

# **Rafiki Sema Usikike – Mwongozo wa Namna Kutumia Vyombo vya Habari**

(Speak up *Friends*: A guide for using media)

Haki logo

# **Rafiki Sema Usikike – Mwongozo wa Namna Kutumia Vyombo vya Habari**

Haki logo

Acknowledgements:

Compiled by: Finike Gogomoka, Veena Gokhale

Contributors: Mary Nsemwa, Lilian Kallaghe

Editors: Rakesh Rajani, Veena Gokhale

Translator: Martha Qorro

Proofreading: Richard Lucas

Illustrator: Marco Tibasima

©HakiElimu 2005

PO Box 79401, Dar es Salaam, Tanzania

info@hakielimu.org

www.hakielimu.org

Any part of this book may be reproduced for non-commercial purposes; provided attribution is made to the source and two copies of the publications are sent to HakiElimu.

ISBN: 9987-423-25-6

# **Table of Contents**

I. Introduction

II. The Role of Media

III. Practical Tips on Using the Media

1. Letters to the Editor
2. Getting on a radio talk show
3. Cultivating Media Contacts

IV. Conclusion

V. Useful Media Contacts

VI. Sample letters to the editor

## I. Introduction

The *Friends of Education Movement* aims to increase citizen involvement in education throughout Tanzania. It provides practical information to people who care about education and want to bring about improvement. The *Movement* supports concerned citizens to channel their views to relevant bodies such as schools, community groups, government at various levels and the media. It also connects *Friends* with one another, so that they can share ideas and work together to transform schools, to provide quality education for all. The ultimate goal is a strong *Friends Movement* to monitor and influence the direction of education in Tanzania.

To be effective, *Friends* need their messages to reach the general public. HakiElimu's Citizen Engagement (CE) Unit is therefore encouraging *Friends* to express their views through the media. Media is one of the most efficient ways to reach large audiences.

Some *Friends* have been trying to reach out to people through the media but they have encountered obstacles. A letter from one *Friend* sums up the situation: "I am sending you these views again so that you may forward them to the media. I have written to them several times but none of my letters have ever appeared." Other *Friends* have repeatedly communicated similar views.

The guide <sup>1</sup> is a simple tool that you can use to get your message out. *Friends of Education* have great stories

---

<sup>1</sup> The information in this guide is based on the following English publications: **News for a Change. An Advocate's Guide to Working with the Media** by Lawrence Wallack, Katie Woodruff, Lori

and inspiring ideas and actions to improve education. The guide aims to help you, and other citizens, to tell your stories through media. And to tell them well. You may also want to comment on educational and related policies and the situation in their communities. Letters to the editor can be one way of doing this. The focus of this guide is on writing good letters to the editor, getting on radio talk shows and contacting journalists to give them tips and story ideas.

Use the guide! Share it with other people! Write to HakiElimu and tell us if the guide helped you, what you learnt, how it can be improved and what more you would like to do to get into the media.

Recheck footnote references.

---

Dorfman and Iris Diaz; **Using the media in policy and advocacy.** A paper presented at the *Policy Advocacy* training course, September 27 – October 6, 2004, Training Centre for Development Cooperation - MS-TCDC; **Media Guide. A Handbook for Tanzanian Civil Society.** Edited by Jacqueline Matoro-Kiria, Pact Tanzania and Irene K Bwire, Tanzania Media Women's Association (TAMWA).

## **II. The Role of Media**

*The civil society and mass media have an important role in deepening democratic governance in any country. We have seen at the international level, the effect that the international civil society is beginning to have on policies of government, and of international organizations, especially in relation to the need to improve the transparency and democratic governance of international institutions.*

**Rais Benjamin Mkapa**

*Whoever controls the media – the images – controls the culture.*

**Allen Ginsburg – Poet, United States**

### **1. What is Media**

The term “media” refers to all means of communication that are used to disseminate information, by technical means, to a large audience simultaneously. The media collect and publicize information through newspapers, radio, television, or other means, to people. By doing so, they help to create an awareness on current issues, problems, challenges and opportunities.

There are two main types of media - print media, such as newspapers and magazines; and electronic, such as radio and television. Newer electronic media like the internet are also important in the world today. Media reach and inform almost everyone. This ability to reach a large audience from different walks of life quickly has made the media a very powerful agent in society.

## **2. What is the Role of Media?**

Media communication is an important and continuous process that facilitates people's participation in society. Communication has the power to promote public awareness and understanding of various issues and policies.

Sometimes media are used to send specific educational messages. For example, what steps to take to prevent malaria. Program formats like talk shows help to foster public debate on important issues. If media messages are effective, people can be motivated to act. Thus media play a significant role in shaping and molding attitudes, perceptions and values in society.

The media entertains the public through news and feature stories, songs, poems, soap operas, cartoons, plays and dance programs. Some entertainment programs may also communicate educational messages, such as how to cope with HIV AIDS.

People can start or join a discussion on an issue through media forums like letters to the editor or a radio talk show. They can also use the information they get from the media to initiate a debate in their families, schools, workplaces and communities. And they can use media to address large numbers of people directly. Successful advocacy therefore depends on the effective use of media channels.

In the next section we provide tips for getting your message heard through the media.

# 1. Letters to the Editor

## Purpose

Letters to the editors of newspapers are a means for the public to express their interests, concerns, criticism or support for what is happening in society. It is standard practice for newspapers to print the most interesting, relevant, scandalous or topical letters that they receive.

Letters to the editor can:

- Provide information
- Show public interest in issues covered in the newspapers
- Help share a burning issue with others
- Inform others on what is happening in your community, sector, industry, etc
- Share personal ideas and views with the wider public
- Provoke discussions and dialogue
- Challenge authorities to respond, or put pressure on government and leaders

## How to write letters to the editor

There is no right or wrong way to write a letter to the editor. There are however a few guidelines that could help. (Examples of published letters to the editor are given at the end of this guide.)

- **Letter writing topics:** When you read newspapers think about the issues you are working on. Ask yourself the question - is there something in the papers that is linked to your work? Is there another letter, editorial or article in the newspaper that expresses a view you agree or disagree with? Do

the issues raised in the media trigger a response in you? Use that as the basis for your letter. Write about something you believe in, something that touches your life.

- **Catch the reader's attention:** Your letter is amongst hundreds that are received everyday: how can you make it stand out? One way is to get to the point straight away. And work on making your first sentence interesting.
- **Be clear and concise:** Tell the reader straight away what your issue is. Lay out your reasons (you could use bullet points or numbers for this); give a little bit of background if you need to, but not too much. End you letter with a conclusion, a suggested course of action or a question.
- **Convey relevant information:** Don't go into too much detail, most letters printed in newspapers are short and to the point.
- **Personalize the issue:** State clearly how this issue affects you or your community. Think through what impact it has.
- **Explain why:** What has prompted you to write, why do you feel the way you do? What experience do you have that makes you able to comment on the issue?
- **Use of a pen-name:** You can write as yourself or use a pen-name. By using a pen-name you can sometimes say things that you see as controversial

or sensitive. Please take note that the letter needs a concrete name and address for authenticity.

**Most importantly:** Be sure to read your letter a few times after you've written it and make changes. It is unlikely that the letter will be at its best in the first draft. You could show it to one or two people and get some feedback. Letting some time, even a couple of hours, pass between writing it and reading it again will help. You may be able to see the content and language with a critical eye and be able to improve it.

If you can get your letter typed all the better. If not, write or rewrite very legibly. Good writing comes with practice; so do not be disappointed if your first letters are not published. Keep trying.

## 2. Calling in on a radio show

Calling in on a radio show is a fast and relatively easy way to get your opinion and ideas into the media. While you may not succeed in getting on air the first time you call, don't be disappointed and keep trying. The more you call in, the more you will develop your confidence to speak effectively on issues.

It can be a challenge to get on as a caller on popular radio programs because so many people call in. Usually a producer screens the incoming calls and decides who should be put through to the host, so it is important to be ready with what you are going to say and how, before you call in. Here are a few pointers for getting on the air:

- **Be passionate:** about what you believe in and think through how it relates to you personally.

- **Be familiar:** with the shows you call in on. If you don't know the host's point of view, you could be intimidated by tactics that you had not anticipated.
- **Convey conflict:** If you disagree with the host's point of view or that of the guest, be sure to tell this to the producer as you call in; your call may get priority because conflict and disagreement are interesting.
- **Be relaxed:** You may feel more confident by jotting down a few notes about what you want to say. But don't read your comments from a script. It will sound artificial. Remember that no one knows who you are and you cannot be seen!
- **Be brief:** Go straight to the point. Don't spend too much time on the background.
- **Type of phone:** Don't call from a speakerphone. If you are on a mobile phone, let the producer know; he or she may put you on the air sooner.
- **Turn your radio down:** before calling. The seven second delay used by most radio stations will throw off your concentration if you can hear the program in the background.

### 3: Cultivating Media Contacts

It is very important to cultivate personal contacts in the media. Some people feel shy about approaching journalists and media people directly, but this is still the best way of getting your voice heard through media.

**Study local newspapers:** This will help you understand who is writing on what topics. You may find that there are specific reporters, columnists, editors writing

on/dealing with educational issues. These would be the people you should target with your story idea.

**Think through the “story”:** you want covered. It could be a project or activity that you have been working on, for example. Write a short, one-page summary of this activity before approaching the journalist. Cover points such as: what is the goal of this activity? How is it new or innovative? How many people has it affected? What is the level of community involvement? What happened exactly and what change did it bring about? How is it funded? What is the future direction for it?

**To be of interest see that your story is:**

1. Novel and/or unique
2. Affecting a lot of people
3. Sponsored by or linked to someone well-known, like a community leader
4. Relevant to current issues
5. A strong future potential
6. Exposing a person in power

**Focus your thoughts:** through the writing exercise. You would then be able to convey the reason for requesting a meeting with the journalist more effectively when you call for an appointment. You could also try dropping in informally. Though it is best to try and get an appointment first.

**Meeting the journalist:** Many tips mentioned for letter writing and radio call-in apply. You must be:

1. Convinced your story is worth telling.
2. Well informed about all the aspects so that you can answer questions. You do not have to know all the answers. But you should know where to

direct the journalist and how to get the information requested.

3. Give the written information you have to the journalist, after you have met and talked. Make sure it contains your contact information.

**Use all opportunities:** Apart from directly trying to meet journalists, you may have a chance meeting with one, at a public event for example. If time permits, you should try and talk to this person about your story and seek our advice on getting it in the media.

**Press Clubs:** A good, relaxed place to meet journalists and other media professionals is at the local press club. In Tanzania each region has a voluntary media organization known as the Press Club. A few examples are the Arusha Press Club (APC), Manyara Media Club (MAMEC) and Mwanza Press Club (MPC). (A list of press clubs and contact information for them is given later on in this guide.)

## **IV. Conclusion**

In summary, we want to suggest that you should consider reaching out to the media in different ways. You can start small; with whatever you feel the most comfortable doing. Some people may want to attempt writing letters to the editor; others call in on a radio show. Others may want to talk directly to a journalist.

Starting with smaller, local media is also a good approach. You may want to target them along with national media.

The important thing is to keep trying to get into the media. This can be challenging, at times frustrating, but it is also exciting. It is a great way to learn about effective communication. It will help you and other *Friends* gain new information, knowledge, and contacts; expand your horizons and help you accomplish your goal of transforming education in Tanzania.

## V. List of Useful Media Contacts

### Kiswahili Newspapers in Tanzania

<b>Name</b>	<b>Owner</b>	<b>Address</b>
<b>Alasiri (D)</b>	<b>The Guardian Ltd.</b>	<b>P.O Box 31042, Dar es Salaam</b>
<b>Dar Leo (D)</b>	<b>Dar Leo Publications</b>	<b>P.O Box 71439, Dar es Salaam</b>
<b>Majira (D)</b>	<b>Business Times Ltd.</b>	<b>P.O Box 71439, Dar es Salaam</b>
<b>Mtanzania (D)</b>	<b>Habari Corporation Ltd.</b>	<b>P.O Box 4793, Dar es Salaam</b>
<b>Nipashe (D)</b>	<b>The Guardian Ltd.</b>	<b>P.O Box 31042, Dar es Salaam</b>
<b>Uhuru (D)</b>	<b>Uhuru Publications</b>	<b>P.O Box 9221, Dar es Salaam</b>
<b>Mwananchi (D)</b>	<b>Media Communications Ltd.</b>	<b>P.O Box 79356, Dar es Salaam</b>

## English Newspapers in Tanzania

<b>Name</b>	<b>Owner</b>	<b>Address</b>
<b>Business Times (W)</b>	<b>Business Times Ltd</b>	<b>P.O Box 71439, Dar es Salaam</b>
<b>The African (D)</b>	<b>Habari Corporation Ltd</b>	<b>P.O Box 4793, Dar es Salaam</b>
<b>Daily News (D)</b>	<b>Tanganyika Standard Newspapers</b>	<b>P.O Box 9033, Dar es Salaam</b>
<b>Financial Times (W)</b>	<b>The Guardian Ltd</b>	<b>P.O Box 31042, Dar es Salaam</b>
<b>Sunday News (W)</b>	<b>Tanganyika Standard Newspapers</b>	<b>P.O Box 9033, Dar es Salaam</b>
<b>The Observer (W)</b>	<b>The Guardian Ltd</b>	<b>P.O Box 31042, Dar es Salaam</b>
<b>The East African (W) National Newspapers Ltd</b>	<b>Media Communications Ltd.</b>	<b>P.O Box 8101, Dar es Salaam</b>
<b>The Guardian (D)</b>	<b>The Guardian Ltd</b>	<b>P.O Box 31042, Dar es Salaam</b>

## Radio Broadcasting in Tanzania

Name	Owner	Postal Address	Telephone contact
Radio Tanzania Dar es Salaam (RTD)	Government of the United Republic of Tanzania	P.O Box 9191 Dar es Salaam	022 2860760 – 5
Radio Free Africa (RFA)	Private	P.O Box 1732, Dar es Salaam	028 2503262 0741 640375
Radio One	Private	P.O Box 4374, Dar es Salaam	022 2775916 022 2773980
Radio East Africa FM	Private	P.O Box 4374, Dar es salaam	022 2775916 022 2773980
Radio Sauti ya Injili	Private	P.O Box 777, Moshi	027 252772
Radio Kwizera	Private	P.O Box 1154, Ngara	02 8222207 25560712
Clouds Entertainment Radio FM	Private	P.O Box 32513, Dar es Salaam	022 2412060
Radio Tumaini	Private	P.O Box 9916, Dar es	022 231094

		<b>Salaam</b>	
<b>Radio Uhuru FM</b>	<b>Private</b>	<b>P.O Box 9221, Dar es Salaam</b>	<b>022 2182224 022 2182234</b>

Note this formatting will have to change. This is not word I am told.

### **PRESS CLUBS CONTACT ADDRESSES**

<b>No.</b>	<b>Name of the Club</b>	<b>Contact Person</b>	<b>Box</b>	<b>Tel</b>	<b>Fax</b>	
1	Mwanza Press Club	Jacob Kambili	2516	2500829	2500829	04
2	Tanga Press Club	Hassan Hashim	6124	027 2644595	027 2644595	04
3	Rukwa Press Club	Feliciam Simwela	151	2622873		00
4	Mara Regional Press Club	Bigambo Jeje	1054	028 2604429	028 2622806	05 05
5	Tabora Press Club	Lucas Ndanga	215	025 2504498	028 2604429	03
6	Central Press Club	Kuringe Mongi	2394	026 2323085		07
7	Mbeya Press Club	Felix Mwakyembe	1761		025 2504498	05
8	Pemba Press Club	Said Mohamed	129		2452764	04
9	Media Club of Kilimanjaro	Damian Salla	1887			03
10	Morogoro Press Club	Boniventura Mtalimbo	947			03
11	Kagera Press Club	Lilian Lugakingira	1009	028 2220371	028 2220155	07
12	Ruvuma Press	Adam Mwaibabile	1303	028		0

	Club			2221401		2
13	Shinyanga Press Club	Suleiman Abeid	425	025 602114		0 2
14	Lindi Press Club	Utegile Ibrahim	404			0 0
15	Mtwara Press Club	Modestus Mwambe	971			0 6
16	Zanzibar Press Club	Othman Maalim	3514			0 4
17	Coast Region Press Club	Selina Wilson	30343	2402616	2402616	0 3
18	Singida Press Club	Emanuel Maiko	1097	026 2502073	026 2502073	0 4
19	Kigoma Press Club	Helen Ntinaguzi	1001		028 2802162	0 4
20	Dar City Press Club	John Mapinduzi	38425			0 3
21	Arusha Press Club	Habiba Swed	6011	022 2503265		0 6 0 5
22	Iringa Press Club	Keneth Simbaya	1394	026 2703282	026 2703282	0 3 0 4
23	Manyara Media Club	Henry Kessi	105			0 3

## **VI. Sample letter to the editor**

Wazazi hatuna imani na ubora wa  
elimu.....

Hivi karibuni Wizara ya Elimu na Utamaduni ilitoa wito kwa wanafunzi waliomaliza kidato cha sita kupata mafunzo ya mwezi mmoja yatakayowawezesha wanafunzi hao kwenda kuwafundisha wanafunzi wengine katika shule za sekondari za Serikali. Wizara hiyo ilitangaza kuwa zoezi hilo ni kwa ajili ya kukabiliana na uhaba wa walimu katika shule hizo. Vyuho viwili vilitangazwa kwa ajili ya kuendesha usaili wa wale watakaopenda kujiunga katika ufundishaji. Vyuho hivyo ni Kigurinyembe Morogoro na Butimba Mwanza. Wanafunzi wengi hasa wale waliomaliza kidato cha sita mwaka 2005 walimiminika na vyeti vyao kwa ajili ya usaili ambapo ni wanafunzi 185 tu katika kila chuo walihitajika. Kwa makadirio walikuwepo wanafunzi zaidi ya 3000 pale Kigurinyembe waliohudhuria na usaili ulifanyika kwa siku mbili.

Ikiwa kweli tunahitaji elimu bora je ni kweli mwanafunzi wa kidato cha sita anaweza kufundisha sekondari na kuwawezesha wanafunzi hao wapate elimu bora? Naona Wizara inawadanganya wazazi wanaoteseka kwa ajili ya kupata ada ya watoto hao kwa kufundishwa na walimu wanafunzi. Mambo kama hayo ndiyo yanayosababisha wazazi kukosa imani na shule za serikali na kuamua kuhamishia watoto wako katika shule binafsi ili waweze kupata elimu bora.

Tunaiomba Wizara ya Elimu na Utamaduni kufikiria  
upya suala hili

## Backpage

The *Friends of Education Movement* aims to increase citizen involvement in education and democracy throughout Tanzania. *Friends'* voices and views are important. They need to reach the general public. Media is one of the most efficient ways to reach large audiences. This guide is a simple tool that will help Friends share their ideas and concerns through the media. It explains how Friends can write letters to the editor, participate in radio shows and share their information with media organizations.

HakiElimu works to realize equity, quality, human rights and democracy in education by facilitating communities to transform schools and influence policy making, stimulating imaginative public dialogue and organizing for change, conducting critical research, policy analysis and advocacy and collaborating with partners to advance common interests and social justice.

Plot 739 Mathuradas Street • Upanga  
P.O.Box 79401 • Dar es Salaam • Tanzania HakiElimu  
Tel: +255 22 2151852/3 Fax +255 22 2152449  
info@hakielimu.org • www.hakielimu.org

logo (small)