



MEDIA FOR DEVELOPMENT INTERNATIONAL

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ANNUAL REPORT – 2011-12

This is a two-year report for 2011 and 2012. This report is prepared for the MFDI Board of Directors and posted on our website. MFDI has been preparing these reports for decades as a way of keeping a historic record of our accomplishments.

MFDI had a total income of \$1,595,050 in 2011 and \$1,817,895 in 2012. Most of this amount was from three projects sub-contracted through JHU/CCP.

1. STRADCOM: During 2011, MFDI wound up their contribution as sub-contractors with The Johns Hopkins University Center for Communication Projects (JHU/CCP) on the 5-year USAID-funded strategic radio project. MFDI contributions for the final year of STRADCOM were completed by May 2011 as the project terminated in September the same year. Highlights of MFDI contributions included:

- Design, production, and dissemination of a Wahapahapa Community Resource Kit (CRK) comprised of two 28-page comic books and a facilitator's guide. These were based on the behavior change trajectories of transitional characters from our Wahapahapa radio serial drama (RSD). Wahapahapa was the flagship program of the STRADCOM project, a RSD that aired weekly for three years and was repeated on a daily basis during the final year of the STRADCOM project. MFDI printed 24,000 copies each of the two comic books and 200 copies of the facilitator's guide.
- MFDI organized and implemented four regional CRK training/dissemination workshops for the CRK materials across Tanzania.
- MFDI produced a music album of original songs composed for the Wahapahapa radio serial drama by the Wahapahapa band; a real band formed for the project that continues to perform regularly in Dar es Salaam.
- MFDI produced 40 radio PSAs for various STRADCOM health campaigns
- MFDI produced two documentary videos that documented the history and achievements of the Wahapahapa project (available on the MFDI YouTube channel).

2. TCCP: In October 2010 MFDI partnered with JHU/CCP and were awarded a new USAID-funded 5-year project known as The Tanzania Communication Capacity Project. This 45-million dollar project was MFDI's main source of work during 2011-12 and is expected to involve a significant part of MFDI's efforts through 2016.

Highlights of MFDI contributions to TCCP during 2011/12 include:

- Dubbing Club Risky Business (2011)

Club Risky Business is a Zambian TV mini-series dealing with multiple concurrent partnerships. MFDI dubbed the series to Swahili. JHU/CCP distributed the Swahili version through broadcasts and on DVD formats.

- Production of five TV and ten radio spots for the Family Planning Campaign
MFDI produced five high-end promotional TV spots (and accompanying radio spots) for TCCP's family planning Jiamani (confidence) campaign. These can all be viewed on the MFDI's YouTube channel.

- The Swahiliwood Project

Swahiliwood is an innovative public-private partnership harnessing the energy of Tanzania's explosive commercial film industry, to produce and distribute enter-educational feature films across the Swahili-speaking region. This exciting pilot project involves intensive training and mentoring throughout the process of script development and the production of three feature films. The project contributes both to public awareness around social issues and building the capacity of local filmmakers and the local film industry.

The project rolled out during 2011 and 2012 as follows:

- Initial assessment of the local film industry (2011), which included a comprehensive report and short documentary on MFDI's assessment of the local industry. You can view the documentary on MFDI's YouTube channel.
- Designing a curriculum for the practical training and mentoring program
- The production of three feature films that will be released in 2013 for the first season of Swahiliwood that focused on HIV themes namely: Anti-Retroviral Treatment adherence and sexual networks. The process involved:
 - A two-week concept development workshop (2011) with 28 local screenwriters.
 - A three-week script writers workshop with six screenwriters, followed by two months of script mentoring (2012)
 - Preproduction and production training for three local production teams (2012)
 - The production of 3 Swahiliwood feature films (2012)

- TCCP Flagship Television Series

During 2011 and 2012 MFDI produced and released a 13-part television series entitled *Siri ya Mtungi* (Secrets of the Gourd). The project included:

- Procurement of production equipment and the construction of a sound stage (2011)
- TV Series Concept design workshop and treatments for Season 1 (2011)
- Script development for Season 1 comprised of 13 half-hour scripts (2011/12)
- Production of Season 1 (April - August 2012)
- Broadcast of Season 1 (December 2012 – March 2013)

This is MFDI's most ambitious project to date. It has become the most popular and talked about TV series of all time in Tanzania. As a result MFDI has been funded to

produce Season 2 during 2013. To find out more please visit www.siriyamtungi.com and associated Facebook and twitter pages. You can screen full episodes and all promotional materials associated with the program on MFDI's Swahiliwood YouTube channel.

3. *Chumo*, the 50-minute dramatic film that MFDI produced in 2010 was released in 2011. It focused on malaria prevention during pregnancy within a love story set in a rural Tanzanian fishing village. The film was well received in Tanzania, with more than 30,000 DVDs and VCDs distributed commercially within a month of its' release. It went on to win several international awards including: Best Actress and Best Director at Zanzibar International Film Festival 2011; Award for Achievement in narrative film - short length, Silicon Valley African Film Festival, 2011; and, the Golden Hamster Award (best of festival) and Best Short Narrative at the Northwest Film Festival, 2011.

4. MFDI continues to provide technical support for the JHU/CCP Uganda (YEAH) radio serial drama, *Rock Point 256*, which is now in its seventh year of broadcast. This support consists mostly of MFDI's consultants regularly providing technical assistance in script development and production to the project in Kampala.

5. The Active Prevention and Communication for All Project (PLACTO) is a new USAID-funded five-year project in Mozambique that was awarded to JHU/CCP late in 2011. MFDI provided technical assistance in the design and equipping of a sound studio in Maputo followed by establishing broadcast capabilities in 2012. MFDI provided training in script development and production both years and will continue during 2013.

6. The production of a children's radio program and accompanying public service announcements focusing on malaria prevention for the JHU/CCP COMMIT project.

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

- Swahili dubbing of many films and television programs including *Inside Story*, a fascinating feature film produced by the Discovery Channel that illustrates how HIV affects the physiology of an aspiring professional football player.

- Swahili dubbing of environment documentaries for MFDI's partners, Television Trust for the Environment.

8. Video distribution and sales – DVD sales have almost ended at MFDI, but online sales are growing and more titles are becoming available for download on the Internet. Also MFDI made a couple significant sales to African TV broadcasters. We also donated sets of videos to French-language broadcasters in Niger and Haiti that couldn't afford to purchase them.

Looking forward to 2013

MFDI's primary focus will continue to be the TCCP project. This will include the distribution of *Siri ya Mtungi* Season 1 and the production of *Siri ya Mtungi* Season 2.

Also MFDI will be a subcontractor to FHI360 on the Fanta III project on nutrition education. The first subcontractor's meeting will be in May 2013 in Washington DC. We are anticipating that this will lead to signing substantial sub-agreements with FHI360 over the next several years.

MFDI's work in African social message media started 27 years ago and \$13,256,001 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 maturing. MFDI will be unifying its two websites – Tanzania and USA and combining distribution efforts with the Tanzania office taking the lead on Swahili-language videos and the American office leading with English and NTSC video sales. The future is clearly to get more videos online adding to those now available at a couple sites, and possibly setting up video streaming on our own site.

MFDI is working on purchasing the office in Tanzania. After submitting proposals to donors for several years, now MFDI has decided to seek out a loan, and submissions will be sent to several "impact investing" agencies to borrow about \$1,000,000.