



# **A Gender Audit of Tanzania's Media Laws and Policies**

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(c) Tanzania Media Women's Association, 2021

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# Foreword

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The Tanzania Media Women's Association (TAMWA) vision is of a 'peaceful Tanzanian society which respects human rights from a gender perspective.' TAMWA undertook this audit of media policies in Tanzania mainland and Zanzibar to identify gender-related gaps within the country's media laws and policies because of the negative impact these gaps have on women journalists, women in general, and the country's progress towards equality.

A gender audit typically involves the assessment of the extent to which gender equality has been institutionalised into organisations through a review of their policies, programmes, provision of services, structures, proceedings, and budgets. This audit involved the review of media policy, manuals, laws, and protocols currently in use in Tanzania as well as in-depth interviews with staff from the Ministry of Information, Culture, Arts and Sports and its Zanzibar equivalent and media stakeholders from the Media Council of Tanzania (MCT) and Tanzania Editors Forum (TEF). Civil society organizations (CSOs) such as the Tanzania Women Lawyers Association (TAWLA), Women in Law and Development Africa (WiLDAF), and Tanzania Gender Networking Programme (TGNP) were also interviewed as part of this audit.

Women journalists and women in general face unique challenges, more so in a society such as Tanzania's, with strong and entrenched patriarchal values and norms that often promote inequality. It is therefore expected that this audit will inform TAMWA and its key stakeholders, which include media sector actors and policy makers, on the need to be cognizant of gender dynamics and related issues that need redress or should be paid attention to during policy making. TAMWA will use the analyses and insights herein to develop gender-specific advocacy position papers to further strengthen the organisation's efforts to promote gender equality in Tanzania.

Rose Reuben  
*Executive Director (TAMWA)*

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# Abbreviations

ATI	Access to information
CEDAW	Convention on the Elimination of All Forms of Discrimination Against Women
CRC	Convention on the Rights of the Child
CSOs	Civil society organisations
EAC	East African Community
MCT	Media Council of Tanzania
NGO	Non-governmental organisation
NSGD	National Strategy for Gender Development
SADC	Southern Africa Development Community
TAWLA	Tanzania Women Lawyers Association
TEF	Tanzania Editors Forum
TGNP	Tanzania Gender Networking Programme
TNSGD	Tanzania National Strategy for Gender Development
WiLDAF	Women in Law and Development in Africa
UDHR	Universal Declaration of Human Rights

# About TAMWA



Tanzania Media Women's Association (TAMWA) is a non-profit, non-partisan, non-governmental and human rights organization founded and registered on 17th November 1987 under the Societies Ordinance Cap 337 of 1954 with the registration number (SO 6763). In 2004, the association complied with the NGO Act, 2002 of the United Republic of Tanzania. In 2007, TAMWA was also registered in Zanzibar as TAMWA Zanzibar under Society Act No. 6 of 1995.

TAMWA's vision is of a peaceful Tanzanian society that respects human rights from a gender perspective. Its mission is to advocate for women and children's rights by conducting awareness-raising activities for cultural, policy and legal changes/transformations in society through the use of media.

TAMWA subscribes to and is committed to upholding the following core values:

- Transparency
- Accountability
- Equal partnership
- Diversity
- Observation of human rights

## Part ONE

# Background and Summary

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## 1.1 Introduction

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Since the country's independence, the Government of Tanzania has progressively put in place various laws, policies and action plans that promote gender equality. They include the 1977 Constitution of the United Republic of Tanzania, the Tanzania Development Vision 2025 and the country's 2005 to 2015 poverty reduction strategies. Others are the National Sub-programme for Women and Gender Advancement, the National Women and Gender Development Policy in 2000, and the National Strategy for Gender Development (NSGD) of 2005. Apart from this, Tanzania signed onto the Southern Africa Development Community (SADC) Gender Protocol which seeks to promote gender equality in all aspects of socio-economic and political development. In line with these efforts, there is therefore an expectation that media and freedom of expression laws and policies be gender sensitive and promote a more inclusive and equal society.

This TAMWA assessment looks at whether this is in fact the case by examining the status quo of gender mainstreaming in media policy and law in Tanzania. It also describes key findings and recommendations on the situation of gender inclusivity in media policy, laws and protocols from the perspective of various media, civil society and government stakeholders and provides recommendations on how to address gaps.

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## 1.2 Objectives

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*The objectives of the TAMWA gender audit were:*

- To review and assess the status of gender mainstreaming in key media laws, regulations, and policies governing the media sectors in Tanzania Mainland and Zanzibar.
- To establish recommendations for developing gender-specific advocacy position papers.

The gender audit process helps media institutions to assess where they are and what they need to do to increase gender equity in their programme and internal organisational processes. Finally, as the Ministry of Information, Culture, Arts and

Sports<sup>1</sup> is responsible for promoting equitable and sustainable development and gender mainstreaming systems in the media sector as addressed by SADC Protocol, the gender audit process provides handy tools as a start to the creation of gender-equitable ministry and other government agencies.

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## 1.3 Methodology

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This assessment is based on a desk-based analysis of media laws in the United Republic of Tanzania as well as interviews with key stakeholders including government agencies, ministries, media organizations (TAMWA, MCT, and UJUZI ERA) as well as civil society organizations such as WiLDAF, TAWLA, and TGNP. The list of interviewees is available in Appendix 1.

The analysis of laws and policies focused on the extent to which gender inclusivity is considered both directly, indirectly, and by inference. Interviews with key stakeholders sought to get a sense of their views on how these policies could be improved and also stakeholder perceptions on gender inclusivity in media laws and policies.

The categories of respondents interviewed for this gender audit include:

- Staff from the Ministry of Information, Culture, Arts and Sports on the Mainland and those from the Ministry of Information, Tourism, Culture and Sports in Zanzibar
- Media development organisations such as the Media Council of Tanzania (MCT) and the Tanzania Editors Forum (TEF)
- Civil society organisations (CSOs) working in the area of gender such as Tanzania Women Lawyers' Association (TAWLA), Women in Law and Development Africa (WiLDAF), TAMWA itself, and Tanzania Gender Networking Programme (TGNP)
- Individuals such as highly experienced and retired journalists

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<sup>1</sup>This audit first was conducted before the changes announced by President Samia Suluhu Hassan on 12 September 2021, that led to the Information Department (also known as Maelezo) being moved to the now Ministry of Information, Communication and Information Technology, formerly the Ministry of Communication and Information Technology.

## The materials/documents reviewed were:

- The Media Services Act (2016)
- The Access to Information Act, 2016
- The Cyber Crimes Act, 2015
- Zanzibar's Newspapers Act
- Tanzania Media Policy (1994)
- State of the media in Tanzania 2017-2018 by MCT
- Boresha Habari's Tanzania Media Laws: A handbook for practitioners
- Media Portrayal of Women and Media Gender Gap in Africa by Gender Links for African Union
- The Gender Integration Framework (2012) by FHI360
- National strategy for gender development of The United Republic of Tanzania
- Achieving Gender Equality, Women's Empowerment and Strengthening Development Cooperation<sup>2</sup>
- East African Gender Equality bill<sup>3</sup>
- Southern African Development Community (SADC) Protocol on Gender

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## 1.4 Key findings

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The key findings of the gender audit were as follows:

1. Media laws and policies in Tanzania mainland and Zanzibar are largely inconsiderate of gender inclusivity and some are archaic and in need of review.
2. Most respondents do not know whether or not their ministries are mandated to integrate gender equity into policies/programmes.
3. Media policy and laws under emphasise the importance of gender technical capacity (knowledge, skills, and attitude) in general.
4. Within the ministries responsible for media there is no unit responsible for gender inclusivity or gender promotion and there is no specific budget to implement /address gender mainstreaming programmes including those actions stated in the SADC Protocol on Gender and Development.

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<sup>2</sup> United Nations. Office for ECOSOC Support, Coordination, & Social Council. (2010). Achieving Gender Equality, Women's Empowerment and Strengthening Development Cooperation: Dialogues at the Economic and Social Council. United Nations Publications.

<sup>3</sup><http://jamii.go.tz/uploads/publications/sw1542101555-EAC%20GENDER%20POLICY.pdf>

<sup>4</sup><https://www.ccdg.ecowas.int/wp-content/uploads/Supplementary-Act-on-Gender-Equality.pdf>

5. Gender needs analyses within the media sector are not conducted in the planning and design of programmes and projects.
6. Although Tanzania ratified various media protocols and covenants including SADC and East Africa Protocol, there remains a weakness in practice.

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## 1.5 Summary of recommendations

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The gender audit reveals that media laws are generally limited in their awareness and promotion of gender equality. Media institutions are challenged by gender equity issues in their programmes and organisational processes.

The media sector needs an overhaul of all structures and processes to incorporate gender equity as enshrined in the SADC Protocol on Gender and Development, East African Gender Equality bill, and Tanzania National Strategy for Gender Development (TNSGD). This is because media institutions in Tanzania lack the necessary gender infrastructure (qualified staff, gender supportive systems, and processes, and the allocation of necessary financial resources) to create a gender-equitable management system as addressed by the SADC Protocol. The recommendations can be summarised as follows:

**Political/government commitment:** Gender equality needs to be at the centre of the political agenda and mainstreamed into all policy and legislative processes, planning, and budgets.<sup>5</sup> A strong political commitment and high visibility— complemented by awareness-raising, capacity building, sex-disaggregated data, and concrete actions with sufficient funding—are needed from the Government of Tanzania and Members of Parliament.

**Gender policy for media houses:** All media houses need to develop and implement gender policies to address gender inequality. The lack of implementable gender policies in media houses has contributed to inadequate steps to take action against violence and inequalities in the media sector.<sup>6</sup> Management should create a routine to ensure important policies such as concerning sexual harassment are known by the staff. There is a need for awareness and visibility of such policies and media management must take

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<sup>5</sup><https://www.ccdg.ecowas.int/wp-content/uploads/Supplementary-Act-on-Gender-Equality.pdf>

<sup>6</sup>Respondent from Ujuzi Era

ownership of this agenda ensuring implementation and awareness building.

**Capacity building, advocacy, coaching, and mentoring:** Comprehensive interventions and programmes within the media fraternity inclusive of different components such as capacity, advocacy, coaching, and mentorship can mitigate the impact and level of prevalence of sexual harassment and related gender discrimination within the media sector.

**Awareness-raising on the consequences of gender inequality:** There is a need to raise awareness about gender inequality in and through media. The media sector should team up with gender champions including governments agencies and health and gender development groups. Female journalists should be empowered to understand sexual harassment and gender discrimination.<sup>7</sup>

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<sup>7</sup>Respondent from TGNP

## Part TWO

# Introduction and Legal framework

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### 2.1. The gender audit concept

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A gender audit is a tool used to assess and check the institutionalisation of gender equality in policy, organisations, or programmes.

Gender audits allow governments and organizations ‘to set their own houses in order and change aspects of the organisational culture which discriminate against female staff and female beneficiaries.’<sup>8</sup>

The importance of gender audits derives from the growing awareness of the central role of organisational structure and culture in the design and delivery of policies, programmes, and projects.

Hence, a gender audit identifies the importance of examining not just laws, and policies but also accounts, financial transactions, systems, and processes within institutions. Accordingly, ‘development can only have beneficial outcomes for women when the working culture, structures, systems, procedures and underlying values of the institution which shape women’s lives, themselves reflect a concern for gender equity.’<sup>9</sup>

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### 2.2. Structure of the study

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This report is divided into four parts. Part one gives an overview of the audit by focusing on the introduction, objectives of the assessment, and methodology of the study. Part two highlights the laws, policies and legal framework, and government plans in place related to gender mainstreaming. Part three of the report focuses on the key findings related to gender equality specifically in the media sector. The last part of the report focuses on the key recommendations and conclusions about gender equality within the media sector.

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<sup>8</sup><https://eige.europa.eu/gender-mainstreaming/methods-tools/gender-audit#:~:text=A%20gender%20audit%20is%20a,proceedings%20and%20budgets%20%5B1%5D.>

<sup>9</sup><https://info.undp.org/docs/pdc/Documents/SDN/Gender%20Audit%20Report.pdf>

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## 2.3. The legal framework and plans

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### 2.3.1. The Media Services Act No. 12 of 2016

The Media Services Act No. 12 of 2016 is specifically for the promotion of professionalism and the rights of journalists in media houses by establishing a media council and framework to regulate the media. The law enables the government to license media houses, journalists, and online media publishers. The law also defines the minimum credentials required for one to work as a journalist, this being anyone holding a diploma from a recognised training institution. Apart from the many other areas in which the law has been criticised, it is important to note that it is silent regarding the fact that women are generally underrepresented in the media in Tanzania, and this is important to address.

The Tanzania Glass Ceiling Report<sup>10</sup> notes that women occupy only 30 percent of senior management positions and that only 36 percent of women in the media are likely to be employed in full-time media positions. The same report indicates that “40 percent of media workers in Tanzania are women” but “only 28 percent of women were doing journalistic work. The highest proportion of women over 40 percent is working as TV reporters and TV presenters. Women are least represented as print journalists (25 percent).”<sup>11</sup> In this regard, the Media Services Act Section 19, which requires that journalists hold certain qualifications in media, needs to take into account the disparity in gender representation in media spaces.

This lack of representation is demonstrated in the low numbers of women in newsrooms and at training institutions. With the growth of digital media, non-media people can be trained in-house as media workers at various levels. While affecting all non-trained media workers, women are likely to suffer the detrimental effects of the law, more so on qualifications as well as accreditation. A USAID 2018 gender equality and inclusion report<sup>12</sup> noted that “women may be more likely than men to obtain the lowest journalism credential (a one-year certificate) and not continue to higher levels of education such as the two-year diploma or the Bachelor’s degree. The reasons cited for lack of continued education include marriage, having children, lack of interest in pursuing higher education, and lack of understanding

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<sup>10</sup><https://mct.or.tz/wp-content/uploads/2020/06/Study-of-Women-in-Newsroom-in-Tanzania.pdf>

<sup>11</sup>Women-in-the-Media-in-Tanzania.pdf (vikes.fi)

<sup>12</sup>USAID Boresha Habari Gender Equality and Social Inclusion (GESI) Analysis Report, March 2018

of the importance of higher education.” The issue of who qualifies as a journalist based on the Media Services Act, therefore, has serious gender dimensions to it that need redress.

The growing calls for media such as community radio stations to be more inclusive of women in marginalised communities will equally suffer should this requirement be applied to the letter as this discriminates against the community’s (non-trained members) inclusion in content creation and sharing. It is also important to note that media work is essentially a practice in freedom of expression and by demanding that only qualified journalists work in the media, including as presenters and reporters, this law invariably represses the voices of many, the most affected being women as indicated by the figures above. The news production cycle and media content production is required to be as inclusive as possible while adhering to journalistic ethics.

Part 3, subsection 1 of the Media Services Act provides for the setup of an accreditation board for all journalists in Tanzania. While TAMWA and other media advocacy groups have reservations on the setup and independent operations of this board and would rather journalists be accredited only to facilitate not limit their work, TAMWA nevertheless notes that the law does not adequately ensure the board itself will be effectively gender-balanced. Though it states that gender balance will be considered in the appointment of the board, this needs to be clearly pronounced as a figure or percentage so that it is not left to the discretion of the appointing authority how gender balance is to be attained. Often when gender representation requirements are open-ended, tokenism has been the result without real gender balance. It is important that any statutory bodies set up by law or government policy include explicit rather than open-ended gender equity requirements as a way of encouraging women’s participation and inclusion in leadership positions.

The same arguments apply to the setup of the independent media council under Part 4 of the act. Section 22 of the Media Services Act establishes a media training fund whose purpose is to enhance journalism skills. TAMWA submits that this fund must take note of the disparity in gender representation in newsrooms and have, among its many other roles, a special focus on training women journalists as a way

of promoting gender equity in newsrooms. Without taking note of this disparity the fund may not take regard of the need for special attention to the needs of women journalists. Outside issues raised above, TAMWA supports sector efforts at having the Media Services Act amended in many other areas that freedom of press and freedom of expression. The Media Service Act also provided for the licensing of media houses and it is TAMWA's position that the law recognises the lopsided state of media ownership and does not only aim to license and regulate but also promote and strengthen media, more so that is owned by women. There is a need for media sector regulation to be in sync with the gender equality promotional laws and policies that Tanzania has adopted.

### 2.3.2. Access to Information Act of 2016

The Access to Information (ATI) Act was passed in 2016 and is the primary law on access to information in Tanzania Mainland. The law is a welcome development in Tanzania as ATI is fundamental for the fulfilment of all other rights inclusive of the promotion of gender equality. While Tanzania's ATI law is generally progressive, it suffers from the lack of recognition and promotion of gender equity about ATI. With a national literacy rate of close to 80 percent, unfortunately, women's literacy rate in Tanzania is about 73 percent meaning that there is a capacity barrier within this demographic group in relation to the use of the ATI right, particularly to write ATI requests. In this regard, ATI law needs to be aware of these kinds of disparities which in turn may inhibit equal access to information. The requirement that ATI requests be made in writing needs to take into account that marginalised groups lack literacy skills and women more so, hence a need for multiple ways to access information and to submit requests for information. Part 3 of the ATI law makes holders of public information responsible for ensuring that information is stored and accessible. There is however no definition in the law of who such holders of public information are. With specific reference to women, sometimes information that is necessary for their socio-economic rights is held by local entities that may include health facilities. There is, therefore, a need to define who these holders of information are so that all such entities are aware that they are bound by the ATI law.

### 2.3.3. The Cyber Crimes Act No.14 of 2015

The Cybercrimes Act was passed by the Tanzania government with a view to curb attacks on sensitive online-based infrastructure, counter misinformation and generally restrain online crime. Except for section 50, the Act applies to both Tanzania mainland and Zanzibar.

TAMWA shares sector views that the Cybercrimes Act limits citizen rights to ATI and free participation in online dialogues and to receiving and sharing information. In a society in which internet access is currently at more than 50 percent and growing steadily, the fact that there is an eight percent<sup>13</sup> gap between women and men's access is worrying for gender equity because the digital space is not only a platform for access to information but also participation in the digital economy. In this regard, the Cyber Crimes Act needs to be cognizant of the constraints that women face in participating in the digital space, be it about ATI or the digital economy. While it is commendable that sections 17 and 18 of the law define online crimes, particularly related to incitement of hate and insults based on race, religion, colour and ethnicity, it is important for any cybercrimes legislation to also recognise crimes against women that often go unchecked in society offline and which can easily become the norm online. In this regard, gender-specific crimes need to be noted as a way of mitigating against gender-related cyberbullying, trolling and abuse among others. Section 38 of the law prevents a person from effectively challenging the government's interference with his or her privacy given that the request for surveillance is done *ex parte*. This provision poses a serious threat not only to the privacy rights of the general public in Tanzania but also to women, in particular, this noting that women have been at the receiving end of abuse and privacy invasion of all sorts, including in cases where their personal, socio-economic and political rights and privacy have been violated.

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## 2.4. Constitutional and international commitments

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The Constitution of the United Republic of Tanzania endorses gender equality and equity and guarantees full participation of both women and men in social, economic and political life. The Government is also implementing international commitments as enshrined in the United Nations Charter, the Universal Declaration

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<sup>13</sup>Afrobarometer, 4 November 2019: Africa's digital divide may be widening.

<sup>14</sup><https://www.un.org/womenwatch/daw/Review/responses/UNITEDREPUBLICOFTANZANIA-English.pdf>

on Human Rights (UDHR) of 1948, the 1979 Convention on the Elimination of All Forms of Discrimination Against Women (CEDAW), the Convention on the Rights of the Child (CRC) of 1989, the Beijing Declaration and Platform for Action (1995), African Union Solemn Declaration on Gender Equality and the Protocol to the African Charter on Human and Peoples Rights on the Rights of Women (2003), World Summit 2005 Resolution on Gender Equality and Empowerment of Women, Policy on Women and Gender Development (2000), SADC Declaration on Gender and Development (1999), Addendum on Prevention and Elimination of Violence Against Women and Children (1998), and the East African Community (EAC) Treaty (1998). Despite efforts by Government to implement these declarations and conventions, gender imbalances still exist in various aspects of Tanzanian life.<sup>15</sup>

Specifically, for SADC Protocol on Gender and Development and East African Gender Equality bill, Tanzania is legally bound to uphold these provisions:

- 1. According to SADC protocol on Gender Development in article 34 and 33, direct member states are to ensure that equality of rights between men and women is taken into account in all media-related legislation, policies, programmes, training and recruitment and encourage the media to give equal opportunities to women and men in all aspects of media coverage, by increasing the number of programmes on women or produced by women, or programmes that fight against gender stereotypes.<sup>16</sup>*
- 2. Member states shall take measures to encourage the media to play a constructive role in the eradication of gender-based violence by adopting gender-sensitive programmes.*
- 3. Member states shall take measures to ensure that the media and organisations associated with them mainstream gender in their policies and procedures.*

The UNICEF National Plan of Action to End Violence Against Women and Children (NPAVAWC) 2017/18 – 2021/22 contains provisions related to gender-based violence.

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<sup>15</sup>[https://www.tanzania.go.tz/egov\\_uploads/documents/Tanzania\\_-\\_National\\_Strategy\\_for\\_Gender\\_Development\\_sw.pdf](https://www.tanzania.go.tz/egov_uploads/documents/Tanzania_-_National_Strategy_for_Gender_Development_sw.pdf)

<sup>16</sup><https://www.ccdg.ecowas.int/wp-content/uploads/Supplementary-Act-on-Gender-Equality.pdf>

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## 2.5. Zanzibar media laws

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### 2.5.1. The Constitution

The Constitution of Zanzibar protects and provides for the right to freedom of expression. Section 18 of the Constitution sets out several detailed and important provisions protecting freedom of expression. The section states that: Every person “has freedom of opinion and expression of his ideas, has the right to seek, receive, disseminate or both, information, regardless of national boundaries has the freedom to communicate and protection from interference with his or her communication has a right to be informed of various important events of life and activities of the people and also of issues of importance to society at all times.” TAMWA’s view is that all media laws in Zanzibar need to recognise the protection of freedom of expression afforded in the constitution, more so with respect to the rights of marginalised groups, including women in Zanzibar.

A key weakness of Zanzibar’s constitution, which affects all citizens, but more-so women, is the absence of the right of ATI as a constitutional right. This absence means that ATI is at the discretion of those holding public information and in a patriarchal society, women tend to be excluded from such access due to many barriers that include the capacity to engage with authorities to access information necessary for the pursuit of socio-economic or political rights and personal issues.

### 2.5.2. The Newspapers Act No.5 of 1988

Zanzibar media is governed by the Newspapers Act No. 5 of 1988. The law has several restrictions on media and journalism. More critically TAMWA notes that the law is so archaic as it does not take into account developments in the media sector that include the growing digital media landscape and the need to promote journalistic and media rights and within that the rights of women journalists and women in general. TAMWA advocates that Zanzibar begin a process of media reforms that will among other things promote the role of women in media both as media owners, as newsroom workers and as sources of information.

### 2.5.3. The Zanzibar Arts and Censorship Council Act, Act No 7 of 2015 (Censorship Council Act).

This law governs, among other things, the making of films in Zanzibar and is administered by the Zanzibar Arts and Censorship Council. It defines what is artistically acceptable and sets out approvals for films and other types of artistic expression. Artistic expression definition is a concern on what is culturally and religiously accepted, which is an element of freedom of expression, that is how defined in cultural terms and discriminate against women in a society where culture and tradition are largely defined by patriarchy. TAMWA argues that there is a need to reflect and review the law to allow free artistic expression without cultural, religious and other restrictions that often target or affect women more than men. Looked at together with the Penal Code of 2004, the Censorship Act poses a threat to free expression and in conservative societies when such laws are applied, they tend to disproportionately affect women.

## Part THREE

# Key Findings

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### 3.1. Overview of key findings

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The assessment is based on a desk-based analysis of media laws in the United Republic of Tanzania as well as interviews with key stakeholders including from government agencies and ministries in Tanzania Mainland and Zanzibar, media organizations such as TAMWA, MCT and Ujuzi Era as well as civil society organizations such as WILDAF, TAWLA, and TGNP as per the categories below.

The analysis of laws and policies focused on the extent to which gender inclusivity is considered both directly, indirectly and by inference. Interviews with key stakeholders sought to get a sense of their views on how these policies could be improved and also stakeholder perceptions on gender inclusivity in media laws and policies.

The categories of respondents interviewed for this gender audit include:

- Staff from the Ministry of Information, Culture, Arts and Sports in Tanzania Mainland and those from the Ministry of Information, Tourism, Culture and
  - Sports in Zanzibar Media development organisations such as the Media Council of Tanzania
  - (MCT) and the Tanzania Editors Forum (TEF)
- Civil society organisations (CSOs) promoting gender equality such as Tanzania Women Lawyers' Association (TAWLA), Women in Law and Development Africa (WILDAF), TAMWA itself and Tanzania Gender Networking Programme (TGNP)

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#### 3.1.1 Gender policy for media houses

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We conducted in-depth interviews on the status of gender policy in media institutions. The majority of the respondents were of the view that many media institutions or media outlets have gender policies solely to meet registration conditions and not to enhance gender equality. Some of the views from key respondents are provided below:

*"What I know is that all the media institutions should comply with the rules and laws of the country, thus to have a policy according to the laws is mandatory. However its effectiveness remain questionable"* – Casmir Ndambalilo, Senior Officer, from the Ministry of Information, Culture, Arts and Sports.

*"Having laws and policies against gender-based violence in the institution is one thing; but if it remains on shelves, it is useless"* – Respondent from the Tanzania Editors Forum.

It was also revealed that effective implementation of gender policy in media is vital and significant to prevent and respond to violence in the media. In this regard, there are no supportive mechanisms like special calls, links or rather relevant authority identified by the institutions to tackle gender-based violence when arises.

*"It is important for all media houses to develop and implement gender policies to address gender inequality. The lack of implementable gender policies in media houses has contributed to inadequate steps to take action against violence and inequalities in the media sector,"* – Dastan Kamanzi, the Founder at Ujuzi Era.

It also noted that good policy should be implemented parallel with the establishment of mechanisms of preventing gender-based violence in the workplace including raising awareness, capacity building, and establishing an independent committee responsible for addressing cases of gender-based violence.

*"Management should create a routine to ensure important policies such as concerning sexual harassment are known by the staff. There is need for awareness and visibility of such policies and media management must take ownership of this agenda ensuring implementation and awareness building"* – Edna Salila, from TAMWA.

*"Female journalists should be empowered to understand sexual harassment and gender discrimination"* – Mary Yuda, from TGNP

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### 3.1.2 Government Commitment

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Government commitment is key to achieving gender equality. Tanzania is one of the states that signed on to implement the SADC protocol on gender as well as the East African Community gender requirements. However, the level of implementation remains very low due to the commitment of limited resources to this area, according to various interviewees. For example, the SADC Protocol requires the establishment of mechanisms to prevent and respond to gender-based violence in media institutions. Unfortunately, this has not been done to date.

*“Our ministry is responsible for addressing SADC and East African protocols but we are not very active in some areas due to lack of resources and implementation strategies. Gender policy is a cross-cutting issue thus at our Ministry of Information, Culture, Arts and Sports, we don't have a specific unit responsible for gender inclusivity or gender promotion and there is no specific budget to implement /address gender mainstreaming programmes.”* - Casmir Ndambalilo, a Senior officer, from the Ministry of Information, Culture, Arts and Sports.

*“...Gender equality needs to be at the centre of the political agenda and mainstreamed into all policy and, legislative processes, planning and budgets”* Respondent from the Ministry of Information, Tourism, Culture and Sports in Zanzibar.

Some respondents from civil society do not know in what way the ministries responsible for the media sector are mandated to mainstream gender.

*“Very few of us know about the roles and commitments of the ministries of information in Zanzibar and the Mainland to enforce the gender equity in policies in media institutions,”* - Saumu Mwalimu, from MCT.

*“Structural implementation of the National Plan of Action to End GBV to some extent does not address the issues of challenges of GBV specific to media institutions”* - Agnes Aidan, from WiLDAF.

This gender audit reveals the following key findings with regards to the 'extent to which gender-sensitive institutional procedures and methods are used to conceptualize and design policies, programmes and projects in the Ministries:-

1. The SADC Protocol on Gender and Development on gender equality is rarely addressed by the Ministry of Information, Culture, Arts and Sports.
2. The Ministry of Information, Culture, Arts and Sports hasn't allocated specific resources to implement /address the SADC Protocol on Gender and Development.
3. The gender technical capacity (knowledge, skills and attitude) in general is very weak within the media sector and in the Ministry of Information, Culture, Arts and Sports and there is no unit within the ministry responsible for gender in the media sector.
4. Gender needs analysis within the media sector is not conducted in the planning and design of programmes and projects.
5. Most respondents believe that the media sector is rarely involved in gender policies/programmes/ project evaluation and review task forces or teams as is required in the SADC Protocol on Gender and Development.
6. Staff members within the Ministry of Information, Culture, Arts and Sports believe that the major obstacle for gender integration is local culture, lack of financial resources for gender integration work, and lack of gender technical capacity.
7. Most respondents believe that gender-disaggregated data provides useful information for policies/programmes/ project evaluation and subsequent design.
8. Most respondents do not know whether their ministries are mandated to integrate gender equity or not into policies/programmes/projects as is stated in the SADC Protocol on Gender and Development.

## Part FOUR

# Conclusion and Recommendations

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### 4.1. Conclusion

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As described previously, the main aim of this gender audit was to assess the extent to which gender mainstreaming is institutionalised within media institutions. Interviews were conducted with interviewees from the media sector and Ministry of Information, Culture, Arts and Sport in Tanzania Mainland and its equivalent in Zanzibar. This gender audit provides the opportunity for stakeholders to learn more about progress towards gender equity in media institutions after the introduction of the SADC Protocol on Gender and Development, the East African Gender Equality bill and the UNICEF NPAVAWC. The gender audit revealed that media institutions are still challenged by gender equity issues in both programme and organisational process dimensions.

The media sector requires an overhaul of all structures and processes to incorporate gender equity issues as enshrined in the SADC Protocol on Gender and Development, East African Gender Equality bill, and Tanzania National Strategy for Gender Development (TNSGD).<sup>17</sup> Media institutions in line with the Ministry of Information, Culture, Arts and Sports lack the necessary gender infrastructure (qualified staff, gender supportive systems and processes and the allocation of necessary financial resources) to create a gender equitable management system as addressed by SADC Protocol. This requires the overhaul of all structures and processes in the media sector to incorporate gender equity issues in the governance system as enshrined in the SADC Protocol on Gender and Development, the East African Gender Equality bill, and Tanzania National Strategy for Gender Development (NSGD).

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<sup>17</sup><https://www.preventionweb.net/files/EAC%20development%20strategy.pdf>

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## 4.2. Recommendations

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### 4.2.1. Government

- The government through the ministry responsible for media sector oversight and regulation should allocate resources to implement media sector recommendations on gender in the SADC Protocol on Gender and Development.
- The government through the ministry responsible for media sector oversight and regulation should develop a clear gender policy and implement it in the media sector as required in the East African Gender Equality bill to encourage the elimination of all stereotypes in all forms of contemporary and traditional media.
- The government through the ministry responsible for media sector oversight and regulation should encourage and reinforce gender-sensitive policies, programmes and/or project planning to get the media to give equal voice to women and men in all aspects of coverage, including increasing the number of programmes for, by and about women on gender-specific topics and that challenge gender stereotypes.
- The government through the ministry responsible for media sector oversight and regulation should encourage and reinforce gender-sensitive policies/programmes/projects planning to ensure that equality of rights between men and women is taken into account in all media-related legislation, policies, programmes, training and recruitment, training centres. It should take into account the principle of equality of rights between women and men.
- The government through the ministry responsible for media sector oversight and regulation should encourage and enforce the collection of gender-disaggregated data for planning, monitoring and evaluation of the incorporation of gender in policies/programmes/projects.
- The government through the ministry responsible for media sector oversight and regulation should take all necessary measures to promote equal representation of women in media practice and media-related decision-making structures and ownership.

#### 4.2.2. Media Sector

- Provide extensive gender awareness training for staff and partners and gender planning and analysis including allocating enough financial resources for gender training of staff.
- Create local gender awareness and training teams and make gender mainstreaming one of the staff performance criteria.
- Media institutions should make gender equity organisational norms and integrate gender equity in everyday procedures. Institutions should encourage and reinforce gender-sensitive policies/programmes/projects planning and design.

# Appendix 1

## THE LIST OF INTERVIEWEES BY THE INSTITUTION AND POSITIONS

### Ministry of Information, Culture, Arts and Sports

- i) Senior Officer - Casmir Ndambalilo
- ii) Junior officers
  - Immaculate Makilika
  - Fred Mwanjala
  - Shamimu Nyati

### Ministry of Information, Tourism, Culture, and Sports in Zanzibar

- i) Sheha Haji – Senior Media Officer

### Media Officers in Zanzibar

- i) Nasra Nassoro Suleiman, Executive Director - Swahiba FM
- ii) Salehe Mzee Amir, Manager - Zinjibar TV
- iii) Haji Adam, Manager - Tumbaku FM
- iv) Swaumu Ali, Manager - Mtangani FM

### Media Council of Tanzania (MCT)

- i) Ziada Kilobo - Human Resource Manager
- ii) Swaum Mwalimu - Program officer

### Tanzania Editors Forum (TEF)

- Mwananchi
- Nipashe
- Daily news

### Civil society organizations (CSOs) working in the area of gender

- i) TGNP
- ii) WILDAF

### Tanzania Women Lawyers' Association (2 Senior Officers)

- i) Josephine Arnold – Program Officer
- ii) (Didn't allow her name to be disclosed)

**Women in Law and Development Africa (2 Senior Officers)**

- i) Agnes Aidan
- ii) Rehema Maro

**Tanzania Gender Networking Programme (1 Senior Officer)**

- i) Zainab Mmari - Program Officer
- ii) Grace Kisetu - Program Officer

**UJUZI ERA (1 Officer)**

- i) Dastan Kamanzi- Founder

**Tanzania Media Women Association (3 senior officers)**

- i) Florence Majani- Policy, Media and Advocacy Officer
- ii) Aika Kimaro - Program Officer - Media
- iii) Rose Reuben - Executive Director - TAMWA

**Individuals such as highly experienced and retired journalists**

- Edda Sanga - Retired radio journalist
- Lawrence Kilimwiko - Retired print Journalist
- Rose Haji Mwalimu - Retired radio journalist

# TAMWA DATA COLLECTION TOOL FOR GENDER AUDIT ASSESSMENT IN MEDIA INSTITUTIONS

## FOCUS GROUP DISCUSSION

### 1.1 Introduction and Consent

As a researcher, please introduce yourself to respondent/s and mention the objective of the TAMWA's gender audit study. Thereafter, seek the respondent/s consent before commencing the interview (Ensure that the respondents have signed the registration form to confirm his/her willingness to participate in the interview voluntarily).

### 1.2 Personal Details

Full name of Respondent: *(Let the respondents write their names on the registration form)*

Write down the total number of respondents and sex: .....

No. of male respondents ..... and the No. of female respondents .....

Date of Interview.....

Interview venue: ..... Regions/District .....:

Position/Occupation of the respondents: *(Let the respondents write their occupation on the registration form)*

How gender equality is perceived in the media houses in Tanzania?

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To what extent is gender included in the objectives of the media policy and specifically laws related to media in Tanzania?

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Do the Ministry of Information, Culture, Arts, and Sports provide a training guide on gender analysis, sexual harassment, and job security to media practitioners? / have established a mechanism/committee/guide to address the challenges of gender inequalities, sexual harassment, and freedom of information within the media industry?

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Do media practitioners feel that gender mainstreaming is a priority for them and for the society they are serving? Do they have the awareness and knowledge to make gender a priority in their daily work?

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Is there broad support from the government to the understanding of the gender equality concept?

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Do the media policies, procedures, and processes favour or hinder gender mainstreaming?

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Is there accountability within the media industry for gender mainstreaming? If yes, how and if no what should be done?

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What are your recommendations on how to make the workplace a safe space that is free of incidents of workplace sexual corruption?

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This audit of Tanzania's media Laws and policies aims to identify gender-related gaps within the country's media laws and policies, highlight the negative impact these gaps have on women journalists, women in general, and the country's progress towards equality and provide recommendations to address these concerns.

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The content and views herein are the sole responsibility TAMWA and do not necessarily reflect the views/opinion of our partners and funders.



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