



# ANNUAL REPORT

2020

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## **ABBREVIATIONS AND ACRONYMS**

ACT	Alliance for Change and Transparency
AWDF	African Women Development Fund
CCM	Chama Cha Mapinduzi
CHADEMA	Chama Cha Demokrasia na Maendeleo
CSOs	Civil Society Organisation's
CUF	Civic United Front
GBV	Gender-Based Violence
MCL	Mwananchi Cooperation Limited
MCT	Media Council of Tanzania
MISA	Media Institute of Southern Africa
MP	Member of Parliament
NCCR	National Convention for Construction and Reform
NDI	National Democratic Institute
NEC	National Electoral Commission
NGO	Non-Governmental Organization
PCCB	Prevention and Combating Corruption Bureau
PWD	People with Disabilities
RS	Road Safety
RSA	Road Safety Ambassador
TAMWA	Tanzania Media Women's Association
TAWLA	Tanzania Women Lawyers Association
TBC	Tanzania Broadcasting Corporation
TCRA	Tanzania Communications Regulatory Authority
TGNP	Tanzania Gender Networking Programme
TIRA	Tanzania Insurance Regulatory Authority
TLS	Tanganyika Legal Society
TMF	Tanzania Media Foundation
UAF	Urgent Action Fund
UT	Ushiriki Tanzania
VAWG	Violence Against Women and Children
WDoR	World Day of Remembrance

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Board Member



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Board Member

# 2020



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**Rose Reuben**  
Secretary



**Dr. Mzuri Issa**  
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**Leah Mushi**  
Board Member

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9	Anna Yoram Kwambaza	47	Halima Kambi
10	Annastazia Wilcherik	48	Halima Msellem
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12	Asha D Abinallah	50	Hawra Shamte
13	Ashura Mohamed	51	Helena Magabe
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15	Aziza Hussein	53	Hilda Mwangama
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17	Beatrice Bandwe	55	Husna Mohamed Khamis
18	Beldina Nyakeke	56	Ichikaeli Maro
19	Bestina Magutu	57	Ikunda Erick
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22	Catherine Nchimbi	60	Jacqueline Liana
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24	Chelu Kamlika Matunga	62	Jane M Shirima
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26	Deborah Mwendah	64	Jitihada Abdallah Salim
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30	Edda Sanga	68	Joyce Mkinga
31	Editha Eustace Majura	69	Joyce Shebe
32	Editha Majura	70	Judica Losai
33	Elizabeth Edward	71	Justina Katunzi
34	Esther Amandus	72	Kalunde Mahimbo Said
35	Esther Nyirabu Mbusi	73	Kauthar Is-Hack Mzee
36	Esther Stephen	74	Khadja Ali Hassan
37	Evodia Ndonde	75	Kuluthum Kassim Ally
38	Fatma Alloo	76	Lath Mchomvu Mbonea

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77	Leah Mushi Karawa	115	Nuru Rashid
78	Leila G Kazimoto	116	Pendo Mwakyembe
79	Lilian G Timbuka	117	Penina Y Malundo
80	Lilian Kallaghe	118	Penzi Nyamungumi
81	Lulu M Mohamed	119	Pili Mtambalike
82	Luluwa SalimAli	120	Praxeda Mtani
83	Mabel Masasi	121	Prisca Musa
84	Madina Mohamed Ussi	122	Pudenciana Temba
85	Magareth sembeyu	123	Rachel Lugoe
86	MahFoudha Alley	124	Rachel S Kyala
87	Mariam Ame Chum	125	Rahel Japhet Pallangyo
88	Mariam Amiry Msemo	126	Rahila Ali Rashid
89	Mariam Kaimu Mkumbaru	127	Rainfrida Nyatunga
90	Marie Shaba	128	Raya Hamad Suleiman
91	Martha Ngwira	129	Razia Mwawanga
92	Martha Paschal Saranga	130	Riziki Stanely Dandio
93	Martina Ngulumbi	131	Roida Andusamile
94	Mary Geofrey	132	Rose Haji
95	Mary Mwita	133	Rose Haji Mwalimu
96	Maryam Hamdan	134	Rose Kalemwa
97	Maryam Hamid	135	Rose Reuben
98	Matilda Kasanga	136	Rukia Issa
99	Minza Kona Nywali	137	Sabra Ali Mohamed
100	Monica Liampawe	138	Saida Msumi
101	Mwamini Andrea	139	Sakina Philemon Lyoka
102	Mwanajuma Abdi Hassan	140	Salama Bakari Juma
103	Mwanakhamis Muhidini	141	Salama Njani
104	Mwarabu Hassan Suleiman	142	Salma Lusangi
105	Mwashamba Haji Juma	143	Salome Gregory
106	Mwashangi Tahir Nassor	144	Salome Samwel Kitomari
107	Mwatima Rashida Issa	145	Samia Frank Chande
108	Nancy Mwendamseke	146	Saphia Ngalapi
109	Nasra Haji Chum	147	Secelela Fanuel Balisidya
110	Nasra M Juma	148	Sharifa M Hussein
111	Nassra Nassor Suleiman	149	Sharon Sauwa
112	Natasha Regina K.	150	Sheikha Haji Dau
113	Nelly Mtema	151	Shifaa S Hassan
114	Noura De Costa	152	Shinuna Said Bakari

## **TAMWA MEMBERS**

153	Shua Jackson Ndereka
154	Sidi Mgumia
155	Singlida Chipungaupi
156	Stella Nyemenohi
157	Stella Swaum Vuzo
158	Stellah Joseph
159	Susan Peter Kunambi
160	Sylvia Mwehozi
161	Tatu Abdallah Kazimoto
162	Theresia Theddy Challe
163	Tubagile Namwenje
164	Tukuswiga M James
165	Tuma Abdallah
166	Tumaini Msowoya
167	Upendo Mwichande
168	Valerie Msoka
169	Veronica Ignatus Boniface
170	Veronica K Mheta
171	Victoria Rowan
172	Zahara Juma Tunda
173	Zainab Mwatawala
174	Zaituni Mkwama
175	Zawadi Machibya
176	Zulfa F Mfinanga

## 1.0 INTRODUCTION

Tanzania Media Women's Association (TAMWA), is a membership, non-governmental, non-partisan and not-for-profit organization registered on 17th November 1987 under the Societies Ordinance Cap 337 of 1954 with registration number (SO 6763). In 2004, the association complied with the 2002 NGO Act of the United Republic of Tanzania. In 2007, TAMWA was also registered in Zanzibar as TAMWA Zanzibar under Society Act No. 6 of 1995. To date TAMWA has more than 115 active members from both Tanzania Mainland and Zanzibar accredited to various media houses, and some work as media consultants and academicians, others hold government and international organisation positions.

Since its inception over 33 years, the organization has contributed to the social transformation towards women and children's rights at the national, community and individual level. The association also continued to deliver its mission through a well-planned and comprehensive advocacy programme for women and children's rights by conducting awareness raising activities for cultural, policy and legal changes/transformations in the society through the use of media (traditional and social media).

This report however reflects specific activities implemented during the course of one year 2020.

### 1.1 Operating framework

TAMWA Mainland is dedicated to embrace and promote women and children's rights through the use of media. Being the core business, this is what informed TAMWA's vision and mission in the following context:

**Vision:** A peaceful Tanzanian society which respects human rights from a gender perspective.

**Mission:** To advocate for women and children's rights by conducting awareness-raising activities for cultural, policy and legal changes/transformations in the society through the use of media.



## Strategic implementation areas for this reporting period 2020:

### REACHING OUT

The reporting year 2020, TAMWA directly reached out to 482 people including 70 journalists and 150 women across the country.

#### **SOCIAL MEDIA**

In the social media about three (3) million people were covered in more than 17 regions and 112 districts in Tanzania Mainland and Zanzibar.

#### **PARTNERS' ENGAGEMENT**

TAMWA engaged with other stakeholders; Government, Non-Government Organizations, the media as well as traditional and religious leaders in its course of work.

### Core Values

- Transparent
- Accountability
- Diversity
- Respect

### 1.2 The Annual General Meeting

The AGM is the supreme decision-making body of the organization. Among other things, it determines the admission and expulsion of its members, it determines the Association's Strategic Plans, Annual Narrative reports, Financial Statements and External Auditors as well as their employment terms.

### 1.3 The Secretariat

TAMWA Mainland's day to day operations are executed by the Secretariat under the Executive Director Rose Reuben. The Secretariat team of 17 staff is gender sensitive composed 10 women and 7 men with various skills in journalism, project management, finance management, monitoring and evaluation, human resources and report writing. The Executive Director who is officer in charge of the organisation is also TAMWA's spokesperson.

## 2.0 ANNUAL PROJECT ACTIVITIES HIGHLIGHTS

### 2.1 WOMEN POLITICAL PARTICIPATION AND LEADERSHIP EMPOWERMENT PROJECT (WANAWAKE SASA) - AWDF

**‘Wanawake Sasa** - Women’s Political Participation and Leadership Empowerment Project’ is a two years project (2019/2020) aimed at expanding democratic space; sustain inclusive governance and equal political participation of women and men in leadership position. It started in January 2019 and concluded in November 2020. The project targeted four zones of Tanzania which are Dar es Salaam, Dodoma, and Arusha and Zanzibar (Pemba and Unguja).

Five political parties (ACT, CCM, CHADEMA, CUF and NCCR MAGEUZI) were engaged in this project to ensure realisation of the project’s goal. The project was implemented under the auspices of TAMWA in collaboration with Global Peace Foundation-Tanzania (GPF) and Women in Law and Development in Africa (WiLDAF). The following Activities implemented by TAMWA in this project:

#### 2.1.1 Dialogue

TAMWA organized four (4) intra-parties’ dialogues for 150 women focusing on positions and challenges on women’s participation, how to contest in elections and decision-making positions in Zanzibar, Dodoma, Dar es Salaam and Arusha. The dialogue involved women from five key political parties (ACT Wazalendo, CCM, CHADEMA, CUF and NCCR-Mageuzi). The dialogue provided a forum for women to share their experiences with regards to their leadership and political engagement. Discussions to chart out better ways to overcome the challenges were held.



*Group photos of sessions in Zanzibar and Dodoma, Tanzania during the dialogue sessions*

2.1.2 Journalists training

TAMWA trained 60 journalists and 10 editors (62 female and 12 male) from different mainstream media houses on promoting women leadership, decision making, and community behavioral change towards women contesting for leadership position.

TAMWA supported Journalists who attended the training to write articles, produce TV and Radio sports. A total of 30 articles, 30 radio and 12 TV Programmes were produced in the area of women leadership and political empowerment.

S/N	Item	No. of Articles/Programmes
1.	Articles	30
2.	Radio program	33
3.	TV programs	12



### 2.1.3 Advocacy meetings with Religious, Traditional and Political Leaders

TAMWA conducted advocacy meetings in September and October 2020 in Dar es Salaam, Arusha, Dodoma and Zanzibar with religious, traditional and political leaders. A total of 182 (119 male and 12 female) were reached out for the advocacy. The advocacy meetings at this level were initiated to support TAMWA's effort in promoting peace and increase awareness to political parties towards women's leadership and political participation, taking into account their responsibility, influence and power they have in transforming societies.



*The Photo was taken in November 2020 in one of the advocacy meetings on Women Empowerment and Political Engagement. Standing at the back-left is the National Peace Promotion Committee Chairperson Sheikh Ali Haji Salum, on the left-front row is Arusha Region Assistant Chairperson of the committee- Sheikh. Ghulam Hussein and the secretary if the committee Dr Abdulrazak Amir .*

### 2.1.4 Social media on the WanawakeSasa hashtag

The forum achieved objectives of Wanawake Sasa project by increasing awareness on women's leadership and political participation through social media platforms (Face book, Instagram and Twitter). Through the hashtag of #Wanawake Sasa, TAMWA reached 130,670 impressions which facilitated the awareness creation to Women's Political Participation and Leadership Empowerment towards the 2020 General Election.

### 2.1.5 Activity results

- i. Increased media coverage on the violence against women and girls (VAWG) demonstrating accurate and holistic understanding of the issues from the human rights perspectives.
- ii. The project enabled women to share experiences, speak out their minds on equal rights and how to successful participate and engage in politics. Participating women were from five key political parties (ACT Wazalendo, CCM, CHADEMA, CUF and NCCR-Mageuzi).
- iii. Dialogues and Wanawake Sasa partners' initiatives have yielded positive results. (16 Women from Tanzania Mainland (Dar es Salaam, Dodoma and Arusha) and 16 in Zanzibar won the positions of ward councillors' leadership.

## 2.2 USHIRIKI TANZANIA - NDI

TAMWA with support of National Democratic Institute (NDI) in 2020 was responsible for providing communication support under the umbrella of Ushiriki Tanzania. Ushiriki Tanzania is a six months initiative which began its operation in February 2020 under the following activities:

### 2.2.1 Production of Ushiriki Tanzania Campaign IEC Materials

TAMWA was entrusted by the Steering Committee to prepare branding materials aimed at informing the public about the Ushiriki Tanzania (UT) and its campaign. A total of 1,003 advocacy materials were produced during the project lifetime.

S/N	Materials produced	Numbers
1.	T-Shirts	450
2.	Banners	3
3.	Mask	250
4.	Brochures	200

The produced advocacy materials were distributed among Ushiriki Tanzania CSOs on the basis of the nature and number of activities of a particular organization engages in. The materials were also distributed to the government Ministries and Agencies including National Election Council (NEC).

### 2.2.2 Promotion of Ushiriki Tanzania Social Media Handles

During the project period, TAMWA managed UT social media including Twitter, Instagram and Facebook in creating and distributing contents. The social networks handles were strengthened on daily basis by feeding UT key issues concerning women, youth, PWDs particularly their participation in the General Election of 2020. A total of 186 contents shared, 15 were on youth, 51 women, 11 COVID-19, 84 general issues, 21 PWDs and 4 focused election issues. It is estimated that over 30,641 people have been reached with UT messages.

### 2.2.3 Talk Shows

Ushiriki Tanzania members participated in talk shows organized by TAMWA. The programmes were aired at Mlimani TV, EATV and ITV. The discussions focused on special groups' participation (women, youth, PWDs) in Elections and the New Constitution.

As a focal point for media stakeholders, TAMWA was responsible for ensuring that UT members attended radio and television programmes. The strategy ensured delivery of UT agendas and promotion of UT brand to the public.

### **2.2.4 Conducting Capacity Building for UT members on the usage of Communication Strategy**

In June 30th 2020, TAMWA conducted capacity building session to UT members on the usage of communication strategy. The training aimed at strengthen the UT's internal communication and media engagement, to create a strong sense of media utilization among UT members and to use the media effectively to inform and convey to the public UT's activities and agendas. The training was online via Zoom Video Inc. and attended by 19 participants (11 male, 8 female), 13 representatives from UT CSOs including 9 female youth.

### **2.2.5 Newspaper Articles highlighting the Vision/Mission of Ushiriki Tanzania**

As part of the grant, TAMWA supported UT in monitoring newspaper publications of six (6) articles on political inclusion of women, youth and PWDs special groups. For testimony TAMWA took the monitored content of articles by CSO activities (UT-JUKATA and the Office of Registrar of Political Parties (ORPP) to meetings in Dodoma and Zanzibar.



***Newspaper Articles highlighting the Vision/Mission of Ushiriki Tanzania***

2.2.6 TAMWA dealt with 16 newspaper publications of Ushiriki Tanzania. 10 articles focused on a Press Conference hosted by TYC the rest 6 articles were on JUKATA engagements in Dodoma and Zanzibar.

2.2.7 UT articles were published by selected media outlets with substantial viewers and listeners of more than one million like Azam TV. It is reported that, Azam TV is the third most viewed television station in the country with more than 16 million viewers while Star TV has 3 million.

2.2.8 Mwananchi Newspaper is among the selected newspapers which published more than 18,000 copies daily reaching more than 8 million people every day in Tanzania. Millard Ayo TV has 2.8 million subscribers while Global TV online has 2.5million subscribers. Another testimony with a good number of viewers is the article published by Mwanahalisi Online, <http://mwanahalisionline.com/matundu-uchaguzi-serikali-za-mitaa-yasirejeshwe-2020/> which was viewed and read by 840 people.

2.2.9 The production of newspaper articles, TV/Radio Program and online TV increased an impact on UT visibility and achieved in permeating UT agenda to the public and its main stakeholders.

### **2.2.10 Activity results**

- i. Materials amplified UT advocacy campaign for the coalition's agenda, a sense of solidarity and branding.
- ii. Throughout the project, TAMWA engaged with 16 media houses on behalf of UT members. Journalists involved in UT activities were able to access new sources of information from UT members for 43 news publications, a number of news items on TV, radio, newspapers and mentions in talk shows.
- iii. Some of the followers in UT social media pages commented and advised on several issues, related to the inclusive participation in electoral process. They highlighted areas that need to be strengthened for effective engagement. The audience also advised on the need to equip youth with life skills to increase knowledge, the need to establish youth councils, importance of roll out consistent civic education programmes and educate the citizens on the new constitution.

### **News/Feature/radio/TV program aired during the entire program**

TAMWA IWD events	14
TYC press	11
Articles from JUKATA events in Dodoma/Zanzibar	8
Features from TYC event	10
<b>TOTAL</b>	<b>43</b>

## **2.3 ROAD SAFETY- GRSP/GHAI**

During 2020, TAMWA Mainland continued work with Tanzania Road Safety Coalition project, aims at building public awareness on Road Safety Crisis in Tanzania. TAMWA Mainland as a lead media partner is responsible for creation of awareness related to road safety, the role and the behavioral road safety risk factors (helmets, drink driving, speed and seatbelts) through mainstream media, community radios and online campaign. The following activities were implemented:

### **2.3.1 Talk show**

From January to December 2020, TAMWA organized/conducted regular talk shows on 12 radios on specific topics and TV live programmes. The programmes featured fourteen (14) Radio and Television talk shows. The shows concluded implementation of road and safety issues through community radios for year 2020.

### **2.3.2 Journalists engagement**

TAMWA engaged journalists to cover stories on road safety through TAMWA's media strategy called "Bang style". Most of the stories were on distractions to drivers, crossing the lights while red light is still on and not wearing protective gears like seat belts and helmets against road risky factors.

The RS media trainees contributed to cover stories in the print, electronic media and social media platforms. A total of 32 feature articles on print and electronic media were produced, 30 news articles and news bulletin were produced as well.

### **2.3.3 Media Symposium**

On May 2020 TAMWA in collaboration with coalition members and Mwananchi Communication Limited (MCL) conducted a Media Symposium to enhance understanding of ways that public authorities can improve their decision-making and policy by closely analyzing social media trends. The symposium officiated by Honourable George Simbachawene, the current Minister of Home Affairs was to enable citizens articulate their thinking and attitudes to yield valuable insights for policymakers and communicators in the Road Safety issues. The event under TAMWA was so successful and attended by a total of 102 participants (66 MPs, 15 Journalists, 2 Social media influencers, 13 coalition members, 6 other Road Safety stakeholders' representative for Tanzania Insurance Regulatory Authority (TIRA) and the Ministry Health, Community Development, Gender, Children and Elderly, and Traffic).



The Guest of Honour, George Simbachawene the current Minister of Home Affairs promised to work with his team to ensure immediate law reform of the current Road Traffic Act of 1973.

During the symposium some challenges identified to have affected road safety include over speeding, drunken driving, distractions to drivers, crossing the lights while red light is still on and not wearing protective gears like seat belts and helmets against road risky factors, non adherence to lane driving and overtaking at wrong sites and time.

The symposium came up with recommendations to improve road safety education, to observe and adhere to road signs to minimize accidents, to reduce over speeding, preventing alcohol use while driving, preventing the use of phones while driving and ignore aggressive drivers. Another recommendation was to enhance cooperation among the stakeholders.

#### **2.3.4 Press Conference**

On 13th November 2020, TAMWA conducted one Press Conference to commemorate World Day of Remembrance (WDoR). A total of 20 participants including media reporters from Traditional and Digital media attended.

**Link for the TV News Bulletin** <https://youtu.be/CiPfv6ycUBk>

#### **Result of the conference**

Clips were collected from 9 newspapers and electronic media:

- i. Print=25
- ii. Radio captured =12
- iii. TV =6 and Online=15

#### **2.3.5 Activity results**

2.3.5.1 All the public opinions shared, collected and submitted to Hon. George Simbachawene for further action.

2.3.4.2 Consolidated report of the event was out on 8th May 2020. TAMWA in collaboration with the Coalition, planned to have a courtesy call with the Minister after the release of the Event Report which will also be shared with the coming Bunge session on March, 2021.

2.3.4.3 The published newspapers raised awareness and increased knowledge to enable citizens articulate their thinking and attitudes so as to yield valuable insights for policymakers and communicators in the Road Safety issues.

## 2.4 WOMEN IN THE NEWSROOM-VIKES

This project is supported by The Finnish Foundation for Media and Development (VIKES) with an objective of empowering women in media and enhancing gender transformation in the Media Houses. The project is implemented in collaboration with the Centre for Investigative Journalism (Nepal), Media Council Tanzania (MCT), Media Institute of Southern Africa, Tanzania Chapter (MISA TAN) and Tanzania Media Women Association (TAMWA).

### 2.4.1 Training of journalists on gender sensitivity in media houses

On March 25th to 26th, 2020 TAMWA conducted a training for journalists on gender sensitivity in media houses in Lindi region, Tanzania. The session involved gender sensitive reporting, and gender issues in the newsroom, gender norms and sexual harassment in the newsroom. Another topic was on health reporting tips. The topic focused on how to verify sources, deal with fake news, and preventive measures on the current COVID 19 pandemic and role of journalists to ensure proper information is delivered for the people to take preventive measures.

### 2.4.2 Activity Results

The session was led by Dr. Joyce Bazira Ntobi (a gender and media specialist) and attended by 28 females and 8 males. Participants gained knowledge on different aspects of gender dimensions to promote gender equality.



*On the left photo shows Facilitator Dr. Bazira-Ntobi emphasizing a point to participants while photo on the right participants are engaged to group work on 25th March 2020, in Lindi, Tanzania.*

### 2.4.3 Data base creation

In 2020 TAMWA developed a Women Journalist Portal (TWJP) to collect, analyze and store data for women journalists working in the newsrooms.

### 2.4.4 Activity Results

The portal has been established and effectively accessible. As of now about 225 Women Journalists joined the portal. Uploading of data from women

journalists is an ongoing process. The portal can be fully accessed through TAMWA website link <https://tamwa.org/womenportal/index.php?r=journalist%2Fdefault%2Fhome-page>.



2.4.4 Social media advocacy

The project focuses on social media platform so as to contact, inform, and mobilize a group of concerned people around an issue or cause. The VIKES digital advocacy is meant to galvanize supporters to take action in support of women in newsrooms to use Instagram, Twitter and Face book.

Duration (month)	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Total
Number of post	29	33	25	43	34	164
New follower	355	182	247	92	188	1064
Impression (x1000)	66.1	113	105	101	111	1228

Duration (month)	Jul-20	Aug-20	Sept-20	Oct-20	Nov-20	Dec--20
Number of post	34	39	102	84	25	36
New follower	188	102	225	234	96	104
Impression (x1000)	111	94	166	194	93	108



One of the tweets earned 16.5 K impressions in a month of July 2020 about sexual corruption in media houses.

### 2.4.5 Feedback session with female journalists on COVID-19

On 23rd December 2020 TAMWA conducted the feedback session on Covid-19 experience from female journalists.

The feedback was initiated to get experience and lesson learnt from female journalists with regard to their day to day activities on COVID-19. Two participants from MCT and MISA also attended the session to add value to the activity.

Total number of participants	Male	Female
20	1	19
Journalists	Male	Female
15		15

Journalists selected were from 15 media houses (TV, Radio and Newspapers) based on their experience, gender consideration and data of participation available on projects like Women in Newsroom.



*Photos reflecting three different activities held during the feedback session on Covid-19 by experienced female journalists on December 2020.*

### 2.4.6 Activity results

Journalists shared their experience on how they fulfilled their roles in educating the people on preventive measures against Covid-19. They did not only share experience but also highlighted challenges, opportunities and their role as mothers during the pandemic. Some of the pronounced challenges include; Loss of employment due to closure of some media

houses, difficulties encountered while working from home, domestic violence in some incidents which had a psychological impact, shrinking space, government's control of information flow regarding Covid-19, lack of skills by journalists on how to report the pandemic, closure of projects by donors, lack of analytical news due to inadequate sources, economic hardships due to salary decrease and erratic pay, mushrooming of fake news which were confusing and caused panic to the people, there was no room for verification and deaths among journalists created more fear and panic. Some of the identified opportunities were; increase of new innovations in technology like the zoom for conferences and meetings, availability of media projects on Covid-19 which increased capital from writing articles and families had time to get together closely. Some started small entrepreneurship of producing masks and sanitizers or were used as middle people for selling the same. The most important opportunity was sharing of information on how to use local herbs as a preventive measure.

## **2.5 UN WOMEN- INCREASING WOMEN'S POLITICAL PARTICIPATION AND LEADERSHIP THROUGH MEDIA SENSITIZATION AND COMMUNICATION.**

TAMWA with support of UN-Women, received a one-year project (1st August 2020-31st July 2021) on increasing Women's Political Participation and Leadership through Media Sensitization and Communication. The project aimed at increasing Women's Political Participation and Leadership, is implemented in 17 regions of Tanzania Mainland, such as Dar es Salaam, Morogoro, Pwani, Tanga, Dodoma, Singida, Shinyanga, Tabora, Kigoma, Mara, Mwanza, Arusha, Kagera, Lindi, Mtwara, and Mbeya.

### **2.5.1 Introduction meetings with key stakeholders**

In October, 2020 three Ministries from Information, Culture, Youth and Sports, Health, Community Development, Gender, Elderly and Children (MoHCDGEC) and Regional Administration and Local Government (PO-RALG) were engaged in this activity.

### **2.5.2 Introductory networking online meeting with other partners (TGNP, TCD, WILDAF, MCT and TADIO)**

The activity took place in 2020 when IPPL project was introduced to Wanawake partners, connecting them with other stakeholders from TGNP, TCD, WILDAF, MCT and TADIO. The aim was to increase solidarity and strengths to get more

inputs for Wanawake Wanaweza Phase II Project, in advocating for Women Leadership and Political Participation under UN Women. Thirty-One (31) partners were engaged in various activities including content development and talk shows.

### **2.5.3 Activities results**

The ministries and partners engaged, showed cooperation and extended support to ensure the project is successfully implemented.

### **2.5.4 Training of Journalists**

TAMWA conducted a capacity building training to strengthen gender-responsive reporting and monitoring of women's leadership and political participation for:

- 50 journalists (27 female and 23 male) from 50 Community Radios in 17 regions of the project area Dar es Salaam, Morogoro, Pwani, Tanga, Dodoma, Singida, Shinyanga, Tabora, Kigoma, Mara, Mwanza, Arusha, Kagera, Lindi, Mtwara, and Mbeya.
- 40 journalists (27 female and 13 male) from mainstream media: 10 TV stations, 10 radio; and 20 newspapers;
- 30 editors and 10 social media influencers.

The training was conducted on 6th October 2020 in Arusha, Tanzania.

### **2.5.5 Activity results**

The training of media houses enhanced understanding on their role to promote women in leadership and decision-making positions through radio programming. Community Radios achieved to air 150 programmes, an average of 3 programmes in each radio station focusing WPPL.

### **2.5.6 Consultative meeting**

TAMWA conducted consultative meetings in Bagamoyo, Pwani with key network stakeholders such as GEWE influential people, Religious leaders, traditional leaders and men champions. The meeting was attended by 35 network stakeholders and GEWE champions attended (33 female and 2 male); 23 religious' leaders from Christian Council of Tanzania (CCT) and Baraza Kuu la Waislamu Tanzania (BAKWATA) and traditional leaders (5 female and 17 male) and members from the Wanawake Sasa Consortium that comprises TAMWA, WILDAF and Global Peace Foundation. The meeting equipped attendees with skills to promote gender equality and positive portrayals of women leaders and henceforth trigger dialogues within the communities. The workshop was facilitated by TGNP with support from TAMWA.

## **Activity results**

About 100 Traditional leaders/Potential leaders and 100 Religious Leaders from 17 regions were sensitized on WLPP. This represents a significant proportion of the 559 total wards within the focus regions to be targeted during the project.

2.5.7 Technical meetings with WLPP, gender and media experts to discuss the proposed contents guideline for publicity through TV, Radio, News Papers, Community Radio and Online platform.

TAMWA in collaboration with other actors (Ministry of Information, Culture and Sports, TGNP, TCD, UDSM, AWLN, WILDAF and media experts developed Content Guideline for journalists and oriented to media practitioners for implementation. The guideline was shared to 50-community radio as a supportive document in producing programmes on increasing women's leadership and participation in politics. The guideline was also shared to mentors and targeted mainstream journalists in December, 2020 - from 10 TV stations, 20 Newspapers, 10 radios for programme making and writing articles related to WLPP and COVID 19.

TAMWA shared the developed content guideline with project partners before to TV, Radio, Newspapers, and Community Radio and Online platforms for advocacy.

## **Activity results**

The project partners committed to support TAMWA for publicity. Four partners (4) (3 Female 1 Male) from Tanzania Centre for Democracy (TCD) and TWP participated in radio talk shows in East Africa Television. The meeting meant to collaborate and create joint advocacy efforts to promote women leadership and participation in decision-making, share information feedback from the commitment captured from the traditional and religious leader and charts the way forward to enhance WLPP.

The initiative induced discussions on WLPP among partners. Chief Mazengo of Gogo tribe from Dodoma and Chief King'alu of Luguru tribe from Morogoro shared their experience on how women in their tribes are traditionally valued and respected by communities and are leaders. They blamed societal development and modernisation to have contributed significantly to the disregard for the importance of WLPP. The two leaders reiterated the need for collective engagement of the influential people through media dialogues.



### **2.5.8 Advocacy meeting on peace promotion and women's increase in leadership and political participation with political, religious and traditional leaders.**

TAMWA conducted an advocacy meeting on peace promotion and women's increase in leadership and political participation with political, religious and traditional leaders. The activity was held at Seashells Hotel in Dar es salaam, Tanzania on 2nd October, 2020. The aim of the meeting is for TAMWA bring together political, religious and traditional leaders as a forum to carry the agenda of women empowerment and peace promotion during the 2020 general election.



*The two photos show two leaders contributing points to the session held on 2nd of October, 2020 Dar es salaam, Tanzania.*

### **Activity results**

All political, religious and traditional leaders in the project committed to support TAMWA to implement the project on empowerment of women on leadership and political participation. The commitment was an official statement from the religious leaders who volunteered to advocate for peace promotion among political leaders. The statement was read in four project regions including Dar es Salaam.

### **2.5.9 Organize editorial meeting with media experts to edit and enrich contents for publicity.**

Two editorial meetings were held in November and December 2020 to review the content of guideline before it is put into practice for media use. The meeting was attended by editors, journalists and mentors.

Six mentors (2 male and 4 female) were selected from TAMWA data base with more than 10 years in gender and media. The selected mentors were equipped with knowledge on the developed guideline for WLLP and gender issues on COVID 19.



### **Activity results**

The mentors were oriented on the WLPP Guideline for them to sensitize journalists and editors for publicity and information dissemination. Among the 6 mentors, 2 were taken to mentoring/coaching of selected journalists to produce articles and TV and radio programmes. Details on the work undertaken by the journalist will be reported in related activity.

#### **2.5.10 Orientation of the Journalists on developed contents to promote Women's Leadership and Political Empowerment**

TAMWA trained 50 Journalists (27 female and 23 male) from 50 community radio stations with skills to promote gender equality and women's leadership and political empowerment through positive portrayals of women leaders. The journalists were also equipped with skills to increase awareness on the importance of WLPP in COVID -19 protection measures and the impact to women and girls.

#### **2.5.11 Activity results**

The trained Journalists from 50 community radio stations (27 female and 23 male) produced 150 programmes which were aired as a result of dialogues by traditional/ religious/potential leaders in their communities on women's leadership and political empowerment.

#### **2.5.12 Media programmes to increase awareness on women's leadership and political participation**

100 radio programmes on increasing community awareness on the importance of women's leadership and political participation were aired by 50 radio stations, with the average of 2 programmes per station.

A total of 50 traditional and 50 religious leaders (99 male and 1 female) and 4 GEWE champions (all male) from 100 wards were sensitized and linked with 50 community radios in 17 regions of the project to promote gender equality and positive portrayals of women leaders.

#### **2.5.13 Activity results**

The following dialogues and advocacy initiatives (DAI) were supported by religious and grassroots women leaders and community leaders:

- 100 radio programmes aired by selected Community radios in 17 regions in 100 wards, to promote positive portrayals of women leaders and gender equality.
- 1 radio spot aired in 7 community radios stations.
- 149 messages with content on increasing awareness on women's

leadership and political participation posted on Twitter Social Media.

- 4 special programs on WLPP aired (Kipimajoto ITV, Power breakfast (1-month program) Leotena clouds, breakfast on Saturday.
- 6 radio and TV talk shows conducted promoting positive portrayals of women leaders and gender equality.
- 10 radio interviews with GEWE Champions from TGNP emerged in the community as champions in advocating for gender empowerment in respective communities.
- 1 community dialogue in Nachingwea-Lindi was conducted by traditional leaders

#### **2.5.14 Support to TAMWA studio and TV online for content production, sharing and publicity.**

During the project period, UN-Women supported TAMWA to restore TAMWA online TV through Software, hardware programmes and equipment installed to enable the studio to function.

#### **2.5.15 Activity results**

All major software installed. Acquiring of a licence and permit is an ongoing process.

TAMWA's studio Coordinator is undergoing mentorship of producing programmes under the support of a TAMWA member Judica Losai.

#### **2.5.16 Conduct TV and radio Talk shows to promote women's leadership and political empowerment**

During this reporting period, 3 radio Talk shows conducted by East Africa radio, TBC and ITV to promote women's leadership and participation in decision making. The pending shows to be executed during the extension plan for December 2020.

#### **2.5.17 Increased awareness of the public on the importance of women's participation and leadership in COVID-19, protection measures and the impact of COVID-19 to women and girls.**

TAMWA provided orientation to the media houses concerning public awareness on the importance of women's participation and leadership in COVID19 protection measures and the impact of COVID-19 to women and girls.

### **2.5.18 Activity results**

2.5.18.1 Listeners and TV viewers were sensitized on the importance of women's participation and leadership in COVID-19, protection measures and the impact of COVID-19 to women and girls through 50 Community radios in 17 regions, 118 districts and 478 wards.

2.5.18.2 50 community radio programmes aimed at raising information on leadership, and impact of COVID-19 to women and girls are expected to be aired and published through TV/NEWSPAPERS on the developed content.

2.5.18.3 TAMWA produced and aired 1 Radio spot with mention from presenters. The produced radio spot was aired once per day for six days to six-community radio with context of WLPP and COVID 19.

2.5.18.4 1 Special programme (Elimikawikiend) conducted on Social media. 235 Social Media messages posted on Twitter.

2.5.18.5 3 talk shows conducted in radio covering the challenges of COVID-19 to WLPP, the importance of WLPP in COVID-19 and its impact on women.

## **2.6 RAISING AWARENESS OF TANZANIAN JOURNALISTS ON CYBER SECURITY**

TAMWA under the sponsorship of Counterpart International implemented a three (3) months project titled "Raising awareness of Tanzanian Journalists on Cyber Security". The project's aim was to equip journalists with cyber security knowledge on preventing cyber threats like hacking, phishing, data loss and viruses when using electronic devices such as computers and mobile phones on advocating for women and children's rights in Tanzania. The project started on February and concluded in July 2020.

### **2.6.1 Training of Trainers (ToT) session to TAMWA staff**

The session was prepared to orient TAMWA staff on how to project and equip them with knowledge and skills on cyber security awareness and tools that will enable them support and facilitate sessions to journalists.

Under this milestone TAMWA successfully conducted the ToT session to its twelve (12) personnel. The session was conducted at TAMWA Conference Hall, Dar es Salaam Tanzania. and officially opened by Rose Reuben, TAMWA's Executive Director. Two trainers, Zaituni Njovu and Godwin Assenga facilitated the training.



*Some of the participants following the presentation during ToT training session on 23rd March, 2020 at TAMWA Conference Hall.*

## **2.6.2 Trainings of Journalists in Morogoro and Dodoma**

A four days training of journalists on digital data security to journalists was held in Morogoro and Dodoma. Before the training TAMWA devoted time to seek permit letter from the Municipal Council Executive Directors for approval and to ensure participants' safety from the spread of COVID-19 pandemic.

A total of 51 journalists (28 Female and 23 Male) were trained in Dodoma and Morogoro respectively.

### **Topics covered were:**

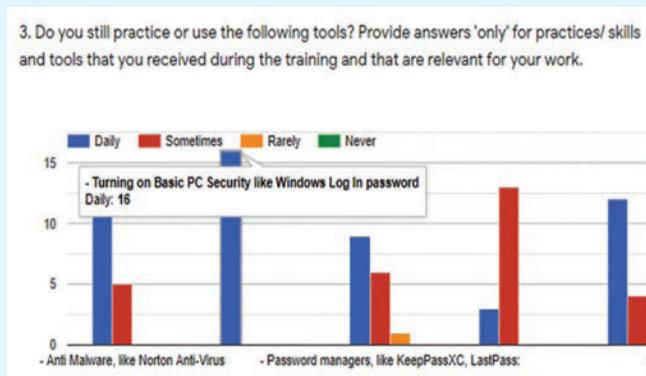
- (i) Introduction to Cyber Security,
- (ii) Password and password manager
- (iii) Password Manager
- (iv) Introduction to Computer Hygiene
- (v) Malware Fundamentals
- (vi) Social Network Privacy Settings
- (vi) Computer clinic – practical session



*Participant attentively following the session while looking at training material handbook given during the two days training in Morogoro.*

### 2.6.3 Activity results

End of training evaluation showed that all participants were aware of security tools valuable for use on daily basis.



## 2.7 WFT- AN EXPLORATION OF SEXUAL CORRUPTION AMONG WOMEN IN MEDIA HOUSES IN TANZANIA

TAMWA with the support of Women Fund Tanzania (WFT) is implementing a project on an exploration of sexual corruption among women in media houses in Tanzania. This project is meant to examine the issue of sexual corruption among women in media houses in Tanzania and establish a prevention and response mechanism to the problem. The project is being implemented in Dar es Salaam the most densely populated with mainstream media houses in Tanzania particularly radios, televisions, newspapers, and social media platforms.

### 2.7.1 Project introduction to the Ministry Level

As part of the procedure, on the 19th of August 2020, TAMWA's Executive Director Rose Reuben and the Monitoring and Evaluation Manager, John Ambrose introduced the project to the Ministry of Information, Culture, Arts and Sports, Dodoma-Tanzania. The process took time before the permit was issued in September 2020, because of the changes and procedures by authority.

### 2.7.2 Launching

In October, 2020 TAMWA officially launched the project by introducing it to the stakeholders.



*The picture above shows TAMWA'S Executive Director Rose Reuben together (Centre) with WFT representative Brian Mshana (on the left) and MISA Tanzania representative Neema Kasabuliro (right).*

## **2.7.3 Activity results**

2.7.3.1 TAMWA's Stakeholders (Media Houses, MCT, MISA, TEF, PCCB to mention few) were officially informed on the project that was going to be implemented by journalists, social media influencers as well as editors.

### **2.7.3.2 Baseline Survey**

A Consultant, Annemarie Mavenjina Nkelema by TAMWA hired to conduct and supervise the baseline survey after fulfilling all procurement procedures. The evaluation showed that she is capable to undertake the assignment based on the fact that, she is conversant and knowledgeable on the assigned duty.

Since this project is about sexual corruption in media houses, TAMWA consulted the Prevention and Combating Corruption Bureau (PCCB) for information and support on the issue of sexual corruption in media houses.



*From right Director of corruption prevention (Seja), Legal Officer (Lekayo), Legal Officer (Mzimba) Liaison (Alice) John & Dora from TAMWA during the courtesy visits to the Prevention and Combating Corruption Bureau (PCCB) officials on October 2020.*

#### **2.7.4 Preview of sexual corruption policies media houses**

To enable the process to conduct baseline survey, TAMWA hired a consultant to conduct a policy review of sexual corruption in media houses. Saumu Mwalimu from MCT was contracted for these specific tasks.

##### **Results findings showed that;**

- i. Most of the media houses do not have the sexual harassment policy, some not even the Human Resources Manual;
- ii. The finding also noted that most of the media have Human Resources Policy/Manual which imbed Sexual Harassment among its sub-policies;
- iii. Mechanisms for reporting sexual harassment incidences are not friendly, according the reviewed document one has to report to the immediate supervisor who might not be objective when handling the complaint
- iv. In all reviewed documents there is no clear/specific definition of what is happening in the media; sexual corruption; harassment abuse as the terminologies were interchangeably used to define the same;
- v. All the (government) policies, guidelines and laws have not specified media as an independent institution that needs a specific policy on sexual corruption/harassment;
- vi. Most of the media in Tanzania are independent owned and do not consider policies such as sexual corruption/harassment as important working tool;
- vii. Most of the staff in media are not aware of the content in the Human Resources Manuals let alone the element on sexual harassment as the document is not provided to staff/journalists;
- viii. Human Resource Manual/Policy is a huge document does not motivate to refer to (sexual corruption policy has to be clear and brief) and is not readily available (not easily accessed) for easy reference in the office.
- ix. A culture of shame widely embraced by society, has made it increasingly hard for victims to come forward, according to some of the people responded to availability of policies or guidelines.
- x. Strengthen law enforcement mechanisms including having in place public awareness programs.



## **2.8 WOMEN ECONOMIC EMPOWERMENT DURING COVID-19 - UAF**

TAMWA with the support of Urgent Fund Africa under women economic empowerment programs implemented a documentary project, for the period of three months (September to December 2020). The aim of the project is to undertake documentary and bringing out the voices and experiences of women traders, farmers and women in employment during the COVID-19 pandemic.

### **Implemented activities if 2020 were as follows:**

#### **2.8.1 Follow up for project permit**

TAMWA sought approval from the government, particularly President's Office – Regional Administration and Local Government (PO- Gender, Elderly and Children as well as Ministry of Information, Culture, Youth and Sports in Dodoma, Tanzania. TAMWA received the permit on September 2020 to enable implementation of the activities.

#### **2.8.2 Documentary work**

As one of the requirements of the project, TAMWA recruited a Consultant from Imagination Media. The recruitment process followed procurement procedures by advertising the tender, collecting the bidders, review of all who applied for the work, arranging and agreement on date for a meeting to select the consultant. Among the four bidders, Imagination Media emerged winner of the tender and was assigned for consultancy of the documentary work.

The consultant and TAMWA Project Coordinator prepared the mapping for documentary work. The team agreed to visit women in business in cross border traders, small and medium as well as large scale women entrepreneurs in Namanga-Arusha and Tarakea, Kilimanjaro, Tanzania.

On 5th October to 11th October 2020 the team started field visit to Namanga-Arusha and Tarakea, Kilimanjaro, Tanzania. The field work was successful and all the targeted women entrepreneurs in border areas were captured in the documentary.





*Pictures of some women traders and farmers from Tarakea border-Kilimanjaro, Tanzania affected by the Covid-19 Pandemic as captured on October, 2020.*

### **2.8.2.1 Activities results**

The documentary is complete waiting for final review by the Ministry of Health, Community Development, Gender, Elderly and Children before sharing with the donor and other project stakeholders.

## **3.0 TAMWA IN THE MEDIA**

TAMWA media department is core business of the organization. In support with other staff a tremendous work in the year of 2020 has been done and enabled the organization to shine. It covered most of the media pages with advocacy on women empowerment, election and gender- based violence news towards 2020 general election.

### **3.1 Press releases/statement**

A total of 10 Press releases/statement issued by TAMWA in 2020 are highlighted below;

- i. 8th March, 2020 International Women's Day
- ii. 25th July, 2020 Mkapa's death
- iii. 13th August 2020 pre- election press statement on Women Participation under AWDF
- iv. 16th September, 2020, AWDF Zanzibar
- v. 1st October, 2020 Introduction of UN project to journalists in Dar
- vi. 8th October, 2020 Introduction of WFT project to journalists in Dar
- vii. 6th October, 2020 Introduction of UN project to Community Radio in Arusha
- viii. 9th October, 2020 during A girl child Day
- ix. 16th October, 2020 AWDF project
- x. 8th December 2020 during 16 Days of Activism

### **3.2 TAMWA press conference 2020**

A total of 6 Press conferences held by TAMWA in 2020 as hereby show;

- i. 8th March 2020 IWD Commemoration
- ii. 12nd August 2020 Press conference way to 2020 Election
- iii. 1st October 2020 Introduction of Wanawake wanaweza Project under UN-Women fund
- iv. 2nd October 2020 Introduction of Sexual Corruption Project under WFT fund
- v. 6th October 2020 Introduction of journalist training about Wanawake Sasa Project under AWDF fund
- vi. 8th December 2020 16 Days of activism commemoration day

### **3.3 Talk shows attended 2020**

From January to December 2020, TAMWA prepared and conducted 137 talk shows on areas of women's leadership, empowerment and political participation, women and election, advocacy against gender-based-violence, road safety, gender equality and so forth.

## Some of the talk shows include:

<https://www.youtube.com/watch?v=cpLaw0blsHk&feature=youtu.be>  
<https://www.youtube.com/watch?v=cpLaw0blsHk&feature=youtu.be>  
<https://www.youtube.com/watch?v=cpLaw0blsHk&feature=youtu.be>  
<https://issamichuzi.blogspot.com/2020/07/tamwa-rushwa-ya-ngono-tatizo-kwa.html>  
<https://dodomanewz.blogspot.com/2020/10/tamwa-yazindua-mafunzo-kwa-wanahabari.html>  
[https://m.facebook.com/habarimaalummedia/photos/a.659990940733537/3692753154123952/?type=3&eid=ARBbDUZtr\\_e9UW8RdFR7UKxDA3zwa7aoC193Z4XXVH6W2rSGNox94cpim01IV50vBs1tDegcG-DINZMFc](https://m.facebook.com/habarimaalummedia/photos/a.659990940733537/3692753154123952/?type=3&eid=ARBbDUZtr_e9UW8RdFR7UKxDA3zwa7aoC193Z4XXVH6W2rSGNox94cpim01IV50vBs1tDegcG-DINZMFc)  
<https://www.2eyezmedia.com/habari/uchaguzi-2020-wanahabari-zingatieni-usawa-wa-kijinsia>  
<http://mwanahalisionline.com/wanawake-wanavyotishia-uchaguzi-mkuu-2020/>  
<https://issamichuzi.blogspot.com/2020/08/lugha-dhalilishirushwa-ya-ngono-fedha.html>  
<https://youtu.be/gY6ndmsOBDE>  
<https://www.facebook.com/659004014165563/posts/3692753757457225/?sfnsn=mo>

## 3.4 Newspaper Articles

As part of advocacy, TAMWA supported journalists to produce articles in various areas relating to women's leadership, empowerment and political participation, women and election, advocacy against gender-based-violence, road safety, and gender equality organization's project thematic areas.

### Some of the links to articles are hereby below;

[DN FEATURE POST-ELECTION.pdf](#)  
[DN WANAWAKE SASA 2.pdf](#)  
[The Guardian December 31.pdf](#)

More newspaper articles links are available through;

[https://drive.google.com/drive/folders/1rgyXPXm6VDD6r\\_2EMYIcqHPbyAGFV3mg?usp=sharing](https://drive.google.com/drive/folders/1rgyXPXm6VDD6r_2EMYIcqHPbyAGFV3mg?usp=sharing)

## 3.5 Radio/TV Programs

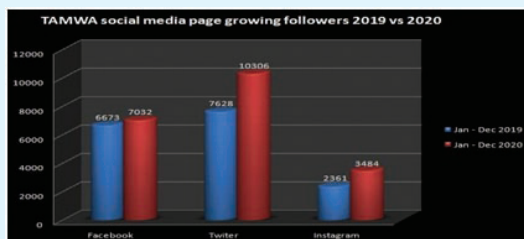
In 2020, a total of 81 Items TV/Radio programs produced by TAMWA with support of mainstream and community radio in almost 17 regions of Tanzania Mainland.

<https://drive.google.com/drive/folders/1exjNhCOyCurK6wTbTLO7fEUP4s4XOb7x?usp=sharing>  
[https://drive.google.com/drive/folders/1LQAQvTT0GHd9m3TjmX7yhTCL\\_DVAxnL7?usp=sharing](https://drive.google.com/drive/folders/1LQAQvTT0GHd9m3TjmX7yhTCL_DVAxnL7?usp=sharing)

### 3.6 Social Media Annual Report 2020 (January to December 2020)

Tanzania Media Women's Association (TAMWA) website and social media pages have been successfully improved and sustained reaching viewers all over the world with strong messages and campaigns against Gender Based Violence, gender equality, women portrayal in the media and so forth. The number of people who like, follow or view TAMWA YouTube, Instagram, Twitter and Face book pages have been increased this year of 2020 compared to the year as seen on bar chart below. Among TAMWA's fan pages are from Tanzania, United States of America, Kenya, United Kingdom, South Africa, German, Uganda, Nigeria, Canada, Spain, Denmark, Finland, Norway and Austria, China, Belgium, Rwanda and Italy, Indonesia, New Zealand, Norway, Oman and many other. During this reporting time, 33% of our page fans are women while the remaining 66% are Men while the majority ranges to the age between 18 to 44 years of age.

### 3.6 TAMWA Social Media Campaigns



#### 3.6.1 Safiri Salama Campaign

This is a social media campaign under Road Safety project managed by TAMWA. As one among GRSP grantees implementing this project in Tanzania, TAMWA's role is to advocate for Road Safety Traffic Act (RTA) of 1973 for the parliament to make amendments, but to also creating awareness to the public who are the main road users through the use of media including social media campaign Safiri Salama with campaign hash tag #Ajalisasabasi on twitter and Facebook.

Since the kick start of Safiri Salama, the campaign is well trending with total of 13.1K followers on Twitter, and 33.3K on Facebook.



### **3.6.2 Wanawake sasa campaign**

This was social media campaign under AWDF project which advocating for position of women in leadership and political participation, campaign hash tag is #Wanawakesasa on Twitter, Facebook and Instagram.

### **3.6.3 Wanawake Wanaweza Campaign**

This was social media campaign under UN Women project which advocating for women in political participation and leadership position. Campaign hash tag is #WanawakeWanaweza on twitter, Facebook and instagram.

3.6.4 Other ongoing social media campaign is #WomenInNewsroomtz which is advocating for gender sensitivity in the newsroom, and #ZuiaUkatili advocating for gender-based violence against women and children.

### **3.6.5 Media Activities results**

- i. Media advocacy increased TAMWA visibility and reach to the targeted beneficiaries who were meant by the organization projects.
- ii. As a result of training, journalists increased knowledge on various issues including media portrayal on women, gender mainstreaming in media houses, self-awareness to women journalists
- iii. TAMWA utilized community radios and social media to engage various stakeholders' like traditional and religious leaders and on the fight against gender-based violence.
- iv. Overall social media achievements:
  - Page viewers/followers (Jan – Dec 2020)
  - Increased number of YouTube subscribers from 278 to 430.
  - Increased number of Face book followers from 6,673 to 7,032.
  - Increased number of Twitter followers from 7,628 to 10,306.
  - Increased number of Instagram followers from 2,361 to 3,484.

## 4.0 ADMINISTRATIVE UPDATES

TAMWA like any other organization in the country, the year 2020 has been very challenging. COVID-19 compelled TAMWA to close its offices for two weeks in March 2020, and work from home through online forums. Compared to 2019, TAMWA received very few face-to-face invitations from other working partners due to COVID-19 pandemic.

To add workforce, from January to December, 2020 TAMWA engaged three volunteers, one from TAESA and another from Tumaini University. In the last quarter of 2020, TAMWA received an intern who works as administrative and human resources officer. TAMWA members were also engaged to implement the association's planned activities joined by four TAMWA members. TAMWA continued its commitments to encourage members' physical participation in various workshops, and meetings after COVID 19 pandemic eased up in the country. The diagram below illustrates who participated in what workshop/meeting:

### PARTICIPANTS EVENT HOST DATE LOCATION

No.	Participants	Events	Host	Date	Location
1.	Rose Reuben	A total of 98 Online Meetings	NDI, TACCEO steering Committee & NDI, Mwalimu Nyerere Foundation, AWDF, GRSP, EASSI General Assembly , TAMWA Board Meetings to mention few.	March-December 2020	Online
2.	John Ambrose	Refreshers Workshop on the implementation of the Universal periodic review recommendations Financial	THDRC	29/07/2020	Morogoro
3.	Edna Salila	CHADEMA Annual Meeting	CHADEMA	04/08/2020	Dar es Salaam

4.	Aika Kimaro	Consultative Meeting between Media and Police on the safety and security of journalists during 2020 general elections”.	MISA (Nashera Hotel – Morogoro)	22/08/2020	Morogoro
5.	Sauda Msangi	MET meeting for Review and Validation of the Tanzania State of the Fathers Report	Child Dignity (MET)	09/09/2020	Dar es salaam
6.	Edna Salila	Road Safety Coalition meeting	TAWLA	29/09/2020	Dar es salaam
7.	Joyce Shebe & Rose Reuben	Regional Meeting with young women journalist in Tanzania VIKES 22/09/2020 Dar es salaam	VIKES	22/09/2020	Dar es salaam
8.	Dora Ouma	IDUAI Celebrations & ATI Assessment Report launch	MISA Tanzania	2/10/2020	Dodoma
9.	Rose Reuben	National Coordination Committee on	MISA Tanzania	3/10/2020	Dodoma-Royal Village
10.	Sauda Msangi	Two days capacity building training on the African human rights mechanisms.	TAWLA	10th to 11st October 2020	Tanga

11.	Aika Kimaro	High level meeting to launch the development process of Tanzania's women peace and security national action plan, mark the 20th anniversary of UNSCR 1325 and promote the women peace and security agenda in the great lakes' region.	BBC Media	11th November 2020	Dares Salaam.
12.	Joyce Shebe & Rose Reuben	Introducing TAMWA's objectives and goals.	Germany Embassy	25th November, 2020.	Dares Salaam.
13.	Judica Losai	Involvement in sixth festival at TGNP	TGNP	16th to 17th December 2020	Mbeya
14.	Sidi Mgumia	16 days of Activism	Children's Dignity Forum	12th November 2020	Dar es Salaam
15.	Rose Reuben	National multi sector dialogue on strengthening response support and referrals to GBV survivors.	The Mwalimu Nyerere Foundation.	21st to 23rd November, 2020	Dar es salaam
16.	Godwin Assenga & Kelvin Mteweale.	East Africa Crude Oil Pipeline (EA-COP).	Workshop with NGOs.	2nd December 2020	Dar es salaam.
17.	Mary Kafyome	Annual National convening to strengthen reproductive health rights & advocacy to end early child marriage in Tanzania.	The Tanganyika Law Society	8th December 2020.	Dar es Salaam.
18.	Kelvin Mteweale & Rose Reuben.	Reviewing Strategic plan 2021-2024	Crisis Resolving Centre	18 Dec, 2020	Dar es salaam.



		Reviewing Strategic plan 2021-2024	Crisis Resolving Centre	18 Dec, 2020	Dar es salaam.
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## 5.0 SUCCESS STORY

### 5.1 The women empowerment and the use of media.

The year 2020 was when Tanzanians exercised their democratic rights to elect and be elected. During this period TAMWA geared towards capacitating women to utilize the media to sell their agenda especially those who were aspiring to contest for 2020 general elections. Sharifa Suleiman (CHADEMA-Zanzibar) was one of the beneficiaries of the Wanawake Sasa project who was empowered to engage in politics, and later was inspired to take form as contestant in her political party. She was nominated at a party level, became a candidate for elections.

*"I was empowered by TAMWA in the dialogue and training of the Wanawake Sasa to the extent of utilizing any media in 2020 to sell my agenda during the election period, something which I was not able to do before", Sharifa Suleiman (CHADEMA-Zanzibar) stated.*

## 6.0 GENERAL ACHIVEMENTS

- i. Fund received last year was instrumental in building the overall strength of the organization and increasing TAMWA's reach to thousands of Tanzanians nationwide.
- ii. The organization was well-positioned to capitalize on the funds received to increase awareness on gender equality and women's participation and engagement in politics.
- iii. Implemented of Wanawake Sasa and Wanawake Wanaweza in 17 regions of Tanzania Mainland and Zanzibar, increased coverage through mainstream and community media as a result 2020 large number of women registers for representative, parliamentarian, and presidency sits than any year in the country's history.

- iv. TAMWA built a strong relation with religious and traditional leaders which facilitated advocacy works in the area of gender-based violence.
- v. Through the dialogues and training initiated by TAMWA in 2020 about 70 journalists and 150 women were capacitated in the areas of gender and equality.
- vi. With support of AWDF-Wanawake Sasa project, TAMWA has developed a Resources Mobilization Strategy 2021-2024 in November 2020 which is ready for realization of the organizational potentials as stipulated in the TAMWA's objectives.
- vii. As a result of good advocacy work, TAMWA's Executive Director, Rose Reuben was mentioned as one of the Most Influential leaders in 2020 as shown in the Mwananchi Newspaper cutting of December 14, 2020 below.



## 7.0 CHALLENGES OBSERVED

- i. COVID-19 was sudden and had many challenges. The media was caught unaware and were not prepared; everything was like a storm which caused panic to the government, media and public generally and TAMWA was not exceptional. The pandemic has brought about unprecedented disruptions to the Organization's operations. Working from home increased operational costs. Staff was obliged to use extra bundles for phone calls in coordinating activities and other office amenities. Expenditure was higher than what was budgeted for; life became hard at home and work. Computer network at times went down making working environment even more frustrating.
- ii. COVID-19 also forced TAMWA to change strategies of activity implementation to accommodate the impact of the pandemic. Most of the activities were implemented online in order to fulfil the mission of the organisation. This was not easy because some of the activities needed physical appearance.
- iii. COVID 19 was not an invited guest. At this point of time journalists in the country are required to write correct information about the COVID 19 so that citizens have access to information that will help them protect themselves from infection and not write scary information that can cause panic. The journalists are also required to follow the instructions provided by health professionals on how to prevent the disease but also should observe distance of standing while performing their duties. They must be protected as well as protect themselves. This was a big challenge because journalists lacked knowledge and skills on how to report the pandemic, most of the journalists do not know how to protect themselves because they lack professional knowledge and there were no guidelines guiding them on how to mitigate COVID 19. The government controlled information flow, difficulties in accessing expert sources, journalists were obliged to depend on few sources and learn from other experienced media from outside on how to report COVID 19. Challenges also include dealing with misinformation and fake news, the pass of fellow journalists also caused panic and fear taking for considerations there were no proper working gears to protect journalists on duty (mask, lack of boom microphone, special attire etc).
- iv. Minimal funds lead to failure in accomplishing some of the annual activities planned for the year 2020. Some of the unattended activities include review of the projected Strategic Plan for the future.
- v. The biggest challenge to TAMWA was termination of Road Safety projects by donors due to what they called political situation. The termination of

funds, seized continuity of activities planned, sustainability and credibility of the organisation.

## **8.0 LESSON LEARNT**

- i. Digital media plays key role as means of communication during this difficult times of pandemic compared to traditional media. Online (Virtual) meetings were well utilized by TAMWA to accommodate all meetings which were not possible to happen physically, as a result of COVID-19.
- ii. The social media platform was a crucial tool to raise discussions and awareness on women's rights issues related to women participation in elections, leadership and decision making amongst the public, policymakers, community leaders and other stakeholders
- iii. That rural radio stations and the media practitioners play a vital role in providing education to the community on women's leadership, empowerment and political participation, women and election, carry advocacy against gender-based-violence, road safety, and gender equality.
- iv. Monday meetings with project team members, lead to identification of challenges and rescheduling of activities which were not well planned. It also creates an opportunity to share feedback among team members and identify useful tips to develop.

## **9.0 LOOKING AHEAD**

As the association grapples with the effects of COVID-19, TAMWA has an opportunity to build and empower the society to understand that, realizing the rights and equality of women is also the key to the survival and development of children and to building healthy families, communities and nations. This can be achieved by embracing to the Strategic Plan and Resource Mobilisation Strategy based on gender equality and strengthening systems and structures through digital platforms.

## **10.0 SPECIAL THANKS**

To our donors AWDF, GRSP/GHAI, VIKES, UAF, and NDI their financial and technical support will always be honored in the history of TAMWA thank you for trusting us. To the United Republic of Tanzania government, Local and International civil society organizations thank so much for your corporation; TAMWA achievements would not be easier without your supporting hand.



## **INDEPENDENT AUDITORS' REPORT TO THE MEMBERS OF TANZANIA MEDIA WOMEN'S ASSOCIATION (TAMWA)**

### **Opinion**

In our opinion, the association's financial statements present a true and fair view of the financial position of Tanzania Media Women's Association (TAMWA) as at 31 December 2020, and of its financial performance and cash flows for the year then ended in accordance with International Financial Reporting Standards and the NGO's Act of 2002.

### **Basis for Opinion**

We conducted our audit in accordance with International Standards on Auditing (ISAs). Our responsibilities under those standards are further described in the Auditor's Responsibilities for the Audit of the Financial Statements section of our report. We are independent of the organization in accordance with the International Ethics Standards Board for Accountants' Code of Ethics for Professional Accountants (IESBA Code) together with the ethical requirements that are relevant to our audit of the financial statements in Tanzania, and we have fulfilled our other ethical responsibilities in accordance with these requirements and the IESBA Code. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

### **Other Information**

The Governing Board is responsible for the other information. The other information comprises the information included in the statement of Governing Board's responsibility and the Head of Finance declaration statements but does not include the financial statements and our audit reports thereon. Our opinion on the financial statements does not cover the other information and we do not express any form of assurance conclusion thereon.

### **Key Audit Matters**

Key audit matters are those matters that, in our professional judgment, were of most significance in our audit of the financial statements of the current period. These matters were addressed in the context of our audit of the financial statements as a whole, and in forming our opinion thereon, and we do not provide a separate opinion on these matters. We have determined that there are no key audit matters to communicate in our report.

### **Governing Board's responsibility for the Financial Statements**

The governors are responsible for the preparation of the financial statements that present a true and fair view in accordance with International Financial Reporting Standards and for such internal control as the governor's determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the governors are responsible for assessing the Association's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the governors either intend to liquidate the association or to cease operations, or has no realistic alternative but to do so.

Those charged with governance are responsible for overseeing the Association's financial reporting process.

## TANZANIA MEDIA WOMEN'S ASSOCIATION (TAMWA)-MAINLAND

### Auditor's responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not a guarantee that an audit conducted in accordance with International Standards on Auditing (ISAs) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

As part of an audit in accordance with ISAs, we exercise professional judgment and maintain professional skepticism throughout the audit. We also;

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the association's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the governors.
- Conclude on the appropriateness of governors' use of the going concern basis of accounting and based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the association's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the association to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

TANZANIA MEDIA WOMEN'S ASSOCIATION (TAMWA)-MAINLAND

Report on Other Legal and Regulatory Requirements

Based on our audit we report that:

- i) we have obtained all the information and explanations which to the best of our knowledge and belief were necessary for the purposes of our audit;
- ii) in our opinion proper books of account have been kept by the association, so far as appears from our examination of those books; and
- iii) The association's statement of financial position and statement of income and expenditure and other comprehensive income are in agreement with the books of account. In our opinion, proper accounting records are kept by the forum and the financial statements referred to in the preceding paragraph are in agreement with the International Financial Reporting Standards and in compliance with Non-Governmental Organisations Act, 2002.

Yours faithfully

  
CPA Elhisaide K. Msuri - ACPA 814



For and On Behalf of HLB MEKONSULT

Certified Public Accountants

Dar es Salaam

Date: .....

15/04/2021

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TANZANIA MEDIA WOMEN'S ASSOCIATION (TAMWA)-MAINLAND


AUDITED FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2020

STATEMENT OF INCOME AND EXPENDITURE FOR THE YEAR ENDED 31 DECEMBER 2020

	NOTE	2020 TZS	2019 TZS
<b>Income</b>			
Restricted Fund	11	1,474,486,753	293,339,005
Unrestricted Fund	12	43,604,320	54,872,008
Release of Capital grants	8	30,431,531	31,588,432
Exchange gain		-	-
<b>Total Income</b>		<b>1,548,522,604</b>	<b>379,799,445</b>
<b>EXPENDITURE</b>			
<b>TAMWA Institutional Expenses</b>			
Personnel Expenses		-	11,681,538
Payroll levy		25,017,130	10,000,000
Local Travel		3,000,000	702,000
AGM		5,000,000	-
Training Expenses		-	1,618,314
Media Advocacy		-	150,000
Depreciation	8	30,431,531	31,588,432
Bank charges		1,030,390	-
Administration		8,022,800	30,720,156
Consultant fee		1,534,000	-
<b>Sub Total</b>		<b>74,035,851</b>	<b>86,460,440</b>
Project expenses	7	1,474,486,753	293,339,005
<b>Total Expenditures</b>		<b>1,548,522,604</b>	<b>379,799,445</b>
<b>Surplus/(Deficit) for the year</b>		<b>-</b>	<b>-</b>

The Statement of Financial Activities is to be read in conjunction with the notes to and forming part of the financial statements set out on pages 19 to 51.

Report of the Auditors - page 12 to 14.

  
Chair Person, Joyce Shebe

  
Date

  
Executive Director, Rose Reuben

  
Date



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