

**African
Media
Leaders
Forum**

Shaping the future of
African media

Shaping the future of African media

2008

Contents

1	Introduction
4	Africa Media Leaders Forum Dakar Declaration
5	Statement of objectives
7	Africa Media Leaders Forum participants
10	Highlights of participant views and quotes
33	The way forward
34	Sponsors



Africa is at a crossroads

The continent is undergoing rapid political, economic, and cultural changes, in the context of a complicated global environment. This is marked by climate change, food and fuel shortages, growing demand for raw materials, falling trade barriers, and the rising expectations of an increasingly educated population. These transformational forces present both major challenges and important opportunities. The transformation in Africa has also brought a surging demand for mass media products. This demand has been matched by a significant increase in newspaper titles, broadcast houses and online outlets, each with its cadre of news reporters and commentators. The private sector, governments, development agencies, and foundations now collectively invest more than 300 million dollars a year in these and other media products throughout the continent.

However, this flow of resources, and the rapidly expanding number of news reporters and commentators, has not resulted in any noticeable improvement in the state of media or the quality of journalism on the continent. The media sector has not had much of an impact on public policy or the public debate about how the transformational forces at play in Africa can be managed. Given the critical importance of the issues facing the media industry, in the context of the social, economic and political

movements taking place on the continent, Africa's media leaders came together at the first African Media Leaders Forum, held in Dakar, Senegal, in November 2008, to reflect on the condition of the media, and how they can engage with those emerging forces to improve the state of African media. The significance of the AMLF cannot be overestimated. It marks the first time that some of the key figures in African media have come together as a group to discuss their common interests and concerns. The Forum has allowed for the emergence of an overarching consciousness about media as a powerful factor in Africa's social and political discourse.

The convening organisations were The World Bank and AllAfrica Global Media. The event was co-chaired by: **Marie-Roger Biloa**, CEO of Africa International Media Group in France; **Linus Gitahi**, CEO of Nation Media Group and publisher of the *EastAfrican* and the *Daily Nation*; **Trevor Ncube**, CEO of South Africa's *Mail & Guardian* and the *Zimbabwe Independent*, and president of the Newspaper Association of South Africa; and **Nduka Obaigbena**, CEO and editor-in-chief of *ThisDay* in Nigeria.

The discussions and deliberations amongst media leaders, journalists, government representatives, investors and other interested parties produced the following declaration.



The bestselling
Africa Business
An IIC Publication

21 QUESTIONS
KUTIK
July - September

ÉTATS-UNIS
De l'Afrique à
le Mission Blanche ?

matelane
ma

TRAVEL

SPECIAL AD
THE
AN INDICENT INDEX AFRI
SOUTH AFRICA
Inside the Zulu
machine

THE TRAVEL
m
culture • con

ZAMBIA ZZZZZZ
SLEEP WELL ON SAFARI
**BEYOND THE
BIG FIVE**
MSAFIRI'S NEW
'MUST-SEE' WILDLIFE
**BUSINESS
BRAINS**
HOW TO BECOME
AN ENTREPRENEUR
GET CONNECTED
JOIN THE BROADBAND
REVOLUTION
PLUS HOW TO
★ FIGHT YOUR
★ TRACK DOWN
★ TASTE OLD
★ GET STREET

L'asoz
le ciel africain
à la mode de la

pour la ju
Ella
Bon sens
L'heure de faire
le mariage dans sa vie

**AFRICA
NOW**
BUILDING A
BETTER FUTURE



We, the owners of African media organisations in Africa, met in Dakar, Sénégal on November 3-4, 2008, to discuss the state of media in Africa, and media's relationship to development in Africa.

Cognisant that the continent has been undergoing rapid political, economic, social and cultural change and that these transformational forces present challenges and new opportunities for significantly improving the living standards of the African people.

Convinced that these developments have spawned strong demand for information, new knowledge, ideas, and innovation.

Aware that as a result, African media industries have grown exponentially over the past two decades, driven by the opening up of political systems and democratisation, technological innovation, economic growth, and the need for cultural affirmation.

Conscious of the need for us African media leaders to work together to improve the enabling economic environment for media industries in order to ensure their growth, strengthen their competencies, and improve skills and knowledge of media professionals.

Determined to address these issues by strengthening our collaboration, sharing experiences, content and sound management, and identifying opportunities for growing our businesses in order to support Africa's development.

Call on the global investor community and financial institutions, national and regional banks and international organizations to recognize the African media industries as profitable investment opportunities.

Urge Africa's development partners to take into account the role of media in all aspects of development programs and projects, and encourage them to adopt a more coordinated and synergistic engagement with the media.

Invite African governments, the African Union Commission, and regional African organizations to take proactive steps in creating conditions conducive for promoting media as partners for achieving sustainable development on the African continent.

Agree, as media owners, to reach a consensus on formulating an AMLF Charter.

Underscore the importance of swift establishment of the African Media Initiative (AMI) as a permanent corporate entity in Africa to support the activities of AMLF and serve as a resource for media development across the continent.

Conclude that there is immense value in this type of interaction, and confirm our intention to meet annually, together with our partners, to review progress, agree on time-bound targets, and chart next steps for strengthening the media's role in Africa's development.

Accept the proposal to organise the second forum in Nairobi, Kenya in 2009.

AMLF

Dakar

Declaration

Statement of objectives

The concept for the AMLF was born out of an awareness that recent efforts aimed at improving African media, including investment of more than \$300 million in the past year alone, in various workshops, training for journalists and direct assistance to media houses – has had very little impact on the quality of journalism and the regional development dialogue. AMLF convenors were in complete agreement with the conclusions of the two most comprehensive research projects carried out on media in Africa; the African Media Development Initiative (AMDI) and the Strengthening Africa's Media (STREAM). They concluded that developing Africa's media industry is essential for addressing poverty and enabling Africa to attain its overall development goals. AMLF believes that this Forum, which finally brought media owners into conversation about the role media can play in helping to set the development agenda, will be a critical link in that process.

In light of this overarching goal, the Media Leaders Forum had three central objectives:

The first objective was to listen to media owners and gain an understanding of the kind of support they need to address the deeply rooted problems in their industry. The men and women who participated in this Forum were the founders of the modern African media industry. They were the ones who started or invested in small

media companies as soon as the political systems in Africa began to open up in the early 1990s. They were the ones most responsible for the rapid expansion of the media over the last decade, with all its attendant difficulties – untrained journalists, poor management, low salaries and lack of investment capital for new technologies.

The second objective was to begin a discussion with media owners about content, the crucial role they can play in the regional development agenda, and the link between regional development outcomes and their long-term business interests. These media leaders were part of the group who broke through the monolithic power of state-run media and now control an important part of the audience in Africa.

Encouraging media leaders to understand the link between economic and social development in Africa and their long-term business interests was a key objective of the meeting.

The third objective was to continue the discussion started by the EU and the African Union about the link between the repressive policy environment and the lack of journalist ethics; and to encourage media owners to reach consensus about the need for a journalistic code of conduct.

Media owners were acutely aware that their operations were constrained by restrictive laws and policy environments, and wanted to be able to operate more freely. They did not yet fully understand the extent to which the challenge of influencing the policy environment rested with them; or that they could assist to improve that environment by behaving more responsibly as professionals and organisations. A more lenient policy environment, in turn, would make it easier for media to serve as a platform for a region-wide debate about issues of social and economic justice; while holding government accountable for policies and practices that act against good development outcomes.

The Forum furthermore aimed to produce key input into the design of AML's Pan-African Media Support Facility and other efforts to strengthen and professionalise the African media industry.

The event was facilitated by Tendai Mhizha, a Pan African researcher and strategist, intimately familiar with issues of media and development on the continent. The core themes under discussion were: What is the state of African media today, and what can be done to improve its impact in the context of current realities? What should be done to ensure sustained media development? How can the media engage with the forces at play on the continent and influence expected outcomes?

Tendai Mhizha guided the process towards the following outcomes:

- ✓ Identification of a set of priority needs for strengthening the African media industry, and recommendations to investors and donors for priority interventions

- ✓ A position statement affirming the link between development outcomes and long-term interests of the media industry, outlining the industry's role in promoting the development dialogue
- ✓ Initiate a discussion on how to form a basic Pan-African code of journalistic ethics and a core group to spearhead this initiative
- ✓ An edited DVD of the Forum and resulting declaration, distributed to all interested parties
- ✓ Delegates' consensus on the importance of continuing the AMLF
- ✓ The formation of a secretariat and a steering committee to disseminate information and policy statements, coordinate with donors, and plan outreach events aimed at lawmakers, the business community and civil society
- ✓ Other regional and global institutions are expected to join AllAfrica Global Media and The World Bank as co-convenors of future African Media Leaders Forums
- ✓ A declaration on the aims and future role of the AMLF

As the AMLF and other media initiatives gain momentum, the dialogue on the media's role in development is envisioned to evolve into a region-wide and society-wide conversation about the African development agenda that the media can facilitate.

objectives

AMLF participants

Abdoulaye Fall
Aissatou Mbene Kane
Aliou Sané
Amadou Mahtar Ba
Ameth Kamara
Anta Labery
Arlindo Lopes
Ayao Don Dussey
Babacar Diagne
Babacar Fall
Baye Dame Wade
Ben Akoh
Birame Faye
Boureima Sigue
Emmanuel Jules Ntap
Eric Chinje
George Twumasi
Hoosain Kajieker
Ishiekwene Azubuiké
Jean Nzale
John Allen
Juliana Rakotoarivelo
K. Kouanvi Sodji

Senegal
Senegal
Senegal
Co-convenor
Senegal
Senegal
South Africa
Senegal
Senegal
Senegal
Senegal
Senegal
Senegal
Senegal
Burkina Faso
Cameroon
Co-convenor
UK
South Africa
Nigeria
Senegal
South Africa
Madagascar
Togo

CMC
CJRS/Sud Fm
ENDA
AllAfrica Global Media
Le Temps
Canal Info
SABA
Coca Cola
RTS
Pana
REUSSIR
OSI
Le Quotidien
Le Pays
Radio Television Siantou
World Bank
ABN
Mail and Guardian Ltd.
Punch newspapers
Thiey
AllAfrica Global Media
Midi Maoga Sinana
Interinvest

Hôtel Méridien Président

DAKAR, SENEGAL | 3-4 NOVEMBER 2008

Kaitira Kandji	Namibia	MISA
Kouferidji Ramanou	Benin	Imanle Africa Television
Kwasi Twum	Ghana	Multimedia Group
Latif Coulibaly	Senegal	ISSIC/SUD
Leon Morse	USA	IREX
Linus Gitahi	Kenya	Nation Media Group
Lisa Robinson	UK	BBC WST
Mademba Ndiaye	Senegal	World Bank
Madiambal Diagne	Senegal	Le Quotidien
Mamadou Aidara (Vieux)	Senegal	Canal Info
Mamadou Khoulé	Senegal	Min. of Information
Mamadou Koume	Senegal	APS
Mame Fatou Ndoye	Senegal	Nostalgie FM
Marème Soda Sarr	Senegal	Convergence
Maria Kiwanuka	Uganda	Radio One/ Akaboozi
Marie Roger Biloa	Africa	Africa International
Marthe Bassomo	Cameroon	Cameroon Tribune
Masse Lo	Senegal	ENDA-Afrique
Michael Daka	Zambia	Breeze FM
Moctar Thiam	Senegal	World Bank
Modeste Mutinga	DRC	Potentiel
Nduka Obaigbena	Nigeria	ThisDay
Rabia Assia	Algeria	Algerie presse service
Sarwat Hoosain	USA/SA	World Bank
Seynabou Sy	Senegal	Africaware
Stephen King	UK	BBC WST
Steve Godfrey	UK	BBC WST
Sylvia Vollenhoven	SA	Thomson Foundation
Tendai Mhizha	Forum Facilitator	Integra Africa
Thierry Hot	Burkina Faso	Fasozine
Vanessa Mazal	USA	Gates Foundation



Eric Chinje for Obiageli Ezekwesili
Vice President for the Africa region of The World Bank
CO-CONVENOR | WORLD BANK

"We are faced with three crises that threaten the fundamentals of our civilization and coexistence: food, fuel and finance. The financial crisis is exacting a heavy toll and completely roiling financial markets. Food prices are soaring, triggering hunger, malnutrition and civil unrest, even as the environment is under growing stress. From most perspectives, the view is of a glass half empty, but it is also a time of opportunity, a glass half full, as it were. On each of the Doing Business Indicators, African countries were among three of the world's top ten reformers this year. But along with these and other hopeful signs, challenges still loom, and sub-Saharan Africa remains the only continent lagging in achieving the global development compact contained in what is commonly known as the Millennium Development Goals (MDGs). Mass media have a central role to play in improving the human condition. Nobel laureate, Ahmad Yaseen states that **"no country with a free press has suffered from famine"**, quite simply because the existence of such a dire condition would not escape media scrutiny and precipitate public action. I suggest three things. First, we need to strengthen training opportunities for journalists. The rapid expansion of media industries has not kept pace with the investments needed for

"This may be a
defining
moment
in human
history"

training and for strengthening human capacities. Practicing journalists need on-the-job training, access to knowledge resources and exposure to world-class specialists. Second, we need strengthened financial support. In this regard, I am hopeful that this Forum's deliberations will serve as key inputs to the design of a Pan African Media Support Facility, with tentative plans for a launch at some point next year. Third, we

need to move towards a more strategic mode of engagement between the donor community and African media owners. By this, I mean that ad hoc activities such as media junkets and staged media tours would be replaced by a more dynamic and upstream partnership, with media industries being engaged as equal partners to address emerging issues on the continent, particularly as they relate to the public good, economic growth and opportunity.

"I propose that we aim big and begin small", adopting a learning-by-doing approach that allows us to take risks and build on successes. Your voice, the true voice of Africa's media, will go a long way in helping us, the investors and donors, as well as the private sector in Africa, to achieve the outcomes we all hope for, and that will put mass media at the heart of the development process in Africa."



Amadou Mahtar Ba

CO-CONVENOR | ALLAFRICA GLOBAL MEDIA

“We have a critical mass of information which we distribute online everyday.

Now that’s an absolute strength”

“When anything happens in Africa, many around the continent and the rest of the world, including the mainstream media like the Washington Post or New York Times in the US, visit AllAfrica to obtain information.

Why? Simply because we have been able to talk to approximately 150 editors and publishers in Africa and gather a critical mass of information which we distribute online every day.

Over 1,300 news stories are distributed daily in French and English. Now that’s an absolute strength.

Today the AllAfrica brand is well established, people can access the high quality content daily. However, the financial resources necessary for its growth have not been generated, and that is its main weakness.

I believe that a partnership between African media organisations is a must, including the area of investment.

When I met Nduka Obaigbena nine years ago, he believed in the concept of AllAfrica and invested in it. This is the type of collaboration that I would like to see emerging from this Forum.”



“The future will be real partnerships among media companies coming together via the web and generating profitable relationships.”

Linus Gitahi
Kenya - Nation Media Group

“The Foundation had been conducting training for more than forty years in Africa. Our project called Africa Means Business, aims to build communications capacity with the media.”

Sylvia Vollenhoven
SA - Thompson Foundation

“The Gates Foundation is tremendously interested in supporting this initiative. It would give an opportunity for donors and outside agencies to invest in media in Africa.”

Vanessa Mazal
USA - Bill & Melinda Gates
Foundation

“One of the key challenges is the viability of newspapers. We need to bring about the full acceptance that media organisations are businesses and need to adopt sustainable economic models.”

Marie Roger Biloa
Africa - Africa International Media Group



SHARP

CTV
REVUE

Les [redacted] sont [redacted] quents

“Often, journalists are hired without training by media leaders who cannot afford to pay them a living wage. As journalists, our mission is to talk about the concerns of the people. We also have a part to play as educators.

We should not be like everyone else, as our role is unique. We must work in such a way that the reader, the viewer, the listener; the citizen is provided with food for thought.”

Ms. Mame Fatou Ndoeye
Senegal - Nostalgie FM

“How do you make a newspaper valuable in a multimedia world where news is plentiful and almost free? We must realise that as media owners, we are in a highly competitive environment.

We need to understand why young people in Nigeria spend a lot of money buying scratch cards for their cell phones, but are not prepared to spend any money on newspapers.”

IShiekwene Azubeike
Nigeria - Punch



TENDAI MHIZHA | FORUM FACILITATOR - PAN AFRICAN STRATEGIST
HOOSAIN KAJIEKER | SA - MAIL AND GUARDIAN
MODESTE MUTINGA | DRC - POTENTIEL

“We face a major issue in the potential conflict between a media sector, jealous of its freedom and prerogatives, and a government mindful of the need for balance among all republican institutions and components of a nation under construction.”

Minister Abdoul Aziz Sow of Senegal

quotes

“Journalists need to specialise in economics, politics, health and other areas of national interest. Young journalists, who do the bulk of the work in their respective newsrooms, lack depth and are still being exploited.”

Aissatiou Mbene Kane



views

“A healthy media is like a healthy body. It relies on good nutrition, safety, shelter and regular exercise. In Southern Africa, the spirit is willing but the flesh is weak. If our market is our nutrition, then the poverty of the masses limits our growth. What needs to be clearly affirmed in Southern Africa is that advertising is not a matter of government whim or political leverage. It is a straightforward business matter about the most cost-effective means to convey messages to particular audiences. Good governance principles need to underline this dimension in the supply chain management procedures of the authorities.”

Hoosain Kajjeker

South Africa - Mail and Guardian Limited



“We could divide the West African sub-region into clusters and build a substantial printing press, funded by the World Bank and the Gates Foundation.

Media leaders from these countries could cooperate in managing the printing press and reduce costs. Media groups who have their own printing plant, could print other publications, so that we could finally enjoy economies of scale and

become profitable entities. Our goals are not always about cash, we aim to find a way of easing the pressure on media groups.

If an investor was prepared to build a printing plant, we could purchase the newsprint from our own funds and operate as part of our public service mission. We want to take responsibility for our own development.”

Thierry Hot
Burkina Faso - Fasozine

suggestions



Nduka Obaigbena
NIGERIA - THISDAY



opinions

“The media business should be like any other business. I believe in the efficacy of the market, and the media business has to be channeled to the market. What Africa needs across the board is partners and investors, not donors.

Until we improve the capacity of journalism reporting, we cannot earn the required respect needed for the market to follow us.

Let us model our institutions around the market, and produce an excellent product. Our product will attract readers, and our readers will bring us advertising, there is no other way.”

Nduka Obaigbena
Nigeria - ThisDay



ESSAY

Osamede Okhomina

Do you both know your HIV status?

2 Is he marrying you for love or for the citizenship papers?

3 Does he have a wife or children in Africa, or anywhere else in the world? the traditional African wife?

5 Which traditions and customs example, will he still be polygamous? Ask him to describe to you what given day when he gets home

6 Is he religious? If so, is he Christian? What religious back-

7 How will finances be handled? What goes where or your resources?

does he expect to still practice. For mous, even in the United States? he would expect from you on any from work.

Will both of you sit down together Will only one person have the final What are the financial goals that pushed and where do both of you stand on issues such as saving and 4:00? Will you have a joint account.

21 QUESTIONS you need to ask an African man before marriage

allowance? If so, how much and will this be on monthly, bi-weekly or weekly basis?

14 How often will he need to travel back home? Will he travel alone or with the family? How important is this to him?

15 Who will discipline the children and in what form will discipline in your household take

16 How will conflict between the two be resolved? How will you determine each other's y For example, For real co



... 'dutch disease' becoming dusty and allowed a culture sector to stagnate.

Delta - our abused, neglected child

Delta is the linchpin of Nigeria's economy and one of the world's most important sources the troubles continue to rumble on with no real solution in sight. Okhomina* warns of the dire consequences of a failure to find answers.



“We have a huge opportunity as leaders to think about how we can tell the African story, the African way. Africa is often underreported, many times misreported, and most times not reported at all. The onus of putting Africa positively on the international map lies with us.”

Linus Gitahi

Kenya - The Nation Media Group

thoughts

“To what extent is our media truly independent when the aspect of accessing state funds often impacts negatively on the freedom of the media? African media has to start offering real value to targeted public segments. For this to work, we need to invest heavily in market research across the continent. This strategic approach and the resultant raised professionalism will increase profitability and reduce dependence. It should be more about business and trying to find ways for further enterprise, not aid or access to public funds.”

Tendai Mhizha

Forum Facilitator - Pan African Strategist



Maria Kiwanuka

UGANDA | RADIO ONE/AKABOOZI

“If you start criticising government in your content, you may be deprived of advertising money from such operators overnight.”

Ramatoulaye Diallo Ra
Senegal - Aisso FM

“Let’s not think about superstructures that we are unable to sustain because of lack of resources, but rather what is possible given our current circumstances.”

Michael Daka
Zambia - Breeze FM

“What is left is for the private media to set up a structure which seeks to solve the problem of quality information gathering and dissemination.”

Boureima Sigue
Burkina Faso - Le Pays

“There is a wonderful organization in Southern Africa that collects stories and shares them out. The stories are local rather than foreign. Part of the problem is that we do not network enough as media people in Africa, leaving us unaware of many great initiatives that we could support”

Kaitira Kandji
Namibia - MISA



brain storm

“What is needed is an African broadcasting foundation on the one hand, and an African journalist foundation on the other.

We also need network management to identify resources outside of Africa, with similar aspirations to make these resources work.

User-generated content is crucial, we need to bring in quality content, quickly, and ensure that we have the right technology in place.

There are interventions happening right now which are very relevant, and can be productively tapped into if the right structures are in place.”

George Twumasi
United Kingdom - ABN



CNN asked:

What is the most important factor in developing Africa?”

“The internet user is the average citizen aged between 25 and 40, and that is the future of Africa. This age group should be the prime target for our media, as they will make the difference. Our ambition is to tell what is untold about Africa.”

Masse Lo
Senegal - ENDA-Afrique (Observer for
African Development Bank)

“The media is a mirror of what’s happening in society. We have to consider our financial budgets and what we can afford. What level can we go to get news on an international basis? The first need is to be local.”

Maria Kiwanuka
Uganda - Radio One/Akaboozi

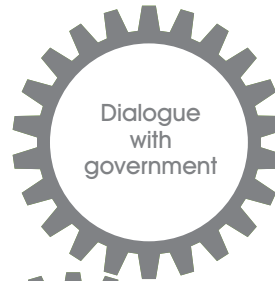
The way forward

AMLF Dakar 2008

- > Understanding of issues
- > Networking

AMI

- > Investment window
- > Training



AMLF Nairobi 2009

- > Review past year
- > Set targets for 2010

Final thoughts

“We have concentrated immensely on the press. Resources across the continent are often skewed in favour of the press and television. The print business today reaches between 15 and 20 percent of the African population. Television in Africa reaches approximately 20 to 25 percent on average. Radio however reaches over 90 per cent. So when we talk about content, impacting the populations and societies in which we live, we cannot wish away radio in Africa. One media that is rapidly changing the face of communication is mobile, and in Africa mobile penetration is becoming significant, over 50 per cent in some markets. What we’re now able to do with mobile, in terms of communicating, content, radio, and television, is mind boggling”

Linus Gitahi
Kenya - Nation Media Group

“No country with a free press has suffered from famine.”

Nobel laureate, Ahmad Yaseen

“Development at heart with business in mind.”

Michael Daka, Breeze FM Zambia

“I propose that we aim big and begin small.”

Ms Obiageli Ezekwesili, Vice President for the Africa Region of The World Bank

ECOBANK

The Pan-African Bank

The Coca-Cola logo is rendered in its signature red script font with a white outline, set against a blue background.

BILL & MELINDA
GATES *foundation*

**African
Media
Leaders
Forum**

Shaping the future of
African media

Thanking our sponsors