



Tanzania-Network | Kameruner Str. 1|13351 Berlin

ProSiebenSat1 Media AG
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Bonn, 28. August 2013

Stop the broadcasting of „Reality Queens on Safari“ (PRO7)

Dear Mr. Ebeling,

Representing Tanzania-Network.de e.V. and several NGOs I call on you to immediately stop broadcasting the show “Reality Queens on Safari” (Pro7).

The show promotes well-known stereotypes of the east African country Tanzania, fuels common prejudices and illustrates a racist and discriminating picture of the inhabitants of the country. The presented image of Tanzania and its people in the show is simplistic, offensive and degrading. To broadcast the show in German media is, therefore, unacceptable.

Already the trailer portrays Tanzania as a small country where „Africa is still more than staged scenery”, “the animals are actually wild” and “indigenous peoples are authentic”. With a size 2.5 times as big as Germany, a population of 45 million people, Tanzania’s cultural diversity and about 130 different ethnic groups and languages, this is far from reality. It is shocking that such a professionally operating corporation as Pro 7 with such an impact has to employ such an unreflected picture of Africa.

Several statements from the participants in the episode from 22 August 2013 though cannot simply be excused by their lack of knowledge, intellect and their low level of education. They cross the line and are plainly degrading. In combination with the camera settings and cuts this show promotes the degradation of humans, who as outside observers of the show are unable to comment. To give an example: One of the participants stated (episode from 22 August 2013) that the Tanzanian men allegedly had ejaculations upon her arrival at the airport. The next cut shows copulating monkeys. Apart from the participant’s perverted insult of these Tanzanian men, the following cut allows for the subtle comparison between Tanzanians and monkeys, an outrageous racism with a colonial imprint.

Unfortunately, your company seems to have completely missed the increasingly diversified and reflective debate on the African continent by the media and the efforts of state-owned and private institution to overcome stereotypes, discrimination and racism. An effort our organization supports actively for over 10 years now. Apparently, taking into account anti-racist and non-discriminatory discourses as a basis for your work does not correspond to your corporate’s philosophy. To discriminate against partly uninvolved people for marketing reasons, though, has not necessarily to do with philosophy but with a fundamental disrespect for human dignity.

Since independence the country of Tanzania is characterized by political stability and peace within the region of east Africa. In spite of his ethnic heterogeneity, the country is, since over 20 years, on a peaceful and successful route towards democratization, is known

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as the model country for the peaceful coexistence of Christians and Muslims and is internationally recognized and valued as such. To reduce the country to impressive landscapes and a diverse flora and fauna and to relate to its inhabitants only with well-known colonial racist stereotypes does by no means adequately honor these aspects. Therefore, we demand to immediately stop the broadcasting of the show “Reality Queens on Safari”.

I am looking forward to a positive response from you.
With kind regards,

Sönke Wanzek
i. Vorsitzender, Tanzania-Network.de e.V.

Unterzeichnerorganisationen

Tanzania-Network.de e.V.
Africavenir International e.V.
Afrotak TV cyberNomads
Arbeitsgemeinschaft für Entwicklungshilfe (AGEH) e.V.
Arbeitskreis Hamburg Postkolonial
Arbeitskreis Panafrikanismus e.V.
Arbeitskreis Städtepartnerschaft München-Harare (HaMuPa)
Arbeitsstelle Eine Welt in der evangelisch-lutherischen Landeskirche Sachsens
Berliner Entwicklungspolitische Ratschlag (BER)
Berlin Postkolonial e.V.
Deutsch-Tansanische Freundschaftsgesellschaft e.V.
Deutsch-Tansanische Partnerschaft e.V.
Deutsch-Afrikanisches Zentrum e.V.
Education is the key of life
Eine Welt Netzwerk Hamburg e.V.
Entwicklungspolitisches Netzwerk Sachen e.V.
e.p.a.- european playwork association e.V.
glokal e.V.
INISA e.V.
Initiative Schwarze Menschen in Deutschland e.V.
INKOTA-netzwerk e.V.
Le Chantier - Afrikawerkstatt
Leipziger Missionswerk
Manager für Menschen
MissionarInnen auf Zeit e.V.
Mission EineWelt, Centrum für Partnerschaft Entwicklung und Mission der ev.-luth. Kirche in Bayern
München Postkolonial
Mwanga High School – Hilfe e.V.
Partnerschaft des Kirchenkreis Hamburg-West/Südholstein, Gruppe Altona – Dodoma
Stiftung Nord-Süd Brücken
Tansania-Kreis Martineum Halberstadt
UTU e.V.
UWATAB e.V.
Verband Entwicklungspolitik Niedersachsen e.V. (VEN)

