

JAMII FM

Build classes at Mitambo Primary School
The radio aired out schools' problems and their voice
was heard by the government and stakeholders...

MPANDA RADIO

Assists Makongoro residents to access
clean water services in their residential
areas.

2020



Word from TADIO Chairperson

Mr. Prosper Kwigize

Tanzania is one among the fastest growing countries in the information distribution sector especially in villages. Moreover, Tanzania is among the countries that owns many media houses in comparison to other countries such as Rwanda, Burundi, and South Sudan. According to The Tanzania Communications Regulatory Authority (TCRA), there are approximately 123 radios and are in three categories that is public radios, community radios, and commercial radios. There are 26 registered TV stations, 84 online Tvs, 31 online Tvs that have been registered and there are more than 90 blogs. This is according to the Tanzania Communications regulatory authority and the informational explanatory sector.

In the year 2012/2013, the first network was established in Tanzania sponsored by UNESCO and was given the name of Community media Network of Tanzania -COMNETA which was registered under the trustees council. In the year 2015/2017 there was increase in the demands of uniting radios that provided community services and brought higher profits and therefore the network paved way for the new members and later changed it's name to and was called community content based media and was newly registered as a civil society and was registered as Tanzania Development Information Organization TADIO. The registration of TADIO in regard to the law of Non Governmental organisations went hand in hand with the joint declaration of adhering to COMNETA and all it's members joining TADIO in 2017 where by members increased from 18 to 31 and one media club from Pemba. TADIO has been very successful, and this success is proved by how members (Radio) are working well in

different issues in their areas and by writing and broadcasting developmental issues. Journalists have been given different educational and technical skills. The radio station managers have been given the knowledge, skills and expertise in running the radios and creativity. TADIO radio members have become an important developmental chart in the areas that they provide these services and therefore contribute fully in the development of the nation by becoming the voice of the community and the government. Moreover, TADIO radio members have become an important bridge between the citizens and the government and other decisions bodies and even the security forces. I take this opportunity together with the history that I have explained above to congratulate all journalists and especially those ones that have agreed to work with community Radios in the rural areas where by the need of journalists and media houses is higher compared to the urban areas. "I insist on the importance of the community in receiving information in order to make correct decisions, and in the right time, for their own development and the nation at large" Said Prosper kwigize (TADIO Chairperson) I call upon developmental stakeholders, the government, the civil society, international organisations, and different companies to come about and work along with community radio network so as to reach up to the society easily. TADIO is an independent platform and a bridge between developmental stakeholders and the citizens especially in the rural areas.



About Us

TADIO is a national umbrella organization of 35 community members (34 community radio stations & Pemba Press Club) across Tanzania. Our member radio stations currently reach over 33 million people in their coverage area. We believe that “information is power” and that access to information is necessary for positive self-development of rural communities and Tanzania in general.

Our secretariat is located at Open University of Tanzania (OUT) headquarters in Kinondoni, Dar es Salaam, where we also have our own radio production studio.

You are most welcome to contact us and discuss about partnership projects aiming to reach and empower rural communities locally or across Tanzania!

OUR VISION:

Rural communities where people utilize reliable and credible information for their positive self-development.

OUR MISSION:

To enable people in rural communities to utilize reliable and credible information for their positive self-development.

OUR SLOGAN:

Serving community is our priority!



Our Work

TADIO promotes the interests of rural radio stations and citizens' access to information by advocacy work for better broadcasting policies, training and networking among radio stations, and by providing a channel for partners to reach rural audiences. Soon, we will also maintain the community radio online platform Radio TADIO with news and live streams from rural radio stations.

LINK TO RURAL COMMUNITIES

Most Tanzanians live in rural areas. There are many civil society organizations, government institutions, donor agencies and commercial enterprises who would like to reach rural communities by educational, social and health campaigns, or marketing of consumer goods or services. TADIO can assist these organizations or companies to reach rural radio stations by creating partnership projects, by sponsored radio programmes, or by selling airtime for advertisements – and eventually generating much needed income to our member radio stations.

ADVOCACY WORK

On behalf of upcountry community radio stations, TADIO lobbies and negotiates with the

government and Tanzania Communications Regulatory Authority (TCRA) about national broadcasting and ICT policies, licencing and legal issues, defending the interests of rural radio stations and citizens' access to information. Our aim is to create a policy and legal environment in Tanzania which is supportive to community content-based media allowing them to provide accurate and relevant information to rural communities and give the voice to the voiceless.

CAPACITY BUILDING

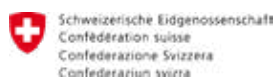
Together with our partners, we organize training events with reporters, producers and managers from our member radio stations, and encourage networking among community radio stations in Tanzania. In recent years, community radio staff across Tanzania have been trained in election reporting, gender sensitive reporting, business environment reporting and ICT skills, among others. Station managers have received training in governance, leadership and management. In 2020, we will focus on practical training to effectively make use of our new community radio online platform.



Partnerships

TADIO wishes to develop partnerships and working relations with development agencies, government institutions, civil society organizations and commercial actors willing to reach rural radio stations and rural communities in different parts of Tanzania by information campaigns, sponsored programmes or paid advertisements.

Our current partners include UNESCO, Swiss Agency for Development and Cooperation (SDC), and Vikes – Finnish Foundation for Media and Development, among others.

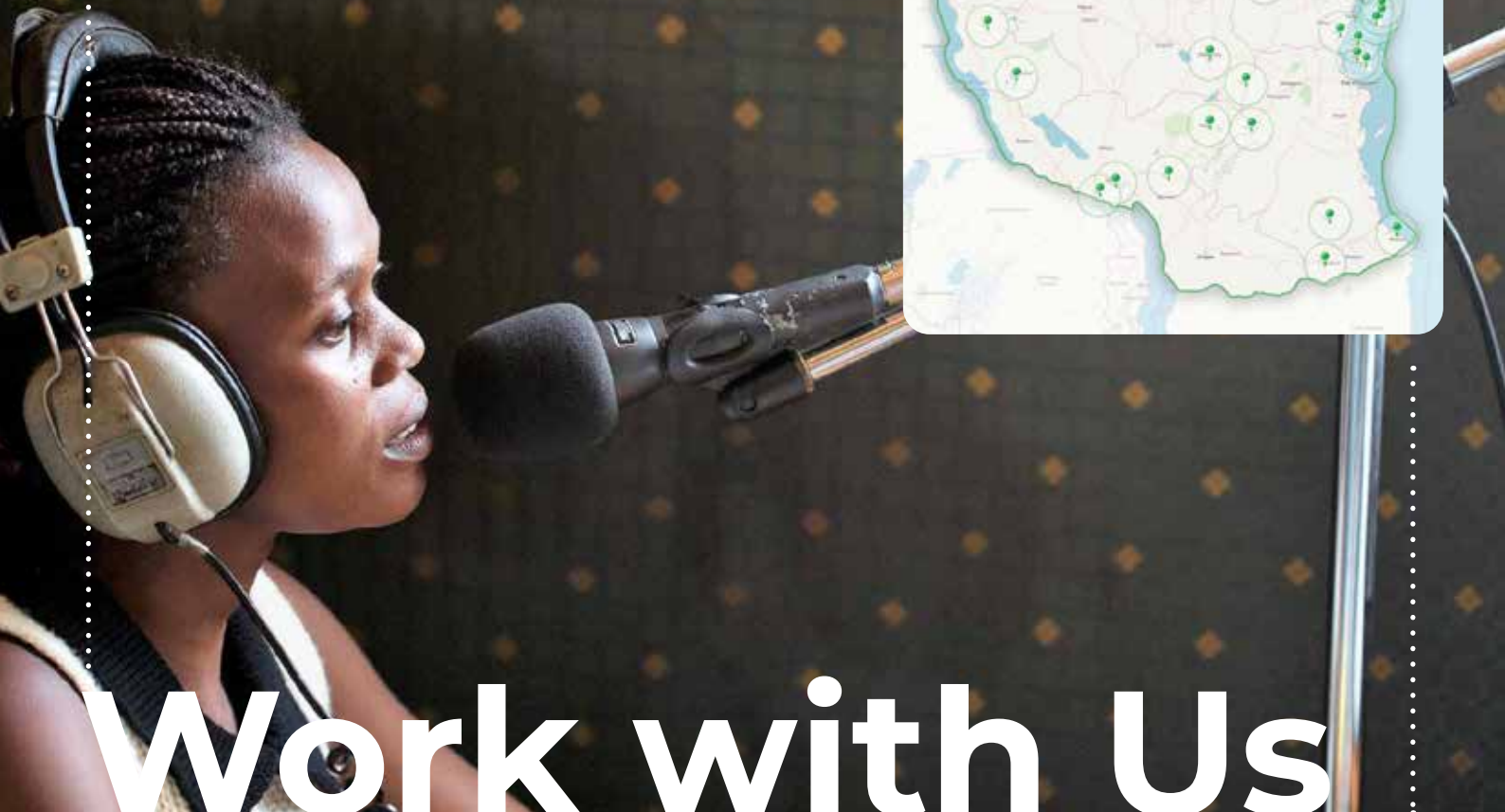




Stations

There are currently over 34 radio stations under TADIO umbrella reaching a joint listenership of over 33 million people and covering almost 70% of the area of Tanzania. We are developing a community radio online platform that will allow the radio stations to publish their local news stories and live stream online.

RADIO STATION	LOCATION	RADIO STATION	LOCATION
Dodoma FM 98.4 Mhz	Dodoma Mjini (Dodoma)	Orkonerei FM Radio Service 94.4 Mhz	Simanjiro (Manyara)
Idea FM Radio 95.7	Arusha	Pambazuko FM Radio 89.5 Mhz	Ifakara (Morogoro)
Ileje FM 1 05.3 Mhz	Ileje (Songwe)	Pangani FM 1 07.7 Mhz	Pangani (Tanga)
Jamii FM Radio 90.5Mhz	Mtwara	Radio Adhana FM 1 04.9 Mhz	Zanzibar
Kahama FM 90.8 Mhz	Kahama (Shinyanga)	Radio Boma Hai FM 89.3 Mhz	Hai (Kilimanjaro)
Karagwe FM 91 .4 Mhz	Karagwe (Kagera)	Radio Fadhila 95.0 Mhz	Masasi (Mtwara)
Kitulo FM 97.1 Mhz	Makete (Njombe)	Radio Jamii Kilosa 1 02.5 Mhz	Kilosa (Morogoro)
Loliondo FM Radio 1 07.7 Mhz	Loliondo (Arusha)	Radio Kwizera 97.9 Mhz	Kagera, Kigoma & Tabora
Mazingira FM 91 .7 Mhz	Bunda (Mara)	Radio Sengerema 98.9 Mhz	Sengerema (Mwanza)
Micheweni FM 97.4 Mhz	Micheweni (Pemba Kaskazini)	Ruangwa FM Radio 88.4Mhz	Ruangwa (Lindi)
Mkoani FM Radio 94.9 Mhz	Mkoani (Pemba Kusini)	Sibuka FM 97.0 Mhz	Maswa (Simiyu)
Mpanda Radio FM 97.0 Mhz	Mpanda (Katavi)	Storm FM 88.9 Mhz	Geita
Mtegani FM Radio 94.9 Mhz	Kusini District (Unguja Kusini)	Triple A FM 88.5 Mhz	Arusha
Nuru FM 93.5Mhz	Iringa	Tumbatu FM 94.9 Mhz	Tumbatu (Unguja Kaskazini)
Chai FM Radio 1 05.7 Mhz	Rungwe Tukuyu (Mbeya)		



Work with Us

Community radio programmes are widely listened by rural communities and highly appreciated, since they provide local news, other relevant information and entertainment to rural communities, and give voice to the ordinary local people. There are numerous success stories about social changes taking place and local development achieved as a result from rightly timed community radio programmes.

REACH YOUR AUDIENCE

Through TADIO, your organization or company can reach over 30 rural radio stations and more than 15 million radio listeners in rural communities across Tanzania mainland and Zanzibar.

The radio broadcasts of our member radio stations currently cover almost 70% of the area of Tanzania. Most of those covered areas are not reached by the mainstream media.

TAILOR-MADE CAMPAIGNS

Our professional radio production team can prepare tailor-made sponsored programmes about your campaign topic. Programmes will be produced in a participatory manner, always involving local communities in the programme production.

We can also produce jingles and advertisements, and provide you with the most convenient offer reaching as many community radio stations as you need, in the exact locations that you wish to reach.

You can also make an agreement with the local community radio stations that they prepare news or sponsored feature programmes or discussion programmes about the educational, social, health, or other information campaign topics that you plan to focus on.



Going Online

In 2020, TADIO is about to launch a community radio online platform that will allow rural radio stations to publish their local news stories and live stream their programmes online. Through the new community media portal, local community radio stations will be able to reach audiences outside their local on-air coverage area, since practically anyone carrying a smartphone or having access to a computer can visit the online portal, anywhere in the country, both in cities and in rural areas, or even abroad.

By advertising through the new online platform, or sharing your sponsored educational programmes, you can reach news audiences surfing the news or

listening to the audio podcasts and live streams from the upcountry community radio stations. You will also be able to listen live to the programmes that your organization has been sponsoring and monitor the results from your investment. Radio programmes and audio clips can also be shared and listened to via social media channels.

So, you can look forward to going online to reach your target groups in rural Tanzania.

You are most welcome to contact us and discuss about partnership projects aiming to reach and empower rural communities locally or across Tanzania!



Kahama FM Radio assists the installation of road traffic lights

Kahama is a district in Shinyanga region which is the center of all travellers going to the neighboring countries especially Uganda, Burundi, the Democratic Republic of Congo and other places.

KAHAMA district is one of the fastest growing districts in Tanzania and one of the populous cities in the northwestern regions. The simultaneous economic and population growth has led to the rise of road accidents. In this regard, Kahama FM with the esteemed road safety unit assisted by the police took some drastic measures like redrawing of some road signs to mitigate the problem.

Despite the aforementioned measures taken, the citizens called for a more effective measure

like installation of road traffic lights that would reduce the unnecessary accidents. The Kahama Municipal council had to consider those claims and eventually implemented the project. Kahama is the district found in the countryside region called Shinyanga; the region accommodates a population of cars and people who wish to cross the border to neighboring countries like Uganda, Burundi and the Democratic of Congo. With that being said, the traffic lights were installed to most congested roads in the city.



Jamii FM Radio helps in the building of Mitambo Primary School classes

Jamii FM in Mtwara has done a remarkable gesture following its relentless efforts to raise their voices on the hostile environment of the schools in Mtwara. Students at Mitambo Primary School in Madimba ward in Mtwara Municipal were forced to study under the trees or risk their lives within incomplete classes due to lack of classrooms. Jamii FM took responsibility to report the problem and on 19 January, the news gained massive attention from the government and other stakeholders.

In 2019, the government and other esteemed stakeholders collectively contributed in the construction of five classrooms and teachers office. Today, the rest is history; all 229 students

take their studies in good classes comfortably. Mtwara district council has 67 primary schools, have been registered, and among those schools, ten schools face the challenge of lack of classes.

THE RESPONSE AFTER JAMII FM REPORTED THE NEWS

On 21 January of 2019, Mtwara Council Director QS Omary Kipanga spoke to journalists about the construction of the Mitambo Primary School classes in Madimba County. Speaking with the journalists, Kipanga revealed that the government would build two classes and the citizens will build one room and the teachers' house.



“Three classrooms will be built with cement bricks and other three rooms will be roofed, another class will be built by citizens themselves. The 2017/2018 council’s budget is allocated to build two classrooms and teacher house. Until now, three classrooms are in use and other three are under construction.” he added. Mr. Kipanga also revealed that the schools in his county and in Mtwara are lacking teachers.

“In my council alone, we have only 7 teachers and the deficit of more than 500 teachers. We have a total number of 437 students from standard one to seven,” he added. Mr. Kipanga also revealed that the problem of lack of teachers is not only in the primary schools, the secondary schools in his council face the challenge of lack of science subjects’ teachers;

there is a deficit of 71 teachers.

The Minister of Education of Education Science and Technology appeared before the press following the spread of pictures of the old buildings of Mitambo Primary School, he attested that the Mitambo Primary School buildings have already been renovated and people should ignore pictures circulated online. The Minister also added that, more classes and toilets are under construction.

Jamii fm and other stakeholders have been encouraged to keep raising their voices on important matters such as on health and other basic social services in order to encourage changes and development.





Mpanda Radio hailed for their efforts that leveraged the spread of clean water

Makongoro Village at Mpanda Municipal in Katavi Region, had water project established already, but it was unfortunately stopped after it was realized that the water project at Makongoro Village was a misallocate

Mpanda FM hailed following its interview with the Director of Mpanda Municipal Council, which led to the immediate installation of the new running water facilities at Makongoro Village.

Makongoro Village at Mpanda Municipal in Katavi Region, had water project established already, but it was unfortunately stopped after it was realized that the water project at Makongoro Village was a misallocated, instead it was intended for Sosaiti Village. The people at Makongoro Village thought the

project could have been the lasting solution to their suffering from waterborne diseases caused by the unsafe water they consume.

Mpanda FM was compelled to prepare an interview with the Director of Mpanda Municipal to talk about the incidence, amid the interview, he promised to solve the problem immediately in the course of one month.

The Director kept his promise to fulfill the dream of the people of Makongoro village.



How lack of hostels accelerates early pregnancies to students

Hostels were built at the Mwendakulima Secondary school, Dakama Secondary school and Mwl.Nyerere Secondary school in Msalala Municipal, Kahama.

“Kahama District in Shinyanga Region has been recorded for high number of school girls pregnancies”, research says. With that said, Kahama FM had tour to all Shinyanga Municipals to hold discussions and debates in order to unveil what could be the actual cause for early pregnancies for students.

After rigorous research, Kahama FM found that lack of school hostel for girls accelerates early pregnancies. However, it was found that girls living far from schools are more vulnerable pregnancy because they are compelled to rent rooms near their school to void getting late to schools.

It has been urged that schools should have hostels to accommodate all girls and keep them under immediate supervision as the life into the streets to them is deemed to be unsafe for their general safety due to lack of supervision. Kahama FM has unleashed a campaign named **‘MUACHE ASOME’**, a Swahili phrase mean ‘LET HER STUDY’ it was a message directly aimed at

most young men and adult men. Despite the streets being unsafe for these young girls, but also majority of these girls renting into these streets face economic hardships that most men have taken advantage of to start sexual affairs with them, and this has highly contributed to students pregnancies.

Therefore, the purpose of the campaign was to warn and remind these evil men to leave young girls, not to flirt or disturb them with an intention to start sexual affairs. They were also reminded that, the offence to impregnate a student is punishable to 30 years in prison. Unexpectedly the campaign by Kahama FM had yielded quite a lot of positive outcomes, the government together with stakeholders joined forces and several hostels built in different schools, e.g. Mwendakulima Secondary School in Kahama Town Municipal, Dakama Secondary School in Ushetu Municipal and Mwalimu Nyerere School in Msalala Municipal, both in Kahama District, Shinyanga.



TADIO members (CRs) benefit from an educational development program

The United Nations Educational, Scientific and Cultural Organization (UNESCO) has reiterated its commitment to support community radio practitioners in Tanzania to upgrade their education qualifications to a diploma level as required by the Media Services Act 2016.

Mr. Tirso Dos Santos, UNESCO Head of Office and Representative in Tanzania made the commitment on March 25, during a meeting with Board Members of TADIO, a Community Media Network of Tanzania. “E-learning is a powerful means of learning as all is required is for one to be disciplined,” said Mr. Dos Santos.

In another move, Mr. Dos Santos has stressed that the radio is still the only means that reach everywhere at an affordable costs. “We have a lot to lose if we overlook the great role of the radio because we have other means. We should join hands to ensure that the radio reaches as many people as possible. What we need is for community radios to reach people with the

right information,” said Mr. Dos Santos.

For his part, TADIO Board Chairperson, Mr. Prosper Kwigize thanked UNESCO for the continued support saying that most community radio practitioners have shown interest to upgrade their qualifications. Mr. Kwigize said that member community radios have good ties with the government and community members and their goal was to maintain good ties with national and international partners.

In Tanzania, UNESCO through funding from the Swiss Development Corporation (SDC) supports 25 community radios and the Community Media Network of Tanzania (TADIO).

The support is meant to ensure that people in Tanzania, especially the poor, women and girls, have the capacity to make informed decisions on issues that affect their daily lives based on access to relevant, culturally appropriate, gender responsive accurate information and knowledge.

Community Radios told to deliver accurate, impartial and cultural sensitive content



Community radio practitioners have been told to ensure that they produce accurate, impartial and cultural sensitive content to the community they serve.

UNESCO Head of Office and Representative, Mr. Tirso Dos Santos made the call in Dar es Salaam on September 10, 2019 while officiating an orientation session on contract management to local radio managers from the 25 community radios under the Swiss Development Corporation (SDC) project.

He utilized the platform to remind radio managers on the legal obligations to the contracts they sign with UNESCO stressing that they ought to implement and observe the procedure in it.

He summed his speech with a call to community radios to ensure time delivery of their radio programs as per contractual obligations.

For his part, SDC Project Coordinator, Mr. Christophe Legay said project funds disbursed are directed to the radio stations and not to managers and should thus be utilized accordingly. He called upon community radios to ensure that they are at the center of the community by being a dialogue platform to bigger audience, saying the bigger, the audience the more the chance for stations to remain sustainable.

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Mazingira FM launches a safe menstrual campaign

“Menstruation has been a problem to most poor girls, a main cause to their poor academic performance, and also one big factor to their early pregnancies”

- **Teddy Thomas, Manager – Mazingira FM**

Unsafe menstruation has been declared as one of the factors to most students derail from the goals due in due to failure to attend classes because of unsafe menstruation. Most girls have been reportedly to miss classes from five up to seven days during menstruation. As to such, Mazingira fm launched a campaign called ‘I WANT YOU’ to curb the prevailing problem. The campaign ‘I WANT YOU’ is calling people or organizations to donate sanitary towels to most disadvantaged communities with most girls who cannot afford to purchase. The unavailability of sanitary towels to most poor girls during menstruation propagates poor attendance of girls to schools, which leads to their poor academic performances.

Amid launching of the campaign, Mr. Teddy Thomas who is the Manger of Mazingira FM, has

reiterated that inability of most young girls to afford sanitary towels due to poverty, is the huge contributor to the poor academic performances. Unsafe menstruation undermines the young girls’ confidence, which prompts to their poor attendance to classes and eventually intensifies the gap of gender inequality. Their inability to afford sanitary towels has sometimes destined them into hands of evil men and end up to early pregnancies. Mr. Teddy believes that cooperation with the community can provide a decisive solution to the prevailing problem. Education Officer from Bunda Town Council Mr. Michael Mkoba was quoted saying; “Girls have equal right of education to boys” he then called upon private public partnership to come up with the most effective solution to improve education especially for young girls.



VIKES REMARKS

You can in summary explain what our partnership is made of?

The Finnish Foundation for Media and Development (known by its Finnish acronym 'Vikes') is a journalists' solidarity organization devoted to strengthening democracy and active civil society by supporting freedom of expression, quality journalism and media diversity around the world. Vikes has worked actively in Tanzania since 2006. When TADIO was established, Vikes was among the first ones to start cooperation for supporting community radio stations. Since 2009 Vikes has been training dozens of community media journalists around the country, so collaboration with TADIO was natural continuation for the work Vikes has done. Even though the TADIO team is small, it's effective and communicating. Cooperation has been fruitful and successful.

Why you saw the need to work with us?

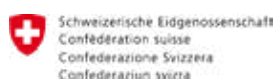
Vikes started cooperation with COMNETA and followed closely the proceedings of COMNETA transforming to TADIO. Through the transformation Vikes was soft-piloting the first version of Community Radio Portal (Which is now updated to Radio TADIO portal), and we

knew that for the success of the project, it was essential that Vikes has innovative and dynamic partner that is willing and able to deliver active cooperation and development. What has the partnership yield (Success and achievements so far) Co-creation/update of the new TADIO website has been a good opening for hopefully long and productive partnership. Vikes has been privileged to be part of the TADIO inception.

What should be expected for the future?

We are looking forward creating new and innovative joint ventures with TADIO. As Vikes has always endorsed participatory method in its projects, we are expecting CR's and TADIO stakeholders to participate effectively for the future development of Radio TADIO portal, regarding not only content creation but also providing proactive feedback. Radio TADIO portal will give many interesting opportunities in the future. Project has already aroused interest among many actors in RDI sector and it is able to create new ways for economic inclusion. In the best case, the portal is going to positively disrupt the accustomed practices and generate innovative ways to enhance media diversity and community media.

Partners & Friends



Ministry for Foreign
Affairs of Finland

