



**GMMP+30**

## **NATIONAL REPORT: TANZANIA**



**GMMP+30**

Global Media  
Monitoring  
Project

**2025**



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GMMP 2025 is coordinated by the World Association for Christian Communication (WACC), an international NGO which promotes communication for social change.



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**TANZANIA CHAPTER**

*In Partnership with*



## Acknowledgements

Tanzania for another round entered into the Global Map and appeared as a country that applause and follow UN requirements one of them is to mainstream Gender. Therefore, may I take this opportunity to thank WACC for this great initiative to make sure that, traditional and digital media Outlets also appeared in 2025 GMMP.

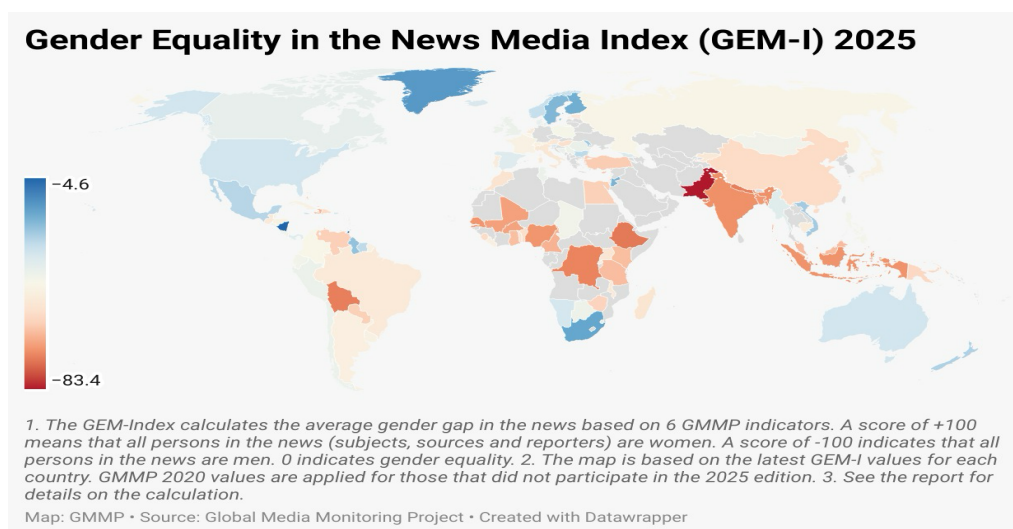
Through various International, Regional and National Framework related to Gender and Media. Therefore, 2025 GMMP implemented peacefully by analysing specific criteria with the main aim of assessing consideration of gender due to fact that Media industry in Tanzania required to accept and implement Gender and Media Policy. I gratefully acknowledge the support of Assistant Media Monitors in initiating review and come-up with the required information as per the shared template.

Tanzania 2025 GMMP was supervised by Dr. Gladness Hemedi Munuo Coordinator for Crisis Resolving Centre (CRC) and Country Facilitator for Gender and Media Southern Africa Tanzania Chapter (GEMSAT) contributed for the conceptualization on how to conduct media monitoring on gender representation. Dr. Munuo conducted workshop training for GMMP monitoring team on how to conduct monitoring. The training intended to expose monitors towards what to monitor and how to monitor as well as the tool (software) to fill in data of monitored stories for a study i.e.GMMP.

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## GEM-I Index



## PREFACE

The Beijing Declaration and Platform for Action premised that “Women’s empowerment and their full participation on the basis of equality in all spheres of society, including participation in the decision-making process and access to power, are fundamental for the achievement of equality, development and peace” (United Nations, 1995). Specifically, the Declaration in its Section “J” established the following objectives related to women and media: Strategic objective J1. “Increase the participation and access of women to expression and decision-making in and through the media and new technologies of communication. Strategic Objective J2. Promote a balanced and non stereotyped portrayal of women in the media” (United Nations, 1995).

The first global monitoring was sparked by a need for empirical evidence on women’s place, role and participation in the news.<sup>1</sup> The Beijing Platform for Action thereafter enshrined media monitoring as a strategy to achieve strategic objective J1. Non-governmental organizations and media professional associations were encouraged to establish “media watch groups that can monitor the media and consult with the media to ensure that women’s needs and concerns are properly reflected” (para 242a)

The GMMP evolved into the largest and longest-running research and advocacy initiative for gender equality in and through the news media. In five-year spurts since 1995, the GMMP takes a snapshot of key gender equality dimensions in the news. Across thirty years to date, the GMMP has built the data from over 160 countries, with at least one observation for each variable and country.

The global news media landscape has changed profoundly, yet women’s place within it has not. The evolution of women’s encounters with the sector across the period has not been as dramatic. The GMMP reveals that, in many ways, the status quo of gross underrepresentation

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<sup>1</sup> Read more in the full text of the Bangkok Declaration, outcome of the 1994 “Women Empowering Communication” conference at which the idea of a GMMP was birthed. <https://whomakesthenews.org/wp-content/uploads/who-makes-the-news/Imported/documents/bangkok%20declaration.pdf>

and misrepresentation in content has persisted.

#### Global findings. The highlights

The global findings are based on 29,935 news articles containing 58,321 people and 26,560 news personnel in 94 countries on the 7<sup>th</sup> global monitoring day, May 6, 2025.

- 1. Thirty years ago, the report of the first GMMP called for a shift in coverage beyond the male-dominated realms of political and economic power. Not only has the hierarchy of “hard news” in legacy media persisted across time, it has also crossed over into digital outlets.**

Digitalization did not bring a radical break from the patriarchal norms of traditional journalism. Instead, it continues to reinforce and amplify a news hierarchy that privileges spheres and issues centred on power, namely, those dominated by men. The challenge is threefold. First, to dismantle the “hard news” bias, second, to integrate more intentionally spaces and issues of greater concern to women, and third, to enable visibility and voice to women present in traditionally male-dominated spaces.

- 2. After a period of slow but steady improvement, progress toward gender parity in the news has flatlined since around 2010, failing to reach 50% in any media type.**

Thirty years after Beijing, women are 26% of those seen, heard, or spoken about in legacy news (29% on news websites). The needle has shifted 9 points in legacy media since 1995, and 4 points in online news during the past 10 years.

Minority groups are five points more likely to be present in digital news than in legacy media. The probability of minority women being featured in the news as the main protagonists or as interviewees is two in a hundred in traditional media (3% for men) and 4% on news websites (5% for men).

- 3. Women’s visibility in political and economic news has increased significantly – by 15 points each – over the past three decades.**

The severe underrepresentation noted in 1995 (7% in political news, 10% in economic news) has improved. Women’s presence in sports news is abysmal, at only 15% of news subjects and sources.

- 4. The proportion of women providing expert testimony has grown remarkably over the decades, showing the highest increase (+7 points) in digital news since 2015.**

In legacy media, the gender gap in authoritative roles as experts and spokespersons has closed at a slower pace than for persons providing testimony based on popular opinion and personal experience – ordinary roles that require no specialized knowledge.

- 5. Patterns of gender-biased portrayal endure despite decades of change in**

## **women's roles in the physical world**

Women have remained about twice as likely as men to be portrayed as victims since 2010. Historically, women were most often portrayed as victims of accidents or poverty. This pattern was overturned in 2025, with “other crime” and “domestic violence” (by intimate partners and family members) becoming the top victim categories.

Women depicted as survivors in legacy media were most likely to have survived “accidents, natural disasters, poverty, and disease” in previous GMMP studies. In 2025, they are most frequently portrayed as domestic violence survivors in equal proportion to accident/disaster survivors.

The over-representation of women as homemakers/parents decreased from 81% in 2000 to 73% in 2025, indicating progress although a persistent journalistic bias toward defining women by domestic roles, despite women's current unprecedented engagement in work outside the home. Under representation in occupations and in positions of power has remained consistent.

The tendency to describe women by their age and physical attributes has also persisted. They have been photographed more often than men (a 7–9-point difference) over the past two decades, with qualitative analysis continuing to show patterns of sexualized portrayal.

## **6. Gender inequality in the news is much more acute than in the lived experience.**

Gender equality in the news, measured by the GEM Index, is moderately correlated with gender indices in other development sectors such as the Gender Social Norms Index. Between 65% to 75% of media gender inequality cannot be explained by reality, indicating the presence of other confounding factors at play that co-mingle to produce the prevailing gendered news narratives.

## **7. Women's share as reporters in stories published in newspapers and aired on television and radio has risen and stagnated in spurts since 1995.**

Globally, the proportion of women as reporters in legacy media rose 6 points from 2000 to 2005, stalling at 37% for 10 years until 2015, rising 3 points again between 2015 to 2020, and gaining just two points in the past five years. The regions approach and consistently fail to achieve parity, except for the Pacific and the Caribbean, exactly at equality, and North America just a single point below. The findings suggest most news systems are willing to absorb a certain proportion of female labor in the reporter role, but not to cede to full numerical gender equality.

In legacy news media, the gender gap in political reporting has narrowed the fastest (+13 points in 25 years) – outside the sports beat – yet it remains the topic least reported by women. For the first time in 25 years, women now constitute a majority (52%) of science and health reporters. The new tracking of sports news reveals a severely low proportion of female reporters (17%).

Women's share as reporters in national and international stories has seen significant long-term growth (+18 and +16 points, respectively).

## **8. The sex of the journalist influences the gender lens in stories**

The gender lens has historically been found to be sharper in articles by women reporters. Across three decades, a consistent 5–6-point gender gap has existed in source selection, where female reporters feature more female sources than their male colleagues. This gap is even wider (9 points) in digital news. The gender-lens gap between female and male journalists is largest on the indicator regarding women's centrality in the news. The difference is just 1-2 points on other indicators measuring news quality from a gender perspective, but that it exists is an important finding.

## **9. Gender-based violence is a blind spot in the news. When GBV makes the news, however, the gender lens in reporting is sharper than in stories on all other topics.**

Less than 2% of stories cover gender-based violence. This low count is at odds with the serious nature of GBV affecting one in three women and girls worldwide.

Stories on gender-based violence produced by female journalists are more likely to raise gender (in)equality issues than those by men.

While the gender lens is sharper in GBV stories compared to other major topics, there remains enormous room for improvement if news media are to participate in creating a society in which GBV is understood as deviant, criminal, and a violation of fundamental human rights.

## **10. The bulk of news stories remains deficient in the GMMP dimensions of quality from a gender perspective**

The proportion of news stories that clearly challenge gender stereotypes rose from 3% (2005) to 6% (2010) but declined and has remained stagnant at 3-4% since 2015. This indicates an entrenchment of stereotypes in reporting and a consistent journalistic failure to produce content that disrupts stereotypical narratives.

The regional comparisons show significant variations. North American news is exceptional, clearly challenging gender stereotypes in 19% of stories, in sharp contrast to Middle Eastern news, where only 1% overturn simplistic narratives about the roles, attributes, and capabilities of people based on gender.

Gender stereotypes are most prevalent in stories about politics and the economy, both spheres where men are the majority power holders. Over time, challenging stereotypes remains largely confined to topics in which it is safer to challenge the skewed gender power relations status quo. These are celebrity/arts/media, and social/legal news. GBV stories challenge gender stereotypes more than any other news, at 17%. While commendable, this level is insufficient to transform the harmful norms that perpetuate such violence.

The likelihood of news stories to cite human rights or gender equality frameworks has fluctuated modestly, hovering between 7% and 11% over the 15 years that this indicator has been measured. A human rights lens is absent in approximately 9 out of 10 stories.

Online stories are less likely to integrate a human rights lens than those published in legacy media, but the probability of women being the central protagonists in a news story is higher in digital news (15%, compared to 10% in traditional news).



In all story topics except for GBV news, the sex of the reporter matters slightly for the integration of a gender lens. 3% of stories by women clearly challenge gender stereotypes, compared to 2% of those by men. 12% of stories by women highlight gender (in)equality issues, compared to 10% for men. 8% of articles by women adopt a human rights framing, compared to 7% of those by men. In the case of GBV stories, for instance, female reporters are more than 10 points more likely to call attention to gender inequality than those by men.

**The GMMP message in 2025, thirty years post-Beijing, is a global news industry whose progress towards gender equality has reached a crossroads.**

The almost standstill pace of change in the past 15 years points to a need for a radical shift in strategies by all actors in the news ecosystem to break the inertia. Under the current conditions and with the current tools, remarkable change towards gender equality is unlikely.

The negative impacts of digitalization on the news industry and gender relations online as a whole will undoubtedly make the task of securing women's rights in and through digital news more complex.

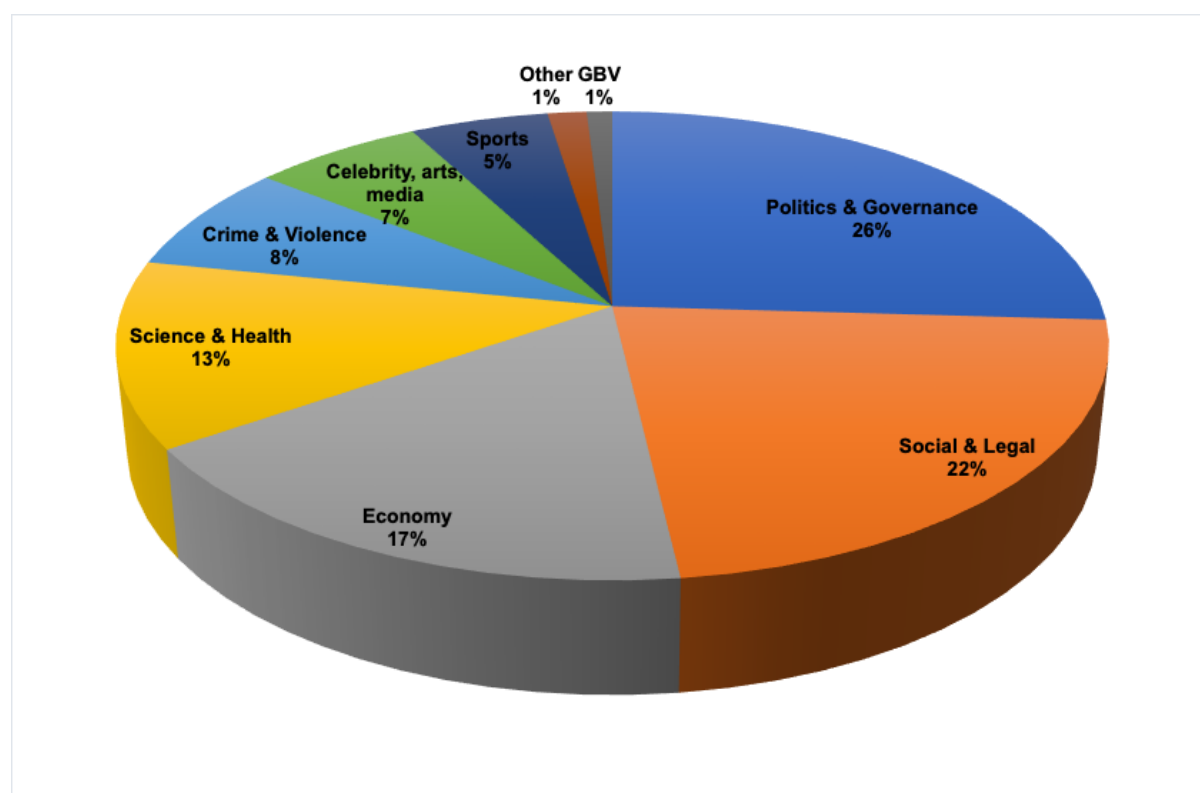
## REGIONAL CONTEXT – AFRICA

The Global Media Monitoring Project (GMMP) 2025 research on gender in the news was conducted on 6 May 2025 across 20 countries in sub-Saharan Africa. The monitoring captured news content across print, radio, television, and internet-based platforms, providing a snapshot of the regional news agenda on the monitoring day.

Across all media platforms, the news agenda was dominated by “hard news” topics, primarily within three broad categories: Politics and Governance, Economy, and Social and Legal issues. This distribution was largely consistent across legacy media and digital platforms. However, internet-based news demonstrated an even stronger emphasis on Politics and Governance compared to print, radio, and television.

Of the nine news categories monitored, Politics and Governance accounted for the largest share of coverage, representing 36% of all news stories online. This concentration highlights the continued dominance of political content in the regional news agenda.

**Fig 1. Overall distribution of issues in the news**



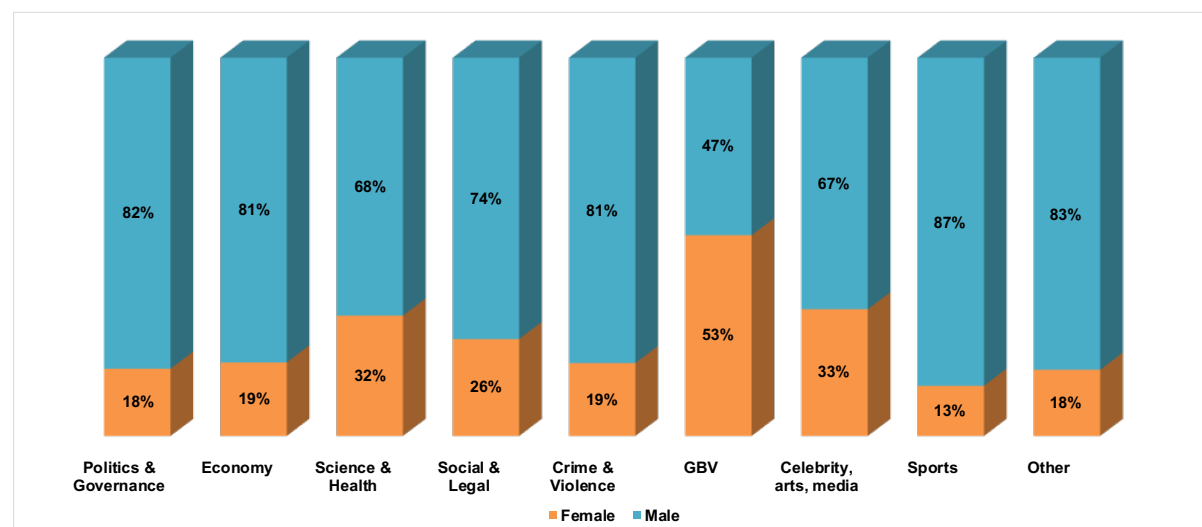
### Gender Representation in the News

Women constitute 23% of all people who are seen, heard, or spoken about in the news in Africa, falling below the global average of 26% in 2025. This indicates a gender gap in news representation across the region.

The only news topic in which women outnumber men as news sources is gender-based violence (GBV), where women account for 53% of those featured. While this reflects women’s centrality as subjects of GBV reporting, it also underscores a pattern in which women’s visibility in the news is closely linked to experiences of victimisation rather than authority or expertise.

Women are also more visible in news stories categorised as “softer beats,” particularly Science and Health, as well as Celebrity, Arts, and Media. In contrast, women remain significantly underrepresented in hard news areas such as politics, economics, and security, where news agendas are more closely associated with power, decision-making, and influence.

**Fig 2. Source distribution by topic**



### Occupation of people represented in the news

The occupational distribution of news subjects reflects whose voices and perspectives dominate the news agenda. In 2025, the most visible occupational groups in the news are politicians or members of Parliament (25%) and government employees, public servants, and spokespersons (20%). These are positions associated with decision-making and institutional power. Within these highly visible categories, women are underrepresented, constituting only 17% of politicians and 23% of government employees appearing in the news.

Women’s visibility in the news is concentrated in occupational categories that are either marginal to the news agenda or reinforce traditional gender roles. Women account for 61% of news subjects identified as homemakers or parents, compared to 39% of men, despite this category representing only 1% of all people featured in the news. Women also make up a higher proportion of news subjects among students, pupils, and schoolchildren (54%), a group that receives limited overall coverage. Near parity is observed in categories such as celebrities, artists, actors, writers, singers, health workers, and villagers or residents, although these groups are not among the most frequently featured in news content.

In contrast, women are least visible in occupational groups linked to authority, security, and moral leadership. Only 5% of news subjects identified as police or military personnel are women, and women similarly account for just 5% of religious figures appearing in the news. Women’s representation in science and technology professions also remains low, reflecting persistent gender gaps in the visibility of women in sectors central to innovation and development.

**Fig 3. Highlights of occupations featured in the news**

| Most visible people in the news                   |    | Most visible women in the news                           |    | Least visible women in the news     |    |
|---|----|--|----|-------------------------------------|----|
|   | %  |  | %  |                                     | %  |
| Politician/ member of parliament,                 | 25 | Homemaker/parent   | 61 | Police/ military etc                | 5  |
| Government employee, public servant, spokesperson | 20 | Student/pupil/schoolchild                                | 54 | Religious figure                    | 5  |
|   |    | Celebrity, artist, actor, writer, singer, TV personality | 50 | Science and technology professional | 11 |

### Key Trends

- News content continues to be dominated by men, who are more likely to appear as authoritative sources and thus shape the news agenda.
- Women's presence in the news is most pronounced in caregiving and domestic roles, reinforcing gender stereotypes, despite these roles accounting for a very small share of overall news subjects.
- Women are least visible in security-related occupations and as religious leaders, underscoring structural barriers to women's participation and recognition in positions of power and influence.

### Gender lens of stories by sex of reporter

Women journalists in African news are fewer than men regardless of the platform. Online media however has the most worrying trend as women reporters make up the lowest numbers at just 20% of reporters.

Across the categories monitored however, women reporters in African news are more likely than male reporters to feature women as news subjects. For example, in Politics and Governance, stories reported by women feature women as news subjects in 32% of cases, compared to 25% when the reporter is male. A similar pattern is evident in Sports, where women reporters include women as news subjects in 41% of stories, compared to 20% in stories reported by men.

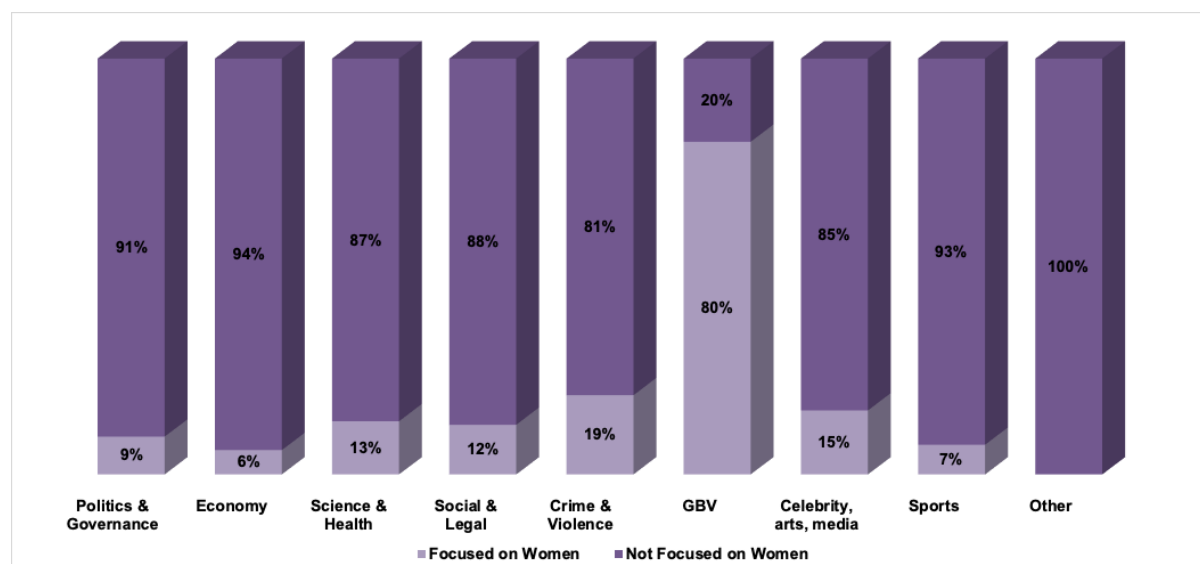
Despite this difference, men continue to dominate as news subjects regardless of the sex of the reporter. Even when women report on Politics and Governance, men still account for the majority of news subjects (68%). This suggests that the presence of women journalists alone does not substantially change sourcing patterns which are predominantly male.

An exception to this pattern is observed in coverage of Gender-Based Violence (GBV). In this category, women constitute the majority of news subjects irrespective of the reporter's sex: 56% when the reporter is female and 55% when the reporter is male. While this reflects women's centrality in GBV reporting, it also reinforces women's presence in the news in contexts of victimisation rather than leadership, expertise, or decision-making.

## Gender stereotypes in news reporting

Stories that focus specifically on women remain limited, accounting for just 11% of all news coverage. Where women-focused stories do appear, they are most prevalent in reporting on Gender-Based Violence (GBV), where women are central as subjects.

**Fig 4. Distribution of stories that focused on women within specific issues**



GBV stories are also the least likely to contain gender stereotypes, with only 1% reinforcing stereotypical portrayals. Notably, these stories challenge gender stereotypes in 46% of cases. This contrasts sharply with other news categories, where stereotypical representations are more common. Gender stereotypes are present in 27% of Politics and Government stories, 24% of Social and Legal stories, and 17% of Economy-related coverage.

Despite these variations across topics, African news content continues to reproduce gendered assumptions, particularly through references to women's family roles. Women's family status is mentioned in 8% of news stories, compared to just 2% for men, reinforcing traditional gender norms and expectations.

## Reporting on Gender-Based Violence

In coverage of Gender-Based Violence (GBV), forms of violence occurring in intimate or private spaces are more likely to be framed through gender stereotypes. Stories reported in legacy media show gender stereotypes in 67% of cases, while 50% of online GBV stories reflect stereotypical portrayals. This contrasts sharply with reporting on intimate partner violence against men and gender-diverse persons, where all monitored stories (100%) contain gender stereotypes.

Conversely, GBV that occurs in more visible public or digital spaces is less likely to be reported through a stereotypical lens. No gender stereotypes were identified in stories on sexual harassment or technology-facilitated GBV. These patterns suggest that newsroom narratives continue to rely on traditional gender norms when reporting on violence in private spaces, while emerging and publicly visible forms of GBV are more likely to be framed in ways that avoid stereotypical assumptions.

## **Conclusion**

Monitoring of the news in Africa on the monitoring day shows a persistence of gender gaps in news representation particularly in hard news. Women's voices, experiences and expertise continues to play a limited role in shaping public discourse. Women's visibility remains concentrated in stereotypical roles and narratives of victimisation, rather than in positions of authority. Transforming these patterns requires deliberate and sustained action by news organisations, media regulators, journalism training institutions, and policy actors. Deliberate news room policies and investment in gender-sensitive journalism is necessary to translate commitments to practice.

## National Context

According to Tanzania Human Development Report of 2018, women continue to be underrepresented in six important decision-making positions constituting; 37% of parliamentary seats in Tanzania, 19% Women in cabinet, 13% of Women Regional Commissioners, 29% of all Women District Commissioners and 34% of Councilors, 8% of CEOs.

According to East African Commission Gender Policy, Percentage of Women and Men in Top Decision-Making Positions is 21.7% in the Cabinet, 30% in Parastatal leadership, 39.1% in Public Service and 41.0% in Judiciary[ East African Community Gender Policy, May 2018]. In Tanzania, culturally and socially a man is the head of the family and men generally occupy almost all decision-making positions, social ills like gender-based violence, sexual harassment and many more social injustices continue to haunt women in the country and prevent them from attaining high positions in politics and business.

According to the history information, Tanzania took part in all GMMP's (1995, 2005, 2010, 2015, 2020, 2025). The imbalances in gender are reflected in work place issues and editorial content. Men dominate the ownership of media houses and the content of news; according to the Global Media Monitoring Project (GMMP) 2025, women constituted **43%** of sources from the monitored media outlets compared to **37%** Female sources in 2020. When women are in the news, they are often presented as victims. Moreover, the idea that "sex sells" has reduced women to be primarily perceived as sex objects causing increased vulnerability in a society where and socialization, tradition and organizational culture contribute to sexual going unreported.

In Tanzania, according to Gender and Media Progress Study (GMPS) 2015, women constitute 22% of sources of information in the media. The research conducted by Gender Links, A southern Africa NGO, states that gender equality is not given top priority in Tanzania media.[ SADC Gender Protocol 2018 Gender Barometer Report Book By Gender Links.]

The 2015 report by the Gender and Media in Southern Africa –Tanzania Chapter (GEMSAT) under IPDC Project supported by the UNESCO -Tanzania entitled: 'Community Media Coverage of Women and Men in News and Current Affairs' shows that women constitute only 22% of sources of information for news and current affairs of community media in Tanzania, compared to 68% of men.

Notwithstanding, the Gender and Media Audience Study –GMAS (2006) showed that 43% of women and 57% of men would like to see women portrayed in a more diverse range of roles.[ Whose News, whose views (Gender Links Published Report-2017).] They said the news would be more interesting if women stories were carries in a greater diversity of roles. Women and men identified four of the same roles they would like to see women represented in more often: professional roles, business, leadership and public life.

There is therefore a great need to devise strategies and systems to ensure that the different concerns, experiences and capacities of women and men fundamentally shape the way media plans, implements and evaluate all its programmes.

This policy is to encourage and promote the development and implementation of policies and procedures that will lead to the creation of traditional and digital media workplaces where employees respect one another's integrity, dignity, privacy and their right to equity in the workplaces, free of sexual harassment.

[https://hdr.undp.org/sites/default/files/2025\\_HDR/HDR25\\_Statistical\\_Annex\\_GII\\_Table.pdf](https://hdr.undp.org/sites/default/files/2025_HDR/HDR25_Statistical_Annex_GII_Table.pdf)  
<https://www.un.org/womenwatch/daw/country/national/natplans.htm>

## EXECUTIVE SUMMARY

The **2025 Global Media Monitoring Project (GMMP)**, coordinated by the **World Association for Christian Communication (WACC)**, was conducted in Tanzania as part of a worldwide study on gender representation in news media. This seventh edition of the GMMP, held on **6 May 2025**, marked 30 years since the project's inception. The research revealed that despite technological shifts and the rise of digital platforms, **gender equality in media coverage remains stagnant**, with women continuing to be underrepresented as news subjects and sources. Globally, only about **26% of news stories feature women**, and Tanzania's findings reflected similar patterns of limited visibility and persistent stereotypes. The GMMP in Tanzania involved local volunteers, researchers, and media practitioners who monitored news content across print, broadcast, and online outlets. Their work contributed to the broader global dataset, which underscores the urgent need for **media reform and advocacy to ensure fairer representation of women and marginalized voices**.

**Below are the key points during 2025 GMMP in Tanzania:**

- **Largest global study on gender in media:** GMMP is the world's longest-running and most extensive research project on gender in news.
- **Conducted every five years since 1995:** The 2025 edition was the seventh cycle, involving participants from over 100 countries, including Tanzania.
- **Findings in Tanzania:** Women remain significantly underrepresented in news coverage, echoing global trends of invisibility and stereotyping.
- **Advocacy role:** GMMP is not only research but also an **advocacy initiative**, pushing for gender-sensitive journalism and equitable representation.
- **Global impact:** The Tanzanian contribution feeds into a worldwide dataset that informs policy, media training, and campaigns for gender equality in communication.



## A DAY IN THE NEWS IN TANZANIA

The monitoring instructions were generally clear and provided a solid foundation for understanding the coding process. However, a few sections could benefit from more detailed examples to illustrate complex scenarios.

The coding system was relatively user-friendly. The interface was intuitive, and the categorization of codes made it straightforward to apply the appropriate labels.

The issues coded in GMMP 2025 remain highly relevant to gender and media concerns in Tanzania. Key topics such as representation, gender bias, and violence against women in media echo ongoing societal challenges. Despite progress made since Beijing, these issues continue to shape public discourse and influence media practices.

*May 6, 2025, most of news coverage on that day covered an event that occurred on 5<sup>th</sup> of May which involved the Tanzania President Dr. Samia Suluhu Hassan to present awards to media reporters who were competing on the Awards of various categories. The event occurred in the evening of 5<sup>th</sup> May up to midnight. Therefore, most of the news covered during morning on 6<sup>th</sup> May, 2025 front line almost all covered that event.*

All in all, main news on the day of monitoring is almost mentioned various affairs involved on the evening of Award to Media Reporters, and the event called **'Mama Samia Kalamu Award.'**

The guidelines for qualitative analysis were generally clear and provided a solid framework for conducting the analysis. However, some sections could have benefited from further detail, particularly regarding data interpretation.

Training Sessions: We conducted training sessions to ensure all team members have a unified understanding of the qualitative guidelines.

Clarify Key Themes: We provided clearer definitions and examples for key themes to minimize interpretation differences.

Regular Check-Ins: We implemented regular check-ins during the analysis process to discuss findings and address any inconsistencies.

Some of the monitored and non monitored media outlets, we are planning to collaborate with them and will share the compiled data with them and will include media both digital and traditional and will earmark to inform policymakers about the current state of gender representation in media, advocating for policies that promote equitable representation and address biases.

Plan is to develop campaigns based on the findings to raise awareness among the general public about gender issues in media, encouraging critical consumption of media content.

Also to organize training sessions for media professionals using the results to highlights areas for improvement in gender sensitivity and representation in the published and aired work/news in different media outlets.

Engagement with other organizations, NGOs, and media outlets to foster partnerships aimed at promoting gender equity in media, using GMMP findings as a basis for collaborative initiatives.

Establishment of a framework for ongoing monitoring of media practices, using GMMP 2025 data as a benchmark for progress and areas needing attention.

By implementing these strategies, we are aiming to create a more equitable media landscape that reflects the diversity of our society.

Tanzania Team is ready to work on GMMP, and we are requesting for preparations engagement to be done earlier that will also build Monitors to overcome any emerging challenges. We are appreciating the whole process since we started to communicate. Thank you, for involving us Tanzanians in this great process.

## THE CONTEXT

In the last Eight (8) years, since the former president of the United Republic of Tanzania, Late Dr. John Pombe Maghufuli, assented to the Media Services Act (2016), the situation in the Media landscape in Tanzania has found itself in on and off state.

The situation has been caused by the enactment of what appears to be draconian communication and media policies, laws and regulations, which contradicts the Constitutional promise that every member of the society, “has a right to be informed at all times of various important events of life and activities of the people and also of issues of importance to the society”. This predicament stems from the discretionary and arbitrary use of power by government officials and agencies.

This trend started at wake of the establishment of the Tanzania Communication Regulation Authority Act 2003 (TCRA). This was followed by the Cyber Crimes and the Statistics Acts enacted in 2015. Sequentially, the regulations that go with the said laws, over and above the enactment of laws that regulate broadcast and postal services and related media communication activities were released.

The current media regulations require journalists to have diploma as the minimum qualification. This requirement, even though in order, does not take into consideration the hands-on experience of the majority a big segment of media practitioners in the country. Therefore, puts at risk employment of about three quarter ( $\frac{3}{4}$ ) of the media workforce and journalistic profession. The risks of media owners' businesses being thrown to shambles notwithstanding. In 2017 new print media regulations were released requiring all media houses and avenues to be registered on annual basis. This resulted in non-compliance from different reasons, including failure to meet the set criteria, lack of fees required, and in some cases unclear reasons by the registrar. The broadcast and on-line media regulations released in the same year – 2017, demanded all online blogs and forums to be registered after paying an exorbitant \$900 (equivalent to Tzs. 2,079,000), as a registration fee, resulting in many online media failing to meet the costs and they are now out of operations. The Tanzania Communication Regulatory Authority's (TCRA) own documentation indicate that many regions are now having no online media and blogs as their owners failed to run due to various factors including failure to pay such 2 exaggerated stated fees.

All in all during 2025 GMMP Tanzania monitored a total of **Three (3)** print media; **Three (3)** Television; **One (1)** Radios & **Two (2)** Internet as follows :

### **A. PRINT:**

Daily News  
Upendo  
Nipashe

### **B. TELEVISION:**

Channel Ten  
Independent Television (ITV)

East Africa TV

### C.RADIO:

Crown Radio

### D.INTERNET:

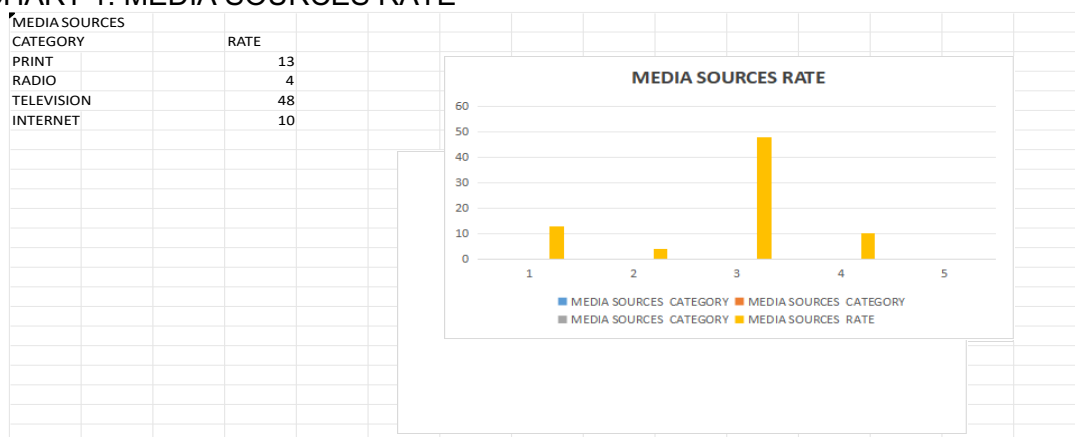
The Chanzo

Manara Online

All these work have been done by Three (3) monitors; All were male under the supervision of Dr. Gladness Hemedi Munuo. These were Raphael Francis(M); Daniel Nyaka (M); & Sylvester Jeremiah (M)

## TOPICS IN THE NEWS

CHART 1: MEDIA SOURCES RATE



This chart Above shows the rate of sources, which media outlets used News source/s properly, by sex, by profession or by observations.

## NEWS SUBJECTS AND SOURCES

CHART 2: SUMMARY OF NEWS SUBJECTS BY SEX

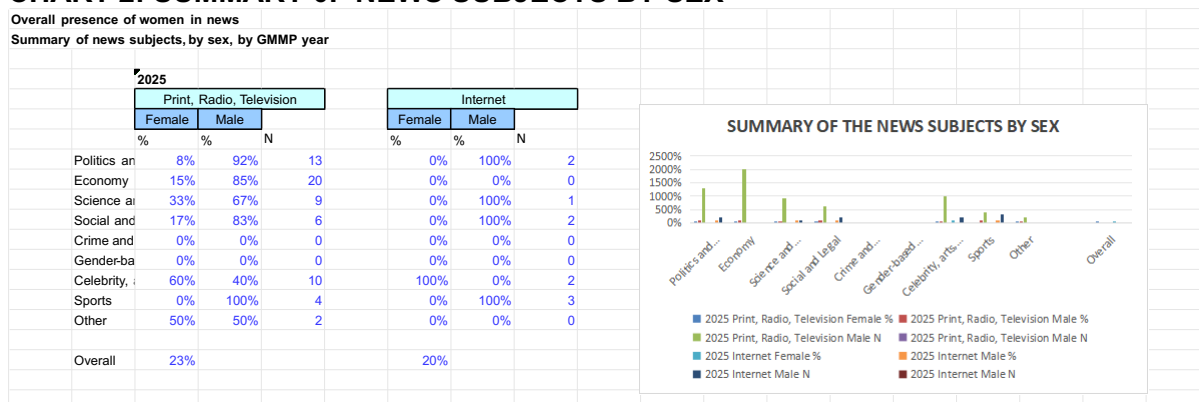
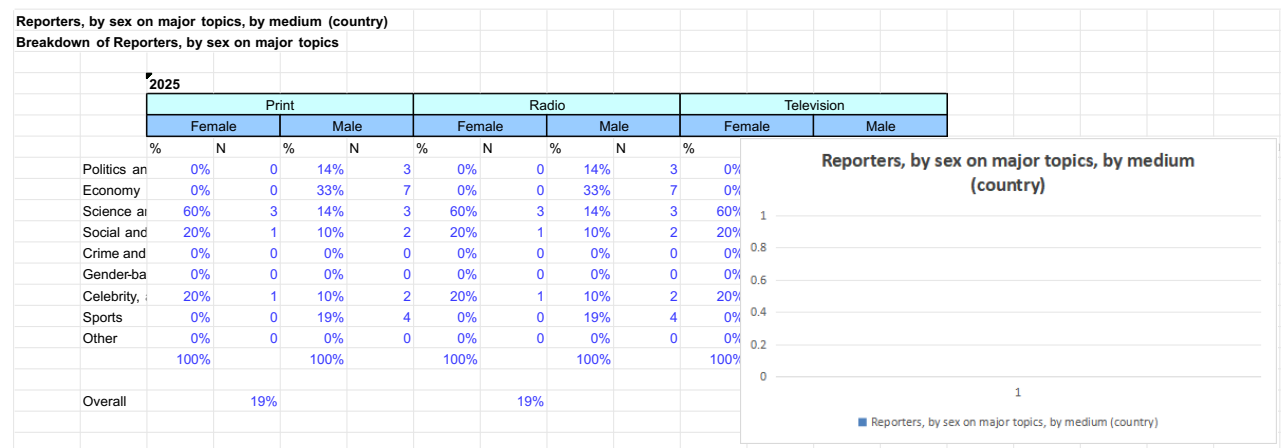


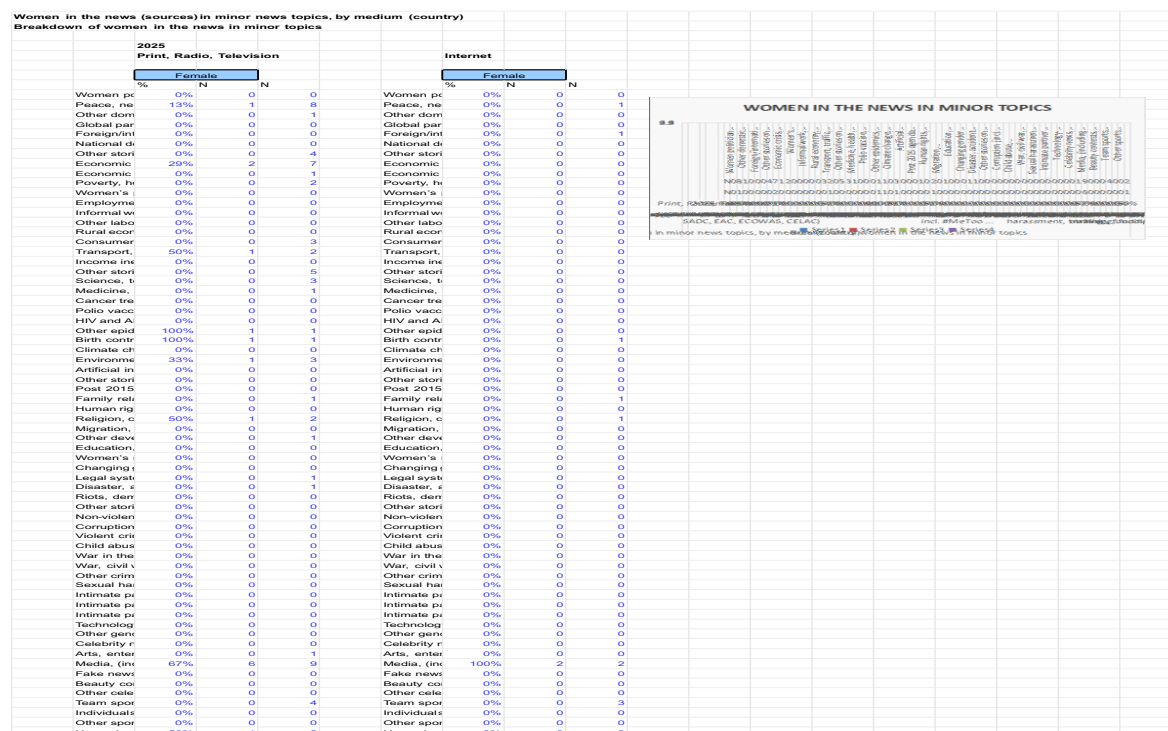
Chart No.2 explains the overall presence of women in news Broadcasted, Aired and Published on 6<sup>th</sup> May, 2025 showed 43%. This rate represents all media in Tanzania being it traditional, digital and non-traditional as well.

## CHART 3: BREAKDOWN OF WOMEN IN THE NEWS IN MAJOR TOPICS



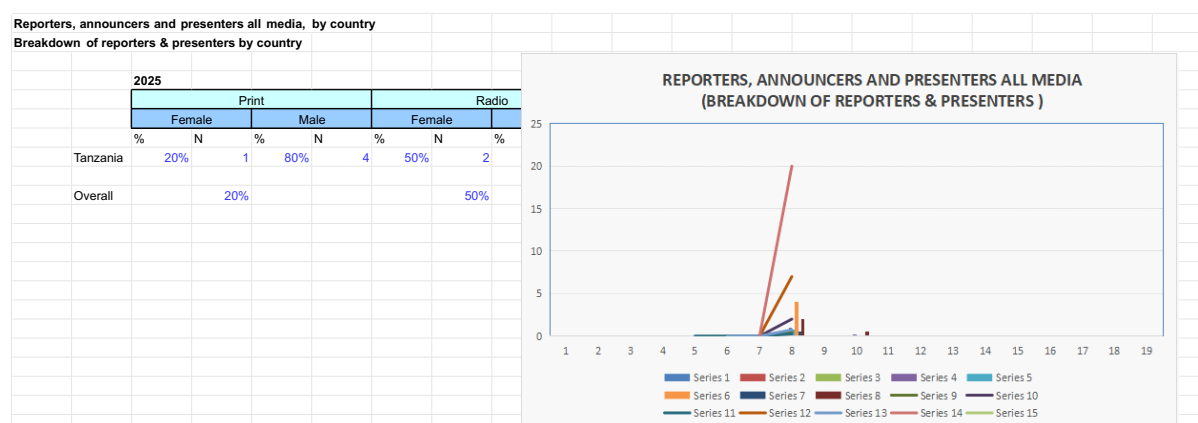
**Chart 3**, it summarised Women in the News in major news topics by medium in the media outlets in Tanzania, whereby some selected and monitored news outlets represented others. All in all, Celebrity category showed more % of women sources i.e 60% in Print, Radio and Television whereby 100% in the Internet. Less representation shown in the Politics whereby in /radio, Print and Television shown as 8% only.

## CHART 4: BREAKDOWN OF WOMEN IN TH NEWS IN MINOR TOPICS



**Chart 4.** shows Women in the news (sources) in minor news topics in Tanzania, whereby topics such as religious was 60%, Media in Radio, Print and Television portrayal of the women is 67%.

## JOURNALISTS AND REPORTERS

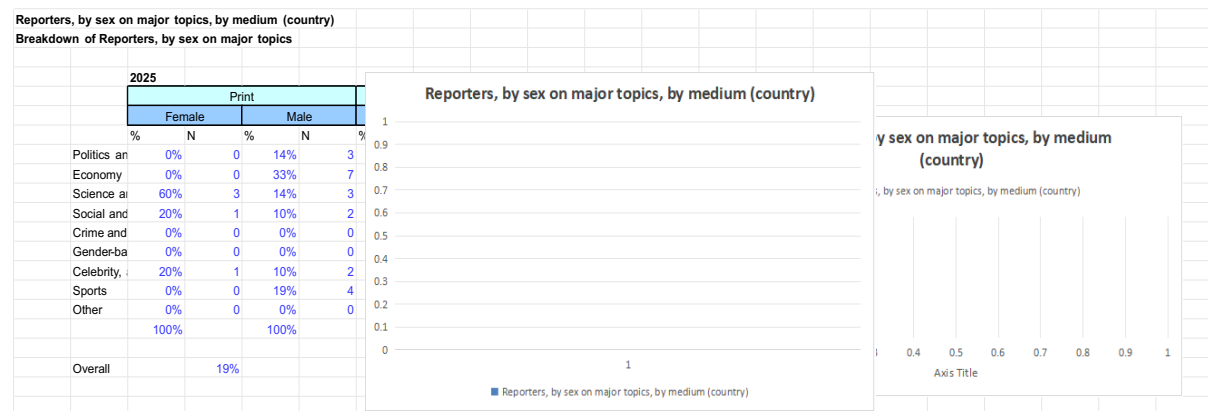


KEY:

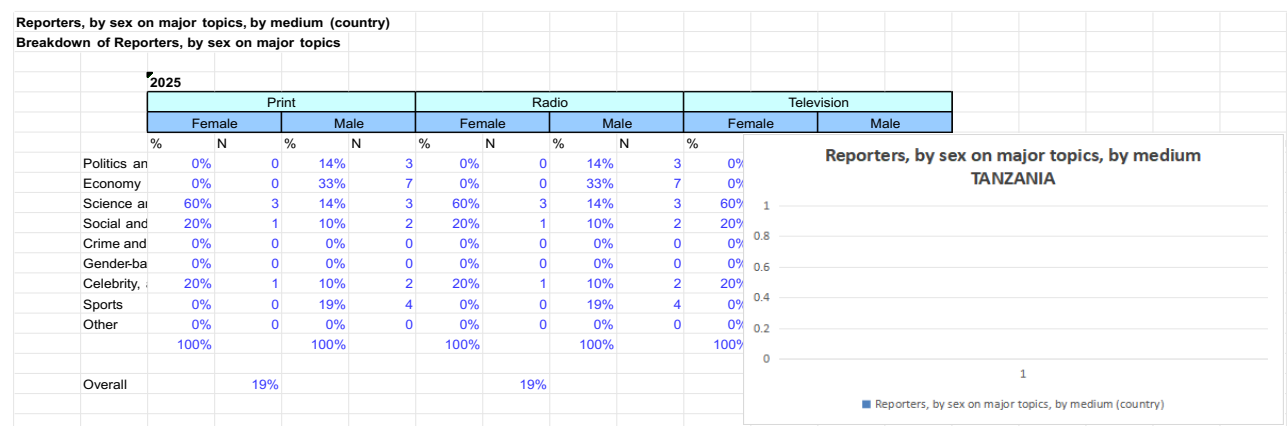
1. Print: i.Female-20%  
ii.Male - 80%

2. Radio: i.Female - 50%  
ii. Male - 50%

3. Television: **i. Female - 25%**  
**ii. Male - 74%**

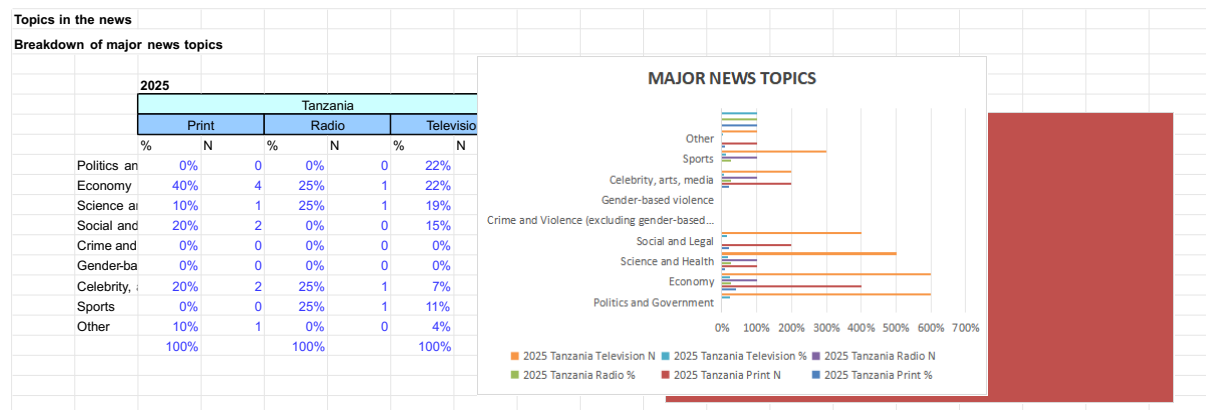


## CHART 5: REPORTERS BY SEX ON MAJOR TOPICS



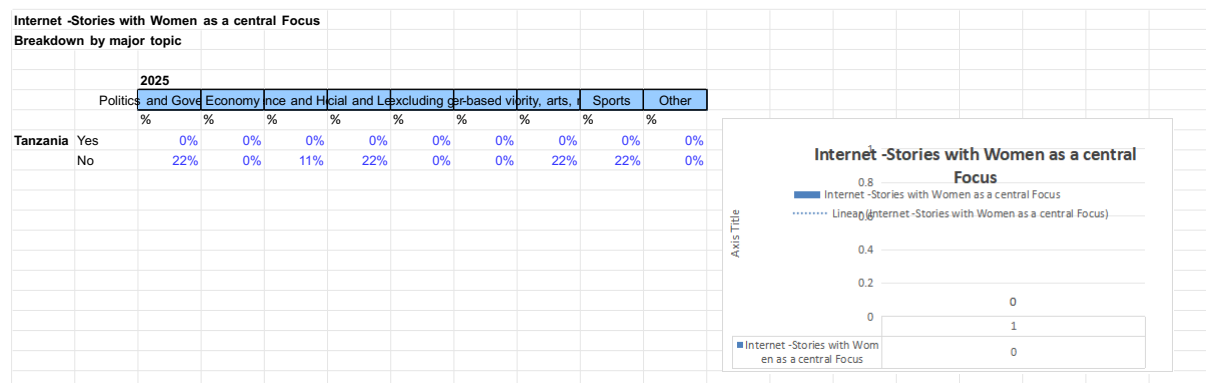
**Chart 5** above shows the Reporters, by sex on major topics in Tanzania. Such as Science & Health 60% reported by female and 14% by male. Economy news shows that 33% covered by male reporters and 0% by female. Sports female reporters was 0% and 19% male reporters.

## CHART 6: MAJOR NEWS TOPICS



**Chart 6** above analyse major topics that were covered. These were Politics & Government, Economy, Science and Health, Social & Legal, Crime and Violence, Gender Based Violence, Celebrity, Arts and Media and Sports.

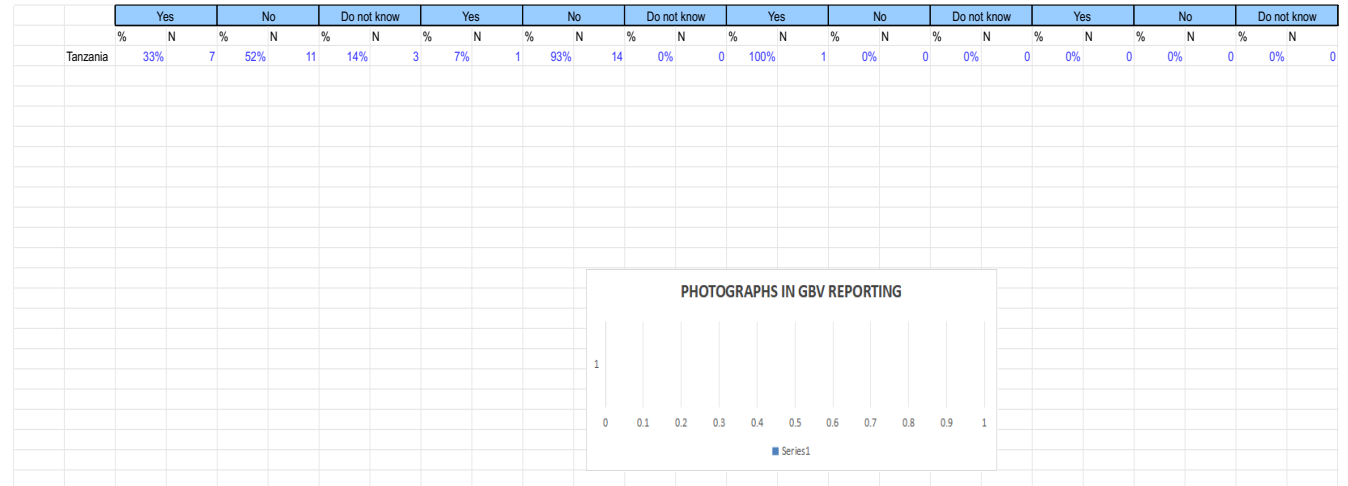
## JOURNALISTIC PRACTICE: ON WOMEN'S CENTRALITY, GENDER STEREOTYPES AND RIGHTS-BASED REPORTING



**Chart 7** above, shown Internet Stories with women as central focus whereby in all the categories (Political and Government; Economy; Science and Health; Social and Legal; Gender Based Violence and Sports) female rate was 0% while male was 11% up to 22% in some categories.

## FOCUS ON GENDER BASED VIOLENCE

**CHART 8: PHOTOGRAPH-FOCUS ON GENDER BASED VIOLENCE**



**Chart 8**, it explains how the photographs published and aired in Television looked a like to expose GBV issues. Whereby female was 33% and male was 7%.



## **CASE STUDIES**

**Name of article/story: Samia Kalamu Award attracts many Media Reporters.**

**Type of media: Print**

**Name of Publication: Daily News (First (1) Page )**

**Date: 6th May, 2025.**

**Country: Tanzania.**

**Topic: Gender Balance.**

**Skills: Nature of this story, the story covered about the media event whereby reporters who compete in various categories from Agriculture, Sports, Education, Health etc. The most interesting is for the Award being awarded by the responsible Ministries.**

**For the first time the Award by the media issued by the Government Ministries and being observed by the President of the Country the event took its own phase as It is very rare, therefore it was given more weight.**

**Genre: It is the learning and entertainment news but with more interest because women and men media reporters compete and won almost half by half.**

**Sources: The story has so many sources including Ministers from different Ministries, observers and winners themselves.**

**Language: Simple language for anyone to understand used by the reporter.**

**Conclusion: The story covered well all program operated during the event.**

## **SUMMARY AND CONCLUSIONS**

GMMP in Tanzania we are practicing this exercise for the fifth times (5<sup>th</sup>). The good thing this exercise in each time or phase there are improvements in conducting this work. In 2005 up to 2015 the year I started to Coordinate here in Tanzania, this Exercise was purely in manual work.

In 2020 and this year 2025 due to improvement in Technology, this work became more easier and simplified more compared to former years.

Therefore, even this 2025 GMMP whole exercise was also simplified with the technology even in collection of the Artefacts etc.

In brief, The imbalances in gender are reflected in work place issues and editorial content. Men dominate the ownership of media houses and the content of news; according to the Global Media Monitoring Project (GMMP) 2025, women constituted 43% of sources from the monitored media outlets compared to 37% Female sources in 2020. When women are in the news, they are often presented as victims. Moreover, the idea that “sex sells” has reduced women to be primarily perceived as sex objects causing increased vulnerability in a society where and socialization, tradition and organizational culture contribute to sexual going unreported.

Tanzania Team we always ready to work on this project, and we are requesting for preparations engagement to be done earlier that will also build Monitors to overcome any emerging challenges.

Also, we are appreciating the whole process since we started with communications. Thank you, for involving us Tanzanians in this great process. Thank you so much, let's work together in any forum.

Lastly, this work is to encourage and promote the development and implementation of various implementation of policies and procedures that will lead to the creation of traditional and digital media workplaces where employees respect one another's integrity, dignity, privacy and their right to equity in the workplaces, free of sexual harassment.

Thank you so much Global Team from WACC and all corners of this world. I also thank you my Tanzanian Team for make sure that this work completed well.

## RECOMMENDATIONS AND ACTION PLAN 2026-2030

### **Suggestions for the Future:**

Enhance Examples: Include more comprehensive examples in the monitoring instructions to cover edge cases.

- Code Review Sessions: Implement regular review sessions to discuss any ambiguities or overlaps in codes.
- Feedback Mechanism: Establish a feedback mechanism for users to report issues and suggest improvements in real-time.

### **Suggestions for the Future:**

- Training Sessions: Conduct training sessions to ensure all team members have a unified understanding of the qualitative guidelines.
- Clarify Key Themes: Provide clearer definitions and examples for key themes to minimize interpretation differences.
- Regular Check-Ins: Implement regular check-ins during the analysis process to discuss findings and address any inconsistencies.

### **Policy Advocacy:**

Some of the monitored and non monitored media outlets, we are planning to collaborate with them and will share the compiled data with them and will include media both digital and traditional and will earmark to inform policymakers about the current state of gender representation in media, advocating for policies that promote equitable representation and address biases.

### **Public Awareness Campaigns:**

Develop campaigns based on the findings to raise awareness among the general public about gender issues in media, encouraging critical consumption of media content.

### **Training and Workshops:**

Organize training sessions for media professionals using the results to highlights areas for improvement in gender sensitivity and representation in the published and aired work/news in different media outlets.

### **Collaboration with Stakeholders:**

Engage with other organizations, NGOs, and media outlets to foster partnerships aimed at promoting gender equity in media, using GMMP findings as a basis for collaborative initiatives.

### **Monitoring and Evaluation:**

Establish a framework for ongoing monitoring of media practices, using GMMP 2025 data as a benchmark for progress and areas needing attention.

By implementing these strategies, we are aiming to create a more equitable media landscape that reflects the diversity of our society.

Yes, We are willing to be involved in additional follow-up work over the next five years. Engaging in ongoing initiatives is essential for promoting gender equity in media and ensuring that the insights gained from GMMP 2025 continue to drive meaningful change. I look forward to collaborating with others in this important effort.

# Annex 1. Methodology

## Methodology

Over a full 24-hour cycle, thousands of volunteers from the Pacific to the Caribbean monitored their news media, adding their countries' voices to this important pulse-check on gender representation in the news media. The seventh edition of the GMMP was marked by many firsts, highlighting the enhancements introduced to this study over the years. Marking a first for the GMMP, 2025 relied entirely on electronic data capture, with no handwritten forms used; coding sheets were submitted to the technical team either directly through the platform or using the spreadsheet version of the familiar coding template. This was also the first time that the majority of the online data capture was done by in-country teams, who were responsible for over 12,000 entries. Another first was the prominence of internet news items, which surpassed radio entries at the global level and in six of the eight regions, reflecting the ongoing shift toward digital news sources.

Despite these evolutions, the fundamental GMMP methodology has remained consistent over the decades, preserving the comparability of findings across survey rounds.

### How the monitoring took place

The GMMP monitoring day brought together a vast global network of volunteers, all committed to answering the question, *how is gender portrayed on an ordinary news day?* The GMMP country networks, ranging from university research teams to media advocacy groups, brought with them deep expertise in local media ecosystems, ensuring that the data captured was contextually grounded, accurately capturing the nuances of news coverage across the world. In some regions, collaboration crossed borders; teams in Latin America and Asia supported neighbouring countries with data entry, ensuring that knowledge and effort were shared wherever needed.

In the lead-up to the monitoring day, the WACC team and regional coordinators ran a series of training sessions on the GMMP methodology. Country teams received refresher training on the sampling methodology and monitoring procedures, along with an introduction to the updated topic breakdowns. Teams had a choice of two monitoring options: full monitoring, which provided a detailed view of gender representation across news media, or short monitoring, which captured only the key GMMP indicators.

The training sessions also covered the use of the GMMP's custom data capture platform, which has been used since 2015. Available in English, French, and Spanish, the platform serves as the central system for consolidating responses from country teams after the monitoring day. On the monitoring day itself, teams carry out the initial data capture offline, as discussion and reflection are a key part of the monitoring process. These collaborative sessions allow teams to review findings, compare interpretations and ensure consistency. To maintain accuracy, radio and television bulletins were recorded, and copies of digital and print media were collected for reference.

The GMMP questions capture quantitative data on four key dimensions of each news item: i) About the story: the topic, story placement and scope; ii) About the people in the story - subjects and sources; iii) About the news personnel - announcers, presenters and reporters - in the story; and, iv) The quality of the story from a gender perspectives -gender stereotypes, women's centrality, rights- and gender equality angles. Country teams can also include up to three additional questions about the people in the story, to explore concerns of specific national interest. Additionally, teams provide

qualitative context to aid interpretation, describing the news agenda on the monitoring day, their reasons for selecting particular media outlets, and key features of their national media system. Teams also conduct a structured qualitative analysis following the GMMP's standard framework, complementing the quantitative data with insights that help explain patterns and trends in gender representation in the media.

While teams were not limited in the number of outlets they could monitor, guidance was provided on the recommended minimum through the GMMP media bands chart. The media bands system, first introduced in 2005, was designed to promote a more balanced distribution of data and to provide each country with guidance on the minimum number of media outlets to monitor. The bands were determined by the overall number of each type of media in each country. Over the years, desktop research has formed the basis for compiling these numbers, which were then validated with country teams. For this edition, many of the media research databases previously relied upon were outdated, prompting us to turn inward and draw on historical GMMP databases as a reference for nationally relevant outlets. This list was reviewed and confirmed by country and regional coordinators.

In several countries, the number of media outlets relevant to this study has declined since 2020, reflecting shifts in the media landscape. Subsequently, the number of media bands was reduced; for instance, broadcast media bands were scaled down from five to three. For internet news, countries were ranked according to internet usage rates published by the International Telecommunication Union (ITU) and grouped into corresponding media bands.

## **Conclusion**

From classrooms and offices to shared virtual spaces, the GMMP network turned a single ordinary news day into a globally representative snapshot of gender in the media. This achievement would not have been possible without the dedication of thousands of volunteers, whose careful and diligent monitoring of media outlets worldwide sustains this important tradition of media monitoring.

## **References**

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## **Annex 2. List of Monitors**

**The following is the List of Names of Monitors for the GMMP 2025:**

- |                                    |   |             |
|------------------------------------|---|-------------|
| 1. Dr. Gladness Hemedi Munuo (PhD) | - | Coordinator |
| 2. Mr.Raphael Francis Kamugisha    | - | Monitor     |
| 3. Mr.Daniel Nyaka                 | - | Monitor     |
| 4. Sylvester Jeremiah              | - | Monitor     |



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