



INFORMATION AS A PUBLIC GOOD

WORLD PRESS
FREEDOM DAY 2021
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#WorldPressFreedomDay



United Nations
Educational, Scientific and
Cultural Organization



World Press
Freedom Day

2021 REPORT

WORLD PRESS FREEDOM DAY

Summary of proceedings and recommendations

UNITED REPUBLIC OF TANZANIA

FOREWORD

This year's World Press Freedom Day theme "Information as a Public Good" Habari kwa Manufaa ya Umma served as a call to affirm the importance of cherishing information as a public good and exploring what can be done in the production, distribution, and reception of content to strengthen journalism, and to advance transparency and empowerment while leaving no one behind. The theme is of urgent relevance to all countries across the world. It recognizes the changing communications system that is affecting our health, our human rights, democracies, and sustainable development.

To underline the importance of information within this new ecosystem, WPF 2021 in Tanzania adapted the global theme to highlight five key topics:

1. Media viability and independence
2. Human Capital Development
3. Legal and Policy Environment including working conditions
4. Safety and Security of Journalists
5. Media and Information Literacy including digital literacy

A series of events engaged the UN, government, development partners and central actors to raise awareness and deliberate on key solutions to pertinent challenges faced by journalists and media as a whole in fulfillment of its role to society. Violence, harassment, and bias against women in media, absence of media indicators in development frameworks and national plans, and the overlaying theme of information as a public good in Tanzania.

In honour of the 30th anniversary of the Windhoek Declaration, we welcome the endorsement of the Windhoek +30 Declaration, borne of intensive media consultations that Tanzania was also a key part of, to take forward information as public information.

I am proud of the partnerships formed and the diversity of organisations involved in the commemoration of this year's celebration – from traditional to digital media, research entities - and look forward to continued collaboration with all key partners in our common vision to promote press freedom, which underlines freedom of expression, access to information and media and information literacy for democracy and development. It is only through cooperation such as this that meaningful results will be achieved, in this case through the coordinated and collaborative implementation of recommendations.

I convey my deepest appreciation to H.E President Samia Suluhu Hassan for ensuring that she was present for the officiation of the main event through the Minister of Information, Culture, Arts and Sports, Hon. Innocent Bashungwa and for championing the agenda of information for development. In that way, supporting our collective, greater mission to build knowledge societies for development in Tanzania. I am grateful to the Ministry of Information, Culture, Arts and Sports for its continued cooperation in the delivery of the UNESCO mandate to promote freedom of expression, access to information, and media development (online and offline).

I look forward to furthering the conversations started and achieving key results in advancing communication and information in Tanzania – thank you to the Swedish Embassy, Swiss Agency for Development and Cooperation, Legal Services Facility, and AIRTEL Tanzania for their continued support and cooperation. Canada and UK Embassies in Dar es Salaam for their deliberate and extensive outreach for the Day.

Special thanks to the National Planning Committee for WPF 2021 – Media Council of Tanzania (MCT), Union of Tanzania Press Clubs (UTPC), Jamii Media, Nukta Africa, ElimikaWikiendi, MISATAN, Tanzania Editors Forum, East Africa Radio, Tanzania Media Women's Association (TAMWA), TWaweza, UN Information Centre (UNIC), UN Resident Coordinator (RCO-COAP), Friedrich Ebert Stiftung (FES), Tanzania Media Foundation (TMF), TADIO-Community Media Network, UNESCO, Ministry of Information, Culture, Arts and Sports (MICAS), UNESCO National Commission, Media Owners of Tanzania (MOAT), Jamii Forums, Legal Services Facility and SIKIKA.

I thank you all for the individual and collective contribution, events, and programmes organised by journalists, media, and civil society organisations across the country for this important celebration.

Tirso Dos Santos

UNESCO Head of Office and Representative
to the United Republic of Tanzania



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#MeToo movement ignited in dialogue to empower women in media

"Yes, change takes long. But today, change starts here."

Rose Mwalimu,

media expert presenting at the Intergenerational Dialogue to empower women leaders in and through the media.

For the first time this year, leading up to World Press Freedom Day, a dedicated session on violence against women and children established the challenges and solutions to tackling harassment and abuse of women journalists in newsrooms, detailing key points of action to address this silent pandemic.

On the 27 of April an **Intergenerational dialogue to develop a roadmap to empower women leaders in and through the media**. This was on the premise that, as much as we consider the safety of journalists as fundamental, it is concerning that women journalists' prominent role in the public sphere and their critical work in reporting on serious issues and exposing the truth have contributed to making them targets of threats and violence, both online and offline. This is often in the form of harassment, smear campaigns, sexist hate speech, trolling, physical assault, rape, even murder.

Nancy Angulo, National Programme Officer for Communication and Information, a panelist, stressed that gender is a UNESCO global priority and relevant to the dialogue, UNESCO supports efforts to address violence against women in and through the media within the UN framework. It is important to pin down the role of media owners because more often than not, as the gatekeepers, they ignore the perpetrators.

Many women, female journalists included, do not even know that they are being harassed and abused. This is due to an enabling culture that allows patriarchal control and systems that are said (and unsaid) that do not allow for violence and harassment against women in the workplace to be formally voiced and addressed. Women lack the assurance that anything will be done even if they do speak up against harassment, sextortion, and gender-based violence in media for fear of the consequences, humiliation, and further suppression of their rights as women and as journalists.

It is imperative that women journalists themselves know what harassment, violence and bias is, to consciously recognise it and know how best to address it. Women are also biased against women. We need to address that. This is not peculiar to the media industry. Tackling violence against women in the media is not too different from other fields.

"Let us start with those who make the last decisions. Change their mindsets. Let us start our own media houses if we have to. If we cannot sit at the table, let us bring our own tables!"

Lulu Ngwanakilala, *CEO Legal Services Facility*

Women journalists all along are facing challenges that have led very few of them to attain editorial and managerial positions while more of them remain in reporting, producing and presentation positions for a long time. Rose Reuben, the Executive Director of TAMWA added that the latest research made by her organisation shown that some media women experience no promotion and therefore less payment and less working motivation.

Issues like sexual harassment and sexual corruption harness female journalist working lives from within the media houses and also from the sources of the information environment. Sexual corruption is prevalent in every place and not only in the media sector. People do not

speak out for the following reasons; they are not sure about where to report and seek help since most of the media houses do not have sexual corruption policies or confidential tackling systems. Some fear to report because they feel it may seem there are stating allegations against someone and they may put their jobs at risk. Secondly, if you lack evidence then your life is in danger. The perpetrator network may reach out to harass the victim until she gives in or leaves the job.

With time, the working environment has improved for women journalists but much more needs to be done, said Rose Mwalimu, who recalled being told by her outright by a male supervisor on the first day she reported to work as a journalist, that "Mimi sipokei wanawake (I do not receive women journalists)." Factors cited in the discussion that lead to the repression of women journalists in the field include culture, lack of women leaders, inflexible working hours and work environment that accommodates employee welfare and childcare, sexism in newsrooms, lack of mentors and training to upgrade professional capacities and networks.

Media owners must be involved as change agents and overall ethics in journalism enhanced to build professionalism and respect for all, both men and women in the field. Journalism is not hooliganism. Leah Mushi, a media expert also presenting in the panel emphasized, "As we fight for others' rights, let us start to fight for our own." Women journalists must be made aware of their rights.

Even if gender policies may be included as a mandatory requirement for media registration, there is no motivation to enforce them. Clear modalities must be put in place to enforce gender policies at media houses, particularly within community-based, family-owned media entities where harassment is considerably prevalent.

Fight your fight! Be so good at what you do that they ask, "What's that woman all about?"

Halima Shariff, founder of TAMWA and 2021 recipient of Women of Achievement in Media Award.

Halima Shariff said, "We have enough evidence. Let us do something about it. TAWLA, TAMWA have done some studies and have so much data that we can already use to inform a comprehensive programme to address violence against women in media.

Let us start by outlining specific indicators for media and media houses, set ourselves to groom a new generation of media professionals to transform the mindsets of both male and female leaders in media. Let us work on improving gender content, training, and policy. "Gender bias does not start or end with one woman. One woman harassed is one woman too many.





Social media is portraying women negatively. We are belittling ourselves on these platforms. In getting our voices heard, let us start with our talkshows. Recognition inspires women in the field. Women journalists aspire, uniquely as women, to be trendsetters. We need to infuse the significance of recognition and appreciation as a way to motivate the younger female journalists to aspire.

In the consultation for the Media Services Act of 2016, clauses addressing sexual harassment and sexual corruption in media were proposed but were not included in the final draft that was approved and passed by Parliament. With the absence of provisions for gender and media in laws and policies, there is no clear directive on what to do. And how it must be done.

Pili Mtabalike reminded the meeting that for more than twenty years, media was recognized at the Fourth UN World Conference on Women (Beijing, 1995) as critical for the advancement of women and the achievement of equality between women and men. The Beijing Platform for Action underlined several issues, among them, gender bias in media organisations, degrading and suggestive pornographic media images of women, and the unexploited potential of information technology for women's progress. The government should take up implementation of the recommendations of this process.

It is imperative to build confidence in young journalists in their transition from what they are to what they want to be. The biggest culprits of harassment in newsrooms are the editors. There is a need to have an editors' code of conduct that they must abide by to curb this. Mentorship will ensure lifelong learning, and build knowledge and support systems for female journalists their life/work cycle.

Fatma Alloo stressed that the role of leadership must not be undermined. The leadership of the times will determine how swiftly the movement for women, including women in journalism will be steered. Bold actions take bold decisions. It is important to support initiatives that build confidence from childhood. Pertinent to the women's movement will be a courtesy call to H.E President Samia Suluhu and continued advocacy of women, for women, with key ministries and agencies.

Chairperson of Tanzania Editor's Forum, Deodatus Balile spoke of brain drain in the journalism field and the need to mitigate the flight of journalists to other fields from

journalism which is challenged by dwindling revenues largely from lack of adverts and consumer shifts to social media and online platforms. There is a battle for audience between social media and investigative journalism. Issues of dress code have also led to the prevalence of harassment of women journalists in the workplace. The issue of dress code leading to harassment was strongly challenged.

Maria Shaba, a veteran journalist said, "We have been talking about this for over 50 years." It should reach a point where "when one of us is hurt, you hurt all of us. Wingi wetu ni fursa (there is opportunity in our numbers)." Our tears have dried, we are saturated. We suffer but we continue to use the same tactics, expecting different results that will not come. We need to change, use new and fresh approaches. This concerns everyone. With a female President, we have a role model. This is our opportunity to raise our voices louder to be heard and have something done about this. If we miss this chance, we should forget about any change happening again in the current times. We must raise this with one voice.

"The system will not change if we do not change it."

Maria Shaba,
veteran journalist.

David Bwire, executive director and media owner worries that the new generation of journalists, even out of university, have no capacity or confidence. He encouraged young journalists to "not skip the process." He suggested that mentorship to build confidence and leadership skills should begin before

journalists graduate (possibility in their third year of study). Regarding policy reform, perpetrators of violence and harassment against female journalists must know that there will be repercussions for their actions..."if you do this, this will happen". This is currently missing. Gender policies are copied and pasted but not enforced.

Saumu, programme officer with the community media network, reiterated that female journalists have to build themselves before they expect to be built. Must help themselves before they expect to be helped. It is important to partner with legal associations such as Tanganyika Law Society (TLS) to get much-needed legal support in build knowledge and seek remedy for these issues through due process. The situation is dire within the community media where there are cases where up to 5 female journalists working with the station are impregnated by the same radio manager.

Aisha Dachi, Director of Radio Broadcasting Services at Tanzania Broadcasting Services (TBC) reiterated that the government is making progress and that public broadcasters have a lot of good practices to learn from that other media houses can emulate. For instance, at TBC, the heads of departments of all core business units are women.

"Let us also pick the good things within the media laws and policies that can help solve our issues."

Judith Mhina,
Directorate of Information Services.

In our reflection, we must ask ourselves, "Where did we fall?" Building a professional work ethic, hard work, and determination, and confidence will be the first point of protection in ensuring that female journalists do not easily fall prey to being harassed and assaulted.

Head of Programming at East Africa Radio, Lydia Igarabuza said, "In the private sector, audiences demand content that is relevant and entertaining. Gender-based stories tend to stay in the back end because we have not captured an entertaining way to present them. We need to change our approach.

Use drama, documentary, actuality formats to fit the 'big agenda' content into our audiences mind. In the matter of amplifying women to leadership roles in media, it is important that we build a support system that prepares women for these positions. Mentorship is key, not just skill exchange but mindset development. Let us have these mentorship sessions at the early stages, in schools/ learning institutions. Let us go there, frequently and have these conversations."

Also for the first time this year, twenty-five honorary veteran female media professionals were awarded the inaugural Women of Achievement in Media Awards by the Ministry of Information, UNESCO, and Tanzania Women's Association underlined the contribution of women journalists to the media sector and overall development.

Honour List of the 25 Awardees of the Inaugural WOMEN OF ACHIEVEMENT IN MEDIA AWARDS

Edda Sanga

The first female news reporter with Radio Tanzania – External Service. She has mentored hundreds of female journalists and is a female media icon in Tanzania.

Valerie Msoka

Media, communications, external relations, and results-driven advocacy expert with more than 20 years of experience in national and international organizations. Has worked in Tanzania, Iraq, Sudan, and South Sudan and reported from East and Central Africa. Former radio producer with the BBC World Service and led the establishment of the UN Radio in South Sudan. She was one of the two women selected to represent journalists at the 'Bunge la Katiba' on women and children issues

Rose Haji Mwalimu

The first female journalist to report on issues of gender-based violence with Radio Tanzania – External Service in the '90s. Pioneer and mentor of community radios in Tanzania and first female chairperson of MISA-Tanzania. She is an avid advocate of women's rights in and through the media.

Halima Shariff

She is the first Secretary-General of TAMWA founded in 1987. One of the founding members of TAMWA. She has pioneered and led programmes that have improved the lives of women and young girls across the country. She has over 25 years of experience in and from the media that transcends into initiatives that continue to positively impact the lives of women and girls in Tanzania.

Jane Shirima

Currently the Director of News and Events at Azam Media. She is a female leader in media who has uplifted other journalists in her work and integrated gender equality issues regarding the welfare of women and children are broadcast through mainstream programmes.

Hoyce Temu

She is a TV Host and Creative Director of Tanzania Yetu, which continues to touch the lives of thousands of people- women, men, and children in need.

Joyce Mhaviile

The longest-serving female Executive Director in media. She is the Executive Director of IPP Media – the first woman to hold the position of chief executive officer in media in Tanzania

Geah Habib

With over 1.2m followers on Instagram, Geah Habib is Presenter and producer of Leotena (Hekaheka) and Kwarahazetu on Clouds FM Radio. She covers real-life events affecting women and children.

Pili Mtambalike

She is an exemplary female leader in media. First woman journalist to work with the United Nations to specifically address issues of women and children. Has years of experience in advocating for press freedom and freedom of expression, media ethics and excellence.

Lydia Igarabuza

Currently Head of programming at East Africa TV. A role model and first young female presenter on television in Tanzania, hosting Femina TV show FEMA, promoting women, girls, and their rights to health services.

Maria Shaba

Veteran journalist and pioneer of the women's movement in media. One of the first female presenters of Radio Tanzania – External Services.

Flora Nducha

Currently the Chief of UN News Kiswahili at United Nations, Flora has decades of years of progressive experience in the media sector. She is the founder of a radio program about Tanzanian Women - MIWANI YA MAISHA that touches on the lives of every woman in Tanzania and has changed many lives, with one of the highest listenership rates in the country.

Evodia Ndonde

Produced the famous 'Sidanganyiki' campaign against early and unintended pregnancy. She is the first female photo and video journalist with the Audio Visual Institute of the Ministry of Information in 1973.

Assumpta Masoi

Seasoned, New York-based journalist at UN News at the United Nations.

Prof. Mwajabu Possi

A seasoned academician in media studies, she is the first woman to head the School of Journalism and Mass Communication at the University of Dar es Salaam.

Blandina Sembu- Posthumously

She was a pioneer journalist and presenter of ITV programme Jarida la Wanawake, one of the first of its kind in Tanzania to focus on women's economic empowerment and people with disabilities. Her life was cut short in alleged murder and her body was found on the side of the road on 28 March 2021.

Dr. Joyce Bazira

A seasoned journalist, editor, and mentor for over two decades. She introduced Women in News in Tanzania that has positively impacted many women female journalists in Tanzania.

Fatma Alloo

Founder and first Chairperson of Tanzania Media Women's Association, founded in 1987, a voice for Tanzanian women to be heard by public stakeholders and to bring women's concerns to the forefront. She is also the founder of the acclaimed Zanzibar Film Festival (ZIFF).

Beatrice Bandawe

Few women in Tanzania have taken the role of Managing Editor in Tanzania. She has been a journalist for more than 20 years and is the Managing Editor at Nipashe for more than five years now.

Aisha Dachi

Currently the Director of Radio Services at Tanzania Broadcasting Radio Services. Her work and experience over decades in the media industry continue to promote the use of Kiswahili across airwaves to reach Tanzanians across the country with information through the public broadcaster.

Joyce Kiria

Creator, producer and host of Wanawake Live

Irene Bwire

Head of Communications Unit at the Prime Minister's Office

Penzi Nyamungumi

Women and human rights programmes. Retired as Head of the Communications Unit at the Vice President's Office

Dina Marios

Dina Marios is a radio presenter for Uhondo on EFM radio, Oxfam ambassador, and founder of several awards and initiatives empowering women and girls in Tanzania.

Lilian Timbuka

Seasoned journalist and editor at Mwananchi Communications Limited



1. Evidence-based programmes informed by data, which is already available should guide firm action against, harassment and violence against women journalists in the media. Efforts to update regularly data on the status of progress should be supported.
2. Conduct an audit of policies and laws to ensure that they are gender-sensitive, responsive, and transformative and develop indicators for gender equality in media houses
3. One voice in advocacy, coordinated action for women empowerment in media is imperative.
4. Pre and in-service journalism education should include topics on ethics, addressing GBV, and harassment in the media to raise the awareness of women journalists on laws that protect them.
5. Recognition and mentorship are important, to build confidence and aspirations, particularly among young journalists, preferably while in journalism school.
6. Build systems within the media that reinforce consequences for perpetrators e.g. a code of conduct for editors, enforcement of gender-sensitive Human Resources (HR) policies, gender desks/focal points in media houses
7. Capacity-building - should include training on the repackaging of stories with a gender lens to change the narratives – to stories that are transformative narratives.
8. Adapt gender trackers for programming content. Involve in the process of addressing 'gender unawareness'.
9. Enforcement of media house policies that foster ethics and professionalism.
10. Review of the 2003 Media Policy

Role of media for development detailed in consultation for integration of media indicators in development frameworks

On 28 April, a **Stakeholder Consultation on the Integration of Media Sector Indicators in the National Development Framework and the UN Common Country Assessment**, also held in Dar-es-Salaam, drew several recommendations, leveraging on the entry points for media development to support peaceful, just, and inclusive societies.

This important session elaborated key targets for cooperation and action to strengthen national frameworks and support for media development, information literacy, and access to information for the promotion of inclusive societies.

In his opening statement, UNESCO Head of Office and Representative stated that it is time that media cooperates with other civil society groups – legal, research, innovation- to leverage their experience and influence to bring progress to the media field. Media indicators developed must be comprehensive, not demonstrative.

Media is operating in siloes. We also make a special appeal to partners for support to media development in Tanzania.

Tirso dos Santos,

UNESCO Head of Office and Representative.



Officiating the meeting, Dr. Abbas, the Permanent Secretary of the Ministry of Information, Culture, Arts and Sports affirmed that the government is present and willing to work with media actors and partners for sector development. He stressed the need to have regular dialogue sessions to reflect on status and progress and not just wait for World Press Freedom Day to have these important discussions.

There is no government without media and no media without government. Let us work together.

Dr. Hassan Abbas,

Permanent Secretary of the Ministry of Information, Culture, Arts and Sports



EVENT IN PICTURES





The government appreciates UNESCO support and all stakeholders who are supporting the government in this. What was discussed, was important for the future of the sector.

"Media is very good at fighting for others, not itself." It is important to work reflect on issues concerning the media itself, once a year is not enough to do this effectively. Such sessions should ideally be held biannually or even four times a year for meaningful engagement and follow-up.

Economic viability is a key priority. We cannot speak of meaningful press freedom without economic viability, without properly addressing economic pressures. We need to do more on economic empowerment of the media sector, we need to devise new approaches to the application of business models for media. Media sustainability is key and viable economic models build accountability.

Where it involves policy reform, the government is ready to work with stakeholders for consultative media reviews. Also, it is high time that women are more involved in the process, as they are the present and not the past. There is a lot also that media can learn from the government, there are many best practices in recruitment and retention. "We are working on soon confirming the acting director, she has been in that position for a long time."

The Review of the Media Policy of 2003 is long overdue. The standard review period is 6 to 10 years. We are almost 20 years past. We look forward to the organisers bringing the recommendations from these sessions to the government so we can work together to address them. We look forward to working together in a cooperative environment and collaborative culture.

In her presentation, Annastazia Rugaba, TWaweza gave a detailed overview of how media habits, citizens' views, and media and access to information laws are affecting access to information. She drew attention to the fact that mobile penetration is changing media consumption trends and must be considered within the broader view of how the digital revolution is changing the model of the media business. Several laws need to be reviewed to ensure that media reaches global and country goals for progress. These laws include the Data Protection Act, Media Services Act, Broadcasting Services Act, and EPOCA.

Reynald Maeda, Secretary-General of the UN Association of Tanzania, stressed that the voice of the media needs to join other civil societies in the FYDP and other development processes. There are currently no specific indicators for media in development frameworks. There is a need to develop and package specific indicators to measure progress for media in existing frameworks.

Media should build on its strengths as reference points and key resources for information. The media should be more proactive in seeking and applying for specialized grants and can build a critical niche as alternative sources of data for reporting on the progress of development.

Deodatus Balile, Acting Chairperson of Tanzania Editors Forum in his presentation said that references to media and press freedom in the Constitution were removed in 2005. He added that in his research to present at this session, he noticed that the International Convention on Civil and Political Rights (1966) in all 53 clauses, not even one speaks of media. In The International Covenant on Economic, Social and Cultural Rights (ICESCR), in all 31 clauses, none speaks of media. In Agenda 2030, there is nothing on media or press freedom only

targets for access to information which are vague. He noted that press freedom is different to access to information and it can therefore be assumed that those targets do not even apply. In Agenda 2063, there are no targets for press freedom or media development. In the National Vision 2025, in all 41 pages, it is only stated in the preamble that media was involved in public awareness.

Model documents that have integrated media and targets for its development include Norway's national vision plan and the Ghanaian constitution.

Nuzulack Dausen, Executive Director of Nukta Africa highlighted the need for media to revise the packaging of content as news consumption behaviour has changed. In practical terms, a person picks up their mobile phone at least 90 times a day. Internet users are up to 28.5 million of the total population. There is a need to produce content that fits consumer needs. Politics is a 'cash cow' and development content has no financial return. There is an ever-growing dilemma of sacrificing financial interest and ensuring media sustainability v/s production and broadcasting of development-related content. Funding is limited to meaningfully support the reach and coverage of development issues, and realistically, editors are audited on returns, not content.

There is a crisis of sourcing news, particularly affected by technology and digital transformation. Changing mindsets will take changing the way tell stories, how news is consumed. The regulatory framework should not be reactive. This will only lead to 'robotic journalism'. Media should be reprimanded where it is not compliant based on a professional and not emotional appraisal.



RECOMMENDATIONS

1. The Ministry of Information has a key role to carry the media agenda as other responsible ministries carry the agenda of other sectors, collaboration between government through the ministry and media actors is essential to ensure the effective integration of media issues in development frameworks.
2. It is important to encourage journalists to actively participate and contribute to the national development planning and implementation process to contribute in their own right as key actors, particularly on issues that affect them
3. UN, government, and partners should be urged to not call for the participation of the media simply to report the stories but to contribute as other civil society groups in development consultation processes
4. The media must do better to enhance cooperation with other associations in civil society for inclusive, consolidated proposals/drafts that include media sector contributions. Collaboration within the media sector must improve for better coordination and cohesive advocacy. Parallel systems do not work.
5. More effort is required to address the effects of digital transformations in media and information delivery to improve media economic viability.
6. The first speech of H.E President Samia Suluhu after she was sworn in as president stood for press freedom and reversed the banning of media houses. The media should in turn support her by upholding good ethics and professionalism.
7. Gender issues need to be featured better in content, policies, and development planning specifically issues on media and the well-being of women journalists
8. Research and development desks can be set up in newsrooms to support content development.
9. Regular dialogues should be held to more frequently evaluate and deliberate on media sector progress. At this point, submit media sector contributions from World Press Freedom Day consultation to ongoing national planning processes (FYDP, NPA) and the UN CCA.
10. Dedicated support to establish and ensure that the Independent Media Council is fully and effectively functional and an operational mechanism for implementation and monitoring of access to information.

This was an opportune time to deliberate on the integration of media indicators in development frameworks with the ongoing consultations for the drafting of the Common Country Assessment (CCA) that will guide the development of the next UN Development Assistance Plan (UNDAP), the Five Year Development Plan and the National Plan of Action for the Prevention of Violence Against Women and Children from 2022. Below is the proposed input from the consultation session to the CCA that will as well guide the development of targets and indicators for other processes.

Media Sector Contribution to the Common Country Assessment (CCA)

Summary of changes to data/analysis of national development frameworks (including CCA)

In addition to narratives of national development frameworks (including CCA)

At its most fundamental, a free, independent, and pluralist media sector is a prerequisite to the creation and sustaining of functioning democracies, supporting the creation of peaceful, just, and inclusive societies. These arguments have been made for decades. More specifically, however, media can, in different ways, support achievement across all SDG 16 and other targets and hence support the acceleration of the entire 2030 Agenda.

To significantly reduce all forms of violence and related death rates everywhere (16.1): Independent, diverse and professional media sectors have the potential to be actors for peace and development by avoiding and reducing the spread of hate speech and disinformation leading to violence and providing conflict-sensitive reporting, informing on root-causes of conflicts and peaceful solutions. Media offers a platform for dialogue and, as a trusted infomediary, supporting broad-based social cohesion, rather than being a vehicle for reinforcing identity politics, fostering two-way communication on developmental and humanitarian issues, according to good practices in communication for development. Media also provides gender-sensitive reporting on issues such as violence against women. The issue of violence against women in the media is an urgent imperative.

In promoting the rule of law at the national and international levels and ensure equal access to justice for all (16.3) media actors cover the problem of impunity; inform the public (and population groups) on access to justice and human rights issues; contribute to realizing universal access to information held by public bodies; acts as a watchdog and holding the executive and judiciary powers accountable.

By 2030, significantly reduce illicit financial and arms flows, strengthen the recovery and return of stolen assets, and combat all forms of organized crime (16.4), investigative journalism has been influential in uncovering and forcing action on large-scale illicit operations in recent years.

In substantially reducing corruption and bribery in all their forms (16.5), independent media, including investigative journalism is closely associated with corruption control across countries in various ways at different levels of development. As recognized by the resolutions and decisions adopted by the Conference of the States Parties to the United Nations Convention against Corruption, as well as by UNESCO's declaration on "Free Media Contribute to Good Governance", and by a growing body of research. The important role of the media is also included in the UN commitments made at the London Anti-Corruption Summit in May 2016 and included in the Joint Statement by the High-Level Segment at the 18th International Anti-Corruption Conference in Copenhagen in October 2018. Media can facilitate efforts to mobilize citizens around anti-corruption agendas and help citizens voice their concerns.

Responsive and accountable government and public institutions (16.6) - Professional journalism and other media output have a central role to play as an agent of accountability, by providing information that is verified and salient for citizens. Increasing the availability and accessibility of verified information—such as generating evidence on the performance of public officials and leveraging on universal access to information held by public bodies.

Aligning the targeting and timing of information with the political process—this can be a fundamental first step towards promoting greater accountability and government responsiveness, supporting greater accountability and government responsiveness, supporting open government, enhancing the responsiveness of government by channeling feedback, raising awareness of citizens' rights, vis-à-vis, public institutions

<p>In addition to narratives of national development frameworks (including CCA)</p>	<p>and provide information about services and entitlements and fact-checking, countering and exposing the sources of disinformation.</p> <p>In ensuring responsiveness, inclusive, participatory, and representative decision-making at all levels (16.7) – the media promotes political participation (notably women's political participation and leadership), through reflecting and hosting national/community conversations on governance. Research has shown that this both increases knowledge of governance issues and participation in politics; helps reinforce democratic and other progressive norms through making available accurate and credible information from trustworthy sources. This reduces information asymmetries and increases citizens' willingness to punish incumbents for poor performance and bad practices such as corruption. The media reflects and act as a conduit for the voices of population groups that have been historically at the margins of public debates; provides balanced, independent, and timely coverage during election periods – informed voters are essential to an electoral democracy; support the integrity of elections, and promotes citizens' media and information literacy.</p> <p>16.10: Ensure public access to information and protect fundamental freedoms, per national legislation and international agreements.</p> <p>This target directly supports public access to and use of information, to support SDG 16 and the broader 2030 Agenda. The indicators serve to highlight the important role of journalists and others in using that information as well as the need for journalists and media workers to be safe to carry out that vital work. Media development interventions to support 16.10 include strengthening a conducive enabling environment for free media actors through advocacy and policy advice. Particularly, support for training for independent media professionals so they can make the freedom of information requests necessary for investigative journalism, and for all areas of development reporting, including reporting on the progress made in achieving the SDGs. The promotion and protection of freedom of expression; promotion and protection of the safety of journalists and the end of impunity for crimes against journalists. In addition, support for the development of public service journalism; and support for coverage by the media of progress or regress on guarantees for access to information and safety of journalists.</p>
<p>Summary of the key issues/challenges to sector progress</p>	<ul style="list-style-type: none"> • Regrettably, independent media is not perceived as a central contributor to the 2030 Agenda and a prerequisite to its overall achievement. Discussions on the role of media in achieving the SDGs too often focus narrowly on target 16.10 – Public Access to Information), not on its relevance to the broader SDG 16, nor across the whole of the 2030 Agenda. • Media actors (as country-level stakeholders) are usually missing from the processes and spaces put in place for adapting, implementing, monitoring, and reporting on the SDGs and national development agenda.
<p>*list of particularly affected groups</p>	<ul style="list-style-type: none"> • Media and the constituencies they service (including online and offline, mainstream and community media)
<p>*list of contributing factors, include drivers of exclusion, risks, and vulnerabilities</p>	<ul style="list-style-type: none"> • Beyond the specific contribution of media to SDG16 targets, media actors play an important role in processes of SDG implementation and monitoring, including follow-up and review. The 2030 Agenda is a demanding and progressive framework agreed by the Member States, and media – in full respect of their independence – could work alongside other stakeholders (parliaments, civil society organizations, academics, trade unions, and so forth) to support the implementation of national commitments and hold governments accountable for implementation across the Agenda. • In-country mechanisms which support the 2030 Agenda provide entry points for engagement in more politically restricted environments where discussions around inclusive governance, peace, security justice, and human rights are more constrained.

<p>*list of contributing factors, include drivers of exclusion, risks, and vulnerabilities</p>	<ul style="list-style-type: none"> Inadequate training/orientation of journalists on specialized issues that they are expected to report on leading to a perception that they are not qualified, and lacking/ irresponsible media coverage on the issues.
<p>* define how these intersect with the remaining TRG areas or dimensions of sustainable development</p>	<p>Monitoring: indicators and data - Media contributes to consultations on indicators and data, including the choice of national indicators including the provision of information on population groups that are left behind or at risk of being left behind. Media actors, with sufficient training and data literacy, can support conversations around the government data and reporting, helping broader analysis and reporting to citizens and journalists provide verified information as a complement to official statistics on the effectiveness of policy implementation</p> <p>Reporting on progress on the SDGs- Member States have committed to inclusive review processes at all levels as part of the follow-up and review framework for Agenda 2030. A key role for media is to report on where SDG commitments are and are not being met and hence supports accountability in this process. To support reporting at the global level, media actors comment on and raise awareness of countries' presentation of their Voluntary National Reviews (VNRs) at the High-Level Political Forums. At the regional level, media follows up and reports on reviews are organized. The media can engage in national processes to report on the SDGs – whether they lead to VNRs or not – by calling for and engaging in consultations and validations of national progress towards the SDGs.</p>
<p>Summarise the opportunities to progress/resolve each of the key issues/challenges discussed (with particular emphasis on past game changers/possible accelerators)</p>	<ul style="list-style-type: none"> The 2030 Agenda, Sustainable Development Goals (SDGs), provides a vision for an integrated and sustainable approach to development. In particular, SDG16 (Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable, and inclusive institutions at all levels), provide a critical entry point through which an independent, professional, diverse, and pluralist media, operating in a safe environment, can contribute to the progressive vision articulated in the 2030 Agenda. As Tanzania enters Middle-income status, the need to uphold peaceful, just, and inclusive knowledge societies is more urgent than ever before, for development programmes to realize optimal results when knowledge and technology, shared effectively, motivates and commits the people they aim to serve to achieve success. To consolidate its Middle-income status, Tanzania needs to drive an important Transformative Agenda. The principles underlying the 2030 Agenda, including the need for inclusive multi-stakeholder approaches; partnerships, accountability (through open monitoring and reporting), and the imperative to "leaving no one behind" provide important entry points for media actors to engage with broader development interventions for enhanced impact.
<p>*explain how the groups which are particularly affected by the issue/challenge might be impacted (+ and -)</p>	<ul style="list-style-type: none"> Among policy and development practitioners, there is a widespread perception of media development as a specialist area, operating in siloes. Pertinent issues, related to media are left out of development frameworks including violence against women in media, the safety of journalists, media viability and independence, human capital development and legal and policy environment, and access to information. The important multiplier effects of media development for the realization of SDG 16 and of Agenda 2030, more broadly are not adequately leveraged.
<p>* define how these intersect with the remaining TRG areas or dimensions of sustainable development</p>	<p>Media actors are critical for supporting both the peace and governance objectives of SDG16, as well as, support the processes of broader 2030 Agenda implementation, monitoring, and review. Media development initiatives should therefore be supported as a way to enhance the media's ability to play both these roles.</p>

* define the possible contribution of the UN

Media engagement and development fulfill the 2030 Agenda, with its Sustainable Development Goals (SDGs) vision for an integrated and sustainable approach to development. An independent, professional, diverse, and pluralist media, operating in a safe environment, can contribute to the progressive vision articulated in the 2030 Agenda.

Information for development underlined in an excursion to a heritage site

An excursion to Ngorongoro Conservation Area brought together the National Planning Committee for World Press Freedom Day, for teambuilding and practical association of the role of media in promoting national sites and landmarks to boost domestic tourism and employment.

The media outreach action has become a standing action preceding the national commemoration of World Press Freedom Day in Tanzania.

The Ngorongoro Conservation Area is a UNESCO Heritage Site that spans vast expanses of highland plains, savanna, savanna woodlands, and forests. Established in 1959 as a multiple land-use area, with wildlife coexisting with semi-nomadic Maasai pastoralists practicing traditional livestock grazing, it includes the spectacular Ngorongoro Crater, the world's largest caldera and Olduvai Gorge, a 14km long deep ravine. The property has global importance for biodiversity conservation due to the presence of globally threatened species, the density of wildlife inhabiting the area, and the annual migration of wildebeest, zebra, gazelles, and other animals into the northern plains. Extensive archaeological research has also yielded a long sequence of evidence of human evolution and human-environment dynamics, including early hominid footprints dating back 3.6 million years. The property has global importance for biodiversity conservation given the presence of globally threatened species such as the black Rhino, the density of wildlife inhabiting the Ngorongoro Crater and surrounding areas throughout the year, and the annual migration of wildebeest, zebra, Thompson's, and Grant's gazelles into the northern plains.

Although no lions were spotted on this trip, a lot was gained in amplification of the role of the media in promoting local sites and products within Tanzania and to the world!

Media safety, a top priority in sustaining press freedom

In the run-up to the national celebration of World Press Freedom Day, in Arusha, Arusha District Commissioner Kenan Kihongosi, East African Community Secretary General Patrick Muthika, UNESCO Head of Office Tirso dos Santos joined journalists, media associations, and partners on a 5km run on 02 May 2021 from Amri Abeid Stadium.

In a brief statement before flagging off the run, the EAC Secretary General Hon. Patrick Muthika emphasized responsible journalism in building knowledge societies in Tanzania and the region. There is a lot that the media can do to inform citizens on opportunities within the EAC and promotion of citizen's wellbeing through media and information literacy in Member countries. UNESCO Head of Office spoke of the need to defend press freedom as a cornerstone of democracy and development. He cited the Windhoek 30+ Declaration as a key reference for collective enactment of the resolution for the progress of press freedom in Africa and the world.

District Commissioner, Kenan Kihongosi stressed the need for journalists to stay healthy to ensure that they are mentally and physically fit to fulfill their duties. "You cannot be free if you are not well. Your work cannot be done if you cannot do it." Staying healthy is one way that journalists can stay safe and able to effectively function.

Claud Ngwandu, Chairperson of Arusha Press Club thanked the guests for officiating the important event and urged journalists to continue the culture of running and exercising even after the event as a personal initiative to ensure their safety and wellbeing.

New, bold reflections affirm the role of information as a public good

The World Press Freedom Day national conference held on the 3rd of May 2021, drew recommendations from presentations and emerging discussions from media actors, policy statements, and motions of support and commitment by UNESCO, government, and development partners.

Officiating the event on behalf of the president of the United Republic of Tanzania, Minister of Information, Culture, Arts and Sports, Hon. Innocent Bashungwa called for the recommendations of the meeting to specific proposals for clarity in implementation and responsibilities.



Minister Bashungwa appealed for support from development partners for media development, particularly for capacity building. He underlined the need for improved professionalism in media, citing that the 5year grace period from 2016 for journalists to have attained the minimum requirements to practice ends in 2021. He affirmed the government's commitment to strengthening standards in the media profession, informing stakeholders that the establishment of the Independent Media Council is underway.

The government will look into proposals to revisit the legal framework while ensuring that the framework upholds ethics and code

of conduct for professional delivery, and remains fully able to address issues such as misinformation and disinformation 'fake news' among other vices. The minister acknowledged challenges of access to information by media and pledged to work on ensuring that media right to information is sustained. He further made a direct request to the United Nations to set aside resources for media to advocate and publicize the Sustainable Development Goals and progress towards them.

The minister also committed to collaborating to end violence against women journalists – and broadly ensuring the safety and protection of all journalists in the country.

He was disheartened by Tanzania's global ranking (according to the Reporters without Borders World Press Freedom Index, Tanzania currently ranks 124 out of 180 countries, the same

position as 2020). He said that it is important that Tanzania is better able to gather and consolidate its data and proposed that government and stakeholders get together to see how best the gains can be reflected in the global rankings and processes. The Ministry of Information will explore better ways of doing this in collaboration with the Ministry of Foreign Affairs in consultation as well to be able to tap on the best practices for progress.

He reaffirmed that the President values the media and will continue to ensure a favorable environment for responsible and ethical journalism for the public good.

Presentations and recommendations from the national consultation around the five key priority areas:

1. Media viability and independence
2. Human Capital Development
3. Legal and Policy Environment including working conditions
4. Safety and Security of Journalists
5. Media and Information Literacy including digital literacy

We have a serious Human Capital Development (HCD) problem in Tanzania. One in three TZ children who survive past age five will be stunted and will hence experience impaired brain development and earnings in adulthood.

Children are likely to complete primary education but expected to complete less than eight years of schooling, and may not have learned very much while in school.

A rapidly changing and the uncertain world calls for a rethinking of the HCD situation in Tanzania. Without independence and freedom, media cannot play effectively its important role in enabling Human Capital Development (HCD)

Dr. Baruani Mshare, TWaweza, a panelist at World Press Freedom Day national consultation

Twaweza Uwezo data reveals that, in Standard 7, 86% of assessed students passed the Kiswahili test in 2017 compared to 85% in 2014. 47% passed the English test in 2017 compared to 56% in 2014 and 80% passed the Numeracy test compared to 88% in 2014 in the same grade. Even if they do make it past college/university, the unemployment rate amongst young people aged 15 – 24 years is 13.4%: (14.3% among women and 12.3% among men) (MKUKUTA Poverty and HD Report, 2011).

In addition, Some 800,000 to 1,000,000 graduates enter the labour market in TZ every year (NBS, 2015) while on average the economy creates only about 250,000 jobs yearly, with most graduates taking about 5.5 years to secure a wage job (Haji, 2015).

The Integrated Labour Force Survey revealed that 41% of youth experience long-term unemployment. Youth unemployment has been estimated at 11.7 percent with a 28.8 percent rate only in DSM. Overall, taking into account our life expectancy, we are likely to be only 40% as productive as we would have been with complete quality education and full health (HCI).

Reference to the Tanzania Graduate Employability: Perception of Human Resource Management Practitioners Survey by Kelvin Mwita in 2018, 52.6% of HR practitioners disagree that Tanzania graduates' quality is improving. 56.6 % believe that TZ graduates are not competent enough to compete for jobs in the East Africa labor market.

Media is an important enabler of HCD in diverse ways. Engages all our senses and skills: reading – listening – watching – participating and practicing.

To enhance the quality of Human Capital, media can continue promoting and defending media freedom and independence; creatively reveal the connections between seemingly disconnected issues such as nutrition, health, democracy; and pay particular attention to gendered dimensions of HCD initiatives to address market and institutional failures that limit opportunities for women. A concerted and coordinated effort by government, media actors, and partners to improve media viability and independence, improve legal and policy environment including working conditions and ensure the safety and security of journalists is imperative for press freedom and media sustainability.



Our brains depend on information to work optimally. The QUALITY of Information we engage with determines our perceptions, beliefs, and attitudes. Our citizens are starving for information.

Maxence Melo,

Jamii Forums, a panelist at World Press Freedom Day national consultation

We must have a clear and common understanding of what constitutes Media and Information Literacy (MIL) in Tanzania and its significance for community transformation. We need data on MIL status in Tanzania and identify the key linkages between MIL and Digital Technology. Media and information literacy, including digital literacy, has the potential to support how we can better access, search, critically assess, use and contribute content wisely, both online and offline. A prerequisite to this is media and citizens' knowledge of our rights online and offline. This also involves the knowledge of the ethical issues related to the access and use of information.

Media and ICTs need to be optimally engaged and leveraged to promote equality, intercultural and interreligious dialogue, Peace, Freedom of Expression, and Access to Information.

RECOMMENDATIONS

1. Conduct an audit of media policies and laws to ensure that they are gender-sensitive, responsive and transformative, including the review of the Media Policy of 2003.
2. Support the establishment of a national mechanism for implementation, monitoring, and reporting on access to information and safety of journalists and.
3. Strengthen support to build media and information literacy for human capital development, to raise public mindfulness for critical thinking while tackling disinformation, promoting solidarity and knowledge. This includes the development of digital skills, particularly amongst youth and women.

4. Generate national data and statistics relevant to media development, access to information, and safety of journalists to develop adequate interventions that are most relevant and applicable to the prevailing socio-economic context. This includes the establishment and reinforcements of functional mechanisms for the implementation and reporting of the safety of journalists and access to information
5. As traditional print and the media business grapple with digital disruption accelerated by rapid technological development, newsrooms must embrace the concept of digital transformation in content and operations through the production chain to ensure relevance.
6. Journalism must be solution-based complemented by mastery of digital tools applications in the collection, production, and distribution, and redefining journalism is imperative to guarantee relevance in a world full of free alternative content.
7. Media must ideally inform audiences to help them to make informed decisions, to educate to show opportunities, and inspiring audiences on various possibilities around them.
8. Business models and innovation opportunities in line with the digital economy founded on the ethical use of technology in news and content production should empower Tanzania and Tanzanians (including the media itself) as key players in both national and global economic development agendas.
9. Entertainment through media must uphold good cultural values, which project Tanzania/ Tanzanians positively to the world.
10. UNESCO, government through the Ministry of Information and media associations to undertake urgent resource mobilization for communication and information informed by consultations conducted during the World Press Freedom Day 2021 commemoration guided by a common strategy to be developed for accelerated multi-stakeholder action and investment in media and information for sustainable development.

Second Vice President of Zanzibar officiates World Press Freedom Day Celebration in Zanzibar

The Second Vice President of Zanzibar, Hon. Hemed Suleiman Abdulla has called on Zanzibar journalists to continue to carry out their duties in accordance with the principles and values of their work, including being the backbone of building national unity for the people.

Mr. Hemed made the call during the World Press Freedom Day celebrations held at the Idrissa Abdul Wakil Kikwajuni Zanzibar Hall that brought together various Zanzibar Media stakeholders.

He said as the world celebrates the day it is important for journalists to use the opportunity to reflect and fulfill their responsibilities in the public interest for the betterment of the nation.

"The media should be the backbone of building our unity, to about bring development and should unite Zanzibaris", said Hon Hemed.

He added, "As we celebrate this day we must take a closer look at this year's message- a message that calls for journalists to fulfill their responsibilities while focusing on information as a public good for the development of our nation."

In addition, the Vice President urged journalists and the media to take advantage of the freedom of information by following the laws of the land to avoid legal conflicts between them and the government.

"Freedom of information does not mean that the media is above the law. By this logic, a blind eye will not be turned to the fact that some incite hatred", he said.

Mr. Hemed reassured media stakeholders that the government will continue to uphold the right of access to information for citizens and transparency in all public institutions. "The government of the eighth phase appreciates the efforts of the information industry in bringing efficiency and development to the people. And in this we will strive to remove barriers to access to information in all public sectors", added Hon Hemed.

The Vice President noted the challenge of journalists not giving priority to rural groups and instead investing in urban areas which hinders access to information for such groups. "There is still a challenge for journalists to follow the news of special groups, especially in rural areas. Most journalists are focused on writing only urban news." said the Second Vice President of Zanzibar.

Media Awards for Excellence and Professionalism

Commenting on the new Zanzibar media bill, the Second Vice President, Zanzibar called on the Zanzibar Ministry of Information, Youth, Culture and Sports to work on all proposals made by these stakeholders to facilitate access to quality laws for the development of the Zanzibar media industry.

Regarding the presentation of awards for excellence and professionalism to journalists, the Second Vice President urged journalists to use the opportunity of the awards to increase accountability in helping the government implement its sustainable development plan in achieving the blue economy

Five (5) Awards for Excellence and Professionalism for Journalists have been presented to the winners, with the awards presented in the Blue Economy Award, (Dr. Mwinyi Award), the Government of National Unity (Maalim Seif Award), Gender (Mother Maryam), Corruption as well as an award for tax matters.

Earlier, Farouk Kareem, chairman of the organizing committee for World Press Freedom Day, said the celebrations aimed to bring together media stakeholders to discuss the importance and contribution of the industry in bringing development to the people.

And the vice-chairman of the committee Dr. Mzuri Issa Ali presenting the proposed new information law bill in Zanzibar presented by media stakeholders said in commemoration of the day various stakeholders including journalists and Zanzibar media organizations have prepared the proposals to increase efficiency in the Zanzibar media sector.

May 3rd of every year the World celebrates World Press Freedom Day. In Zanzibar, Tanzania Association of Women Journalists, Zanzibar (TAMWA ZNZ), Tanzania Media Council Zanzibar Office (MCT ZNZ), Community of Zanzibar Development Journalists (WAHAMAZA), Zanzibar Press Clubs (ZPC) Pemba Press Clubs (PPC), and the Zanzibar Department of Communications and Information Professionals (SUZA) commemorated the day by presenting a new draft law, as well as, the presentation of awards for excellence and professionalism to journalists. A total of five (5) Awards for Excellence and Professionalism for Journalists were presented to the winners, in categories for the Blue Economy Award, (Dr. Mwinyi Award), National Unity Government (Maalim Seif Award), Gender (Mother Maryam), Corruption, as well as, Taxpayer Issues.

