



ANNUAL REPORT – 2010

While MFDI intends to diversify our client base, the Johns Hopkins University Center for Communications Programs (**JHU / CCP**) has kept us very busy during 2010 with wonderful partnerships and collaboration on projects in Tanzania and Uganda and soon Mozambique.

MFDI had a total income of \$1,246,398 in 2010. Of this amount \$1,178,502 (95%) was from three projects sub-contracting with JHU / CCP where the funds move through the MFDI / USA office.

1. During 2010, MFDI's main effort has continued to be with the 5-year USAID funded strategic radio project (**STRADCOM**), which is scheduled to end in September 2011.

Our main contributions with Stradcom during 2010 included;

- Producing the final 26 episodes of the *Wahapahapa* radio drama, for a cumulative total of 156 episodes (three years of weekly programming) during the course of the project. National listenership according to a Steadmans survey published in May 2010 indicated 36% of the general population were tuning in to *Wahapahapa*.
- Producing 50 radio public service announcements to support various media campaigns under the STRADCOM project.
- Expanding and maintaining the *Wahapahapa* Swahili website for the year.
- Designing and supervising the implementation of a SMS competition for promoting the *Wahapahapa* program. Completing and distributing the feature documentary *Mwamba Ngoma* which considered our work with music in the context of the larger music industry in Tanzania. The film was selected for several film festivals around the world and won a certificate of excellence at a festival in the US.
- Designing a community outreach program for *Wahapahapa*. This involved the production of two comic books and a facilitator's guide summarizing the behavior change and communication objectives of selected storylines from the *Wahapahapa* radio drama. The implementation of grassroots distribution of these materials will take place during 2011.
- Producing the *Wahapahapa* Band's second album; a selection of ten songs composed specifically for the radio drama.
- Producing the second STRADCOM video report; a 15-minute documentary highlighting the achievements of the *Wahapahapa* project to date.

2. Another significant achievement during 2010 was the opportunity to produce a 45-minute dramatic film **CHUMO** and a series of radio and TV public service announcements for the JHU/CCP Tanzania Malaria Project (**COMMIT**). CHUMO will be released in 2011.

3. MFDI continues to provide technical support for the JHU/CCP Uganda (**YEAH**) radio serial drama, *Rock Point 256*, which is now in its fifth year of broadcast. This support consists mostly of consultants Andrew Whaley and John Tuckey traveling to Kampala periodically. This project has been extended to 2012.

4. During 2010 MFDI partnered with JHU / CCP to bid and subsequently win two new USAID funded projects; one in Tanzania and the second in Mozambique.

- The Tanzania Communication Capacity Project (**TCCP**) is a new 5-year, USAID-funded project. This 45 million dollar project, awarded to JHU / CCP in October 2010, is expected to involve a significant part of MFDI's efforts through 2016.
- The Active Prevention and Communication for All Project (**PLACTO**) is a new USAID-funded 5-year project in Mozambique that was awarded to JHU / CCP late in the year. We signed a sub agreement to provide technical assistance in the design and equipping of a studio in Maputo followed by training in production and script development. Work will commence in early 2011.

5. Miscellaneous projects - While JHU / CCP was MFDI's primary contractor, it did provide professional production services to several other clients including:

- The completion of *Mama Ushauri* radio drama Season Five scripts (a total of 52 x 15-minute episodes) for the **AED / Tmarc** project. This work was completed in March 2010.
- The production of a 30-minute training/advocacy film for **The World Bank Institute**, entitled *Using the Rapid Results Approach to Strengthen Governance of HIV/AIDS Programs*
- The production of a one-minute television PSA for the **FHI / Ujana** project, on transactional sex.
- Swahili dubbing of six 5-minute episodes of the *Tingatinga Tales* animation series for Britain-based **Tiger Aspects Productions**. Our client was very pleased with the results and is considering MFDI to dub the entire series (52 episodes). The initial episodes were well received at the Zanzibar International Film Festival in July 2010.
- John Riber, Director MFDI-Tanzania was invited to give a presentation on MFDI's work in Tanzania, at a gathering of East African Broadcasters organized by the Kaiser Foundation in Johannesburg February 10-12.

6. FilmAid International Project – During 2010 MFDI donated 60 DVD and VHS copies of African videos to FAI to show in refugee camps in east Africa. FAI also coordinated a large sale of DVDs that went to the Mercy Corps in the South Sudan, an especially difficult place to reach with social message media.

7. NESsT Project – Steve and Sally Smith attended his last NESsT board meeting in Peru in June 2010. He has served two two-year terms as the Secretary and two years as Chairman.

8. Video distribution and sales - A number of the more popular titles are now available for download from the internet at Amazon.com, making them even more accessible and less expensive. During 2010, MFDI / USA grossed \$6,554 in income from sales, and had \$4,026 in costs selling 272 DVDs and 24 VHSs and gifting 89 DVDs and 18 VHSs for a total of 403 videos distributed from the USA. 1,464 DVDs were distributed from MFDI / Tanzania as well, grossing \$9,893 in sales with total costs of \$6,062. MFDI / USA paid \$532 and MFDI / Tanzania paid \$4,696 in royalties to African film producers for 2010 sales.

Looking forward to 2011

One of MFDI's primary focuses will be winding up STRADCOM with the implementation of the grassroots distribution of print materials (a community resource kit) based on the communication objectives of the *Wahapahapa* project. Four workshops will be held in four different regions. This is scheduled to be completely by the end of May 2011.

MFDI will also be gearing up for the new TCCP project. This will include implementing a study on the local “Swaliwood” film industry and considering ways that MFDI can engage with that industry to develop behavior change communication (BCC) materials. A curriculum for training local filmmakers will be developed.

MFDI’s work in African social message media started 25 years ago and \$9,843,000 has been received over the years as MFDI, a non-profit African media production, distribution, and training agency; plus a few hundred thousand dollars that was spent as DSR in the 1980s for the first few films.

MFDI is doing very well, and the office in Tanzania is growing. As MFDI strengthens its capacity and infrastructure in Tanzania, it is now poised to take the lead and be the prime contractor on communications projects in Tanzania.