

TCRA for developmental oriented radio content

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Tanzania Communications Regulatory Authority (TCRA) Director General, Prof John Nkoma has stressed on the need for communication service providers to serve the public with content that will foster development.



Image via [123RF](#)

Speaking in Dar es Salaam on Thursday during a licence issuance to Mwanza based Jembe FM, Prof Nkoma said the public needs to be fed with content that will activate their development knowledge.

He said the radio should be a platform which the public can rely on for development issues and for moral values and not otherwise. "Make sure the content aired promotes moral values to the public and offer them with issues that will improve the listeners' welfare", he said.

Receiving the licence, Jembe FM Chief Executive Officer, Dr Sebastian Ndege said they are focusing at bringing positive changes in the industry by coming up with programmes that will foster development among others.

"We are on trials but I have planned to make a difference not only in terms of content but on programmes that will make the audience distinguish us from other stations", he said.

Dr Ndege said they will observe morals and values in its content package as he believes it is key for national development.

He said the radio will officially be launched on May 23, this year whereas they will make public the programmes and presenters, mission, vision and target audience. "For starters will be focusing in Mwanza as a fast growing city but in the future we will expand to other areas as well," he said.

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