

# SCS Tanzania: *Boresha Habari*— “Better News”

## Overview

The *Boresha Habari* (“Better News”) project (2017-2020, \$9.7 million) is a USAID/Tanzania-funded initiative to support an open, inclusive environment in which Tanzanian media and civil society provide accurate and impartial information that promotes participation, inclusion, and accountability.

## Tanzania Context

The situation in Tanzania remains precarious for media practitioners, human rights defenders and broader civil society. Recent attacks against media and journalists and the passage of restrictive media laws are resulting in reduced democratic freedoms and increased self-censorship by media and civil society.

## Major Program Components

### Improved enabling environment for media through:

- Supporting and expanding local advocacy efforts to defend freedom of expression
- Assisting media and CSOs in understanding new legal frameworks through roundtable discussions and workshops
- Engaging citizens on the state of freedom of information and expression through media and public forums
- Developing a Press Freedom Violations Register to monitor and document media freedom violations

### Strengthen professionalization of media and journalists by:

- Establishing a Media Resource Center where local journalists can access material and technical support
- Organizing technical training workshops for print, radio, TV and online journalists from selected national media houses and universities
- Facilitating quarterly media roundtable events on relevant issues to build relationships between media and CSOs

### Increase capacity and sustainability of community radio stations (CRS) to provide accurate, impartial and relevant information through:

- Supporting CRS through journalism trainings, business-development capacity building, new equipment, and trainings on new technologies to increase dialogue and inclusion
- Grants to local radio stations that support the promotion of women and youth driven issues and stories
- Organize forums and workshops between local government and CRS on access to information laws

### Strengthen civil society organizations’ ability to effectively use the media to communicate and advocate on key issues by:

- Training CSOs on media relations and social media skills to improve their communication skills with their constituents
- Conducting data-literacy trainings for national journalists and CSOs
- Supporting production of a data-driven TV show that promotes CSO work and encourages evidence-based discussions on governance

## Achievements

- Conducted trainings for six national media houses (print and electronic) on marketing, social media and content generation
- Hosted a Media Market Forum attended by 19 partner CRSs to connect them to NGOs, and awarded CRSs improved audio equipment
- Conducted three Mastering the Media workshops for women journalists on leadership skills, communication, and fact-checking tools
- Produced analysis on draft *Statistics Act Regulations* for use by local lawyers and CSO partners when presenting to Parliament. Finalized the first of four modules on training media and CSOs on freedom of expression issues

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