



Annual Report

VMCZ Annual Report 2013



SEPTEMBER 2013



Contents

Executive Summary	3
Chairperson's Report	4
Programmes	8
Programme A: Media Complaints	8
Programme B: Training and Media Development.....	17
Programme C: Advocacy.....	21
Administration and Management Report.....	23

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Executive Summary

The following report captures activities undertaken by the Voluntary Media Council of Zimbabwe (VMCZ) during the period ending 30 September, 2012 to September 26, 2013. This report attempts to narrate activities and measure their impact and, in so doing, link such activities to the annual work plan submitted of the VMCZ for the period under review. This document is submitted for the benefit of and understanding of VMCZ members and media stakeholders.

The period under review was clouded by an impending election whose holding was a contested issue between the parties in the inclusive government. The period also saw the constitution making outreach programme gather momentum resulting in the drafting of a new constitution for Zimbabwe. The constitution was taken to a referendum where Zimbabweans voted overwhelmingly for the adoption of the new constitution. The new constitution however has freedom of expression enshrined in section 61 and 62 but unfortunately does not recognise media self-regulation in Zimbabwe. The constitution reinforced statutory regulation of the media in Zimbabwe in sections 248-250.

The uncertainty over the holding of the elections made it difficult to plan-ahead as conflicting statements always arose over the holding of the elections.

The harmonised elections were ultimately held on 31 July 2013, and a winner –Zanu PF emerged from the harmonised elections. Zanu PF has since constituted a new government of Zimbabwe and ministers from the party have been appointed.

VMCZ has witnessed the impact of its advocacy and lobbying work with an increase in the number of complaints received in this period.

Above all, the work of VMCZ remains relevant as the organisation has created a platform for the media and members of the public to interact and engage over stories written in both the public and private media.

This report captures details under the Media Complaints Programme area, Training and Media Development and finally Advocacy. A summary of activities is also captured in the report.



Figure 1 VMCZ Board Chairperson, Mr Alec Muchadehama addressing a meeting

Chairman's Report

Respected Members of VMCZ,

1. Introduction.

Let me begin by expressing my gratitude to all of you for finding the time to attend the VMCZ 2013 Annual General Meeting. Let me especially thank those from outside of Harare who had to endure long trips in order to be with us here.

The year under review has been a particularly unique one for Zimbabwe and the media industry. It saw the holding of a constitutional referendum on the COPAC draft constitution and the subsequent holding of harmonized elections. At the time of our meeting, the new constitution has been passed into law and harmonised elections have been held in terms of the national charter.

All of these significant national events and realities occurred within a context of continued political polarization which regrettably was also informed by a continuing repressive media legal framework.

As with previous years, the VMCZ has had to contend with the reality of state regulation of the media particularly as it is legislated through the establishment of the Zimbabwe Media Commission in terms of the new constitution as well as the undemocratic Access to Information and Protection of Privacy Act (AIPPA).

It however pleases me to begin my report to this important meeting with the assertion that regardless of the challenges, the VMCZ remains firmly committed to continuing its mandate of promoting and implementing democratic media self regulation.

2. The Media Context

In the year under review, the media in Zimbabwe has continued an incremental quantitative expansion particularly in the broadcasting sector and less so in the print media, which saw the introduction of the Southern Eye newspaper in Bulawayo by Alpha Media Holdings.

Other print media that came into being during this period have either closed altogether or have stopped publishing for reasons that they have not publicly disclosed.

The media has also had to contend with the general invocation of criminal charges against journalists at either the instigation of government departments or person of influence in our society. This tendency has left the media profession with an understanding that while the media environment may appear more liberal, it has sadly not lost its structural repressive teeth or benevolent but paternalistic attitude toward media freedom.

While there have been quantitative incremental changes to the media in the year we are gathered to review, the stark reality has been that it is the qualitative democratic aspect of media reform that is in deficit.

The specter of repressive media laws such as AIPPA, POSA and the Criminal Law codification and Reform Act hangs over the work of journalists and media houses. Add to this the multiple regulatory framework of the media has affected the ability of the media to function freely and without undue hindrance. Examples of this multiple regulatory framework have included the Zimbabwe Media Commission, the Broadcasting Authority of Zimbabwe, the Postal and Telecommunication Regulatory Authority which have come to holistically affect both the registration of journalists, media houses as well as their operational capacities. It is a regulatory framework that was further compounded by the fact that during the recently concluded electoral period,

even the Zimbabwe electoral Commission became an addition to this red tape structural control over the media.

The VMCZ is however aware of the provisions of the new constitution which have been lauded as somewhat progressive in that there is direct recognition in the bill of rights, Section 61 and 62 which recognize the right of all Zimbabweans to freedom of the media and access to information respectively.

It would be however wise for members to recall that the Bill of Rights does not function in isolation from other sections of the constitution. And in saying this I would like to emphasize that while these provisions in the new constitution can be deemed progressive, there remain other sections in the same national charter that would be inimical to freedom of expression.

A particular section would be Sections 248-250 which retain the Zimbabwe Media Commission with the intention to retain statutory regulation of the media. A word of caution must also be mentioned in relation to section 86(3) of the constitution which does not mention freedom of expression as right which no law should limit its enjoyment.

It however remains the view of the Board that regardless of these aforementioned challenges, there is adequate room for the VMCZ to continue its work to seek and implement democratic media self regulation in the interests of media freedom. This also includes the imperative that the VMCZ continues to engage all media stakeholders and statutory bodies that may appear skeptical about the effectiveness of media self regulation in order for them to eventually see its democratic significance and global benefit.

This is also important within the context of a newly elected government and a newly re-appointed minister of Media, Information and Broadcasting who has already indicated his ministry's interests in pursuing a path of dialogue with media stakeholders on all matters that affect them.

The VMCZ pledges to take up this new engagement framework on the basis of its mandate as well as democratic principles that value media freedom, freedom of expression and access to information.

3. Outline of VMCZ activities October 2012-September 2013.

Let me now turn to a brief outline of the major activities that the VMCZ undertook in the course of the last twelve months. I will not go into detail on all the activities but highlight ones that are of importance.

The details shall be found in the published Annual report of the VMCZ which shall be availed to all members by October 4, 2013.

The three primary focus areas of the VMCZ have remained those of Media Complaints Adjudication, Media Training and Professionalism and Advocacy for Media Self Regulation in Zimbabwe.

3.1 Media Complaints Adjudication.

In this specific area the Media Complaints Committee (MCC) which is chaired by Retired Justice LG Smith received a total of 24 formal media complaints, of which 23 have been determined and the necessary remedies advised.

A majority of the complaints were from influential members of society while a lower number were from ordinary members of the public.

It must be emphasized that the good work being undertaken by the MCC is the *raison d'être* of the VMCZ, which is to freely and publicly offer remedies to members of the public who have grievances with stories published by the mainstream media.

3.2 Media Training and Professionalism

This is a specific programme area that is managed under the tutelage of two committees. Namely the Training committee and the Ethics Committee (incorporating Gender and the Media). Both are chaired by Mr. Chinaka and Mr. Machakaire respectively.

With regards to training there were a total of 7 media training workshops that were held with one being a Training of Trainers workshop and the remaining six being in-house workshops on 'Beyond Basics' in tandem with election reporting.



Figure 2 Participants at a Training of Trainers workshop

A combined total of 97 journalists (34 female and 63 male) from both the state and print media were trained under the auspices of the VMCZ.

The Ethics Committee undertook general supervision of the media during the electoral period and launched a weekly ethics column. The VMCZ also attended the World Association of Press Councils (WAPC) at the invitation of the Media Council of Kenya in May of this year and new solidarities were established with other councils.

The latest activity and product to stem from the Media Ethics committee has been the study on the State of Media Ethics in Zimbabwe that was compiled by a media academic and published in early August 2013. These activities have been well received by both members of the public and members of the VMCZ.

3.3 Advocacy for Media Self Regulation

In the period under review, the VMCZ continued with the policy of engagement and lobbying relevant policy makers and policy bodies. The VMCZ interacted with members of the outgoing Parliamentary Committee on Media, Information and Communications Technologies on a proposed Media

freedom and Transparency Private Members Bill which we politely disagreed with due to its intended intention to retain statutory regulation of the media.

The Board also engaged with the Zimbabwe Media Commission on the issue of the Media Council that is established in terms of AIPPA. In this particular engagement, the VMCZ worked closely with the Media Alliance of Zimbabwe (MAZ) to ensure that there was a united response by media stakeholders as to the call for participation in the statutory body.

The VMCZ has since advised the ZMC that it is unable to participate in the AIPPA Media Council but will continue with the policy of engagement toward an amicable solution to matters relating to media regulation.

The VMCZ also joined other media stakeholders in engaging the new Minister of Media, Information and Broadcasting last week and is looking forward to further interaction with the same ministry.

In line with its objectives of increasing public awareness of the VMCZ and the Media Complaints Mechanism, the VMCZ produced cups and calendars for distribution to media stakeholders, policy makers, members as well as the general public. Media Advertisements were also placed in newspapers of bi-monthly complaints reports and any other issues that needed publicity.

In collaboration with the Media Alliance of Zimbabwe, the VMCZ also held the annual *Bornwell Chakaodza Memorial lecture* on World Press Freedom Day, May 3 2013.

We have also continued with interacting with the Arts industry which is represented by our board by Mr. Daves Guzha.

3.4 Administration.

In relation to our administration, I am happy to report that the organization has managed to retain all its staff members. We are however now looking at the possibility of hiring an information officer for the next half year. As regards our financial situation, that will be covered in the financial report which is an item on the agenda of this meeting.

Conclusion.

In conclusion let me emphasize that the challenges that are faced by the media remain numerous and directly related both to repressive media laws and a culture of repression against the media.

The incremental gains that we have come to witness via the new constitution as well as in the quantitative increase of media players must however be welcomed with caution.

It remains imperative that we remain steadfast in upholding the democratic values of media self regulation, media professionalism and media public accountability.

I thank you and wish you fruitful deliberations at this AGM.

A. Muchadehama

(Chairperson VMCZ Board.)

Programmes

Programme A: Media Complaints

Programme A is the cornerstone of VMCZ work. The programme deals with receiving and adjudicating complaints received from members of the public. The Media Complaints Committee (MCC) was strengthened in the period under review and is now composed of Committee Chairperson, Retired Justice George Smith, seasoned journalist Mr. Cris Chinaka and Advocate Choice Damiso. Also taking part in the adjudications are Board Members -Ms Reyhana Masters and Mr. Tawanda Majoni.

The committee under the period under review strengthened the Provincial Media Complaints Committee teams of the VMCZ. VMCZ has Provincial Media Complaints Committees in Masvingo, Bulawayo, Gweru, Kwekwe and Mutare.

The committee has since September this year to date adjudicated and handled 15 media complaints received from individual members of the public and from institutions. The number reflects a significant increase compared to the same period last year.

Most of the media complaints handled were finalised while in other cases the Media Complaints Committee facilitated dialogue between the complainant and the media institutions.

Below is a summary of the cases received and the verdict reached by the Media Complaints Committee on each and every media complaint received.

Case 1: Mr. Mutema vs NewsDay

- Mr Mutema filed a complaint with the VMCZ over an article entitled, “Heads to roll at Kwekwe Council- Chombo”, published in the Newsday of 13 November 2012.
- Mr Mutema, who is the Kwekwe acting city treasurer, felt that the headline was misleading as it implies that Chombo made a direct comment on the story when in fact he is not even quoted in the story.
- Mr Mutema says the story is false as it alleges that a special audit report was handed to the local authority yet there is no such report.

- ❖ **MCC Verdict: FINALISED** The Media Complaints Committee, invited both parties to a hearing on the matter. After hearing from both parties, the MCC ruled that Mr Mutema’s complaint was misplaced as a special audit report was produced by the Ministry contrary to his claims that there was none.

The MCC ruled that Newsday should avail a copy of the Audit report to Mr Mutema for him to go over and afford him an opportunity to respond to the audit report.

Case 2: Alistair McNelage vs TechZim

- Mr Alistair McNailage filed a complaint with the VMCZ over an article entitled, “Two Econet Facebook pages, one of them is Fake” published on Techzim website www.techzim.co.zw on 22 August 2012.
- Mr McNailage is aggrieved as he says the article published by Techzim is false and says the allegations on Communication Twenty Four Seven are baseless. Mr McNailage says the statements made in the article are damaging to the company’s reputation.
- He also complains that Techzim never made any effort to investigate the matter and the article was based on wrong assumptions.

- ❖ **MCC Verdict: FINALISED**

The MCC after hearing from both parties ruled that TechZim should give a right of reply to Mr McNeilage. The MCC said TechZim should publish a story giving Mr McNeilage a chance to respond to the published article. TechZim ultimately published the right of reply article.

Case 3: Mr Gazi vs NewsDay

- Mr John Gazi filed a complaint with the Media Complaints Committee (MCC) over two articles published by the Newsday on 6 December 2012 and 7 December 2012, headlined, “Ex-Commanders back Tsvangirai and “Zipra statements spark controversy.”
- Mr Gazi alleges that the article published on the 6th of December 2012 is not accurate at all as it quotes a statement written by non-existent former Zipra Commanders.
- Mr Gazi says he is a Zipra commander and has communicated with other surviving Zipra commanders who all know nothing about the statement by the alleged Zipra commanders and the statements reported on and quoted in the NewsDay.

❖ MCC Verdict: FINALISED

Matter was brought before MCC. Mr Gazi outlined his complaint to the committee and also presented to the committee the ZIPRA High Command as it was constituted before independence in 1980.

NewsDay in defence said they verified the statement from which the story was written from and believed the sources were authentic Zipra commanders.

The committee after reviewing the case and listening to both parties resolved that it was important for NewsDay to give Mr Gazi space in the newspaper to explain to the public the structure of the Zipra High Command. Both parties agreed that it would be in the national interest for Mr. Gazi who still had institutional memory to educate the nation on the piece of history.

Case 4: Mr. G Sande vs Daily News

- Goerge Sande lodged a complaint with the VMCZ over an article published in the Daily News of 24 August 2012 headlined “Man Pees in Pots”.
- Mr Sande is complaining that the Daily News reported that a man called Goerge Sande was taken to the civil court by his wife for urinating in the household pots. Mr Sande is aggrieved as he says he also bears the name Goerge Sande and he is not the Goerge Sande mentioned in the story. He also says he is not related to the Sande mentioned in the story.
- Mr Sande says the press should have given the age, place where the offence was committed and the residence of the culprit so as to distinguish the real person. Mr Sande says he is a highly respected individual and the publication of the story has resulted in him being the talk of the town.

MCC Verdict: FINALISED

- ❖ After engaging the Daily News on the matter the newspaper published a story clarifying that the George Sande who lodged a complaint with the VMCZ is not the same as the one referred to in the story published by the Daily News.

Case 5: Tafara Chikumira vs Voice of the People (VOP)

- Tafara Chikumira launched a complaint with the VMCZ over a story published by Radio VOP on 8 November 2012 entitled “ZBC reporter part of ZANU PF violence”.
- The article insinuated that Mr Chikumira was associated with a group named Chipangano which was involved in political violence. Chikumira complained that allegations that he took part in the violence are false and malicious to him

MCC Verdict: FINALISED

- ❖ The MCC after due deliberations determined that there was no breach of the Media Code of Conduct on the part of Radio VOP as the online publication wrote the story based on an statement citing a political party (MDC).
The MCC however ruled that Radio VOP should carry a story outlining that Mr Chikumira appeared before the MCC and denied allegations that that he was part of Chipangano.

Case 6: Dr Kereke vs Daily News

- Dr Kereke filed a complaint with the VMCZ over three articles published by the Daily News on 3 January 2013, 7 January 2013 and 23 January 2013.
- Dr Kereke complains that the articles published are highly malicious of him and contain highly defamatory falsehoods.
- Dr Kereke complains that the stories are wholly false as they imply that he is involved in vote buying yet he is not involved in any such activity.
- Dr Kereke is also aggrieved that he was not given a right of response to the allegations raised in the three stories.

MCC Verdict: FINALISED

- ❖ Both Dr. Kereke and the Daily News, represented by Executive Deputy Editor, Chris Goko appeared before the committee. Dr. Kereke presented his case before the committee.

The Committee ruled that the Daily News should retract certain assertions and factual errors contained in the three stories. The Daily News retracted the information identified. The Committee applauded the Daily News for its professionalism.

Case 7: Natasha Msonza vs Zimbabwean

- Miss Natasha Msonza launched a complaint with the MCC over a story published in the Zimbabwean newspaper of 08 January 2013 headlined 'Not enough money for women'.
- Miss Msonza says she never granted any reporter from the Zimbabwean any interview yet she was quoted extensively in the article.

MCC Verdict: FINALISED

- ❖ Before the matter was heard the complainant and the newspaper reached an external agreement to engage on the matter. The matter was withdrawn from the MCC by the complainant.

Case 8: Mr. Matumbike vs Chronicle

- Mr Matumbike filed a complaint with the Media Complaints Committee (MCC) over a story published by the Chronicle on the 8th of May 2013 entitled 'Police bar illegal voter education meetings'
- Mr Matumbike says the article on the Local Governance Community Capacity Building and Development Trust (LGCCBD) is not true and contains inaccurate information and wants the Chronicle to correct the information.

MCC Verdict: FINALISED

- ❖ The VMCZ facilitated contact between the complainant and the newspaper editor and both parties reached an agreement which led to the publication of a story correcting the initial published story. The complainant felt there was need to further engage and interact with the newspaper in future.

Case 9 : Mr Isaac Shumba vs. Midlands Monitor

- Mr Isaac Shumba filed a complaint with the Media Complaints Committee (MCC) over an article published by the Midlands Monitor of 22-26 March, 2013 titled "Goblin haunts Mkoba 19 family."

- Mr Shumba in his complaint says the story published by the paper is unsubstantiated and meant to tarnish the image of the house in question which he owns.
- Mr Shumba in his complaint says he has lost income from renting out the house as potential clients are shunning the house citing the news paper article in alleging that it is haunted.
- Mr Shumba said the tenant at the house caused the publication of the story after failing to pay rentals and receiving an eviction notice and was therefore trying to fix him by alleging that the house was haunted.

MCC Verdict: FINALISED

- ❖ The matter was brought before the Media Complaints Committee (MCC). Midlands Monitor was represented at the hearing by its Editor, Ms Tendai Manhundu. Mr Shumba outlined his complaint to the committee.

The Midlands Monitor in defence told the committee that the story was published after the tenant at the house had given them her side of the story. The paper said they believed the source to be authentic.

The committee after reviewing the case and listening to both parties resolved that it was important for Midlands Monitor to give Mr Shumba space in the newspaper to explain to the public that he was the owner of the house and that the house was not haunted.

The Midlands Monitor in its next edition published a story where Mr Shumba gave his side of the story in the matter.

Case 10: National Constitutional Assembly vs Daily News

- The NCA filed a complaint against Daily News over a story that appeared on 16 June 2013 titled, 'Bloated SADC Summit Entourage'
- The NCA alleges that the story erroneously states that its chairperson, Professor Lovemore Madhuku was listed as a legal expert for Zanu PF at the SADC summit held in Maputo, Mozambique.
- NCA further alleges the editorial of the same edition unfairly discredits Madhuku on the basis of what it considers false information about the listing of his name at the SADC summit.

MCC Verdict: FINALISED

- ❖ The matter was brought before the committee and the committee after deliberating on the matter ordered the Daily News to give Mr Madhuku a right of reply. The committee also wanted the Daily News to clarify for the benefit of its readers that the paper knew of Dr Madhuku's listing as

an expert from sources. The Committee felt the way the story was authored gave a false indication that the Daily News was in possession of the participants list.

Case 11: Mr. Supa Mandiwanzira vs Daily News

- Mr Supa Mandiwanzira filed a complaint with the Media Complaints Committee over a story published in the Daily News of 24 July 2013.
- Mr Mandiwanzira says the Daily News lied in alleging that Zanu PF force marched people to attend the party's rally in Mutare. Mandiwanzira says the Daily News article is full of malice and hate against ZanuPF.

MCC Verdict: FINALISED

- ❖ **The complainant in the matter withdrew the complaint after reaching an agreement with the Daily News.**

Case 12: Ali Johnson Mukuku vs H-Metro

- Mr Ali Johnson Mukuku filed a complaint with the VMCZ over an article entitled, "Zimbabwe charity home turns into a maximum prison" which he indicates appeared in the H. Metro of 10 December 2010.
- Mr Mikuku who is an official at a charity home named Fatima Zahra centre says the article has contains false statements about the charity home.
- The article implies that there is extreme child abuse at the charity home. However Mr Mukuku says the allegations are false and are damaging to the image of the donor funded charity home.

MCC Verdict: FINALISED

- ❖ The MCC reviewed the case and established that the story was published in 2009 instead of 2010. The MCC conceded that the time frame was not within the committees jurisdiction to deal with the matter

Case 13 : Mr Tsvangirai Mukwazhi vs NewsDay, DailyNews, Zimbabwe Independent and Herald

- Mr Mukwazhi filed complaints against the Daily News, NewsDay, Zimbabwe Independent and the Herald over the use of his pictures without his authority. Mr Mukwazhi says the four newspapers used his pictures in the sports section without acknowledging that the pictures used belonged to him or to Associated Press, the organisation he works for.

MCC Verdict: PENDING

- ❖ Letters have been written to the four newspapers and the MCC is awaiting their response.

Case 14: Stanford Zhou vs The Sunday Mail

- Stanford Zhou filed a complaint with the VMCZ over an article entitled, “Agony of maintaining someone’s child “, published in the Sunday Mail
- Zhou says the Sunday Mail used a picture of him in a story which does not relate to him thus tarnishing his name.
- Zhou says the story has caused unnecessary friction between him and his wife resulting in their separation.

MCC Verdict : FINALISED

- ❖ The matter was referred to the Sunday Mail and Mr Zhou met with the Sunday Mail team and the paper offered to do an apology.

However Mr Zhou indicated that he did not only want an apology but wanted monetary compensation.

VMCZ however does not deal with matters involving financial compensation and advised Mr Zhou accordingly.

Programme B: Training and Media Development

VMCZ during the year under review conducted training in Training of Trainers and In-house courses. The in-house courses were conducted in six newsrooms around the country while the Training of Trainers workshop was conducted in Harare. A total of 105 people were trained under the two training programmes.

❖ VMCZ-FOJO Training of Trainers (ToT) Course 18 to 22 February 2013.**HARARE, ZIMBABWE**

VMCZ conducted a Training of Trainers for 8 senior journalists and editors drawn from the various newsrooms across the country. The training was held from 18 February -22 February 2013. The training was conducted by Willie

Oliver from Namibia and Reyhana Masters, a Zimbabwean trainer. The five day long training focused on training the participants on training methodologies and election reporting.

❖ **VMCZ -In-house training**

A total of 6 in-house courses were conducted around the country. The in-house courses were conducted at the Daily News, AMH (Zimbabwe Independent, NewsDay and The Standard), Herald/Sunday Mail, Masvingo, Kwekwe and The Chronicle/Sunday News.



Figure 3 Trainer Nyasha Nyakunu, conducting a back to basics training at Southern Times newsroom in Bulawayo

Institutions trained and number of journalists trained

Institution	Newspaper Alerts	Number Females Trained	Number Males Trained	Total trained
AMH	Zimbabwe Independent, NewsDay and The Standard	4	7	11
Daily News	Daily News	8	16	24
Masvingo	Masvingo Newsrooms	4	8	12
Kwekwe	Kwekwe Newsrooms	5	10	15
ZIMPAPERS	Chronicle/ Sunday News	9	16	25
ZIMPAPERS	Herald / Sunday Mail	4	6	10
Total		63	34	97

A total of 97 journalists were trained. 63 males and 34 females were trained.

B. Expected Results of the Project

The primary intended outcomes of the project were to ensure that there is the realization of 'improved quality in Zimbabwean media reflecting internationally recognized standards in skills knowledge and attitudes,' as well as ensuring that the Zimbabwean media are able to be capacitated to cover the harmonized elections in an informed and better manner. The VMCZ through the trainings hoped to be 'able to offer systematic, contextualized mid career training for working journalists using Zimbabwean Trainers,

C. Actual Results of the Project

Quantitative

1. A total of 6 in-house trainings were undertaken by the VMCZ.
2. Six media houses underwent the election reporting training. These were AMH Holdings (the Newsday, the Standard and The Zimbabwe Independent) Herald/Sunday Mail, the Chronicle/Sunday News, Kwekwe, Daily News and Masvingo
3. Total number of trained media personnel were 97 of whom 34 were female and 63 were male.
4. The total number of trainers trained were 8, bringing the total number to 105.

Qualitative Outcomes

1. The training of trainers course blended journalists of different generations. Participants to the course were drawn from very senior journalists holding editorial posts, mid-career journalists and from journalists with three to four years experience.
The blending of very experienced journalists with less experienced journalists is part of VMCZ's objective to create a pool of trainers from across the journalistic field.
2. The trainers' course was viewed by participants as particularly useful as they viewed it as a platform for re-visiting their journalistic skills as well as their ability to sharpen their in-house training capacities.
3. The in-house trainings were well received by the newsrooms as editors felt that it was hands on training which fitted into the day to day operations of the newsrooms.

Programme C: Advocacy



Figure 4 VMCZ Board Member Reyhana Masters hands over vendor bibs to Daily News staffers

The highlights of the programme are activities aimed at getting a legitimisation of the concept of self-regulation among the media and the public. The areas of focus included advocacy work around press clubs, provincial meetings, printing of promotional materials, advertising in the newspapers and in radio stations, promotional bibs, meeting with key stakeholders and attending network meetings.

During the period under review press club meetings were held in Bulawayo, Chinhoyi, Harare, Kwekwe, Gweru, Mutare and in Gwanda. Various speakers were lined up and made presentations on the state of media ethics in the country. Discussions were held on how the media should report elections that were held on 31 July 2013.

Promotional materials that include calendars, posters and brochures were printed and distributed to the public. Vendor bibs were printed and distributed to three newspapers namely NewsDay The Daily News and The Financial Gazette.

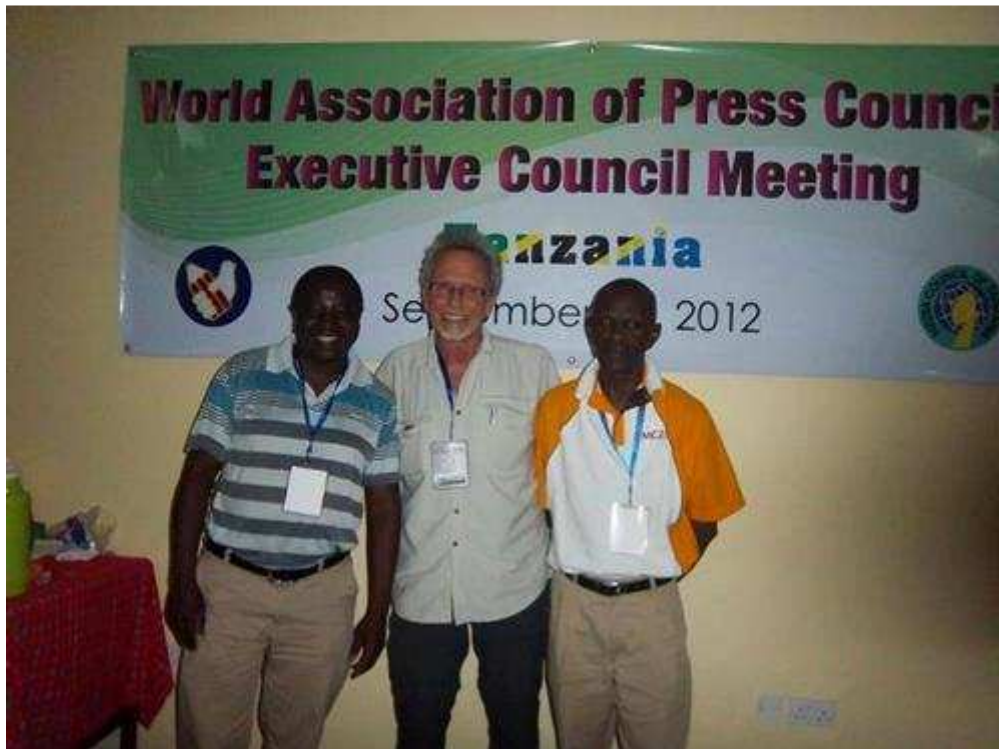
VMCZ placed newspaper adverts with various media houses around the country to publicise the complaints mechanism and the organisation's activities.

The VMCZ also held provincial meetings with civil society leaders to exchange ideas on the concept of media self-regulation. The meeting were held in Kwekwe, Gweru, Gwanda and in Bulawayo.

In September 2012 and in May 2013 the VMCZ attended the World Association of Press Councils (WAPC) Executive Council Meetings. The 2012 meeting was held in Dar es Salaam in Tanzania.

VMCZ was represented at the meeting by Tapfuma Machakaire, the Chairperson of the Media Ethics Committee and Loughy Dube, the VMCZ Programmes Officer for Advocacy and Complaints.

WAPC Executive Council meeting which is held annually appointed two committees to work out strategies and recommend steps for sustainability of the organization. The other committee will review issues of compliance and a revision of the organisation's constitution.



In May 2013 VMCZ Programmes Officer, Loughty Dube, attended the WAPC meeting that was held in Nairobi, Kenya. Countries that were represented during the WAPC Executive Council meeting are Zimbabwe, Turkey, Nepal, United States, Pakistan, India, Uganda, Kenya, North Cyprus, Malawi, Seychelles and hosts Tanzania.

The VMCZ Media Ethics Committee launched a report entitled 'The State of Journalism Ethics in Zimbabwe, which was conducted by University of Cape Town lecturer, Wallace Chuma. The report was launched in three centres namely Gweru, Bulawayo, Kwekwe before it was launched in Harare in July.

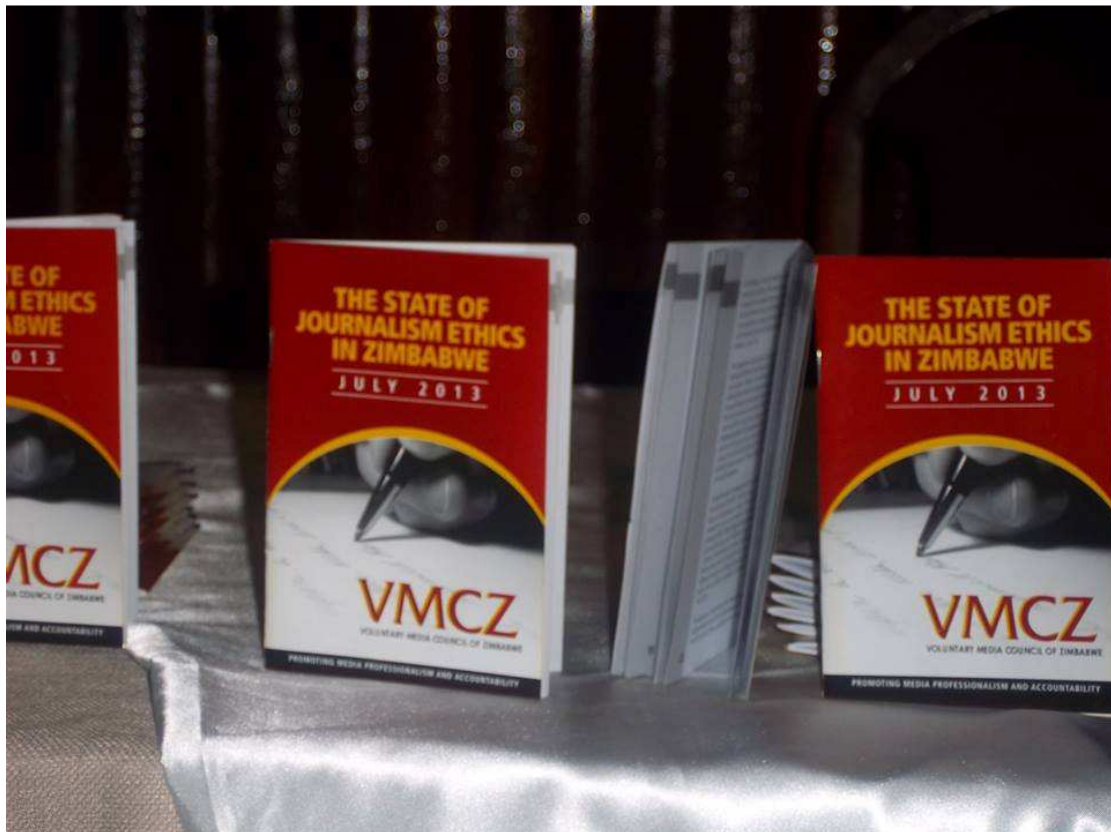


Figure 5 The 'State of Journalism Ethics Report' launched by VMCZ

Administration and Management Report

The VMCZ has a staff complement of five. The Executive Director, Takura Zhangazha, the Programmes Officer Complaints and Advocacy, Loughty Dube, the Finance and Administration Officer, Eunice Moyo, the driver/courier Shaim Mukamba and a professional intern attached to the Information department Tafadzwa Tseisi.

The organisation's audited financial results were presented at the Annual general Meeting (AGM) and are available with the Finance and Administration Officer upon request

#Ends