



Fifth African Media Leaders Forum

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Dakar Senegal

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Amadou Mahtar Ba

AMI CEO

Amadou Mahtar Ba is the CEO of the African Media Initiative. He is also a co-founder and Chairman of AllAfrica Global Media and AllAfrica.com - an international multi-media content service provider. Mahtar sits on a number of boards and committees including the World Economic Forum's Global Council for the Future of Journalism, the advisory board member of the Reporting Developing Network Africa, the Advisory Committee of the Knight International Journalism Fellowship administered by the International Center for Journalists (ICFJ) as well as the Africa Policy Advisory Board of ONE. In 2011 he was selected as one of the 100 most influential Africans by New African Magazine. He is also listed among the 500 most influential African leaders of the Africa24 Magazine in 2011.



Dr Tendai Kadenhe-Mhizha

Forum Director

Dr Tendai Kadenhe-Mhizha is the founding African Media Leaders Forum Director. Tendai is a Pan African Strategist. She works with large corporates across the African continent on organisational transformation, corporate and brand strategy. She is an entrepreneur in her own right winning the 2004 Entrepreneur of the Year Award in Zimbabwe. Tendai is the author of the only sub-Saharan African Living Standard Measure, which is a tool that serves as a surrogate for income and socio-economic sector classification across the sub-continent.



Madiambal Diagne

AMLF 2012 Host - CDEPS

CDEPS – Madiambal Diagne, President of Conseil des Editeurs et Diffuseurs de Presse du Senegal (The Board of broadcasters and newspaper publishers of Senegal. Represented the media owners and operators as the host of the 2012 AMLF.

AMLF 2012 Convenors

AMLF 2012 Partners



African Development Bank - Africa's Preferred Development Partner

Providing quality investment and advice to improve the living conditions of millions across Africa, the African Development Bank (AfDB) Group is the continent's premier development institution. For African countries, the AfDB is the preferred partner in the financing of infrastructure, higher education, good governance programs and the development of a more robust private sector, among its areas of operational focus. Through investments in these areas, the AfDB Group is contributing to regional integration across the continent. It provides support to middle-income and both low-income countries, including assistance to fragile states. Climate change, in particular, has come to the forefront in Africa and the AfDB has made this a priority in its operational focus. The impact of climate change on the continent is much more apparent than ever. In this regard, African leaders have asked the AfDB to host a Green Fund for Africa to bring resources to bear on climate change. The AfDB is a multilateral development finance institution created in 1964 to mobilize resources for Africa's economic and social development. For more information please visit www.afdb.org/en/.



African Capacity Building Foundation

The African Capacity Building Foundation was established in February 1991 as the outcome of collaboration between African governments and the international donor community. As a leader, major partner and centre of excellence for capacity building in Africa, ACBF's mission is to build sustainable human and institutional capacity for sustainable growth and poverty reduction in Africa. Its vision is for Africa to be recognised for its socio-political and economic capabilities and endowments in a continent with effective institutions and policies acquired through sustained investment in people and institutions. Membership of the Foundation includes 4 Multilateral Partners (the World Bank, the African Development Bank, the United Nations Development Programme and the International Monetary Fund), 13 Bilateral Partners and 37 African Government Partners, The African Union currently serves as an Observer on the ACBF Board of Governors. For more information please visit www.acbf-pact.org/



Konrad Adenauer Stiftung

The Konrad-Adenauer-Stiftung (KAS) is a foundation from the Federal Republic of Germany. As an independent, non-government organization, it runs four international media programmes mandated to contribute to democratization. Within that framework, KAS Media Africa regards a free and independent media as crucial for democracy. Hence, it is committed in the region to a diverse media landscape, the monitoring role of journalism, as well as ethically-based political communication, with particular attention paid to digitalisation. KAS Media Africa is based in Johannesburg, South Africa. For more information please visit www.kas.de/medien-afrika/en/

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Media Trust Limited, Nigeria



Marie-Roger Biloa: Chair and CEO,
Africa International Media Group, France

Moustapha Mellouk: President,
Casablanca Media Partners, Morocco



Nazeer Ladhani: Project, Aga Khan
University Graduate School of Media
and Communications, Kenya

Ory Okolloh: Policy and Government
Relations Manager, Google Africa
South Africa



His Excellency Macky Sall
President of Senegal



The Honorable
Abdoul Mbaye
Prime Minister
of Senegal



Dr Salim Ahmed Salim
(Chair of the advisory
committee) of African
of the year award



Dr Mo Ibrahim
Entrepreneur and Founder of
the Mo Ibrahim Foundation



Hon Evode Ndayizigiye
Deputy Minister of
Communications of Burundi



The Honourable Bruno Maiga,
Minister of Communications
of Mali



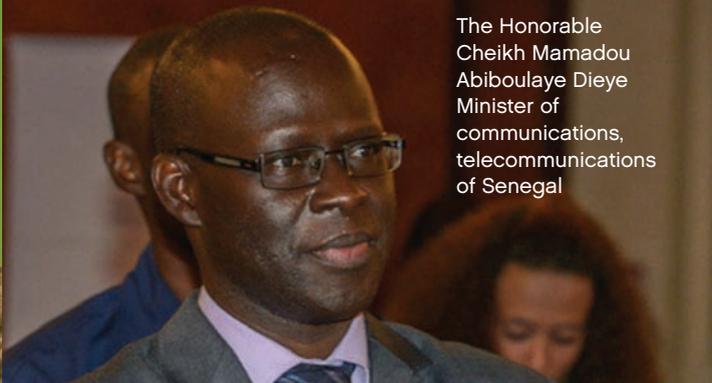
The Honorable Issa Tchiroma
Bakary Minister of Information and
Communication of Cameroon



The Honorable Bülent ARINÇ,
Deputy Prime Minister of Turkey



Dr Frannie Léautier,
Executive Secretary
of the African Capacity
Building Foundation



The Honorable
Cheikh Mamadou
Abiboulaye Dieye
Minister of
communications,
telecommunications
of Senegal

Introduction



Africa Rising: Ensuring Equality, Equity and Participation for all

As we take stock of the emerging African paradigms all evidence points to the fact that the era of Afro-optimism is here. Africa is increasingly making the news for the right reasons – an economic growth that is much higher than the rest of the world, a growing leadership in technology and innovation, the rise of an influential, entrepreneurial class in many countries.

Global Analysts have been divided as to whether this rise is here to stay or just a flash in the pan - a passing phase in Africa's history. However, there is no doubt that the continent is home to a bountiful of mineral resources for which the demand is high. Many African markets with important mineral reserves are now organized to enable that demand to propel their economies forward. To many development thinkers, merely relying on an export led economic model smacks of short termism and it is important that the continent ensures sustainable growth and transformation by diversifying and fortifying its markets, building the much needed infrastructure and further strengthening its human capital. The good news is there is certainly evidence of progress in all these aspects across the continent.

Taking part in building a resilient and inclusive Africa is very much at the heart of The African Media Initiative's Aims and objectives. How to foster fast and continuous progress and strengthen out economies, for the benefit of all our citizens, was the central discussion point at AMI's flagship annual event, the African Media Leaders Forum, which has become the largest gathering of African media leaders, owners and operators on the continent. The Forum that brings together media leaders, thought leaders, development experts, Political leaders, creative and innovation technologists and academics to discuss, network and showcase new ideas.

AMLF 2012 saw the participation of over 550 delegates as the Forum celebrated its 5th anniversary in Dakar, Senegal, where the inaugural Forum was held in 2008. Delegates at this landmark 5th anniversary Forum specifically deliberated on what roles and responsibility the media has in crafting a brighter future for Africa. The Forum resolved that, whilst the road is not easy, filled with often daunting challenges, the task is not impossible.

What is required is an integrated and holistic approach to development in which all the stakeholders – the State, the Private Sector, the Media and the citizens collaborate for progress. In addition to including key Private

sector players such as Nokia and Ecobank, two innovations to the Forum took the AMLF even further away from the 'talk-shop forums' into the results based action orientated enabler space as the new initiatives created deeper engagement of the media with the other two key stakeholder groups in order to facilitate the collaborative process; A dynamic public debate and a Head of State round table discussion.

The public debate was organized in collaboration with the Council for the Development of Social Science Research in Africa (CODESRIA) and explored the theme of 'Media and Citizenship in line with the Forum's theme. The highly anticipated Head of State open floor discussion with His Excellency President Macky Sall of Senegal, provided a unique platform for previously rhetorical questions on Government and media relations to be posed in a very frank exchange between two major determinant stakeholders of Africa's transformational change and brighter future.

The three main themes that underpin the AMLF agenda remained in place; 1. Technology and Innovation, 2. Ethics and leadership and 3. Funding and Business Development. The choice of focus topics, during both the plenary and parallel breakaway sessions, reflect the core media and governance issues that are relevant in Africa today - the advent of open data, the need to develop a genuine African narrative and making African media sustainable. The parallel sessions offered a diverse set of hands, outcome based practical expertise, ranging from digital media switchover, up-skilling the next generation of media workers, twinning programs between media houses and innovation in newsrooms, among others.

Previous themes demonstrate the pressing issues faced by media in Africa -

- AMLF 2008 'Shaping the future of African media through Networking and Collaboration'
- AMLF 2009 'Harnessing the power of new ICT for Media development'
- AMLF 2010 'Funding African Media in an age of uncertain business models'
- AMLF 2011 'What future for traditional Media?'

The AMLF 2012 theme 'Africa 3.0: Strengthening Media and Governance through Citizen Engagement and Innovation', is a natural succession of ideas, conversations and concrete actions that makes AMLF the one World-class African event, certainly not to be missed!

From CEO's desk

Dear Colleagues and Fellow Media Leaders,

I extend my warmest greetings and thank those of you who participated and contributed to making the 5th edition of the African Media Leaders Forum (AMLF), which was held in Dakar, Senegal, on November 7th - 9th, 2012, a resounding success!

Holding AMLF 2012 in Dakar took us back to our modest beginnings in 2008, when we gathered and pledged to work together as African media leaders in order to contribute meaningfully to the debate on our continent's future. The 5th Landmark Anniversary Forum gave us the opportunity to take stock of our achievements and reflect on our shortcomings. It called for us to gain momentum as we continue to chart our future and strive to improve the media landscape in Africa, to the benefit of all its citizens.

Africa is undergoing the "fourth wave" of democratization as more states are forced by sheer 'people power', to embrace participatory forms of governance. As the Arab Spring clearly demonstrated, the citizenry seems imbued with a new and heightened spirit and determination to take on a more active role in public life. The people want to take part in improving living conditions of the majority and achieving higher standards of democracy, transparency and accountability.

Without doubt, the African continent is striding forward. This progress can be measured every day in the economic performances of many countries; 6 out of the 10 fastest growing economies in the world are in Africa. The rise of the continent is also evident in the many technological innovations improving citizens' living conditions from Lagos to Nairobi to Dakar, Cairo to Johannesburg, to name a few dynamic African tech hubs.

While we applauded the great progress being made on several African fronts, it was worrying to note the democratic backsliding in some countries like Mali and the growing terrorist threats in the Sahel and in East Africa. Similarly, we were concerned about the increasing religious intolerance that is taking root in so many parts of the continent as well as the growing state-sponsored drug trafficking phenomenon in some parts of West Africa.



For all these reasons, it was urgent to consolidate media's unique role of watchdog.

“With the emergence of the social networks and the explosion of mobile telephony, this media watchdog role could only be conceived as a shared responsibility with citizens, who now have a voice and are heard, often in real time, way before we print or broadcast the latest news and information” . Amadou Mahtar Ba

At the African Media Initiative (AMI), we are resolutely engaged in this endeavor, as we push for greater professionalism, ethics and leadership in our industry, support digital adaptation for media houses to stay relevant, and work towards facilitating access to capital and knowledge for our media houses.

It was with these objectives in mind that we introduced two innovations at the AMLF 2012 themed “Africa 3.0: Strengthening Media and Governance through Citizens’ Engagement and Innovation”.

Firstly, on November 7th we organized a public debate at the University Cheikh Anta Diop in partnership with the Council for the Development of Social Sciences in Africa (CODESRIA). The theme of the debate was Media & Citizenship: It offered a unique opportunity to citizens to voice and exchange their views with media leaders from around Africa.

Second, on November 9th, we arranged, thanks to the support of His Excellency President Macky Sall, a Head of State Round Table to discuss the theme: “Ensuring Africa’s Human Development and Economic Transformation Through Meaningful Partnerships between Media, States and Citizens.” Dr Mo Ibrahim, founder and chairman of the Mo Ibrahim Foundation mediated this exceptional event. Dr Frannie Léautier, Executive Secretary of the African Capacity Building Foundation provided the keynote remarks that set the stage for a candid and meaningful dialogue between parties often at loggerheads. In keeping with tradition, the Forum, constituted both plenary and breakout sessions facilitated by experts.

The 5th edition of the AMLF was organized in partnership with two key African institutions: the African Development Bank (AfDB) and the African Capacity Building Foundation (ACBF), as well as with The Sub-Saharan Africa Media Programme of the Konrad-Adenauer-Stiftung (KAS Media Africa). Additionally, to follow up on the 1st Turkey-Africa Media Forum held in Ankara in May 2012, we welcomed the participation of a high-powered Turkish delegation that was led by Deputy Prime Minister Bülent ARINÇ of Turkey.

It was a pleasure to welcome you in Dakar, Senegal as we celebrated our 5th anniversary and re-energized African Media Leaders and supporting stakeholders in their quest for sustained continental progress.

Sincerely,

Amadou Mahtar Ba
CEO - African Media initiative

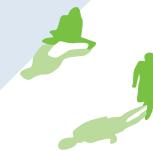
Honourable Bülent ARINÇ
Deputy Prime Minister of Turkey



Honourable Abdoul Abaye
Prime Minister of Senegal



Opening Ceremony



AMI Leading the way!

Welcome! Dr Tendai Kadenhe-Mhizha, the Forum Director welcomed delegates to the 5th edition of the AMLF. She presented a summary of the past 5 years of AMLF.

She stated that we should be proud of the progress that African Media Leaders have made and challenges we have met over the past 5 years.

“It is now time to celebrate our success but also to reflect on the challenges that the future still holds for us to meet in our quest for African Progress.”

Dr Tendai Kadenhe-Mhizha

Dr Kadenhe-Mhizha then introduced the chief executive officer of the African Media Initiative, Mr Amadou Mahtar Ba. He stated that since 2008, the year AMLF was launched with approximately 50 delegates, we took up the challenge against all odds, to make it a success. As a result of the interest that AMLF has generated it is now part of the big family of African and Global media. It is true that we are living in a hard economic environment rife with political instability. Indeed the 5th AMLF was to take place in Abidjan, Ivory Coast. However, largely due to insecurity, the venue had to be changed. We urge African Governments to ensure a safe environment for the media to work in. With a population of 13 million, Senegal offers an example of media progress with more than 12 private/public channels, a plethora of radio stations and a vibrant social media. For the first time, through AMLF, AMI will engage highest rank of Political Power with the highest rank of media representatives on the continent. We are here to make a difference and it is our hope that all participants and their nations will benefit greatly from the inputs of the next few days. Mr Ba then extended a warm welcome to all Media Leaders, Partners and supporters before introducing the two guests of honour, Prime Minister of Senegal, Abdoul Mbaye, and the Deputy Prime Minister of Turkey, Hon Bülent ARINÇ, and inviting them to address the 5th of African Media Leaders Forum.

Amadou Mahtar Ba
AMI CEO



Dr Tendai Kadenhe-Mhizha
Forum Director





The local host of AMLF 2012, Mr Madiambal Diagne (President of the Conseil des Éditeurs et Diffuseurs de Presse du Sénégal), spoke of Senegal's pride in hosting the Forum.

“AMLF has gone a long way since its inaugural Forum in 2008.”

The Prime Minister of Senegal, Honourable Abdoul Mbaye – called for constructive dialogue

Welcoming the delegates on behalf of President Macky Sall and the Government of Senegal, the Prime Minister noted that the Forum had become an important place to reflect on key issues as well as develop appropriate strategies for the media. He also saluted the Turkish delegation headed by Deputy Prime Minister ARINÇ.

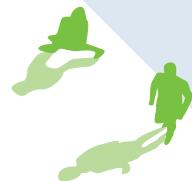
The choice of Senegal for AMLF 2012, he said, was no doubt guided by the important democratic advances during the recently held elections while the theme – Africa 3.0: Strengthening Media through Citizens' Engagement and Innovation, was timely.

“Africa is at a unique position to exploit to the fullest the opportunities offered by new media technology and thus move away from the traditionally Third World classification,” said Prime Minister Abdoul Mbaye of Senegal

“The very nature of information has changed and today there are many more actors and stakeholders involved in the business of information,” he observed, adding that in this new environment, the role of the media “as the watchdog for democratic governance” was even more important.

The Prime Minister welcomed AMI's Leadership and Guiding Principles for African Media Owners and Mangers (LGP) that were endorsed at the 4th edition of AMLF 2011 as an important means of ensuring an ethical culture at the top echelons of media houses in Africa. He stated that “With the multiplication of information tools and sources, Africa cannot lag behind. The delay in our media infrastructure can hinder our progress. We all know that traditional and new media play an important role to inform and entertain our populations. Media ethics must also play its role”. He said that the citizen dimension of the AMLF works has been noticed and appreciated. The minister welcomed the initiative of the public debate held the previous day at the Cheikh Anta Diop University. He pointed out that the events of the Arab Spring raised questions from our populations. This introduces a new sense of urgency in defining a space of constructive dialogues, where the camera is not only giving but receiving information.

His final words were cautionary, asking the delegates to pay particular attention to the events that caused the “Arab Spring” and how social media is transforming the relationship between the State, the media and citizens. He spoke of the vital importance of a new social contract to avoid the likelihood of discontent and dissent boiling over and causing disastrous political, social and economic disruptions.



Honourable Bülent ARINÇ – Africa and Turkey: Strengthening the relationship

The Turkish Deputy Prime Minister congratulated the African media for its vibrancy and the continent's young population that seemed exceptionally active on social media. Referring to the inaugural Africa–Turkey Media Forum that took place in May 2012 in Ankara attended by some 350 African media delegates, he said that it had been an excellent platform to nurture the relationship between Africa and Turkey.

He spoke about the Turkish media's efforts to portray Africa's positive image, adding that it was in that respect that his country was signing a Memorandum of Understanding (MOU) with AMI.

The Deputy Prime Minister noted that Africa and Turkey have strong commonalities, which will facilitate the strengthening of the relationship. Turkey is aware of Africa's power in the social and written press arena, and of the young and active population in social media. “When 450 African media delegates came to our forum in Ankara, we realised that our relationship with Africa needs to be nurtured. Our government is well aware of today's meeting and wish success for a strong cooperation. The managing director of the Turkish Media Cooperation is part of the delegation and we are open to various possibilities as we are living in a global world and communication is the tool for globalization”.

“Africa and Turkey have strong ties that will help cement relationships,” said Turkey's Deputy Prime Minister ARINÇ

The Deputy Prime Minister also acknowledged the crucial role that journalists play but cautioned that as in any other profession, due responsibility must be exercised.



Honourable Evode Ndayizigiye, Deputy Minister of communications, Burundi



Amadou Mahtar Ba



Honourable Bülent ARINÇ



L-R: Turkey's Deputy Prime Minister Honourable Arinç, Prime Minister Honourable Abdoul Mbaye of Senegal

Africa 3.0

Strengthening Governance and Media through citizen's engagement and innovation

Mr Paulo Gomes, AMI Board member and founder of the Constelor Group, set the session's pace by affirming that Africa was on the rise "after being, for decades, the poor child of the world". However, he cautioned that, "this rise must be one that will be an all inclusive one". For that to happen, all the different players – government, policy-makers, the business community, the media and citizens – must play their dutiful role.

"Africa is on the rise after being for decades the poor child of the world."

Paulo Gomes



Chair: Paulo Gomes - AMI Board Member and Founder of Constelor, Keynote speaker: Dr George Ayittey - President of Free Africa Foundation, Panelists: Dr Frannie Léautier - Executive Secretary ACBF, The Honorable Issa Tchiroma Bakary, Minister of Information and Communication of Cameroon, The Honorable Bülent ARINÇ, Deputy Prime Minister of Turkey, Amadou Mahtar Ba, CEO of African Media Initiative, Leila Mokadam- AfBD, Markus Brauckmann - KAS Media Africa.

Key note address: Good Governance is a collective responsibility

Dr George Ayittey - President of the Free Africa Foundation and author of Africa Betrayed

In his keynote address, Ayittey, emphasised the importance of a free media in society. The Ethiopian proverb, 'He who conceals his disease cannot expect to be cured' came in handy as he sought to illustrate the cause of Africa's problems. He made the point that for much of the post-colonial period, "our disease has been concealed by the State, which was bent on controlling and manipulating the media. That is why, today, large parts of Africa still face tyrannical rule, corruption and poverty".

"Societies that advance are those that allow free flow of information, freedom of expression and by extension freedom of the media," said Dr George Ayittey

Dr Ayittey spoke about the "burden of responsibility that lies on the shoulders of media practitioners, who must transmit information accurately, ethically, responsibly and morally. Free media exist in fewer than 10 African countries, he said because dictators recognize that information is power and as Stalin, once said: Control the flow of information and you control the minds of the people. Hence, media workers are risking their lives to disseminate information to the people. However, journalists have to keep ethics in mind. He applauded AMI for spearheading the Leadership Guiding Principles for African Media Owners and Managers, which were intended to nurture a culture of good governance, transparency, accountability and trust within the industry. However he believed that the media can not effect change alone.

"The media is one of seven institutions in society. The other six – the civil society, the judiciary, the security forces, the electoral commission, the parliament and the Central bank – must also draw up their own guidelines to ensure good governance"

Ayittey in his hard hitting address, also challenged the delegates not to allow themselves to become complacent and forget the hundreds of journalists that remain in jail, live in exile or have been brutally killed. He asked media leaders to face the fact that "a fair number of us still operate within an entrenched culture of fear that causes us to exercise self-censorship".

On Africa's rich oral history where the fundamental feature of freedom of expression lay, he urged the participants to claim that great oral tradition so that it can play it's part in defining an African picture of success.

He blamed Africa's condition on what he referred to as "failure in leadership from the intellectual and scholarly class, opposition parties and the international community, "in some parts of Africa a change of leader means destruction of the country. African intellectuals are failing to their duty in safeguarding freedom of expression and taking part in crafting an intellectual code. The international community also fail us, by remaining silent and turning a blind eye on foreign donors blatant looting of the continent. These two are also part of the problems faced by the continent. "The media by itself cannot be lumped with the full responsibility for holding power to account."

His final word: **"Good governance is a collective responsibility and each institution concerned should act responsibly, professionally and ethically."**

Dr George Ayittey



Honourable Minister of Information and Communication of Cameroon Issa Tchiroma Bakary expressed appreciation for the AMLF's role as a unique event that served the greater interests of the continent, noting how its parent body, the African Media Initiative, was bringing to the forefront key issues that would ensure more vibrant and strong media.

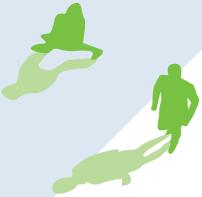
He spoke about the interest of the President of Cameroon, HE Paul Biya, in the Forum's proceedings and his overall commitment to ensuring freedom of the media in Cameroon.

“Learn and be mutually inspired. Participatory democracy is about making citizens the main agent of transformational change. Journalism should serve to build a common destiny, be an instrument for social cohesion while allowing freedom of expression.”

Honourable Issa Tchiroma Bakary Minister of information and communication of Cameroon

Honourable Bakary applauded the Forum's theme “as it puts the necessary spotlight on what role the media should play in the betterment of good governance on the continent”. The sub-themes on citizens' engagement and innovation were also fundamental to crafting new opportunities for Africa, he said, adding that, “participatory democracy is about making citizens the main agent of transformational change”.

Referring to innovation, he spoke about the need to go beyond the conventional understanding of the term and see it as a means for developing an integrated vision of a new society. He ended with a bold invitation; “With a population of 20 million, Cameroon has 20 private TV stations, 200 private/commercial radio stations and numerous newspapers. I invite journalists to come to Cameroon. In Cameroon we are overwhelmed with the freedom of the media and we are ready to share our experience.”



Interactive Q & A with Panelists

Regarding the role of the media in the development process,

unfortunately the discussions have remained highly 'intellectualised' and limited in the interface with the political process and in its links to the primary channels in which the media have conversations with the greater public. There are 800 million people in Africa, the majority of our population is very active and engaged. The young population is very digital.

There is a clear opportunity to use the media (Internet, mobile and radio) to enlarge the quality of the conversation and shape dynamic messages in order to reach the nearly one billion people on the continent, a majority of whom will be urban, active, young and digital. The media has a critical role in informing, for example, farmers about their crops, or educating people on the best health practices, which fall within the remit of public service.

“Responsible journalism is not only the onus of professional journalists, but also requires active involvement from each and every citizen.”

Dr Frannie Léautier

L-R: Dr George Ayittey, Dr Frannie Léautier - ACBF



Markus Brauckmann - KAS

On how regulation can catch up with the speed of innovation,

Markus Brauckmann of the Konrad-Adenauer Stiftung, spoke of KAS's continued involvement and support of AMLF, informed by the fact that over the years it has proved to be a unique platform for advancing the debate on media and governance related issues. The key interests for KAS lie in the pillars of participation and mobilisation. The advent of new media technology allows a greater number of participants to be brought into the conversation and make a meaningful contribution, be it to the issue of freedom of expression or restrictions faced by the media.

Regarding regulation, the need to enhance the space and type of conversations is more important; appropriate



Leila Mokadem - AfDB

regulatory mechanisms would follow that development. For instance, Web TV produced by democratic opposition parties on the continent, is now slowly starting to integrate into the public space discourse.

“Beyond media regulation, there is need for a 360 degree conversation, with as many parties as possible, about the changes facing media and how we can engage with them for progress.” Markus Brauckmann

Leila Mokadem of The African Development Bank perspective supported the concept of an African fund for innovation. She said that development agencies are also important stakeholders in the process of democratic development. It is along this perspective that the African AfDB is working closely with AMI to help sensitise and educate citizens through the media on key development concerns faced by Africa.



“Infrastructure in Africa – Is it an issue of money, policy or what?”

Leila Mokadem

Development is a process that requires the participation of citizens and the media. That is why the AfDB has put in place a new policy framework to facilitate the transfer of information and develop a consultative approach on its key intervention strategies. Regarding infrastructure development, AfDB is spearheading the setting up of an infrastructure fund across Africa, which will be financed by African banks. Mokadem however put forward a clear caution;

“Due thought must be given to the issue of whether to continue depending on external funding or start thinking about how to mobilise continental resources”.

Leila Mokadem

On the quality of journalism on the continent and the role of the public sector: Journalism at the service of citizens

Dr Léautier's perspective: The current state of technology makes it extremely difficult for anyone to control the media. It has now become very difficult to tell a citizen that he or she cannot use particular media or information platforms as a means of expression. This is creating a new republic of ideas requiring political leaders to interact differently with citizens and the media. ACBF is grateful to be involved with AMI.



On regulation and the politics of development in Africa

A delegate from Morocco emphasised the need to put ethics and good conduct at the centre of the professionalisation of journalism. Ethics and good conduct create an automatic culture of self-regulation that is in sync with the spirit of Web 2.0 or 3.0. “...so regulations are important, but ethics are crucial”

A delegate from Benin spoke about the absence of a genuine policy for media development on the continent. He pointed to an urgent need to develop an intelligent approach where media development and sustainability were integrated into the national strategy of each country in Africa.

“The solution would be to integrate the African media in the politics of development”.

Views From The Floor

On financing media in Africa

This issue was picked up by a number of delegates. A delegate from Gabon asked about what concrete mechanisms could be established for a fund for African media.

ACBF: Small grants are made available along the following lines: (i) innovation grants that help fund projects that use the media for development and (ii) direct grants to associations that help train journalists on a number of development issues such as agriculture and climate change.

Amadou Mahtar Ba: Different mechanisms do exist. AMI in 2012 launched the African News Innovation Challenge (ANIC), a US\$1 million fund that finances technological innovation in news. In 2013, AMI will spearhead a similar fund called The African Story Challenge (TASC), which will in turn fund development related African stories. AMI also makes available to media houses business development consultants that can help them develop and fine tune new business opportunities.

Discussions are also on-going with different African institutions to help establish a line of credit for media development. This would be available to media houses that meet a number of conditions, chief among them being respect for high standards of ethics.



The AMLF 2012 Highlight was part of the closing ceremony

Head of State Roundtable

Media Speaking Truth to Power... And Power Speaking Truth to Media

To set the scene, the Premiere public showing of the provocative documentary entitled “Mr President” showcasing the February 2012 elections in Senegal, by film maker, Chai Vasarelli, who was present. Neither the President himself or his office had ever seen the documentary. The President had however sanctioned it's production and spent time with Chai Vaserelli in interviews and filming and had a great deal of trust in her and respect for her work. The 30 minute documentary laid a gripping stage for the open debate by showing what it took for president Macky Sall to win a democratic election against all odds. It illustrated that all things are possible in Africa including true democracy. Media leaders were riveted to the screen - Soon after the victorious ending of the movie, a ruffle spread through the room and all 500 delegates rose to their feet... Enter His Excellency President Macky Sall of Senegal...

Ensuring Africa's human development and economic transformation through meaningful partnerships between the media, State and citizens - A conversation with HE Macky Sall, President of the Republic of Senegal.

AMI's CEO, Mr Amadou Mahtar Ba, set the scene for the scheduled Conversation with President Macky Sall with remarks themed around 'The changing face of Africa'.

He thanked President Sall for his presence, which, he said, attested to the value he placed in the role of the media as an important feature in the consolidation of democracy and ensuring that societies were more equitable.

Mr Ba provided highlights of the Forum's deliberations, noting that AMLF 2012 had started with an important curtain raiser event, a public debate on “Media and Citizenship”, held in collaboration with the Council for the Development of Social Science Research in Africa (CODESRIA) at the Cheikh Anta Diop University. This debate offered the opportunity for a robust, frank and open exchange of ideas on how to improve the media landscape in Africa.

According to Mr Ba, AMLF 2012 on its 5th anniversary proved its ability to become a shared platform for a shared vision of a stronger, sustainable and better resourced media industry.

“The fourth wave of democratisation has been made possible by the emergence and massive adoption of technology that would require governments across the continent to ensure appropriate models and modes of participatory democracy for citizens.”

Amadou Mahtar Ba



Dr Frannie Léautier



Dr Frannie Léautier, the Executive Secretary of the ACBF, gave a powerfully engaging keynote address that set the stage for the round table discussion.

“The Forum debates have offered a rich soup of ideas that can confidently allows us to chart the way forward for Africa’s media.”

Dr Frannie Léautier

Dr Léautier, highlighted two statements by Mr Paul Stretton and Mr Michael Burke, which, she said, set the stage for the role of citizens and that of indicators of progress in bettering the lives of continent’s citizens. One related to the need “to expand the choices people have to live lives they value”, and the other to a concern that a “flawed media leads to a flawed democracy as ill-informed citizens cannot make proper judgments about the actions that take place in their names” and, therefore the media matters!

Speaking more specifically about the role of the media, Dr Léautier identified three key functions. That of:

- supporting the state in creating a national vision;
- mitigating against critical risks, and
- brokering a dialogue between the State and its citizens.

She expressed her great delight with President Sall’s participation in the Forum’s roundtable, describing it as an excellent space for dialogue and offered the following issues for reflection:

- What lessons can be learnt from Senegal?
- As new media become more of a reality on the continent, we must explore ways to build a public sector capable of using better feedback from different outlets.
- The critical role of the State in ensuring access to information.
- The role of the media in putting in place the right ethical standards.

Dr Léautier ended by stating that the media must play its full role in the democratic process. “A media that is non operational leads to an idle democracy”. She proposed that “the public authorities can find in the press a powerful ally in the establishment of democratic and peaceful society. It can assist in minimizing fundamental risks (religious tensions) and contribute to the integration of the population. Let us be inspired by the atmosphere of democracy and peace in Senegal”.

The round table discussion was masterfully moderated by Dr Mo Ibrahim. As a preamble to the conversation with President Sall, Mo congratulated AMI for its critical role on the continent. He was delighted that Dakar was hosting the Governance Week, which the Mo Ibrahim Foundation (MIF) started with key partners like AMI. “I am very proud at the growth of the organization as proven by the quality and the number of the people who are gathered this week in Dakar. We have AMI meetings, Women’s group, Africa 2.0, All of civic society groups coming together. This is as it should be.. This kind of meetings is essential to the future of Africa. He welcomed this as an excellent illustration of how Africa can come together and connect for a common goal and emphasized the value of partnership”.

Dr Mo Ibrahim



Mamadou Toure Africa 2.0



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“What Africa needs is a media that tells her story, crafts new and exciting narratives and offers the right picture.”

Dr Mo Ibrahim

Mo mentioned the different relationships (often complex) between media and the State, or with money or for that matter with citizens. Speaking specifically to the relationship between the media and the State, he raised the serious question of the value of a media whose main purpose would be to become a mere mouthpiece and showcase for governments. He was provocative as well as humorous as he asked for indulgence from the President. “Now we need to establish an African News Agency on our own. Sometimes state owned National TV / Radio spend all day without offering any real news, just talking about the life and goings on of the government officials and of the President. “So if the Media is ugly, it might be because the president is ugly” he stated humorously. He went on to make the point that he believes Media is a mirror to every society and should not therefore be blamed if it carries negative happenings. The media should engage in constructive criticism where it is due.

“Knowledge in Africa is in the hands of few. We need to make knowledge available to all and in this way embrace what Africans want for Africa.”

Mamdou Toure

Dr Ibrahim invited President Macky Sall to the conversation with a direct question

Mo: Mr President you have been a contender, taking the top position in this recent election. How did you evaluate the performance of the media here in Senegal?

President Sall started by thanking the African Media Initiative for choosing Dakar as the host city for its 5th anniversary. He commended AMI for the 'great job' it was doing on the continent and expressed his pleasure for the opportunity to discuss issues with a group of "distinguished African media leaders". He joked that he was 'trapped' by Amadou Mahtar Ba's insistence that he be available for this important event. He made space in his calendar because he shares the same clear vision as Amadou. He went on to declare that he has no godfather or special lobby, he simply believed in the Senegalese people and in Senegalese democracy.

In response to the question posed;

"The role of the Senegalese media was crucial in the last elections as it paved the way for a giant leap for democracy in Senegal" said **HE President Macky Sall of Senegal**

In particular, he appreciated the manner in which radio and some television channels covered live, the counting of ballots and announcement of the preliminary results he emphasized that this had considerably reduced the risk of electoral fraud.

He noted that "For two decades, the country witnessed a media explosion which gave birth to 200 FM channels. In Senegal, there is a new media innovation of the radio stations organizing press reviews in a comic format, which enables illiterate people to get the same level of information as the elite. This type of initiative allows for a more diverse set of views and opinions to weigh in and this is critical to true democracy".

The other major role played by the media in the evolution of democracy, became apparent during the elections. Radio and television stations released the polls results, live from the ballots, thus reducing the risk of fraud. I was elected at 66%, yet I did not benefit from a state of grace because I had to act on a promise that I made. The Senegalese press brought a positive aspect to the democracy in Senegal.

President Sall added that he was a believer of the decriminalisation of media laws. However, he cautioned that if a journalist deliberately indulged in defamation, he/she must be held to account. He said it was important to speak about the counter powers to the media because "it must be about fairness, equilibrium and balance". Citing the example of Radio Mille Collines' role in the Rwandan genocide of 1994, he demanded from all those in the business of media that due responsibility must be exercised and that the media must also be introspective of its own failings and deficiencies.

Mo: On the issue of freedom of press, should we use a system like violation of the press laws (eg: Europe) or do we follow the South African example, where I personally believe they are going too far. A South African Journalists can go to jail if they write in reference to budget issues, policies, etc... We need a responsible press, not a muzzled press. What are your sentiments regarding journalists writing about corruption and transparency? How free should the Press be? Where do we draw the line? How do we achieve balance?

HE.PMS: President Sall stressed the importance of developing an operational mechanism that would speak to the needs and expectations of all the concerned parties. "On the issue of press content, we can find a solution other than criminalization. It would make things easier if journalists had a system of regulation. Some topics can affect the national security, the newspaper headlines can be negative.

The level of freedom of press must be defined." The need for a journalistic code of conduct should be explored as it would allow the media to develop a system of peer review. Referring to matters of national security and when a country is at war or witnessing civilian protests can be dangerous and cause loss of life. He cautioned that the headlines carried by some media might impact on the manner in which the conflict is managed as well so the media need to self regulate and be responsible. However, this does not mean that they "are the sole dispensers of justice". Rather, it means that they have a crucial role in creating an informed citizenry.

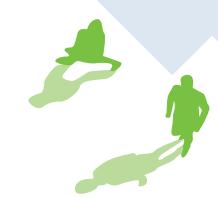
Mo: The business side of the media: Which business model? Should governments subsidise the media?

HE.PMS: The Head of State highlighted the financial difficulties faced by a number of well established publications in the West as an indication of how much worse off the African media were especially due to the fact that advertising budgets remained very low in most African countries.

In the case of Senegal, there is a financial aid of US\$1 million that the government provides to private media. However, the main problem is that it must be shared among some 20 dailies, 10 weeklies and a number of radio stations.

"There is the need to re-organise and re-structure the media sector by clearly identifying the media professionals as the media in Senegal is made up of diverse interests – political and purely business," said President Sall. "It is only then that support to the media can be done in the most transparent and deserving manner."

Mention was also made of favourable tax breaks for the media. President Sall reiterated that it was fundamental for African governments to support the media just like political parties and therefore should be supported by a public fund.





Open dialogue at its best!!

Questions from the floor – Mo ensured that there were questions taken from every region of Africa.

Can African media cope with competition from the western media? How can Senegal influence other African countries to stop oppression and abuse of the media? Is Senegal ready to vote in a law for access to information? How relevant the AU is to Africans? Can African journalists ever feel safe - 17 journalists were killed in Somalia this year? What are your views on freedom of movement of journalists?

You have inherited the problem of Casamance, what is the stake of this problem? How will you solve it?

On the question of whether African media can cope with competition from the western media?:

It was clear to President Sall that African media could hold their own in the face of competition from the western media. He saw language as a key component in this regard where, for instance, radio and television stations in Senegal made intensive use of the national language, Wolof, to consolidate their operations. What was lacking was a concerted approach by the stakeholders, including the government, to ensure that the media received the necessary support.

Regarding the issue of whether Senegal could influence other African countries to treat the media better:

President Sall had this to say: "One has to be cautious to be a giver of lessons or visions as each President has his or her own. We are the managers and the citizens the shareholders."

On the issue of access to information,

President Sall said draft legislation to that effect was already under consideration in the National Assembly and he was confident that Senegal would soon have such a law.

As an aside, the President addressed the issue of the presidential term of office and said he supported the idea of a five-year mandate as opposed to the current one of seven years. "Senegal," he said, "is influencing by example; we have no lessons to give."





HE. President Macky Sall: On the safety and freedom of movement of journalists

President Sall sought to allay concerns relating to journalists' safety by reassuring them that there was nothing to stop them from freely moving across the 15 ECOWAS member states. He placed particular emphasis on the fact that journalists' safety and freedom of movement were key if the media was to continue to play an important role in promoting democratic rule. If necessary, appropriate lobbying could also be made at the African Union to secure commitments to journalists' safety.

HE. President Macky Sall: On how relevant the AU is to Africans?

President Sall responded to this question by citing the role of NEPAD, a key organ of the AU whose "Peer Review Mechanism" required each African country to volunteer to subject itself to rigorous evaluation on key democratic and governance issues as an important barometer of self and peer assessment. On the AU proper, he said it was a forum where diplomacy, collegiality and respect were paramount, and an excellent platform for Heads of States to promote friendship among the people of Africa

HE. President Macky Sall: On the issue of Casamance

Casamance is a 30 year old problem of land and cultural values. A bad management of the case triggered riots for independence. Casamance cannot be granted independence. As President now, I opened the dialogue, advocating more autonomy for Casamance. In the framework of a united Senegal, we are examining the problems because it is a conflict that hinders the development of not only Senegal, but the region as a whole. Today, I think we are on the right path!

After over 2 hours of discussions, all questions exhausted, President Macky Sall reminded Mo Ibrahim that he had promised at the beginning of the discussion to stay as long as he was needed. Mo Ibrahim joked that he was now exhausted, having abandoned his jacket over an hour ago! He thanked President Sall sincerely and applauded him for talking so freely with the media. In a light-hearted moment, Mo stated, "We appreciate your time so much



Mr President. He then addressed the Media leaders in the audience, "Don't you think this is wonderful that there is a new generation of African Leaders who are willing and able to converse with us in this way? We are not criminals or anything we really want this type of dialogue for progress and the greater good of our continent"

He closed by complimenting the Media Leaders present for their bravery and their excellent questions and comments and also complimented the Head of State again for being part of the new generation of African leaders who believed in open and frank dialogue.

The Vote of Thanks was given by Mr Moustapha Mellouk, AMLF 2012 Co-chair where he said

"I come from North Africa and your presence, Mr President, made this Forum an exceptional event. This is the best integration example I have ever seen, where all the countries on a continent are gathered, the media sector is considered as a real sector and That the citizen be at the centre of development concerns."

The Forum Director Dr Tendai Kadenhe-Mhizha invited all participants to meet again for the 6th African Media Leaders forum in Addis Ababa, Ethiopia in November 2013. Amadou Mahtar Ba, CEO of the African Media Initiative closed the Forum on that high note before escorting the president out of the room to resounding applause.

Watch footage of the Head of State Round Table www.africanmedialeadersforum.org



Moustapha Mellouk



AMLF 2012

Public Debate

Walking the talk Media Leaders Engaging Senegalese Citizens

Hadeel Ibrahim, Executive Director of the Mo Ibrahim Foundation chaired the Public debate organized jointly by the Council for the Development of Social Science Research in Africa, CODESRIA and the African Media Initiative Forum, on 7th of November as a curtain raiser.

Hadeel Ibrahim was joined by a panel of academics, activists and media executives at Dakar's Cheikh Anta Diop University to address the issue of 'Media and Citizenship' in Africa. For more than two hours, a diverse panel made up of Amadou Mahtar Ba (AMI), Ebrima Sall (CODESRIA), Mame Less Camara (political analyst), Kabiru Yusuf (Daily Trust), Bineta Diop (FAS) and Amadou Kanoute (CICODEV) spoke with the citizens, Media Leaders and gathered, about the key challenges and opportunities of developing a nexus between media and citizenship in Africa. After the panel members had each given a short address, the floor was opened for a very dynamic discussion. The discussion topics covered the role of media in the deepening of democracy. (How the media will participate in building citizenship and an integrated, inclusive and modern Africa by giving voice to citizens and by informing them of local and global issues that concern them.) How does citizenship in its new forms, invest media in their pluralities?

Hadeel Ibrahim opened the debate by stating that "Social and Political actors in countries plagued by corruption and ineffective governance can be held accountable only through the media".

Panelists at the meeting spoke with manifest passion as they discussed issues relating to media, governance and inclusive citizenship. The discussion included a pre-recorded speech from Michael Posner, America's Assistant Secretary of State for Democracy, Human Rights and Labor.





Messages from the panel

Bineta Diop, director and founder of Femmes Africa Solidarité, pressed the need for better representation of marginalized groups, especially African women in the media.

“We need to change the stereotypes that exist, many of which are propagated by the media,” she said. “The media must shed a more positive light on women. They are not just victims. They are often victims, but they are also survivors.”

Bineta Diop argued that there is a lack of reputable, innovative news reporting throughout the continent. **“When will we have an African Al Jazeera?”** she demanded. **“We have human capital, we have the means and we have the knowledge...”**

We have to be more ambitious! Through social media, we have the means to reach local populations, but we won't succeed if we continue to marginalize certain groups. **“People talk about Africa as the continent of the future. The future is now!”** Ms. Diop promised to much applause.

Bineta Diop lamented the rejection of several social groups, bad governance and the deficit of leadership in Africa in general and in Senegal in particular. These problems lead to the fact that a large part of the population does not execute their citizenship rights. In Senegal, women represent more than 50% of the population and if young men are added to them, we find ourselves with a huge part of the population (70% to 80%) that is marginalized.

Despite the promotion of parity, in line with a bill passed by the Senegalese Parliament, women's participation in political and economic life must be speeded up, Diop said.

“How can these discrepancies be corrected through the media?”, Bineta Diop asked before highlighting the heavy responsibility on the press.

“The emancipation of the marginalized groups is brought about through a change of behaviors and mentalities”. Opposing forces use women during wars with several cases of rapes, among other crimes. Even if the media must show the disasters on the ground, it should recognise the existence of women who are victims but survivors at the same time. For better results, she suggests synergy between the media and the vulnerable groups. She also noted that women head very few press organizations citing the example, of Marie Roger Biloa, CEO of the monthly magazine Africa International.

She said it was unfortunate that women usually only emerge in cases of conflicts. As a case in point, Bineta Diop mentioned the election of Ellen Johnson Sirleaf as Liberia's president after a civil war that claimed lives and wreaked havoc within the population. She also proudly cited the example of Senegalese women who strongly said no to violence through the media during the presidential election campaign in February - March 2012. On that occasion, women, via the media, clearly showed that they wanted to exercise their rights through the ballot and not with the use of weapons.

All the panelists were unanimous in saying that Africa needs a strong, responsible and representative media to promote an active African citizenry.

Active citizenship must be promoted

Mr Amadou Kanouté, The director of the Pan-African Institute for Citizenship, Consumers and Development CICODEV, pleaded for the access to information to the population so that they can build an active citizenship. He explained that CICODEV is an organization that aims to bring positive transformation. To attain these objectives, it needs to communicate with citizens, media workers and authorities. Citizens need to be informed about what their leaders are doing and they also need to input their feedback to these very leaders. CICODEV works to promote active citizenship. These leaders, on their part, need to communicate on their societal projects as this improves the efficiency of public policies. The Media body is important as it plays an intermediary role between the various actors.

He quoted two cases as examples; first, farmers in Diokoul in the region of Louga had a fence built around their land by a politico-religious individual in a position of authority. He had thus appropriated 3.000 ha of their land in order to get closer to the water-point to enable him to water his farm.

The farmers reported the case to their local lands authority. However, despite the obvious illegal restriction from accessing their land, the farmers found it difficult to access the minutes of the proceedings from their local community hearings to check the validity of this expropriation. It was the partnership with the media that informed CICODEV officials who stepped in to assist these citizens. After the abuse was exposed by the civil society organization taking the story to the media, the populations were able to have access with the assistance of a court bailiff to the minutes of the proceedings.

“Access to information is vital for active citizenship”

Amadou Kanouté



Notable Quotes

from the Public Debate on Media and Citizenship in Africa

“Funding the media in Africa remains problematic. There must be a concerted approach to support independent and sustainable media.” **Amadou Mahtar Ba**

“Legacy media must factor in the growing influence of new media and that of other platforms exist to rally the voices of the people.” **Hadeel Ibrahim**

“We all must be clear on what role the media plays in transforming society” **Ebrima Sall**

“There is need for greater levels of investment in the media so that they can better serve the citizens.” **Mame Less Camara**

“One must not overlook the often difficult economic and political environment in which certain African media operate, causing them, at times, to be biased and interest driven.” **Kabiru Yusuf**

“The media must stop treating women and children as victims but as development actors”. **Bineta Diop**

“Promoting a dynamic and active African citizenry requires a paradigm shift in the manner in which information is transmitted on the continent.” **Amadou Kanouté**



The second case that Mr Kanouté referred to was closer to home. He spoke of the attempt of the Senegalese authorities, in the former regime of President Abdoulaye Wade, to pass a bill for a concessional water and sanitation project, which was clearly detrimental to the populations. He stated that the private sector does not always act in the best interests of the poor. Loyal to its watchdog citizen role, CICODEV blew the whistle and organized a debate, publicized by the media, around the opacity in this decision, causing it to be overturned. These examples clearly illustrate that freedom of the media is critical if we want to build a really active society, and an environment that ensures access to information by the promotion of a professional investigative journalism that respects a strong code of ethics.

Financial consolidation is a must for a good performance of media groups.

Amadou Kanouté

Finance would come, for example, from governments or other forms of support to the media. We cannot, in a media group, recruit journalists and under pay them. This is not acceptable. They may be committed

but unable to do their jobs properly. Mr Kanouté says it is necessary, in the media code and the discussion about the role played by the media in a State in terms of democracy consolidation that; there is equal financial sustainability.

However, he was of the opinion that there was a general clear vision as far as Senegalese media is concerned.

“We are now in an era where the media contributes to the development of civil society and an active citizenship, as well as the promotion of democracy. I think these functions require serious discussion between all stakeholders in order to determine the true role that should be played by the media”

Media Trust Limited’s Chief Executive Officer, Nigeria’s Kabiru Abdullahi Yusuf, suggested a reward be given to media that resist government pressure and control.

Tribalism, the exclusion of minority groups, as well as religious conflicts, are still rife in Africa. Using his country, Nigeria, as a case in point he said it is confronted with fratricidal conflicts opposing local populations. He explained that the role of the media has changed. In the independence era, media collaborated with all the people, thus playing a positive role.

However, after the independence period marked by fierce fight for the control of public resources, we have witnessed the birth of partisan media that has fought along with people, thus changing their

editorial lines to defend the interests of the new leaders, to the detriment of vulnerable populations. As a result, grassroots voices could no longer be heard. That gave birth to small newspapers, leading to free media, as opposed to State media.

Conflicts in Africa, particularly in Rwanda, have highlighted the negative role media can play as in the case of ‘Radio Des Milles Collines.’ Today, with the pressure of the market and the survival instinct, sensational reporting is prevailing over nation-building agendas. Political divisions remain exacerbated by the media in search of more market shares through sensational reporting.

“To change this situation, we must change our behaviors”, Mr. Yusuf insisted. He gave the example of media in Kenya and in South Africa, which are becoming stronger and are firmly resisting the attempts of government authorities to control them.

Citizen’s voices



In a pre-Forum set of street interviews with ordinary people, Journalists were urged to be more professional

The Senegalese people interviewed along the streets of Dakar, the capital city of Senegal, on the morning of the opening day of the 5th AMLF, broadly commended the work of the media in the success of Senegalese public affairs.

However, they were unanimous in their view that some journalists and editors lacked professionalism.

During the public debate many citizens contributed to the discussion and asked questions to the panel.

“We generally view the media positively,” said Mr. Abdoulaye Thiandoum, a first year student in the Laws and Political Sciences Faculty in Cheikh Anta Diop University (UCAD)

Asked about his opinion of the 5th edition of the Forum for the Media Leaders in Africa (AMLF), under the theme: **“Africa 3.0: Reinforcing media and governance through citizen participation and innovation,”** Mr Thiandoum asserted that the African press, especially the Senegalese press, must acquire relevant and reliable sources to ensure their credibility and contribute to good governance. He said that he believed that Forums, such as this, were the only way to ensure this, so he welcomed it and found the theme to be not only relevant but also pertinent.

Similarly, Faye Sarr Ngom, a young professional, is of the opinion that journalists must show more professionalism in their work and that Media leaders periodically meeting together to hold each other and their staff accountable holds the promise of improvement. The media need to regulate their own behavior for the safety and protection of all citizens.

“Journalists must be professionals and find the right source before publishing any news, because any information, either political or social, can have the effect of a bomb, if not properly verified,” he added.

Malick, on his part thinks that: **“Non Governmental Organizations (NGOs) must contribute to the training of journalists by providing scholarships to enable them to reinforce their capacities in news gathering and processing”.**

For him, **“If journalists are well trained in Western countries, they can help younger generations to avoid the rifts and deterioration in the media.”**

Alioune Badara Mbaye, a student in technology sciences, said that the media plays a very important role in the country, because they provide timely information while contributing to good governance. However, he said that journalists must improve their professional skills to release useful and informative news to populations and lamented the publication of certain dangerous news items, which can shake the country. **“Journalists release confidential news which should be kept secret. All information is not to be published”**, added Mr. Mbaye, while urging journalists to release reliable and useful news to populations without destroying the social fabric and judiciary systems.

“As a fourth estate, the media participate in mass awareness campaigns and provide people with good news”, said Mr. Cheikh Ndong, a journalist at the Tribune, a Dakar-based newspaper. He added that **“media is a sort of counter power for governments in issues such as the drafting of development policies and good-governance oriented efforts”**

Hadeel Ibrahim closed the vibrant public debate by stating **“from a governance perspective, where we are constantly trying to promote transparency, the obvious place for that to happen is in the media.”**

She added that the media frames our public discourse. Effectively, if the media doesn't report something, it might as well not have happened. Thus, is the relationship between the media and a citizen in Africa is critical to the continent's progress and should be strengthened and deepened at every opportunity.



The following sections detail the key discussion points and contributions over the two days of the 5th AMLF. They are divided into the three main underlying focus streams of the African media Leaders Forum. These are;

- Technology and Innovation,
- Ethics and Leadership,
- Funding and Business Development

Media Technology and innovation



D. Shivakumar
Nokia



Media and the open data revolution

How Data-Driven Content & Utility News are Reshaping the Media Mode

The keynote speaker, **D. Shivakumar, Senior Vice President, Nokia - Middle East and Africa**, outlined the trends in the media and mobile markets:

“Africa is the fastest growing market in the world.” D Shivakumar

Over the past 10 years Africa has registered an average economic growth of 5% per annum. The media is a pivotal part of ensuring that this phenomenal growth continues. He challenged the media to realise its potential.

“In the last 200 years, there has been no famine in any country that is democratic and allows free media”.

said D Shivakumar

Counting down the mobile statistics

“The future is mobile and the statistics prove it. The world has a population of **7 billion people; there are **6** billion SIM cards, **5** billion mobile phones; **4** billion feature phones and in **3** years smart phones are projected to double to **2** billion from the current **1** billion”.**

- Worldwide, 84% of all phones that will be sold in the next two years will have data capability. In the Middle East and Africa, feature phones and smart phones are going to be the bulk of the mobile phone market in the next two to three years. This is due to the drop in price of the products, features and essential services available to consumers.
- The global market for data is going to quadruple in the next three years due to the increase in data speeds. The next big applications will centre on social media, video entertainment, security and mobile money. National calamities, elections and sporting events will be major drivers of data consumption in most emerging markets. Generation of news will be led by consumers in the future, which will further grow concepts such as crowdsourcing.

“Today's youth consumes news in sound-bytes and headlines and no longer in body copy, which will have a huge impact on how media will collect information and report news to cater for this audience.”

said D Shivakumar

- Online presence for all media brands will be a necessity because media is moving from being analogue and different to being digital and converged.

“Interestingly, every time there is a 10% jump in mobile penetration, you get at least a 1% or a 1.2% growth in GDP, showing that there is a direct co-relation between mobile penetration and the GDP growth of a country.”
said D Shivakumar



Craig Hammer



Eric Chinje

With insights such as these, the media need to learn that consumers welcome innovation and, as such, media must adapt to it and create business models that will monetise the impulsive nature of the news.

Eric Chinje of the Mo Ibrahim Foundation and also an AMI board member, pointed out that both public and private media in Africa were losing credibility and that AMI believed that this could be addressed by the use of more fact-based journalism.

“Open data helps to deliver quality journalism.” Eric Chinje

“AMI has spearheaded the open data revolution in journalism on the continent by teaming up with the World Bank Institute, the International Centre for Journalists and the Bill and Melinda Gates Foundation, in an effort to deliver quality journalism and help to improve the quality of leadership and governance”. He challenged African media owners to ensure that they harnessed the potential of the open data revolution and urged them to equip their young journalists with the requisite skills to excel in that open space.

Craig Hammer of the World Bank Institute (WBI) portrayed the 21st century media house as one that would have to augment existing media practices and tools, providing a stronger data orientation on business models to be able to harness the open data revolution where information was the new currency. Information like income levels, literacy rates, and measuring the performance of elected leaders, that comes from authoritative sources such as the media and government, provides insights that can engage the public and assist them to make better decision in their day-to-day lives.

“AMI-WBI collaboration brings together open data focal points from government, ministries and the media to build synergies.”

Craig Hammer

Hammer explained that the open data ecosystem comprised three interconnected components:

- Supply – who has or provides the data;
- Demand – who needs or consumes the data; and
- Support – which organisations support the supply and demand processes.

AMI and WBI have held data literacy boot camps in South Africa, Sudan, Kenya, Tanzania and Ghana. “These events bring together journalists, civic coders and designers to strengthen their data driven reporting skills. “Our collaboration adds value by bringing together open data focal points from government and ministries (supply side) and media houses (the demand side) to build synergies by working together rather than working in different trajectories.”

He concluded by saying that WBI’s approach involved supporting the ecosystem by financing projects, building capacity and knowledge in open data by aligning itself with civil society and media development organisations such as AMI, to find solutions that were exponentially relevant and could be scaled and repurposed to meet the needs of more than one region. Additionally, under the open government partnership, the WBI was encouraging governments to release data to the public and working towards creating a much more democratised information flow, which was more responsive to public demand.



Justin Arenstein

Justin Arenstein, AMI’s Chief Digital Strategist:

“Technology thought leaders are working towards going to real newsrooms in countries where technology is a major challenge to try and prepare them for the digital future.” said Justin Arenstein

According to Arenstein, media organisations would need to unpack their newspapers, radio or television shows, and embed them into the digital environment around them by expanding their data points right from the news collection phase.

Media houses must also start to acquire data about their audiences so as to tailor the content that they provide. This is the key to maximizing their competitiveness against mobile media companies that have comprehensive analytics about their consumers and earn more advertising revenues than traditional media houses.

In 2012, AMI launched the highly successful **Code4Kenya** pilot project by placing four fellows in three media houses and one civil society organisation for five months. **Code4Kenya** created the africaopendata.org, which has become the largest open data portal in Africa. This was achieved through a dynamic process driven by journalists liberating data from newsrooms as well as public sources and posting the content in a central repository where they could start analysing stories and delivering more evidence-based reporting and augmenting news reporting using apps.

Beyond the Hype

Examples of digital content models that are generating real revenues

In a session moderated by Joseph Warungu, an ICFJ Knight Fellow, Nevo Hadas (independent Media Consultant) was the first to present on **Hammers, Power and Content** “When all you have is a hammer every problem looks like a nail.” According to Hadas, most of us concentrate on distribution and spread as this is often equated to media power. However, he reminded those present that without content and, for that matter, quality content, not much could be achieved especially in an environment that is increasingly becoming crowded by standardized content.

“Having great content is one thing, but this must be accompanied by an appropriate business model.”

Anne Shongwe



L-R: Joseph Warungu, Nevo Hadas and Anne Shongwe

Hadas referred to content “as anything that attracts an audience” and cautioned the media not fixate on ad-funded or subscription-based journalism, but rather to explore effective ways to generate interest and ultimately funding. He gave examples of how content could be sourced and create a higher quality of traffic by using tools like questionnaires linked to competitions to drive leads, or competing for the Cost per Click (CPC). Hadas concluded by giving the example of Spice Mobile, which had content sales in 12 countries, some 580 major and local artists, 6 million daily subscribers and over 1.4 billion transactions in 2011.

Anne Shongwe (AFROES) also gave a presentation entitled **Play, Inspire and Impact**. AFROES is a content service dedicated to serving African youth on social issues and entertainment news. In 2012 there were 735 million mobile users in Africa, 450 million of these were young people and AFROES has successfully tapped into the mobile opportunity in Africa to deliver value driven messages.

Digital content at AFROES is developed using the game format where social issues such as Gender Based Violence (GBV),

peace and security are tackled. One of the examples provided was the case of ‘Moraba’ – a free mobile game addressing GBV. Reportedly, it has been successful as evidenced by its high score system, game logs and downloadable data. A comment from one of its users captures this well:

“I think ‘Moraba’ is very educational because my ‘ex-boyfriend’ forced me to have sexual intercourse and nobody believed me, but now I think they will understand date rape better”. Another mobile game developed by AFROES is ‘Haki’, aimed at building peaceful and sustainable communities.

“Having great content is one thing, but this must be accompanied by an appropriate business model. AFROES has developed a hybrid model where sponsors such as UNWomen, licensing companies such as MTN and subscription-based customers, support free mobile games such as Moraba and Haki. In return they get unique insights, feedback and usage data making it a win-win situation.” Speaking about its distribution, Shongwe mentioned that it was still work in progress but they were using a combination of word to mouth, online platforms and mobile operators.

Avoiding the Pitfalls

Markus Brauckmann



How to innovate in newsrooms without wasting money?

In this session moderated by Marcus Brauckmann from the Konrad-Adenauer-Stiftung Media Africa, Justin Arenstein opened the floor by stating that "It is imperative to build a culture of experimentation and one should make sure that newsrooms have an explicit policy supporting experimentation and accepting failure".

A few tips on how to innovate in newsrooms from Justin Arenstein

- Find ways of tapping into what others have done
- Keep your innovation team small and agile
- Avoid empire building
- Newsrooms should collaborate on innovation, share on risk and create the ability to build on other platforms
- Need to keep an open mind at all times
- Do not be blinded by hype but look at people who have good ideas
- Always be cognizant of the fact that 'technology amplifies human intent and capacity, it does not substitute it'.



Muchiri Nyaggah (Code4Kenya Lead) Making risk less risky

Nyaggah centred his presentation on how to experiment with technology while exposing the brand to minimal risks and keeping the financial risk low. "Organizations need to determine early what the potential benefits are to the proposed experiment. Equally important, they need to know how to manage and contain the risks they are exposed to so that management can be on the same page and support the positive learning from the outcomes."

Muchiri Nyaggah



A few tips on how to deal with risk from Muchiri Nyaggah

- Participate in Hackathons and 'apps challenges' that involve thematic partners who understand the real world challenges the technologists are setting out to solve. This keeps the solutions that come out of the effort relevant and with a better chance of success in the market.
- Fellowship programs and innovation grants such as Code4Kenya and The Africa News Innovation Challenge can reduce the costs of entry but the organization still needs to commit resources to the program in order for it to succeed.
- Open source software stacks reduce the cost of experimentation by providing tried and tested software that is affordable and that has a wide community continuously improving it. This is a

much better route to take rather than experimenting by investing in high-end software, which exposes the organization to financial risk.

- Define success, prepare for failure and document everything. Defining success allows the teams to know what a successful project will look like and preparing for failure allows the organization to rapidly iterate, contain its losses and move on. Documentation ensures that lessons learned are captured and institutionalized to avoid experiencing the same pitfalls in the future.

Nic Dawes



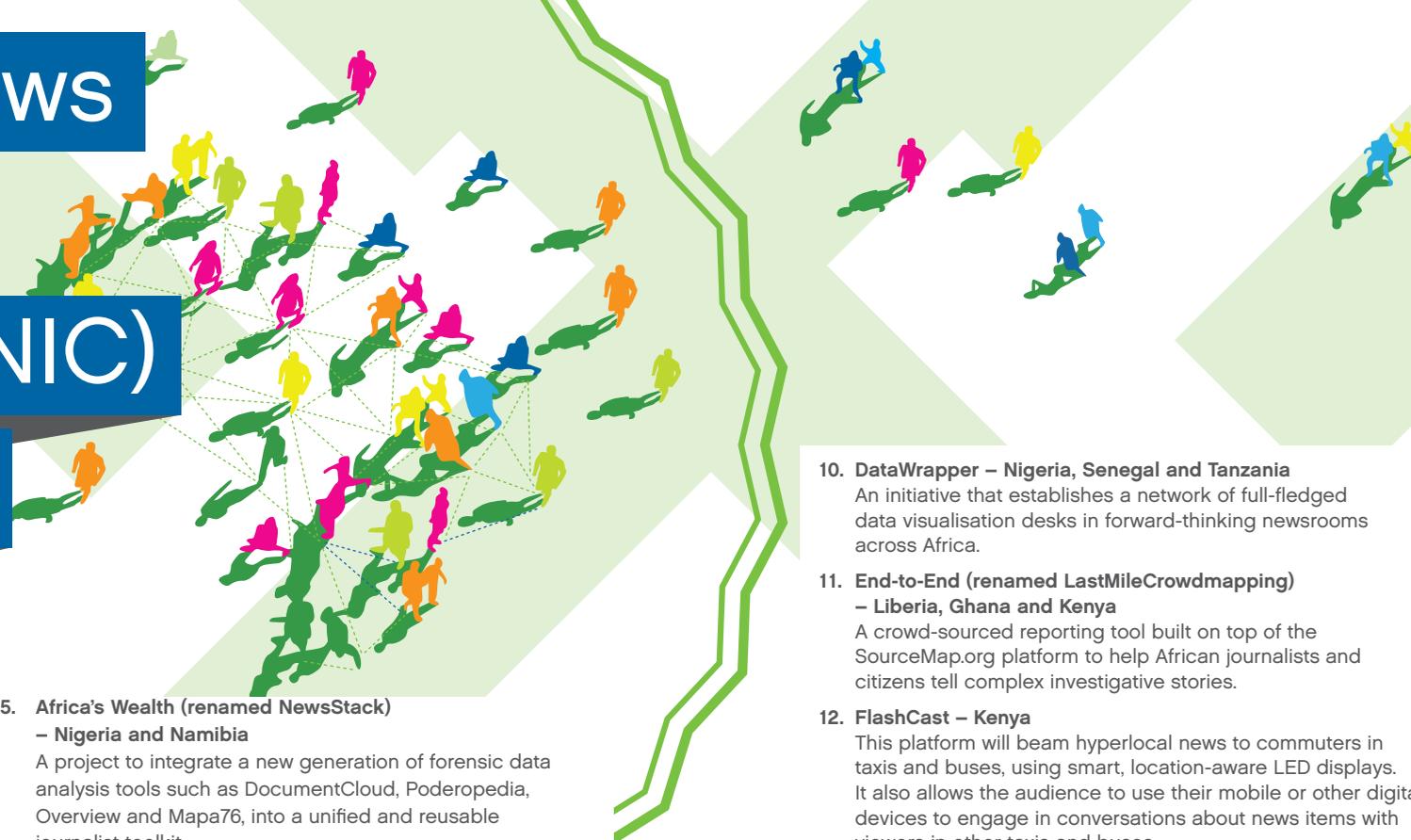
A bit of advice

from Nic Dawes (Editor in Chief of Mail & Guardian)

- Never underestimate the impact of correct and compelling language in journalism and in building an engaged loyal base of readers. 35% of our customers are from the Diaspora and we have learnt that it is critical to have multilingual journalists to bridge the gap. Translation can be a huge pitfall, reducing information quality and wasting money.
- Digital edition pricing strategy should be based on international standards and what has worked in other markets.



The Africa News Innovation Challenge (ANIC) 2012 Winners announced!



- 1. actNOW - Ghana**
A mobile application that empowers audiences to act on investigative reportage, by providing simple tools for citizens to organise themselves into civic action groups around issues reported by the media, or to petition government or corporations in response to journalistic exposés.
- 2. AdBooker – South Africa**
An open-source, streamlined workflow management system for planning and managing media advertising. It will generate ad rates and manage bookings, artwork production and ad placements.
- 3. Africa Check – South Africa and Nigeria**
A pan-African, non-partisan and crowd-sourced fact-checking service that systematically verifies claims made in media reports.
- 4. africanDRONE (renamed skyCAM) – Kenya and Nigeria**
A pilot project that establishes Africa's first newsroom-based "eye in the sky" drones and camera-equipped balloons to help media companies / organisations that cannot afford news helicopters to cover breaking news in dangerous situations or difficult-to-reach locations.

- 5. Africa's Wealth (renamed NewsStack) – Nigeria and Namibia**
A project to integrate a new generation of forensic data analysis tools such as DocumentCloud, Poderopedia, Overview and Mapa76, into a unified and reusable journalist toolkit.
- 6. Citizen Desk – Mozambique**
This toolkit allows news organisations to create a mobile-optimised platform for aggregating, verifying, publishing and rewarding citizen journalism.
- 7. Code4Ghana – Ghana**
This "kick-starter programme" helps Ghanaian media experiment with data-driven journalism.
- 8. ConvergeCMS – Kenya, Tanzania and Uganda**
An open-source and data-optimised editorial content management system and technical support programme designed specifically for African media houses.
- 9. CorruptionNET – South Africa**
An open-source mobile platform that gives citizen reporters a step-by-step toolkit for filing journalistic reports to newsrooms about corruption or other abuses of public resources.

- 10. DataWrapper – Nigeria, Senegal and Tanzania**
An initiative that establishes a network of full-fledged data visualisation desks in forward-thinking newsrooms across Africa.
- 11. End-to-End (renamed LastMileCrowdmapping) – Liberia, Ghana and Kenya**
A crowd-sourced reporting tool built on top of the SourceMap.org platform to help African journalists and citizens tell complex investigative stories.
- 12. FlashCast – Kenya**
This platform will beam hyperlocal news to commuters in taxis and buses, using smart, location-aware LED displays. It also allows the audience to use their mobile or other digital devices to engage in conversations about news items with viewers in other taxis and buses.
- 13. Green Hornet – South Africa**
A plug-and-play toolkit for journalistic sources and whistleblowers, developed in collaboration with the Tor Project for use by investigative reporters in African newsrooms.
- 14. ListeningPost – South Africa**
Africa's first social media-focused newsroom that will produce actionable information from citizen reporters.
- 15. MoJo: Keeping media honest by monitoring online journalism – South Africa**
A user-friendly analytical software toolkit for African media-monitoring projects and other civic watchdogs.
- 16. openAFRICA – Kenya, Nigeria, Rwanda and South Africa**
A digital document and knowledge management toolkit, coupled with the creation of a pan-African online archive, to house and search documents for investigative pieces.

- 17. ODADI (renamed Code4SouthAfrica) – South Africa**
An incubator for watchdog journalism that embeds data scientists and programmers into newsrooms to build new data desks and news APIs.
- 18. Oxpeckers – South Africa**
A narrative mapping project that uses satellite imagery and geographic data analysis in stories to expose cross-border criminals and syndicates damaging the environment through logging, poaching and ecological degradation.
- 19. Wikipedia Zero – Cameroon, Ivory Coast, Tunisia and Uganda**
An initiative designed to boost original content from African news media for the new Wikipedia Zero mobile platform that is available free of charge to hundreds of millions of Africans, in 37 African languages, via either SMS or mobile phones.
- 20. ZeroNews – pan-African**
A simple tool for African news publishers to disseminate their content, free of charge, on mobile channels, including Facebook Zero and various Google platforms, so that they can reach a new generation of mobile news consumers in a cost-effective way.



Funding and Business Development

Financing Africa's economic and social transformation: Is media sustainability the missing link?



Jay Naidoo

Jay Naidoo - Chairman of GAIN, set the tone of the panel by questioning how Africa had managed to become one of the biggest markets in telecommunications with no aid or government grants invested in the sector. In the last decade the continent had gone from having fewer phones in sub-Saharan Africa compared to cities like New York or Tokyo, to being the place with the fastest growing phone market. He noted that most DFI's believed that telecommunication was not part of basic infrastructure such as electricity, water, roads and sanitation, and part of our challenge was to change that perception. He applauded the work that an organization like AMI was doing towards building a business case for media investment and creating media specific funding mechanisms to address this.

“Can the cell phone and the Internet be our game changer?” Jay Naidoo



Marie Roger Biloa

“For eight years my bank refused to loan me money when I wanted to increase my magazine size and improve distribution. This was despite my concrete financials as a leading and established magazine in Cameroun,” said **Marie Roger Biloa**, CEO of African International Magazine. She observed that DFIs and banks did not seem to understand the media business. Citing an example of France, where newspapers like Le Figaro, Le Monde, and Libération, received an annual grant from the government, she made a case for media in Africa to be financed like other sectors such as education, health and infrastructure.



Bobby J. Pittman

Bobby J. Pittman – Managing Director, Kupanda Capital, explained that bureaucrats did not know how to evaluate media for potential investment, but media entrepreneurs needed to package their applications in the “lingo” of the investors and build stronger business cases based on facts and figures. Media should be transitioning from a model where they were provided with grants as part of civil society, to institutions making an investment to help grow and catalyse businesses. **“The challenge is back to entrepreneurs who need to package it in the lingo of investors.” Bobby J. Pittman**



Eric Charas

Eric Charas, General Director @Verdade, who started a free peri-urban newspaper in Mozambique five years ago, looks at the newspaper as a business where constant assessment of progress and adaptation to the different situations are necessary. He noted that most media houses were dependent on building a business case based on cash flow; but investors wanted to know that they would get a return on their investment, which depended on the sale of the product and advertising. **“Banks know that the media are relevant, powerful and important but this does not translate in to financing.” Eric Charas**

Media entrepreneurs could not attract investors by saying things like, **“My paper is going to publish really good stories, people will buy it and it will attract advertisement. This will not work,”** he said, adding **“Banks know that the media is relevant, powerful and important but this does not translate in to financing.”**

Many entrepreneurs felt that it took too much time to approach, follow-up and get funding from DFI's and they would rather invest that time in growing their businesses. Another key challenge highlighted was that journalists, who did not always have the financial and managerial skills or capacity to run a business, ran most media houses in Africa. Charas encouraged media houses to consider merging with similar outfits but noted that media owners should not lose control of their content and independence.

“The nature of the media business would greatly benefit from the right equity partners who understand the media business and can see the long term vision of what you as a media house want to realize,” Pittman weighed in.

There was heated debate with many diverse views around government funding for media with some suggesting that it would compromise the independence of the media and its ability to criticize government. Others felt that where freedom of expression was a fundamental right embedded in the national constitution, government should provide media financing.

The panel concluded that it was imperative for media houses to diversify their sources of income apart from the traditional selling of newspapers and advertising space and build a sustainable business model. Also, the onus is on the media to prove that they are viable businesses, that can be profitable and expand regionally just like all other sectors.

AMI's role was appreciated at this stage as it provides an important platform for media to bridge the Knowledge gap with funding partners and to lobby for better financing mechanisms for media on the continent.

Notable Quotes

“Media financing should be approached in a political way where specific funds are committed to develop the media in a five-year strategic plan.”

Francophone delegate

“It would be important to know what a venture capitalist would look for when evaluating a media project.” **Paseidon Baya**

“AMI must serve as an intermediary between the media, the banking sector and development partners to bring about change in the funding of media organisations.” **Philomena Silva Cape Verde**

“In Cameroon, there is a Telecommunication Development Fund and the operators give 3% of their turnover to this fund for the development of the industry, infrastructure and related services. We should study the telecommunications sector and draw lessons and build on their model”

Comment from Francophone delegate

“AMI should assist the media to access more decent sources of financing so that the media can be less vulnerable to politicians who offer funds in order to control the editorial content.

Sonny, DRC/ General Director DRTV

“Our African banks do not respond to our needs. They do not finance the media or the poor. The media, banks and government authorities should work together to create a comprehensive media development model.”

Amadou Baro, Journalist – Senegal



L-R: Jay Naidoo, Bobby J Pittman, Marie-Roger Biloa and Eric Charas



The power of collaboration

How can the North-South and South-South twinning projects strengthen and support the independent Press

As an integral element of WAN-IFRA's pioneering Media Development Programme, executive twinning had produced a number of successful business and development opportunities across Asia, Africa and the Middle East, challenging the traditional approach of north-south partnerships and the notion of media development support. Executive twinning involves the partnering of senior media professionals from news organisations in non-competing markets. WANIFRA showcased a particular twinning project between a Media organization in Zambia, Zambia Post and one in Sweden, Gotesborgs Posten.

Experiences gained and shared

Andreas Goliger, the News Editor of Gotesborgs Posten felt that the twinning project with the Zambia Post was a stark reminder about fighting for press freedom, which, in Sweden, had been enshrined in the Constitution since 1766. He observed that reporters in Sweden often took for granted the respectful relationship "that we enjoy between the state and journalists".

Fred M'membe the CEO of the Zambia Post, said that there is a wide gap in access to knowledge and technology that must be narrowed for media to fulfill its objectives across the continent. The Zambia Post was launched in 1991 and currently produces 3,000 copies, and employs over 300 staff. "During the twinning North-South project we were shocked at how well the Gothenburg Post keep their deadlines." Said M'membe. Prior to this project, Sweden would rely on Reuters to get news articles on Africa and as a result of this collaboration there was an increased coverage of Zambia in Sweden.

L-R: Kate Collins, Andreas Goliger, Ingrid Louw, Tikhala Chibwana and Vincent Kahiya



Vincent Kahiya, the Editor-in-Chief for Alpha Media Holdings, Zimbabwe, participated in the South-South twinning project with Malawi, which built on the similarities of their cultural and economic situations. "The media environment is very competitive and it is easier to exchange ideas and share information freely with partners across the border in Malawi to tell the story of our region," said Kahiya.

"A key benefit of the project was that sometimes a colleague had a solution to a problem that you were experiencing and this was invaluable," added **Tikhala Chibwana**, General Manager of BNL Times, Malawi: "Comparing advertising and business models with my twinning partner gave me ideas and helped me factor in local realities. The partnership created a mix of changes, some of which they discussed and planned to carry out and others which we just saw and implemented".

"Comparing advertising and business models with my twinning partner gave me ideas and helped me factor in local realities." **Tikhala Chibwana**



Fred M'membe

"We believe we can learn a lot from African companies particularly in the mobile space as they are the market leaders, having made the leap from print to mobile," said **Kate Collins**, Managing Director, Emerging Platforms & Products at the Star Media Group, Canada.

"A newspaper association like ours can assist in projects like this by providing broader knowledge on the industry," said **Ingrid Louw**, the Director of Print Media South Africa, a grouping of magazines and newspapers, which represents 90% of the market.

Kahiya observed that the arrangement came at a time when they were rebuilding their websites and no one was really thinking about a social media strategy. They were exposed to the concept of crowdsourcing and experienced phenomenal social media growth leaping from 37,000 to 76,000 facebook likes in a month.

The session's chair, **Larry Kilman**, Deputy CEO of WAN-IFRA, weighed in with his comments: "WAN-IFRA can facilitate this process by connecting companies with expertise, but as you can hear, it is the personalities and the people involved who are key to this project." He explained that funding for twinning projects was minimal and funding for business projects for media companies was also lacking. However, he was delighted that the project had taken a life of its own.



Larry Kilman

"Though the project had ended, it took less than 10 minutes to reconnect and it feels like we are back on track, talking again on common issues so the connection between people cannot be underestimated," observed **Goliger**

Views on twinning projects

Chibwana warned that, “one has to also look at the institutional commitment. We’ve had a number of changes at different levels but as an organisation we are committed to the process and are seeing results, so we can continue the dialogue.”

Louw suggested that, “due to staff turnover leading to loss of intellectual assets, we should work towards a holistic collaboration and this is where a newspaper association can be involved. The process can then be measured because there is institutionalisation and documentation of the process.”

Kate Collins believed that ‘twinning partners pick and choose what is important to them’. For example there was an interest in constructing investigative reporting and cost savings in a converged newsroom, which meant that the exchange was tailored to meet specific needs.

An Ethiopian private broadcaster’s view was that “It is a very difficult market and most development partners can not help the private sector, so often it is an uphill battle. We had to train our own journalists and we were on air for four years with no income but now things are better”.

A Print Media Leader from Gambia stated, “We are the only daily bilingual independent newspaper with an online readership of about 160,000 readers”. “We have no journalism schools and this has affected the quality of our press and we need assistance in terms of training to be able to meet a number of challenges”.

Analogue to digital migration - Seizing the new business opportunities

Meredith Beal, a Knight International Journalism Fellow based at AMI, moderated a panel made up by Kezias Mwale (Technical Coordinator at the African Telecommunications Union); Trilock Dwarka (Chairman of the Information and Communication Technology Authority of Mauritius; Kiprono Kittony (Chairman of the Media Owners Association of Kenya); Nawfel Raghay (Directeur Général of Haute Autorité de la Communication Audiovisuelle in Morocco); and Paul Anderson (Sales Manager at Harris Corporation).

The discussions started with the background and history of the migration in Africa, the current status, spectrum management decisions, challenges and solutions to some of those challenges learned from other countries’ migration experiences and they looked at some of the new business opportunities.

Dwarka presented a case study from Mauritius, the first African country to embark on the digital television migration and outlined the key features that are required to ensure a successful transition.

“Kenya is often referred as the Silicon Savannah for its proactive approach to technology.” Kiprono Kittony



Kiprono Kittony

Meredith Beal



Kittony outlined media owners’ concerns, such as how to address the substantial investment that television station owners have made over the years in the purchase of analogue equipment and systems, which would become obsolete. Some owners were even asking governments to consider a reimbursement plan.



Other financial challenges, besides the cost of new equipment, related to the cost of dual broadcasting – continuing to broadcast through the analogue system while testing the digital one, which meant double electricity bills, additional staffing requirements, training and other costs. There were also considerable discussions about signal distribution and the politics of selecting signal distributors in various countries.



Raghay spoke specifically about the case of Morocco and highlighted the numerous challenges facing his country in its transition towards digital. He emphasised the need to develop a national strategy that would provide for an adequate legal and institutional framework, public awareness and the necessary local content. He noted that digital migration was far from being solely a technical issue, but required an integrated approach where the necessary political, economic and social issues were factored in.

Anderson from Harris Corporation, one of the world's largest broadcast equipment manufacturers, took the audience through some of the considerations to take when making decisions about equipment purchases. He also shared experiences from some of the more challenging implementations on the continent where Harris was involved, such as in Rwanda.

One of the most daunting challenges was public awareness and how to communicate to a nation's entire population what they needed to do to maintain their access to free television programming. This would be particularly important in countries conducting elections. Panelists and delegates offered ideas and **Meredith Beal** shared some elements from successful campaigns in other countries. Overall, there was agreement that there was substantial benefit to be gained from the transition.

Some key benefits of transition to digital

- The ability to market television on a broader scale
- Enabling new levels of citizen engagement like e-government services
- Expanding the range of programming available to consumers
- Attracting new players in the television sector.
- Providing new avenues of business opportunities

It was agreed that the challenges were substantial and required the participation of everyone; governments, the business community, civil society and the citizenry, for a successful migration.



THE AFRICAN CAPACITY BUILDING FOUNDATION | FONDATION POUR LE RENFORCEMENT DES CAPACITES EN AFRIQUE

Building Sustainable **CAPACITY** for POVERTY REDUCTION in Africa

Ethics and Leadership

African Media leadership and Ethical Fitness to meet the continent's challenges comes under the spotlight

Africa: The emerging continent

Political transition, citizens' engagement, security threats and the awakening of the African economic giant. Are the African media fit to report on these multiple challenges?

Charles Onyango-Obbo, Executive Editor Africa / Digital Media Division, Nation Media Group chaired this session and opened with a short address On the rise of Africa. He posed many questions: Is this rise of Africa not due to the presence of China on the continent that has caused countries like Brazil, India and now Turkey to take an interest in Africa? The question about Africa's rise must be asked in a truthful manner – Are we emerging or is something else emerging us? What is happening in Africa today is akin to the phenomenon of globalisation – 'are we the globalisers or at the mercy of the globalisers?'

Charles Onyango-Obbo



"Today there are fewer coups, elections are less stolen and there are a greater number of representative elected governments."

Charles Onyango-Obbo

Ibrahim Shahim
TRT Director



The fact that a number of economic and democratic indicators show that Africa is on the rise cannot be overlooked. Is this hype or reality?

Kemal Öztürk



The Director of General Anadolu Agency Turkey, Kemal Öztürk offered a different perspective on Africa when asked "Why the interest in Africa?" For Öztürk, coming to AMLF 2012 was essentially motivated by the opportunities of developing collaborative exchanges with African news agencies and media houses. "The moment to engage with Africa is ripe," he said. "The continent is growing economically, technologically and culturally. For far too long Africa has been portrayed through the prism of war, famine and poverty and it is high time that a new take on Africa is provided" he commented."

Öztürk stressed Anadolu Agency's ambition to grow its global footprint, which demonstrated Turkey's interest in a new world information order. The agency also offered dedicated training for journalists, including media practitioners from the continent, he said.

Charles Onyango-Obbo, Dele Olojede, Denis Kadima, Cheriff Sy and Jenerali Ulimwengu





Dele Olojede

“Can media play a visible and important role in helping shape the margins of Africa?” Dele Olojede

Dele Olojede, Nigerian Pulitzer Prize- winning journalist and media entrepreneur as well as AMI Board member asserted “Africa is coming from a low base and this is giving the impression that it has now arrived. I do not totally buy into the story of ‘Africa having arisen’, but concede that there are a number of things that have changed and this is due to a combination of factors such as ‘China rising’, the presence of Google and other technology companies, the advent of mobile telephony, that have greatly empowered people living in urban areas in the manner they generate or create information” he commented.

“Sy Cheriff, Chairperson African Editors Forum, postured that there have been a number of changes in Africa, but these remain qualitative, not structural ones. The everyday reality of the majority of people on the continent is to survive.



“If emergence relates solely to that of a small group of elites then one cannot say that ‘Africa has emerged.’” Cheriff Sy

Sy offered a view that the role and responsibility of the media require them to create the necessary awareness and to mobilise citizens to demand better standards and quality of living from governments. The media believe in Africa, in its people, its intelligence and the potential offered by its rich raw materials. The challenge is to push for the necessary political governance structures to ensure inclusive development.



“There is no doubt that there is a new optimism surrounding the discourse on Africa.” Jenerali Ulimwengu

Jenerali Ulimwengu, a Senior Media leader and commentator from Tanzania asserted that there is certainly optimism surrounding Africa. The Economist magazine once ran a cover story in which it described Africa as the ‘hopeless continent’. In December 2011, the same magazine referred to the continent as ‘Rising Africa’. There is no doubt that there has and continues to be good news about Africa – less violent elections, which are now held on a regular basis, willingness of those in power to step down, and broad acceptance of governance mechanisms such as the African Peer Review Mechanism (APRM).



“As Africans of course we must place the bar high, but this should not prevent us from acknowledging the good that is happening.” Denis Kadima

Denis Kadima, Executive Director EISA contributed saying there have been lots of changes in Africa in the last 20 years and today the issue is not about holding elections, but the quality of these elections. It is imperative to be able to draw lessons and move away from the “cut & paste” that perpetuates Afro-pessimism through stories of poverty, hunger, diseases, wars, electoral fraud and undemocratic rule. Despite the relatively good news about the ‘demand for quality elections’, the main challenge is to sustain the process of electoral democracy, as the latter does not occur in a vacuum. Adding to the discussion on elections, Cheriff Sy questioned their value and relevance when a vast majority of people still did not understand basic elements such as their country’s Constitution.

Dele Olojede: One must be very careful not to generalise and talk about trends, as what Africa has acquired so far in terms of democracy is fragile and easily reversible. It is the duty of journalism to look with clear eyes and not just sloganeering about the lion economy or the emerging continent. Let’s be sober in the manner we assess Africa’s situation.

Speaking off the cuff - Q&A

Charles Onyango-Obbo: Have media joined in the hype party about Africa or are they telling the real story?

Cheriff Sy: There are a number of media networks on the continent such as Highway Africa or the African Editors Forum, who allow editors themselves to tell the African story instead of international news agencies.

Charles Onyango-Obbo: Tell us one thing that is exciting about Africa

Jenerali Ulimwengu: There is an emerging demographic light at the end of the tunnel. Today’s African youth are not as patriotic, but they will not accept that the continent is run in the same way it has been run by the elders.

Charles Onyango-Obbo: What about the issue of inequality on the continent?

Denis Kadima: The figures show a positive growth but two important problems need to be tackled – that of redistribution and the diversification of the African economy. It is only then that the fruits of growth will be able to trickle down to the many more on the continent.



Views from the floor

American delegate: We must develop an adequate strategy to engage the media and journalists from the Diaspora. Today, the Diaspora is considered the sixth region of Africa and there is quite a lot that can be done in terms of transfer of knowledge, of investment in African media content or infrastructure.

Kenyan delegate: I was particularly concerned about the high level of Afro-pessimism coming from the panel.

Representative of AGRA: I am putting forward an urgent call upon the middle class of Africa to be more involved and committed to the development process as well as the intellectuals that should stop cogitating and roll up their sleeves and get involved'.

Delegate from Benin: Develop intelligent partnerships between civil society, the private sector and the media leaders in Africa to create content that is relevant to the continent's need. That will ensure the real rise of our great continent.



Leadership and guiding principles for African media owners and managers: What next?



Moustapha Mellouk, Founder and President Casablanca Media Partners, Morocco chaired this breakaway session and started the discussion by commending AMI on making sure that these guideline's were developed for our continent and actively promoting them across different African regions in workshop style with media leaders. He said that it is one thing to have successfully produced a relevant set of universal guidelines, but there is much to be done to now link ethics with the existing legal and regulatory environment, to embed the guidelines within the corporate culture of African media houses as well as ensure compliance and consistent application. He posed the question as to whether or not these guidelines need an enforcer.

“The efforts of the African Media Initiative are an important step in improving the quality, not only of media reporting, but also the governance and integrity of media companies.” Phil Armstrong



Justine Limpitlaw's perspective as an Independent Communications Law Consultant in South Africa is one of Flexing muscles to tackle unfriendly media laws. She acknowledged and applauded the presence of media guidelines as a great step towards media self regulation that is much more healthy than the status quo of heavy handed blanket regulation.

“We don't need that type of enforcer.”

She asserted that it is time to challenge laws that hold the media back; laws that are unconstitutional, outdated, from the colonial era in fact, and which are often directly used to harass journalists and media houses. These colonial laws refer to the issues of security, obscenity and insult. In the case of security, in a number of African countries such as Zambia, Lesotho, Botswana and Malawi, colonial security laws still prevail and cause subjective grounds for prohibiting certain publications.

As for the colonial obscenity laws, they focus on terms such as “public morality”, “undesirable” and “obscenity”, which are not defined and thus are often subjectively determined by governmental decision-makers. Similar restrictions happen with insult laws, which undermine the concept of equality before the law and put presidents, kings or rulers above accountability and beyond the reach of reporting.



L-R: Phil Armstrong, Justine Limpitlaw, Moustapha Mellouk, Coffi Noumon and Hameye Cisse

The time has come to push for pro-media laws that encourage public sector transparency and accountability. This can happen through a continental demand and support for information legislation, administrative justice legislation, whistleblower and anti-corruption legislation, she stated.

Limpitlaw's parting shot referred to the 2013 Campaign to Repeal Insult laws, which is to be taken up by the African Commission with the support of the AU's Special Rapporteur on Freedom of Expression. If successful, this can be used as a template for repealing or amending other laws such as sedition and obscenity.



Hameye Cisse

Hameye Cisse Director of Le Scorpion Mali, spoke specifically about the partnership between his organization, the 'Institut pour la Democratie et l'Education des Medias (IDEM), and AMI to implement the Leadership and Guiding Principles for African Media Owners and Managers in 10 West African countries. He saw the LGP as an example of what was being done concretely on the continent to instill a culture of ethics and transparency at the highest echelon of media management. For Cisse, the LGP workshop held in August 2012 in Ouagadougou was a success as it brought together 50 media leaders and operators to reflect on and commit to the LGP. The AMI-IDEM partnership was now focusing on building an "LGP coalition" to promote the principles at the national level with the aim of indigenizing them and ensuring their implementation in individual media houses.

"The LGP as a concrete example of media leaders paving the way"
Hameye Cisse



Ethics and Leadership Session

Cisse also emphasised the fact that, by themselves, the LGP could not change matters overnight. He felt that implementation and success would depend on a phased approach, which should start with a voluntary adherence and ultimately casing it within a legal framework once there was general consensus among those it was targeting – media leaders.

Phil Armstrong, Head of the Global Corporate Governance Forum shared his views on ethics and the business of media. The efforts of the African Media Initiative are an important step in improving the quality, not only of media reporting, but also the governance and integrity of media companies. This demonstrates the leadership that will be required to overcome the incapacity to rely solely on voluntary or statutory mechanisms towards good corporate governance practices in both the private and public sectors.



Honourable Minister
Bruno Maiga of Mali

Effective, transparent, accountable and credible media are a powerful antidote to the harsh realities that confront us in many emerging markets and developing countries. However, there are significant challenges that confront the media in markets where press freedoms are not taken as a given, where investigative journalists are often under physical threat, and where access to relevant and transparent information is not easily obtained.

"The media in Africa not only have a critical role to play in providing well-informed and quality reporting, but it also has the responsibility to do so."
Phil Armstrong



Phil Armstrong

AMI launches a new challenge

The Africa Story Challenge (TASC)

AMI has launched a new US\$1 million programme of reporting grants to encourage investigative, digital and data-driven stories that aim to improve the health and prosperity of Africans. The programme, The African Story Challenge, will award grants of US\$2,000 to US\$20,000 for the best story ideas that address issues related to quality of life, such as health, agriculture, food security, rural development, education, sanitation and environmental quality.

"This new challenge will create an opportunity for media and journalists with limited resources to focus on producing engaging, innovative storytelling approaches, improve access to information and help the African public connect with issues and investigative stories which can be time-consuming and costly," said Mr Joseph Warungu, a former BBC journalist who is leading the project. "The awards will make a major difference in the number and quality of stories produced on health and development issues in Africa."

Recipients of the reporting grants will be selected through a competitive process. An international panel of editors and media experts will judge the entries. An estimated 50 grants will be awarded over the next two years.

Training the next generation of media workers



Nazeer Ladhani, Project leader Aga Khan University, as the Chair of the breakaway session, offered some broad reflections on the need to professionalize journalism in Africa. He proposed that as Africa was experiencing a major economic growth, there was a greater need for accountability and transparency in the management of its affairs. **Ladhani** spoke of the growing number of J-Schools on the continent, but highlighted the main challenge as one of providing content, techniques, skills and knowledge that reflect the needs of the quickly evolving media landscape.



Panelists enjoying a light moment before the start of their session

“The world is changing and we need to adapt” were the opening declaration by **Guido Baumhauer**, Director Strategy, Marketing and Distribution, Deutsche Welle, Germany. He stated that there is a need for a mind shift about journalism as we have moved away from ‘would you tell my story’ to ‘I am telling my own story’. We live in a networked journalism environment where advertisers, beat bloggers, community weavers, information architects and the community audiences share the common space of news making with the traditional media makers.

Organisations like Deutsche Welle have realized the need to review media training so as to capture new ideas, promote new voices, encourage new initiatives and support new stories. This is done through the DW Akademie and incorporates initiatives on the continent to develop ‘African expertise’ through training and content production.

In Tunisia, DW Akademie, through its programme ‘Democracy in Tunisia’ trained and supported the youth on new media techniques to sustain the post Jasmine revolution. Another programme aimed at generating relevant and useful educational television content for children entitled ‘Looking smart!’ has been quite successful. Last but not least is the ‘African Stories’ initiative, which is designed to reach all of the diverse voices and represent the faces of the African citizen from football to the quality of public health.



Guido Baumhauer

“We are currently living in a fresh new ‘news ecology’ and it is imperative that we all adopt and adapt to a new media training framework”. Guido Baumhauer

A new media ecosystem in Africa

Rachid Jankari is a Moroccan New Media trainer. His take on the issue is that ICT and new media are spreading very fast on the continent – some 500 million mobile users, 140 million Internet users, 50 million facebook accounts and a rapid expansion of twitter especially in countries such as Kenya, South Africa, Nigeria, Egypt and Morocco. What is interesting to note is that the use of new media was greatly accelerated by the Arab Spring.



Rachid Jankari

“New media has now become known as the ‘revolution weapon”.
Rachid Jankari

Jankari echoed the gathering’s broad view that the advent of new media must be appropriately understood and duly integrated, as there seems to be a high level of resistance and suspicion from traditional media. This can largely be addressed through relevant and appropriate training at various levels. This would involve developing prerequisite new media skills in journalists such as mastery of multimedia text and the ability to use and migrate on multiple platforms. We need to collectively work on a specific curriculum for new media, which offers a blend of theory and hands on practice. Here, there is an opportunity for J-Schools to reinvent themselves and become more relevant by developing greater synergy with Engineering and Business and Marketing schools.

The new media tsunami is upon us. Lets act!

It is a fruitless debate to be concerned as to whether journalism shall survive the digital revolution. When all is said and done, Africa is at the cusp of a great digital moment and its journalism fraternity should be ready to fully embrace the opportunities that will ensue.

Africa Check – Sorting fact from fiction

Peter Cunliffe-Jones, Deputy Director Agence France Press Fondation prefaced his views with Kofi Annan’s endorsement of Africa Check project: “For democracies to function properly, for people to make informed decisions about their lives, the claims made in the public domain must be held up to scrutiny and their veracity checked openly and impartially.”



Peter Cunliffe-Jones

“Today’s journalism has become a multi-tasking endeavour, requiring a number of journalists to indulge in the art of swiss-knife journalism, which often causes false reporting”
Peter Cunliffe-Jones

Cunliffe- Jones says facts are important for journalists and fact-checking is a core skill for all investigators, reporters and editors. There is no doubt that it is not always easy to achieve, but nurturing a culture of fact-checking ensures a higher quality of journalism and in the long term creates a breed of journalists that will hold the discipline as their core value.



Africa Check, of which he is the initiator, is an interactive platform to carry out and support fact-checking by offering advice, databases and tools to journalists. Africa Check is located and supported through a partnership with the WITS Journalism School in Johannesburg South Africa, with the aim of inculcating a culture of fact-checking in the curriculum of J-Schools and it is expected that in the near future strategic partnerships with other continental J-Schools will be brokered to scale out Africa Check across the continent.

The people leadership challenge

Gilles Atayi, Managing Director GO Afrique believes that people do not do things because they are told to, but because they want to. The most important feature to harnessing and developing the potential of people is to ensure leadership and guidance. Contemporary Africa is still 'plagued' by a number of micro and macro challenges impeding its full emergence, namely that of a low trust culture, no shared or aligned vision, low engagement level and poor or ineffective soft and hard infrastructure (health, education, food and human security).

Transformational leadership will only truly happen when we are able to rally a critical mass of women and men of vision, courage, character and integrity that bring people together for great causes!



Notable

Quotes

from the floor



“The time has come for a new African paradigm that will offer new perspectives, a new mental map, in other words, a revolution.”

Far right - Gilles Atayi

“The Government is responsible for keeping peace, but journalists are the custodians of peace.”
Hon. Issa Tchiroma Bakary Minister of Information and Communication of Cameroon

“Journalists must invest in technology, otherwise technicians will invest in journalism and control it.”
Rachid Jankari

“The means of social communication are triggering a new phenomenon of informational overdose.”
Delegate from the DRC



African of the year award at AMLF 2012



Yusuf Kabiru
Daily Trust Newspaper
in Nigeria

“Mr Mbeki was chosen for his extraordinary contribution and outstanding leadership of the AU Panel on Sudan; his persistent and consistent involvement in the peace process, and the success of the Panel in bringing Sudan and South Sudan back from the brink of war,”
said Yusuf Kabiru of the Daily Trust Newspaper in Nigeria

Dr Salim Ahmed Salim, Chairman on the Awards Advisory Board stated that the African Union High-Level Implementation Panel on Sudan (AUHIP), which Mr Mbeki headed with former Burundian President Pierre Buyoya and General Abdu Salami Abubakar, did Africa proud on the Sudanese crisis by embarking on a round of comprehensive negotiations, which resulted in the signing of nine agreements between Sudanese President Omar El-Bashir and South Sudanese President Salva Kiir Mayardit.

Dr Salim Ahmed Salim



Dr. Salim said the selection committee of the award was particularly impressed by the fact that the accords signed by the two countries were not only focused on the cessation of hostilities, but also on restarting southern oil exports through the North, reviving cross-border trade, and forging relations in the spirit of African brotherhood to sustain the peace and good neighbourliness.

Past winners of the **Daily Trust African of the Year Award** include Dr. Denis Mukwege of the Democratic Republic of Congo, in 2008; the late pan-Africanist, Dr. Tajudeen Abdul-Raheem of Nigeria, in 2009; Mr. Danny Jordaan of South Africa, in 2010, and former Chief Justice Salifou Fatima Bazeye of Niger, in 2011

The award attracts a prize sum of US\$50,000 donated by UBA Plc, Africa's global bank, in support of the winner's charity project.

KAS Media Africa



The Media Program has been in business since 2002 as part of the KAS' global Media Program. To act within the advancement of democracy and the formation of opinion, we cross-link media's local stakeholders to one another as they:

- acquire knowledge and an understanding for their neighbouring countries
- learn from the methods, working processes and experiences of their colleagues in order to implement them in their own local or national environment
- establish precious work relations by exchanging correspondent reports
- build cross-border co-operations that encourage regional integration
- can discuss problems and issues more effectively on a regional basis than on a national scale

Our practical work



Socio-political information and watchdog role

To fulfill their aspired role as the “fourth power”, media need to possess the appropriate skills. To contribute to this, we focus on a higher degree of political training in order to empower relevant networks in the region.

For an independent and pluralistic media landscape

Against the background of deficient knowledge of players in the media, political and judicial framework, sustainable work in press and media law is crucial to facilitate the process of democratization.

For value-centered political communication

We call political protagonists to formulate their messages precisely, to agree to the value of media's freedom and to accept journalists as complementing factors in a democratic system. Additionally, we work intensively on the subject of “digitalization of media and politics”.



KAS Johannesburg Office

60 Hume Road, Dunkeld, Johannesburg 2196
P O Box 55012, Northlands 2116
Telephone: +27 (0)11 214 2900
Fax: +27 (0)11 214 2913/4
E-mail: christian.echle@kas.de
Website: www.kas.de/mediafrica



Events

and specials

L - R: Murat Karakaya and Amadou Mahtar Ba



Turkish interest in Africa

As an ambitious breakthrough European Nation with big goals to compete as a new super-power, Turkey recognises the importance of the African Continent in the global arena. How better to engage with this huge growth frontier than through the media. In a strong show of commitment a large Turkish contingent headed by the deputy prime minister, Honorable Bülent Arınç attended the 5th Anniversary AMLF and publicly signed a document of commitment.

African Media Looks East - A New Partnership with Turkey

The African Media Initiative and the Directorate General of Press and Information (DGPI) of Turkey signed two agreements - a 'Media Exchange Programme' and a 'Declaration for the Establishment of a Turkey - Africa Media Platform'. The documents were signed in the presence of the Deputy Prime Minister of Turkey - Honorable Bülent Arınç who led a large delegation to AMLF 2012.

The presence of Deputy Prime Minister, Honorable Bülent Arınç and his delegation succeeds the first Turkey - Africa Media Forum that was held in Ankara in May 2012 where some 350 media leaders from the continent were invited. Speaking about the two agreements, AMI's CEO, Amadou Mahtar Ba mentioned that they will guide the cooperation between the two institutions.

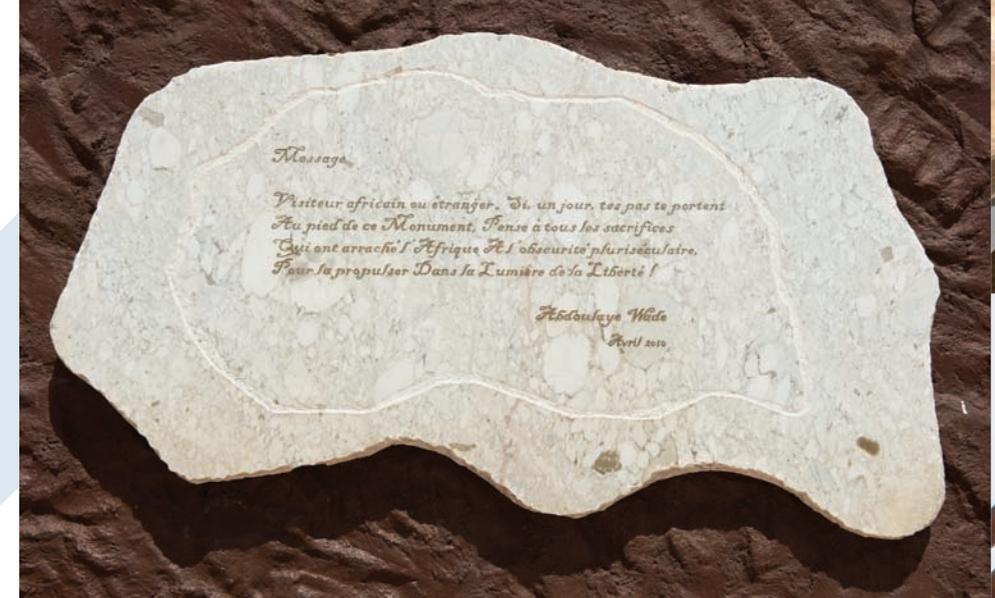
Closing ceremony





Visit to the Monument of African Renaissance

The African Renaissance Monument is a 49m tall bronze statue located on top of one of the twin hills known as Collines des Mamelles, outside of Dakar, Senegal. Built overlooking the Atlantic Ocean in the Ouakam suburb, the statue was designed by the Senegalese architect Pierre Goudiaby after an idea presented by president Abdoulaye Wade and built by Mansudae Overseas Projects, a company from North Korea. Site preparation on top of the 100-meter high hill began in 2006, and construction of the bronze statue began 3 April 2008. Originally scheduled for completion in December 2009, delays stretched into early 2010, and the formal dedication occurred on 4 April 2010, Senegal's "National Day", commemorating the 50th anniversary of the country's independence from France. The project was launched by then Senegalese president Abdoulaye Wade who considered it part of Senegal's prestige projects, aimed at providing monuments to herald a new era of African Renaissance. **It is the tallest statue in Africa.**



Welcome Reception

Minister of Communication of Senegal welcomes delegates

Madiambal Diagne CDEPS local host opens the reception

AMI Co-chair Trevor Ncube "At AMI we are proud to be celebrating the 5th birthday of the AMLF here in Dakar where the Forum was born"

Sponsor and co-chair Moustapha Mellouk gives an impassioned plea for the entire continent to work together, North, South, East, West!

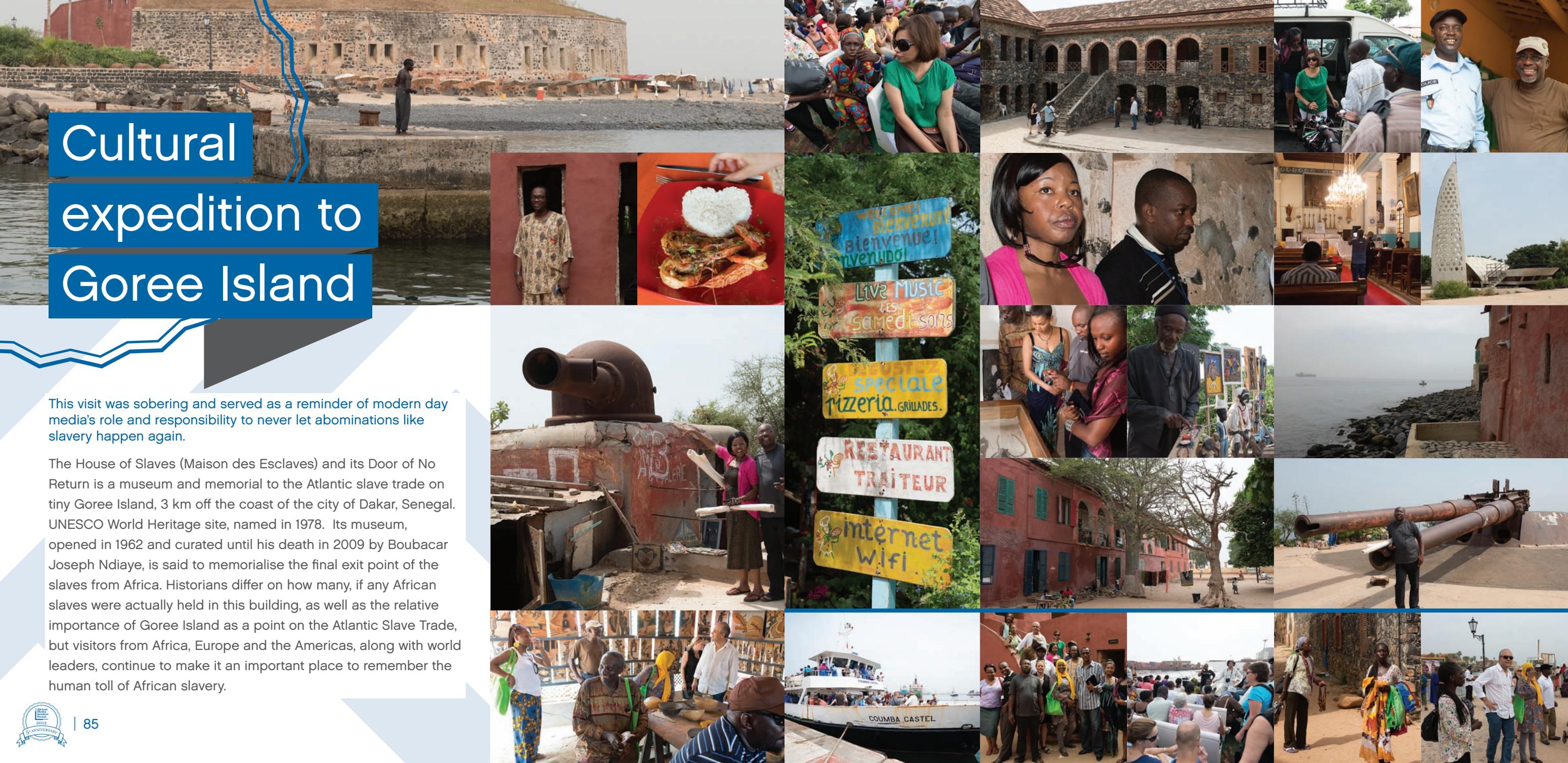
The 45 strong AMLF 2012 secretariat



Cultural expedition to Goree Island

This visit was sobering and served as a reminder of modern day media's role and responsibility to never let abominations like slavery happen again.

The House of Slaves (Maison des Esclaves) and its Door of No Return is a museum and memorial to the Atlantic slave trade on tiny Goree Island, 3 km off the coast of the city of Dakar, Senegal. UNESCO World Heritage site, named in 1978. Its museum, opened in 1962 and curated until his death in 2009 by Boubacar Joseph Ndiaye, is said to memorialise the final exit point of the slaves from Africa. Historians differ on how many, if any African slaves were actually held in this building, as well as the relative importance of Goree Island as a point on the Atlantic Slave Trade, but visitors from Africa, Europe and the Americas, along with world leaders, continue to make it an important place to remember the human toll of African slavery.



AMLF Board of Directors



Charlayne Hunter-Gault
Co-Chairperson of AMI

Charlayne Hunter-Gault 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.



Trevor Ncube Co-Chairperson of AMI

Trevor Ncube is Chairman of Alpha Media Holdings (AMH) (Zimbabwe) a company he cofounded 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 CEO of AMI

Amadou Mahtar Ba is Chief Executive of 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.



Ory Okolloh - 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.



Linus Gitahi Nation Media Group's Group Chief Executive Officer

Group CEO Since November, 1 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.



Kaitira Kandjii 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.



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 Constelcor Group. Mr. Gomes is a member of the EcoBank advisory board, a leader in the banking industry in West Africa.



Dele Olojede Founder of Timbuktu Media

Timbuktu Media 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.



Eric Chinje

Director for Strategic Communications at the Mo Ibrahim Foundation

He took up this position 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.imagenetwork.org).



Marie-Roger Biloa 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 and Africa.



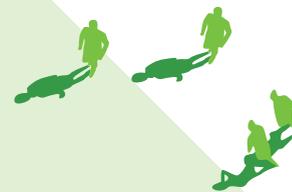
Mathatha Tsedu Head of Media24 Journalism Academy, South Africa

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.



Prof Kwame Karikari Executive Director of the Marie-Roger Biloa 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.



AfDB strongly supports transforming Africa's trade finance industry

The African Development Bank Group (AfDB), on February 2013 approved its Trade Finance Program (TFP). This marked the establishment of a full-fledged in-house trade finance program, consolidating the Bank's role as a provider of trade finance.

The program seeks to complement contributions from commercial players and Multilateral Development Banks involved in Trade Finance in Africa, while addressing the critical market demand for TF in the region by supporting trade in vital economic sectors.

The program will require the collaborative effort of various stakeholders, including regional Development Finance Institutions, as well as local and international financial institutions. TF contributes positively to private sector development, at the core of Africa's Structural Transformation, and inclusive growth. Indeed, by meeting investment and working capital needs of real sector enterprises and by preventing supply shortages, Trade Finance ensures a continuity of operations, fosters growth in turnover and employment creation.

The trade finance side event brought together industry leaders and market participants to discuss the current market context and future of TF in Africa.

Following the approval of the program by the AfDB Board, five transactions totaling US\$520 million have been processed.



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