



AFRICAN MEDIA BAROMETER

**The first home grown analysis of the
media landscape in Africa**



TANZANIA 2010

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MAGAZINES DEGREE DOCUMENTS DEGREE DOCU- REPORT

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The African Media Barometer (AMB)

The African Media Barometer (AMB) is an in-depth and comprehensive description and measurement system for national media environments on the African continent. Unlike other press surveys or media indices the AMB is a self-assessment exercise based on homegrown criteria derived from African Protocols and Declarations like the “*Declaration of Principles on Freedom of Expression in Africa*” (2002) by the “African Commission for Human and Peoples’ Rights”. The instrument was jointly developed by *fesmedia Africa*, the Media Project of the Friedrich-Ebert-Stiftung (FES) in Africa, and the Media Institute of Southern Africa (MISA) in 2004.

The African Media Barometer is an analytical exercise to measure the media situation in a given country which at the same time serves as a practical lobbying tool for media reform. Its results are presented to the public of the respective country to push for an improvement of the media situation using the AU-Declaration and other African standards as benchmarks. The recommendations of the AMB-reports are then integrated into the work of the 19 country offices of the Friedrich-Ebert-Foundation (FES) in sub-Sahara Africa and into the advocacy efforts of other local media organizations like the Media Institute of Southern Africa.

Methodology and Scoring System

Every two to three years a panel of 10-12 experts, consisting of at least five media practitioners and five representatives from civil society, meets to assess the media situation in their own country. For 1 1/2 days they discuss the national media environment according to 45 predetermined indicators. The discussion and scoring is moderated by an independent consultant who also edits the AMB- report. After the discussion of one indicator panel members allocate their individual scores to that respective indicator in an anonymous vote according to the following scale:

1	Country does not meet indicator	
2	Country meets only a few aspects of indicator	
3	Country meets some aspects of indicator	
4	Country meets most aspects of indicator.	
5	Country meets all aspects of the indicator	

The sum of all individual indicator scores will be divided by the number of panel members to determine the average score for each indicator. These average indicator scores are added up to form average sector scores which then make up the overall country score.

Outcome

The final, qualitative report summarizes the general content of the discussion and provides the average score for each indicator plus sector scores and overall country score. In the report panellists are not quoted by name to protect them from possible repercussions. Over time the biennial or tri-annual reports are measuring the media development in that particular country and should form the basis for a political discussion on media reform.

In countries where English is not the official language the report is published in a bilingual edition.

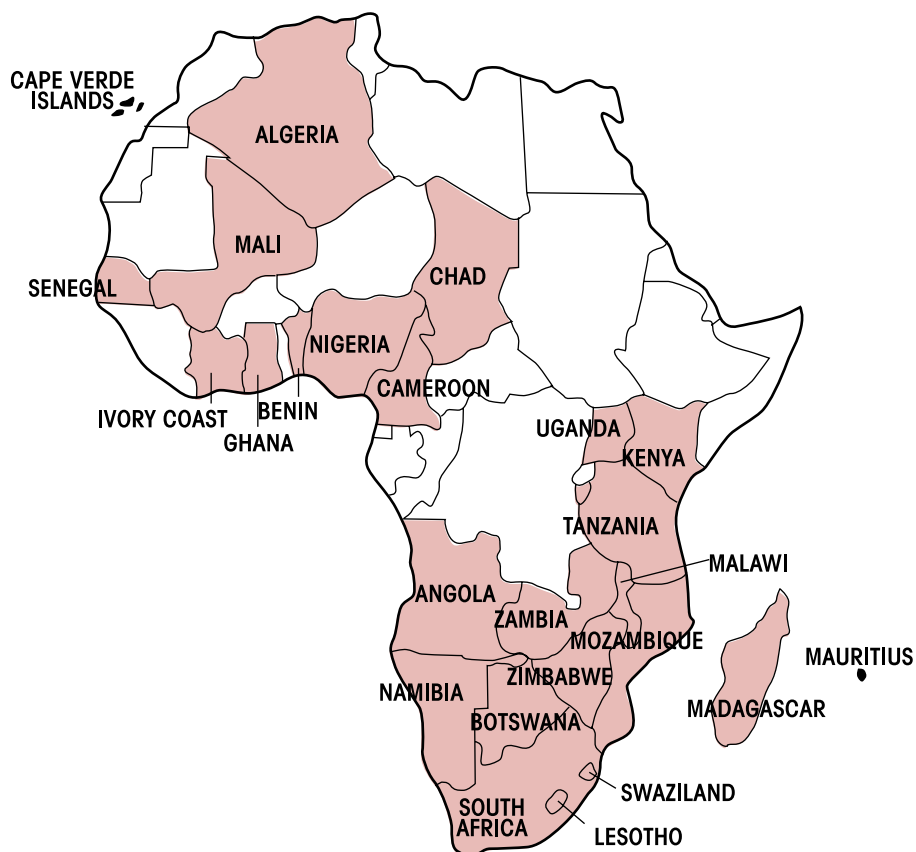
Implementing the African Media Barometer the offices of the Friedrich-Ebert-Foundation (FES) and - in SADC countries the Media Institute of Southern Africa (MISA) - only serve as a convener of the panel and as guarantor of the methodology. The content of the discussion and the report is owned by the panel of local experts and does not represent or reflect the view of FES or MISA.

At the end of 2008 the indicators were reviewed, amended and some new ones were added to address the rapid developments in Information Communication Technology.

By the end of 2009 the African Media Barometer had been held 46 times in 25 African countries, in some of them already for the third time.

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See above 25 AMB Countries (2005-2009)

AFRICAN MEDIA BAROMETER TANZANIA 2010

Executive Summary

The Constitution of Tanzania and Zanzibar guarantees freedom of expression, including press freedom. However, various drawbacks hinder these freedoms due to the failure by Government to include constitutionally guaranteed protections through supportive pieces of national legislation. Moreover, claw back laws and pieces of legislation like Article 30 of the Constitution and the Public Services Act of 1962 remain impediments to freedom of expression and access to information. While processes have been set in motion towards the review of the Freedom of Information and the Media Services Bills, consultations continue to take place at the upper levels, thereby excluding ordinary citizens. Additionally, although the country has ratified exemplary continental and regional laws that set the standard for freedom of expression, access to information and media regulation are undermined by the lack of their national implementation.

With over 18 daily newspapers, 41 weeklies, 60 radio stations and 15 television stations, Tanzania should ideally be a good example of a media environment that offers diversity and plurality to the broad spectrum of its citizens. However, owing to poor infrastructure and gender inequalities, rural dwellers – particularly women – remain excluded from access to media. Furthermore, low newspaper circulation, the low purchasing power of most citizens, high cost of batteries and electricity and the inability to access internet continue to hamper media accessibility for rural and poor citizens. As a result of this decreased access to media, Tanzanian rural dwellers – who in fact have a reputation for being bold and courageous enough to speak out publicly and through the media – are obstructed from having their voices heard. This blocks much potentially beneficial discourse.

Despite the relatively high number of newspapers, and radio and television stations in the country, media content largely fails to effectively meet the information, educational and entertainment needs of the various sectors of the population. As such, it is clear that Tanzania still lacks a diverse broadcasting sector essential to a functioning democracy that can contribute to the public interest. While the *Declaration of Principles for Freedom of Expression* in Africa suggests a “three-tier system for broadcasting: public service, commercial and community”, the distribution of media in Tanzania does not adequately meet this model.

In this current age of digitization, it is a concern that internet is only accessed by a paltry 1% of Tanzania’s population, while television is accessed by only 5%. This means that media largely remains reserved for the elite, while the broader portion of the population is left out. This limited access to electronic media also

has negative implications for the media's ability to prepare for digital migration by 2015, as proposed by the ITU. The country's Broadcasting Policy of 2003, which highlights the need for ICT infrastructure, is yet to come to fruition as rural dwellers continue to have limited or no access to ICTs. Poor access to media by the majority of citizens in the country also means that a significant number of citizens remain unaware of legislative avenues and forums available to guarantee their personal freedom of expression. Of note, however, is the existence of the recently established Media Consumers Consultative Council. If properly run, this Council could ensure that the public becomes aware of the workings of the media – knowledge that can extend to awareness about broader issues surrounding freedom of expression.

Within the media regulatory environment, Government is notorious for giving with one hand what it takes away with the other. Although broadcasting is regulated by an independent body which is protected against political interference through supportive legislation, there are concerns that the Tanzania Communication Regulatory Authority (TCRA) is not entirely independent since both the board chairman and Director General are presidential appointees. While the broadcasting authority has a supportive environment through clearly laid down procedures on issuance of licenses and provisions for fairness and diversity in the media, the implementation of these procedures remains poor. Furthermore, stringent procedures for registering newspapers and other mass publications still persist under the Newspaper Act of 1976, with political interference thriving on these restrictive conditions. For example, the Minister of Information, who also serves as the Publicity Secretary for the ruling party, has stopped the registration of new newspapers as the country approaches a general election.

Community print media is almost non-existent, and the few regional papers that do exist use English as the medium of communication – a language that most Tanzanians are unable to understand, let alone read. The costs associated with running community media outlets are also very high, thereby hampering the creation of new media, and hence, of communities' access to media. Although there has been an expansion in community broadcasting, confusion over what constitutes community media has altered the mandate of community broadcasting currently available largely through private and institutional owners.

Some positive developments have taken place since the last African Media Barometer (AMB) in 2008. There have been notable improvements in the operations and conduct of the country's public broadcaster, Tanzania Broadcasting Corporation (TBC). The fact that TBC now invites representatives of opposition political parties to air their views is a stride towards more balanced and fair coverage, which in turn benefits the masses. The fact that there is more local content in the national broadcaster's programming than at any other television station in the country is another positive development with benefits for Tanzanians.

Disappointingly, some of the positive strides made in media since the 2008 AMB are being curtailed by unrelenting retrogressive processes, systems and legislation. For instance, considerable progress has been made towards ensuring the improvement of professionalism and capacity among journalists in Tanzania. Notably, there are more university graduates in journalism and media than ever before. However, the journalism profession remains beset with a number of challenges. Journalists continue to be plagued by an apparent lack of capacity, a high degree of sensationalism, corruption, job insecurity, editorial interference by media owners, and harsh, poor and risky conditions of service. Journalists appear to be ignorant about the provisions of the Labour Relations Act of 2007 which can essentially protect them from unfair labour practices. The existing union of journalists is not significantly functional and most journalists do not belong to a trade union because they are not permanently employed. Professionalism in journalism is further hampered by the mushrooming of privately-owned media outlets – many of which were set up simply to settle scores with political and/or business rivals.

There is active lobbying around media issues by civil society, despite the fact that funding towards advocacy has significantly decreased. There has been a lot of engagement with Government on the draft Freedom of Information Bill, and civil society organisations have been actively advocating for the rights of journalists, for freedom of expression and for media freedoms. However, a large gap still exists in enlisting the active participation of a sizeable number of citizens at the grassroots level, rendering current efforts unsustainable and incomplete.

Positively, the Tanzanian Government has placed communications personnel in almost all Government ministries. Ideally, this should improve the current level of communication between the government and the public and open up public access to information. However, the continued existence of legislation such as the Public Services Act of 1962 – which limits what public servants can reveal to the public through the media – undermines such a move.

Panellists in this year's AMB agreed on a number of measures that need to be undertaken in order to ensure the improvement of Tanzania's media environment. These measures include encouraging and facilitating debate on digital conversion for broadcasting in preparation for digital migration in 2015; the strengthening of trade unions for journalists, establishing a common standard for journalism training; and creating a charter to ensure accountability of media owners. It was also agreed that increased advocacy would be necessary in order to realise the enactment of more progressive media bills.



SECTOR 1:

**Freedom of expression, including
freedom of the media, is effectively
protected and promoted.**

Freedom of expression, including freedom of the media, is effectively protected and promoted

1.1 Freedom of expression, including freedom of the media, is guaranteed in the constitution and supported by other pieces of legislation.

Freedom of expression and, by extension, freedom of the media is enshrined in the constitution of Tanzania and Zanzibar. However, there are limitations to these freedoms because their protection is not included in other pieces of legislation. The panellists believed that nothing has changed since the last AMB in 2008 because there are still claw back clauses in the constitution (article 30), while other laws that encroach on the right to freedom of expression are still in existence, such as the Public Services Act (1962), the Newspaper Act (1976), the Penal Code (1945)¹ the National Security Act (1970) and the Public Leadership Code of Ethics Act (1995).

Since the last AMB in 2008 there has not been any change in laws. There has only been an exercise involving government and other media stakeholders, to review information and broadcasting policies as well as to enact Freedom of Information (FOI) laws.²






Following this exercise, government's proposals on the FOI bill and the stakeholders' recommendations provided for continued public debate, resulting in the Government appointment of a team of experts to look into the Information and Broadcasting Policy of 2003 with a view to addressing emerging issues. These include Information, Communication and Technologies (ICTs), blogs and other forms of online publications. The FOI and Media Services bills of 2007 are yet to be tabled in Parliament, and so far there has been no feedback from the government with regards to the issue.

1 The Penal Code was amended in 1980 and revised in 2002.

2 The Freedom of Information Bill was gazetted in 2006 and presented to Parliament in 2007. A coalition of civil society organizations criticized the Bill for restricting access to information. For instance, the bill classifies cabinet papers and information as secret state documents. The Coalition, led by the Media Council of Tanzania has presented an alternative draft Bill to government and Parliament. To date, the Information Bill is yet to be passed.

Scores:

Individual scores:

1	Country does not meet indicator	
2	Country meets only a few aspects of indicator	
3	Country meets some aspects of indicator	
4	Country meets most aspects of indicator.	
5	Country meets all aspects of the indicator	

Average score:

2.7 (2008 = 2.4 ; 2006 = 2.8)

1.2 The right to freedom of expression is practised and citizens, including journalists, are asserting their rights without fear.

Panellists were in agreement that in Tanzania, freedom of expression is generally practiced without much fear. However, some panellists pointed out some instances in which threats were directed at journalists who had shown courage in exposing corruption. One panellist revealed, for instance, that within some newsrooms, editors and journalists had to guess the possible consequences of stories before they published them because they feared their media owners. Another provided an example of a story she once wrote quoting a senior journalist attacking media owners for interfering with editorial independence. “The story was not published”, she said.

Panellists also cited the case of two editors at *Mwanahalisi*³ who were attacked by thugs in 2008, allegedly because of what they were reporting.

They further pointed out that journalists also faced the fear of losing their jobs because of what they wrote: “There are also cases where journalists have to practice self censorship because there is no job security. Journalists write while fearing the owner, the wife or friends of the owner,” said one panellist. Another panellist said that the public was not aware that there is a constitutional guarantee of freedom of expression. “People feel they have been oppressed for too long and therefore they end up venting their anger the wrong way, unaware of their right to freedom of expression”, noted one panellist, adding that if people had been aware, many more forms or avenues through which citizens could express themselves would be seen.

3 Mwanahalisi Managing Editor, Saed Kubenea and the paper’s editorial consultant Ndimara Tegambwage were attacked by thugs in the paper’s offices at Kinondoni area in Dar es Salaam in 2008. The thugs used machetes and poured a liquid believed to have been mixed with a caustic acid on the editors’ faces.

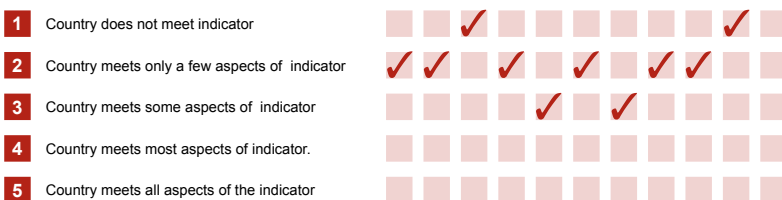
Some panellists observed that citizens expressed their views and opinions through letters to the editor, phone-in programmes, chats in public transport and even periodic messages on placards. However, it was also noted that a great deal of editing was done to letters from the public for publication, unlike in the past when such feedback from readers was welcome by managing editors or senior staff in the newsrooms. “Today,” said a panellist, “letters to the editors are edited badly to the extent of altering the original meaning.” Panellists noted that ordinary people in the rural areas were slightly more bold and that whenever they had a listening ear, including media, they utilised the opportunity to express their views and opinions on various issues without fear.

On another note, a panellist indicated that journalists themselves were on occasion involved in corrupt practices and that some of them were being used as mules or hacks for businessmen and politicians. Panellists also pointed out that the media in Tanzania could be divided into two types: those that were serious about media and operated in accordance with principles of journalism; and those that were established to help their owners settle political and/or business scores with their rivals or enemies.

As a result of the above factors, panellists gave Tanzania an average of 2.0 – down 0.8 from the country’s 2008 score. The attack on journalists seems to have had a major influence in the panellists’ voting.

Scores:

Individual scores:



Average score:

2.0 (2008 = 2.8 ; 2006 = 1.1)

One panellist said very few people know about regional principles such as the *Declaration of Principles of Freedom of Expression* endorsed by the African Commission on Human and People's Rights (ACHPR). He/she noted that even those in government who were entrusted with the responsibility of working on the declaration are disinterested on following up its implementation.

Furthermore, it was observed that journalists in Tanzania were struggling to fight for their occupational and professional rights. Politicians, business people, and media owners were using journalists for their own ends, a panellist noted.

Panellists gave Tanzania an average score of 2.2 in this category on the grounds that although the country had ratified many international conventions on freedom of expression and of the media, it had not translated them into enforceable legislation.

Scores:

Individual scores:

1	Country does not meet indicator	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2	Country meets only a few aspects of indicator	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3	Country meets some aspects of indicator	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4	Country meets most aspects of indicator.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5	Country meets all aspects of the indicator	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Average score:

2.2 (2008 = n/a ; 2006 = n/a)

1.5 Print publications are not required to obtain permission to publish from state authorities.

As in 2008, all newspapers and other mass publications are supposed to be registered in accordance with the Newspaper Act of 1976. One is required to register with a publishing company, the Information Services Department and the Postmaster General. Panellists further observed that the minister of information - who is also the publicity secretary for the ruling party - has stopped the registration of newspapers as the country approaches the general elections set for October 2010. Panellists also observed, however, that since this was election year, some individuals with political ambitions or interests were establishing newspapers to character assassinate candidates they opposed.

Scores:

Individual scores:

1	Country does not meet indicator	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
2	Country meets only a few aspects of indicator											
3	Country meets some aspects of indicator											
4	Country meets most aspects of indicator.											
5	Country meets all aspects of the indicator											

Average score:

1.0 (2008 = n/a ; 2006 = n/a)

1.6 Entry into and practice of the journalistic profession is legally unrestricted.

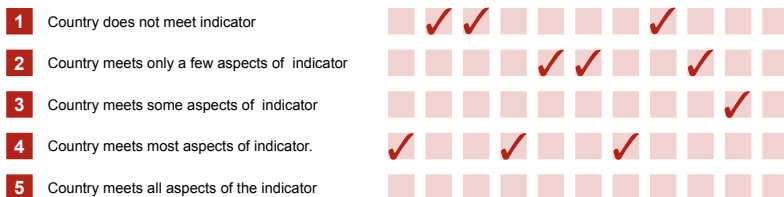
It was observed that in practice, any person could enter into any newsroom and work as a reporter or writer. A panellist said there was no clear definition of a 'journalism profession'. "Here anybody who can access a notebook, a pen and a microphone can practice" one panellist quipped. However, Government Information Services also issues press cards known as *Maelezo*, with the understanding that if a reporter goes to a public office without a press card, he or she could easily be taken to court for impersonation.

Another panellist expressed concern over rogue reporters commonly known as *Kanjanja*⁴ who are believed to be tarnishing the image of the profession. It was pointed out that there is need for debate in Tanzania to clearly define a journalist, especially in light of the emergence of 'citizen journalists'. The panel was informed that the government had assigned ten people to review the current Media and Information Policy with a view to iron out all contentious issues among stakeholders. One of the issues up for discussion in the policy is whether there should be a minimum qualification for those intending to practice journalism. Panellists agreed that there was need to initiate a debate on the issue.

⁴ A kanjanja is a person who goes to an office, posing as a reporter, asks a lot of questions, takes a lot of notes, and reports for no media outlet. They have proven very keen in asking their sources for transport or meal allowance.

Scores:

Individual scores:



Average score:

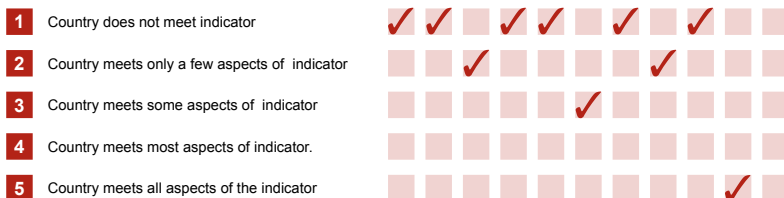
2.4 (2008 = 2.5 ; 2006 = 2.4)

1.7 Confidential sources of information are protected by law and/or the courts.

The Media Council of Tanzania's (MCT) Code of Ethics for Media Professionals, which is endorsed by the media fraternity, requires all managers and editors to protect sources of information obtained in confidence. However, this protection does not appear to be guaranteed in national legislation. One panellist revealed that two newspapers - *Habari Leo* (government owned) and *Mwanahalisi* (privately owned) - once covered stories that almost landed them in trouble. He/she added that had they been taken to court, the two papers would have been forced to reveal the sources of their information. Another panellist stated that journalists too are not protected by law if they are forced to disclose their sources of information.

Scores:

Individual scores:



Average score:

1.8 (2008 = 2.3 ; 2006 = 1.6)

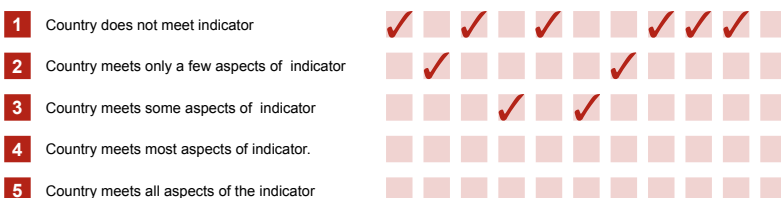
1.8 Public information is easily accessible, guaranteed by law, to all citizens.

Access to public information has not improved since 2008. Restrictive laws such as the Public Service Act of 1962 - which sets limitations on what public servants can reveal to the public - still exist. Only Permanent Secretaries and designated officers are allowed to speak to the public, mainly through the media. The panellists observed that although communications officers have been placed in almost all Government ministries and agencies, they are still restricted by law on what they can or cannot reveal to the public. One panellist noted that the Government Communications Policy⁵ that provided for these officers had made room for more open communication between the government and the public, but added that infrastructural problems and legal hurdles still hindered the smooth flow of information.

The process of enacting Freedom of Information (the Right to Information) and Media Services Acts which would guarantee public access to information, freedom of expression, including that of the media, is still underway.

Scores:

Individual scores:



Average score:

1.6 (2008 = 1.3 ; 2006 = 1.1)

1.9 Websites and blogs are not required to register with or obtain permission from state authorities.

Blogs and websites are not required to register formally, and no one can be stopped from publishing material online. A panellist pointed out, however, that the proposed Information and Broadcasting policy⁶ will require those who want

5 The Communication offices were established through a policy, titled: Government Communications Policy which originated from the Directorate of Communications (State House).

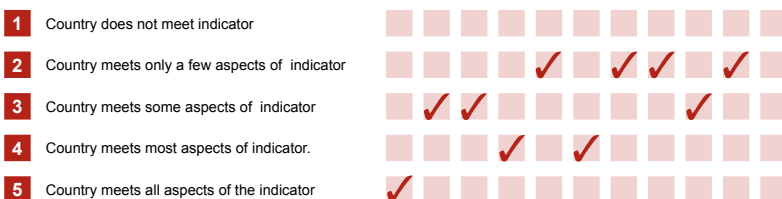
6 The proposed policy seeks to amend the 2003 Information and Broadcasting Policy and aims at, among other things, prohibit ownership of more than one type of media outlet.

to establish blogs or websites to register with the Registrar of Companies and to get a license from the Tanzania Communication Regulatory Authority (TCRA). The government, a panellist noted, would institute a mechanism through which the content of blogs and websites would be controlled. Another panellist pointed out, however, that it would be hard to control the blogs because most of them were hosted abroad through .com domains. He/she also added that citizens could use pseudonyms and elude providing their true identification. Currently, only internet service providers are required to register.

Panellists also stated that Tanzania has had experience with blogs that were started to diminish the rights of individuals, including the right to privacy and the right of reply. Nevertheless, panellists were of the view that freedom to run blogs and websites was fundamental, as long as it also ensured the rights of innocent individuals who were victimised by the anonymous nature of their operations.

Scores:

Individual scores:



Average score:

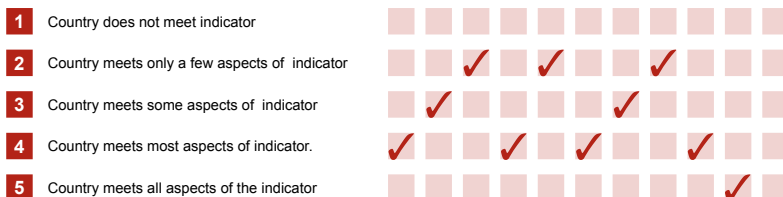
3.0 (2008 = n/a ; 2006 = n/a)

1.10 The state does not seek to block or filter Internet content unless laws provide for restrictions that serve a legitimate interest and are necessary in a democratic society.

The panellists were in agreement that since the advent of websites and blogs, the government had not enacted any law to restrict them. However, hosts of websites such as Jamboforums (now *jamiiforums.com*) were once interrogated by authorities over content that irked the government. Another blog called *zetamu* was also shut down with the help of international law enforcing agencies, when it was found to be invading the privacy of individuals. The government is now working with the International Telecommunication Union to see how to safeguard the rights of children from paedophilia, pornography and sexual content and harassment on the internet.

Scores:

Individual scores:



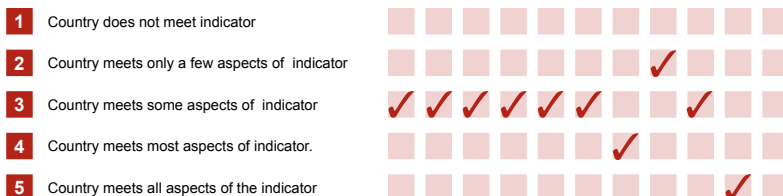
Average score: 3.3 (2008 = n/a ; 2006 = n/a)

1.11 Civil society in general and media lobby groups actively advance the cause of media freedom.

Panellists concurred that civil society in Tanzania has been active. MISA and other media stakeholders recently handed over the draft FOI Bills to government, and are still awaiting action on them. The Lawyers for Human Rights Committee (LHRC) has also been at the forefront of advocating for human rights, and the MCT has drafted a Freedom of Information Bill for Zanzibar. Civil society has also been working hard to spur issues for public debate, with some members of civil society working underground to press for change. Panellists were of the view that the power of external (international) pressure seemed to be more effective in Tanzania than internal pressure. They also observed, however, that the majority of citizens at the grassroots level were not hungry enough for change. Panellists therefore concluded that while there had been a lot of pressure for reform from civil society, media and donors, there was still a need to engage the citizenry to ensure effectiveness and sustainability of progress.

Scores:

Individual scores:



Average score: 3.2 (2008 = 2.7 ; 2006 = 2.8)

1.12 Media legislation evolves from meaningful consultations among state institutions, citizens and interest groups.

Since 2003 Tanzania has seen a process to reform media, with the input of various stakeholders, including media and civil society. Even when the government came up with a controversial bill on Freedom of Information, a coalition of stakeholders led by the MCT went throughout the country to solicit views from interest groups. However, a panellist expressed concern that consultations took place at upper levels, while ignoring ordinary citizens. Panellists suggested that more meaningful ways to engage ordinary citizens in consultations for reform was necessary.

Scores:

Individual scores:

1	Country does not meet indicator	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2	Country meets only a few aspects of indicator	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3	Country meets some aspects of indicator	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4	Country meets most aspects of indicator.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5	Country meets all aspects of the indicator	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Average score:

2.6 (2008 = n/a ; 2006 = n/a)

Average score for sector 1:

2.2 (2008 = 2.2; 2006 = 2.1)⁷

⁷ For 2009 the indicators were reviewed, amended and some new indicators such as those addressing Information Communication Technology (ICT) were added. Consequently, the comparison of some indicators of the 2005 and 2007 report is not applicable (n/a) in some instances in which the indicator is new or has been amended. Evidently, this has to be taken into account too, when the overall sector scores are compared.

SECTOR 2:

The media landscape, including new media, is characterised by diversity, independence and sustainability.

The media landscape, including new media, is characterised by diversity, independence and sustainability

2.1 A wide range of sources of information (print, broadcasting, internet) is available and affordable to citizens.

Tanzania has one of the most vibrant media landscapes in the region, with over 18 daily newspapers, 41 weeklies, 60 radio stations and 15 television stations as well as internet accessibility.⁸ Infrastructure to transport newspapers to rural areas is, however, prohibitive. On the gender front, women have limited access to radio in rural areas while men move around with their radio sets.

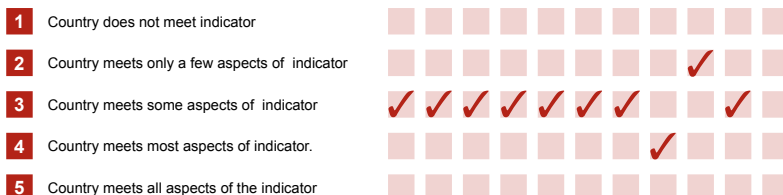
A panellist noted that in Tanzania, internet caters for only 1% of the country's population (currently estimated at 40 million). Television is accessed by only 5% of the population, while about 15 million Tanzanians own radio sets. Challenges in media distribution include limited circulation of newspapers, the low purchasing power of most citizens, the high cost of batteries for radio sets and the dearth in electricity provision to rural dwellers, and the high costs of owning television sets or accessing internet. With regards to television access, the panel was informed of an initiative underway by UNESCO to establish telecenters in the country's regions. A panellist observed that the oral tradition is still very dominant in Tanzania, to the point that it affects the reading culture among many citizens.

Apart from the challenges of media access and reach, panellists underscored the importance of reassessing media content to establish the extent to which it meets the needs and aspirations of different sections of the population. Panellists agreed that despite these challenges, Tanzania's media is fairing well in terms of providing a wide range of information sources for its citizens.

⁸ Most media outlets, including internet accessibility are urban based.

Scores:

Individual scores:



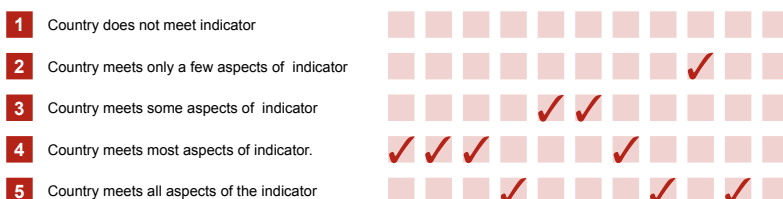
Average score: 3.0 (2008 = 2.8 ; 2006 = 2.9)

2.2 Citizens' access to domestic and international media sources is not restricted by state authorities.

Panellists were in agreement that there were no restrictions on citizens to access domestic and international media sources. They noted that even state media were allowed to beam foreign television programmes on local channels. Panellists did not provide any indication that there had been any change of policy, legislation or practice in this regard.

Scores:

Individual scores:



Average score: 3.8 (2008 = 4.1 ; 2006 = 3.1)

2.3 Efforts are undertaken to increase the scope of circulation of the print media, particularly to rural communities.

Panellists observed that rural people in Tanzania were still disadvantaged in terms of access to print media. It was noted that community print media were almost nonexistent and that a few regional papers such as the *Arusha Times* in Arusha were not in a language that most citizens could grasp.⁹

Mention was made of only one grassroots print publication, published by a civil society organisation called GRAFCA.

Scores:

Individual scores:

1	Country does not meet indicator	✓	✓									✓		
2	Country meets only a few aspects of indicator			✓	✓	✓		✓					✓	
3	Country meets some aspects of indicator						✓		✓					
4	Country meets most aspects of indicator.													
5	Country meets all aspects of the indicator													

Average score:

1.9 (2008 = 1.8 ; 2006 = 2.4)

2.4 The editorial independence of print media published by a public authority is protected adequately against undue political interference.

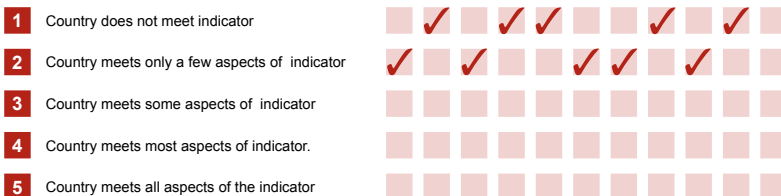
Panellists noted that there was no law protecting the editorial independence of government publications such as Tanzania's *Standard* or Zanzibar's *Zanzibar Leo* newspapers. They added that the independence of government papers relies heavily on the wishes of the appointing authority as well as the confidence in the managing editor. A panellist stated that although government newspapers appeared to be more professional than many other privately owned publications, there was a degree of self-censorship in state media. It was also pointed out that the Managing Editor of Tanzania's *Standard* was discontinued from his post by the minister responsible for information even though he was a presidential appointee.

⁹ The *Arusha Times* is a weekly newspaper based in Arusha town, Northern Tanzania and is published in English.

The panel was informed that the newspaper has been without a Managing Editor since then – about a year ago.

Scores:

Individual scores:



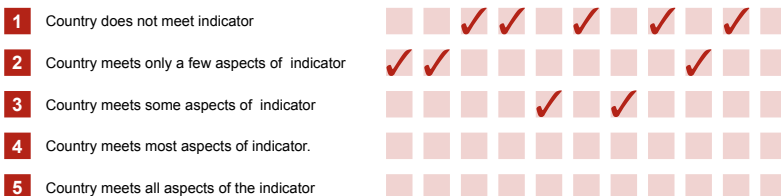
Average score: 1.5 (2008 = 1.9 ; 2006 = 1.6)

2.5 Adequate competition legislation/regulation seeks to prevent media concentration and monopolies.

A panellist noted that in the Information and Broadcasting Policy (2003) that is currently being reviewed, there is restriction of cross-ownership of media, such that owners of more than two television stations have to list one in a stock exchange for public ownership. One panellist suggested that it was dangerous to have a concentration of media ownership in the hands of one individual because they could control the flow of ideas. Cross-ownership of media in Tanzania has been an issue that has sparked much public debate recently due to the interference of owners in the editorial agenda and content.

Scores:

Individual scores:



Average score: 1.7 (2008 = 2.4 ; 2006 = 1.6)

2.6 Government promotes a diverse media landscape with economically viable and independent media outlets.

It was observed that the economic environment in which Tanzania's media operates is highly competitive due to the large number of media outlets. A panellist noted that there was a tendency by the government to award high cost adverts to some newspapers and not to others. Other panellists also expressed concern that the Tanzania Broadcasting Corporation (TBC) - a public broadcaster - was competing with other commercial television stations for advertising revenue, giving it unfair advantage with its competitors in the private sector. Nevertheless, it was also noted that TBC had improved its programming and provided more local content than the private television stations.

Scores:

Individual scores:

1	Country does not meet indicator	
2	Country meets only a few aspects of indicator	
3	Country meets some aspects of indicator	
4	Country meets most aspects of indicator.	
5	Country meets all aspects of the indicator	

Average score:

1.8 (2008 = n/a; 2006 = n/a)¹⁰

2.7 All media fairly reflect the voices of both women and men.

Panellists noted that a study by Gender and Media Southern Africa (GEMSA) - a civil society organisation advocating for gender equality issues - revealed that most news coverage in Tanzania was about government officials, most of whom are men. They admitted, however, that there has been a positive change and that most media, including the *Daily News*, have pages or bulletins that address women's issues, give them voices, promote role models, etc. The panellists provided a case in point in this respect, by stating that the media had played a big role in bringing up issues on female genital mutilation (FGM), violence against women, and other women's rights topics. With regards to the promotion of role models, however, some panellists observed that more focus was placed on urban women role models than on those in rural areas.

¹⁰ One panellist did not score.

Overall, however, there was general consensus that in both print and broadcast media there were more women's voices and issues than before. The panellists still believe there is room for further improvement in this regard.

Scores:

Individual scores:

1	Country does not meet indicator	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2	Country meets only a few aspects of indicator	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3	Country meets some aspects of indicator	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4	Country meets most aspects of indicator.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5	Country meets all aspects of the indicator	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Average score:

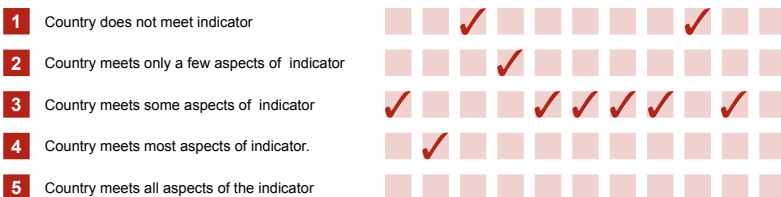
2.7 (2008 = n/a; 2006 = n/a)

2.8 All media fairly reflect the voices of society in its ethnic, linguistic, religious, political and social diversity.

Panellists were in agreement that Tanzania's media practiced both tolerance and restraint in covering society and its culture. They affirmed that Tanzania's people did not identify themselves on tribal lines, though some panellists observed that there were media outlets owned by political parties which tended to exclude some voices. Another contributor said in the course of promoting Kiswahili in Tanzania, other local languages were being left to perish. Panellists spoke strongly about the need to allow citizens access to information and the ability to express themselves in languages other than Kiswahili and English.

Scores:

Individual scores:



Average score:

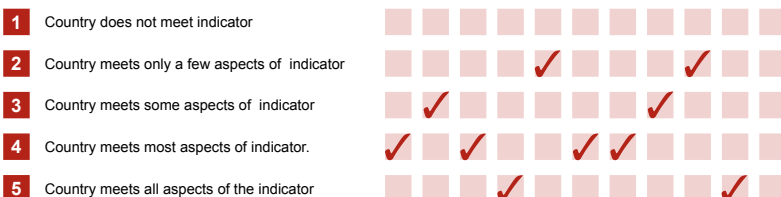
2.6 (2008 =n/a ; 2006 = n/a)

2.9 The country has a coherent ICT policy, which aims to meet the information needs of all citizens, including marginalised communities.

Panellists noted that the National ICT Policy of 2003 sets forth the need for ICT infrastructure in rural areas as a way to bridge the digital divide. A panellist noted that the provisions in the ICT policy were drawn from the International Telecommunication Union. However, the panellist noted that implementation of the policy was slow.

Scores:

Individual scores:



Average score:

3.6 (2008 =n/a; 2006 = n/a)

2.10 Government does not use its power over the placement of advertisements as a means to interfere with editorial content.

A panellist said it was hard to tell if the government used adverts as a whip against critical newspapers, but added that it was clear that some news media got more adverts than others. Generally, panellists seemed to agree that some circles within the government discriminated against certain media outlets perceived to be 'anti-government' and as a consequence these received little to no government adverts.

Scores:

Individual scores:

1	Country does not meet indicator	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
2	Country meets only a few aspects of indicator	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3	Country meets some aspects of indicator	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4	Country meets most aspects of indicator.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5	Country meets all aspects of the indicator	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Average score:

2.1 (2008 = 2.0; 2006 = 2.4)

2.11 The advertising market is large enough to support a diversity of media outlets.

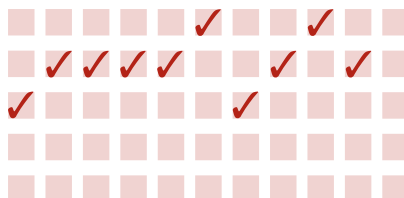
Panellists agreed that there were too few advertisers for the large number of media options. They added that because of the limited advertising market, there are papers, such as tabloids, which rely heavily on cover price to survive. One panellist stated that many news media survive solely on advertorials.¹¹

¹¹ By advertorials she meant articles written to promote a business and paid for by the advertiser.

Scores:

Individual scores:

- 1 Country does not meet indicator
- 2 Country meets only a few aspects of indicator
- 3 Country meets some aspects of indicator
- 4 Country meets most aspects of indicator.
- 5 Country meets all aspects of the indicator



Average score:

2.0 (2008 = 1.9; 2006 = 2.1)

Average score for sector 2:

2.4 (2008 = 2.2; 2006 = 2.3)

SECTOR 3:

Broadcasting regulation is transparent and independent; the state broadcaster is transformed into a truly public broadcaster.

Broadcasting regulation is transparent and independent; the state broadcaster is transformed into a truly public broadcaster.

3.1 Broadcasting legislation has been passed and is implemented that provides for a conducive environment for public, commercial and community broadcasting.

Panellists observed that once the review of the Information and Broadcasting policy has been completed, other laws will have to reflect its philosophy.

However, a panellist posited that although broadcasting was regulated by an independent body protected against interference, there was no guarantee that only independent and impartial individuals would be appointed to the board.

Scores:

Individual scores:

1	Country does not meet indicator	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2	Country meets only a few aspects of indicator	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
3	Country meets some aspects of indicator	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4	Country meets most aspects of indicator.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5	Country meets all aspects of the indicator	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Average score:

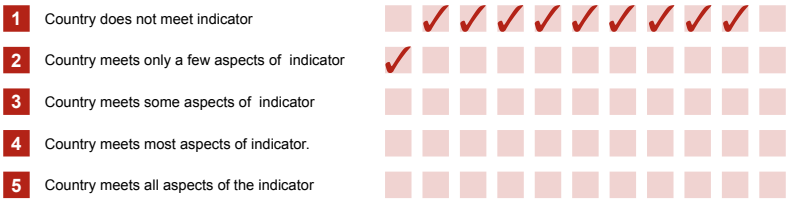
2.1 (2008 = 2.8; 2006 = 2.6)

3.2 Broadcasting is regulated by an independent body adequately protected by law against interference whose board is appointed – in an open way - involving civil society and not dominated by any particular political party.

Panellists observed that the TCRA is not independent because the President appoints the Chairman of the Board of Directors, as well as the Director General, while the minister appoints board members. However, as noted above, a panellist informed the group that broadcasting is regulated by an independent body protected by law against interference, whose board is appointed through a process that involves civil society, without the dominance of/by any particular political party or group.

Scores:

Individual scores:



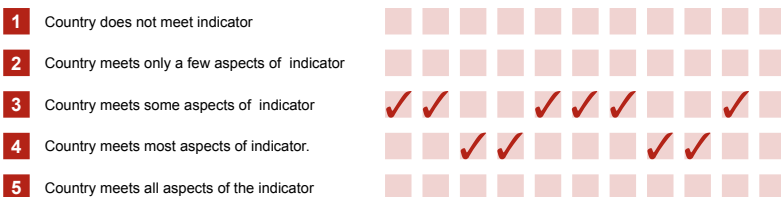
Average score: 1.1 (2008 = n/a; 2006 = n/a)

3.3 The body regulates broadcasting services and licences in the public interest and ensures fairness and a diversity of views broadly representing society at large.

Panellists observed that there were fixed procedures that clearly articulated how licences were to be issued and how the TCRA was to ensure that there was fairness and diversity in the representation of society’s views. They also noted that although some applicants for licences in Dar es Salaam had been denied a licence, the government had provided explanations that had to do with frequency shortages, as well as the fact that there would soon be a conversion from analogue to digital. Panellists stated their confidence in the workings of the broadcasting regulatory authority.

Scores:

Individual scores:



Average score:

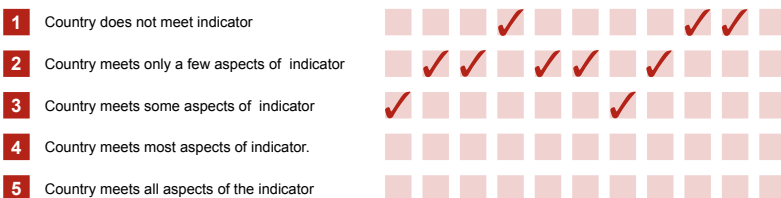
3.4 (2008 = 2.8; 2006 = 3.0)

3.4 The state/public broadcaster is accountable to the public through a board representative of society at large and selected in an independent, open and transparent manner.

Panellists pointed out that both the Board Chairperson and the Director General of the state broadcaster are Presidential appointees, thus placing their independence in a compromised position. Moreover, the minister responsible for Information appoints the members of the board. These appointees do not always necessarily represent the public. Panellists, however, expressed some level of appreciation in the recent improvements to the way TBC is operated, despite the fact that its leadership is appointed by the President.

Scores:

Individual scores:



Average score:

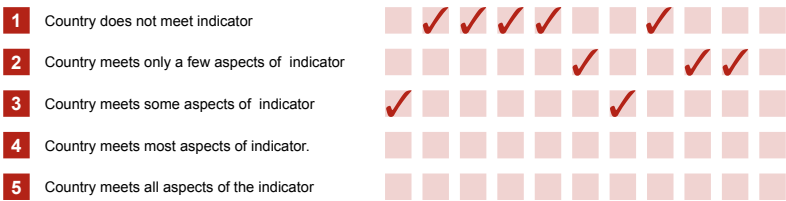
1.9 (2008 = 1.7; 2006 = 1.5)

3.5 Office bearers with the state and political parties, as well as those with a financial interest in the broadcasting industry, are excluded from possible membership on the board of the state/public broadcaster.

Panellists said the charter that established TBC was not known. They also noted that some government office bearers served on the board of the TBC, expressing the concern that these office bearers may not necessarily be free or independent.

Scores:

Individual scores:



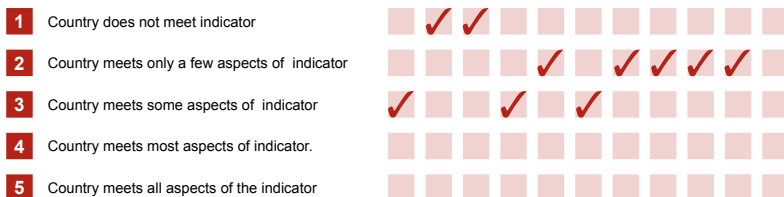
Average score: 1.7 (2008 = 1.9; 2006 = 1.3)

3.6 The editorial independence of the state/public broadcaster from political influence is guaranteed by law and practised.

As mentioned earlier, panellists noted that the TBC editorial charter was not known to the public. As such, it was unclear whether the charter stipulated how editorial independence should be maintained. A panellist noted that it was possible for the minister responsible for information to make orders that interfered with editorial decisions.

Scores:

Individual scores:



Average score:

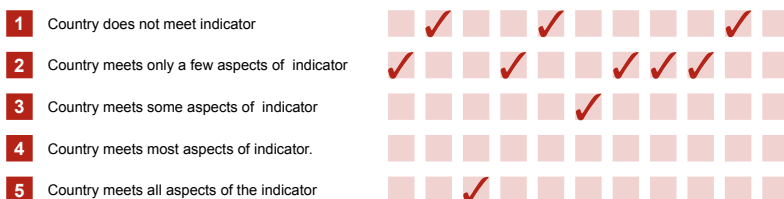
2.1 (2008 = n/a; 2006 = n/a)

3.7 The state/public broadcaster is adequately funded in a manner that protects it from arbitrary interference through its budget and from commercial pressure.

It was observed that TBC survives through state funding, although it also draws revenue from adverts. There have been concerns that as TBC is funded through taxpayer money, it should not compete for adverts with commercial and private broadcasters. TBC has a sister company in a joint venture with China, which will be trading in broadcast equipment.

Scores:

Individual scores:



Average score:

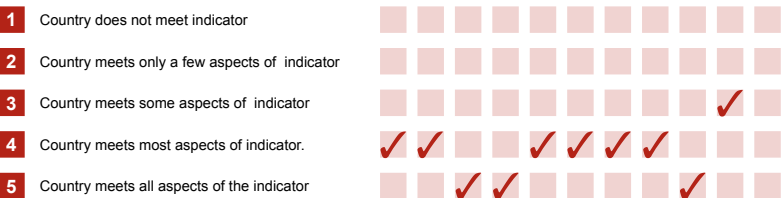
2.1 (2008 = n/a; 2006 = n/a)

3.8 The state/public broadcaster is technically accessible in the entire country.

Panellists were in agreement that TBC is widely available across the country, and is accessible to more Tanzanians than any other broadcaster. However, panellists were of the view that there is a need for the TBC to do more and to be increasingly accessible to the public on platforms such as mobile phones and the internet, adding that TBC had a greater advantage over other broadcasters to do this, since it had greater resources at its disposal.

Scores:

Individual scores:



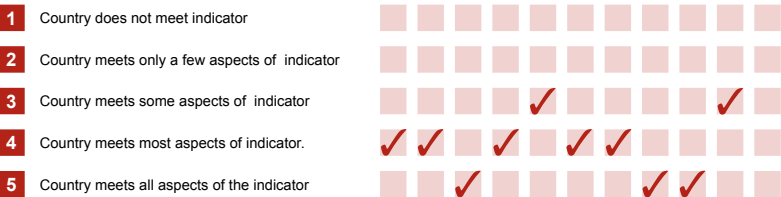
Average score: 4.2 (2008 = 4.4; 2006 = 4.0)

3.9 The state/public broadcaster offers diverse programming formats for all interests.

Panellists agreed that TBC was doing far better than other local broadcasters in terms of the diversity of programming and formats that are accommodating to all groups in society.

Scores:

Individual scores:



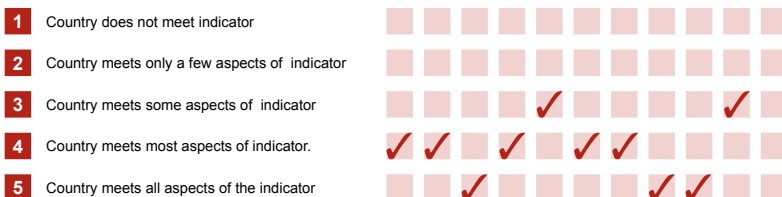
Average score: 4.0 (2008 = 4.3; 2006 = 3.9)

3.10 The state/public broadcaster offers balanced and fair information in news and current affairs, reflecting the full spectrum of diverse views and opinions.

All panellists were in agreement that in the last two years TBC has been doing much better than before, and that it provides a more balanced and fairer coverage of issues than other commercial broadcasters. They noted that unlike in the past, TBC was now inviting leaders of opposition parties to talk freely on various issues, even when this involves criticising the government.

Scores:

Individual scores:



Average score:

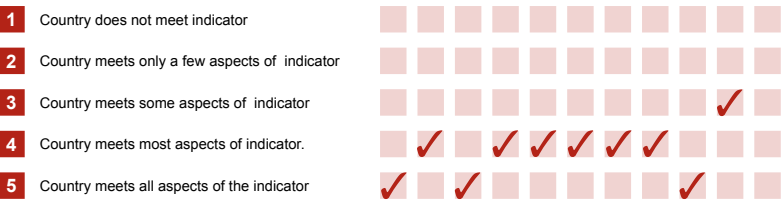
4.1 (2008 = 3.6; 2006 = 3.1)

3.11 The state/public broadcaster offers as much diverse and creative local content as economically achievable.

Panellists again were in agreement that TBC had a large volume of local content. In fact, they noted that it had more local content than in any other television broadcaster in the country.

Scores:

Individual scores:



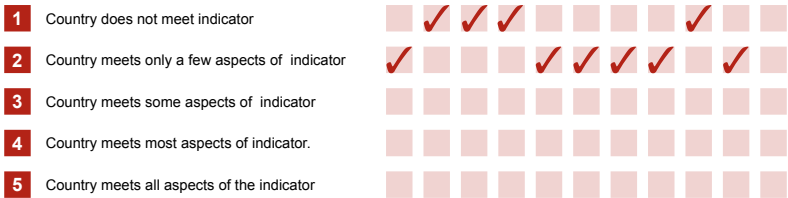
Average score: 4.2 (2008 = 3.6; 2006 = 3.9)

3.12 Community broadcasting enjoys special promotion given its potential to broaden access by communities to the airwaves.

One panellist defined community media in terms of interests, ownership, geographical location and language. But even in terms of this broad definition, panellists were of the view that although community broadcasting was expanding through private and institutional (religious) ownership, it had not enjoyed its place because its definition was unclear. Some local governments had established radio stations and were calling them community stations. Costs for running community radio stations are still high and the sustainability of many of them is highly questionable. Funding for most community radio stations has been sourced from UNESCO and other bi-lateral donors. Many community radio stations are also being established by politicians to boost their standing in their respective constituencies.

Scores:

Individual scores:



Average score: 1.6 (2008 = 1.8; 2006 = 2.7)

Average score for sector 3: 2.7 (2008 = 2.9; 2006 = 2.7)

SECTOR 4:

The media practise high levels of professional standards.

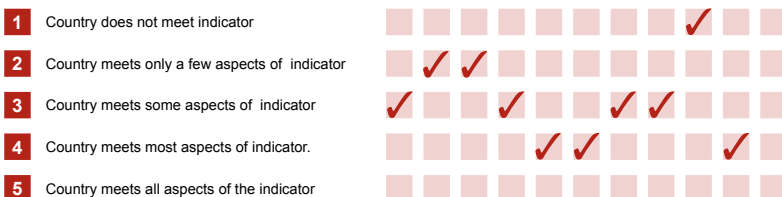
The media practice high levels of professional standards.

4.1 The media follow voluntary codes of professional standards, which are enforced by self-regulatory bodies that deal with complaints from the public.

Panellists observed that the MCT has in the past two years taken some initiative to review the old code of ethical standards in order to reflect current needs and challenges in the field. The draft was placed on the MCT's website for further review by stakeholders. A panellist cautioned that it was not clear whether media practitioners in Tanzania were professionals or not, adding that it was therefore impossible to monitor or analyse observance of the code, despite the fact that almost all media houses subscribe to the MCT and are mandated to adhere to the code. It was noted that over 95% of cases brought before the MCT mainly involve complaints by the public against media, but are resolved amicably with both parties complying with the decision made.

Scores:

Individual scores:



Average score:

2.9 (2008 = 2.9; 2006 = 3.4)

4.2 The standard of reporting follows the basic principles of accuracy and fairness.






One panellist stated that most newspapers do not follow the principles of accuracy, objectivity and impartiality. Language used, angles chosen and the facts they choose reflect bias, the panellist said. Another panellist posited that media content and behaviour was a reflection of other societal challenges. Some panellists felt that media or journalism students do not have the conviction to conduct their work accurately. A panellist noted that after a press conference, what would be

written the following day could be so inaccurate, that one would think it was from a different press conference altogether. Panellists also tried to give explanations for this state of affairs, with some saying that this resulted from the fact that the media were practicing in a highly competitive environment. They noted that as such, some media resorted to sensationalising stories or sending incompetent reporters to cover complex issues. Other panellists observed that media managers or owners did not provide their reporters with the necessary facilities to help them in gathering news. Most journalists in Tanzania were working under very harsh conditions.

It was observed that most of them did not have contracts, with some having their stories measured by ruler to determine how much they would be paid, and others simply not receiving their salaries on time. Some of the panellists said that it was inappropriate to paint a bleak picture of the media in Tanzania, however, because some media institutions were performing extremely well. “It is like the way you would find a few bad eggs in a tray”, noted one panellist. Panellists were of the view that as we approach the general elections, accuracy and objectivity are becoming the leading casualties in journalism.

Scores:

Individual scores:

1	Country does not meet indicator	
2	Country meets only a few aspects of indicator	
3	Country meets some aspects of indicator	
4	Country meets most aspects of indicator.	
5	Country meets all aspects of the indicator	

Average score: 2.6 (2008 = 2.8; 2006 = 2.1)

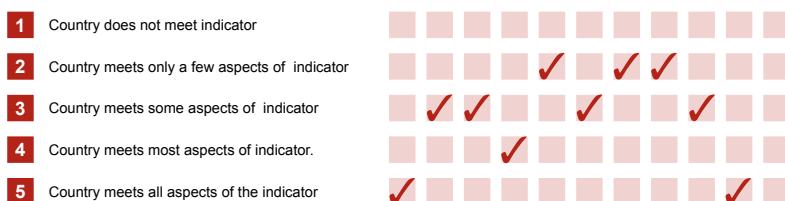
4.3 The media cover the full spectrum of events, issues and cultures, including business/economics, cultural, local and investigative stories.

Panelists were in agreement that newspapers were covering a wide range of issues across the board. One panellist observed that the coverage of issues is improving, except for the inaccuracies and lack of depth in stories. Some media houses have correspondents throughout the country but many rely on stories from urban areas. Investigative journalism is practiced but it can be very risky because some editors have a tendency of revealing the names of reporters who were doing the

investigations. Some panellists revealed that, at times, they had been forced to drop stories they were working on due to threats they received. It was also observed that daily newspapers found investigative journalism difficult to achieve because of the pressure to meet strict deadlines, and due to the limited resources available to meet these deadlines.

Scores:

Individual scores:



Average score:

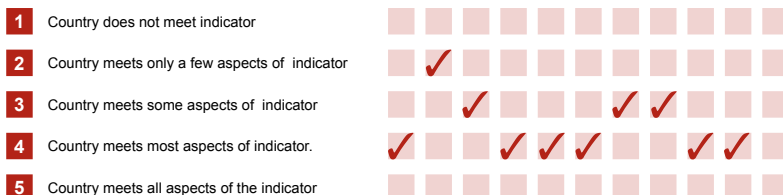
3.2 (2008 = 2.3; 2006 = 3.1)

4.4. Equal opportunities regardless of race, social group, gender/sex, religion, disabilities and age are promoted in media houses.

Panellists were in agreement that with respect to equal opportunity, the situation had improved, highlighting the fact that Tanzania had a policy and a law promoting equal opportunity. They noted, however, that people living with disabilities still found it hard to find a job and to work in a newsroom. Panellists also concurred that the profile of employees in the media adequately represented the different groups in society, including those who are still not accepted in society; e.g. homosexuals. In terms of age, panellists believed that people of different ages could be found in newsrooms. They added, however, that on the gender front, most editors were men. One panellist observed that some women chose not to be editors for reasons ranging from family responsibilities to the daunting challenges of running newsrooms. Still, panellists noted that there were major media houses which have had (and/or still have) women managing editors who are competent, successful and respected.

Scores:

Individual scores:



Average score:

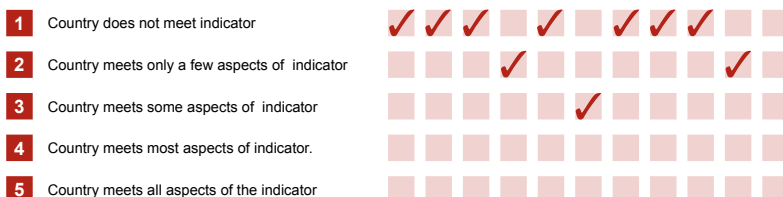
3.5 (2008 = n/a; 2006 = n/a)

4.5 Journalists and editors do not practise self-censorship.

Panellists agreed that it was almost impossible in Tanzania for journalists and editors not to practice self-censorship. They observed that most editors feared their media owners. Nevertheless, there was a general consensus that with the current levels of unethical practice within media houses, some degree of self-restraint is necessary on the part of editors – especially if it is done for the good of society. Panellists noted that they do not have much confidence in the low level of editorial independence.

Scores:

Individual scores:



Average score:

1.5 (2008 = 2.0; 2006 = 2.1)

4.6 Owners of established mainstream private media do not interfere with editorial independence.

Panellists were of the view that there is a great deal of editorial interference in Tanzanian media. Some panellists even argued that it was better to work in a state or public media house than to be an editor at a private media outlet. “The owner of the paper I worked for had ordered that no story of his enemy (businessman) was to appear in any of his media outlets,” said one panellist. Panellists noted, however, that there have been efforts by the media fraternity, led by MISA, to establish an Editors Forum, which aims to address issues of editorial independence.

Scores:

Individual scores:

1	Country does not meet indicator	✓	✓	✓		✓		✓	✓	✓									
2	Country meets only a few aspects of indicator				✓													✓	
3	Country meets some aspects of indicator							✓											
4	Country meets most aspects of indicator.																		
5	Country meets all aspects of the indicator																		

Average score:

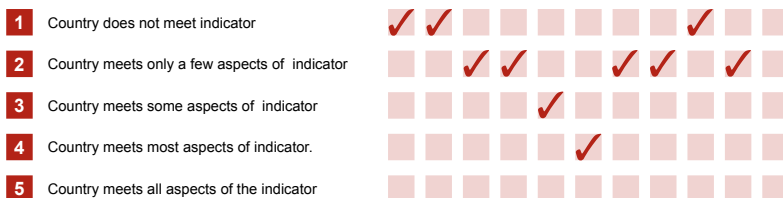
1.4 (2008 = 1.9; 2006 = 1.4)

4.7 Journalists and media houses have integrity and are not corrupt.

Panellists concurred that some journalists in the country involve themselves in corruption. A panellist gave the example of a story about a mining company that was dumping its waste into a nearby river, thereby affecting the health of local residents. Journalists were invited by the company to observe and write about the ‘safety measures’ put in place by the mine, and following that visit, the said journalists all wrote PR stories. Panellists noted that such cases are several among media circles. They added that some media houses have very strict ethics codes that are supposed to be followed by their journalists, while others do not.

Scores:

Individual scores:



Average score:

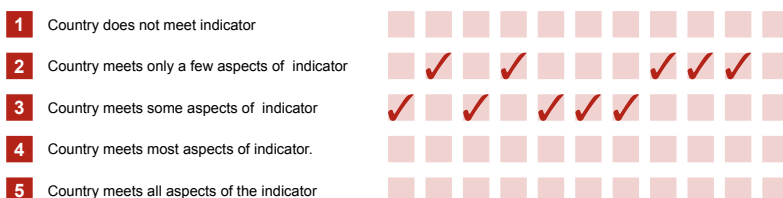
2.0 (2008 = n/a; 2006 = n/a)

4.8 Salary levels and general working conditions for journalists and other media practitioners are adequate.

Panellists were in agreement that salary levels for journalists and media practitioners are improving. Some editors earn up to 5 million shillings/USD 4,000, but journalists who are freelancers earn a pittance. According to panellists, journalists often had to struggle to survive through the month on their low salary, in addition to having to survive sometimes unbearable working conditions. Panellists observed that it took time for many correspondents to get permanent employment. But generally, panellists admitted that the situation was improving and that even public media provided better pay to their employees. By and large, panellists observed that some journalists in Tanzania had lost their jobs after their newspapers were either banned or closed down. *Leo Tena*, *Lete Raha* and *Kulikoni* fall into this category.

Scores:

Individual scores:



Average score:

2.5 (2008 = n/a; 2006 = n/a)

labour movements in both the formal and informal sectors. It was suggested that if journalists wanted to organize themselves into a strong trade union, their employers would not allow them to do so. Panellists also observed that the question of what percentage should be deducted from journalists' salaries to pay for union membership could be negotiated because it had also been a highly contentious issue. It was reported that the Tanzania Union of Journalists (TUJ) was not fully functional or effective as it was only run by volunteers. Tanzania Media Workers (TMW) was also not strong enough, panellists stated. Some of the other professional associations that exist include the Tanzania Media Women Association (TAMWA), Media Institute Southern Africa (MISA), Journalists Environmental Association of Tanzania (JET), (Union of Tanzania Press Clubs (UTPC), Association of Journalists Against AIDS (AJAAT), etc.

Scores:

Individual scores:

1	Country does not meet indicator	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2	Country meets only a few aspects of indicator	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3	Country meets some aspects of indicator	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4	Country meets most aspects of indicator.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5	Country meets all aspects of the indicator	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Average score: 2.2 (2008 = 2.3; 2006 = 2.2)

Average score for sector 4: 2.5 (2008 = 2.3; 2006 = 2.4)

OVERALL COUNTRY SCORE: 2.5 (2008 = 2.4; 2006 = 2.4)

Follow-up Questions

What were the positive developments in the media environment in the last two years?

- i. Information and broadcasting policy review.
- ii. Consolidation and improvement of TBC.
- iii. Public awareness on the workings of the media. For the first time there is a Media Consumers Consultative Council (MCCC).
- iv. Media became more active in unveiling big corruption scandals involving big shots.
- v. Media gaining the trust of legislators.
- vi. More university graduates in journalism and media.
- vii. Operationalisation of the Employment and Labour Relations Act of 2007, with clauses that may protect journalists who are punished or transferred without proper procedure.

What were the negative developments in the media environment in the last two years?

- i. The newspaper mortality rate was high. Newspapers operate without business plan. Others abandon the newspaper business for other lucrative business opportunities. Some were banned by government. Others suffocated from the stiff competition.
- ii. Lack of job security for journalists in media. While some journalists are fired directly, others are sent to far off places where there are no offices or facilities, as a means of frustrating them.
- iii. Ignorance of the knowledge of Employment and Labour Relations Act (2007) which has provisions which journalists could use for their own protection.
- iv. Increase in editorial interference by media owners.
- v. Ethical decline in some media outlets. Owners establishing newspapers to settle political/business scores.
- vi. Declining trust between media and the government.

If positive changes: Who or what have been the main drivers/actors?

- i. The government responded to calls from civil society to initiate the process of reviewing Information and Broadcasting Policy.
- ii. Sustained training on ethics has helped improve standards.
- iii. Advocacy on various media related issues.
- iv. Donors pushing for media reform.
- v. SeaCom¹² has brought prospects for improved ICT, internet, webs and blogs.

What are the main obstacles for (further) positive changes?

- i. Media owners (some have no regard for journalism principles, since their main aim is to boost their political image or to make money).
- ii. Funding for media advocacy is on a decline.
- iii. Corruption among some journalists.

What kinds of activities are needed over the next two years?

- i. Encourage debate on broadcasting digital migration (All broadcasters are required by the ITU to migrate to digital broadcasting by June 2015.)
- ii. Trade unions for journalists need to be strengthened.
- iii. Implementation of a charter to ensure media owners are accountable.
- iv. More advocacy to push for the enactment of media bills.
- v. Start a debate for amendment of the law that establishes the TCRA.
- vi. Push for the standardization of journalism training.
- vii. Raise the profile of the AMB (Academics should use it as well).
- viii. Intensify debate on whether or not journalism is a profession, as well as on editorial independence.

12 SEACOM is a privately funded three quarter African owned venture which built, owns, and operates a submarine fibre-optic cable connecting communication carriers in South and East Africa and intends to provide affordable broadband and bandwidth. SEACOM is the first initiative to provide broadband to countries in East Africa (<http://www.seacom.mu/index2.asp>)

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John Bwire
Hassan Mitawi
Mambo Baruti Ali
Rose Mwalongo
Rose Acen Upor
Safina Hassan

TEC
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Managing Director, Umoja Media
LHRC
Lecturer, UDSM
Lawyer, Action Aid

Rapporteur / Facilitator:

Ayub Rioba
Sarah Chiumbu

Rapporteur
Facilitator

Note:

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Note:

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

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