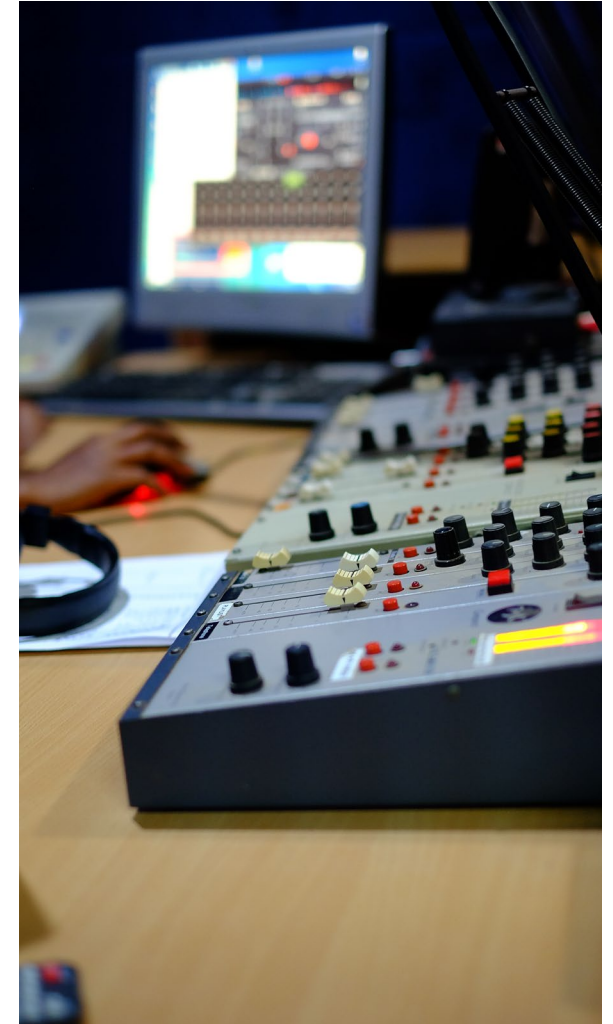


# **Use of digital solutions in Tanzanian Community Media** (Case example: Remote learning)

**By Finnish Foundation for Media and Development - Vikes**

# Introduction

- Currently in Tanzania, there is high interest in the use of new technology but lack of a suitable online solution for wider community media cooperation.
- This baseline report presents the current state of Tanzanian community media, reflected by usage of digital solutions and presenting existing standards and practices. Case: Remote learning
- Tanzania Development Information Organization (TADIO) has 34 member stations, reaching over 30mil. people



# What is new in this experimentation

- The Finnish Foundation for Media and Development, better known by its Finnish acronym Vikes, has provided training in the journalistic use of the internet for Tanzanian journalists and journalism lectures from 2006 to 2016.
- As part of the internet training project, a community radio portal (CRP) was developed and piloted in 2015 together with four community radio stations
- In 2020 in cooperation with Unesco Tanzania and Tanzania Development Information Organization (TADIO) CRP became radio.tadio -portal
- By utilizing user experiences with radio.tadio -portal, this report present different opportunities to take advantage of this novel media ecosystem.



# Challenges

- Due to the policies of the current government of Tanzania, it's quite difficult to find accurate statistics - basically about anything
- The original concept for this report was to study solely remote learning using community media in Tanzania due the covid-19 situation. Since April 2020 Tanzania has been free from Corona.
- Now the study reflects community media ecosystem in wider scope, presenting new ways to utilize this combination of old and new technologies.



# Results and successes

- According to an unpublished survey made by Ipsos in 2019, community radios are the most accessible media in Tanzania.
- Through a non-profit model, community radio has the ability to reach marginalized populations anywhere
- New ecosystems between new and old technologies should be established
- New ecosystems between community media's and NGO's should be established

- Case: Ifahamu Corona

**Fahamu ukweli kuhusu virusi vya corona**

TADIO kwa kushirikiana na Wizara ya Afya na Mashirika ya Maendeleo ya kimataifa wamewaandalia mtiririko wa vipindi vya redio kuhusu jinsi ya kuzuia kusambaa kwa maambukizi ya virusi vya corona.

Sikiliza vipindi vya redio

**ANATOMY OF CORONA**  
Ifahamu Corona

TADIO Tanzania Development Information Organisation vikes FeIm

## Principles for Digital Development

- Incorporate multiple user types and stakeholders in each phase of the project lifecycle -> participatory method
- Coordinate with other implementing organizations, civil society and the government
- Plan and design for scale from the start
- Identify and implement a sustainable business model
- Utilize existing open platforms
- Plan to collaborate from the beginning



# Feasibility for scaling

- Scaling the portal
- Creating new and innovative collaborations
- Merging old and new technologies
- Converting content to suit different platforms

The screenshot displays the Radio TADIO website. At the top, there is a navigation bar with the 'Radio TADIO' logo, a 'STREAM RADIO' button, and a search bar. Below the navigation bar, the main content area features several news articles. The first article, dated 1 December 2020, is titled 'Kampeni ya kugawa Taulo za kike kwa Wanafunzi Mtwara yaanza' and discusses a campaign to provide women with mangoes. The second article, dated 21 November 2020, is titled 'Biashara Ya Embe Kwa Watoto Wadogo (Wanafunzi Shule Ya Msingi)'. The third article, dated 3 December 2020, is titled 'Polisi Pangani yaitaka Jamii kushiriki kikamilifu kutoa ushahidi'. A sidebar on the right contains a 'Popular posts' section with a list of seven items. At the bottom, there is a 'Featured posts' section.

Radio TADIO (🔊) STREAM RADIO

Nyumbani Kuhusu sisi Radio wanachama Tangaza Wasiliana nasi Search for... EN →

Jamii FM Kijamii

🕒 1 December 2020, 11:59 am

### Kampeni ya kugawa Taulo za kike kwa Wanafunzi Mtwara yaanza

Moja kati ya changamoto kubwa inayowakumba watoto wakike walioko shuleni hadi kupelekea kujiingiza katika mahusiano wakiwa na umri mdogo ni suala la upatikanaji wa taulo za kike, hii imekuwa changamoto kubwa kwa mabinti wengi. Kwa kulitambua hilo Mwanaidi Simba Kutoka...

Radio Fadhila community

🕒 21 November 2020, 5:18 am

### Biashara Ya Embe Kwa Watoto Wadogo (Wanafunzi Shule Ya Msingi)

107.7 Pangani FM POLISI

🕒 3 December 2020, 12:58 PM

### Polisi Pangani yaitaka Jamii kushiriki kikamilifu kutoa ushahidi.

Featured posts