

**African
Media
Leaders
Forum**

Shaping the future of
African media

6TH AFRICAN MEDIA LEADERS FORUM

MEDIA AND AFRICAN RENAISSANCE

6 - 8 NOVEMBER 2013

ADDIS ABABA, ETHIOPIA





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Sixth African Media Leaders Forum

6 - 8 November 2012

Addis Ababa, Ethiopia

Published by the African Media Initiative, AMI
Reports developed by Serenity Group Limited, SGL

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contents

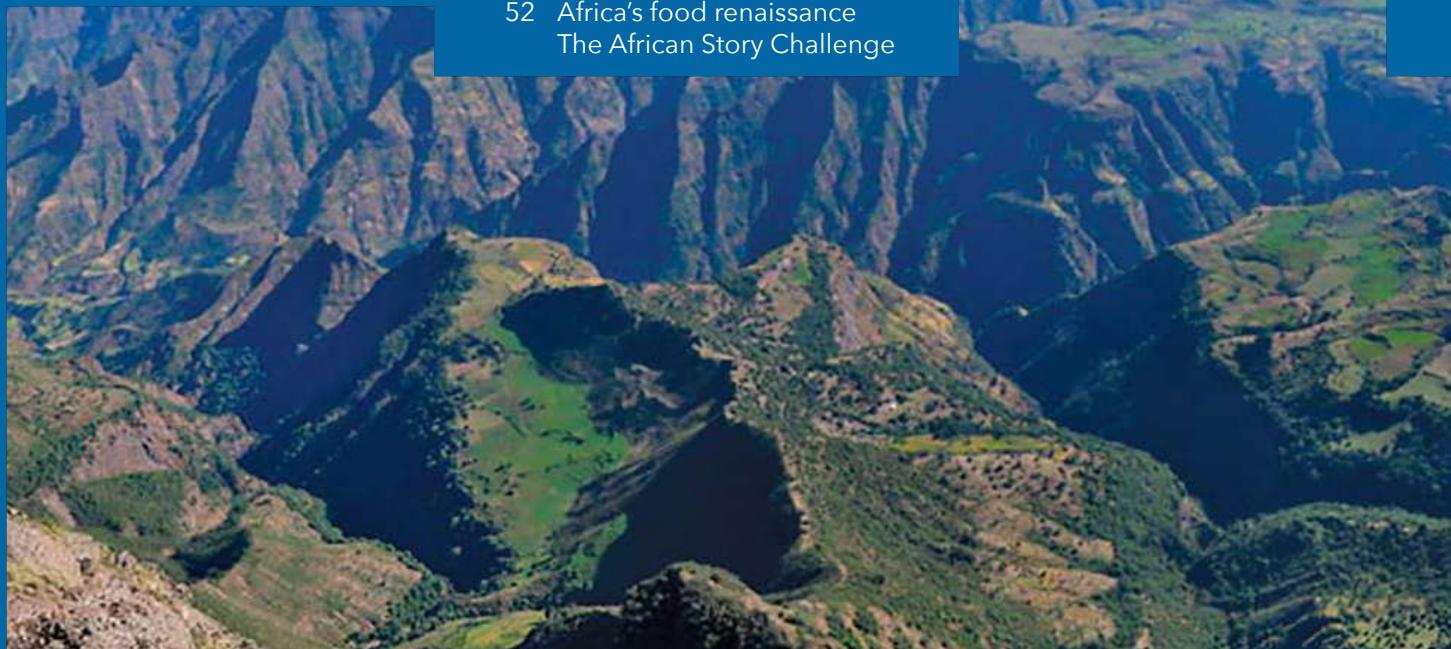
1

- 6 AMLF 2013 Partners
- 18 AMLF 2013 Public Debate

2

- 7 AMLF 2013 Sponsors, Supporters and Media Partners
- 8 AMLF 2013 National Organising Committee Hosts
- 10 AMLF 2013 Co-chairs
- 11 AMLF 2013 Special Guests
- 12 Making the African renaissance a reality
- 14 Opening Remarks
Amadou Mahtar Ba
- 26 Opening Ceremony
- 34 The African media
Taking stock of the last 50 years to prepare for the next phase
- 44 Building a strong and resilient Africa
Tackling the infrastructural and institutional deficit of the continent: What role can the media play?
- 52 Africa's food renaissance
The African Story Challenge

- 62 Africa speaking for and about herself
Creating an informed, inclusive and representative continent



3

STREAM ONE Funding and Business Development

- 70 Digital innovation
How it can create new revenue and/or audience models
- 76 Funding African media
An overview of financing options

STREAM TWO Media, Technology and Innovation

- 80 Hype or real opportunity?
Does crowd-sourcing / citizen journalism add real value and grow real audiences?

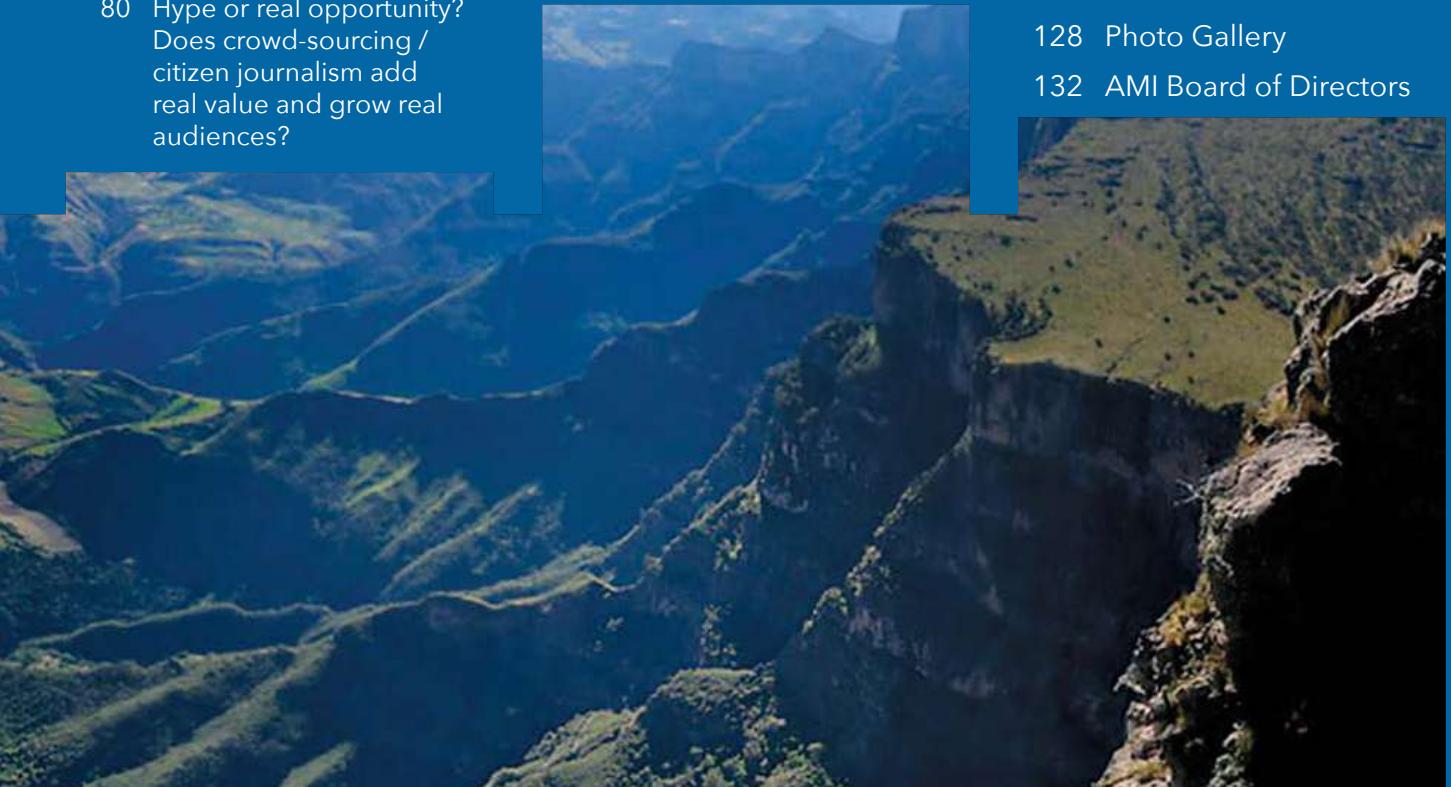
- 86 Paywall pioneers
Are digital subscription models working for African media?

STREAM THREE Ethics & Leadership

- 90 Media ombudsmen in African newsrooms
Regional case examples
- 96 Classified, censored, imprisoned
Why media laws need reform

SPECIAL PANEL

- 102 Practice and challenges of press freedom in Africa
The case of Ethiopia, Kenya, Mali, South Africa and Tanzania.
- 108 Heads of State Roundtable
- 118 Daily Trust - African of the New Year 2013 Announcement
- 120 The One Africa Award
- 124 Bono at AMLF 2013
- 128 Photo Gallery
- 132 AMI Board of Directors



AMLF 2013 Partners



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 middleincome 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/

The Konrad-Adenauer-Stiftung (KAS) is a foundation from the Federal Republic of Germany. As an independent, nongovernment 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 Partners





Amadou Mahtar Ba is the Chief Executive of the African Media Initiative (AMI). AMI aims to strengthen the media sector in Africa to ensure the accountability of governments and other institutions and to promote democratic governance, human development as well as economic growth and transformation. Amadou Mahtar Ba is also a co-founder and Chairman of AllAfrica Global Media and AllAfrica.com - an international multi-media content service provider, systems technology developer and the largest distributor of African news and information worldwide. He sits on several boards and participates in a number of working groups including the World Economic Forum's Global Council for the Future of Media, the Africa Democratic Institute, the Africa Policy Advisory Board of ONE, the African Digital Advisory Board of SANOFI and serves as a member of the Panel of Judges for the CNN African Journalist Award. For three years in a row, the New African Magazine has selected Mr. Ba as one of the 100 most influential Africans in 2011, 2012 and 2013 respectively. In 2014, Forbes listed him among "the top 10 most powerful men in Africa". In 2012, EXPO 2015 and Afronline awarded him the African Media Prize.

AMLF 2013 National Organisation Committee Hosts



Igigayehou (Mimi) Sebhatu is the Founder and Deputy CEO of Zami Public Connection, which runs Zami Radio (one of the first private radio stations in Ethiopia). She is also the chair of the organising committee of the Ethiopian Media Council and a member of the Ethiopian Environment Protection National Committee that runs the Green Award Program (GAP). Prior to this she worked as an international radio broadcaster and video journalist with the Voice of America in Washington, DC.

She is recognized for her contributions in the field of journalism in Ethiopia by facilitating media training and professional development of radio volunteers and mini media operators.



Amare Aregawi is the CEO and owner of the Media and Communications Center since 1996. He is also the owner and CEO of sister company Horn of Africa Press Institute, chairman of the Private Press Publishers Association, vice chairman of the organizing committee of Ethiopian Media Council and he publishes The Reporter newspapers in local languages, Amharic and English. Since 2005, he has been the chairman of the Nile Media Network (NMN) of the Nile basin countries.

In 1991-1995 he worked as the General Manager of Ethiopian Television and Ethiopian News Agency.



AMLF 2013 Co-Chairs



H.E. Dr. Nkosazana Dlamini Zuma is an indisputable trailblazer in the upliftment and empowerment of women across the African continent. Her involvement in the anti-apartheid struggle is testimony to her indestructible and courageous spirit.

She was also a member of the South African Students Organisation and was elected as its deputy president in 1976. In 2009, she was appointed Minister of Home Affairs.

In July 2012, H.E. Dr Dlamini Zuma was elected Chairperson of the African Union Commission by the Heads of State in Addis Ababa, Ethiopia. She is the first woman to lead the continental organization, including its predecessor, the Organization of African Unity.



Dr Donald Kaberuka is currently serving his second five-year term as President of the African Development Bank Group (AfDB). He was first elected in 2005, becoming the seventh president of the Group since its establishment in 1963.

Before joining the African Development Bank, Dr Kaberuka had a distinguished career in banking, international trade and development and government service. A national of Rwanda, he was the country's Minister of Finance and Economic Planning between 1997 and 2005.

During his service at the AfDB, Dr Kaberuka has presided over a major redirection in its strategy for development and poverty reduction in Africa.



Dr Carlos Lopes was appointed Executive Secretary of the Economic Commission for Africa, in March 2012.

Prior to the appointment, he served at the United Nations Development Programme (UNDP) as Resident Coordinator and Resident Representative in Brazil and Zimbabwe. A member of several African academic networks, as well as a strategist and socio-economist, Dr Lopes has vast experience in capacity-building and technical cooperation on the continent. Most recently, he was the Executive Director of the United Nations Institute for Training and Research and Director of the United Nations System Staff College.



*H.E. Hailemariam Desalegn
Prime Minister, Republic of Ethiopia*



*H.E. Demeke Mekonnen
Deputy Prime Minister, Republic of Ethiopia*



*H.E. William Ruto
Deputy President, Republic of Kenya*



*Hon. Redwan Hussein
Minister of Information, Republic of Ethiopia*



*Dr. Abdalla Hamdok
Deputy Executive Secretary, UNECA*



*Dr. Frannie Léautier
Executive Secretary, ACBF*



*Dr. Salim Ahmed Salim, Chairman of the
African of the Year Award Advisory Board*

AMLF 2013 Special Guests



*Mr. Mamadou Biteye
MD Africa, Rockefeller Foundation*



*Bono
Co-founder of Africa One Award*



*Mrs. Bineta Diop
Chairperson Femmes Africa Solidarite*



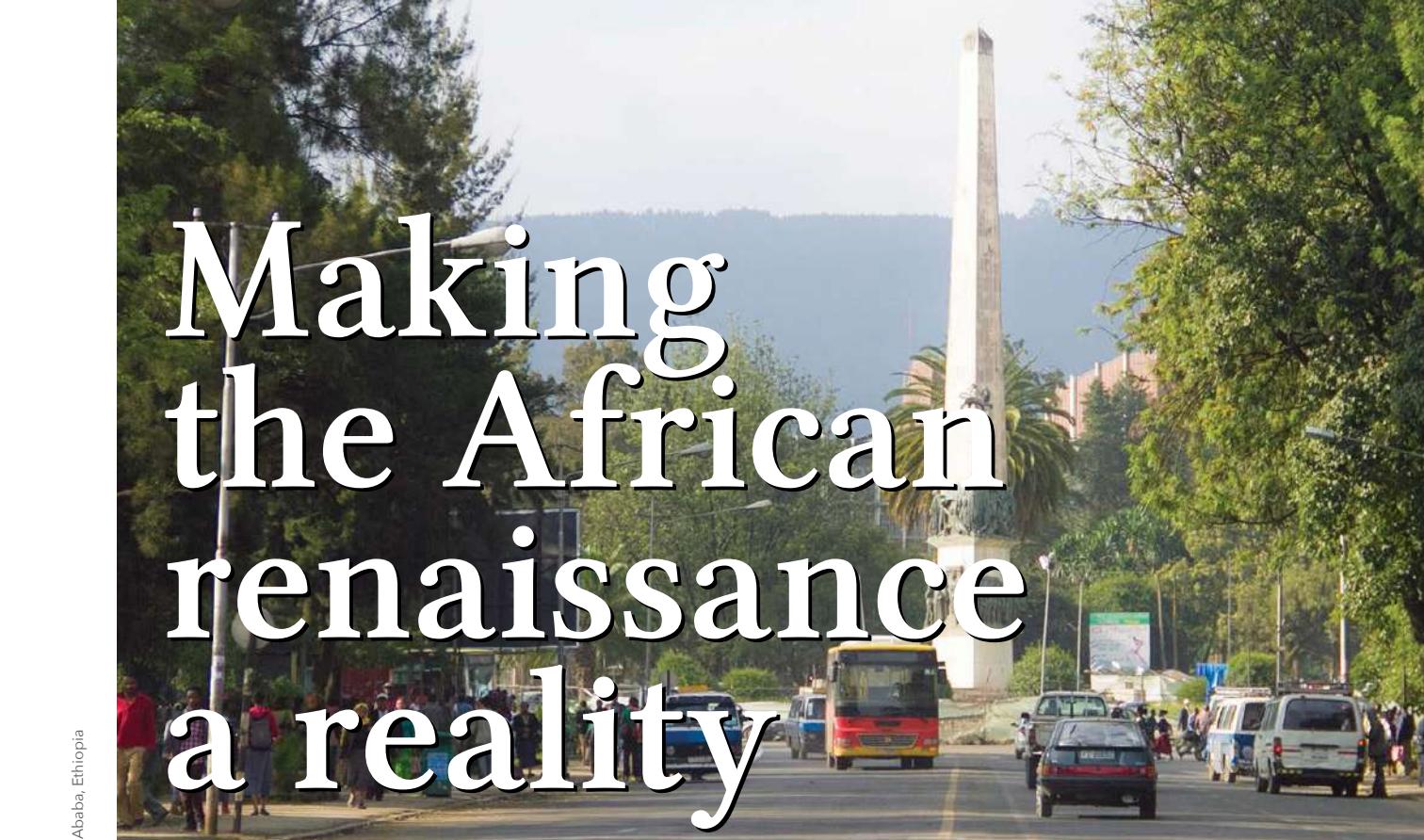
*Dr. Michael Elliot
CEO One Africa*



*Dr. Jeilu Oumer
Academic Vice President, AAU*



*Mr. Jay Naidoo
Chairman, GAIN*



Making the African renaissance a reality

Since its inception and inaugural meeting in Dakar, Senegal, in 2008, the African Medial Leaders Forum (AMLF) has doggedly pursued its primary objective that is so aptly captured in its parent body's slogan: Shaping the Future of Africa's Media. The Forum's themes over the past five years exemplify the essence and profundity of this objective.

In 2009 the focus was on Finding and Securing Africa's Second Voice, setting the stage for the subsequent efforts to marshal the continent's resources to strengthen its media and position them as a credible and trusted voice. The following year brought a different focus, Funding African Media in an Age of Uncertain Business Models. This theme was largely informed by the digital onslaught on traditional media, which saw newspaper organisations, particularly in the West, gradually ceding ground to new forms of media.

As 2011 approached, new forms of story-telling had taken root. It therefore made sense to latch on to the theme, Empowering Citizens Through Social Media and Technology Adaptation: What Future for Traditional Media? This subject was also significantly informed by the events that rocked Tunisia and Egypt and which led to the "Arab spring".

As AMLF entered its fifth year of Shaping the future of Africa's media, the landscape had become much clearer and it was now possible to think of different business models, driven by two critical factors: citizen's engagement and innovation.

Understandably, the focus for 2013 took a different turn. The idea of African Renaissance took centre stage at the Forum's discussions held in Ethiopia to honor the African Union's 50th anniversary.



Discussions on the concept of the African Renaissance have been numerous – heralded as a new era where Africa will shape her own image away from the usual clichés and stereotypes of a famine, disease and war infested continent. Already, there are clear signs that the African Renaissance is emerging through what is now popularly referred to as “Africa Rising” -- the number of African countries recording a high economic growth, the rise of technology hubs, better quality of living and enhanced systems of governance.

The context of African media is peculiar compared to the global reality. In the rest of the world, particularly in the developed economies, the situation of media houses is fraught with declining readership and disappearance or fragility of once mainstream print media. The obvious consequence of this development is the alarming decline of advertising revenues, hence putting to test the centuries old business model of newspaper companies. The picture is different in Africa. News outlets have mushroomed subsequent to the political liberalism that started in the 1990s and the advocacy for pluralism in the political systems of many countries. The advent and deployment of technology have offered media owners the rare opportunity of enjoying the benefits of both worlds. Readerships as well as radio and television audiences are thriving.

Despite the exciting opportunities such a new world offers to media owners and practitioners, the industry still faces a number of chronic issues such as poor ethics and leadership, low levels of professionalism, financial fragility, the re-emergence of hostile media laws in certain countries, and the absence of appropriate business models. In this context, the main aim of the Forum was to discuss some of the key challenges facing the media in Africa and develop practical and action-driven solutions.

Such solutions were shared and showcased during the different sessions around “media, technology and innovation” (fact checking websites such as Africa Check, citizen reporting

like Mondoblog, open data systems like ‘Where My Money Dey’ or through structures such as Code4Africa that help media develop digital platforms) and “ethics and leadership” (new models of self-regulation such as media ombudsmen or public editors, or developing common strategies for the implementation of media declarations such as the Table Mountain).

Significantly, AMLF’s presence in Ethiopia meant that the issue of press freedom could not be ignored. A two-hour session on the “Practice and Challenges of Press Freedom in Africa” gave participants an opportunity to have an open and frank exchange on the need to develop greater solidarity against repressive media laws and promote greater levels of self-regulation. AMLF 2013 also organised a public debate and a “Heads of State Roundtable”. Both have now become signature features of AMLF, making it much more than a conventional forum gathering.

As we turn the page on a successful 2013 Forum which helped establish the necessary link between the African renaissance and the media, we remain confident media leaders and practitioners are ready to play their role and help towards building a continent that meets the needs of its citizens.

Opening remarks

Delivered by Amadou Mahtar Ba, Chief Executive Officer, African Media Initiative (AMI), at the 6th African Media Leaders Forum (Amlf) on November 7th 2013 in Addis Ababa, Ethiopia.



HE Ato Hailemariam Desalegn, PM of the FDR of Ethiopia

Excellency, the Deputy Executive Secretary UNECA

Excellencies ministers and dignitaries,

Excellencies members of the diplomatic corps

Esteemed AMI board members,

Members of the National Organizing Committee

Distinguished delegates,

Ladies and gentlemen

It is an honour to be here with you this morning as we gather to officially open the 6th African Media Leaders Forum (AMLF) in this historic city of Addis Ababa on the theme "Media and African Renaissance".

It is here, in Addis, where our founding fathers and founding mothers launched the vision and the initiatives that have been the source of key progress for our continent.

I would like to reiterate a message that I cannot emphasise enough - this is the most suitable place in 2013 to hold this unique annual meeting. Through our engagement, we honour and reflect on 50 years since the birth of our continental organisation, the Organisation of African Unity, now African Union.

We are the inheritors of this tradition. We intend to seize this opportunity to contribute, through our dialogue with

stakeholders and our deliberations, to the economic and human development of our continent.

In the past ten months, we have engaged with the government of Ethiopia about the issues of greatest concern to our community. I am absolutely pleased to say that through the Government Communication Office and its Minister, Redwan Hussien, we have enjoyed the assistance necessary to organize AMLF in the best conditions possible.

We are in Ethiopia despite the heavy criticism we have faced. We understand and value the African tradition of dialog. We know the sky is the limit when we engage respectfully, in good faith and with mutual trust.

Your Excellency Prime Minister Desalegn, we appreciate that despite your extremely busy schedule, you honour our invitation. Though there were many who cautioned the African Media Initiative as we started our outreach, we believe that progress always begins with conversation. You answered when we knocked on your door and you replied "YES" to our invitation. We see in your presence here that you are personally committed to this engagement. We would like to thank you for your openness.

I want to say loud and clear that the African media is a friend of the people of Ethiopia just as it is a friend of the citizens of every nation on this continent. As much as we understand and respect national security requirements in this increasingly dangerous world, we

recognize that these requirements must be balanced with our respect for universal human rights.

We are staunch supporters and advocates of press freedom and freedom of expression as enshrined in Article 29 of Ethiopia's constitution. As a cardinal freedom, it demands that practitioners exercise, not with impunity, but a high sense of responsibility, and from governments everywhere to be nurturing and magnanimous not inimical and heavy handed.

Amadou Mahtar Ba

We recognise that we make important progress by building honest relationships across governments, media leaders, civil society and citizens. We have positive examples from Burundi and Mali where some of our colleagues were freed after being arrested, detained and sentenced, sometimes to life in prison.

As a committed believer and champion of "African Solutions for African Problems" AMI wants to be helpful in finding a solution to the situation of colleagues under similar predicament

here in Ethiopia; and we want to do so with a spirit that is neither judgmental nor patronizing. Indeed, and attesting to the critical importance of an engagement undertaken with such African Spirit, earlier this week, an AMI delegation had the opportunity to visit and assess the general conditions at the main prison here in Addis where our colleagues are held. We appreciate this goodwill gesture as many institutions and countries have failed to receive such authorisation in the past.

We have faith that this government will keep the dialogue open for us all to keep working to resolve these human conditions despite the criticism, and make this land of proud people not only the seat of the AU and the UNECA, but also the unyielding pillar of our African Renaissance.

The African Media Initiative is at the forefront of the advocacy for responsibility within media. We have always started at the top, with the media owners, managing directors, CEOs, publishers and top editors and media leaders represented here today. They are the change agents who will shape the media landscape and respond to the needs of our diverse societies. That is why from its inception, AMI has championed an industry-led process. This dialogue, in which many participated, gave birth to the Ethics and Leadership Guiding Principles for Media Managers (LGP), unanimously adopted in Tunis in 2011 at the 4th AMLF.

Mr Prime Minister Desalegn, excellencies, distinguished delegates, we started yesterday our activities



with a lively and hugely interesting public debate at the University of Addis Ababa in collaboration with the School of Journalism and the Organisation for Social Science Research in East Africa on the theme "Are African Media Able to Transform our Continent?"

Several high level plenaries and working groups will be held today and tomorrow on access to finance, digital innovation, press freedom, reporting development issues such as agriculture and health. On Friday afternoon, HE Prime Minister Desalegn will be back with HE President Uhuru Kenyatta, President of the Republic of Kenya for our now traditional

Heads of a State Roundtable. They will be joined by Dr Carlos Lopes the ES of UNECA and Dr Donald Kaberuka, President of the African Development Bank Group to discuss the theme "Reflecting on Enabling a Conducive Media Development Environment in Africa: Funding, Ethics, Press Freedom and Digital Innovation".

Our heartfelt thanks to the co-chairs of AMLF 2013: Dr Dlamini-Zuma, Chairperson of the African Union; Dr Donald Kaberuka, President of the African Development Bank Group, and Dr Carlos Lopes, Executive Secretary of the UNECA.

I would like to thank the National Organising Committee aptly led by Mimi Sebhatu and Amare Aregawi for their leadership and hard work in assuring the success of AMLF.

To all our partners and sponsors, I want to sincerely extend my deepest gratitude. Your contributions ensure that we can carry proudly the tradition launched fifty years ago in this great city. You have done it again! The delegates here today will profoundly shape the Africa of today and tomorrow. Let's get to work!

Thank you very much.

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African
Media
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Forum

Shaping the future of
African media

CONFERENCE ROOM 4





The public debate panelists, from the left, Marie Roger Bila of the African International Media Group, Tegest Yilma of Capital in Ethiopia, Paschal Mihyo of OSSREA, Abdissa Zerai of the School of Journalism and Communication, and Robert Kabushenga of the New Vision Group of Uganda



Delegates to the 6th edition of the Africa Media Leaders Forum gathered at the Eshetu Chole Building of the Addis Ababa University (AAU) on Wednesday afternoon to participate in the AMLF Public Debate alongside students, media practitioners and citizens from all walks of life.

The theme of the debate was: "Are African media capable of transforming the continent"? The panelists were: **Abdissa Zerai**, the head of AAU's School of Journalism and Communication, **Robert Kabushenga**, the Chief Executive Officer of the New Vision Group in Uganda, **Teguest Yilma**, the Managing Director at Capital in Ethiopia, and **Marie Roger Biloa**, CEO of the African International Media Group. The debate was moderated by **Paschal Milhyo**, the Executive Director of the Organization for Social Science Research in Eastern & Southern Africa (OSSREA).

The opening remarks were made by **Roukaya Kasenally**, the Director of Programmes and Knowledge Management at the African Media Initiative. Speaking on behalf of the Chief Executive Officer, **Amadou Mahtar Ba**, she said the forum of 650 registered delegates was the largest gathering of African media leaders held on the continent since its first meeting of 55 leaders in Dakar, Senegal (2008).

Africa Media Leaders Forum attendance numbers



Setting the pace: Students and Forum delegates come together at the public debate at the School of Journalism of the University of Addis Ababa.

She said the public debate had become an important component of the forum as it helped bring together various stakeholders, including students and the general public, to discuss media and governance issues as well as the future of journalism.

Africa, she noted, had suffered the cost of poor journalism and antagonism, which had resulted in a narrative dominated by tales of woe about the continent. That was why the issue at hand was pertinent as it sought to explore how the media could be party to creating a better scenario that could portray Africa better.

Speaking about the choice of venue for this year's AMLF, she stressed the importance of honouring the 50th anniversary of the African Union. She concluded by posing the challenge: As Africa celebrates 50 years, what do the next 50 years hold for the continent, and how can the media help shape that phase?

Welcoming participants to the venue, the University's Academic Vice

President, **Dr Jeilu Oumer**, elaborated the achievements of Ethiopia's largest and oldest institution of higher learning, including having the highest number of PhDs and graduate students completing their studies successfully.

He said the university was seeking partnerships with other institutions and research organisations globally to address the growing need to train media practitioners. As the country's information needs changed, the need to expand the institution's facilities for media training had become inevitable.

Finally, as a media stakeholder in academia, Dr Oumer said that the University believed media in Africa needed to introspect, to ask whether they had been able to take a message of such significant enormity as climate change to their audiences. And he urged the African media to be outlets of best practice, bringing hope toward common goals.

Addis Ababa University Degree Programmes

225

Graduate programmes

71

PhD programmes

Graduate Numbers

103

PhD's

2,100

Master degrees



Abdissa Zerai said the question of whether the media were capable of transforming Africa could not be addressed sufficiently, explaining that a simple 'Yes' or 'No' response would miss some important nuances and the real issues. He then embarked on what he referred to as a bird's eye view of the African media's performance in its history over the past half century, and went on to evaluate what he called continuities and how these could impact the media's potential to transform the continent.

In his historical perspective, he highlighted the following as important stages in the early days of the struggle for press freedom:

- Many African countries did this in the 1950s and 1960s;
- New leaders desired to dissociate themselves from western forms of modernization, and
- Focus turned to nation building, spearheading social-economic development and forging national and continental unity.

Zerai applauded former presidents, in particular Zambia's Kenneth Kaunda and Ghana's Kwame Nkrumah, and quoted Nkrumah's statement at the second conference of African Journalists in 1963:

“The truly African revolutionary press existed in order to present and carry forward our revolutionary purpose and establish a progressive political and economic system upon our continent that will free men from want and every form of injustice.”

Ainslie 1966,pp 19

Turning to media organisations, Zerai said that the Pan African News Agency (PANA) was ostensibly meant to be the Al Jazeera of Africa. It had been created to rectify the distorted image of Africa created by international news agencies, and to let the voice of Africa be heard.

He then elaborated on the influence of new technology in driving the media, the involvement of the youth and citizens in using that technology, which had introduced citizen reporting. This, he reasoned, challenged normal sources of information as it presented an increase in horizontal instead of vertical communication.

On another issue, Zerai cautioned against the temptation of getting too fixated on hybrid democracies where transitions were incomplete. He spoke about limited liberalisation of the media on the continent and the draconian laws introduced due to security concerns and increased terrorist activity, but which impinged on media freedom and that of expression. He summed up his remarks by calling on the African media to plan and play the important role of transforming the continent in the years to come, adding that it was also important to evaluate the evolution of the media.



Robert Kabushenga weighed in with the question on whether media in Africa should be obliged to transform the continent and went ahead to assert that, indeed, they should be forced to do so!

To help in the reflection, he related the case of the US President's recent tour of the continent and noted the Western media's lack of interest, except in the debate the US President was engaged in, in Senegal, over sexuality. Comparatively, African media gave the visit considerably greater prominence.

He spoke about plans by three Western media houses to set up shop in Africa whose objective, he said, was to serve the foreign policy agenda of their countries. As this was going, the media in Africa were still focused on the wrong view. He was unequivocal in calling for a shift in the paradigm and ideological thinking that had been shaped by the West. He chided the continent's media for "reporting as if the West is the definition of democracy". He added: "We (African media) follow their terms without question and in the end the continent's citizen is the biggest loser."

Kabushenga's call was for a change in the continent's focus on its development:

"We should portray the African agenda. Stop aping and realize that we can do it!"

And this he says should be the case, editorially.

Teguest Yilma noted that Africa had great resilience, citing that over the past decade, six of the world's 10 fastest growing countries were in Africa.

However, she pointed out that economic growth was necessary but not sufficient if not sustained and shared. She asserted that the media has become an important factor in determining the course of international affairs and the future of nations' economic prosperity, military strength, use of natural resources and the national will.

The development of the 20th century had a lot to credit the mass media for, particularly in the way it had transformed living conditions in the world.

Yilma called on the media in Africa to reflect the true efforts made by governments, but not to let-up on the critical need to put pressure on those who needed to fill in potholes and ensure the provision of basic services. She saw the following as the challenges facing the media:

- Failure to keep businesses and government honest for positive transformation, and
- Criminal laws being used against journalists as exemplified in Zimbabwe and Kenya.

She concluded by saying that the mass media had influenced and even determined the outcome of major social, cultural, economic and political acts. In that regard trust and respect must be established between governments and the media.

Marie-Roger Biloa, a publisher for more than 20 years, noted that people looked to the media for solutions to almost all kinds of problems. They expected the media to give them a vision. Therefore, the media had an important place in the hearts of the people.

She also noted that Africa needed a sense of unity and togetherness, citing that the media in Africa needed to be the mirror that reflected positive things and stories from the continent.

She made a passionate plea for the media to be proud and assertive by looking at providing solutions to people's problems.

"Africa needs a sense of unity and togetherness"

Questions and Comments from the floor

Paschal Mihyo, the moderator opened the floor to questions, which saw delegates and students pose questions to the panelists as well as add their voice to the debate.



Questions

- How can governments address and control the brain drain in the media as well as tackle the problem of the western media's control on African media?
- How well have we studied our culture in order to sell it?
- How can we make sure that the media are left alone to develop themselves as a profession and not be trapped in impressing governments?
- What is our interest as the media in Africa?
- What and whose interests are we supporting? Is it the government or the people?
- How are we able to transform the continent if we cannot resolve local issues?

Comments

- There is no shortcut to attaining what we aim to be. We must fight and be ready to suffer to ensure that the quality of journalism is of the highest standard; that we have the right to publish and shame those who act with impunity.

Journalism is like being at war, you must constantly be ready to defend your territory

Robert Kabushenga

- We should have media bodies and councils that oversee who is doing right and who is not and these must have the necessary teeth to act.
- We are capable of transforming the continent. Even though we are plagued by poor leadership and authorities don't allow us to report freely, We need media that can hold governments to account in order to transform the continent.

- We need to counter Africa's negative reports by reporting and painting the positive side - not lying or fabricating, but reporting the hopeful stories.
- We cannot free the media by only being here at the conference, but by talking to the governments on the importance of freedom of the press, by showing them that it also benefits economic growth directly to invest in the growth of African media.
- You reap what you sow. Bad leadership isn't only in the government; media leaders also need to change in their administrative laws.
- We need to develop capacity so that we can compete within the global media landscape.

“You cannot clap with one hand”

African proverb







OPENING CEREMONY:
Media and African Renaissance

- Speakers:
- Mimi Bebbah (Co-Chair of the National Operating Committee)
 - Noutie (AMI Chair)
 - Amadou Matar Ba (AMI CEO)
 - The Right Honourable Hollister Dandagay (Prime Minister of Eritrea)

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Opening ceremony

at the United Nations
Convention Centre
Addis Ababa





Thursday, 7th November 2013, saw the official opening ceremony of the 6th edition of the African Media Leaders Forum (AMLF), the flagship event of the African Media Initiative (AMI), in Conference Room One of the United Nations Convention Centre - Addis Ababa, Ethiopia.

Present to officiate at the ceremony were **Trevor Ncube**, **Amadou Mahtar Ba**, Chair and CEO of AMI, respectively; the Co-Chair of the AMLF National Organizing Committee, **Mimi Sebhatu**; the Deputy Executive Secretary of UNECA, **Dr. Abdalla Hamdok**, and the **Right Honourable Hailemariam Desalegn**, the Prime Minister of the Federal Democratic Republic of Ethiopia. The Master of Ceremonies was **Henry Bonsu**.

A short video of the history, purpose and growth of AMLF since 2008 was played, showing the growth in delegate numbers from 55 in the inaugural edition to 550 in Dakar for its 5th anniversary. The video also sought to capture the media topics discussed at past fora such as capacity building, ethics, leadership and dialogue with African governments, which were also on the agenda for this year's forum.

Another highlight from the video was the fact that this was the first AMLF to be held in Eastern Africa, and appropriately so given that this year the African Union (AU), previously known as the Organisation of African Unity (OAU) headquartered in Addis Ababa, was celebrating its 50th Anniversary. These factors, among others, led to the choice of the host country for AMLF 2013.

Mimi Sebhatu took to the podium to welcome delegates to AMLF 2013 and to Ethiopia, expressing her gratitude and that of her countrymen and women to AMI's board for selecting their country for this forum. She communicated their resolve to ensure that the forum was "the best AMLF ever".



“AMLF 2013 will be the best one ever”

Mimi Sebhatu

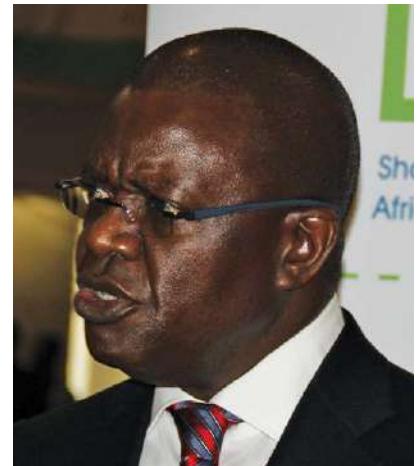
She narrated how the NOC, co-chaired by **Amare Aregawi**, met weekly to plan, review and follow progress on preparations for the forum to ensure that it achieved its primary focus of furthering the cause of African media, while at the same time ensuring that delegates sampled and experienced what she referred to as “the true Ethiopia”, and went further to urge delegates to spare a few more days to explore the country, its cuisine, history, culture and traditions.

Trevor Ncube took to the podium next, first, apologising for the late start of the ceremony, and then went on to introduce the Board members present: **Eric Chinje** - Cameroon, **Dele Olojede** - Nigeria, **Marie Roger Biloa** - Cameroon, **Kwame Karikari** - Ghana, **Kaitiri Kanji** - Namibia, **Linus Gitahi** - Kenya, and **Ory Okolloh** - Kenya. Two other members, **Paulo Gomez** - Guinea Bissau, and **Charlayne Hunter Gault** - USA, were unable to attend.

“I have been a journalist for the past 25 years. I have been arrested once and it was not a good experience. I had to fight in court for my citizenship after my passport was taken away from me at the airport in Zimbabwe”, said Ncube as he introduced himself, and confessed that, “All this did not make me love my government and we are only just recovering from the bad reputation my country got”.

“We thought it was important to come here (to Ethiopia) because there is a conversation to be held here about freedom of expression.”

Trevor Ncube



Trevor Ncube

He stated that, “We (AMI) do not believe in boycotting. We believe in engaging in dialogue. It is easier to boycott than to converse,” in further defending the choice of Ethiopia, despite what had been described as a difficult environment for private media to operate.

However, Ncube sought to reassure those present, especially the Ethiopian media, that their approach was the beginning of a journey to win trust on both sides, and hopefully work towards respecting media freedom and expression in practice: “The steps taken yesterday (visiting a prison, despite not being allowed to meet the jailed journalists) will take us forward in trying to improve the working conditions of journalists in Ethiopia. Societies develop faster when people have the freedom to express themselves”.

Follow **Trevor Ncube** on Twitter
@TrevorNcube

AMI CEO **Amadou Mahtar Ba** dwelt on the same theme, talking of the great privilege of hosting the 6th edition of AMLF in Addis Ababa, a city and country synonymous with the struggles of the founding fathers and mothers of the continent over 50 years ago, and in so doing reiterated AMI’s view that Addis Ababa was the most suitable place to hold event.

“We intend to fully seize this opportunity to contribute through our dialogue. We are here in Ethiopia, despite heavy criticism, but the sky is the limit when you enter in good faith, without being patronizing or judgmental. Progress always begins with conversation”, were his words to the delegates in justifying this position.

“We recognise that we make important progress by building honest relationships across governments, media leaders, civil society and citizens. We have positive examples from Burundi and Mali where some of our colleagues were freed after being arrested, detained and sentenced, sometimes to life in prison”

Amadou Mahtar Ba



Amadou Mahtar Ba



Mimi Sebhato



Amare Aregawi

Ba went on to express his gratitude to the **Rt. Hon. Hailemariam Desalegn**: “Mr. Prime Minister, you answered when we knocked on your door. We see by your presence here that you are personally dedicated to this, and we thank you.”

In concluding his remarks, Ba thanked the board and staff of AMI, the National Organising Committee, sponsors and partners of AMLF 2013, as well as the delegates past and present, for being a part of this initiative and making it the success that it is and reassured them all, that “we (AMI) will continue to try and shape the African media landscape”.

Follow **Amadou Mahtar Ba** on Twitter
@AMahtarBa

The Right Honourable Prime Minister then delivered his address and officially opened AMLF 2013.

Prime Minister Desalegn began by expressing his gratitude for the selection of Addis Ababa to host this forum, saying, “I appreciate the organisers for organising this forum, and asking me to speak at this important forum. I also admire you for choosing Addis Ababa, your home away from home, as a place to hold this event.”

He went further to state his government’s commitment to media, stating that, “No other subject is more pressing than media and African renaissance”, but at the same time admitting the challenges faced by this premise on the continent, such as negative coverage in the global press marred by stereotypes, state failures, economic demise and references to Africa as “a failed and hopeless continent”.

“The perception of the outside world is still marred by stereotypes that were formed in the 1970s and the 1990s, when Africa was suffering from economic troubles and the adverse effects of the Cold War”, he noted. But he was quick to say that plenty had changed in Africa and Ethiopia since these perceptions were formed, though there were some countries that still faced economic and political instability and decline on the continent.

“Ethiopia was once the symbol of everything that was bad on the continent...but it is now one of the fastest growing economies in Africa”

Prime Minister Desalegn

Prime Minister Desalegn underlined that “democracy is a categorical requirement for Ethiopia”, further defining the Ethiopian democratic model as “democratic federalism” in which they sought to take care for the collective rights of the diverse ethnicities in the country, ensuring equal representation and “social development based on the empowerment of the population”.

From this approach, the Prime Minister held that media should work to facilitate the political, social and economic development of Africa and expressed confidence that the forum would help improve the media landscape and come up with constructive outcomes to help the media in Africa and the people on the continent.

He sought to assure those present that his government was committed to media freedom, stating categorically that,

“Censorship is banned in Ethiopia and freedom of expression is enshrined in the constitution”. He went on to espouse the aims of the much-criticised Information Act.

The Prime Minister seemed to acknowledge that much more needed to be done in the area of press freedom in his country, trying to enumerate the initiatives undertaken by the government and media stakeholders to improve the quality, access, capacity development and training as well as incentives for media professionals to raise the calibre and standards of journalism.



L-R: Mimi Sebhatu, Trevor Ncube, PM Desalegn, Amadou Mahtar Ba



“There is always room for improvement; like our democracy this is work in progress and we welcome any suggestions.”

Prime Minister Desalegn

In concluding his address, **Rt. Hon. Desalegn** suggested that perhaps it was time that Africa formed its own media network, to which he offered Ethiopia's support, and in so doing wean the continent from dependence on foreign media influences and agenda: “We need to end the legacy of dependency. Who should start it? The media in Africa”.

With those remarks, the Prime Minister went on to officially declare the 6th African Media Leaders' Forum open.



Ethiopian Prime Minister Hailemariam Desalegn



CONFERENCE ROOM 1

An opportunity to network as delegates take a coffee break.





The African media

Taking stock of the last 50 years to prepare for the next phase



This session was chaired by Kwame Karikari, the CEO of the Media Foundation for West Africa and AMI board member.

The panelists included **Eric Chinje**, Senior Advisor, KRL International; **Anton Harber**, from the University of Wits in South Africa; **Omar Ben Yedder**, the Group Publisher of IC Publications; **Sasha Rubel** of UNESCO; **Amare Aregawi**, the Managing Director of The Reporter in Ethiopia and **Wilfred Kiboro** the Chairman of the Nation Media Group in Kenya.

The discussion in this session was brought down from the scheduled 90 minutes to 60 minutes due to the delay in beginning the Opening Ceremony. The panelists were concise.

The chair of the session provided a backdrop of the past 50 years, which were marked by the struggle for independence and against all forms of injustice such as apartheid. According to him, this enabled the media in Africa to rapidly evolve. However, he cautioned that press freedom was far from being a battle won and that there must be a constant guard against those who wish to introduce new restrictive legislation.

“The media in most countries on the continent are in need of capital investment, more legislative reforms are required, advertising revenues must grow, improvements are needed in professional standards and there is a need to make media independent of politicians”

Kwame Karikari

First to speak was **Amare Aregawi** who stressed the fact that although progress had been achieved in the media in Africa, there was still a long way to go, referring to the creation of the African Union (AU), which incorporated the International Covenant of Human Rights, the Declaration of Principles of Human Rights and the Freedom of the Press. However, he lamented the fact that one of the main organs of the AU - the New Partnership for Africa's Development (NEPAD) --

which was supposed to implement the vision of the AU, had eliminated the press freedom clause.

Speaking about the growth of technology on the continent - sms, facebook, twitter and blogs - he said these were considerably changing the political, social and cultural landscape. This form of demand-driven governance must be duly harnessed as they represent new forms of accountability and scrutiny.



60s-90s
African media
mostly State owned and aligned to government agenda



From left, Wilfred D. Kiboro of the Nation Media Group in Kenya, Sascha Rubel of UNESCO, Anton Harber of the University of Wits in South Africa, Omar Ben Yedder of IC Publications, session chair Kwame Karikari of the Media Foundation for West Africa, and Eric Chinje, of KRL International share their perspectives with delegates.

In conclusion, Aregawi noted that journalists needed to heed to the clarion call to embrace ethics and codes of conduct, to be more responsible in reporting, and that they needed to be better trained to move into the next level of growth.

Eric Chinje highlighted notable periods of time in the last 50 years in examining the different ways in which the African media had evolved, and referred to what he termed as the “existing asymmetries between media and the political administration in Africa”. Chinje began by looking at the media’s involvement in pre-independence activism in the 1950s, a time when the media in Africa were owned by the revolutionary elite whose content focused on how to sustain the dream of independence.

The 1960s to 1990s, he observed, were a time when African media were mostly state-owned, ideologically monolithic and aligned their content to government propaganda. And the last phase, the 1990s to the present, saw the advent of a post-cold war pluralism that reflected in the ownership patterns of the media - where the market, political actors and advertising companies became important players.



According to Chinje another notable difference between the journalism practiced during the 1950s, the 1960s, 1990s and now was that, “in the 1950s journalists were well-educated, but not professionally trained, from the 1960s to the 1990s they were professionally trained, but with a well-defined editorial line, and nowadays more of a mishmash of both trained and untrained practitioners who subscribe to a changing editorial policy”.

Chinje concluded by arguing that going forward, African media would have to generate content that supported the emergence of Africa as a world economic player; and that the professionals would need to be adequately informed and better trained.

“Must have a viable and informed media across the continent with sources of financing that are accessed through advertising, grants and local subsidies”

Eric Chinje

Wilfred Kiboro started by providing a brief overview of the last 50 years and argued that Africans were too harsh on themselves and perhaps not too keen to recognise that the media had been part of the African renaissance. He observed that there was a new scramble for Africa, which he compared to the scramble at the beginning of the 19th century, and noted that only the faces involved had changed - they now include the Chinese and Indians. He saw this as a turning point for Africa and posed the question: “As Africa’s media, how well are we going to manage this process and be able to generate new and compelling narratives?”

Kiboro said that the next 50 years would be marked by the digital age. “Africa will modernize, the speed of gathering and sharing news and information will accelerate and the media will have to reform to remain relevant. Newspapers, especially, will have to recalibrate the business model to remain profitable,” he said.

“Part of the problem is that often we do not see the positive things happening on our continent”

Wilfred Kiboro

Sasha Rubel of UNESCO took the opportunity to remind the delegates that historically, the continent had learnt the fact that sustainable development went hand-in-hand with freedom of expression.

“We should not fail to make the link between growth and press freedom, seeking to reiterate the primacy of a free press in not only promoting good governance, but also in encouraging the growth and spread of new ideas, which are critical for development.”

Apart from this, Rubel said that press freedom and freedom of expression were fundamental rights and an integral part of the United Nations Development Agenda, enshrined in Article 19 of the Universal Declaration of Human Rights, which she recited to all those present: “Everyone has the right to freedom of opinion and expression; this right includes freedom to hold opinions without interference and to seek, receive and impart information and ideas through any media and regardless of frontiers.”

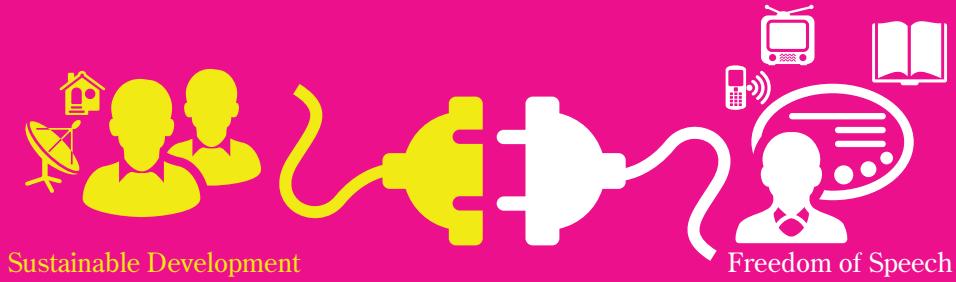
While admitting that press freedom in the digital age, especially on the internet was difficult to manage, in light of national security, she advocated restraint and for such cases to be treated as exceptions, saying, “It should be remembered that rights are the norm, limitations should be the exception.”

Anton Harber began by first taking time to honour and show solidarity with seven journalists currently incarcerated in Ethiopian jails and the 73 publications that had been closed down in recent years in Ethiopia. To loud applause from the audience, he said: “I am pleased to be here in Addis Ababa . . . especially to show solidarity with the seven journalists that are imprisoned under the guise of anti-terrorism laws, but clearly I think for being critical of their government or for exposing corruption.”

He challenged an earlier speaker’s assertion that it was important to engage with the government of Ethiopia, stating instead that the more important issue to be addressed was the journalistic culture that “we (the media) want to take root in Ethiopia and whether it is the one defined by what governments see as falling within state security bounds of responsibility or it is a different kind?”

According to Harber, it was more important for the media to give support in a country like Ethiopia, to those “small





courtesy of Sasha Rubel



courtesy of Marie Roger Biloa



courtesy of Eric Chinje

voices, big voices, brave people” seeking a kind of journalism that is more “critical, independent, provocative, probing (and) questioning”.

Harber went on to question the need for Africa to “speak with one voice” as had been advocated, saying, “I don’t believe we want to speak with one voice. I think we want a cacophony of different views, different opinions, arguments, debate, discussion, dissent, contradiction; the recognition that there are many voices, views, countries, peoples, opinions and ideologies across Africa and we don’t need to make them all one”.

“The biggest media investment in Africa is coming from China (and yet) much of the coverage of China in Africa is based on crude stereotypes of the Chinese . . .”

Anton Harber

He concluded by calling on the African media to not develop stereotypes of non-Africans on the continent, in the same fashion as the Western media had developed stereotypes of the continent and its people.

In particular, he challenged the media on their coverage of China, its people and their investments in Africa saying, “The biggest media investment in Africa is coming from China (and yet) much of

the coverage of China in Africa is based on crude stereotypes of the Chinese . . . so here we are, upset and angry about the stereotypes we (Africans) have faced for decades, and yet in many ways and most often we are reproducing that kind of behaviour in stereotyping the Chinese and their investments in Africa, isn’t that interesting?”

Omar Ben Yedder started his remarks by sharing his father’s advice on business sustainability and the fact that the strength of any media house was dependent on its finances or financial stability. He urged African media houses to focus on diversifying their revenue streams in order to be truly independent and sustainable.

He lamented the lack of collaboration between African media houses and competition in areas where competition was unnecessary instead of taking advantage of the economies of scale that working together would yield to African media houses.

“I have been attending a distributors’ meeting in West Africa for the past five years, where the mood has been sombre. We need to give our industry some tender loving care, we need to nurture it, we need to respect our industry, set higher standards of performance”, he noted.

He challenged the African media to be actively engaged in literacy programmes and in promoting a reading culture on the continent from classroom level, to ensure a steady growth in readers or customers, which is in essence the future

of media, especially the publishing industry.

In concluding, Yedder called on the African Media Initiative to be bolder in dealing with African governments and to call for tax incentives for the media, to help them thrive and play their role in developing the continent: “We need to be bolder on how we (African Media) do things. We need to see how we can engage with institutions like the African Union and see that people who do things are rewarded and those who don’t are exposed. We need to engage governments to show that the media is actually doing good things for society and requires tax incentives.”

“As African media we must understand what are our common goals and objectives and learn to collaborate”

Omar Ben Yedder

Views from the floor

Laid Zagglani, a lecturer from Algeria observed that, “We cannot blame the West for our bad image. We can also blame our journalists for reporting only bad things. Africa is rich with vibrant images, but our journalists don’t have the right content.”

He was followed by **Moustaffa Choppiana**, a media owner from Burkina Faso, who recounted the change he had seen in the media in Africa as the initiator

of the first private radio station in his country. He called for a more concerted effort to combat bad governance and commended journalists for being vocal enough to merit attention from the State.

Mumi Baikwa from South Africa called on journalists to protect the rule of law as a means of protecting press freedom. This would be accomplished by greater coverage and analysis of judicial systems and performance. He also called for continued passion and business acumen to ensure African media grew and fulfilled their role.

Jeanette Minnie of GMFD Africa called for the establishment of a benchmark or measure to illustrate how media contributed to African economies. She felt that the size of the African media was beginning to have an impact on African economies and that needed to be quantified. Minnie noted that small media were more vulnerable and as such there was a need to look at the number of publications that had been closed down by the government in Ethiopia. "Find the economic estate - to have a benchmark on how the media contribute to the economy".

Marie Roger Biloa of the Africa International Media Group, lamented the challenges faced by the print media as result of poor distribution systems and declining sales volumes, noting that the best-selling publications on the continent were selling 20,000 to 30,000 copies when in actual fact they had the potential to sell up to 100,000 copies. She sought to know from the panel, how distribution systems could be improved, to make this a reality.

A delegate from Mozambique noted that community radio stations in her country that refused to carry government propaganda messages were being shut down, and called on UNESCO to look into this.

Another delegate spoke about the need to address "the renaissance of the media before we think about the continent's renaissance" and spoke about the urgency in setting-up an African news agency to report and distribute African information.



In response, **Wilfred Kiboro** urged the African media to “liberate the African mind” by helping the African citizen understand “that change is actually possible and to dream a little beyond what our forefathers did”.

Sasha Rubel spoke of international standards and the capacity development role that UNESCO could play especially through its online platforms.

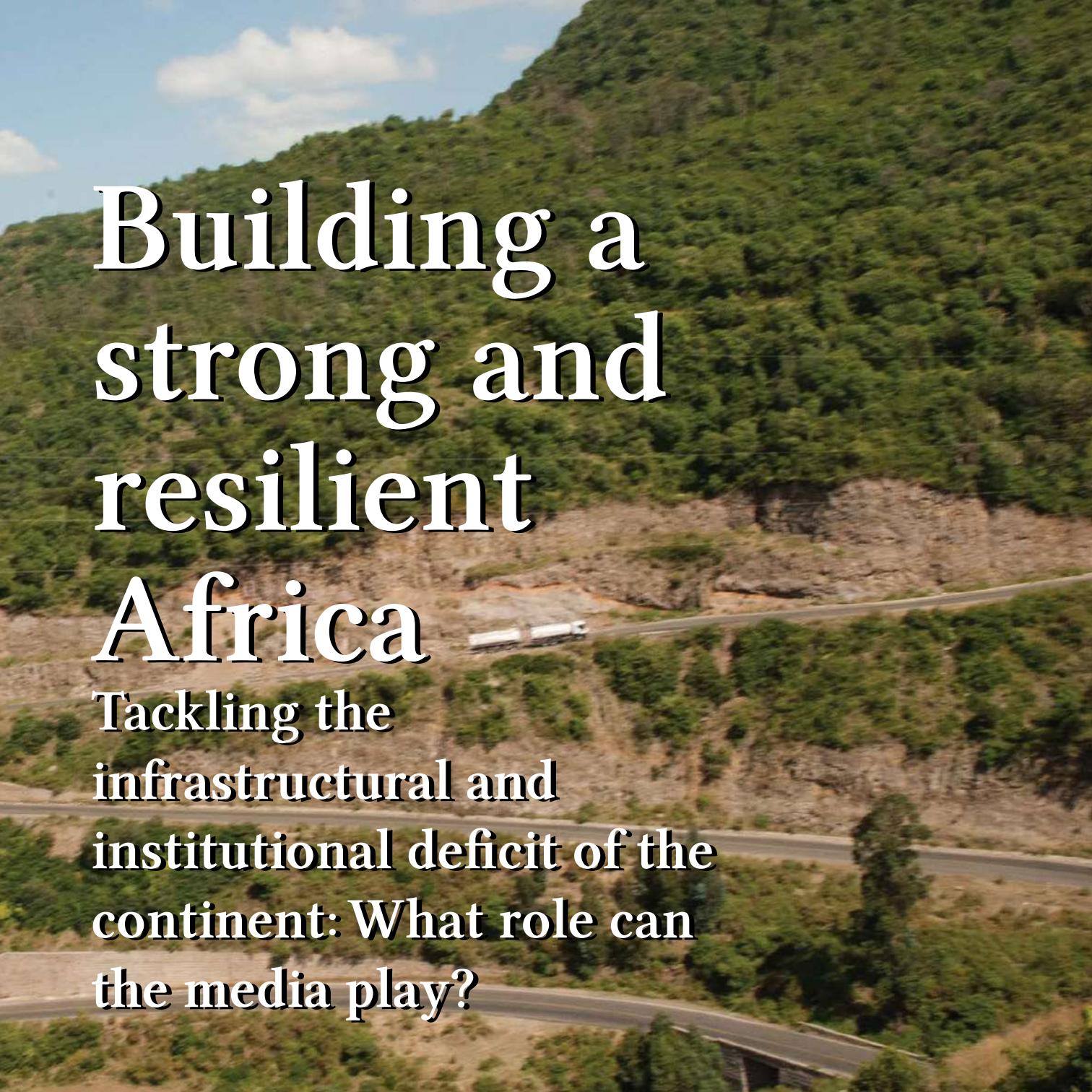
Omar Ben Yedder suggested building economies of scale as a way of improving distribution systems, by having one or two major distribution channels for print publications on the continent to ensure the publications attain optimum circulation numbers.

In summary, key issues raised from the floor included:

- a) A recommendation for AMI to make an economic instrument and a benchmark that would gauge how the media in Africa is contributing to the economy;
- b) The need for the media to scale up because the more they contribute to the economy, the better they will be protected and greater the freedom they would experience;
- c) That small media houses are easy to harass and shut down;
- d) That AMI should rethink the panel sessions to enable more constructive engagements and generation of ideas that participants could go back to their countries and apply, instead of what was described as “boring things like the past and present state of the media”;
- e) That being the agents of change, the African media had the duty to liberate the minds of the people to show them that change and transformation is possible, and
- f) That greater collaboration across media businesses in Africa is needed to build businesses of scale, pooling their resources and therefore making their businesses more profitable.





An aerial photograph of a winding asphalt road through a lush green valley. A white truck is visible on the road. The background shows a steep, forested hillside under a blue sky with scattered clouds.

Building a strong and resilient Africa

Tackling the
infrastructural and
institutional deficit of the
continent: What role can
the media play?

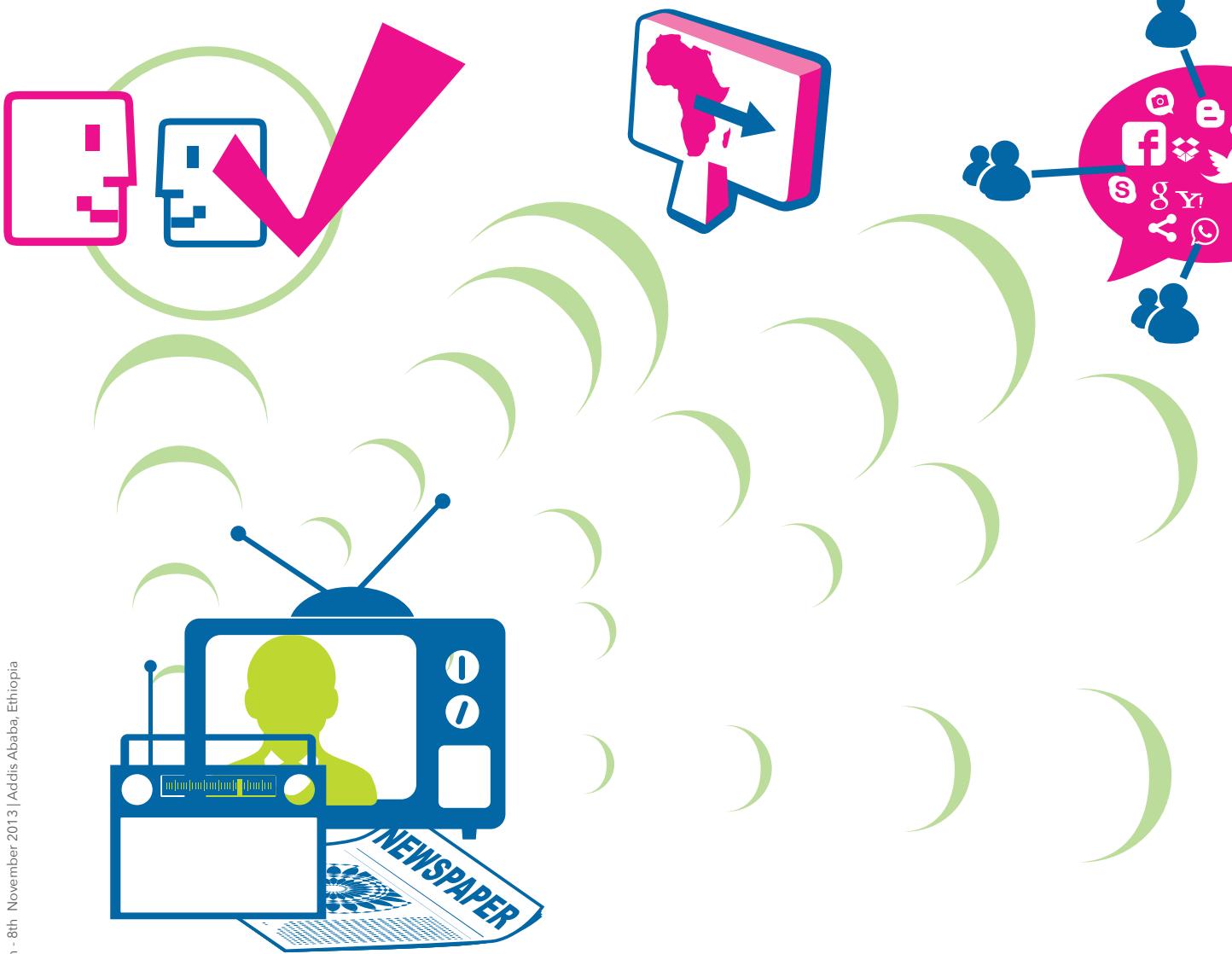
The session was chaired by Frannie Léautier, Executive Secretary African Capacity Building Foundation (ACBF). The panelists included Tandeka Nkiwane Special Advisor to the Chief Executive Officer at the New Partnership for Africa's Development (NEPAD); Joe Amoakor-Tuffour Senior Advisor African Centre for Economic Transformation (ACET); Justin Arenstein of the African Media Initiative (AMI), and Bakary Kante of the Africa Sustainability Centre (ASCENT).

Conference MC Henry Bonsu went back in time before handing over to the Chair: "Recall President Barack Obama's remarkable speech during his visit to Ghana, he said that Africa does not need strong men, but strong institutions and now I might add, strong infrastructure". He also made reference to the different African institutions on the continent such as the African Union (AU), the Economic Community of West African Countries (ECOWAS) and the Pan African Parliament (PAP) among others, and asked whether they were fulfilling their purpose.

As she took over the session, **Frannie Léautier** applauded the on-going networking session, which she believed would pave the way to coordinated collaborative efforts to uplift media in Africa. From the onset she called upon the floor to be part of the conversation in order to tackle the 'hard issues such as infrastructure as well as the soft features of institution building that one needs to allow the continent to move forward". After introducing the panelists, she invited **Joe Amoakor-Tuffour** to make his presentation.



L-R: Joe Amoakor-Tuffour, Justin Arenstein and Dr. Frannie Léautier



“We are here to witness a conversation, a dialogue that will take Africa to the next level.”

Frannie Léautier

In his opening remarks, **Joe Amoakor-Tuffour** argued that Africa’s sustainable growth would be driven by a capable state, which would be defined by the ability to promote the private sector, institutions and strong policy frame work. He spoke about the research conducted by ACET and how to ‘tell the story of Africa’s growth’. According to him, there was a clear intersection between intellectual research and sustainable development that would ensure the former provides analysis, advice and advocacy.



Speaking about Africa's growth he noted that "growth is not enough, we need depth in our growth that will ensure sustainability". ACET's understanding of the depth of growth that would bring about transformation was as follows: Encourage countries to diversify their economies, increase export competitiveness of whatever we produce, enhance productivity, engage in technology upgrade and adaptation and enhance the human condition.

Coming back to the notion of a capable state and the current call for such a state, Amoakor-Tuffour spoke about the basic functions which were to;

- (i) protect society from anarchy
- (ii) ensure effective public delivery systems to ensure individual capabilities and collective freedoms, and
- (iii) design appropriate policies to reflect the national agenda.

For Amoakor-Tuffour this is where the media come in so as to:

- Promote accountability by ensuring that all institutions deliver on their promises to the citizenry;
- Promote good society, by telling the story of a good society to inform citizens of what a good society looks like, and
- Demonstrate the repercussions of a failed society where the media showcases the opposite of a good society and warns against the difficulties that an increasingly bad society would yield.

In conclusion, he appealed to the media to identify gaps in policy and to address them by holding leaders accountable.

“Infrastructure is the basic element of any society”

Joe Amoakor- Tuffour

Taking over from Amoakor- Tuffour, the panel Chair stressed the need for media to communicate the importance of society and the risks associated with a failed society. She called upon Justin Arenstein from the African Media Initiative to expound on available tools for active citizen journalism, especially since he was on live tweet during the panel discussion.

At the time **Justin Arenstein's** tweet feed read @justinarenstein "Are #OpenData + civic tech essential

infrastructure in developing world? #AMLF2013 tackles issue 4 media owners.”

In response, Arenstein proposed the use of digital tools to create an information pool to encourage participation from both decision makers and citizens in the hope of creating shared solutions for development. He asked the media to move from only articulating issues to also investing in open data tools that would allow the citizens to act on the shared information. Speaking about the work around open data and the development of a digital backbone infrastructure on the continent, which AMI was spearheading, Arenstein linked it to the expanding and changing role of the media; a role that had shifted from “mere reporting to giving citizens the tools to understand the world around them and do something”.

For Arenstein, “media must share relevant and actionable information and create avenues for both decision makers and citizens to converge and collaboratively design solutions to the pertinent issues facing countries”. Examples of such relevant and actionable information range from ‘Which school do I send my child to? Who do I elect to represent me? How do I engage with them?’

Arenstein also presented to the audience a sample of the existing projects that AMI was supporting around open data, civic engagement and media engagement.

He urged the media to open document sharing factories, to help citizens understand government and what their government was interested in, and their role in ensuring that there was effective delivery. As an endnote, he referred to the fact that the global south was leading the way and its people were leapfrogging and benefitting tremendously from the Internet and mobile revolution. This in itself was a clear sign that Africa was on the rise, he concluded.



courtesy of Tandeka Nkiwane

“Does the media play a role in articulating and connecting audiences with other role players or does the media have an additional role of building some of this missing infrastructure – the civic infrastructure?”

Justin Arenstein

The Chair summarised Arenstein’s presentation along the following two points: the media through ICT can play the role of introducing more voices in decision making and implementation, and the need for investment to design a decision and voice space. Inviting the next panelist, Léautier referred to the issue of sustainability and environmental issues as they impact both locally and globally and what role the media plays.

Bakary Kante of ASCENT noted that Africa was the continent of the 21st century, with plenty of promise for growth. But he warned that African nations needed to ensure social sustainability to avoid the negative growth repercussions being witnessed in Asia; to ignore social sustainability would result in inequality as seen in China, and the decay of the social bond as seen in India. For him, the media plays a key role in demonstrating to leaders on the continent that we have the necessary ingredients to secure our development.

Kante asserted that social sustainability would be born of three things and this was exactly what ASCENT was concentrating on:

- Protection of the rule of law;
- Strong institutions which allow for corrupt free societies, and
- The building of strong partnerships that would promote growth integration.

For Kante it was key to address the issue of women and youth empowerment, which is integral to shaping a socially sustainable society. He alluded to the looming scenario that in 10 years Africa will be confronted with some 500 million youth in search of employment. In his concluding remarks, Kante mentioned the project that ASCENT will soon be launching to recognise and reward innovation, creativity and entrepreneurship among women and youth. The project will be around ASCENT’s motto “Help me and let me help you” (translated from Ashanti).

“If we do not address the issue of women and youth, we are going to follow the ‘Asian miracle’ and we have no right to go in that direction”

Bakary Kante

Concluding the discussion, **Tandeka Nkiwane** of NEPAD highlighted the positive trends experienced in Africa, and stressed that growth needs to be supported by upgraded institutions. For her, growth should not only focus on sustainability, but also on inclusivity as this will allow one to address the issue of inequality in the much-hyped context of Africa rising.

Talking specifically about what the media needs to do to support continental growth:

- Set the Africa Agenda and allow the continent to reclaim the development trajectory, and
- Be the voice and critic of development milestones being experienced across Africa, especially in relation to the forthcoming Agenda 2063.

Nkiwane also encouraged the media to question existing conventional wisdom about Africa, which she said is 'clouded by falsehood' and challenged the media to debate the on-going China infrastructure foray into Africa, the issue of regional integration, the risk value of investing on the continent, among other things.

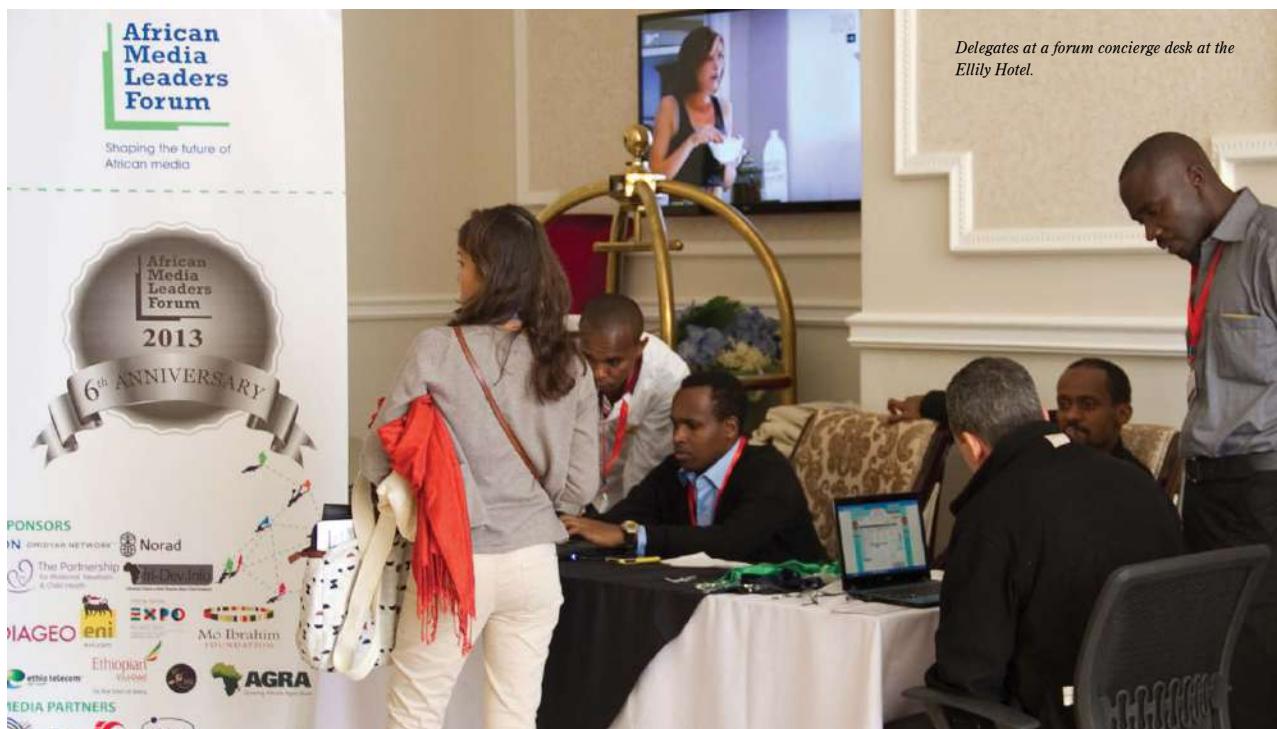
“The role of the media is about consciousness-raising on Africa’s ability to fund its own development”

Tandeka Nkiwane

Views from the Floor

The open discussion comprised more of comments than questions relating to issues such as work ethics and Asian values, the role and importance of education in building inclusive and resilient societies, the link between trust and social sustainability, the nexus between media and intellectuals, and last but not least looking at the 'pride of Africa' which is its people.

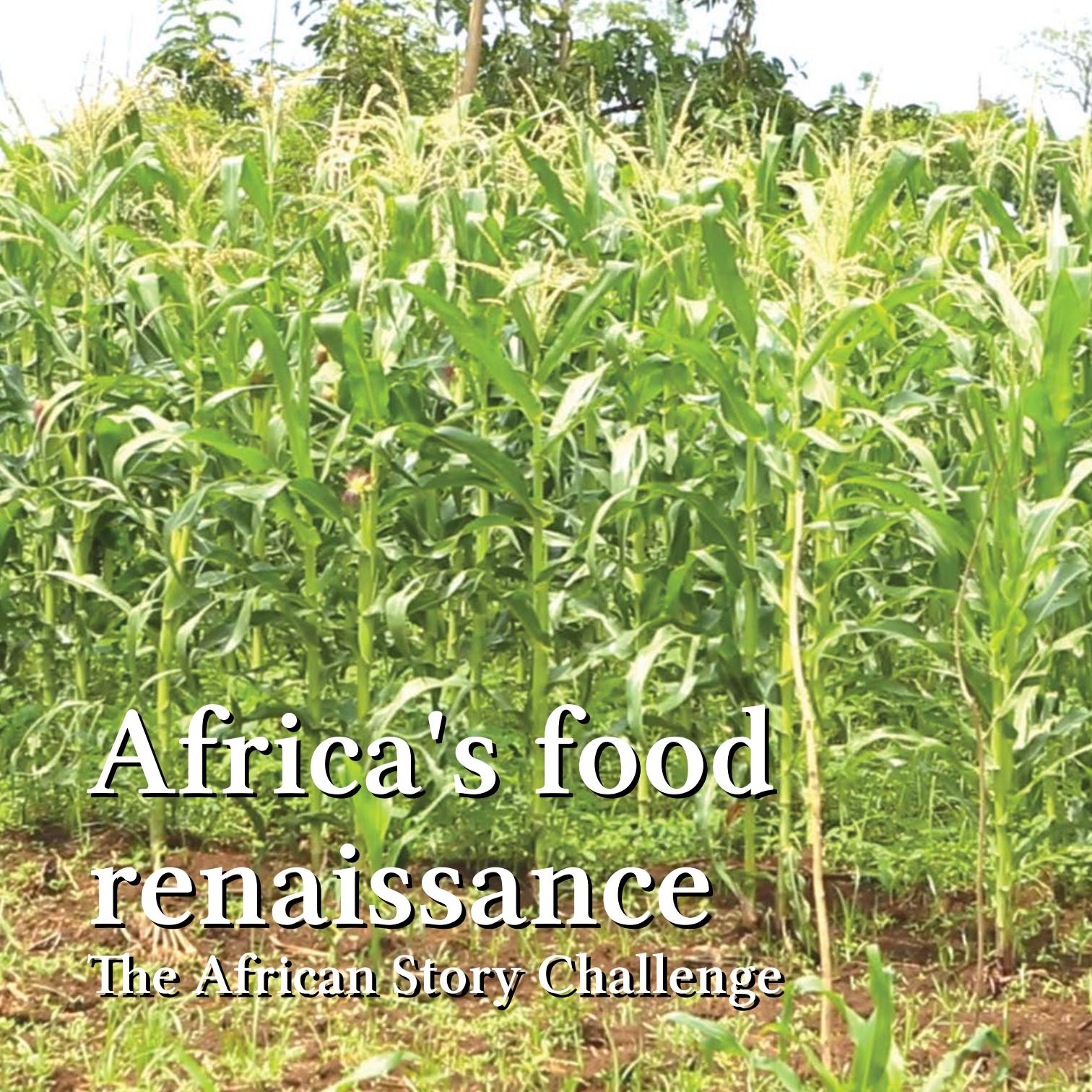
Robert Kabushenga of Uganda’s New Vision applauded the remarks made by the panelists for media to challenge existing institutions. He said that the media was 'already converted to the cause but is still held hostage by the powers that they serve'. He called upon Nkiwane to be the media’s ambassador to the African Union and requested it to let the media play its role freely and where necessary offer the required support.



Delegates at a forum concierge desk at the Ellily Hotel.

A sectional view of the United Nations Convention Centre, venue of AMLF 2013.





Africa's food renaissance

The African Story Challenge

The panel discussion on Africa's Food Renaissance was called to order by session chair, Joseph Warungu, Editor of the African Story Challenge, after a networking lunch sponsored by Diageo Plc. On the panel were Jay Naidoo, Chairman of Global Alliance for Improved Nutrition (GAIN), Mamadou Biteye, Africa Managing Director of the Rockefeller Foundation, Patrick Luganda, a science and communications expert from Uganda and Filippo Ciantia of Expo 2015.

Jay Naidoo began his presentation by asking what Africa could do to save itself, and wondered, "How do you take facts and put them on the table in a way that citizens can engage with?", noting that a people-centred approach to media would help in building solid democracies on the continent.

He went on to enumerate the reasons why Africa was on the rise and could not be ignored anymore, by pointing out the following facts:

- 60% of the world's remaining arable land is in Africa;
- 15% of global forest cover is in Africa, and
- 20% of the world's land mass is covered by Africa.

With this in mind, he pointed out the shocking reality of 8.6 million hectares of land being leased by non-African governments around the Nile Basin and warned that the amount of water needed to irrigate that land in the future will very well deplete what is currently available in the Nile Basin.



L-R: Filippo Ciantia, Patrick Luganda, Mamadou Biteye and Jay Naidoo



“Most of these small-scale farmers are women. If you take into consideration the rights, empowerment and income of women and put them at the centre of the (agricultural) revolution, there is an 80% chance that their lives and those of their children will improve”

Jay Naidoo

He stressed the fact that putting these small-scale farmers at the centre of the agricultural sector in a way that “connects them to other farmers and the market” will greatly improve the continent’s agricultural output: “If we can do this, then Africa will be able to feed itself and the world”.

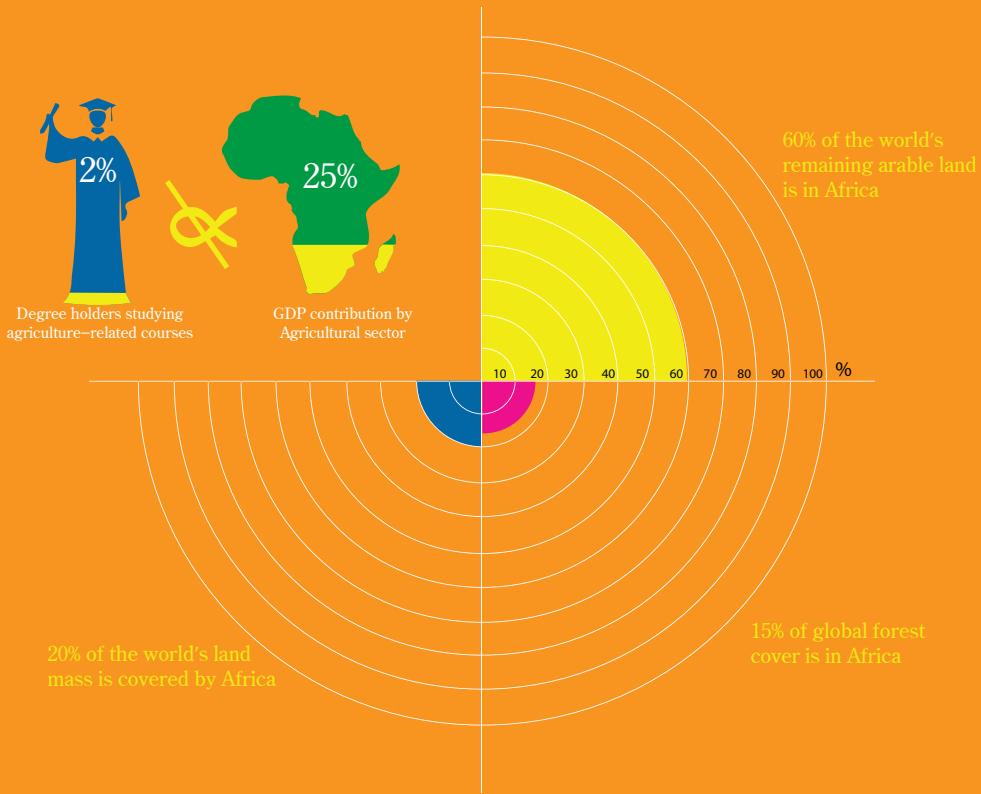
Mamadou Biteye emphasised the importance of collaboration between the media and other stakeholders in the agricultural sector, to grow the continent’s agricultural output and in so

Naidoo went on to say that malnutrition was a misunderstood disease on the continent, often only seen from the perspective of quantity leaving out quality: “We know about quantity of food, but when it comes to malnutrition, quantity does not matter as much as quality”. Linked to this he informed delegates of the fact that 25% of Sub-Saharan Africa was malnourished with 40% of its children suffering from stunted growth and another 15% are iodine deficient.

He called for concerted efforts by the media to help give these facts and engender engagement and understanding on these issues among African governments and citizens, as had happened in countries like Bangladesh:

“We know that these diseases kill children and we have models that work. In Bangladesh for example, we distribute micronutrients that give one third of the nutrients required for children to have normal growth”.

Naidoo urged the African media to create a sustained focus on the agricultural sector, which accounts for 25% of the continent’s Gross Domestic Product (GDP). Despite only 2% of the continent’s degree holders studying agriculture-related courses. In particular, he singled out Africa’s small-scale farmers whom he said are the backbone of Africa’s agricultural revolution.



15% iodine deficient



40% suffering from stunted growth

courtesy of Jay Naidoo

doing put it firmly on the path to feeding itself sufficiently and the world thereafter.

Biteye began his presentation by recounting a conversation he held with a farmer in rural Mali in which he asked the farmer for his definition of poverty and a poor person, to which the farmer replied, “A household that cannot feed itself for a year is poor”.

“A household that cannot feed itself for a year is poor”

Mamadou Biteye

He noted that Africa was losing at least 4 billion US Dollars in post-harvest loss (PHL), which equals the amount of grain imported by African countries annually. This same amount of money was also estimated to have been the amount spent on relief, rehabilitation and development of small-holder farmers following the 2012 drought in the Horn of Africa and the Sahel, he said.

According to him, a reduction of 50% of the PHL in any year, would “put money in the pocket of the farmer” and go a long way in making the continent food secure. For this to be achieved he called for three things to be done:

- A change of narrative by the African media, to look at agriculture as an economic opportunity and present it as such to investors, instead of presenting the sector as a problem;
- A localization of development on the continent, without which renaissance cannot happen on the continent, and
- Collaboration among African states and institutions, which is absolutely vital.

To stress the importance of his solutions, and in particular the primacy of collaboration, he spoke of the Rockefeller Foundation’s successful convening of a pan-African summit, in Abuja, Nigeria in July this year, on “Realizing the Potential of African Agriculture” as part of its centennial year, saying,

“There were 12 African Agriculture Ministers present and they had never even talked to each other before”.

The gathering saw ministers and other delegates from 20 African countries responsible for agriculture and finance debate ways in which agriculture and finance can work together to improve the well-being of farmers and accelerate economic growth on the continent.

Biteye called on the media to take a lead role in facilitating the building of cross-border collaboration among Africans, and more importantly, to take the lead in providing visibility and in so doing attracting funding for game-changing home-grown, agricultural innovations that only lack funding to be brought to scale and change the fortunes of farmers and the continent as a whole.

The next panellist, **Patrick Luganda** spoke of the large number of Africans who rely on agriculture, giving the example of his home country, Uganda which has between four to four-and-a-half million “agricultural families”, which translated to 28 million people or 70% of the country’s population.

“We must recognise that Africa’s agricultural story is the biggest story we have as a continent and that agriculture is the driving force of change. It may not generate the largest percentage of the continent’s GDP, but it has the biggest supply of raw materials and the biggest working force”

Patrick Luganda



Joseph Warungu

Luganda noted that African audiences were “information-thirsty”, especially with increasing levels of literacy coupled with ever increasing access to radios, the internet and mobile phones, but lamented the domination of the information space by foreign media, government-controlled media and Non-Governmental Organisations (NGOs) who all have their own agenda and messages to propagate.

“Our media (African media) tends to be reactive: ‘people are dying of hunger; there is crop failure; there are pests and diseases’ ” he noted, instead of being innovative and proactive with the “small stories” such as how crops get to the market, planting implements used by farmers, day-to-day handling of farms, which he said are more interesting than they look if handled and presented well.

Another big challenge, he said, is that most reporters do not want to go to the village. Reporters would rather stay comfortable in the ministers’ office than go to the village.

“We need to get reporters, sub-editors, editors, media leaders, and even advertisers, to understand that agriculture is revenue. We need to make networks across the continent and expand the agriculture story and present it for all it is: the gender story, the business story, the entrepreneurship

story, and even the security story” he reiterated.

On the latter issue of security, he noted that, “A hungry nation is an insecure nation. People with full bellies and sound minds don’t go to war”.

He challenged African media to tell Africa’s agricultural story, by engendering a people-oriented form of journalism where journalists go and find stories in the villages, instead of hiding behind cameras and phone calls to politicians.

In concluding, Luganda made a concerted appeal for more media attention to be given to agricultural matters and for agricultural coverage to move with the times: “We need to retain our good reporters and make them mentor others who can do their job so that we grow. And we need to move with the times. If everything and everyone is doing dot com things and SMSs and social media, then agriculture needs to too”.

The last panelist was **Filippo Ciantia**, who spoke about the forthcoming Expo Milano 2015, which will be dedicated to the theme “Feeding the Planet, Energy for Life”. So far, “38 African countries have confirmed their participation in Expo Milano 2015”, said Ciantia, highlighting “the strategic

importance of the Universal Exposition from the point of view of sustainable agriculture, nutrition and welfare of the African people and nations”.

For Ciantia, the African media is considered a strategic resource for the communication in Africa for Expo Milano 2015 themes and sub-themes such as agriculture, nutrition and, more generally, sustainability.

The opportunity was also taken to briefly speak about “Women for Expo”, a project promoted by Expo 2015 in collaboration with the Italian Foreign Ministry and the Foundation Arnaldo e Alberto Mondadori, to create a worldwide network of women who can act together on the topics related to nutrition, thus improving the universal right to food.

The chair of the session, **Joseph Warungu**, then opened the session to questions from the floor. Various delegates posed some of the questions below:

- “A lot of people who read newspapers (in Africa) are from the middle class, they are not farmers. Subsistence farmers for whom newspapers write the agricultural stories cannot buy newspapers. How can we (the media) move an agriculture story, as you say?”
- “We have heard about collaboration and strengthening of institutions. How do we go about making sure that all these entities work together, when there are vested interests?”
- “On the issue of GMOs (Genetically Modified Organisms), there seems to be a lot of conflicting issues. What is the common position (for Africa)?”
- “GMOs are obviously the West trying to take over Africa’s position. Are we blind as African media practitioners not to see this? Why do we keep pushing it?”

The panelists then tried to answer the questions, with **Mamadou Biteye** and **Jay Naidoo** calling for greater research into GMOs in agriculture, by the media and general populace of the continent. The pros and cons of GMOs, they said, need to be laid out bare before the African public before accusations and demands are made. As if to stress this point, Biteye stated that, “Information allows people to be able to make a choice. It is important that there is sufficient research around GMOs.”

Patrick Luganda on his part sought to answer the question on the accessibility of newspapers to subsistence farmers, who hardly, if ever read or could afford newspapers in the first place, by reminding the delegates present that while a very small portion of the farmers read newspapers, a large number of them listened to radio, which in his view derived most, if not all, of its content from newspapers.

According to him, therefore, this meant that the information published in newspapers was trickling down to African farmers through radios and it is imperative then, that the useful and dynamic agricultural content makes its way onto the continent’s newspapers, as the primary source for stories on electronic media.



The African Story Challenge Cycle 1 Winners - Agriculture and Food Security

With this, the panel discussion came to a close to allow **Linus Gitahi**, the Group CEO of the Nation Media Group in Kenya, and Board Member of AMI, to make the announcement, and award finalists of the African Story Challenge in the Agriculture & Food Security category:

- Third Position: **Alex Chamwada's** story on Somalia's food basket;
- Second Position: **Diana Neille's** story on farming in South Africa, and
- First Position: **Nana Boubye-Yiadom's** story on SMS farming in Northern Ghana.

In his acceptance speech, **Nana Boubye-Yiadom** thanked the African Story Challenge for the honour and reiterated the important role that journalists can play in society and in the agricultural sector, saying that "We (media) have more work to do than the politicians in whose faces we are trying to stick our microphones for comments. Long live excellent journalism, long live the African Story Challenge and long live our Mother Africa!"



The African Story Challenge winners.



Nana Boubye-Yiadom (first position)



Diana Neille (second position)



Alex Chamwada (third position)



Africa speaking for and about herself

Creating an informed, inclusive
and representative Continent

The panelists comprised David Quinn, the Deputy Director of the Thomson Foundation; Ferial Haffajee, Editor of the City Press; Rotimi Sankore, Editor of the Afri-Dev.Info and Ezekiel Mutua, Kenya's Information Secretary. The session was chaired by the award-winning writer Zukiswa Wanner, who began by inviting each panelist to make their opening remarks.

David Quinn started by thanking the organisers of AMLF for inviting the Thomson Foundation, the world's oldest international media development organisation, which was also celebrating 50 years of existence. Quinn reminded the delegates that the founding of his organisation was influenced by Africa's liberation movement of the 1960s, whose leaders inspired Lord Roy Thomson, to start the foundation. For Lord Thomson, the media were not only an important human right, but also made good business sense.

The foundation had since worked with thousands of journalists across Africa, many of whom had paid the ultimate price in the line of duty in telling the African story. Quinn observed that in his many travels and meetings with media practitioners on the continent, there was a great sense of optimism and hope for a better future, thereby leading him to ask media leaders to encourage a new narrative that reflects the changes in Africa.



From R-L: Panelists Ezekiel Mutua, Kenya's information secretary, Rotimi Sankore, Editor of the Afri-Dev.Info, Ferial Haffajee, Editor of the City Press; and David Quinn, Deputy Director of the Thomson Foundation, share their views on the theme, Africa speaking for and about herself



“The key word for us when engaging with Africa’s media spectrum, is humility.”

David Quinn,

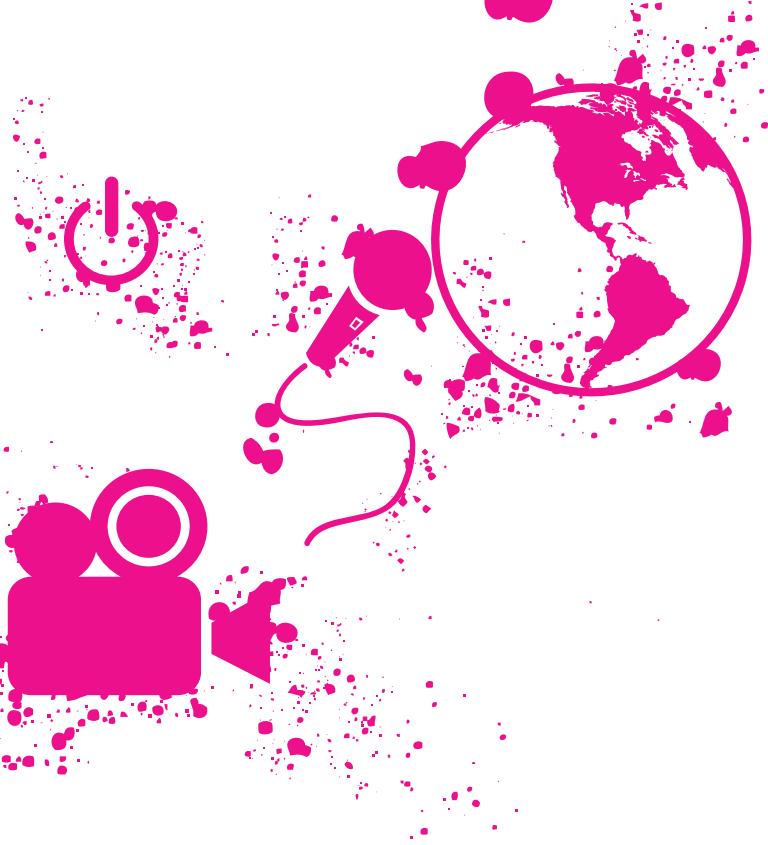
According to Quinn, buzz words abound in the media development space and in recent times the concept of South-South development and cooperation has become fashionable. He referred to the Thomson Foundation’s approach, which is looking at South-North exchange since the African media landscape offers a number of viable business models and innovative use of multimedia online platforms.

In concluding David Quinn urged African media to be “pessimists of the intellect, but optimists of the will” as philosophised by Antonio Gramsci, the Italian writer and political theorist.

Ferial Haffajee began her contribution by saying that she felt the discussion topic was misplaced and blind to what she was reading in publications across the continent.

“Africa is already speaking for and about herself,”

Ferial Haffajee



To her, the greater challenge lay in knowing how to balance competing issues, giving the example of the recent Westgate siege in Nairobi versus the imprisonment of journalists or why African leaders were failing in the Mo Ibrahim Governance Index.

In spite of it all, she described Africa's media as a thriving, questioning, reflective, sophisticated and celebratory media. Haffajee made reference to the images and videos of A24, the Daily Trust newspaper of Nigeria, The Star newspaper in Kenya, the Daily Dispatch and the Mail & Guardian newspapers in South Africa as papers that were doing a commendable job in covering African stories

alongside their Egyptian counterparts and television stations in Angola and Mozambique. She also singled out the excellent business and economic journalism of Nigeria and Kenya that was "giving established publication like the FT and the Wall Street Journal a run for their money".

In conclusion, Haffajee felt that African media were already contributing to the new narrative and perhaps one must look at other stakeholders to do the same.

Rotimi Sankore sought to underscore the importance of human development, as a topic of focus for media coverage on the African continent if transformation is to happen on the continent.

"In 22 years, we have only improved by six years", he said in reference to statistics he had presented earlier showing that the average life expectancy in Africa was still low at 56 years of age, but wondered how many media outlets were reporting this and the direct relation between yearly rise in life expectancy and the increase in a country's Gross Domestic Product (GDP).

In his statistics-laden presentation, he also highlighted other human development issues, which if given appropriate attention by the media, would help in changing the course of the continent for the better by informing and empowering the citizenry.

Sankore singled out the issue of water and sanitation, by stating that in 1990, 50% of Africans had access to clean drinking water, which rose to 64% in 2011. But comparatively, only 29% of the population had access to improved sanitation in the 1990s, which rose marginally to 34% in 2011, a figure well below other parts of the world such as the United States and Europe which enjoy 90% access to good sanitation.

He also drew a direct link between nutrition and peace and stability; stunting and social stability, with the latter impairing

intelligence and ultimately resulting in unemployment and the attendant social instability. He gave the example of Somalia as the country experiencing the highest levels of stunting on the continent, thus threatening to reinforce its status as a failed state.

Another set of insightful statistics presented was on early marriages: 34% of girls in Africa under 18 years are forced into marriage, and translating to 340 million girls at the current population size. When put up against a projected doubling of the population to two billion people by 2050, and the high maternal mortality rate experienced at that age it paints a very dark picture.

Sankore concluded by saying that the human development information must be presented since it has important implications for policy makers, and appealed to media across the continent to help report on these issues and promote the understanding of these matters by governments and citizenry alike, to engender informed debate on such issues.

Ezekiel Mutua narrowed down the discussion to what he saw as the real role of media -- that of helping the continent harness its huge potential.

Beyond informing, educating and entertaining, political stories are taking precedence over development ones.

Ezekiel Mutua

While acknowledging that from a commercial perspective politics and sleaze sold well, Mutua challenged journalists to package development stories in a manner that would make them sellable and compelling, which could be achieved only by empowering and training journalists to meet this important challenge.

For him, the contrasting experiences of the last two general elections in Kenya demonstrated that the media could hold the key to defining Africa's narrative as one began to engage and harness the continent's potential. In 2007, Kenya plunged into post-election violence and the fact that a radio journalist, **Joshua arap Sang**, was facing charges of crimes against humanity at the International Criminal Court (ICC) at The Hague, was an indictment of the media. However, the media played a different role in the 2013 General Election that saw, for the

first time, the holding of a presidential debate, which, according to Mutua, helped focus on the manifestos of the political parties and engage presidential candidates on key issues.

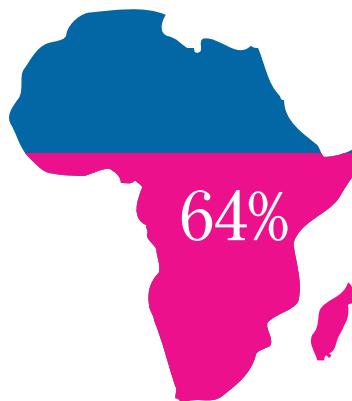
A brief question and answer session followed Mutua's comments during which he was asked by the Chair what the term "local content" referred to in the recently passed Communications Bill, in Kenya, and whether it meant exclusively Kenyan content or whether African content also qualified as local content.

Mutua said that it referred to Kenyan content only and that broadcasters were required to have 45% local content, which was meant to encourage a vibrant local content production industry and the development of Kenyan narratives, while creating work opportunities for Kenyan youth.

Referring to the issue of funding, **David Quinn** observed that it remained a challenge for many African media houses, thus hindering their ability to cover stories outside their borders, unlike their counterparts in the West, who were filling the gap and setting the agenda, often erroneously.



1990

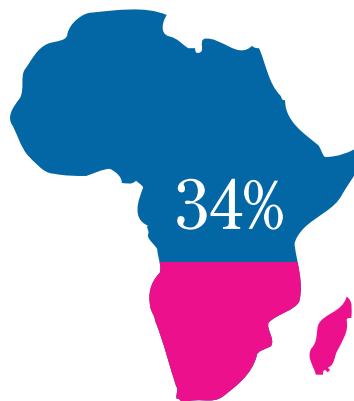


2011

Access to clean drinking water



1990



2011

Access to good sanitation

courtesy of Rotimi Sankore

The chair prompted the panelists by asking whether African editors and journalists were doing enough to ensure that democracy and free speech thrived on the continent.

“The media has been collectively waging a battle against repression and in a number of cases has suffered the terrible price”.

Rotimi Sankore

Sankore made reference to his country, Nigeria, where the media could be credited with having pushed out military dictatorship and making the country more democratic.

Views from the Floor

Delegates asked questions pertaining to Africa’s mobility, especially in connection with investing in transport-related infrastructure and the choice of Ethiopia to host the 6th edition of the AMLF. According to one delegate, Ethiopian journalists present were rather timid to speak out and he wanted to know how the media would ensure ‘the continuity of this agenda towards freedom of expression and speech’.

Ferial Haffajee held a contrary view, stating that she had interacted with many Ethiopian journalists during the forum and believed they were far from timid or reluctant to ask questions, as had been earlier suggested. For Haffajee, to be “free is the ability to learn and the first element of development is freedom and that includes media freedom”.

Zukiswa Wanner ended the session by quoting **Cheriff Moumina Sy**, the Chairperson of the African Editors’ Forum, who said that, “Africa must think for itself to avoid a new form of colonization from super powers”. She also left the audience with a question to ponder: How does Africa think for itself if it does not fund its own stories?

She went further to lament Africa’s reliance on the West and a fast-rising East, both of which had their own agenda on the continent, and posed, “If the African Union is not funded or built by us (Africans), can we really tell China not to tell us what to do?”.



The media holds
the key
to the new
African narrative.

If the Africa Union is
not funded or built by us
(Africans), can we really tell
China not to tell us what to do?

**African
Media
Leaders
Forum**

Shaping the future of
African media



ami African
Media
Initiative



Digital innovation

How it can create new revenue
and/or audience models

Africa's media organisations continue to struggle with declining revenues. In addition, there has been a shift in content access with a large demographic of readers opting for digital platforms.

This session set out to explore how the media could use technology to create new revenue-generating business models.

Craig Hammer of the World Bank Institute (WBI) moderated the session. The panel was composed of:

- **David Lemaiyan** the Technical Lead at Code for Africa
- **Nqobile Buthelezi-Sibisi**, the Programme Manager for Digital Innovations with the African Media Initiative (AMI)
- **Tim Legg** of Ole! Media Group

The session began with a presentation of statistical data collected by the Pew Foundation regarding the current situation on media access. The data showed that:

- 50% of the public cited the internet as the main source of news, 28% cited newspapers while 23% cited radio;
- Google rakes in more ad dollars than all other media combined;
- There are more views of the Guardian on mobile devices than any other platform;
- There is a need for sustainable business models for journalism - SuBMoJour



From left, David Lemaiyan, the Technical Lead at Code for Africa, Nqobile Buthelezi-Sibisi, the Programme Manager for Digital Innovations with the African Media Initiative (AMI), and Tim Legg of Ole! Media Group guide the digital innovation debate.

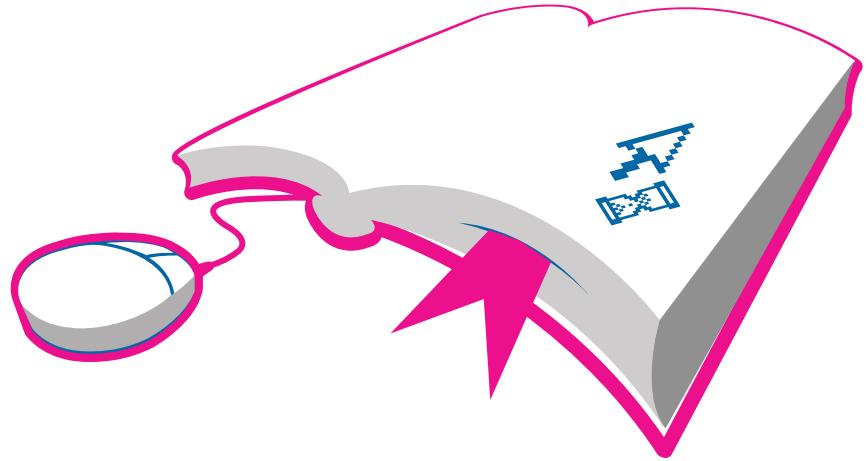
(Submojour.net provides lists of revenue streams; advertising models, selling products), and

- There is a need for media to take a stronger view on risk to make money.

He went on to urge the audience to research on how to build business models and drew participants' attention to the Knight Digital Media Centre for such information (<http://www.knightdigitalmediacenter.org/>)

David Lemaiyan spoke about what Code for Africa could do for media companies looking to develop digital platforms. He made the following observations:

- Rather than build simple websites for access of information, media owners should review their strategy on how to reach the new-age audience;
- Media ought to be citizen-focused by empowering mass mobilisation agents, such as citizen movements and the media, to give ordinary citizens access to data, tools and skills for real civic engagement;
- In order to focus on citizen solutions, the media should use a 'demand-driven' approach as opposed to the more common 'supply-driven' approach, where various agencies feed the citizens with what they believe the citizens want to know as opposed to what the citizens need to know, and



- To implement a 'demand-driven' approach, the media should ask citizens what information and/or solutions they need so as to make life-changing decisions. The media should then try to match citizens' needs with resources, technological partners and support networks.

Speaking about Code for Africa, Lemaiyan said that in order to develop data skills and knowledge across Africa, the organisation hosts data literacy boot camps and master classes, develops course material, and convenes strategic policy roundtables with catalytic hack-days. The focus is in the creation of a diverse community of civic hackers, data activists and data narrators through a Pan African network of Hacks/Hackers chapters, citizen tech desks in incubators, and 'kick-starter' Code for Democracy co-creation events.

“The importance of human capital building over building technology is crucial”.

David Lemaiyan

In this regard, he advised media companies to create a community base, early partnerships and focus on impact at the grassroots. To drive his point home, he gave the example of The Star newspaper in Nairobi, which built an application to assist the public in finding credible and licensed doctors in their communities.

He concluded his presentation by advising participants looking to venture into digital platforms to begin with a minimum viable investment and leverage on partnerships and global structures to ensure they get the best without spending too much.

Nqobile Buthelezi-Sibisi elaborated on global funding models. Among other things, she looked at the case of HacksHackersAfrica, which is a part of the global HacksHackers Movement. The African chapter of the movement is spearheaded by the African Media Initiative (AMI) and additional funding and material support are sourced from an alliance of other media development agencies.

These agencies and their functions are as follows:

- International Centre for Journalists (ICFJ) for digital strategy;
- Media Development Investment Fund (MDIF), which helps projects/start-ups prepare their funding pitches and business plans, and helps connect eligible teams with venture capital or other funding partners, and
- The World Bank Institute (WBI), which seed-funded the African Commons Platform that drives their umbrella web portal, co-funds the boot camps, & helps develop resources and tools.

To show how HacksHackers is of benefit to the media, she gave the example of how during a meet-up, HACKS Kigali managed to prioritise projects that would help journalists and the ordinary citizen better understand and engage with those in power in Rwanda.

During the meet-up at the kLab, a tech-hub in Kigali, the following issues were discussed:

- How journalism can be digitised;
- How community problems can be solved through digital spaces;
- Finding solutions to better present information through data journalism, and
- How to improve issues of governance through open data initiatives and putting data in the digital spaces.

She highlighted three prototypes that were developed in South Africa and are about to be rolled out. These are:

- Open Bylaws - provides news about local laws;
- Data Freedom - provides information on crime, and
- Story Map - allows journalists to tell their stories.

Following this, she recounted the reasons why media owners needed digital innovation. Her reasons included:

- The changing industry and the world at large;
- Funding for disruptive ventures, such as the media in Africa, is scarce;
- Ecosystems are a solution to many industries' challenges, and
- Collaborative innovation allows for leverage and economies of scale.

“The creation of digital ecosystems helps address financial challenges by encouraging stakeholders to band together, put technical materials and documents on an open source platform and preach common agreements”.

Nqobile Buthelezi-Sibisi

In elaborating on the need for a shift in perspective and the courage to question from within communities, she gave an example of Ghana where miners can demand to know how much in royalties is owed to them by mining companies through the “WHEREMYMONEYDEY” initiative.

She contrasted this to Emalahleni in South Africa, a mining town, where companies are mandated to give a percentage of returns back to citizens. Following this, the communities

started asking questions about mining policies and seeking ways to create tracking systems resulting in "FOLLOWtheMONEY" a prototype for the community that the local chapter of H/Hackers helped develop.

When talking about incubation she gave the example of a genius alone in the corner who is always developing something new, but completely irrelevant. She contrasted this to being on the *sceneous* side of things. She likened *sceneous* to a collective genius. She went on to explain that the scene has already been set by the issues in motion on community level. Geniuses then band together in the right environment to create solutions using technology to sift and analyse information that the community finds useful to its reality.

Buthelezi-Sibisi concluded by sharing some of the lessons she learnt while in the business. These were:

- Businesses need to share resources - community collaboration mean you don't fight for funding for the same thing (tap into one big pot);
- Share content contextualisation;
- Wisdom of the crowd works - other people's input will shape and sharpen your idea, and
- Crowd-funding plus revenue-generating models exist.

The final speaker was **Tim Legg** of Ole! Media Group. He shared an experience he had two years prior to the African Media Leaders' Forum. His company bought the Sky News office in South Africa for one dollar with a contract to supply them with news for one year for USD 100,000. The office had 30 journalists providing different content. However, aside from the payment from Sky, they were not generating much income. They had to rethink their strategy on media delivery. They looked into digital platforms, and were able to provide content for other brands to consume.

He added that as much as a changing media requires a change in approach, evolution was not necessarily needful.

He stressed that:

- Content is still king;
- Media owners need to build and retain audience;
- Revenue sources - charge user and advertiser
- Fundamentally over the last few years most consumers in Africa are using mobile phones, and
- The Nokia mobile phone brand has the highest use across the continent - the basic one.

He went on to list the key elements of the digital media landscape. These according to him are:

- The mass market is hungry for content;
- Smart phones should not be the focus as most Africans still use basic phones. He quoted the Informa Telecoms Media saying that, in 2011, there were 500 million phones in Africa, with 15 million being smart phones. It is expected that by 2015, Africa will have 722,500,000 non-smart phones and 127,500,000 smart phones, and
- Digital channels do not need to compete, but rather complement and extend traditional platforms.

On media objectives, Legg stated that they should focus on:

- Creating a digital strategy;
- Furnishing the users with content - breaking news, features, popular stories (popular content being news about football, soap operas prior to airing of the same), news items and subscriptions;
- Providing user interaction;
- Building digital properties;
- Building a regular audience, and
- Generating content revenue from users by creating

interactive revenues, micro-payments and low cost subscription models.

He felt that the best *freemium* (pricing strategy) content mix should include:

- Own branded media - news, politics, community information;
- Sponsored media - health, education, employment, and
- Paid for media - sport, entertainment, inspirational.

He concluded by telling media owners to generate advertising revenue by entering the marketing services business where they could provide programmatic advertising using the real-time billing system, since it tracks the best advertiser for your content by giving premium advertising, through which brands expect interaction with their audience, and finally by generating content revenues from brands and media.

Before the discussion closed, there was a question and answer session:

- Which countries does Code for Africa go to, and what criteria does it use to enter new markets?

David Lemaiyan said that business opportunity was the first thing that CFA looked at before venturing into new markets as well as the demand drive. Which countries had the highest potential for it? These he said had increased rapidly and it intends to venture into other markets soon.

- In Cameroon we have had a mobile platform for two years; we have enough audience, we started charging for the news at five dollars a month. There was a backlash from the public who do not want to pay for content. What do you do in such cases?

Legg felt that charging five dollars was too much; the best thing to do was to break it down. He gave the example of how they charge three to five shillings a day in Nairobi and 50 cents in South Africa and users find it more affordable.

“Paying does not deter users, especially if the content is useful and relevant”.

Tim Legg

He added that people sometimes just paid for the convenience of having the information delivered directly to their handsets.

- How do organisations monetise in depressed economies?

Nqobile Buthelezi-Sibisi said that while it was a challenge to create revenues in a poor market, empowering the listener with projects would enable revenue generation for both individuals and the media.





Funding African media

An overview of financing
options

This session set out to create awareness among small and medium-sized media companies about the various available options for funding media organisations, financing expansion, capital expenditures and other needs, and to describe how various mechanisms work, requirements of financiers and provide some guidelines on how to determine which is best for specific situations.

It was moderated by Meredith Beal, a consultant with the African Media Initiative and a media owner from Texas, USA. The panelists for this session were:

- **Sadler Kamudyariwa** - CEO of Southern African Media Development Fund (SAMDEF), and
- **Sylvester Ebhodaghe** - Owner of National Daily, Nigeria.

The first presentation was by CEO of SAMDEF, **Sadler Kamudyariwa**. He said his non-profit organisation was established in 1998, and offered financial aid to media institutions within Southern Africa in addition to consultancy support and aid in capacity building.

He highlighted the key issues of what he believed all media leaders must know and understand if they are to receive any assistance from organisations like SAMDEF:

- A solid business model - understanding the mechanics of one's business and how it should generate revenue;
- Financial literacy - a basic understanding of how to manage financial matters;



Meredith Beal (centre) of the African Media Initiative moderates the session on Funding African media. With him are panelists Sadler Kamudyariwa (from left) of Southern African Media Development Fund and Sylvester Ebhodaghe of the National Daily, Nigeria.

- Business growth cycle - understanding when and how a business needs remodelling;
- Cash-flow management - understanding the challenges associated with bad planning resulting in the lack of working capital;
- Strategic planning - future prospects of the company, and
- Vision & Mission- the sharing of the company's goals and aspirations with its team

He discussed the issue of the marginalisation of the media. This marginalisation, according to him, is personified by the media's exclusion from being listed as an example of the various African 'business models.' He said that there were ample standard business models available for many business sectors that are quite familiar to funding organisations. Those models don't seem to be there for media businesses and consequently fewer financial institutions are familiar with how media business models work.

However, on a positive note, he went on to give a list of the funding mechanisms available to fund media businesses. The types of financial options are as follows:

- Equity,
- Loans,
- Term loans,
- Debentures,
- Leases,
- Personal capital,
- Guarantees from institutions,
- Syndication,
- Friends, and
- Relatives.

He also went on to express how disheartened he was to know that the major hindrance to freedom of expression

was no longer censorship, but money. It takes money to run a media business and to print or broadcast news and information, and as media organisations find it increasingly difficult to acquire capital, he explained, it has an impact on what they are able to communicate.

In discussing business plans, Kamudyariwa said that the business plan is a more important tool for the business owner than the investor. It should be a living document that media owners continue to refer to.

To conclude, Kamudyariwa made a distinction between using a bank and the use of institutions like SAMDEF, as potential business investors. He said that traditional banks require both a business plan and security when deliberating on a financial aid application. He added that banks tend to shy away from media houses that are 'critical of the government', and congratulated financial institutions like SAMDEF, which he stated only require the 'concept' behind a business plan when deliberating on a proposal.

Sylvester Ebhodaghe made the focus of his lecture the financial constraints that budding media enterprises in Nigeria experience. He narrated how his vision of owning a daily newspaper was not realised because of lack of financial support. As a result he said that he had to settle for owning a weekly paper. He explained that Nigeria presented a challenge in financing, with most banking institutions offering credit at an interest rate of more than 20%. Even if he were able to get the financing, he said, it would be a challenge to make the repayments. That resulted in his company relying on subscriptions to ensure a constant flow of revenue, even as they looked for cheaper financing options outside Nigeria.

The challenges, he stressed, that Nigerians face when trying to get financial support were caused by the fact that about 80% of the revenue from financial institutions was linked to the government. Another challenge is that large government agencies would only spend money with media institutions that would write positive reports about government.

Meredith Beal, the moderator, then took over the floor and gave a list of requirements for potential investors when presenting business plans to them:

- Type of industry;
- Market size and how you expect the market to develop;
- The biggest potential customers;
- Industry competitors;
- Products and services offered;
- How and where you will make revenues;
- Information about the company's background;
- Amount of money needed;
- Data: sales, profits, EBIT, and
- The company's strengths, weaknesses, opportunities and threats

He emphasised that the above requirements were particularly beneficial to up and coming businesses.

Comments and questions from the audience included concerns about the availability of funds for printing and publishing services in Rwanda; whether or not there is a need to share information with staff about the business plans; and the availability of empowerment options from lenders.

A notable comment, during the question and comment segment, was made by **Sally-Ann Wilson**, the Secretary-General of the Commonwealth Broadcasting Association. She gave a suggestion that the African media could tap into the diaspora as a source of revenue. She supported this by stating that the many Africans working abroad were interested in news from home. She added that people living in the diaspora were also interested in investing in organisations that would provide them with information from their home countries.

The session ended on a high note with panelists interacting with participants on details of financing options for their media businesses.





Hype or real opportunity?

Does crowd-sourcing /citizen
journalism add real value and
grow real audiences?

This session sought to:

- Identify projects that had deployed crowd sourcing and crowd verification platforms;
- Understand whether or not the idea of crowd sourcing is blown out of proportion or whether it does indeed provide those who use it with real opportunities, and
- Hypothesise on whether or not citizen journalism contributes to the actual growth of media audiences.

Chairing the session was **Ory Okolloh** a Kenyan activist, lawyer, blogger and currently holds the Director of Investments Omydiar Network's Government Transparency Initiative, who began by introducing the panellists who included, **Peter Cunliffe-Jones** of AfricaCheck, **Dickens Onditi Olewe** of The Star Newspaper, in Kenya, **Constantine Odongo** of New Vision in Uganda and **Aphtal Cisse**, a blogger from Togo.

Peter Cunliffe - Jones, a journalist for more than twenty years first introduced his organisation - AfricaCheck, a fact-checking website seeking to promote accuracy within the African media. He went on to point out that his organisation, which works in collaboration with the Journalism Department at Wits University in South Africa, and other partners, wants to improve the public's access to accurate information and data.



L-R: Constantine Odongo, Dickens Onditi Olewe, Ory Okolloh, Peter Cunliffe-Jones and Aphtal Cisse before the start of the panel

He went further to note that social media and the internet were critical in the process of fact verification, which he said would typically take between two hours to two weeks depending on the number of sources available at the time. An important part of the website, which he elaborated on, was a section that allows citizens to voice their opinions on facts needing verification, an important feed-back mechanism and opportunity to gather more information to aid the verification process.

He recounted how in their first year of operation, half of their requests for fact-checking came from politicians, with even **South African President Jacob Zuma**, who claimed to have been misquoted, asking for a fact-check to be done. It turned out that after reviewing the actual recordings of the President's speech, AfricaCheck confirmed that he had indeed been misquoted in a speech he gave in Malawi.

Other verification exercises they have carried out, according to Cunliffe-Jones, include verifying the number of Zimbabweans who have actually migrated to South Africa, and claims by popular South African Singer, **Steve Hofmeyr** that the number of white South Africans killed by their black compatriots could fill a soccer stadium, and that a white farmer is murdered every five days.

“With a culture of fact-checking and better access to information, we will all be able to make better informed decisions about our lives.”

Peter Cunliffe – Jones

Dickens Onditi noted that citizen reporting often tackles news angles and occurrences, which mainstream media would not deem newsworthy. He said that their application had launched an application that allowed readers to share information or stories with them by uploading them onto their editorial system. From there the editors would choose which to publish and even assign reporters to follow-up on those with great potential.

He said that this form of collaborative journalism was growing and that it was “now obvious to everyone in the media that you cannot ignore the crowd”.

Aphtal Cisse, a French-speaking lawyer and a blogger, started his presentation by stating that in Togo, TV stations fail to relate the ‘real issues’ that are affecting the public. Because of this, he says he founded the online platform MondoBlog, which according to him, allows citizens to blog about ‘real issues,’ discuss and share ideas on solutions or the way forward on those issues.

He said that his blog was also involved in training and equipping other bloggers to help them practice ethical and factual reporting, especially since such training was not widely available in Togo.

To highlight the influence of the blog, he recounted how citizens used it as a platform to air their grievances during the last presidential election, resulting in the arrest of one of the journalists, whom the government was forced to release following protests and collaboration amongst bloggers and voters.

“Crowd citing cannot be ignored - the more content is gathered, the more the truth gets out”

Aphtal Cisse

Constantine Odongo whose Catch the Teacher Late aims to monitor service delivery through crowd-sourced journalism, spoke of how his project was inspired by perennial caning by his teachers for being late in school. Through the project, students monitor teachers and disseminate and discuss the information through social media platforms.

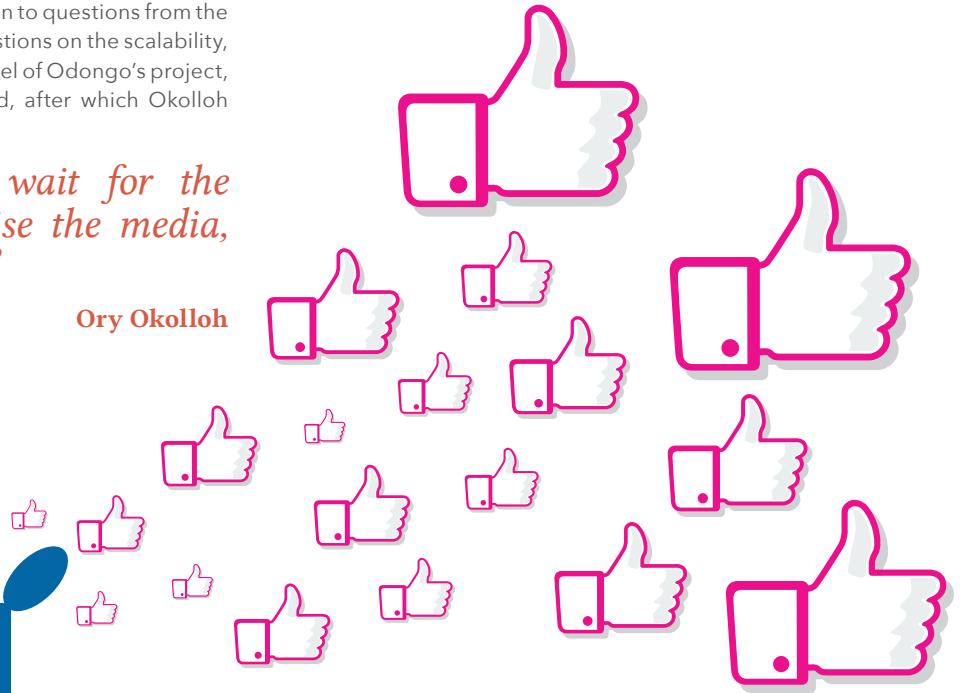


Odongo noted that they engage with students from Ugandan universities, seeking to know whether lecturers are punctual, how often they miss their lectures, whether they inform students of their whereabouts and what time they leave their classes. However, he lamented the lack of adequate funding for the project, which was affecting its viability and scalability.

The Chair then opened the discussion to questions from the floor, which were dominated by questions on the scalability, sustainability and monetisation model of Odongo's project, as well as how AfricaCheck worked, after which Okolloh closed the session saying,

“We don't have to wait for the leaders to revolutionise the media, the crowd is doing it.”

Ory Okolloh



The Church of St. George in Lalibela, Ethiopia one of the iconic buildings hewn out of a rock.





Paywall pioneers

Are digital subscription models
working for African media?

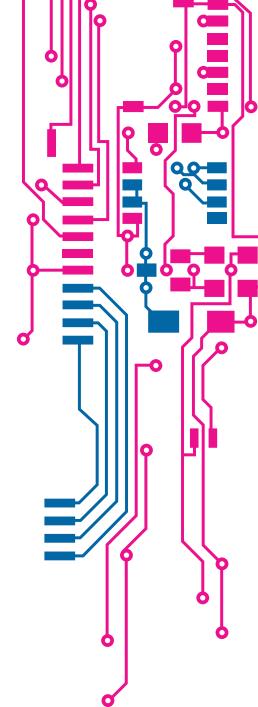
The session was opened by AMI's Chief Digital Strategist, Justin Arenstein. He informed the attendants that the discussion would not only focus on paywalls, but also on creating better revenue models for African digital media.

The panelists were **Styli Charalambous**, Managing Director of The Maverick, **Juanita Williams**, Deputy Managing Editor of All Africa.com, **Linus Wamanya**, Head of Innovation at New Vision and **Steve Matthewson**, Managing Editor of Business Day.

Arenstein first welcomed the speakers to give a brief introduction of themselves, their pay models and their publications.

Charalambous spoke first, saying that The Daily Maverick's goal was to take high quality journalism into the digital space, with plans to increase their subscription base through the re-sale of iPads with free subscription as their business model. However, a week before the launch of that campaign, the biggest bank in their country launched a similar campaign. Instead of competing with the bank, they joined forces, resulting in an increase by 1000 in subscribers to their digital publication.

Since its inception in 1999, All Africa.com has never relied on paid subscription as a source of revenue, according to Juanita Williams who said that they relied on advertising. The main challenge with this, she said, was the diverse advertising market they covered across the continent, and the challenge of making such advertising relevant to the respective local populations.



L-R: Styli Charalambous, Justin Arenstein, Juanita Williams, Linus Wamanya and Steve Matthewson during the panel

Wanyama of the New Vision explained that paywalls are generally of two kinds: hard paywalls, payment must be made to view any content; and soft paywalls where some content can be viewed for free. The challenge of the latter, he said, was in deciding which content to put up for free and which to charge for.

He went further to highlight challenges such as competition in the digital field, a lack of investment in digital platforms, loss of subscribers and the high cost of developing Application Programming Interfaces or APIs. To address some of these challenges, New Vision, he said, had created an innovation desk, with respective committees under it, which has been responsible for developing five key APIs for the media company.

In his brief introduction, Matthewson talked about the launch of BD Live in September 2012. He noted that when designing the website, they did so with subscription in mind and said that there is no “one size fits all” paywall model, but justified the emergence of paywalls saying that at the end of the day, content costs money and the market needs to know this and pay for good content.

“There is no one size fits all pay model”.

Steve Matthewson

From his experience with BD Live, Matthewson noticed that online readers could be divided into three broad categories, which he refers to as the three Cs:

- Casual readers who read an article once in a while;
- Connected readers who have registered for, but are yet pay to view content, and
- Committed readers who have paid to view content.

Committed readers, he went on to say, were usually the least in number but if treated well, could be grown by keeping prices within reasonable range. He also noted that User eXperience or UX was of utmost importance, especially when it came to the more stable corporate subscriptions.

Following these remarks, **Justin Arenstein** asked individual panelists about particular aspects of their business.

He began by asking Charalambous about the biggest mistakes that the Daily Maverick had made in business. Charalambous responded by saying that they made two big mistakes: underestimating the size and rate of growth of the digital market and secondly, investing in high quality journalists at the expense of business development.

The discussion then shifted to content aggregators, with Williams being asked to explain how AllAfrica.com adds value to content. She replied by saying that they used groups of writers who packaged several stories on one event under a single headline as opposed to multiple headlines.

Matthewson then asked Williams whether her publication had any original or unique content, which from his experience with BD Live got a lot of traction online. Williams replied by saying that they did have unique content, which was part of the reason they had retained much of their readership.

Arenstein then asked, Wamanya whether there were any real opportunities with APIs, to which Wamanya responded in the affirmative, giving the example of micro payments in agriculture in Uganda also calling attention to the fact that while internet penetration is a limiting factor, USSD coded for SMS is working very well in African markets where internet penetration is low.

Delegates then went on to ask the panelists a series of questions.

Charalambous received a series of questions revolving around the name of his online publication, its readership compared to other mainstream media and what stories his online publication has broken, to which he said that the name Daily Maverick which had originally been a monthly publication, was selected by his editorial team.

In terms of readership he said he had 300,000 visitors monthly, with 16, 000 subscribed to the online newsletter and 8,000 to the tablet edition. He also clarified that his publication did not focus on investigative pieces generally and so did not usually break stories.

Matthewson was asked how IPs could be policed to stop the theft of content by other publications, to which he replied that in his native South Africa, there was currently a case where an online publishing company was suing another for plagiarism and noted that the case and its eventual outcome would set a precedent and hopefully reinforce the fact that online content has a value and that its re-use must be paid for.

The final question went to Williams, who was asked how many unique views her online publication had monthly and how they monetized that through advertising. Williams responded by saying they had three million unique views every 10 million-page views every month, and were currently generating their revenues through Google, but were slowly making inroads into sponsored content.

In concluding the session, Matthewson asked the delegates, most of who were publishers, how many of them had made money off their online content, to which only two responded in the affirmative. Arenstein observed that while it was a very interesting question, the response was very depressing.

“New Vision (Uganda) has created an innovation desk that is responsible for the creation of APIs for the media group”.

Linus Wamanya





Media ombudsmen in African newsrooms

Regional Examples

In collaboration with Fesmedia Africa and Friedrich – Ebert Stiftung.

This session was chaired by **Karen Rothmeyer**, the immediate former ombudsperson at The Star Newspaper in Kenya and author of 'Giving the Public a Say: How News Ombudsmen Ensure Accountability, Build Trust and Add Value to Media Organisations'.

The panellists were **Vincent Kahiya**, the Editor-in-Chief, Alpha Media Holdings of Zimbabwe; **Catherine Gicheru**, Editor at The Star Newspaper of Kenya; **Franz Kruger**, Ombudsman of the Mail and Guardian in South Africa and **Zakaridja Gnienhoun**, Director of Ouaga FM in Burkina Faso.

Rothmeyer started off by saying that what needs to be understood was that a public editor, or ombudsman cannot perform miracles, but at least they can discuss mistakes and misunderstandings openly. This, she said, made the publication more transparent and gives readers a sense that the publication was not hiding anything.

Rothmeyer provided context by speaking about her recent research into the issue of ombudsmen in newsrooms. She said that the notion of having an ombudsman was not a new one and that it had actually started in Japan about 100 years ago, with Asahi Shimbun, Japan's largest newspaper. But for some reason this died down and it was not until 50 years later that it was revived in the United States of America. But today, the culture of having an ombudsman in a newsroom is growing fastest in Latin America and can be attributed to the emergence and re-emergence of democracies in Latin America, and "there is tremendous passion for keeping the media as the guardians of



Panelist Catherine Gicheru, Editor at The Star newspaper in Kenya;



From left: Session chair Karen Rothmeyer and panelist Zakaridja Gnienhoun, Director of Ouaga FM in Burkina Faso, discuss the place of ombudsmen in African newsrooms.

this democracy”.

The situation is different in Africa though, with just over 10 ombudsmen on the continent; eight of which are in South Africa, one in Zimbabwe, one in Kenya and most recently about two in Burkina Faso.

Referring to her own experience as an ombudsman at The Star, Rothmeyer said that it can be of value to a news organisation. She gave the example of when a prominent politician had died in a plane crash in Kenya and it was big breaking news and someone had sent the newspaper a digital picture of what he claimed was the helicopter as it went down. The newspaper ran the picture on its front cover the next day and after receiving calls from the public realised that the picture was fake.

The Star, received many complaints, including from the government. It was an embarrassing moment because they had reached the decision to publish the picture without verifying its authenticity. It was then that Rothmeyer, as the public editor, wrote a column explaining the process and what had happened in making the decision to publish that picture. Almost immediately, the furore over the picture died down. The newspaper, beyond their expectation, also received a letter from the then Information Minister commending them for showing that they had acted in good faith and not out of malice.

Finally Rothmeyer quoted statistics on research done on the relevance of having an ombudsman. Of the 250 journalists polled, 59% of them said the most important thing they had experienced by having an ombudsman in their newsroom was the ombudsman’s presence helping them remember and reflect on journalistic ethics and values in their work, daily.

Vincent Kahiya started off by saying that the need for an ombudsman for their organisation was the organisation’s organic growth. In just three years, they had grown to own four publications, two of which are daily papers, one a business paper and the other a Sunday paper. With this growth came more complaints and hence the decision to have someone dedicated to dealing with the issues that

arose from their content. Also, a clear code of conduct and the necessary guiding principles were developed and made available on their website.

Kahiya said that as soon as the ombudsman took office there was a flurry of complaints, most of which came from the government. But it was felt that ‘the government was testing them to see if they were genuine and if they respected what they had promised their readers they would do’.

In just six weeks, the ombudsman had to determine seven cases, five of which were ruled in the favour of the publication and two of which they lost to the complainant. They published all the rulings in their respective papers and online platforms.

Over the months, the complaints diminished and to their surprise, in cases where they have lost, the complainants have not gone to sue the publications in court. Kahiya said that they had feared that people would use the ombudsman’s ruling as an application to sue them in court, but this has not yet happened.

In all the cases they have had, the longest time it has taken the ombudsman to deliberate on a case has been seven days.

“The presence of an ombudsman has reduced the number of cases filed against our publications in court by 37%.”

Vincent Kahiya

As for the journalists working in his publications, they see the ombudsman ‘as a big brother, who is watching them constantly and making sure they abide by what they promised’

Catherine Gicheru from The Star took over from Kahiya. She described herself as a ‘convert’ who had gradually grown to appreciate the value of an ombudsman in the newsroom. She acknowledged that the media in Kenya generally resisted admitting mistakes. But in her seven years at The

Star, she had to get used to saying she was sorry, and admitting it when she had made a mistake.

Gicheru said that at first, it had felt as though the ombudsman was exposing them, the journalists, to the public. It was a love-hate relationship with the ombudsman but at the end of the day, it had considerably benefited the newspaper.

One example she cited was when The Star, had published the charred remains of the body of a person who had died in a slum fire. The public had not taken it well and the paper had received many complaints. The ombudsman, even though she did not agree with the use of the picture had written an article explaining the reasoning behind its use.

“ In a way, she (Karen Rothmeyer) made us take a step back and think of how we conduct our business. We started asking ourselves questions like, ‘are we ethical’? I think this is important.

Catherine Gicheru

Giving other examples, Gicheru concluded that having an ombudsman created the platform for her and her newspaper to have a conversation with their readers. It helped them to no longer put themselves on a pedestal, or see themselves as infallible or all-knowing. Most importantly, in instances where mistakes had been made, it helped them get away with a slap and an understanding, instead of a lawsuit.

Franz Kruger began by reminiscing about his last visit to Ethiopia in 2011 when he had been invited by the Ethiopian Environmental Journalists Association. He had noticed that the then chairman of the association, Argaw Ashine, had missed most of the session they had and only showed up on the last day. Kruger was sad to learn later that Ashine’s absence was because he was being questioned by the police. At that time, his name had come up in one of the wikileaks cables. He no longer felt safe and he eventually fled Ethiopia and is still in exile in the United States. Kruger used Ashine’s story to reiterate and call on media leaders to remember that leadership must be about the protection of media freedoms.



Coming back to the issue of ombudsmen in the newsroom Kruger said the connection between ombudsmen and media freedom is clear. With constant encroachment and attack from governments it was important for the media to show and prove that they can self-regulate.

“The extent to which journalists can self-regulate is the extent to which they defend themselves against external attacks”

Franz Kruger

As an ombudsman for the Mail and Guardian, he said that sometimes he responded directly to the complaints whilst at other times he first talked to the reporter concerned and could recommend that the paper issue an apology. Kruger added that he was only one among many other options where readers could go to complain, including writing to the editor directly, reporting to the media council or even going to court.

In conclusion, he said that his part time job as the ombudsman helped him realise that such a mechanism can help towards self-regulation, building trust, raising the standards and ensuring accountability.

The last speaker of the session was **Zakaridja Gnienhoun**. Bringing the experience from Francophone West Africa and the case of his radio station – Ouaga FM, he mentioned that the presence of an ombudsman at his radio station was a relatively recent addition (less than a year old). However, in this short time, the ombudsman had helped the station to better monitor ‘the emotions of their listeners’. Gnienhoun stressed that it has been particularly helpful for his radio station, as it had enabled them to deal with issues in connection with comments made on air by live call-ins, often by people who were not trained journalists.

He however pointed out that in the case of his country, as opposed to the cases in Zimbabwe, Kenya and South Africa, the ombudsman in their country is not paid, but works on a pro bono basis.

The only requirement is that the ombudsman be of high integrity and with experience in the media and have no political affiliations.

Views from the Floor

Rothmeyer took over again for the questions and comments session. But first she turned to Kahiya of Zimbabwe asking him to explain how the ombudsman was able to work independently in an environment where the government is so omnipresent.

Kahiya responded by saying that their ombudsman did not interact with government unless there was a complaint from the government and added that interactions with the government were left to senior editors.

Notable observations that came from the floor included:

- The low presence of media ombudsmen in Africa, yet media on the continent is often the first to demand transparency and accountability from their governments;
- African media should realise that their credibility and trust from readers will be pegged to their transparency and openness and that it will be hard to earn any public sympathy when governments attack them, if they do not open up, and
- The need to change the corporate culture in the media before self-regulation can take root in the media.

'Giving the Public a Say: How news ombudsmen ensure accountability, build trust and add value to media organisations'

Report by Karen Rothmyer, 2013

fesmedia Africa series
2013

fesmedia Africa series
2013

Giving the Public a Say
How news ombudsmen ensure
accountability, build trust and add
value to media organisations

By Karen Rothmyer

FRIEDRICH
EBERT
STIFTUNG

The ranks of news ombudsmen, who serve as a link between news organisations and their readers or viewers, are growing in Africa and elsewhere. "Giving the Public a Say: How news ombudsmen ensure accountability, build trust and add value to media organisations", a new report by Karen Rothmyer, former Public Editor of the Star in Kenya, was launched at the AMLF 2013 in Addis Ababa. It is published by the Friedrich Ebert Stiftung's Africa media programme, and is available in English at

<http://www.fesmedia-africa.org/what-is-news/publications/english-publications/2013/>

or in French at

<http://www.fesmedia-africa.org/what-is-news/publications/french-publications/2013/>





Classified,
censored,

imprisoned

Why media laws need reform

In collaboration with WAN-IFRA and KAS Media Africa

The Chair of the panel was **Alison Meston**, the Director of Press Freedom at the World Association of Newspapers and News Publishers (WANIFRA). The panelists were **Hon. Onyango Kakoba** the Chairman of the Justice and Human Rights Committee in the Pan African Parliament; **Tom Rhodes**, East African Representative to the Committee to Protect Journalists, and **Justine Limpitlaw**, Electronic Media Law Specialist.

Meston opened the session by pointing out the importance of evaluating the media environment and how it works, and touched on the issues faced by journalists, referring to incidents where journalists have access to information, but are unable to use it because of the fear of facing criminal defamation laws.

Kakoba was invited to speak and focused his discussion on the workings of the Pan African Parliament (PAP), whose Justice and Human Rights Committee is made up of five legislators each from a member state with at least one being a woman. The parliament's mandate is to promote democracy and human rights, encourage good governance, transparency and accountability within the African continent, he said.

He said that the parliament was now looking into safety of journalists, law reforms, access to information and the issue of journalistic professionalism, which was the reason for the creation of the Annual Award on Media Freedom given to states and individuals to encourage the promotion of media freedom on the continent.



Town Hall encounter: from left Onyango Kakoba of the Justice and Human Rights Committee of the Pan African Parliament and Alison Meston of WAN-IFRA.



Panelist Justine Limpitlaw, an electronic media law expert.

The Chair asked Kakoba how the media could turn words on paper, as exemplified by the Midrand Declaration, into something tangible. In response, Kakoba said that it could be achieved through constant sensitisation and engagement with stakeholders and legislators.

The next panelist, Tom Rhodes, began by stating that he was standing in for Gitobu Imanyara. He spoke briefly about his work with the Committee to Protect Journalists (CPJ), an advocacy institution whose role, he stated, is to advocate for the safeguarding of journalists, and media rights and freedoms.

Providing specific examples of how repressive media laws and the heavy hand of government can cause great prejudice to media houses, he referred to the closure of two newspapers in Uganda - the Daily Monitor and the Daily Observer due to their alleged violation of the law. In fact, he added, these publications were kept closed by the police for a whole week and this despite a court order to the contrary. Rhodes brought to the attention of the delegates, 'the kind of behind-the-door negotiations to reopen the Daily Monitor' which made him 'doubt the paper's independence.'

Prompted by the Chair to speak specifically about the work of the CPJ and some of the campaigns they are fronting, Rhodes mentioned the positive things that had happened within the African continent in terms of media freedom. The Midrand Declaration, access to information, and the independent self-regulation laws in Rwanda, Tanzania and Zimbabwe are some of the examples of progress being made. However, Rhodes also added that there is a 'yawning gap between policy and implementation' in Africa. Elaborating further, he said that a month does not go by without hearing of a journalist having been imprisoned, in spite of various African constitutions ruling against such acts. The gap between law and its implementation, he said, is a major cause of frustration among journalists that despite the presence of Freedom of Information Acts (Zimbabwe, Ethiopia, Uganda, Angola, Nigeria) they are unable to access information.

At this point, the Chair invited a journalist from Ethiopia - Tesfayiem Waldyes, to briefly speak (though not in the programme) about the plight of journalists in Ethiopia. Waldyes said the anti-terrorism laws enacted in Ethiopia were a major problem to journalists in his country. He also spoke of the plight of fellow journalists who were convicted and jailed on account of their work. Finally, he claimed that press freedom in Ethiopia is a myth and demanded that journalists be prosecuted, not on the basis of anti-terrorism laws, but press laws.

Justine Limpitlaw, the next speaker on the panel, dedicated her presentation to a young imprisoned Ethiopian female journalist whom she said had a breast tumour, which if left untreated could eventually lead to her death.

She spoke of the difficulties that the Southern African media face on a daily basis in relation to the laws and regulations directed toward it. As an example, Limpitlaw focused on the media registration laws. These laws and regulations, according to her, stifle the full economic, political and social and indeed human potential of Africans and instead encourage 'military and civilian dictatorship'. Limpitlaw was categorical on the need to decriminalize defamation, sedition and insult laws, which she believed, were 'morally bankrupt' and archaic because they were drafted by colonial powers who were deliberate in stifling African voices.

She highlighted the lack of proper independent regulators for broadcasting explaining that in most cases the State or the government regulates the media. Concluding on a high note, Limpitlaw said that change can come from unexpected places. She was referring to Zimbabwe, where the Minister of Justice was taken to court and asked to show reason why sections of the constitution deemed unconstitutional were not removed.

Views from the Floor

When inviting comments and questions from the delegates, the Chair asked that they focus on outcomes since 'the aim is to leave the room with a strategy to step-up and help the Pan African campaign to repeal laws around defamation and sedition in their respective countries'.

An Ethiopian journalist said that there is a need to understand why press freedom (as guaranteed by the Constitution) is not always put into practice. In light of the high illiteracy rate in Ethiopia, he urged for control in reporting to avoid sensationalism, which he said could threaten peace, harmony and stability.

A delegate from Cameroon spoke of what he described as 'an institutional ruse in certain countries to treat journalistic infringement under common law'.

'How does a resolution by the Pan African Parliament trickle down and impact national parliaments?'

Francis Macharia

A delegate from Nigeria emphasised the need to make a clear distinction between 'government journalists and private journalists'. He went on to say that in his own country there is what he termed 'a boa constrictor law' within the Broadcasting Code that has a clause dealing with incitement making it very difficult for investigative journalism.

Henry Maina, East Africa Director for Article 19 spoke about the right and legitimacy of citizens to ask questions and demand clarification when it comes to issues dealing with the presidency and the 'excuse of hiding behind national security cannot always be used to hide information'.

The last delegate to speak was from Liberia and called for networking and solidarity patterns among the media community to allow it to push Heads of State in an effective manner to review some of those draconian media laws. A proposal to send 'report cards on media freedom' was made, which would provide a basis to question Heads of State.

Referring to Limpitlaw's earlier statement that many of the laws that are repressing the rights to the freedom of the press were drafted in England and Paris and were deliberate in silencing African voices, were being used by governments to in turn silence citizens, the Chair asked Kakoba to suggest how he would get the message to individual governments about PAP resolutions, and how to make PAP more like the European Parliament.

Kakoba said there was reluctance among certain African Heads of State to give full legislative powers to PAP 'as it might become another monster'.



Christian Eche: KAS Media Africa



“To make the Pan African Parliament’s resolutions more effective, they must be carried by members of parliaments at national level.”

Honourable Kakoba

He gave the example of the Ugandan Parliament that recently set-up a Parliamentary Forum on Media aimed at safe-guarding the interests of the media and where media laws can be reviewed.

Summing up, Limpitlaw said that media owners need to fund press councils for effective monitoring and enforcement of press codes and therefore raising the bar of journalism. She also referred to the growing trend of internal media ombudsmen.

“The organisers of the AMLF need to set aside half a day to develop declarations and statements of actions on particular issues if African media issues are to be taken to the next level.”

Justine Limpitlaw

Finally, the Chair called on those present to sign a commitment pledging to be part of this Pan African campaign to make all these resolutions happen by either organising meetings or publishing the Midrand Declaration and the Table Mountain Declaration in their publications.



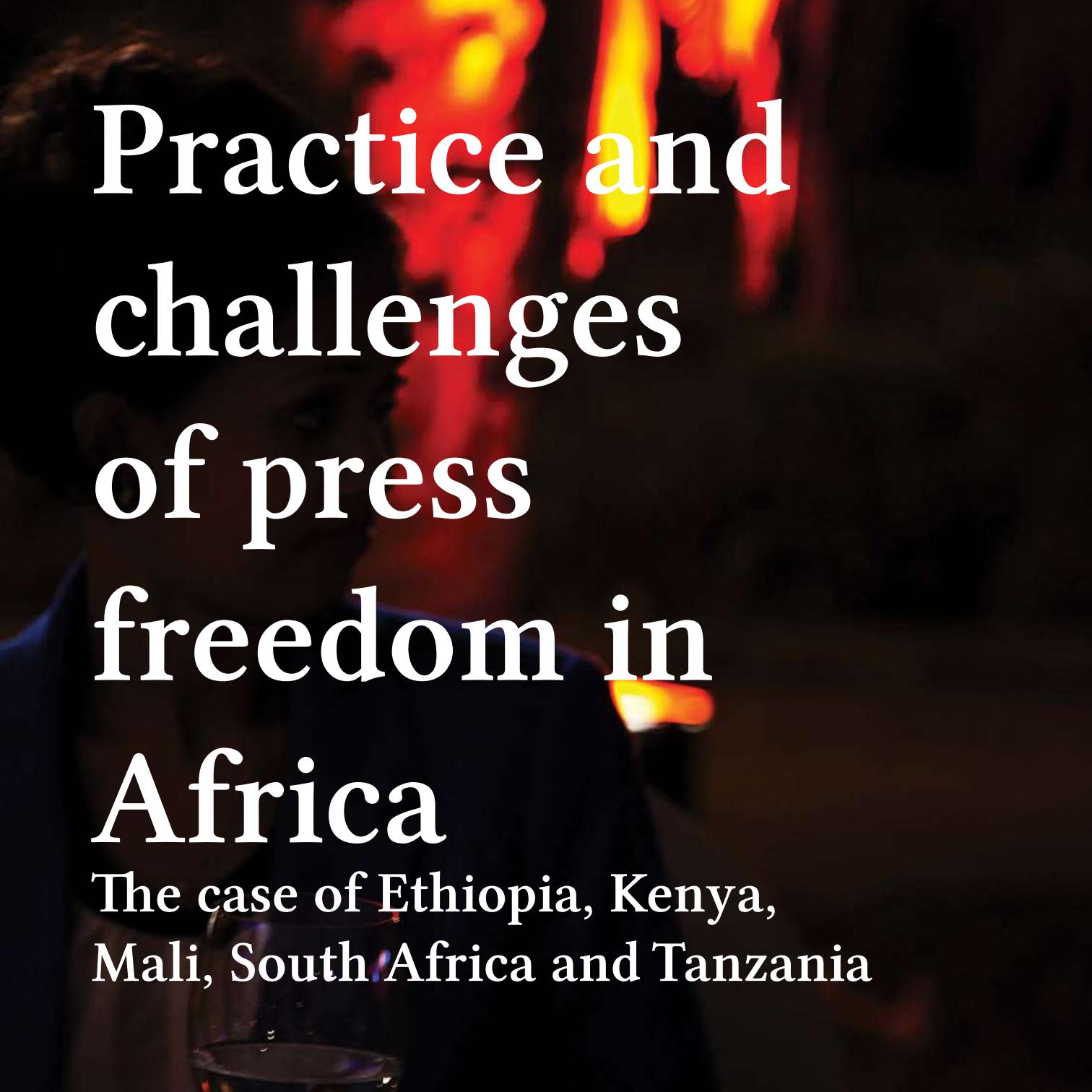
Our mission, unchanged since 1913, is to improve the wellbeing of humanity throughout the world. Throughout our history, we have supported the ingenuity of innovative thinkers and actors by providing the resources, networks, convening power, and technologies to move innovation from idea to impact.

Today, we pursue this mission by improving the lives of poor and vulnerable people through dual goals:

- ***Advancing inclusive economies***
- ***Building resilience***

We do this by focusing on four issue areas:

- ***Advance Health***
- ***Transform Cities***
- ***Revalue ecosystems***
- ***Secure livelihoods***

A person is shown in silhouette, holding a lit torch. The background is dark, with the light from the torch creating a vertical streak of red and orange. The person's face is partially visible in profile on the left side of the frame.

Practice and challenges of press freedom in Africa

The case of Ethiopia, Kenya,
Mali, South Africa and Tanzania

The aim of the special panel was to evaluate the practices and challenges of Press Freedom in Africa. To this end case studies of Kenya, Ethiopia, Mali, South Africa and Tanzania were evaluated.

The session was chaired by Alison Bethel, the Executive Director of the International Press Institute (IPI). The panel was made up of:

- **Amare Aregawi**, Managing Director, the Reporter Ethiopia
- **Mathatha Tsedu**, General Manager Strategic Development at Media 24, South Africa
- **Kajubi Mukajanga**, Executive Secretary, Media Council of Tanzania
- **Mahamane Hameye Cisse**, President of the Media Union of Mali
- **Zerihun Teshome**, Chief Executive Officer, Zami Public Connections, Ethiopia
- **Dr Haron Mwangi**, Chief Executive Officer, Media Council of Kenya

Bethel started the session with an overview of the current state of media freedom in Africa. Referring to IPI's Media Death Watch, she said there had been 13 journalists murdered in 2013. That number was slightly lower than the 22 and 19 journalist deaths reported in 2012 and 2011 respectively. She also noted that Angola, Nigeria, South Africa, Uganda, Tanzania, Zimbabwe, Niger, Rwanda, Tunisia, Sierra Leone, and Ghana were the only countries that had established press freedom laws and that many more needed to join the bandwagon for there to be any progress in Africa.



Alison Bethel (centre) chairs the Press freedom session with, from right, Amare Aregawi of Ethiopia's The Reporter, Mathatha Tsedu of Media 24, South Africa, Kajubi Mukajanga of the Media Council of Tanzania, and Zerihun Teshome, Zami Public Connections, Ethiopia. Not in the picture are Mahamane Hameye Cisse, President of the Media Union of Mali and Dr Haron Mwangi of the Media Council of Kenya.

Amare Aregawi noted that although Article 29 of the Ethiopian constitution guaranteed freedom of expression and free access to information, the government was yet to implement it 23 years after the establishment of free press laws. He pointed out that the responsibility of implementing free press laws did not lie with the government alone; the media and the international community also had a role to play. He explained their roles as follows:

The Government

Article 29 of the Constitution of Ethiopia provided for freedom of expression and free access to information. However, as he claimed, the Ethiopian Government had infringed on this right as evidenced by the imprisonment, harassment and killings of media workers.

The constitution also provided for licensing of both private and public broadcasters. However, the government was yet to license a private electronic media company. Aregawi challenged the government, the ruling party and the opposition to honestly fight for a free press as provided for in the constitution and to refrain from using it as a political campaign tool.

The Media

He acknowledged that as much as press freedom faced opposition in Ethiopia, the media itself failed miserably on ethical standards and professionalism. He challenged the media to organise itself and fight for the press freedoms that were being infringed on by the government.

“Press freedom is at stake in Somalia, the African Union needs to initiate a press rights body”

Mohamed Amin from Somalia

International Media Foundations/Actors/Bodies

Aregawi was critical of the role of international media organisations, which he accused of focusing only on the fallen media personalities, those imprisoned and those who were living in exile, while overlooking those still in the country struggling against great odds to keep the press alive.

His final word was that “we need freedom of expression because it’s a human right and the foundation of all other rights”.

Mathatha Tsedu described the challenge faced in South Africa as one of media apathy. Although the law protected press freedom, there were those in the government who were bent on restricting those freedoms. In spite of this, the media chose to remain silent.

He recognised that even though other countries in Africa had worse experiences, the trend in South Africa was not very encouraging. A case in point was the media tribunal tabled in 2007 by the ruling elite. Civil society groups contested it especially because of its intention to restrict the Protection of Information Bill. Unfortunately, the media personalities remained mum as this struggle unfolded, lamented Tsedu.

Another case in point, which indicated a shift in press freedom, were the defamation suits by South African President Jacob Zuma against several publications.

In conclusion, Tsedu exhorted the South African media to establish a body that would fight the rising challenges in press freedom and build standards as well as accountability among media actors.

Kajubi Mukajanga noted that the existence of freedom of expression and free access to information laws did not necessarily protect the media and that Tanzania was a living example of that. Although Tanzania remained top in the press freedom index and in reports by international bodies, the last two years had seen a shift in the media landscape as evidenced by the following developments:

- Death of a journalist at the hands of the police;
- Death of two journalists under unexplained circumstances;
- Assaults on two editors who are active members of the Editors' Forum;
- The prosecution with the possibility of jail time of three editors, and
- The suspension and banning of three newspapers and three radio stations.

In addition, the Tanzanian parliament was still seeking to establish a new law that would lead to journalists facing charges of incitement and sedition, a crime that would attract a penalty of no fewer than five years in prison. As all this was going on, the country's President, Jakaya Kikwete, was receiving accolades in the United States and the United Kingdom for his engagement with the civil society and upholding information rights.

In addition to challenges faced by the enactment of harsh laws, the Tanzanian press also faced the challenge of lack of quality training for journalists. This affected the quality of work, and ethical conduct.

Another challenge was poor remuneration, which Mukajanga blamed for the unethical conduct of journalists since they depend on their news sources for facilitation.

“The largest print outlet in Ethiopia has a circulation of 10,000 copies targeted at a population of 85 million.”

Bake Kadu, Blogger in Ethiopia

To address these challenges, the media council was:

- Lobbying the government to foster a better legal regime which understands how the media works;
- Staging a court process to contest the unconstitutional anti-press laws;
- Working to include media laws in the envisioned new constitution of Tanzania;
- Inviting international media bodies and rights activists to petition the government of Tanzania against unconstitutional media laws;
- Seeking an audience with President Kikwete as they are aware of his desire to be seen as a civil rights supporter, and
- Training the media, in particular journalists and editors, on balanced and ethical reporting.

Mahamane Hameye Cisse pointed out that the political crisis in Mali impacted the media in the most negative manner. For instance, in the last few years, government operatives have harassed 60 journalists. But not only the government, even the rebels fighting the regime exercised some control over the media.

In the recent past, two journalists have been killed in the north of Mali, which is rebel-held territory, due to lack of security. In spite of this, there was an on-going struggle to unite the media into an independent body that would fight the repressive laws.

On a positive note, Cisse said that the media in Mali has been at the forefront in promoting peace and that they were responsible for bringing together the rebels and parliamentarians after the coup that caused the current Malian crisis. He appealed to international bodies to continue supporting the Malian media in their efforts to establish media laws.



Mahamane Hameye Cisse

“The media in Mali have been at the forefront in promoting peace and” were responsible for bringing together the rebels and parliamentarians after the coup that caused the current crisis.”

Mahamane Hameye Cisse

Zerihun Teshome spoke about one of the key challenges of the pursuit of freedom of expression in Ethiopia which is the absence of a cultural, institutional and historical repository. According to Teshome, prior to 1991, Ethiopia has never had freedom of expression as an agenda. In fact, the political movements that spearheaded changes in Ethiopia were driven by a sense of self determination. Speaking specifically about the role of the press (public and private) post 1993, Teshome emphasised on the fact that it was more inclined to be a ‘political fighter than a fighter of freedoms and rights of the people’.

Teshome also spoke about the role of the international media who ‘only recognise journalists when they turn into refugees’. He also berated those who in the exercise of freedom of expression have made certain independent



Zerihun Teshome

media a portal for ‘opportunistic and manipulative gain to seek asylum’. In conclusion, he made an appeal for a holistic and contextualised approach from all actors (including government) to ensure a vibrant and responsible media environment for the benefit of all.

“One of the key challenges of the pursuit of freedom of expression in Ethiopia is the absence of a cultural, institutional and historical repository.”

Zerihun Teshome

Haron Mwangi noted that press freedom was included in the Constitution of Kenya. The new constitution, he said, had separated media freedom from individual freedoms in Articles 33 and 34.

He noted, however, that despite this positive constitutional provision, Kenya’s parliament had tabled a Bill seeking to update the existing media laws. In effect, the media would be saddled with fines ranging from USD 1 million to 20 million for bad conduct and content mismanagement.

Mwangi added that the media council had appealed to President Uhuru Kenyatta and his Deputy, William Ruto, and

that there was a possibility of the Bill not being assented to since it was unconstitutional.

He highlighted the following issues as impediments to press freedom in Kenya:

- Safety and security of journalists - there was tension between the Government and the media following media coverage of the Westgate Mall attack on the 21st of September, 2013 in Nairobi;
- Threats on the media by state and non-state entities, especially outside the main cities;
- Poor working conditions and pay, which result in compromising journalists' ethics;
- Need for training to build capacity for reporting on issues such as terrorist attacks, and
- Media liberalisation that led to the proliferation of strong private stations, thus crippling the national broadcaster. This has presented a challenge with regard to content where important information is not shared with the public.

Question & Answer Session

The issues revolved around:

- Media's role in development;
- The need for Africa to establish a press freedom body and the role of AMI in the establishment of such a body;
- The unfair ranking of press freedom in Africa;
- The rule of law as opposed to the practiced rule by law as seen in Ethiopia;
- The media's role in press freedom - the audience sought to establish how the media organises and trains its people to fight for media freedom and media policies, and

- The role of international media bodies in improving the situation of and in supporting journalists working under extreme conditions.

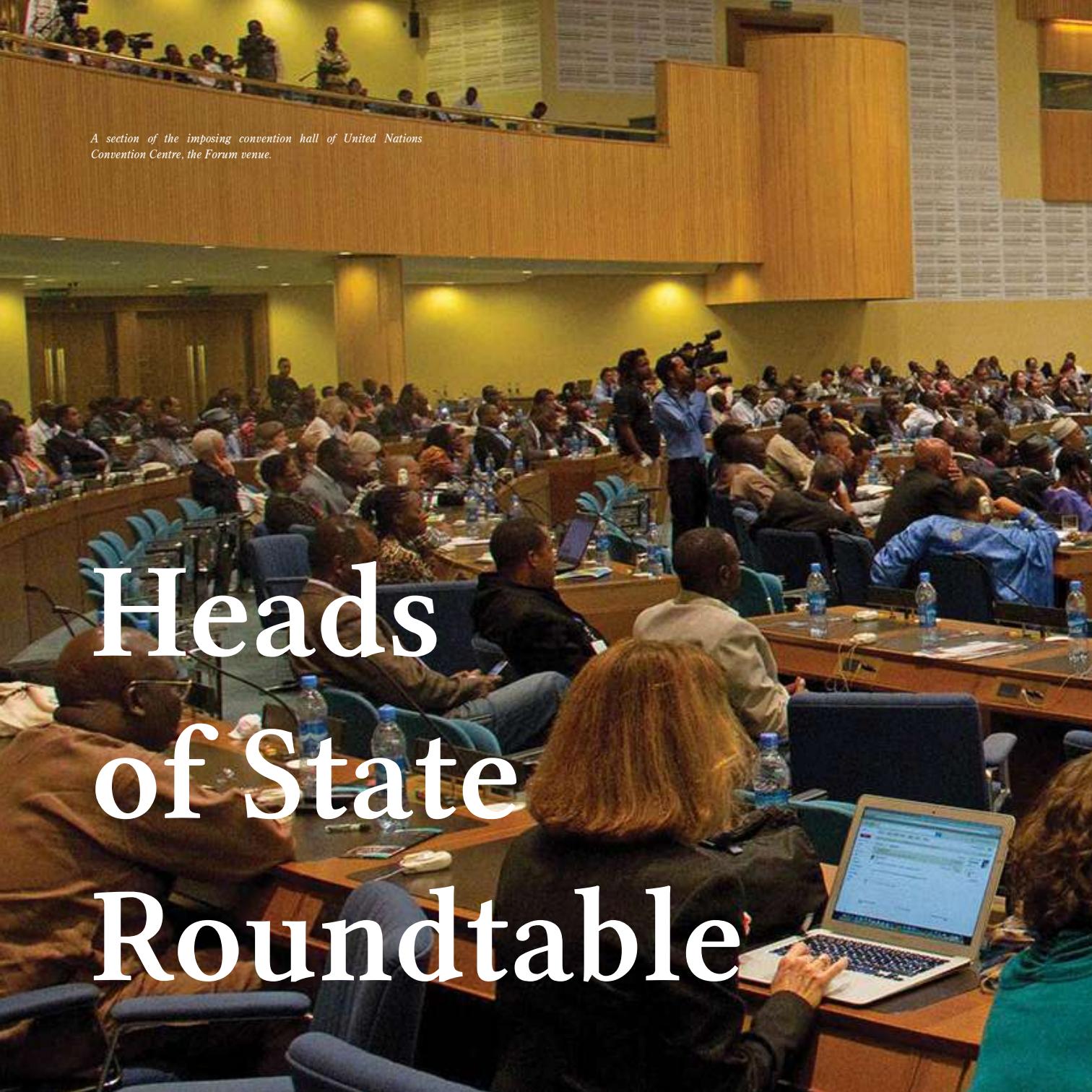
“Many progressive comments have been made here. Going forward there is need to establish a press freedom protection department, that should also look into the support of journalists working in extreme conditions.”

Jeanette Mimie, an International Freedom of Expression and Media Consultant



*A section of the imposing convention hall of United Nations
Convention Centre, the Forum venue.*

Heads of State Roundtable





The Heads of State Roundtable got off to a late start, with AMLF 2013 Master of Ceremony Henry Bonsu calling the delegates to order and explaining that they were awaiting the arrival of African Union (AU) Commission Chairperson, Dr Nkosazana Dlamini-Zuma and African Development Bank (AfDB) President Dr Donald Kaberuka, to make their way from the airport, to the UNECA (United Nations Economic Commission for Africa) Complex, the venue of the Forum.

Henry Bonsu then proceeded to yield the floor to Nigerian Pulitzer Prize winning journalist and publisher, Dele Olojede, to moderate the Roundtable Session. Olojede proceeded, in the interest of time, to introduce the panelists who included Kenya's Deputy President, William Ruto, Ethiopian Deputy Prime Minister, Rt. Hon. Demeke Mekonnen, AfDB President, Dr Donald Kaberuka, AU Commission Chairperson, Dr. Nkosazana Dlamini-Zuma, UNECA Executive Secretary, Dr Carlos Lopes and Amare Aregawi, Managing Director of Ethiopia's The Reporter newspaper.

Aregawi started the session, with a brief address in which he thanked all the delegates for attending AMLF 2013, and more so AMI for choosing Addis Ababa as the host country - a clear boost to the local media industry.

In his keynote address, Deputy President William Ruto first conveyed President Kenyatta's apologies, explaining that he was supposed to attend the Forum, but had become indisposed with other State functions, but reassured the delegates that the President was committed to the media freedom agenda on the continent and had sent him, as testament of the seriousness he gives to the matter.

“Press freedom and freedom of expression are cardinal measures of good governance”

Deputy President Ruto

He started by stating that, “Press freedom and freedom of expression are cardinal measures of good governance” reaffirming the critical role played by the media to ensure good governance, but at the same time lamented the portrayal of African governments as “synonymous with terms such as ‘Third World dictatorship, authoritarian and repressive’”.

“Freedom deceptively suggests an absolute,” he said, in reference to the theme of the Roundtable, which he said is not achievable or even desirable in certain circumstances. Instead he opined that freedom exists on a continuum ranging from repression on one extreme and anarchy on the other, and suggested that freedom was therefore a question of the degree of freedom and not an absolute.

To illustrate his point he gave the example of Libya, which he said while being free in the name of the Arab Spring, was bordering on the anarchy-side of the freedom continuum, thus suggesting that not all freedom struggles end up with a favourable standard and quality of life. On the other hand, North Korea, he said, lay on the other side of the freedom continuum as a repressive and closed society with a low quality of life.

Leading from this the Deputy President went on to state that absolute freedom was thus not even desirable, instead calling for a balanced approach noting that every country on earth was at a different degree or stage of this freedom continuum. All the same, he reiterated the need to guarantee basic freedoms and termed the jailing of journalists as backward and primitive, and described punishing the media for expressing contrarian opinions as wrong.

Deputy President Ruto then went on to state that the real issue at hand with media freedom in Africa was one of ownership of the narrative of African media: “There is no doubt Africa is rising, but there is a need to have Africa’s voice heard and for its people to tell their stories”. But he observed that the fact that Africa is rising is mediated through a complicated global exchange.

Africa’s colonial legacy driven by the industrial revolution and hunger for raw materials by European powers, he said, presented the colonial powers with a paradise of plenty and of different peoples, which they had to continually abase as “inferior, cannibalistic and barbaric idiots”. This according to him, led to the designation of Africa as the “Dark Continent”, laying the ground for what he termed as historic impunity,



driven by exploitative abuse of the African people and their natural resources. All this he noted was eased by narrative of the continent controlled by the same colonial powers.

“With an unjust global hierarchy, the (flawed) African narrative is reserve that pity and charity are used as instruments of control”, he went on, further stating that in the modern era, neo-colonialism had found a slight variation, with Africa and Africans being described as “chaotic, corrupt, tribal and as people who can never learn and are incompetent”, and yet wondered why “when blood diamonds are found in shops and malls of Europe, only African leaders are punished”.

“I propose that Africa tells its own story, sings its own song, beats its own drum and dances to its own beat”, he proposed reminding delegates that the true gift they can give the continent, as media, was that of creating the continent’s own narrative or narratives by ensuring all voices are heard and that dominant voices do not crowd out smaller voices.

Deputy President Ruto drew applause from the delegates when he reassured them that President Kenyatta would not assent to the controversial Kenya Information & Communications (Amendment) Bill passed by Kenya’s Parliament, recently, saying that “The President of Kenya has undertaken to refer the Bill back to Parliament so that

these matters can be ironed out, discussions are underway between various stakeholders - the Executive, Parliament and the media - to resolve the contentious issues”.

“The relationship between government and media need not be adversarial, there is a need for a continuous dialogue between the two for African countries to truly develop and make Africa a better home.”

Deputy President Ruto

He however, expressed concern over the “small issue” of what he termed as “media assassins” using the rapid growth of social media to create their narratives.

He concluded his keynote address by repeating the essence of his message to delegates, the world deserves to hear Africa’s side of the story and that the African media is best placed to tell it.



From left, Amadou Mahtar Ba, CEO, African Media Initiative, Dr. Carlos Lopez, UNECA’s Executive Secretary, Ethiopia’s Prime Minister Hailmariam Desalegn, Kenya’s Deputy President William Ruto, African Union Chair Dr. Nkosazana Dlamini-Zuma, African Development Bank President Donald Kaberuka, and the session’s Chair Dele Olojede.



Tsedale Lemma, The Standard Newspaper, Ethiopia



Robert Kabushenga, New Vision Group, Uganda

Dele Olojede thanked the Deputy President for his remarks and went on to call upon Dr Carlos Lopes to make his remarks.

In his brief remarks, Dr Lopes took delegates through a literary journey of the depictions and narratives of Africa coming from anywhere, but Africa, which painted the

continent in unfavourable light, through a single, sustained and skewed portrayal.

“The single story creates stereotypes, and the problem with stereotypes is not that they are untrue, but that they are incomplete. They make one story become the only story”, he said, quoting Nigerian author, **Chimamanda Adichie Ngozi**, in her famous speech entitled, “The Danger of a Single Story”.



From famed Russian author Alexander Pushkin's book, "Peter the Great's Negro" to Polish author, Joseph Conrad's book, "Heart of Darkness", Dr Lopes noted that Africa had been portrayed as a place of mystery and its people reduced to "a set of eyeballs and a mass of clapping hands" according to Joseph Conrad, forcing a fitting response from Nigerian author, Chinua Achebe in 1975.

More recently, Dr Lopes recalled that in May 2013, the National Geographic featured the celebrated travel writer Paul Theroux latest book, "The Last Train to Zona Verde", in which he writes of how on arrival in Luanda, Angola he "became conscious that he was entering into a zone of irrationality", reinforcing stereotypes of Africa and Africans held in the West. He quipped that the book read as though, Paul Theroux had taken Kenyan author, Binyavanga Wainaina's satirical piece "How To Write About Africa" seriously.

In concluding, he noted that despite all this, the conversation about Africa was changing dramatically, especially in the business arena where the continent is increasingly being seen as the place of great opportunity. This, according to him, needed to be cemented by creating a clear stand and understanding of what Africa is and what it wants to become:

"We have to struggle against the single story and begin to tell our own story".

Dr Carlos Lopes

Dr Nkosazana Dlamini-Zuma, was next, and on her part reiterated the case for Africa telling its own story, which in her view would not mean lying or hiding the continent's weaknesses. While Dr Lopes ably illustrated the depiction of the continent and its people in the Western media, Dr Zuma lamented the poor portrayal of Africa and Africans, by Africans themselves.

"You can never be free before loving yourself, and loving yourself means telling your story the way you see it," she pointed out, asserting that freedom also meant being

confident of oneself as a people, something she felt African media was not portraying enough of, choosing instead to question whether the continent can in fact reach and exploit its full potential.

She recalled how during her exile in the United Kingdom, in the 1980s, she stumbled on a documentary, which sought to depict Black South Africans as lazy, and therefore incapable of self-government. The documentary she said, had a series of interviews of middle-class White families in South Africa, in which it was visible during the interviews, that it was the supposedly "lazy Blacks" in the background preparing meals in the kitchen or mowing the lawns as the "diligent and hard-working" White families were seated giving the interviews for the documentary.

She urged the African media gathered, to shift their paradigm, take charge and believe in their stories, insisting on the need to report untold facts and untold stories, such as the fact that just African governments were paying 60% of any infrastructure project in their countries, as opposed to the perception that these projects were mainly or entirely funded by Western donors and financial institutions.

Dr Zuma went further to tell the delegates that despite reports that African states would not meet their Millennium Development Goals (MDGs), she informed delegates that it was the only continent that had tripled the number of children enrolling for higher education, and further stated that women on the continent had made great strides since the Beijing Conference in 1995 and were in the forefront of the continent's development agenda.

"We Africans cannot tell our story unless we own our mouth"

Dr Nkosazana Dlamini-Zuma

She ended by saying that "we (Africans) cannot tell our story unless we own our mouth", in reference to the media needing to take ownership of the African narrative and espouse it faithfully.

Dr Donald Kaberuka, speaking after Dr Zuma, started with a business angle to the preceding presentations, saying that in his eight years working with the African Development Bank (AfDB), it had become clear to him, that the continent had paid a heavy price in terms of investment because of the wide disparity between the perceived and actual risk of doing business on the continent.

He linked this state of affairs to the perceptions of Africa, primarily from what Africans themselves said about the continent.

“The media must be at the forefront of showcasing the continent’s success stories and in building greater investor confidence through a balanced approach to Africa’s business, social and environmental narrative.”

Dr Donald Kaberuka

He felt that this would erode the portrayal of Africa as a hopeless continent and instead position it as a continent on the rise.

While urging the media not to get into an endless cycle of blame for the continent’s portrayal and predicament, Dr Kaberuka noted that an opportunity had presented itself to correct the mistakes and move the continent forward.

The final speaker was the **Rt. Honourable Demeke Mekonnen** who primarily advocated for a developmental approach to the practice of media on the continent.

“The media must take up the duty and responsibility of writing and telling stories that will enable citizens to participate in and accelerate the continent’s development agenda.”

Rt. Honourable Demeke Mekonnen

He reminded the media of the ability they had to equip citizens with information that would help solve local, national, regional and continental problems.

The Deputy Premier went on to enumerate the progress his government had made in this regard, by among other things, enshrining the protection of freedom of speech and media in the constitution, abolishing the government’s monopoly of communications airwaves, banning all forms of censorship and working on constituting an independent media council. He added that the media sector in Ethiopia was structured along the federal and regional state broadcasters and publications and the private commercial media houses as well as the community-based broadcasters.

He denied any incarceration of Ethiopian journalists as widely reported, and instead said there was only one case pending in the High Court, against an editor of a local tabloid, and reiterating that freedom of expression was a reality in Ethiopia, but that any threats to national security or stability were dealt with firmly irrespective of one’s profession and that journalists were not an exception to the rule of law.

In concluding, **Deputy Prime Minister Mekonnen** decried the lack of strong competition in the media sector, brought about by poor quality and low levels of media training, which he felt hampered robust public debate on matters of national interest, as well as giving media consumers and advertisers value for money. To this end, he said the current government was in the process of crafting policies that would serve as incentives for investment in the media sector, and in so doing improve the overall quality of Ethiopian media outlets and programming.

Following the presentations by the panel, the moderator **Dele Olojede** opened the session to questions from the floor.

Robert Kabushenga, CEO of the New Vision Group (Uganda), sought to know why Africa's governments were keen on urging African media to tell positive stories of the continent, when most journalists' experiences were negative, because governments' are confrontational when dealing with the media. He also directed a question to **Deputy President William Ruto**, seeking to know why he had seemingly defied the African Union, by going ahead to attend his trial at the International Criminal Court (ICC), despite a resolution by the AU directing him and Kenyan **President Uhuru Kenyatta** not to attend their trials pending the outcome of a petition lodged at the United Nations Security Council.

In his response, **Deputy President Ruto** said that governments and media need not be enemies even when they do not agree, and instead called for tolerance and accommodation of opposing views no matter how "ridiculous" they may be. Responding to his alleged defiance of the AU directive on the ICC, the Deputy President said that he and his co-accused, President Kenyatta, believed in the rule of law and accountability and until a different mechanism for resolving the issues revolving around post-election violence in Kenya, they would cooperate fully with the ICC.



The second set of question came from **Tsedale Lemma** of The Standard newspaper of Ethiopia.

“I challenge your position that there are no Ethiopian journalists in prison. It is your word against the rest of the world. Ethiopian journalists are in prison under unfounded claims of being terrorists but the real reason for their imprisonment is that they have been critical of the government.”

Tsedale Lemma, The Standard Newspaper, Ethiopia

She then asked Dr Kaberuka, how the AfDB would help journalists travel across the continent to capture the African narrative in light of the journalists’ inability to fund such travel. And she finally asked Dr Zuma why the AU denied journalists entry to cover deliberations during the 50th anniversary celebrations?

Responding to Lemma’s question, the Deputy Premier maintained that the issue of jailed journalists in Ethiopia needed to be seen from a wider perspective that took into account national security, because according to him, the jailing has nothing to do with professional conduct and beliefs, but rather the alleged association with terrorists and clandestine organisations.

In his response, Dr Kaberuka said that the AfDB was already broadly funding programmes to support media training and capacity development, but could not directly fund a media house or journalist since it would raise questions about the media house’s objectivity and independence.

Dr Zuma explained that the AU did not throw out journalists from the AU celebrations, but only denied them entry into the high- level closed-door session, as is always the case at AU summit meetings.

Ousman Sillah, the Editor of Foroya newspaper of The Gambia asked the final question, and asked the panel to explain why African governments still trample on the basic rights of their citizens, and yet expected the African media not to report such abuses.

Deputy President Ruto responded saying that media and government needed to separate issues they differed on personally from issues of national and continental interest. He added that a free media is “the best gift” to give a country and the continent, and urged journalists to ascribe to the higher ideal of loving and putting their country first.

Making the final contribution to the session, Dr Kaberuka, observed that a good government must not steal from its people, but be accountable and deliver for its people, and a strong media would be absolutely vital.

“A good government must not steal from its people, but be accountable and deliver for its people, and a strong media is absolutely vital.”

Dr Donald Kaberuka

With those remarks, the Roundtable came to an end and AMI Board Chair; Trevor Ncube recognised and honoured five Board members who were stepping down this year. He presented them with self-portraits and trophies. The five are:

- Paulo Gomez, who is currently running for President of Guinea Bissau;
- Charlene Hunter-Gault, from the United States of America;
- Marie Roger-Biloua, from the Cameroon;
- Kaitiri Kanji, from Namibia, and
- Eric Chinje, from the Cameroon.

AMI staff members, from left, Noreen Wambui, Mumin Maslah and Makda Viers hold up portraits of outgoing AMI board members.

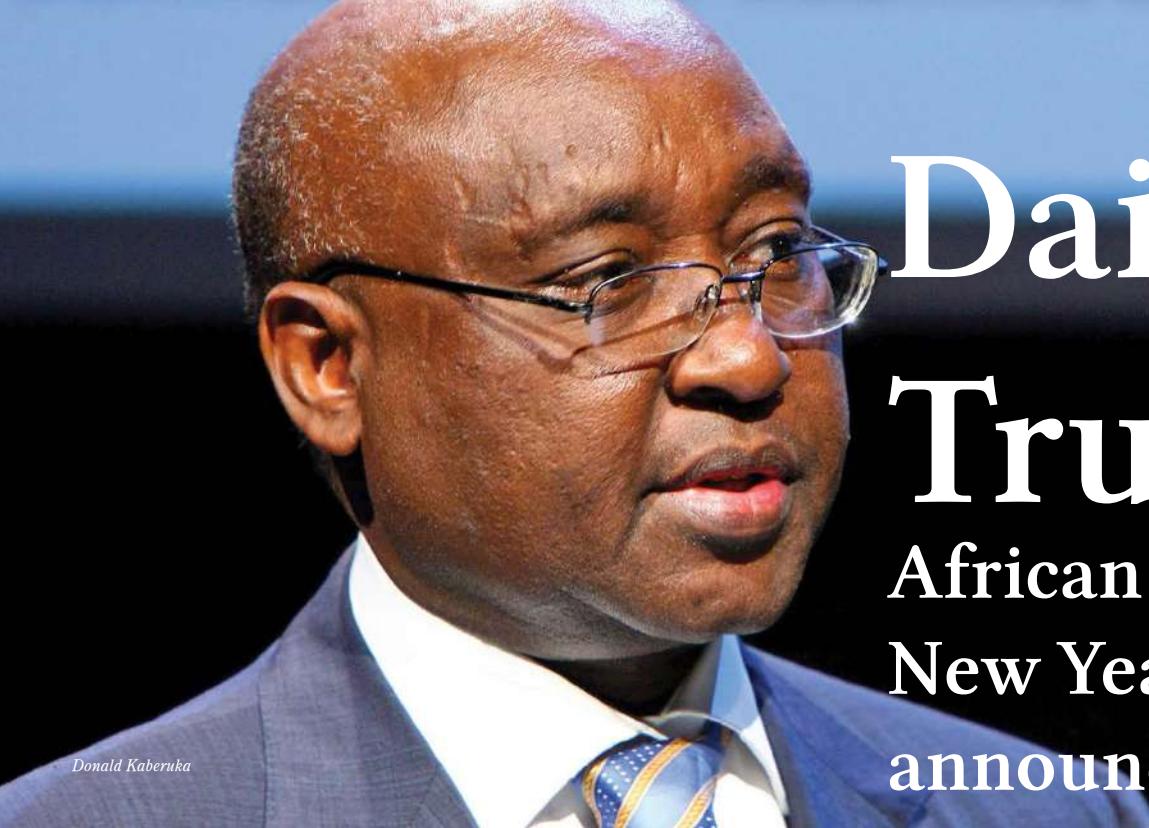


Kaitiri Kanji, outgoing AMI board member



Thanks for a job well done: Outgoing AMI board members Eric Chinje and Marie Roger Biloa with their farewell trophy.





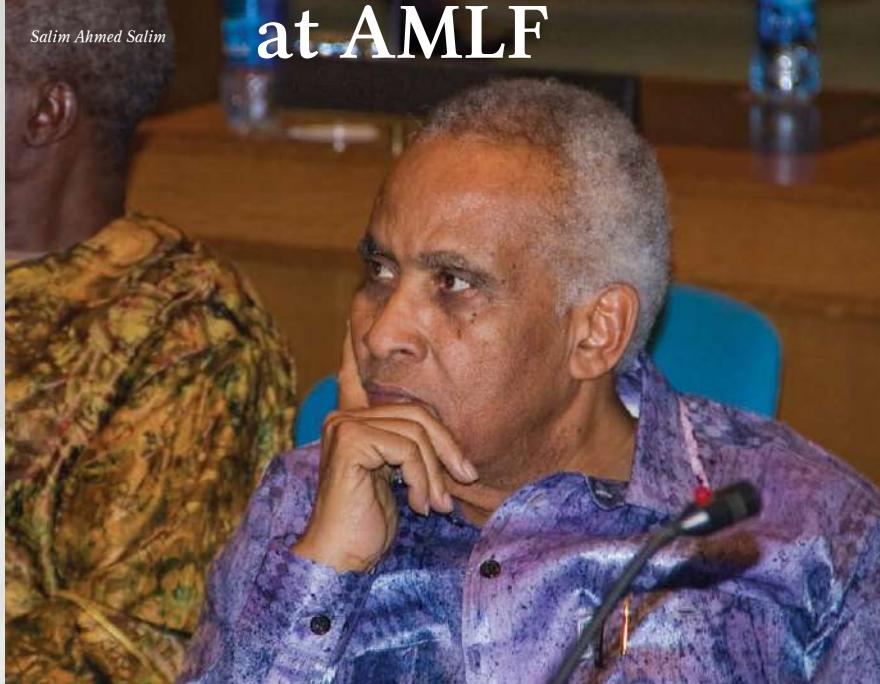
Donald Kaberuka

Daily Trust

African of the
New Year 2013
announcement
at AMLF



Yusuf Kabiru



Salim Ahmed Salim

Donald Kaberuka, the President of the African Development Bank Group (AfDB) has been named winner of the Daily Trust's African of the Year 2013 Award. Chairman of the Award Advisory Board **Dr Salim Ahmed Salim** made the announcement during a plenary session at the 6th African Media Leaders' Forum in Addis Ababa, Ethiopia.

To justify the Daily Trust committee's choice, Dr. Salim said "We would like to honour Dr. Kaberuka for showcasing African potential. 2013 marks the 50th African Union anniversary. In line with this we wish to recognise Dr. Kaberuka for championing the launch of the Africa 50 Fund, a development vehicle that calls for Africans to take on home-grown development initiatives. In addition we applaud AfDB's focus in Africa as demonstrated in their tagline: 'Building today, a better Africa Tomorrow'."

Proposed by Kaberuka, the Africa 50 Fund, named after its ambition to secure Africa's economic transformation over the next half century, hopes to attract Africans and other citizens of the world to invest in lucrative African development projects.

Initiated in 2008 by the Daily Trust newspaper in Nigeria, the African of the Year Award project is committed to recognising contributions of Africans, both at home and in the diaspora, to the life of Africans. Dr. Salim is the chair of the Advisory Board and Selection Committee along with Prof. Tandeka Nkiwane (South Africa), Mr. Kabiru Yusuf (Nigeria), Prof. Okello Oculi (Uganda), Prof. Abdoulaye Bathily (Senegal) and the secretary Ms. Muthoni Wanyeki (Kenya).

Dr. Salim noted that the Award presents a challenge to African citizens to reflect on the African Union's past 50 years and to project the continent's desired future. He noted that the time had come for Africa to find ways to promote its own stability, social and economic development, and to raise funds necessary for growth.

Past winners of the Daily Trust African of the Year Award include Former South African President Thabo Mbeki, the late pan-Africanist Dr. Tajudeen Abdul-Raheem of Nigeria in 2009, Mr. Danny Jordaan of South Africa in 2010 and Dr. Denis Mukwege of the Democratic Republic of Congo in 2008.





The One Africa award

Event host Henry Bonsu welcomed the audience to the ONE Africa Award, stressing the need for delegates to apply the lessons learnt during AMLF 2012, on returning to their respective countries and media houses.

Later, he introduced **Mike Elliot**, the Chief Executive Officer at ONE Africa, who began by appreciating the AMI for a successful media gathering and for allowing ONE to present the award during the Forum.

“ONE is a campaigning and advocacy organisation of 3.5 million people taking action to end extreme poverty and preventable disease, particularly in Africa. Facts show extreme poverty has already been cut by a half and can be eliminated by 2030”.

Elliot explained that the ONE Africa Award was co-founded by Irish rock star and philanthropist, Bono and aims at raising public awareness and working with governments to address preventable diseases such as HIV/AIDS, TB, and Malaria; increase investments in agriculture and nutrition, and demand greater transparency and accountability in relief programs in Africa. He also noted that greater transformation would be experienced if civil society were more vibrant across the continent.

Dr Siphso Moyo a Director at ONE, said that the ONE Africa Award was the best part of her job, noting that although ONE does not provide services directly to the African population, they advocate and tell stories of people who innovatively contribute to the transformation of Africa. Moyo mentioned that ONE would be asking the following of all participating organisations:

- The extent to which the organisation has designed and implemented an innovative advocacy program that employs new approaches to impact in a given sector(s);
- The ability to demonstrate and communicate specific indicators of progress and impact linking work to a given sector(s) in a clear results-oriented framework;
- The demonstration of the ability to replicate efforts of the organisation to take intervention to scale;
- The demonstration of strong internal and constituency accountability mechanisms (that is, community leadership consultations and involvement in programs to demonstrate the interventions are relevant to the majority of the poor in the target community and empowers them in a sustainable way) along with transparency of operations, and
- The extent to which the organisation has employed creative partnerships to achieve its goal(s) and ensure coordination with other development actors. These partnerships may include public and/or private sector players.

Moyo announced this year winner: Agricultural Non-State Actors Forum (ANSAF) from Tanzania. She recognised “ANSAF for their agriculture advocacy in Tanzania. ONE has been working with ANSAF to petition the Tanzania Government to allocate ten per cent of their total budget to agriculture as proposed in the Maputo Declaration. We have further encouraged President Kikwete to present the same to the African Union and encourage others”.

In his acceptance speech **Audax Rukonge**, the Executive Director ANSAF thanked the “organisers and the leadership of ONE Africa Award and all of you who have faith in our organisation. This award is a challenge to us to intensify our work and our campaign that seeks 10% national budget allocation in agriculture. We need our government to engage small-scale farmers in creation of agricultural policies as the industry holds an enormous opportunity for the country’s growth”.

To win this prestigious award, ANSAF beat five finalists including Zambia Open Community Schools (ZOCS) of Zambia, a community schools program; Doper l’Entrepreneuriat par la Finance Innovante et Solidaire (DEFIS) a consumer group in Mali that seeks to buy farmers’ produce; the Jerusalem Children and Community Development Organization (JeCCDO) of Ethiopia, a community based organisation; Friends of the Global Fund Africa of Nigeria, a financial body that seeks to address diseases; and Réseau Accès aux Médicaments Essentiels (RAME) a health monitor in Burkina Faso .

The organisations that qualify to apply for this award are ‘civil society organisations, non-governmental organisations and other groups based in Africa that can demonstrate commitment and success in advocacy to promote the attainment of one or more of the Millennium Development Goals (MDGs).’

The prize is 100,000 USD. There were 250 applications.





A view of the convention centre as the Forum gets underway.



AMI staff members from left, Makda Viers, Noreen Wambui, Esther Mwaura and Vimbai Kadenhe add a sparkle to the event



A photograph of Bono speaking at a wooden podium. He is wearing sunglasses and a dark shirt. The podium has a circular emblem on the front. The background is a wood-paneled wall.

Bono at the AMLF

Incredibly I've been coming to Ethiopia for more than half my life. I say "incredibly" because in truth I still think of myself as 25. It's a rock star's disease – we are encouraged not to grow up.

But I've been visiting here since the mid-1980s, and I really think there's never been a more exciting time. You can feel it. It's electric, and rock stars love electricity. I heard a local band last night with lots of electricity and talent – Jano.

It's great to be here at a moment of transformation here in Addis, and here in Africa generally. Economically, socially, culturally, medically, technologically. Huge transformation.

And the rest of the world is starting to see it. The world is waking up to how extraordinarily wealthy the continent of Africa is in terms of its people, not just its resources. And that's a big shift in the north, because all we heard for years and years was how poor you all were.

And being honest, I was complicit in this; dramatising the situation to

make sure that the poorest people didn't get forgotten. And again, to be brutally honest, to break through our own indifference. Some used a kind of poverty pornography to break through the noise to get our own governments to do less of what hurt, and more of what helped.

We fought to cancel cold war debts. We fought for funding for HIV/AIDS.

We thought it absurd that what was a manageable disease for rich people was a death sentence for poor people.

A message of hope: Irish rock star and philanthropist, Bono, who is also a co-founder of the Africa One Award, shares his thoughts with delegates.

We weren't remotely interested in charity by the way, we were interested in justice. In our heads, you don't need charity if justice is done. Now the meaning of justice in the 21st century may not have changed—but the ways of achieving it sure have.

Which is where we get to another transformation. The transformation of the media, and the technology that's turbo charging it.

None of this is news to you because—well, you write the news! Traditional models of journalism are changing. This is true not just in Africa, of course, but where I come from as well. When almost everyone's got a phone—and everyone with a phone is a broadcaster—what does it even mean to be a journalist today?

I know it's a little early in the day to get existential on you, but bear with me a moment. The demand for information and the flow of information are unstoppable. We know this. But what's still in short supply is what you provide. Analysis. Intelligence. Interpretation.

In other words: not just volume of information, but quality of information.

This, if you want to know my view, is what it means to be a journalist today. Using your professional insight to turn information into knowledge.

People, citizens, fact-based activists, the *factivists*, are depending on that. They're demanding access to information that affects their lives. Economic development, social progress, human health – all this depends on open data. Not raw data, necessarily, but open data. Dug up in many cases by your efforts and made useful, made intelligible, by your analysis.

That's how the transformation of media is helping drive the other transformations. The quality of governance depends on the quality of civil society, and the quality of civil society depends on the quality—the accuracy, the relevance—of information.

I'd like to pause on an issue that ONE has been working on, with the great Mo Ibrahim, to make sure that at least some of the wealth under the ground in resource-rich countries like Ethiopia ends up in the hands of the people living above it.

We were responding to civil society groups over here demanding transparency – demanding that we join with them in tackling corruption north and south of the equator.

ONE, working with Publish What You Pay, were thrilled to get a law passed in the US and the EU that forced all oil companies on those stock exchanges to reveal who they're paying, for what, and where. Project by project, no exemptions.

We were thrilled. The oil companies were not. In fact the American Petroleum Institute has taken legal action to challenge this. In the US, they sued the SEC, presumably because they want to carry on their dealings in the dark. The court ruled in their favour. For the moment.

Are they blocking this because they understand a very simple equation?

Transparency plus insight equals transformation.

Why do oil companies not want the public to know how much they are paying for drilling rights? Why is opacity so important to big business?

Capital flight is always at night, in the dark. Phantom companies, with more wealth than some governments, can't stand the daylight that would unmask who owns them.

We now know corporate and government corruption is killing more kids than any disease. But guess what? There is a vaccine and it is transparency.

We used to be known as the 'get the cheque' people. We're still that, but now we are also the 'follow the money' people. And by we, I really mean YOU.

Which brings me to another equation: the relationship between freedom of information, stability and security. A little bit of a hot button topic at this conference.

I know where I stand on this, and over the week as I meet with the leadership I'll be respectfully raising it. As I did with **Prime Minister Meles**, whom I was honoured to call a friend. The great thing about friendship is you can agree on some things and disagree on others. And we did.

Where I stand is that information, and the knowledge that flows from it, has enormous power to challenge inequality. Of course, it has enormous power to challenge everything—the whole order of things—which is why countries have often tried to control information. And when that doesn't work, governments have tried to control journalists.

This is not good politics. Actually this is just not good. Full Stop. It's also not the right thing to do. And let's face it, today

it's becoming a physical impossibility, wherever you are in the world.

To try and pretend the revolution in information technology isn't happening is like King Canute putting up his hand to try and stop the waves. You can't stop the waves, they are tidal waves.

I would encourage this government, which has done such incredible work on human development, to surf these waves. Not to fear journalism, but to encourage it.

Bono

Ethiopia has a story worth telling. A story the rest of the world should hear. The story of business leaders creating jobs, fighting and winning market share against the obstacles. The story of activists campaigning – and more and more succeeding – to keep their government honest. The government's story of incredible success in halving extreme poverty and hunger in the last twenty years.

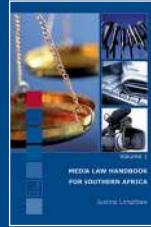
This government needs all these stories to be told.

Thank you.

KAS Media Africa



Our Practical Work



The Media Programme was established in 2002 as part of the KAS' global Media Programme. We support the advancement of democracy and freedom of opinion in the region and aim to interconnect sub-Saharan Africa's media stakeholders so they may:

- acquire information and learn to understand their neighbouring countries
- learn from the methods, work processes and experience of their colleagues in order to implement them in their own local or national environment
- establish precious networks by exchanging correspondent reports
- build cross-border relationships that encourage regional integration
- communicate problems and discuss issues more effectively on a regional basis rather than on a national scale

Supporting Journalists

To fulfill their aspiring role as the "fourth power", media need to possess the appropriate skills. To contribute to this, we work closely with Journalism Academies in the region and also award two KAS Media Africa Scholarships annually.

Independent and Pluralistic Media Landscape

KAS Media Africa is part of the "Decriminalization of Defamation Campaign" - spearheaded by Special Rapporteur Pansy Tlakula. It aims to improve press and media law so as to reduce legal threats against journalists.

Value-centered Political Communication

We train political protagonists to formulate their messages precisely, to respect to the value of a free media and to accept journalists as complementing factors in a democratic society. Additionally, we focus on the digitalization of media and politics.



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Photo Gallery





African Media Leaders Forum
Shaping the future of African media

PUBLIC DEBATE

AMLF 2013

Are African Media Capable of Transforming the Continent?

DATE: November 6, 2013. TIME: 3:30 PM
VENUE: Eshetu Chole Building, Addis Ababa





AMI Board Members



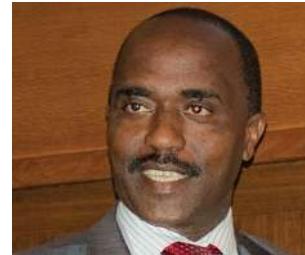
Charlayne Hunter-Gault, Co-Chairperson of AMI

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.



Amadou Mahtar Ba

Amadou Mahtar Ba is the 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.



Linus Gitahi

Linus W. Gitahi is the Nation Media Group's Group Chief Executive Officer, 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.



Trevor Ncube, Co-Chairperson of AMI

Chairman of Alpha Media Holdings (AMH), Zimbabwe, a company he co-founded 16 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.



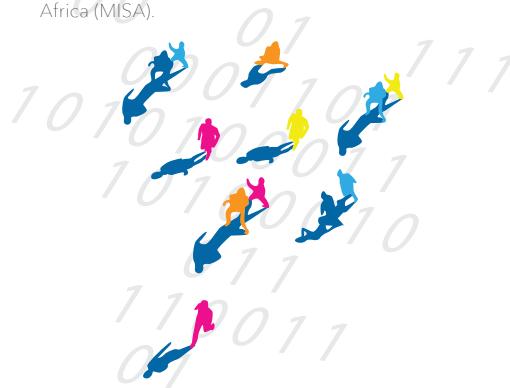
Ory Okolloh

Ory Okolloh is the Director of Investments at the Omidyar Network Africa. Previously she was 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.



Kaitira Kandjii

Kaitira Kandjii is currently the Communication and Marketing Director of Polytechnic of Namibia. He was previously the Regional Director of Media, Media Institute of South Africa (MISA).





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



Dele Olojede

Dele Olojede is the publisher of NEXT, NextOnSunday and 234NEXT.com, widely considered to be Nigeria's most respected sources for news and informed opinion. 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 moderator of the Aspen Institute's leadership seminars and is a

fellow and member of the governing board of the Africa Leadership Initiative in South Africa. He served twice on the jury of the Pulitzer Prizes and the Alicia Paterson Fellowship.



Eric Chinje

Currently Senior Adviser at KRL International. Previously 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 Bilou

She is the Chief Executive Director of The Africa International Media Group and a journalist by profession, being the Editor of the political magazine "Africa International", and founding Editor of two highly successful local publications, "ICILes Gens du Cameroun"

(2004) and "ICI-LesGens du Gabon" (2008). She has also been a very frequent talk show guest in Europe and Africa.



Mathatha Tsedu

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



Prof. Kwame Karikari

Kwame Karikari is the former executive director of the Media Foundation for West Africa, a press freedom/freedom of expression advocacy and promotion organisation based in Accra, Ghana. He has been for several years, a professor in journalism and mass communication at the School of Communication Studies at the University of Ghana.

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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Shaping the future of
African media

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