

RAC Media Event Report- Tanzania

When: 22nd May 2014

Venue: Kebbys Hotel

Introduction

RAC Tanzania conducted the media event on 22nd May 2014. The event was planned to orient staff from different media houses as to be familiar with basic promotional information and materials on the RAC Project and OFSP for use for awareness creation. The media kit comprises a folder of information providing users quick information about OFSP, RAC and other related projects thus enable the media to easily develop OFSP related news products

Nature of the event

A one day meeting was organized at Kebbys hotel since this is adjacent to a wide range of media houses and therefore may encourage participation from the senior journalists.. The event included key journalist who cover feature stories in Agriculture, Health and Nutrition. The activities for the event included brief talk from RAC Government based advocate at MOA, key note speaker from the media and success/experience sharing from key government official from Geita as among councils that have been working well with OFSP.

Objective of the event

The media event was organized around improving awareness on the benefits of OFSP in addressing food and nutrition security in Tanzania and thus demand creation for OFSP. It was envisioned that the media can support this objective by;

1. Elevating the visibility of OFSP and some of the success steps in RAC project.
2. Increasing understanding of OFSP as among dietary approach to address VAD
3. Elevating a dialogue on OFSP and Nutrition
4. Calling for an explicit action on resource allocation

Meeting Modality

Four (04) key sessions were held at midmorning breakfast meeting which took 4 hours. The sessions was organized in such a way that it allowed participants not only to understand VAD as a public health problem in Tanzania and various interventions to redress it while focusing on OFSP but also informed about successes realized and work ahead in strengthening investments and scaling up OFSP as a strategic crop. The session included:

1. VAD situation in Tanzania (Presentation for about 45min) – no Q&A
2. Multi-sectoral approach in addressing the VAD in Tanzania
 - Part 1: Lessons from one media advocate (Peter Omari) and Geita District Commissioner (presentations for 20 minutes each and 5 minutes of Q&A)
 - Part 2: Panel presentation from experts (focusing on the agriculture-nutrition link, why OFSP is among strategic crops, efforts to upscale OFSP, role of media in strengthening OFSP demand and investments) – this is an hour discussion with 20 minutes of Q&A (see annex 2 for panelist)
3. Way forward/Distribution of reference OFSP materials

At the venue OFSP vines will be displayed and as seen fit the menu will include OFSP products.

Outcome of the event

After the event RAC project/OFSP obtained coverage by different media housed including editorial coverage in newspapers, television, and radio and online. Such includes BBC news, ITV Radio one and TBC radio and television.

Also majority of the journalist showed interest to attend field activities whenever such happens to obtain and publish information from the farmer’s perspectives

Participants

The following attended the event

Organization	Category of media	Name	Gender
Daily news	Print	Masembe Tambwe	M
Mwananchi	Print	Sylvester Ernest	M
Mtanzania	Print	Rachael mrisho	F
TBC	Radio and Television	Jacob Mani	M
ITV	Television	John Chacha	M
Channel 10	Television	Fred mwanjala	M
ITV/Radio one	Tv/Radio	Isack Gamba	M
Radio Free Africa	Radio	Efrasia Mawalla	F

Azam Media	Television	Yahya Mohamed	M
Freelancer	Radion and Tv	Peter Omari	M
BBC World Service	Radio	Leonard Mubali	M
Uhuru radio FM	Radio	Pius Ntiga	M
Tanzania Daima	Print	Hellen Ngoromera	F
TBC International	Television	Grace Kigadye	F
Uhuru/Mzalendo	Print	Rabia Bakari	F
Clouds TV/FM Radio	Tv/Radio	Salum Mwinyimkuu	M
Nipashe	Print	Gwamaka Alipipi	M
Mwananchi	Print	Hadija Jumanne	F

Panelist list;

The discussions including questions and answers section included the following

1. Nessie Luambano -RAC
2. Hnr Manzie – District Commissioner for Geita
3. Mr Peter John – Advocate Geita based
4. Mr Richard Kasuga – Advocate MOA based
5. Mr Benedict Jeje – Champion TFNC based