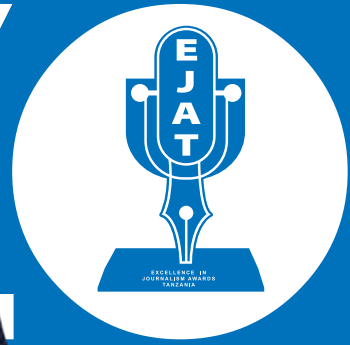




# TUJAZ



ISSUE NO 0001 SEPTEMBER 2024

MAGAZINE



## Mukrim Top Journo

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# Content

Editorial .....	3
Overall Winner .....	4
Impactful News .....	8
Did You Know? .....	22
Journalism Masters .....	67
Public Interest Stories .....	71
Remembering a Journalism Legend .....	76
Rising Star in Journalism .....	80
Editors' Perspective .....	84
Judges' Perspective .....	88
Next in the TUZO Magazine .....	93
How EJAT 2023 Broke Its Records .....	94
EJAT Night in Pictures .....	96
Criteria for Selecting the Overall Winner of EJAT .....	100
Criteria for Evaluating Contest News .....	102
List of Winners .....	106



Overall Winner



Pg. 4

Journalism Masters



Pg. 66

Journalism Legend



Pg. 75

Rising Star



Pg. 79

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# Editorial

## TUZO Magazine Celebrating Excellence

Excellence is the ability to perform a task with outstanding skill and efficiency. It combines knowledge, skill, and experience to achieve exceptional quality in executing duties or activities. The leadership of the Media Council of Tanzania (MCT) has decided to establish TUZO Magazine to promote excellence across various sectors in Tanzania and beyond.

In this inaugural issue, the magazine will focus on the media sector, while plans are underway to expand our coverage to other sectors, highlighting outstanding individuals and their achievements in fields such as agriculture, technology, insurance, health, education and engineering.

This magazine is being established to honour the Excellence in Journalism Awards Tanzania (EJAT), that MCT has been presenting to best performing journalists for 15 consecutive years. One of the key features in this magazine is the impactful stories from the award-winning journalists. TUZO Magazine will feature content that narrates the life stories of distinguished journalists, revealing what made them excel, including insights into their personal and professional lives. These stories will showcase the top-tier skills, knowledge and experience these journalists have brought to the media industry.

The stories explore the depth of understanding these journalists had on the topics that earned them awards. They demonstrate technical writing expertise, using precise language in an engaging and educational style. Furthermore, the stories highlight their ability to investigate deeply, interview sources and verify the legitimacy of information before reporting it. You'll witness the efforts of these top journalists in creating innovative and new ways of presenting news or

engaging audiences, considering technological advancements and market demands.



Beyond telling the stories of outstanding individuals and the societal impact of their work, TUZO Magazine will also shine a light on the contributions of various institutions and companies in fostering development and driving change in people's lives.

The magazine will celebrate those who deserve recognition for their significant contributions to their sectors. Additionally, it will spotlight emerging young talents who demonstrate excellence, integrity, creativity, innovation and vision in their respective fields.

TUZO Magazine will be distributed for free and made available to people of all walks of life through digital platforms and printed copies. The magazine will be available through major modes of transport, such as flights, the SGR train, and in key urban shopping centers.

The magazine will also be available at various exhibitions across Tanzania and abroad during national and international events such as the Sabasaba International Trade Fair, Nanenane, Labour Day, Youth Day and World Press Freedom Day.

Stay tuned for the launch of TUZO Magazine and the continued delivery of insightful content in every bi-monthly edition

Best regards,

Ernest Samson Sungura  
**Chief Editor, TUZO Magazine Team**



**Historic Double Win:  
First-Ever Overall Winner  
from Zanzibar and the Online  
Category**

# Mukrim Mohamed Khamis

For the first time in the 14-year history of the Excellence in Journalism Awards Tanzania (EJAT), a story from an online TV platform has claimed the overall winner's title. Additionally, this marks the first time a journalist from Zanzibar has emerged as the overall winner. What makes this achievement even more remarkable is that Mukrim Mohamed Khamis won for his work on a new government priority—the Blue Economy—an initiative championed by President Hussein Ali Mwinyi of the Revolutionary Government of Zanzibar.

'Everything about this is a first,' aptly describes Mukrim Mohamed Khamis's achievement as he was named the overall winner of the EJAT 2023 Awards on Saturday, September 28, 2024.

Mukrim's winning performance came with his meticulous coverage of Zanzibar's Blue Economy initiatives and the environmental factors affecting this sector. His series of reports earned him

awards in the Business, Economy & Finance category, as well as the Environment and Water Conservation category.

## Who is Mukrim Mohamed Khamis?

"I was born in Zanzibar, and both of my parents are Zanzibari. I'm 29 years old now. I attended Mwanakwerekwe B Primary School and completed my secondary education at Mwanakwerekwe A Secondary School," says Mukrim, as he begins narrating his journey.

Driven by his passion for journalism, Mukrim started volunteering at a local radio station right after finishing secondary school in 2014. "When you start as a volunteer, you're usually assigned to host the night shifts—taking over when all the regular journalists and presenters have gone home," he recalls.



Later, Mukrim pursued a course in procurement at the Zanzibar Institute of Public Administration, where he obtained his certificate in 2016. However, he continued to nurture his passion for media and founded an online TV station named Zanzibar 360, a platform that mirrored his vision for bold, creative content that required courage, skill, and expertise. Unfortunately, when new regulations for registering online TV channels were introduced, Mukrim found it challenging to meet the requirements.

Subsequently, he joined Assalam FM Radio in Unguja as a broadcast supervisor when the station was newly established and lacked any content. This role spurred him to formally study journalism, so he enrolled at Royal College in Dar es Salaam, where he graduated in journalism majoring in broadcasting. He then joined Swahiba FM, working as a full-time journalist from 2017 to 2020.

Today, Mukrim is living his dream as the manager and anchor of KTV TZ Online, a role that came about when the station's new owner, whom Mukrim considers a father figure, entrusted him to lead the platform.

"KTV is my future. With the world at our fingertips, people need to stay informed through their mobile devices. I am happy to fulfill the constitutional mandate of providing citizens with information. I'm also proud that online platforms are now recognized as legitimate media channels. KTV is a big part of my life, and I'm excited to live my dream," he shares enthusiastically.

Mukrim adds that his success is partly attributable to the advanced training he received from Jamii Media, under the guidance of trainers Mike Mushi and Gervas Mahimbi, through a project sponsored by the Swiss Embassy.

"Beyond the technical expertise of writing for digital platforms, we were encouraged to specialize in specific areas. I chose to focus on climate change, environment, and water conservation reporting," Mukrim explains.

His commitment to this niche led to his recognition as a finalist in the 2022 EJAT awards, where he was the first runner-up in the Environment and Water Conservation category. Mukrim also completed a one-year digital journalism training course in 2023, culminating in a certificate awarded by the Swiss Ambassador to Tanzania.

At the time of the awards, Mukrim stood among the 72 finalists for EJAT 2023, uncertain whether he would clinch the top prize or finish in second place, as he had the previous year.



*Ambassador Didier Chassot from the Swiss Embassy in Tanzania, handing over to Mukrim Mohamed, training certificate of Online Content creation, facilitated by Jamii Media, on 17 November 2023, in Dar es Salaam.*



# The 15<sup>th</sup> Excellence in Journalism Awards Tanzania (EJAT)

## *Tuzo za Umahiri wa Uandishi wa Habari Tanzania*



### **A Journey of Dedication and Growth**

Mukrim acknowledges that the intensive training he received at Jamii Media profoundly shaped his career. He emphasizes the importance of choosing a specialization for one to stand out in the journalism industry.

His thoughts are echoed by Mike Mushi, one of his trainers, who recalls the young man from Zanzibar during their program. “We conducted a five-day training session, followed by a year-long mentorship. We started with 20 participants—10 men and 10 women—but filtered down to 10 graduates. The training aimed at instilling investigative journalism skills and teaching them the dynamics of doing business online,” Mushi recalls.

“The training also covered various aspects of digital media, from content production of how to effectively use cameras and digital editing tools. We even provided equipment for those who successfully completed the course,” he adds.

Of the 410 applicants, the top 20 were selected, with the final 10 chosen based on ownership of an online media outlet and active involvement in journalism. Mike believes that such training initiatives are crucial for upholding ethical standards in digital journalism.

Speaking shortly after being named the overall winner of EJAT 2023, Mukrim dedicated his victory to his late father, whom he credits as a significant influence in his life. “My father never got to witness the success of my career. This win is also for my mother and my younger siblings,” he expressed emotionally.

### **A Rewarding Career Path**

Currently unmarried and without children, Mukrim earns an average monthly income of between TZS 700,000 and TZS 1,000,000 from his online journalism work. This income allows him to support his mother and siblings while maintaining a decent standard of living.





He extends his gratitude to fellow journalists outside of KTV who have contributed to his growth by sharing ideas and connecting him to key news sources. Mukrim firmly believes that one cannot achieve success alone without the support of others.

“I edit my own stories, but it often takes me five days of introspection and refinement before I share them with a colleague for feedback and then release them. It’s a process that requires patience and dedication,” he explains.

Mukrim’s adherence to professionalism and pursuit of excellence has made him the first-ever overall winner from Zanzibar after 14 years of Excellence in Journalism Awards Tanzania (EJAT). His winning story adhered to eight critical criteria, including technical proficiency, creative storytelling, integration of multimedia elements such as sound, text, photos, and video, ethical standards, and the ability to create positive change in society.

The triumph of Mukrim Mohamed Khamis is a testament to the increasing influence of online media and the growing recognition of innovative and impactful journalism in Tanzania.



*Mukrim Mohamed (right) interviewing the President of Zanzibar and the Chairman of Revolutionary Council, Hon. Dr. Hussein Ali Mwinyi.*

“ I edit my own stories, but it often takes me five days of introspection and refinement before I share them with a colleague for feedback and then release them. It’s a process that requires patience and dedication.



“

Welcome to the buzz that comes from impactful content. Each piece in these pages is created with the intention to inform, educate, inspire, or encourage the audience to take action. This content builds a meaningful connection with the audience and drives positive change in society. Every article reflects the needs of society, the foundations, and the background upon which it is built. The news in these pages forms emotional relationships with the audience, using storytelling, real-life stories, and images. Content is based on facts, research, and trustworthy sources—featuring statistics, case studies, and testimonials. Each piece is carefully selected from competing entries in the Excellence in Journalism Awards Tanzania (EJAT) to highlight news that truly matters to people's lives.

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