



MEDIA FOR DEVELOPMENT INTERNATIONAL - TANZANIA

ANNUAL REPORT 2008



Introduction

Now our fourth year running, MFDI-Tanzania is a prolific operation. We are equipped with some of Tanzania's finest audio/ video production facilities and dubbing capabilities, operated by a dynamic team of Tanzanian professionals. For the past two years, the USAID funded Stradcom project *Wahapahapa* has been the focal point of our work.

While 2007 was a year of preparation, 2008 was a year of harvest. Some of our principal achievements include:

- Regular weekly broadcasts of our radio drama *Wahapahapa* on nine radio stations - a total of 236 hours of airtime
- Production of compilation albums and music videos featuring songs by leading Tanzanian musicians
- Distribution of over 3000 titles from our growing Swahili catalogue to government and non-government agencies, hospital and clinic waiting rooms nationwide
- Design and production of Public Service Announcements including *Fataki*, *Vaa Condom* and *Kengele* campaigns - collectively broadcast 20,000 times!

Our vision to establish a productive, self-sustaining media center to serve the development interests of Tanzania has been achieved, and we are fast becoming recognized as Tanzania's leading audio and video production center.

---John Riber, Director



From top left: Tito, Paul, Jordan, John, Hermes, Louise, Rukia, Debora, Aika

STRADCOM / Wahapahapa

STRADCOM (Strategic Radio Communication for Development) is a USAID initiative focused on the use of radio to prevent and mitigate the spread of HIV and AIDS in Tanzania.

Radio is the most wide reaching mass media in Tanzania, with over 70% of the general population relying on radio as their only source of mass media news, contemporary music and entertainment.

The STRADCOM project was put to tender during the latter part of 2006. The team of Johns Hopkins University Center for Communications Programs (JHU/CCP), in collaboration with Media For Development International (MFDI-TZ), won the award in December 2006, and work commenced in January 2007. As the prime contractor, JHU/CCP is responsible for the overall administration of the project, while MFDI-TZ is responsible for the creative design and media production.



The center of the Wahapahapa universe - The Homeboys Band

One of the main components of the media campaign is a weekly radio serial drama entitled *Wahapahapa*. Wahapahapa is a Swahili word meaning “we originate here”. Wahapahapa’s main characters are a group of musicians, and the program explores the impact of HIV/AIDS on young adults through the lives of the band members, their families and friends.

What began as the title of our weekly half hour radio serial drama, *Wahapahapa* is now the MFDI flagship brand under the STRADCOM project - using multimedia approaches (radio drama, music, video and print) to promote HIV prevention, treatment and care.

For more information, visit our website at www.wahapahapa.com

Radio Production

Wahapahapa Drama

This entertaining and informative radio serial drama airs every Monday at 6pm on Radio Free Africa and Radio 1. The drama takes place in Kalumbi, a fictional town somewhere in the heart of Tanzania. The story revolves around a group of young musicians, The *Homeboys Band* and their journey in search of recognition, fame and fortune.

Three additional interweaving storylines are carefully scripted to communicate specific behavior change objectives through our transitional characters. Mainda, and her mother Monika, have a tenuous relationship. Their story stresses the importance of parent-child communication in protecting youth as they navigate through the difficult period of adolescence. Tausi, an HIV positive woman who eventually



joins the band, is a talented young musician trying to pursue her dreams. Tausi's story explores the challenges of disclosure, living positively and confronting stigma. And finally, Ray, also HIV positive, models the trials and tribulations of Anti Retroviral Treatment (ART). Ray works at the local Masifa (Pride) radio station, and on



his music talk-show *Mwale wa Jua* (Ray of Sunshine), he interviews real live contemporary Tanzanian musicians.

Wahapahapa appeals to a diverse audience. Utilizing contemporary music and popular culture to frame the story serves to enhance our communication objectives and create a platform for discussion on pressing issues related to HIV prevention, care and treatment.



The brains behind the stories - Wahapahapa's creative writing team

Public Service Announcements

MFDI-TZ also develops Public Service Announcements with USG partner organizations. This year we produced a series of PSAs for T-marc's *Vaa Condom* and *Kengele* campaigns, as well as STRADCOM's own, high profile *Fataki* campaign, targeting cross-generational sex. The campaign, initially piloted in Morogoro, was so successful that it went nationwide towards the end of the year.



Music Production

Wahapahapa Compilations

Music is an important element of the Wahapahapa Drama, with leading musicians appearing in every episode. To date, the project has licensed hit songs from more than forty Tanzanian musicians, all featuring in *Wahapahapa* as guests on Ray's *Mwale wa Jua* radio program. A selection of these songs and accompanying interviews are released periodically for distribution across the nation through GMC records, Tanzania's most effective private network. During 2008 we released three compilation volumes.



Commissioned Songs

Building on our relationship with local musicians, we have taken Wahapahapa to a new level, by commissioning songs directly from ten of Tanzania's leading musicians. Songs are inspired directly by the Wahapahapa characters, storylines and themes, with lyrics intentionally designed to provoke discussion around sensitive issues relating to HIV prevention, treatment and care. The compilation album, scheduled for release in early 2009, features a range of popular musical genres (Bongo Flava, Gospel, Taraab and Swahili Fusion), appealing to a cross section of Tanzanian society. The album and accompanying music videos serve to address our communication objectives through popular music, promote and increase listenership for the Wahapahapa radio program, and enhance the careers of local musicians.



Video Production

Music Video Production

MFDI-TZ's Jordan Riber brought in Hollywood Director of Photography Lisa Weigand (known for her work on major American TV programs including "24" and "American Idol") to lead the Tanzanian production crew in producing eight music videos selected from the body of commissioned music.

Each music video is a dramatic piece in its own right, carefully scripted to highlight our HIV communication objectives.

The music videos are entertaining, thought-provoking, and most importantly, widely accessible. They bring Wahapahapa to the screen, providing visual references for the main characters and locations of the radio drama: a step towards our dream of transforming the radio series into a television series.

The high-end music videos and accompanying compilation album will be distributed widely across Tanzania, and will serve to enhance our communication objectives, promote Wahapahapa and boost the careers of local musicians. They will also be used as training and resource materials for STRADCOM's community outreach programs.



Director Jordan Riber on set with Camera Assistant Reza



The Wahapahapa Band with Paul Ndunguru



Flora Mbasha's music video required lighting expert Lisa Weigand's special attention



Jib arm on location in Oyster Bay, Dar es Salaam

CTC Infomercials

One of STRADCOM's primary obligations is to provide support for the US Government's commitment to make Antiretroviral Treatment (ART) freely available to all Tanzanians. The movement to establish and upgrade CTC's (Counseling and Treatment Centres) across the nation includes equipping CTC waiting rooms with VCR/DVD and TV sets.

In collaboration with filmmaker Katie Karnell, MFDI-TZ produced a series of ten 3-5 minute "infomercials" designed specifically for clients attending CTCs. The heart of these programs are testimonials from people living with HIV and AIDS, sharing their personal experiences in acquiring and adhering to Antiretroviral Therapy (ART).

The series will be added to our 2009 catalogue and distributed to all CTC waiting rooms equipped with screening capabilities.



TVE / UNICEF Project

Television Trust for the Environment (TVE) commissioned MFDI-Tanzania for the editing, post production and Swahili dubbing of *Africa's Child*, a half hour documentary on child survival produced for UNICEF. The project also included the Swahili dubbing of a series of six short dramatic films made by signature African filmmakers from Burkina Faso, Nigeria, South Africa, Mozambique and Zimbabwe.



Kiswahili Dubbing and Distribution

Swahili Dubbing

Swahili is a language that unites Tanzanians and reaches into neighboring Kenya, Rwanda, Burundi and the DRC. It is one of the widest spoken languages on the continent, understood by an estimated one hundred million Africans - providing us with a vast audience for Swahili language programming.

MFDI-TZ's sophisticated digital dubbing facilities ensure only high quality products. During 2008, MFDI-TZ dubbed more than five hours of quality African programming to Swahili, and we are planning to dub more than fifteen hours of programming during 2009.

Swahili Film Catalogue



One of our long-term objectives is to acquire distribution rights to a comprehensive collection of quality Swahili films. Presently we have a catalogue of sixty Swahili titles to choose from, and it continues to grow as our professional Swahili dubbing capabilities gain recognition across the region.

Distribution

Our concerted efforts in distribution over the past four years finally bore significant results this year, with more than 3000 Swahili programs distributed. And what is important to mention is that these films were distributed to carefully selected Government and Non-Government organizations throughout Tanzania that have a demonstrated need and capacity to put these educational films to use within their programs. An updated catalogue will be published early in 2009.



'Running on Empty', 'Yellow Card' and 'More Time' are a few title choices in our Swahili Film Catalogue.

Events



The Wahapahapa concert was well attended, featuring some of Tanzania's most popular musicians



Bongo Flava star Juma Nature was one of the popular performers at the Wahapahapa concert

Wahapahapa Concert

On February 23rd 2008, MFDI-TZ staged and documented a promotional concert. The show featured some of Tanzania's most popular musicians - all involved in the Wahapahapa radio drama, as guests on Ray's *Mwale wa Jua* talk show. Musicians included Juma Nature (Hip-hop Bongo flavor) Mlimani Park Orchestra (Congo dance band), Flora Mbasha (Gospel), Banana Zorro (Contemporary Fusion) and our own Wahapahapa Band. We produced a television program as well as live performance music videos from the concert material.



The Wahapahapa banner stands tall at Sauti za Busara, 2009

Busara '08 and ZIFF '08

MFDI-TZ regularly has a stand at both Sauti za Busara Music Festival and Zanzibar International Film Festival (ZIFF). These festivals offer great opportunities for networking and meeting other people in the industry, sourcing new films for our catalogue, and promoting the Wahapahapa project.



Paul Ndunguru, the Wahapahapa Band lead guitarist and vocalist, on stage at Sauti za Busara 2009.

Training

International Training

MFDI sponsored chief sound engineer Hermes Bariki to travel to the United States and undergo an intensive six-week course in sound engineering at a top recording studio in Ohio. Hermes says that he now feels confident to train others in this very specified skill. “My work is sounding its best now”, Hermes says. “What I learned in those six weeks is so valuable for my life ambition to be a sound engineer.”

Lighting Workshop

At the end of the music video shoot, Stradcom hosted a one-day lighting workshop with Director of Photography Lisa Weigand, Weigand works in the mainstream Hollywood industry, known for her work on popular television programs such as ‘24’ and ‘American Idol’. The workshop brought together representatives from some of Tanzania’s leading production houses, giving local Tanzanian film makers a unique opportunity to learn from a seasoned professional.



Hermes puts in long hours in MFDI-TZ's newly upgraded sound studio



Hollywood DOP Lisa Weigand led a one-day lighting workshop for local film makers in the film industry



Our conference/ workshop facilities provide a functional space for training purposes

Acknowledgements

MFDI - Tanzania is proud to be associated with the following organizations through sponsorships and partnerships during 2007 and 2008:

USAID - Tanzania
JHU/CCP/Stradcom Tanzania
JHU/CCP/Healthcom Uganda
AED/T-marc
MFDI - USA
EngenderHealth/Champion
FHI/Ujana
The Worldbank Institute
The Embassy of the Netherlands (Tanzania)
Television Trust for the Environment
Steps for the Future
Discovery Channel
Zanzibar International Film Festival
Sauti Busara Music Festival
Fema - HIP
Raising Voices - Uganda
Maisha - Uganda
EDC
GTZ
DFID



Thank you!
Asante Sana!



Media for Development International Tanzania (MFDI-Tz) is a not-for-profit production house. We are dedicated to the effective design, creative production and innovative distribution of quality educational film, television, radio and print media for social transformation. We are a prolific production company, equipped with up-to-date digital technologies and a dynamic team of Tanzanian professionals. We utilize local resources and expertise to develop capacity and skills through practical production experience.



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