



**Project full name:**  
Empowering Media in Tanzania (EMT)

**Priority:**  
Protecting and promoting civic space

**Phase II:**  
2021 - 2025

**SDC contribution:**  
CHF 6,043,645

**Total phase budget:**  
CHF 19,389,438

**Implementing partner:**

- University of Dar es Salaam
- International Media Support
- BBC Media Action
- Jamii Media
- Internews

## Project Overview

Media fosters national development by reporting stories of public interest and holding those in power accountable. According to Afrobarometer (2017), at least 77% of Tanzanian media consumers perceive media as informative.

Media in Tanzania faces a series of challenges. Old revenue models for media are under pressure due to a shift in how media is produced and consumed. Laws and policies are reducing the space in which media can operate. The COVID-19 pandemic has made the situation worse, making it difficult for media houses to retain journalists or train staff.

Switzerland has supported media in Tanzania since 2008. The Swiss Cooperation Programme Tanzania 2021 - 2024 aims to ensure that civic space is protected and that citizens, especially young women and girls, can influence local and national policy making and implementation.

## Overall Goal

To contribute to free, independent and professional media in Tanzania which provides timely and relevant information to citizens.

## Expected Outcomes

1. Media report on matters of public interest while adhering to professional standards and are financially sustainable.
2. Journalists have access to a safety and protection mechanism as they practice their profession, thus upholding press freedom, safeguarding human rights and strengthening democracy.
3. Audiences, in particular young women and girls, are empowered to make their own decisions regarding their social, economic and political rights.

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## Partners

**BBC Media Action:** Produces the radio show Niambie which focuses on young people, especially girls, and gender equality. Niambie is accompanied by a social media campaign to attract more youth engagement. BBC also supports rural radios on content production and financial viability.

**Internews:** Implements the Boresha Habari project which aims for an open environment where media and civil society provide accurate information that promotes participation. Internews also works on media financial viability, fact checking, data journalism and journalists' safety.

**International Media Support (IMS):** An INGO that focuses on safety of journalists and improving the regulatory framework. IMS supports efforts to monitor and document press freedom violations.

**Jamii Media:** Supports online media outlets through training and stipends for agenda-based content development with a focus on gender equality and rural areas. The outlets learn how to develop websites and monetize online content to generate revenue.

**University of Dar es Salaam – School of Journalism and Mass Communication:** The School of Journalism and Mass Communication produces an annual Yearbook on Media Quality Report. The report is an assessment of how the media performs against set quality criteria that are selected by media practitioners.

## PHASE I KEY RESULTS

- 49% of respondents (both male and female) to a perception survey (SDC) in 2020 believe media influence decision making in allocation of resources in their localities, a 10% increase from 2017.
- 88% of Tanzania Media Foundation's grantees have reported a revenue increase of more than 20%.
- Youth exposed to the BBC Media Action's *Niambie* programme reported having gained knowledge on civil rights.

## Beneficiaries

The direct target group is media practitioners which include reporters, editors, managers and owners of media houses. Audiences, and women in particular, are the ultimate beneficiaries, totalling approximately three million people.