

Tanzania Media Women Organization (TAMWA) -Tanzania Mainland

Annual Report: January - December 2024



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ABBREVIATIONS AND ACRONYMS

| | |
|----------|--|
| AGM | Annual General Meeting |
| ART | Antiretroviral Therapy |
| AVAC | AIDS Vaccine Advocacy Coalition |
| CSOs | Civil Society Organizations |
| COVID 19 | Corona Virus Disease 19 |
| GBV | Gender-Based Violence |
| HIV/AIDS | Human Immunodeficiency Virus/Acquired Immunodeficiency Syndrome |
| IMS | International Media Support |
| IWD | International Women's Days |
| NGOs | Non-Governmental Organizations |
| TAMWA | Tanzania Media Women's Association |
| TCRA | Tanzania Communication Regulatory Authority |
| VIKES | Viestintä ja Kehitys –Säätiö(Communication and Development Foundation) |
| WIM | Women in Media |
| WPF | World Press Freedom Day |
| WFP | Women Fund Tanzania |

EXECUTIVE SUMMARY

This report details all activities (programs and administrative) implemented by TAMWA in the annual plan 2024. The Association implemented all the planned activities in conformity with TAMWA Constitution, and Strategic Plan 2021-2025. In partnership with IMS, AVAC, VIKES, IWD, WFT and TCRA and other local partners the Association executed its activities timely in the said year. This report informs the successful implementation of the activities, and positions TAMWA in the media and public spotlight as a champion of women and girls' rights, together as advocator against any form of sexual violence, sextortion and GBV offline and online. Remarkable achievements of TAMWA efforts were evidenced in the Survey Report on Sexual Harassments in newsrooms and media engagement in advocacy against gender inequalities. Importantly, this report highlights other milestone achievements including an increased number of newly registered members, increased number of journalist professional capacity building and building and strengthening networks and collaborations with other media organizations and stakeholders. Generally, TAMWA succeeded in achieving the desired outcome as per value for money invested in all activities in 2024.

1.0 INTRODUCTION

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 6763. In 2004 the Association complied with the new non-governmental organizations (NGOs) law of 2002 and was awarded a new registration number ONGO1886. The report presents the programmatic and administrative progress of TAMWA (Mainland office) from January to December 2024. Specifically, it highlights the organizational structure, key programmatic areas with overall success, challenges and lessons learnt.

1.1 Organizational and Management Structures

TAMWA Mainland is run by its devoted Secretariat which is headed by the Executive Director who is assisted by Heads of five departments. These are the Programs manager; Fundraising coordinator; Finance and Administration manager; Policy Analysis and Advocacy manager; and Monitoring and Evaluation manager. Overall, the Secretariat consists of 15 full-time staff.

The Annual General Meeting (AGM) is the supreme decision-making body in all matters regarding the discharge of rights and duties of the members and organs of TAMWA. Below AGM is the Governing Board vested with powers to oversee the management of the affairs and the conduct of the Association and safeguard the vision and mission of the Association. As stipulated in the TAMWA Constitution, the day-to-day executions of activities responsibility are vested to the Secretariat as directed by the Board. The Secretariat plans, implements daily operations and reports the results to the AGM.

1.2 Operating Framework

TAMWA envisaged advocating for women, girls and children's rights in society using media strategy. Being the core business, TAMWA is dedicated to embracing and promoting human and women's rights, gender equality and development towards informing its vision and mission.

1.3 Vision and Mission Statements

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

1.2 Thematic Areas and Core Activities

Thematic Areas

TAMWA implements its activities by focusing on the following Thematic Areas:

- 1.2.1 Women and girls' economic empowerment and climate change.
- 1.2.2 Women and girls' inclusion in democratic governance.
- 1.2.3 The legal framework and GBV response mechanisms (offline & online).
- 1.2.4 Gender concerns responses by the media and local communities.
- 1.2.5 Women, girls, children and female journalists' media and digital resilience.
- 1.2.6 Strengthening TAMWA's institutional capacity.

Core Activities

As stipulated in the TAMWA Constitution, our Core functions are:

- Media promotion and education
- Community and stakeholder engagement
- Advocacy and campaigns
- Capacity building/strengthening

2.0 PROGRAMS ACTIVITIES

In 2024, TAMWA Mainland successfully implemented program activities in line with its Strategic Plan 2021-2025 which focuses on contributing to sustainable wellbeing of women and girls in Tanzania. Similarly, the reported activities conform well to TAMWA's mandate as stipulated in the Association's Constitution.

2.1 THEMATIC AREA: WOMEN, GIRLS, CHILDREN AND FEMALE JOURNALISTS' MEDIA AND DIGITAL RESILIENCE.

Under this thematic area, in 2024, TAMWA Mainland implemented various projects.

2.1.1 AVAC –Media Science Café Project

A: Phase One

TAMWA partnered with AIDS Vaccine Advocacy Coalition (AVAC) to implement a 12-month project with the Goal to strengthen media capacity on reporting COVID-19 and pandemic preparedness in Tanzania. In phase one ie the first 6 month of 2024 Media Science Café focused on Budget Allocation for Pandemic Preparedness in Tanzania: A Case of COVID-19 and Cholera focused on the budget allocation for pandemic preparedness in Tanzania, specifically addressing the cases of COVID-19 and cholera.



TAMWA staff, Speakers and Journalists after a Café in Dodoma

The indicator “Number of Journalists involved in the media science cafe’s (mix of in-person and virtual attendance) Dar es Salaam, Dodoma Tanga and Iringa and others” was among measurable factor that helped to track progress, assessing impact as well as to determine whether the objectives were being achieved. It was revealed that the event successfully engaged a total of 41 journalists, with a mix of in-person and virtual attendance. This indicated the target was met and goal was achieved at a rate of 100% as it described in table 1. This achievement resulted to increase Journalist’s understanding on health funding issues as well as they were able to understand the chain of information dissemination when the issues of pandemic involved.

Table 1: Media Science Café

| Goal: Media capacity on reporting COVID-19 and pandemic preparedness in Tanzania strengthened | | | | |
|---|---|------------------|--------|--|
| Objective: To address the cases of COVID-19 and cholera | | Achievement rate | | Result Description |
| Activity:1 | Media Science Café: Budget Allocation for Pandemic Preparedness in Tanzania: A Case of COVID-19 and Cholera focused on the budget allocation for pandemic preparedness in Tanzania, specifically addressing the cases of COVID-19 and cholera | 100% | | The target met & Goal and objective achieved |
| Associated Performance Indicator | | Target | Actual | Status |
| 1. | Number of Journalists involved in the media science cafe’s (mix of in-person and virtual attendance) Dar es Salaam, Dodoma Tanga and Iringa and others | 41 | 41 | Target met |

Source: TAMWA-Mainland,2024

Indicator: Number of individuals participated to discuss Red Eyes Disease Outbreak (Male and Female journalists and specialist)



Media cafe’ participants with Tanga’s Regional Offer Medical Dr. Japhet Simeo .

Moreover, Media Science Café was conducted in Tanga where journalists and specialists had time to discuss Red Eyes Disease Outbreak in the country: Origin, Current Situation, and Impacts on Public Health, providing journalists with insights into its origin, status, impacts on public health, and the importance of raising awareness. A total of 30 journalists participated. There was progress, indicator target was met with an achievement rate of 100% resulted to a significant increase in awareness among journalists regarding the origin

status and impacts of the disease on public health. As a result of this event, some of the participating journalists wrote stories about the Red Eyes Disease. These journalists not only reported on the outbreak but also drew parallels and developed insights from their experience reporting on COVID-19.

Indicator: Number of journalists trained on health data interpretations and reporting (Dar es Salaam)

The media science cafe' in 2024 also included journalist's training on health data interpretations and reporting in Dar es Salaam. A training session focused on health data interpretation, ethical considerations in health reporting, and the utilization of digital platforms for information dissemination during pandemics. Table 2 below show a total number of 21 cafe journalists attended the training, with representation from Dar es Salaam, Tanga, and Dodoma. The indicator target was met and the goal and objective achieved at a rate of 100%. As a result of this training session, the participating journalists were able to enhance their skills and knowledge in various aspects related to health reporting. They gained insights into interpreting health data accurately for reporting purposes. Additionally, they deepened their understanding of ethical considerations when covering health stories to ensure accuracy and sensitivity. The training also equipped them with strategies for utilizing digital platforms effectively to disseminate information during pandemics.

Indicator: Number of editors participated in an overview of current HIV research trends

Editors' session was held in Bagamoyo focusing on providing an overview of current HIV research trends, discussing the HIV prevention choice manifesto, and exploring reasons why media outlets often fail to prioritize health stories. Result in table 2 below show that 12 editors from Dar es Salaam participated in this insightful session. This result indicated the target met and the goal and objective achieved at a rate of 100%. One significant outcome was the agreement among the twelve editors from Dar es Salaam to prioritize health stories, particularly those related to HIV research trends and prevention strategies. The editors recognized the importance of raising awareness about HIV/AIDS and promoting preventive measures



A group photo with TAMWA staff, Speakers and Editors after a session in Bagamoyo, 28th May 2024.

within their respective media outlets. They acknowledged that the media plays a crucial role in disseminating accurate information and shaping public perceptions about health issues.

Table 2: HIV Research Trends and Red Eyes Disease Outbreak.

| Goal: Media capacity on reporting COVID-19 and pandemic preparedness in Tanzania strengthened | | | | |
|---|--|------------------|---|------------|
| Objectives: | | Achievement rate | Result Description | |
| <p>1: Providing an overview of current HIV research trends, discussing the HIV prevention choice manifesto, and exploring reasons why media outlets often fail to prioritize health stories</p> <p>2: To discuss Red Eyes Disease Outbreak: Origin, Current Situation, and Impacts on Public Health, providing journalists with insights into its origin, status, impacts on public health, and the importance of raising awareness</p> | | | | |
| Activity:2 | Roundtable Discussion (discuss Red Eyes Disease Outbreak: Origin, Current Situation, and Impacts on Public Health) | 100% | The target met, and the objectives achieved successfully. | |
| Activity:3 | Training (Dar es Salaam, Tanga, and Dodoma) | | | |
| Activity:4 | Participation In Research (editors from Dar es Salaam) | | | |
| Associated Performance Indicator | | Target | Actual | Status |
| 3 | Number of individuals participated to discuss Red Eyes Disease Outbreak (Male and Female journalists and specialist) | 30 | 30 | Target met |
| 4 | Number of journalists trained on health data interpretation and reporting (Dar es salaam) | 21 | 21 | Target met |
| 5 | Number of editors participated in an overview of current HIV research trends | 12 | 12 | Target met |

Source: TAMWA-Mainland, 2024

Media Science Café on pandemic preparedness in Dodoma: Lessons Learned from Previous Outbreaks:

This Media Science Café focused on pandemic preparedness: Lessons Learned from Previous Outbreaks. Community engagement and participation in combating pandemics and public health messaging and communication strategies was conducted in Dodoma centred on the Lessons Learned from previous outbreaks, community engagement and participation in combating pandemics and public health messaging and communication strategies. Here Journalists were able to understand the authority of that each health entity in disseminating information on pandemic issues to the public and they were able

to draw a flash-back on how pandemics occur and articulate how to accurately report pandemic who to consult and when.

B: AVAC Phase Two

Indicator: Number of Journalists attended training for latest developments in HIV preventions (Male and Female Journalists from Iringa, Mbeya, Njombe and Songwe)

From August to December 2024 AVAC renewed its contract in partnership with to implement the Media Science Café for 6 months with the different focus of “*Strengthening media capacity in reporting on HIV Research and roll-out of proven Interventions in Tanzania*”. In this reporting period, Media Science Café in Iringa titled a summary of the Tanzania HIV Impact Survey (THIS 2022/2023), HIV & Mpox co infection risks and Ethical consideration while reporting on HIV & Mpox. This Cafe’ included journalists from Iringa, Mbeya, Njombe and Songwe focused on the latest developments in HIV preventions in Tanzania. The Café successfully engaged a total of 32 journalists, who were disaggregated by their gender (17 females and 15 males) with a mix of in-person and virtual attendance. The result in table 3 indicates an exact target was met for an indicator and the goal was achieved at a rate 100%.



Iringa’s Regional Medical Officer Dr. Sylvia Mamkwe seated in the middle in a group photo with Journalists after a Café in Iringa, 21st September 2024.

The marked achievement resulted Journalists to gain more insights into the key statistics and implications of the Tanzania HIV Impact Survey (THIS 2022/2023). They learned how to interpret data accurately without sensationalizing or misrepresenting as a result several impactful stories both print, broadcast and online were produced highlighting the success of Iringa region in preventing HIV compared to the report of THIS 2016/2017. Also, one significant yet unexpected outcome was an invitation for Journalists to visit an HIV treatment centre in Iringa, this opportunity allowed them to observe the processes involved in Antiretroviral Therapy (ART) enhancing their understanding of patient confidentiality and care protocols in a clinic setting while reporting health issues.

Table 3: Number of Journalists attended training for latest developments in HIV preventions (Male and Female Journalists from Iringa, Mbeya, Njombe and Songwe)

| Strategic Objective: To Strengthen media capacity in reporting on HIV Research and roll-out of proven Interventions in Tanzania | | Achievement rate | Result Description | |
|---|--|------------------|---|------------|
| Activity:1 | Training for latest developments in HIV preventions (journalists from Iringa, Mbeya, Njombe and Songwe): mix of in-person and virtual attendance | 100% | The objective was achieved successfully | |
| Associated Performance Indicators | | | | |
| SN | Indicator | Target | Actual | Status |
| 1. | Number of Journalists attended training for latest developments in HIV preventions (Male and Female Journalists from Iringa, Mbeya, Njombe and Songwe) | 32 | 32 (17 females ,15 males) | Target met |

Source: TAMWA-Mainland,2024

Indicator: Number of Journalists attended training for Domestic Resource Mobilization & the Role of CSOs in improving HIV Research and Response funding in Tanzania

The Media Science Café in Dar es Salaam: HIV Response Funding in Tanzania and Government initiatives in Domestic Resource Mobilization & the Role of CSOs in improving HIV Research and Response funding in Tanzania. including journalists from Dar es Salaam who were attending in-person and some from Iringa, Mbeya, Njombe, Songwe and Tanga attended virtually where the total of 31 Journalists with 16 Males and 15 Females. The result indicates target met, indicator and the objective was achieved at a rate 100%.



A group photo of TAMWA staff, Speaker and Journalists after a Café in Dar es Salaam, 29th October 2024.

The achievement resulted to a successful Journalists equipped with essential knowledge regarding HIV response funding dynamics in Tanzania. By focusing on government initiatives for domestic resource mobilization and highlighting the pivotal role of CSOs, journalists were better prepared to inform their audiences about these critical issues affecting public health.

Indicator: Number of Journalists attended Media Science Café focusing on Climate Change, Migration, and Public Health in Tanga.



A group photo of TAMWA staff, Speaker and Journalists after a Café in Tanga, 05th December 2024.

Moreover, Media Science Café was held in Tanga focusing Climate Change, Migration, and Public Health: The Intersection of HIV Prevention and Climate-Induced Displacement in Tanzania on the 5th December 2024 where it included Journalists from Tanga, Dar es Salaam, Iringa, Mbeya, Njombe and Songwe. This Café was also Hybrid the Journalists in Tanga attended in-person and the rest attended virtually. Result in

table 4 show a total of 30 Journalists disaggregated by gender attended the Café (16 Males and 14 Females). This session considered gender equality and all targets per each indicator was met and the objective was achieved at a rate of 100%. As a result of this Café an enthusiasm was generated to have a collaborative effort among journalists, public health officials, and environmental advocates to ensure that the voices of affected communities are heard. By working together, media and other stakeholders can develop comprehensive solutions that address both the immediate needs of displaced populations and the long-term impacts of climate change on public health.

Indicator: Number of editors attended the session focusing on Climate Resilience and HIV Prevention Strategies in Vulnerable Communities

This editors’ session focused on Climate Resilience and HIV Prevention Strategies in Vulnerable Communities. A total number of 15 Editors attended the session from Dar es Salaam, Iringa, Mbeya, Njombe and Songwe, where 10 Male and 5 Females. Basing on this indicator the target was met, and achievement rate was 100%. In this session editors committed to advocate for integrated strategies crosscutting climate resilience while effectively preventing HIV in vulnerable communities. This collaborative discussion provided valuable insights into best practices, emphasizing a holistic approach to tackling these intertwined issues through the media approach.

Table 4: HIV Response Funding & Climate Change

| Objectives: | Achievement rate | Result Description |
|--|------------------|--------------------|
| 1: HIV Response Funding in Tanzania and Government initiatives in Domestic Resource Mobilization & The Role of CSOs in improving HIV Research and Response | | |

| | | | | |
|--|--|---------------|--|---------------|
| funding in Tanzania. | | | | |
| 2: The Intersection of HIV Prevention and Climate-Induced Displacement | | | | |
| Activity:4 | Domestic Resource Mobilization & The Role of CSOs in improving HIV Research and Response funding in Tanzania.(journalists from Dar es Salaam who were attending in-person and some from Iringa, Mbeya, Njombe, Songwe and Tanga) | 100% | The target was met, the objective achieved | |
| Activity:5 | Training on Climate Change, Migration, and Public Health | | | |
| Associated Performance Indicators | | | | |
| SN | Indicator | Target | Actual | Status |
| 1. | Number of Journalists attended training for Domestic Resource Mobilization & the Role of CSOs in improving HIV Research and Response funding in Tanzania | 31 | 31 (16 Males, 15 females) | Target met |
| 2 | Number of Journalists attended Media Science Café focusing on Climate Change, Migration, and Public Health in Tanga | 30 | 30(16 Males,14 Females) | Target met |
| 3 | Number of editors attended the session focusing on Climate Resilience and HIV Prevention Strategies in Vulnerable Communities | 15 | 15(10 Males,5 Females) | Target met |

Source: TAMWA-Mainland, 2024

2.1.2 VIKES - The Finish Foundation for Media and Development

In this reporting period, TAMWA implemented a fourth -year project activities of Women in Media supported by The Finish Foundation for Media and Development (VIKES) and implemented three main activities in this reporting period:

- 1. Undertaking Investigative Journalism: The activity involved identification and selection of women journalists who participated in writing investigative stories.**

The areas of Investigative stories included gender equality, sexual harassment in media as well as gender inequalities on women should be considered when promoting gender equality in the media. At the end of July, 6 stories published and produced in various media houses. TAMWA supported 6 women journalists to undertake IJ stories on gender equality, sexual harassment in media as well as gender inequalities. The objective was successfully achieved at a rate of 100% and all indicators met target.

Table 5: Undertaking Investigative Journalism

| | | |
|--|-------------------------|---------------------------|
| Strategic Objective: To identify and select women journalists who | Achievement rate | Result Description |
|--|-------------------------|---------------------------|

| participated in the ongoing investigative stories. | | | | |
|--|---|--------|--------|-----------------------------------|
| Activity:1 | Identification and selection of women journalists who participated in the ongoing investigative stories. | 100% | | The objective achieved successful |
| Associated Performance Indicators | | | | |
| SN | Indicator | Target | Actual | Status |
| 1. | Number of stories published/produced in various media houses | 6 | 6 | Target met |
| 2. | Number of women Journalists supported to undertake IJ stories on gender equality, sexual harassment in media as well as inequalities. | 6 | 6 | Target met |

Source: TAMWA-Mainland, 2024

Table 6: The published stories are in order.

| Name | Title of the story | Media | Link |
|------------------------------|---|------------------------------|---|
| Jenifer Gilla | <i>Wanawake wapiganaji wanavyosimamia mageuzi kiutendaji tasnia ya habari (Women fighters who lead the transformation of the media industry).</i> | Nipashe, 31.7.2024 | https://drive.google.com/file/d/1tL1BZCqfN2YPY9hddwBQj02FBFWpaBV2 |
| Sauda Msangi | <i>Mtazamo dhaifu unavyoifisha mchango wa wanahababi wanawake (A weak perspective that obscures the contribution of women journalists).</i> | Habari leo, 12.8.2024. | https://heyzine.com/flip-book/6e492fc069.html |
| Edina Salila | <i>Wadau wapaza sauti uhai wa vyombo vya habari nchini (Stakeholders are calling for the survival of the media in the country)</i> | Majira, 16.8.2024. | https://drive.google.com/file/d/1e5TSakYqNQAMSSGsEhs7MpoYqK6gJ8vA |
| Neema Kasabuliro | <i>Majukumu ya kihabari kwa mtazamo wa kijinsia (Media roles from a gender perspective).</i> | Habarileo, 2.9.2024. | https://drive.google.com/file/d/1NasAsJ7KKaLkdzqZ4pqwVNW3tO77MyYo |
| Florence Majani | <i>Upi ni ukweli kuhusu rushwa ya ngono kutoka vyanzo vya habari (What is the truth about sexual corruption from news sources)</i> | Mwananchi11. 9.2024 | https://www.mwananchi.co.tz/mw/habari/kitaifa/upi-ni-ukweli-kuhusu-rushwa-ya-ngono-kutoka-vyanzo-vya-habari-4758372 |
| Annastazia Wilherick Kisanga | <i>Ukatili wa kijinsia kwa wanawake na wasichana katika vyombo vya Habari ‘ (Sexual Harassment to women and girls in media houses)</i> | TBC Taifa/ (TBC FM) 9.9.2024 | https://drive.google.com/file/d/1nSD0_wbXNCm6O8C-RgO6wxHc1wQ3Hb10/view?ts=6710ff7d |

Source: TAMWA-Mainland, 2024



Journalist Training: TAMWA has implemented one activity that involving training workshop on digital security to journalists and editors. The reporting indicator was Number of individuals trained on Digital security(male and female, journalists & editors). The training was conducted in Tanga city on 9th November 2024 involving 22 participants whom 15 were females and 7 males. The target set for an indicator was met and the objective was achieved 100%.

Table 7: Digital security

| Objective: | | Achievement rate | | Result Description |
|--|--|------------------|------------------------|------------------------|
| Training workshop on digital security to journalists and editors | | | | |
| Activity | Training | 100% | | The objective achieved |
| Associated Performance Indicators | | | | |
| SN | Indicator | Target | Actual | Status |
| 1. | Number of individuals trained on Digital security(journalists & editors) | 22 | 22(15females, 7 males) | Target met |

Source: TAMWA-Mainland,2024

ii. Social media campaign: In this reporting period TAMWA conducted social media campaign against gender discrimination. The audio-visual campaign messages were developed and populated on Facebook, Instagram, and X (Twitter). The campaign has reached over 3.2 million users and impressions of over 19.37 million.

2.1.3 International Women’s Day (IWD) Advocacy Project

In this reporting period, TAMWA supported in the implementation of advocacy activities of International Women’s Day (IWD) on March 2024, where unsung heroes activities were recorded, documented and rewarded.

The project involved the execution of the following project activities:

i. Media campaign: TAMWA managed to train 92 journalists on reporting and programming for women empowerment and participation to enable them to participate in the coming local and government election. The objective was fully achieved at a rate of 100%.

Table 8: Number of journalists trained on reporting and programming for women empowerment and participation.

| Objective: | | Achievement rate | | Result Description |
|---|---|------------------|--------|------------------------|
| To train 92 journalists on reporting and programming for women empowerment and participation to enable them to participate in the coming local and government election. | | | | |
| Activity | Training | 100% | | The objective achieved |
| Associated Performance Indicators | | | | |
| SN | Indicator | Target | Actual | Status |
| 1. | Number of journalists trained on reporting and programming for women empowerment and participation. | 92 | 92 | Target met |

Source: TAMWA-Mainland, 2024

- ii. **Press conference: During the event,** TAMWA conducted one press conference on the importance of women heroes in various areas of influence where they well presented their capabilities. The conference also called up journalists to portray various activities led by women unsung heroes in their localities.
- iii. **Awards presentation:** TAMWA prepared and presented awards to 3 women who emerged as winners of unsung hero because of their activities in their localities who are; Marry Kalambwa (Dereva Bodaboda Singida), Semeni Karoli (Muuza mkaa Geita) Paulina Matayo (Mponda Kokoto, Dodoma). The objective was achieved 100%.

Table 9: Number of awards presented to women emerged as winners of unsung hero.

| | | | | |
|--|---|-------------------------|---------------|---------------------------|
| Objective: To prepare and present awards to three women who emerged as winners of unsung hero as a result of their activities in their localities | | Achievement rate | | Result Description |
| Activity | Awards presentation | 100% | | The target met |
| Associated Performance Indicators | | | | |
| SN | Indicator | Target | Actual | Status |
| 1. | Number of Award presented to women emerged as winners of unsung hero. | 3 | 3 Awards | Target met |

Source: TAMWA-Mainland, 2024

2.1.4 Breaking the Silence – Project -Women Fund Tanzania

The project is meant to enable media practitioners (media women, men, editors, community radio and female journalists) to smartly address sexual_corruption/sextortion within and through media.

The project started in July 2024 and was completed in December 2024 included dialogue with media gurus, editors, female journalists, journalism student interns and correspondents. On September 14th, 2024, TAMWA in partnership with WFT-T organized a dialogue meeting of media gurus, editors, freelancers, female journalists, journalism student interns, and other stakeholders including PCCB (18 female, 12 male). The objective was 100% achieved and target was met for the set indicator.

The dialogue aimed at sharing experiences related to sextortion committed against female journalists and female journalists’ students, interns in newsrooms and proposed preventive and responsive mechanisms for tackling the incidences. Two presentations, first rooted from the *Findings of Sexual Corruption Survey* conducted by TAMWA in

2021 and the second presentation focused on *Weaponizing/Safeguarding female journalists against Sexual Corruption* were discussed.

Table 10: Number of individuals engaged in dialogues (media gurus, editors, female journalists, journalism student interns and correspondents)

| | | | | |
|---|--|-------------------------|-------------------------|------------------------------------|
| Objective: To enable media practitioners (media women, men, editors, community radio and female journalists) in the media houses to smartly address sexual_corruption/sexortion within and through media | | Achievement Rate | | Result Description |
| Activity | Dialogue with media gurus, editors, female journalists, journalism student interns and correspondents. | 100% | | The target met, objective achieved |
| Associated Performance Indicators | | | | |
| SN | Indicator | Target | Actual | Status |
| 1. | Number of individuals engaged in dialogues (media gurus, editors, female journalists, journalism student interns and correspondents) | 30 | 30(18 female, 12 male). | Target met |

Source: TAMWA-Mainland,2024



Photo no. 1:A senior Lecture Ms. Zuhura Seleman from UDSM-SJMC sharing experience on sexual corruption handling on higher learning institution to the participant of the dialogue session held on 14th September 2024 at SeaShells hotel, Dar es salaam,



Photo no.1:Ms Rukia Abdalah from UDSM-SJMC insisting on inclusive education to People with Disability in the advocacy against sextortion and sexual corruption in Tanzania during the dialogue session held on 14th September 2024 at SeaShells hotel, Dar es salaam, Tanzania.

- **Production and Publication of Investigative Stories and Articles**

In this reporting period, TAMWA published investigative stories and articles on *Sauti ya Siti* magazine. A total of 25 articles were published, 15 in different newspapers and 10 articles were published in *Sauti ya Siti* TAMWA's magazine. The objective was 100% achieved and the target was met for the set indicator. Also, these evidence-based stories were uploaded on TAMWA's website. The published investigative stories and articles raised awareness on sexual harassment in the media, advocated for social,

behavior, and attitude change on sextortion in newsrooms and other workplaces. These stories contributed in the dialogues for Corruption law amendments in 2024.

Table 11: Number of articles produced and published

| Objective: To enable Production and Publication of Investigative Stories and Articles | | Achievement rate | | Result Description |
|---|--|------------------|---|---------------------------------------|
| Activity | Production and Publication of Investigative Stories and Articles | 100% | | The target met and objective achieved |
| Associated Performance Indicators | | | | |
| SN | Indicator | Target | Actual | Status |
| 1. | Number of articles produced and published | 25 articles | 25 articles (15 newspapers and 10 articles published on TAMWA's magazine) | Target met |

Source: TAMWA-Mainland,2024

- **Production and Airing of Programs**

TAMWA conducted 10 talk shows in different media outlets in Dar es Salaam. TAMWA collaborated with the media outlets such as Clouds FM, Uhuru FM, Mlimani Radio and Online TV, and Global TV.

Table 12: Number of talk shows conducted in different media outlets in Dar es Salaam

| Objective: To organize and conduct the talks shows in different media outlets in Dar es Salaam | | Achievement rate | | Result Description |
|--|--|------------------|---------------|---------------------------------------|
| Activity | Production and Airing of Programs | 100% | | The target met and objective achieved |
| Associated Performance Indicators | | | | |
| SN | Indicator | Target | Actual | Status |
| 1. | Number of talk shows conducted in different media outlets in Dar es Salaam | 10 Talk shows | 10 Talk shows | Target met |

Source: TAMWA-Mainland, 2024

Outcomes:

A total of 15 articles were published in different newspapers and 10 articles were published in TAMWA's magazine. Also, these evidence-based stories were uploaded on TAMWA's website. The published investigative stories and articles raised awareness on

sexual harassment in the media, advocated for social, behavior, and attitude change on sextortion in newsrooms and other workplaces.

2.1.5 Maendeleo project

The Tanzania Media Women’s Association (TAMWA), in collaboration with the Tanzania Communications Regulatory Authority (TCRA), conducted training from July to November 2024 for journalists, editors, managers, lecturers and trainers from journalism institutions, online content creators, information officers, and media owners at centers in Zanzibar, Singida, Tabora, Geita, Mwanza, Kihaba, Mtwara, Mbeya, and Arusha. A total number of 2,054 (850 males and 1203 females) participants were trained. It aimed at building the capacity of media stakeholders in development journalism, effectively promoting Tanzania’s image both locally and internationally, and fostering creativity and the use of technology to improve and process content. The objective was achieved 100% and the target was met for respective indicator.

Table 13: Capacity Building

| | | | | |
|--|--|-------------------------|--------------------------------|------------------------------------|
| Objective: To build capacity of media stakeholders in development journalism, effectively promoting Tanzania’s image both locally and internationally, and fostering creativity and the use of technology to improve and process content. | | Achievement rate | | Result Description |
| Activity | Capacity Building | 100% | | The target met, objective achieved |
| Associated Performance Indicators | | | | |
| SN | Indicator | Target | Actual | Status |
| 1. | Number of individuals trained (journalists, editors, managers, lecturers and trainers from journalism institutions, online content creators, information officers, and media owners at centers in Zanzibar, Singida, Tabora, Geita, Mwanza, Kihaba, Mtwara, Mbeya, and Arusha) | 2,054 | 2,054(850 males ,1203 females) | Target met |

Source: TAMWA-Mainland,2024

Outcomes:

- Increased local content featuring nationalism, exclusivity, use of imaging technology, creativity, gender balancing among sources of information within social, economy and political content.
- The shift of the mindset of media practitioners about the importance of producing and broadcasting local content and promoting a positive image of the country.
- Increased personal branding of the journalists and especially ladies

2.1.6 WE WORLD: Advocating for inclusive and equitable access to quality education children

TAMWA with partnership with WE WORLD implemented Advocating for inclusive and equitable to Quality Education children project for three months from July to October 2024, for production of the audio-visual 20 minutes documentary focus on children, teachers, parents and government and CSOs.

The objective of the project was promoting inclusive and equitable access to quality education for children for the empowering Communities, advocating for improving learning environment, and those from low-income families, and engaging Government and non-government officials. The goal and objective of the project was successfully achieved 100%.

Table 14: Production of the audio-visual 20 minutes documentary focus on children, teachers, parents and government and CSOs

| | | | | |
|--|--|-------------------------|------------------------|---------------------------|
| Objective: Promoting inclusive and equitable access to quality education for children for the empowering Communities, advocating for improving learning environment, and those from low-income families, and engaging Government and non-government officials | | Achievement rate | | Result Description |
| Activity | Preparation of the production of the audio-visual 20 minutes documentary focus on children, teachers, parents and government and CSOs. | 100% | | The objective achieved |
| Associated Performance Indicators | | | | |
| SN | Indicator | Target | Actual | Status |
| 1. | Number of individuals trained (journalists, editors, managers, lecturers and trainers from journalism institutions, online content creators, information officers, and media owners at centers in Zanzibar, Singida, Tabora, Geita, Mwanza, Kihaba, Mtwara, Mbeya, and Arusha) | 20 minutes documentary | 20 minutes documentary | Target met |

Source: TAMWA-Mainland,2024

3.0 ORGANIZATIONAL PROGRAM-RELATED ACTIVITIES

These were professional activities that TAMWA implemented with the support of partners furthering media professionalism and championing women and girls' issues in Tanzania. In this category, the Association effectively International Women's Day 2024A and in the World Press Freedom Day 2024 in May 2024 happened in Dodoma, Tanzania.

3.1 Media campaign during International Women’s Day (IWD)

The Tanzania Media Women's Association (TAMWA) conducted a month-long media campaign to celebrate International Women’s Day 2024, focusing on highlighting both popular and unsung women heroes across various platforms. The campaign aimed to showcase the achievements of Tanzanian women in different sectors, ranging from grassroots efforts to national leadership.

a) Media Coverage Breakdown

- **Production of Video Content included the following Unsung Heroes**
 - i. **Fundi Gereji:** A video highlighting a female mechanic, aired across TAMWA's social media channels.
 - ii. **Mama Lishe:** A feature on women in the food vending industry, recognized for their hard work and perseverance.
 - iii. **Konda wa Mabasi Makete:** Spotlight on a female bus conductor, showcasing her daily challenges and triumphs.
 - iv. **Semeni Karoli:** A video on a female bodaboda rider, aimed at breaking gender stereotypes in the transport sector.
 - v. **Joanna Suza (Polio Hero/Bajaj Driver):** A video story of a polio survivor who became a Bajaj driver, inspiring many through her resilience.
 - vi. **Mary Kalambwa (Bodaboda Driver):** Featured in a video for her determination in a male-dominated field.
 - vii. **Roid Samweli (Bajaj Driver):** A story of another female Bajaj driver, capturing her journey and achievements.

- **Popular Figures**
 - i. **Getrude Mongela:** Multiple video segments and motion quotes featuring Mongela's contributions to gender equality and women's rights in Tanzania.
 - ii. **Dr. Rose Reuben:** Interview clips from Clouds FM's PowerBreakfast and Clouds TV Sentro highlighting her advocacy work.
 - iii. **Tully Mwambapa:** Featured in an interview on Clouds TV Sentro, discussing her impact in her field.
 - iv. **Dorothy Semu (ACT Wazalendo Leader):** A video focusing on her leadership role and influence in Tanzanian politics.

- v. **Kamishna Jenerali Ana Makakala:** A feature video across multiple platforms, celebrating her as a leading figure in law enforcement.

➤ **Press Conferences and Radio Features**

Press Conference: Hosted by TAMWA, covered by multiple news outlets including Mwananchi, Chanel 10, ITV, and TBC Taifa. Key points were also discussed in popular radio programs.

Radio Makala: A special feature on DW Radio Makala highlighting various women’s stories.

Social Media Engagement

i. Instagram and YouTube

Consistent updates with videos, motion quotes, and posters on TAMWA's Instagram page and YouTube channel, featuring interviews, behind-the-scenes content, and celebratory moments from the campaign.

ii.Clouds FM and Clouds TV Sentro: Regular posts and stories featuring interviews with Dr. Rose Reuben and other prominent figures.

Impact outcome and reach

- **Engagement Metrics:**
 - **Social media:** TAMWA’s videos and posts received significant attention, with thousands of views, shares, and comments across platforms.
 - **Traditional Media:** Coverage in leading TV and radio channels reached millions of Tanzanians, amplifying the voices of women in various sectors.
- **Audience Feedback:**
 - Positive responses were noted, especially towards the unsung heroes who were previously unnoticed by the mainstream media.

Table 15: Social Media Links

| | | |
|----------|--|--|
| IG | 1. https://www.instagram.com/p/C4Ph0FaN-5g/ | |
| | 2. https://www.instagram.com/p/C4F0KaTNKWZ/ | |
| Twitter | 1. https://twitter.com/TAMWA_/status/1767463578494263508 | |
| | 2. https://twitter.com/TAMWA_/status/1765990503349145967 | |
| Facebook | 1. https://www.facebook.com/media.womenassociation/videos/916239826665624 | |
| | 2. https://www.facebook.com/media.womenassociation | |
| Whatsap | Sent to | |
| | <ul style="list-style-type: none"> • Tz Pr Women group • TAMWA ACTIVE MEMBERS GROUP • FRIENDS OF MCL | |

Source: TAMWA-Mainland,2024

3.2 World Press Freedom Day (WPFDD)

In this reporting period, TAMWA participated among organizing committee in the 32nd anniversary of World Press Freedom Day (WPFDD) on May 3rd, 2024, in Dodoma Tanzania focusing on the theme "A Press for the Planet: Journalism in the Face of the Environmental Crisis," with events held at the Jakaya Kikwete Convention Centre. The event was organized by UNESCO, the Ministry of Information, Communication and Information Technology, and the Union of Tanzania Press Clubs, with Prime Minister Kassim Majaliwa in attendance.

At this event TAMWA conducted a side that highlighted the importance of journalism and freedom of expression in the context of the global environmental crisis, with gender discussions strategic dialogue. The activity increased TAMWA’s visibility. Over 300 delegates participated (169 female and 131 male) and 29 Resolutions for media organizations and stakeholders, media houses, journalists, journalism training institutions, governments, and the Tanzania Communication and Regulatory Authority (TCRA) were put forward. The objective of the event was successfully achieved 100%.

Table 16: World Press Freedom Day (WPFDD) Participation

| | | | | |
|---|---|-------------------------|-----------------------------|---|
| Objective: To highlight the importance of journalism and freedom of expression in the context of the global environmental crisis, with gender discussions strategic dialogue | | Achievement rate | | Result Description |
| Activity | Event participation | 100% | | The target met & the objective achieved |
| Associated Performance Indicators | | | | |
| SN | Indicator | Target | Actual | Status |
| 1. | Increased TAMWA's visibility. | 300 | 300(169 females, 131 males) | Target met |
| 2. | Number of resolutions put forward (for media organizations and stakeholders, media houses, journalists, journalism training institutions, governments, and the Tanzania Communication and Regulatory Authority (TCRA)). | 29 | 29 | Target met |

Source: TAMWA-Mainland,2024

3.3 General Media Advocacies

In this reporting year, TAMWA engaged in media advocacy activities as part of its core function of advocating and defending women and girls' rights against any form of gender inequalities, sextortion, and socio-economic discrimination. The advocacy activities included conducting media visits and appearances and issuing press statements. The results in table 17 show that there were 7 press statements made (gender inequalities,

sextortion, and socioeconomic discrimination). Also, there were 23 media visits (Gender policy, sextortion, gender-based violence, trans-formative gender equality, women empowerment and women and children's rights). The objective was successfully achieved 100%.

Table 17: Advocacy Activity Results

| Objective: To engage in media advocacy | | Achievement rate | | Result Description |
|--|---|------------------|--------|---|
| Activity | Media Advocacy | 100% | | The target met & the objective achieved |
| Associated Performance Indicators | | | | |
| SN | Indicator | Target | Actual | Status |
| 1. | Number of Press statement made (gender inequalities, sextortion, and socioeconomic discrimination) | 7 | 7 | Target met |
| 2. | Number of Media visits (Gender policy, sextortion, gender-based violence, trans-formative gender equality, women empowerment and women and children's rights) | 23 | 23 | Target met |

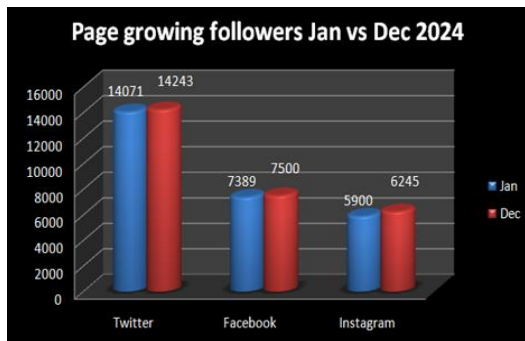
Source: TAMWA-Mainland,2024

Social Media Advocacy

In this reporting period, Tanzania Media Women’s Association (TAMWA) website and social media pages have successfully improved and keep reaching viewers all over the world with strong messages and campaigns against Gender Based Violence (GBV) including Rape, Female Genital Mutilation (FGM) and Child marriage. Number of people who like, follow or view TAMWA YouTube, Instagram, Twitter and Face book page have increased in 2024. 33% of our page fans were women while 66% were men, and of age the range between 18 to 44 years of age.

Figure 1: Social media activity results:

- Increased number of Face book followers from 7,389 to 7,500.
- Increased number of Twitter followers from 14,071 to 14,243.
- Increased number of Instagram followers from 5,900 to 6,245.



Annual progress data description

- Instagram 283 posts
- Facebook 215 posts
- X 352 post

Source: TAMWA-Mainland,2024

4.0 ADMINISTRATION ISSUES

For the whole of 2024, TAMWA continued to execute its administrative operations. Among the administrative activities that were undertaken in this reporting period included TAMWA Board Meeting, Annual General Meeting, staff training and recruitment, CRC Networking, building and strengthening cooperation and collaborations with communities, media profession organizations and coalition, CSOs, government, international organizations and coalitions.

4.1 TAMWA Secretariat

Up to the reporting period TAMWA two staff from the finance and administrative office left the office for greener pasture and career development. Due to financial constrain TAMWA has not been able to officially recruit qualified employees for these positions, instead the finance managing position is being acted by the accountant officer Theresia Dominick and HR by Sweet Yusuf. In this reporting period, two interns contracted in the media department for enhancing media coverage and TAMWA visibility.

4.2 TAMWA Board Meeting

The Governing Board met three times out of four in 2024.

4.3 TAMWA Annual General Meeting

TAMWA Annual General Meeting was held in April 2024 in Dar es salaam, Tanzania while others participated virtually and attended by 168 members. The AGM apart from other agenda, had received 34 new members adding positively to the association. As a result, 34 new members registered and added to the existing 260 members totaling 294 members by the end of 2024 and all agenda put forward were successfully resolved.

5.0 GENERAL ACHIEVEMENTS AND CHALLENGES IN 2024

5.1 Achievements

- TAMWA successfully amplified gender mainstreaming in various platforms through production and dissemination of advocacy messages through mainstream and social media advocacy campaigns for the purpose of defending women and girls' rights, and against GBV, Sexual violence and exploitation.
- Increasing visibility of TAMWA branding and related activities through media coverage and community engagement activities and collaborations.
- TAMWA won one proposal Honeybee keeping and tree nursery to develop its Msufini Farm.
- The messages on sextortion and sexual harassment reached a minimum estimation of 1,000,000 people in Dar es Salaam, neighbouring regions of Dar es Salaam, and across Tanzania via Clouds FM which broadcasts nationally.
- Increased number of journalist capacity building and professionalism in gender perspective.

5.2 Challenges

- Financial challenges that hinder the effective and efficient undertaking of organisation operations and attainment of strategic plan.
- Challenging discriminatory norms and changing mindsets brings down media campaign efforts in the prevention and responding to GBV in the society
- Absence of effective gender policy and surveillance mechanisms to tackle sexual harassment and sextortion in media houses is still a concern for TAMWA's support of gender mainstreaming in the industry.

5.3 Lesson learnt

- Engagement of media owners and newsroom leaders to media slots/space is important for dissemination messages against sextortion and sexual harassment for intensification of social media campaign against sextortion in newsrooms/media.

- Absence of effective gender policy and surveillance mechanisms to tackle sexual harassment and sextortion in media houses hinders effective initiatives of gender mainstreaming in the media houses as the goal of organisation objectives.

5.4 Success stories

- TAMWA increased its member base from 260 in 2023 to 294 in 2024 because of awareness created and good job going on in attaining mission and vision.
- The Executive Director of TAMWA Mainland -Dr Rose Reuben was appointed to be a member of the Journalists' Accreditation Board (JAB) in Tanzania as milestone towards credibility and trust of the organization in the country.
- TAMWA successful continued to build professionalism reached more than 3000 journalists in the country specifically in the areas of gender and communication for development.

6.0 CONCLUSION

In conclusion, TAMWA extends heartfelt gratitude to all members for their unwavering commitment and active participation in advancing our mission. We sincerely thank the Governing Board for their strategic guidance and steadfast leadership. Our appreciation also goes to the dedicated Secretariat whose tireless efforts have driven the successful implementation of our programs. Lastly, we are deeply grateful to our donors and partners for their generous support and continued trust in our work. Together, we have made significant strides in promoting gender equality and women's rights in 2024. We look forward to continued collaboration in achieving a just and inclusive society. TAMWA Mainland successful implemented its strategic plan in partnership International Media Support (IMS), AVAC, Women Fund Tanzania (WFT), We World, VIKES and TCRA.