Economic Commission
for Africa

Report of the Findings of the Strengthening African Media (STREAM) Consultative Process

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Information and Communication Service

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Acronyms

ACCE	African Council on Communication Education
AMARC	World Association for Community Radio Broadcasters
AMDI	African Media Development Initiative
AMWIK	Association of Media Women in Kenya
APRM	African Peer Review Mechanism
AU	African Union
BAZ	Broadcasting Authority of Zimbabwe
CfA	Commission for Africa
CIHRS	Cairo Institute for Human Rights Studies
CSO	Civil Society Organization
DFID	Department for International Development (UK)
EAC	East African Community
ECOWAS	Economic Community of West African States
EFJA	Ethiopian Free Journalists' Association
FEMNET	African Women's Development and Communication Network
GEMSA	Gender and Media Southern African Network
GFMD	Global Forum for Media Development
IAJ	Institute for the Advancement of Journalism
IBA	Independent Broadcasting Authority
ICASA	Independent Communications Authority of South Africa
ICF	Investment Climate Facility (for Africa)
KBC	Kenya Broadcasting Corporation
MACRA	Malawi Communications Regulatory Authority
MDDA	Media Development and Diversity Agency
MDGs	Millennium Development Goals
MDLF	Media Development Loan Fund
MFWA	Media Foundation for West Africa
MISA	Media Institute for Southern Africa
NEPAD	New Partnership for Africa's Development
NUSJ	National Union of Somali Journalists
NWICO	New World Information and Communication Order
PANA	Pan-African News Agency
PIWA	Panos Institute West Africa
PRSP	Poverty Reduction Strategy Paper
SAEF	Southern African Editors' Forum
SAIMED	Southern African Institute for Media Entrepreneurship Development
SAMDEF	Southern African Media Development Fund
SAMTRAN	Southern African Media Trainers' Network

SAQA	South Africa Qualifications Agency
STREAM	Strengthening African Media (consultative process)
TAMWA	Tanzania Media Women's Association
TNC	Transnational Corporation
UMWA	Uganda Media Women's Association
UNECA	United Nations Economic Commission for Africa
VAT	Value Added Tax
VOP	Voice of the People (Zimbabwe)

Introduction

This report presents the main findings of the consultative process embarked upon by the United Nations Economic Commission for Africa (UNECA), in conjunction with key African media support institutions, to ascertain the priorities for strengthening media institutions in Africa. The consultation process provided a platform for various African media actors to articulate concerns and perspectives, identify priority issues and areas requiring support, and propose concrete initiatives and programmes towards a strengthened media sector.

African ownership is a fundamental principle underpinning the process and its outcomes. An important outcome, apart from this particular report, is a *Strategic Framework for Strengthening Media in Africa* that makes the case for investing in media, and provides the basis for a stakeholder conference being planned to discuss and agree on immediate as well as medium- and longer-term priorities that should attract financing.

This report is structured as follows. Chapter 1 discusses the media and communications context within which the consultation took place, noting the key historical and contemporary processes that would define, and be influenced by, the initiative. Chapter 2 outlines the methodology employed in the consultation process, underscoring the ethnographic nature of the consultation as a socially embedded 'research' process. Chapter 3 presents the main findings of the consultation, highlighting the major issues, problems and proposals emerging out of the discussions. The analysis of the findings takes the form of regional overviews, presented in tabular form. These findings are then taken up in Chapter 4 in the form of a synthesized discussion, highlighting common themes and issues. Chapter 5 sets out priority areas for intervention. Chapter 6 concludes the report, with a summary of the key conclusions.

Chapter 1: Contextualization

The consultative process was linked to specific developments in the media and communications sector, not least the Commission for Africa (CfA), set up in 2004 by British Prime Minister Tony Blair[1]. It would be a mistake to stop there; because the media and communications landscape in Africa has been undergoing major changes, signalling the need and presenting opportunities for a concerted initiative to take advantage of such changes in favour of strengthening media institutions.

This section outlines the broader context within which the media and communications scene has changed in Africa, before isolating the specific processes leading up to the formation of a task force, under the auspices of UNECA, to drive the process of evolving an African consensus on the key issues underpinning the agenda for media development. It also highlights some of the other initiatives underway in the general rubric of media development.

1.1   The African context for media development

1.1.1 Historical precedents

The agenda for media development has historical precedents. The promulgation of the New Information and Communication Order (NWICO), although ideologically emotive and divisive, highlighted the need for media institutions in developing countries to be sufficiently capacitated to deal with the doctrine of the 'balanced', as opposed to the 'free', flow of information across borders. For example, one of the earliest issues of the NWICO debate has assumed even greater relevance in this age of globalization: the need to control or provide sound alternatives to the giant transnational media corporations. Indeed, the 'global reach' of the transnationals (TNCs) has become much more extensive in the 1990s than in the early days of the NWICO debate. In connection with the TNC question, the issue of equitable sharing of communications technology for the countries of the South has become increasingly important.[2]

To quote Brown-Syed:

> The NWICO movement began as a protest over the concentration of print and broad-
> cast media ownership among de facto cartels, and developed into an argument about
> the cultural dominance of poor nations by wealthy ones. However, even before the
> Soviet collapse, some NWICO proponents were beginning to suggest that the issue of
> news imbalance was a red herring, and that supplying developing nations with current
> banking and business information was more crucial…

1   Commission for Africa, 2005. *Our common interest: report of the Commission for Africa.* London: Commission for Africa (CfA).
2   Colleen Roach, 1996. The MacBride Round Table on Communication. Available [0]: http://www.wacc.org.uk/wacc/publications/media_development/archive/1996_3/the_macbride_round_table_on_communication. Accessed on 2007/06/18.

> …However, the problem of uneven world development, far from disappearing with the dissolution of the Soviet Union, remains with us…Moreover, the Third World of the 1990s finds itself with only one ideological pole toward which to turn, and with the West as the major viable source of economic assistance. Politics aside, it would seem that the basic NWICO assumption is that plenty of information is concomitant to, and predeterminate of economic prosperity, remains at least arguable.

In hindsight, it appears that the East-West politicization of the NWICO debate merely served to distract attention from deep seated problems which persist and are likely to grow more pernicious in the short term.[3]

Indeed, the very establishment by the Organization of African Unity, renamed African Union (AU) or the Pan-African News Agency (PANA) in 1979, regardless of the ideological-political intentions[4] of the constituting States, were ample evidence of Africa's commitment to developing the continent's media and communication apparatus. NWICO was in part an attempt at building international support for the media in the developing world.

1.1.2 Changes in the media and communications landscape: opportunities for African media development

The media and communications landscape has undergone unprecedented changes, offering opportunities for renewed energy towards media development.

The globalization of democratization

The 1990s, following the collapse of state socialism and the consolidation of capitalism worldwide, marked a dramatic intensification of public awareness of democratization. This is particularly evident in the way most African systems of government changed from authoritarian to liberal forms of democracy. This would seem to agree with the place of the media in what they call 'the two waves of democracy'. The 'first wave' refers to the colonial period. In other words, some see the African-nationalist struggles for independence from colonial rule as an agenda for democratization. This initial wave was effaced soon after independence, giving way to a 'second wave' of post-colonialism[5] that itself becomes implicated in the 'third wave'. The 'third wave' – a global movement towards democratization – became a reality in most of sub-Saharan Africa (SSA) in the 1990s[6]. Indeed, some scholars refer to this process as Africa's 'second liberation' to underscore the betrayed hopes surrounding the liberation from colonial rule in the 1950s and 1960s[7].

Along with the embracing of democratic forms of governance were other opportunities in which we can locate the impulses towards creating media development in Africa.

3   Christopher Brown-Syed, 1999. The New World Order and the geopolitics of information. Available [0]: http://valinor.ca/csyed_libres3.html. Accessed on 2007/06/18.
4   PANA's objectives were to 'to rectify the distorted image of Africa created by the international news agencies and to let the voice of Africa be heard on the international news scene'.
5   G Hyden, & C Okigbo. 2002. The media and the two waves of democracy, in Media and democracy in Africa edited by Goran Hyden, Michael Leslie & Folu F. Ogundimu. New Brunswick (U.S.A) and London (U.K.): Transaction Publishers: 29-53.
6   SP Huntington. 1991. *The third wave: democratization in the late twentieth century*. Norman and London: University of Oklahoma Press.
7   L Diamond & MF Plattner, (eds). 1999. *Democratization in Africa*. Baltimore and London: Johns Hopkins University Press.

Liberalization: deregulation of the media landscape

The 1990s saw the unfolding of the process of liberalization from Nigeria to South Africa, with corresponding deregulatory policy and legislative changes. The discourse of liberalization led many countries in Africa to promulgate liberal-economic media and information policies. The emergence of a multiplicity of privately owned commercial broadcast and print media channels during this period was attributable to this liberalism, which stressed the pre-eminence of private capital over state capital.

The point to underscore is that there was a rekindling of African private media capital, largely as a consequence of the liberal-economic policies adopted across Africa, presenting further opportunities to grow media as businesses and to inject pluralism into the local media spaces. While this was more pronounced in some countries, it was less so in others.

Privatization and commercialization of state media

Along with this political and economic liberalization was a tendency towards the restructuring of the state-owned broadcasting systems inherited from the colonialist masters in line with the public-service ethos. In this regard, two options presented themselves: privatization and/or commercialization. Most countries preferred the latter to the former. A related issue here was the setting up of 'independent' broadcasting regulatory authorities. In this regard, the Malawi Communications Regulatory Authority (MACRA), the Independent Communications Authority of South Africa (ICASA), the Independent Broadcasting Authority (IBA) in Zambia and the Broadcasting Authority of Zimbabwe (BAZ) are examples. However, the 'independence' of these bodies has remained a contested issue, with the intensity of 'independence' varying from country to country. For example, South Africa's ICASA is much freer than Zimbabwe's BAZ.[8]

A communitarian agenda for the democratization of the media

Communitarian forms of democratization would emphasize the utopian social or 'community' potential of democracy. This would seek to privilege a deeper, more participatory form of democracy in which communities influence the news-media agenda. As an element of democratization, its popularity in Africa occurred at the height of the transnationalization of civil society in the 1990s. For example, the international broadcasting policy campaign of the World Association for Community Radio Broadcasters (AMARC), headquartered in Montréal, legitimated community radio broadcasting as an alternative medium distinct from state and commercial broadcasting in Africa. It was such transnational networks that carried forth the ideology and practice of communitarian communication.

However, the emergence of communitarian forms of media, such as community radio broadcasting, was not without its problems. Services were concentrated along the line of rail, excluding the majority of the rural poor. The programming was more entertainment based than developmental. Other problems included little funding, too few volunteers, lack of training, et cetera.

The re-regulation of the media

Some countries, such as Zimbabwe, experienced a reversal in the liberalization process and re-regulated the media industry through a series of heavy policy and legislative measures. This was also evident, albeit in more subtle ways, in several other countries through the harassment of journalists and the withdrawal of state advertising from privately owned media institutions.

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8   F. Banda, 2003. *Community radio broadcasting in Zambia: a policy perspective.* PhD thesis, University of South Africa, Pretoria.

1.1.3 Contemporary efforts at media development in Africa

At least within the specific context of Africa, it would not be far-fetched to argue that the beginnings of an international support mechanism for the media is traceable to Windhoek, Namibia. In 1991, United Nations Educational, Scientific and Cultural Organization (UNESCO) called for a gathering of media practitioners and press freedom organizations in Namibia on May 3. This conference culminated in the Windhoek Declaration on Promoting an Independent and Pluralistic African Press. The Declaration set the background for the proclamation by the United Nations General Assembly of May 3 as 'World Press Freedom Day'. The Declaration repudiated state ownership of media institutions and justified the doctrine of media liberalization and privatization.

Beyond the Windhoek Declaration, there is clear evidence of more engagement with the discourse of media development in various African documents generated since Windhoek. For example, the African Charter on Human and Peoples' Rights, in Article 9, echoes the rights in Article 19 of the Universal Declaration of Human Rights. The African Commission on Human and Peoples' Rights has elaborated this in its Declaration of Principles on Freedom of Expression in Africa. The Declaration is important because it elaborates in considerable detail what is meant by freedom of expression. This includes a number of other points of particular relevance for the development of broadcasting services in Africa, such as (a) the need to encourage the development of private broadcasting, (b) the need to transform state or government broadcasters into genuine public broadcasters, and (c) the need for independent broadcasting regulatory bodies. These points are, in turn, reinforced by the African Charter on Broadcasting, adopted in 2001 on the tenth anniversary of the Windhoek Declaration.

The defining moment in the discourse of media development was associated with the establishment of the CfA in early 2004 by the British Prime Minister, Tony Blair. The Commission report, released on 11 March 2005, marked a milestone in British engagement with Africa on issues of media and communication. Although the Commission, preoccupation was with much more than media issues, it was clear that there was some attention paid to the potential role of media in the development of the continent. While there is, in some quarters, unrelenting criticism of the Commission's, it is undeniable that it ignited much of the debate about creating support for the development of the media in Africa. Out of that report, it can be argued, emerged a number of initiatives that are performing specific tasks to keep the discourse on media development alive.

The Global Forum for Media Development (GFMD)

The American-based Internews, in conjunction with several media-support organizations in Europe, Africa, Latin America and Asia, organized the Global Forum for Media Development (GFMD) held in Amman, Jordan, towards the end of 2005. The gathering was attended by many of the well-established media support organizations in Africa, including some media owners and practitioners. One of the main aims of GFMD as a media development implementation and collaboration body was a parallel movement by media development donors to share information among themselves about best practices, present priorities, and ways of measuring success – what we might characterize as the donors' 'bureaucratic' strategy for harmonizing their support to the media sector.

Apart from this, the goals of GFMD are to:
- Attract the broad but currently disparate community of media assistance organizations and share experiences and information across the media aid sector;
- Improve the quality of technical assistance of the sector and develop common monitoring and evaluation methodologies;

- Offer an extensive web-based platform of resources for media professionals;
- Disseminate research on the role of the media in economic growth democratization and institutional reform process;
- Establish an ongoing donor-implementer dialogue that would enable media assistance organizations to contribute to the formulation of media development policies that enhance the impact of the media assistance sector and the long-term sustainability of independent media; and
- Advocate for the higher-level, strategic policy linkages between media support and existing human and economic development instruments and frameworks (e.g. Poverty Reduction Strategy Papers (PRSPs); Millennium Development Goals (MDGs).[9]

One particularly relevant recommendation emerging from the Amman conference was the possible formation of an African Forum for Media Development (AFMD). While the principle of a continental forum was generally welcome, there was some uncertainty about its workability.

The point to underscore is that the AFMD is serving to further animate the notion of a global or international support mechanism for media in Africa.

The African Media Development Initiative (AMDI)

AMDI was instigated by the British Broadcasting Corporation (BBC) World Service Trust, in association with two African universities, including Rhodes University of South Africa and Amadu Bello University of Nigeria. The main activity underpinning the initiative was a research project aimed at (a) collecting media statistics in 17 African countries in order to determine what changes have occurred in the media landscape between 2000 and 2005; and (b) conducting in-depth interviews with key informants (media owners, government officials, NGO leaders, and religious authorities) about their perceptions of media development in each of the 17 countries.[10] To take the example of Zambia, a review of media development initiatives between 2000 and 2005 reveals the following:

- There is a diversity of media development initiatives in Zambia – some of these are originated and financially supported by the media houses themselves while others are a partnership between media support organizations and donors;
- There is a need for the involvement of multiple actors in any media development initiative, as evidenced in the success of a multi-stakeholder campaign for legislative reforms and the withdrawal of value added tax (VAT) on the cover price of newspapers and magazines;
- Media development activities need to have an inbuilt sustainability plan in order to have a lasting impact;
- Donor support needs to have less conditionality and promote the recipient's independence and innovativeness;
- Culture must be built into any media development initiative for such an initiative to have resonance among the beneficiaries; and
- Commercial interests are increasingly seen as an important part of any media development initiative, particularly if they can be persuaded to invest in the media sector[11].

9   Global Forum for Media Development. 2005. Draft report of the Global Forum for Media Development Conference. Amman, Jordan: GFMD.
10 BBC World Service Trust. 2006. *African Media Development Initiative (AMDI)*. [0]. Available: http://www.bbc.co.uk/worldservice/trust/specials/1552_trust_amdi/index. shtml. Accessed on 2006/09/11.
11 F Banda. 2006. *Zambia African Media Development Initiative (AMDI) research report*. London: BBC World Service Trust.

1.2   Objectives of the STREAM consultative process

Alongside the developments charted above, there has been unfolding yet another process under the aegis of UNECA. More specifically, this process started with a meeting of selected media and communications experts in March 2006 in Addis Ababa at the invitation of UNECA. This process, like the AMDI research, was supported by the UK Department for International Development (DFID). UNECA was seen as a 'neutral' broker of the dialogue that would ensue among media players in Africa, and would, given its strategic position, provide the best route possible for recommendations to reach the AU and other stakeholders. The key recommendation emerging out of the Addis Ababa meeting was to 'root' the consultation process within the different geographic and linguistic regions of Africa.

Underpinned by this theme of African ownership, the STREAM process spelt out three key objectives, namely to:
- Arrive at a shared understanding of the state of the media and communication sector in Africa;
- Explore the extent to which different actors in Africa could develop a common framework of action based on a shared agenda for media development; and
- Inform the design and implementation of a consultation process towards a coherent and inclusive set of interventions to strengthen media institutions in Africa[12].

These objectives were underpinned by three key principles, namely:
- The centrality of African voices and perspectives;
- African ownership and leadership; and
- Coherence in funding and partnership

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12   UNECA. 2006. *Strengthening Africa's media: building sustainable institutions to bolster the public sphere and nurture effective states*. Report of the workshop held at Economic Commission for Africa. Addis Ababa, Ethiopia. 9-10 March 2006.

Chapter 2: Methodology

The consultative process employed a qualitative methodology, centred around an understanding of the centrality of generating African insights into the dynamics of strengthening media institutions on the continent.

More specifically, the consultation was based on the interpretive approach. As an example of ethnomethodology, interpretivism entails an approach to social science research that emphasizes the importance of insiders' viewpoints and perspectives to understanding social reality. This approach assumes that:

People have the ability to interpret a situation and decide how to act in response to this situation. By consciously participating in a situation, they attribute meaning to that situation. Meaning is constructed through human beings interacting with each other and playing a central role in defining a situation to make sense of it.[13]

2.1 Ethnographic data collection

Informed by this interpretivist approach, the consultative process sought to enlist Africans' insights and reflections. The consultative method thus employed the following ethnographic data-gathering techniques:

- Expert reference group: The March meeting in Addis Ababa resulted in the creation of a task force of 10 experts. The task force would serve as an expert reference group upon which to bounce off ideas for taking the consultation forward. In particular, the reference group would offer (a) guidance, (b) expert technical advice, and (c) other relevant input to the secretariat's work. The Communication Team of UNECA would serve as a 'secretariat' to service the process in terms of logistics, collection and collation of background data, physical representation at various forums, and general administrative support. The reference group would, through intellectual and other input, drive the process, ensuring that there was regional and linguistic representation embedded throughout.

    To this end, the composition of the task force reflected an Afro-centric agenda for media development. In addition, given the broader task of building consensus across different actors, the composition of the task force included media trainers/educators, media practitioners, media owners, media support organizations, including feminist groups, and others. In itself, this ensured a semblance of thematic and stakeholder representativity, itself a useful ethnographic device for getting comprehensive insights.

- Online discussions: Taking advantage of the Internet, the consultation engaged the different stakeholders identified above in an electronic discussion around key questions. The stake-

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13 C.Puttergill, 2000. Strategies of discovery, in *Research in the social sciences. Study guide for RSC201-H*. Pretoria: University of South Africa.

holder respondents included: (a) practitioners; (b) owners; (c) trainers; (d) special interest groups; and (e) support organizations. Each of them had a set of specific questions to discuss. The questions were arrived at through a process of discussion between the secretariat and the expert reference group. This ensured that the questions reflected a shared understanding of the media and communications dynamics in Africa.

This electronic discussion lasted for 12 weeks, having being launched on 20 April 2006. Each thematic session covered a two-week period. In the final 2 weeks of the electronic consultation, the issues raised were revisited, and participants asked to clarify and flesh out their proposals. This ensured a degree of unanimity on key points and proposals, further embedding the process of dialogue in the shared experiences of the stakeholders.

- Physical consultation meetings: The physical meetings were organized on the principle of geo-linguistic representativity. This would allow for an analysis that, though shared, was reflective of the geo-political specificities of the respondents. Africa is often portrayed as a homogenous whole when, in fact, it is a diverse continent. This is not to suggest that there are no commonalities of perspective and approach to issues of media and communication. It is to acknowledge that this diversity can, in fact, be unified around a common agenda for action.

To this end, consultation meetings were held as follows:

Table 1: Physical consultation meetings

Region	Date	Facilitating agency	Number of participants
Southern Africa	June 2006	Media Institute for Southern Africa (MISA)	60
West and Central Africa (Francophone)	July 2006	Panos Institute for West Africa (PIWA)	44
West Africa (Anglophone)	September 2006	Media Foundation for West Africa (MFWA)	50
East Africa	September 2006	African Women's Development and Communication Network (FEMNET)	45
North Africa	January 2007	Cairo Institute for Human Rights Studies (CIHRS)	23

The facilitating agencies invited a cross-section of organizations and individuals from different countries in their regions. In all, the meetings drew participants from over 30 African countries. A significant point to bear in mind is the participation of North African countries – Algeria, Egypt, Libya, Mauritania, Morocco and Tunisia. They added an Afro-Arab dimension and depth to the consultations, contributory to even greater pan-African understanding of the media and communication situation on the continent. Another point to emphasize is the multi-dimensionality of the process of consultation as it included trainers and educators, owners, journalists, media supporters, etc.

The individual reports covering both the online discussions and the physical regional consultations, as well as other complementary information, are available online at: http://www.uneca.org/africanmedia. While this consolidated report brings out the generality of the findings, the regional overviews are specific enough to give the findings their regional integrity.

The regional reports will also reveal the differing methodological approaches to the process of consultation. While each region was agreed on the general principles of inclusiveness, dialogue, participation, etc.,

there were clear differences in the way the meetings were conducted. For example, the regional report on the Francophone meeting will show that the organizers wanted to establish whether or not the participants had taken part in the online consultation. About 81 per cent did not take part in the online discussion. This, the report concludes, might have resulted in a weaker understanding of the themes of the conference. While this may have been viewed as a weakness in that part of the continent, it may not necessarily have been viewed as such elsewhere, largely because the participants still brought along with them specific experience and understanding of the topics for discussion.

2.2 Analysis and interpretation

The data collection processes above yielded massive information that needed to be analysed and interpreted in very specific ways. One such way was to relate the information to the media dynamics described in Chapter 2, further *illuminating* the actual social context within which the agenda for media development was evolving.

More importantly, consistent with ethnography, the techniques used to analyse and interpret the data included the use of:

- First-order interpretations, whereby the participants' or respondents' own narratives or responses formed the interpretive repertoires;
- Second-order interpretations, whereby the UNECA secretariat, together with the expert reference group, provided commentary on these narratives and responses, interpreting them against the backdrop of the particular media-communicational historical context within which they unfolded.[14] This ensured that the outcomes of the consultations became implicated in wider debates about media and communications in Africa, and beyond. It also ensured that the analysis was framed in terms of manageable interpretive categories, such as media policy, technology, funding, training, etc.

2.3 Methodological problems

A key problem to highlight here is the fact that the online discussions were characterized by low levels of participation among media owners, compared to those of media practitioners. This does not mean that media owners have fewer issues to deal with as this it may well be explained in terms of the busy schedules such executives have to maintain. The disadvantage here could be that media owners' issues might pale beside those of media practitioners and support organizations.

This problem was addressed in two ways. First, media owners *did* participate in the physical consultations. Second, most of the issues tabled by the other stakeholders – media support organizations, media trainers/educators, etc. – mirrored most of the concerns of the media owners.

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14   C. Puttergill, 2000. Analysing and interpreting qualitative data, in *Research in the social sciences. Study guide for RSC201-H.* Pretoria: University of South Africa.

Chapter 3: Findings

The findings of the consultation, drawing upon all the data collection techniques above, are categorized in terms of regional overviews. This is followed, in Chapter 5, by a synthesized pan-African discussion. While the regional overviews are particularistic, the pan-African synthesis is a general analysis of the findings, drawing out common themes and issues and situating them within the context described in Chapter 2 above.

3.1   Regional overviews

The discussions at these geo-linguistic consultations tended to reflect the discursive positions of media practitioners, media owners, media trainers and media support organizations. They are integrated here as such.

1.1.1 Southern Africa

Table 2: Southern Africa regional consultation: key findings

Theme	Analysis	Proposals
Media practice	The consultants seemed agreed that the following represented some of the most robust issues for their constituency: • There is still a repressive legal regime in most countries, represented at worst by Zimbabwe. But one must recognize the resilience of such media as the Voice of the People (VOP) • There are, however, some examples of lighter media regulatory regimes in other countries, such as South Africa, Zambia, etc., with examples of self-regulation • A welcome development is the enhanced use of new technologies for broadcasting in situations of extreme government control (e.g. VOP's daring uploading of content on to an international broadcast platform for re-distribution back into Zimbabwe) • There is also a growing but fledgling private-sector media – sustainability is still a problem (i.e. advertising is not readily available and competition for state advertising is rampant) • There is a clear tendency towards over-commercialization of media, with editorial content largely driven by commercial considerations • A related phenomenon is that of the emergence of private media monopolies, concentrating media ownership in fewer and fewer hands, such as in Botswana. • The mainstream media are increasingly becoming 'urbanized', disconnected from the rural information needed by the poor • State media ownership is still evident, in some cases posing a threat to the transformation of state media into genuine public service media • The growth of vernacular-language media is very slow; in some cases, such as Botswana, there is no community radio. Where community radio exists, such as in Malawi, Mozambique and South Africa, there is no real community engagement in such initiatives • Media content has not improved in its portrayal of women, just as its coverage of HIV/Aids is often incorrect and too little to be meaningful	The consultants, in no specific order, agreed on the following set of proposals for strengthening the media: *Policy and legislation* • Continue to campaign for the enactment of legislation to transform state broadcasting into public service broadcasting • As part of this campaign, continue to lobby for the repeal of existing repressive media-related legislation extant in most countries. In Zimbabwe, for example, such efforts should target the Access to Information and Protection of Privacy Act as well as the Media and Information Commission *Communications infrastructure* • Extend the campaign above to include lobbying for more media-supportive telecommunications-infrastructural policies, including Internet connectivity, etc. for universal service and access *Media regulation and content production* • The advocacy campaign should include an explicit proposal for supporting the principle of media self-regulation • Such media regulation should clearly spell out how the media can overcome the over-commercialization of content, bearing in mind the societal need for accessible and 'quality' media content. • Media content regulation should also emphasize the need for enhancing the coverage of such cross-cutting issues as gender and HIV/Aids *Media sustainability* • Include in the advocacy campaign aspects of how private commercial media can compete fairly for state advertising, which tends to favour public media • Explore, as part of the broader media development agenda, the efficacy of developing a mixed funding or sustainability model for media institutions *Media plurality and diversity* • Greater effort should be made to campaign for a reconceptualization of community media in terms of a 'hybrid' model (community-commercial-public partnership model) that can more effectively service the community

Theme	Analysis	Proposals
Media ownership	• The notion of 'private media ownership' is varied in most countries – ranging from family media outlets in Malawi, the privately-owned Swazi Observer with strong royal connections, to 'community' ownership. Each of these models of private media ownership has implications for media performance • There is evidence to suggest that generally the constitutional and legal regimes are not supportive of media development, although there are signs of changes for the better in some countries • There seems to be continuing state interest in the performance of private-sector media (e.g. the closing down of The Swazi Observer, etc.) • There is also evidence of advertiser influence on the editorial content of private media, with the result that the quality of editorial content stands compromised in some cases. Such influence emanates from both private and state business concerns) • There is increased competition for the existing small media markets in most of the subregion. • There is also increased competition for the available government advertising (while this is a growing problem for some countries, such as Swaziland, it does not appear to be so for other countries, such as Botswana) • There is a lack of training for journalists, with the result that reporting of specialized issues, such as gender, HIV/Aids, etc. suffers from a lack of quality • There is also a high turnover of staff, given the fact that the media institutions do not generally remunerate them well • There is a tendency towards profit-maximization by the private-sector media • In the same breath, the increasing 'commercialization' of state/public media is posing undue competition for the private media • There is an increasing trans-nationalization of South African media moguls throughout Africa, posing a challenge for local media. While this is a welcome development in terms of media pluralism, it threatens to undermine local content production, which is critical for national development	*Policy and legislation* • Step up advocacy for an enabling constitutional and legal regime to guarantee media freedom • Such advocacy should also call for the removal of undue limitations on foreign ownership of media to encourage investment into the sector *Media training* • Using existing media support institutions and other stakeholders, create and identify training opportunities for media institutions, including those that focus on strategic issues of gender sensitivity in media production, HIV/Aids reporting, etc. *Media sustainability* • Analyse existing models of funding media (e.g. Zambia's Media Trust Fund (MTF); South Africa's Media Development and Diversity Agency (MDDA); Southern African Media Development Fund (SAMDEF) and the Southern African Institute for Media Entrepreneurship Development (SAIMED) and recommend an appropriate media sustainability model that does not jeopardize the principles of media pluralism and diversity • At the media-institutional level, such an analysis can be extended to include assessing different possibilities of economic sustainability, such as public-private-community partnerships, 'concentration', 'conglomeration', syndication, etc. with due regard to issues of media diversity and quality • Other analyses could focus on institutionalizing: (a) monitoring and evaluation systems to ensure quality media services; (b) audience research; (c) exchange programmes; and (d) the use of innovative production techniques, especially those that rely on 'people's voices' (vox populi) in order to promote dialogue • Diversify funding base *Media networks* • Use the collective power of media institutions to engage with state authorities over media issues • Create new, and strengthen existing, international partnerships for a consolidated campaign for strengthening media institutions, including donors, but on media owners' terms • Explore, severally or individually, possibilities for joint business ventures with the 'trans-nationalizing' South African media moguls (e.g. MultiChoice Africa, etc.)

Theme	Analysis	Proposals
Media training	• There is a variety of media training/educational programmes in the subregion, offered at different levels of certification (tertiary, in-service, industry-based, etc.) • Some of this training is driven and funded by donors, although there is a fair amount of private and public funding for it • The content of the training is both theoretical and practical, but the theory-practice content ratio varies from trainer to trainer • The elements of this training content are also varied – ranging from mainstream journalism, community journalism, media studies, mass communication, to new media • In each country, there appear to be specific problems with which media trainers grapple (In Botswana, it might be 'media law'; in, South Africa, 'technological convergence'; in other countries, 'business management', 'change management', etc) • Media training is certified variously (degrees, diplomas, certificates, etc.) and this certification is informed by country-specific policy and legislative procedures • There is no standardized, SADC-determined certification of media training • While some countries have harmonized national policies and laws on media training and related agencies to implement such policies (e.g. SAQA in South Africa), other countries do not (e.g. Malawi) • There is a generally unclear relationship between industry and media trainers, although the need for this is recognized and supported by both media trainers and industry leaders. In South Africa, however, there appears to be such a link between the South African Editors' Forum and the Institute for the Advancement of Journalism (IAJ) • Also evident was a recognizable strategy by media owners to shun training their staff for fear that they might leave them for greener pastures • While some training institutions are experimenting with online training, this does not app ear to be a trend yet • There is a clear recognition of the need for quality assurance of the media training offered throughout the subregion, especially through regular evaluation and monitoring. This is currently done variously in the subregion. It also differs from institution to institution. In some cases, there are formal evaluations conducted; in others, this is done through periodic curriculum reviews, external examiners, etc. Added to this is the question of how 'impact' can in fact be captured through such evaluation • There is a tendency for media owners to employ people from disciplines other than journalism and impart journalistic skills to them in-house, much to the disappointment of many a trained journalist	*Policy and legislation* • Organize, under the aegis of national-level media support/training institutions, national consultative processes to develop national media policies, especially in countries where this has not yet been done i.e. harmonize standards, effectively sequence training, ensure quality control, etc. against the backdrop of national-level learning descriptors for media training of various types • As part of that national policy on media training, develop quality control guidelines for shorter-term courses offered by emerging trainers across the subregion *Intra-institutional policies* • Develop in-house training policies • Encourage value-adding staff exchange programmes • Share research and documentation generated by media support organizations, and vice versa • Encourage media owners to employ trained people to head top posts *Networking* • Strengthen and publicize the Southern African Media Trainers Network (SAM-TRAN) • Develop SADC-wide standards for evaluating and monitoring the quality of training, implementable within the context of national policies on media training *Funding for higher education* • Given the need for continuity from 'training' to 'education' (critical thinking), any campaigns embarked upon must prioritize funding towards higher education through: (a) provision of scholarships; and (b) mentor programmes

Theme	Analysis	Proposals
Media support	• Discernible, from the 1990s onwards, are clear examples of stronger media support organizations that have emerged in the SADC subregion • Their 'support' finds expression in various forms. For example, SAMDEF offers finance capital; SAIMED offers 'developmental' and entrepreneurial expertise; MISA provides advocacy. Many others lobby for different causes that impact on media structures and processes, such as the Gender and Media Southern Africa (GEMSA) Network • SAMDEF is modelled after the European Media Development Loan Fund (MDLF), highlighting the need for lesson learning across geo-cultural frontiers • There are also national initiatives, such as the Media Trust Fund in Zambia and the MDDA in South Africa • There was an important recognition that whatever the type of support offered, it is limited i.e. insufficient funding	*Policy and legislation* • Step up on-going advocacy for media-business-friendly policy and legal environments *Media content production* • Lobby for gender equality in media production and redress the problem of stereotypical representation of women, children and other marginalized groups • Encourage media institutions to develop in-house policies that are less stigmatising of women • Recognize and reflect the link between media development support and extra-institutional factors i.e. the political situation in a given country, etc *Media networking and financing* • Simplify the application and approval procedures for accessing loans from such lending institutions as SAMDEF • Explore possibilities of linking community media initiatives to some of the major financiers on the market • Analyse and support different models of sustaining media institutions, such as the possibility of syndicated newsprint procurement • Promote networking as a viable solution for media development by mobilizing and leveraging resources for partnerships • Explore possibilities of setting up a media diversity fund that could promote equitable representation of different interest groups in the media

3.1.2   Francophone West and Central Africa

Table 3: Francophone West and Central African regional consultation: key findings

Theme	Analysis	Proposals
Media practice	There seemed to be general consensus on the validity of the following analysis: • The media represents an important aspect of the political public sphere, capable of catalysing citizen participation in society • However, such a role needs to be based on a set of ethical principles which journalists must adhere to, as well as on other competencies (e.g. awareness of the public interest, humility, courage, audacity, responsibility and moral resilience) • As part of this 'civic' role of the media, there is increasing recognition for media content to initiate dialogue with the public • However, there seems to be a tendency to treat the audience as 'consumers' rather than 'citizens'. • This tendency is explained, in part, by problems associated with, among other things: (a) structural incapacities (e.g. informally organized media); (b) economic constraints; (c) monopolistic trends; (d) ignorance of the 'target' audience; and (e) unethical behaviour (for example, in Côte d'Ivoire, the reader's loss of interest in newspapers accounted for a loss of 25 per cent of the readership) • There is, perhaps in response to this waning public interest in the mainstream media, a recognition of the important role of community media in responding to 'the concrete interests of the population' • The subregion recognizes the importance of public media, rather than 'state media' • To this end, there is need for policy and legislative frameworks to recognize a three-tier media system – public, commercial and community • There is a recognition of the importance of new media technologies in facilitating the work of media practitioners, apart from the economic opportunities they avail to innovative media institutions	The consultants, in no specific order, agreed on the following set of proposals for strengthening the media: *Media pluralism: legal and political frameworks* • Engage local actors, professional media organizations, the public service and ICT actors to conduct periodic assessments of the status of regional pluralism in terms of policies, legislation, infrastructure, institutions, actors, etc • Mandate media support organizations, professional organizations and other actors to undertake research on the emergence of media regulatory bodies in West Africa • Lobby parliaments, governments, subregional organizations and other relevant bodies to design and implement policies and legal frameworks beneficial to African media, taking care to encourage the growth of all tiers of media – public, private and community • Establish a web portal to strengthen networking among media organizations, especially in support of the activities outlined above • Professional organizations, media support organizations, regulatory bodies and communications ministries should together mount an advocacy campaign for the adoption of common legislation to govern the establishment of audiovisual companies • Promote greater and more active participation in media development activities among governmental and non-governmental regional cooperation bodies

Theme	Analysis	Proposals
Media ownership	• There is recognition of the power that media owners hold over their institutions, including the journalists that work for them • To this end, there is recognition of the need for media owners to uphold the highest levels of ethical conduct, including showing respect for plurality, equality and non-discrimination • The media owners in the subregion are faced with problems of insufficient financial and other resources, legal and administrative absurdities, inadequately trained staff, etc • The media are faced with the challenge of adopting ICTs for the efficiency of their production and economic performance • The question of ICTs is correlated to that of training or re-training	*Legislation and taxation* • Step up advocacy for the Ministries of Finance to develop a preferential tax scheme for media companies, taking into account such issues as: (a) the introduction of a flat rate; and (b) the reduction of customs tariffs and simplifying related procedures • Such advocacy should also call upon the ministries of foreign affairs, parliaments and the judiciary to ratify and enforce such international conventions and protocols as the Florence Convention and the Nairobi Agreement *Media as business enterprises* • Create and identify training opportunities for media managers, focusing on such courses as managing media as business enterprises. This can be a collaborative project involving existing media support institutions, donors, training institutions and other stakeholders • Strengthen synergies among media institutions and build organizational, advocacy and lobbying capacities in the media *New opportunities for media sustainability* • Establish a communication support fund, with the participation of Ministries of Finance and Communication, as well as media companies, practitioners and donors • Such a fund could be used as collateral or guarantee for the media to access bank financing • Using ICT and web-marketing experts, international projects and platforms, advertising companies, media practitioners and other stakeholders, develop new services and portals to facilitate access to online resources for the media • At the national level, lobby line ministries in charge of the ICT sector to design ICT policies to enable the media access the Internet and the Web *Community media* • Lobby line ministries, parliaments, local government authorities and regulatory bodies to campaign for the eligibility of community media to access national and local public financing Campaign for community media initiatives to access advertising from public enterprises

Theme	Analysis	Proposals
Media training	• Media training is increasingly implicated in emerging trends, such as: (a) media pluralism and diversity; (b) technological convergence; (c) reduced public funding; and (d) commercialization • The subregion's training institutions are shifting from theoretical teaching in the classroom to 'active teaching'. 'Active teaching' focuses on training in the field, enabling learners to experience reality directly • The training is also emphasizing 'mobility', to acquaint students with the wider social context in the subregion, such as enabling them to visit different countries in Economic Community of West African States (ECOWAS) so that they can see how, for example, the New Partnership for African Development (NEPAD) project is being experienced • Passive or vertical training methods are increasingly being challenged, in preference to those that are horizontal and empowering • The content of the training is increasingly emphasizing ICTs, the ethics and rights of the media, etc • Training in the subregion generally occurs at three levels, namely (a) basic training; (b) short-term training; and (c) complementary or specialized training • Some of the key challenges facing training institutions can be categorized as (a) the need to use national languages as the medium of instruction as well as of mediation; (b) under-funding; and (c) self-assessment (as opposed to donor-led evaluation of training programmes) • Training, if it is offered in 'foreign' languages, tends to alienate and marginalize. There is need, therefore, for promoting the use of national languages • As part of the 'indigenization' of training, there is need to focus on alternative forms of training, such as that focusing on community radio broadcasting • Training in the subregion is also contending with shifting definitions of journalism, including those that emphasize 'activist journalism'	*Networking* • Take stock of the training institutions in the subregion, in order to (a) know the training on offer; (b) strengthen existing training institutions; and (c) rationalize the training offerings • Create a network of university/alternative training institutions, which can (a) anticipate training needs, and (b) promote the mobility of lecturers and students *Capacity-building* • Institutionalize and strengthen alternative training, especially that focusing on community media • Strengthen university-level training institutions and schools, emphasizing a strong link between theory and practice *New media training* • Develop new training curricula focusing on ICT issues, in order to anticipate the impact of ICTs on the work culture of the media, and the ways in which they can influence the legal frameworks of the subregion *Quality assurance* • Develop a standardized certification mechanism – at the regional and continental levels – which can help in harmonizing training and facilitating mobility and joint degrees

Theme	Analysis	Proposals
Media support	• As in the southern African subregion, it is clear that Francophone West Africa has witnesses a plethora of media support organizations, specializing in different areas, such as (a) advocacy for legal and institutional reforms for media development; (b) promotion of the rights of minorities; (c) support for training; (d) production and broadcasting of radio programmes; and (e) establishment of alternative media structures, such as community radio • It is also clear that such media support agencies are increasingly under pressure to survive, resulting in an unhealthy competitive climate. Other problems facing the sector could be listed as: (a) the lack of rationalization of support activities; (b) insufficient transparency and accountability; and (c) inadequate human resources • But there is need to assess the efficacy of media support in terms of (a) setting clear and measurable objectives for media development; (b) adopting transparent operating rules; (c) cooperation with other agencies; and (d) encouraging the African private sector to invest in the media • An important issue identified concerns the need to involve civil society organizations (CSOs) in media development activities	*Networking* • Create a regular, transparent and participatory consultation framework for international donors and media support organizations in Africa – this could hold an annual media support forum, preferably facilitated by UNECA. The forum could have a website • Develop a consultation and advocacy framework for African media support agencies *Media networking and financing* • Create a fund for the media, which could facilitate, among other things, (a) online applications for funding and publish results online; (b) a newsletter; and (c) other information services • Undertake an assessment of the capacity of national media support structures, and advocate for their improvement, where necessary
Content production	• The consultants also focused on the specific issue of supporting the production, dissemination and sharing of public interest content	The following constituted concrete proposals for supporting the production, dissemination and sharing of public interest content: • By using media research centres/networks, research and document the following: (a) African content producers; (b) inventory of national-language media; and (c) media research institutions • Stimulate greater content production among public and private media, as well as among other content producers, by (a) maintaining quality image databanks; (b) advocating for cooperation between producers; (c) producing quality radio programmes databank; (d) capacity-building; (e) establishing a national-language content databank; and (f) advocating for appropriate legal provisions to govern linguistic quotas, etc

3.1.3   Anglophone West Africa

Table 4: Anglophone West African regional consultation: key findings

Theme	Analysis	Proposals
Press freedom	• It is clear from the findings that press freedom is under threat in the subregion. Most legislation is not media-friendly, prompting the consultants to call for: (a) a re-enforcing of advocacy for the promotion of freedom of information regimes generally; (b) increased collaboration between civil society organizations to advocate for the repeal of legislation that undermines the application of constitutional provisions; and (c) strengthened regulatory bodies and journalist associations with effective peer review committees to ensure that practitioners adhere strictly to codes of ethics • In terms of the broader context, it is clear that the socio-political problems arising from the historical status of state-control/monopoly of media, an authoritarian outlook to governance, governments' mistrust of private media and fear of investors being slapped with libel/defamation suits, have also contributed to the slow growth of the media • These problems, coupled with political instability and loss of investment, have made the media industry very unattractive • Restrictions imposed over the size of transmitters, together with cumbersome processes for registration and acquisition of broadcast licences and frequencies, inhibit the effective reach of media • Added to this is the prohibitive cost of high-tech equipment coming in from the advanced countries, creating an unclear future for the development of the media in the subregion • Media owners thus have great difficulty in keeping up with the rate at which new products are being manufactured • African media are further weakened by inadequate human resources. They are challenged by the lack of adequate numbers of trained persons, including on-air talent as well as technical and support staff • The high incidence of poaching, even by the BBC, also affects the media industry • Journalists in the private media in particular tend to leave for other radio stations after receiving extensive training from the state broadcaster	*Policy* • Establish independent and autonomous regulatory mechanisms devoid of political interference and supported through parliamentary appropriations • Advocate for and ensure the institution of transparent decision-making processes for licensing, renewal of licences and frequency allocation • Support available judicial review in cases where applications for licences are rejected or revoked *Ownership* • Campaign for state-owned broadcast media to operate within a public service remit, with independent governing boards whose editorial functions are insulated from political interference. State participation in the print media sector should in no way undermine the freedom of expression provisions in national constitutions • Private interests and concerns should be allowed to establish media organizations as part of the process of promoting diversity and pluralism in the sources of information available to citizens • Institutions offering media and journalism studies, such as universities, should be encouraged and allowed to own and operate media organizations for the purpose of training prospective journalists • Community media (particularly radio) should be encouraged and assisted to flourish. Community media may serve a geographical community, especially in poor/rural communities, or promote specific community interests such as farming communities, youth groups, women's organizations, etc *Regulation* • The mandates of regulatory bodies should be extended to cover the technical aspects as well as content of broadcast media. In addition they may require the print media to register but this should not be for the purpose of licensing or permitting them to operate • Existing anti-media laws and other pieces of legislation which inhibit media freedom and independence should be reviewed or repealed. All stakeholders should be involved and consulted in media law reform processes • Review all media laws in order to remove all penal provisions for defamation, false publication, sedition, incitement, insult to political authorities, etc • Discourage state monopolies in print and broadcast media • Allow for equitable allocation of frequencies between state and privately owned media to check state domination of the sector • Public service broadcasters should serve the community at large and be accessible to all sectors of society

Theme	Analysis	Proposals
		• The media should in principle be self-regulatory and should put in place codes of conduct with effective enforcement mechanisms • Media professional bodies or associations should be responsible for registering their members. Lack of registration on the part of an individual journalist should not inhibit his/her practice of the profession *Advocacy* • Advocacy should be undertaken to encourage and pressure governments and stakeholders to implement these recommendations at national and regional levels • Media institutions, associations and media support organizations should be encouraged to network across national borders and at regional levels for information sharing and exchange of experiences in best practices
Financial sustainability	• Concerning how to achieve financial sustainability for the media industry, participants drew on experiences from Sierra Leone, Nigeria, Ghana and Liberia to highlight recurring problems for the media. These include: (a) a lack of access to capital; (b) poor financial practices on the part of media organizations; and (c) an unstable business environment	*Financial management training* • Design basic skills training in writing business plans, formulating visions and proposal writing • Encourage university faculties and other training institutions to invest in courses in media management, while acknowledging that there are other specialized skills that need to be learned • Media development organizations, both national and international, must advise on financial/strategic planning and monitoring accountability and incorporate this into their fieldwork and capacity-building programmes • Lobby for media owners to access capital (bank loans) by making collateral procedures more flexible • Encourage press unions to own printing presses to help publishers print at lower costs • Discourage media owners from over-dependence on advertising revenue • Media development loan schemes must be instituted to assist media owners with loans on more flexible terms

Theme	Analysis	Proposals
Media training	• There is recognition that training should be structured in such a way that it can meet the challenges posed by the growing needs of current media training practices • There is clarity about the training needs of West African media; what existing media institutions are doing; and the new ways of training that could be initiated • The training needs of media in West Africa include: inculcating new attitudes; well equipped schools to facilitate the training of West African journalists; the need for new management policies; access to ICTs; and a balance between theory and practice • Media training is faced with several problems. These include the following: (a) low salaries; (b) post-conflict situations in Sierra Leone and Liberia, where training ceased to exist for more than a decade, resulting in virtually no opportunity for fully established training institutions; (c) lack of facilities and qualified teachers due to poor funding; (d) limited resources and facilities in some post-secondary institutions and universities; and (e) little or no money for staff refresher training	*Networking* • Establishment of a focal point for the coordination of media and communication training, such as the African Council on Communication Education (ACCE). • Setting up of a West African database for trainers and training institutions *Funding* • Establishing a media trust fund with the objectives of: (a) providing scholarships for media practitioners in existing media institutions; and (b) employing more African media trainers to address the issue of lack of trained human power • Use the trust fund for the continuous exchange of training programmes between West African scholars and journalists *Curriculum review* • A review of the curricula of West African media institutions with emphasis on content and ethical issues • A needs assessment should be carried out to know the strengths and weaknesses of existing media institutions • There should be balance between theory and practice • Gender must be incorporated into institutional curricula, especially how to represent gender in media content *Industry-training linkages* • Establishing a link between professional bodies and training institutions to ensure high standards in the profession
Editorial standards and capacity development	• Poor editorial standards and low capacity development have adversely affected professional standards in recent times. This is due to different reasons, some of which are cited here: • The question of censorship as well as adherence to professional ethics features in this equation • There is a weak human resource base in various media houses, leading to the lack of professionalism • While graduates from certain institutions which lack well-trained staff and accreditation suddenly emerge as editors in private media houses, some radio stations also engage people with no training whatsoever as presenters • There are weak governance structures in most media houses, resulting in poor decision-making about professional issues	*Education, training and research* • Poor ethical standards should be addressed by reproducing handbooks on ethics and making them available to all journalists • Training should be given to all staff of media institutions for them to adhere to professional codes of ethics • More research and investigative reporting should be made regular for various institutions as most stories and articles are shallow • Media outlets must have more in-house training as editorial meetings are rare or non-existent and affect professionalism *Professional networking* • There should be unity and reconciliation among professional bodies which are important to strengthen collaboration • Greater attention must be paid to newsroom management, which might result in managers recognizing opportunities for strategic alliances

Theme	Analysis	Proposals
Media support	• There are key 'legitimacy' questions facing the media support sector: (a) Do media support organizations have a constituency? (b) How much involvement do their beneficiaries have in planning, implementing and evaluating projects developed for their benefit? (c) Are they accountable, and to whom? Is it the donors, the public, government or the media owners? • Apart from these, other problems come to the fore, namely: • In many cases their work has either little or no impact. It is almost always the case that the training given to journalists by some international media support organizations could have been done by experts in Africa • Projects are not workable because the donor agencies/ funding organizations do not understand the political terrain of those countries involved • Some agencies provide equipment to media houses, but do not give training on how to operate this state-of–the-art equipment • There is the problem of the 'tyranny' of donors. Most often, the experts sent to undertake the training are found to be inexperienced interns • There is the problem of duplication of functions • There is lack of monitoring and evaluation on the part of donors • The media industry is incapacitated as a result of lack of own financing	*Skills transfer* • Support the transfer of skills in different areas and sectors of media practice, such as editorial, business management and technical skills, through organizing short-term and medium-term training programmes • Provision of equipment to print and broadcast media, particularly community radio *Research* • Provision of qualitative research to support the work of the media and media decision-making (systematic media monitoring, baseline research, media mapping, audience research, etc.) *Legal defence and welfare* • Assistance to media and media professionals under attack (e.g. legal assistance and defence, material assistance, medical assistance, safe havens, etc.) • Addressing welfare issues and conditions of work of media professionals (particularly professional bodies, unions and associations) *Funding* • Provision of access to capital for media organizations (e.g. MDLF, SAMDEF)

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3.1.4   Eastern Africa

Table 5: Eastern African regional consultation: key findings

Theme	Analysis	Proposals
Media practice	• Media councils are effective in some countries and are addressing some of the problems of media practice by playing a self-regulatory role. This is so in Tanzania, Kenya and Uganda, for example • Somalia has seen the establishment of a women's wing within the National Union of Somali Journalists (NUSJ). NUSJ has also undertaken meetings with media managers to discuss the harassment of women journalists • On media literacy, ad hoc training programmes are implemented by some media organizations, NGOs and other organizations to sensitize the public on how the media works. This is seen as critical in eradicating corruption within media • There are programmes to sensitize journalists on gender-sensitive reporting • Media women's associations (The Tanzania Media Women's Association [TAMWA], Association of Media Women in Kenya [AMWIK], and the Uganda Media Women's Association [UMWA]) act as content reference points for the media on women sources of news and information • A strong exchange programme between the media women's associations in the region exists and is now developing joint programmes • There are now weekly pull-out sections on women's issues in major newspapers, such as New Vision and The Other Voice by UMWA in Uganda • There is sensitization of the police on handling sexual abuse cases involving women • Human resource manuals, including written sexual harassment policies, are available in Ugandan media houses and are being applied • There are clearly some gaps. These include the fact that: (a) cultural practices and laws in some countries work against women; (b) failure by the media to implement the human resource and sexual harassment policies even where these exist; and (c) there are no minimum wages in some countries	*Priority areas for intervention* • Enrich human resource manuals drawing on labour and human rights laws to make them binding and ensure full and equal participation by women at all levels of media practice. Such manuals should include sexual and reproductive rights of women journalists • More effort should be made to mainstream gender in media practice • Elevate the media profession so that it can receive professional recognition • Set guidelines on ethics and wages • Establish a subregional centre of media excellence owned by journalists and governed by a body of people of good standing. The centre will (a) offer legal protection to journalists; (b) serve as a model for other centres at national level; (c) serve as a watchdog; and (d) incorporate a training and research component to produce African content for journalists and training institutions

Theme	Analysis	Proposals
Training and re-search	• Media training and education is offered at different levels: (a) university degree; (b) certificate and diploma training; and (c) NGO-facilitated training • There are also some courses abroad, which include: (a) Mid-career training centres; and (b) In-house training programmes (e.g. BBC) • Obvious gaps include the following: (a) Too much emphasis on theory in education institutions and too little hands-on skills in most, if not all institutions; (b) Lack of accreditation. A mechanism is needed to ascertain the quality of training at all levels; (c) Concentration of training and education centres in urban areas, limiting access to training for rural journalists; (d) Little recognition of the imperative of technological convergence; and (e) Absence of mid-career training centres both at universities and elsewhere	*Quality assurance* • Establish an accreditation system at the national level that would, among other things, review curriculum and ensure training and education standards • Curriculum content should incorporate community journalism/participatory journalism and development communication *Networking* • Promote greater networking regionally. Some media training institutions are networking with South African and other institutions yet they have no links with institutions within the Eastern African subregion • Strengthen inter-university networking for collaboration on research and training *Media literacy* • Introduce media literacy into high schools to stimulate interest in media and journalism among the population *Informal training* • Expand mid-career training opportunities • Ensure mechanisms for journalists to access training at levels other than tertiary institutions • Assist media in rural areas to harness technologies *Research* • Establish training needs of rural journalists • Include diversity as a core issue in training • Expand quality and the quantity of media research on the continent • Monitor trends in content • Revive academic media journals such as the African Media Review of the near moribund ACCE • Mobilize funding for research at multiple levels • Use research findings to contribute to African literature on journalism and communication • Disseminate research findings widely

Theme	Analysis	Proposals
Policy and regula-tion	**Uganda:** • The Ministry of Information and National Guidance within the Office of the Prime Minister drafts policies and laws and monitors media compliance. It also appoints the Broadcasting Board that oversees the regulation of broadcasting. The Uganda Broadcasting Council is responsible for licensing broadcasters, while the statutory Media Council allocates licences for the print media, accredits journal-ists and arbitrates in case of disputes. The Uganda Communications Commission in the Ministry of Information, Communications and Technology allocates frequencies and supervises their use **Kenya:** • The Ministry of Information and Communications drafts policy and laws, including those governing ICTs, and oversees their implementa-tion, once passed. It also appoints the Board of the state broadcaster, the Kenya Broadcasting Corporation (KBC), issues licences to broad-casters, and oversees the regulation of the media sector in general. The Communications Commission of Kenya in the same Ministry is responsible for the allocation and supervision of frequency use. The Department of Information within the Ministry runs the government controlled Kenya News Agency and issues press cards to media prac-titioners. The Office of the Registrar in the Office of the Attorney-General registers and bonds newspapers and books **Tanzania:** • The Tanzania Communications Regulatory Authority within the Min-istry of Infrastructure deals with all infrastructure relating to media and communications. The Ministry of Information, Culture and Sports regulates, licences and oversees the implementation of the law, including the regulation of content for broadcasters. Through the De-partment of Information in the same ministry, it addresses the print media. The Media Council of Tanzania arbitrates in case of disputes **Ethiopia:** • The Ministry of Information licences all newspapers and controls the appointment of editors to all government-owned publications. In 2006, a Broadcasting Agency was established to licence radio stations - it recently licensed the first community radio station. The Minis-try of Trade and Industry issues private media organizations with a business licence annually. The government-sponsored Ethiopia Free Journalists Association (EFJA) provides a platform for discussion of journalists' issues. A new media law is being drafted by the Ministry of Information	*International obligations* • Domesticate international instruments and address harmonization of the media laws within each country *Media ownership* • Address the question of media cross-ownership and media monopolies • Transform state broadcasters into public broadcasters, so that they can be more accountable to the public *Media regulation* • Resolve the question of whether to have statutory or non-statutory media councils so that self-regulation can move to the next step • Regulate advertising to ensure that this growing arm of media does not infringe on media freedom • Address the concentration of media in urban areas to ensure that rural popu-lations are not marginalized • Engage media houses to recognize journalists' trade unions *Media content* • Address local content issues in a policy framework • Embark on digitization of content • Integrate ICTs in media, especially those providing public service • Address copyright and intellectual property for better remuneration of jour-nalists *Regional cooperation* • Harmonize the legal frameworks in the subregion • Use regional organs such as the East African Community (EAC) and African Union (AU) to push for media law reforms and the realization of the recom-mendations arising from this STREAM process *Universal service and access* • Reserve frequencies for rural media • Establish universal access fund to support rural media and enhance rural newspapers

Theme	Analysis	Proposals

	Somali:
	• Although there is no law yet, the Transitional Charter negotiated by the Transitional Government guarantees freedom of the press. A media law is now being drafted by the Ministry of Information and Public Orientation
	• Evident in the above country scenarios are the following gaps:
	  (a) There are policy gaps in almost all countries. Even where laws exist (such as Uganda), there is no policy framework. In Uganda, for instance, a Broadcasting Policy is now being drafted
	  (b) Governments in all countries still feel they have the right to issue licences and frequencies as they choose
	  (c) Fragmentation of licensing and regulation is evident
	  (d) The state broadcasters have not been transformed into public broadcasters
	  (e) There is lack of modern technology and efforts towards digitization are slow	

3.1.5 North Africa

Table 6: North African regional consultation: key findings

Theme	Analysis	Proposals
Media freedom	• The Arab world, and North Africa, is experiencing the waves of democratic transformation in the media and communications sector being experienced by other parts of Africa • There is some political tolerance, with attendant relative media freedom, in such countries as Egypt and Morocco • The private media are more robust than ever, especially in Egypt. This media privatization has also resulted in a degree of plurality of media outlets and a diversity of opinions • But there are still many problems confronting the media. These include the following: • Restrictions on the right to publish newspapers, due to the requirement for a licence as a precondition for publishing. This is so, with varying degrees of permissiveness, in Egypt, Algeria and Morocco • The situation is worse in Libya. The Libyan Jamahiriya allows no form of private ownership of newspapers. This is related to the political system that does not recognize any opposition political party • The executive in North Africa has powers to ban newspapers. The situation is worse with regard to foreign newspapers, which can be banned under the following circumstances: (a) infringing the principles of Islam; (b) harming the public interest; (c) violating the freedom of belief; (d) violating general ethics; and (e) threatening public order* • Most legislation allows for the detention of journalists without trial. This 'chills' journalists into fear to publish freely • The scope of legal prohibitions is too broad in most of the subregion, making it easy to criminalize all manner of media and expression. A host of media-related crimes can thus include: (a) disturbing the State's relationship with other countries; (b) impairing national sensibilities; (c) circulating false or exaggerated information or information that might dampen the spirit of the nation or disturb public peace; and (d) provoking or inciting the commitment of crimes • The subregion suffers from emergency laws, especially in Egypt and Algeria, with all the broad powers entailed	*Policy and legislation* • Eliminate restrictions imposed on the right of newspapers to publish. All forms of prior control on newspapers should be abolished, and banning newspapers without a court judgement should be prohibited • Lobby for an end to the state of emergency laws used in certain countries, and a revision of the anti-terrorism legislation, in such a way as not to criminalize opinions, ideas and the circulation thereof • Advocate for a comprehensive review of all media legislation that imposes custodial penalties on the media • Secure journalists' right of access to sources of information • Develop a set of clear safe guards to ensure that financial support or government facilities extended to media institutions (advertising, printing, distribution, etc.) do not influence their media content

* An important point to observe here is that while some of these values appear to be liberal-democratic, they are subject, in the North African context, to Islamic interpretation, which is not liberal at all.

Theme	Analysis	Proposals
	• A related development is legislation enacted on the pretext of stemming 'incitement to terrorism', especially in Algeria, Egypt, Morocco and Tunisia. In fact, more constitutional and legal changes are underway in Egypt to stop people from challenging the State on the unconstitutionality of some of the anti-terror laws enacted • This control is extended to the ownership of information infrastructure, including the distribution of Internet services. In some countries, there are increasing concerns that electronic communications, such as e-mail, are subject to control. In addition, many web-bloggers, who have been active in recent years, are being prosecuted	
Media practice	• The subregion has very weak journalists' trade unions • As such, media performance is generally compromised • While Tunisia has some trade unionism, this is not without problems. Several journalists are, for example, under prosecution and persecution • Because journalists are poorly organized, there seems to be a general lack of professional solidarity in the subregion. This is manifest in the concealment of the blatant violations of media freedom and human rights in Tunisia	*Media financing/sustainability* • Advocate for the establishment of a fund to support the role of independent media institutions and satellite channels *Media ownership* • Campaign for the transformation of state-owned means of mass media into independent public service institutions, effectively terminating the state monopoly of audiovisual means of communication *Media regulation* • Empower the audiovisual media councils to license all private audiovisual means of mass media. Such councils should enjoy independence and be totally shielded from executive intervention • Eliminate legal restrictions on freedom of association by allowing journalists' trade unions to freely organize and mobilize. Such unions must be empowered to: (a) promote the status of media professionals and upgrade their working conditions; (b) develop coordination mechanisms and joint action with human rights organizations and civil society organizations to face up to the pressures and violations experienced by media professionals; and (c) activate press and media codes of ethics at the Arab regional level

Theme	Analysis	Proposals

Media support and training	• There is recognition of the importance of human rights and civil society organizations in advancing media in the region
	• Such bodies are seen as potential agents of change, especially when it comes to influencing the oppressive legal regime
	• They can also help to set the agenda for entrenching a culture of human rights and democracy
	• In that sense, such agencies can also serve as trainers of both society and media in the values of democracy, human rights, etc
		Political system
		• Develop programmes aimed at: (a) promoting the values of plurality, diversity, tolerance, and the right to differ; and (b) renouncing fanaticism and the exclusion and denial of others
		
		In-country and regional cooperation
		• Promote greater cooperation among media support organizations, especially through joint activities
		• Encourage the efforts of CSOs to influence media development, including developing objective indices of media performance, and elaborating a code of ethics for all media during elections
		
		Mobilization
		• Launch a campaign to encourage the setting up of media support services, such as (a) audience pressure groups, and (b) publishers' associations, which can help to assess the performance of the media on the basis of the principles of democracy and respect for human rights
		
		International precedents
		• Develop a programme of activities to translate comparable media legislation and the rules laid down by European courts to promote freedom of expression and media
		• Adopt a programme of exchange visits to facilitate sharing of expertise and experiences among people working in the media field
		
		Training
		• Appeal to civil society institutions to develop effective training programmes for journalists and media professionals, especially among the youth, in association with journalists' trade unions, media institutions, and other stakeholders
		• Such training should be practical, while at the same time helping journalists to deepen their legal awareness
		• Training plans and programmes should meet the actual needs of trainees, especially in such areas as:
		  (a) Deepening the intellectual capacity of journalists so that they can become critical thinkers
		  (b) Enhancing the professional capacity of journalists so that they can be technically proficient
		  (c) Incorporating legal information into the training so that journalists can be knowledgeable about their rights and freedoms as well as the defences available to them

This section provides a pan-African synthesis of the findings, incorporating the online discussions as well. The analytical categories under which the analysis is undertaken reflect the themes emerging from the regional consultation meetings and the online discussions.

4.1 The concept of *media development*

The concept of media development is not unproblematic. The initiatives charted above have not attempted to define it in very specific terms, but what they emphasize might belie their definitional inclination. Indeed, the STREAM consultative process attempted a definition. To a very large extent, this has become a discursive matter, reflecting the institutional and membership frameworks of such initiatives. For example, on the one hand, the BBC World Service Trust's African Media Development Initiative (AMDI) seeks to 'mobilize a range of African and international stakeholders to significantly boost support for the development of the *state, public and private sector media'*. On the other hand, the Global Forum for Media Development (GFMD) seems to emphasize the aspect of 'independent' media. For example, the inaugural conference held by GFMD threw up points of disagreement about whether 'media development' should concern itself with 'development of the media' or 'development communications.' A significant number of participants felt that the media should not consider it their job to be social advocates and take up the agenda of development and Millennium Development Goals (MDGs). Even the term 'independent' media was not fully agreed but there were allusions to privately owned commercial media as constituting 'independent' media. This would contrast somewhat with the BBC WST initiative's emphasis on public/state media systems.

For its part, the STREAM consultative process seems to have adopted a more hybrid approach, drawing on the discourses of several international and continental documents, not least the Windhoek Declaration on Promoting an Independent and Pluralistic African Press, the African Charter on Broadcasting and the Declaration of Principles on Freedom of Expression in Africa.

The Declaration of Principles seems clear about the content of media development. It calls, among other measures, for (a) the need to encourage the development of private broadcasting; (b) the need to transform state or government broadcasters into genuine public broadcasters; and (c) the need for independent broadcasting regulatory bodies.

The African Charter on Broadcasting extends this, and declares that 'the legal framework for broadcasting should include a clear statement of the principles underpinning broadcast regulation, including promoting respect for freedom of expression, diversity, and the free flow of information and ideas, as well as a three-tier system for broadcasting: *public service, commercial and community*.'[15]

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15 Media Institute of Southern Africa (MISA). 2004a. *African Charter on Broadcasting*. [0]. Available: http://www.misa.org/broadcasting/acb.html. Accessed on 2006/08/30.

For its part, the Windhoek Declaration outlines the key components of media development as consisting, among other elements, in the:

- Identification of economic barriers to the establishment of news media outlets, including restrictive import duties, tariffs and quotas for such things as newsprint, printing equipment, and typesetting and word processing machinery, and taxes on the sale of newspapers, as a prelude to their removal;
- Training of journalists and managers and the availability of professional training institutions and courses;
- Removing legal barriers to the recognition and effective operation of trade unions or association of journalists, editors and publishers; and
- Developing and maintaining a register of available funding from development and other agencies, the conditions attaching to the release of such funds, and the methods of applying for them; and the state of press freedom, country by country, in Africa…[16]

Clearly, it would seem, from the above, that the STREAM consultation has endorsed these documents, and re-interpreted them in terms of the particular experiences of each of the countries consulted. *Media development* is clearly much more than the economic and infrastructural growth of media institutions; it also embraces such human-developmental factors as freedom, gender equity, democracy, ethics, and so on. The media types emphasized include public, commercial and community media. Added to this are the newer forms of electronic media, all of which are valued in terms of their actual and/or potential contribution to expanding the boundaries of democratic expression, accountability, and popular participation.

4.2 Media regulation

The findings suggest that media regulation must be treated as an important component of any efforts at strengthening the media, highlighting its centrality in media performance. All the countries consulted have concerns about how the media are regulated. In North Africa, the concern is about what seems to be a heavily state-centred regulatory regime, clearly supported by a regimen of constitutional and legal provisions. This is true of several other countries, in East Africa, West Africa and Southern Africa.

This is not to suggest that there are no differences. The findings suggest that some countries have registered positive changes, including having in place constitutional guarantees of independent media regulation. Examples include South Africa, Namibia, Zambia, Malawi, etc. The findings also suggest the emergence of more repressive state-centric media regulatory regimes in countries such as Zimbabwe, Tunisia and Egypt. In Egypt, for example, legislation is underway to make it even more difficult for anyone to bring litigation against the State challenging the constitutionality of legislation impinging upon media freedom. In part, the boldness with which some countries, such as Egypt and Uganda, can enact such new laws against freedom of access to information is a result of the anti-terror fight waged by western countries, especially the USA and UK.

A related finding here is about the meaning ascribed to the nature of media regulation. There is consensus on the need for self-regulatory or independent regulation. There are concerns, however, about the extent to which self-regulation can be applied. For example, in East Africa, the question is posed as 'who watches over the watchdogs?' There is an increasingly significant recognition, therefore, that media self-regulation should be bolstered by strong ethics-enforcement mechanisms that ensure that the media

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16 Eurasian Media Forum. *Windhoek Declaration on Promoting an Independent and Pluralistic African Press*. [0]. Available: http://www.eamedia.org/windhoek.php. Accessed on 2006/08/30

operate in the public interest. This is particularly important in light of the emerging trend towards media over-commercialization which may compromise the editorial quality of media content.

A key finding here is the need for the transformation of state broadcasting institutions into true public service broadcasting institutions, endowing them with sufficient editorial independence to operate in the public interest. A synthesis of the recommendations suggested for enhancing self-regulation can be outlined as follows:

4.2.1 Supportive political environment

There is unanimity that the media in all the countries need a stable and supportive political environment in order for them to thrive. This requires continued national, regional and international advocacy, preferably within existing campaign/advocacy and other structures, to bring about the necessary political changes, such as political tolerance and political will, all of which are necessary for getting the political elites to embrace media policy and law reforms.

4.2.2 Supportive legal environment

There is agreement that all countries need a constitutional and legal regime that supports the growth and development of media institutions. To this end, greater efforts at advocacy and campaigning are required, particularly for the enactment of freedom of information legislation. Such advocacy must be pitched nationally, regionally and internationally, taking advantage of different platforms.

There is already sufficient declarative commitment to the ideals of media-friendly legislation, at the level of the African Union (AU) as well as the New Partnership for African Development (NEPAD)'s African Peer Review Mechanism (APRM). Such advocacy and lobbying, therefore, must be based on declarations and commitments made by African governments and civil society. They must live what they preach.

4.2.3 Enabling economic environment

There is also consensus that self-regulation is better served when economic policies encourage the growth of independent media institutions by, among other actions:
- Reviewing economic policies, including considering tax incentives for media institutions, so that they become more supportive of media growth and development;
- Establishing an African media and communication support fund, whose mandate must clearly be to support the development of media institutions in terms of their investment opportunities, training and in-service mechanisms, business partnerships, content distribution, etc. Such a fund should have a strong stamp of African leadership, drawing upon an analysis of existing media development funds, including Zambia's Media Trust Fund (MTF), South Africa's Media Development and Diversity Agency (MDDA), as well as the regional SAMDEF and SAIMED. To be sustainable, such a fund needs to draw upon a multiplicity of financial and other resources, especially those from within African nations themselves. Therefore, there is need to get support from national governments, the private sector, as well as from continental bodies such as NEPAD. In addition, such a fund can learn from the experiences of the Investment Climate Facility for Africa (ICF), also formed as a consequence of the CfA;
- Supporting training in media management, and other business-related components of media development; and

- Inclusion of aid to the media in all bilateral and multilateral donor agreements entered into by African governments.

4.2.4 Enhanced associational infrastructure

There is also agreement that media institutions require the support of professional bodies, such as journalists' unions. To this end, the findings suggest the need to:

- Build the financial, human and other capacity of professional associations;
- Establish stronger links between such professional associations and the other adjunct media support organizations;
- Encourage greater synergies between the media institutions themselves and the professional bodies; and
- Develop and/or entrench strong ethical codes of conduct, and attendant enforcement mechanisms.

4.3 Media production

There is recognition of the need for the media to align their production in the public interest. Of particular concern is the quality of media content. A related issue here is the fact that media production has become increasingly implicated in wider processes of commercialization and privatization, threatening to further compromise editorial independence.

Some specific proposals include the following:

- Enhanced enforcement of journalism ethics through the self-regulatory mechanisms devised by the professional bodies;
- Strengthening professional bodies so that they can provide such enhanced self-regulation;
- Establishment of more stringent media content quality control measures, including (a) focus on gender, development, the environment, conflict and other such issues; and (b) subscribing to some external quality management systems such as CERTIMEDIA[17];
- Greater and more focused education and training, at different levels of certification, in media management, entrepreneurship, etc;
- Increased remuneration to encourage greater heights of innovation among journalists; and
- Support ongoing acquisition of multimedia skills to enable journalists become versatile and work seamlessly in a technologically converged media environment.

4.4 Media education and training

Education and training are key to media development. There is consensus that education is a much broader process of developing the critical thinking abilities of journalists, while training emphasizes the skills base of media practitioners. Both sets of skills are required to enable journalists in their roles as producers, gatherers, packagers and disseminators of news and information.

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17 CERTIMEDIA is a quality-management system designed to foster quality in the media industry, that is to enhance professional standards and practices at managerial, editorial, production and programming levels. It provides a methodology and tools for self-evaluation and self-improvement. It helps media companies formulate their Quality Policy, that is to design their own system of quality measurement and improvement. More details are available at: http://www.certimedia.org.

There is broad agreement that media education and training institutions require strengthening. Such support must be extended to university, tertiary and other institutions. More specifically, the following proposals are suggested:

- National, regional and continental advocacy among ministries of higher and vocational education must be stepped up in order to ensure a minimum level of common assessment of educational and training programmes in Africa. This action, apart from facilitating student mobility and exchange, could significantly improve the teaching of journalism and media studies;
- Strengthen and use existing media education and training networks to support increased exchanges among media educators and trainers, as well as among media students;
- Lobby African governments to increase budgetary allocations to higher and vocational education in general and to media education and training in particular;
- Ensure that any support fund established for media ring-fences a sufficiently high proportion of its budget for media education and training; and
- Use the soon-to-be-launched UNESCO databank on African journalism educational institutions to further research into journalism education in Africa[18].

4.5   Towards an 'African media development facility'?

An explicit suggestion in the CfA report was the establishment of an African media development facility. While the consultations did not explicitly set out to enlist proposals for this, there were clear allusions to some form of continent-wide media and communication support fund (see *5.2.3 Enabling economic environment*). In almost all cases, such a fund is seen as an African-led initiative which could draw upon existing national, regional and continental media development initiatives.

It is clear that the consultants, in some regions, are aware of existing media support mechanisms. This is especially evident in southern Africa, where initiatives such as MTF, MDDA, SAMDEF and SAIMED are located. In addition, the Media Development Loan Fund (MDLF) is piloting a project involving the establishing of country or regional offices in Africa, as well as in Asia. This could prove useful in any further discussions about the model such a fund as is proposed above could adopt. It is understandable, therefore, that respondents in all regions are particularly concerned that the proposed media and communication support fund must take cognizance of all these existing initiatives.

There are also clear concerns that any such continental initiative must be underpinned by the principles of (a) plurality; (b) diversity; (c) editorial independence; (d) participation; (e) accountability; and (f) African leadership. The consultants are not concerned, it would seem, about where such a body should be located. But it is important to point out here that the proposal for such a fund is treated co-equally with the other issues listed above. Therefore, it is safe to view the proposal for a fund as supplementing the equally important processes of policy-cum-legal reforms, media freedom, political will, enabling economic policies, media education and training, etc.

18 Here one can also cite the Knight Foundation-supported Global Census of Journalism Education, being conducted by the University of Oklahoma in the United States. This should provide invaluable data on the state of world journalism education, including Africa. Any efforts launched to support journalism education and training should, therefore, take this particular research initiative into account.

Chapter 5: Priority Areas for Intervention

The synthesis above suggests that some issues occurred with repeated regularity in all the physical and online consultations. If the responses appeared different in some instances, it was largely an issue of different ways of conceptualising issues. It was also an issue of linguistic diversity and its implications for the kinds of conceptual categories used to 'name' media phenomena.

To reiterate: A striking feature of the responses was the regularity or frequency with which they were uttered. Indeed, there were some responses which suggested that the discussions, both online and offline, seemed to regurgitate old discussions about the problems encountered by the media, and the solutions proffered. Clearly, this was a legitimate critique. However, it could not be said to have taken away from the integrity and legitimacy of the *process of consultation*.

The redundancy of some of the arguments could be said to have reinforced what was already known. It was clear, from the start of the process, that there was no illusion or pretension about a 'magic-bullet' solution. If anything, this was a *political* process designed to enable Africans to take leadership of the media development agenda, and define it on their own terms. True, such issues have recurred before, but the consultation provided an opportunity for Africans to reiterate their position on these issues.

Therefore, what this report presents as 'priority areas for intervention' represent those issues and themes which seemed to have occurred with greater regularity or frequency across all the regions. The value of this lies not only in the inherent significance of the issues and themes themselves, but also in the fact of their recurrence throughout Africa. To that end, they represent an 'African Consensus' on media development, reiterating problems and solutions that should have been addressed in the first place.

- **Financing research or investigation into the institutional modalities of setting up a media and communication fund for Africa:** As noted, this consultation did not explicitly set out to validate or invalidate the recommendation in the CfA report for an 'African media development facility'. However, this issue re-emerged and was discussed throughout the consultation. It was not expected that these meetings would come up with a blueprint of what such a body should look like. But there was clear support for some form of continent-wide support mechanism that would, among other things: (a) provide financial support to the media; (b) help with international lobbying and advocacy for support to the media sector in Africa; and (c) mobilize resources for training and education.
- In the absence of any clear modalities, it was evident that the respondents were calling for *focused research into the institutional modalities of such a fund, in terms of what could be its vision and mission, objectives, organizational structure, operating procedures, and strategies.* More importantly, the respondents seemed to support the idea of a flexible mechanism that would not end up financing a huge bureaucracy, to the detriment of the media in need. This would seem to reinforce the finding which suggested the need to study the more established media support/development funds. From the point of view of media institutions as such, this

would be the most important recommendation, as it tackles the problem of media sustainability directly.

- **Supporting media training and education:** There was clear and unqualified consensus on the need for propping up support to the media training and education sector. The responses correlated issues of the professional and ethical integrity of media institutions to both the quantity and quality of media training and education. For donors, such support could be given directly to training and education institutions, while building into it the issues and themes raised throughout the process of consultation, such as organic industry input, flexible curricula based on the needs of journalists, and for technological convergence, etc. There were also faint echoes of how such support could be built into any such media and communication support structure as it is finally instituted.

- **Strengthening media support institutions:** There was clear consensus on the need to increase support to African media support institutions. The rationale here is that media support institutions are instrumental in advocacy, especially at the domestic level, for policy and regulatory enablement. At the same time, they act as a 'watchdog' over the media to ensure that the media serve the public interest. In some instances, they help to 'restructure' media so that they can become more sensitive of marginalized groups of people, such as women and youth. They are therefore part of the overall media support infrastructure.

- **Supporting journalists' unions and associations:** Although journalists' unions could be described as 'media support institutions', it was evident that most journalists felt the need for both *labour* and *professional* mobilization. Journalists' unions are generally weak in Africa, reducing their bargaining power, particularly in the face of intense commercialization of the media. Such unions could assist journalists to represent their own labour interests. It was also clear that professional associations were distinct from generic media support organizations, making it important for journalists to develop a professional identity of their own as media practitioners. This identity could be correlated to a range of sub-issues, such as adherence to codes of practice, self-regulation, skills, etc.

Chapter 6: Conclusion

This report has presented the key findings of the consultative process embarked upon by UNECA, in conjunction with key African media support institutions. The consultation was meant to ascertain the priorities for strengthening media institutions in Africa. It is clear that the process provided a platform for various African media actors to articulate their concerns and perspectives, identify priority issues and areas requiring support, and propose some initiatives and programmes towards a strengthened media sector.

The methodology of the process was predicated on amplifying the African voice on media development. People spoke, both within and without institutions, turning this consultation into an ethnographically rich process. While there was need to impose *structure* and *coherence* on the processes of data collection, this consultation was more interested in getting out the rich complexity and nuance of people's perspectives, ideas, and knowledge about the possibilities for media development.

As part of integrating the findings of the process, the report has discussed the media and communications context within which the consultation took place, noting the key historical and contemporary processes that defined, and became implicated in, the initiative.

The analysis of the findings has taken a two-fold form. Firstly, the report has given regional overviews of the findings, drawing out themes, the analysis of those themes, and proposals suggested for resolving some of the problems suggested by the analysis. Secondly, the report has presented a pan-African synthesis of the findings, drawing upon both the regional overviews of the physical regional consultations and the online discussions. The synthesis largely depends upon the author's second-order interpretations of the narratives of the stakeholders, weaving those interpretations around major themes commonly used in the study of media.

To the extent that the discussions, both during physical meetings and online consultations, allowed for free-ranging debate, it can be argued that the findings here are indicative of what is possible. While the findings suggest that there is a shared analysis and understanding of the media development dynamics in Africa, they also show that there is scope for more focused work of a technical nature, drawing upon the wealth of information presented here as well as in the individual reports of the online and physical consultations.

Africans know their problems. They know what is possible. This is shared across all the subregions, from North Africa right through to Southern Africa. They are aware that most of their problems are structural. They are also aware that they can be agents of change. With a little push of assistance, the possibilities for change are numerous, and the findings testify to that.

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