# MEDIA COUNCIL OF TANZANIA

# STATE OF THE MEDIA

# 2016

headlines

email **web** music **print**

publishing **info** message blogs **press**

tweeting social **chatting** enternet **press** daily info

**chatting** internet **press** daily info blogs **press** tweetin

**soci** **message** enternet press

daily info blog chatting internet press info web music print publishing

info news **blogs** press **media** computer **press** tweeting

social **chatting** enternet press daily info **chatting** internet **press**

**headlines** daily **news** blogs **press** **blogs tv** prees

radio print **computers** press tweetin **social**

publishing info **message** enternet press daily info

blogs enternet press daily info **web** print

publishing info news **blogs**

## MASS MEDIA

# STATE OF THE MEDIA
# 2016

# CONTENTS

## PART I - TANZANIA MAINLAND

## Chapter 1------------------------------------------------------------------ 9

### Enactment of new media laws and the ban on live Bunge
### Coverage worsened climate for media freedom in 2016

## Chapter 4 -------------------------------------------------------------------49

### New media: Shifts communication paradigm
### New Media Transforms Media Operations/Practices in
### Tanzania --------------------------------------------------------------------------49

# Chapter 5 ------------------------------------------------------------------63

**Media in the Digital Era: Training Is a Necessity, Not an Option**

# PART  II - ZANZIBAR

# Chapter 6 ------------------------------------------------------------------77

**Envolving media landscape in Zanzibar -------------------------------------77**

# ABREVIATIONS  (Part I)

| | |
|---|---|
| **AMB** | Africa Media Barometer |
| **CCM** | Chama cha Mapinduzi |
| **DEF** | Democratic Empowerment Project |
| **EATV** | East Africa Television |
| **EJAT** | Excellence in Journalism Awards Tanzania |
| **ECOPA** | Electronic and Postal Communication Act |
| **E4A** | Evidence for Action |
| **FGM** | Female Genital Mutilation |
| **GBV** | Gender-Based Violence |
| **ICT** | Information and Communication Technology |
| **IJ** | Investigative Journalism |
| **ITU** | International Telecommunications Union |
| **ITV** | Independent Television |
| **JET** | Journalists Environmental Association of Tanzania |
| **LHRC** | Legal and Human Rights Centre |
| **Maelezo** | Tanzania Information Services |
| **MCT** | Media Council of Tanzania |
| **MISA** | Media Institute of Southern Africa |
| **MISA-TAN** | Media Institute of Southern Africa-Tanzania Chapter |
| **MOAT** | Media Owners Association of Tanzania |
| **MS** | Media Services |
| **PIJ** | Public Interest Journalism |
| **RFA** | Radio Free Africa |
| **SIDA** | Swedish International Development Agency |
| **TAMWA** | Tanzania Association of Media Women |
| **TASWA** | Tanzania Sports Association |
| **TBC** | Tanzania Broadcasting Corporation |
| **TCRA** | Tanzania Communication Regulation Authority |
| **TEF** | Tanzania Editors Forum |

| | |
|---|---|
| **TMF** | Tanzania Media Foundation |
| **TSN** | Tanzania Standard Newspapers |
| **UNESCO** | United Nations Educational, Scientific and Cultural Organisation |
| **URT** | United Republic of Tanzania |
| **UTPC** | Union of Tanzania Press Clubs |

## ABBREVIATIONS (Part II)

| | |
|---|---|
| **ACHPR** | African Charter on Human and People's Rights |
| **ACT-W** | Alliance for Change and Transparent |
| **AFP** | Agence France Presse |
| **ADA-TADEA** | Africa Democratic Alliance |
| **ADC** | Alliance for Democratic Change |
| **AG** | Attorney General |
| **ASP** | Afro Shiraz Party |
| **BBC** | British Broadcasting Corporation |
| **CD** | Compact Disk |
| **CCM** | Chama Cha Mapinduzi |
| **CZ** | Constitution of Zanzibar |
| **CHRGG** | Commission for Human Rights and Good Governance |
| **CUF** | Civic United Front |
| **CURT** | Constitution of the United Republic of Tanzania |
| **DVD** | Digital Versatile Disc |
| **DW** | Deutsche Welle |
| **EATV** | East Africa Television |
| **Ed.** | Editor |
| **FM** | Frequency Modulation |
| **GNU** | Government of National Unity |
| **HDV** | High Definition Video |
| **IBID** | Ibidem (in the same place—used in footnotes) |

| | |
|---|---|
| **ICCPR** | International Covenant of Civic and Political Rights |
| **ITU** | International Telecommunication Union |
| **ITV** | Independent Television |
| **LTD** | Limited |
| **MCT** | Media Council of Tanzania |
| **MICTS** | Ministry of Information, Culture, Tourism and Sports |
| **MISA-TAN** | Media Institute of Southern Africa |
| **NACTE** | National Education Council for Technical Education |
| **NGO** | Non-Governmental Organization |
| **No.** | Number |
| **NPHC** | National Population and Housing Census |
| **PhD** | Doctor of Philosophy |
| **QA** | Quality Assurance |
| **RFA** | Radio Free Africa |
| **SAU** | Sauti ya Umma |
| **SMZ** | Serikali ya Mapinduzi ya Zanzibar |
| **STZ** | Sauti ya Tanzania Zanzibar |
| **SUZA** | State University of Zanzibar |
| **TBC** | Tanzania Broadcasting Corporation |
| **TCRA** | Tanzania Communication for Regulatory Authority |
| **TEF** | Tanzania Editors Forum |
| **THRDC** | Tanzania Human Rights Defenders Coalition |
| **TLP** | Tanzania Labour Party |
| **TLR** | Tanzania Law Report |
| **TMF** | Tanzania Media Foundation |
| **TV** | Television |
| **TVZ** | Television |
| **UDHR** | Universal Declaration of Human Rights |
| **UNDP** | United Nations Development Programmes |

| | |
|---|---|
| **UNESCO** | United Nations Educational Scientific and Cultural Organisation |
| **UTPC** | Union of Tanzania Press Club |
| **V** | Versus |
| **ZBC** | Zanzibar Broadcasting Commission |
| **ZCTV** | Zanzibar Cable Television |
| **ZEC** | Zanzibar Electoral Commission |
| **ZJMMC** | Zanzibar Journalism and Mass Media College |
| **ZEMOG** | Zanzibar Elections Monitoring and Observer Group |
| **ZHRR** | Zanzibar Human Rights Report |
| **ZNP** | Zanzibar Nationalist Party |
| **ZLSC** | Zanzibar Legal Services Center |
| **ZPC** | Zanzibar Press Club |
| **ZPPP** | Zanzibar and Pemba People Party |
| **ZU** | Zanzibar University |

## ABOUT THIS REPORT

### Introduction

*State of the Media Report, 2016* is a flagship publication of the Media Council of Tanzania (MCT) which documents trends, developments and challenges in the Tanzanian media recorded during the year under review. The 2016 report specifically focuses on 5 aspects:

1. **Political Context/Legal and Regulatory Framework**
   This area looked at key legal/regulatory framework issues and political events which happened in 2016, as well as their implication to press freedom and journalism practices;

2. **Current Trends in the Print Media**
   The focus here was on the fresh registration of newspapers and magazines as well as deregistration, print media sustainability and the mushrooming of online newspapers and its implication to journalists and the media industry;

3. **Current Trends in the Radio and TV Broadcasting**
   The third aspect looks at registration of new radio and television stations and their sustainability; emergence of digital broadcasting and its implication on mainstream radio and TV broadcasting in Tanzania;

4. **Current Trends in the New Media**
   The section looks at the current status of new media, its implication on journalism operations and practices. The area also looks at the enactment of Cybercrimes Act 2015 and its impact to the media and ordinary Tanzanian citizens and

5. **Media Development Support**
   This aspect looks at institutions/organisations that support the media and the kind of support provided on journalists and media organisations in Tanzania.

### Methodology
A mixed methods approach was used in collecting data presented in this report; namely, document review and interviews. Researchers based

in Tanzania Mainland and Zanzibar conducted document reviews and held interviews with key informants. In conducting document reviews, various reports relating to media laws and regulations, media policies as well as articles posted online/offline, came under review. In complementing the desk-work review, interviews were conducted with selected respondents for the purpose. Respondents were selected from among media practitioners, media owners, professional associations, media analysts, communication experts, civil society organisations, legal practitioners, higher learning institutions and Government officials. Choice of respondents was based on their ability to respond on issues related to this study.

**Organisation of the Report**
This report is presented herein in two parts, that is, Part I and II.

**Part I**
This part focuses on issues related to the media industry as outlined in the five specific objectives but it capitalises on Tanzania Mainland.

**Part II**
This part focuses on issues related to the media industry as outlined in the five specific objectives but it capitalised on only Zanzibar.

**Report Authors**
This report is a joint work conducted by two authors:
- Dr Joyce Bazira, a communication expert and media trainer. Dr Bazira focused on the first part of this report.
- Mr Ali Uki, a Lecturer at the Zanzibar University. Mr Uki focused on the second part of this report.

# STATE OF THE MEDIA REPORT 2016

## _____
## PART I
## _____

## TANZANIA MAINLAND

# Developments in Legal and Regulatory Framework

## Enactment of new media laws and the ban on live Bunge Coverage worsened climate for media freedom in 2016

### 1.0 Introduction

This chapter focuses on key aspects in the legal and regulatory framework as well as in the political arena which transpired in Tanzania in 2016. The main objective was to look at the benefits and implications of these aspects had on the media and the general public. The study ends up with concluding remarks and recommendations.

### 1.1 Legal and Regulatory Framework:

- Key Issues in 2016
- Enactment of the Media Service Act and
- Access to Information Act, 2016

The enactment of Media Service Act, 2016 and the Access to Information Act, 2016, were major developments in the legal and regulatory framework in 2016. The enactment of the two Acts was considered a positive step since for years there had been a demand for a law which would protect freedom of the media and freedom of opinion.

### 1.2 The Media Services Act, 2016

Media Service Act, 2016 was passed by Tanzania Parliament (Union Assembly) in November, 2016 and signed into law by the President two weeks later. The new law replaced the Newspaper Act, 1976 and the Tanzania News Agency Act, 1976, respectively, laws that were considered highly restrictive. The Newspaper Act, 1976, was used to curtail freedom of expression through suspension of publications whose reporting was disliked by authorities.

Media reports reviewed show that before becoming an Act, the Media Service Bill which was on several occasions put on hold following concerted pressure asserted by the media community and its supporters, were of the view that, if the Bill was presented and passed by Parliament in that form, it would worsen the climate of free expression in Tanzania. In 2015, the Bill was withdrawn from Parliament and a number of its sections underwent

surgical changes in order to improve them. However, some critics claimed that even as the Bill was passed into law, it still had major weaknesses that undermined the independence of the media. (John & Kolumbia, 2016).

While the enactment of the Access to Information Act was a positive step, reviewed documents as well as views by stakeholders who were interviewed during this study revealed that the Act has a number of restrictions which infringed upon freedom of the media and freedom of expression that ultimately, have major implications to the media industry and the general public.

### 1.2.1 Implications of the Media Service Act, 2016

Findings indicated that the new law had many provisions which leave loopholes that restrict media freedom and fail to safeguard freedom of expression as provided under Article 18 of the Constitution (LHRC, 2016). According to Article 18, freedom of expression is a fundamental civil right, and everyone has the freedom to hold own opinions without interference, and the right to seek, receive and impart information and ideas through any media and regardless of frontiers (URT, 1977).

Documents reviewed indicated that a number of provisions in the Act were restrictive to the media. (LHRC, 2016; MCT, 2016). Areas cited include the provisions on accreditation of journalists, licensing of print media, criminalisation of defamation, sedition and a provision directing the establishment of two bodies to regulate the media: Journalists Accreditation Board and the Independent Media Council. All these provisions are viewed as having negative impact to journalists and the media industry as pointed out by the *Tanzania Human Rights 2016 Report* and *MCT 2016` Report,* respectively, on discontents of the Media Service Act (LHRC, 2016; MCT, 2016).

Regarding accreditation (licensing) of journalists, the Act directed that no one shall practice journalism in Tanzania unless she or he had applied for and issued with a licence from the Accreditation Board. According to the reports, this directive would restrict media freedom and the right to seek, receive and impart information protected under the Constitution of Tanzania, and regional and international human rights treaties.

Accreditation of journalists was another problematic aspect pointed out in the reports. It was argued that accreditation would put the profession of journalism within the control of Government machinery, something which would limit the ability of journalists to perform their roles including that of being an oversight of the society. This would also be the case with

licensing of the print media, where it was feared that under such conditions, it would be impossible to prospective operator to run a media outlet without permission from regulatory bodies operating under the direct control of the Government.

Another provision that caused a chilling down the spine of the media fraternity was the one on editorial and publication powers vested in the minister responsible for Information. According to the Act, the minister for Information, Culture, Arts and Sports has the discretional powers to prohibit importation of a publication that in his/her opinion shall be contrary to public interest and publication of any content that in his opinion is against public interest (URT, 2016). Respondents said that since the Act does not define what public interest is, their main fear was that the minister, using his powers under Section 59, could use this loophole to filter contents of the print media, and this would ultimately affect the media freedom immensely. This concern is also supported in the reports.

Respondents were also concerned about a provision which gives the Government control over content to be published by media houses on the ground that through such unilateral control, editorial independence of the media houses could be jeopardised.

A provision on national security and hate speech also raised concerns among stakeholders. Under Media Service Act, media houses are not allowed to issue information which may undermine national security or constitute hate speech, but the Act doesn't state what information may endanger national security and what amounts to hate speech (URT, 2016). Regarding this provision, stakeholders were concerned that such a loophole may be used to restrict media freedom as the media houses may fear to broadcast or publish certain information thinking it may be taken to constitute hate speech or undermine national security.

The establishment of two bodies to regulate the media, namely the Journalists Accreditation Board and the Independent Media Council was another aspect which, according to the *Tanzania Human Rights 2016 Report* and *MCT 2016 Report,* respectively, on discontents of the Media Service Act, was highly criticized by the media fraternity, human right groups and civil society organisations. Both the reports and interviews indicated that stakeholders `main concern was on the independence of the two bodies whose board members would be appointees by and accountable to the minister responsible for media affairs. Stakeholders were also concerned that establishment of the bodies would bring an end to the long-standing culture of self-regulation which had recorded successes.

### 1.3    The Right to Information Act, 2016

Access to Information Act was enacted in 2016 with the aim of enabling ordinary citizens to access information as a right provided by Article 18 of the Constitution of the United Republic of Tanzania, 1977.

#### 1.3.1  Implications of Access to Information Act, 2016

Although the enactment of Access to Information Act was considered a positive development as far as Government responsibility to ensure access to information and transparency was concerned, findings indicated that stakeholders were concerned with some provisions which they said would restrict citizens in accessing information as well as denying non-citizens such an access. There are several provisions from the Access to Information Act, 2016, that have a negative impact to journalists and the media industry as pointed out by various reports (LHRC, 2016; MCT, 2016)

One of the aspects that imposed negative implications to journalists revolved on who could access information. The Act sidelines non-citizens, societies, and international organizations and all this is contrary to international protocols, conventions and standards regarding the right to access information.

Another aspect under the Act which is said to have a negative implication to journalists and media industry is the one on the period of time an information holder is allowed to take before responding to information request.  Under the Act, information holder is allowed thirty days, upon receiving request for information, to notify the person requesting it if such information exists and would be provided (URT, 2016).  Both the reports and interviews indicated that the timeframe is too long as some information might be urgent and this might greatly affect the media which operate on holistic deadlines. (LHRC, 2016; MCT, 2016)

Provision on information access fees was another provision in the Act which would affect the media. Since the provision did not stipulate how the fees were to be calculated and charged, leaving such exclusivity to the information holder, it was feared the holders might abuse the provision to delay or deny information or convert the activity of giving access to information into business.Stakeholders were concerned that the application of the provision would mostly affect the media which need information on hourly and daily basis.

## 2.0 Implementation of restrictive laws put media freedom under pressure

The year 2016 witnessed the media freedom and freedom of expression being under pressure following the implementation of some restrictive laws passed in 2015. One of the Acts whose implementations affected freedom of the media as well as freedom of opinion was the Cybercrimes Act. This Act had been criticised by various human rights stakeholders for containing several provisions which restrict freedom of expression by creating fear among social media and Internet users.

Among the problematic provisions within the Cybercrimes Act include the one which penalises any person who intentionally and unlawfully receives unauthorised information, the provision which provides extensive search and seizure powers to the police as well as such provisions containing vague phrases such as *unsolicited messages, deceptive, misleading* and *inaccurate information*. (URT, 2015)

Documents reviewed indicate how the implementation of Cybercrimes Act, 2015, restricted freedom of opinion in practice in 2016. According to (LHRC, 2016) by September, 2016 at least 10 people had been arrested under the Cybercrimes Act for allegedly insulting the President of United Republic of Tanzania, Dr John Pombe Magufuli. The following were cases recorded in the *Tanzania Human Rights Report, 2016* in the enforcement of the Cybercrimes Act in 2016:

- March 2016, Isaac Abakuki, a resident of Arusha, was arrested and charged with insulting President John Magufuli on his Facebook page. In June 2016, he was sentenced to three years imprisonment or pay fine of seven million shillings;
- June 2016, Leonard Mulokozi Kyaruzi was arrested in Dar es Salaam and charged with insulting President John Magufuli on WhatsApp social media.
- September 2016, an accountant at the St. Joseph Secondary School, Elizabeth Asenga, was arrested and charged with insulting President John Magufuli through WhatsApp social media and
- September 2016, five people were charged and appeared before the Kisutu Resident Magistrate Court for allegedly insulting President John Magufuli on social media. They included: Dennis Temu, Suleiman Nassoro, Shakila Makame, Juma Mtatuu and Dennis Mtegwa after they shared a post on Facebook and WhatsApp that allegedly intended to cause the public turn against the police force.

Another Act whose implementation is said to have impacted on the media

in 2016 is the Statistics Act, 2015. This Act was also viewed by critics as a tool to rein in critical reporting ahead of October 2015 General Election. (LHRC, 2016; MCT, 2016)

Under this Act, it is an offence for a radio station, television station, newspaper or magazine, website or any other media to publish false statistical information or for an agency or person to publish official statistical information which may result in the distortion of facts and imposes harsh penalties on those found guilty of publishing misleading and inaccurate statistics. The penalty is one-year jail term and fine of 10 million shillings (URT, 2015).

Findings from interviews indicate that the Act encouraged censorship and fear among people on grounds that if what they wrote happened to be inaccurate, they would be persecuted.

Further findings reveal that an increase in arrests and in charging of journalists for online related offences witnessed in 2016, were the result of implementation of such restrictive laws. Respondents interviewed insisted that the above trend, besides encouraging those in power to continue using the courts to give legitimacy to their actions, had a chilling effect on media freedom and freedom of expression as it resulted into self-censorship among media the community and online users.

Again the guidelines for blogs and other online content providers which was promulgated in 2015 in advance of the General Election, was said to have affected freedom of opinion in 2016 through putting pressure on journalists and online users to practice self-censorship in an effort to avoid running afoul of the law. Under the rules, online media are required to register with the Tanzania Communication Regulatory Authority, (Freedom House, 2016).

## 3.0    Major Political Events in 2016

A major event which dominated the political arena in Tanzania in 2016 was the Government decision to ban live broadcasts of parliamentary proceedings. Live coverage of Parliament began in mid-2005 and gained momentum and popularity during the Jakaya Kikwete administration.

These were proscribed in April 2016. In the beginning, the Government order slammed an indefinite live broadcasting ban on State broadcaster, the TBC. And then, due to reasons still unclear, private media broadcasters were also removed from their designated Bunge studios, where they had been reporting live.

Instead a new system was introduced in which all broadcasters countrywide were handed heavily edited clips of parliamentary debates to broadcast (MCT, 2016)

The move ignited hot debate, not only inside Parliament chambers, but also by the general public because of the relevance of parliamentary proceedings to the people and their importance in encouraging pluralistic political party debates.

The following are some of the benefits of the live broadcasting of Bunge sessions as pointed out by various interviewed stakeholders:

## 3.1    Relevance of Live Bunge Sessions Remained Incontestable

Before the cessations, live Bunge sessions were becoming popular to viewers, both in urban and rural areas. Documents reviewed and interviews by various stakeholders indicated that transmitting live Bunge proceedings were an opportunity for the people to receive diversity of views on important political issues taking place inside the National Assembly.

Others said it was an essential platform, not only for MPs to express their positions on various issues of national interest; it was also essential to the constituents who gained the opportunity to be better informed on the performance of the Bunge as an oversight institution of the Government as well as to individual parliamentarians, as the representatives of the people (MCT, 2016).

Respondents mentioned an increase in accountability and responsibility among Government officials as another benefit gained from live parliamentary sessions. They noted that some Government officials, knowing their performance would be put under scrutiny by parliamentarians, especially those from Opposition, they became more responsible. And MPs knew they were being watched by ordinary citizens, including the voters, they became more responsible while in the august House. It was also noted that parliamentary broadcast on TV stations stimulated and inspired public debates among citizens.

A study conducted by Twaweza revealed that 46% of ordinary citizens interviewed thought live Bunge sessions broadcast were important because they enabled the people to monitor MPs for the purpose of knowing if they were truly representing them and they were doing their job well. Whereas, 44% thought it was their right to know what was happening inside Parliament. (Twaweza, 2016).

While relevance of live broadcasts remained incontestable by all actors, reasons behind the ban raised one pertinent question:

"What was the truth behind the whole matter?"

## 3.2   Cessation of Live Bunge sessions: What Was the Truth?

There were two opposing viewpoints regarding the reason behind the ban of live transmissions of parliamentary sessions. The first view held by those supporting the move was led by the Government and its supporters, while the second view was held by groups of  respondents, such as the media community, human rights advocates, civil society organisations and members of Opposition parties.

The Government came up with reasons in attempt to justify its decision as described in statements issued by the then Minister of Information, Sports, Arts and Culture, Nape Nnauye, as from time to time, which featured in the MCT 2016 Report. The Government started by claiming that its decision to stop live Bunge broadcasts by the state-owned broadcaster; Tanzania Broadcasting Corporation (TBC) was triggered by high operational costs which had reached Sh4.2 billion per year. However, this reasoning was retracted after a number of stakeholders offered to foot the bill.

Instead, this time, a new reason was given suggesting that only a few people were able to watch Bunge live during the day as most Tanzanians would be busy with undertaking their more productive daily activities, hence the idea to record Bunge proceedings by parliamentary telecommunications unit which would hand materials out to media houses for use as they so wished, like transmitting the same in the evening.

After many queries against the second reason, the Minister backed down suggesting the ban on live Bunge transmissions was imposed by the Parliament and the Government was just enforcing its implementation (MCT, 2016).

There were also claims from some MPs that the move was made to conceal unruly behaviour by some MPs during Bunge sessions. This way, it was argued, the good image of the institution, which was deteriorating as a result of the misconduct of some MPs while ordinary citizens watched. Groups against the ban also had their views regarding the move, (MCT, 2016).

The media fraternity, human rights advocates, civil societies and members of the opposition parties, believed the move by the Government to suspend live Bunge coverage, was pure censorship that aimed at stifling press freedom and freedom of opinion (MCT, 2016; Twaweza, 2016).

Interviews with stakeholders indicated that many people believed that with the ban, the Government aimed at denying Opposition MPs a forum or platform by which they reached out to the people, given the immense popularity of Bunge live sessions.

### 3.3 Implications of live Bunge sessions ban

During documentary review as well as interviews with members of the media community, including media practitioners and media professional associations, it became clear the ban had a chilling effect on journalists, media industry, the general public and more importantly, to the Government as follows:

### 3.3.1 Ban was strategy for curtailing press freedom, and freedom of opinion

The first argument held by many respondents was that the ban was a Government strategy to curtail press freedom and people's right to be accurately and promptly informed. Respondents said throughout 2016, the strategy continued denying the media the autonomy to report what they considered important to their audiences.

An editor for a Dar es Salaam based television station was quoted narrating how difficult and unprofessional it had been working under the new system in which they were issued censored TV clips prepared by the Bunge's special studio and distributed to various stations (MCT, 2016).

The second argument was that 2016 witnessed some media outlets' capacity to operate effectively and playing their role, being adversely affected as a result of the banning of live Bunge sessions.

Citing examples, one respondent said after the ban, the media could no longer play what Christians et al, (2009) call monitorial role where the media in any democratic society, become vigilant informers, collecting and publishing information of potential interest to the public. Another respond argued that the ban on live Bunge sessions hindered the media from providing fora for presentation of information and ideas to an audience, the role communication scholars such as McQuail (2005) considered crucial.

Likewise, the ban on live coverage hindered the media from operating as platforms where people could be well informed of relevant issues on the world around them.

Another view was that the ban on live Bunge sessions denied the media the opportunity to promote genuine debate amongst the people. Respondents said before the ban, when something critical emerged in the

House, TV live coverage mobilised citizens to make follow-ups, join the debate and challenge what they considered irrelevant to them. They said even those who live in rural areas managed to follow up issues through TV and radio live broadcasts. In the respondents' views, issues covered during live Bunge sessions, were the same issues that people debated hotly in their informal forums and from the way they interacted. This clearly indicated that they were well informed on matters happening in the august House.

### 3.3.2 The Ban Affected Media Professional Development

The third argument was that the ban on live coverage of the Bunge affected the media`s professional development. According to respondents, before the ban, there was a growing competition among media practitioners as journalists assigned to cover Bunge sessions, struggled to improve both quality and quantity of their reporting, which encouraged creativity and constructive ideas among journalists as well as their respective media organisations. However, they said, the new system where they get clips from the Bunge studio, besides demoralising them, he arrangement kills creativity and diversity since all stations are issued with similar, censored TV broadcast clips.

Respondents concluded that the move had a negative impact to the media and the citizenry that counted on the media to get news on events and issues happening so that they could make informed decisions.

Findings indicated that the media community aside, the general public too was affected by the ban. Through live Bunge broadcasts, people were able to consistently make follow-ups of what was going on in the august House, something which increased their awareness of what went on in the House. Ordinary people were also able to monitor the performance of their representatives on the one hand and on the other, they also got the basis on which they could check out and if need be, be able to challenge government leaders that are not doing what they are expected to do (MCT, 2016).

Interviews with various people also revealed that before the ban, live TV Bunge sessions gained popularity due to a number of factors including the way Opposition MPs were using the broadcasts to expose poor performance in of the Government by poking holes in its reports and laying bare its weaknesses. The desire by the people to know whether their MPs truly represented them in the House was another factor respondents pointed out. An MP from an opposition party was quoted saying the ban on live Bunge broadcasts, didn't originate and couldn't have been a decision from the National Assembly but rather, it was part of a wider and larger

project aimed at suppressing free expression in Tanzania. In that MP's view, there was an increasingly less independent legislature, something which made the MP form an opinion that Bunge affairs were being run by remote device from 'Magogoni' implying that Bunge was most likely being remotely controlled from State House. (MCT, 2016)

Another MP called the move a political management mechanism following the highly contested 2015 General Election. It was claimed in the MCT report that the drop in the number of votes by the ruling party presidential candidate from 80% in 2005 to 60% in 2010 and 58% in 2015, was the result of live Bunge broadcasts which were said to have given the Opposition an upper hand (MCT, 2016).

A study conducted by Twaweza in 2016, on people`s opinion about the ban on live broadcasting of Bunge sessions revealed that almost all citizens (92%) thought that it was important that Parliament proceedings aired live. Further findings indicated that 8 out of 10 citizens disapproved of the ban while 9 out of 10 thought it was important to have live broadcasting of Parliamentary sessions.

According to study findings, 42% Tanzanians watched Parliament live on TV while 60% listened to parliamentary proceedings on radio. These data indicate that citizens were deeply engaged with live coverage of parliamentary sessions due to a number of reasons (Twaweza, 2016)

From explanations above, it is clear that the decision by the Government to ban live Bunge sessions, a part from stimulating hot public debate, it made some citizens file court petitions against the Government decision.

According to media reports, among the cases, was one that was filed in November 2016 at the High Court of Tanzania by eleven citizens challenging the Government move to restrict live parliamentary sessions broadcasts? The petitioners, among other things, sought declaratory orders that they have the constitutional right to unfettered access to parliamentary debates under Article 18 (b) and (d) and Article 29 (1) of the Constitution of United Republic of Tanzania.

They also requested the court to issue declaration that the Government of the United Republic of Tanzania violated the constitutional right of its citizens by imposing unreasonable and unjustifiable restrictions on people's access to parliamentary debates.

Furthermore, the petitioners sought orders that the Government restores the constitutional right of the citizens of Tanzania to enjoy live broadcasts of parliamentary debates. (John, & Kolumbia, 2016)

Also in protesting against the move, some media professional organisations, human rights advocates and civil societies joined hands in highlighting the controversies surrounding the ban and agitated for reversal of the Government's decision, one way being, by conducting studies aimed at getting in-depth analysis of the matter before pushing the Government much further. For instance, in March 2016, Twaweza conducted a study on the matter, whose findings reveals that the majority of the citizens (88%) did not support the Government decision and believed operational cost was not a valid reason as private media outlets were ready to foot the bill of providing live coverage (Twaweza, 2016).

In its report, Twaweza recommended that the Government reverses its decision. Another study by the Media Council of Tanzania (MCT) also revealed that the majority of Tanzanians were against the ban on live coverage of the Bunge sessions (MCT, 2016).

Generally many people were against the ban and they thought the move tarnished the image of 5th. Phase Government whose claims have been promotion of accountability and transparency.

Regarding unruly conduct of a of some MPs Bunge sessions, respondents recommended that the House should continue using its Standing Orders to put in check poor conduct and other shortcomings displayed within the Bunge debating chambers.

## 4.0 Concluding remarks

This chapter looked at major developments that transpired in the legal/regulatory framework as well as in the political arena in Tanzania in the year 2016. It was found that new media laws enacted in 2016 were restrictive to media freedom and general public's right to access information. How restrictive the laws enacted in 2015 affected media industry and the general public was another focus by the article. The article also explored the ban on live Bunge coverage, to get an in-depth understanding of the issues, their causes, benefits and implications to press freedom and freedom of expression.

## 5.0 Recommendations

Based on the above findings and the conclusion, this chapter makes the following recommendations:

**Journalists and editors should:**
- Educate the public on the existing legislation and how to challenge problematic provisions;

- Identify and challenge laws restricting freedom of the media and freedom of opinion;
- Work together in challenging a wide range of aspects putting pressure on journalists in Tanzania and
- Report all incidents of harassment, intimidation and interference of their operations.

**Civil societies should:**
- Identify and challenge laws restricting freedom of the media and freedom of opinion;
- Educate the public on existing legislation and how to challenge problematic provisions;
- Initiate the process of amending provisions within the Media Services Act containing vague phrases and
- Publicise and challenge all incidents of harassment, intimidation and interference of their media`s operations.

**The Government should:**
- Reform Tanzania's restrictive media laws;
- Reverse its decision to stop the Bunge live broadcast;
- Take action against individuals/groups who interfere with journalists' work by harassment, intimidation and prosecution and
- Reverse its decision to establish the Media Services Council and if it did, its independence from Government and commercial interests should be safeguarded.

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# Print Media on Shaky Ground

## The year 2016: It was the worst year for the print media in Tanzania

### 1.0    Introduction

This article looked at the trend of the print media industry in Tanzania for 2016. The print media includes newspapers, journals, magazines, newsletters and other related publications intended for mass media. However, this research focuses on newspapers and magazines.

It specifically looks at key issues which transpired in the industry in 2016 such as newspaper operations, the issue of registration of new publications and de-registration of existing ones as well as factors that pose serious threat to newspapers sustainability. Transformation in the newspaper industry, especially the mushrooming of online publications and their implication to journalists' operations and practices, were also discussed. It ends with concluding remarks and recommendations.

### 1.1    Current Status of Print Media in Tanzania

Although the industry has been struggling for some time due to a decline in circulation and  advertisement revenue, 2016 was perhaps the worst year for newspapers after the Government decision which cancelled registration of more than 400 newspapers and magazines, thereby reducing considerably  the number of publications operating legally in the Tanzanian market, by more than 50%. **(Maelezo, 2017).**

The shake-up which nullified the registration of 473 publications was carried in June 2016. By then, a total of 881 publications were legally operating in the local market.

However, after the cancellation, the number went further down to 408. According to the report, by January 2017, the number of newspapers that were legally operational in the local market, stood at 428. They included the publications which were registered after the (cancellation) blow until the time of writing this report **(Maelezo, 2017).**

According to Government Notice No.195 published in 'Government Gazette' dated June 10, 2016, Supplement No. 23, the cancellation was done in compliance with the provisions of Section 23(1) of the Newspapers Act, 1976, a provision which indicated clearly that it was against the law for a

registered newspaper/magazine to fail to publish for consecutive three years.

The Act stipulates that when a publication is deregistered, it cannot be published or distributed through hard copy or electronically except when the owner had submitted fresh application for registration. (URT, 1976)

Prior to the decision, the Government announced its intention in a Notice No. 65 of 22nd March, 2003 giving a 90 day notice to owners of 550 newspapers to appear before a committee to defend themselves, otherwise, failure of which they would be de-registered as earlier intended. However, only a total of 77 newspapers and magazines showed commitment in response to the ministerial directives. (URT, 2003).

Actually the 2016 cancellation was not the first one, for in 1999 the Government annulled the registration of 188 newspapers for failing to publish for three consecutive years. This was carried under Government gazette notice no. 439 of 10th December, 1999. (URT, 1999)

While the decision was widely condemned by stakeholders, there were those who lauded it as the right one to streamline the industry and would be good for both media diversity and pluralism and that it was better to have few effective publications than having "thousands that are dormant".

Those supporting the Government action thought that people with no passion for print media shouldn't even think of venturing into the business in the first place, since the production of a newspaper was not just about printing it and having it on the newsstands; it required a lot more because it is capital intensive in nature.

Others supported the action by the Government on the grounds that some of the publications deregistered in 2016, were established for some specific objective, becoming irrelevant after the accomplishment of the objective.

Those who condemned the action saw it as an affront to and curtailment of the right to access information and an infringement of press freedom. Among those supporting this view argued that the 5th Phase Government was intolerant to criticism and bent on creating a timid media. Others saw the Government action as aimed at blocking efforts to develop a robust media industry in Tanzania and having a critical and independent press which is essential in the enhancement of democracy.

A media guru who disapproved the Government action argued that the move disregarded the economic factors behind the newspapers' failure to publish. He added that the media industry in Tanzania operates like

any other business which falls and rises according to prevailing economic situation. He understood the action as the plan by the Government to downsize the print media in the country.

The Government deregistration move seemed to scare off new investors in the print industry. According to Maelezo` Newspapers Registration Report of 2017, in the previous year (2016), the number of publications that were registered was only 26, down from 39 registered in 2015. (Maelezo, 2017).

Although the number of newspapers registered in 2015 was slightly higher compared to 2016 registration, a common denominator in both years was the number of daily publications registered: they were few. And, of the 39 new publications, only 2 were dailies while 16 were monthlies, 9 quarterlies, 4 bi-weeklies and 2 bi-monthlies. (Maelezo, 2017).

## 2.0    Newspapers Plurality, Ownership and Control

Just like in the previous years, the 2016 newspapers landscape continued to be diverse with numerous publications published on daily, weekly and few on monthly basis. Individuals, private companies, government, political parties, religious organisations were still the major media owners, with control concentrated in the hands of few proprietors.

The Government controlled two daily newspapers, while the two major political parties each owned one publication. (AMB, 2015).

In 2016, newspapers published in Kiswahili continued to dominate the market. The Kiswahili newspapers had wider range of titles for readers to choose from compared to English publications which were seen as targeting the elite.

Four positive developments were noted in 2016. These included: the promotion and growing of investigative journalism among journalists and media houses, an increase in journalists' initiatives to pursue assignments in new and complex areas such as science and technology and extractive industry as well as the deliberate efforts by some journalists to write stories originating from rural areas, a trend previously ignored.

Another development noted was the publication of pull-outs. Beside their main book pages, editors inserted magazines which focused on one particular theme providing detailed and comprehensive coverage.

Issues dealt with included: health, education, gender, technology among others, which required critical analysis.

While the pull-outs enabled journalists to practice journalism oriented issues, some media stakeholders explained that, through targeting specific

segment of the market (population), it helped media outlets to build and maintain loyal audience.

Besides positive developments, in 2016 there were also setbacks in the industry such as continued disappearance of magazines in Tanzanian market. Some critics attributed this problem to factors such as poor readership behaviour among Tanzanians, high price of magazines compared to newspapers as well as the changing market environment which was affecting all media outlets in the country. The extent to which diminishing of magazine business in Tanzania was determined by the above factors, remained an area demanding thorough investigation, but what was certain was that magazines in Tanzania hadn't been vibrant enough.

## 3.0   Newspapers Sustainability Issues

Just as it had been the case for previous years, in 2016, the print media in Tanzania continued to face numerous challenges, the biggest being the shrinking in advertisements revenue. This was a major blow to the industry, since advertising earnings   was the lifeblood and survival for many conventional media houses.

### 3.1   Decline in Advertising Earnings Shake Up Newspapers' Survival

A decline in advertisement in 2016 was attributed to three major factors:  the Government decision of withholding advertisements, tightening economic situation among corporate and big advertisers as well as the changing environment and evolving online atmosphere. Common views held by most reporters, editors and media analysts interviewed was that, the Government, which had been big advertiser in many media outlets in the country, was no longer doing that due to what they termed as preferential treatment in favour of State-owned outlets while buying space in print media and denying private newspapers, especially those suspected of leaning towards opposition parties or some opposition leaders.

They argued that the Government action to deny some newspapers adverts had been going on for a number of years and the victims have always been media houses which publish or broadcast news content critical to authorities.

Beside the Government, they also argued, organizations and private firms that had been doing business with the Government, emulated it and stopped placing adverts in some media houses. Another view was that the Government action to cut the cost of advertising was reflected through

most of its agencies diverting budget allocations earlier used for publicity to other expenses.

The second issue attributed to the decline of advertisement in 2016 had to do with the poor economic situation among organisations and individuals. Documents reviewed and interviews with various media stakeholders indicated that, due to tightening economic situation among corporate, non-governmental organisations and individuals, budget allocations used for publicity had significantly been reduced. The situation is said to have worsened with the coming of the Fifth Phase Government towards the end of 2015, for its determination is to cut down what is considered unnecessary expenditure by public institutions.

The changing media environment and the fast growing online communication was the third factor "blamed" for the dramatic decline in newspapers advertising in 2016. In their view, the shift in newspaper readership from hard copy publications to online articles affected advertisement trends as major advertisers are getting attracted to social media platforms such as Facebook, WhatsApp, Instagram, and Blogs where their adverts could be viewed by large audiences.

Generally, respondents concluded that the decline in advertisement has had huge impact on all media organisations countrywide and one major outcome of the problem being a number of media houses failure to publish within the framework of their licences as required by the law as well as failure to meet even fixed operating costs such as paying rent, salaries, correspondents' fees and mandatory contribution of social security funds.

For the way forward, respondents recommend to media organisations to come up with feasible models that could reduce operational costs, especially non fixed ones; search for other means of generating income and learn how best they can dance according to the digital tune, which could mean making a departure from the usual events-oriented reporting to analysis writing.

### 3.2 Poor Distribution Shrinks Newspapers Circulation

Another area that raised sustainability concern in the print media was the shrinking in newspapers circulation. As it had been the case in previous years, interviews with various stakeholders reveals that in 2016, poor sales and difficulties in the distribution of newspapers to various parts of the country posed major challenges, which led to situations in which circulation was limited to key regions.

Data from Africa Media Barometer report of 2015, indicated that the size of the country, poor infrastructure such as poor roads which are not accessible during rainy season, plus topographical limitations like some districts being too mountainous areas, had always been factors behind newspapers failure to reach areas beyond major cities.

### 3.3    Social Media Boom Threatens Newspapers Sales

The drop in newspapers circulation is also attributed to the new media boom and the growing use of social networking platforms as communication channels.  Various media stakeholders admitted that in 2016, the sustainability of print media in Tanzania continued to be uncertain because of the growth in technology.

It was argued that the increase in the number of people with access to smartphones or the Internet on their desktop computers and related devices, has rendered newspaper virtually unnecessary to many people.

People who used to newspapers in hard copy are now accessing them online, and with social media instant reporting nature, print media, which normally report yesterday's news, appear to have been overtaken by events and time, therefore losing appeal to readers.

One media analyst said in a one–on–one interview that the biggest challenge traditional newspapers encountered in 2016, was the drift with valiant flow like social media.

In this analyst's view, in 2016, there was hardly anything called breaking news in the mainstream media as people received firsthand news even before media houses had a clue of what has happened out there.

Poor reading habit was another factor that was mentioned as having contributed to a decrease in circulation of newspapers in Tanzania.

Respondents indicated that majority of Tanzanians, especially in the rural areas, viewed reading newspapers as a luxury, preferring instead to listen to the radio. Another factor associated with the dwindling of newspaper sales was the tendency by radio and television stations to review the newspapers of the day in detail instead of simply giving highlights.

### 3.4    Unfriendly Laws and Regulations

Other problems which hampered the development of newspapers in 2016, were unfriendly and oppressive laws and regulations. The Government trend of banning newspapers accused of not complying with the law plus  intimidation of journalists, prosecution and harassment, were some of the aspects witnessed in 2016 which critics say  raised  sustainability

concern to journalists, publishers as well as those who aspired to venture into the media business.

Documents reviewed indicate that among the publications which suffered consequences of Government invisible hand in 2016, was *The East African*, the region's most authoritative weekly, whose circulation in was suspended for one year, allegedly for having not been registered in Tanzania as required by the Newspaper Act No 3 of 1976, Act No 3.

The publication was ordered to end its printing and circulation in Tanzania after it had been in the market for 20 years even though some top government officials had graced its celebrations to mark one editorial milestones or other.

While operating against the law was the ground the Government gave in support of its ban, those in the media fraternity viewed the Government action as unilateral punitive action for its critical coverage of Tanzanian leadership especially the incumbent President. The newspaper hit the market again in 2016 after serving a year-long ban.

Again in January 2016, *Mawio*, a Kiswahili newspaper was banned from publishing in print and online under the 1976 Newspapers Act, for allegedly for publishing articles that incited violence. The minister in charge of information cited a report in which he said the paper had declared the opposition candidate winner in the 2015 presidential elections in Zanzibar. (Mwalimu, 2016)

Absalom Kibanda, chairman for Tanzania Editors' Forum, (unofficial editors' guild) was quoted as saying the closure of the newspaper and subsequent arrests of its journalists was disappointing, coming only two months after the election of a new president, Dr John Magufuli, who had been expected to strengthen democracy.

*Mawio's* distributor, Saed Kubenea, was quoted as saying that the paper was shut down after it published series of articles about the political crisis in Zanzibar. (Mwalimu, 2016)

In August, 2016, a Kiswahili weekly publication *Mseto* was also banned for three years for allegedly publishing an article that authorities concluded it intended to incite the public to turn against President John Pombe Magufuli. The allegedly offending article was published on August 4 under the headline, 'Waziri amchafua Magufuli' (Kiswahili for '*Minister tarnishes Magufuli's reputation*') {John & Kolumbia, 2016}.

The above action did not only affect readership; it also affected the sustainability of the three cited newspapers as well.

## 4.0    Online Newspapers: Opportunities and Challenges

The year 2016 also witnessed continued flourishing of online newspapers, a development which created both opportunities and challenges to journalists and their media organisations.

All the interviewed journalists, communication analysts and other media stakeholders shared the view that growth of online newspapers was an opportunity for journalists to improve their work as well as for Tanzanians to receive diverse and instant news.

They also agreed that online newspapers had put offline publications on shaky ground by making their future uncertain. Respondents' opinions, however, differed on what offline newspapers should do to advance and survive in the new world media onslaught.

Narrating various opportunities created by online newspapers, a veteran journalist, said, on the one hand, these publications had freed journalists from the reliance on the old media channels while on the other hand, they offered them an opportunity to practice journalism without being tied to specific newspaper titles. Taking the point further, one media analyst, viewed online publications as an opportunity for journalists who were the fast moving trains to benefit, since they could contribute stories to multiple platforms.

Other media gurus viewed online newspapers as another avenue for journalists whose news and feature articles were not used in offline platforms.

To the general public, online newspapers were seen as an opportunity for them to receive diverse and instant information about events as they happened instead of waiting for information from conventional newspapers that publish news a day after it happens.

They also viewed the booming of online newspapers as a good sign because the people could now read issues which could not be published in hard copies due to strict media laws and ethical limitations.  The fact that online newspapers did not require huge capital and could reach readers anywhere in and outside the country placed them in a more competitive position than their offline counterparts. But the novelty also generated new challenges as indicated below.

### 4.1    Online Publications Put Offline Newspapers on Shaky Ground

The first challenge pointed out by most respondents was that it was difficult for offline newspapers to compete with online publications.

They argued that due to the fact that they were faster, cheap, interactive and convenient posed real threat to offline publications.

As for the way forward, respondents recommended journalists and media organisations to be creative and look beyond famed pyramidal reporting that had become synonymous to good journalistic practice.

To media houses, they advised them establish online news desks whose staff could work 24 hours, seven days per week to coordinate and make follow-ups on news from various social network platforms and integrate them into their news menu.

The second challenge pointed out by respondents was the rapid transformation which journalists and media houses needed to implement to adjust towards digital demands. Journalists and editors from some Tanzanian leading newspapers explained what they had been doing to cope with the situation.

A managing editor from one of the leading mainstream newspaper admitted that online publications forced them implement a lot of changes in the way they operated and that in 2016, they continued looking into ways of adjusting so as to be in tune with changes that are taking place in the media landscape.

Although online newspapers are said to offer another dimension to storytelling and presenting information, some editors interviewed were concerned with the dilemma such publications posed to journalists who were used to traditional way of conveying information.

They said there was a gap in skills that are required to enable their journalists to effectively write for both online and offline platforms.

Another mainstream newspaper editor sees online newspapers as a real threat to media organisations which were not strategic enough to come up with adjustment plans. In this editor's view, in order for digital era reporting to have a meaning, they had to practice what is known as "day two" reporting, which involves analyses, investigative journalism and other types of news delivery which enable writers to give more facts and details, things that are not there in new media's reports.

In order to do that, the editor said, they need more financial and technical resources as well as specially trained journalists. Both editors were convinced that *day two* journalism was one of the options for offline newspapers to maintain their dominance as news dissemination channels and they recommended journalists to transcend their writing style by moving beyond what is seen on the surface by doing more analyses and comprehensive reporting.

Emphasizing this approach, another editor had this to say: "Journalists writing stories for conventional newspapers, have to visualise what would interest their readers the following day,  keeping in mind that by the time their publication comes out, social media will have already captured and reported events as they took place."

The third challenge pointed out was the changing environment in newspaper business. Respondents said that due to new media boom, newspapers were no longer the only channels to feed audiences with information about events that are happening, because people today receive news from social media platforms instantly and conveniently.

This was seen as major challenge especially to publications whose failure to quick adjustment in terms of the type of news content, formats, language, style of presentation and newspaper design.  Various newspaper readers confessed they have a preference for online newspapers.

A Dar es Salaam resident interviewed said that since he acquired a smartphone,  he no longer needs a printed newspaper in keeping up with news updates, for information is available by "just clicking"  his device.

Other people said that Sh1,000, which is the price of most newspapers, was too much and they saw no need to spend such a "huge amount" on a hard copy at the vendor's while they could get a free copy online provided they had credit on their mobile phones.

One of the strategies taken by newspaper organisation to counter this challenge was the introduction of news subscription through mobile phones or digital devices. Under this arrangement, subscribers receive news on their mobile phones any time so long as they have subscribed.

At the time of writing this report, there was already an increase in the trend of advertisers channeling their advertisements through online platforms, something which seemed to pose even more serious challenges to offline media practice.

Will offline newspapers survive?  While this was one of the major question people had on mind, respondents argued that despite the above challenges, there was still hope for serious media houses to do well.

They were confident that online platforms were not yet considered trustworthy and credible information channels, something which placed print newspapers in good position of continuing to dominate the news market. However, they questioned media houses' tendency to bank on readers' loyalty and long-held trust; hence they suggested the need for them to come up with new models that could enable them compete more effectively with the new media.

## 5.0    Implication of New Media on Journalism Practices

While most respondents appreciated opportunities resulting from the new media, they were concerned that such changes placed media practices on a crossroads.

In their view, media operations aided by new media tend to diverge from some journalism professional standards and ethics.

Practices such as reporting news which cannot cause any harm to the public and society, accountability and responsibility during reportage, giving right to reply to all actors involved in news report and attributing all kinds of information to sources, were some of the aspects which respondents said were overlooked by actors in new media journalism.

At the time of writing this report, there was an ongoing debate among journalists regarding media ethics and standards in news information as delivered via the new media. While one group felt that the old set of ethical principles could no longer address ethical issues emergence under digital environment, others were convinced that it was high time media practitioners got away from strict editorial rules. Amidst the debate, journalists had been caught up in a dilemma of not knowing which direction to take.

## 6.0    Concluding remarks

It was clear that in 2016, the print media in Tanzania were struggling to survive, given the number of challenges facing them. Caught in the middle of shrinking advertising revenue and circulation, online publications took the industry by storm, forcing the former to embark on rapid response and adjustments so as to keep abreast with the swift pace of the growing technology. Whether online publications provided opportunities to the industry and how media organisations in Tanzania were prepared in getting hold of such advantages, remained serious areas of fundamental exploration.

## 7.0    Recommendations

Based on the above findings and conclusions, this report made the following recommendations

**Journalists should:**
- Undergo further training on quality and professional writing as well as writing for multiple platforms and
- Have specialisations so as to develop professional capacity of becoming experts in particular areas.

**Print media organisations should:**

- Staff their media organisations with creative and highly qualified journalists;
- Fully integrate their newsrooms to suit the changing media landscape;
- Carry out research on audience behavioural patterns and marketing to help them understand how to adjust their business models in accordance with audience and advertising` demands and
- Work with other media stakeholders, to design trainings programs, targeting rural based journalists.

**The government should:**

- Waive taxes on newspapers printing materials

**Journalism training institutions should:**

- Include IT courses in their training curricula

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Broadcasting media progressing

amid challenges

# Radio continues to be accessible and affordable, TV records slight development

## 1.0 Introduction

This study looked at what transpired in the broadcasting industry in Tanzania during 2016**.** The article, therein, focuses on radio and television stations operating legally in the country. It looks at the current situation, including the number of licensed radio and TV stations, their penetration, plurality, ownership as well as issues raising sustainability concerns to the industry.

Likewise, the article looks at the transformation of broadcasting especially after the emergence of digital broadcasting in Tanzania and its implication to the industry. It ends with conclusion and recommendations.

### 1.1 Current Situation of Radio Broadcasting in Tanzania

A very positive development in the trend of radio broadcasting in Tanzania noted in 2016 was the rapid increase in number and spread of radio stations operating in different parts of the country, including in areas the rarely access to newspapers and television.

### 1.2 Number of Licensed Radio Stations in Tanzania

Tanzania Regulatory Authority (TCRA) statistics indicated that in 2016, there were 123 licensed radio stations with coverage varying from national, regional, district to community levels. More than 70 stations were commercial while non-commercial stood at 50.  (www.tcra.go.tz).

Until May, 2017, the number of licensed radio stations operating in Tanzania had raised to 148. This was according to the report presented in Parliament by the Minister for Communication, Culture and Arts in May, 2017.  (Hansard, 2017)

From the only state-owned and largely government-controlled radio station before the advent of multi-party in the mid-1990s, to 146 stations, was indeed a hugely positive development in the industry.

Before Tanzania`s transition to pluralism, the only available radio was state-owned and largely controlled station. This resulted in millions of Tanzanians especially those living in rural areas to remain voiceless.

However, after the restoration of multiparty democracy in the mid-1990s that put an end to outright state monopoly of the means of communications, the information media blossomed. This period saw the Government loosening its grip on airwaves and issuing licences to privately owned radio stations whose operations penetrate and reach as far as the community level.

Regarding news packaging and content, interviews with broadcasters, radio managers and other broadcasting stakeholders revealed that almost all radio stations in the country were targeting the average Tanzanian and this explained why Kiswahili, a lingua franca widely spoken and understood by many

Tanzanians, was used by almost all stations. Radio stations that aired their programmed in Kiswahili had the highest listenership.

Only few stations including East Africa Radio, Kiss FM and Choice FM, broadcast in English. These stations were all part of holding companies, with East Africa Radio being part of IPP Media (which owns Radio One), Kiss FM being part of Sahara Communication (which owns RFA) and Choice FM being owned by Clouds Media Group that happen to the owner Clouds FM (ABM, 2015).

Another document we reviewed indicates that, few stations had English programmes targeting special segment of population. In few cases, some radio stations were allowed by the law to broadcast in vernacular. According to Tanzania Broadcasting Service Act 1993(15) (a), only official languages, namely Kiswahili and English, were allowed to be used for all broadcasts except where specific authorisation has been given to use non-official languages. (URT, 1993)

Another interesting trend in the development of radio broadcasting in Tanzania had to do their even distribution and spread.

Documents reviewed indicate that in 2016, radio broadcasting continued to maintain even distribution, meaning that, stations were established in both urban and rural areas.  This was in contrast to availability of newspapers and TV that were not as evenly spread across urban and rural areas as radio. (ABM, 2015)

Regarding their spread, TCRA report indicated that some radio stations had countrywide coverage. These included: state-run TBC Taifa FM, PRT Radio Tanzania Dar es Salaam, privately owned Radio One, Radio Free Africa, Radio Uhuru, and the youth-oriented Cloud Entertainment FM. There were stations whose coverage was regional (In TCRA definition, regional refers to a reach that covers more than ten regions). There were also stations with district coverage or in TCRA context, radio stations which

cover one entire region. There were also community radios whose coverage was limited to particular communities. This is far cry from the usual media scene in Tanzania where many media outlets were concentrated in Dar es Salaam and other major cities and towns. (www.tcra.go.tz).

### 1.3 Radio Plurality and Ownership

Just like in the previous years, in 2016, the leading radio stations in Tanzania were owned by the state, non-governmental organisations, private individuals as well as politicians or businessmen.

These leading stations were also part of media groups that also had interest in television and/or print media. This type of ownership was made possible by the media policy in Tanzania that allowed cross-media ownership, the ownership pattern where both print and electronic media can be owned by almost the same group of companies or individuals. For instance, the owner of IPP Media owns several television stations, namely ITV, EATV, Capital TV and radio stations including Radio One and East Africa Radio, and Sky FM, plus a number of newspapers such as *The Guardian*, *The Guardian on Sunday*, *Nipashe* and *Nipashe Jumapili.*

The owner of *Business Times* weekly business publication also owns Times FM radio. The owner of Sahara Communication Ltd is the proprietor of Star Television, Radio Free Africa (RFA) and Kiss FM (AMB, 2015).

### 1.4 Radio continued to be accessible and affordable

Broadcasters, radio managers, analysts and other communication stakeholders interviewed, had different views regarding radio development in the country in 2016. The first view was that radio continued to be the most accessible and affordable medium in the country, making it the leader of both mainstream communication media in terms of serving the majority of Tanzanians especially those living in remote areas, who could not afford a copy of a newspaper and a television set. The growth and spread of community radio witnessed in 2016, enabled radio to continue being the most consistently available medium for Tanzanians across income level and locations.

These community radios, besides providing platforms for shared diverse information among previously excluded and peripheral audiences, became increasingly a vital tool for public engagement on socio-political, economic and cultural issues directly affecting democratization process. Radio`s sound nature which makes it easier to use even by people from communities with high illiteracy rates, makes radio more popular in rural areas.

Just as it was observed in the African Media Barometer Tanzania report in 2015, documents reviewed indicated that in 2016, the problems of accessibility to reliable energy supply outside major cities and semi-urban towns remained a serious challenge in Tanzania. This continued to make it difficult for those intending to establish television stations. As a result, radio continued to be the dominant mass medium in Tanzania. Experiences from lifestyles in most Tanzanian household indicated that, a one radio transistor is enough for the entire family.

The second view regarding the trend of radio in 2016 is that, many stations continued to extend their roles from the usual traditional ones of informing, educating and entertaining to operating like bridges linking communities with other stakeholders in bringing opportunities for community members to learning new skills, thus improving the way they do things as well as prospects for employment in various community projects. An increase in programmes in which people share information on, for instance, farming tips, income generating ideas and other practical information on how to improve their lives or solve problems emerging in their areas, offer a good example of radio benefited ordinary people in Tanzania.

The third view held by broadcasters, radio managers and other communication stakeholders interviewed was that, the radio played another crucial role of bringing citizens together, as well as making it possible for them to articulate their aspirations.

In this aspect, the radio became a platform on which people's rights were advocated and an instrument which empowered communities, especially youth, with information and knowledge. More importantly, the radio was credited for its dedication in promoting social cohesion and providing communities with the space to articulate critical socio-political, economic as well as cultural issues that affect them. Another view, and perhaps the most important one, was that through radio broadcasting, participatory citizenship was cultivated and enhanced to the point of people feeling empowered to challenge irresponsible and corrupt leaders to account for their omissions or commissions.

## 2.0    Situation of TV in Tanzania

A very positive development in the trend of television broadcasting in Tanzania noted in 2016 was the spread of televisions stations in different parts of the country including remote areas, which, due to lack of appropriate infrastructure including power supply, access to TV had always been a mere dream.

Respondents interviewed indicated that in 2016, TV was no longer the preserve of a few well-to-do people in big cities, as stations had been established in the remotest areas as well. This enabled Tanzanians across the board to easily access the communication services it rendered.

### 2.1  Number of Licensed TV Stations in  Tanzania

According to the Tanzania Communications Regulatory Authority (TCRA), until 2016, there were 26 licensed television stations with coverage varying from national, regional, district to community level. TCRA reports further shows that about 16 stations were commercial while 10 non-commercial. (www.tcra.go.tz). As of May, 2017, the number of licensed TV stations operating in Tanzania had raised to 39! This was according to the report presented in Parliament by the Minister of Communication, Culture and Arts in May, 2017.  (Hansard, 2017)

Just like was the case with radio broadcasting, Kiswahili was the most widely-used language on TV, although some stations had programmes in English too. However, Kiswahili programmes had the highest viewership. Stations such as Capital TV which was set up to target the population that did not understand Kiswahili, broadcast in English.

The segment of population which was left out included diplomats and the expatriate community in general.

The TCRA report we reviewed indicates that television stations had a national reach. These included the state-run TBC1, private-owned Independent Television (ITV), Channel Ten and East Africa Television (EATV) which are based in Dar es Salaam.

Another television station with national coverage was Mwanza-based Star TV, which was also private owned. There were also television stations whose coverage was regional, (in TCRA definition, regional covers more than ten regions), while others had district coverage, which in TCRA context, cover one region. (http://www.tcra.go.tz)

### 2.2    Television plurality, ownership and diversity

Just like radio broadcasting stations, leading television outlets in Tanzania were owned by the State, non-governmental organisations, private individuals as well as politicians or  businessmen. Some of the leading television stations such as TBC1, ITV Star TV and Africa Media Group were part of media establishments that also owned radios and newspapers in some cases. (AMB, 2015). As opposed to radio stations whose spread was felt in many regions across the country, at the time of this report, many

TV stations were still concentrated in Dar es Salaam with some few other regions having only one station each.

### 2.3   Television proliferation

Although the growth of television sector in Tanzania had not marched that of radio due to TVs high cost of entry, various people interviewed viewed the current expansion as a positive move towards more freedom of expression in the country.

### 3.0   Radio/ TV Sustainability Issues

While much had changed in the broadcasting industry in Tanzania and the number of radio and TV stations operating in the country had been growing faster than it had been in the past,  in 2016 this media continued to face multiple challenges, especially in four areas of financial, technical, human resources and legal related challenges.

### 3.1   Financial Challenges

Documents reviewed plus interviews with broadcasters, media analysts and other stakeholders indicated that in 2016, both radio and television broadcasting in Tanzania continued to face a number of challenges, the biggest one being the decline in advertising revenues.

Just like newspapers, a decline in commercials for electronic media was attributed to a number of reasons, some of them being the Government position of withholding commercials and tightening of expenditure among corporate and big advertisers as well as the changing environment and evolving online atmosphere.

Various radio and television managers interviewed pointed out that the decline in commercials funding had resulted into limited financial inflows into the stations, affecting their ability to expand or improve their information collection capacity and work performance.

An editor with a Dar es Salaam-based private-owned television said in an interview: "Due to decline in commercial sales, it had been difficult to run and maintain stations effectively due to the high cost involved."

Findings revealed that a decline in broadcasting commercials was to a large extent the result of the changing media environment and evolving online communication.

According to stakeholders interviewed,  the growing technology had caused a number of listeners and viewers to shift to social networking platforms, leading to the decline in the number of audiences, hence

advertisers who always look for a station with high rate of audience.

Close to that, an increase in convergence, technological growth which enables one to listen or view news from online devices also swept away many radio and television audiences, leading to the decline in the number of listeners and viewers respectively.

Further findings indicated that many radio and television stations in the Tanzania, in order for them to cope with the pace of convergence, started to take steps in addressing the problem, efforts which at the time of this report, were still ongoing.

The steps included coming up with new models of disseminating news content using digital devices. Another move was the current strategy where some radio and television stations were working with mobile phone companies to channel their news content through online gadgets where citizens (mobile phone users) subscribe to some news content from the stations under special rates.

In the same effort of coping with the pace of technological changes, various radio and television stations in the country introduced a mobile phone-to-radio/television convergence where listeners or viewers using their mobile phones call studios and participate actively in the programme on air. This arrangement is said to have increased the popularity of the stations as well as widening coverage.

Mobile phone users who were interviewed admitted that that they listen to various radio programmes on their handsets daily.

### 3.2   Technical capacity/human resources challenges

Lack of technical capacity, including reliable studio equipment, was one of the major challenges facing radio broadcasting in Tanzania. This challenge was pointed out by the majority of broadcasters and radio managers interviewed. The primary concern raised with regard to studio equipment was that they were too expensive to purchase and maintain. In terms of transmission capacity, most people noted that the rapid advances in technology had left them behind with regard to the latest transmission technologies.

Insofar as human resources, findings indicated that many stations relied on people working on voluntary basis. This was attributed to the fact that most community radio stations couldn't afford to hire permanent staff due to financial challenges.  They said most experienced broadcasters wanted pay that was as high as that which their counterparts in commercial

radio stations earn. As a result, these stations were unable to hire talented personnel who could come up with new strategies and initiatives to help the station grow. It was also found out from the interviews that many regional, district and community radio stations were considered training ground for media practitioners providing a stepping stone for future career in the mainstream media.

Commenting on this, a media guru who recently had an assignment involving radios stations in the country, pointed out that many community radio stations were in bad shape, despite UNESCO`s efforts to help them out. Although the editor expressed concern over a number of issues, he reiterated that the main problem at radio stations was lack of competent and skilled personnel, lack of funds as well as limited technical equipment. He said some stations had radio DJs who played the role of producers and presenters, a situation that resulted to superficial reporting and too much music instead of serious programmes whose content addresses pertinent issues affecting the communities members it is supposed to address.

### 3.3 Legal Challenges

Just like print media, the findings of this report revealed that in 2016, radio and television continued to operate under a legal framework which was neither friendly nor supportive to their development. Various people interviewed pointed out that some laws and regulations guiding broadcasting industry were still oppressive and that in some cases, were used by authorities for personal or political purposes.

Some media critics cited Tanzania Communication Regulatory Authority Act, 2003, as one of the laws which left many loopholes. According to the act, the allocation of radio and television frequencies lies with TCRA, and all broadcasters had to first seek licences from the TCRA before starting to broadcast. The act also stipulates rules and regulations a person applying for a licence has to follow. It also gives the relevant minister the power to strike off the certificate of operation of any radio or television station which he/she concludes it is not abiding to regulations stipulated in the law.

Some critics had from time to time argued that authorities apply double standards by taking punitive action against some stations. The following are some of the stations that became victims of the act in 2016.

In August 2016, the Government through the Minister of Information, Culture, Arts and Sports ordered two privately owned stations, Radio Five and Magic FM to cease their broadcasting immediately on the grounds that

they had been broadcasting seditious materials that could incite the public and disturb peace. The minister alleged that Magic FM aired content that had the potential to cause a breakdown in law and order on its August 17 morning show, 'Morning Magic' while Radio Five broadcast was accused of broadcasting seditious content on its evening programme, 'Matukio' (John & Kolumbia L. 2016)

### 3.4 Only creative and committed stations will survive

Despite the challenges that threaten radio and television sustainability, some journalists and other media stakeholders interviewed hoped that serious and committed radio and TV stations would continue to survive if they take necessary steps in adjusting according to emerging changes. Respondents recommended broadcasting stations to take the following steps:

To prepare good programmes which would attract sponsors; employ skilled journalists who would help in improving standard of news content; adopt the use of technology in their day-to-day activities and to conduct media research with special emphasis on marketing and business environment for the purpose of getting a clear picture of what is going on in the market.

Another aspect which broadcasting stations were recommended to do, was to strictly follow rules and regulations guiding the industry instead of competing by copying unethical conduct from online platforms. In the respondents` view, this could help them maintain credibility and audience`s trust, things which new media platforms lacked.

## 4.0 Digital Broadcasting in Tanzania

One of the major changes which came hand in hand with digital broadcasting was the introduction of decoders. Introduction of Decoders and Implication on Radio and TV Broadcasting.

In Tanzania, decoders gained prominence in 2012 before the switch from analogue to digital signals. Digital switch over followed International Telecommunication Union (ITU) directive to all countries to switch off analogue TV broadcasting transmitters worldwide by June 2015. East African countries agreed to switch off earlier on the 31st December, 2012 so that they could develop enough experience to manage its challenge before the worldwide switch-off deadline. Tanzania started switching off its analogue television signals on 31st December 2012 becoming the first

country in sub-Saharan Africa to migrate to digital terrestrial TV. (TCRA, 2013)Whilst this migration could be viewed as a positive development for accesility and diversity of programming, document reviewed indicated that the process was not taken positively by some citizens as well as some communication stakeholders in Tanzania.

Those opposed to the exercise based their claims on four major grounds: they claimed that awareness campaign regarding the switch-off was so inadequate that people in rural areas were misleading one another on the process.

They also complained that there were no sufficient decoders in the country, something which hindered them from receiving television broadcast signals, denying them the right to access information. Another concern was that the price of decoders was too high for ordinary people to afford, while another dissatisfaction arose from the fact that the reception and performance of most decoders (TCRA, 2013) was poor.

While at the time of this report, the extent to which such claims affected migration process was not known, it was clear that in 2016, many Tanzanians who owned TV sets were using decoders. At the same time, there were indications that low income earners were aware of the best and affordable decoders and how to buy airtime bundles to recharge them. This development was confirmed by Tanzania Communication Regulatory Authority (TCRA) Quarterly Communication Statistic Report of December 2016, which indicated how the number of people buying decoders had been increasing year after year (TCRA, 2016).

**Table 1: The Number of Decoders Sold**

| Year | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 |
|------|------|------|------|------|------|------|
| Sold decoders | 258,539 | 519,687 | 832,427 | 1,032,177 | 1,359,146 | 1,686,122 |

Source: TCRA, 2016

## 4.1 The Current Situation in Digital Broadcasting in Tanzania

Since the switch over in 2012, television industry in Tanzania has undergone a major transformation. Document reviewed plus interviews with broadcasters and various communication experts indicated that all leading television stations in Tanzania had transformed the way they do things in order to match with developments in technology. While on one

hand, some stations had installed digital equipment to enable them reach a wider audience as well as attract active participation, others had merged traditional ways of broadcasting with the digital ones.

While the traditional TV broadcasting, was one-way and one-to-many delivery of information, the digital has the possibility of a much more interactive experience where information flows in both directions from broadcasters to viewers. In almost all leading television stations in Tanzania, during the programmes, viewers are able to comment on specific news content through phone-ins, sending emails or mobile phone text messages. It is predicted that in the near future, there will be greater involvement of the audience in TV programmes.

Furthermore, all leading TV stations in Tanzania had introduced online versions where their programmes are viewed by a large audience from anywhere and at any given time. At the time of compiling this report, there were also a number of online radios and TV stations which broadcast from all over the world. Ayo TV, Michuzi TV and Global TV were some of the digital stations operating in the country. While the introduction of digital TV was positive sign in the industry, issues of registrations and regulations of online radio and television still raised many questions.

### 4.2   Implication of Decoders on Radio and TV Practices

While digital television transmission in Tanzania had expanded the public sphere, hence greater freedom of expression, some critics were of the view that going digital posed a number of challenges.

Various media stakeholders interviewed were concerned about risks associated with the mushrooming of online broadcasting in the country.

In their view, journalistic professionalism was adversely affected and compromised because the majority of online publishers were actually amateurs who masqueraded as qualified journalists. This was confirmed by some news materials posted on these online channels which did not meet professional ethical standards.

Professionals in the media fraternity considered this problem urgent, given the overreaching power of information and the influence it had in transforming the behaviour and actions of consumers.

In order to address ethical gaps, they called for regulatory authorities dealing with broadcasting to ensure they used laws and regulations to put in check online media which operated below standard and without regard to ethics.

### 5.0. Concluding Remarks

It is clear that radio and TV stations in Tanzania have increased in number and spread to the extent of penetrating various areas which had previously lacked access to radio and TV. Except for community radios which were owned by nongovernmental organisations and local government, ownership of major broadcasting stations in the country remained cross-cutting with leading stations owned by government, politicians and businessmen.

While radio and TV proliferation were appreciated by both citizens and other communication stakeholders, their sustainability raised major concerns. Unfriendly legal framework, finance challenges partly caused by shrinking in advertising, technical and human resources challenges as well as changes in media environment were some of the problems threatening the broadcasting industry in Tanzania

### 6.0 Recommendations

Based on the above findings and conclusion, this report made the following recommendations:

**Radio and television journalists and managers should:**
- Seek for further training in writing for multiple platforms;
- Have specialisations so as to develop professional capacity in particular areas;
- Get training in management, marketing, finance and resources management;
- Come up with programmes which will attract sponsors, advertisers and
- Adopt new technology in handling broadcasting work.

**Radio and television organisations should:**
- Staff their organisations with qualified broadcasters and editors,
- Integrate newsroom to fit the changing media landscape and
- Seek financial capacity to run operations effectively and professionally.

**Government and other communication stakeholders should:**
- Invest and strengthen radio at regional, district and community level

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# New media: Shifts communication paradigm

## New Media Transforms Media Operations/Practices in Tanzania

### 1.0 Introduction

This study looked at the trend of new media in Tanzania for the year 2016. In the study, new media stood for interactive platform by which individuals and communities come together to discuss content through exchanging messages and comments. New media forms that this study mainly focused on were those associated with the Internet such as social networking platforms including face book, twitter, WhatsApp and Blogs.

The article also looked at opportunities and challenges resulting from the mushrooming of new media especially social networking platforms. Enactment of Cybercrimes Act 2015 and other laws controlling online communication and how they affected the way citizens and journalists interacted, were other aspects which this study looked at. It ended with concluding remarks and recommendations.

### 1.1 Current Situation in Digital access in Tanzania

In 2016, Tanzanians` news environment continued to change rapidly with the diffusion of digital media. One of the most notable trends associated with the digital changes was the explosion of social networking platforms such as Facebook, Twitter, WhatsApp and Instagram as key channels for people to access news and information from different sources. People`s use of these platforms for sharing comments, opinions and feedback with mainstream media, was also on the increase, challenging the usual approaches where journalists are the exclusive senders in mass communication processes.

The year 2016 witnessed a great transformation in the media operations and practices with many media organisations in the country moving away from the usual and strict methods of news gathering, processing and dissemination towards a new paradigm of interactive communication driven by consumer demands and new ways of news distribution.

Journalists, communication analysts and other media stakeholders interviewed by this researcher revealed that the dramatic increase in the use of new media, especially social networking platforms in 2016, was to

a large extent due to two major factors, one, the rise in Internet access and two, an increase in mobile phone access rate.

A TCRA quarterly report showed that in 2016, Tanzania continued to record a gradual increase in citizens' access to ICT. According to *TCRA Quarterly Communication Statistic Report, December 2016,* at the end of 2015, there were 17.2 million Internet users, translating into a 34% penetration. And then, in 2016, the number of users increased to 19,862,526, translating into 40% penetration as indicated in Table 2 bellow. (TCRA, 2016)

Table 2: Internet Penetration in Tanzania

| Year | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 |
|---|---|---|---|---|---|---|
| Penetration | 12 | 17 | 21 | 29 | 34 | 40 |
| No. of users | 5,311,218 | 7,520,878 | 9,312,272 | 14,217,311 | 17,263,523 | 19,862,526 |

Source: TCRA, 2017

According to Table 1, Internet penetration as well as the number of users in Tanzania had been gradually increasing.

Regarding mobile phone access rate, *TCRA Quarterly Communication Statistic Report* of December 2016 indicated that, at the end of 2015, there were 39,665,000 mobile telephone subscribers but in 2016, the rate increased to 40,044,186. And then, the following table shows how subscription of mobile in Tanzania has been gradually increasing. (TCRA, 2016).

Table 3: Trend of Mobile Subscription

| Year | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 |
|---|---|---|---|---|---|---|
| Subscribers | 25,666,455 | 27,450,879 | 27,442,823 | 34,108,851 | 39,665,600 | 40,044,186 |

Further more, the TCRA report indicated that until 2016, there were seven telecommunication operators in Tanzania, namely Airtel, Smart, Halotel, Vodacom, Tigo, Zantel and TTCL (TCRA, 2016).

## 2.0    Situation of New Media Use and Its Implication in 2016

The year 2016 witnessed a growing number of Tanzanians use of new media particularly social networking platforms in various ways

but more importantly for communication purposes. This report finding indicated that, in  2016, social networking platforms managed to change communication patterns, from the previous situation  where information access was exclusively for the elite, to the current one where ordinary people could easily and conveniently access news and information using their digital devices such as mobile phones.

It had many implications but the most important one was that, new media tried to overcome barriers which had always been stumbling blocks for traditional media to benefit many people, especially those living in rural areas.

Much have been said and documented on the failure of other communication channels such as newspapers and television to reach the majority of Tanzanians especially those living in remote areas. Newspapers reach in rural areas had always been a problem due to a huge size of the country, geographical limitations where some areas are not accessible, poor infrastructure, high cost of newspaper copies and illiteracy among Tanzanians. For television, unreliable power supply and high cost of television sets had been a major problem.

Radio remained the only channel of communication which most rural people depended on (AMB, 2015).

Interviews with various stakeholders revealed why and how it was possible for new media to open up space for ordinary people to communicate.

New media`s nature which allows  accessibility to everyone without considering his or her social status, as well as its high degree of autonomy, made it possible for ordinary people to air their views without much interference, fear or control.  The way Tanzanians from different way of life had been interacting through social networking platforms on political events happening from every corner of the country, clearly indicated the freedom and convenience of accessing new media.

A good example of this was the way ordinary people were breaking news of political events happening throughout 2016 after the new government took charge following the 2015 General Election. Breaking news on instances such as the new President storming in Treasury offices on his first day in the office, his unannounced visit at the Tanzania's leading referral facility, Muhimbili National Hospital (MNH) and many other surprise visits to various government institutions, were reported by ordinary citizens who witnessed such events as they were happening using their mobile phones.

Another feature of the new media which indeed opened up space for ordinary people to communicate was its lack of hierarchy, meaning that

each participant had the right to participate on an equal footing. This was evidenced by the way people interacted and responded towards various messages posted in the social networks without caring one's status. Whether a university professor or a young man selling sweets across the street, they communicated without consideration of one's status. This was quite difficult in the past via the traditional media where in most cases, views and opinions of elite class, people in power including politicians and other powerful individuals dominated media coverage.

### 2.1   New Media Opened Doors for Freedom of Expression

Journalists and media analysts interviewed pointed out that in 2016, the use of new media continued to open up doors for freedom of expression and access to diverse sources of information, opportunities which, in their view, were a mileage in recent years.

A very significant contribution noted by many respondents was that of new media expanding the public sphere for individuals and groups to come together, identify issues of major concern, freely discuss them and through such discussion influence political action.

In their view, the trend of ordinary citizens to massively debate issues initiated in social media and how they questioned government officials' actions through social networking platforms, were good examples of how social media expanded the public sphere.

It should, however, be noted that it had always been difficult for traditional media to operate as platforms for people to freely air views which are critical to those in power due to unfriendly laws and strict regulations.

From a political perspective, the year 2016 witnessed an increase in the trend of people using social networking platforms in initiating and sustaining debates especially on unexpected political issues which dominated public discourse soon after the fifth phase government came to power at the end of 2015 and continued to dominate throughout 2016.

From the foregone section, it is quite clear that access to digital technology had triggered a number of changes in the communication industry. However, it is fundamental to look at the current situation in digital use and its implication to journalists and their media organisations.

### 3.0   New media use and its implications to journalism

Two major episodes regarding new media development in Tanzania were witnessed in 2016.

These were, one, a growing use of social networking platforms among journalists and their media organizations and two, an increase in media operations transformation.

### 3.1 New Media Use Transforms Media Operations

Regarding the growing use of new media, respondents in this study shared the same perspective that, the growing use of new media especially social networking platforms, created many opportunities to journalists, media organisations and citizen alike. The respondents further narrated various benefits which resulted from technology use.

The first view shared by respondents was that new media use, especially the use of social networking platforms, modernised methods which had been traditionally applied in the media`s operations, including the processes of news gathering, processing, production and even in the trend of audience consumption. This, to a large extent, created many opportunities for journalists to operate effectively, fast and with a low cost.

Under this view, respondents argued that news gathering aided by technology besides enabling journalists to access exclusive and expert sources from all over the world, allowed journalists to get as more stories while in their offices than they would get out there on the beat or doing fieldwork.

Journalists, communication analysts and other media stakeholders interviewed also indicated that new media use opened up paths or channels for sharing news and information between sender and receiver, immediate and instantaneous interaction, which was not possible under traditional media. The fact that communicators using new media were able to give feedback instantly really democratised communication by allowing viewers and listeners to participate as active participants.

Also the above respondents had the view that new media helped media organisations to reach and maintain audiences. Due to their interactivity nature, they became popular news channels which journalists and news organisations were keen to capitalise on, especially in building and maintaining audiences.

The growing trend of various media outlets in the country to integrate news content into online versions for their different and specialised audience was a clear indication that journalists and their media organisations were aware of the potential and influence of new media and that their survival depended on how effective and timely they made adjustment.

Also there was an increase in the trend of journalists using social

media platforms to build their personal and professional skills as well as promoting their news products and brands. The mushrooming of websites and blogs owned by media professionals as well as the growing number of groups of social networking platforms formed by journalists was a clear indication of this fact. A very interesting development in these professional groups was that, journalists use them for learning where colleagues with expertise in particular areas, share their skills.

For instance in one group known as *Tasnia ya Habari II*, discussions on current affairs and historical aspects in politics, sports and entertainment were becoming very popular. Interestingly, these discussions took place at night after most members have finished their office duties.

One interesting observation noted by all respondents regarding the use of new media as news and information dissemination platforms was that, many stories which under the familiar tradition would have originated from mainstream media and then spread to audience, started from people through social media networking platforms before they were picked up by mainstream media.

Commenting on the aspect of mainstream media picking news posted on social media, one communication analyst said that social media has not only created a situation where traditional media outlets no longer had a monopoly of current news, but had also led to a new practice where they depended on new media platforms such as blogs for latest news tip offs and photographs.

### 3.2    New Media challenges Journalists to Transcend Their Reporting

Regarding the increase in media operations transformation, respondents expressed great concern over many challenges which came along with such transformation.

The first concern was that new media are analytically challenging journalists to go beyond the usual type of reporting by coming up with more detailed, fact based, well sourced news content if they are to beat the content produced by social media platforms.

While transcending their reporting was something positive, their major concern was lack of appropriate skills among many journalists in the country and modern working tools.

Another concern was that the use of these platforms forced journalists to acquire the skills to write for multiple platforms. Commenting on this, one veteran journalist argued that the growing use of social networking

platforms as communication channels forced practicing journalists to learn how to operate on multiple platforms, unlike in the past where journalists tended to focus only on writing.

The third concern was that new media was changing advertising trend, something which was also challenging media houses to think critically on how they can come up with models which would help them maintain regular advertisers and attract the new ones.

### 3.3    Impact of New Media on Journalism Practices

While many journalists and news organisations in Tanzania in most cases anticipated positive effects from new media and news organisations were increasingly encouraging their employees to keep pace with the trend. At the same time, negative impact of these changes on media practices was often underestimated and hardly empirically tested. Likewise, they forgot to look at how social media activities could hurt their professional ethics.

A very fundamental question which one has to ask is: how does new media boom affect journalism practices, especially ethical standards?

### 3.4    Media Ethics Moving Away from Strict Principles

Critical observations by this report, plus interviews with journalists, communication analysts and other media stakeholders revealed that the use of new media had a high impact especially on issues related to principles of ethics and standards. Aspects such as attributing all kinds of information to sources which was requirement in traditional format of news writing were no longer strictly followed as some reporters and editors used materials from social networking platforms without indicating where such content came from.

The extent to which journalists remained faithful or unfaithful to media ethics when operating aided by new media, was something which this study could not establish as it needed further investigation. However, it was quite clear that the use of new media as communication platforms had created a heated debate resulting from clash on what would be the appropriate ethical principles for traditional media and new media. Amid this debate, journalists had been caught up in a dilemma, not knowing which direction to take.

Another point of concern was whether Tanzanians were fully exploiting opportunities created by digital technology, or were just spectators? The following section looks at that.

## 4.0    How did Tanzanians Exploit New Media Opportunities?

Like in many of its counterparts on the Continent, in Tanzania, the perspective held by many people was that opportunities offered by growing technology including the emergence of new media boom, had not been fully exploited by both journalists and citizens alike due to a number of factors. These factors included: lack of appropriate skills, shortage of modern working tools, newsrooms delay in adopting new media models, lack of awareness regarding technology benefits and oppressive laws and regulations.

Regarding limited skills, respondents regretted that media organisations in Tanzania were slow in embracing the new technology to improve performance due to lack of appropriate skills and modern working tools. Elaborating further on this, a managing editor for one mainstream newspaper had this to say:

For us, the tide of change has brought pressures to bear on the need for multi-skilling, ability to produce rapidly within a shorter period of time as well as the capacity to practice "day two" journalism or the type of journalism where a reporter focuses on more analysis. (Personal communication with the editor held on 19 January, 2017 in Dar es Salaam)

Regarding delays in adopting new media model, one communication analyst said that some organisations has not yet done full adjustment to embrace technological changes.

In her view, the changes embraced by journalists today needed to go hand in hand with the new media landscape where newsrooms were fully integrated to fit new media models as indicated in the following quotation:

"Newsroom of today need to include another desk for monitoring both local and international news focusing on the how, why and what's next as opposed to usual practices of only looking at who was involved in the event or where the event took place.

The desk can also monitor, moderate and integrate audience comments, pictures and opinion newspaper pages and their online platform. (Personal communication from one communication analyst held 23 January, 2017 in Dar es Salaam)

On the aspect of low awareness, it was revealed that some Tanzanian journalists were not keen on using new media to improve and advance their careers, but instead, they were caught up in the trap of using new media for entertainment. Respondents attributed this problem to skills gap.

For ordinary citizens, it was also revealed that numerous opportunities offered by access to technology were not fully utilised.

This was attributed to skills gap, low Internet penetration, limited access to digital devices and low awareness regarding benefits resulting from technology use.

Respondents linked low awareness among citizens with the growing trend of some Tanzanians, who, instead of using online platforms to engage in developmental dialogue, used them to commit various crimes including identity theft, revenge pornography and online violence against women and girls as well as in insulting others through forwarding indecent pictures or images or in sending offending texts.

Although these kinds of crime seemed to be on the rise in 2016, only a few cases were reported to authorities while messages and images of many incidents were circulating through various social media platforms such as WhatsApp, Facebook and Instagram as indicated in the following cases documented in the State of Internet Freedom in Africa 2016.

The most notorious case occurred in May 2016, where a 21 year woman in Dakawa, Morogoro Region, was gang raped and the incident recorded. The assailants later circulated the video on social media platforms including WhatsApp, Facebook, Twitter and Instagram. Eleven people were arrested and charged under the Cybercrimes Act 2015 for distributing/sharing the pornographic materials online (CIPETA, 2016)

Another case occurred in July 2016, where unidentified man circulated naked pictures and video of his newly wedded ex-girlfriend. These videos were widely shared online. Similar contents directly threatening women perpetrators have once had intimate relations with or had found online were also circulated in various social networking platforms.

Whereas the Cybercrimes Act, a new law enacted in 2015 and other laws have provisions which criminalises violence against women, it seemed that most of ordinary Tanzanians were still not aware of how to use the Act against those intending or who had already abused them using online platforms.

It was unfortunate that people seemed to be more aware of how the Act dealt with cases of political nature compared to the awareness they had about abuses against women and girls.

## 5.0   Laws Became Primary Tools to Control Online Media

While many governments` justification for putting in place laws to control online communication had been to deter crimes such as cyber fraud, child pornography, hate speech, and terrorism which were reportedly the common security threats facing various countries, (CIPETA,2016), there

were claims that in Tanzania, the main purpose of such controls had been to suppress legitimate expression among the people.

Among the laws which critics thought were enacted for a good purpose, but those in authorities, in some cases used them to serve their personal and political interests, included the Cybercrimes Act, 2015, the Statistics Act, 2015 and the Electronic and Postal Communication Act, 2010 (EPOCA). The main argument given by some critics was that, since these laws facilitated interception of communications and surveillance actions, it gave a loophole for those in authority to exploit them to suppress freedom of expression among journalists and ordinary citizens. (URT, 2015, URT, 2010). Among the three laws, Cybercrimes Act, 2015, remained the most criticized. Why was this new law very unpopular? The following section gives details.

### 5.1 Cybercrimes Act 2015 and Its Discontents

Critics of the Act including journalists, media stakeholders and human rights groups from within the country and outside were convinced that the 2015 Cybercrimes law, was a tool for the Government to control accessibility and ICT use. The fact that the law came into force just before the General Election, ignoring civil society protests against its shortcomings, made it very unpopular and was considered as a tool to limit and curtail freedoms. Since it came into force, journalists, bloggers and the civil society had been up in arms although security agents seem to be adamant and openly enforcing it.

### 5.2 Cybercrimes Act Tramples Online Platform Users` Rights

One part of the Act blamed by many critics is Section 16 of the law, which says that publishing false or misleading information was punishable by at least six months in prison as indicated below:

"Any person who publishes information, data or facts presented in a picture, text, symbol or any other form in a computer system where such information, data or fact is false, deceptive, misleading or inaccurate commits an offence, and shall on conviction be liable to a fine not less than three million shillings or to imprisonment for a term not less than six months or to both. "(The Cybercrimes Act (16), 2015)

The law also imposed fines and at least one year of jail term for sending unsolicited messages via computer, and prohibits publication of false, deceptive, misleading or inaccurate information. Furthermore, Cybercrimes law penalised citizens who received unauthorised computer data, regardless

of whether content was received with intent or not. This law also imposed heavy penalties for cyber bullying. It also proscribed production and dissemination of racist or xenophobic material and publication of material that incited or justified genocide or crimes against humanity.

Since its enactment, Cybercrimes law has had chilling effect down the spine of the freedom of expression proponents, and has triggered widespread self-censorship among journalists and the general public as several respondents interviewed indicated. Most respondents showed they had a feeling that the Government was monitoring their activities online, consequently creating fear among them.

They said, due to that, some citizens were not free to express their views fearing the merciless hand of the authorities. They added that for the same reasons of not getting into trouble, some of them communicated messages which were not related to politics such as exchanging birthday wishes, condolences messages and other social announcements as emphasised in the following quotation:

> *After the enactment of this law, some people are afraid to express themselves freely via the Internet as used to. The situation is even more complicated for those who are not pro-government. It is generally fair to say that the behaviour of the citizens has drastically changed after the enactment of the Cybercrimes Act. (Interview with a Dar es Salaam-based lawyer, held on 14 January, 2017 in Dar es Salaam)*

Another emerging trend regarding the control of online communication had been the use courts to stifle online freedoms. In Africa and Tanzania in particular, there is a marked increase in arrests and in charging of journalists, media houses and human rights activists for online related offences (CIPETA, 2016).

Document reviewed indicated that in 2016, there were various cases filed by government against persons who were alleged to have acted contrary to the Cybercrimes Act, 2015 and the Electronic and Postal Communication Act, 2010. Some of the cases are presented here below:

On January 2016, the Government of Tanzania ordered *Mawio* newspaper's website to cease operation immediately following a ban on the newspaper. The action of banning *Mawio* newspaper was taken under the provisions of section 25(1) of the Newspaper Act, 1976 on the grounds that the weekly was publishing inciting news. The statement issued by the Minister of Information, Culture, Arts and Sports did not provide specific details on the content which led to the banning the newspaper. Mwalimu (2016)

In December 2016, the co-founder of a popular online discussion portal, Jamii Forum, Maxence Melo, was detained by Tanzanian security forces which accused him of managing a domain that is not registered in Tanzania contrary to Section 79(C) of the Electronic and Postal Communication Act (EPOCA) Number 3 of 2010 read together with Regulation 10 and 17(4) of the Electronic and Postal Communication Regulations 2011. Melo was also accused of obstructing police investigation and failing to comply with police order to reveal some of those who had been using the Forum.

After detaining him, the police raided the website's office in Dar es Salaam and questioned Jamii Forum employees about their duties. (CIPETA, 2016). Following Melo`s arrest, the Secretary General of the Tanzania Editors Forum, (TEF) said the Cybercrimes law was being used as a tool to censor the public and the media and limit criticism against the Government. Media activists and numerous organisations that advocate freedom of journalists and media pushed for Melo`s release, saying that the move to take him to court was due to his stance on protecting the privacy of his clients which the police wanted him divulge, something he declined to comply with. According to CIPET, 2016, the following were other people who had been charged with Cybercrimes:

- Benedict Angelo Ngonyani who was accused of spreading misleading information on a Facebook post claiming that Tanzania's Chief of Defence Forces was poisoned and hospitalized;
- Sospeter Jonas who was accused of misusing the Internet by posting on Facebook that Tanzanian Prime Minister will become a gospel preacher;
- Four Chama cha Maendeleo na Demokrasia (Chadema) volunteers who were accused of publishing inaccurate election results on Facebook and twitter and
- A university lecturer in Iringa who was accused publishing a message on WhatsApp of insulting Tanzania President

## 6.0   Concluding Remarks

It was quite clear that changes associated with the growing technology, including the boom of new media in Tanzania, had transformed methods which had been traditionally used by the mainstream media, forcing them to adopt new ways of doing things in order to adjust according to audience demands. These changes put journalism practices and media ethics on test, triggered the question as to whether existing guidelines would be able to hold water in the digital world. The enactment of laws such as the

Cybercrimes Act in 2015, which essentially ought to restore sanity in online communication, failed the desired test.

## 7.0 Recommendations
- Journalists and editors should:
- Seek training on writing for multiple platforms;
- Seek specialised skills to develop their professional capacity in particular areas and become experts and
- Educate the public on how to challenge problematic legislations about online.

**Media organisations should:**
- Address the capacity gap through training of their journalists;
- Engage the audience and facilitate their subscription to online platforms and
- Research on media consumption and advertising trends.

**Media training institutions should:**
- Integrate new media components into their academic curricula

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# Media in the Digital Era: Training Is a Necessity, Not an Option

## Media in Tanzania need more support to cope with a changing environment

### 1.0    Introduction

This study focused on media development support. However, it specifically looked at organisations supporting the media, the kind of assistance offered and the extent to which such support has benefitted journalists and their organisations. The perception of media practitioners and other media stakeholders regarding available support was another critical aspect that was brought out.

### 1.1    Current situation of Media Development Support

While journalists and media organisations in Tanzania need more support to cope with the rapid changing media environment brought about by technological advancement, there are only a few organisations which have shown high commitment in supporting the industry.

In 2016, for instance, institutions such as TMF, JET, UNESCO, TAMWA UTPC, contributed immensely in developing journalists` professional capacity; however, those in the industry thought that, for them to cope with the tide of change and technological demands, more support was still needed especially on the aspect of training.

In the following section, this study looked at key organisations which supported the media in Tanzania in 2016, the kind of support which was offered and the impact of such support to journalists and their organisations.

### 2.0    Tanzania Media Foundation (TMF)

Tanzania Media Foundation (TMF) stands for an independent, quality, diverse and vibrant media in Tanzania by focusing on increasing the quality, quantity and diversity of investigative journalism (IJ) and public interest journalism (PIJ) products in the sector and professional capacity building for all stakeholders.

TMF Support to Journalists and Media Organisations  Generally, TMF offers different types of support to individual journalists as well as media institution. Just like in the previous years, in 2016, TMF offered

different categories of grants to journalists and media organisations.

These were individual grants which ranged from those targeting junior or middle career journalists to highly experienced media professionals as well as media organisations for the purpose of supporting them to transform themselves in a way that they can operate effectively through news product that make an impact in the society as indicated in Table 4.

**Table 4 Categories of TMF Grants in 2016**

| Type of grant | Number of grantees |
|---|---|
| Rural dispatch grants | 60 |
| Strategic commissioned grants | 8 |
| Fellowship grants | 10 |
| Content grants | 13 |
| TOTAL | 91 |

Source: TMF, 2017

Table one indicates that a total of 91 grantees benefitted from different grants including rural dispatch, strategic commissioned grants, fellowship as well as content grants.

Besides offering grants, TMF also supported journalists and their organisations through learning. The organisation provided mentoring to both individual and institutional grantees. Mentorship for individual grantees largely focused on enabling journalists increase skills and thus the quality of news products while content was central for institutional grantees. One of the newsrooms which benefitted from newsroom mentorship on data journalism was the Tanzania Standard Newspapers (TSN), a media organisation publishes the *Daily News* and the *Habari Leo* newspapers.

Besides that, TMF provided coaching where experienced and experts in different areas were engaged in building capacities for TMF grantees (journalists) in specific areas of interests. Some thematic areas were identified through active involvement of the media stakeholders.

Related to training is that, TMF provided exchange learning programmes where international trips were organised for journalists to travel outside Tanzania for to gain exposure. In 2016, four journalists from different media houses in the country attended African Investigative

Journalism Conference in Wits University under TMF sponsorship.

In order to help journalists cope with the pace of growing technology, TMF also designed a curriculum that ensures all grantees are trained on how to write multimedia stories and writing for online platforms.

Regarding stakeholders working with TMF in supporting media in Tanzania, the following were key partners: development partners, Government of Tanzania (especially, the Ministry of Information) and UNESCO, which until the time this report was prepared, was still supporting community radio projects across the country through mentoring programs. TMF also worked closely with Tanzania Editors Forum (TEF), Media Council of Tanzania (MCT) and press clubs.

Despite TMF`s commitment to support journalism industry in the country, its effort is curtailed by a number of factors including shortage of funds, a situation that limits its capacity to reach a large number of journalists and media organisations. For example out of 6,000 journalists in Tanzania, only 200 are reached annually due to financial constraints. Raising money and establishing partnerships with other like-minded people or organisations was one of the plans which TMF believed would take care of the gap cited above.

Another gap they noted in their support was lack of sustainability in various media houses. In TMF`s view, many media houses were unable to sustain the gains made during the project period due to poor organisational management.

Regarding how best the media in Tanzania could be supported, TMF recommended the following:

First, community radio should be widened as basic building blocks of knowledge relaying digital information in Tanzania like the rest of the developing world. This was because the traditional communication media, particularly the radio, remained the most widely used in rural areas where the majority of population lived.

Second, a number of key documents dealing with media in Tanzania should be translated into Kiswahili to benefit more people. Third, Tanzania media houses, government and media partners should work closely to ensure that the country has a free and professional media whose independence is protected by the law and valued by society and government. Fourth, the government should seriously consider investing adequately to facilitate training for professionals, promote local content development programmes and contribute towards research for development in the field of journalism and mass communication.

From the above explanations, it is clear that TMF has done quite a lot in supporting the media in Tanzania. However, the major question is: to what extent had its support helped journalists improve their professional standards?

In the interviews, journalists, editors and various media stakeholders said the organisation had done a lot in equipping journalists with skills, especially in key areas such as investigative and data journalism. In the respondents' view, for many years, investigative journalism had been for the few and only the daring, but with TMF trainings, there had been an increase in a number of journalists covering these kinds of stories for both print and broadcast.

Another area where the impact of TMF support is vivid is capacity building for individual journalists. Respondents attributed the increase in the number of TMF alumni who won professional awards for journalists to the organisation's support. These journalists, whose work was sponsored in 2015, presented their work for Excellence in Journalism Awards in Tanzania, (EJAT) 2015. EJAT is an event organised every year by the Media Council of Tanzania and its partners to recognise journalists who have been outstanding in their work.

## 3.0 Journalists Environmental Association of Tanzania (JET)

The JET is an independent, non-governmental organisation working in the fields of environment, women affairs and sustainable development nationally and internationally. It was registered in 1991 for purposes of collecting information on environment and sustainable development and disseminating it through media outlets and other publications.

### The Kind of Support Offered by JET

The JET provides various kinds of support for individual journalists and media organisations. The JET Chairman says individual journalists are offered training in various fields which focus on knowledge of the subject matter and reporting skills. As part of training package, it also arranges site visits in order to complement knowledge acquisition with practical experience. The organisation also offered grants.

For example, from 2013 to 2016, JET offered training in reporting extractive sectors to ten journalists every year. The training was meant to enhance the role of oversight of journalists over governance of oil, gas and minerals to ensure that these resources are developed for the benefit of Tanzanians. The training stretched for six months, with one month allocated

for theoretical training, two weeks of site visits and the rest of the time spent on selection procedures and practical work to suit everyone's respective newsroom. This training programme was expected to continue in 2017.

Again, from 2014 to 2016, JET had been running Editors' Retreat, an annual event which provided a platform for editors from various media houses to learn about on-going activities in the country's extractive sectors and to discuss how their outlets could improve reportage on environmental issues. It was also a reappraisal session in which editors were able to find out how the country's media had covered the extractive sectors and how to better address any identified shortcomings.

The retreat was also an opportunity for editors to find out ways to support journalists who had undergone training on reporting extractive sectors so that they might eventually specialise in reporting the extractive industry. About 25 editors, who were picked by the Tanzania Editors' Forum, participated in the programme.

Between 2013 and 2016, JET also trained journalists on forestry reporting with a special focus on Ruvuma, Mtwara and Lindi regions where most of the areas' forests were still flourishing. The programme, which was implemented in collaboration with Tanzania Natural Resources Forum through its Mama Misitu Campaign, also involved field visits and mentoring of the journalists into producing stories that would bring results.

Another important matter worth noting in this report was the one conducted in 2014, during which some journalists from Dar es Salaam, Lindi, Iringa and Mbeya regions were trained in reporting agribusiness investments, land policy and legislation in Tanzania. Therein, journalists were mentored to produce news stories and features through a programme known as Ardhi Yetu, Agenda Yetu.

In 2016, JET offered financial grants to eight journalists from various media houses to enable them do in-depth feature stories on subjects of their choice in the extractive sectors. The aim of the programme was to sustain the knowledge that journalists had acquired through previous training, keep them abreast of developments in the extractive sectors in Tanzania and enhance their interest in writing stories on the extractive sectors.

### Key Players Working with JET

The JET chairman mentioned a number of organizations which had been working with them to support the media in Tanzania. These were: the Natural Resource Governance Institute (US), PenPlusbyte (Ghana), African Centre for Media Excellence (Uganda), Tanzania Natural Resources

Forum and Care International in Tanzania. According to the chairman, this has highly impacted journalistic work. The first impact mentioned was that, there was an increase in the knowledge of issues related to extractive industry, forestry and land among journalists who participated in their courses, than those who had not attended such courses. The field visits had also helped to concretize their knowledge by linking what they had learned with realities on the ground. However, he said, these benefits had only been attained by journalists who took the training seriously while those who did not work hard were just as challenged as others who had not attended the training at all.

Another direct impact of JET training had been the creation of core team of journalists in various newsrooms who frequently report extractives, land and forestry issues. Likewise, some journalists who took part in the training seriously had now moved from event-based reporting to analyzing issues of interest to the public. Such journalists could reach credible sources and spice up their stories with their own knowledge rather than depending only on what people said.

JET chairman said that apart from giving a hand to journalists, the organisation's support had also benefitted media institutions in Tanzania. At the time of this report, some media outlets had specific programmes on Tanzania's extractive industry, something which did not exist before JET started offering the support to individual journalists and editors.

The chairman expressed his concern thus:

"Trained journalists aren't given the opportunity to practise what they have learned. The major solution here lies with the editors. They must use these journalists who have been trained without using funds from the media house; otherwise the whole support becomes a waste of resources."

On how best could media in Tanzania be supported? JET Chairman had the following remarks: ``The best way is to offer short-term training to practicing journalists in both knowledge and skills. Such training should only be offered to those journalists who have shown seriousness and interest in their work, which means selection of participants should be rigorous and must involve serious editors.``

The chairman advised that support should also be given to institutions (media schools) of journalism because they were responsible for training quality, journalists as indicated in the following quotation.

## 4.0   Tanzania Media Women  Association
Tanzania Media Women  Association (TAMWA) is an NGO that was

registered on 17 November 1987. It is dedicated to capturing the voices of women who have not been heard and to raise their voices to a higher level. Its main objectives are to provide a forum for the exchange of ideas, technical skills and resources by media women. Likewise, TAMWA contributes to promoting development efforts of rural women in Tanzania, not only through conventional media, but also by developing more traditional forms of communication such as visual, theatre, folk and artistic media. It also establishes a sense of awareness among the media women about their developmental role in society and promotes professional excellence among media women through training. (www.tamwa.org)

According to the 2015 TAMWA Report, besides training media personnel of various levels in a number of aspects, the organisation had managed to establish itself as the foremost advocacy organisation for women`s right in Tanzania. Other efforts by TAMWA that are worth mentioning in this report include  the way it had been facilitating journalists to research and expose injustices against women and girls in various parts of the country. Such injustices included gender based violence (GBV), female genital mutilation (FGM), killing of old women on the basis of witchcraft beliefs and domestic violence, notably wife beating; incest, family neglect and with sexual harassment at workplaces.

## 5.0    Union of Tanzania Press Clubs (UTPC)

The Union of Tanzania Press Clubs (UTPC) is an NGO which was established in 1996 and registered in 1997. It is an umbrella body of press clubs in Tanzania with more than 20 members geographically located all over Tanzania. The main objective of UTPC is to facilitate the operations of press clubs to ensure efficiency and uniformity in the conduct of the business of its member clubs across the country by harmonising their operational set-ups, to build the capacity and ability of individual journalists who are members of press clubs through training, research, study tours and meetings. (www.utpc.or.tz)

### Kind of Support Offered by UTPC to Journalists

Document reviewed indicated that UTPC had managed to support journalists based in rural areas in a number of ways. It was revealed that UTPC has managed to operate as a bridge between press clubs in the entire country, enabling them to be recognized, not only in their respective regions, but world over also.

As these press clubs are located throughout Tanzania, in 2016, UTPC

continued to facilitate their networking among themselves and with the rest of the world. Another support and perhaps the most important one that UTPC offered to journalists was that of promoting stories with rural perspective in various media outlets, print as well as electronic.

It should be noted that for many years articles originating from rural areas were rarely captured or given prominence they deserved by mainstream media. However, the coming of UTPC helped to rectify matters and at the period this report was being prepared, there were reports that rural area-based stories had increased radically when compared to the situation in past. **www.utpc.or.tz**

### Key Partners Working with UTPC

The UTPC works with the following partners: the Swedish International Development Agency (Sida) which was the main donor that was providing funds to them. The Sida also funded their Strategic Plan 2016 – 2020 and Evidence for Action (E4A), a British NGO which promotes the health of women and young children. UTPC and E4A had established a partnership of using media to promote the health of women and children. Other key partners included: UNESCO which supported them through "Democratic Empowerment Project (DEP)". Under this project, UNESCO was working with UTPC in monitoring the contribution of 27 community radio stations. **www.utpc.or.tz**

Documented reviewed also indicated that the UTPC had been working with the Media Council of Tanzania (MCT) in the area of promotion of ethical reportage and building the capacity of regional press clubs to conduct arbitration in their respective regions.

The UTPC also worked with the Tanzania Editors Forum (TEF), to promote regional and rural reportage. Under this type of collaboration, editors of various media outlets and the regional press clubs, ensured that there were steady flow of news and features from all regions in the country, to editors of media outlets.

Other organisations which involved in media development in Tanzania included; the United Nations Educational Scientific and Cultural Organisation (UNESCO) which was engaged in capacity development for media professionals who work in public, private and community media organisations. The UNESCO also contributed in developing the capacity of professionals in knowledge and information sector for the preservation and digitalisation of national heritage, including digital library development and management.

Documents reviewed indicated that UNESCO contributed to development of rural communication by supporting rural community media projects. This support included general technical guidance, equipment support, media practitioners training, and initiatives for community mobilization and continuing professional development through Community Media Network of Tanzania.

## 6.0    Media Stakeholders Perception

Various media stakeholders interviewed pointed out that due to the changing media environment resulting from technological advancement and economic changes, more training was a necessity and not an option for both journalists and editorial as media organisation managers. However, they said, despite this need, only a few journalists were able to attend training due to a number of factors.

Lack of funds, lack support by some media owners and poor academic background among journalists were some of the factors that attributed to low number of those who benefitted from training.

Low awareness among journalists on the necessity of continuous training was another factor which respondents said hold back many media men and women from moving forward.

Respondents said for some journalists, so long as they were able to write stories, they were satisfied, forgetting that as media environment changes, the industry would need only people with required skills, experience and academic qualifications.

Respondents expressed their concern about the future of untrained journalists in Tanzania given the new Media Service Act, 2016 which requires all practicing journalists to have agreed certain specific qualifications. (URT, 2016). Stakeholders suggested that those who design training should give special attention to women working in media houses. The rationale behind this was that gender roles placed many family responsibilities on their shoulders while poor economic conditions was behind their failure to save money for training opportunities.

Low education background was also mentioned as a reason why many women were unable to compete with their male counterparts when opportunities arise.

How did training opportunities help journalists develop their professional capacities? One senior journalist who in 2016 attended TMF's six-month fellowship on industrialisation, innovation and infrastructure, said in a personal interview that, the programme equipped her with

knowledge and skills on how to analyse issues more correctly and critically as well as on how to package stories with facts and figures.

She said, during the fellowship, she also received training in online journalism, a growing area in Tanzania which by the time this report was prepared, had not yet taken off fully in any media house in Tanzania.

She encouraged other journalists in Tanzania to be on a look out and apply whenever opportunities emerge. (Personal Interview with the journalist held on January 21, 2017 in Dar es Salaam.)

The JET chairman further said that through their support, serious journalists developed the courage and confidence to question companies, government officials and other authorities on burning issues on extractives or other natural resources.

He said training which was offered was also a blessing to employers since organisations with journalists that they trained were able to get exclusive stories written accurately and analytically.

On the other hand, editors did not have to crack their heads finding who should be assigned to cover environmental stories because they had at their disposal journalists who had been trained in the area.

## 7.0   Concluding Remarks

Due to the changing environment in the media industry, journalists' continued training in various areas, especially on the emerging issues such as new media, becomes necessity. However, as we note above, only a few journalists attend such training due to numerous factors. A few organizations, despite their commitment to support media development, lack the financial capacity needed to support a large number of journalists seeking training opportunities. What the future holds for untrained journalists in Tanzania requires more exploration.

## 8.0   Recommendations

Based on the above findings and conclusion, this report made the following recommendations to all actors involved in media development:

**Journalists and editors should:**
- Be on a lookout for training opportunities offered in and outside the country;
- Search for training  in emerging areas such as online journalism and
- Make specialisations so as to develop their professional capacity in particular areas and become experts.

**Media organisations should:**
- Budget funds specifically for journalists training in and outside the country;
- Design training targeting rural-based journalists who are in dire need of exposure and capacity building opportunities and
- Initiate and sustain in house training to address capacity gap among journalists in their organisations.

**Media training institutions:**
- Work with other stakeholders to identify journalists training needs and how to address them and
- Design training programmes to enable journalists to study while working.

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# PART II

## ZANZIBAR

# Envolving media landscape in Zanzibar

## 1.0    Introduction

The people of Zanzibar have been given an opportunity to the right of information as well as the right to air their views on different issues. Both state and privately owned electronic and print media including social media available and nearer to the people whose accessibility is part and parcel to the community; are used to convey messages to the Zanzibar's population of 1,303,569 people (NPHC, 2012) with an average of annual growth rate at 2.8 per cent of which 630,677 people (NPHC, 2012) male and 672,892 females (NPHC, 2012).

The right to information is one of the fundamental rights enshrined in international, regional and local legal instruments (UDHR, 1948; ACHPR, 1981; CURT, 1977; CZ, 1984). It is on this basis as some jurists keep arguing that the fundamental rights are not created by constitution or legislations but are gifts from God (Mtikila vs AG, 1995). The fact that the right to information finds its place invariably in all constitutions of democratic states, no doubt, is a testimony to its significance, yet it does not go beyond granting recognition to it. The fundamental rights in constitutions assist their enforcement in the courts of law when a person seeks legal redress from the court. It would have been an extremely difficult exercise to enforce a right which is not recognised in the country's constitutions or legislation.

In Tanzania, the right of information is enshrined in both *The Constitution of the United Republic of Tanzania, 1977* and *The Constitution of Zanzibar, 1984.* However, this right is not falling under Union matters (CURT, 1977; CZ, 1984). It is an issue under the Zanzibar Government (SMZ vs. Machano et.al, 2002; ZLSC, 2011; Taylor, 2010; Dicey, 1959).

Unlike in post-revolutions, it seems the participation of the people of different profession and education levels through all types of media in official and non-official fora to air their views and receive information on economic, social and political issues to have taken the lead. However, this progress notwithstanding, more needs to be done to improve media performance in the Isles in order so that the pace of the electronic and print media development reflect the reality of people's life. Some people have low level of opinion on Zanzibar's media operations and most significantly,

the question on the quality of reportage. This chapter, therefore, zeroes on Zanzibar's mass media and social media performance in 2016, seeking to evaluate the state of the media in line with the country's pace of development as well as the expectations of the people.

## 2.0    Political Context/Legal and Regulatory Framework

The year 2016 brought forth a number of serious political developments which apparently raised critical constitutional and legal issues in Zanzibar. From the onset, 2016 was an election year following the nullification of the October 2015 Zanzibar General Election with regard to the presidency, House of Representatives and councillorship, by the Zanzibar Electoral Commission (ZEC) an official agency responsible for conducting and supervising elections in  Zanzibar (ZEC 1984; 1992). Thereafter, ZEC announced a rerun of the elections March 20, 2016. The rerun was, however, boycotted by the major opposition party, the CUF. The political parties that  participated in the re-run included incumbent  CCM, Alliance for Democratic Change (ADC), Sauti ya Umma (SAU), Alliance for Change and Transparent (ACT-W), Tanzania Labour Party (TLP) and Africa Democratic Alliance (ADA-TADEA) (zec.go.tz). The CCM presidential candidate, Dr Ali Mohamed Shein, won by 91.4 per cent of the votes. (ZEC, 2016 at Zec.go.tz).

The General Election results nullification for allegations of serious electoral irregularities was strongly protested by the Opposition, while some ZEC commissioners revealed they held dissenting voices on the issue, something that signified that there was  disagreement on the matter.  The ZEC is composed of picked members from the ruling CCM as well as the opposition CUF, a grouping that provided room for dissenting voices within the electoral body.

After nullification of the October 2015 General Election results in Zanzibar, a political rift between CCM and CUF resurfaced when the latter claimed that the ruling CCM had actually been defeated and all it did was to steal CUF victory. It is on record, however, that with the exception of the 2010 Zanzibar elections, the Opposition has never accepted election outcome since the restoration of the first multiparty election in 1995 and subsequent elections of 2000 and 2005.

After the rejection for CUF demand for polls recount by ZEC, the Zanzibar electoral authority went ahead and conducted fresh elections on March 20, 2016. Of great significance in 2016 was the collapse of the Government of National Unity (GNU) that featured CCM and CUF after the 2010 Zanzibar ballot. The formation of GNU is provided by the Constitution

of Zanzibar of 1984, but does not designate specific political parties to be included in the GNU, thus providing a breathing space to the Zanzibar Chief Executive to nominate about three Members of the House of Representatives from smaller opposition parties to be included in his the Government as Cabinet ministers, like that minister without portfolio; non-functional ministerial job.

The participation of smaller parties in the election rerun has been considered well intentioned by the incumbent, who used it as an opportunity to implement the principle of proportional representation in constituting his Cabinet. An idea towards the formation of GNU was mooted in the 2010 Zanzibar Referendum as safety valve in an attempt to defuse repetitive post-election crises

was mooted long ago but it did not materialize. It was President Amani Abeid Karume and his political Nemesis, Seif Sharif Hamad, who met at the Zanzibar State House November 5, 2009, to discuss the political future of Zanzibar (Maina & Sikand, 2011).

Following an agreement by two leaders which was never made public, the Referendum Act No. 10 of 2010 was passed by the House of Representatives, giving an opportunity to the Zanzibaris to hold a referendum on the idea of an inclusive Government.

The Referendum was held on July 31, 2010. (ibid). A total of 66.4 per cent of Zanzibaris voted in favour of the GNU, subsequently ushering in the10th. Amendments of the Constitution of Zanzibar, 1984, as constitutional acceptance of the GNU.

The first attempt to form a Coalition Government or a Government of National Unity in Zanzibar was in 19961. (ZEMOG, 1995). Precisely after the January 1961 Elections when Afro Shiraz Party (ASP) won 10 seats, compared to Zanzibar Nationalist Party's (ZNP) nine, as well as the three parliamentary seats won by the Zanzibar and Pemba People Party (ZPPP). The ASP President Abeid Amani Karume, as he was then (Smith, 1973), requested the leader of ZPPP to form a Coalition Government, with Mohamed Shamte appointed Prime Minister, but it was not implemented after Shamte declined the offer (ibid).

The second attempt was in July 1963 after the pre-independence elections when the two leaders of ASP; Othman Sharif and Hasnuu Makame approached incumbent Prime Minister Mohamed Shamte to form a Government of National Unity that could take on board ZNP, ZPPP and ASP, but Shamte wasn't interested yet (ibid).

## 2.1 The Media

In order to ensure free and fair elections, the presence of mass media to provide fair coverage during the polls is an important factor while civic education as well as the right to vote and the right to seek elective positions are also crucial. The media is an effective channel to reach out the voters scattered in urban and rural areas at any one given time. If the mass media are available, political parties participating in elections and candidates can effectively enjoy their constitutional right of free expression and freedom of assembly.

At the same time, it is through the media that voters are enabled to form informed opinions on candidates. In the course of the electoral process, media outlets are needed to play a neutral role and execute high professional standards while adhering to media ethics by avoiding bias or any political inclination.

Media coverage is needed right from the time of constituency boundary drawing; it is needed to report purposes and intentions of office seekers, registration of voters, nomination of candidates, and campaign trails. It also must cover any emerging threat to fundamental human and civil rights, political rallies, voting and tallying processes, announcement of election results, complaints and dispute resolutions.

In efforts to conform to the democratic elections, ZEC granted accreditations to 285 journalists from print and electronic media from inside and outside Zanzibar to cover the 2015 General Election. Idrissa Haji, formerly the ZEC Information Officer, was of the view that the number of journalists accredited for the Zanzibar elections coverage was an increase of 30 per cent compared to accreditations issued to media personnel during the 2010 polls.

Given the geographical size of Zanzibar, it would be right to say the number of journalists present in the Zanzibar archipelago during the 2015 elections was quite huge.

"We were not restricting journalists who were interested in covering the Zanzibar elections. We wanted them to provide wide and fair coverage on voters' education and elections information in order to help the electorate make an informed decision," Idrissa, a former ZEC Information Officer, said during the soft inauguration of the October/March 2016 preliminary General Election scheduled for January, 2017.

Media houses granted permission provide election coverage were required to abide by the ZEC media guidelines and the MCT Elections Guidelines released at the countdown to the elections. It has been on record

that ZEC and MCT had also issued media guidelines previously to help journalists go about their work professionally.

However, he noted, the ZEC monitoring system showed that most of the journalists gave a lot of attention to the polling day while giving little attention to the pre and the post-election activities. As a result, they could not make critical election analyses.

On the other hand, the ZEC monitoring system indicated that the media did not do justice to the voters as they were selective in picking what was the best time for them to provide coverage, instead of providing coverage throughout the election.

Fortunately, ZEC Communication and Mass Media Advisory Committee did not receive any case of media professional misconduct, Idrissa said.

Media houses that took part in the elections reporting included:

1. Zenj FM
2. Star TV and RFA
3. Dawati ZCTV
4. ZCTV
5. Mwenge FM Radio
6. *Mwananchi* newspaper
7. *The Citizen* newspaper
8. *The Daily News/Sunday* newspapers
9. Shirika la Magazeti Zanzibar
10. Zanzibar Cable Television
11. *Nipashe* and *The Guardian* newspapers
12. Capital Art Studio
13. ITV and Radio One
14. ZBC-TV and Radio
15. TBC
16. ABM FM
17. Radio Dodoma
18. EATV and Radio
19. Radio Adhana
20. EFM Radio
21. Channel 10
22. Jambo Leo
23. Radio Sauti FM Mwanza
24. AYO TV and Amplify Clouds FM
25. New Habari newspapers

26. Cloud Media Group
27. TV1
28. Coconut Media Group
29. *Majira* newspaper
30. *Uhuru/Mzalendo* newspapers
31. Kiss FM
32. Tumbatu FM
33. Idara ya Habari Maelezo Zanzibar
34. Chuo cha Uandishi wa Habari Zanzibar
35. Thurn Film of Germany
36. AFP
37. Aljazeera Network.

### 2.2 Implications of the Key Political Events to the Press Freedom and Journalism Practices

To a make a fair assessment of the implications of the key political events to the press freedom and journalism in 2016, issues such as editorial independence, analyses, depth of information, laws which regulate the media, right to information, bureaucracy, harassments of journalists, threats and fears, coverage of the media, ownership and the influence of the media must be given thorough consideration.

Unlike in the past, where only the Revolutionary Government of Zanzibar owned electronic media—Television Zanzibar (TVZ) which was inaugurated in 1974 (Hamdani et.al, 2014) and Sauti ya Tanzania Zanzibar (STZ) which had been operating since in 1948 (ibid), there are a number of privately owned televisions and radio stations whose coverage reach to all parts of Zanzibar (Unguja and Pemba), urban and rural. This was a result of the liberalisation policies introduced in mid 1980s at the sideline of the decline of the world market drop of clove price while this cash crop accounted for about 90 per cent of Zanzibar foreign exchange.

In the first place, the presence of privately owned television and radio stations in Zanzibar is a credit to the significant improvement of electronic media, press freedom and dissemination of information inside and outside Zanzibar. However, the question is whether there was conducive environment ahead of 2016 polls rerun for free and fair media reportage.

Life was not easy for the media players in 2016 in Zanzibar. Some journalists went through professional hazards while performing their work.

(i) A Zanzibar female journalist working with the German Broadcaster, that is, Deutsche Welle (DW) and *The Citizen* and

*Mwananchi* newspapers, was reported abducted by unknown person on arrival at the Julius Nyerere International Airport in Dar es Salaam on March 18, 2016 (www.mct.or.tz, 2016).  The female journalist was quoted as saying that she was released in the small hours, the day after the polls rerun of March 20, 2016 (ibid). There was no institution which claimed responsibility for the abduction. However, Salma Said's abduction caught the attention  five institutions, namely, the Media Council of Tanzania (MCT), Tanzania Editors Forum (TEF), Tanzania Human Rights Defenders Coalition (THRDC), Union of Tanzania Press Clubs (UTPC) and Media Institute of Southern Africa-Tanzania Chapter (MISA-Tan) demanding any institution, persons or an individual holding the journalist to free her unconditionally (ibid). It seems the DW covered the Zanzibar elections extensively and yield high respect among its listenership because its news content, analyses and widely researched documentaries.

(ii)    A Pemba-based correspondent, Ahmad Juma Abdallah, had his temporary press card withdrawn by the Office of Information Department in Pemba. The press card was given beck to him on  March 29, 2016 and but authorities cancelled the document on June 23, 2016. He was reporting for a number of local and international electronic media including the *Deutsche Welle.* However, the Isles Director of Information Services, Hassan Vuai, denied cancellation reports, saying the journalist's temporary press card had simply expired and advised him to follow the laid down procedure and have it renewed;

(iii)   It was alleged that Haji Nassor Mohammed of *Zanzibar Leo* was on  June 19, 2016, denied information in Pemba by authorities. (MCT Zanzibar, 2016);

(iv)    It was alleged that in July 2016, Zenj FM's Pemba offices were broken into by unknown persons, ransacked and two pieces of desk computers stolen (ibid);

(v)     It was alleged that Massanja Mabula of *Uhuru* and *Zanzibar Leo* received threats on his person by the authorities (ibid);

(vi)    There has been self-censorship by journalists themselves. A number of  practicing journalists working with private and government electronic media concede self-censorship in the newsrooms is untenable.  However, for a number of reasons, Isles journalists agreed that self-regulation  could avert unnecessary

clashes with authorities. "Frankly, journalists, whether from the Government or the private media outlets thought they are not restricted from exercising their press freedom. "The current political situation has psychologically pushed us to the level of being afraid of losing our jobs. We have to think of what can please media owners." This was generally the response from journalists who opined that things were okay;

(vii) Lack of right to information has contributed to a long chain of bureaucracy. The enactment of the two laws relating to journalism:

(a) The Right to Information Act and

(b) The Media Services Act

These were of paramount importance. "The two laws will help journalists to get information and protect them from any form of harassments," said a Zanzibar commissioner from the Commission of Human Rights and Good Governance (CHRGG), Mohammed Khamis. In his view, Zanzibar-based journalists don't prioritise investigative journalism. He emphasised the need on the part of journalists to pursue further studies to obtain competence and skills in analytical reporting.

However, CHRGG received many complaints from Zanzibar in 2016. One complaint from a journalist who was attacked while in the studio in 2015 was formally recorded, said the commissioner.

It appears that sources of information have been taking extra care in determining what should or should not be released for public consumption.

In some cases, official spokespersons were reported to have dodged the media for fear of being censored by their employers;

(viii) One sided information: Since the collapse of GNU, the opposition members, especially those from CUF, seem reluctant to comment on the Government and national issues. Some journalists interviewed claimed of being turned away by former sources within the CUF. As a result, most newspapers had either little or no information on the Isles' foremost opposition party and

(ix) There was lack of balanced information. As it were, the collapse of GNU and the Opposition's reluctance to comment on the government activities has left huge vacuum in reporting and dissemination of news to the public.

### 2.3 The Legal and Regulatory Framework

The right to freedom of expression and opinion, which is a component of human rights, has been incorporated in international, regional and domestic instruments. Article 19 of the Universal Declaration of Human Rights (UDHR) of 1948 provides for the freedom of speech. It says in part:

"Everyone has the right to freedom of opinion and expression; this right includes freedom to hold opinions without interference and to seek, receive and impart information and ideas through any media and regardless of frontiers…"

Another international instrument providing the right to freedom of speech is Article 19 of the International Covenant on Civil and Political Rights (ICCPR) which says in part:

1. Everyone shall have the right to hold opinions without interference and
2. Everyone shall have the right to freedom of expression; this right shall include freedom to seek, receive and impart information and ideas of all kinds, regardless of frontiers, either orally, in writing or in print, in the form of art, or through any other media of his choice.

At the regional level, Article 9 of the African Charter on Human and People's Rights (ACHPR) says:

.1 Every individual shall have the right to receive information and
2. Every individual shall have the right to express and disseminate his opinions within the law.

At the domestic level, Article 18 of the Constitution of the United Republic of Tanzania, 1977 says:

"Every person has a freedom of opinion and expression of his ideas, has outright to seek, receive and or disseminate information regardless of national boundaries; has the freedom to communicate and a freedom with protection from interference from his communication."

In Zanzibar, Section 18 (1) of the Constitution of Zanzibar, 1984 provides in part:

"Every person shall have the enjoyment of his freedom of expression, freedom to hold opinion without interference with his correspondence; ...every citizen shall be entitled to receive information at any time in respect of national and international events which are important to the lives and functions of the peoples and also on matters of public interest."

In addition, there is the Zanzibar Information Policy which was passed

by the Zanzibar House of Representatives in 2006. The Information Policy, among others things, regulates and controls the behaviour and operation of the mass media as well as acts of irresponsible journalism.

Least but not last, the Good Governance Policy issued by the President's Office Public Service and Good Governance by the Revolutionary Council of Zanzibar in 2011 at page 20, says:

"Both the public and private media have the responsibility to inform the public on important issues, policies and public campaigns that are part of the good governance and the media is also tasked with assessing the performance of the government and report on any confirmed instances of mismanagement, corruption or other forms of bad governance."

Other applicable set of laws to the media operations in Zanzibar included:

1. The Zanzibar Broadcasting Commission Act, 1997 (Act No. 7 of 1997), Section 7 which provides powers to the Commission to issue and cancel the permit to any institution if it deems to violate the rule of the game;

2. The Tanzania Communications Regulatory Authority Act, 2003 (Act No. 12 of 2003)

3. The Registration of News Agents, Newspapers and Books Act, 1988 (Act No. 5 of 1988), especially Section 30 which empowers the Minister responsible for information to suspend the publication of any newspaper if he/she is of the opinion that it is in the public interest or in the interest of peace and good order so to do;

4. The National Security Act, 1970 (Act No. 3 of 1970), especially it's Section 48 which creates sedition an offence;

5. The Elections Act, 1984 (Act No. 11 of 1984) Section 42(5) creates offences relating to announcement of the election results of the presidential candidate before the official announcement by ZEC which draws punishment upon conviction fine of not less than five million shillings or imprisonment for not less than five years or both. The amendment of the Isles Elections Act and the inclusion of the provision prohibiting the announcement of the elections result before being announced by ZEC was a result of an announcement of the disputed 1995 Zanzibar elections being made a private Television station based in Dar es Salaam;

6. The Penal Act, 2004 (Act No. 6 of 2004) Section 46 creates an offence relating to Defamation as well as Section 123 which creates offences relating to Promoting enmity between different groups;

7. The House of Representatives (Immunities Powers and Privileges, 2007 (Act No. 4 of 2007), Section 32 of the Act makes it an offence to publish

any false or scandalous libel on the House or Committee and proceedings of the House or any Committee which wilfully misrepresents in any way proceedings of the House or any Committee. In addition, the same Section prohibits publishing save by the general or special leave of the House a report of any proceedings of the House or any Committee whose proceedings were not held in public;

8.  The Censorship and Cinematographic Exhibition Act, 2009 (Act No. 1 of 2009). There is Section 4(a) of the Act concerns censorship of films, video cassettes (CD, DVD, HDV) and other publicity materials such as banners or posters or in magazines before they come into use by or shown to the public and

9.  The Prevention Detention Decree, 1964: Section 2 of the Decree provides power to the President to issue detention orders whenever he is satisfied that a person is conducting himself so as to be dangerous to the peace and good order in any part of Zanzibar or is acting in a manner prejudicial to the defence of Zanzibar or the security of the Republic.

### 2.3.1 Implications of the Applicable Laws to the Press Freedom and Journalism Practices

All the cited laws above, past or present, in one way or another give powers to either minister responsible for information or government institutions to bar from practicing their profession and in the event of alleged violation of the laws, a journalist could be summarily arrested, prosecuted and penalised. As such, the existence of such legal regime creates a state of fear among pressmen and women.

In consideration of the freedom of the press, one may rightly argue that the existing legal conditions under which the print and electronic media operate, including licensing of individual journalists and institutions, ownership of media and lack of independent editorial policy,  media freedom remains a contentious  issue.

It appears that the legal system under which the media operates in Zanzibar need to be harmonised so as to do away bottlenecks that hinder press freedom.

For example, as a result of existing law regime, it is on record that privately owned Radio Swahiba FM was closed on October 26, 2015, only day after the General Election, accused of broadcasting news whose origin was a press conference called by CUF presidential candidate Seif Shariff Hamad who criticised the ZEC for taking too long to announce the Zanzibar presidential election results (ZHRR, 2015).

However, the Isles authorities soon lifted a ban slapped on the Radio Swahiba FM and the broadcaster went back on air in January 2016.

That was, according to Executive Director of the Zanzibar Broadcasting Commission, Rafii Haji, after the station served a three-month ban for professional misconduct.

Under Section 7 of the Zanzibar Broadcasting Commission Act of 1997, the Commission is empowered to cancel or deny registration to any institution which fails to comply with specified conditions. This means the existing electronic media laws which regulate the operations of broadcasting media have an upper hand over the media and the future could be bleak.

As if to support the position of the Broadcasting Act of 1997, the former Executive Secretary of the Zanzibar Broadcasting Commission, Chande Omar, had cautioned the journalists covering the Zanzibar elections to be careful, especially during live broadcasts since "**politicians are free to talk but media houses are liable to damages caused by programmes aired.**"

Chande made the remarks while presenting a paper titled "*Media Ethics: How They Relate to Journalists Safety/Electronic Media TV/Radio*" on August 8, 2015, during a seminar jointly organised by the Zanzibar Electoral Commission and the United Nations Development Programme (UNDP).

In view of the above cited media legal system, joint efforts are needed to bring about law reform for purpose of promoting and protecting the press freedom.

In the past, there have been efforts by the MCT to research the Isles media laws and harmonize them to fall in line of the requirement of press freedom. In fact, the MCT went a step further by drafting the two media Bills—the Media Bill and the Right to Freedom Bill in 2011 and 2012 respectively, with a comprehensive report submitted to the Zanzibar Government.

However, the two Bills have been moved to the House of Representatives for amendment or repealing the laws curtailing media freedom.

In simple and plain language, the existing media laws are in conflict with Section 18 of the mother law of the land, that is, the Constitution of Zanzibar, 1984. Mussa Kombo, the Legal Advisor to the Zanzibar House of Representatives, had conflicting views about the status of the two Bills cited above.

"We received several Bills from Government institutions and they were presented in the House for deliberations but there was no Bill related to the media which was received in 2016," he said.

## 3.0    Current Trends in the Media

Newspaper business started long ago in Zanzibar. It has been there since the reign of Sultan Barghash in 1875 (Hamdani et.al, 2014). Currently, the registration of newspapers is done under the Zanzibar News Agents, Newspapers and Books Act No. 5 of 1988. The Nyalali Commission which was tasked  to collect people opinions on whether Tanzania should adopt the multi-party rule or not,  had also recommended deletion of about  40 oppressive laws (Nyalali,1992), including the Zanzibar News Agents, Newspapers and Books Act, 1988.

However, the Act remains intact and is being enforced. Under the Newspapers Act, the minister responsible for information is empowered to suspend or cancel registration of any newspapers for alleged ethical issues, among others.

### 3.1    Registration of New Newspapers and Deregistration in 2016

There are only three registered newspapers in Zanzibar; namely, Government owned *Zanzibar Leo*, a daily and two weeklies. There was no application seeking registration of new newspaper titles lodged in 2016, Isles Director of Information, Mr. Hassan Vuai confirmed during an interview with this author.

The *Zanzibar Leo,* launched in 2002 has an annual total circulation of about 1,080,000. (Juma, 2016/2017), up from 546,000 (Mbarouk, 2015/2016). The paper's managing editor, Ramadhan Makame, says the paper's distribution, apart from its home turf, Unguja and Pemba, enjoys an outreach of about six regions on the Mainland, namely, Dar es Salaam, Morogoro, Mwanza, Arusha, Lindi, Mtwara and Pemba.  *Zanzibar Leo* is printed in Dar es Salaam by the Tanzania Standard Newspapers Printers.

"We are trying to compete in the market despite the fact that newspaper business is tough, bearing in mind the increase in presence of electronic media," he says.

A total of 60 newsletters, quarterly and annually, were registered by 2016, said Zanzibar Director of Information Services, but the newsletters have found it difficult to survive the stiff competitive.

There are less than 20 newsletters owned by government institutions and non-governmental organisations still in circulation. One newsletter was registered in 2016.

There was no newspaper deregistered or banned in 2016. Zanzibar is well served with daily newspapers published in Dar es Salaam, and other East African capitals. This is commendable.

In 2016, 300 journalists were registered to operate in Unguja and Pemba. However, he observes Makame, there has been a tendency of some unlicensed journalists to practise while they don't hold valid press cards.

"Such practice is illegal and journalists may be charged in courts for that," he said.

Unlike on the Mainland, there were no online registered newspapers in Zanzibar, in 2016. No substantive reasons are given.

## 4.0 The Current Trend in the Radio and TV Broadcasting

Unlike the print media, news from radio and television stations can reach as many people as possible in a minute and at different places. It is believed that the electronic media is more powerful communication vehicle when compared to the print media.

### 4.1 Registration of New Radio and Television Stations

There are 25 radio stations in Zanzibar, of which one is owned by the Government, operating under the umbrella of the Zanzibar Broadcasting Corporation (ZBC). In 2016, the Zanzibar Broadcasting Commission received three applications for new radio stations in Zanzibar down from four applications received in 2015, said Executive Secretary of the Zanzibar Broadcasting Commission, Rafii Haji, but the applications were not processed for lack of frequency spectrum.

"Zanzibar has been allocated only 25 MHz by the Geneva based International Telecommunication Union (ITU). We have utilised all of them," said Haji.

New radio applicants have been advised to channel their transmission through the Multiplex operators where they can get frequency, he said.

There are 12 television stations in Zanzibar. Only one application—from the State University of Zanzibar (Suza) Television—was received by the Commission in 2016. The application was processed and a licence was issued.

The Suza TV will concentrate on transmission of educational programmes. Unlike the print media, the electronic media appears strong enough to survive in this era of science and technology development.

All 25 radio and 12 television operators are on air. "We are observing the operations of all the radio and TV stations through the monitoring system. All of them are on air," the Executive Director of the Zanzibar Broadcasting Commission confirmed.

A part from other sources of funding like contributions from donors,

the radio and TV stations continued to survive on commercials.

However, there were challenges such as installation and replacement of new digital equipment versions.

### 4.2 Introduction of Decoders and Implication on Radio and TV Broadcasting

The number of decoders installed in Zanzibar increase with the capacity ranging from 60 to 120 channels. Although there was no research undertaken to establish the number of decoders or viewers, the ZBC Executive Secretary was of the opinion that many people, especially the young, devote much time on decoders as they can access more channels which beam a wide range of entertainment, news, movies, drama, soaps and sport which is an indication that citizens have an inclination towards foreign news component whose quality, analysis and editorial independence seem to be stronger compared to local contents.

### 4.3 Current Status of Digital Broadcasting in Zanzibar

All radio and television stations have migrated to the digital system. One of the condition one must meet before registration of radio and television station is to prove you can operate on digital system.

## 5.0 Current Trend in the New Media

As it is the case in other parts of the world, the new media in Zanzibar has gained momentum, especially amongst the young. In some cases, new media administrators may connect and share the information to even non-group members. It is not necessary to join a group.

### 5.1 Current Status of New Media and its Implications on Journalism Practices

The operation of new media is not officially registered in Zanzibar. The commission responsible for control of electronic media does not register the new media operators. In some cases, companies, NGOs and individuals have established their own new media outlets, such as Facebook, websites and social media which are sometimes registered as part of addresses by institutions.

Technically, the Zanzibar new media are electronically registered through the Tanzania Communications Regulatory Authority (TCRA).

There are plans to enact a law on the management of new media in the Isles.

Despite the fact there are negative and positive effects of the operation of new media in Zanzibar, it appears some players overstep the basic purposes of the media. In such situation, having a law to regulate users' conduct is absolutely necessary, said Haji.

To a certain extent, the new media has been very useful in dissemination of information among group members. In fact, people get information much faster via the new media than they do via the traditional media. All one needs is to get connected to the network.

However, the major challenge of the new media is that it has no regard for ethics, verification, editing and balance since most of those who convey information on the new media platforms are untrained in even the basics of journalism.

As a result, a large number of people complain against unpalatable information being circulated by the new media.

## 5.2   New Media and Its Impact on Traditional Media

The new media has superseded the traditional media and it appears a large number of people rely entirely on new media to get up-to-date and fast information.

Most of the news that comes up through the traditional media is just a repetition of what had been transmitted by the new media.

Unlike the traditional media, the participants in the new media get an opportunity to share comments and opinions on a number of issues.

People use traditional media for verification and multi-sourced information. "The social media is very powerful and we have reached a stage where it is not easy for the traditional media can compete with the new media," observed senior information analyst with the Zanzibar University (ZU), Omar Kassim. He suggested that the traditional media should make reconsideration of their programmes and plan a transformation and come up with interesting subjects and sports events that may attract the viewers and listeners.

## 5.3   Cybercrimes Act 2015 and its Impact on Social Media and Online Journalism

The Cybercrimes Act of 2015 is not yet applicable in Zanzibar as it has to go through constitutional requirements. The manifestation of non-application of the Cybercrimes Act was in a recent case of the new media of non-adherence to the code of conduct.

In the case, the two persons, Dr Abdallah Saleh Abdallah (50) and

Ali Juma Ali (33) both of them residents of Michenzani residential flats in Zanzibar Urban District were arrested by the police and taken to the court for circulating clips showing Dr Abdallah insulting the Prophet Muhammad (SAW) (*Zanzibar Leo*,2016).

It was alleged before the Mwanakwerekwe District Court that the two had on 25th December, 2016 in the midnight jointly uttered the words that were insulting to the Prophet and circulated them on social media (ibid). The accused denied the charge and were denied bail. They were remanded until January 11, 2017 when the case came up for another mention (ibid).

The accused were charged with two counts. The first count was in accordance with Section 121 of the Penal Act, 2004 (Act No. 6 of 2004) which says:

"Any person who, with the deliberate intention of wounding the religious feelings of any other person, writes any word, or any person who, with the like intention, utters any word or makes any sound in the hearing of any other person or makes gesture or places any object in the sight of any other person, is guilty of a misdemeanour and is liable to imprisonment for a term not exceeding one year…"

The second count was in accordance with Section 74 (1) (b) of the Penal Act, 2004 (Act No. 6 of 2004) which says:

"In any public place or at any public meeting uses threatening, abusive or insulting words or behaviour with intent to provoke a breach of the peace or whereby a breach of the peace is likely to be occasioned…"

The constitutional requirement the Cybercrimes Act needs to undergo is in compliance to Section 132 (1) of the Constitution of Zanzibar of 1984 which says in Kiswahili:

"*Hakuna sheria yoyote itakayopitishwa na Bunge la Muungano ambayo itatumika Zanzibar mpaka sheria hiyo iwe ni kwa ajili ya mambo ya Muungano tu na ipitishwe kulingana na maelekezo yaliyo chini ya vifungu vya Katiba ya Jamhuri ya Muungano.*"

While Section 132 (2) of the Constitution of Zanzibar of 1984 says:

"*Sheria kama hiyo lazima ipelekwe mbele ya Baraza la Wawakilishi na Waziri anayehusika.*"

This is a practical example to substantiate the fact that the Cybercrimes Act of 2015 could not applicable in Zanzibar until it undergoes constitutional requirement.

However, the Executive Secretary of the Zanzibar Broadcasting Commission, Rafii Haji, notes that plans to enact a law to monitor and control the social media was underway.

## 6.0    Professionalism in the Media

The ethical consideration of the Isles mass media in 2016 was impressive and it appeared journalists and their respective media houses had taken extra care to abide to by the ethics and guidelines issued by local and international institutions.

In different professional training meetings or sessions involving media stakeholders, complaints in respect to the journalism practice used on social media feature prominently. However, this was not the case in 2016. It remained an issue for further discussion as to whether the Isles journalists are not bold enough to practice investigative journalism or work on sensitive stories touching the interests of high profile people or the State for fear of losing their jobs.

### 6.1    Key Ethical Events

The evaluation of the Executive Committee of Zanzibar Press Club (ZPC) has expressed satisfaction over the ethical consideration by the Isles media in 2016. "The media and journalists have performed well in the execution of their professional duties," said the ZPC chairman Abdalla Abdulrahman Mfaume.

Despite the fact that the 2016 was an election year and journalists had to navigate rough waters, there was no single media institution or journalist who was banned or suspended or threatened with suspension.

Furthermore, there was no journalist who was denied accreditation, nor were there cases of people whose application seeking a licence to operate radio or television were rejected.

There have been some challenges in news gathering processes as some officers from both the public and private sectors have not been open in giving information but the journalists and their respective media had adhered to the Code of Conduct in the performance of their duties.

This situation was confirmed by the Director of Information Services Hassan Vuai, the Executive Secretary of Zanzibar Broadcasting Commission Rafii Haji and the ZEC Elections Officer Idrissa Haji all of whom gave high marks on the media performance, especially in the area of ethics in 2016.

In the past, the ZEC Communication, Media and Advisory Committee used to receive complaints from either political parties participating in elections or candidates contesting different positions. The complaints touched on biased press coverage, accusations and counter accusations, hate speech or unfair allocation of air time on radio and TV for propagating election manifestos.

"The 2016 was an election year and we issued accreditation cards to 285 journalists and ZEC received no case on improper media performance," explained Idrissa, a member of the ZEC Communication, Media and Advisory Committee.

For its part, the ZPC is planning to amend its Constitution to conform to the guidelines issued by the Union of Tanzania Press Clubs (UTPC).

"There are some provisions of our Constitution that need to be amended in line with the UTPC," says Mfaume.

### 6.2    Current Media Ethical Debate

The main ongoing media ethical debate is on information gathering process, especially openness on the part of the bureaucracy.

Apart from the reluctance by sources of information to cooperate with journalists, there are some laws that, technically, prohibit journalists from accessing information. That notwithstanding, there are alternative means to access information from different sources. However, media ethics, especially the right to privacy and right to reply, restrict unchecked access to all types of information.

The ZPC is of the opinion that there is a need to request the Government to look into ways of revisiting the laws relating to media operations and enact the Right to Information Act. The ZPC chairman observed that the Right to Information Act would widen access to information especially from the bureaucrats.

### 7.0    Media Development Support

In the past, Zanzibar used to receive grants and scholarships from the international organisations such as United Nations Educational, Scientific and Cultural Organisation (UNESCO), Egypt and China and Germany in support of the media sector. The UNESCO played an active role in the establishment of ZJMMC. In some cases, other organisations like the MCT, the United Nations Development Programmes (UNDP) and the British Broadcasting Corporation (BBC) used to support Zanzibar media personnel during election periods or in efforts to boost investigative journalism.

However, currently, Zanzibar does not receive all that support anymore, most likely due to the change in the donors' areas of priority.

### 7.1    Grants/fellowships and Scholarships

The international organisations especially UNESCO played an active role in the establishment of the ZJMMC. Some Zanzibaris were sponsored

to attend international media training courses. However, in 2016 Zanzibar received no grants/fellowships or scholarships relating to the media sector.

### 7.2    Promotion and Protection of Journalists Rights and Welfare

Apart from the paper presented during the countdown to General Election (Al-Amin, 2015), there was no paper in respect to the Promotion and Protection of Journalists' Rights and Welfare which was presented in Zanzibar. In terms of job promotions and other forms of welfare, journalists working for the government and publicly owned media are covered by the existing social security scheme under the Zanzibar Social Security Fund Act, 2005 (Act No. 2 of 2005) as well as the Zanzibar Employment Act, 2005 (Act No. 11 of 2005). Freelance journalists are not covered under these Acts.

### 7.3    Promotion of Specialised Training in Journalism

Specialised training programmes for journalists are periodically done. A week or two-weeks training courses are prepared and some journalists are invited. Examples of the specialised training included investigative journalism which was prepared and sponsored by the MCT; health programme courses which were  organised by the Ministry of Health and environmental reporting which was organised by the ministry responsible for agriculture and environment, explains Zanzibar Press Club Chairman Abdallah Abdulrahman Mfaume.

### 7.4    Provisions of Institutional Support to Media Institutions

So far, the provisions of institutional support to media remain a distant dream. In the past, some government-owned  media outlets enjoyed the institutional support, but things have changed.  Priorities of the sponsors seem to have changed and there was no support given to either the government or the privately owned media, relevant spokespersons confirmed.

### 7.5    Availability of Research Funds

TMF Chief Executive Officer Ernest Sungura confirmed that millions of shillings were dished out to the Pemba Press Club to prepare television and radio programmes in 2016 (Author, 2017). In addition, he said some journalists in Unguja were given research funds, which enabled them to publish critical articles that had brought impact, he said. The Academic Coordinator of ZJMMC did not get funding from the Treasury for research activities in 2016, said Rashid Omar.

### 7.6 Other Development Support

The Revolutionary Government of Zanzibar is now facilitating discussions between the ZJMMC and Suza to facilitate the groundwork for incorporating ZJMMC into Suza with the view to offering undergraduate and postgraduate courses in journalism.

Chande hinted that ZJMMC may be incorporated with Suza in three years' time. In addition, there were impressive developments in the electronic media in 2016. The Zanzibar House of Representatives for the first time since its inception in 1980 had engaged the services of senior local media experts to do Feasibility for the Establishment of Radio and Television to be used for broadcast of the proceedings of the House of Representatives and other activities relating to the legislature.

The study which was sponsored by UNDP as part of the Legislature Support Programme (LSP) has recommended the project as feasible and is part of the development support of the media sector through the House of Representatives, explained the House Legal Advisor, Moussa Kombo.

In addition, Suza has launched a television programme as part of its educational and learning drives. Suza sent an application for the TV establishment to the Isles Broadcasting Commission in 2016, said Haji.

### 8.0 Trends in Journalism Training Institutions

Unlike in the past where Zanzibar had no option other than sending students to the available academic institutions in Tanzania Mainland and abroad to pursue journalism courses, the situation has now changed.

Those interested to take up journalism studies get an opportunity to attend the journalism schools in Zanzibar and largely reduce costs in training the people outside. Only few students are sent out to take undergraduate and post-graduate studies.

### 8.1 Tertiary Institutions and Quality of Education/Curriculum

There are three schools of journalism offering a Certificate and Diploma Courses in Zanzibar. There is the government-owned Zanzibar Journalism and Mass Media College (ZJMMC) which was established by the Act No. 11 of 2006 that was passed in the Zanzibar House of Representatives and two private journalism schools. The ZJMMC has in 2016 moved to its permanent base, Kilimani, away from Vuga where it was operating in a rented government building.

The Zanzibar Government has provided the ZJMMC with new premises which it constructed at the cost of Sh300 million and has also

refurbished an old building at Kilimani which used to house the popular Kilimani Bar, said ZJMMC Principal Chande Omar.

There is a library, administration offices and modern studios fully equipped with the broadcasting equipment. There are 25 desk computers and plans are underway to buy 25 more computers.

"We thank the government for putting a special emphasis on the media development sector,'' explains the principal. There is enough land for future horizontal expansion programme of the institute, he says.

As part of quality assurance (QA) of journalism education, the institute is in the final stage of getting full registration from the National Education Council for Technical Education (Nacte). The institute runs its programmes on semester basis and it has a total of 200 students pursuing either a two-year ordinary diploma course or a one-year certificate course.

The college offers three specialised programmes: broadcasting, print media journalism and the public relations, explains Academic Coordinator Rashid Omar. He further notes that a staff development programme was put in place and with time the institution will boast seven lecturers holding PhDs.

"The target is to offer undergraduate and postgraduate academic programmes," he said.

And then, the privately owned Mwenge Journalism School located at Amani offers only certificate courses. It should be noted that this it is an integrated school offering other programmes including courses in secretarial work and computer use, explains one of the coordinators, Seleman Seif.

## 8.2   Research Status and Consultancies/Community Services

Researches and consultancies are done on individual basis since the institutions are not yet to be commissioned to do media related research activities.

Some sponsors outsource research and consultancy activities to scholars of their own choice. "Although, we have the capacity to do research and offer consultancy services, we have not been contacted," says the ZJMMC Academic Coordinator, Rashid Omar.

As a matter of policy, all ZJMMC diploma course students are required to do a research paper in partial fulfilment for the award of a Diploma in Journalism, he said. Students are free to choose topics of their own and submit them to the Academic Board for approval and allocation of research supervisors.

### 8.3    Sustainability of Journalism Training Institutions

Those charged with running the journalism training schools acknowledged the fact that sustainability is an area which needs more attention, bearing in mind that operational costs keep on increasing. At least, the ZJMMC is on the solid ground, for it does not entirely depend on fees charged to the students.

The institute is heavily subsidised by the government, receiving ample annual budgetary allocations. The institute receives recurrent budget which, among other things, covers academic and supporting staff salaries as well as other administrative costs.

The ZJMMC was allocated Sh237,810,000, of which Sh202,320,000 was for  salaries  vote and Sh35,490,000 was for other costs (MICTS (2015/2016).

Out of the budgeted funds, the ZJMMC received Sh229,138,251, which is equivalent to an issuance of 96 per cent of the budget (ibid). In the 2016/2017 financial year, ZJMMC was allocated Sh322,490,000 (ibid), of which Sh187,081,800 was for salaries while Sh16,000,000 was for other costs (ibid). By March 2016, ZJMMC had received  Sh203,081,800, which is equivalent to 63 per cent (ibid) of the estimates. Students' fees are used as additional budget.

However, the situation is different in private journalism training schools. Most of the staff members are part-timers and the operational costs depend on the fees paid by students. This has on occasions caused delays in paying part-timers. In some cases, the management has to push the students to pay fees in time in order to pay the outstanding to bills to the part timers, stated Seif.

### 9.0    Conclusion and Recommendations
#### 9.1    Introduction

The primary goal of an annual assessment process is to improve the performance of mass media (traditional media) for that matter and social media as well in Zanzibar. The readers of this report will be able to walk away with an in-depth understanding of the performance of the media in the Isles, its operations, challenges and areas of potential improvements. The report encourages the players in the media sector to develop an action plan for matters that need to be pursued.

#### 9.2    Conclusion

Generally, the performance of the media in 2016 in Zanzibar was encouraging. It is quite impressive to note that the whole calendar year

ended without a suspension or ban or deregistration of a media house or revocation of an accreditation card of a journalist.

There was no report of professional misconduct. Journalists and their respective media institutions appear to have taken ample precautions to check and double check information prior to its publication.

This is a plausible situation, more so when we bear in mind that 2016 was an election year. Of course, there have been some ups and downs in the performance of the media in the year under review.

In the course of their duties, some journalists have obviously experienced professional hazards such as arrest, threats, denial of information or lack cooperation from the sources.

This situation should not demoralise them. Instead, it should be taken as a challenge as journalists and media house owners think of a way forward.

The presence of some applicable laws relating to the practice of journalism has been specifically listed as the fundamental issues leading to the stagnation of rapid development in the media.

Moreover, lack of necessary laws to create a conducive environment for the media practitioners stand out as a bottleneck. It is easy to educate and influence change in the mind-sets of sources of information in order to adjust accordingly and offer maximum cooperation to journalists who act as vehicles for collecting and disseminating information to the people. The cumbersome task that lies ahead is to talk to the government and convince to review the existing laws which frustrate the performance of journalists.

There is normally a long procedure and bureaucracy in enactment, amendment or deletion of existing laws that are retrogressive.

However, we must acknowledge that there are no shortcuts. Due legal and political processes must be respected by all.

There is, all the same, a need to launch an aggressive campaign to educate the lawmakers to see the justification of revisiting the existing laws to smoothen the practice of journalism in this democratic era. In the enactment or amendment process of the laws relating to the media, the involvement of media stakeholders is absolutely necessary and their contributions should also find a place.

It is important to remind ourselves that the main duty of journalists is not to create hatred or plant seeds of social and political divisions but rather, their duty is to educate and give correct information to the society.

### 9.3 Recommendations

After highlighting the ups and downs of the media sector in 2016, there are certain recommendations which have been proposed with the hope that they may bring about a major reforms leading to improvement of press freedom and the working conditions of journalists in Zanzibar.

i. The Zanzibar Government should try to look into ways of cooperating with media stakeholders to enact a law for the Right to Information and the Media Law as a way to promote accessibility of information and promote the press freedom. It appears that lack of such laws stand as an obstacle to journalists as they seek to get information and protect their sources from any possible problems;

ii. There is the need of government and non-governmental institutions to offer maximum cooperation to journalists in the collection of information a move which will enable the public to get the up to date, correct and balanced information. The general picture which emerged indicates that the competent spokesmen of government institutions and NGOs are rather too reluctant to share information with journalists who need to convey it to the public which has a constitutional rights to information;

iii. Media practitioners should try their best to discourage self-censorship. This does not mean that they should ignore their editorial policies but self-censorship should not be given any room. It has been noted that journalists themselves fear to disturb their bosses and have developed a tendency to practice self-censorship. This leads to denial of information to the public.

iv. The existing applicable laws curtailing the operations of mass media should be revisited as some are clearly outdated. The legal regime in which the media operates hinders journalists seeking information.

v. With non-deletion or amendments of some of the existing laws, the chances will remain slim for the media sector to perform better.

v. More efforts are needed to promote investigative journalism which is necessary if we are to expose corrupt practices and unethical behaviour of some leaders. One of the weaknesses of journalists which have been cited is lack of self-initiatives to practice investigative journalism. It is believed that training opportunities to journalists on investigative journalism may encourage them to do investigations and expose evils such as corruption, favouritism, nepotism and financial mismanagement of public funds. This may improve the level of good governance.

vi.   There is a need on the part of the government to set aside special funds for media research activities. Lack of research funds has been a camouflage to journalists not to engage in doing researches. By whatever standards, research activities are necessary for promotion of journalism profession and good governance.

vii.  There is the need to promote specialisation in the newsrooms a measure which will facilitate in-depth reporting and media analysis of the current affairs taking place at national and international levels. It has been observed that most of the stories and features are not well done, apparently for lack of sufficient information and knowledge by the journalists. Therefore, the specialisation may prepare journalists to be experts in the field and write in-depth reports.

viii. Training programmes on the safety and welfare of journalists should be given a priority. It has been observed that safety and welfare training programmes are not taken as a matter of routine as a result most of journalists are exposed to dangerous environments. In addition, given the economic trend, the welfare of journalists should not be given less attention. At the end of the day, the journalists, just like other human beings, need to make a living.

iv.   There is a need of enactment of a law to check the performance of social media to enable it operate within the parameters of the law. If the social media which are effective tools of communications are left unchecked, there is the possibility that they could be used beyond the expectations of the people. Most people complain about the operations of the social media and, unlike in Mainland Tanzania, there is currently no law to check them.

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# STATE OF THE MEDIA 2016

The State of the Media Report is a flagship publication of the Media Council of Tanzania (MCT) published annually since 2001, documenting trends, developments and challenges in the media sector that prevailed during the year. Since the opening of media space in the mid 1990s, the Tanzania media has distinguished itself as vigorous and courageous, pushing frontiers of press freedom and freedom of expression. The Tanzania media has immensely contributed towards the widening of democratic space, accountability and the development of a culture of transparency in governance and that is despite the existence of draconian media laws. All these gains have been lost with a stroke of the presidential pen assenting to the Media Services Act, 2016 negating over 20 years of the hard won gains in the development of a strong, free and independent media in the country

The media stakeholder's vision of having in place laws that would support the growth of a free, vibrant and responsible media have been dashed and the 2016 State of the Media Report chronicles this major historical landmark which rings the death toll for press freedom and freedom of expression. The new law seeks to criminalize professional mistakes, license journalists and introduces a statutory body to control the media.

A positive trend noted in 2016 was the increase in the use of online platforms such as Face Book, Twitter, Whatsapp and blogs for getting news, exchange of information, communication among the people and to express themselves. However, the year was also marked with the clamp down of social media, a consequence of the Cybercrimes Act, 2015. A number of people have been arrested for opinions expressed in social media platforms during the year. The Government's move to abolish live coverage of the Parliamentary debates by the broadcast media was another major setback indicating a trend towards diminishing access to information to citizens.

Ironically, as the government continued to further squeeze access to information, it did sponsor the passing of the long awaited Access to Information Act, 2016 in September 2016 year. The law, though rather weak in substance, does provide a better chance for citizens to request and be given information in the custody of the government and its departments. A special section of the report deals with the media sector in Zanzibar and provides interesting insights into issues such as editorial independence, laws which regulate the media, access to information, harassment of journalists, ownership and the influence of the media.