

Empowering Local Radios in Tanzania



Project full name:
Empowering Local
Radios with ICT

Domain:
Governance

Phase I:
2015 - 2018

SDC contribution:
CHF 3'600'000

Total phase budget:
CHF 4'721'500

**Implementing
partners:**
UNESCO

Other partners:
SIDA (Sweden)

For more information:

Eric Kalunga,
Programme Officer,
Governance
Tel: +255 22 2666008
Email:

eric.kalunga@eda.admin.ch

Web:
<https://www.eda.admin.ch/daressalaam>

Project overview

About 73 % of Tanzanians live in rural areas where the standard of public services such as education, health and water is low. A recent study found that 99% of those inhabitants have access to and use radio, with 60% using radio as the only medium for news and information. Radio is the most consistently available medium of information for all Tanzanians across income levels, location and gender.

There is currently a challenge in service delivery for the majority of citizens living in rural areas and radio has a huge potential to bring about transformation as a platform for dialogue between government and citizens.

Switzerland is partnering with UNESCO to support local radios become more sustainable by enhancing their role in social service delivery, increasing their geographical range of local news and strengthening their capacity to hold the private sector and government to account.

UNESCO, the implementing partner, will facilitate training workshops and mentoring sessions for participating radio stations. It is expected that by the end of the project 20 local radio stations will have acquired professional journalism standards and ICT skills, established local correspondents' networks and have plans in place for long term revenue generation.

Overall goal

Improve access to relevant, culturally appropriate, gender-responsive and accurate information and knowledge.

Main activities

- Local radios are introduced to robust financial and results-based management through capacity development on entrepreneurship and other income-generating activities; and broadcasting is improved through use of ICTs and establishment of a local correspondent's network.
- Community Media Network of Tanzania is supported to expand staff and infrastructure, develop administration and operating procedures, and establish and operationalize a knowledge management platform.
- Journalists' needs are identified and receive skills training and equipment for reporting on issues of local public interest, particularly through investigative journalism.

KEY EXPECTED OUTCOMES

- Improved financial viability and management capacity.
- A strengthened Community Media Network which contributes to income generation, policy advocacy and greater national and regional relevance.
- Improved local radios' capacity of long term service delivery to their communities.
- Improved editorial standards; notably provision of more trusted, accurate and balanced information that meets audience needs during the electoral process.

Beneficiaries

- **Direct beneficiaries:** Approximately 200 local radios practitioners from 20 radio stations across the country – including reporters, managers, technicians, presenters and correspondents from the local communities.
- **Ultimate beneficiaries:** Poor populations in Tanzania with special focus on women, youth and people with disabilities from rural hard-to-reach areas; localities endangered by environmental degradation, climate change and natural resource conflicts; and communities of ethnic minorities such as the Maasai.