

Building a Coalition for African Media Development



Eric Chinje



The Forum discussed a fresh perspective from international and regional development institutions on strengthening and funding African media.

The key issues raised were: What is the responsibility of media as a corporate and social citizen of Africa? What are the development challenges of Africa? How is African media framing these development challenges and how to partner with it in order to tell the untold stories of development? How should African media reconstitute itself in order to stay relevant by responding to these challenges and participate in improving the living conditions of Africans in these times of unprecedented technological changes? How to build a grand coalition of stakeholders to address the core constraints of African media, and where to start?

Speaking from the chair of the plenary session 'Building a coalition for media development in Africa', Eric Chinje said media should play a central role in the design and implementation of the development agenda of Africa.

"Yet when we analyse African media content we see the widening of the gap between media content on the one hand and the development agenda of nations on the other," Chinje said.

"This is especially true as you go down the development pyramid – the poorer the country, the wider the gap between what the media serves the population and what the government says its' development agenda is and as countries become industrialised, that gap narrows".

He compared the healthy development coverage in a relatively developed country like South Africa to the dismal development content of media in underdeveloped countries such as Niger. "How do we bring media into the development space?" Chinje asked.

Chinje concluded on the fact that in order to narrow the development gap the media must be supported in a variety of ways and "that is the coalition we are talking about building."

Inclusive Governance is the key

Following the Key Note Adress by Guest of Honour Dr Frannie Léautier, **Jay Naidoo** took the floor and said "There is one thing that sits at the core of everything we debate – whether the media, development or business - that is politics. Politics drives all. If you consider the challenges facing media, such as who gets a license, how is it regulated, who is able to stop your revenue streams, who is able to bully you or harass your journalists – it comes back to the issue of politics. The core of the development challenges of Africa is governance" stated Jay Naidoo

"However, it is great to see that there is an opening of space being pushed by people on the ground. We are in Tunis – the cradle of the Arab Spring and celebrating these winds of change that will define global development for the next decade. It is not Twitter or Facebook that runs revolutions – those are tools, it is people. People should be at the centre of our development paradigm".

"What is the development role of media? It is a question of trust. Do people trust us? We must think about what the messages are and the appropriate messaging platforms we need to build for those messages".

"By 2020, 60% of our people will be living in slums where their vulnerability will be intense. In Kibera, Nairobi, 43% of kids are stunted, 15% are wasted. There is no public investment there. Where is the story?"

"If you think about theft in Africa – how Africa has been robbed! The biggest crooks of all are the multinationals. Between 60% to 70% of all money that has left illegally from Africa is through tax evasion".

"This is taking money away from our ability to provide a better life. If we really are convinced that we have a role to be a watchdog it means we have to take a stand against all vested interests".

We need a gender revolution

Bineta Diop, Executive Director, Femme Africa Solidarity asserted, "We should not shy away from the fact that African women are suffering. We should be the ones to tell those stories. The good ones and the bad ones".

"We have seen an Arab revolution. For me the women of Tunisia have gained tremendously over the past decade. Even before the time of Ben Ali, they fought for their fundamental rights. What we need is a gender revolution across Africa. The first thing we need to do is challenge some of our culture



Jay Naidoo



Bineta Diop



Paulo Gomes



Magatte Wade

which is fundamental in the development of Africa. We must change our attitudes about the relationship between men and women.

In conflict zones we are using women's bodies as part of strategy of war. What kind of culture is this? This is not a western conspiracy; it is something that is happening in Africa, of Africa. I have seen it".

Diop concluded by saying that the gender revolution will happen as the rights of African men are no different from the rights of African women. When it comes to the development of our continent we need to make sure that women are part of the mechanism of governance, but also that we all benefit from the resources of our continent. "I want to see an alliance between our networks that our issues become your issues and that your issues become ours."

Transforming ideas into sustainable development projects

The Forum Heard from **Magatte Wade of the AfDB**. He stated that the AfDB is already present and involved in the development and strengthening of media on the continent. However, there is an urgent need to develop a framework for the financing of media in Africa as the continent positions itself as a global player. Media plays a critical role in purveying the image of Africa and promoting development. A state that is transparent, a government that promotes a culture of good governance is reflected in its media that is free and where freedom of opinion and expression are upheld.

The 2000 Presidential Election in Senegal is a case in point. The media played a crucial role in consolidating democracy. In fact, as the results were made public, journalists were in the counting centers relaying the information to the public. Here we see how the media can be instrumental in the treatment

and transmission of objective and balanced information.

Financing of media must be treated in a holistic manner. The AfDB is the bank for development and we must develop the necessary mechanisms to transform all those ideas into sustainable projects. It is imperative that these projects have a developmental impact.

Regional media integration needed for media finance

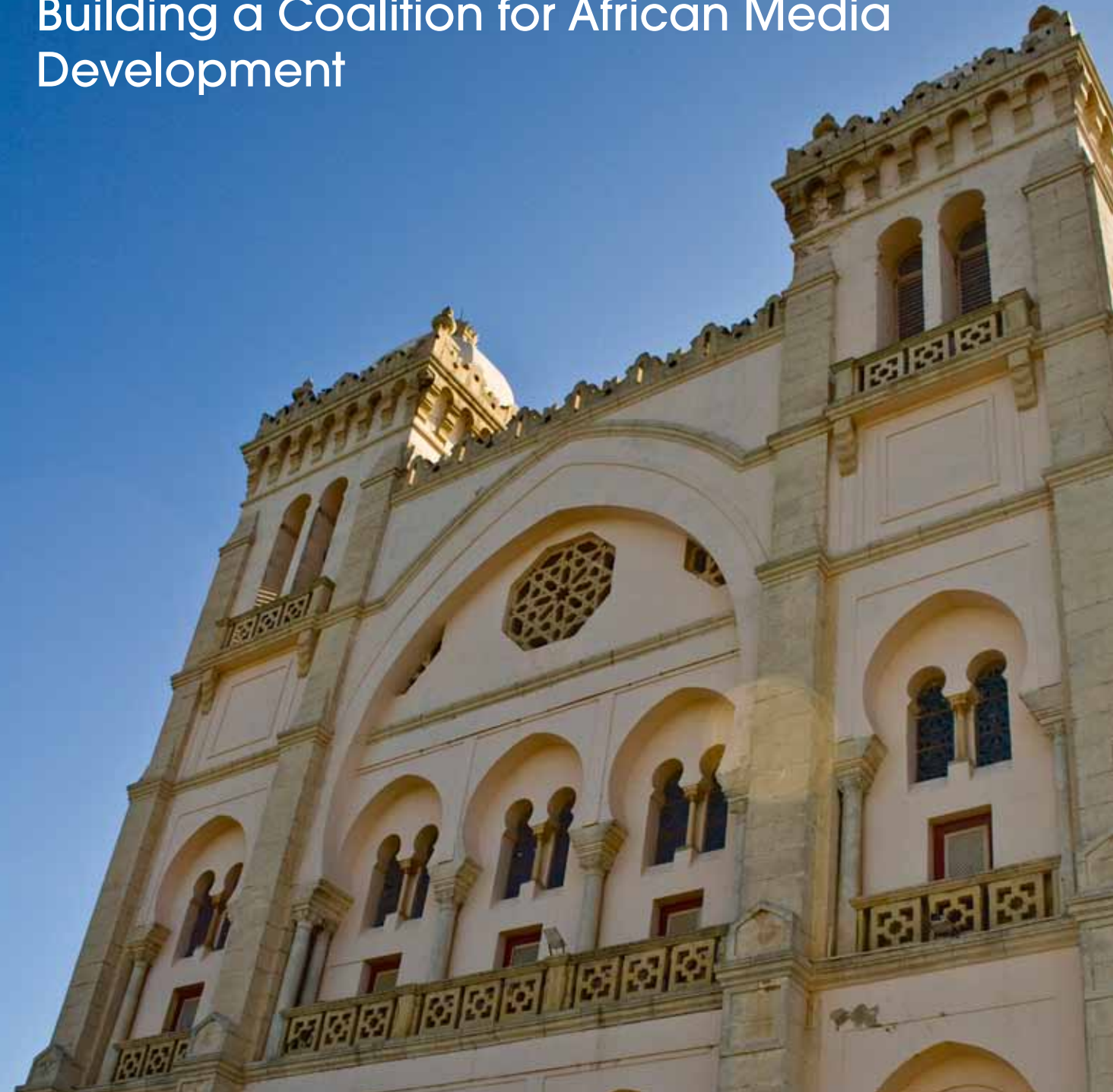
Paulo Gomes, Chief Executive Officer of the Constelor Group and AMI Board member stated "For an African Al Jazeera to happen we need a regional integration mind set. We need our leadership to understand that there is no way out for Africa but regional integration".

Gomes said that "I come from a country of 1 million people. Is it reasonable to say we can afford embassies in all major countries in the world? Or afford to pay for a very sophisticated education system, health system, roads, when you know that one third of the country is populated, the rest is not".

"In the media you will also need integration. As a financier I need aggregation to have a comfortably sizable business opportunity. It is difficult with limited resources, as a commercial bank, to fund a small group with a newspaper".

"We need a partnership between the multilateral institutions such as the African Development Bank and the commercial banks. We must find a way to funnel resources through one, two, three, four banks and provide resources to the media but that will be just one side of the coin. The other side is to see what kind of integration the African Media Leaders can effect on your side".

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Prof Richard Mkandawire



Bettina Peters



NEPAD and the African media

Prof Richard Mkandawire of NEPAD asserted that, "The media is very slowly starting to embrace the NEPAD (New Partnership for African Development) agenda. NEPAD represents a development paradigm shift. It is a reformist agenda that speaks to the need for regional integration, accountability, transparency, and fast-tracking development. We cannot allow Africa to remain an island of destitution and poverty in the midst of global prosperity. NEPAD is an African consensus".

"NEPAD comes at an opportune time as we see Lion economies on the move. Nevertheless, we need to appreciate the major risks that are unfolding in Africa (abuse of office and resources), in the midst of this growth. Inequality is growing. Who is addressing these challenges? Some of the onus is on the media as it must hold governments accountable".

"We need more development media experts to come into play. We at NEPAD would like to begin a programme that can help build capacity for our friends in the media so that they can bring forth evidence-based information about what is going on."

Mkandawire concluded by saying that there is a need to have NEPAD

correspondents in different parts of the continent so as to enable the African voice within Africa to reverberate with this new vision.

New Developments

Bettina Peters, head of the Global Fund for Media Development was of the opinion that we have asked the media to be drivers of social change, development and the gender revolution. "We seem to want media to do a lot!" Peters believed that the media needed the proposed coalition to support the media in achieving this.

"Economies of scale are needed but at the same time when we are trying to define the key objectives of media development in Africa we need to have the coalition on both sides: on the side of the organisations that may support it (like the **African Capacity Building Foundation**) and on the side of the media development sector itself (the Global Forum for Media Development and the African Forum for Media Development are trying to do this for the media assistance organisations)."

Peters referred to the creation of the Pan African Media Network (PAMNET) launched recently in Cape Town which is constituted of different players such as media owners, AMI, the African Editors' Forum, the Federation of African Journalists, the

African Forum for Media Development, journalism and media educators, the network of African journalism schools and African press freedom advocacy groups.

QUOTES OF NOTE

Comment, Melvyn Prescott Foote, President for the Constituency for Africa, an advocacy organisation based in Washington DC:

"For me diaspora equals innovation. A lot of the innovation we are seeking is available in the diaspora. I think **Oprah Winfrey** should be your keynote speaker next year! What are the ways that Africans can now effectively co-operate with the diaspora to improve the image of Africa in the west? How do we work together to create an African global media agenda? I am from the diaspora and I feel almost like an orphan at this conference. How do we create a real powerful network that can serve all African people worldwide?"

Comment, **Jonathan Lyamgohn, Nigeria:** "Our business is commercially driven. I understand that we should cover development news instead of sensational news but, when I chase a sensational story it gives me the audience numbers which make me commercially viable."

Comment, **Jeanette Minnie, Zambezi Fox, Freedom of expression and media consultant:** "We have a number of countries in Africa where almost no media development takes place - where there is little media or where there is media under extremely difficult conditions. I want us to do research because there are many countries in great need in Africa. We need to have some criteria to determine the worst cases for some serious emergency media development assistance. Make a list. That is where the coalitions are needed. We need to look at creating enabling environments, the education and training environments, media regulation and policy environments. We need to look at it holistically and bring in a whole range of actors inside and outside the country (including other African countries)".



Sister Cecilia Sierra Salcido

South Sudan's Struggle for a Free Press

Bakhita Radio is a popular Juba-based Christian station in South Sudan that holds weekly political forums. **Sister Cecilia Sierra Salcido is head of the station** and has been asked on three occasions to provide authorities with a staff list with contact details and to stop all political programming.

She has managed to continue operating despite authorities' demands and believes a certain level of understanding is now gradually developing between security agents and the station. The problem, she says, is the lack of organization within the security departments.

"The government security organs are made up of many individuals with an absence of a legal framework, so we do not know who they are or with what authority they interfere in the media. The coalition would need to support our efforts to remain playing a crucial role in developing media under difficult circumstances".



Melvyn Prescott Foote



Jonathan James Lyamgohn



Jeanette Minnie

AMI Board Members

Charlayne Hunter-Gault



Charlayne Hunter-Gault, Co-Chairperson of AMI is an award-winning journalist with more than 40 years in the industry, extending her work at various times to all media. Hunter-Gault joined NPR in 1997 after 20 years with PBS, where she worked as a national correspondent for The NewsHour with Jim Lehrer. She began her journalism career as a reporter for The New Yorker; then worked as a local news anchor for WRC-TV in Washington, D.C.; and as the Harlem bureau chief for The New York Times. She was the CNN Bureau Chief and correspondent from 1999 to 2005, based in Johannesburg. Charlayne is the Africa Bureau Chief for Essence Magazine and the author of 'In My Place'.

Trevor Ncube



Trevor Ncube, Co-Chairperson of AMI is the Executive Deputy Chairman of the Mail & Guardian Media Group, South Africa, which he bought in 2002. He is also the Chairman of Alpha Media Holdings (AMH) (Zimbabwe) a company he co-founded 14 years ago. AMH owns three newspaper titles in Zimbabwe namely NewsDay (daily), The Zimbabwe Independent (business weekly) and The Standard (Sunday). AMH also owns Munn Marketing, a magazine and newspaper distribution company in Zimbabwe and Strand Multiprint a commercial and newspaper printing company.

Amadou Mahtar Ba



Amadou Mahtar Ba, CEO of AMI heads the African Media Initiative (AMI), an unprecedented pan-African effort aimed at providing the continent's media owners and practitioners with the tools they need to play an effective role in their societies. AMI aims to strengthen the media sector in Africa to ensure the accountability of governments and other institutions and to promote social development and economic growth. See page 1 for more information.

Ory Okolloh



Ory Okolloh is Google's Policy Manager for sub-Saharan Africa. She is a co-founder of Ushahidi and served as the organization's Executive Director from inception until December 2010. Ory is also the co-founder of Mzalendo, a website that tracks the performance of Kenyan Members of Parliament.

Paulo Gomes



Paulo Gomes has since 2002 served as Executive Director representing 25 sub-Saharan African countries on the Board of Directors of the World Bank Group (IBRD, IFC, MIGA). In this capacity, he actively participates on the board's budget committee and is vice-chairman of its committee on governance, vigorously pursuing effectiveness, fairness and efficient reform in the Bank's decision-making processes. On November 1st 2006, Mr. Gomes went into the private sector and created a new company named Constel Group. Mr. Gomes is a member of the EcoBank advisory board, a leader in the banking industry in West Africa.

Prof. Kwame Karikari



Prof Kwame Karikari is the Executive Director of the Media Foundation for West Africa, a press freedom/freedom of expression advocacy and promotion organisation based in Accra, Ghana. The MFWA covers all 15 countries in the Economic Community of West African States (ECOWAS) and Mauritania. The MFWA engages in media law reform, legal defense of journalists, press freedom monitoring, and in protection for persecuted journalists.

Dele Olojede



Dele Olojede is the Founder of Timbuktu Media, which is building a platform-agnostic information company in Nigeria and the rest of Africa, including newspapers and digital products. **The only African to win the Pulitzer Prize** and a former foreign editor at New York Newsday, he is a frequent public speaker on governance issues and the forces driving change in Africa in the 21st Century. He is a member of the governing board of the Aspen Institute's Africa Leadership Initiative, and serves on the international advisory board of the Global Integrity Alliance.

Kaitira Kandjii



Kaitira Kandjii is the Regional Director of Media, Media Institute of South Africa (MISA). He began his professional career as a journalist working for a daily newspaper owned by the Democratic Media Holdings in 1990 and later worked as a senior journalist and then Editor of a community magazine called Bricks Community Magazine.

Eric Chinje



Eric Chinje is the Director for Strategic Communications at the Mo Ibrahim Foundation, a position he took up at the start of 2012. Prior to that he led the Global Media Program at the World Bank Institute (WBI) and, in that capacity, launched the IMAGE (Independent Media for Accountability, Governance and Empowerment) capacity building program and Network to create a corps of development journalists in the Bank's client countries (see: www.image-network.org).

Marie-Roger Biloa



Marie-Roger Biloa is the Chief Executive Director of The Africa International Media Group. She is a journalist by profession, being the Editor of the political magazine "Africa International", and founding Editor of two highly successful local publications, "ICI-Les Gens du Cameroun" (2004) and "ICI-Les Gens du Gabon" (2008). She has also been a very frequent talk show guest in Europe

Mathatha Tsedu



Mathatha Tsedu is the Head of Media24 Journalism Academy, South Africa. Having been a former editor of a number of newspapers and broadcast centres; namely - City Press, Sunday Times, SABC and The Star Newspaper. He is the Chairperson of The African Editors Forum (TAEF), which brings together editors and editorial executives from across the African continent. He is also a member of Council of the SA National Editors Forum (SANEF), an organization he chaired for three consecutive years.

Linus Gitahi



Linus Gitahi is the Nation Media Group's Group Chief Executive Officer, since November 2006. Mr. Gitahi joined NMG after a long career as a senior executive with Pharmaceutical giant GlaxoSmithKline in East and West Africa, the Middle East and Europe.



Delegates appreciate the attention to detail exhibited at the 2011 AMLF Welcome Reception on 9 November 2011.



AMLF 2011 Welcome Reception



The band tunes up at the Gala Dinner



Gala Dinner





AMLF 2011 Forum Moments



The concept of the democratic 'forum' has a very long history in Tunisia. In ancient Rome the forum was a space at the heart of a city, dominated by the Capitol (temple), where public discussions were held. It is an important part of the architectural heritage of Tunisia, exemplified by the Roman ruins of the Capitol in Dougga, which are perched atop an ancient Roman forum.



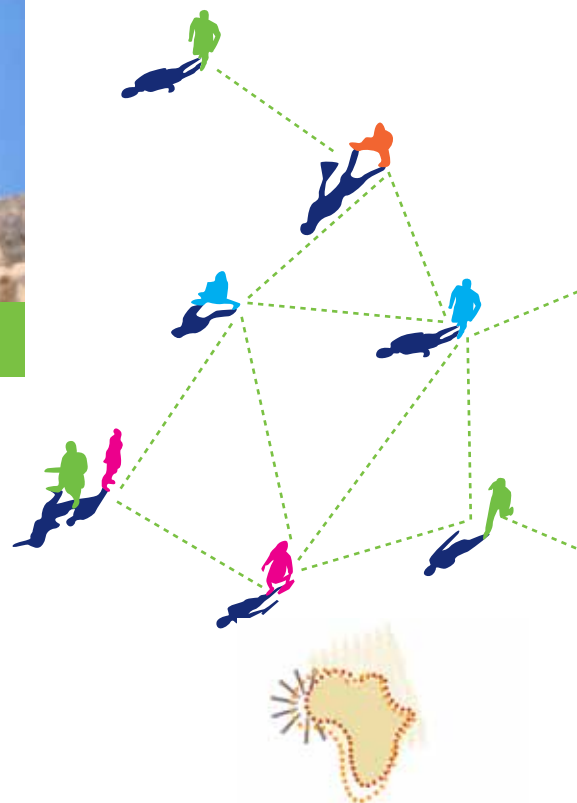
The Capitol in Dougga, Tunisia

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