

UNITED REPUBLIC OF TANZANIA

MEDIA STAKEHOLDERS WORKSHOP

PEACOCK HOTEL, DAR ES SALAAM

PREPARED BY: DEVELOPMENT ASSOCIATES LIMITED

**12th February 2005.
Dar es Salaam, Tanzania.**

TABLE OF CONTENTS

| | | |
|-----|--|----|
| 1.0 | INTRODUCTION TO THE WORKSHOP | 4 |
| 1.1 | Workshop Objective. | 4 |
| 2. | WORKSHOP PROCEEDINGS | 4 |
| 2.1 | Introduction of participants..... | 4 |
| 2.1 | Opening Address: Remarks by the Director of Information Services Mr. Kassim Mpenda. | 5 |
| 2.2 | Keynote Presentations..... | 7 |
| 2.3 | Discussion of presentations..... | 14 |
| 3. | PRESENTATION OF EXPERIENCES | 15 |
| 4. | GROUP DISCUSSION | 16 |
| 4.1 | Proposed Themes for Group Discussions | 16 |
| 4.2 | Terms of Reference for the Group Discussions | 16 |
| | Process | 16 |
| 4.3 | Plenary Discussions. | 16 |
| 4.4 | Recommendations on conditions needed for community radio/TV to thrive... .. | 18 |

Interim Document for "Community Television – a scoping Study"

This document is an output from a project funded by the UK Department for international development (DFID) for the benefit of developing countries. The views expressed are not necessarily those of DFID.

Gamos Ltd, Crown House, 231 Kings Rd, Reading RG1 4LS UK www.gamos.org

Partner DEVELOPMENT ASSOCIATES LIMITED Tanzania



Gamos Ltd.

Acronyms

| | |
|-------------|--|
| TV | Television |
| LGA | Local Government Authority |
| TVRO | Television-Receive Only |
| ICTs | Information Communications Technology |
| NGO | Non-governmental Organization |

1.0 INTRODUCTION TO THE WORKSHOP

Information is an important element in the development process. In Tanzania, various media: radio, newsprint, television and other traditional means have been used to communicate information to rural and urban communities. The radio and the print have been the most commonly used for communication. Other media sources such as television, especially to rural communities, have not been effectively explored.

To support improvement of communication and access to information by rural communities, the Government in collaboration with the private sector has formulated an ICT policy, strategies and institutions for its implementation. This has influenced the establishment of government and privately owned radio and television stations through which information on development issues are communicated to communities.

However, access to information still remains a major challenge to rural development in Tanzania due to several factors including lack of relevant local content, underdeveloped infrastructures, costly equipment, high taxes and poor technical skills.

THEME: MEDIA IN RURAL DEVELOPMENT: OPPORTUNITIES AND CHALLENGES

1.1 Workshop Objective.

The purpose of the workshop is to review opportunities and challenges in broadcast media due to the global changes in technology, which is likely to influence rural development in Tanzania. In addition, the workshop will help to determine changes that are likely to occur within the next 5-10 years and what should be done tomorrow to make sure that society derives the maximum benefits that come with the broadcasting technology with particular emphasis on shifting from radio broadcast to audio visual broadcasting in future.

2. WORKSHOP PROCEEDINGS

2.1 Introduction of participants

Participants drawn from different Government and private sector organisations attended the workshop. These include the Ministry of Transport and communication, the ministry of Agriculture and Food Security, Ministry of Natural Resources, The Prime Minister's Office and the Local Government Authority. Others include, the Government television

and radio institutions, private radio and television companies, Non Governmental Organisations in rural development and farmer representatives.

Dr. Robert Otsyina presented a brief introduction of the workshop noting the theme, objectives and expected outputs as stated above while Mr. Mike Webb presented a broader overview of the project with emphasis on the potential and possibilities for community television.

Mr Webb indicated that this is a **Scoping study**”,
funded by DFID (UK) under the KAR programme
co-ordinated by Gamos (UK)

in partnership with:-

Wits University (South Africa)

University of Legon (Ghana)

DASS (Tanzania)

ARCA (Honduras)

The premise of the research was that:-

Community radio is known to have strong developmental benefits

There is a strong trend towards television, even among the poor

There will be new opportunities for audio-**visual** media presented by digital convergence.

Resulting in the question

Will there be such a thing as Community Television and if so, what might be its shape, what might be its essential features, what role might it play in development?

These are issues, which the workshop might want to discuss.

2.1 Opening Address: Remarks by the Director of Information Services Mr. Kassim Mpenda.

**MR. KASSIM MPENDA, AT THE OFFICIAL OPENING OF THE
WORKSHOP ON COMMUNITY BROADCASTING AND
DEVELOPMENT, PEACOCK HOTEL, DARES SALAAM,
10th FEBRUARY 2005**

Chairperson,
Managing Director of Development Associates,
Workshop Participants,
Invited Guests,
Ladies and Gentlemen.

Let me join colleagues who have spoken before me to extend a warm welcome to you to Dar es Salaam and to this workshop in particular.

It is indeed a pleasure and an honour for me to be invited to officiate at this important workshop at a time when communication is undergoing dramatic changes.

Broadcasting is an extremely powerful means of communication. Because it combines audio, vision and motion and is capable of reaching a variety of audiences simultaneously. It is also a medium of communication through which an individual shares in the pleasures and sorrows of the world around and beyond his immediate environment. If properly applied, broadcasting should and does influence societal values positively and in so doing improve and strengthen social, cultural, economic, political and technological fabrics of the nation. It is for this reason that it is important that broadcast content should be regulated.

Chairperson, Distinguished participants, Ladies and Gentlemen.

Broadcasting is about content. Without content you cannot talk about broadcasting. Therefore, the quality and relevance of content should be at the top of our priority list. Editorial independence should be accompanied by responsibilities relating to taste and standard in the content of programmes. Broadcasting organizations should recognise that they exercise freedom of expression as agents of society, not for any special personal or sectional rights, privileges and needs of their proprietors, relatives, friends or political supporters.

Let me now turn to the subject most relevant to this workshop – Community broadcasting. For more than 40 years, Tanzania has enjoyed a monopoly environment of mass communication dominated by state radio and television. Now we have adopted a pluralistic approach that has brought about more than a dozen players in the industry mostly commercial and no-commercial operators. We are now introducing community broadcasting in its broadest sense.

Community broadcasting is a station that is owned, managed and programmed by the people themselves. It is a non-profit making station, responding to the community's needs and priorities and is accountable to the community.

The aim of community broadcasting is to serve particular communities, informing, educating and entertaining them with the active participation of the audience.

Community broadcasting stations should beware that, because of difficulties in achieving sustainable participation and the need to generate income for the station, the principle of community involvement and participation could be compromised. Stations should, therefore, critically look at themselves on an ongoing basis to see to what extent the station is serving the community.

A community broadcaster is not doing so to make a profit, but to provide a service to society. This service attempts to influence public opinion, create consensus, and strengthen democracy. Community broadcasting stations should always be:

- Available to community residents so that they participate in the programmes, express their needs and wants or discuss issues of interest relating to their own community.
- Accessible so that community members can reach the station and benefit from it. It should be based within the community it is serving. Community members should have equal access to the station.
- Affordable to the community.
- Acceptable: the station should cater for everybody in that community. It should be sensitive and respect its language, traditions, beliefs and culture.
- Accountable: the station should be accountable to the community that it serves.
- Participation means that the community plays a fundamental role in the station. Participation means that the station is owned, managed and programmed by the community it serves.

If there is no community involvement, then the station should not be called a community station. Community participation should be an ongoing interaction between the broadcast station and the community. This ensures that the community station becomes the voice of that community.

When a community station stops being sensitive to the needs of the community, it loses its identity.

It is hoped that local communities will take up the challenge of establishing community broadcasting stations to take advantage of the introduction of the community category and lower fees.

Having said that I now have the pleasure of declaring your workshop officially opened.

Thank you very much for your attention.

2.2 Keynote Presentations

COMMUNITY RADIO/ TV BROADCASTING REQUIREMENTS BY ENG. A. KISAKA

Agenda

- ⌘ Characteristics

- ⌘ Objectives
- ⌘ Importance of community broadcast
- ⌘ Community participation in broadcasting
- ⌘ Technical aspect for community Radio/ TV
- ⌘ Community Radio/ TV in Tanzania
- ⌘ Challenges
- ⌘ Conclusion

Characteristics of Community Radio/TV

- ⌘ Owned, managed and programmed by the people it serves,
- ⌘ Non profit making,
- ⌘ Limited broadcasting coverage (FM, rare cases MW),
- ⌘ Targeted to the people with common issues of interests, social, culture, beliefs and etc
- ⌘ The station should be accountable to the community that it serves.

Objectives

- ⌘ To serve particular communities
- ⌘ Informing
- ⌘ Educating
- ⌘ Entertaining
- ⌘ Allowing active participation through broadcasting station

Why is it Important to Have Community Radio/TV?

- ⌘ Play a part in improving literacy and education
- ⌘ Provide information on health, environment, agriculture etc
- ⌘ It is an empowering tool for development
- ⌘ It is among strategies for achieving universal service obligations

What is Community participation?

- ⌘ It means the community plays a fundamental role in the station
- ⌘ Owned, managed and programmed by the community it serves
- ⌘ Should be the voice of that community station putting forward the *needs, wants, concerns, feelings and priorities issues* of the people in the area.
- ⌘ Should be an ongoing interaction between the broadcasting station and the community
- ⌘ The station should not be called community station if there is no community involvement, then

Technical Aspects for the Community Radio/TV

- ⌘ Needs low power
- ⌘ Broadcasting coverage area to be determined by effective radiated power (ERP)
- ⌘ FM broadcast is a proposed option
- ⌘ Satellite links to support community radio/ TV
- ⌘ Satellite links to support community radio/TV

Community Radio/TV in Tanzania

- ⌘ Do we have community radio/ TV in Tanzania?
- ⌘ What about Municipality Radio/ TV?
- ⌘ What about ownership, management and participation of listeners/ viewers of municipal Radio/ TV?
- ⌘ Where should they be classified?

Introduction to Regulation of Broadcasting

- ⌘ Started in 1984 where it became constitutional right for everyone to receive and impart information
- ⌘ From 1994 there was tremendous growth of broadcast and print media
 - To date there are 32 Radio stations country wide
 - 15 Terrestrial TV stations
 - 17 Cable Television operators
 - 17 TV operators
 - 17 TV Cable Television operators

Categories of Broadcasters

- ⌘ Radio Broadcasting
- ⌘ Television Broadcasting
- ⌘ Television operators
- ⌘ Wireless Television services (MMDS)
- ⌘ Cable Television
- ⌘ Cable operators
- ⌘ Importers and Distributors
- ⌘ Dealers
- ⌘ Television-Receive Only (TVRO) equipment

Duration of Licenses

- ⌘ TV is five (5) years
- ⌘ Radio – three (3) years
- ⌘ Cable Television – three (3) years
- ⌘ TVRO equipment – once, when registering the equipment
- ⌘ The rest on annual basis

Challenges Experienced from Community Radio/TV

- ⌘ Capital to start Radio or Television station
- ⌘ Community participation
- ⌘ Lack of technical expertise to run the station

Conclusion

- ⌘ Community Radio/ TV should be encouraged and promoted to achieve universal access of information and hence
 - Play role in rural development

Harnessing ICTs and Television for Rural Development

Barnabas Kapange
Ministry of Agriculture & Food Security
P.O. Box 2066, Dar es Salaam

1. Introduction and Definition:

- **Information Communication Technology** – includes equipment such as computers, the Internet, CD-ROMS and other software, radio, television, video and digital cameras that can be used by development workers to support their work. ICT is a key phrase to indicate the dynamism that can be achieved with the convergence of computing and telecommunications.
- Information and Communications Technology – refer to electronic means of capturing, processing, storing and communicating information. It encompasses an array of hardware, software, businesses, services and networks that enable access to online technology.

2. Media Policy

- Some of the objectives of the policy are key, including the promotion of a pluralistic, free and independent media, enhancing democracy, and reinforcing human rights.
- notes numerous responsibilities of the media, media owners, newspapers and magazines, news agencies, radio and television, films and videos and media associations. Almost no one would disagree that all of these are laudable goals for these various bodies and people.

2.1 Digital Divide

- Digital divide occupies an important place on the agenda of governments, international agencies and civil society organisations throughout the world
- Search for phrase in Google=2,660,000 hits
- People and communities in the developing world need access to the mechanisms that provide multiple sources of rapid information - and information exchange, which traditional ways of accumulating and exchanging knowledge cannot deliver. The Internet and associated technologies are pivotal to the new means of knowledge acquisition

2.2 Need to Address Digital Divide

- Eradication of poverty through development that is endogenous, bottom-up and community-driven are increasingly hinging on the harnessing of information and communication, now seen by many as the "missing link" in the development process
- ICTs basic tools of the poor in their own efforts to improve their lives as found in baseline surveys for farmers identifying the deficit in communication and information as one of their most acute problems
- Appropriation of knowledge through information and communication is a human development issue and while it needs support from the top. not a solution or a goal in themselves: they offer the means for communities to identify and implement their own solutions leading to human, social, cultural and economic development goals

3. ICT Backwardness for Developing Countries

- As of 2000, ~ 70 % of the world's poor live in rural and remote areas, where access to ICTs, incl. telephone, is scarce → 1/3 world pop. has never made a telephone call.
- As of 2000, the developed world = 49.5 phone lines/100 people, compared to 1.4 phones in developing countries.
- Most of the information exchanged over global networks such as the Internet is in English, the language of less than 10 percent of the world's population.
- The Internet population, in most countries, is overwhelmingly male. Even in those developing countries where women seem to be catching up, the number of Internet users is generally < 10 % of the population.

4. Communication Tools

- Selection of tools must look into: communication tools already in use in the local community; costs, time and technical conditions of use; and various kinds of utilization
- Distinct communication tools are:
- mass media - newspapers, radio, television;
 - traditional media - storytelling, theatres, songs;
 - "group" media - video, photographs, posters; and
 - community media such as short-range rural radio & TV broadcasting.

4.1 Video Recordings

- Digital video cameras make the use of video simple
- have a screen that can be used not only to capture but also to show immediately the images to a small group of people
- used to illustrate a given problem or to demonstrate a given solution

4.2 Audio Recording

- used to capture the views of community members and stir a discussion afterward on these views
- played on tape recorders in the context of a community meeting or small group discussions

4.3 Community Radio

- not been true 'community' radio. Most radio govt-controlled, now developments towards a community radio
- Mostly FM/stereo, except Orkornerei, Kwizera, Sengerema

4.4 Local press

- not an interactive medium, but can greatly assist the efforts of a development initiative, by informing the community on the evolution of the initiative. Good examples of local presses include the Mwanza Press Club (<http://www.mwanzacomunity.org>).

4.5 Television

- Not used the way it could mostly because of the costs involved
- community television can host debates and interventions, giving them the reach and work with small specific groups
- illustrates realization of a given community initiative, thus influencing other communities to embark on such a venture
- Focus on local community by involving volunteers to produce and broadcast its broadcast menu
- Focus on disenfranchised and leftist perspectives

- driven by passion for expression and spontaneity with a lesser emphasis on building audiences for financial growth and organizational stability

4.6 Other Video Medium in Tanzania

4.6.1 Mobile Cinema

- Touchline, MAFS (Ukulima wa Kisasa)
- consists of vans carrying a videonic projector and screen. They provide a unique opportunity of reaching a more rural and down-market audience
- Show a combination of documentaries, cartoons and feature films interspersed with advertising breaks

4.6.2 Outdoor Media

- Increasing but fragmented and not yet organized
- Monier Int'l, Corpcom

4.6.3 Indoor Promotion and Marketing

- focus on a person-to-person basis
- benefits of direct marketing include introduction of a brand to a consumer, and are also designed to build and maintain long-term brand growth
 - **Roadshows** - aimed at reaching mass mixed audiences of all income and age groups (entertainment, fun, education)
 - **Jamii Yako** - specific intention of reaching ladies; hands-on product promotion and education
 - **Clinic Programme** - Tunakujali exposure at both public and private clinics

4.7 Computer as Slide Show Projector

- Self-sufficient, portable computers work long on battery
- PowerPoint or others, it is easy to store photographs, maps, video sequences. Photos taken by the community members can also be scanned and integrated into such presentations

4.8 Using the Internet

- through the use of e-mail, can link together different community initiatives.
- Webpages created
- contributes to breaking the sense of isolation and nurtures the motivation to act, knowing that progress on what they are doing can be known around the world
- A cybercafé or telecentre with a few computers can be an efficient way of increasing the number of people connected, giving access to hundreds of people with only a few computers

5.0 Technology Convergence

- technology is changing - becoming easier and more affordable. New technologies for wireless connectivity and increased investment encouraged by privatisation and liberalisation of telecommunications infrastructures will go a long way towards improving Internet connectivity in developing countries
- combining local radio (and television) by local people in local languages with information and communication technology (ICT) applications in a wide range of social, economic and cultural areas, it ensures that the ICTs are genuinely enabling technologies for all
- Internet and other "new" ICTs when combined with "traditional" community radio and TV, all members of a community - irrespective of languages spoken or level of learning

- be fully included in the process of accessing, identifying, producing and exchanging information relevant to their needs
- Integration with radio and TV enables this relatively high investment to reap maximum returns by reaching the entire community
- Community radio/TV and MCTs are clearly complementary and can function in parallel in the same community, offering a broad spectrum of distinct services. When their traditional and innovative technologies are actively combined, they can offer far greater possibilities for engaging a community in its own development

Integration of ICTs

- ICTs increasingly impact on core social and economic activities, the fact that the poorest and most marginalised, including ethnic and linguistic minorities, are excluded from contributing to and benefiting from them becomes an ever-greater deprivation
- 'older' ICTs -- such as radio and television were in use-- to support national development efforts, which invariably had focus on the poor. Others, taking mobile phones, as well as Internet connectivity, have followed the wave of satellite television in Tanzania.

6. Local Content

- creation of locally relevant content and customising content is an urgent need
- Tanzanian websites, most of these are in English and are not updated regularly.
- However, an encouraging phenomenon is that Kiswahili is recognised as being the African language with the greatest Web presence. It is now a recognized official language at the African Union proceedings, Google search engine is developing a Swahili version, and there are a number of online Swahili dictionaries online.

7. ICT accessibility/Affordability

- plummeting cost, expanding access to the network, and more powerful human-to-machine interfaces have induced an increase in usability and accessibility by the Tanzanian population
- Scrap off of taxes on ICTs
- Reduced license fees
- Bank ATMs

8. Constraints to Community Broadcasting

- Development of local content is costly undertaking - expensive equipment, inadequately skilled manpower, and insufficient resources;
- High running costs of broadcasting (on the air hours), material collection (manpower and gadgets), processing of information (editing suit), servicing and maintenance of equipment;
- Fewer channels for dissemination, i.e. community radios are not there in place (only a couple, so far);
- Public dominance over radio broadcast. Must learn and practice the public-private partnerships in broadcasting;
- Deliberate efforts to further develop enough of the development programmes with the involvement of lead public sector and the private and local stakeholders such as ministries (health, agriculture, education) with the District Councils

9. Some Solutions for Improvement

- The public-owned broadcasters must strive to improve on their development programmes and include entertainment programmes;

- The FM and stereo radios that are popular in their area of coverage, should also blend their entertainment programmes with some development programmes;
- Local radios at zonal and regional/district levels are a step towards 'community' broadcasters and should strive to develop suitable-to-locality development programmes;
- Capacity building of staff, and equipping them with proper working equipment;
- Undertake awareness campaigns for users and producers so they each know what to produce and what to consume;
- Stronger financial commitment by both public and private sectors to support broadcasting is inevitable;
- Revisiting the high fees and time for their licensing of community broadcasters

10. Prospects for Community Broadcasting

- Increasing commitment by the private sector and NGOs in supporting establishment and supporting of community radio and TV;
 - Use of mobile video vans by the agricultural extension department could be encouraged as is the case in the Agricultural Services Support Program (ASSP) that commences in July 2005;
 - Public radio adjusting her programmes to include entertainment to lure listenership that has been on the decline;
 - Development programmes made by the Farmers' Education and Publicity Unit (FEPU) of the Ministry of Agriculture is in position to hire them out to willing district councils, NGOs and any other development partners in collaboration;
 - The Tanzania Communications Regulatory Authority (TCRA) - proposing to decrease the licensing fees for community radios and TVs to US\$ 200-300 only down from over US\$ 2500.
-

2.3 Discussion of presentations

The participants discussed the two presentations in detail and the following issues were noted.

- Mr. Kasim's opening remarks noted that Tanzania has enjoyed a monopoly environment of mass communication dominated by radio and Television. The government has now opened a window of opportunity and has adopted a pluralistic approach that has brought in the private sector into the broadcasting arena. Community radio is now in the process of being introduced.
- A broad definition of community broadcasting was introduced: one that is owned managed and programmed by the community.
- A challenge was thrown to local communities to establish community-broadcasting stations to take advantage of the introduction of community broadcasting category and lower fees.
- An important challenge is how do we maintain community media when the majority of the people in the communities are poor and cannot even afford newspapers?

Kisaka's definition of community broadcasting raised interesting discussions among the group. Several issues including ownership, coverage, level of involvement of the community, local content and public-private participation were raised. It was noted that TCRA was considering lower registration rates for community broadcasting.

3. PRESENTATION OF EXPERIENCES

Participants from various organisations shared experiences in community broadcasting and production of materials. Some of the experiences are presented below.

These include:

Mkulima wa Kisasa: This belongs to the Ministry of Agriculture, extension unit. They are involved in developing radio and video programmes on agricultural development issues. These programmes are aired through the national radio (radio Tanzania) and can be shared with local radio stations.

Mwanza Community Radio: The press club in Mwanza in collaboration with the Mwanza community are in the process of developing a community radio to cover Mwanza region.

Ilaramatak-Lorkonerei Institute: The institute has established a radio to facilitate and promote the transformation of Pastoral Massai people from subsistence economy to long-term sustainability and diversification of their economies. Secondly, it is to promote and uplift the cultural identity of the Massai people (Please see the case study in the annex for more details).

VIDEO FOR EMPOWERMENT: EXPERIENCES FROM HASHI AND WATER

AID: NAFRAC, then HASHI decided to do a community video programme, together with theatre to complement each other. Theatre was used mainly in problem identification and the video to show how it can be solved.

Content was usually on tree planting, especially skills needed in tree planting, HIV/AIDS, and general conservation of the environment.

Shinyanga communities benefited tremendously from the video especially in the area of dry season fodder banks (Ngitili). Many people became very interested in the idea as they watched the videos and saw what other people were doing elsewhere. (See annex for more details).

These experiences greatly enriched the discussions.

4. GROUP DISCUSSION

4.1 Proposed Themes for Group Discussions

- What will be the role of TV media in development communication activities?
- What will be the conditions under which it thrives?
- What do producers and other stakeholders need to put in place to enhance the use of TV media for future community development?

4.2 Terms of Reference for the Group Discussions

Each Group will address the following issues:

1. Examine opportunities and constraints to community radio and television considering the producers, broadcasters and community.
2. What should be in place to make it happen, e.g. policy environment, regulations, infrastructure, human capacity and local content?
3. Make recommendations on what steps need to be taken now to promote community TV for development

Process

Each Group will appoint a Chairperson and Rapporteurs

Each Group will prepare a group report for presentation at the Plenary.

4.3 Plenary Discussions.

Definition of Community media: A Community media is one, which originated, owned and managed by the people over a defined area and share common a interest.

Language: - The issue of whether local languages or the Swahili language should be used in broadcasting to local communities was discussed at length. It was finally agreed that local languages could be used where necessary with translations into the Swahili language or vice-versa. It was also decided that the Language that is common to a particular community should be used. The sole use of the Swahili language in community broadcasting should be discouraged.

Maintaining staff: - It was agreed that working conditions should be such that staff are kept at post for a considerable number of years before they leave due to the expertise they have acquired with the stations. For example paying something to the station should you decide to leave before the stipulated time. At the same time, working conditions should be improved e.g. attractive salaries to entice workers to stay.

A. Role of Radio /TV media in communities

- To collect, process and disseminate development information e.g. forestry, agriculture, health etc.
- Educate the community
- To sensitize and empower community about development issues (within and outside)
- To open up markets and communicate market information to communities.
- To entertain and promote social interaction

B. Opportunities existing in the country at present which are likely to promote community radio/TV

- TCRA has initiated efforts to introduce and license community Radio/TV category in addition to the existing broadcasting framework. This is a step in the right direction.
- Mass radio has penetrated to even remote communities and has thus paved the way for possible community radio and TV.
- Proposals are being made to reduce registration fees and reduced taxation on community media equipment.
- Communities demand information and local governments have shown willingness to support (financial and technical) community development media.
- Local government reforms have created a favorable environment for localized (possibly within district) community radio/TV stations.
- Media Association and press clubs (mainly journalists and broadcasters) exist countrywide (in all regions) and are actively engaged in media development at community levels. This provides opportunities for expertise development and empowerment of community staff in media production and broadcasting.
- The costs of broadcasting equipment, cameras and editing equipment are now lower and affordable to local communities. Lower cost of equipment.
- Government has appreciated the role of the private sector in development and poverty alleviation thus private–public partnerships are being encouraged. This is a possibility even for community media.

C. Challenges facing community radio/TV.

- Low financial sustainability; many community initiatives were funded by donors in the past and all failed soon after the donor funds dried up. The limitation on funding still exists. How can the community media stations be maintained?
- Policy framework (Language): Broadcasting policy limits broadcasts to Kiswahili. However, local languages would promote better infiltration of information and ownership. A more favorable environment has to be created to allow broadcasts in the use of local languages
- Human Resource capacity for production is low at the moment.
- Poor infrastructure such as poor road networks, lack of electricity, and expensive equipment limit community radio/TV.
- Programme Production skills area is low or lacking in the communities.

4.4 Recommendations on conditions needed for community radio/TV to thrive.

1. Enabling policy for accessing and disseminating information has to be put in place to support the development of community Radio (Policy frame work). Use of local languages in community broadcasting should be encouraged (Freedom to use local languages).
2. Availability of quality and quantity resources
 - Financial (sustainable)
 - Manpower (skilled and motivated)
 - Equipment and tools
 - Should be for not profit sharing: The radio could make profits but which is not for sharing but rather for plowing back into development and improvement of the services
3. Coverage should be limited but based on defined geographical area. Preferably, the area for community radio/TV should be limited to districts. Special consideration could be given for expanded coverage at individuals cost. Ownership should always be by the community.
4. To improve sustainability, the Central Government as well as Local Governments should play an important role in financing and maintaining community media. Co-operation and linkages in areas of expertise should be encouraged, especially in areas where expertise is limited.
5. Cost sharing mechanisms between the government and the private sector should be encouraged. Also explore fund raising and income generating activities.
6. Continuous capacity building to communities (especially vulnerable groups) to promote awareness and involvement of communities in production of local materials and broadcasting.
7. Government intervention in improving the infrastructure such as electricity and roads at community levels.
8. Low cost of licenses for community radio /TV and tax exemption on community television equipment: - It was agreed that since information communication to rural communities on development issues is an educational service that the government should have been providing, it should be treated as an educational issue. Therefore just as educational materials are exempted from taxes, items imported into the country to be used in broadcasting development information to

rural communities should also be exempted from taxes and Tax exemption on equipment for community radio/TV.

9. Promote Regional Cooperation on exchanging and promotion of programmes

At the end of the workshop the Chair lady put a Question to all – why do we need a community Television?

Individual participants responded as follows:

1. In order to have a collective voice in development.
2. To have a well informed and sensitized community
3. To complete the work of public radios
4. Educate us on things we need to know at a particular time
5. To empower local communities
6. To bring out the best from the community
7. To implement bottom-up approaches in development
8. In order to have a sense of belongingness
9. To serve the interests of communities
10. For interactions between different people of the community

This clearly shows that community media has an important role in empowering the communities towards poverty alleviation and improvement of livelihoods.

APPENDIX 2. LIST OF PARTICIPANTS.

MEDIA STAKEHOLDERS WORKSHOP
PEACOCK HOTEL 10TH FEBRUARY 2005

| NO. | NAME | ORGANIZATION | ADDRESS | TEL/MOBILE | E-MAIL |
|-----|--------------------|--------------------------|----------------|-----------------------|--|
| 1 | MAGANGA ALOT | EAC | 1096, ARUSHA | 2504253 | magaga@eachq.org |
| 2 | BUNYAZU NTAMBI | MIN. OF EDUCATION | 9121, DSM | 0741-416186 | nbunyazu@yahoo.com |
| 3 | MIKE WEBB | GAMOS LTD. | READING UK | 00 44 118 926 7039 | mike@big-world.org |
| 4 | MARY MGEMA | MIFUGO | 9192, DSM | 0744-878033 | mmgema@yahoo.com |
| 5 | BURHANI MUHUNZI | TACAIDS | 76987, DSM | 0744-805773 | Kmuhunzi@yahoo.com |
| 6 | JAFFAR CHMGEGE | NEMC | 63154, DSM | 0744-584260 | Chimgege2001@yahoo.co.uk |
| 7 | SIMA BINGILEKI | IR. MC. TV | 162, IRINGA | 0748-254086 | samwelmkwuwa@hotmail.com |
| 8 | RAFFI HAJI | Z'BAR BR. COMISSION | 2255, ZANZIBAR | 0747-868158 | rafiimakame@co.uk |
| 9 | AHMED MOHAMED | M.N. OF COMMUNICATION | 9144, DSM | 0741-357535 | Hamex707us@hotmail.com |
| 10 | HAMIS NYANGI | MIN. OF AGRICUTURE | 2308, DSM | 0744-471551 | hnyangi@hotmail.com |
| 11 | GIDEON SANAGO | IOPA | 12785, MANYARA | 0748-609972 | olesanago@yahoo.com |
| 12 | MWANAHAMIS MAPOLU | MNRT | 426 DSM | 0744-311881 | mmapolu@yahoo.com |
| 13 | ABUBAKAR KARSAN | MWANZO PRESS CLUB | 2516, MWANZA | 0741-467887 | mpcmwanza@yahoo.com |
| 14 | ROSE MJEMA | EYST | 77587, DSM | 0744-470919 | mamarosetz@yahoo.com |
| 15 | LUCY KACHELE | MCT | 9144, DSM | 0745-224114 | l-kachele@yahoo.com |
| 16 | HENRY URIO | MAFS-DADEP | 1378, DSM | 0744-819350 | henriurio@yahoo.com |
| 17 | JISTICE SHIKILANGO | MVIWATA | 3220, MOROGORO | 0748-405000 | mviwata@africaonline.co.tz |
| 18 | DAVIE.H.M. KITUMAN | MVIWATA | 1446, MOROGORO | 0748-372990 | napaetz@yahoo.com |
| 19 | CHARLES NGATINGWA | NAFRAC | 797, SHINYANGA | 0748-832893 | ngatigwa@hotmail.com |

| NO. | NAME | ORGANIZATION | ADDRESS | TEL/MOBILE | E-MAIL |
|------------|----------------------------|---------------------|----------------|-------------------|--|
| 20 | ANDREW KISAKA | TCRA | 474,DSM | 0744-286973 | Kisaka40@yahoo.co.uk |
| 21 | MARIA SHABA | TANGO | 106,DSM | 0748-265315 | mshabafrikan@hotmail.com |
| 22 | JOSEPH ISHENGOMA | MAELEZO | 9142,DSM | 2122771 | josephishengoma@yahoo.co.uk |
| 23 | ZUHURA MDUNGI | TASAF | 9381,DSM | 2121119 | zmdungi@tasaf.org |
| 24 | BETTY MKWASA | ITV | 7102,DSM | 0748-316161 | bmkwasa@yahoo.com |
| 25 | OBEID MWANGASA | ITV | 11391,DSM | 0741-601678 | omwangasa@yahoo.com |
| 26 | ALLAN LAWA | RADIO ONE | 4374,DSM | 0741-200088 | allanlawa@yahoo.co.uk |
| 27 | WENCESLAUS LUGIKO | THE AFRICAN | 75030,DSM | 0741-326501 | Sengeme7@hotmail.com |
| 28 | ENOCK MPENZWA | COSTECH | 4302,DSM | 0741-229105 | empenzwa@costech.ov.tz |
| 29 | BARANABAS KAPANGE | MIN OF AGRICULTURE | 2066,DSM | 0744-473840 | bkapange@raha.com |
| 30 | ROBERT OTSYINA | DASS | 60023,DSM | 0744-274196 | rotsyina@africaonline.co.tz |
| 31 | JOYCE OTSYINA | DASS | 60023,DSM | 0744-466503 | jotsyina@africaonline.co.tz |
| 32 | KASSIM MPENDA | PRIME. M. OFFICE | | 0744-302212 | |
| 33 | FARIJI .M. MWAMULANGALA | TASAF | 9381,DSM | 0744-278973 | fmishael@tasaf.org |
| 34 | | | | | |