



Tanzania Coastal Management Partnership

TCMP PRESS WORKSHOP PROCEEDINGS

**New Africa Hotel, Dar es Salaam
21st May, 1998**

Prepared by:

Tanzania Coastal Management Partnership Support Unit

Working Document: 5002 TCMP

A joint initiative between the National Environment Management Council,
the University of Rhode Island/Coastal Resources Center and the
United States for International Development

**Press Workshop
21st May 1998**

**Organized by TCMP in collaboration with:
NEMC, JET and GreenCOM**

Workshop Objectives:

1. Introducing TCMP to the members of the Press
2. Highlights on ICM issues at National, Regional and Global level.
3. Identify methods/mechanisms to interface/exchange information between the media and TCMP for effective public awareness.

Workshop Programme:

- 9:00 Opening
- 9:20 Introduction
- 9:40 Overview of ICM issues, at National, Regional and global level
- 10:05 Overview of TCMP
- 10:35 Tea
- 11:00 Defining the interaction activity
- 12:30 Closing and Follow-up
- 12:45 Lunch

TCMP PRESS WORKSHOP REPORT

1.0 BACKGROUND

The significance of the media in educating, sensitizing and influencing the public has long been realized. To TCMP, which is in its early stages in developing effective Integrated Coastal Management (ICM) in Tanzania, the role of the media cannot be more emphasized. This is more so due to the fact that public awareness on coastal and marine environmental conservation in Tanzania is inadequate.

To initiate collaborative partnership with the media, TCMP in conjunction with the Journalists Environmental Association of Tanzania (JET), NEMC and GreenCom Tanzania Chapter, organized a half day Press Workshop that attracted senior members of the press from various media institutions as well as reputable freelance environmental journalists.

2.0 WORKSHOP OBJECTIVES

The Workshop Objectives were:

- 2.1 To introduce TCMP to the members of the press.
- 2.2 To highlight on ICM issues at National, Regional and Global Level.
- 2.3 To identify methods/mechanisms to interface/exchange information between the media and TCMP for effective public awareness.

3.0 THE WORKSHOP

3.1 Planning and Implementation of the Workshop.

In order to achieve maximum benefit from the workshop, the planning and implementation of the workshop were done in close collaboration with all organizing partners.

While TCMP undertook the logistics role and general facilitation of the workshop, JET made sure it invited senior and responsible members of the press. On its part GreenCom provided guidance and workshop implementation methodology.

The workshop detailed planning was carried out by Mr. J. Daffa of TCMP, Mr. Norbert Mwamakonda of TCMP, Mr. Jimmy Mdoe of JET, Ms. Josephine Meela of NEMC, Ms. Mary Mbelwa of TCMP and Mr. Gratian Luhikula of TCMP.

Resource persons were Dr. Magnus Ngoile from the Institute of Marine Sciences Zanzibar and TCMP Senior Policy Advisor, Ms. Irma Allen of GreenCom and Mr. J. Daffa of TCMP.

The workshop took place at New Africa Hotel on 21st May, 1998 from 9am to 2pm. It was officiated by Mr. Fredrick Mpendazoe, Acting Director General of NEMC and attended by Mr. Ron "Cisco" Ruybal, Natural Resources Management Officer of USAID/T. A total of 21 senior members of the press from various media institutions participated in the workshop.

Apart from opening remarks by Mr. Mpendazoe and Mr. Ruybal, there were two presentations by Dr. Ngoile and Mr. Daffa covering ICM pertinent issues and TCMP profile.

3.2 Workshop Methodology

The Workshop methodology was based on presentations and group discussions with the focus to identify critical areas of concern, applicable mechanism, constraints and possible assistance/help from TCMP partners and other stakeholders.

3.3 Opening Remarks by Mr. Fredrick Mpendazoe

In his opening remarks, Mr. Mpendazoe informed the workshop that TCMP was a new initiative embraced with an important role to put in place an effective ICM in Tanzania. He said the focus of ICM is to ensure that all coastal developments are carried out sustainably.

Mr. Mpendazoe said that TCMP came into being after an extensive consultative, open and transparent process with the partners and stakeholders to the coastal and marine environment during the design stage. These included several government sectors and institutions, private organizations, companies, programs, voluntary associations and the general public. TCMP design stage started in February 1997 while the start-up phase started in November 1997.

Emphasizing that TCMP implementation stage will be on the same process, (of consultation and collaboration), Mr. Mpendazoe observed that the Press Workshop was intended to introduce TCMP to the media and to discuss issues related to the management of our coastal and marine environment. This he said will help in joint identification of methods and mechanism to interact or exchange of information between the media and TCMP.

Underscoring the importance of the media, Mr. Mpendazoe said it is through the media that the public can be kept informed and aware on the initiatives so that they understand the expected results and what inputs are expected from them.

The NEMC Acting Director General hailed Journalists for their responsible coverage and reporting on environmental issues. He thanked the invited members of the press for their attendance and urged that their contributions will benefit TCMP implementation program and the nation at large.

He expressed his sincere gratitude to the Journalists Environmental Association (JET) and GreenCom for their good cooperation in organizing the workshop which, apart from TCMP information package was expected to hear the global, national and local experiences and overview on ICM activities.

Mr. Mpendazoe also commended USAID Tanzania mission for its important role in supporting Tanzania in the management of coastal and marine environment. He extended special thanks to Mr. Ron "Cisco" Ruybal who has always been a key player for the TCMP partnership, and highly appreciated the technical support provided to the partnership by the University of Rhode Island Coastal Resources Center (URI/CRC).

3.4 Remarks by Mr. Ron "Cisco" Ruybal, Natural Resources Management Officer of USAID.

In his remarks Mr. Ruybal said that he was encouraged by how Tanzania has started in coastal management. He noted that USAID was proud to be part of TCMP partnership.

Putting emphasis on the importance of good coastal governance for the benefit of the present and future generations he said the coastal areas, world-wide and in Tanzania have great potential for economic development. The initiatives being taken in Tanzania were therefore of great significance for the national development.

Mr. Ruybal informed the members of the press that the Tanzania Coastal Management Partnership was a critical program which has started on a good footing. He expressed USAID satisfaction by the participation of all stakeholders and the efforts being made to form many partnerships between NEMC and sectoral government agencies, between the national government and local authorities, NGOs, CBOs, and the private sector. For, it is with these partnerships that there is a possibility of a truly participatory and transparent process of coastal development policy that yields a coastal policy that enjoys broad and deep support within the government and the society.

Underlining the significance of the press in the ICM implementation, Mr. Ruybal said TCMP cannot effectively achieve its goal without the participation of the members of the press in the process. He therefore congratulated TCMP, GreenCom, NEMC and JET for organizing the Press Workshop. He prayed that the discussions will focus to the success of coastal management process in Tanzania and act as a springboard for continued cooperation and participation as we move forward together to develop a national coastal management program.

3.5 Participants Expectations from the Workshop

Participants were given an opportunity to make self-introduction and to air their expectations from the workshop. Generally all participants anticipations were to learn activities of TCMP and other pertinent coastal and marine management issues. Other recorded expectations include:

- ◆ Highlights on the role of the Press in TCMP activities
- ◆ Broadened interaction between TCMP and the media
- ◆ Closer partnership between TCMP and the Press
- ◆ Increased spirit and appreciation of coastal and marine environment by the members of the press

3.6 Overview of ICM issues at Global, Regional and National Level - By Dr. Magnus Ngoile

In his presentation Dr. Magnus Ngoile informed the workshop that the global oceans and coastal areas are increasingly shrinking mainly due to man-based activities. He noted that though the oceans occupy 73 percent of the global area, they are neglected. As a result only 2 percent of the oceans is being used, a phenomenon that exerts enormous pressure to the coastal zones and marine environment.

Naming the pressures on the ocean and coastal areas as human habitat, over exploitation, environmental destruction, and shrinking of the biodiversity, he said there is an urgent need for people to change attitudes and moderate their activities in the ocean and in the coastal areas.

Underlining the significance of the oceans and its associated coast, Dr. Ngoile said that the coast was increasingly attracting heavy human habitation, and that in Tanzania the coastal population is expected to rise to 75 per cent of the national population in a near future.

The increasing populations, he said were due to development opportunities available at the coast. These include:

- Harvesting of the resources
- Habitat
- Tourism
- Food security
- Employment

Emphasizing the need for implementing ICM, Dr. Ngoile observed that ICM was the only practical way through which man can benefit from the coastal and marine rich resources while sustaining its delicate environment.

He explained that the overall goal of ICM is to improve the quality of life of human communities while maintaining the biological biodiversity and productivity of coastal ecosystems.

Basing on that goal, he defined ICM as a continuous and dynamic process that unites government and the community, science and management, sectoral and public interests in preparing and implementing an integrated plan for the protection and development of coastal ecosystem and resources.

Apart from ICM, he named other types of coast management as:

- enhanced sectoral management
- coastal zone management

Commending initiatives being taken in Tanzania to put in place ICM policies, he said that Tanzania expected to benefit from ICM policies as it is endowed with about 1000 km of coastline lying unutilized. He said the coastal strip and water encompasses a diversity of ecosystems which are of great importance to the well-being of coastal communities. These include sandy beaches, rocky outcrops, coral reefs, sea grass beds mangrove forests and fisheries. He noted that though much of the coastline is relatively undeveloped the resource base in areas is declining due to uncontrolled and unregulated human pressures such as unplanned coastal development, destructive fishing, over-harvesting of mangroves, disposal of waste in the ocean and over-fishing. Resource exploitation practices which are unsustainable are expected to increase as the coastal population rises.

Singling out ICM as the most focused approach through which Tanzania could get maximum benefit of its coastal resource heritage he said a clear policy and regularity clarity to guide ICM planning and decision making at both national and local levels was essentially required. He named other challenges as:

- ◆ Lack of clear and mutually supportive linkages among national, local, and private sector initiatives in ICM;
- ◆ Inadequate human and institutional capacity for ICM at all levels;
- ◆ Insufficient direct linkages between ongoing ICM implementation activities and national policy.

Describing effective coastal governance he said it has to be a carefully designed process that integrates across sectors and scales of management. Establishment of ICM was therefore to be undertaken step by step in order to achieve the ultimate goal. He named the steps as follows:-

- ◆ Step 1 - Issue identification and assessment
- ◆ Step 2 - Program preparation
- ◆ Step 3 - Formal adoption
- ◆ Step 4 - Implementation
- ◆ Step 5 - Evaluation

Elaborating on the importance of the step by step approach he said it addresses to most essential elements of effective coastal governance program, including:

- ◆ National and local communities ownership and commitment to the program;
- ◆ Participation of stakeholders in all phases of the program;
- ◆ A focus on strategic issues and decision making;
- ◆ Cross sectoral integration;

- ◆ Utilization of policy-relevant scientific information and research;
- ◆ A cadre of in-country professionals who can effectively contribute to the program;
- ◆ Implementation actions that are concurrent with planning to test management solutions and build program creditability;
- ◆ A program management approach that promotes learning from and adapting to program experience and approaches;
- ◆ A systematically progress through the ICM cycle.

Dr. Ngoile further defined and described Tanzania's coastal zone which is supposed to be addressed in the ICM implementation as the whole area running from the coastal belt to as far as Kilimanjaro and to the southern highlands. His definition, which raised questions from the participants as to which criteria, the demarcations were made, was based on the issues being addressed which include water catchment areas, rivers and other related features which have influence to the ocean and the coastal areas.

3.7 Questions from Participants

As a way of discussing Dr. Ngoile's presentation, participants took the opportunity to ask questions on issues presented.

During the question session Dr. Ngoile, Mr. Mpendazoe and Mr. Daffa made clarifications on the following issues:

(i) **Demarcation of the coastal zone**

Responding to a question on the criteria used to map the coastal zone which include areas of Kilimanjaro and the Southern highlands, Dr. Ngoile explained that the effectiveness of ICM entailed addressing to issues whose impact has influence on the coast and the sea. In the case of Tanzania the catchment areas and rivers emptying in the ocean have direct connection to ICM implementation.

(ii) **Decline of fish catches in Tanzania**

Responding to the question on how much Tanzania is losing in fish catches due to destructive practices and inadequate management Dr. Ngoile explained that:

- ◆ Due to Tanzania's inability to utilize and protect the Exclusive Economic Zone (EEZ), it is losing a lot of resources. He observed that there were foreign fishing vessels in the high seas which were not monitored or regulated;
- ◆ Local fishermen were unable to make substantial catches due to poor fishing gear;

- ◆ Negative and destructive practices like dynamite fishing were other factors for the declining fish catches;
- ◆ There wasn't proper data collection in the fishing industry.

(iii) Environment Policy Issues

Mr. Mpendazoe clarified that NEMC has an important role to play in environmental aspects including policy issues. Noting that the 1970 environment policy mandates NEMC to advise projects on environmental impacts, he said his organization is seriously looking in the improvement of the policy in order to safeguard the environment.

To this effect he disclosed to the workshops that NEMC has prepared guidelines and procedures for the Environmental Impact Assessment (EIA) which have been submitted to the government for approval. He said with the national EIA guidelines, issues like the Rufiji Prawn farming will in future be approved if they satisfy the EIA requirements.

He elaborated that the EIA guidelines addressed various issues including public awareness on environmental preservation, roles and responsibilities of local government authorities and other relevant issues.

(iv) Relationship between TCMP and other Coastal Zone Environment Projects/Programs

Mr. Daffa explained that TCMP was not established to over-reign other coastal environment projects or programs like the Tanga Coastal Zone Conservation and Development Program but rather to harmonize and inspire them. He said TCMP's prime objective is to collaborate with such programs/projects and other public and private institutions, NGOs and local and national government agencies to put in place policies that will enhance sustainable coastal management and development. He emphasized that all projects and programs are considered as partners to TCMP.

(v) Ocean Pollution Tendencies

Responding to a question/concern aired on the unrestricted tendencies of turning the sea a dumping place, and what alternatives were being considered, Mr. Daffa said the issue will be addressed in the TCMP program since it was directly concerned with ICM implementation.

(vi) TCMP Agency Working Groups

Dr. Ngoile clarified to the workshop that the TCMP working groups were not formed by permanent personnel, but by people

contracted to fulfill specified tasks. He explained that group members are contracted on merit and capability and that most were from public and private institutions.

3.8 Highlights on TCMP by Mr. J.M. Daffa

Highlighting on the Tanzania Coastal Management Partnership (TCMP), Mr. Daffa said the establishment of TCMP stemmed from the need for ICM in Tanzania.

He explained that Tanzania was taking a leading role in implementing ICM in the Eastern and Southern Africa Region. This follows Tanzanian's commitment at several environment conventions including not only the Rio Convention Chapter 17 but also Regional conventions on marine conservation including the Inter Ministerial and Island States Conference (Arusha 1993) and Seychelles (1996), which were followed by a meeting of ICM practitioners in Africa held in Tanga in 1996.

At national level, he said Tanzania has also taken steps towards developing a national ICM program, a resolution which was reached during a high level National Workshop on ICZM held in Zanzibar in 1995, where participants agreed to support the creation of a national ICM program. At the local level, several programs have been initiated and are successfully putting ICM principles into practice. These include the Tanga Coastal Zone Conservation and Development Program (TCZCDP), the Kunduchi Integrated Coastal Area Management Project (KICAMP), the Mafia Island Marine Park (MIMP) and the Rural Integrated Project Support (RIPS) operating in Lindi and Mtwara.

Mr. Daffa however, noted that despite the good work derived from the local existing programs, there was a lack of direct linkages between ongoing ICM implementation activities. This, he said was due to the absence of national ICM policy. As a result there are no formal mechanisms that link the local activities with national development policy formulation and implementation, nor are there adequate opportunities for tapping local experiences to enrich ICM policy formulation.

He explained that the establishment of TCMP was with the fundamental objective to link up all initiatives in a partnership spirit to enhance effective ICM in Tanzania.

3.8.1. TCMP Targeted Achievements

Explaining on TCMP objectives, Mr. Daffa said that TCMP is a five year program which will work towards achieving the following results:

- (i) Integrated coastal management policy that is effectively applied to coastal problems at both the national and local level developed;
- (ii) Intersectoral mechanisms for addressing emerging coastal economic opportunities demonstrated;
- (iii) Enabling conditions for integrated coastal management improved;
- (iv) Human and institutional capacity for integrated coastal management built; and
- (v) Tanzania's coastal management experience informed by and contributing to ICM regionally and globally.

3.8.2. TCMP Functioning Profile

Elaborating on TCMP profile framework, Mr. Daffa said it is part of USAID/Tanzania's Strategic Objective 2: Foundation established for Adoption of Environmentally Sustainable Natural Resource Management Practices in Tanzania (SO2)

He further detailed on TCMP functioning set up that TCMP which was established in 1997 after an extensive and deep collaborative and consultative ground work is a partnership between NEMC (on behalf of Tanzania Government) USAID and the University of Rhode Island's Coastal Resource Center.

Explaining on TCMP ICM Program, Mr. Daffa said it is composed of five components including:

- (i) National Coastal Policy component, which is the main component of TCMP aiming for the following outputs:
 - Policy statement
 - Strategy/action plan included in National Plan
 - Implementation Structure
- (ii) Sustainable Practices for Emerging Coastal Economic Opportunities. The outputs for this component are:
 - Strengthening public and private community partnerships
 - Issue based problem solving
- (iii) National support of Local ICM.

Outputs:

 - Clarified roles and responsibilities
 - Improved National/Local implementation interface
 - Shared experience learning among demonstration sites and districts.
- (iv) Human and Institutional Capacity for ICM.

Outputs:

 - National ICM Unit

- Cadre of ICM practitioners
 - Country ICM training capacity
- (iv) Public and Decision Makers Understanding and Support of ICM
- Outputs:
- Revised Awareness within National and Regional governments
 - Informed constituency

3.8.3. ICM Implementation Structure

Mr. Daffa further detailed on the ICM Project implementation structure which is based on a collaborative partnership, interaction between TCMP (ICM Project Support Unit), NEMC, Vice President's Office, USAID, University of Rhodes Island Coastal Resource Center, Line Ministries/Local Authorities/Private Sector, Interagency Working Groups, Ongoing ICM Demonstration Projects and Donors and Partners.

He elaborated that TCMP which is a small organization with only four members of staff and advisor relies on interagency working groups of both local and international experts.

3.8.4. TCMP Year One Tasks and Results

Enlightening the participants on ongoing tasks and targeted results, Mr. Daffa said that after its take off in November 1997, TCMP established Working Groups comprised of local experts and foreign consultants. The groups include the Core Working Group (CWG) and Mariculture Working Group (MWG) whose tasks in TCMP Year One Results and Tasks aim to achieve the following results:

- ◆ Critical national ICM issues identified and national ICM goals set;
- ◆ Inter-sectoral mechanisms for the promotion of sustainable, diversified mariculture industry that link wise profitable development with national and local needs developed;
- ◆ Lesson drawing and feedback to national ICM policy formulation process completed at regular intervals;
- ◆ National/local implementation interface improved to ensure that local issues are adequately represented in national policy discussion;
- ◆ Experience and learning shared among existing ICM activities in Tanzania;
- ◆ Capacity within all of the entities that are essential for successful ICM implementation strengthened through active participation on working groups;
- ◆ In-country ICM training capacity developed;

- ◆ TCMP lessons in ICM practice promoted;
- ◆ TCMP contributing to and learning from global ICM experience; and
- ◆ Participation in Regional learning and sharing.

Mr. Daffa further explained that achievement of the Year One Results will lead into establishment of the Local/National Interface Working Group, Capacity Working Group and Issue Identification - State of the Coast Report Group.

He explained that the Core Working Group and the Mariculture Working Group were currently dealing with issues identification and that a National High Level Policy Conference will be held in October this year.

Winding up his presentation Mr. Daffa appealed to the members of the press to seriously address coastal and marine issues as a way of contributing to local, national and global initiatives to put in place integrated coastal management. He assured the members of the press and JET for a transparent collaboration and information exchange with the focus to educate the public on ICM.

3.9 Identification of priority coastal issues and media coverage needs - facilitated by Irma Allen of GreenCom

Ms. Irma Allen of GreenCom, a global organization which is in the process of establishing a Tanzania Chapter facilitated the process of identifying of priority coastal issues with the purpose of establishing mechanisms and recommendations that would be used in reporting on ICM issues through the media.

GreenCom is an organization whose main undertaking is environmental education. Forming a partnership with USAID funded Natural Resources and Environment Management Support Unit, based in Dar-es-Salaam, GreenCom is expected to implement a community based environmental education program in Tanzania.

In this important exercise participants divided in three groups to identify priority issues and media coverage needs basing on the following subject matters:

- (i) Priority coastal issues or topics to be reported on;
- (ii) Who is the target audience;
- (iii) What mechanisms can be used for reporting/communicating on the issues;
- (iv) What are the constraints for implementation; and
- (v) How TCMP partners can help.

The results of the group discussions are provided in the appended table.

IDENTIFIED PRIORITY COASTAL ISSUES AND MEDIA COVERAGE NEEDS

ISSUES	TARGET AUDIENCE	MECHANISM	CONSTRAINTS
GROUP I			
1. Lack of Awareness of Coastal environment malpractice	The General Public and Decision makers	Meetings, Workshops, Seminars, Drama, Theatre Arts, Media Banners and posters	Lack of resources
2. Lack of clear and coordinated policies	Decision and Policy makers	Lobbying, Media, Workshops, Seminars, Meetings	Bureaucracy, Corruption, Funding
GROUP II			
1. Dynamite Fishing	Artesenal fishermen, quarry operators, law enforcement agencies - Marine Police, courts, local authorities	<ul style="list-style-type: none"> - Planned feature articles - Comics - Radio Programs - Drama/Video - Participatory approach 	<ul style="list-style-type: none"> - Fragile financial positions in media institutions - Donors lack of appreciation of marine environment
2. Pollution from Domestic/ Industrial Waste	<ul style="list-style-type: none"> - Government and private industries - Urban Planning Division - Local Governments 	<ul style="list-style-type: none"> - Interviews - Public debates in radio and TV - "Bang Style" Press coverage 	<ul style="list-style-type: none"> - Lack of commitment by media owners - Lack of proper understanding of problem by media practitioners
3. Over Fishing	<ul style="list-style-type: none"> - Department of Fisheries - Fishermen 	As in 1 and 2	As in 1 and 2

<p>4. Destruction of Mangrove forests</p> <p>5. Unplanned tourism development</p>	<ul style="list-style-type: none"> - Fishing companies - Local Communities - Local authorities - Forestry Department - Fisheries Department - Private Businessmen - Planning Authorities - Local Governments 	<p>As in 1 and 2</p>	<p>As in 1 and 2</p>
<p>GROUP III</p> <p>1. Dynamite Fishing</p> <p>2. Unsustainable income generating activities</p>	<ul style="list-style-type: none"> - Artisanal fishermen - Law enforcers - General Public - The General Public - NGOs/CBOs - Local authorities 	<ul style="list-style-type: none"> - Radio Programmes - TV Documentaries - Newspaper reports and features 	<ul style="list-style-type: none"> - Financial constraints - Unaware decision makers - Greed - Less motivated stakeholders - Biased editors

3.10 Overall Recommendations

Apart from identifying priority issues and needs, the workshop made the following recommendations:

- (i) That JET should coordinate with TCMP and Partners to put in place a mechanism link between the media and TCMP/ICM program activities
- (ii) That the Integrated Coastal Management policies and regulations should aim to introduce the public and private investments in waste disposal management as a way of curbing ocean pollution.

3.11 Closing Remarks

Both Dr. Ngoile and Mr. Daffa expressed their satisfaction on the workshop proceedings and thanked the participants for their significant contributions. They emphasized on TCMP program implementation approach of public participatory and collaboration and appealed for cooperation from members of the press. This, they said was even more important at the present time when TCMP is in the process of identifying critical ICM issues to set national and local ICM goals to which the learned members of the press could contribute actively.

3.12 Vote of Thanks

Delivering a vote of thanks, Mr. Paul Chintowa on behalf of participants thanked TCMP and its partners for organizing the workshop which was an eye opener to the members of the press. He observed that participants benefited from the acquired knowledge on coastal management issues which are of great significance to national development.

Pledging for mutual cooperation between the members of the press and media institutions and TCMP, he commended all that were involved in the organizing the workshop for appreciating the role of the members of the press. He was optimistic that the workshop has built a good foundation for the media and TCMP partnership.

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