



Monitoring Report 2011: Sahara Communications



Name of organisation	Sahara Communications
Name of programme	Twaweza/SMG Ltd, radio and TV interventions
Area of work	Tanzania
Sector	Access to information
Channel	Media: Television and Radio
Dates	2010-2014
Funding	1,000,000,000TZS
Twaweza partnership goal	Improving the quality and diversity of media



Achievements	23 new radio and TV programs: investigative journalism, public debate & interviews
Monitoring	Partner reports (quarterly)

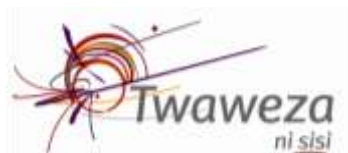
Sahara Communications is a diverse media programme that covers local issues and opinions by facilitating the coverage of ordinary citizen's voices and perspectives and breaking the 'status quo' of media networks that commonly isolate coverage to political leaders and affairs.

Sahara measures public policy/government promises against practice/realities on the ground – (e.g. funds reaching schools, medical services being free for defined categories, levels of governance), increases the investigative pieces of work with well-informed data and triangulation of sources and increases the coverage of stories on how people are making a difference through their own initiative and commitment.

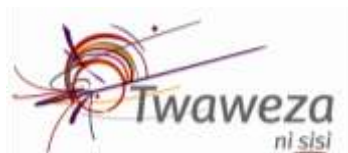
Key Outputs

- 23 new radio and TV programmes produced and broadcasted:

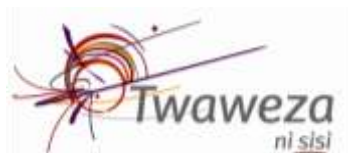
S/N	Name of programme	Frequency	Duration	Themes
1	Twaweza PSA	6 PSA daily each (Radio Free Africa and Star TV)	60 seconds each	Create public awareness of Twaweza themes and objectives



2	Morning Talk Show	Twice a week (Tuesday and Thursday)	90 minutes	Cover water, health and education issues
3	News feature	Once a week	30 minutes	Health, water, education, governance (every week covers one sector of the four)
4	Bunge la wasikilizaji (Talk show)	Once a month (every 1st week of the month)	30 minutes	Health, water, education (one issue per month)
5	News real	Three items per week	15 minutes	Governance and public accountability
6	Humour bits	Once a month	10 minutes	Bizarre occurrences related to water, health and education
7	Feature	Two programs per month	60 minutes	Health, water, education, governance and accountability
8	Radio Magazine	Once a month	30 minutes	Rural issues e.g. service delivery
9	News real	Twice a week	30 minutes	Investigative journalism



10	Documentary	Once a month	30 minutes	Women on issues of water, health and education
11	Documentary	Once a month (Third week of the month)	30 minutes	Addressing success stories and problems emanating from social service delivery
12	Mind your language (Drama/comedy)	Weekly (Saturday)	45 minutes	Dramatized factual message on water, health and education
13	Drama/comedy (futuhi)	Weekly (Thursday)	60 minutes	Accountability and service delivery (water, health and education)
14	Talk show	Once a month (3 rd week of the month)	45 minutes	Water, education and health
15	Talk show	Once a month (Saturday)	60 minutes	Water, health and education
16	Talk show	Once a month (4 th week of the month)	50 minutes	Health, HIV/AIDS
17	Documentary	Once a month (4 th week of the month)	25 minutes	Youth on issues of governance and accountability
18	Feature/docu	Once a month	25	Medical and health



	mentary			issues
19	Talk show	Once a month (3 rd week of the month)	25 minutes	Critical discussion on governance issues
20	News bulletin	Once item per week	10 min RFA 30 min Star TV	Peoples voices
21	Fillers (short documentaries)	Daily	2-3 minutes	Specific messages on social service and accountability issues
22	Third party programs (different genres)	Four programs per year, could be added to 12 a year i.e. one program a month	30 minutes	Film and documentaries from Tanzanian producers which have same objective and generic value to national and regional audience
23	Parliament coverage	Periodical (during Bunge or committee sessions)	Live coverage	Service delivery, governance and accountability

Note: The LME unit cannot verify whether or not the programs were broadcasted. The only available source of verification is a partner report i.e. a content outline of programmes broadcasted. There is no broadcast report or printout of the schedule that could allow for verification of the actual broadcast.



Future Plans

As Sahara continues operations across Tanzania it will seek to develop:

- A text messaging feedback system.
- Focus group discussions.
- More programmes featuring Twaweza.

Monitoring Outputs/Outcomes

Sahara Communications submitted two quarterly reports, on X and Y respectively, detailing its operations and verifying dates, times and channels through which each programme was broadcasted. Due to the lack of samples of recorded programs, Twaweza's LME unit concludes that the information collected thus far is insufficient to verify Sahara's required outputs.

As Sahara's operations continue Twaweza will seek to collect:

- Listener and viewer feedback each quarter.
- Samples and recordings of work.