



**Tanzania
Media Fund**

TMF is managed by Hivos Tanzania

TMF Impact Case Studies

2008 - 2012

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At impact level, TMF wants to add fire to the demand of citizens for accountability – through a strong media that produces a large variety of high-quality stories about things that matter in the lives of Tanzanians. At the end of the day the question is not just how many grantees has TMF funded, or how many grantees increased their capacity through mentorship, but about what their stories did to increase transparency and accountability.

Not all stories can lead to immediate change. Some issues need years of attention from the media before action is taken, and some actions taken will not bear fruit until years to come. Hence, some stories are significant in terms of raising awareness and may produce impact in the long term, but do not have an immediate effect. However, many of TMF's grantees' stories have had a palpable impact, pinpointing issues that were tackled or even resolved after the publication – as demonstrated in these case studies. Sometimes such stories revealed entirely new facts, such as the case of S-26 milk. In other cases, the stories are about problems that have persisted despite complaints from ordinary people, but that needed the publicity to move into action. This was the case for Himo Tanneries, which only resolved its wastewater issues after exposure in media.

Linking the actions that took place to articles produced by TMF's individual or institutional grantees is not an easy task. TMF requires grantees to hand in reports that cover the outcomes and impact of their work. Note is made of any reactions received on the stories, such as parents calling in to compliment the journalist after a story about the education system, or politicians announcing that they will ensure better health services after hearing about the dismal state of affairs on the radio. But the stories about impact that reported to TMF can be exaggerated, too enthusiastic, or simply misleading.

To address this, TMF engaged in the verification of some of the impacts claimed either by individual journalists or by institutional grantees. Programme officers and consultants visited different locations where they interviewed ordinary citizens and district leaders on how the project or a certain story influenced actions or trends in the community. This allowed TMF to either verify the validity of successes claimed by grantees, or to dismiss the link between a certain story and the action taken. The below overview of 27 case studies (13 institutional, 14 individual) is not an exhaustive list of all cases in which TMF grantees had an impact; it is simply a list of those that are verified and were prominent enough to share.

1. Success stories from institutional grantees

1.1 Kilimanjaro Film Institute – Tazama

1.1.1 TV coverage on innovations changes business life

TMF funded a TV news magazine programme produced by Kilimanjaro Film Institute (KFI) in Arusha Region. One of the objectives of the programme is to cover entrepreneurial projects and innovations, and to give voice to the voiceless and/or ordinary people. KFI crews and producers searched for the innovators of three items, i) bio-gas irons, ii) a water-powered electricity generator and iii) a power tiller using motorcycle engine. Out of interviews KFI produced a TV news magazine aired by TBC1 in the now popular TV magazine called 'Tazama Magazine', run every Sunday with repeats on Tuesdays.

Joseph was quoted being pleased on his bio-gas irons; "I am very pleased that you journalists, through the Tazama TV programme on TBC1, I got customers who were flocking to my house to buy bio-gas irons. After four days I received four orders. I used to sell a maximum of two irons per month but now I sell up to 11 - and at double the previous price," says Mungure.

On electricity generator, said people did not believe that he had indeed made an electricity generator until they saw him being interviewed on TV. He received more than 60 calls the day the programme was aired.

1.1.2 Untold stories boost business in safe water

The scarcity of potable water problem has for years remained a serious challenge in Tanzania. The country have kept

making commitments to achieving improved access to safe water and sanitation services through various operational strategies. In rural areas access to safe and potable water would be increased from 53% in 2003 to 65% by 2010 and urban areas from 73% to 95% by 2010. But this remains a mere wish.

Through the TMF-funded programme Tazama, KFI explored the previously untold story of widely acclaimed Arusha-based potter Mesiaki Kimirei. Kimirei noticed the problem and decided to establish a project for the production of clay-based home-made water filters. Although the project receiving approval from the World Health Organization, no one in Arusha or elsewhere in Tanzania would immediately afford it the recognition it so badly needed. Fortunately, the trend has since changed rather rapidly, unleashing the power of telling the untold stories through a TV news magazine funded by TMF - and the project is now receiving orders from all corners of the country.

"I could not believe my ears when people from National Institute for Medical Research in Dar es Salaam called me wanting to know more about my pottery.....They visited me and placed an order for 475 filters for distribution to schools in Tanga and Coast regions," said Kimirei.

"The quality of water filtered by with these clay-based items has been approved by both WHO and NIMR, and is therefore very safe to drink even without being boiled. Drinking the water ensure safe health because contamination is virtually impossible".

1.2 Back to school from a street children's life

TMF funded a radio talk show on child labour produced and aired by Radio Country FM in Iringa. The programme, known as 'Mwangaza wa Mtoto', became so popular that some listeners were directing street children to go there and tell their stories.

".....the boy sounded very intelligent and I was literally hooked into hearing his story about his mother's death and how he ran from Makete, where he was taken after that tragedy. He told me how he returned to Iringa only to land in car washing business....." says Hussein Mahende, one of the listeners of Radio Country FM in the child labour talk show.

The boy, Shauri John (12), was one day invited to the FM radio station to tell his story together with other panellists. The radio station's coordinator, Abbas Upete, says, ".....ten days after we aired the programme, many people called with promises to buy school materials for Shauri. They soon handed over the materials to the poor boy, and the very next day he boarded a bus to Makete, where his grandfather and other family members received him. He is back at Makete Primary School - in Standard Four". There many other success stories of this kind as a result of intervention by 'Mwangaza wa Mtoto'.

1.3 Radio Sengerema's Media Enhancement Project

The Multipurpose Community Tele-Centre which runs Radio Sengerema FM 98.8 secured a capacity building grant from TMF to promote mobile phone reporting in rural community groups, improve citizen journalism and enhance their radio programmes. On this project, 34 women from the 'Wanawake wa Habari na Mawasiliano Sengerema' group (WAHAMASE, which literally translates to 'Sengerema Women for Information and Communication') were trained by one-time TMF grantee Jacob Muginion basics in journalism. WAHAMASE seeks to educate women on how to use the media as a tool that can transform their social and economic wellbeing.

According to the Radio Manager, Ms Mercy Charles the impact created by the 34 ward reporters has been immense: "The training in mobile phone reporting has greatly transformed our approach to news gathering. We are guaranteed of a steady flow of relevant local news from all the 34 wards than was the case before. We are now sure of at least 10 news items from each ward per month."

At individual level, the impact is that the five ward reporters interviewed by the verifier showed good knowledge of the basics of journalism coupled with skills in using the mobile phones for newsgathering. Enoch Mabula, a Sengerema Radio listener, says, "The training and provision of mobile phones to news agents at ward level has increased the diversity of coverage because at least we, as listeners are now treated to a wide range of issues from all the 34 wards in the districts."

Mashaka Karobero, Kasungamile Ward Reporter: 'The one-week training empowered me. I had never imagined that one could capture a lot of issues using a mobile phone. The story of impact that I did with my mobile phone was

about filthy latrines at Nyantakubwa Primary School. When I got wind of the dismal state of pupils' latrines at the school, I visited the place and conducted interviews with the pupils and some teachers. I later asked to relieve myself in one of the latrines but the pupils told me to use the staff latrines which I found to be equally filthy. I did a story to that effect which eventually led to the demotion of the head teacher, Mr. Mumbile Majura, who now detests me for that. However, the good news is that decent latrines have been put up for the staff and pupils.'

Peter Malesa, Katunguru Ward Reporter: 'The impact story I did using the mobile phone was when I covered Bugarama Primary School in Katunguru Ward. The school had a dilapidated roof in one of the classrooms, forcing the pupils and teachers to shift from one corner to another whenever it rained, or to vacate the classroom completely. When Radio Sengerema aired the story, the district authority took immediate action and the classroom was given a facelift. I'm proud of that as I was part of that change for the better.'

1.4 Leading government officials to traditionally excluded segments of society

A project run by GEMSAT and funded by TMF, took Privatus Karugendo to a small island reportedly never before visited by a national or even regional government official.

It all happened after a series of articles appeared in Tanzania Daima, a Kiswahili daily newspaper, in February 2010. The Kagera Regional Commissioner Mohammed Babu toured the island as well as a few others nearby. The visit was duly aired by Star TV, followed by election campaigns conducted there for the first time in recorded history. Presidential, parliamentary and civil election contestants streamed to the islands, again in the full glare of TV cameras.

Karugendo's two-day stay on Mulumo, Iramba, Kyembuzi and Mujunwa islets helped him witness the truth about the lifestyles of the residents of the islets: no running water, no electricity, alarmingly high risks of contracting water-borne diseases and an especially high risk of the spread of HIV infections, as confirmed by Iramba islet chairman Zacharia Rwakago, who says: "You know here people are just living like wild animals. They don't care about having toilets, clean water and such other hygienic stuff....."

When contacted by TMF verifier on telephone conversation, Babu had this to say: "You must be aware that every RC has area under his administration and he or she is supposed to visit them now and then. I couldn't travel to that area earlier because my time to go there had not come. It was much like a coincidence that a few days when the story was published I went there to visit our people."

1.5 Ordinary citizens given voice to speak through Kili FM

The Kili FM programme titled 'Ahadi Hizi ni za Kweli?' ('Are These Promises True?') became a very popular programme in the northern zone (Arusha, Manyara, Tanga, Kilimanjaro). The 45-minute programme followed up on unfulfilled promises by elected leaders, and was introduced with TMF funding. The programme consisted of 20 to 25 minutes recorded programme, after which followed a live part where listeners had the chance to air their voices regarding the unfulfilled promise of the day.

In pulling the veil off unfulfilled promises, particularly those made by leaders, the programme ensured people were no longer kept in dark because they know what is going on in their respective constituencies after being urged to make informed choices when the General Election came. Ordinary citizens in the zone had time to speak about the unfulfilled promises made by their MPs. Some of the citizens' views, as aired through the programme, associated MPs with failure to deliver to satisfaction. As a result, half the 20 legislators chose not to stand again, were dropped at the screening stage or simply lost their seats.

The complaints by some of the MPs shed useful light on the impact of the citizens' views. Quoting Basil Mramba, former senior cabinet minister: "I have no problem with Kili FM. The owner is a friend, but the radio presenters who took views from the citizens ganged up with my political foes to take up lies that I never fulfilled my promises in the constituency.....which contributed a lot to my downfall....."

Other views led MPs to act and deliver what was promised, as was the case for electricity installation in Longido. The promise was made by President Kikwete. After broadcasting comments from outraged citizens and the installation of electricity was done. In another case, dispensary services in Lower Mwanga (Kilimanjaro region) were vastly improved after former education minister and local MP Jumanne Maghembe was confronted by journalists with his unfulfilled promise.

Professor Jumanne Maghembe, cabinet minister and MP for Mwanga constituency in Kilimanjaro Region, promised to build a dispensary. He fulfilled the promise two years ago, but the dispensary was still without a doctor – not even a nurse. Mwanga citizens spoke their views through 'Ahadi Hizi ni za Kweli?', challenging the MP on the anomaly. A month later, he made a follow-up and ensured that the facility had the necessary personnel.

1.6 Making a difference through effective photojournalism

TMF funded a Flame Tree Media Trust project on the coaching of rural-based journalists on effective rural photojournalism. The coaching was conducted through 10 press clubs in Tanzania. Jovither Kaijage was one of the participants in one of the coaching sessions, held in Mwanza. He is the only rural-based journalist from Ukerewe Island, the largest in Lake Victoria and the largest inland island in Africa with an area of approximately 530 kilometres, situated 45 kilometres north of Mwanza.

Kaijage chose to follow up the bilharzia story on Ukerewe island, which revolved around a 'broken marriage' after the husband started suffering from bilharzia. His wife feared that sex could make her also contract the disease and eventually die. Soon after Kaijage had covered the story, he went ahead and became a social counsellor. He told the couple that there was no problem if they continued with their conjugal relationship as the disease was not contagious. Kaijage had some bilharzia knowledge because for a number of years he had accompanied doctors from AMREF and NIMR who have conducted number of expert studies in Ukerewe District.

Kaijage stands out as a hero because he has changed the situation and many people in Ukerewe have come to know that bilharzia is not communicable and can be treated. Almost half the residents of Ukerewe have contracted bilharzias in their lifetime. The story of Anthony and Venancia has changed the lives of some residents of Mahiebe village, allaying fears that bilharzias can be transmitted through sex.

1.7 Resolving Pollution Through Investigation

Envirocare received a capacity building grant to engage 20 journalists in reporting on chemical management in the textile and tanning industries in Tanzania. Journalists on the project received investigative journalism training before they went into factory premises to investigate approaches to disposal of wastewater from leather treatment processes after which they wrote exposés on the impact of the pollution.

One of the cases that were reported was that of Himo Tannery in Moshi in Kilimanjaro Region, which had ignored warnings from the National Environmental Management Council (NEMC) over its management of waste products, sludge, hides and the bad smell emitted by the factory that irritated the community. It was the reports from the journalists on the project that finally moved the factory to action.

Mr Adolf Matungwa, the northern zone coordinator of NEMC said, "The media uproar created immediate attention, immediate changes in the factory for the better. Journalists helped us because despite continued complaints about the tannery nothing had been done. It took the surprise visit by journalists and the resulting media coverage to change the situation." One of the journalists who participated in the training, Rodrick Makundi from Moshi FM said; "The training made me understand what we as journalists are supposed to look for and see how we can help with our negative publicity to address problems."

Furthermore, understanding that in the absence of trained journalists, the citizens themselves can and should be equipped with the skills to be watchdogs, Envirocare also promoted awareness among ten cell leaders and general community members on the pollution of the main sea-pipe by Foma Soap, Sea Producers and Afritex Textiles. The approach entailed educating community members to enable them to understand the effects of pollution and to energise them to speak out on local radio (Mwambao FM) in order to get the authorities to take action.

1.8 Raia Mwema Newspaper's Capacity Building Project

1.8.1 Grand Corruption Discovery

As a result of Emmanuel Chacha's exposé on grand corruption at Nyanza Cooperative Union (NCU) members demanded that legal action be taken against Jacob Shibiriti, the former MP for Misungwi and chairman of NCU as well as other NCU top officials. President Kikwete requested a report from NCU. The entire NCU top leadership was fired,

and the union hired a new manager who is trying to ensure that the Union is running profitably. The article won one of the MCT 2011 Awards.

1.8.2 Illegal Mining Revealed

When Raia Mwema Reporter Felix Mwakyembe reported about the Chinese who were illegally involved in mining in Chunya, he was visited by the alleged miners who initially threatened him with violence before trying to tempt with him a cash bribe and a trip to China. Mwakyembe refused. Government officials from Dar es Salaam visited the area to find out more information about Mwakyembe's claims. Upon verification of the claims, the Chinese were ordered to leave the area. Chunya District Director Maurice Sepecho formed a special team to guard the area. The article won one of the MCT 2011 Awards. The circulation of Raia Mwema doubled in Mbeya region when this story was published and they stayed up through 2010.

1.9 Shows That Sell

Besides promoting individual capacity of journalists, TMF also endeavours to enhance the capacity of the sector as a whole. This includes the capacity of the sector to produce – and give space to – locally produced content. An example from the Pilot Phase is the production of local programmes by media producers that were aired on Tanzanian television.

Locally produced television programmes are a rarity in Tanzania due to various factors. Some of these factors include the low quality of production of such programmes against a backdrop of more readily available foreign programming which often tends to be cheaper. Local producers who manage to come up with works that can be aired find themselves asked by the TV stations to either buy airtime to run their documentary or to look for sponsorship themselves before their programme can be aired.

However, Alkemist Media, Maa Media and Dhamira Communicating received a decidedly different response to their TMF-funded work. Broadcasters were in a race to be the first to air them on their TV stations. The Alkemist Media and Maa Media productions even attracted sponsorship at just the screening stage. Eventually, the Alkemist production was aired on ITV, Nchi Yetu on Channel Ten and Pikabom on Star TV. These examples are an indication that good content and production guarantees broadcast and there may be no need for independent producers to chase after broadcasters for air time. If the quality of this show can be emulated, the Tanzanian TV audience will be able to enjoy better quality locally produced programming while producers can count on better earnings from their work.

1.9.1 Alkemist Media

As a documentary, 'Chief Mkwawa' aimed to help Tanzanians understand their history and to open up debate on the importance of Tanzania's heroes as well as creating role models for young people to emulate. TMF funded the documentary in order to showcase the work of local producers and encourage others to invest in quality productions that can be sold to broadcasters. Positive feedback was received by texts, emails and comments on blogs and the grantee's website had 8,000 visitors from December 2011 to January 2012. It was also part of the Zanzibar International Film Festival selection.

1.9.2 Maa Media

'Nchi Yetu' (2011) was aimed at raising awareness in society to encourage people to take responsibility as well as action on pertinent issues that take place in their communities. Each show featured three segments with 10 minutes explaining the research findings on the selected topic for the day, interviews with a victim of the issue and general discussions from experts and laymen. The programme has received good reviews from critics who viewed it before it was aired.

1.9.3 Dhamira Communicating

In 2012, TMF ventured into funding the first Tanzanian-produced satirical puppet show 'Pikabom'. Dhamira Communicating has worked hard at making their puppet show a ground-breaking experience not only in terms of new production techniques, but also in terms of its ability to publicly address and spark debate on sensitive issues. This

included current issues such as the census, the constitution and power cuts. The production team has reported positive responses from all sectors of society, including government, to their episodes.

2. Success stories from individual grantees

2.1 Neglected schools expanded after publication of stories

A primary school with only one classroom finally got assistance with which to build more classrooms after journalist Phinias Bashaya published a series of articles in Habari Leo newspaper.

He made a follow-up on the budget normally allocated to schools, his aim being to find out the root cause of the problem. Apart from the abysmally low budgetary allocation to primary schools, he found out that most primary schools in Muleba District recorded the highest examination failure rate in Kagera Region.

The stories run by journalists jolted the relevant authorities and witnessed intervention by ministerial level officials, including physical visits by high-ranking regional and district leaders

All three primary schools visited during verification in 2010 were then under construction. At Iboma in Chunya District (Mbeya Region) as much as 15,000,000/= has been disbursed and two classrooms were constructed. Construction of two classrooms was completed at Kajure in Muleba District (Kagera Region), with two additional classrooms lined up for construction process – the foundation had been completed. District Education Officer Pastory Kajuna admitted that the school's capitation grant of 10,000/= per pupil is no longer provided in full as some of Tanzania's development partners such as Sweden have apparently pulled out. The amount provided now ranges between 2,000/= and 2,500/= per pupil

At Mwisenge Primary School in Musoma Municipality, (Mara Region), the Treasury allocated 250,000,000/= for rehabilitation works. At least four classrooms were reconstructed at inspection, including those for students with disabilities.

2.2 Mwalimu Nyerere's famous school renovated after TV documentary

Mwanza-based ITV journalist Emmanuel Chacha, a TMF grantee, covered the story of the dilapidated Mwisenge Primary School in the environs of Musoma Municipality. The school is of immense historical significance, as it was there that Father of the Nation Mwalimu J. K. Nyerere had his basic education.

"As you can see, immediate action was taken after a phone call from Education and Vocational Training Deputy Minister Gaudencia Kabaka, who is also a nominated Member of Parliament on the ruling CCM's ticket. The minister has also congratulated me on the interesting news I had aired on television," reported Chacha, adding that many other national figures also gave me a ring on the same soon after.

The most potent source interviewed was Municipal Academic Officer Nyamwero, the very same former Mwisenge Primary School teacher who had earlier tipped off the journalist on the school's pathetic situation. When interviewed, Nyamwero said bluntly that, being an activist formerly with the education NGO Haki Elimu, he believed something had to be done about such a big-name school and he himself called the journalist and made a follow-up on the matter together with him.

Commenting on the action taken after the story was aired, Nyamwero said some donors (development partners) showed up. He established rapport with some and hence the renovation of the school. He said there was opposition to his moves from various stakeholders, "but all I cared about was to see the school get the status it deserves for having hosted a national hero". And now, he added, the Treasury was allocating a whole 250,000,000/= for the rehabilitation work – "which are thanks to the impact of media reports that got very far".

2.3 Grantee awakens police on rampant illegal fire arms in Kigoma

Kigoma-based journalist Deogratius Nsokolo received a regional grant from TMF. He set out to finding out why there was a series of murders in the region, with criminals using firearms to kill innocent people. His investigation identified illegal routes through which the weapons were entering Tanzania from Burundi. Many, including law-en-

forcement agents, were shocked by his findings.

Kigoma RPC George Mayunga said he was aware of the stories aired in Radio One and ITV and admitted that they had contributed much in reminding police on the need to put in more efforts in curbing the illegal flow of fire arms from Burundi.

"Let me admit that journalists in Kigoma have done a tremendous job, especially Nsokolo, in unearthing the clandestine ways bandits are using in bringing in firearms into our country. His stories aired in Radio One and ITV taught us new and better ways of dealing with rampant crimes in Kigoma.....They made us to go to some areas through which criminals used to channel their ill-gotten arms," admitted Kigoma Regional Police Commander George Mayunga, when asked to comment on the authenticity of the claimed impact of the stories.

"We thank journalists because after the airing of people's complaints, police decided to deploy more officers and equip them with patrol cars.....I was not aware that it was TMF that funded those journalists to come to my constituency and investigate the story. I wondered how they came this far because we usually only see them when the President or the Prime Minister comes over for some official function," noted Muhambwe MP Felix Mkosamali.

2.4 Ghost workers scandal revealed at Sengerema district hospital

David Azaria, a correspondent with the Kiswahili daily Habari Leo (government-owned), got a regional grant to do investigative stories on reports that there were ghost workers at the Sengerema designated district hospital.

His lead story, headlined "Hospital pays monthly salaries to 34 ghost workers", prompted Mwanza Regional Commissioner Abbas Kandoro to direct Sengerema District Commissioner Elinasi Pallangyo to make an immediate follow-up on the matter and establish whether the story was true.

"It was the journalist (David Azaria) who first brought to light the scandal of payment of ghost workers at Sengerema hospital.....the story was also given prominence during the morning television review of newspapers of the day. Kandoro then directed me to make a follow-up on the matter and ordering that a probe team be formed to that effect," explained the DC.

"When the probe team finished its work, it was established that there were 54 ghost workers and not just 34 as reported by the journalist. It was a painful revelation seeing that money paid by the Treasury was actually being channelled into the wrong uses by the hospital," he added.

2.5 Action taken on environmental pollution by Bunda Oil Industries

TMF individual grantee Anthony Mayunga, a correspondent with a leading Kiswahili daily newspaper Mwananchi, published a series of news stories and features on environmental pollution by Bunda Oil Industries Limited in Bunda District, Mara Region.

"I was driven to pursue the story owing to the loss of livestock that the villagers were experiencing, especially after their cattle drank the contaminated water from Kyandere River.....The stories I published prompted the Bunda District Economy, Works and Environmental Committee to request the National Environmental Management Council (NEMC) to carry out inspection in the industry to assess the health and safety risks posed by the operations of the industry," said the journalist.

The council directed the industry to stop all production activities until immediate actions were taken on environmental pollution. The NEMC letter to the factory's manager gave measures to be taken immediately, including construction of a waste water treatment plan with enough capacity to treat all waste water in compliance with the requirements of the country's environmental management regulations.

Other directives related to repairing and fencing existing water ponds, conduct environmental auditing and moving all solid wastes to appropriate dumping sites, providing protective gear to the staff and educating staff on how to use the gear properly.

2.6 The Swine Flu Outbreak In Mbeya

Augustine Sangi, who works for Daily News, was funded to cover the swine flu outbreak in Mbeya. Unscrupulous businessmen had been seen with trucks loaded with quarantined pigs destined for Dar es Salaam. The journalist reported the fear that the traders were fuelling the spread of the disease to other regions. In the resulting uproar after the publishing of the story, the public demanded that health authorities in Mbeya and the Ministry of Livestock and Fisheries take action to prevent the spread of the disease. They also called for action on the culprits. Eventually the crisis was contained but while this achievement cannot be attributed to Sangi's work alone, his vigilance and persistence contributed to keeping the authorities on their toes. The Mbeya Regional Taskforce commended Sangi for his work.

2.7 Drought In Rural Iringa

Peter Malembeka reported on Star TV about the hunger outbreak in Iringa Rural District as a result of the failure of seasonal rains. The fertile land was reduced to a dusty patch while the usually hard-working farmers withered from lack of food. And yet local authorities could not admit there was a crisis and therefore refused to request government for aid. Malembeka's coverage of the crisis created awareness on the food shortage and government acted by dispatching food aid to the region. To further mitigate the situation, government also encouraged the community to grow drought resistant crops like millet and sorghum and to take measures to conserve their environment.

2.8 Grantees help to bring issues into limelight for action by NGOs

It is not always that TMF support leads to direct action being taken by the authorities. Some grantees' stories brought issues into limelight for local and international non-government organizations (NGO) to take over the issue.

A typical case here is the story on the child labour at quarry mining sites in Micheweni District on Pemba Island. The district is notorious for children dropping out of school to engage in quarry to dig up aggregates for use by construction firms.

Bakari Mussa Juma is Pemba Bureau Chief for Zanzibar Leo, the only daily newspaper in Zanzibar. He pursued the story after receiving a regional grant from TMF. After running a series of front-page stories on child labour, he took efforts to mobilize people against child labour. With the help of Action Aid (an international NGO), he embarked on educating people on the problem and ways to solve it.

"After follow-up measures were taken by the NGO, the problem has become much less serious. Over 200 children have been taken back to school, with Action Aid having donated books and uniforms to ensure they have a fresh beginning at school," said Mussa.

"There was a time when as many as 100 pupils would just disappear in a single month, later to be found busy working in quarry mines in the district. Some went fishing. We were, however, surprised that after the interventions by the NGO and the district authorities, 20 pupils resumed classes," explained Micheweni Primary School head teacher Kai Pandu Kai.

2.9 Articles on coffee boost Kilimanjaro farmers' income

Stanley Lyamuya, a beneficiary of TMF on individual grants based in Moshi, Kilimanjaro Region, is highly respected senior journalist. He has studied the impact of the global financial crisis on the coffee market and asked why Tanzania relies too heavily on world market instead of its own market.

Focusing on a public interest story that aimed at increasing local consumption of coffee in the country, Lyamuya based his argument on the assumption that Tanzanians' consumption of local coffee was estimated to a paltry two per cent while Ethiopians consumed 45 per cent of their local coffee.

After a series of articles published in The African (then a weekly newspaper), some people began questioning the closure of coffee bars previously in abundant supply. The Kilimanjaro Native Cooperative Union (KNCU) has since opened a classic coffee bar in Moshi Municipality. This is apart from a number of similar coffee bars, all opened recently following Lyamuya's stories.

"Stanley Lyamuya played a key role in sensitizing KNCU on the need to establish Union Coffee.....Various stakeholders have started drinking coffee, thanks to the articles he wrote. He wrote about challenges involved in low coffee business and how value added could benefit farmers in Kilimanjaro Region. The Tanzania of today needs more journalists like Lyamuya if it is to develop," said KNCU commercial manager Athanasio Massenha.

"I concur with Lyamuya that local consumption of coffee plays an important role in making sure that coffee-producing countries like Tanzania do not rely solely on the international market....." noted Meynard Swai, Chairman of the KNCU Board of Directors.

2.10 Authority take quick action to end pollution of River Mirongo

Journalist Sitta Tuma investigated the pollution of River Mirongo, apparently with faeces and other effluent from Mwanza's Bugando Hospital, which endangered human health and environment by contaminating the Lake Victoria waters.

The Mwanza Urban Water and Sewerage Authority (MWAUWASA) is a key player in this episode because it is the authority overseeing the city's entire sewerage system.

Mwauwasa's acting public relations manager, Robert Masunya, admitted that plans for remedial measure to be taken were there "but the journalist provided a catalyst to speed up the implementation process". He added that Tuma's stories made them take swifter action to contain the problem.

"The journalists have helped a great deal by uncover this issue and have activated its implementation process. It is because of the stories that we too urgent measures to divert the effluent that previously drained into the river," said Bugando Hospital administrative officer Joachim Wangabo.

2.11 School fee contributions from poor family reduced

Christopher Gamaina, a journalist based in Mara Region, received a regional grant from TMF to help him cover a situation that threatened to deny children from poor families a future.

After a series of his stories in a newspaper, the Tarime District Council issued a circular with guidelines on the kind of contributions students could be asked to make and how much should be contributed.

Before the intervention, the contributions amounted to 50,000/- but this was cut to 20,000/- after the stories were published.

2.12 The Case of S-26 Milk (2009)

A series of articles written by journalist Pendo Ndovie on the milk product, S-26, were published locally (This Day, 23 June 2009) and internationally, leading to the removal of the counterfeit product from the Tanzanian market.

After feeding it to her own baby, Pendo Ndovie suspected that S-26 had been tampered with and was not 100% milk. With many other counterfeit and fake products on the market, she was compelled to do her own research and applied for a TMF individual grant to enable this to happen. "Without the additional funds and support, it would not have been possible to dig deeper into this issue – interviewing pharmacists, shop keepers, mothers, the Tanzania Food and Drugs Authority (TFDA). "It all takes time and a lot of running around", she says. "Every story I wrote was published and generated a reaction and response".

Her mentor was Ms Neema Kambona. "She advised me on whom to contact and how to research the issue further, and provided support and encouragement to run with the story" says Pendo. Following the plethora of newspaper stories, the TFDA took up the issue and following their own investigation, found the product counterfeit and ordered the withdrawal of S-26 from the shelves.

For Pendo, "the experience gave me strength as a journalist – that I can do more and have courage". The advice she gives prospective grantees is "research your story well, be clear what you want to investigate and above all, use your mentors fully. They are there to help and guide you."

2.13 Building and Using Capacity

In 2010 TMF collaborated with the Voices of Africa Media Foundation (VOAMF) to organize a training on mobile phone reporting. One of the five participants was reporter Mugini Jacob, a correspondent for the Daily News based in Tarime District in Mara Region and recipient of a TMF Regional Grant. His outstanding performance as mobile reporter won him two opportunities from VOAMF: training mobile phone reporters in the Democratic Republic of Congo in May 2011 and attendance of the Global Media Forum in Bonn in June, 2011 followed by an extended tour to the Netherlands.

That same year, Mugini was engaged by TMF to train reporters in 34 wards in Sengerema District, Mwanza Region, in mobile phone reporting. This was part of an institutional grant of TMF to Sengerema Community Radio. His rich experience in mobile phone reporting was also shared at other TMF occasions, such as at a networking meeting in Iringa with leaders of regional press clubs under UTPC.

Mugini Jacob (2011) says: "The mobile phone reporting project has really been beneficial to me, especially in terms of exposing me to New Media. Prior to the training, I never knew a mobile phone was a handy tool for journalists in capturing or recording news events. I have realized Mobile Phone Reporting can be a good source of employment rather than just remaining in the traditional newsrooms. My diligence of uploading reports on the VOAMF website also widened my contacts by getting assignments whereby Africa Interactive contracted me to do a story for them for which I was handsomely paid."

2.14 Khatib Juma Mjaja – Staying On The Trail

Khatib Juma Mjaja, a journalist from Pemba who reports for Zanzibar Leo Newspaper and Sauti ya Zanzibar Radio, did a series of stories on the importance of iodine in salt and the limited iodine stock in Pemba. This followed the release of study findings by the Ministry of Health supported by UNICEF which showed that only one per cent of the 8,494 households tested in Pemba used iodised salt.

Later, Mjaja's lead was picked up by other radio stations and the Ministry of Trade, Industry and Marketing. The iodine media campaign finally led to the establishment of a law in 2011 banning the sale of non-iodine salt. Meanwhile, the media campaigns have sensitised consumers to assess their salt using cassava starch and consumers now routinely ask for iodine salts when they go to the shops.

Mjaja says, "I feel very satisfied by the response the stories have generated, The government has called a stakeholders meeting to see how it can address the iodine deficiency in Pemba, The communities are aware of the importance of using iodine salts. The experience has taught me to be creative. The impact created has given me courage and confidence to go after issues. I am more creative in my production and editing and all this has been possible through the TMF mentorship I got in in-depth reporting."

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