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FROM THE AMERICAN PEOPLE



*Ice FM journalist Ms Consolata Damian Motto (standing on the right) producing a radio program based on women and youth. Boresha Habari is helping make media content and creation more inclusive.
Photo: Temigunga Mahondo, Internews Media Trainer*

TANZANIA

BORESHA HABARI – MEDIA AND CIVIL SOCIETY STRENGTHENING

The USAID *Boresha Habari* (“Better News”) activity supports an open, inclusive environment in which media and civil society provide accurate and impartial information that promotes participation, inclusion, and accountability. A core focus of this activity is to engage and empower women and youth. The goal is to elevate their voices, influence, and issues in the public sphere as both producers and consumers of information.

The activity will work to achieve the following four strategic objectives:

1. Improve the enabling environment for media to operate safely and effectively in the country
2. Strengthen professionalization of media stakeholders and journalists to produce high-quality local news and share inclusive data-driven information
3. Increase capacity and sustainability of community radio stations to provide accurate, impartial, and relevant information
4. Strengthen targeted civil society organizations’ ability to effectively use the media to communicate and advocate on key issues

Boresha Habari will enable Tanzanian media and civil society to promote freedom of expression and access to information. The activity aims to increase independent, reliable, and data-driven information in the public sphere and engage citizens in well-informed public discussion on important issues of the day. A priority will be to work with selected community radio stations throughout the country to increase their professional capacity to deliver locally-driven quality information and improve their business and financial sustainability. Additionally, throughout all efforts, women and youth will be engaged and empowered to effectively raise their voices and concerns in the media and information space.

ACHIEVEMENTS TO DATE

- Over 200 journalists in nine regions have received basic and intermediate training on how to produce high-quality local coverage, how to improve websites and social media channels, how to increase women and youth voices in their programming as well as how to improve the quality and impartiality of their reports.
- Created an informal network of media managers from 20 community radio stations in nine regions, and helped them draft business plans and identify more than 100 potential market leads. These stations have increased their professional capacity and improved their outreach capabilities with new media and communication tools.
- Provided media stakeholders with regular opportunities - such as round table discussions in Dar es Salaam and nationwide trainings - to discuss and learn about new media legislation and how it affects the day-to-day media operations.
- Created a network of senior women journalists in Dar es Salaam who received regular training and mentorship to improve their career opportunities in the media.
- Supported 18 roundtable events in 2018 that brought together media and civil society organizations to share information, discuss local trends, and raise awareness around important issues through media.
- Established partnerships with the School of Journalism and Mass Communication, University of Dar es Salaam, the Saint Augustin University of Tanzania in Mwanza, and the Zanzibar Mass Media and Journalism College and, in 2018, supported journalism students from these universities to attend a six-week, hands-on radio training upon graduation from the university.

BUDGET \$9.7 million

DURATION

August 2017 – August 2022

ACTIVITY LOCATIONS

Dar es Salaam, Zanzibar, Iringa, Mbeya, Morogoro, Arusha, Manyara, Dodoma, Tanga, Mtwara, Mwanza, and Kigoma.

IMPLEMENTING PARTNER

Internews
FHI 360

KEY PARTNERS

Media Council of Tanzania
JamiiForums
International Center for Not-for-Profit Law (ICNL)
GeoPoll – Mobile Accord, Inc.
Media Institute of Southern Africa (MISA)
Legal and Human Rights Center (LHRC)

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