

## The African Media Barometer (AMB)

The Friedrich-Ebert-Stiftung's Southern African Media Project took the initiative together with the Media Institute for Southern Africa (MISA) to start the African Media Barometer in April 2005, a self assessment exercise done by Africans themselves according to home-grown criteria. The project is the first in-depth and comprehensive description and measurement system for national media environments on the African continent. The benchmarks are to a large extent taken from the African Commission for Human and Peoples' Rights (ACHPR)<sup>1</sup> "Declaration of Principles on Freedom of Expression in Africa", adopted in 2002. This declaration was largely inspired by the groundbreaking conferences in Windhoek/Namibia on the "Independence of the Media" (1992) and the "African Charter on Broadcasting" (2001). By the end of 2006, 19 sub-Saharan countries will be covered by the AMB. In 2007 those countries which started the exercise in 2005 will be revisited.

**Methodology:** A panel of experts is formed in each country, including representatives of media and civil society at large in equal numbers. They are serving as panel members in their personal capacities, not as representatives of their respective organisations. The panel should consist of not more than ten members. They will meet bi-annually for two days retreats to go in a self-assessment process through the indicators in a qualitative discussion and determine (quantitative) scores for each indicator. The meetings will be chaired by an FES consultant to ensure comparable results. The resulting reports are made public.

<sup>1</sup> The ACHPR is the authoritative organ of the African Union (AU) mandated to interpret the African Charter on Human and Peoples' Rights

**Scoring system:** Panel members are asked to allocate their individual scores to the respective indicators after the qualitative discussion in an anonymous vote according to the following scale:

- 1 Country does not meet indicator.
- 2 Country minimally meets aspects of the indicator.
- 3 Country meets many aspects of indicator but progress may be too recent to judge.
- 4 Country meets most aspects of indicator.
- 5 Country meets all aspects of the indicator and has been doing so over time.

Scores for each sector are determined as follows: Members of the panel will, after a qualitative group discussion, attach their individual point-score (1 - 5) to each sub-indicator of a sector. The sum of all individual scores will be divided by the number of panel members. The result will then be considered the final score for the sub-indicator.

This qualitative report, including the scores, serves the purpose of measuring over time (based on bi-annual repetitions of the panel meetings) the progress or otherwise of developments in the media landscape.

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**AFRICAN MEDIA BAROMETER TANZANIA**

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**Sector 1: Freedom of expression, including freedom of the media, are effectively protected and promoted**

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

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**ANALYSIS:**

Article 18 of The Constitution of The United Republic of Tanzania grants to the people the freedom of expression and the right to be informed. Sub Article (1) states that “every person has the right to freedom of opinion and expression, and to seek, receive and impart or disseminate information and ideas through any media regardless of national frontiers and also has the right of freedom from interference with his communications”. Sub Article (1A) goes on to say “This right shall include (a) freedom of the press and all other media (b) freedom of artistic creativity, and (c) academic freedom and freedom of scientific research.”

However there are certain exceptions. The rights and freedoms are restricted, for example, in relation to national security, to protect the rights of other people, to protect the freedom of civil servants to perform their duties and where public order is threatened. There was consensus that Articles 17 and 30 of the constitution do not comply with the principle of freedom of expression. Other restrictive pieces of legislation are the Newspaper Act No.3 of 1976 and the Broadcasting Act No.6 of 1993. The majority was of the view that the exemptions are so broad that they do not serve a legitimate interest and can not be deemed to be necessary in a democratic society. The same also goes for the other part of the Union (Zanzibar) whose Newspaper’s and Broadcasting Acts are equally restrictive of freedom of expression.

## Tanzania

There was consensus that the constitution may have guarantees for freedom of expression but that the reality on the ground is different. This is the reason why some freedom of expression activists have called for the explicit guarantee of the freedom of the media in the constitution.

There is a plethora of laws impeding the free flow of information, which makes it difficult for the Tanzania media to operate. These include the Directorate on Corruption and Economic Crime Act, which bars the director from giving information on any person who is being investigated.

Other such restrictive laws are the Public Service Act, Official Secrets Act and the National Security Act, all of which make accessing information by journalists and the general public very difficult. All these pieces of legislation could also lead to the media in Tanzania practising self-censorship for fear of being on the wrong side of the law.

However the current government (which has been in office for only 8 months) seems to be keen on improving the situation by issuing directives to government officials to work very closely with the press and make sure that people are informed of government activities. Repealing existing restrictive laws and conflicting articles in the constitution will definitely be a great step forward towards the achievement of freedom of expression.

### SCORES:

Individual scores: 3, 3, 4, 3, 3, 2, 3, 3, 2, 2

Average score: 2.8

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

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#### ANALYSIS:

There was general agreement that there is a lot of fear among citizens, which is partly due to intimidating threats made by state operatives like the police, security officers and the army. Since Tanzania became a multiparty state in 1992 there have been some politically motivated interferences in the freedom of expression of both the public and the media especially during election campaigns. There was consensus, however, that in some cases fear comes about as a result of wrong perceptions and ignorance rather than legal restraints. It was also agreed that journalists do not always assert their right to freedom of expression without fear because what they express has to toe the line of the media house they work for, and they are afraid of compromising their employment and/or being held responsible for any legal action that may arise from their stories.

A number of examples and indications of free expression being inhibited were cited. Journalists are wary of having articles attributed to them by name. A Parliamentary Committee summoned citizens to defend statements made against parliamentarians that were considered negative, in violation of their dignity or unpleasant. People are not empowered to know their rights and this is much worse at village level. Journalists were physically harassed by state organs in 2005 when covering an illegal eviction of civilians from residential houses at Ukonga in Dar es Salaam. The journalists suffered serious bodily harm and the prison warders directly involved are currently facing charges in a court of law. However the pace of the hearing is frustratingly slow. - Cultural and religious taboos were identified as other reasons for intimidation.

# Tanzania

## SCORES:

Individual scores: 1, 2, 2, 2, 3, 3, 2, 2, 2, 2

Average score: 2.1

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1.3 *There are no laws restricting freedom of expression such as excessive official secret or libel acts, or laws that unreasonably interfere with the responsibilities of media.*

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## ANALYSIS:

It was noted that there are a lot of legal and administrative restrictions to freedom of expression that infringe on media responsibilities. There is also arrogance towards the media within the Tanzania Civil Service. And while the freedom to receive information is constitutionally guaranteed there is no freedom to seek information. For example, in terms of the Public Service Act, public officers are prohibited from releasing public information. The National Security Act restricts retrieval of information by labelling some of it classified etc.

Currently there are about 40 libel cases against media houses and media personnel pending before the courts. One journalist was jailed some years back in the southern Tanzania town of Songea after allegedly committing an act of libel. This case was brought by a top regional political figure.

All newspaper operators have to go through government registration processes and meet certain conditions. These include: Registration at ministerial and Library services levels; producing annual financial accounts; minister may require publisher to execute and register bond; accreditation of journalists etc. All these requirements are laid down in the Newspaper Act No. 3 of 1976.

There have been deregistrations of newspapers for certain periods

imposed by the government through the minister responsible for Information and Broadcasting exercising his powers under the same Act. Some of the papers thus affected are: Tanzania Daima, Dira, Majira and Mtanzania. Some media houses have also been starved of advertisements as a result of directives from the government.

### SCORES:

Individual scores: 1, 1, 1, 2, 3, 2, 1, 1, 3, 1

Average score: 1.6

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

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### ANALYSIS:

It is not as if anyone can just walk in and become a proper professional journalist in Tanzania. There are different categories that perform different functions in this profession like: writers; reporters; columnists; journalists and stringers. However the majority of personnel practicing journalism in the media industry are not all that professional. The panelists shared the view that university graduates, who are supposedly top notch in their profession, do not perform well as compared to those who are less qualified or practicing out of experience only. As a result of this, most media houses rely on the latter as their sources of news.

As an administrative procedure, the Director of Information Services provides press cards to journalists who have proved to be devoting at least 50% of their monthly time to and deriving the same percentage of their income from practicing the profession. These press cards act as passports to access and cover official functions and events.

## Tanzania

### SCORES:

Individual scores: 5, 3, 1, 2, 2, 4, 2, 1, 2, 2

Average score: 2.4

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1.5 *Protection of confidential sources of information is guaranteed by law.*

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### ANALYSIS:

There is no law in the country that guarantees protection of confidential or non-confidential sources of information. An individual, group of individuals or an institution can only enjoy this privilege as a result of a court ruling.

The Code of Ethics for Media Professionals established by the Media Council of Tanzania, enjoins managers and editors not to disclose the source of any information given in confidence.

The Parliamentary Committee (Ethics and Rights) has on a number of occasions summoned people and forced them to reveal confidential sources of information.

### SCORES:

Individual scores: 1, 4, 1, 2, 2, 1, 2, 1, 1, 1

Average score: 1.6

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1.6 *Public information is easily accessible, guaranteed by law, to all citizens, including journalists.*

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### ANALYSIS:

This is not the case at the moment. To the contrary there are laws



restricting public officers from revealing some information to the public (Public Service Act of 1962). However the Act is currently under review with the aim of introducing a new piece of legislation on access to information. This new legislation is expected to address shortcomings found in the Public Leadership Code of 1985 regarding information about properties to be declared by leaders. Restrictions which presently do not allow District Police Commanders to provide information and regulations for the private sector will also be covered.

#### SCORES:

Individual scores: 1, 1, 1, 1, 1, 2, 1, 1, 1, 1

Average score: 1.1

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

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#### ANALYSIS:

Tanzania is rich in civil society and media lobby groups and there is no doubt that they are very active in advancing their cause. Some of the major media lobby groups are MISA-Tanzania Chapter, Press Union, Media Council, TAMWA, JET, JM, TUJ, JAZZ etc. It is believed that there are over 8,000 registered civil society groups in the country.

Some of the recent activities carried out by these lobby groups are: Advocacy for a new media, information and broadcasting policy and a push for the reform of existing media legislation, especially the 6 laws that have been identified as infringing upon media freedom in the country.

Overall, civil society activities in Tanzania were regarded as erratic with groups vying for attention depending on issues of the day (es-

## Tanzania

pecially legal and human rights).

Civil society groups and media lobby groups are not strategically linked. They do not seem to be sharing the same objectives and civil society does not readily use the media as their mouthpiece.

### SCORES:

Individual scores: 2, 3, 3, 3, 3, 4, 3, 3, 1, 3

Average score: 2.8

Overall score for sector 1: 2.1

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**Sector 2: The media landscape is characterised by diversity, independence and sustainability**

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

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**ANALYSIS:**

The media landscape in Tanzania is characterised by diversity, independence and sustainability. Huge numbers of different papers (at an average cost of Tshs.300.00 per copy) are found mostly in Dar es Salaam City and other large urban areas. In rural settings availability is almost non-existent and this is attributed to affordability. The living wage is currently estimated at Tshs. 300,000.00 while the average income is Tshs. 60,000.00 per month for those who are employed.

There are about 18 dailies including 2 evening editions and 41 weeklies available mostly in Dar es Salaam. The highest circulation countrywide stands at 6,000 copies. There are 5 English language papers with a potential of 15,000 readers, while the bulk is in Kiswahili addressed at a potential 50,000 buyers.

Most newspaper houses either distribute their newspapers themselves or use other means such as subscriptions, courier services and various forms of public transport. South African newspapers appear to be enjoying better distribution than the local product.

Tanzania mainland has about 37 FM radio stations country-wide. Private and religious organisations also take part in providing these services. The Catholic Church in particular plays a leading role in both broadcasting and newspaper distribution. Tanzania has 1 commercial radio and two community radios (Orkonerei and Sengerema), and 7 radio stations are operating on Zanzibar island.

## Tanzania

Internet services are the cheapest among all East African countries. At internet cafes, one hour costs Tshs. 500.00 on average, with higher prices at most hotels. The panelists pointed out that accessibility to this service is hampered by availability of electricity. People living in rural or in semi-urban areas are deprived of this service because the electricity supply is still confined to urban areas.

It was further noted that, generally, investigative journalism appears to be lacking and that news content in most newspapers is largely the same.

### SCORES:

Individual scores: 3, 3, 3, 4, 2, 3, 3, 2, 3, 3

Average score: 2.9

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

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### ANALYSIS:

Access to media sources is restricted by provisions in the Newspaper Act 3 of 1976 which gives the President powers to prevent the circulation of newspapers and books. A controversial book by Salman Rushdie (*The Satanic Verses*) was banned and 300 copies were refused entry at the airport. Other restrictions are spelt out in the Penal Code under article 114 on pornography.

But in reality it is difficult to stop any published material from entering Tanzania.

## SCORES:

Individual scores: 4, 2, 3, 3, 3, 4, 2, 4, 2, 4

Average score: 3.1

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

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## ANALYSIS:

There is not much effort being put into increasing circulation. Newspapers transported to the outlying regions are not selling and are usually brought back to Dar es Salaam. The Catholic Church, however, is showing the way on how to reach people in rural locations. They have a well established system whereby 790 parishes are used as out stations which in turn circulate to communities. They also make sure to include information about local communities in order to boost sales.

## SCORES:

Individual scores: 2, 2, 2, 3, 3, 3, 1, 3, 3, 2

Average score: 2.4

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

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## ANALYSIS:

A Tanzania Communications Regulatory Authority (TCRA) Act of 2003 (signed into law by the President in May 2004) has replaced the Broadcasting Act of 1993 and a Film and Stage Act of 1976. The

## Tanzania

competency for communications regulation lies with the Ministry of Infrastructure Development but actual implementation is carried out by the Ministry of Information and Sports Development. The thrust of the new legislation is restrictive rather than development oriented. The restrictions it imposes include: (i) that 60% of all programming must be locally produced and (ii) that fees collected must be channelled to the Local Authorities.

The TCRA has a Media Monitoring Committee, advises the minister on policy and regulations and hears complaints.

### SCORES:

Individual scores: 3, 1, 2, 3, 2, 3, 3, 3, 3, 3

Average score: 2.6

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2.5 *Community broadcasting enjoys special promotion given its potential to broaden access by poor and rural communities.*

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### ANALYSIS:

This is not the case. The costs for registration and the annual fee, as well as for energy to run a radio station are very high. A license can be obtained for between \$500 and \$2500 and the annual fee is 1 million shillings. This is probably why, as mentioned earlier, there are only 2 community stations in Tanzania (Sengerema and Orkoneri). The languages allowed on air are restricted to Kiswahili and English, in line with the national policy on maintaining unity in the country.

## SCORES:

Individual scores: 4, 2, 3, 3, 2, 3, 2, 2, 4, 2

Average score: 2.7

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

## ANALYSIS:

Government journalists are seen more as government officials and not as journalists per se. The government media are under the direct control of the minister responsible for the media – the Minister of Information and Sports Development. The chief and regional editors are appointed by the board. The chairman and the CEO are presidential appointees. There is, therefore, little independence and a lot of interference.

## SCORES:

Individual scores: 1, 1, 1, 2, 1, 2, 2, 2, 3, 1

Average score: 1.6

2.7 *Local or regional independent news agencies gather and distribute information for all media.*

## ANALYSIS:

The government-owned Tanzania News Agency (SHIHATA) used to gather and distribute information to all media until it was disbanded in 1992 in the wake of multipartyism and liberalisation.

Tanzania Press Services which are run by IPP Media (private) provide

## Tanzania

such services to some extent, but this is not an independent organ. Press Services of Tanzania (PST) run stories but not news items/information as such.

### SCORES:

Individual scores: 1, 1, 1, 2, 1, 1, 1, 1, 1, 1

Average score: 1.1

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### 2.8 *Media diversity is promoted through adequate competition regulation/legislation.*

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### ANALYSIS:

About 60% of the major media sources are in the hands of 3 entities. Some are owned by cabinet ministers, government, the ruling party and IPP. This includes radio and television stations as well as newspapers. Panelists observed that all indications are for even more concentration in even fewer hands in the future.

There is no competition board at present. The government intends to come up with a competition policy but debate over this issue is not transparent enough. The draft is considered confidential at the moment but expected to be widely distributed eventually. It deals with competition generally rather than being sector-specific.

### SCORES:

Individual scores: 1, 1, 1, 2, 1, 3, 2, 2, 2, 1

Average score: 1.6



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2.9 *Government promotes a political and economic environment which allows a diverse media landscape.*

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ANALYSIS:

Government has been taking positive steps in this regard. Import/custom duty on newsprint has been decreased by 25% and computers can be imported duty-free.

An Information Policy is being discussed to allow for more diversity of media landscape.

SCORES:

Individual scores: 4, 2, 4, 4, 3, 4, 2, 3, 4, 2

Average score: 3.2

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2.10 *Private media outlets operate as efficient and professional businesses.*

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ANALYSIS:

Tanzania is in the process of transformation from a state economy into a liberalised economy. There is hardly any business culture and professionalism and business acumen are lacking in most fields.

Records show that private media do make profits but the problem of the lack of a business mind-set resurfaces when it comes to spending the proper way and reinvesting to sustain business challenges.

There are strategies in place to nurture professionalism and to ensure the sustainability of private media. This is done through MISA and other similar bodies.

## Tanzania

Some media houses are trying hard to diversify their sources of revenue instead of depending on advertising only.

### SCORES:

Individual scores: 2, 2, 2, 3, 1, 2, 1, 1, 2, 2

Average score: 1.8

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2.11. *State print media are not subsidised with tax payers' money.*

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### ANALYSIS:

The government-owned Daily News is subsidised directly by government.

### SCORES:

Individual scores: 2, 2, 3, 2, 3, 3, 1, 4, 2, 3

Average score: 2.4

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2.12. *Government does not use its power over the placement of advertisements as a means to interfere with media content.*

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### ANALYSIS:

In 1994 the government issued a circular to all ministries, departments, parastatal organisations and private companies in which government was a shareholder, instructing them to stop carrying certain adverts. One panelist said that the then prime Minister ordered one media house to be starved of adverts for carrying negative stories about him.

During the third government the President ordered some adverts from one NGO not to be shown on television because (in his opinion) they somehow ridiculed government efforts to improve education services in the country.

**SCORES:**

Individual scores: 2, 1, 3, 2, 3, 4, 2, 2, 3, 2

Average score: 2.4

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2.13. *The advertising market is large enough to maintain a diversity of media outlets.*

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**ANALYSIS:**

Well established titles which have been on the market for a long time and developed a brand for themselves manage to survive more easily than new entries into the field.

**SCORES:**

Individual scores: 2, 2, 2, 2, 2, 3, 4, 1, 2, 1

Average score: 2.1

Overall score for sector 2: 2.3

### **Sector 3. Broadcasting regulation is transparent and independent, the state broadcaster is transformed into a truly public broadcaster**

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#### **3.1 *Broadcasting is regulated by an independent body adequately protected against interference, particularly of a political and economic nature.***

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#### **ANALYSIS:**

According to Act no. 12 of 2003 which established the Tanzania Communications Regulatory Authority, the TCRA is governed by a Board of Directors whose chairman and vice chairman are appointees of the President. The minister appoints the CEO and 4 non-executive members, bringing the number to a total of seven.

Under this Act, a Contents Committee is to perform the following functions: (i) advise the sector minister on broadcasting policy (ii) monitor and regulate broadcast content (iii) handle complaints from operators and consumers and (iv) monitor broadcasting ethics compliance. The panelists observed that the current Board is made up mainly of retired government officials.

#### **SCORES:**

Individual scores: 1, 2, 2, 3, 2, 1, 2, 3, 2, 1

Average score: 1.9

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#### **3.2 *The appointments procedure for members of the regulatory body is open and transparent and involves civil society.***

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#### **ANALYSIS:**

As outlined under 3.1 appointments are made by the minister (and the president himself). It was observed that when the present board

was appointed all names submitted by civil society were ignored. The Nominating Committee is biased towards government.

#### SCORES:

Individual scores: 1, 2, 2, 4, 2, 1, 2, 2, 2, 2

Average score: 2.0

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

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#### ANALYSIS:

The panelists agreed that compared to the former regulators the body has been very understanding and accommodating towards license applicants. One panelist cited a visit by the Assistant Registrar to a community radio station in Arusha as a good gesture of friendliness.

However there are areas that need improvement and these include the need for public announcements regarding the availability of frequencies, the need for public awareness campaigns and for the body to become more professional in its approach to broadcasting licensing.

#### SCORES:

Individual scores: 3, 3, 2, 4, 4, 2, 3, 3, 4, 2

Average score: 3.0

3.4 *The body's decisions on licensing in particular are informed by a broadcasting policy developed in a transparent and inclusive manner.*

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### ANALYSIS:

Tanzania has had a policy on national Information and Communications Technologies since March 2003. One of the policy objectives is to encourage regulatory organs to jointly investigate and respond to the challenges of convergence and newly emerging technologies, while drawing inputs from the general public and the key stakeholders.

### SCORES:

Individual scores: 3, 5, 3, 4, 4, 4, 4, 4, 4, 3

Average score: 3.8

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

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### ANALYSIS:

The Tanzania Broadcasting Services (TUT) were established under the public Corporations Act, Establishment Order Government Notice (GN) No. 239 of 2002. The chairman is appointed by the President and board members are appointed by the Minister. This structure does not make office bearers accountable to the public.

### SCORES:

Individual scores: 1, 4, 1, 1, 1, 1, 1, 2, 1, 2

Average score: 1.5

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- 3.6 *Persons who have vested interests of a political or commercial nature are excluded from possible membership in the board, i.e. office bearers with the state and political parties as well as those with a financial interest in the broadcasting industry.*
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**ANALYSIS:**

This requirement does not even begin to apply because there is no independent board controlling the public broadcaster in the first place.

Apart from that, the public are generally ignorant of the whole process and therefore not concerned over the composition of membership even though this could be detrimental to some of their interests.

**SCORES:**

Individual scores: 1, 3, 1, 2, 1, 1, 1, 1, 1, 1

Average score: 1.3

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- 3.7. *The editorial independence of the public broadcaster from commercial pressure and political influence is guaranteed by law and practiced.*
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**ANALYSIS:**

There is no editorial independence in Tanzania, be it in the public media or private media houses. Every organisation has its unwritten policy which employees have to follow, and guidelines in the news room, called “house style”. Committees are usually formed to monitor adherence and make quality checks.

It was observed that some sensitive political issues may influence editorial decisions and that the chief editor proofreads to confirm

## Tanzania

stories and information before publication or release.

### SCORES:

Individual scores: 1, 2, 1, 1, 1, 1, 2, 1, 2, 1

Average score: 1.3

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3.8. *The public broadcaster is adequately funded in a manner that protects it from arbitrary interference with its budget.*

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### ANALYSIS:

There is no such protection against arbitrary interference. The broadcaster is funded by the government, which can cut or increase funding at its discretion.

### SCORES:

Individual scores: 1, 3, 2, 3, 2, 4, 2, 3, 3, 2

Average score: 2.5

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3.9 *The public broadcaster is technically accessible in the entire country.*

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### ANALYSIS:

About 100% of the population have access to radio coverage in both mainland Tanzania and Zanzibar. National Television (TVT) reaches only 50% of its potential audience but arrangements are at an advanced stage to provide wider coverage. Television Zanzibar covers 100% of the island.



## SCORES:

Individual scores: 4, 4, 4, 5, 4, 4, 4, 4, 4, 3

Average score: 4.0

3.10 *The public broadcaster offers diverse programming for all interests.*

## ANALYSIS:

There is diverse programming though geared mainly towards a younger audience. Standards have gone down to suit the urban based and new generations. Radio Tanzania seems to concentrate on serving the interests of the rural population. Many staff have left for greener pastures.

The National television was commended for providing good programmes and quality services.

## SCORES:

Individual scores: 4, 4, 4, 5, 4, 4, 4, 4, 3, 3

Average score: 3.9

3.11 *The public broadcaster offers balanced and fair information reflecting the full spectrum of diverse views and opinions.*

## ANALYSIS:

Given the direct control by government it is not possible for Radio Tanzania and National Television (TVT) to offer fair and balanced information. There is some measure of diversity but both services are also used as a propaganda tool for the government and the rul-

## Tanzania

ing party.

### SCORES:

Individual scores: 3, 4, 4, 4, 3, 1, 3, 3, 3, 3

Average score: 3.1

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*3.12 The public broadcaster offers as much diverse and creative local content as economically achievable.*

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### ANALYSIS:

There is a high percentage of local content (it now stands at 60%) compared to the early days when most programmes were imported.

There are also exchange programmes between Tanzania and China on the national television (TVT).

### SCORES:

Individual scores: 4, 4, 4, 4, 4, 4, 4, 4, 4, 3

Average score: 3.9

Overall score for sector 3: 2.7

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**Sector 4. The media practice high levels of professional standards**


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**4.1 *The media follow voluntary codes of professional standards which are enforced by self-regulatory bodies.***


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**ANALYSIS:**

There is an established Media Council of Tanzania, initiated by the media fraternity, which has been in existence since 1995. One of its objectives is “to consider and adjudicate upon complaints from the public and amongst the media inter se against alleged infringements of the code of ethics”. In October 2002 amendments to the council’s constitution were made and incorporated by the National Convention.

The council is made up of media people, lawyers and representatives of civil society and meets about four times a year. There is good cooperation among all the various role players. The biggest snag is that the council depends almost completely on donors (with SIDA singled out as the main source of funding) to run its business.

Activities undertaken successfully so far include capacity building for the media, support for a press club and the production of publications like Media Watch in both Kiswahili and English (2 monthly publications).

Overall, the council is on the right track and most major media players are members.

**SCORES:**

Individual scores: 4, 3, 5, 3, 3, 3, 4, 1, 5, 3

Average score: 3.4

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

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#### ANALYSIS:

The media generally are not doing enough to get the other side of the story. There is too little analysis and in-depth coverage of issues of national importance. It is common practice to come across misleading and sensational headlines especially in the tabloids. The government owned Daily News seems to be doing better as regards accuracy.

The reporting seems to be focusing activities of leaders and the selling of newspapers, and be episode- and event- rather than issue-driven. The frequent use of stringers was cited as one root cause for low standards.

Furthermore, there is no diversity of experts writing in the papers and it seems that always the same political analysts get a chance. One of the reasons cited was that a lot of people do not dare to come forward and express their opinion in writing. Another underlying cause is the decline of quality teaching and research at the university which does not produce top experts as expected.

#### SCORES:

Individual scores:                    2, 3, 1, 3, 2, 2, 2, 1, 3, 2

Average score:                    2.1

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

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#### ANALYSIS:

In view of increasing commercialisation, the media do not want to antagonise their advertisers and thus practice self-censorship. With the news being event oriented there is more emphasis on sports, for example, while investigative and gender issues are covered more rarely.

It was also observed that media house owners (government or private) do interfere in breaking stories on certain scandals especially those involving members of elites or their relatives.

Another problem that could hamper coverage of the full spectrum is the blocking of information by government officials. Other reasons include lack of specialisation, a hostile environment, corruption and lack of training.

Therefore, there is a need to train new journalists in investigative reporting all the time. Journalists keep leaving the profession for greener pastures, especially in public relations.

#### SCORES:

Individual scores: 3, 4, 3, 3, 3, 3, 3, 2, 4, 3

Average score: 3.1

### 4.4 *Gender mainstreaming is promoted in terms of equal participation of both sexes in the production process.*

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#### ANALYSIS:

There are some positive signs regarding the participation of both sexes in the production process. Tanzania has women directors in both television and radio services. The MISA Tanzania Chapter is headed by a woman.

Most women journalists, still, seem to be covering social issues. The Tanzania Media Woman Association (TAMWA) is, among other things, working towards capacity building for women in journalism.

#### SCORES:

Individual scores: 3, 4, 2, 3, 3, 2, 3, 3, 2, 3

Average score: 2.8

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### 4.5 *Gender mainstreaming is reflected in the editorial content.*

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#### ANALYSIS:

Journalists are generally free to write what they want and editors only check their stories to make sure they are accurate and balanced.

According to a GenderLinks study conducted in Tanzania (2006), 20% of social issues are covered by women while men concentrate on political and economic issues. Only 2% of news covered by 16 media houses deal with HIV and gender issues.

## SCORES:

Individual scores: 2, 3, 2, 2, 2, 3, 2, 3, 3, 3

Average score: 2.5

#### 4.6 *Journalists and editors do not practice self-censorship.*

## ANALYSIS:

This was seen to be mostly a matter of owners' policy. Most journalists are free to write as they wish but when the story reaches the news room censorship does take place. There are incidents where individual journalists do practise self-censorship either out of fear or for the sake of maintaining the relationship with their source.

## SCORES:

Individual scores: 3, 1, 2, 3, 1, 2, 3, 1, 2, 3

Average score: 2.1

#### 4.7 *Owners of private media do not interfere with editorial independence.*

## ANALYSIS:

Private owners issue standing orders on what news should be allowed to come out into the open from that particular media house. No-go areas are clearly spelt out and after working in such conditions for some time, it becomes automatic for editors to be aware of their bosses' dislikes and act accordingly to keep their jobs.

## Tanzania

### SCORES:

Individual scores: 2, 1, 2, 1, 1, 1, 2, 1, 2, 1

Average score: 1.4

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4.8 *Salary levels and general working conditions for journalists and other media practitioners are adequate to discourage corruption.*

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### ANALYSIS:

Salaries differ from one media house to the other, with some offering good deals and others not. Salary levels are not a guarantee for ensuring freedom from corruption when it comes to journalism. There are so many external forces that impact on the journalist. Various media organisations in the country such as the Tanzania MISA chapter, the Media Council, the Tanzania Media Women's Association etc. seek to provide checks and balances on these issues.

### SCORES:

Individual scores: 2, 3, 1, 3, 1, 1, 2, 1, 4, 2

Average score: 2.0

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4.9. *Training facilities offer formal qualification programmes for journalists as well as opportunities to upgrade their skills.*

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### ANALYSIS:

Tanzania has several facilities that offer training programmes in journalism. The Tanzania School of Journalism (TSJ) which is now part of the University of Dar es Salaam offers degree and diploma courses. Others are Nyegezi in Mwanza City and Tumaini in Iringa



Municipality. These tertiary level institutions offer chances for in-service training too.

### SCORES:

Individual scores: 3, 3, 2, 2, 4, 4, 3, 3, 4, 4

Average score: 3.2

4.10. Journalists and other media practitioners are organised in trade unions and/or professional associations.

### ANALYSIS:

The membership of MISA and the press clubs currently stands at 200. More specifically there is “Journalism on Environment in Tanzania” (JET) on environmental issues and TAMWA for women media practitioners.

The problem seems to be that journalists regard themselves as individuals rather than members of a profession. This frustrates efforts to get organised.

### SCORES:

Individual scores: 2, 3, 3, 2, 2, 1, 2, 2, 3, 2

Average score: 2.2

Overall score for sector 4: 2.4

## Tanzania

The panel meeting took place at the Ngurdoto Mountain Lodge Arusha, Tanzania from 28th to 30th July, 2006.

### **The Panel:**

Ms. Hellen K. Bisimba, human rights lawyer; Mr. John Bwire, newspaper manager; Ms. Safina Hassan, lawyer; Mr. Fili Karashani, media consultant; Mr. Lawrence Kilimwiko, media consultant; Fr. R. Makonge, religious leader; Mr. Hassan Mitawi, journalist; Ms. Rose Haji Mwalimu, media activist; Dr. Rehema Nchimbi, lecturer; Mr. Martin Saning'o, community radio activist.

### **The Rapporteur:**

Mr. Antidious Mutaboyerwa

### **The Facilitator:**

Mr. Hendrik Bussiek