



# PELUM TANZANIA



## MEDIA BRIEF

### PELUM Tanzania Media Engagement in 2017

The news media, commonly recognized as the fourth estate wields significant influence on society especially in shaping policy and legal frameworks. Cognizant of this fact, PELUM Tanzania has embraced media practitioners as significant partners in public awareness creation, advocacy and provoking debates on various issues related to the core business of promoting ecological agriculture.

PELUM Tanzania media engagement in 2017 aimed at: communicating ecological agriculture messages to a large number of people, provoking discussions on issues related to smallholder farmers' right to seeds and land, and promoting organization's vision, mission and objectives. To achieve this, PELUM Tanzania involved radio, newspapers, and social media as detailed hereunder.

Radio Engagement: Six (6) interactive radio programs were broadcasted, on four community radios; the four consecutive programs lasted an hour each. All these programs were broadcasted live, various topics were presented and the audience was given chance to contribute via calling and text messages and online means. The panel also took time to respond to the questions from the listeners. The topics covered included the importance of land use plans, Women Land Rights, Land Conflicts, and Land Rights in general. The community



PELUM Tanzania media engagement

radios used were: Country FM and Furaha FM in Iringa, Radio Mwangaza in Dodoma, and Abood Radio in Morogoro. The total audience reached by these four radios is 13,919,000.

Newspapers Engagement: Twelve (12) articles on PELUM

of land use plans in agriculture development, land conflicts, land rights, women land rights, and farmer managed seeds.

Apart from the twelve articles, the organization managed to track articles related to ecological agriculture and smallholder

Tanzania Land and Seed rights engagement were published in nine Newspapers namely: Mwananchi, Nipashe, Majira, Mtanzania, Habari Leo, Jambo Leo, Tanzanite, The Guardian, and Tanzania Daima. Specifically, the articles were centred on importance



PELUM Tanzania and MOs staff on a radio program

farmers' livelihoods published by daily Tanzanian newspapers. In this regard, 156 newspaper cuttings were collected and filed for learning purposes. The main headlines of these cuttings were on: Government efforts in reducing land conflicts, sources of land conflicts, land conflicts management, land conflicts between farmers and livestock keepers, advantages of Certificate of Customary Right of Occupancy, challenges facing women land ownership, and seed industry in Tanzania.

**Social Media Engagement:** Social media is one of the fast-growing tools of communication used by the young generations and with the fast expanding mobile phone communications in Tanzania, even some of the smallholder farmers in villages access Facebook and WhatsApp. In recognizing the power of social media, in 2017 PELUM Tanzania opened, maintained and operated its Facebook page,



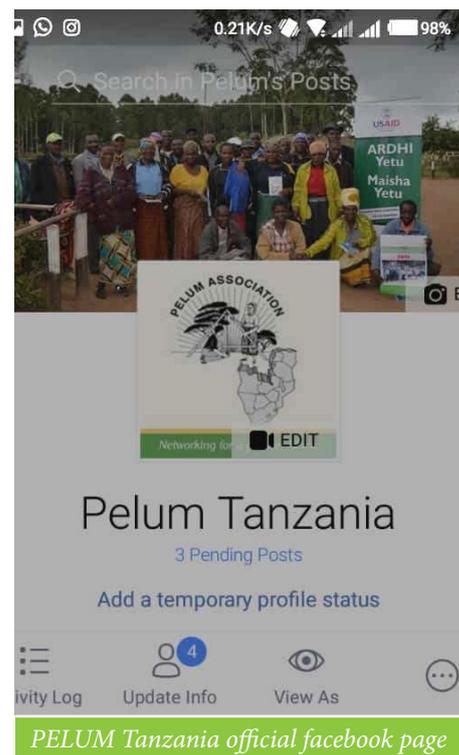
Twitter and Instagram Accounts. The number of followers in PELUM Tanzania social media was: Facebook 698, Instagram 144, and Twitter 26.

There were 25 posts on Facebook, and 13 posts on Instagram and twitter. Fourteen (14) out of 25 Facebook posts were shared by our followers onto their Facebook Pages/Accounts. Likewise, PELUM Tanzania also shared on its Facebook Page five (5) posts related to its core business from two sources namely Swahili Times, and ITV Our followers liked and commented on the posts.

The posts included still pictures with captions, ecological agriculture and smallholder farmers' livelihoods stories from the field, relevant newspaper cuttings and video clips all communicating PELUM Tanzania core business, activities, achievements and challenges. The number of likes in all the three social Medias was 401 with

47 comments. By average, a post on Facebook had likes ranging from seven (7) to eighteen (18) while comments ranged from three (3) to eight (8). The highest number of likes in a post was 71 and the post was on smallholder farmers' seed rights.

Apart from the use of PELUM Tanzania social Medias, six (6) blogs posted PELUM Tanzania stories related to land and seed rights. The blogs were: Maelezo (owned by government), Fullshangwe, Issamichuzi, Iringa-yetu, Matukiodaima, and Robertokanda. In total there were 44 likes on these articles while 10 people shared our links from these blogs. One of our stories posted in these blogs was used by one community radio during their news hours.



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