



## Tanzania Media Women's Organisation (TAMWA)

### Tanzania Mainland

### Annual Report 2021



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## ABBREVIATIONS AND ACRONYMS

AWLN	African Women Leadership Network
CCM	Chama Cha Mapinduzi
CHADEMA	Chama Cha Demokrasia na Maendeleo
COVID 19	Corona Virus Diseases - 19
CRC	Crisis Resolving Centre
CSOs	Civil Society Organisations
EATV	Eat Africa Television
IMS	International Media Support
EASSI	The Eastern African Sub-Regional Support Initiative
EU	European Union
FEMNET	African Women's Development and Communication Network
GEWE	Gender and Women Empowerment
GBV	Gender-Based Violence
INCL	International Centre for Not-for-Profit Law
ITV	Independent Television
LHRC	Legal and Human Rights Centre
MP	Member of Parliament
MCT	Media Council of Tanzania
MISA	The Media Institute of Southern Africa
NEC	National Electoral Committee
NGO	Non-Governmental Organization
OSHA	Occupational Safety and Health Authority
PCCP	Prevention and Combating of Corruption Bureau
TAMWA	Tanzania Media Women's Association
TWPG	Tanzania Women Parliamentarian Group
TBC	Tanzania Broadcasting Corporations
TCD	Tanzania Centre for Democracy
TLS	Tanganyika Law Society
TCRA	The Tanzania Communications Regulatory Authority
UDSM	University of Dar es Salaam
UNESCO	United Nations Educational, Scientific and Cultural Organization
UWAWAZA	Umoja wa Wanawake Wabunge Zanzibar
WIM	Women in Media
WiLDAF	Women in Law and Development in Africa
WLPP	Women Leadership Political Participation
WFT	Women Fund Tanzania
SSP	Senior Superintendent of Police
VAWG	Violence Against Women and Girls

## 1.0 INTRODUCTION

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TAMWA is a non-partisan, non-profit sharing professional media membership association registered in 1987 under the society's ordinance cap 337 of 1954 with registration number so 6763. In 2004 the Association complied with the new non-governmental organizations' (NGO) law of 2002 and awarded a new registration number ONGO1886. For operational purposes in the United Republic of Tanzania, TAMWA is also registered in Zanzibar as TAMWA- Zanzibar under society act no 6 of 1995 with registration number 493, in 2019 Zanzibar office complied with the registration requirement awarded a new registration number Z0000016523. The report presents both programmatic and administrative progress of TAMWA Mainland office from January to December 2021. Specifically, it highlights the organization structure, key programmatic areas with overall success, challenges and lesson learnt.

### 1.1 Organization Structure

TAMWA Mainland is run by its devoted Secretariat that is led by the Executive Director, Dr. Rose Reuben deputed by the Strategic and programs Manager Sylvia Daulinge. The secretariat is composed of four Departments. These are Directorates of program, policy analysis and advocacy, Accountancy & Administration, Fundraising, and the Monitoring and Evaluation. All programs are headed respectively by the Program Manager, Fundraising Coordinator, Head of Finance and Administration and Monitoring and Evaluation Manager. Overall, the Secretariat is composed of 15 fulltime staff.

### 1.2 Management structure

The organization has five main organs unique in a way tie up with its sister TAMWA, Zanzibar. At the centre, of the organization, there is the Secretariat which is in charge of day to day operation. The Secretariat is overseen by the TAMWA Governing Board that reports to the top organization's hierarchy, the Annual General Meeting (AGM).

## 2.0 PROGRAM IMPLEMENTATION AND RESULTS ACHIEVED

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In 2021, TAMWA, Mainland managed to start the implementation of its Six year new Strategic Plan covering the period of 2021- 2025. This was the first year of the implementation of this strategy aiming at contributing to sustainable wellbeing of women and girls. The new Strategic plan basically focuses on five main thematic areas which are;

- 1.1. The women and girls' economic empowerment and climate change.
- 1.2. Women and girls inclusion in democratic governance.
- 1.3. The legal frameworks and GBV response mechanisms (offline & online).
- 1.4. Gender concerns responses by the media and local communities.
- 1.5. Women, girls, children and female journalist's media and digital resilience.
- 1.6. Strengthening TAMWA's institutional capacity.

This report therefore is premised around those pillars for the period of one year (January to December 2021) and provides insights on the overall strategic direction covering the overall achievements, challenges and lesson learnt and the way forward.

## 2.1. THE WOMEN AND GIRLS' ECONOMIC AND CLIMATE CHANGE

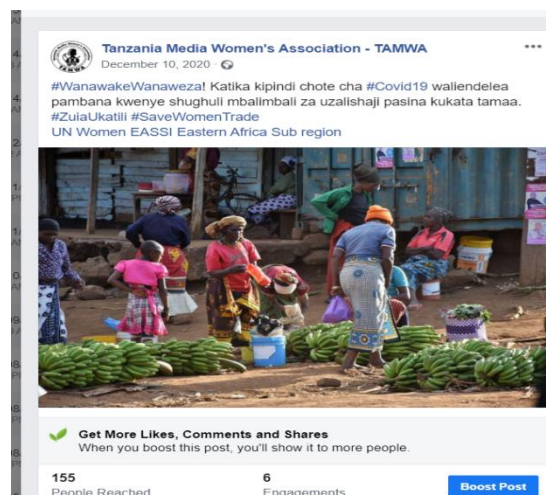
### 2.1.1 URGENT ACTION FUND (UAF)

TAMWA was consulted by EASSI through the UAF fund support to conduct a documentary on impact of the Covid 19 on women traders doing business in cross border trade to enhance Women Economic Empowerment in the region. The project timeframe was January to March 2021.

In 2021, TAMWA through the project had performed the following;

Activities;

- **Documentary production.** TAMWA conducted the documentary in Namanga-Arusha and Tarakea- Kilimanjaro regions by meeting with women traders in the borders and explained that they managed to carry on with the business while others opted to change their business just to sustain and settle during the COVID 19 pandemic.
- **Media advocacy on to enhance women in cross border trade during the COVID 19 pandemic.** TAMWA managed to conduct media advocacy (social media) in January, 2021.



*A photo above shows business women in Tarakea in Kilimanjaro region captured during documentary session in January 2021.*

## Results/Output

- TAMWA managed to identify and visited the targeted women for documentary which was the main task and managed to meet 12 women from the two borders of Namanga-Arusha and Tarakea- Kilimanjaro regions. The identified women were from Tarakea and Namanga border who were affected by the Covid-19 Pandemic shared their testimony on the issue of cut of capital as a result of the disease, Gender based violence, lack of business skills, lack of trust from supporting officers in the borders but also the way they succeeded to overcome their challenges within the situation.
- Awareness rising through media advocacy (social media) for two months of December 2020 and January, 2021. The social media advocacy included the hashtag of #savewomentrade through the use of twitter, Facebook and Instagram. A total of posts shared and one social media campaign conducted and enabled to get 1820K reach to enhance support of women economic empowerment.

## 2.2. WOMEN AND GIRLS INCLUSION IN DEMOCRATIC GOVERNANCE

### 2.2.1 INCREASING WOMEN'S POLITICAL PARTICIPATION AND LEADERSHIP THROUGH MEDIA SENSITIZATION AND COMMUNICATION.

Through the UN-WOMEN, TAMWA implemented a one year project (August 2020-July 2021) known as “Increasing Women’s Political Participation and Leadership through Media Sensitization and Communication”. The project was implemented in Lake, Central, Coastal and Southern zones of Tanzania from January to December 2021 through the UN Women Fund.

#### i. Capacity building to journalists

In 2021 through the WLPP project TAMWA capacitated a total of 60 Journalists (38 female and 22 males) on the area of Women’s Political Participation and Leadership through Media Sensitization and Communication. The activity was facilitated to taking into concern that media are potentially powerful channels of information in a society and get away of imbalances in coverage in terms of women and their perspectives

#### ii. Orientation session with project stakeholders

TAMWA conducted one orientation session to project stakeholders in the Lake zone (Mwanza, Shinyanga, Mara) on 20<sup>th</sup> May 2021. The session involved 17 males and 13 females who were stakeholders from the community radio and GEWE Champions (Sawa Kwa Wote, Kivulini and Kivulini), as well as traditional leaders from the Sukuma tribe. The session provided the platforms for TAMWA to orient the stakeholders on media content to uniformity in media programs and they can participate effectively in radio/TV programs including talk shows enhancing more WLPP.





*PA photo with Women Leaders and Gender Champions in the Lake Zone on 20<sup>th</sup> May 2021 session in Mwanza region.*

**iii. Newspapers articles to promote women's leadership and political empowerment**

In 2021, TAMWA facilitated the production of 26 newspapers articles in this particular project promoting women's leadership and political empowerment. Those newspapers articles were produced by the journalists from Habari Leo, Nipashe and Mwananchi and Majira. The topics featured gender equality in leadership and politics. Again, two radio programs were also aired by Anastasia Wilherick from TBC Taifa with the content of WLPP on the topic of women equality in Leadership and Politics.

**iv. Special Programs on Women Leadership and Political Participation (WLPP)**

TAMWA in 2021, also prepared a one special Program which was produced and aired on 28<sup>th</sup> May 2021 through ITV -Malumbano ya Hoja to promote women's leadership and political empowerment. A topic was the role of the community to promote gender equality in Tanzania. The program involved 12 males and 21 females who were from the African Women Leaders Network and religious leaders.

**v. Conduct TV and radio talk shows to promote women's leadership and political empowerment**

In 2021, TAMWA conducted 28 radio & Tv Talk shows which was aired in different media stations; TBC, Times fm, Uhuru fm and ITV East Africa radio, TBC,ITV, Mlimani TV, and Radio one –Dar es salaam, Access FM- Mbeya, Pride FM-Mtwara, Joy FM-Kigoma, Jamii FM and Abood-Morogoro, Tanga Kunani FM-Tanga, TBC, Mlimani TV, and Radio one –Dar es salaam, Access FM- Mbeya, Pride FM-Mtwara, Joy FM-Kigoma, Jamii FM and Abood-Morogoro, Tanga Kunani FM-Tanga for the purpose of promoting women's leadership and participation in decision making.



*Some of the talk shows photos during the interview session- Mliman TV on the importance of women in political participation and how can we achieve 50/50 conducted on August 2021.*

**Some of the talk shows links are;**

<https://youtu.be/OrEcLY8WuTA>

[https://youtu.be/80T1mwW\\_aX8](https://youtu.be/80T1mwW_aX8)

[https://www.instagram.com/tv/CS2BDmqiO9Y/?utm\\_medium=share\\_sheet](https://www.instagram.com/tv/CS2BDmqiO9Y/?utm_medium=share_sheet)

[https://drive.google.com/file/d/1XZLDXFrK\\_2lITRC4dTQ5RoatY\\_hjCe\\_0/view?usp=drive\\_web](https://drive.google.com/file/d/1XZLDXFrK_2lITRC4dTQ5RoatY_hjCe_0/view?usp=drive_web)

**Results/Output**

- 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 50 Community radios in 17 regions, 118 districts and 478 wards.
- 28 radio and TV talk shows were conducted promoting positive portrayals of women leaders and gender equality.
- 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.

**vi. Social Media posts and live discussion on increasing Women's Political Participation and Leadership through Media Sensitization and Communication TAMWA Mainland**

On 25<sup>th</sup> August 2021 TAMWA conducted two live discussion on increasing Women's Political Participation and Leadership through Media Sensitization and Communication TAMWA Mainland.

Zoom Discussion from 9:00am to 11:00 am Agenda: Build capacity of bloggers, social media influencers and online TV in promoting WLPP, and engage them with #WanawakeWanaweza campaign. 26 participated, 14 female 12 Male

Instalive from 02:00pm - 03:20pm Agenda. Discussing challenges /Opportunity/ solutions encountered by women leaders during Covid -19 pandemic. #WanawakeWanaweza campaign. 21 participated.





(Two activities photos during the social media live discussion- Left InstaLive, and right Zoom Live Discussing challenges /Opportunity/ solutions encountered by women leaders during Covid -19 pandemic. #WanawakeWanaweza campaign conducted on 25August 2021.)

## Results/Output

- 149 Social Media messages contents on increasing awareness on women's leadership and political participation which were all posted in twitter.
- TAMWA received positive support from the participants and social media influencers and they committed to continue on increasing awareness Women's Political Participation and Leadership through campaign and live discussion.

### vii. TV and Radio Spots production

TAMWA produced one radio spot and one TV spot which was distributed in ITV, Channel 10 and East Africa radio aimed at increasing awareness 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 also facilitated airing of TV/radio spot to promote women's leadership and political empowerment and the process involved two Television channels which were Channel ten and ITV and one radio which was East Africa Radio.



*(One of the TV spot photos during the recording session, the spot aimed at showing the importance of women in political participation and how can we achieve 50/50 conducted produced by Noel Mwakalindile –Consultant.)*

### **Activity results**

- 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
- One TV and one radio spot was aired in ITV and East Africa Radio.
- One radio spot and one TV spot TAMWA but again identified 6 community radios and engaged them to disseminate one radio spot in Uyui-Singida, Abood-Morogoro, Safari, Uheso-Shinyanga, Afya and Korogwe radio in regions.
- 18 slots of the spot aired in ITV on WLPP, 18 slots of the spot aired in East Africa Radio on WLPP, 10 slots of the spot aired in Channel ten on Women Leadership and Political Participation.

### **viii. Feedback Meeting with Editors and Stakeholders**

On 23th October 2021 TAMWA conducted the last feedback meeting in Dar es salaam so as to share the project output with editors and other stakeholders (AWLIN members-TCD,UDSM and WILDAF) also on 15<sup>th</sup> November 2021 TAMWA conducted the last feedback meeting in Dodoma so as to share the project output with stakeholders (AWLIN members-TCD,UDSM and WILDAF, traditional and religious leaders, Ministry of Ministry of Health, Community Development, Gender, Elderly and Children- Gender Department, and Ministry of information and communication technology and journalist plan for the sustainability of the project.



*Some of the activity photos, showing TAMWA in the Editorial session held Wanyama Hotel-Dar es Salaam, Tanzania on 23<sup>rd</sup> October 2021.*

## Activity Results

- The feedback session involved 30 participants, including project stakeholders, editors and Social media so as to learn from the experience and performance during the project. The stakeholders were from UD, AWLN, journalists and editors.
- The session also explored activities implementation on both Covid 19 and without covid and observed that despite the challenges in reporting but the content of WLPP with COVID 19 part was covered.
- TAMWA helped them to link with other stakeholders in their community like religious and traditional leaders and government officials together

### ix. Community Dialogues with women, religious and political leaders

TAMWA conducted dialogues in 9 regions with women, religious and political leaders in (Morogoro, Coastal Region, Dodoma, Singida, Tabora, Mara, Manyara, Lindi, Mtwara and Songea.) on October 2021, to discuss the challenges that face women in political participation and how to overcome the challenges.

#### Results/output

- 11 dialogues were conducted and provided a forum for the community members to speak and share experiences on how best WLPP is crucial. In the dialogues, 187 wards, 9 regions were reached in the project regions.



*Some of the activity photos, showing TAMWA in the Community Dialogue sessions held in Lindi, Bunda and Kisarawe, Tanzania on 24<sup>th</sup> -26<sup>th</sup> October 2021.*

## Activity Results

- TAMWA reached 187 wards in 9 regions (Morogoro, Coastal Region, Dodoma, Singida, Tabora, Mara, Manyara, Lindi, Mtwara and Songea.), and conducted 11 dialogues whereby some of the members were moved from different wards to advocate for women's leadership and political empowerment

## Testimonies/Quotations

*"TAMWA through the project #?wnawake wanaweza has helped enlightening and liberate many women in Kisarawe district, this is both mentally, traditionally and politically. The aim is to make Women advance, we should come out in 2025 and contest", Valerian Msoka, special seats Councillor, Sungwe-Kisarawe, Pwani region.*



*"I did not have even a single cent when I joined politics..my security was the dignity I had towards my people..they were the one who facilitated my bodaboda transport while campaigning..and until now I am the Masaki Councillor for the last three terms", Hon Pili Chamguhi said, Kisarawe, Pwani region.*

*"In 2020 I joined Tanpol .I started as an officer commanding station at the Wazo Hill office in Kinondoni District in 2014.. you have talked about politics and leadership for a Woman to be a leader, she must be strong and determined" , SSP Eva Stesheni-Officer Commanding District , Kinondoni district –Dar es salaam.*

## 2.2.2 FEMNET

**FEMNET** partnered with TAMWA, CRC and YAI in implementing the advocacy project: Enhancing the Inclusion of Women in Political Participation in Africa, with a view of advancing the goal of gender equality in politics and governance. The project time frame is three months (April- July 2021). So far, the project has implemented the following activity;

### i. **Thematic dialogue sessions with parliament and election management bodies**

On 26<sup>th</sup> and 28<sup>th</sup> May 2021 TAMWA organized the thematic dialogue sessions with parliament and election management bodies (influence political party protocol in conducting primaries with the EMBs which will also include women MP's (Tanzania Women Parliament Groups TWPG in Dodoma). The sessions were successful implemented with all invited participants managed to appear in the event.



*Some of the activity photos in the session held on 28<sup>th</sup> June 2021.*

Numbers of participants;

Place	Male	Female
Thematic dialogue session with parliament	14	03
Thematic dialogue session with election management bodies	13	04
<b>TOTAL</b>	<b>27</b>	<b>07</b>

## Results/outcome

There agreed on the way forward to advocate review of the Child Law, a social-economic boost to capacitate women financially when competing for election, get rid of socio-economic norms and traditions affecting girls child welfare, budget support for Non-Governmental Organizations, monitor political parties policies to support women candidate as well as overseeing the internal party selection rules and regulations and informal practices of the party as an institution which support women.

### ii. Women Political Participation Academy (WPP)

On 14<sup>th</sup> -17<sup>th</sup> September TAMWA in collaboration with Crisis Resolving Centre (CRC) and Young and Alive Initiative (YAI) conducted Women Political Participation Academy (WPP) to young aspirants to increase women political participation and to reach 50/50 in leadership and political participation. The activity apprehended at Morena Hotel- Dodoma, Tanzania with aim at bringing together young aspirants from different regions to be trained about women political participation.



*(The second photo shows Hon Shally Raymond, the guest of honor giving certificates to the trainees during the closing ceremony Women Political Participation Academy held on 17<sup>th</sup> September 2021, at the Morena Hotel-Dodoma, Tanzania)*

## Outcome/Results

Trainees have been able to train and commit themselves to run in the fields parties and ensure they can run for leadership by 2025.

### iii. Thematic Dialogue Session

On 23<sup>rd</sup> and 24<sup>th</sup> November 2021 TAMWA organized the thematic dialogue sessions with parliament and election management bodies (influence political party protocol in conducting

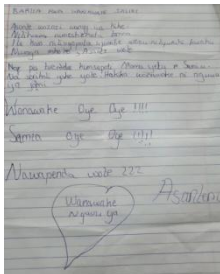


primaries with the EMBs which will also include women MP's. The sessions were successful implemented with all invited participants managed to appear in the event.

On her official remarks, Pili Augustine, group Chair and the CCM Chairperson Dodoma Region, Tanzania said; "We are here today as a nation, leaving behind all

our parties' policies and the like, I would start by saying that there are many undermining factors leading to decreasing number of Women in Political Participation in Africa as a result of male dominance in leadership positions, gender-based violence, lack of self-confidence, poverty, lack support from family members and so forth.

## Outcome/Results



The dialogue sessions yielded results following one of the participants; Hon. Cosato Chumi, who is always sharing the "WanawakeniViongozi" agenda to his family and when he was coming back from 23<sup>rd</sup> November, 2021 session-the dialogue of the Members of the Parliament, her daughter wrote a letter to the participants of 24<sup>th</sup> November 2021 session saying that her dream of becoming the first woman present, was now washed out by President Samia Suluhu Hassan.

### 2.2.3 WOMEN POLITICAL PARTICIPATION PITCHES AND MENTORSHIP (SAUTI MPYA)

Women political participation pitches and mentorship Sauti Mpya was a project of three months ( June - August) of producing audio-visual, one music films drama (10 minutes) and one Animation Whiteboard (6 minutes); in this project, TAMWA collaborated with TAI under We World, TAI In this reporting period, TAMWA has done the following with TAI has done research and conceptualization of the project on 5<sup>th</sup> and 8<sup>th</sup> June 2021 to demonstrate the level of involvement of women in political participation in Tanzania.

#### Outcome/results

It was observed that women in different parts galvanized themselves into a formidable group towards the articulation of a common cause of action, which of course, giving searchlight in fine-tuning workable blueprints to ensuring women earn and hold their inalienable rights including positions as the case may warrant.

#### i. Creative workshop and brainstorming session.

TAMWA conducted a brainstorming session on June 9<sup>th</sup>, 2021 of the pitch which was prepared TAI. The session involved 9 participants (5 female and 4 male) from TAMWA and TAI staff.





*The participants during the brainstorming session among TAI and TAMWA staff on 9<sup>th</sup> June 2021.*

## 2.3. THE LEGAL FRAMEWORKS AND GBV RESPONSE MECHANISMS

### 2.3.1 UNESCO

TAMWA with the support of UNESCO is implementing a six-month project from January –June 2021, though due to project execution delay, the project is still in progress. The project is meant to support the mainstream and community media to report on violence against women in and through the media.

So far, the following were implemented in this reporting period;

#### i. **Baseline Survey**

TAMWA surveyed the baseline on violence against women in the media through other related networks on April 2021 in Dar es Salaam. The survey involved to what extent the awareness raised and advocacy conducted to support the dissemination of positive narratives of women and girls to eliminate all harmful practices, such as child, early and forced marriage and female genital mutilation.

#### Outcome/Results

The survey exercise is done and the report showed that still, awareness is needed especially the integration of national and international framework with the available initiatives in all system structures.

#### ii. **Development of training material.**

TAMWA was also required to develop the training manual by adopting the UNESCO manuals into facilitation and monitoring toolkit and questionnaire for female journalists.

#### Outcome/Results

The training manual was developed in May 2021 and later shared with stakeholders (few editors, journalists, NGO/media stakeholders), during the

capacity building session whereby the inputs were incorporated and shared with UNESCO for approval before training.

### **iii. Training- Morogoro**

TAMWA in collaboration with UNESCO organized a four-day training course for 40 journalists from different regions of Tanzania both mainland and Zanzibar. The journalists were divided into two groups of 20 journalists each, where every group was trained for two days.

The total number of participants in the event on the first day was 28 people (13 males and 15 females) while the second day was 27 people (13 males and 14 females). Third day participants were 26 (8 males and 18 females) and fourth they were 25 (8 males and 17 females)



*Some of the activity photos in the training session conducted on 17-20<sup>th</sup> November 2021.*

### **Testimonies/Quotations from trainees in Morogoro**

*"I once met children who were molested by their biological father, I was real touched by their story that i had to put aside my journalism ethics and get into a story and help the kids, it was a dilemma" said Ahmed Macha*

*" In Mwanza there are cultures that force women to help themselves in the bushes because they are not allowed to share toilets with men" Tupokigwe Ambwene ~Star tv Mwanza*

*" In Zanzibar we have one stop centres but there are no adequate officers in those centres. "Ali Kombo~ Micheweni FM*

### **iv. Editors Session**

On 22<sup>nd</sup> December 2021 TAMWA organized editors session to share knowledge with editors on the conducted training of 40 journalists in Morogoro, 22 editors and 4 stakeholders (in total 26) participated.



*Some of the activity photos in the editors' session conducted on 22<sup>nd</sup> December 2021 at TAMWA Hall, Dar es salaam.*

#### Results/ Outputs

- Editors commitment to support journalists who report in VAWG
- Editors commitment to address VAWG
- Stakeholder's commitment to share with journalists and other govt stakeholders on the issues of VAWG.

#### Quotations/ Testimonies

- *To encourage reporters in gender based issues To engage several authorities when reporting about gender based issues and to report more about these stories in order to make it heard often in those people with power to change the scenario.(Amos Mjwele from Ayo TV)*

*To identify people who have interest in gender issues when giving the trainings so that they can work well in that area.(Sub editor/ Chelu Matuzya from TBC)*

### 2.3.1 WOMEN FUND TANZAIA (WFT)

WFT implemented a project on an exploration of sexual corruption among women in media houses in Tanzania. This project 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 was implemented in Dar es Salaam knowingly it is the hub of most mainstream media houses in Tanzania particularly radios, televisions, newspapers, and social media platforms.

#### i. To conduct consultative meetings with editors

TAMWA held a consultative meeting with editors on 7<sup>th</sup> February 2021 as a forum to agree on the way of supporting journalists' works in their radio and TV programs aiming at advocating against sexual corruption among women in media houses in Tanzania. The session received 12 participants (7 male and 5 female).

#### Outcome/results

- Editors were officially informed on the project and in particular, they buy in the support of journalists in terms of protecting against sexual violence and have their works produced timely.

## ii. **Cartoon artwork in social media on sexual harassment in the media houses.**

The project team prepared a cartoon artwork on March 2021 on areas of sexual harassment in the media houses and thereafter shared it on social media platforms with the hash tag #viunjaukimya (Twitter, Instagram and Facebook) to trigger discussion around the area.

### Outcome/Results

The discussion on Twitter managed to get a reach of 125,104 and an impression of 258,113 with three months of the campaign period (March to June 2021).

## iii. **Stakeholders advocacy meeting**

**TAMWA** conducted the meeting on 14<sup>th</sup> May 2021 sexual corruption at Wanyama Hotel-Dar es salaam with Government Agencies like TCRA, OSHA, Employee in Sexual Corruption, media institution like MISA, TEF and MCT including WFT and TAMWA themselves. The meeting brought together fifteen (15) participants 5 male and 10 females from selected entities.



*The picture above shows TAMWA's Executive Director Dr. Rose Reuben together with other stakeholders during the session on 14<sup>th</sup> May 2021.*

### Results/outcome

Break silence Project was a successful implemented and sustainable project due to strong ownership developed by Prevention and Combating of Corruption Bureau (PCCB) and Ministry of Information culture and sports on the findings and recommendations made. The PCCB committed to straighten the strategies of combating sexual corruption media institutions and enforce immediate action.

Ministry of information will amend the policies to ensure sexual corruption in media house is well addressed.



## 2.4 GENDER CONCERN RESPONSES BY THE MEDIA AND LOCAL COMMUNITIES

### 2.4.1 INCREASING THE CIVIL SOCIETY CAPACITY AND PARTICIPATION IN ADVOCACY ON MEDIA POLICY

In partnership with the International Media Support (IMS) through European Union, TAMWA is implementing a two years project, aiming at increasing the civil society capacity and participation in advocacy on media policy, citizen access to information and fundamental freedoms. In 2021, the following activities covered so far;

**i. Dialogues with Journalists, Government representatives and media stakeholders about sexual harassment and gender equality in the media houses.**

TAMWA, on 11<sup>th</sup> February 2021 implemented a dialogue which was meant to share ideas on how we can achieve gender mainstreaming in the media houses in Dodoma and Zanzibar and the participant was from Arusha, Iringa, Dodoma, Morogoro and Tanga. About 18 journalists managed to participate in the session (12 female and 6 male). The Dialogue enhanced the accumulation of different ideas, comments, and suggestions, inputs on the newsroom sexual harassment/gender equality, and thus, TAMWA use the information for advocacy to the targeted audiences.

The dialogues are meant to share findings with stakeholders, journalists, gender activists, and the government about gender mainstreaming in the media houses, focusing on female journalists and youth. And also create a forum for discussion in newsroom sexual harassment, and the inputs from the dialogue enable TAMWA to create a guide which uses for the training with main targeted groups.



*The first photo above shows a group of Journalists, with Government officials  
During the dialogue session held in Dodoma on 11th February 2021*

#### Results/Outcome

- Journalists and media stakeholders shared well the issue of sexual harassment, gender equality and GBV in the media house by said that the issues are there in the media house and its problem.
- Women journalists and youth at the media house agreed to join together to break the silence about gender issues to eradicate sexual harassment and gender equality in the media house.
- They come up with the testimony from other journalists while are in the field at a media house, forced to have sexual harassment which leads some of them to give up completely their professional.

**ii. Dialogues with Women's Member of Parliament from Tanzania Women Parliaments Group –TWPG in Dodoma**

TAMWA conducted a dialogue as one of the activities of the project on sexual harassment, gender mainstreaming, and gender-based violence in the media houses. The dialogues were conducted in Dodoma Tanzania on February 12, 2021, with the Tanzania Women Parliamentarian Group (TWPG) and Zanzibar Women's Representative Council (UWAWAZA) on March 3, 2021.

Numbers of participants;

Place	Male	Female
Dodoma	14	03
Zanzibar	13	02
TOTAL	27	05

**Results/Outcome**

From the dialogues, TAMWA secured information from the Members of Parliament to their ideas about gender issues and created a forum for continued discussion with the Members of Parliaments from both sides.



*A Group photo above with TWPG members, and the Deputy Speaker of Tanzania Parliament Tulia Akson and TAMWA Staffs during dialogues with MPs women at Dodoma on February 12, 2021.*

**iii. Training with Journalists in Zanzibar**

On 4<sup>th</sup> and 5<sup>th</sup>, March 2021 TAMWA held the capacity building training of the journalists in Zanzibar to have knowledge and awareness on gender issues to be able to write stories



that tackle various challenges of sexual harassment, gender equality and Gender-Based Violence. 18 Journalists trained including 5 males and 13 females.



*The group photo above shows the journalists in the room and other media stakeholders, the government and TAMWA staff during the training with journalists in Zanzibar on 4<sup>th</sup> March 2021.*

#### Outcome/Results

- Training enables journalists to gain knowledge and exchange ideas on how best to write stories about sexual violence and gender equality but also on how to report without affecting their work.

#### **x. Two days training with Women journalists**

On 23<sup>rd</sup> and 24<sup>th</sup> July 2021 TAMWA conducted 2 days training with Women Journalists in Morogoro to discuss covering issues of leadership, gender and fundamental Freedoms. 32 women and 8 men participated in the training, makes a total of 40 participants; all the participants were identified from TAMWA Database.



*(First and second photos shows Dr. Rose Reuben a trainer, training women journalists on issues of leadership, gender and fundamental Freedoms, during the training held on 23<sup>rd</sup> and 24<sup>th</sup> July 2021, at Kings Way- Morogoro , Tanzania.)*

#### Output/ Result:

- The basics of freedom of information, freedom of expression enables fearless speaking will help to conduct interviews to increase the number of women to speak and to have the opportunity to lead within the newsroom.

- The representative of media houses committed to reinforce gender equality policy so to help equity in employment in the media houses.
- The basics of freedom of information, freedom of expression enables fearless speaking will help to conduct interviews to increase the number of women as sources and to have the opportunity to lead within the newsroom.

A testimony from a woman journalist;

*“We have learned how best to write stories of gender equality, leadership and fundamental freedom, we will do so to show the community women journalists are not far behind in leadership and gender equality in the workplace; what remains is implementation”*

#### ***xi. One day capacity workshops***

On 12<sup>th</sup> August 2021 TAMWA conducted a one day capacity workshops in Dar es Salaam August 12, 2021 with media managers, editors, media owners, women groups in media, on issue of gender mainstreaming and sexual harassment policies in newsrooms



*(The first and Second Photo shows Dastan Kamanzi facilitator, training women journalist on issue of gender mainstreaming and sexual harassment policies in newsrooms during capacity workshops to media managers , editors and women groups held on 12<sup>th</sup> August, 2021 at Wanyama Hotel- Dar es Salaam, Tanzania)*

#### **Output/Result**

- Capacity workshop enable them to address and solve challenges in the media house, including taking action against sexual corruption and increasing the number of female managers and editors in the newsroom.
- Enable to learn how to develop a gender policy and the importance of gender policy in the media house, together the promise to present the existence of a gender policy in

each media house that will support the existence of media boundaries to operate freely and gender equally in media house

- xii. Media Visit** On 25<sup>th</sup> and 26<sup>th</sup> July 2021, TAMWA conducted 2 days media visit to some of radio stations and online media channels based in Morogoro; Kilosa FM, TOP FM, UKWELI FM and ABOOD FM and AYO TV are among radios and online channels visited respectively.



*(The second photo shows Sauda Masangi and Godwin Assenga staff –TAMWA visited one of the media Top Media held on 25<sup>th</sup> July 2021, at theTop Fm-Kilosa Morogoro, Tanzania )*

#### Outcome/Results

- In the media monitoring the journalists strongly recommended three steps/measures to take to address the situation observed during media visits.
  - Raise awareness
  - Providing training for media practitioners
  - Take other particles measures
- Monitoring to same Television, Radio and newspaper help to make with other regions collaborated with TAMWA to build capacity for media practitioners in the area of gender and leadership aimed to ensure journalist security at working place.

**xiii. Capacity Workshop in Mwanza and Zanzibar**

On 4<sup>th</sup> and 5<sup>th</sup> November 2021 in Mwanza, TAMWA conducted a capacity workshop with managers, editors and media owners on the issue of gender mainstreaming and sexual harassment policies in newsrooms. The feedback session involved 30 participants, (women 21 and 9 male), the same session was also conducted in Zanzibar on 8<sup>th</sup> December 2021 with 20 participants (07 female and 13 male).





*A Group photo above with Media Owners, managers and some of the TAMWA Staffs after the sessions with Media owners and managers in Mwanza and Zanzibar*

#### Output/Results

- 90 percent of the participants from the workshop committed with action plan to implement gender policy/guidelines to their newsroom in order to have the gender quality in the newsroom and stop sexual harassment in the media houses.
- Managers and directors from media houses promised to support implementation of gender equality and sexual harassment policies.

#### 2.4.2 WOMEN IN MEDIA-VIKES

This is a project supported by The Finnish Foundation for Media and Development (VIKES) to empower women in media and enhance gender transformation in the Media Houses. The project is implemented in collaboration with the Centre for Investigative Journalism (Nepal), Media Council Tanzania (MCT), MISA (Tanzania Chapter) and Tanzania Media Women Association (TAMWA).

In 2021, the following activities were covered;

##### i. Workshop with women journalists

On 13<sup>th</sup> January 2021 in Dar es Salaam TAMWA conducted a meeting with women journalists to discuss their experiences in reporting during the pandemic diseases i.e Covid 19.



*The photo above shows a group of women Journalists, with other stakeholders MISA-TAN and MCT during the workshop session held in Dar es Salaam on 13th January 2021*

## ii. Social media advocacy

As part of the project requirement, TAMWA designed and produced Audio Visual - production to share on Twitter, Face book and Instagram. The activity is designed to let women journalists and journalism students receive knowledge about gender discrimination through a media campaign.

### Results/Outcome

- Audio visual-production - one animation clip and 4 interview clips were produced and shared.
- Social media marketing - post promotion on Twitter, Face book and Twitter, airtime were given to social media influencers to 15 social media influencers to promote campaign posts.
- Visual design - 10 cartoons artwork and 10 info graphics were produced and shared on social networks and what sap group to reach the targeted audience and tag the decision-makers with key messages.
- Influencers' cooperation - selected social media influencers were engaged with the campaign hash tag #womeninmediatz to post, share and retweet campaign posts and initiate discussions.



*Some of the social media posts were shared on the TAMWA pages in June 2021.*

### Results/Outcome

Twitter messages from January to December 2021 have gone higher compared to 2020 with the campaign reaching 3,221,786 and 19,371,978. Impressions increased the number of followers from 10,306 to 11,771 Twitter, 7,032 to 7,147 Facebook and 3,484 to 4,298 on Instagram

## iii. International Women's Day

TAMWA joined other people in the world to commemorate International Women's Day. The day was commemorated by bringing together state actors and civil society to enhance networking and cooperation in promoting gender equality and freedom of the press.

On March 8<sup>th</sup> 2021, TAMWA decides to celebrate with the founders of the organisation by bringing together state actors and civil society and then appreciate their work and let the junior journalists learn from the senior ones.



*A photo was taken during the award presentation on International Women's Day done at TAMWA Hall on 8<sup>th</sup> March 2021.*

#### **iv. Investigative stories**

In 2021, TAMWA was required to support two female journalists to do and publish investigative stories on empowering women in media and enhancing gender transformation in the Media Houses. Two journalists was consulted from IPP Media for the investigative news and thereafter publish them.

#### **Results/Outcome**

- 8 stories were published at Nipashe Newspaper and Guardian from May to December 2021 on the context of enhancing gender transformation in the media houses which raised awareness among the institutions and the community in general.

#### **v. Zoom Meeting**

On 30 August 2021, TAMWA conducted ZOOM meeting with the new members of TAMWA aimed at introducing the project and the use of the Database Portal, in the meeting about 28 members joined in the zoom meeting. During this reporting about 125 Women Journalists joined the portal. The portal can be fully accessed through TAMWA website





Link <https://tamwa.org/womenportal/index.php?r=journalist%2Fdefault%2Fhome-page>.

#### vi. Editorial Workshop session

On 20<sup>th</sup> August 2021 TAMWA conducted training for editors in Tanzania to discuss gender discrimination and to promote gender policy in the media sector, The training held at Bagamoyo. Millennium Hotel, Participant 12 females and 6 males participated in the session.

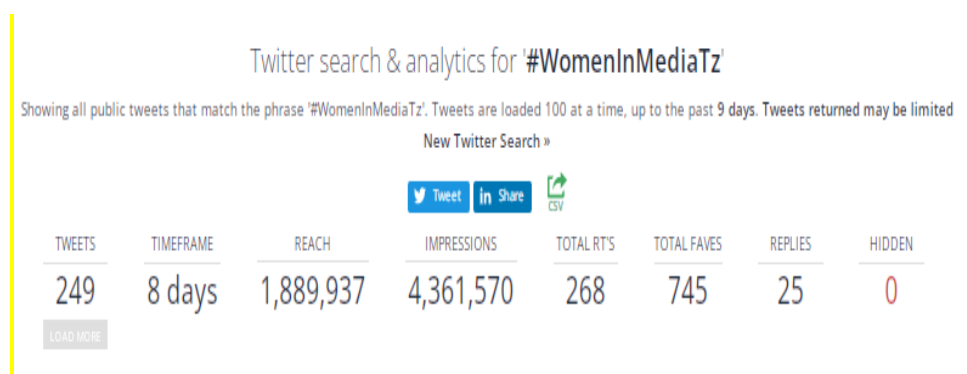


*Some of the activity photo, showing TAMWA in the Editorial Workshop session held Millenium Hotel-Bagamoyo, Tanzania on 20<sup>th</sup> August 2021.*

#### vii. 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 women in newsrooms to through Instagram, twitter and face book.

In 2021, TAMWA designed and produced Audio Visual -production to share on Twitter, Facebook and Instagram. The activity is designed to let women journalists and journalism students receive knowledge about gender discrimination through a media campaign. We also receive positive comment from our donor who share some of our campaign messages to their timeline in social media. Another success is the adoption of our campaign hashtag #WomenInMediaTz by social media users to report and advocate gender issues and other related issued in the media houses in Tanzania.



### 2.4.3 GENERAL TAMWA'S MEDIA ADVOCACY

Media department continued to outshine 2021. Through media works TAMWA have reached the targeted beneficiaries including awareness creation through;

#### ➤ **Press releases/statement**

A total of 16 Press releases/statements issued by TAMWA in the first six months of 2021 as hereby show;

- i. Women's day march 8<sup>th</sup> 2021
- ii. Condolence of late Hon President John Pombe Joseph Magufuli March 18<sup>th</sup> 2021
- iii. Press for to Congratulation HON President Samia Suluhu Hassan March 19<sup>th</sup> 2021
- iv. Press statement on death of female journalist Blandina Sembu March 29<sup>th</sup> 2021
- v. Press statement African child Day
- vi. Launching of ZUMICA Company TAMWA and FES April 16<sup>th</sup> 2021
- vii. Press statement on thematic dialogue sessions on 26<sup>th</sup> and 28<sup>th</sup> June 2021
- viii. On 20<sup>th</sup> July 2021 TAMWA Denying a news that was published in Jamhuri newspaper on 20<sup>th</sup> July 2021
- ix. 1st September, 2021 on the fake news that was published in different platforms in Dar.
- x. On 3<sup>rd</sup> September 2021, TAMWA regrets police officer's abuse of girls in Handeni.
- xi. On 13<sup>th</sup> September 2021, Congratulating Rais. Samia Suluhu on her efforts (Women Empowerment.)
- xii. On 2<sup>nd</sup> September 2021, Media Department attended EJAT Award
- xiii. On October 11, 2021 Girl child day 2021
- xiv. October 29, 2021 on Sexual Harassment(UDOM)
- xv. On November 25, 2021 16 Days of Activism
- xvi. On December 2<sup>nd</sup>, 2021 16 Days of Activism(FES)

#### ➤ **Trained Journalists 2021**

- i. UNWOMEN, Wanawake Wanaweza- 70 journalists
- ii. UNESCO- 40 journalists
- iii. IMS-International Media Support-58 Journalists

**Total-168**

#### ➤ **Talk shows attended 2021**

28 talk shows on areas of women's leadership, empowerment and political participation, women and Election, advocacy against gender-based-violence.

Some of the talk shows includes;

<https://youtu.be/OrEcIY8WuTA>

[https://youtu.be/80T1mwW\\_aX8](https://youtu.be/80T1mwW_aX8)

[https://www.instagram.com/tv/CS2BDmqiO9Y/?utm\\_medium=share\\_sheet](https://www.instagram.com/tv/CS2BDmqiO9Y/?utm_medium=share_sheet)

[https://drive.google.com/file/d/1XZLDXFrK\\_2IITRC4dTQ5RoatY\\_hjCe\\_0/view?usp=drive\\_web](https://drive.google.com/file/d/1XZLDXFrK_2IITRC4dTQ5RoatY_hjCe_0/view?usp=drive_web)



*Some of the activities photos during the Talkshows of WanawakeWanaweza – at TimesFm and **CGFM***

➤ **TV/Radio and articles 2021**

TAMWA had 34 radio/TV programs and 45 articles on areas of women's leadership, empowerment and political participation, advocacy against gender-based violence, road safety, gender equality and so forth. Some of the TV/radio and articles are here below;

- The Citizen

<https://www.thecitizen.co.tz/tanzania/news/sexual-violence-against-children-on-the-rise-in-tanzania-3439834>

- Majira

<https://timesmajira.co.tz/tamwa-kila-mmoja-ana-jukumu-kupinga-ukatili-kwa-watoto/>

- Dodoma News

<https://dodomanewz.blogspot.com/2021/06/matukio-7263-ya-ukatili-yaripotiwa-kwa.html>

- The Citizen Online

<https://www.thecitizen.co.tz/tanzania/news/sexual-violence-against-children-on-the-rise-in-tanzania-3439834>

- TV- TBC TV & ITV

<https://youtu.be/5Ndcbv3n6w4>

<https://youtu.be/AcV510wu9YI>

- Blog spot Dodoma news

<https://dodomanewz.blogspot.com/2021/06/jitihada-zinahitajika-kufikia-5050.html>



*Some of the articles as a result of WanawakeWanaweza (UN-Women) project 2021.*

<https://youtu.be/XjaAnUnnHm4>

[Preview YouTube video #TBCLIVE: DIRA NOVEMBA 25, 2021 | SAA 7:00 MCHANA](#)



[#TBCLIVE: DIRA NOVEMBA 25, 2021 | SAA 7:00 MCHANA](#)

*Some of the programs as a result of thematic dialogue of Members of Parliament and Election Monitoring Bodies done in Dodoma on 23<sup>rd</sup> and 24<sup>th</sup> November 2021.*

#### ➤ TAMWA online TV

TAMWA online TV was initiated in 2021 and started airing on 29 September 2021 to date. TAMWA online TV was purposely established for providing education on issues of women's and children's rights as well as gender equality.

The licence and permit acquired and the TV is on air with 19 to date programs produced and aired since September, 2021 which advocating on issues of women and children rights including WLPP, subscribers and viewers on TAMWA Online TV has been increasing gradually.

#### Links of the programs

<https://www.youtube.com/watch?v=48XyEPjaB0U>

<https://www.youtube.com/watch?v=XMBFGYHUups>

## 2.5 WOMEN, GIRLS, CHILDREN AND FEMALE JOURNALIST'S MEDIA AND DIGITAL RESILIENCE.

### 2.1.1 ACCESS TO INFORMATION THROUGH DIGITAL SECURITY AMONG YOUNG FEMALE ACTIVISTS.

TAMWA with support of International Centre for Not-for-Profit Law (ICNL)-, **supported implementation of the digital security project among** young female activists in Tanzania.

Main activities conducted during the project in 2021 are;

#### ➤ **Develop training manual on digital rights and access to information**

During project period in 2021, TAMWA develop a copy of training handbook with ICNL comments of which it was used as the training guideline for two days training conducted on June 17<sup>th</sup> -18<sup>th</sup> in Dodoma and June 29<sup>th</sup> -30<sup>th</sup> in Dar Es Salaam.

#### Results/ Output

The Training handbook on promotion and protection of digital right and access to information developed and supported during the workshop session.

#### ➤ **Organize and implement two trainings to 80 young women activists in Dodoma and Dar E Salaam.**

The time frame of this activity was March 2021. 80 young female activists were targeted and trained on digital security issues so as to increase their freedom of expression as planned.

#### ● **Output**

- A total of 80 young female activists ( 32 rom Dodoma and 48 from Dar Es Salaam were trained, represented 10 organization from Dodoma 14 from Dar es Salaam.
- A copy of training handbook to 50 participants of which each received a soft copy to be used for personal and in-house training.

## 2.6 STRENGTHENING TAMWA'S INSTITUTIONAL CAPACITY-

### 2.6.1 TAMWA Mainland Institutional capacity Strengthening:

On strengthening the institutional capacity of the organization, TAMWA- Mainland managed to undertake following issues;



**i. SMART advocacy Orientation to staff**

TAMWA mainland with support of JOHNS HOPKINS oriented organisation staff on SMART advocacy on 16<sup>th</sup> to 18<sup>th</sup> September 2021 as an approach to strengthening advocacy initiatives in the areas of programs implementation. Twelve (8 females and 4 males) staff participated in a three days session which was facilitated by the expert from JOHNS HOPKINS and they were able to gain knowledge on the area of SMART advocacy for future plans.

**ii. Annual general meeting**

The association conducted Annual General Meeting online on 9<sup>th</sup> and 10<sup>th</sup> April. The meeting was virtually done due to Covid 19. Though it was done but still faced some difficulty as some of members did not receive some documents which are their constitutional- right due to lack of some member's emails and other technical issues.

**iii. Executive Director success on being a Doctor of Philosophy**

In 2021, TAMWA Mainland witnessed the Executive Director awarded a Doctor of Philosophy in academic career adding a mileage towards institutional capacity strengthening in terms of organisational operations and activities implementation.

**iv. TAMWA's relationship and networks**

In 2021, TAMWA received 31 invitations from different organization in different events as and managed to attend 18 in the areas of socio-economic and political issues.

**v. Photocopy machine**

In 2021, the association managed to buy a latest photocopy machine that plays a confidentiality role in the organisation and support easier execution of various programs and administrative tasks.

**vi. Finalising the Strategic Plan 2021-2025**

In 2021, TAMWA's secretariat managed to finalize the strategic plan with six thematic areas for organizational operations which are;

- a) The women and girls' economic empowerment and climate change.
- b) Women and girls inclusion in democratic governance.
- c) The legal frameworks and GBV response mechanisms (offline & online).
- d) Gender concerns responses by the media and local communities.
- e) Women, girls, children and female journalist's media and digital resilience.
- f) Strengthening TAMWA's institutional capacity.



#### **vii. TAMWA and CRC Networking**

TAMWA and CRC are continuing support each other in some of the operation and in 2021 CRC staff joined TAMWA in orientation workshop conducted from 16<sup>th</sup> to 18<sup>th</sup> September 2021 on SMART advocacy which was well facilitated by Mr. James Mlali from JOHNHOPKINS.

### **3.0. GENERAL ACHIEVEMENTS**

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- Finalizing the strategic plan 2021-2025 for easier organizational operations
- TAMWA received requests for more networks and connections for joint proposals and other like-minded organisational coalitions joining (Coalition of Wanawake Ni Viongozi).

### **4.0. GENERAL CHALLENGES**

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- TAMWA experienced a difficult moment in supporting the organisational mission as a result of minimal funding.
- Covid 19 affected some of project activities especially those needed appearance of the specific personnel. But again, some of the activities need extra care and budget when meeting with people to undertake the physical assignment

### **5.0 REFLECTIONS/LESSONS LEARNT**

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- Early preparations and stakeholder's engagement resulted to effective achievement of the planned activities and organisational events. The lesson has been realization after great coverage of most of the activities related to Women Political Participation.
- Conducting feedback meetings with stakeholders in specific project support GBV agendas to move forward and more education to reach to the actors
- Any workshop engaging traditional elders and religious leaders it is important to involve gender desk as well as victims of specific violence so that they can give productive testimonies.

### **6.0 CONCLUSION**

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For the organizational to move forward, responsiveness efforts are needed to all TAMWA's staff and members to capture more resources and necessary networks for the organizational performance.