier planned. He admitted that the Tanzania Communications Regulatory Authority (TCRA) and ZBC had agreed on the December 31, 2012 deadline, adding however, that there was still room for adjustment, since the International Telecommunication Union (ITU) had set July 17, 2015 as the binding global deadline.

However, by December 31, 2012 there were already four private digital Television Multiplex Operators providing services in Zanzibar: Star Times, Multichoice Tanzania (DSTV), Zanzibar Cable Television and Coconut Radio. Unfortunately, most beneficiaries of their services were residents of urban areas and international hotels.

In a word, the introduction of digital broadcasting in Zanzibar is a good development, but it poses daunting challenges since many residents of rural areas may not afford decoders owing to their meagre incomes. It is hoped, though, that the promised government subsidy on decoders will provide relief to the economically disadvantaged social groups.
Coverage on MV Skagit Sinking

The tragic sinking of *MV Skagit* on July 17, 2012 was a sure shocker in Zanzibar, the rest of Tanzania and beyond. The reason behind the public trauma was that the incident occurred only 10 months after another ferry boat, *MV Spice Islander*, capsized at Nungwi – killing hundreds of passengers and some crew members.

The media reported the accident prominently, although accuracy on casualties and survivors left much to be desired. The Zanzibar Disaster Department fell miserably short of regularly updating the media reports with reliable figures, thus confusing grief-stricken members of the public.

The media did a good job by making regular follow-ups, complete with the number of deaths, bodies recovered, passengers rescued, and the arrival of Chinese, Israeli and South African divers called in to help in the rescue operation. There was also information on the number of dignitaries going to Zanzibar specifically in relation to the tragic event. These were led by President Jakaya Kikwete and National Assembly Speaker Ms. Anne Makïnda.

The media continued to monitor public opinion on the incident, including a recommendation that Zanzibar Infrastructure and Transport minister Hamad Masoud, take political responsibility for the incident by resigning. Consequently, the minister resigned on July 23, 2012 following intensive pressure from several quarters. He was succeeded by Rashid Seif Suleiman, Civic United Front (CUF) Member of the House of Representatives from Ziwani in Pemba.

The same day (July 23), the media covered a court case facing three Seagull Shipping Corporation (operators of the ill-fated marine vessel) officials – General Manager Said Abdulrahman, Ship Captain Mussa Makame and Dar es Salaam Branch manager Omar Hassan. They were charged with 60 counts, all relating to murder.
The attention of the media was thereafter turned to the appointment of the Presidential Committee of Inquiry charged with investigating the circumstances surrounding the tragedy. The team was to be led by Zanzibar High Court Judge Abdulhakim Ameir Issa. Members were Salum Toufiq, Captain Abdalla Yussuf Jumbe, Captain Hatib Katandula, Mkakili Fausta Mbowi, Comodore Mussa Mzee, Major General S. S. Omar and Omar Ali Chengo. The formation of the committee was followed by reports of a halt to court proceedings on the Seagull case to await the committee’s findings.

The media later ran stories on the preliminary report by the committee, as presented by Dr. Abdulhamid Yahya Mzee, Zanzibar Chief Secretary and Secretary of the Zanzibar Revolutionary Council, at a press conference at Mnazi Mmoja. Mzee said the government had agreed with the contents of the report.

The report said MV Skagit initially had 447 passengers on board – 429 of them Tanzanians and 18 foreigners. It was also revealed that 81 people were reported dead and buried while 212 were rescued and 154, among them three foreigners, could not be accounted for.

**Bububu By-election**

The Bububu by-election was another major issue covered by the Zanzibar and other media in 2012. It attracted immense attention because it involved Chama Cha Mapinduzi (CCM) and CUF, the two key players in Zanzibar’s Government of National (GNU).

The media covered the by-election well at the beginning, one explanation being that the first stage – nomination of candidates from various political parties, campaign rallies, etc. - were peaceful. But the situation changed dramatically on Election Day (September 16, 2012), when confrontations ensued between
officials and supporters of contending political parties despite the strong police presence at many polling stations.

Contestants included Zuhura Bakari Mohamed (ADC), Hussein Ibrahim Makungu (CCM), Issa Khamis Issa (CUF), Seif Salim Seif (TADEA), Mtumweni Jabir Seif (Jahazi Asilia), Haroun Abdalla Said (NCCR MAGEUZI), Suleiman M. Abdalla (NRA), Abubakar Hamad Kidosho (AFP).

This means many parties participated in the by-election but only some were involved in the fracas that followed. It was a big surprise to reporters to see CCM and CUF leaders, who are also GNU top leaders, openly take part in the violence and accusing each other of violating electoral laws. Some people were taken to court in connection with the commotion.

Post-election media coverage posed a challenge, in part due to the contradictory pronouncement made by the major political parties, both of which have a roughly equal voice in the GNU. CUF candidates rejected the results, claiming that CCM had been favoured by the Zanzibar Electoral Commission (ZEC) and that the results were manipulated and therefore unacceptable. CCM, on the other hand, stressed that its victory was fair and indisputable.

CUF filed a case at the Zanzibar High Court disputing the CCM victory in the Bububu by-election. It was case number 22/2012 which was under Judge Abdulhakim Ameir Issa and, which until the end of the year, was still pending in court.

Some leaders in the GNU, particularly those from CUF, organised rallies at Kijichi and Kibandamaiti. They declared that ZEC, Police, Zanzibar’s “Special Departments” and government leaders had all failed to ensure the by-election was free and fair. Journalists found themselves at a crossroads as leaders were openly commenting on an issue pending in court, which can impact massively on the future of the GNU.
Media Coverage of Constitutional Review Process

Coverage of Tanzania’s Constitutional Review process posed a challenge to the media in Zanzibar, given the various controversial issues involved – most notably Union matters.

The Zanzibar media reported on this development as early as when the Bill was tabled in the National Assembly. Coverage became increasingly intensive when the commissioners charged with collecting views on the proposed Constitution from members of the public toured the Isles.

Non-governmental organizations like the Zanzibar Law Society and Uamsho popularised the process by holding rallies and seminars meant to sensitise the people on a number of issues, especially the Union. The latter institution was emphatic about the need for the people of Zanzibar to agitate for more freedom under the new Constitution.

On the whole, the Zanzibar government was not entirely happy with Uamsho’s stand on the Union government and saw the organisation as determined to incite the citizenry to oppose the current (two-tier) Union set-up. Not surprising, the banning of Uamsho rallies and demonstrations resulted in riots pitting supporters of the movement against police and other security agents.

It is largely owing to this state of affairs that the Constitutional Review Commission was not well received when it visited the Isles a few weeks before the end of 2012 to collect public views. The team noted that even the major political parties, CCM and CUF, were involved in attempting to manipulate their followers into taking particular stands on some issues when giving their views on the envisaged Constitution.

All the above mentioned developments and scenarios were adequately reported by the media in Zanzibar during the year under review.
Media Coverage of Religious Unrest

The last weeks of October 2012 were marked by a negative local and international publicity for Zanzibar, as followers of Uamsho refused to heed calls by police not to stage or take part in demonstrations. This led to clashes in places like Darajani, Mbuyuni and Mwembe Kisonge in Unguja Urban between supporters of the religious movement and state security organs.

The situation worsened when Uamsho leader, Sheikh Farid Hadi, disappeared mysteriously. This fanned rumours that he had been abducted by state agents, but the government denied any involvement in the matter. When the cleric reappeared after a few days later, he was taken to court alongside a few of his colleagues to face charges including plotting to cause chaos.

In the midst of this confrontational atmosphere, property belonging to Christian institutions was destroyed while some churches were torched, thus introducing an element of conflict pitting Christians against Muslims in Zanzibar’s volatile political environment.

All these developments kept the media in Zanzibar busy in the last months of 2012.

Training of Journalists

The training of journalists in Zanzibar is provided by both government-run and private institutions. Demand for the training is assured as media expansion has led to a situation where some media outlets including FM radio stations make do with untrained ‘journalists’. Thus, even private training schools get students to enrol, although the quality of the training some offer leaves much to be desired.

Public training institutions are doing a good job. One of them is the Zanzibar Journalism and Mass Media College, which was established in 1966 and has trained most of today’s journalists in
Zanzibar. It has a standard journalism training curriculum approved by the National Accreditation Council for Technical Education (NACTE) and MCT.

At the 2012 graduation held on 15 December 2012, some 40 finalists were awarded a Journalism and Mass Communication diploma, while another 40 got certificates in the same discipline. Currently, 101 students are enrolled for the Diploma (in Journalism and Mass Communication) Course, while 68 are pursuing certificate studies in the same discipline. Chinese language is also now taught at the college.

Mainly owing to increased demand for well trained journalists, the University of Zanzibar (ZU) has started a Certificate in Journalism course. The State University of Zanzibar (SUZ) has also introduced a Media Department, which will soon be operational.

Professional Media Organizations

Nine professional media organisations were active in Zanzibar during the year under review. They include the Media Council of Tanzania (MCT-Zanzibar), Zanzibar Editors Forum (ZEF), Zanzibar Press Club (ZPC), Pemba Press Club (PPC), and Tanzania Media Women’s Association (TAMWA-Zanzibar).

Others are the Organisation of Journalists for Development – Zanzibar (Wahamaza), Zanzibar Media Women’s Association (ZAMEW), TASWA-Zanzibar, and the Organisation of Young Journalists (ODEYTO). The last two were not very active but were picked up during the last months of the year.

Conclusion

From what has been observed in this report, that is Zanzibar’s eventful political climate, religious problems, infringement on press freedom, the Union debate and other social complications,
2012 was definitely one of the most challenging years for media professionals in the Isles. The incoming year is not likely to be less challenging, though, as the factors that made 2012 difficult are still very much in place.

References

Interviews
1. Discussion with Mr. Abdi Suleiman, Zenj FM Editor Reporter in Pemba.
2. Discussion with ZBC Editors in Pemba.
3. Discussion with Radio Maria Manager in Pemba.
4. Discussion with Radio Istiqama in Pemba.
5. Interview with Daily News Zanzibar Reporter, Mr. Issa Yussuf.
6. Interview with Mwananchi Zanzibar Correspondent, Ms. Salma Said.
7. Interview with Acting Head of the Zanzibar Institute of Mass Communication, Mr. Rashid Omar Kombo.
8. Interview with Mr. Mohammed Kombo, ZBC-in-charge in Pemba.
9. Interview with Micheweni Community Radio Manager, Mr. Hamad Shapandu.

Documents
3. MCT Zanzibar Office sources.
5. The Registration of News Agents, Newspapers and Books Act No. 5 of 1988, as amended by Act. No. 8 of 1977 that regulates the print media and journalists.