



MEDIA FOR DEVELOPMENT INTERNATIONAL, INC

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BOARD OF DIRECTORS

Dr Ayo Ajayi, PATH, USA; *Paul Myers*, International Development Enterprises, USA
John Riber, Media for Development International, Tanzania; *Steve Smith*, Media for Development International, USA
Mechai Viravaidya, Population & Community Development Association, Thailand; *Batilloi Warritay*, UNICEF, Sao Tome

ANNUAL REPORT – 2009

In 2009, MFDI's main activities have again been working on the STRADCOM project producing a radio serial drama in Tanzania and other activities affiliated with this; and on-going provision of consulting services to *Rock Point 256*, the Johns Hopkins-supported radio serial drama in Uganda.

MFDI had a total income of \$1,117,889 in 2009. Of this amount \$882,227 was from the STRADCOM Project; and \$56,622 from the JHU/YEAH Project.

In 2009, MFDI has worked on a number of projects:

1. STRADCOM has been the main focus of MFDI/Tanzania efforts again during 2009, working with the Johns Hopkins Center for Communications Programs (JHU/CCP) who are the prime contractor on the USAID-funded project. In 2009 the third and fourth modification to the agreement were signed. A fifth modification was signed in January 2010 bringing the grand total to \$2,857,591. During 2009 USAID extended the final end of the STRADCOM Project to September 2011.

Deliverables during this year included producing another full year (52 weekly episodes) of the *Wahapahapa* Radio Serial Drama (RSD) and producing 30 radio public service announcements for various partner organizations. Two 60-second TV spots were produced: one animation on transactional sex; and one dramatic spot on multiple concurrent partners. Three very large and successful *Wahapahapa* live music concerts were organized in Dar es Salaam, Mbeya, and Iringa. Two episodes of a *Wahapahapa* comic book were produced and MFDI/Tanzania launched an interactive *Wahapahapa* website in Swahili. A feature documentary film entitled *Mwamba Ngoma, (Tune the Drum)*, was produced in 2009. It summarizes the achievements of the *Wahapahapa* project to date.

2. MFDI / Tanzania branch –The office in Dar es Salaam is well established now. Apart from the JHU/CCP STRADCOM Project, MFDI/Tanzania continues to work with the Academy for Education Development (AED), writing the fifth season of the popular family planning radio serial drama, *Mama Ushauri* which will continue broadcasting through August 2010.

MFDI/Tanzania is also producing radio and television spots for two more JHU/CCP Programs in Tanzania; the USAID-funded COMMIT Project and a Gates Foundation-funded VOICES project, both dealing with Malaria prevention, treatment, and eradication.

MFDI/Tanzania's Kiswahili dubbing facilities continue to be busy. During 2009 a record of 17 hours of television programming were dubbed to Kiswahili, including the multiple award winning *Why Democracy* series and the French animation feature film *Kirikou*.

3. YEAH Project – Johns Hopkins is providing consultant assistance to a radio serial drama project in Kampala, Uganda. This project has continued for several years already.

4. FilmAid International Project – During 2008 MFDI donated 48 DVD copies of African videos to FAI. Four copies of each title are supplied for FAI's four refugee camps and headquarters.

5. NESsT Project – Steve and Sally Smith attended the NESsT board meetings in New York City in June and in London in December. Steve has one last meeting in Peru in June 2010 of his second and final 3-year term on the NESsT Board of Directors. Additionally he has served two two-year terms as the Secretary and two years as Chairman.

6. Video distribution and sales - DVDs are produced in-house on an as-needed basis. MFDI is continuing to convert titles from analog to digital and make DVDs of them as required. MFDI has just begun at the end of 2009 getting the more popular titles available for download from the internet at Amazon.com, making them even more accessible and less expensive. During 2009, MFDI/USA grossed \$3,653 in income from sales, and had \$2,860 in cost of goods sold and direct marketing costs. MFDI sold 87 DVDs and 2 VHSs and gifted 71 DVDs. Many more DVDs are distributed from MFDI/Tanzania as well. MFDI/USA paid \$307.44 in royalties to African film producers for 2009 sales.

7. Vipassana Hawaii Project – Steve who has served as Secretary, Treasurer, and acting Executive Director over the last three and a half years, resigned from the Board this year, having accomplished what he set out to do for them. He coordinated the purchase of 260 acres of beautiful coastal land on the Big Island on which a meditation retreat center will be built, and set the agency up with functional accounts and organizational systems. It is now time to let the agency mature and grow and operate on its own.

In 2010 - MFDI's main focus will continue to be the STRADCOM project producing the third year of the Tanzanian radio serial drama with HIV/AIDS themes and the many add-on's of the project. We anticipate doing more film work in Tanzania with a broader base of clients and expanding our work significantly into the field of malaria prevention, treatment, and eradication. The American MFDI office's main focus is the support of the Tanzania office.

MFDI is doing very well, and the office in Tanzania is growing. MFDI's work in African social message media started 24 years ago and \$8,598,008 has been received over the years as MFDI, a non-profit African media production and distribution agency; plus a few hundred thousand dollars that was spent as DSR in the 1980s for the first few films.