



AFRICAN MEDIA BAROMETER

The first home grown analysis of the
media landscape in Africa



TANZANIA 2012

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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” (ACHPR)¹. 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 ACHPR-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-Stiftung (FES) in sub-Saharan 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	

¹ The ACHPR is the authoritative organ of the African Union (AU) mandated to interpret the African Charter on Human and Peoples’ Rights.

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-Stiftung (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 Technology².

By the end of 2012 the African Media Barometer had been held in 29 African countries, in some of them already for the fourth time.

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2 Consequently, the comparison of some indicators of previous reports is not applicable (n/a) in some instances in which the indicator is new or has been amended considerably. Furthermore sector scores are not applicable (n/a) as indicators have been moved.



See above 29 AMB Countries (2005-2012)

African Media Barometer

TANZANIA 2012

Summary

The media landscape in Tanzania continues to be diverse and highly competitive, offering the population a wide range of sources of news and entertainment. This has seen positive developments in the last two years which include the Media Council of Tanzania (MCT) and the Tanzania Media Fund taking an active role in not only providing skills training for journalists, but also in educating the public on the complaints procedure. Additionally, the MCT, in conjunction with the National Council for Technical Education, has devised a standardized curriculum for journalism.

This effort has also benefited support from the civil society organisations where citizens continue to be educated on the rights to access to information. Furthermore, this has influenced the establishment of the Tanzanian Editors' Forum.

On the converse, the government of Tanzania continues to use draconian laws to clamp down on freedom of expression and any media that does not 'toe the line'. This has led to the Chairperson of the Tanzanian Editors' Forum and a journalist from *Daima Newspaper* arrested on charges of sedition.

Tanzania has two constitutions namely the constitution of the United Republic of Tanzania (1977), and the constitution of Zanzibar (1984). Legally, Zanzibar is termed an autonomous unit within the United Republic of Tanzania though the Zanzibari law is governed by the Tanzanian constitution. The two constitutions guarantee freedom of expression to all citizens. Nonetheless, freedom of the media is not specifically stipulated in both, and article 30 of the Tanzanian constitution claws back on the freedom of expression in the name of 'public interest', privacy, and defence of the nation. The Freedom of Information (FOI) Bill is yet to be implemented and with these exemptions in the Constitution, it makes the implementation of any kind of (FOI) legislation challenging. Therefore, it is difficult to access state held information as the FOI Bill is not yet in place.

A string of laws that can restrict freedom of expression remain on the statute books in Tanzania. A call to have them reviewed goes way back to 1991. This impacts negatively on freedom of expression.

Tanzania has ratified various international laws such as International Covenant on Civil and Political Rights (ICCPR). However, there has been no demonstration

of commitment to implement them (domesticate) and there is no effort by government to publicise to the citizens the international laws that it has ratified. All print publications – even newsletters – are required to register with the state Registrar of Newspapers as well as the Postmaster General prior to publication, in accordance with the Newspaper Act of 1976. By June 2012, there were 763 registered newspapers, 26 television stations, including two state channels - and 85 radio stations - three of which are state-owned in Tanzania. There is no legal definition of 'community broadcasting' in any of the legislation or policies in Tanzania. Further, the legislation is silent on concentration of media companies.

The Tanzania Broadcasting Corporation (TBC) and its sister the Zanzibar Broadcasting Corporation (ZBC) are said to be in the process of transforming from state to truly public broadcasters, to cater for all citizens without interference from government. Both are funded by government through taxpayers' contributions, though the funding is insufficient and might be a contributor to the poor quality of programming. The broadcasters lack computers and cameras, and routinely experience technical problems. Further, since the new TBC director-general was appointed, there has been a feeling that the TBC journalists do not attend press conferences held by NGOs who are critical of the state.

Tanzania Communication Regulatory Authority (TCRA) regulates the broadcasting sector fairly and in the public interest. It operates according to the TCRA Act of 2003 and appears to do so relatively independent of the state, even if the chairperson of the board is appointed by the president, and the board members are appointed by the Minister of Information, Youth, Culture and Sports. The Tanzanian government has appeared to be open to input from media interest groups and civil society in terms of reforming media legislation, but this process seems to be very slow, with no tangible results yet.

Newspapers are relatively affordable to urban citizens, selling for between TZS 500 (US\$ 0.32) and TZS1,000 (US\$0.63). However rural distribution is an issue and Newspapers do get outlying areas but are often not on time, arriving two days late due to infrastructural challenges.

The Tanzania Media Product Survey conducted in 2011 by Synovate showed that Mwananchi, a Kiswahili newspaper, had the highest readership of any daily newspaper in the country, selling some 40,000 copies each day. While Radio Free Africa, a private station broadcasting from Mwanza had the greatest listenership in the country.

The media is very selective in what it chooses to cover, mostly opting for 'sexy' topics that sell, rather than covering all types of news, including NGO issues. Additionally, investigative reporting is minimal as journalists are afraid of repercussions from the state in particular if it involves reporting of sensitive topics like corruption. Journalists can be forced to reveal their sources of information under the guise of national security. The standard of reporting is not fair, and

often inaccurate. Newspapers tend to publish articles slanted in favour of the owners of the newspaper. The media tends to dominantly focus on political news, followed by sports.

There is freedom of expression on internet although Tanzanians have not embraced the internet as a source of news but use it more for research or study purposes. However, after realization of the situation, MISA Tanzania decided to establish internet training for journalists in all regions to ensure internet is also used as a source of news.

Media houses have in the last two years made efforts to adopt a gender code of ethics developed by the Gender Media in Southern Africa Tanzania Network (GEMSAT). The Media Council of Tanzania (MCT) also has a code of ethics, with a specific section on gender, and which is available to the media. The MCT enjoys the support of the media houses in Tanzania and generally the rate of compliance with MCT directives can be said to be 95 per cent. It is important to note that on May 3, 2012, the Media Owners Association of Tanzania (MOAT) agreed on its own code of conduct and that there must be a separation between owners and journalists, with owners not interfering in editorial matters. It remains to be seen whether this will be adhered to.

In terms of Ad-spend (advertising expenditure), Tanzanian media operate in a very competitive environment where the pool of advertising revenue is not sufficient to support a diverse media industry. Community radio stations are funded by advertising from municipalities and businesses, as well as the Tanzania Media Fund, UNESCO and other donors.

In terms of employment policies, there is generally equal employment opportunities in media houses although people with disabilities remain on the fringes and not many newsrooms employ them. There is also lack of human resource policies, salary scales or permanent employment to protect most journalists in Tanzania. This has motivated stakeholders to establish the Media Services Bill which will ensure the fate of journalists and media workers are catered for. MISA Tanzania is also collaborating with Trade Union Congress of Tanzania (TUCTA) which has been entrusted to revamp the Tanzania Union of Journalists (TUJ).

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.

There are two constitutions in Tanzania (the constitution of the United Republic of Tanzania, 1977, and constitution of Zanzibar, 1984). Legally, Zanzibar is termed an autonomous unit within the United Republic of Tanzania. Zanzibari law, overall, is governed by the Tanzanian constitution.

Both these constitutions guarantee freedom of expression to all citizens, but freedom of the media is not specifically stipulated in either constitution.

Article 18 of the constitution of the United Republic of Tanzania states that:

Every person –

- (a) has a freedom of opinion and expression of ideas ;
- (b) has out right to seek, receive and, or disseminate information regardless of national boundaries ;
- (c) has the freedom to communicate and a freedom with protection from interference from his communication ;
- (d) has a right to be informed at all times of various important events of life and activities of the people and also of issues of importance to the right of society.

Article 18 of the Zanzibar constitution is very similarly worded.

These rights, however, are limited as they are not protected by any other legislation. In addition, article 30 of the Tanzanian constitution contains clauses which can override citizens' rights to freedom of expression under the name of 'public interest', privacy and defence of the nation, among others. Some panellists felt that stipulations in article 30 were too broad and could be interpreted subjectively to clamp down on media that was not pro-government.

These exemptions make the implementation of any kind of Freedom of Information (FOI) legislation challenging. Such an act has been on the cards for more than five years and a FOI Bill exists, but has not yet been implemented. The self-regulatory Media Council of Tanzania has spearheaded a coalition of stakeholders to present

to parliament an alternative draft Right to Information Bill, dating to 2008, as well as a draft Media Services Bill (2007), but to date government has not yet agreed to these drafts. The state-compiled FOI Bill was criticized for being too restrictive in terms of access to information of certain state-held documents.

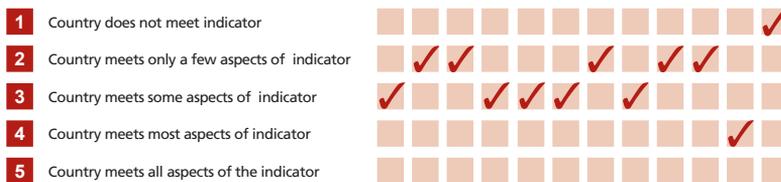
The Tanzanian government is currently collecting opinions on the constitution with the intention to review and rewrite it.

“It is high time that we had a new constitution that is clear on the role of the media and the rights that the media will enjoy. Once freedoms of the media and access to information are enshrined in the constitution, it will be easier to have a Freedom of Information Act.”

Tanzania has different laws that encroach upon freedom of media. These include the Newspaper Act of 1976, the Penal Code (1945), the National Security Act (1970), the Public Service Act (1962) and the Public Leadership Code of Ethics Act (1995).

Scores:

Individual scores:



Average score:

2.5 (2010 = 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.

Generally, there is wide freedom of expression within the media in Tanzania and the state shows some tolerance in this regard. Panellists felt that this space to express oneself was expanding.

“On the whole, ours is one of the most free societies in Africa, compared to where we have been, historically. Freedom of expression has improved so much... it is a positive, upward trend.”

“Callers to phone-in programmes generally identify themselves and speak very openly, and no cases of retribution from the state have been noted in this regard.” This freedom can even extend to “a seeming lack of responsibility sometimes, as the media has peddled untruths”. It was noted that the media is very selective in what it chooses to cover, mostly opting for ‘sexy’ topics that sell, rather than covering all types of news, including NGO issues.

However, some panellists felt that fear of repercussions from the state was ‘very real’ in some instances, especially around reporting sensitive topics like corruption. Journalists, especially those operating in rural areas, are reported to face regular harassment and beatings, and have been known to receive death threats from government officials if they expressed opinions in opposition to the political or economic ‘powers that be’. Journalists fear losing their jobs, while media owners fear a loss of advertising, and as such, business interests can override freedom of expression.

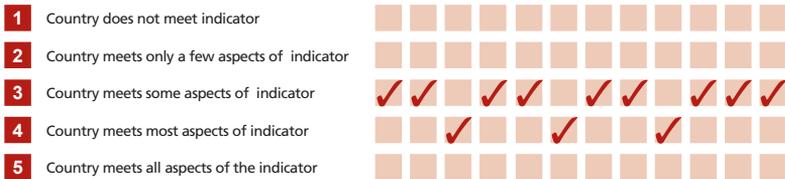
The fear also extends to private media workers, who fear losing their jobs if they dare to question monopolistic media tycoons.

“Some people in Tanzanian society are untouchable – you touch them and you are in trouble.”

It was noted that culturally, women are very inhibited in Tanzania, especially in rural areas, and they lack freedom of expression.

Scores:

Individual scores:



Average score:

3.3 (2010 = 2.0; 2008 = 2.8; 2006 = 1.1)

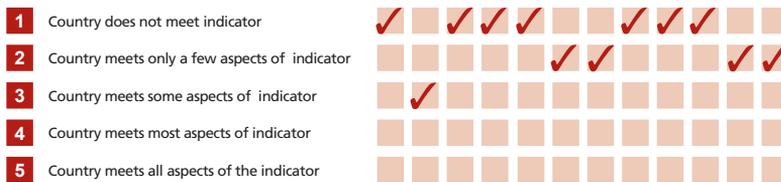
1.3 There are no laws or parts of laws restricting freedom of expression such as excessive official secrets or libel acts, or laws that unreasonably interfere with the responsibilities of media.

A string of laws that can restrict freedom of expression remain on the statute books in Tanzania. Among them are the Newspaper Act of 1976, the Penal Code (1945), the National Security Act (1970), the Public Service Act (1962) and the Public Leadership Code of Ethics Act (1995).

Panellists felt that all these laws have a negative impact on freedom of expression. In 1991, the Nyalali Commission, headed by Chief Justice Francis Nyalali, recommended that for Tanzania to be able to embark upon multi-party democracy, 40 pieces of repressive legislation needed to be amended. Among these are the above laws, which remain untouched.

Scores:

Individual scores:



Average score:

1.5 (2010 = 1.2; 2008 = 1.7; 2006 = 1.6)

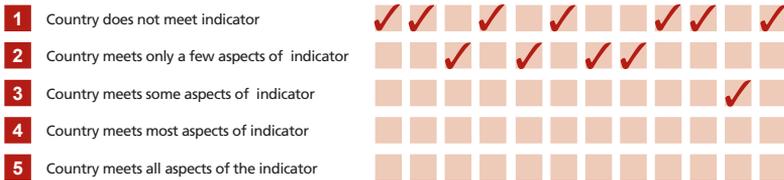
1.4 The Government makes every effort to honour regional and international instruments on freedom of expression and freedom of the media.

Panellists agreed that although the Tanzanian government has ratified most regional and international instruments on freedom of expression and freedom of the media, including the African Charter on Human and People's Rights (1981), the Declaration of Principles on Freedom of Expression in Africa (2002) and the African Charter on Democracy, Elections and Governance (2007), "the issue of the state honouring them is questionable".

There is no stipulation in either of the constitutions, which state that ratifying such instruments makes their contents automatically law in Tanzania and Zanzibar.

Scores:

Individual scores:



Average score: 1.5 (2010 = 1.0; 2008 = n/a; 2006 = n/a)

1.6 Entry into and practice of the journalistic profession is not restricted by law.

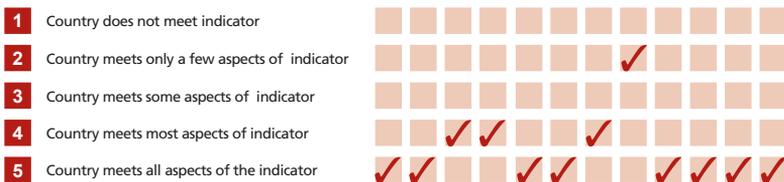
There is no law stating what the minimum qualifications are for someone to practise the journalistic profession in Tanzania.

“If you have a notebook and pen, life goes on as usual... Whether you go to school or learn on-the-job, you can become a journalist. It is survival of the fittest.”

The Information Services department issues press cards to accredited media practitioners, which may assist journalists in accessing certain state events, but in practice, many practice without this ‘permission’.

Scores:

Individual scores:



Average score: 4.5 (2010 = 2.4; 2008 = 2.5; 2006 = 2.4)

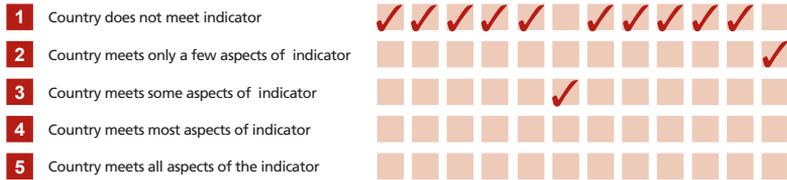
1.7 Confidential sources of information are protected by law and/or the courts.

There are no laws in Tanzania protecting confidential sources of information and a court of law may force a journalist to reveal their sources, using the National Security Act of 1970. There have not been any cases in this regard in the past two years, however.

The Code of Ethics for Media Professionals published by the Media Council of Tanzania and endorsed by the media fraternity, states that confidential sources of information should be protected.

Scores:

Individual scores:



Average score:

1.3 (2010 = 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 is not legally guaranteed in Tanzania and in general it is very difficult to access state-held information. There is still no access to information legislation in the country although following a lengthy process involving numerous stakeholders, the Right to Information and Media Services Bills were drawn up. These bills, which would guarantee public access to information and freedom of expression, have yet to be accepted by the state and promulgated. An 11-member coalition of media stakeholders, spearheaded by the Media Council of Tanzania is continuing to push for these bills to be enacted and encouraging members of parliament to pass them.

Laws, such as the Public Service Act of 1962, restrict what public servants can reveal to the public, and only permanent secretaries and designated "communication" officers are legally allowed to speak to the public, including the media.

Official documents are primarily in Kiswahili.

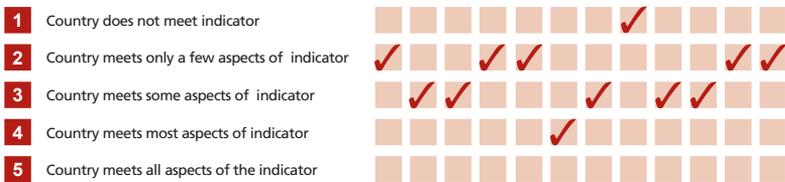
The Local Government Act says that local authorities must publish information to inform the public and says that citizens are free to ask for information related to their locality, but in practice it does not happen.

“Tanzanian society is not very empowered. People do not know that they have the right to question and ask for information.”

“Because the central government is not obliged by law to provide information, if it does, this is seen as an act of generosity.”

Scores:

Individual scores:



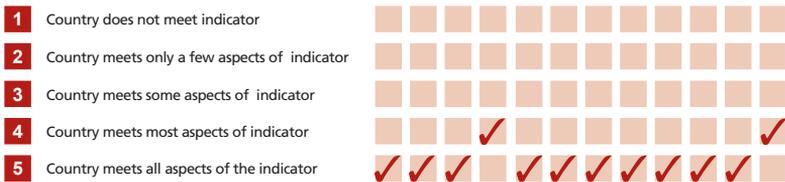
Average score: 2.5 (2010 = 1.6; 2008 = 1.3; 2006 = 1.1)

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

There is no legal requirement for websites and blogs to register with state authorities, and only internet service providers, as formal businesses, need to register with the state.

Scores:

Individual scores:



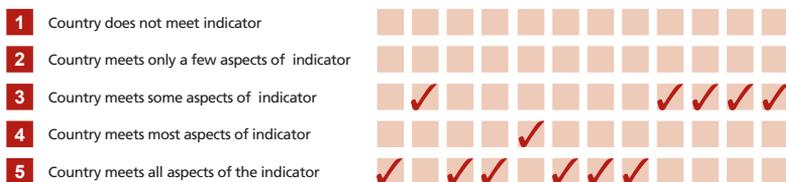
Average score: 4.8 (2010 = 3.0; 2008 = n/a; 2006 = n/a)

MCT and MISA Tanzania have also been instrumental in encouraging all the press clubs in both urban and rural areas to introduce the ideas of press freedom and access to information to their members.

The Legal and Human Rights Centre has been at the forefront of the 2010 establishment of the Tanzania Human Rights Defenders, a coalition of 17 organisations aimed at ensuring all human rights, including media freedom and access to information, are realised in the country.

Scores:

Individual scores:



Average score:

4.1 (2010 = 3.2; 2008 = 2.7; 2006 = 2.8)

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

The Tanzanian government has appeared to be open to input from media interest groups and civil society in terms of reforming media legislation, but this process seems to be very slow, with no tangible results yet. For almost a decade, there has been an on-going process of apparent consultation involving the state and a coalition of media stakeholders, which presented a revised Information and Broadcasting Policy to the state in 2003, to replace the outdated Information and Broadcasting Policy from 1993. This was implemented in 2003 and provided a directive about the need to reform laws that are inimical to press freedom and access to information.

The state subsequently publicised a controversial Freedom of Information Bill which was seen by the media stakeholders as restricting media freedom and access to information. In response, the coalition, led by the Media Council of Tanzania, presented two draft bills to the state notably the Media Services Bill (2007) and the Right to Information Bill (2008). These were as a result of public forums held throughout the country including television talk shows, with the aim of eliciting input from a wide cross-section of society. However, these drafts

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, mobile phones) is accessible and affordable to citizens.

The Tanzanian media landscape is diverse and highly competitive, offering the population a wide range of sources of news and entertainment.

Print

By June 2012, there were 763 newspapers registered with the government, an increase of 52 newspapers from 2011. There are about 14 regular, active, daily newspapers, and 62 weeklies. The three dailies owned by the government are *Daily News*, *Habari Leo* and *Zanzibar Leo*. The government also owns three weekly newspapers: the *Sunday News*, *Habari Leo Jumapili* and *Zanzibar Jumapili*. Newspapers are largely affordable to urban citizens, selling for between TZS 500 (US\$ 0.32) and TZS1,000 (US\$0.63). To compare, one litre of locally brewed alcohol costs TZS500 (US\$0.32) to TZS1,000 (US\$0.63). However, in rural areas, where many people survive on less than US\$1 a day, newspapers are prohibitively expensive.

Rural distribution is also an issue. Newspapers may get to outlying areas but are often not on time, arriving two days late. Panellists noted that this is largely a result, not of the newspaper distributors, but of the poor infrastructure in the country, especially rural roads, and the high costs of production.

“The taxation on the print media hampers newspaper distribution. If the government exempted the print media from tax, newspapers would reach more people.”

The Tanzania Media Product Survey conducted in 2011 by Synovate shows that *Mwananchi*, a Kiswahili newspaper, had the highest readership of any daily newspaper in the country, selling some 40,000 copies each day. Weekly tabloids sell about 120,000. However, panellists noted that when the cover price of the newspaper was increased from TZS500 (US\$0.32) to TZS800 (US\$0.51) during the second quarter of 2012, the circulation dropped by 30 per cent.

“Some private newspapers find it increasingly difficult to cover the costs of production and therefore have to increase the cover price. Inflation has increased dramatically in the last two years, making the costs of newsprint and other production expenses unbearable.”

Broadcasting

There are 26 television stations in Tanzania, including two state channels – an increase of 12 new stations since 2010. There are 85 radio stations in the country, of which three are state-owned. There are 12 community radio stations in Tanzania. Two are registered while the rest are still testing their signals and have not met some requirements stipulated by Tanzania Communication Regulatory Authority (TCRA) for them to be officially registered.

Tanzania Broadcasting Corporation's television channel TBC1 reaches an estimated 30 per cent of the country, while state radio is accessible countrywide.

Panellists noted that it is not so much a question of reach but of the availability of television sets. In Tanzania there are about 300 to 400 sets for every one million people, and an estimated 50 per cent of the population of 46 million has access to television.

In the Tanzania Media Product Survey conducted by Synovate in 2011, the leading television station at prime time was the private channel ITV, which broadcasts news and entertainment in English and Kiswahili.

The Synovate survey showed that Radio Free Africa, a private station broadcasting from Mwanza, had the greatest listenership in the country.

Mobile phones and internet

Mobile phone technology is accessible and affordable, with a cheap Chinese handsets selling for about TZS20,000 (US\$12.65).

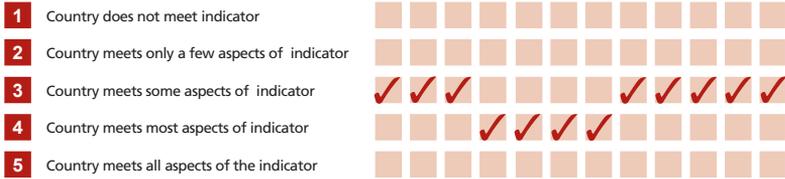
Internet services in Tanzania are mostly urban-based and most Tanzanians do not access the internet, probably due to cost. Mobile phones are not used by the majority of the population to access the internet in Tanzania, but this is starting to change as new technologies come in.

“Most Tanzanians don't view the internet as a source of news information, but more for research or study purposes.” However, after realization of the situation, MISA Tanzania decided to establish internet training for journalists in all regions to ensure internet is the source of news. In this endeavour, MISA Tanzania is collaborating with the Finnish Foundation for Media, Communication and Development (VIKES). The areas covered in the period of two years include Arusha, Manyara, Tanga, Mara, Kilimanjaro, Dodoma, Singida, Tabora, Iringa, Njombe, Mbeya, Mtwara, Lindi, Shinyanga, Simiyu and Mwanza regions.

However, internet cafés are starting to emerge in outlying areas, signalling a positive change in this regard.

Scores:

Individual scores:



Average score: 3.3 (2010 = 3.0; 2008 = 2.8; 2006 = 2.9)

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

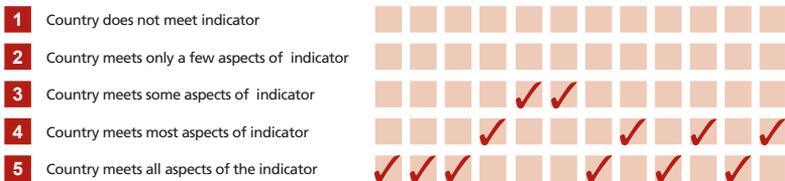
Citizens are generally free to access local and foreign media sources, unhindered by state restrictions. The Newspaper Act of 1976 permits the president to ban foreign publications, but there has been no such action in the last two years.

In fact, panellists felt there was too much foreign content on local television stations, with rebroadcasts of parts of CNN, CCTV, BBC and a Russian channel, on various local stations including the state-run broadcaster.

“Our airtime is supposed to have local content but it is filled with foreign programming!”

Scores:

Individual scores:



Average score: 4.3 (2010 = 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.

In general, panellists felt that although some newspapers may try to increase their distribution beyond the cities and towns, poor infrastructure in the country prohibited this. Some 70 per cent of newspapers are sold in urban areas of Tanzania, while 50 per cent of these sales take place in Dar es Salaam.

“Of course, all media houses want to expand their distribution, to earn more money, but in Tanzania it is just not practical or cost-effective. Recovering money from the regions is a problem since the environment and the infrastructure do not encourage expansion. Private media houses are there to do business. They are not charity organisations.”

It was noted that efforts are being made, especially by bi-monthly and not daily newspapers, to increase their scope of circulation to rural areas, but the likelihood of such a venture being successful is highly unlikely. The fact that most rural communities are very poor in Tanzania also means that newspapers are a luxury to these people, not a priority.

“While newspapers will be found in towns within rural areas, such as Iringa or Dodoma, this is hardly ever the case at the district or village level.”

There is no commitment from government to make such print media more accessible or affordable to its citizens.

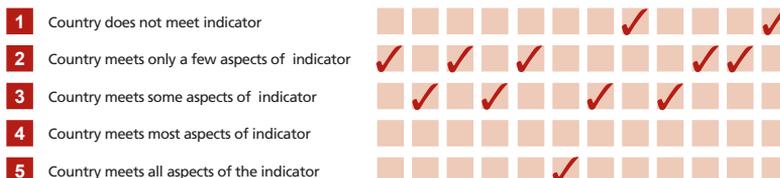
It was also noted that the content of most national newspapers is not rural oriented, and thus does not necessarily appeal to rural readers.

Efforts are made on Zanzibar to distribute the media to rural areas, but the market is very limited there, with a population of just under one million.

Kwanza Jamii (meaning ‘Community First’ in Kiswahili) was highlighted as an NGO print publication that is reaching poor citizens of more remote areas in rural Tanzania, providing them with local political, business and sport news. Kwanza Jamii Njombe was launched in 2010 and covers the Njombe area, while Kwanza Jamii Iringa was launched in 2011 and covers Iringa. A Mbeya edition is set to be launched in 2012.

Scores:

Individual scores:



Average score:

2.4 (2010 = 1.5; 2008 = 1.9; 2006 = 1.6)

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

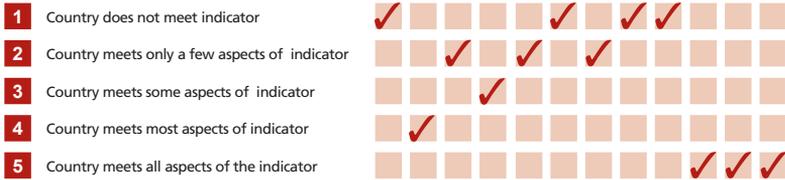
There is no legislation in Tanzania preventing concentration of media companies in one hand and there are definite cases of media monopolies/multiple media ownership whereby a one media house owns a variety of newspapers as well as broadcast companies. These include the private companies, IPP Media (three radio and three TV stations and nine newspapers) and the New Habari Corporation (four newspapers), while the state runs two dailies and two Sunday newspapers, radio and television stations.

There is a Fair Competition Act (2003) but it does not seek to limit such concentration of ownership and rather aims to ensure fair competition among players. Some panellists felt that one company having multiple media interests was not considered a monopoly, but rather as how businesses operate in a free market with various product lines. Others said that such ownership could lead to the propagation of one opinion across various media.

Panellists confirmed that the Information and Broadcasting Policy of 2003 was still being reviewed by government and consideration is being given to restricting cross-ownership of media, such that owners of more than two television stations, for example, would have to list one on the stock exchange for public ownership.

Scores:

Individual scores:



Average score: **2.7 (2010 = 1.7; 2008 = 2.4; 2006 = 1.6)**

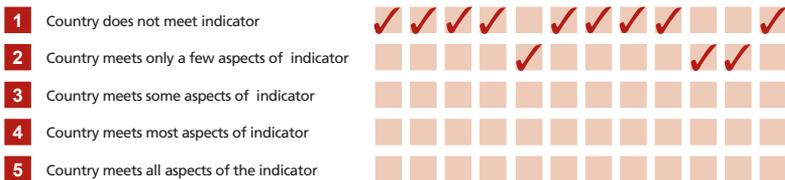
2.6 Government promotes a diverse media landscape with economically sustainable and independent media outlets.

Panellists agreed that government does not make any effort to support media diversity. Opposition newspapers, for example, are denied government advertising and need to rely on money raised from the sales of newspapers.

“There is no support for small media in Tanzania. In fact, government rather makes an effort to thwart such diversity by not providing tax exemptions to news.”

Scores:

Individual scores:



Average score: **1.3 (2010 = 1.8; 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.

Officially, there is a policy in Tanzania, which stipulates that all media in the country must broadcast in the official languages, Kiswahili, or English. Kiswahili is considered the official national language. The promotion of Kiswahili and English above other languages was intended to unify the country and reduce divisions along tribal lines.

There is only one type of media, a community radio station called Orkonerei Radio Service (ORS), based in the northern Simanjiro district, which broadcasts programmes partly in Kimaasai (up to 10 per cent of news and sport), as well as Kiswahili and English. It exists to inform the pastoralist-based Maasai people on economic and social issues, including topics such as female genital mutilation.

As a result, not all the 120 or so tribal languages spoken in Tanzania are reflected in the media due to this official stance on language, and there is concern that linguistic diversity is limited due to the dominance of Kiswahili and English.

Many political parties own newspapers and, especially in the run up to the elections, they can be very biased.

Panellists felt that most daily newspapers focus predominantly on politics and sport, with other issues (education, community, environment, social) barely making the news although such topics may be published as features.

Some subjects such as homosexuality, which remains a criminal offence in Tanzania, are completely taboo for cultural reasons, and thus issues affecting gay and lesbian people in Tanzania are not reflected in the media. As a result “the media does not reflect, fairly, society’s views”.

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

There was unanimous agreement among panellists that government does use the placement of its advertisements to sway editorial content.

“It is not a written, official procedure, but practically it does happen.”

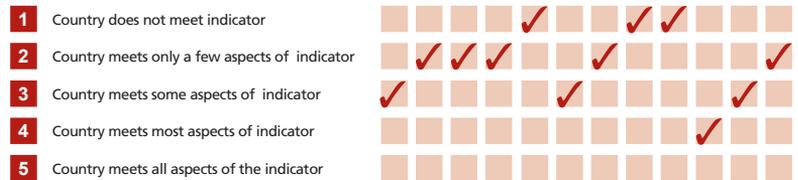
Newspapers, like the weekly tabloid *MwanaHalisi*, that are critical of the government, for example, do not receive government advertising support. While the ruling party newspaper, *Uhuru*, which is “barely visible on the streets” and has a very small circulation, is flooded with government adverts.

“Generally private newspapers do not get as many government adverts as government-owned publications. There is a general assumption that this is related to the quality of the content.”

A panellist noted that a newspaper containing government adverts is not necessarily a positive sign, as government is known to default on payments for advertising already published.

Scores:

Individual scores:



Average score: **2.2 (2010 = 2.1; 2008 = 2.0; 2006 = 2.4)**

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

Panellists felt the Tanzanian media operate in a very competitive environment, where the pool of advertising revenue is not sufficient to support a diverse media industry, and the demands of all players are not met. Most of the adverts are sold to the mainstream media, based in Dar es Salaam.

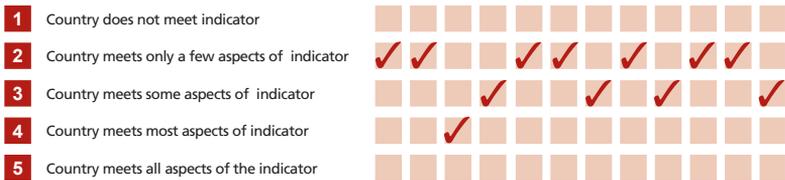
The All Media Products Survey for 2011 showed that the advertising spend for 2011 was TZS101 billion (USD 64,640,000) with television securing the bulk of this, followed by print and then radio. In 2009 this figure was TZS84 billion, which swelled to TZS103 billion in 2010.

“Despite this large sounding figure (TZS101 billion), advertising brings less revenue per advert in Tanzania compared to neighbouring countries.”

The top advertisers are the four telecommunication companies, Vodacom, Airtel, Zantel and Tigo (CHECK), followed by beverage companies, Pepsi and Hakalima, and then Tanzania Breweries Limited.

Scores:

Individual scores:



Average score: 2.5 (2010 = 2.0; 2008 = 1.9; 2006 = 2.1)

Average score for sector 2: 2.8 (2010 = 2.4)

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.

The Broadcasting Services Act of 1993 was enacted to allow for the establishment of commercial radio stations. The subsequent national broadcasting legislation, the Tanzania Communication Regulatory Authority (TCRA) Act of 2003, repealed some provisions included in this earlier act and stipulated that the country's broadcasting services must include public, commercial and community media.

The Information and Broadcasting Policy of 2003, which was undergoing review at the time of the 2010 Tanzania AMB, is still under review. The Policy provides for three types of media ownership: state/public media, commercial/private media and community media.

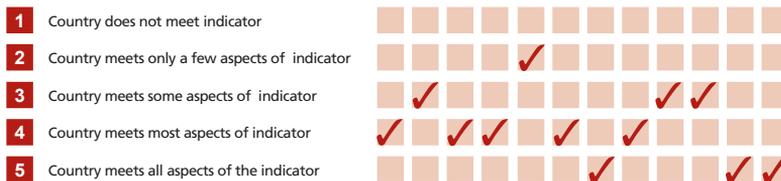
The Tanzania Broadcasting Corporation (TBC) and its sister, the Zanzibar Broadcasting Corporation (ZBC) are said to be in the process of transforming from state to truly public broadcasters to cater for all citizens without interference from government.

"We are still waiting for a charter to be signed in this regard, but in many ways they are already functioning as public broadcasters."

Within the TBC there are three radio stations which are TBC Fm, TBC Taifa and TBC International and two TV stations which are TBC One and TBC Two, while there are 24 private television and 83 radio stations within Tanzania. There are, however, very few community TV and radio stations. In Zanzibar there are two radio stations, while on the mainland, there is one dedicated to the Maasai in northern Tanzania. Panellists were not convinced that all the apparent community broadcasters were in fact community broadcasters, as some were partly funded by government, while others were religious broadcasters.

Scores:

Individual scores:



Average score:

3.8 (2010 = 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.

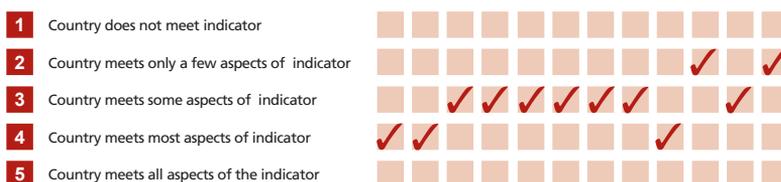
Although the country's president appoints the chairman of the TCRA board, without any public involvement, panellists felt that it does have "some sort of autonomy and does not always follow the government line". Board members are appointed by the Minister of Information, Youth, Culture and Sports.

"The TCRA has an act, which guides and gives them independence from government."

People with possible links to the ruling, or other, political parties, are not excluded from membership to this regulatory body.

Scores:

Individual scores:



Average score:

3.1 (2010 = 1.1; 2008 = n/a; 2006 = n/a)

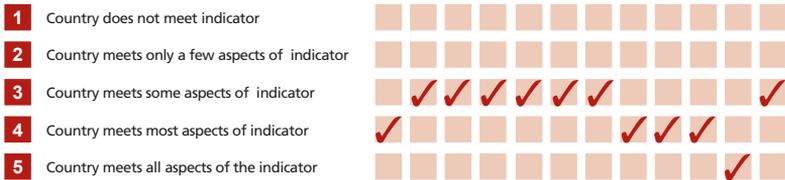
3.3 The body, which regulates broadcasting services and licences, does so in the public interest and ensures fairness and a diversity of views broadly representing society at large.

Panellists felt that the TCRA regulates the broadcasting sector fairly and in the public interest. It operates according to the TCRA Act of 2003 and appears to do so relatively independently of the state, although the chairperson of the board is appointed by the president, and the board members are appointed by the Minister of Information, Youth, Culture and Sports.

The fact that there are numerous radio and television stations throughout the country is an indicator that the TCRA is working positively. The only criticism of the TCRA is that there is a concentration of frequencies in the central area, especially around Dar es Salaam, while in other areas frequencies are not available. As a result people wanting to start up community radio stations in outlying areas are often told there is no frequency for the specific area in which they wish to broadcast.

Scores:

Individual scores:



Average score:

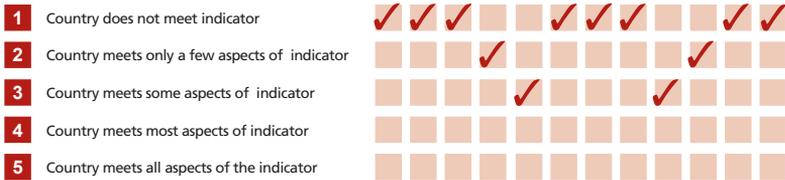
3.5 (2010 = 3.4; 2008 = 2.8; 2006 = 3.0)

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.

The TCRA Act of 2003 does not stipulate that office bearers with the state or political parties or those with financial interests in the broadcasting industry be disqualified from membership on the TBC or ZBC boards. Panellists noted that in the past, some board members were simultaneously political office bearers with the ruling party Chama Cha Mapinduzi.

Scores:

Individual scores:



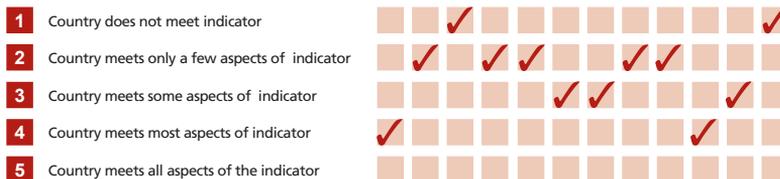
Average score: **1.5 (2010 = 1.7; 2008 = 1.9; 2006 = 1.3)**

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

The TCRA Act of 2003 stipulates that a charter must be signed between the TBC/ ZBC and the Minister of Information, Youth, Culture and Sports to ensure the broadcasters’ editorial independence. Panellists noted that such a charter was in existence but it has not been made public. It is not known whether the charter has been signed. If so, it appears to be ineffectual, because the TBC is known to receive directives from its bosses not to air particular programmes, which may shed a negative light on the ruling party. This happened, for example, during public debates on constitutional reforms.

Scores:

Individual scores:



Average score:

2.4 (2010 = 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 all commercial pressure.

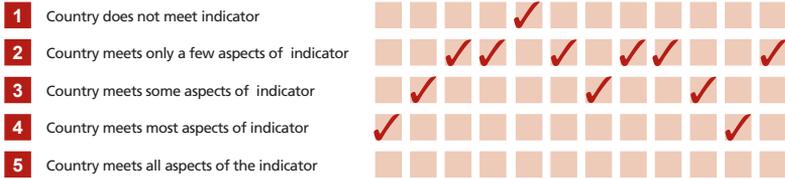
TBC and ZBC are funded by government, through taxpayers' contributions, but panellists agreed that this funding was insufficient and was the reason for the poor quality of programming. The broadcasters lacked computer and camera equipment, and routinely experienced technical problems.

Concern was noted that even though TBC and ZBC are funded by the state, they also compete with the private media for advertising, which some panellists felt was unfair. It was pointed out that the money these state broadcasters earn from advertising goes directly to the Treasury.

In mid-2010 and in gearing up for the switch-over from analogue to digital TV, TBC formed a new company, Star Media Tanzania, with a Chinese company, Star Communication Network Technologies. Star Media Tanzania, owned by TBC (35 per cent) and 65 per cent by Star Communication Network Technologies, is intended to be a digital TV service provider. Due to new regulations, carriers of digital transmission may not be providers of content as well. As a result, the Star Media relationship is uncertain and there is talk of TBC forming a new company so it can deal with digital TV content as well.

Scores:

Individual scores:



Average score: **2.5 (2010 = 2.1; 2008 = n/a; 2006 = n/a)**

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

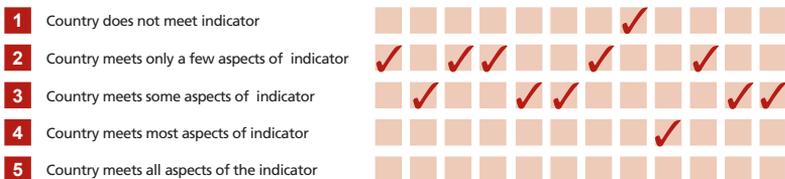
TBC radio stations (TBC Taifa, TBC FM and ZBC Radio) are largely accessible throughout the country. Radio Zanzibar is available throughout the country on shortwave. TBC 1, the state TV channel, is accessible across about 30 per cent of Tanzania using ordinary analogue aerials, although it is also available using satellite transmission, so, in theory, across the entire territory.

The cell phone transmission of state broadcast feed is said to be in the pipeline, but covering the entire country in this way will cost an estimated US\$190 million to expand TV coverage.

No content from the state broadcasters is available yet on the internet.

Scores:

Individual scores:



Average score: **2.5 (2010 = 4.2; 2008 = 4.4; 2006 = 4.0)**

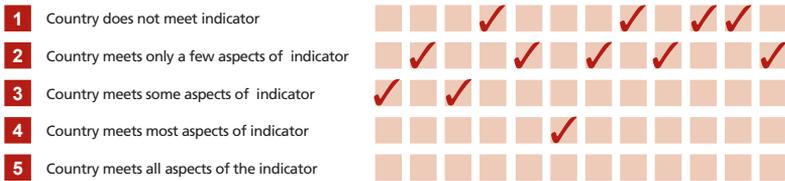
of race, tribe, religion and so on, it all depends in the end on individual and party interests, as well as public prominence.”

Mention was made that in the past during the morning ‘Jambo Tanzania’ TBC 1 show, the headlines of all newspapers would be read out. In the past two years this has changed and only the headlines from the government newspapers are mentioned.

Since the new TBC director-general was appointed, panellists said that TBC journalists stopped attending press conferences held by NGOs who are critical of the state.

Scores:

Individual scores:



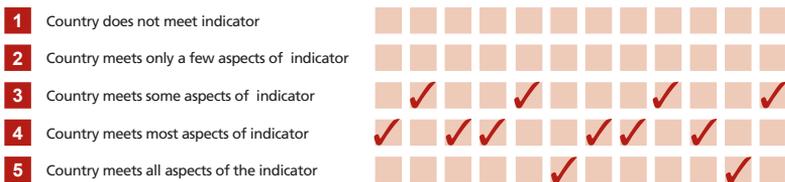
Average score: 2.0 (2010 = 4.1; 2008 = 3.6; 2006 = 3.1)

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

Panellists felt that TBC and ZBC “do what they can with what they have got” and that much more local content is featured on the state broadcasters than on any commercial television or radio station.

Scores:

Individual scores:



Average score: 3.8 (2010 = 4.2; 2008 = 3.6; 2006 = 3.9)

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

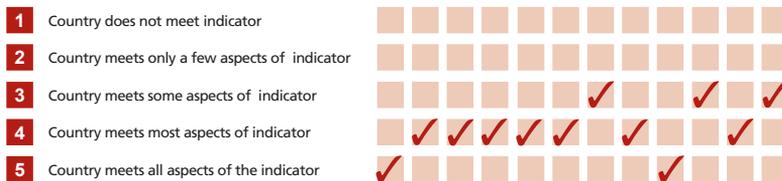
The main way in which the government helps to promote community broadcasting initiatives is by providing them with licences, which are cheaper than commercial licences, and frequencies, although due to a limited number of analogue frequencies this is not always possible. In terms of direct funding, there is no support from the state, although community radio stations are exempt from tax when they import broadcasting equipment.

Most community radio stations are funded by advertising from municipalities and businesses, as well as the Tanzania Media Fund, UNESCO and other donors.

As there is no legal definition of ‘community broadcasting’ in any of the legislation or policies in Tanzania, the sector appears to be operating in neglect. Panellists voiced concern that most ‘community’ radio stations were not speaking broadly to a general community. Some are owned by churches, such as Radio Maria in Zanzibar.

Scores:

Individual scores:



Average score: 3.9 (2010 = 1.6; 2008 = 1.8; 2006 = 2.7)

Average score for sector 3: 2.9 (2010 = 2.7)

SECTOR 4:

The media practice 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.

The Media Council of Tanzania (MCT) has published a code of conduct for the media, which has been endorsed by all the media houses, print and broadcasting, in the country. Panellists said it was questionable whether most media practitioners actually subscribe to it. Mention was made of a study by St Augustine University of Tanzania which indicated that most media houses do not observe this code of conduct. Most media houses also have their own code of ethics, but these are silent when it comes to the handling of complaints.

The MCT has an ethics committee which handles complaints from members of the public with regard to how they have been represented in the media. Within the last two years, all the complaints have been about newspapers from the New Habari Corporation stable (a private media entity), and are mostly lodged by politicians or former politicians. In each case, the newspapers were found to have erred and were asked by the MCT to apologise, which they did, in print.

“The MCT enjoys the support of the media houses in Tanzania. Generally, the rate of compliance with MCT directives is 95 per cent.”

Some cases do not go all the way to the ethics committee but are sorted out at the MCT secretariat level. If media houses refuse to comply after being found to have erred by the MCT ethics committee, the MCT advises complainants to take the case to court.

During the period under review (2010-2012) MCT handled several arbitration and mediation complaints against the media. In 2010 the MCT received and processed sixteen complaints against the media from the public. In 2011 there were seventeen cases and in 2012 the Council received 14 complaints. Some of these complaints were handled by the Council's Secretariat where the parties were given advice and the media outlets mostly newspapers published apologies.

Very few cases were handled by the Council's ethics committee chaired by a retired High Court Judge. In 2012 the committee handled three high profile cases involving former Prime Minister Frederick Sumaye in which the newspaper which he had complained against apologised. Another was that of former cabinet minister Mohamed Seif Khatibu. The newspaper also complied with the committee's decision and apologised. One rogue editor refused to comply with the Ethics committee's decision in a complaint raised by a Permanent Secretary

4.5 Journalists and editors do not practice self-censorship.

Panellists agreed that self-censorship is a very common practice dominant in all newspapers in Tanzania.

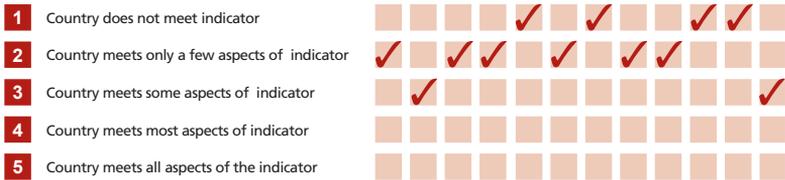
“Editors may choose not to publish a story to protect their jobs. They may fear antagonizing the government, friends, owners, politicians, advertisers...”

Newspapers also have formal policies or guidelines which journalists and editors must abide by, thus possibly censoring themselves. These include not publishing articles, which might be constituted as defamation, libel or an incitement to violence. Some panellists noted that there was a very fine line between being responsible and censoring oneself. There are also unwritten guidelines specific to each title: “Certain names must not feature positively in certain papers.”

Advertising plays a very strong role in self-censorship, and editors will avoid antagonizing advertisers. “It is an issue of survival, especially if a newspaper relies on these ads.”

Scores:

Individual scores:



Average score:

1.8 (2010 = 1.5; 2008 = 2.0; 2006 = 2.1)

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

Panellists felt very strongly that there is virtually no editorial independence within the private media in Tanzania, particularly in the print media.

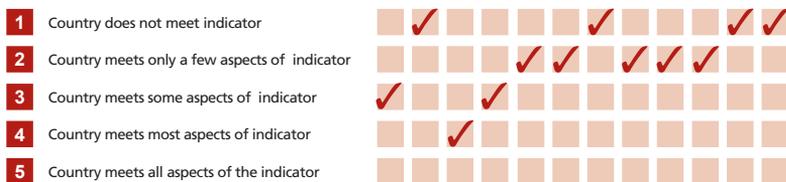
“Journalists and editors fear for their job security. In newspapers and on private TV stations, you can always see the dominance of the owners’ interests.”

The only exception mentioned was Sahara Communication and Publishing Company in Mwanza, where the owners do not interfere in editorial decisions on Radio Free Africa, Kiss FM and Star TV.

Panellists noted that on May 3, 2012, the Media Owners Association of Tanzania agreed on its own code of conduct that there must be a separation between owners and journalists, where owners not interfering in editorial matters. It remains to be seen whether this will be adhered to.

Scores:

Individual scores:



Average score:

2.0 (2010 = 1.4; 2008 = 1.9; 2006 = 1.4)

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

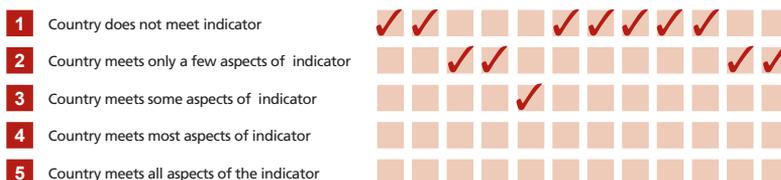
Journalists in Tanzania are considered to be quite corrupt, according to the panelists, although they maintain that there are a handful of editors and journalists with integrity.

“Maybe the desperate working conditions force people to be corrupt. In the private print media, journalists earn very little and they may not be paid on time. They may go without their salary for up to four months at a time, but they continue to go to work and they depend on ‘bahasha’ – the brown envelope.”

News sources are also guilty of dishing out ‘travel allowances’ or ‘incentives’ – television journalists -get paid more as they – are deemed to grant the source wider publicity.

Scores:

Individual scores:



Average score:

1.5 (2010 = 2.0; 2008 = n/a; 2006 = n/a)

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

Many journalists work for years with private media houses without having a binding contract. "Living and working conditions for journalists (in the private media) are worse than you can imagine. They are the most exploited entity in the country, used and despised by the public, politicians, and media owners. They are badly paid, do not get overtime and most work without an employment contract – even those working for more than 12 years at one media house."

Freelancers in the private media can earn TZS4,000 (US\$2.5) to TZS5,000 (US\$3.2) per article and TZS10,000 (US\$6.3) for a lead story. These payments are also often delayed.

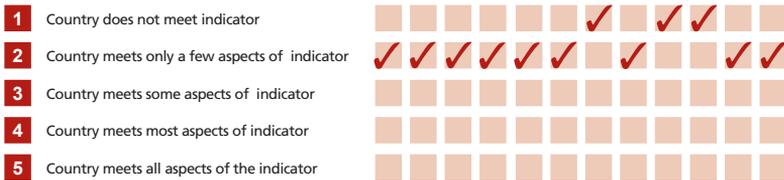
A full-time editor at a private newspaper can earn up to TZS3 million (US\$1,904) per month. A senior reporter will earn between TZS450,000 (US\$286) and TZS600,000 (US\$380) a month. Estimated salaries for state media employees were not provided.

State media journalists have much more security in terms of contracts, and being paid on time.

There appears to be no human resource policies, and salary scales or permanent employment to protect most journalists in Tanzania. "You're hired today and fired tomorrow."

Scores:

Individual scores:



Average score:

1.8 (2010 = 2.5; 2008 = n/a; 2006 = n/a)

4.9 Media professionals have access to training facilitates offering formal qualification programmes as well as opportunities to upgrade skills.

Staff employed by the state media has access to training programmes, as well as in-house training.

The Media Council of Tanzania (MCT) offers a variety of short courses, while the Union of Tanzanian Press Clubs offer training on how to report on people with disabilities and gender-sensitivity and so on. There are press clubs in each region of the country.

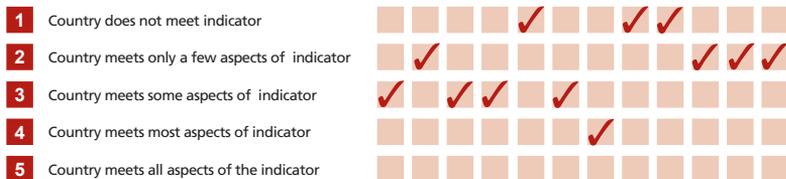
The Legal and Human Rights Centre also conducts human rights reporting courses for editors and journalists.

In terms of formal training, there are six universities, including the new Open University in Zanzibar, and many colleges that offer some form of journalism training. In a positive development, the MCT, in conjunction with the National Council for Technical Education, has devised a standardised curriculum for journalism.

which brings together editors from both the state and the private media. Additionally, the country's sub-editors have united to form the Sub-editors and Programme Producers Development Centre.

Scores:

Individual scores:



Average score:

2.3 (2010 = 2.2; 2008 = 2.3; 2006 = 2.2)

Average score for sector 4:

2.7 (2010 = 2.5)*

Overall Country Score:

2.9 (2010 = 2.5)

The way forward

1. What were the developments in the media environment in the last two /three years?

Positive developments

1. The Media Council of Tanzania assisted by the Tanzanian Media Fund are taking a more proactive role in skills training for journalists, and educating the public on the complaints procedure
2. The media fraternity is taking a more active role in educating the public about the constitutional reform process
3. The establishment of the Tanzanian Editors' Forum
4. Media fraternity is more united on reporting issues and at times presents a united voice on fighting for media rights
5. The two bills-in-waiting (Access to Information and Media Services) have not yet been passed but are still in the process of becoming laws
6. Increased efforts by civil society organisations and the media to educate people on the rights to access information

Negative developments

1. Government still using draconian laws to clamp down on freedom of expression and any media that does not 'toe the line'
2. Harassment and hostility displayed by district officials towards journalists
3. Chairperson of the Tanzanian Editors' Forum and a journalist from Mwanachi arrested on charges of sedition

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

1. The defunct Tanzania Union of Journalists must be resuscitated – **MISA will lead this process**
2. Increased pressure must be exerted to push for the two media bills to be enacted – **Media Council of Tanzania**
3. Media must unite and lobby so that issues that affect the media are taken on board in the new constitution – **MCT/ Legal and Human Rights Centre**
4. Conduct a media training needs assessment and an audit of what media skills exist – **MISA/ School of Journalism and Mass Communication, St. Augustine University**
5. Ensure enforcement of the MCT code of ethics – **MCT**

The meeting took place at Traveller's Lodge in Bagamoyo, Tanzania, July 14-15, 2012.

Panellists:

Media:

1. Hamis Mzee
2. Ayub Rioba
3. Hassan Mitawi
4. Tumaini Mwailenge
5. Jacqueline Materu

Civil Society:

6. Anna Chambaka
7. Charles Kizinga
8. Rose Ngunangwa Mwalongo
9. Rebecca Muna
10. Gladness Hemed Munuo
11. Elizabeth Riziki
12. Hezron Kaaya

Rapporteur:

Sarah Taylor

Moderator:

Grace Githaiga

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