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**Eastern African Sub-Regional Meeting  
Strengthening Africa's Media (STREAM) Consultation  
Process**

**Strengthening Africa's Media  
Towards A Framework For Action  
25 - 26 September 2006  
Nairobi, Kenya**

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**African Women's Development and  
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## Abbreviations

ACCE	African Council for Communication Education
AMDI	African Media Development Initiative
AMDP	African Media Development Programme
AMWIK	Association of Media Women in Kenya
BBC	British Broadcasting Corporation
DfID	Department for International Development (Britain)
ECA	Economic Commission for Africa
FEMNET	African Women's Development and Communication Network
G8	Group of 8
ICT	Information Communication and Telecommunications
KIMC	Kenya Institute of Mass Communication
NEPAD	New Partnership for African Development
NUSJ	National Union of Somali Journalists
SADC	Southern Africa Development Cooperation
SOJ	School of Journalism
STREAM	Strengthening Africa's Media
TAMWA	Tanzania Media Women's Association
UBC	Uganda Broadcasting Council
UCC	Uganda Communications Commission
UMWA	Uganda Media Women's Association
UoN	University of Nairobi
WCCD	World Congress on Communication for Development
WSIS	World Summit on an Information Society

## Day 1

### Opening Session

#### Introductory Remarks

**Christine Butegwa, Communications Officer, FEMNET**

Christine Butegwa welcomed participants to the Eastern African STREAM consultative meeting. She explained that this was the fourth in a series of five consultative meetings on the continent organized by the Economic Commission for Africa (ECA) in partnership with facilitating organisations. She invited Professor Fackson Banda to provide a background to the STREAM consultative process.

#### Background to the Consultative Process

**Prof. Fackson Banda, Member, STREAM Task Force**

Fackson Banda gave the background to the STREAM process detailing developments since 2004 when the Commission for Africa was established by British Prime Minister Tony Blair. The CFA was set up with the express purpose of charting a development strategy for Africa that would deliver tangible results, including the possibility of setting up an African Media Development Facility as a core suggestion. Prof. Banda traced the political environment that had placed Britain in a unique position to drive the process as head of the Group of 8 and the Presidency of the European Union in 2004. Since then many other initiatives targeting the eradication of poverty in Africa had evolved and increasing attention was falling to media as a critical component of ensuring the success of such campaigns.

The Department for International Development, UK has taken up the work of implementing some of the recommendations from the CFA report, including those on the media in Africa. The Economic Commission for Africa (ECA) already had a working relationship with DfID on their communications for development programme. A decision was taken for ECA, with support from DFID, to facilitate a process of deeper consultation among media actors in Africa on how to strengthen media institutions and realize the developmental potential of the media. The STREAM consultation process is based on the principles of:

- Centrality of African voices and perspectives
- African ownership and leadership
- Coherence in funding and partnership.

Banda explained the organisational structure used for the consultative process as a Task Force, e-consultations, and physical consultation meetings organised by facilitating organisations such as FEMNET and Panos West Africa. Proposals from these meetings will feed into a larger stakeholder's forum and donors' conference planned for 2007.

## **Welcome Remarks**

### **Muthoni Wanyeki, out-going Executive Director, FEMNET**

Standing in for Maty Diaw, the newly appointed Executive Director of FEMNET, Muthoni Wanyeki elaborated further on the initiatives that had led to the STREAM process, building on Fackson Banda's introduction to include other parallel processes such as the media research process by the BBC World Trust. She said that there are other African-led initiatives such as those under the New Partnership For Africa's Development (NEPAD), implemented by the African Partnership Forum, that in one way or the other support media development. However, Wanyeki said, these tended to be inclined towards large-scale, in some cases Africa-wide or regional projects that are mostly related to infrastructure - especially telecommunications. Media and communication concerns at the micro level are marginalized in these processes.

### **Key Concerns**

- These nascent processes intended to build the capacity of media in Africa should not be taken over by international media organizations; there are competent institutions on the African continent to drive and carry forward the development of media in Africa including the STREAM process under ECA.
- We now have continental standards that can be drawn in to work at the national level and this presents many opportunities for action. For example, the Windhoek Declaration and the African Charter on Human and People's Rights both endorse independent and pluralistic media as a cornerstone of democracy.
- The growth and establishment of the field of development communication is in itself a positive development attributable to the last decade. It has given rise to participatory processes and the consolidation of the space for community media and other participatory media.
- The confluence of many initiatives presents a valuable moment in which to assess the impact of efforts to date, to define their impact in transforming the media sector and to set a forward-looking agenda.
- Despite new opportunities and interest in the media sector there has been a slacking off in momentum across the region. The activities surrounding the World Summit on the Information Society (WSIS) process that brought many African media institutions together and the upcoming World Congress on Communication for Development (WCCD) have not significantly changed this trend.
- It is important to prepare for any new efforts to further the growth of media on the continent by asking several key questions:
  - o Where are we as East African media stakeholders in terms of the original principles for media in Africa?
  - o What are the pending regulatory issues?
  - o What developments have taken place in training and what are the needs?
  - o Has expanded ownership enabled citizens to own the tools of communication?
  - o Most importantly, where are we in terms of content?
- Looking forward a couple of questions arise that would enable planning for new investment in media:

- What is being done?
- By who?
- What are the gaps?
- What are our priorities?

## **Official Opening**

**Hon. Minister Mutahi Kagwe, Minister for Information and Communication,  
Government of Kenya.**

Delivering a speech on behalf of Minister Mutahi Kagwe, the Communications Economic Expert with the National Communications Secretariat, Mr. Charles Ngesa, said the citizenry's ability to hold the government accountable and to participate in a democratic society depends directly on their access to information and the ability to reproduce that information including that held by the government. Access to information allows the public and the media to monitor government decisions, to protect human rights and safeguards against abuse of government.

He said the Government of Kenya is supporting the development of various laws directly relating to media including the ICT Bill, the Media Bill which establishes the Media Council of Kenya, and the Freedom of Information Bill.

Strengthening of regional and national media standards is crucial if the right to information and communication is to be made a reality. He spoke of the need for greater understanding of the role of communication in development projects.

The Minister called on African governments to ensure citizens' participation at all levels of project implementation, and to encourage investment in infrastructure, training and the creation of an enabling environment for the media to play its role.

## **Session 1: Media Practice**

**Session Chair: David Mukholi, Sunday Vision (Uganda)**

### ***Keynote address***

#### **Context of Media in Eastern Africa and Priorities for Action – the Case for a Strategic Framework for Strengthening Media in Africa.**

**By Prof. Abiyi R. Ford, Dean, Graduate School of Journalism and Communications, Addis Ababa University (Ethiopia)**

Abiyi Ford outlined the importance of knowledge and information as a necessary bonding agent for all development and human progress. Those who have greater capacity to access, produce and disseminate knowledge and information ultimately decide the viability or demise of their societies. Hence the importance of amalgamating views of both genders in order to build rich societies is of core concern.

Ford said no known society has managed to put in place a comprehensive communication structure capable of providing all the knowledge and communication needs for every section of society. Such a structure would by nature be extremely complex and interdependent. Western mass media models that have been adopted by Africans to partially fill this role tend to be controlled from centres that are located outside the audience, society or community they serve and this also has implications for the information that is processed through these structures. In translocating media vocabulary, practices and technologies to Africa without understanding the cultural context in which they evolved, “Western” mass media have produced profound changes in African culture.

New media technologies are not innately good or bad when weighed for the fantastic opportunities that they offer. The threat lies in how they are used and adapted in environments different to those that created them, especially given that mass media have been used as agents of manipulation of ideas, opinions, and emotions of mass audiences.

In the African context, the new media technologies easily fall into the hands of the elite who use them as tools of ideological propaganda to maintain the status quo and promote the Euro centric approach to information management. African audiences are treated as a passive objectified mass with little to contribute to information content, the democratic and effective use of the mass media.

Ford concluded by saying that humankind is information primary. The informed minds of the people of Africa are its greatest wealth. Yet too little has been done to understand the role played by information as the basis of development plans, and create suitable mass media models.

## ***Presentation***

### **The Future of an Endangered Profession: Freedom of the Press, Ethics, Professionalism and Journalists Welfare.**

**By Ezekiel Mutua, Kenya Union of Journalists (Kenya)**

In his presentation Ezekiel Mutua said the press remains under siege worldwide as witnessed by the growing number of incidents of assault against journalists. Africa is not an exception to this trend. Mutua said although the number of those killed remained low, press freedom had continued to decline across most of the continent and the number of attacks on media practitioners was escalating.

#### **Key Concerns**

- While most of the world looks to the future in a changing environment shaped by technology, freedom of expression remains a luxury in much of Africa.
- Challenges faced by media practitioners have led to abuse of media freedom. This manifests itself in unethical practices by mainstream media houses and journalists, the growth of the gutter press, yellow journalism, and the deliberate marginalisation of diverse views and persons from the media. Failure to address the challenges facing media professionals contributes to the decay of media standards and practice. Key issues are:
  - o Welfare of media practitioners including remuneration and working conditions;
  - o Ethical and professional issues;
  - o Lack of proper training;
  - o Reluctance to invest in staff training and continuous education by media houses;
  - o Over commercialisation of media;
  - o Corruption and economic favours among media owners and practitioners;
  - o Physical attacks and other forms of repression of journalists and media houses;
  - o Different forms of Censorship, including arbitrary, legalised, and disguised or covert censorship such as prohibitive taxation on production materials;
  - o Ethnicity and political polarization in media that champion parochial interests at the expense of national causes;
  - o Lack of protection for journalists working in difficult conditions including war-torn areas;
  - o Legal, technical and financial barriers to media investment, thereby limiting control of the media to a few investors;
  - o Failure to professionalise the media leaving the question "Who is a journalist?" unanswered and exposing the media to abuse;
  - o A gutter press that cannot be traced, has no face, no address and is increasingly being abused by politicians and others to further personal agendas and vendettas.

#### **On the future of the profession**

- The practice of journalism must be protected from those who deliberately abuse it if it is to thrive and play a meaningful role;
- The Internet will drive discussions about the future of journalism despite the fact that cyber journalism is not common on the continent. This will happen through

discussions about the digital divide and the potential use of new technologies as tools in advancing professionalism and offering journalists new opportunities;

- There is need for investment in the training of journalists in new technologies;
- Expanding the dialogue between media in Africa and elsewhere will improve coverage of issues affecting Africa;
- Strengthening national and regional professional organizations will support the status of journalism and the recognition of the importance of media's roles and processes;
- The protection of journalists in the line of duty must be addressed if journalists are expected to continue to shoulder the risks associated with the profession.

### **Discussant: Tsehaye Teteredgn Woldeneyesus, Ethiopian Media Women's Association (Ethiopia)**

Tsehaye Teteredgn Woldeneyesus elaborated on the issues emerging from the two presentations. She suggested that the hierarchical, top-down structure of media organizations and media regulation hinders media freedom. On the one hand, a repressive legal environment shaped by bad laws hinders media freedom and professionalism. On the other hand, commercialisation and market forces also work against media ethics and freedom. Add to this the reality of corruption in the media, and the result is a very disempowering framework for media operation.

### **Plenary Discussion**

- There is huge gap in our understanding of audiences and their relationship with media content. In the East African context, theoretical frameworks are relevant and need to be interpreted and applied by media practitioners in in-house policies and in day-to-day media practice. We need to conduct media surveys, audience monitoring and content analysis. A few research organizations are involved in this activity but mainly from an advertising angle. Audience research would help the media identify gaps and weaknesses in content provision and format.
- Issues of gender within the profession in terms of recruitment, training and retention of women journalists, and gender perspectives on media content have not been fully addressed. It is crucial to address women's reproductive rights within media institutions.
- The impact of Western-style journalism on Africa is not readily appreciated. For example, the watch dog role assumed by media in Africa is driven by Western models and translates to an adversarial relationship that automatically places governments on the defensive. Media must recognize that they are not absolute judges of government. Further, the media knowledge base of the operations of government and other institutions is often missing.
- Media must begin to admit their own weaknesses, begin to address the abuses of media freedom, and ensure that the media is beyond reproach when it criticizes others. Issues of one media house jamming the frequency of another and human rights of staff within media houses must be addressed alongside other issues such as corruption in the media.
- Journalists must be trained to orient themselves not as judges, but as facilitators of information. Can we deploy media in a way that people collectively hear themselves think instead of passing things on in a unidirectional way?

- Can the protection of media freedom in the constitution alone provide for the effective mediating role of journalism?
- Journalists must organize to address their common concerns. Expecting government to address these issues is naïve. Journalists must give up their adversarial and parochial thinking and open themselves up to new opportunities and thinking.
- The Horn of Africa is a very dangerous place for journalists and last year NUSJ recorded 20 cases of press freedom violation in Somalia. There is now a movement to form an African Journalists Federation to address issues such as provision of security of media practitioners.
- Advertising-driven content and commercialisation of the media have clouded out good content and good journalism. Profit margins should not be the only consideration.
- There is need for dialogue about the media on all levels; media institutions, between the public and the media, between media institutions in Africa and counterparts in the west.
- We must work to develop the media councils in the region.

## **Session 2: Media Ownership**

Session Chair: Dr. Sengonda Mvungi, Media Council of Tanzania

### ***Presentation***

#### **Media Ownership and Regulation in Africa: Public, Private and Community Media.**

By Tom Mshindi, Media Consultant (Former CEO Standard Media Group) - Kenya

Media operations are significantly influenced by ownership. Mediated information is always filtered through a prism; that prism is shaped by actors at all levels of information gathering, packaging and dissemination - from the reporter/producer through the series of increasingly senior editors. Each person brings their various biases to bear as they process the information. Owners are no exception. Content is created within a framework and media owners have their own framework that is shaped by ideological, political, commercial or other interests.

The phenomenal growth of private media, led by the explosion of radio and television stations in the region over the past 15 years since liberalization of the sector began, has established the dominant position of private media players in the region. Mshindi said this has given consumers choice which is a good thing despite lingering concerns about skews in content. The growth of private media underlines the fact that successful media must be backed by significant investment. Experience shows that better resourced media tend to put out higher quality journalism, whereas poorly resourced outfits often ended up having poorly researched content and badly remunerated staff.

Given this background, cross-ownership should not be seen as a bad thing. On the other hand, over-concentration or dominance of one or two entities is dangerous as it eliminates choice by limiting ownership and limiting the filtering prism.

Factors limiting greater numbers of investors from entering the media sector should be addressed to encourage diversity. These factors include:

- The high cost of investing in the sector;
- The uncertainties of the political environment that often leads to attacks on media;
- Stringent licensing processes that treat journalism as a risky business, and;
- Restrictive media laws that remain on the books.

Mshindi said it is important to build confidence in the sector by addressing the following issues:

- Lack of editorial policies – where these policies exist, they face challenges including absence of in-house styles and lack of enforcement of ethical standards.
- Partisanship within the media - Giving the example of Kenya's coverage of the first ever referendum in 2005, he said the partisan stance taken by media clearly indicated the potential for abuse of the media and undermined the position of media as a sector.

This was especially true in smaller stations with no maturity or strength to take a non-partisan stand, withstand political pressure and stick to principled journalism.

- Weak public broadcasting - For example, Kenya Broadcasting Corporation has witnessed a lot of political interference, with its leadership being politically hand-picked and the station under-resourced.

**Discussant: Grace Githaiga, Executive Director, EcoNews Africa - Kenya (AMARC President, Africa)**

Grace Githaiga pointed out the following issues:

- Media regulation needs to be re-assessed. The dramatic changes brought by media convergence and the implications for regulation which was initially predicated on concerns such as scarcity of frequencies. With digital/ satellite broadcasting, expanded frequencies are now available. This has created opportunities for multi-national broadcasters beyond the jurisdiction of national regulators.
  - New media are presenting new ways of reaching audiences through streaming and other multiple platforms e.g. telecommunications becomes broadcasting with the growth of pod casting. Practical and legal changes may be necessary to address these changes.
  - The arena of purchase of broadcasting rights has been complicated by these new options and opportunities e.g. pay channels.
  - How do we promote local content given the new environment?
- We need to speak of abolishing the state broadcaster rather than reforming them. Once this is done, the next challenge will be to find new models for generating income so as not to end up with an under-resourced public broadcaster.
- Regulation must address two components - structural regulation (covering infrastructure and frequencies) as well as behavioral regulation (addressing content).
- There is need to create public service as a deliverable for media owners, including for private media. This will ensure that media are available in the event of key announcements and emergencies.
- Projections for the growth of the media market in the region are not available and yet these are crucial tools for investment planning in the media. We need economic models to give us direction for media investment, such as carrying out research on how much it costs to produce a local production.
- The space for community media must be protected. Community media must be clearly defined as media that broadcasts to a specific community, is controlled by the community, is not-for-profit and broadcasts relevant messages

## **Plenary Discussion**

- The need for regulation of advertising in mass media is becoming urgent. Uganda, for example, has witnessed the heavy commercialisation of radio stations creating an unhealthy environment where one company often sponsors the news broadcast on a national station for days at a time, thus compromising the product.
- Regulation of media must determine access as well as outcomes. It is critical that we concern ourselves with ownership patterns, distribution of media across each country

and imbalances in content that have, for example, resulted in heavy domination of imported music on FM stations and the preponderance of religious programming.

- Although religion is an emotive issue, it is critical that it should not be confused and collapsed with community broadcasting. It is then possible to agree how to regulate it, possibly through quotas, as is the case in South Africa.
- Regulation of digital broadcasting is moving at a much slower pace than technological advances.
- The demand for news on Uganda's 126 radio stations has created a buyer's market for news where journalists find they earn less than US \$ 1 for a news story. This undermines the quality of the product.
- Journalists in the region need a strong think tank through which to build knowledge of the facts on the ground and respond to issues; a place where they can meet, discuss, learn and plan for the market.

## **Session 3: Media Training Environment**

Session Chair: Dennis Lukaaya, Uganda Broadcasting Council

### ***Presentation***

#### **Building Capacity of the Media**

By Esther W. Kamweru, Executive Director, Media Council of Kenya

Media training and education has been under attack with criticisms levelled against:

1. Inadequacy of facilities;
2. Inadequacy of the number of training institutions; and
3. The mismatch between the content of training syllabuses and the market needs.

The criticism is not a new thing and is not restricted to Africa. Enrolment in journalism courses remains high so we should not be distracted by the criticism and instead focus on the real concerns that must be addressed. A brief analysis of trends in the sector provides an overview of the emerging capacity issues requiring remedy. In Kenya these trends include:

- The proliferation of schools offering journalism and mass communication training (some less professional than others e.g. those that offer journalism alongside aviation, hospitality and hairdressing courses). Previously there were only two training institutions – the University of Nairobi, School of Journalism (UoN – SOJ) for post-graduate level, and the Kenya Institute of Mass Communication (KIMC), offering diplomas and certificate level courses. Today there are an additional 5 universities as well as dozens of colleges and local subsidiaries of international programmes – some accredited, others not. The more seedy training schools are blamed for the poor perception of the journalism profession;
- There are trends towards the emphasis on the broader mass communication training with journalism as one component of this;
- There is a shift by the industry away from hiring diploma course graduates to graduates with degree course and post graduate level training;
- Many NGOs and other civil society organizations also offer journalism training of one sort or another.

Positive developments noted in the evolution of training curricula are;

- Media law and ethics as core courses in communication and journalism;
- Introduction of foundation courses in specialized areas of knowledge e.g. global studies, Middle East issues, critical thinking, media and gender or media and democracy, etc;
- In-house and after school training;
- Increase in communication and media research due to the explosion of knowledge with the emergence of ICT;
- Growth of online journalism; and
- Media monitoring.

Given the recognized power of the media, journalism requires proper training to instil responsibility and avoid abuse. One of the biggest challenges continues to be the area of objectivity/subjectivity. All journalists have values and opinion shaped by their socio-economic status, their background, education, gender etc. Increasingly there is suggestion that fairness and accuracy be emphasized in training over objectivity.

Trends that complicate efforts to ensure fair coverage include:

- The growth of personality driven broadcasting media in which untrained staff are allowed to report news and to make commentary on news issues;
- Many journalists are ignorant of important historical issues and major international processes such as the WTO and NEPAD;
- The immense growth of the alternative media;
- Continued existence of restrictive media laws;
- Challenges in reporting on issues such as sex crimes.

### **What role for training in this environment?**

There is no going back on the objective of professionalising the media. This will return the practice to professional standards and efficient self-regulation. Professionalising has clear advantages:

- It makes media respectable;
- Allows for divergent view points; and,
- Reduces partisan and biased reporting, and therefore
- Reduces excuses for government interference.

### **Way Forward**

- Identify who is doing what, record the gaps, and make structured interventions in building capacity of training institutions;
- Promote the right of access to information and support the efforts towards legislation;
- Advocate for reform of the journalists' code of conduct and practice;
- Encourage media literacy so that the public are involved in keeping the media honest;
- Media literacy should also target government officials including the police and the judiciary as well as media practitioners.

**Discussant: Dr. Peter Mwesige, Head, Department of Mass Communication, Makerere University (Uganda)**

Peter Mwesige said professionalising media is a good principle but cautioned against the possibility of introducing a homogeneity that would work against media pluralism. Further analysis of the issue of professionalism is therefore necessary.

Training is important but how can we improve it? Some basic information is necessary before moving to this stage, including 1) What are the training needs? 2) who provides it? 3) Is it adequate?

There is clear need to:

- Establish a civil society-based training centre for mid-career professionals that offers short courses (both academic-for-credit and popular) alongside university and other training;
- Expand academic research on the media;
- Share research results with media managers, owners and the public;
- Develop a credible journalism review that would focus on communication research, media practice that informs public policy, critique media performance and share best practice from around the world;
- Strengthen professional associations as a way of building fellowship within the media fraternity. Professional associations in Eastern Africa are very weak or non-existent. There is therefore no mechanism through which to shame individuals when they accept bribes or work unethically;
- Credible self-regulatory institutions to ensure what is taught is practiced within the profession. The key issue is not whether these institutions are statutory or independent, but whether they are credible);
- A review of training curriculum;
- Assessment of industry needs;
- Re-orient media as a monitor and mediator of power in all centres where power accumulates (business, civil society etc.), not simply as a government watchdog.

## **Plenary Discussion**

- The lack of standardized curricula is creating chaos in media training;
- We need to understand who the players in the field of journalism are in order to deliver training effectively - who to target, at what level and to what extent;
- University and other tertiary training excludes the majority of media practitioners who are unable to access this training for various reasons. Training must reach the practitioners at grassroots level;
- Media training is unique in that it requires expertise from the academic as well as the practical spheres in order to be worthwhile;
- Training materials and knowledge base is largely Western oriented. There is very limited relevant training material coming out of Africa;
- Media monitoring currently being done does not expand our understanding of issues;
- Dissemination of research e.g. monitoring of media coverage of Kenya's first referendum on the Constitution in 2005 has never been disseminated or discussed;
- There is high turn-over of journalists in the media industry. Most of them leave to take up communication positions elsewhere and we need to investigate the factors that spur this trend and where the journalists end up;
- Specialisation is important when discussing training;
- Media industry players should be encouraged to return part of their profits to training and capacity development;
- Professionalisation of the media should not lock out good practitioners who do not have a certificate.

## **Session 4: Media Support**

Session Chair: Rosemary Okello, Executive Director, African Women and Child Feature Service

### ***Presentation***

#### **Good Governance, Social Justice and Promotion of Human Rights: Perspectives on Women and the Media.**

By Ms. Ananilea Nkya, Executive Director, Tanzania Media Women's Association TAMWA

Ananilea Nkya discussed efforts to mainstream women's concerns and voices in the Tanzanian media as a social justice issue by tracing the experiences and evolution of Tanzania Media Women's Association TAMWA over more than a decade.

She explained that regional instruments such as those available under the Southern Africa Development Cooperation (SADC) had supported TAMWA in changing perceptions and sensitizing media practitioners and the public on discrimination against women. She gave the example of the Spinster's Law, that had for years made it a criminal offence for women to become pregnant out of wedlock, until TAMWA's successful media campaign against it resulted in it being revoked.

TAMWA's methods sometimes go against popular media practice, such as TAMWA "bang style" journalism that flooded all media outlets with reports on a single concern simultaneously. This provoked national debate on taboo subjects and led to policy changes on issues that challenged the patriarchal structure of Tanzanian society, such as witchcraft, rape, early marriage, wife battery, HIV/AIDS and female genital mutilation. TAMWA is currently addressing corruption and women's right to decision-making.

TAMWA sees a multiple role for any work on women and the media including:

- Empowering journalists with information on good governance and social justice issues, particularly those affecting women;
- Encouraging the media to see women's concerns as core media issues;
- Supporting media as they address issues of concern to women and the broader society;
- Using the media to provoke public debate on these issues;
- Providing journalists with gender analysis skills.

Nkya said much of the region is under-developed and journalists have a responsibility to bring positive transformation. They cannot avoid being activists to some extent.

**Discussant: William Oloo Janak, Kenya Correspondents Association**

Oloo Janak agreed with Nkya that without activism or advocacy in journalism, there can be no social transformation. He said the media itself must be transformed if it is to catalyse transformation and uphold social justice in the community.

Janak raised the following points:

- Media is increasingly seen as a violator of human rights. For example, media in Kenya treats correspondents as a pool of cheap labour. Janak said the tendency within media houses for top editors and journalists to ignore human rights must be addressed. Without this, the dismal treatment of correspondents and internal bad governance would continue. The media environment in many media houses has become so restrictive that many journalists stay just long enough to gain profile before seeking alternative employment;
- There are numerous intellectual property rights violations by media houses that affect the earnings of correspondents and full-time journalists alike. Janak gave the example of video images of the Tsunami that were shot off the East African coast by a freelance camera operator who was paid Ksh. 700/-(less than US \$1) while the same images were re-sold by the station to major international news organizations for huge sums of money;
- There are relatively few women in the media because terms of service violate women's rights generally and reproductive rights in particular;
- These rights violations internally fuel the corruption that has stigmatised media practice in recent years;
- Violations of human rights continue because media practitioners are themselves not fully aware of their rights.

## **Plenary Discussion**

- The lack of differentiation in the roles of owners, editors and journalists creates problems when addressing ethical standards, commercial interests and human rights. This is the case in budding media houses in Somalia, where the owners also double as editors and journalists and make compromises on all fronts.
- In all countries of the region, many journalists are poorly paid. For example, in Somalia some receive as little as US \$18 to US \$15 per month while others work for their name. Poor pay fuels corruption.
- Sexual harassment and coercion of female journalists is a common complaint in all countries of the region;
- Activist/ advocacy journalism only works where it is supported by donors;
- The industry does not respect training in mass communication and hires from wherever it chooses;
- Syndication of articles using new technologies should be explored as an avenue for increasing journalists' earnings, especially for correspondents;
- It was suggested that women should start their own publications but there is also the danger that women's issues will be marginalized from mainstream media if this approach is used;
- There is need for a strong regional centre to take on the issues arising from the STREAM discussions. Within such a centre, an investigative journalism programme can be given profile as it would be possible to bring together a structure for protection of journalists working on sensitive issues; including provision of human rights lawyers and safe houses.

## DAY 2

### Session 5: Key Themes and Problem Areas (Recap of discussions)

Session chair: Sylvia Biraahwa, Uganda Media Women's Association

The Rapporteurs recapped discussions of the previous day, grouping key issues under 6 key themes:

1. Challenges to media practice
  - Poor terms of service for journalists and violation of practitioners' rights;
  - Lack of capacity;
  - Corruption in the media;
  - Interference in editorial practice by owners;
  - Erosion of ethical standards and the growth of personality driven media at the expense of professional training;
  - Advertising driven content;
  - Roll-back of trade union space;
  - Lack of access to tools of the trade;
  - Lack of access to new technologies and the opportunities they offer;
  - Low numbers of women in the media profession;
  - Sexual harassment;
  - Opportunity for strong regional center to take on these issues;
  - Need for advocacy journalism.
  
2. Training
  - Matching the training at undergraduate and post-graduate levels to needs on the ground;
  - Non-university training for journalists unable to access tertiary levels;
  - Brain drain from journalism practice;
  - Management of media by non-media professionals;
  - Need for specialized training;
  - Need for media companies to invest in training and capacity building;
  - Most training material is from the West and there is an absence of locally relevant training materials;
  - Quality of training;
  - General lack of respect for mass communication training even within academic circles;
  
3. Research
  - Effective media monitoring;
  - Dissemination of research findings;
  - Limited research coming out of the region;
  - Absence of a credible journalism review

4. Strengthening of professional associations
  - Inability of journalists to organize to address issues;
  - Media owners and managers taking up the space of journalists;
  - No strong professional associations in the region;
  - Need to create opportunities for journalists and practitioners to question the status quo.
  
5. Regulation and policy
  - Domestication of international and regional instruments;
  - Media cross ownership and media monopolies;
  - Lack of regulation of advertising (companies sponsoring the news on national radio stations);
  - Self regulation;
  - New challenges posed by technological advances;
  - Concentration of media in urban areas;
  - Content issues including preponderance of religious programming;
  - Abolishing state broadcasters/ strengthening public broadcasting.
  
6. Who watches the watchdog?
  - Media houses and practitioners turning on each other (e.g. jamming each others signals);
  - Arrogance of media and refusal to admit mistakes;
  - Bad governance and abuse of human rights within media houses;
  - Abuse of intellectual property rights by media houses.

## **Group Work**

Following the recap, participants formed 3 working groups, with each group discussing 2 key themes. The groups were as follows:

### Group 1

Challenges to media practice. (Grouping together the themes “Challenges to media practice” and “Strengthening of professional associations”).

### Group 2

Research and Training. (Grouping together the themes “Research” and “Training”).

### Group 3

Regulation and Policy. (Grouping together the themes “Regulation and Policy” and “Who watches the watchdog?”)

## **Session 6: Towards a Strategic Framework for STREAM – Priorities for Action from Eastern Africa**

### **Group work**

The 3 working groups broke up according to interest and were tasked to come up with at least 5 concrete and fleshed out proposals on the key thematic issues raised in the plenary discussions. Each working group was to make concrete proposals for action.

The groups were guided in their discussion by the following questions:

#### **Guiding Questions for Group Work:**

1. Where are we?/What is being done by who?
2. What are the gaps?
3. What are our priorities?
4. What concrete proposals can you make to deal with the issues at sub-regional, national and local level?
5. What are you willing to do as a media player?

**Note: Please address cross-cutting issues of gender and new technologies under each question.**

## Session 7: Priorities for Action

Session chair: Omar Faruk Osman, Secretary General, National Union of Somali Journalists

### Group 1: Challenges to Media Practice

#### What is being done and by whom?

- Media Councils are effective in some countries and are addressing some of the challenges to media practice by playing a self-regulatory role in Tanzania, Kenya and Uganda to ensure that ethical standards and practice are upheld.
- Somalia has seen the establishment of a women's wing within NUSJ. NUSJ has also undertaken meeting 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 sensitise the public on how the media works. This is seen as critical in eradicating corruption from media.
- There are programmes to sensitise journalists on gender sensitive reporting.
- Media women's associations (TAMWA, Association of Media Women in Kenya, and the Uganda Media Women's Association) act as reference points for the media on women sources for content.
- A strong exchange programme between the media women's associations in the region exists and is now developing joint programmes.
- Weekly pull-out sections on women's issues in major newspapers e.g. *New Vision* and *The Other Voice* by UMWA in Uganda.
- Sensitisation 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.

#### The Gaps

- Culture and laws in some countries work against women.
- Failure by the media to implement the human resource and sexual harassment policies even where these exist.
- There are no minimum wages in some countries.

The working group also listed priority actions and concrete proposals for action. These are grouped together under the title "**Priorities for STREAM**" on page 26.

### Group 2: Training and Research

#### What is being done and by who?

- Media training and education by universities
- Certificate and diploma training
- NGO facilitated training

- Short and long courses abroad
- Mid-career training centres
- In-house training programs

### **The Gaps**

- Too much emphasis on theory in education institutions and little hands-on skills in most, if not all institutions;
- Lack of accreditation. A mechanism is needed to ascertain the quality of training at all levels;
- Concentration of training and education centres in urban areas, limiting access to training for rural journalists;
- Little recognition of the imperative of convergence.
- Absence of mid-career training centres both at universities and elsewhere.

Priorities and recommendations from Group 2 are presented under the title “**Priorities for STREAM**” on page 26.

## **Group 3: Regulation and Policy**

### **What is being done and by who?**

#### Uganda.

**Ministry of Information and National Guidance** within the office of the Prime Minister drafts policies and law and monitors media compliance. It also appoints the Broadcasting Board that oversee the regulation of broadcasting. **Uganda Broadcasting Council** is responsible for licensing broadcasters, while the statutory **Media Council** allocates licences for the print media, accredits journalists 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.

**Ministry of Information and Communications** drafts policy and law including that for ICTs and oversees its implementation once passed. It also appoints the Board of the state broadcaster, **Kenya Broadcasting Corporation**, issues licences to broadcasters, 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 practitioners. The **Office of the Registrar** in the **Office of the Attorney General** registers and bonds newspapers and books.

#### Tanzania

**Tanzania Communications Regulatory Authority** within the **Ministry of Infrastructure** deals with all infrastructure relating to media and communications. The **Ministry of Information, Culture and Sports** regulates, licences and oversees

implementation of the law including the regulation of content for broadcasters. Through the Department 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 **Ministry of Trade and Industry** issues private media organizations with a business licence annually. The government sponsored **Ethiopia Free Journalists Association** provides a platform for discussion of journalists issues. A new media law is being drafted by the Ministry of Information.

#### Somalia

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**.

#### **The Gaps**

- 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.
- Governments in all countries still feel they have the right to issue licences and frequencies as they choose and yet they only hold them in trust for the public.
- Fragmentation of licensing and regulation. There are too many authorities dealing with policy and regulation;
- The state broadcaster has not been transformed to a public broadcaster;
- There is lack of modern technology and efforts towards digitisation are slow.

Recommendations from Group 3 are presented with those of the other groups under the title “**Priorities for STREAM**” on page 28.

## **Session 8: Closing Session**

### ***An Agenda for STREAM***

#### **Priorities and Recommendations Emerging from the Eastern African sub-Regional Meeting**

A summary of the proposals emerging from each working group was presented to the plenary by the designated Rapporteur as follows:

#### **Theme - Challenges to Media Practice**

##### Priorities

- 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 – including sexual and reproductive rights of women journalists;
- More effort should be made to mainstream gender in media practice;
- Elevate the media profession;
- Set guidelines on ethics and wages.

##### Recommendations

- Establish a sub-regional centre of media excellence owned by journalists and governed by a body of people of good standing. The centre will -
  - o Offer legal protection to journalists;
  - o Serve as a model for other centres at national level;
  - o Serve as a watchdog;
  - o Incorporate a training and research component to produce African content for journalists and training institutions.

#### **Theme - Training and Research**

##### Priorities

- Quality assurance – Establish an accreditation system at the national level that would among other things, review curriculum and ensure training and education standards; curriculum should incorporate community journalism/participatory journalism and development communication.
- Greater networking regionally. Some media training institutions are networking with South African and other institutions yet they have no links with institutions in the Eastern African sub-region.
- Introduce high school journalism and development of media literacy.
- 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.

### Recommendations

- Address the issue of quality assurance in education; establish accreditation system at national and regional levels for education and training institutions;
- Strengthen inter-university networking for collaboration on research and training;
- 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 those of the African Media Review of the moribund ACCE;
- Mobilise funding for research at multiple levels
- Use research findings to contribute to African literature on journalism and communication;
- Disseminate research findings widely.

## **Theme - Regulation and Policy Issues**

### Priorities

- Domestication of international instruments and harmonization of the media laws within each country;
- The issue of media cross-ownership and media monopolies needs to be addressed;
- The question of whether to have statutory or non-statutory media councils needs to be resolved urgently so that self-regulation can move to the next step;
- Regulation of advertising to ensure that this growing arm of media does not infringe on media freedom;
- Concentration of media in urban areas must be addressed to ensure that rural populations are not marginalized;
- Content issues should be addressed in policy;
- Embark on digitisation of content.

### Recommendations

- Harmonise the legal framework in each country;
- Use regional organs such as the East African Community and African Union to push for media laws and recommendations arising from this STREAM process;
- Reserve frequencies for rural media;
- Establish universal access fund to support rural media and enhance rural newspapers;
- Address regulation of advertising to harmonise standards and practice;
- Transform state broadcasters into public broadcasters;
- Publicly owned broadcaster should be made answerable to the public;
- Address cross ownership and content issues;
- Integrate ICTs in media especially those providing public service;
- Address copyright and intellectual property for better remuneration of journalists;
- Need for media houses to recognise journalist trade unions.

## Who watches the watchdog?

This is a relatively new enquiry and not much has been done in the area of ensuring that media do not themselves become abusers of media freedom. As such, there are no examples of work currently being done.

### Recommendations

- Engage with the Media Councils in each country and ensure institutionalisation of self-regulation;
- Strengthen media organizations;
- Learn from the professional self-regulation procedures of other professional bodies.

### ***Final remarks***

Maty Diaw, Executive Director of FEMNET, welcomed the agreement by participants that gender and new technologies be considered as cross-cutting themes in developing proposals and actions to strengthen Africa's media.

She pointed out that implementation of proposals made by the Eastern Africa consultative meeting will support civil society organizations in holding governments accountable for the protection the human rights, including the rights of women and children. She said the media's dominant role in the portrayal of women required expansion of the numbers and the capabilities of women in decision-making in media as well as in unions and media support organizations.

She thanked the FEMNET secretariat staff and all who had made the meeting possible, including the ECA and the Open Society Foundation for their advisory and financial support.

## **Annexes**

## ***Annex 1: Workshop agenda***

**African Women's Development and Communication Network (FEMNET)  
in partnership with  
the United Nations Economic Commission for Africa (ECA)**

**Agenda**  
**Eastern African Sub-Regional Meeting**  
**'Strengthening Africa's Media' Consultation Process**

**Theme: STRENGTHENING AFRICA'S MEDIA – TOWARDS A FRAMEWORK**  
**FOR ACTION**  
**September 25-26, 2006**  
**Panafric Hotel, Nairobi, Kenya**

<b>Time</b>	<b>Activity</b>
	<b>DAY ONE</b>
9.00-10.30AM	<b>OPENING SESSION: OFFICIAL OPENING CEREMONY</b>  <b>Christine Butegwa, Communications Officer, FEMNET/Fackson Banda, TaskForce Member - Strengthening Africa's Media :</b> Background to Consultative process  <b>Maty Diaw, Executive Director, FEMNET:</b> Welcome remarks  <b>Hon. Minister Mutahi Kagwe, Minister for Information and Communication, Government of Kenya</b>  <b>Press Conference</b>
10.30-10.50AM	<b>COFFEE/TEA</b>
10.50-12.10PM	<b>SESSION 1: MEDIA PRACTICE</b> <b>Chair: David Mukholi, Sunday Vision (Uganda)</b>  <b>Keynote Address:</b> Overview: Context of Media in Eastern Africa and Priorities for Action - the Case for a Strategic Framework for Strengthening Media in Africa. <b>Prof. Abiyi R. Ford, Dean, Graduate School of Journalism and Communications, Addis Ababa University (Ethiopia)</b>  <b>Presentation:</b> The Future of an Endangered Profession: Freedom of the Press, Ethics, Professionalism, and Journalist Welfare. <b>Ezekiel Mutua, Kenya Union of Journalists (Kenya)</b>  <b>Discussant:</b> Abebech Wolde, Ethiopian Media Women's Association Media (Ethiopia)  <b>Plenary Discussion</b>

12.10 –1.10PM	<p><b>SESSION 2: MEDIA OWNERSHIP</b>  <b>Chair: Media Council of Tanzania</b></p> <p><b>Presentation:</b> Media Ownership and Regulation in Africa: Public, Private and Community media. <b>Tom Mshindi, Media Consultant (Former C.E.O. Standard Media Group)</b></p> <p><b>Discussant: Grace Githaiga, Executive Director, EcoNews Africa (AMARC President, Africa (Kenya))</b></p> <p><b>Plenary Discussion</b></p>
1.10-2.15PM	<b>LUNCH</b>
2.15-3.35PM	<p><b>SESSION 3: Media Training Environment</b>  <b>Chair: Uganda Broadcasting Council</b></p> <p><b>Presentation:</b> Building Capacity of the Media: Professionalism and Africa’s Place in Today’s Information Society. <b>Esther W. Kamweru, Executive Director, Media Council of Kenya (Kenya)</b></p> <p><b>Discussant: Peter Mwesige, Head, Department of Mass Communication, Makerere University (Uganda)</b></p> <p><b>Plenary Discussion</b></p>
3.35-4.00PM	<b>COFFEE/TEA</b>
4.00-5.30PM	<p><b>SESSION 4: Media Support</b>  <b>Chair: African Women and Child Feature Service</b></p> <p><b>Presentation:</b> Good Governance, Social Justice and Promotion of Human Rights: Perspectives on Women and the Media. <b>Ms Ananilea Nkya, Executive Director of the Tanzania Media Woman's Association – TAMWA (Tanzania)</b></p> <p><b>Discussant: William Oloo Janak, Kenya Correspondents Association</b></p> <p><b>Plenary Discussion</b></p>

	<b>DAY TWO</b>
9.00-10.00AM	<b>SESSION 5</b> <b>Rapporteur:</b> Recap of Day 1 Highlights  <b>Discussion &amp; Clarifications</b>  <b>Chair:</b> Uganda’s Media Women Association - Preparation for Group Work
10.00-10.20AM	<b>COFFEE/TEA</b>
10.20-1.00PM	<b>SESSION 6: Towards a Strategic Framework for Strengthening Media in Africa - Priorities for action from Eastern Africa.</b>  <b>Group Work:</b> <b>4 Working Groups</b> – Practitioners, Media Owners, Trainers, Support organizations.  <b>Task:</b> Come up with 5 concrete and fleshed-out proposals on key thematic issues raised in the Plenary discussions.
1.00-2.15PM	<b>LUNCH</b> [Prepare Presentations for Report-back]
2.15-4.00PM	<b>SESSION 7: Priorities for action</b> <b>Chair:</b> National Union of Somali Journalists  <b>Presentations from Working Groups</b>  <b>Discussion &amp; Clarifications</b>
4.00-4.45PM	<b>TEA BREAK</b> [Group Rapporteurs caucus to prepare consolidated proposals]
4.45-6.00PM	<b>SESSION 8: CLOSING CEREMONY</b> <b>Designated Rapporteur:</b> Presentation of Key Proposals  <b>Discussion</b>  <b>Fackson Banda, TaskForce Member - Strengthening Africa's Media / Maty Diaw, Executive Director, FEMNET:</b> Next Steps

## **Annex 2: List of participants**

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