



Swiss Ambassador Florence Tinguely Mattli (left) presents an award to Ms. Hawa Msangi (centre) from Radio Kili FM, a TMF grant recipient © SDC

Project full name:
Tanzania Media
Foundation (TMF)

Domain:
Governance

Phase I:
2015 - 2018

SDC contribution:
CHF 3'600'000

Total phase budget:
CHF 9'495'282

Implementing partner:
TMF

Other partners:
Irish Aid

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Project overview

Many Tanzanians live in rural areas where the standard of public services such as education, health and water is low. According to a recent study, an overwhelming percentage (99 percent) of those living in rural areas has access to and uses radio. Radio is the most consistently available medium of information for all Tanzanians across income levels, gender and locations.

Media has a huge potential to address challenges in service delivery in rural areas and to bring about transformation as a platform for dialogue between government and citizens.

Switzerland supports TMF, a foundation which provides grants and mentorship to media houses (newspapers, radio and television stations) as well as individual journalists for research, writing, broadcasting and producing stories with an investigative theme.

TMF grants focus on the production of content that increases accountability of public bodies and the development of structures that enable investigative and public interest journalism to be institutionalised. TMF also provides support to media houses to develop business plans for financial sustainability.

With its support to media, Switzerland aims to contribute towards transparent and accountable state systems. Media is expected to play its role as a fourth estate,

to better inform and effectively engage citizens in decision making, oversight and advocacy on development policy processes at local and national levels.

Overall goal

Increase accountability through a strengthened media sector where citizens can access relevant, timely and well-presented information.

Main activities

- Provide grants for investigative reporting to media houses and journalists in order to increase quality, quantity and diversity of investigative and public interest journalism products in Tanzania.
- Increase professional capacity of participating media organizations and stakeholders by supporting business plan and editorial policy development, and internal governance strengthening.
- Ensure sustainability of TMF through the development and implementation of a strategy that includes options for generating own income.

KEY EXPECTED OUTCOMES

- Increased interest in Investigative Journalism (IJ) and Public Interest Journalism (PIJ) products among journalists in Tanzania.
- Journalists' (individual and media houses) skills are strengthened; at least 70 percent of grantees demonstrate an increase in income.
- A strengthened TMF to ensure continued collaboration with its stakeholders.

Beneficiaries

- **Direct beneficiaries:** About 30 regional and national media houses including government-owned media houses, both broadcast and print, as well as 150 individual journalists.
- **Ultimate beneficiaries:** Underserved populations in Tanzania with special focus on women, youth and persons with disabilities in rural areas.