

20 Years of Tanzania Media Women's Association (TAMWA)

Moving the agenda for social transformation in Tanzania

Contributors

Ananilea Nkya

Salma Maoulidi

Ichikaeli Maro

Rose Haji

Mzuri Issa

Chiku Lweno

Lilian Kallaghe

Edited by

Elieshi Lema



Table of Contents

	Page
Acknowledgement.....	vii
Introduction.....	ix
CHAPTER 1: The Context in which TAMWA and Her Activism Emerged.....	1
The nature of the industry.....	3
The eighties as an epoch of transitions.....	5
TAMWA ushers in changing dynamics in media composition and practice.....	7
CHAPTER 2: The Beginning.....	15
Planting of the seed.....	15
Birthing pains.....	18
Creating alternative forums for communication...	22
Gaining acceptance.....	23
Shaping the TAMWA identity.....	25
Clarifying our aims.....	27
Articulating our feminist ideology.....	28
Registering the entity.....	30
Concluding thoughts	31
CHAPTER 3: The Growth of the TAMWA Movement.....	35
Core values.....	36
Membership criteria.....	37
Leadership Criteria.....	37
Establishing the agenda.....	38

Early interventions.....	39
The process of institutionalization.....	40
Sauti ya Siti	41
From pioneering to managing the association.....	43
Towards organizational stability	46
Challenges to organizational effectiveness.....	50
Conclusion.....	52

CHAPTER 4: TAMWA Programs for Social

Transformation.....	55
Introduction.....	55
Advocacy strategies.....	55
Bang style journalism	56
Press releases.....	60
Journalistic surveys.....	68
Other strategies.....	69
Training and its impact.....	77
TAMWA programs for social transformation.....	85
Pit latrines at Chanika village, in Dar es Salaam...	85
Killing of elderly women due to witchcraft.....	86
Plague in Lushoto.....	87
Unethical practices in the health sector.....	90
Breast and cervical cancer.....	98
Lack of sanitary facilities in primary schools	99
Crisis centre	103
Child rights	107
Mwarazi and Mchingamjoja villagers.....	109
Promoting women's political participation.....	116

Campaigns.....	122
Campaigning for the revision of the Marriage Act (1971) and Zanzibar Spinsters Widows and Female Divorcee Protection Act No 4 of 1985....	125
HIV/ AIDS campaign.....	132
Stop FGM campaign.....	138
Anti corruption campaign.....	144
Challenges and lessons learnt.....	148
Challenges.....	148
Lessons learnt.....	149

CHAPTER 5: Networking and Coalition Building..... 155

Why networks and coalitions?	155
TAMWA's role in networks and coalitions.....	152
TAMWA networking in action	159
National level networking	159
Struggle based networking advocacy	159
Issue based networking advocacy	160
Regional level networking	161
Global level networking	162
Case Studies of coalition based advocany.....	162
Case Studies 1: The Zanzibar Spinsters and Divorcees Act No. 4 of 1984.....	162
Case Study 2: The Sexual Offences Special Provisions Act.....	164
Networking and coalition successes.....	167
Highlights of popular activist actions.....	171
Challenges in effective networking and coalitions	172
Conclusion.	172

CHAPTER 6: Reflections and Perceptions	
on TAMWA’s Media Work.....	179
Introduction.....	179
From angry home wreckers to human rights advocates.....	180
TAMWA molding an image.....	183
TAMWA gains credibility and voice	187
TAMWA and capacity development in the media.	189
Surviving amidst great odds.....	191
TAMWA as pioneer	193
Solidarity in action	195
Reflections on the emerging picture.....	196
CHAPTER 7: The Way Forward.....	203
Operational challenges.....	208
Governance issues.....	209
Organizing issues.....	210
Reconsidering our role and purpose.....	212
Laying the foundation for a living legacy.....	214