



USAID
FROM THE AMERICAN PEOPLE



Maria Thobias (right), a journalist from Nyemo FM, interviewing for a radio program at Fufu village in Dodoma, Tanzania. Boresha Habari is helping make media content and creation more inclusive. Photo: Alakok Mayombo, Internews, Dar es Salaam.

TANZANIA

Boresha Habari -Media and Civil Society Strengthening

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

The activity works 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 provides technical support to 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 critical issues. Boresha Habari collaborates with a select group of community radio stations across the country to increase their professional capacity to deliver locally- driven quality information while also improving their business and financial sustainability. Furthermore, women and youth are engaged and empowered by embedding them throughout the implementation strategy, to effectively raise their voices and concerns in the media space. As a tool for outreach, Boresha Habari engages a range of journalists in outreach work to counter fake news and misinformation related to COVID-19 vaccines.

ACHIEVEMENTS TO DATE

- Successfully contributed to the amendment of the Statistics Act of 2015 as amended in the Statistics Act, Chapter 351 R.E 2019 whereby there is provision that provides the right to challenge statistics produced by Bureau and the right to publish and disseminate findings.
- A total of 14 journalists (all males) were successfully bailed, freed and/or their cases won. Through advocacy support provided, CSOs (Civil Society Organizations) coalitions/networks of freedom of expression activism improved. The relationships among and between CSOs has tripled, rising from 8% in the 2018 survey to 24.3% in the 2020 Social network survey.
- Over 1,000 journalists (40% women and 82% youth) from local radio stations and national media houses' journalists have received on production of high-quality radio programs, designing websites and social media channels, increasing women and youth voices in programming as well as enhancing quality and impartial reporting.
- Couple of journalists have also received trainings on data journalism, media laws and women leadership, fact checking, election reporting, health reporting, sexual harassment, gender-based violence, countering fake news and Covid-19 vaccine uptake.
- Supported over 181 media outlets (Radio 105, Newspapers 22, Television 36, Online Media 18) operating in Tanzania Mainland and Zanzibar.
- There is improvement of quality of content produced for media outlets and journalists via community radio stations and three Universities namely the saint Augustine University of Tanzania, Zanzibar Journalisms and Mass Media College and Dar es Salaam School of Journalism and Mass Communication.
- Over 60 success stories have been reported because of capacity building and mentorship initiatives provided to journalists and media institutions. Here is the link: <https://internews.org/region/tanzania/>.
- A total of 14 journalists (8 males and 6 females) supported by Boresha Habari project won national-level prizes and awards after some of them had worked for 15 years in the media industry.
- Over 399 stories were written by trained journalists on issues identified by local CSOs. These were published through our local Newspapers, Radio, Television, social media, and other online media platforms.
- Established Legal Support Fund for media outlets and journalists. A total of 11 journalists (all males) have received assistance.

BUDGET \$10.9 million

DURATION

August 2017 – September 2023

ACTIVITY LOCATIONS

Arusha, Dar es Salaam, Dodoma, Iringa, Kigoma, Mbeya, Mtwara, Mwanza, Tanga, and Zanzibar (Unguja and Pemba)

IMPLEMENTING PARTNER

Internews
FHI 360

KEY PARTNERS

TAMWA Zanzibar
Tanzania Editors Forum (TEF)
Jamii Media
Nukta Africa
International Center for Not-for-Profit Law (ICNL)
GeoPoll – Mobile Accord, Inc.

USAID CONTACT

Florida Henjewe
Assistance Officer's Representative
+255 22 229 4468
Email: fhenjewe@usaid.gov
jhorsfall@usaid.gov

PARTNER CONTACT

Angela Nicoara
Internews Chief of Party
+255 742 378 388

FOR MORE INFORMATION

Website: www.usaid.gov/tanzania
Facebook: USAIDTanzania
Twitter: @USAIDTanzania