

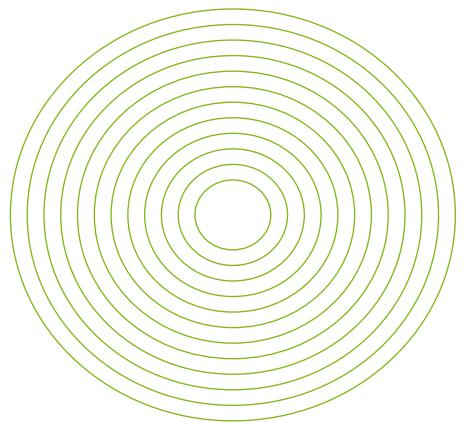
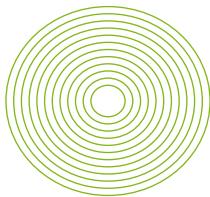
**African
Media
Leaders
Forum**

Shaping the future of
African media

**Shaping
the
future
of
African
Media**

2009





Second African Media Leaders Forum

Lagos, Nigeria
November 2009

Published by the
African Media Initiative
Working to Strengthen and Develop Africa's Media Sector

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Photograph by Arne Hoel



Contents

- 1** Host, Convenors and Forum Director
 - 3** Introduction, Aims and Objectives
 - 4** Letter from CEO, African Media Initiative
 - 5** Reflections from Co-Chairs of African Media Initiative
 - 9** The Media Leaders Forum
 - 11** Six Focus Areas
 - 13** Lagos Declaration
 - 17** 2009 African Media Leaders Forum
Lagos: Highlights Views and Soundbites
 - 18** Facing our Challenges
 - 23** African States and The Media
 - 24** The Role of New Media
 - 27** The Business of Media
 - 29** Opportunity Knocks!
 - 31** AMLF Lagos Participants
 - 36** Thanking our sponsors
- 

Host, Convenors and Forum Director



Host

Nduka Obaigbena, Chairman THISDAY - Founding chairman of AMLF

Nduka Obaigbena was elected Co-Chair of the First African Media Leaders Forum held in Dakar, Senegal, in 2008. He is a member of the Nominating Committee of the Young Global Leaders of the World Economic Forum in Davos, Switzerland. He serves on several international boards and committees.



Convenor

Amadou Mahtar Ba, President, allAfrica Global Media & CEO, African Media Initiative (AMI)

allAfrica Global Media is a leading multimedia content service provider, systems technology developer, and the largest consolidator and electronic distributor of African news and information worldwide.



Convenor

Eric Chinje, Manager, Africa Region External Affairs, The World Bank

The World Bank Group, among the world's largest development institutions, is a major source of development knowledge and financial and technical assistance to developing countries around the world. It advances knowledge and experience on international projects such as trade, finance, health, nutrition, poverty, education, infrastructure, governance, climate change and more to benefit the poor and increase their opportunities. Promoting sustainable development in Africa is a corporate priority.



Forum Director

Tendai Mhizha, CEO, Integra Africa - Consultant to AMI

Tendai Mhizha was responsible for strategy formulation, planning, branding and communications' support for the First and Second African Media Leaders Forums. She also serves as Senior Advisor for communications and outreach to the African Media Initiative.

AMLF 2009 Co-chairs



Colin Mukete

Chief Executive Officer
Spectrum Media Group,
Chairman of MTN,
Cameroon.



Charlayne
Hunter-Gault

Acclaimed and award
winning journalist.
Co-chair of the African
Media Initiative, AMI
Board of Directors.



Arlindo Lopes

Secretary General and
Executive Director of the
South African Broadcasting
Association, SABA.

Introduction, Aims and Objectives



The African Media Leaders Forum (AMLF) was founded based on an acute awareness that despite significant investment – estimated to be more than US\$300 million in 2008 alone – efforts to improve African media had not produced the desired results. The bulk of this investment was for various workshops, journalism training programs and direct assistance to media houses, that had little impact on improving the overall quality of journalism and strengthening the regional development dialogue.

The AMLF is cognisant of two comprehensive research projects carried out on the topic of media development in Africa: the African Media Development Initiative (AMDI) and Strengthening Africa’s Media (STREAM) study. These studies have concluded that developing Africa’s media industry is essential for addressing poverty, and enabling and supporting Africa’s efforts to attain the Millennium Development Goals by 2015.

The AMLF believes that the Forums in Dakar and Lagos have succeeded in bringing together media owners on a common platform for candid discussions about the role media can play in helping to frame – and advance – the sustainable development agenda across Africa, and accord African media their rightful place

in the transformational process to improve the human condition.

In light of this ambitious goal, the Africa Media Leaders Forum set for itself three broad objectives:

- Listen to media owners and gain a better understanding of the support they need to address deep-rooted problems affecting the media industry and media sector.
- Launch a discussion with media owners about content and the crucial role they can play in supporting the African continent’s sustainable development agenda, and the link between sound development outcomes and their long-term business interests.
- Continue the discussion started by the European Union and the African Union about the need to improve the media sector, foster a new compact grounded in the highest journalistic ethic, and generate consensus about the need for a code of conduct for journalists.

The AMLF has met twice at annual Fora – in Dakar, Sénégal and Lagos, Nigeria – and this report is intended to serve both as a catalogue of that journey and the promise of the new AMLF partnership to improve Africa’s media sector.

Letter from CEO, African Media Initiative



Dear Media Colleague,

As the newly-appointed CEO of the African Media Initiative, it is my distinct pleasure to present to you this report on the 2009 African Media Leaders Forum held last November in Lagos, Nigeria.

I would also like to take this opportunity to share with you the good news that AMI was officially incorporated as a non-governmental organization in Kenya, effective March 11, 2010. It is heartening that AMI has received support from the highest levels of Kenyan government, including President Mwai Kibaki, Prime Minister Raila Odinga and Vice President Kalonzo Musyoka who have welcomed AMI's incorporation in Kenya, and publicly pledged support to the institution, including the establishment of a host-country agreement.

In Kenya, the AMI Interim Board met for the first time on March 17, 2010, and endorsed the AMI strategy document that defines priority areas and action plans for the next three years. I was personally gratified to receive the Board's vote of confidence when they appointed me CEO.

In terms of next steps, we are planning to host a donors' conference to discuss AMI's funding needs in London, UK, on May 25, 2010. We are honored that the UK Department for International Development and the Bill & Melinda Gates Foundation have graciously agreed to host the meeting.

Finally, Tendai Mhizha, AMI Senior Advisor, and her team are hard at work, preparing for the Third African Media Leaders Forum to be held in Yaoundé, Cameroon, in November 2010. We will keep you posted of progress, and in due course, seek your inputs into the agenda so that we can develop a robust program of result-oriented meetings that help to achieve AMI's core objective of improving Africa's media sector.

With best wishes,

Sincerely,

Amadou Mahtar Ba
CEO
African Media Initiative

Reflections from Co-Chairs of African Media Initiative

A Press to Mirror the End of the Long Night

By Trevor Ncube and Charlayne Hunter-Gault

For too long, news about and for Africans has come predominantly from outsiders.

International media portrayals of Africans have often been unrecognisable to Africans themselves.

Africa's journalists have tried -- with increasing success -- to present a more accurate and nuanced picture of the continent and its myriad peoples and cultures. They have strived at the same time to hold their own governments accountable by exposing corruption and airing views of the opposition, civil society, the poor and the marginalised.

News organisations around the continent have played an indispensable role in Africa's transition to more open, responsive political and economic systems, as well as the empowerment of the powerless, especially women -- goals the African leaders themselves have set and deemed critical to democratic development.

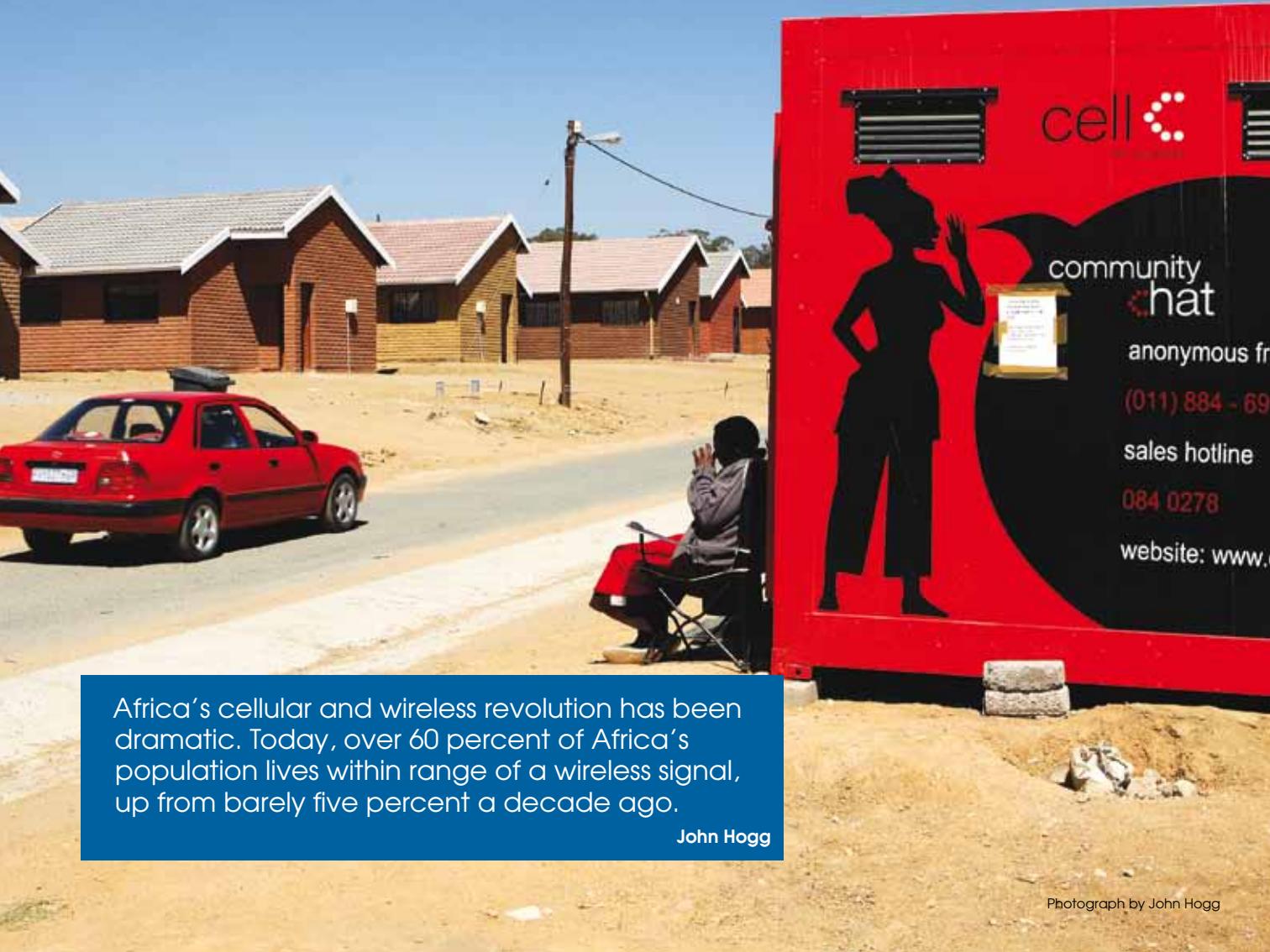
Without free and independent media, Africa would be unable to monitor progress towards -- much less achieve -- its agreed goals in health, education or economic growth. But Africa's media continue to face intense political pressures and other external obstacles. In too many countries, news organisations are threatened

by criminal prosecutions, arbitrary closures and other assaults on media freedom. The economic viability of Africa's media enterprises -- crucial to their independence and professionalism -- is also at risk. Media across the continent have been hampered by insufficient capital, a lack of market data, inconsistent and often onerous regulatory regimes and the inherent difficulties of operating in less developed markets.

The digital revolution in broadband and mobile phones offers great possibilities for growth, but demands major new investments and bold new business models. In the wealthiest nations of the world many of the best-established media organisations face grave financial problems.

In Africa these challenges are even more acute. Yet at the same time, thanks to the emergence and development of the new information and communication technologies, the continent is a vast laboratory for global media innovation, with unrivalled room for further expansion into underserved populations. Many projects are under way on the continent to help Africa's independent media grow and build on its recent successes.





Africa's cellular and wireless revolution has been dramatic. Today, over 60 percent of Africa's population lives within range of a wireless signal, up from barely five percent a decade ago.

John Hogg



Photograph by John Hogg

And now there is an unprecedented African-led effort to support all those endeavours, and to create new initiatives, that will serve as a champion and driver of transformational changes in Africa's media. The African Media Initiative (AMI), backed by proprietors, hundreds of media executives, journalists, academics and other experts from across the continent, takes a practical, holistic approach to these challenges, with a shared commitment to professional ethics and public service.

Headquartered in Nairobi, Kenya, AMI last week announced the appointment of Senegalese national Amadou Mahtar Ba as Chief Executive Officer. Through AMI, we hope to marshal pan-African industry support for legal and economic reforms that are needed for the media to operate freely and successfully. AMI and its partners will also seek new financing tools for the African media sector, as well as training assistance in management and technology to complement existing programmes focused on journalism skills.

We will work on the sector's behalf with the major African intergovernmental institutions -- the African Union and regional bodies like Ecowas, the Southern African Development Community and the East African Community -- to secure policy support for a sector that is essential to Africa's economic and social development.

AMI will also engage the donor community: international support for media development has been helpful, but could have greater impact through the kind of coordination AMI hopes to

offer. AMI's central mission is to ensure that media development projects in Africa are driven by the needs and informed by the knowledge of the African media practitioners themselves.

This is a critical moment for Africa. Throughout the continent, the long night of wars that have killed Africa's people, as well as their hopes and dreams, is now nearing an end. Increasingly, countries are taking real steps towards democracy, building societies where citizens have a voice in how they are governed and in how they live their lives and raise their children.

This historic change requires free and effective media, the one instrument that democratic societies all over the world rely on to make it possible for citizens to participate meaningfully in national political life.

AMI and its partners and allies in civil society and journalism will need still more support, ideas and energy from media professionals and those on whose behalf we serve as we pursue this shared quest for greater media independence and effectiveness -- and, ultimately, for the long-term development of a continent that will stand tall as the mother of us all.

Trevor Ncube and Charlayne Hunter-Gault are co-chairs of the African Media Initiative

Source: Mail & Guardian Online

Web Address: <http://www.mg.co.za/article/2010-03-26-a-press-to-mirror-the-end-of-long-night>



The African Media Leaders Forum

The 2009 Lagos Forum focused on Harnessing the Power of New Information and Communication Technologies for Media Development

Over 185 African media owners, media executives, journalists and academics from 48 African nations as well as media colleagues from Asia, Europe and the United States participated in a two-day Forum held on 5-6 November 2009. They discussed practical ways for strengthening Africa's media development, and agreed on a charter for the African Media Initiative (AMI), the parent body working to improve the media sector across Africa.

"Media have a central role to play in nurturing democracy on the African continent," Nduka Obaigbena, CEO and Editor-in-Chief, THISDAY. Mr Obaigbena added that The African Media

"Media have a central role to play in nurturing democracy on the African continent."

Nduka Obaigbena,
CEO and Editor-in-Chief of THISDAY

Leaders Forum is committed to improving the business environment for media and strengthening skills of African journalists. The Lagos Forum served as a launch pad for concerted, collective actions to promote African media development for the benefit of all.

The African Media Leaders Forum is the single-largest annual gathering of media owners debating development in Africa, as well as a range of cutting-edge issues affecting Africa's media industries. The Lagos Forum was held against the backdrop of the African continent being buffeted by the global financial crisis and the advent of new, social media technologies that are fundamentally altering existing media business models across the world.

"The African Media Leaders Forum is a nascent body with an ambitious agenda. By convening the Forum in Nigeria, Africa's most populous democracy, we are sending a message that the strengthening of mass media systems is an urgent imperative for community advancement, an objective that needs the support of governments, business leaders, and civil society." Amadou Mahtar Ba, recently appointed CEO of the African Media Initiative (AMI).





“The African Media Leaders Forum is a nascent body with an ambitious agenda. By convening the Forum in Nigeria, Africa’s most populous democracy, we are sending a message that the strengthening of mass media systems is an urgent imperative for communal advancement, and needs the support of governments, business leaders and civil society.”

Amadou Mahtar Ba,
CEO AMI

Headlined speakers at the Lagos meeting represented a Who’s Who of print, broadcast and online personalities from all over the world. The following section provides a snapshot of the forceful voices that are challenging the status quo, and urging concrete actions that will help to improve Africa’s media sector and raise the bar on the practice of journalism for Africa’s benefit.

“We have urgent business, and that business is development. Our role is to ensure that we participate in creating a marketplace of ideas and that media is perceived as an integral partner of the development process,” said Trevor Ncube, Deputy Executive Chairman of the Mail & Guardian, and Co-Chair of the African Media Initiative board.

Six Focus Areas

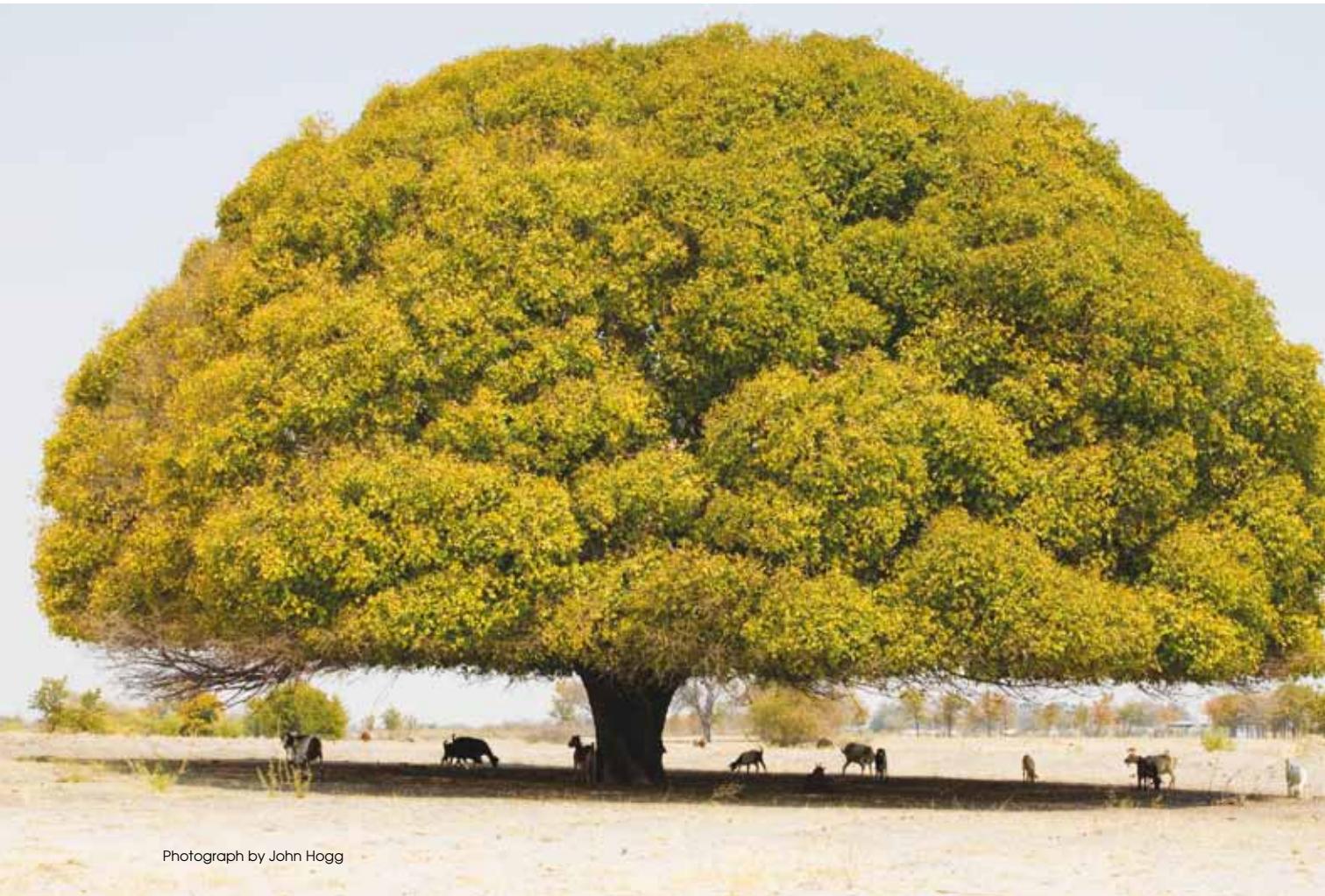
The Lagos Forum focused on six critical areas with a view to developing shared literacy of the issues, and spurring collective action:

- Impact of new media technologies on the practice of journalism across Africa drawing on lessons of experience from other parts of the world;
- Positioning the African Media Initiative (parent body of the AMLF) as a broad-based partnership for improving the African media sector and landscape.
- Need for new business models that are necessary to grow and sustain Africa's media industries;
- Finance for African media development including access to venture capital, mitigating political risk through innovative guarantee mechanisms, and creating capacity so that media industries have broader access to various sources of capital;
- Linking mass media to the overall governance agenda in Africa and exploring ways in which the functioning of the fourth estate can be improved;
- Monetizing media content for the development agenda, and exploring the challenges and opportunities for creating a value-added, sustainable source of revenue, and

An important objective of the Lagos meeting was to explore ways in which the voices of the vast majority of Africans can be better mobilized to create a new narrative that is centered on wealth creation, away from the stereotypical view that emphasises problems and deficiencies at the expense of opportunity. The African Media Leaders Forum participants, representing the continent's influential stakeholders, discussed the key role mass media can play in transforming the one-dimensional image that short-changes Africa, into the more complex image that the continent deserves.

"New media is opening up new opportunities to expand the dialogue on the role of media in sustainable development across Africa," "Now, more than ever before, is the time to create a new wealth narrative that can help improve the everyday lives of millions of Africans who yearn for economic opportunity, knowledge, and cultural expression," said Eric Chinje, Manager, Africa Region External Affairs, The World Bank, AMI Co-convenor.

“We need to add the voices of African Media leaders to the global debates on media development. We all know that our joint voices will be stronger than individual ones. In the same way, our minds are stronger together than apart, and I have every confidence that we can work collectively to improve the media sector across Africa,” said Amadou Mahtar Ba, CEO AMLF.



Photograph by John Hogg

Lagos Declaration

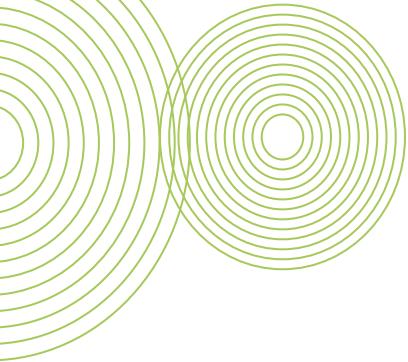
We, the owners of African media organizations met at the Second African Media Leaders Forum (AMLF) in Lagos, Nigeria, during 5-6 November, 2009, to discuss the state of Africa's media sector and its role in promoting sustainable economic and human development on the African continent, and review progress made in strengthening the AMLF partnership since we launched it last November in Dakar, Sénégal;

Aware the African continent is being buffeted by the global financial crisis and concerned that the deepening recessionary trends are adversely impacting the lives and prospects of millions of Africans, further threatening the attainment of the Millennium Development Goals by 2015. The financial crisis has attracted attention from the highest levels of government, including the G-20 Summits that were held in London, Pittsburgh, and St. Andrews, Scotland to discuss the continuing fallout and implement a strategy for recovery of the global economy. The recession – which has been billed as the most severe since The Great Depression – is profoundly altering the media landscape globally, and we recognise that Africa cannot be insulated from these adverse effects.

Cognisant of the changing media landscape wherein African media leaders are increasingly being called upon to exercise a more transformational and developmental influence on the social, economic, political and technological structure of African societies, we call for a new “wealth narrative,” that better depicts Africa's successes, away from the stereotypical view that has tended to emphasise Africa's problems and deficiencies at the expense of opportunity.

Commit ourselves to working to transform the one-dimensional image that shortchanges Africa into the more complex, dynamic and positive image that the continent deserves. We call upon our peers in international media to join and support us in this common endeavor. We recognise that African business media is the primary source of financial information and can influence perceptions about the continent. Informed and responsible business reporting reflects and dictates investor sentiment, impacts investment decisions and therefore socio-economic development. We therefore support any initiative that recognises and encourages balanced business reporting on Africa and programs that are drivers behind the ongoing development of Africa's business media.





We also commit to facilitating and ensuring the highest standards of journalism in media on the continent, as this lies at the centre of our development agenda.

Responded to these challenges by focusing our discussions in Lagos on six critical areas with a view to spurring collective action to improve Africa's media sector:

- Impact of new media technologies on the practice of journalism across Africa drawing on lessons of experience from other parts of the world;
- Need for new business models that are necessary to grow and sustain Africa's media industries;
- Finance for African media development including access to venture capital, mitigating political risk through innovative guarantee mechanisms, and creating capacity so that media industries have broader access to various sources of capital;
- Linking mass media to the overall governance agenda in Africa and exploring ways in which the functioning of the fourth estate can be improved
- Monetising media content for the development agenda, and exploring the challenges and opportunities for creating a

value-added, sustainable source of revenue for African media industries, and

- Positioning the African Media Initiative (AMI, parent body of the AMLF) as a broad-based partnership for improving the African media sector and landscape.

Our meeting in Lagos was fruitful, marking a significant milestone in the evolution of the AMLF as Africa's leading Forum of media owners who are working in unison to improve the media sector, in partnership with public and private sectors, including civil society. We took the opportunity of the Lagos meeting to:

Commend and welcome the progress made during the past year in strengthening the African Media Initiative (AMI), and concur with the positive role it is playing as a parent body of the AMLF. We congratulate Charlayne Hunter-Gault and Trevor Ncube on their appointment as Co-Chairs of AMI, thank them for their leadership in steering the AMI to greater effectiveness in strengthening Africa's media sector, and stand ready to assist them in their endeavors. We invite the donor community, the African and international private sector to help fund the ambitious and necessary programs designed by AMI.

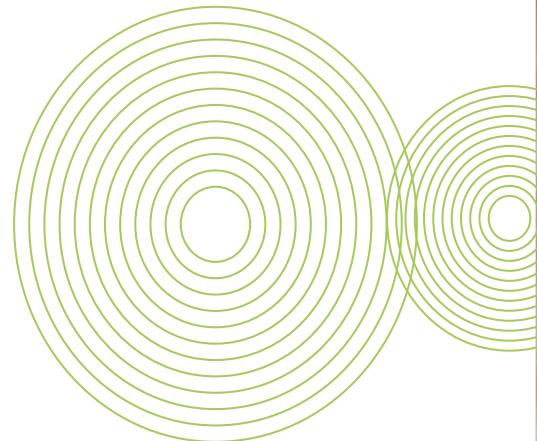
Thank the AMI for developing the AMLF Charter in an open, consultative, and inclusive manner, and recommend that the draft charter be placed in the public domain for public comment for 90 days, after which it can be amended based on comments received, and subsequently adopted as a Charter of AMI, the parent body of AMLF.

Request the Government of Kenya to approve the Host Country Agreement with AMI, so that the proposed AMI Secretariat can begin functioning immediately. We take this opportunity to reiterate our appreciation to the Government of Kenya for their support, and look forward to working collaboratively in advancing the various AMI-AMLF initiatives for strengthening Africa's media sector, including working to strengthen the competencies, skills and knowledge of African media professionals.

Encourage Governments, Regional Economic Communities such as ECOWAS, COMESA and others, African Development Bank and World Bank to join hands for strengthening Africa's media sector and call upon them to develop innovative instruments to support media development, address political risk, and increase resources for

training and skills' development so that Africa's media sector can flourish for the benefit of all. Going forward, we recommend establishment of independent, public entities that can oversee the strengthening of the fourth estate, in line with local realities.

Entrusted the AMI Secretariat to assess and decide on the various offers received to host the Third AMLF meeting in November 2010. Issued on 26 November 2009 after the Lagos meeting





2009 AFRICAN MEDIA LEADERS FORUM **Lagos:** Highlights Views and Soundbites

“AMLF is a commendable organisation as it has created the capacity to collaborate and cooperate for the future of African media on the continent. Yes there are many challenges with oppressive media conditions in some countries. Those of you who operate in countries where the laws are less draconian and there is more press freedom have the responsibility to carry the torch for those colleagues in other countries where there is little or no freedom of the press.”

“But be careful. Don’t believe for a second that all will be well if all African states provide media freedom. There is freedom of speech in the United States but the great tragedy is that we have decided to stifle ourselves through partisan stances for technological and political reasons. So when you gain your freedom, make sure that you are not the ones that muzzle yourselves.”

Ted Koppel | US Journalist, BBC Senior
News Analyst, USA



FACING OUR CHALLENGES

“In Africa we are underfunded and weak. Some of that weakness comes from us as media leaders to ensure that we speak truth to power instead of just concentrating on making money. We do not take each other, and our role in shaping society, seriously enough.

Access to media is growing but we are still far behind. In an economic and efficient way, we need to spread media throughout the rural communities. Rural people are left out of the discourse.” **Trevor Ncube** | Deputy Executive Chairman, Mail & Guardian and The Independent, South Africa and Zimbabwe and AMI Co-Chair

“As media leaders in Africa we are often persecuted but we cannot give up. Our role is too crucial. I was arrested 136 times in 30 years.”

Pius Njawe | Le Messenger, Cameroon

“There is nearly no media in Southern Sudan. After 22 years of devastating war we are starting our radio station from scratch. There were no media laws and those that are coming up are repressive. What advice can other media leaders give us?”

Sister Maria Cecilia Sierra Salcido | Bhakita Radio, Sudan

“I advise that you build slowly and steadily. Canvas the support of other stakeholders that need you to work, like civil society, churches, NGO’s, and other truth seekers.”

Trevor Ncube | AMI Co-Chair

“Developing media in Africa is for public good, as Africa is the last frontier for economic transformation in the world. There is a lot to be repaired in terms of mindsets, damaged by conflict and colonialism. Mass media has a role to play in correcting those negative images.”

Paulo Gomes | CEO, Constelor Investment Holdings, AMI Board Member

“There are responsibilities. We need to raise standards of ethics and professionalism in the industry, as the barriers to entry are low.” **Nazeer Ladhani** | Senior Advisor, Agha Khan Foundation, Kenya



Professor John Lavine | Dean of Medill School of Journalism, Northwestern University, USA
Maria Kiwanuka | radio one, Akaboozi, Uganda
Charles Mundale | Media Consultant, South Africa and Zambia
Reed Kramer | CEO allAfrica Global Media,USA



THE ROLE OF AFRICAN MEDIA AND MEDIA LEADERS

"The essence of this Forum is for us to come together and think together, both about the challenges and the huge opportunities facing us as African media leaders. These challenges are not ours alone, but those of the whole world. None of us has the magic wand but if we sit together and work together we will certainly be on the right road to creating lasting solutions. We need to know each other and then exchange ideas and develop and share solutions. We need to form partnerships and joint ventures, and each of us must strive to do all we can to improve media conditions in our local markets. Good governance provides conducive environments for growth, and we each need to do all that we can to improve the quality of life of Africans."

Amadou Mahtar Ba | CEO AMI

"The word 'Media' means the most popular and commercial form of communication." That answers a lot of the questions being asked here today!"

Tumi Makgabo | Tumi & Co, South Africa

"... view that in Africa journalists have a greater responsibility towards society. For example in post-election Kenya what journalists say, report on or provide information on could lead to serious consequences, including deaths of people. In the West we do not have that level of responsibility."

Cristiana Falcone | World Economic Forum, Davos, Switzerland

"The one paramount question you should ask is simply this: does your audience regularly refer to what you say when talking to friends and colleagues and acquaintances? That is the measure of success in journalism."

Prof. John Lavine | Northwestern University, USA

African journalists have a higher level of responsibility than those in the West. As an American journalist I am humbled."

Arianna Huffington | Founder of the Huffington Post, USA

"We have the responsibility to not be arrogant and complacent as journalists and expect that other people need less intellectual quality products than we do in order for us to reach our commercial targets."

Omar Ben Yedder | IC Publications Ltd, UK

"If the media are going to be watchdogs over others, they also need to be watched over. The media need to take themselves seriously, as key civic actors in the body politic. There is also a need for more resources to build the investigative capacities of the media in Africa. Media can empower people and conduct advocacy for socio-economic change. The media therefore need to remain objective, being custodians of public trust. We must exercise that by practicing accuracy and objectivity, and bring forward the truth, not just to power, but to all."

Robert Kabushenga | CEO New Vision Media Group, Uganda

“Media is a partner, a friend to the common interest of the people. Media should be there to empower people and enable them to make key decisions about development for upliftment. Media should participate in creating in our societies a marketplace of ideas but they often cannot, and hence the poverty in our development.”
Trevor Ncube | AMI Co-Chair

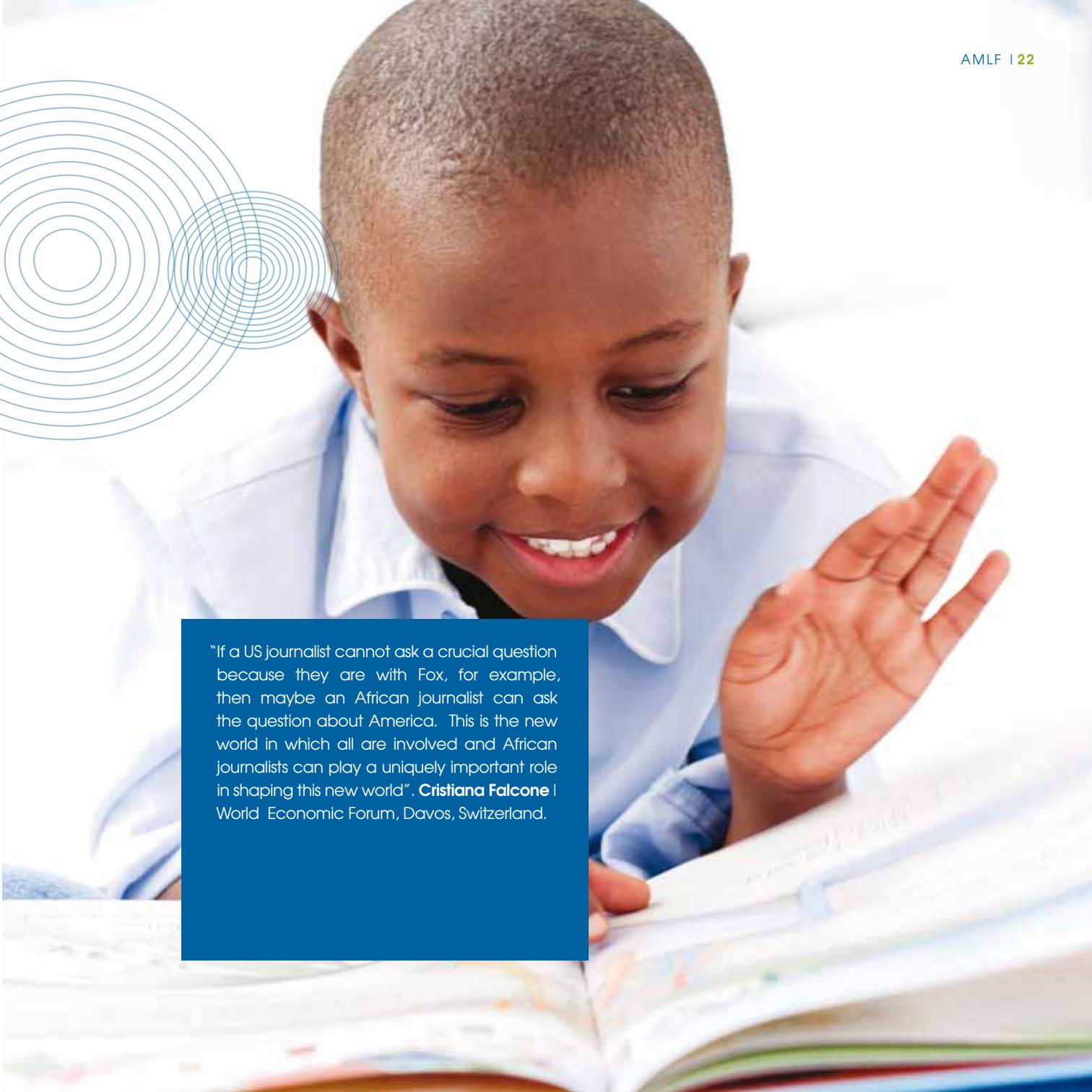
“Journalism is like the debate that went on around advertising in 1980’s. The same questions can be asked today about the media: does media provide people with information to make informed choices on products and services, or does it influence the consumer unduly?”
Maria Kiwanuka | Radio One Akaboozi, Uganda

“Mr. Kofi Annan, AGRA Chairman sent his greetings and wholeheartedly endorses AMI and AMLF’s efforts to build Africa’s independent mass media. Nowhere is the need as great as in Africa’s agricultural sector which accounts for more than 80 percent of Africa’s employment but whose performance has left a lot to be desired. The stories of success in Africa’s agriculture where people have risen above adversity must be told. AGRA spends 10% of its budget to get their news out.”
Dr. Akin Adesina | Vice President, Agricultural Green Revolution for Africa (AGRA), Kenya

“The global financial crisis of 2008 has morphed into an economic crisis, and across Africa, hard-won development gains are being reversed. The effects on people are profound: about 8-10 million Africans have been pushed deeper into poverty, while 30 to 50,000 children may not live to see their first birthday. Mass media has a critical role to play in highlighting the plight of Africa’s poor people who are unwitting victims, not the architects, of the crises. Informed debate makes for sounder public policy.”
Sarwat Hussain | Senior Communications Officer, Africa Region | The World Bank

“Radio is the media for Africa, with 90 percent penetration in Uganda, and similar figures across the continent. Radio is still the cheapest medium to use and it also succeeds through happy collaboration with other media. It is easy to digest and offers summaries of other media. It allows the listener to engage and use their imagination to personalize issues. “I saw it on the radio” is a common refrain across Africa.” **Maria Kiwanuka** | Radio One Akaboozi, Uganda



A young boy with short hair, wearing a light blue school uniform, is smiling and looking down at an open book. He has his right hand raised, palm facing forward, as if gesturing while reading. The background is bright and out of focus. In the top left corner, there are several concentric circles of varying sizes, some overlapping, in a light blue color. A dark blue rectangular box is positioned over the lower part of the boy's face and the book, containing white text.

“If a US journalist cannot ask a crucial question because they are with Fox, for example, then maybe an African journalist can ask the question about America. This is the new world in which all are involved and African journalists can play a uniquely important role in shaping this new world”. **Cristiana Falcone** | World Economic Forum, Davos, Switzerland.

AFRICAN STATES AND THE MEDIA

“I come in peace. I want to assure you before I even start this address to African Media Leaders that here in Nigeria the government and media are on the same side. Things are changing – we need to come together in the interests of our continent. Any discussion on the future of African media is a discussion on the future of Africa itself. Media will play an active, leading role in defining society and in the creation of perceptions, the way we are seen, and the way we see ourselves.” The Honorable **Bukola Saraki** | Governor of Kwara State, Nigeria

“The biggest impediment we are facing on the continent is the legal environment and constitutional environment. Licensing mechanisms make it difficult for media to become an effective fourth estate on the continent.” There is a misconception that the media is the enemy of the state. I have been waiting for 9 months to get a license to put Newsday, a new daily for Zimbabwe on the streets after much investment. Unless and until civil society and the African population realise the importance and speak out, a free press is fundamentally important for a vibrant democracy.”

Trevor Ncube | AMI Co-Chair

“Industry governance is also important not just state governance. We need to collaborate on this. I believe that we should leave advocacy and agitation to civil society. Our task is to tell the stories, and present the facts.”

Robert Kabushenga | CEO, The New Vision Media Group, Uganda

"We need an alliance between the state and the media. A good example is on the provision and laying down of fibre optic cable. Governments need to be encouraged to see media as being there for the public good." **Paulo Gomes** | CEO, Constelor Investment Holdings

"How can we as media leaders work with our governments to ensure that education is on the front burner as this is the only way that we can move our people forward?" **Deborah Ensor** | Internews, Nigeria

THE ROLE OF NEW MEDIA

"People don't just want to passively listen to news. They want to participate. The program "Bearing Witness" enjoys 30 million unique visits per month. As the misery index is growing we need to increase the empathy index. New media allows you to participate, empathise and engage in life." **Arianna Huffington** | Founder of Huffington Post, USA

"The public is becoming increasingly involved in the provision of media content through citizen journalism. People are consuming cheaper media filled with meaningless sensational stories prepared with low quality of journalism. Is it not our responsibility as media leaders to ensure that people get real information that they need for human progress?" **Tumi Makgabo** | Tumi & Co, South Africa

"Use citizen news to provide depth and flavour. It isn't either or but and; give people what they want and what they need. Provide them with both information that is serious and important but use language and angles to make it engaging. Find interesting and engaging ways to tell people what they need. New media technologies have a way of presenting serious journalistic content in a more engaging and entertaining way, by reconnecting with the audience through technological innovations. There is a need for traditional media to use technology innovatively, making serious, high-impact news interesting and entertaining." **Prof. John Lavine** | Northwestern University, USA

"Sometimes we are so busy trying to sell content at all costs that I find Ted Koppel's view very refreshing. I take it to mean we must not lose sight of the need to focus on responsible journalism – back to basics. But I still am left with questions. The pressure of new media and technology is very high. With Twitter, Facebook and the like, as well as websites that do not provide a platform to bring in revenues, giving consumers what they need may not be profitable."

Marie Roger Biloa | African International Media Group, AMI Board Member

"There are other ways like Mr Ho's 100 000 system. A synthesis of public donations and individual payment is possible to produce content that is deep and meaningful. That can provide public journalism or citizen journalism under the supervision and moderation of professional journalists. Twitter and Facebook is not journalism." **Ted Koppel** | US Journalist, BBC Senior News Analyst, USA

“We can use entertainment to tell people what they need but not as a means in itself.”

Dele Olojede | CEO, NEXT Nigeria, Pulitzer Prize Winner

“Well, after all the debate I think the sum is that we need to make people want what they need. That is true journalism.”

Tendai Mhizha | CEO Integra Africa and AMI Consultant

“The value of new media technologies lies in their being instruments in the service of journalism. Today there are so many news stories that are gleaned through the allAfrica twitter feed. Case in point, today AMLF has global visibility that we would never even have been able to imagine last year when we met for the first AMLF in Dakar Senegal. Twitter is certainly not a source of deep, investigative journalism but can play a role in giving a heads up on what’s going on around the world. Even in this room people are twittering about the goings on and who said what.”

Dr. Tamela Hultman | Strategy Director allAfrica Global Media

“New media enjoys 2 billion page builds per day and 100 million unique visits. It stresses the point that personal media, new media or whatever you want to call it does not negate the need for careful editing. We must fact and quality check every news story before it goes out. New media is not just about new tools or devices. It’s about creating new values for societies. Its about making the world more democratic. Letting public opinion be heard unedited. New media is meant to serve entrepreneurs against big business and monopolistic media.”

Mr Oh Leon Ho | Founder and CEO Ohmynews Co, South Korea

“We must come to terms with the fact that all media is now online. Without new media Mr. Obama would not be president today. You can spread falsities on the internet but they can be corrected just as fast. There is no need to save newspapers but there is need to save journalism. The human relationship with paper is not ending any time soon. My teenage daughters use the Internet for everything but they still subscribe to many magazines. Paper is part of our DNA. The point is that this is the age of engagement regardless of the medium.” **Ariana Huffington** | Founder of Huffington Post, USA

“Let’s not put too much emphasis on the technology that sends the message but on the quality of the message itself. After all, The Ten Commandments were written on a stone tablet thousands of years ago and they remain paramount in human knowledge to this day”

Ted Koppel | US Journalist, BBC Senior News Analyst, USA

“I really do not like the term **new media**” It’s not about new or old media. Its just about journalism. Digital media is all about collaboration.”

Cristiana Falcone | World Economic Forum, Davos, Switzerland

All debates about new media in Africa are always framed by global challenges but our challenges are different. We have so many opportunities. Let’s frame our issues differently from the tired western clichés like “Is print dead?” Where else in the world is there such a mobile explosion.”

Chris Kabwato | Highway Africa, Grahamstown, South Africa

“Hyperlocality is now in play. Let’s use cell phones to provide for that need. There is a lot of money to be made through digitisation in Africa as long as we are innovative.”

Charles Mundale | Media Consultant, Zambia, South Africa

“In Nigeria there are newspapers in Abuja that don’t get to Lagos, and some in Lagos that don’t get to Abuja. AllAfrica as an online aggregative news service gets their news to each other.

Real journalism is about the content, not the form. It was very interesting how Barack Obama chose to address Africa directly by giving an interview streamed live on allAfrica.com. He even took the time to personally answer the many really thoughtful questions posed by Africans on Twitter on his way to his next engagement.”

Dr Tamela Hultman | Strategy Director, allAfrica Global Media, USA

“We are not a newspaper but a news company delivering news to people wherever they might be. Journalism is the currency, and technology is simply the means to the end of journalism.

We are sometimes starry eyed by the medium.

We are a people that never experienced landlines, with only 400 000 people who had access to landlines 7 years ago, to 70 million mobile users in Nigeria today. Africans are voracious consumers of technology. NEXT launched on Twitter first followed by website 234next.com a month later, and then printed newspaper a month after that.”

Dele Olojede | CEO, NEXT Nigeria, Pulitzer Prize Winner

“Online news revenues are not large enough to allow traditional methods of information gathering. Online still often uses the infrastructure of the old media.” **Omar Ben Yedder** | IC Publications Ltd, UK

“A Namibian newspaper is printing SMSs – integration is the key to getting great and timely content especially for community radio stations. But to make this sustainable and inclusive, the costs of mobile phones need to come down.

Kaitira Kandjii | MISA Regional Secretariat, Windhoek, Namibia, AMI Board Member



THE BUSINESS OF MEDIA

Media is a unique form of business that goes further than just making money but banks are not keen to take on media funding as they are seen as high risk. It's a conundrum, seen as unsustainable. High setup, high insurance. Content does not come cheap. **Sadler Kamudyariwa** | SAMDEF, Botswana

"If they do not receive proper funding it is impossible to create strong independent media. One idea is to syndicate resources, for example, infrastructure and content provision working together. We need to be disciplined, and patient and realistic. Pay professionals to do specialized roles, and have a long-term view." **Trevor Ncube** | AMI Co-Chair

"There is no one size fits all solution for media businesses in Africa." **Marie Roger Biloa** | CEO African International Media Group AMI Board Member

"Money is too expensive. In my country, Ghana, they charge 35% interest rates. As a private media owner you cannot focus on one strategy only. You need to employ different strategies for different groupings to survive." **Juliet Asante** | Founder, CEO Eagle Productions Limited, Ghana

"Radio is the most important media but sometimes radio journalists' only qualification is having a good voice. We need to be mindful about the development of quality journalism and media management in radio **Linus Gitahi** | CEO Nation Media Group, Kenya, AMI Board Member

"We should give employees a share of our businesses. If we are to grow – not just amass wealth. Publishers should not dictate. Journalists should be respected. Better management structures are needed and we need to grow business organically."

Nial Bol Aken | The Citizen, Southern Sudan





Should the media give people what they want or what they need? "It is our responsibility to give people what they need not what they want"

Ted Koppel | US Journalist, BBC Senior News Analyst, USA

Marie Roger Biloa | CEO African International Media Group - AMI board member
 Eric Chinje | Manager of the Africa Region of External Affairs for The World Bank- AMI Board Member
 Arianna Huffington | Founder Huffington Post, USA Amadou Mahtar Ba | CEO AMI, President allAfrica Global Media
 Charlayne Hunter-Gault – Acclaimed and Award Winning Journalist- Co-Chair of the AMI Board
 Nduka Obaigbena | CEO THISDAY, Nigeria - Founding chairman of AMLF

OPPORTUNITY **KNOCKS!**

"I have a lot of hope. I hope that the new world that I see, coupled with traditional good values can strike the balance between heritage and innovation. Africa is in the best position now to actually leapfrog and show the world what true journalism is all about." **Cristiana falcone** | World Economic Forum, Davos, Switzerland

"At allAfrica we are inundated with new applications from young people from would be journalists who want to intern with us. There is a new generation of people who want to be journalists and want to speak truth to power, to uncover abuses of power and position and tell human stories."

Dr Tamela Hultman | Strategy Director allAfrica Global Media, USA

"Mobile phones are revolutionising the African continent and in turn bringing great opportunities. I don't see why journalists and media teachers cannot go into the rural areas and teach people with mobile phones to use them to communicate what is happening in their areas. In the meantime take voice with pictures and simple text to the cellphones. Citizen journalism is seen as a hip and groovy thing but we need to change our mindset towards it as a tool for getting the truth out cost effectively." **Prof. John Lavine** | Northwestern University, USA

"Africa needs to use social media and technology more at this time to speed up development in providing on the minute, high quality content – Please pay more attention to it. If you are innovative it can even provide solutions for financing and legislative issues." Her Excellency **Robin Sanders** | United States Ambassador to Nigeria

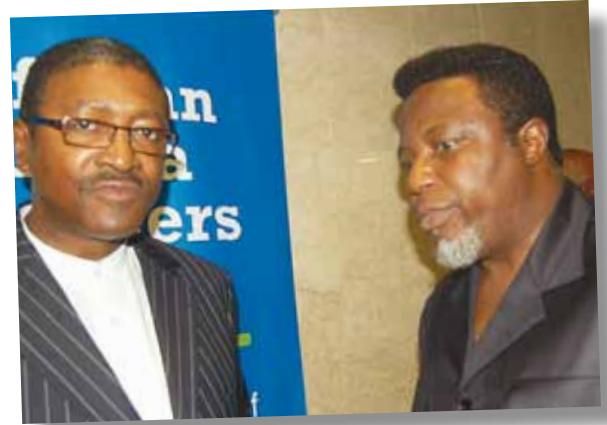
"Content is king! That is never more true than in Africa today. We need to find sustainable ways to monetize this content. Good and bad stories must be told professionally." **Colin Mukete** | CEO Spectrum Media Group, Cameroon

"Whilst detoxing from western media and watching local television here in Nigeria, I saw how little good quality content there was for children. I was moved to leave my job and dedicate myself to creating content for children. Content that is inexpensive but that has legs to walk, and foundational and cultural relevance. Link developing content with educational programs and activities in the schools like teachers' guides. That way we can get governments to subsidize content creation. We need to fuse media. TV penetration in Nigeria is about 34% but there is often no relevancy. We are trying to partner with other interested NGO bodies to be able to meet our content objectives for children." **Abdul Abubakar** | Young Nigerian Content Provider, Nigeria



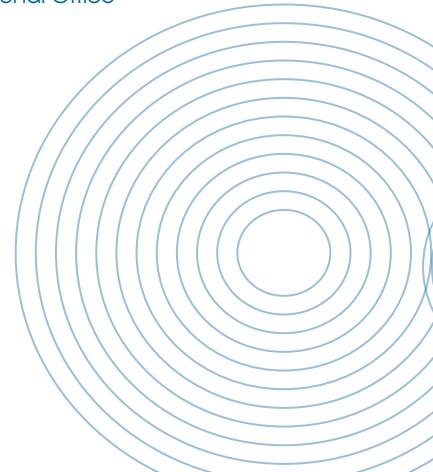
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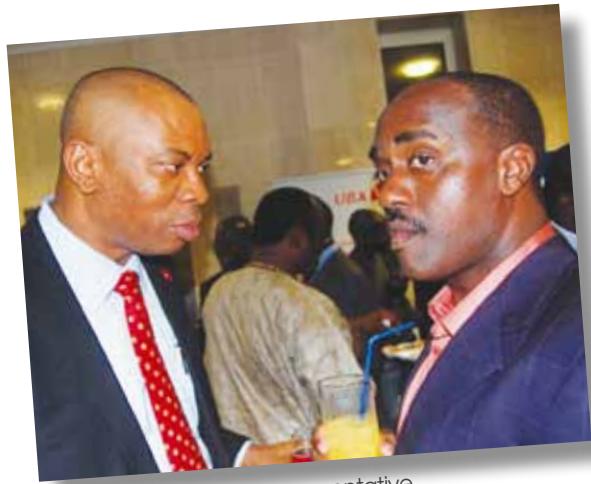
Colin Mukete | CEO Spectrum Media Group, Cameroon
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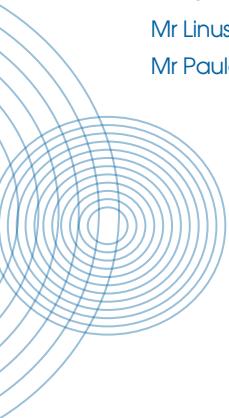


Eric Chinje | Manager of the Africa Region of External Affairs for The World Bank- AMI Board Member
Charlayne Hunter-Gault | Acclaimed and award winning journalist- Co-Chair of the AMI Board
Ted Koppel | US Journalist, BBC Senior News Analyst



Martin Anyanwu , UBA representative
Linus Gitahi, CEO Nation Media Group, Kenya - AMI Board Member

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 Global Media, **Charlayne Hunter** | Acclaimed and
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Trevor Ncube | Deputy Chairman, Mail &
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Mr Tayo Bright	Integra Africa
Ms Arianna Huffington	The Huffington Post
Mr Ted Koppel	NPR and BBC
Mr Mamadou Biaye	Le Quotidien
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