

**Report on the Strengthening Africa's' Media (STREAM) Consultative Conference
held at the Park Plaza Hotel in Sandton, Johannesburg on June 28-29, 2006**

DAY 1

1. Opening of the conference

1.1 Welcome

The meeting was opened by the MISA Regional chairperson, Mr Salva Rweyemamu from Tanzania, who welcomed the participants and thanked the donors whose funding made the meeting possible (the United Nations Economic Commission for Africa - UNECA - and the Open society Initiative of Southern Africa – OSISA). He recognised the presence of Ms. Martha Mogus from the UNECA and welcomed her attendance at the meeting, as well as the presence of Mr Sam Phiri of OSISA.

1.2 Background

A brief overview and history of the meeting was provided by Mr Rweyemamu, as well as the newly appointed MISA Regional Director, Mr Kaitira Kandjii, and by Ms. Jeanette Minnie, a member of the UNECA STREAM Task Force and an Executive Committee member of the Global Forum for Media Development (GFMD), whom MISA had invited to be the facilitator of the meeting. They explained that the meeting was a consultative conference arising from two different and unrelated initiatives, but who were in close communication with each other to explore synergies.

1.2.1 The UNECA 'Strengthening Africa's Media' (STREAM) Initiative

The first was UNECA who was holding a series of sub-regional consultative meetings across the African continent, as well as a continental e-consultation, at the request of and funded by DFID in the UK, in order to answer questions about how to strengthen Africa's media. The STREAM consultation arose from the Africa Commission Report that had recommended the establishment of an "African Media Facility", but had not defined or described such a facility. The British government led by Mr Tony Blair, who had also chaired the African Commission, now wanted the concept of such a facility to be concretely defined. The views offered by all the sub-regional consultations and by the e-consultation would be consolidated into a framework at an African continental conference that would take place during September 2006. The framework would then be taken by DFID and discussed with other bilateral and multilateral donors as a new plan for the support and development of media in Africa.

1.2.2 The UNECA STREAM Task Force

To establish the initiative, UNECA had convened a think tank meeting comprising a number of African media experts at its headquarters in Addis Ababa in Ethiopia in early 2005. The think tank, which included Jeanette Minnie, Prof. Fackson

Banda and Mr Luckson Chipare (at that stage the outgoing Regional Director of MISA) and representatives of other sub-regions of the continent, recommended that a comprehensive consultation be held across the continent in order to inform the framework and that four particular groups should be targeted for their views: media practitioners, media owners, media trainers and other media support organisations such as media NGO's and associations of the media. Some of these think tank participants were later appointed by UNECA to its STREAM Task Force to assist and advise it during the implementation of the consultation process. From the Southern African region the Task Force currently included Jeanette Minnie, Prof. Fackson Banda (the SAB Chair of Media and Democracy at Rhodes University in South Africa), Mr John Mukela (the Executive Director of the NSJ Southern African Media Training Trust) and Mr Mike Daka (the Director of the Breeze FM radio station in Zambia). Three of them were present at this meeting (Mr Daka had sent his apologies). MISA had decided to appoint Prof. Banda as the rapporteur of the STREAM consultation segment of this meeting.

1.2.3 The Global Forum for Media Development (GFMD)

Ms. Minnie explained that the GFMD was an emerging international organisation that was seeking to establish an association of essentially non-state media development organisations in the world. The GFMD had held an international conference in Amman, Jordan, in October 2005, for this idea to be discussed and tested. The over 400 international delegates at the conference had given it an overwhelming mandate to establish the organisation.

The mandate of the conference, however, was that regional media development forums should be established in the various regions of the world, and that these would then comprise the constituent legs of the GFMD. It was therefore necessary to establish a sub-Saharan African Forum for Media Development (AFMD). The second segment of this consultation conference would therefore discuss the development of an AFMD.

OSISA had attended the GFMD conference in Jordan, and had felt that the Southern African region in which it worked, and which was characterised by many media NGO's and many media houses, would benefit from a more in-depth discussion of the problems and challenges confronting the media in the sub-region, than had been possible during the (sub-Saharan) African caucus meeting of the GFMD in Jordan. OSISA had therefore made funding available through MISA so that a sub-regional meeting could be held to discuss the Southern African media situation in more detail.

1.2.4 Opportunities for convergence between the initiatives

Ms. Minnie said that since the objectives of UNECA STREAM and OSISA converged at this moment in time, MISA had decided with agreement from both parties to converge the funding from both organisations and to organise a joint event. The combined funding, however, made it possible to invite many more delegates from many more countries, than would otherwise have been possible.

There were 55 delegates present at this conference from 11 countries and from a wide variety of media houses and media support organisations, some of them sub-regional organisations.

She said that the UNECA STREAM consultation across Africa and the development of a framework to strengthen Africa's media, also held strong potential and possibilities for an African Forum for Media Development. This was because the framework could potentially be adopted by an AFMD as its Programme of Action, particularly since it would be derived from an extensive consultation process on the ground through the UNECA STREAM process.

This would also be of benefit to UNECA and DFID, because it meant that an African body of media development organisations could be established (the AFMD) that would pro-actively seek to implement and drive the framework that was being developed through STREAM. The framework could therefore develop ownership and receive support from the ground among media development organisations in Africa. Naturally, whether an AFMD would formally adopt the framework as its Programme of Action, would be subject to democratic decision by the African members of an AFMD when it was finally established.

1.2.5 The BBC World Service Trust's 'African Media Development Initiative' (AMDI)

As a matter of information, it was also pointed out at the meeting that a third international initiative was also currently taking place, known as AMDI. Mr Luckson Chipare was a member of the technical advisory group of AMDI and he was invited to briefly explain the project. He explained that AMDI was a project of the BBC World Service Trust in collaboration with 5 African universities and was conducting research into 3 themes in 17 African countries: What are the key changes/developments in the media sector over the last 5 years?; How have media development activities contributed to media development during this time?; What contributions are likely to make the greatest impact on the strengthening of the media in Africa? This was also a project inspired by the Africa Commission's recommendation for the establishment of an African 'media facility'.

Mr Chipare said the UNESCO Windhoek Declaration of 1991 had already called for the establishment of media development funds for Africa. The Africa Commission report had specifically mentioned MISA.

Ms. Minnie said she realised there was much confusion among many people about the 3 separate initiatives, but said it was important to note that they were different initiatives and not to mix them up and confuse them. Although separate initiatives, each of these were exploring synergies with each other.

2. The UNECA STREAM Consultation

2.1 Session 1: Media Practitioners

Chair: Mr Robert Jamieson – Chairperson of the Southern African Editors Forum (SAEF) and Editor/Owner of The Chronicle newspaper in Malawi

A panel of 3 presenters were each given an opportunity to briefly share their experiences.

The Director of the ***Voice of the People community radio station in Zimbabwe***, Mr John Masuku, said VOP was established in 2000 and was registered as an NGO. Under Zimbabwean law it could not be registered as a broadcaster because the regulatory authority had not made licences available for any private or community broadcasters in the country, despite many applications from such broadcasters. Only state media broadcasters were licensed in the country. It was therefore not easy for VOP to operate in Zimbabwe. Although non-state broadcasters were legally not allowed to exist in the country, there was a loophole in the law in that it makes no reference to broadcasters who transmitted their signals into the country from outside of the country's borders. Three stations were currently doing so (VOP, SW Radio Africa from the UK and the VOA programme called Studio 7). VOP, however, was the only one to operate from offices located inside the country. It broadcasts for only one hour a day in the early evening and its programmes are produced in Zimbabwe and then transmitted digitally to Radio Netherlands, who then relays them into Zimbabwe via a signal from a transmitter based in Madagascar. VOP was regarded by the government along with other non-state media in Zimbabwe as “anti-government” and as the “voice of the West” - an accusation made against any organisations that receive external donor funding. Its offices were raided by the authorities in 2002 and some equipment and files were confiscated. In August 2002 its premises and studios were bombed and completely destroyed. No one has ever been charged with this crime. It managed to reorganise itself and was back on air 3 months later. In July 2003 some VOP journalists were arrested and assaulted by the police while they were covering an event. Police also came to his house and confiscated his files. Since September 2005 their signal was being jammed intermittently. Radio Netherlands began using a new signal but in November 2005 it was being jammed again. It can still be heard but there is a lot of noise in the background. The signals of all 3 stations broadcasting into Zimbabwe are being jammed. In December 2005 their offices were raided again. Three administrative members of staff were arrested and held hostage until he agreed to surrender himself to the police. He was detained for 5 days and charged. His staff were released and not charged. Since then, however, the police have also charged all the board members of VOP and some of the journalists – 10 people in total. They have all been charged with broadcasting without a licence. VOP will defend itself in court against the charges and their lawyers are optimistic that they have a strong case, but serious concerns exist about the independence of the judiciary in Zimbabwe.

Mr Masuku also referred to the Access to Information and Protection of Privacy Act (AIPPA) in Zimbabwe, which was used to oppress non-state newspapers by

forcing them to be licensed by the state, and in terms of which all journalists in the country also have to be licensed to practise journalism. These licenses are short-term and can be withdrawn by the State at any moment. The AIPPA and other laws also contain strong provisions in terms of so-called 'false news' reporting that proscribe the content of the media, and harsh financial and prison penalties existed should these provisions be broken. It was very difficult for the privately owned media in the country to operate under these laws. Dozens of journalists have been arrested and these media are constantly fighting court battles. MISA-Zimbabwe and the Zimbabwe Union of Journalists had opposed these laws in court, but had not succeeded. MISA-Zimbabwe also campaigns for the opening of the airwaves in the country. On 8 June this year VOP had received the One World Media Award for Sustainable Community Media. They made extensive use of mobile phones in their reporting.

He called for the repeal of all repressive legislation in Zimbabwe, including the AIPPA and the closing down of the statutory Media and Information Commission that regulated and licensed the print media. Journalists should be allowed to regulate themselves. He also called on the Broadcasting Authority of Zimbabwe (BAZ) to grant licences to privately owned and community broadcasters, and that it should function independently of the government. Telecommunications and connectivity needed to be improved so that there could be universal access in the country. The Zimbabwe Broadcasting Corporation should be transformed into a public service broadcaster that catered for the needs of all citizens. He warned that the Interception of Communication Bill would be introduced soon.

Ms. Pamela Dube, the chairperson of the ***independent Press Council of Botswana*** and a former newspaper editor of the now defunct Mokgosi newspaper, said her country's environment was very different to that of Zimbabwe. "In Zimbabwe they throw journalists in jail. In Botswana they starve the media to death". The privately owned media in Botswana faced severe economic competition from the state owned media. Botswana has been independent for 40 years and holds regular democratic elections (but their First Past the Post electoral system is facing increasing criticism). There are approximately 13 newspapers and 4 broadcasters in a country with a population of only 1.7-million people. There is a state-owned national radio station, a state-owned national television station and a state-owned national daily newspaper. The other media are all privately owned, including 2 radio stations in the capital city of Gaborone. The privately owned newspapers, with one exception, distribute in the capital district, which means that alternative voices do not reach outlying towns and rural areas. No community radios exist in the country, because so far the government has refused to make licenses available for them. The Parliament recently again refused to do so after reviewing the broadcast laws, saying that it would lead to chaos in the country. Her former newspaper, Mokgosi, was the only newspaper to publish in Setswana, the indigenous language of the country. The paper only survived for a few years.

Ms. Dube said most of the privately owned newspapers only had the capacity to survive for a few more years, and she expected that a number of them would have to close down for economic reasons. The cover prices of newspapers in Botswana are very low, because readers cannot afford to pay much and would rather spend money on food and transport. A private newspaper costs Pula 2.50 in Botswana and a loaf of bread costs Pula 4. The newspapers were therefore reliant on advertising income. However, the state newspaper dominated about 70% of the advertising market, because it was distributed nationally by the state and there was no cover price – it was available for free. This was unfair economic competition by the state in relation to the private sector.

The government drafted legislation in the late 1990's to impose a state media council to regulate the professional conduct of journalists. The legislation was not enacted because of a strong public campaign against it led by MISA-Botswana, which culminated in the formation of the independent Press Council of Botswana – a voluntary regulatory body of the print media. However, the state has also never withdrawn the draft legislation and intermittently threatens to enact it. It is used as a sword over the heads of the media in order to keep them in line.

The state-owned radio broadcaster was recently relicensed as a 'public broadcaster', but, she says, “our politicians are confused about what a public broadcaster is”. The state television and radio services are strictly government controlled, and the extent of their editorial freedom shrinks and grows in line with the whims of ruling politicians. As a consequence of state ownership and control of the media and the unfair business competition between the state and privately owned media, as well as the bar on community radios, rural and peri-urban communities are largely cut off from any alternative points of view in the country. Very little donor funding is available in Botswana, because of the comparatively strong economic indicators of the country, although the economy is currently also under pressure.

Mr Zane Ebrahim, a community radio consultant and **veteran community radio pioneer in South Africa**, was very critical of recent trends in community radio stations in the country. He said that most communities “cannot afford the luxury of having a community radio station. A community radio is 90% community and only 10% radio,” he said. He also contended that overseas views of community radios – radios owned and controlled by communities - “were nonsense”. Community radios are controlled by a small number of individuals working with unpaid volunteers who are frequently exploited. Volunteers in poor communities provided their services because “the community radio is the warmest place they know”. He questioned whether communities really needed community radio stations – particularly in light of how difficult they were to sustain – and suggested they perhaps only needed a few hours of programming on other broadcasters, such as public or private broadcasters, assisted by listeners groups. Many community radios in South Africa were nothing more than “music juke boxes”.

In relation to sustainability he recommended a hybrid model in which a private business person invests funds and manages the station, but where the content is focused and tailored to the needs of a community. Most communities wanted to own their own stations, but this was not realistic, as these models of community radio stations were not sustainable.

He also objected to donor funds tied to particular causes such as HIV and AIDS, Malaria, elections and gender equality. "People should not come and tell us how to run open societies. It is a form of neo-colonialism". He said communities and other media in Africa knew what their audiences needed. Development funding was also urgently needed – but these should not be tied to specific themes and causes. He went on to describe his detention at an airport in the USA after arriving on a flight and said he was only released after 12 hours of questioning because of international pressure, including support from the US ambassador in South Africa who had intervened on his behalf. It was in this context that he said Western and Northern societies had no right to preach democracy and human rights to others.

2.1.1 Discussion

Mr Justin Arenstein said that unfair competition from the state in the media sector also existed in South Africa. The state was publishing small community newspapers – claiming that these were public media - and these were competing for advertising with privately owned community newspapers. The South African state was also investing substantial amounts of money into community radios, in the form of equipment and programming, and there was increasing concern about the actual independence of these community radios from the state, because they were reliant on these forms of state funding.

Apart from the threat of the state increasingly entering into the area of community media, big newspaper and media companies from South Africa were invading the continent and some were also trying to take over small independent family-owned and small privately owned local and community print media in South Africa.

Ms. Kubi Rama challenged Mr Ibrahim on his perceived objection to gender equality, saying that gender equality was central to the principle of freedom of expression. He was complaining about a lack of democratic practise and human rights in respect of the North, but the bottom line in the South and in the North was that if half of the population (women) were excluded from having a voice, then societies could not claim to be practising freedom of expression.

Ms. Ruth Ayisi added that coverage of HIV and AIDS was crucial, even more so in rural and peri-urban areas, and had to be central to all discussion of media development in Africa.

Ms. Tracey Naughton also expressed her concern about the ruling party in South Africa (the African National Congress) wading heavily into community radio and community print media. She expressed concern about some of the tendencies in respect of media by liberation movements who were now ruling parties in Southern Africa overall.

Mr Raymond Louw commented on the fact that the media was not recognised as an essential feature of good governance and democracy in the African Peer Review Mechanism (APRM), and that the APRM questionnaire to states excluded any reference to the role of the media.

2.2 Session 2 : Media Owners

Chair: Mr Lawrence Keketso – Editor/Owner of Mopheme/The Survivor newspaper in Lesotho

A panel of 3 presenters opened this session. Ms. Susan Magagula, the CEO of the ***Swazi Observer newspaper group*** in Swaziland, explained that the group (a daily and a Sunday weekly newspaper) was state owned in that the company was owned by the King of Swaziland. This company had been established some time after the independence of Swaziland from Britain, because up to that time the only newspaper group that existed was privately (family) owned (and still exists – The Times of Swaziland).

Mr Methaetsile Leepile is a board member (shareholder) and one of the founders of the Mmegi newspaper in Botswana – the most successful privately owned newspaper in Botswana. It was established during the 1980's. It was a weekly newspaper that went daily about a year ago. He was also the main founder of Mokgosi newspaper – the only newspaper that published in Setswana – the dominant indigenous language of the country, but which collapsed about a year ago because it could not sustain itself in the market. Efforts are being made to revive it. He was also the founding Regional Director of MISA from 1994 – 1997. He currently manages another newspaper in Botswana on a consultancy basis. Mr Leepile said the court ruled in Botswana a few years ago that there was nothing wrong with governments refusing to place its advertising in privately owned newspapers, but only in its own state owned newspaper. He said he had no problem with this attitude of government, because governments come and go, but the media will always remain. However, during the 1980's in various SADC countries journalists were being killed for sport and independent media severely repressed, so a number of journalists decided to form MISA in the early 1990's.

He emphasised that independent media needed “our international friends”. Without them there would be no MISA, GEMSA and many other media support institutions. These overseas countries spent their own taxpayers money in Africa, while African governments gave no money to independent media. He said that privately owned media in Botswana employed about 1000 people, and that this income sustained about 3000 people. Media should recognise its own power and

stop crying. He emphasised the importance of networks. “In networks we are strong – they walk over individuals”.

He emphasised the importance of training to journalists, but also in administration, managerial and business skills. The media had to invest in systems management. In relation to staff numbers, newspapers also had to be lean and mean. The 13 privately owned newspapers in Botswana would not survive, but if 5 or so of these established a consortium under one roof and pooled resources, they could survive.

He said there was a history of media concentration in the SADC region and that 2 or 3 players survived in most countries. This was an economic reality. Private newspapers needed to form consortiums to share the costs of a printing, administration and distribution. They could also sue governments for unfair business practise. The media held their destiny in their own hands and should pro-actively shape their futures. “Let's consolidate MISA”, he said, so that this work can be done.

Mr Alaudin Osman owns a privately-owned family run radio station in Malawi called **Capital Radio**. Before this he had been the spokesperson for the President for some years after the democratic election in 1994, and before that he owned and edited a business magazine. The radio station was licensed for 7 years by the regulatory authority (MACRA) and the license would expire the next year. They hoped it would be renewed. It had transmitters in 3 regions of the country. He emphasised that any media business needed a market strategy and had to know who its audience was. Good research had to be conducted in this regard and no assumptions should be made. Media needed to find out what media consumers wanted. He said this approach had transformed his radio station and it had been making profits for the last two years. In his radio's case, the audience wanted business and politics. The station broadcasts mainly in English, but some programmes were in Chichewa so as to “give voice to the voiceless”. This was also an important revenue stream. About half of these listeners were illiterate. Funding was received from some donors to strengthen this programming which had a strong focus on the Millennium Development Goals and on women and children.

He had heard that another FM station was going to be licensed near his station. The cost of a transmitter is Euro 17 000. He suspected that political sources in the country were providing the funding. Malawi is well-known for extensive political ownership of much of the privately-owned media.

He outlined a list of threats against the media in Malawi:

While the constitution guaranteed freedom of the press, there was a minefield of legislation contradicting this including:

- The Criminal Libel and Defamation Act of 1964

- The Protected Emblems and Names Act of 1967
- The Public Security Regulations Act of 1947
- The Censorship and Control of Entertainment Act of 1967
- The Official Secrets Act of 1913

Mr Osman said there was a constitutional court in Malawi, but it suited the government to keep repressive media legislation in place. There is a delegation that is supposed to review laws that conflict with the constitution, but they were moving at the speed of a “paralytic centipede”.

There were no special mechanisms in Malawi for media development, outside of the regional Southern African Media Development Fund (SAMDEF) established by MISA. But he complained that SAMDEF took too long in making decisions.

He made the following proposals to assist media development:

- Establish a media fund in each country providing both loans and grants. Such a fund exists in Zambia.
- The governments of countries should contribute to these funds and the fund should be accountable to Parliament.
- Import duties on equipment should be removed.
- All laws in conflict with the constitution should be struck off
- Limitations on foreign ownership should be removed to allow for 50/50 foreign and local investments in the media

2.2.1 Discussion

Mr Justin Arenstein said that 4 companies dominated the print and broadcasting media landscape in South Africa (excluding state broadcasting). 250 privately or family-owned newspapers had formed a syndicate to avoid sell-outs to these groups. In the syndicate these papers collectively bargained for advertising, print and other costs. The syndicate is called the Association of Independent Publishers of Southern Africa. The association also develops tools for its members including special software to manage advertising and other systems. This syndicate was an example of how takeovers by big companies could be avoided.

He also warned that there could be a danger in Media Funds if these were state or politically controlled. He referred to the Media Diversity and Development Agency (MDDA) in South Africa which was a statutory body and in his view politically controlled. It made funds available to both the private sector and the government. It was funding many “unsustainable greenfields lapdogs”.

Mr Ibrahim complained about the way some media associations and networks conducted themselves in relation to their accountability and transparency to members. “Donors know more about our umbrella bodies than the members do”.

Mr Comfort Mabuza of Swaziland expressed his concern that there was no community media in some countries like Swaziland and Botswana – because governments did not allow them.

Mr Ayub Rioba of Tanzania said he was concerned that both the government and the private sector are ‘too friendly’ to the media. Editorial content is compromised in order to attract much needed advertising revenue.

Mr Leepile said in response to questions whether he was advocating for media monopolies that there was no single solution or formula to all problems of sustainability. Government control of media, whether public or private, was always unhealthy. But private media had to exploit all possibilities, whether these are called syndicates, partnerships, associations, or whatever. He also said that in politics friendships were always short-lived. If a government was friendly to the media, something was wrong. The government and media would always be adversaries and that was natural. But it should be noted in Swaziland historically only one newspaper group had existed (family owned) for a very long time, and diversity was introduced when the state opened a competing group.

In relation to donor funding to the media he gave the following advice: Always understand who they are and why they want to give you money. The organisation's own mission and vision must also be very clear, so that donor funding does not compromise it.

He used an example where MISA once refused a donor's funding, and it was subsequently tripled in size after negotiations in order to meet many of MISA's other objectives. In the context of donor funding it was imperative for media organisations to retain control of their own objectives. He also emphasised the importance that media organisations must diversify their sources of donor funding, so as not to become dependent on any one or two donors. “Donor money is business”, he said.

2.3 Session 3: Media Training

Chair: Mr John Mukela – Executive Director of the NSJ Southern African Media Training Trust

Three panellists again introduced this session. Prof. Guy Berger, the Head of the ***Department of Journalism and Media Studies at Rhodes University in South Africa***, said that there was a great deal more training available now than ever before. But his concerns were that the training was fragmented across tertiary institutions, NGO's, private business training institutions and within the media industry. Little impact assessment was being conducted. Some training took the form of short courses and others led to diplomas or degrees. There was no systematic ladder of learning across these institutions and collectively the landscape did not add up in a coherent or holistic way. Furthermore, new media and convergence was being neglected, there was still a large deficit in media business training, and change management – for instance in relation to the

transformation of state broadcasters into public broadcasters - was also being neglected.

It was necessary to provide both theory and skills to emerging and existing media practitioners. Training had to serve the media industry, but training also had to be educational and provide theory. More sequential and ongoing learning was needed – also by editors. Media houses lacked policies on staff development. They also objected to training that meant absences from the workplace – even in relation to short course training.

Another matter of concern was whether certificates were awarded for attendance or competency by some training institutions. Training had to be about quality and certificates should only be awarded for competency. Outcomes and methods needed to be discussed by both the industry and NGO's and external and more scientific evaluations needed to be conducted. Tertiary institutions could contribute more research into these matters.

In a fast changing world trainers had to be up to speed in relation to a wide array of themes ranging from bird flu to HIV/AIDS, debt relief and African integration. Training of trainers was therefore important. It had to be noted that journalists did not always make good trainers themselves.

Although lots of evaluations were done, these did not try and assess impact. Questions also existed at what level impact should be measured: at individual level, or newsroom level, or in relation to newsroom outputs or at a country level, and over what periods of time. It was also unclear which areas should be assessed: knowledge, skills, understanding or practise. Serious questions were being asked about the return of investment in relation to training.

Linkages between trainers and the industry were not very good. This had to be deepened, but harmony should also not automatically be expected. Critiques should flow in both directions from editors to trainers but also from trainers to editors. Much more collaboration could take place around special events, for example on May 3, World Press Freedom Day.

Important issues also existed in relation to the payment of training and who should pay. Should developers (media trainers) provide the funding, or should trainees or their media houses pay for the training? All education is heavily subsidised by taxpayers at university level, as well as by donors at other levels of media training. Some trainees and media houses are paying very small contributions, but these do not begin to meet the real costs. The general principle, however, is that all trainees or their media houses must contribute something.

Scholarships were required to develop high-level expertise.

Prof. Berger recommended that networking among media trainers must be improved through SAMTRAN (the Southern African Media Trainers Network); media owners and editors needed to become active in relation to training and scholarships for high-level training should be provided.

Mr Jacob Ntshangase, the Director of the ***Institute for the Advancement of Journalism (IAJ) in South Africa***, explained that the IAJ provided continuous training for practising journalists and did not issue a diploma or degree. It provided training to trainees from across the SADC region. Training was aimed at entry level, interim level as well as at advanced level journalism in print and broadcast media. They did not offer much training in relation to ICT's. The curriculum included modules that built from one block of training to another, as well as many stand alone courses. Secondary Schools were also a special focus of the IAJ. They also offer a tailor made Community Journalism course, but were careful not to “ghettoise” it. With the assistance of the Open Society Foundation of SA they are also looking at the development of community newspapers in indigenous languages. There is more donor money available for community journalism, and more structured follow-up courses are available in this field, than in mainstream journalism. They are also being funded by certain industries to provide special beat training in areas like energy. There is also a special modular course on Integration in the SADC consisting of both theory and practise, including coverage of special events.

He agreed that links to the media industry were not very visible and needed to be structured. In relation to needs analysis they were guided by the skills audit conducted by the South African National Editors Forum (SANEF) in which they participated. The IAJ enjoyed partnerships with the University of the Witwatersrand and the University of Swaziland.

Mr Ntshangase said it was critical to institutionalise training in professional institutions where training could be systematically monitored and impact assessed. Individual training courses offered by NGO's were an ad hoc donor-driven hit and run affair. A Southern African standards generating body was needed, but it should not be overly bureaucratic. Development of standardised training materials were also needed that all trainers could use. Exchange programmes were also needed for better coordination and sharing of models and courses. But these had to emphasise capacity building – no joy riding should be allowed.

Mr Costly Mtogolo of the ***Department of Journalism and Media Studies of the Polytechnic of Malawi*** said this meeting was a rare opportunity for his institution to share experiences with so many other organisations and he thanked MISA, UNECA and OSISA for the opportunity to do so. He said a national conference in Malawi on media issues would be a very good idea for the future. Malawi needed assistance with the development of a media policy in the country. Policy issues tended to crop up in the run-up to elections, but the topic was then shelved.

Unionisation of journalists was urgently needed to address poor wages. Journalists were constantly moving among media houses or out of journalism to better paying jobs. There is very little training of journalists in Malawi. His department offers a 3-year diploma in journalism and a 4-year Bachelors degree in journalism (broadcast or print media). There was a 50/50 emphasis on theory and skills. Small internships were available to students in the media industry. But generally there was minimal interaction between his department and the media industry. Nobody in the media industry in Malawi was encouraging the training of journalists. All the media were in competition, did not get on with each other and did not coordinate their needs. Lecturers at his department either had backgrounds in academic studies on mass communication, or had worked as journalists previously. These two groups also did not get on with each other. Students are trained in news awareness, analysis, comprehension skills and visual communication.

His department has to undergo a curriculum review every 5 years which includes an external evaluation. Only one has been conducted so far. The state used to fully subsidise all tertiary university education, but this has changed and students now have to pay some of the costs. This is a great problem in Malawi.

2.3.1 Discussion

Mr Arenstein said that some newspapers in SA were starting to employ university trained graduates in various disciplines such as economics and politics, and providing them with journalism skills training. It was easier to gain knowledgeable staff in this way, than the other way round. The need in South Africa was for specialist knowledge skills. There were also now a number of online mentorships in journalism available in Africa to help with the development of such skills. He said although there were quite a few courses available in media management, the real need was in the area of media business skills training.

Mr Leshwitii Tutwane from Botswana said that many defamation cases were brought against journalists. These were often not contested because the media had no case. Only the amount of damages awarded were argued in court. There was a great need to train journalists in such basic issues as defamation. There were many greenhorns who knew almost nothing about media law – including many editors.

Mr Leepile said he also wanted to see much more media business skills training, and much more on site in-house training of journalists.

Mr Rob Jamieson, an editor from Malawi, said his paper conducted a lot of in-house training, but such staff were very quickly poached by bigger media. Small media houses were constantly training staff for bigger media houses.

Mr Ibrahim said community radio stations faced the same problem of constantly being raided for staff by private and public broadcasters. One has to resign

oneself to this reality and the better journalists often left to join private broadcasters. But he thought partnerships should be established between community and commercial radio stations to overcome this problem and many others.

Ms Minnie said that she had been startled at a meeting with the a representative of the World Bank in Washington recently, because he said the World Bank was not very keen to invest funds in the training of journalists in Africa. This was because the turnover of journalists in newsrooms was very high, due to low wages and poor working conditions, and the WB regarded investments in training as money down the drain. Something definitely had to be done about improving the wages and working conditions of journalists in Africa, and there were initiatives to re-establish or strengthen trade unions through the Southern African Journalists Association (SAJA), who was supported by the International Federation of Journalists.

Mr John Mukela of the NSJ said that the conditions of retired journalists were also very bad in Africa.

2.4 Session 4 : Media Support Organizations

Chair: Mr Luckson Chipare – Media Consultant and member of the technical advisory group of AMDI

Three panellists again made presentations at the beginning of this session. Mr Charles Mundale, the CEO of the ***Southern African Media Development Fund (SAMDEF)*** explained that SAMDEF was established in 1998. SAMDEF was owned by the MISA Trust Funds Board (TFB). The major problems with media business development were the media's lack of access to capital and that journalists do not have the skills to run media houses as businesses. SAMDEF makes use of a revolving loan fund to grant loans to their media clients on favourable terms. In some cases the loans are complemented by tailor-made on site business training. Much of SAMDEF's funding comes from the Open Society Institute through OSISA. SAMDEF modelled itself on the Media Development Loan Fund in Prague. The MDLF has disbursed about US\$49-million internationally and SAMDEF has disbursed about US\$10-million in Southern Africa. In total, however, it had received applications to a total US\$30-million. The golden rule was not to give money to anyone who could not handle it. And 1-page business plans were unacceptable.

SAMDEF had 3 divisions: An Investment Division where professionals evaluated investment opportunities (this was one way in which SAMDEF can capitalise media), a Financial and Administration Division and a Risk Management Division.

All the clients had to be from the privately owned media in any of the SADC countries. No state or public media were funded.

At times SAMDEF makes use of syndication strategies, for instance it has helped groups of up to 10 newspapers to buy news print at a better price. Also, SAMDEF is assisting groups of individual newspapers in Angola and Mozambique to jointly buy a printing press in each country.

MISA's TFB also owns the ***Southern African Institute for Media Entrepreneurship Development (SAIMED)***. SAIMED and SAMDEF were at first a combined institution, but later decided to separate their operations. SAIMED provides on site business mentorship programmes, it also assists media companies in restructuring exercises and assists them with the development of good corporate governance.

The CEO of the ***Gender and Media Southern Africa Network (GEMSA)***, Ms. Kubi Rama, said GEMSA had 3 target groups: policy makers in the government and in media to bring about policy changes more responsive to gender equality in the media; newsrooms to conduct training and awareness in how news is selected and shaped from a gender equality point of view; and media shapers – the latter are mostly Gender NGO's and women in government, but also the general public. These groups are trained in media literacy and communication skills so that they understand how the media works and how to communicate more effectively with the media to have their voices heard. GEMSA was just under 2 years old and had been created in partnership by Gender Links and MISA at the Southern African Gender and Media Summit hosted by the two institutions in 2004.

GEMSA had 284 individual members and 15 institutional members in the SADC region in 13 countries. These included the Southern African Editors Forum (SAEF) and many other organisations. All its work was linked to one or other of the many partner organisations that participated in the 2003 Gender and Media Baseline Study (GMBS) conducted by Gender Links across the SADC region. It was the most comprehensive study in the world of men and women's voices in the media by having analysed over 20 000 news reports and articles in over 100 media houses in the sub-region for a period of one month. Recently GEMSA had also participated in the Global Media Monitoring Project's (GMMP) one day study of men and women's voices in the media, and had expanded the database in Southern African from only 2 countries surveyed in 2000 to 13 countries in 2005. It had also surveyed the highest number of media houses for any sub-region in the world. GEMSA was also an active participant in the network that supported the Media Action Plan on Gender and HIV and AIDS led by SAEF, who collectively aim to implement HIV/AIDS and gender policies in 80 newsrooms of the SADC region by the end of 2007. Together with Gender Links and MISA, GEMSA was also hosting the 2006 Gender and Media Diversity Summit in Johannesburg in early September.

The Regional Director of the ***Media Institute of Southern Africa (MISA)***, Mr Kaitira Kandjii, said that MISA promotes and defends media freedom and freedom of expression in the SADC region, and generally strove to facilitate an

enabling environment for the media. Skills and capacities had to be development not only in media business and journalism, but also in the areas of media law and policy. MISA was not only linked to SAMDEF and SAIMED through the MISA TFB, it was also a member of the board of the NSJ Southern African Media Training Trust and one of the two founding members of GEMSA. It annually awarded the MISA Media Freedom Award and the MISA John Manyarara Award for Investigative Journalism in the SADC region. This year it had partnered with the Forum of African Investigative Reporters (FAIR) in making the latter award.

He also reminded the participants that MISA operated an exchange programme that the media, media training institutions and others could make use of to facilitate capacity building by visiting, learning and sharing with each other. However this programme has recently been affected by lack of funds.

He also referred to the fact that MISA monitors media freedom violations in the SADC region on a daily basis, and more recently, with the support of the Friedrich Ebert Stiftung (FES), was applying its African Media Barometer to SADC countries. The African Media Barometer is the first in-depth and comprehensive description and measurement system for national media environments on the African continent. It was born out of the concern that the African Peer Review Mechanism does not include media as a measure for democracy. At the time of the conference it had been conducted in Angola, Botswana, Mozambique, Namibia, Swaziland, and Zambia. The process included an assessment by media practitioners and experts in those countries of what they perceived to be the main problems in their own countries. In Namibia the panel singled out low professional standards as a major problem, although this was not the perception of Namibia in other SADC countries. The panel in Botswana characterised their country as a “democracy without democrats”, and again this was not the external perception of the country. Zambians indeed pointed out that media law and policy was the greatest obstacle to the role of the media. But overall, the barometer was resulting in some surprising perceptions.

2.4.1 Discussion

Mr Lawrence Keketso of Lesotho said that he and others had not been able to access funding from SAMDEF. Despite this his newspaper had managed to survive for 12 years. He did not understand how SAMDEF decided which media houses were viable as clients.

Prof. Guy Berger said that case studies should be conducted about Mr Keketso's paper and of many others, to take a closer look at the issues of media ownership and sustainability.

It was announced that Prof. Fackson Banda, with the help of the various session rapporteurs, would present a report of the main issues raised during the consultation the next morning.

3. DAY TWO

3.1 Session 1

Prof. Fackson Banda presented a comprehensive summary of the issues raised during the previous day's meeting using a power point presentation. The presentation was then opened for general discussion and comment.

Mr Alec Lushaba of Swaziland said it was necessary to move beyond the UNESCO Windhoek Declaration of 1991. The SADC region now needed a protocol. The SADC governments had adopted an Information Policy, but it was not effective.

Mr Justin Arenstein said there had been calls for the unionisation of journalists, but there also needed to be a 'unionisation of owners' to collectively strengthen vulnerable media against takeovers by conglomerates that resulted in media concentration and fewer views and information available to the public.

A delegate from Lesotho Ms Sophie Tlali also emphasised the problem of many cases on defamation in Lesotho, including criminal libel. She wanted the meeting to note that very high damages were being awarded against the media threatening their viability and journalists seemed to be generally ignorant of these laws. She said there is need for training in media law to improve knowledge on such laws and consequently decrease cases of defamation and criminal libel which is crippling not only Lesotho's media but most media in the region. This is something that needs to be reflected in the report.

Prof. Banda announced that he would incorporate these additional comments in his final report.

3.2 Session 2

3.2.1 Additional Presentations

Subsequent presentations were made on the importance of using communication for development by Ms.Kathy Magrobi of ***Soul Beat Africa*** which forms part of the Communication Initiative. There was a presentation by the ***Media monitoring Project of South Africa*** by its Executive Director William Bird on the monitoring tools that the organization has developed to monitor the media in the region. Examples included the Gender and Media Baseline Study conducted in 2002 by the Media Institute of Southern Africa and Gender Links where the Media monitoring Project was also a partner. He also highlighted that the organization is in the process of developing a monitoring tool that can be used by media houses and the lay person to be able to monitor media coverage issues including coverage in gender and HIV/AIDS issues.

3.3. Session 3

3.3.1 The GFMD and the AFMD

Chairperson: Mr Comfort Mabuza – National Director of MISA-Swaziland

Ms Jeanette Minnie concluded with a presentation on the proposed African Forum for Media Development as an opportunity for Africa to interact with the rest of the world.

An executive summary of the GFMD conference held in Amman in November 2004 was included in the conference package of all delegates. Ms. Minnie drew the attention of the delegates to the 19 key findings and areas of consensus of the conference and read out a number of these, particularly:

- number 1 that said media development should be viewed as a legitimate sector in its own right, and not dealt with piecemeal as a subcomponent of other development sectors
- number 4 that said development of the media and media for development are complementary and interlinked strategies and that media engagement in development issues works best within the context of a strong independent media environment
- number 10 that said governments and other donor agencies must recognize that support for media development must be made directly or through local, regional and international organizations supporting such development, and not incorporated through budget support to recipient country governments
- number 11 that media development should be approached holistically, going beyond journalism training to encompass legal, regulatory, economic, political, infrastructural and technical issues, that influence the development of independent media within the specific context of each country
- number 16 that any ongoing GFMD process at either regional or global level should reinforce rather than undermine the primacy of national and local impact in media development terms;
- number 13 that the GFMD participants agreed virtually unanimously that the work of the GFMD should be carried forward and that it should study other models of associations and networks such as the International Freedom of Expression Exchange (IFEX) to look at the best ways of structuring the GFMD; and
- number 15 that GFMD participants agreed in principle to establish regional media development forums that would help to lead and coordinate such development in ways that would strengthen the legitimacy of the GFMD and ensure responsiveness to regional and local needs.

She then reported on discussions held at a recent Governance Working Group meeting of the GFMD in Prague and a subsequent Steering Committee meeting of the GFMD in Washington, which she had both attended, concerning membership and the global and regional structure for the GFMD. The GFMD was as yet uncertain as to whether it should constitute a formal membership organization, or whether it should retain its identity as a forum of discussion on media development issues owned primarily by non-state media development organizations.

It was agreed that the issue of a formalized institution, with formal members, a constitution and by laws, should be developed over time, and discussed within the regional media development forums. It was agreed that the next international Forum would take place in October 2008. It was also decided that a Director of the GFMD should be recruited by advertisement to begin organizing the next international forum. The Director would be accountable to a 4-person executive committee of the GFMD. They were elected by the 19-person Steering Committee and the chair is David Hoffman - the President of the Internews Network in the USA, the deputy chair was Aidan White – the General Secretary of the IFJ, the treasurer was John Liu – the Director of the Environmental Education Media Project in China and the secretary was herself - Jeanette Minnie of Zambezi FoX – an international freedom of expression and media consultant from South Africa. The executive committee would have administrative and coordinating functions. Policy decisions would remain in the hands of the Board of the GFMD.

At present the Steering Committee would continue as the Board, but as the regional forums were established their representatives would replace the Steering Committee and the hand over would happen at the next international forum. The Board of the GFMD would be constituted in the following way: 2 representatives from each regional forum (sub-Saharan Africa, Asia, Middle East & North Africa, Latin America, Eurasia) = 10 members. Then a caucus of international media development organizations will between themselves appoint another 6 representatives. The board will be able to co-opt 2 additional members for reasons of gender or to strengthen a thematic sector such as environment, etc. The total number of board members will be 18.

Ms. Minnie also told the delegates to keep in mind that an AFMD would be discussed by the other sub-regions in Africa, and that eventually all the proposals of the various sub-regions would have to be consolidated.

3.3.2 Discussion

Mr Ibrahim wanted to know if the AFMD would be a kind of sub-Saharan MISA. Mr Chipare pointed out that the Network of African Freedom of Expression Organizations also existed, but that the AFMD would be much broader. He proposed that eventually all sub-regions in Africa should send a 5-person delegation to a sub-Saharan meeting where ideas could be consolidated. He also said that an AFMD would eventually be able to benefit from all processes currently underway such as AMDI, the UNECA STREAM framework and any others that may arise. Mr Leepile said the GFMD and an AFMD should be careful about which donors supported it, and should ensure that donors from various countries supported it, and not only donors from the USA. This had been a shortcoming of the Amman conference. He also warned that in the regions where little media development had taken place, particularly Central and East Africa, and where little coordination existed, dangers existed in that some people in

these countries would see money coming and may form sham organizations in order to become part of it. Mr Lushaba said thought should be given about whether a loose forum structure or a more formal membership structure would be the best in relation to intergovernmental organizations such as the African Union and African states in general. Mr Ntshangase said the issue of accountability should be considered in deciding whether the AFMD and the GFMD overall should be an issue-driven or a membership-driven organisation. Some delegates who had attended the Amman conference said they felt that African participation in the plenary sessions of the GFMD had not been strong enough. Ms. Minnie said that Africa was represented during the opening ceremony by Mr Edet Ojo of Nigeria, she had also arranged for Mr John Mukela to chair one of the thematic report back sessions to plenary, the African caucus was also naturally chaired by Africans in its report back to the plenary and Prof. Fackson Banda had chaired a plenary discussion in which she had also participated. In relation to representatives from Europe and North America, it was correct that Africa did not feature as prominently, but it had featured much more prominently than South America or Asia.

Mr Leepile said the sub-regional groups like MISA, GEMSA, SAEF and others should be used to talk further about the AFMD.

Mr Louw formally proposed that a working group be established in Southern Africa to discuss the idea of an AFMD and to make concrete proposals for its development and structure. Organisations would need time to absorb and consider the idea. A vision and mission statement should also be drafted and circulated widely to all organizations in the sub-region.

The meeting decided to appoint a working group to assist Ms. Minnie with dissemination of the concept of the AFMD and to assist her in gathering proposals about it. Ms. Minnie emphasized that this was not an election, simply a gathering of volunteer groups that would help her. The meeting nominated the following organizations to serve on the working group: SAMTRAN, SAJA, SAEF, MISA, Soul Beat Africa on behalf of the communications development groups. Names of representatives of owners and the community media would also be given to her shortly after the meeting, because these groups needed to confer among themselves first.

The meeting was formally closed by Mr Kaitira Kandjii of MISA.

Annexure 1

REGIONAL MEDIA SUPPORT ORGANISATIONS IN SOUTHERN AFRICA

1. The Association of Independent Publishers (AIP)

The Association of Independent Publishers (AIP) is a Section 21 grassroots non-profit organisation dedicated to improving the quality and sustainability of independent publications across southern Africa. Launched at a special plenary summit of independent grassroots publishers in Johannesburg on 18 September 2004, the regional umbrella body aims at championing the interests of southern Africa's estimated 250 small independent newspapers. AIP has 110 full members and 53 associate members, from grassroots (community) newspapers, magazines, journals, and 'alternate' media such as fax & wall newspapers.

AIP incorporates South Africa's 126-year-old Community Press Association (CPA) and the younger Independent Media Alliance (IMA) lobby group, and has been admitted as a constituent member of the Print Media South Africa (PMSA) cluster of media advocacy associations.

In addition to its lobbying activities, AIP seeks to become the primary clearing house for research, policy debate, and the setting of industry standards for the grassroots print media sector. The association is also proactively developing technical training standards, management toolkits & tipsheets, and Free Open Source Software (FOSS) products for grassroots publishers.

AIP's current projects include:

- **Innovative Media Awards:** Held annually the awards showcase homegrown solutions to technical challenges faced by grassroots publishers, ranging from new advertising booking & management tools, to editorial copy management tools, tailored payroll software, reader / market research tools, and other business systems. The awards are held in conjunction with the Netherlands Institute for Southern Africa (NiZA) and Open Society Foundation of South Africa (OSF-SA)
- **Grassroots Newspaper Summit:** Also held in association with OSF-SA the summit is a gathering of southern Africa's grassroots publishers & editors. The 2005 summit attracted 450 publishers & editors, representing 228 grassroots titles.
- **Newspaper-in-a-Box (NiB):** This project, in run in association with MAPPP-Seta & NiZA. This multi-year project seeks to create a one-stop resource for new & emergent grassroots publishers, giving them all the FOSS production & management tools, 'how to' tipsheets, manuals, and other resources needed to establish sustainable grassroots newspapers or magazines. The first modules include an automated advert booking, tracking & invoicing tool, an automated payroll system for commission-based ad representatives / freelance journalists, and a three-part court reporting kit.
- **Grassroots Advertising Procurement (GAP):** AIP is undertaking a comprehensive research into practical strategies for giving grassroots print media access to mainstream commercial advertising, as well as government advertising, public service announcements, & related NPO public campaigns. AIP is also simultaneously running pilot syndicates bringing regionally based publications together to make joint pitches for advertising accounts. The project is also being run in collaboration with Media Advertising Printing Publishing & Packaging Seta MAPPA- Seta and NiZA

AIP has furthermore partnered with media training institutions, including Wits University, Tshwane University, and the IAJ, to provide practical business skills training for grassroots publishers, and also undertakes targeted lobbying campaigns, including campaigning for streamlined ABC accreditation procedures for grassroots publications. As part of its lobbying activities, AIP has secured executive board seats on PMSA, the SA Media Ombudsman, the Forum of Community Journalists (FCJ), and the (MAPPP-Seta).

AIP's secretariat is based in Johannesburg, as part of the PMSA cluster of media advocacy organisations, with financial support from the Newspaper Association of SA (NASA).

For more information contact Justin Aristen (Interim President) at justin@africanpress.com

2. AMARC Africa – World Association of Community Radio Broadcasters in Africa

The World Association of Community Broadcasters (AMARC) Africa is a network of community radio stations, associate organizations and individuals that promotes social change through the development of a strong community radio sector. AMARC Africa strongly focuses on poverty alleviation, conflict resolution, HIV/AIDS, gender empowerment, human rights and democracy.

[AMARC](#) Africa is the Africa arm of AMARC- an international non-profit organisation, born as a Movement in 1983 and formalised in 1988- which supports and serves community radio broadcasters around the world.

AMARC serves and support its members by promoting ownership of the means of communication through empowerment, access to information and communication tools, and awareness raising. These three focus areas help AMARC Africa fulfill its vision and mission of building a strong community radio sector by offering services that:

- i. Facilitate community access to communication tools
- ii. Build awareness among the membership and the communities at large of the importance of community radio
- iii. Empower our communities to be able to set up and effectively manage stations, to fully participate in the information society process and in all decision-making processes that have a social and economical impact on their lives.

AMARC African Network aims at implementing a four-point plan of action to support the development of a legal, political and cultural environment conducive to participatory radio broadcasting; to develop human resources and materials in community radio set-up, management, production and technology; to promote African women's access to and participation in all aspects of community radio; to build and coordinate the regional network of radio broadcasters.

AMARC Africa has a membership of over 360, and are based in all sub-regions of the continent. The network's Annual General Meeting (AGM) of African members also referred to as the Pan African Conference elects the African Board of Directors and adopts a plan of action. The last such Pan African Conference took place in Kenya in April 2005.

For more information visit <http://africa.amarc.org>

3. Federation of African Media Women Southern Africa (FAMSA)

FAMSA was officially launched in Harare, Zimbabwe in November 1992. FAMSA is the first regional media women's organisation to be formed in the SADC region. The organization has a positive strategy towards encouraging the advancement of women in management of the media, and the use of the media for development.

FAMSA's main objective is to develop a critical mass of women in the media through training; research into critical areas which are of concern to women; and lobbying for the democratisation of the media so that all sections of society especially women and marginalised people, have access to and participate in the media.

The organizations focus includes:

- Research: Collections and analysis of data to inform and strengthen the organization's various programme initiatives. For example, FAMSA conducted a research on employment patterns in Media organization in the region in 1999.
- Policy Formation; The organization initiates, implements and influences government, organization and institutional policies throughout the region.
- Media Content; FAMSA monitors the output of media organizations. It has encouraged the adaptation of formats that bring out a positive picture of women in the media.
- Training; FAMSA' training expertise is in the development of communication strategies, materials and methodologies using appropriate media to promote participation dialogue and change.
- Networking; FAMSA provides the limelight for women's development in the management of media and the use of media for development in effective communications development within the region.
- Gender Sensitization; FAMSA provides gender awareness training for organizations and the community at large, either formally or informally.

The federation targets at policy makers, implementers, researchers, to assist them in ensuring that gender issues are addressed as well as media personnel i.e. men and women, so that they can benefit more efficiently and effectively from the training programmes that will empower and motive them

For more information email: famw@ecoweb.co.zw

4. Forum for Africa's Investigative Reporters (FAIR)

FAIR is an independent pan-African network of investigative journalists committed to promoting effective, ethical and original reporting that goes beyond a simplistic focus on 'corrupt' individuals to a more systematic and contextualized exposure of corruption, exploitation, and other social-justice issues. The body was first loosely established as African Investigative Reporters (AIR) at the inaugural Global Conference on Investigative Journalism in Copenhagen in 2003. The structure of the Forum for African Investigative Reporters (FAIR) was later formalised at a workshop by the Institute for Advancement of Journalism and the Netherlands Institute for Southern Africa (NIZA).

The Forum is based largely on a study on the state of investigative journalism in SADC by investigative reporter Evelyn Groenink. Groenink's paper *Investigative Journalism: Puppets or Patriots*, which explored the experiences and perceptions of thirty-two journalists from Zimbabwe, Zambia, Malawi, Tanzania, Nigeria, Botswana, South Africa, Swaziland, Lesotho, Mozambique and Namibia.

The Forum's main objectives are to:

- Promote the interests of African investigative journalists whether in print, or electronic media.
- Foster solidarity and excellence among African investigative journalists, and to promote cooperation in all matters of common concern
- Stimulate professional standards and ethical conduct in both African investigative journalists and their media employers
- Provide information that will help African investigative journalists negotiate better work conditions, institutional support, and more favourable employment contracts
- Provide a forum for the dissemination of information useful to African investigative journalists
- Serve as a collective voice of African investigative journalists in the global arena
- Build investigative journalism as a profession in all sectors of the African society and to

establish investigative journalism as a realistic career choice for African journalists.

Membership is open to any person in Africa who is engaged in investigative journalism and has a reputation and published track record consistent with a high standard of work. Members may be working in print, electronic or digital fields including newspapers, magazines, newsletters, business reports, radio, television and the internet.

Some of FAIR's members are from Ghana, Tanzania, Kenya, Zimbabwe, Angola, Namibia, Botswana, Mozambique, Nigeria and South Africa.

For more information visit www.fairreporters.org

5. Friedrich-Ebert- Stiftung (FES) Media Programme in Southern Africa

Friedrich-Ebert-Stiftung (FES) a German based foundation maintains 3 media offices in the world in Africa, Latin America and Asia. The Foundations' media projects are supposed to assist and compliment country offices with media development and support. The Media Project for Southern Africa, based in the Foundation's Namibia Office in Windhoek, aims at creating and strengthening:

- the political, legal, regulatory and self-regulatory frameworks for media in southern Africa;
- gender mainstreaming within media organisations and through the media in wider societies and
- an enabling environment for the operations of community based broadcasters.

The project's activities are focused on countries of the SADC region where the Foundation maintains country offices i.e Angola, Botswana, Mozambique, Namibia, South Africa, Zambia and Zimbabwe. Occasionally, the project also provides consultancy services to other offices on the African continent.

In cooperation with its partners, the FES- Media Programme for Southern Africa is also aimed at implementing the principles of agreed African policy documents related to the creation of an enabling environment for free and professional media in the region. These documents include . The Windhoek Declaration on the Independence of Media (1992); The African Charter on Broadcasting (2001); the SADC Protocol on Culture, Information and Sport (2002); SADC Declaration on Information and Communications Technology (2002); and the Declaration of Principles on Freedom of Expression in Africa (Banjul Declaration) of the African Commission on Human and Peoples' Rights (2002). FES has used these documents to formulate a model media setup presentation which is being used for training, advocacy and consultancy work in the region.

The office also provides consultancy services for reforms of media legislation and regulation in individual SADC member countries, developing broadcasting policies and codes of ethics for media, and in establishing newly created independent broadcasting regulators among others.

FES media programme partners include the Media Institute of Southern Africa [MISA](http://www.misa.org), the Southern African Broadcasting Association ([SABA](http://www.saba.org)) and regulatory bodies like the Independent Communications Authority of South Africa [ICASA](http://www.icasa.org) or the National Broadcasting Board (NBB) of Botswana.

For more information visit www.fesmedia.org.na

6. Gender and Media Southern Africa (GEMSA)

Gender and Media Southern Africa (GEMSA) Network is an umbrella organisation of individual and institutions who work to promote gender equality in and through the media. GEMSA has its roots in the historic Southern African Gender and Media Summit attended by 184 participants from around the region as well as international observers in September 2004. During the summit countries reported on progress towards achieving greater gender sensitivity and balance in the media following the Gender and Media Baseline Study (GMBS) in 2002 that showed that women comprise 17 percent of news sources in Southern Africa, and are often portrayed in limited roles, such as sex symbols or victims of violence.

GEMSA has a programme of action that includes:

- Research and monitoring: The network conducts relevant research that builds on and takes forward the GMBS.
- Policy: conducting audits on how gender is integrated into policies and laws that govern the media in the region as well as engaging with media regulatory authorities.
- Training and capacity building: Building on the work and research that has been done in the region to integrate gender into media education, GEMSA promotes the development of tools and replication of pilot projects, as well as networking between media trainers. GEMSA also facilitates the development and sharing of gender and media training resources, including through the innovative Virtual Resource Centre (VRC) that contains case material from the GMBS and resources that have been developed since then. Regular training of trainer workshops will help to increase the cadre of gender aware trainers. GEMSA will use research and monitoring findings to engage directly with media houses, and conduct newsroom training on the way in which gender features in every day coverage of politics, economics, sports, HIV/AIDS and other topical issues.
- Advocacy: GEMSA supports and engages in numerous advocacy campaigns that promote the equal rights and voice for citizens in society. Examples include the Fifty Fifty campaign for women's equal representation in decision-making; the campaign against the NGO Bill in Zimbabwe; the drive to get African governments to ratify the Protocol on rights for African women and the Sixteen Days of Activism on Violence Against Women.

GEMSA is part of the Southern African Gender Protocol Alliance that is lobbying for elevation of the SADC Declaration on Gender and Development to a Protocol. GEMSA country networks will be raising awareness and lobbying in country leading up to the SADC Heads of States Summit in August 2006.

Members include the MISA and its country chapters; Gender Links and affiliated gender and media networks in eight countries; the FAMSA and its country affiliates; editors forums; media training institutions; media NGOs including the media monitoring projects in the region; NGOs that promote gender justice and media practitioners. The network is overseen by a committee that consists of country representatives; representatives of the different interest groups and an executive committee with a Chair, Deputy Chair, Treasurer and Secretary. Members meet every two years at the Gender and Media Summit and this year it will be held in September 2006 in Johannesburg.

For more information visit www.gemsa.org.za

7. Gender Links

Gender Links (GL) began its work in 2001 and its vision is to see a Southern Africa in which women and men are able to realize their full potential and participate equally in all aspects of public and private life. To achieve this GL promotes gender equality in and through the media as well as in all areas of governance.

Gender Link's programme of action includes:

- [Gender and Media Research and Policy](#); Until recently, there was hardly any research on gender and the media in Southern Africa. In 2001 GL brought together gender activists and media practitioners in Southern Africa to talk about gender biases in the media. This led to the production of "[Whose News, Whose Views](#)", a [Southern African Gender and Media Handbook](#) that includes anecdotal evidence of gender disparities in the media, as well as a gender policy checklist for the media.

GL in partnership with the MISA conducted the first ever [Gender and Media Baseline Study](#) of the region with technical support from the [Media Monitoring Project \(MMP\)](#) and UK-based gender and media consultant Margaret Gallagher. The study, one of the largest such studies ever to be conducted anywhere in the world, yielded 12 country reports and an overall regional report that have been key to advocacy on gender and the media in Southern Africa. The study also forms the basis of GL's video, "[Making Every Voice Count](#)" about the growing gender and media movement in Southern Africa. With technical support from the MMP, consultants from the Rhodes University Media Studies Department and Margaret Gallagher, GL and MISA in 2004 conducted an [audience research project](#) to assess the responses of audiences to the news they consume from a gender perspective.

- [Gender And Media Training](#); In 2001 GL undertook a media training needs assessment of the SADC region for the [NSJ Trust](#), with the support of the [Netherlands Institute of Southern Africa \(NIZA\)](#). GL also became actively involved in helping to form a [Southern African Media Trainers Network \(SAMTRAN\)](#). This gave GL critical insight into, and links with, mainstream media training institutions. GL has since worked with the [IAJ](#), the [AIDS Law Project](#), and SAMS0, in developing a number of gender and media training tools..

GL has also launched a highly innovative [Virtual Resource Centre](#) for trainers that includes case materials from the GMBS and will be continually updated with new examples. All these tools have been tested and shared with trainers at a variety of [Training of Trainers](#) workshops.

To ensure that gender is woven into all areas of media training, GL has embarked on a three year [Mainstreaming Gender in Media Education project](#) with the Polytechnic of Namibia. The steps used in this pilot project are being documented in a primer that will be shared at the [Gender and Media Summit](#).

- [Gender Justice Campaigns and Training](#); the media is a product of supply and demand. Changing the gender content of the news can only happen if the media becomes more sensitive to gender issues, and if those who feel passionately about these issues become more sensitive to the way the media works. In this regard GL has been working with NGOs to develop and run successful gender justice campaigns and to become more media savvy. GL, in partnership with Women's Media Watch, has developed a training tool called [Getting Smart: Strategic Communications for Gender Activists](#). GL has applied this in helping [NGOs to develop communication strategies](#), and in running numerous campaigns, such as the [Sixteen Days of Peace](#) (for two years running), the [Strip the Back page Campaign](#) and [Ten Years of Herstory in South Africa](#).
- [Write about rights](#); While GL's primary mission is to get the mainstream media to produce more gender aware stories rather than produce alternative publications, that can be helped by opinion pieces, supplements, and magazines produced as part of GL's training and networking efforts. Under the slogan "fresh views on every day news", GL has launched the [GEM Opinion and Commentary Service](#) that provides an average of ten

- provocative articles each month from activists and opinion shapers around Southern Africa to the mainstream media. GL also produces a bi-monthly gender justice barometer called [Amalungelo](#).
- [Gender And Governance](#); in the political arena, although women now have the right to vote, they continue to be under-represented in all areas of decision-making. In September 1997, Southern African Development Community (SADC) Heads of State signed a Declaration on Gender and Development in which they committed their countries to achieving at least a thirty percent representation by women in all areas of decision-making by 2005. GL has worked closely with the SADC Gender Unit and the SADC Parliamentary Forum in tracking these changes through research on [women's political participation](#), as well as helping to develop a [Resource Kit for SADC Decision Makers](#). In 2002/2003, GL conducted the first ever qualitative research on the impact of women in politics in Southern Africa, with a particular emphasis on countries that have achieved the thirty percent target in political decision-making.
 - [GEM Networks](#); GL helped to establish Gender and Media (GEM) Networks in a number of Southern African countries that conduct campaigns on gender justice, monitor and engage with the media.

GL has received funding from the [Australian Aid](#), the [Charles Stewart Mott Foundation](#), [Friedrich Ebert Foundation \(FES\)](#), [Hivos](#), [International Institute for Democracy and Electoral Assistance \(IDEA\)](#), [Konrad-Adenauer-Stiftung \(KAS\)](#), [Netherlands institute for Southern Africa \(NiZA\)](#), [Open Society Initiative of Southern Africa \(OSISA\)](#), [Open Society Foundation of South Africa \(OSFSA\)](#), [Swedish International Development Cooperation Agency \(SIDA\)](#), [UNDP](#), [UNESCO](#), and UNIFEM

For more information visit www.genderlinks.org.za

8. Institute for the Advancement of Journalism (IAJ)

The IAJ was set up in 1992 to help improve journalism just as South Africa entered a new democratic era. Even though it is a south Africa based training institution IAJ has started expanding to the rest of the region. IAJ mission aims to:

- deliver relevant training in print and broadcasting skills to working journalists throughout Africa
- help journalists from across Africa meet, learn from each other and share experiences;
- support and initiate training programmes which help stimulate the development of sound news values and an appreciation of the key role of the media in society;
- work with journalists to improve professional standards and develop conducive working conditions;
- have a particular commitment to assisting journalists from previously disadvantaged backgrounds;
- support the right to free speech and freedom of information;
- support media and training policies which uphold non-racialism and gender equality, and oppose all forms of harassment;
- uphold integrity and truth-telling in the media by all democratic means

In order to fulfill its mission IAJ has the following activities:

- Training: media houses send people to the institute for training as well as invite the facilitators to conduct in-house training. IAJ has pioneered the application of adult-education methodology to media training in Africa, and are publishing textbooks and articles to share the expertise.
- Facilitating African media networking: IAJ is a member of the Southern African Media Trainers Network. The institution has an exchange programme that enables African

- journalists to study at the IAJ and its partner organisations like Poynter Institute in Florida, USA.
- Assisting journalists from disadvantaged backgrounds: The institute also offers a course in Newsroom Leadership and Management Programmes designed to equip the growing cadre of young black media managers with the skills they need. IAJ has created the Community Radio Training Project to take broadcasting skills to the community media sector. The institute also has a Schools Newspaper Project designed to work with schoolchildren and teachers from townships and suburbs, and helping them develop and share media skills.

For more information visit www.iaj.org.za

9. Institute of War and Peace Reporting (IWPR)- Southern Africa Good Governance and Media Development Programme

IWPR's Southern Africa Good Governance and Media Development programme centres on four countries in southern Africa: Angola, Mozambique, Swaziland and Zimbabwe. Its goal is to contribute to the development of good governance, the rule of law and the resolution of conflict as part of the democratisation process in southern Africa. By using local journalists to produce articles, and republishing the work regionally, the project aims to increase levels of information on key governance issues in the region.

It works to strengthen accurate and responsible journalism; increase the coverage of human rights issues; and promote civil society as a pillar of development. The Africa office will concentrate on intensive hands-on training, focusing on the production of journalistic articles, which will be published in English and Portuguese on the IWPR website, as well as republished and disseminated regionally and internationally. It will also bring together journalists from different countries to broaden their perspective. In Mozambique and Angola, the programme will have a specific radio focus. A regional programme on women and war crimes is planned for the Democratic Republic of Congo, Rwanda and Burundi.

Key Activities include:

- **Training:** IWPR's training focus takes the form of workshops where journalists produce articles for publication. Trainers serve as commissioning editors, working closely with trainees on the development of a story. As part of the training process, the journalists' work undergoes a stringent editing and coaching process. The organizations' training strategy focuses on training and building a strong network of local journalists. To achieve this, IWPR trainers are selected with local cultural attitudes in mind, and IWPR training materials are tailored to meet the specific needs in each national or regional media space
- **Local Publication:** Reports generated by local reporters are disseminated within that country via email and the internet. Articles will provide reliable, objective news and analysis on human rights, democracy and conflict prevention. Articles will be produced in English and Portuguese.
- **Cross-Border and Special Reports:** IWPR supports local journalists to produce cross-regional in-depth and investigative reports. The articles are republished in conjunction with local media partners, and disseminated regionally and internationally.
- **Governance and Human Rights Reporting:** IWPR will work in close collaboration with human rights organisations in the four southern African countries to monitor good governance and human rights issues. Human rights reporting will also be a focus of the journalists' training programme.

The IWPR Southern African Governance and media programme is targeted at local journalists, NGOs and media organizations, human rights workers and civil society organizations based in the region as well as an expert international audience of journalists, academics, activists and diplomats. The programme also aims at helping the region's general population gain access to objective and reliable information

For more information visit www.ipwr.net

10. Konrad Adenauer Stiftung (KAS) Media Programme for Sub Saharan Africa

The Sub-Sahara Media Programme of the Konrad Adenauer Stiftung was established to promote the work of the media in Southern and Eastern Africa especially through training initiatives that strengthen media competence, accountability, sustainability and freedom of expression.

The goal of the KAS media programme is the development of independent media that report freely, fairly and critically, and are the watchdogs in a democratic society.

By supporting the press, the groundwork is laid for policy-making that originates from an informed democratic sovereign – the people. KAS believes that the real value of the media in Africa is its ability to perform its development, economic and political role ethically and competently in an environment where journalists can operate competently, without fear or favour. Freedom of expression is the main condition to reach this goal, as well as well trained and skilled journalists.

The KAS- Media Programme therefore focuses on the development of the media and helps to enhance the standard of journalism in the Southern and East Africa. The sub-Saharan media programme's work involves journalists, publishers, media owners, media and politicians in roughly twelve countries.

In cooperation with local and regionally operating partners, KAS also initiates and supports international and regional exchange of news, views and ideas in the journalistic field.

All activities of the Media programme focus is on the further development of the media and enhancement of journalism in the region as a catalyst for an informed and active citizenry, growing economies, transparent governance and vibrant democracies.

For more information visit www.kas.org.za

11. Media Institute of Southern Africa (MISA)

The Media Institute of Southern Africa (MISA) was officially launched in September 1992 when it elected its first Regional Governing Council in Windhoek, Namibia. MISA was created by Southern African media practitioners to implement the 1991 Windhoek Declaration on Promoting an Independent and Pluralistic African Press. The founding members were mandated to mobilise other media practitioners in their own countries to form National Chapters in the then 11 countries of Southern Africa, which later became SADC. In 1996, MISA transformed itself from a regional network of activists into a regional NGO with membership-based National Chapters in 11 SADC countries. These are Botswana, Lesotho, Malawi, Mozambique, Namibia, South Africa, Swaziland, Tanzania, Zambia and Zimbabwe. The organization has an office in Angola.

MISA's mission is to play a leading role in creating an environment of media freedom and free expression that promotes independence, pluralism and diversity of views and opinions, media sustainability, competency and professionalism in the southern African region. In dealing with these elements, MISA ensures that gender-specific needs form an integral part of all its activities.

MISA aims to create an environment in which civil society is empowered to claim information and access to it as unalienable right and in which the resulting free flow of information will strengthen democracy by enabling more informed citizen participation.

The organisation's vision is of a southern Africa in which the media enjoys freedom of expression, independence from political, economic and commercial interests, pluralism of views and opinions. MISA's vision is of Southern Africa where members of society, individually or collectively are free to express themselves through any media of their choice without hindrance of any kind. A region, too, where access to information must be unhindered and where information is readily available.

2002 saw MISA enter a new and more stable era by signing a basket funding agreement with four of the main donors: DANIDA, HIVOS, NORAD and SIDA. The most important feature of this three-year Strategic Partnership Programme (SPP), which commenced in April 2002, was the securing of funding for most of MISA's activities over the three years, thereby creating stability within the national chapters, some of which were always struggling to raise funds locally. MISA has worked with and receives funding from other donors and partners including NIZA, the European Union (EU), OSISA, FES, KAS and other partners. The Strategic Planning process resulted in MISA focusing its work into 5 programme areas namely:

- Freedom of Expression and Right to Information Campaign
- Media Freedom Monitoring Programme
- Broadcasting Diversity and ICT
- Media Support Activities
- Legal Support Programme

For more information visit www.misa.org

12. PANOS Southern Africa (ASAf)

Panos Southern Africa (PSAf) was set up in 1996 as a branch of the Panos Institute London. The organisation was set up in order to stimulate informed and inclusive public and policy debate on issues of sustainable development, such as HIV/AIDS, media pluralism, and the environment.

PSAf has positioned itself to work specifically around four key issues that include HIV/AIDS, media pluralism and ICTs, globalisation and public policy, and media and conflict. PSAf works in ten Southern African countries to facilitate public debate on media and development issues. These include Angola, Botswana, Lesotho, Namibia, Malawi, Mozambique, Swaziland, South Africa, Zambia and Zimbabwe.

PSAf is an independent, regional information and communication organisation that seeks to cultivate an enabling environment for marginalised people to participate actively in informed and inclusive public and policy debates and decision making processes by generating information and creating effective communication channels. PSAf's vision is to cultivate a southern African community that is informed and actively engaged to drive their own development agendas.

PSAf's main objectives are to generate information on identified priority thematic issues through research, producing accessible information, disseminating information nationally, regionally and globally and supporting and building capacity of information actors and training media; and to create effective communication channels through promoting inclusive information and media policies, providing platforms for inclusive public and policy debate and building the communication capacity of other organisations

PSAf believes that communication underpins development and central to this communication is the access to the media and communication technologies through which people can share and receive information.

Part of the organisation's approach to building communication capacities in the region involves media audits, studies and public debate on media and policy issues. In addition the organization also analyses media content and key aspects of information and communication technologies in the sub-region. PSAf also provides media training and fellowships for journalists to build journalists' capacity to cover development issues in an analytical way.

At national and regional levels, PSAf works to provide platforms for government, regulators and decision-makers, media experts, journalists, media institutions and development agencies to discuss media policy issues and related aspects of media pluralism.

PSAf places great emphasis on expanding access to media and information to marginalised and poor communities, through strengthening community media, managing radio listening clubs and community video screenings, and recording oral testimonies. Projects include:

- **Catalyzing Access to ICTs in Africa (CATIA):** a multi-partner radio strategy that supports democratic, plural, and pro-poor broadcasting in Africa. Under this initiative, PSAf facilitates debate, research and advocacy on broadcasting pluralism in Southern Africa.
- **Radio Listening Clubs:** Since 1999, PSAf has been organizing and managing radio listening clubs in Malawi, South Africa, Zambia and Zimbabwe to provide a platform for rural women to engage policymakers via radio on issues of concern to them. This communication dynamic enables rural women's voices to be heard through national and community mass media whilst facilitating a dialogue between rural communities and their political leaders.
- **Media Monitoring:** A pilot study on media content was carried out in 2004 in Zambia. The study aimed at providing understanding of how the media cover issues, based on recognition that interventions targeted to improve the quality of media coverage are in themselves inadequate without an assessment of media output to sensitise journalists on the weaknesses and gaps in their coverage. This study brought to the fore limitations of the media in reflecting plural voices and in their geographical and thematic scope. In this context, this project seeks to interrogate the media to build their capacity to cover in, a specialised manner, critical development themes including HIV/AIDS, gender, Human rights, environment, business and economic issues.
- **Community Media:** PSAf facilitated the formation of a forum for community media in Zambia to strengthen their role in community and national development. The Zambia Community Media Forum (ZaCoMeF), which evolved from a PSAf study on community media initiatives in Zambia, seeks to support and promote the interests of community media sector and ensure effectiveness and sustainability in serving communities throughout Zambia. ZaCoMeF's secretariat is currently housed at PSAf

For more information visit www.panos.org.zm

13. Southern African Broadcasting Association (SABA)

The Southern African Broadcasting Association (SABA) is a non profit, non governmental umbrella organisation comprising of commercial, private, community and public broadcasting enterprises in the Southern African Development Community (SADC) region. The Association was launched in November 1993 with the objective of enhancing the professionalism and the credibility of public broadcasting in the region. Its sphere of activity has been extended to

Community, Private and Commercial broadcasters in the SADC region, the rest of Africa and other continents.

SABA has extended its activities to include;

- Promoting the development of quality broadcasting and excellence among broadcasters in Southern Africa
- Providing platforms for professional dialogue and technical advancement among radio and television broadcasters
- Facilitating collective participation of southern African broadcasters in new technologies and the acquisition of sporting and other rights.
- Acts as a regional lobby on common broadcasting interests including the transformation of state to public service broadcasters.

For more information visit www.saba.co.za

14. Southern African Editors Forum (SAEF)

SAEF was formed by Southern Africa's most senior print, magazine, broadcast and other electronic media editors to defend and promote media freedom and independence in 2005. SAEF is an affiliate of the continental body The African Editors' Forum (TAEF). In August 2005 the Forum appointed its first Regional Programmes Coordinator Daniel Molohele.

SAEF's main objectives is to promote the common interests of its members in both print and electronic media including newspapers, magazines, regional publications, radio and television, community media, media education, and the journalism profession generally.

The Forum also works to

- nurture and deepen media freedom as a democratic value in all the countries and communities of Southern Africa.
- foster solidarity among journalists and to promote cooperation in all matters of common concern between the print and electronic media in the region.
- address and redress imbalances prevalent in journalism and news organizations in Southern Africa such as gender and race, and to encourage the equitable spread of media ownership
- promote media diversity in the interests of fostering maximum expression of opinion
- help aspirant and practising journalists to acquire or develop new skills and professional depths through media education programmes;
- promote rules and regulations guaranteeing professional freedom and independence in broadcast media and all media funded by public authorities in the region
- encourage governments to ensure transparency and openness in administration and to pass laws ensuring maximum freedom of information;
- defend media freedom through all available institutions.

Among other things the forum encourages programmes for corrective action and a transformation of culture within news organisations as a whole; investigates and recommends media industry guidelines and targets; facilitates media education and training programmes; makes education and training integral to corrective action; and encourages liaison between the media industry and teaching institutions and promotes the industry's commitment to these institutions.

Membership to SAEF is through national forums which are open to any person who is a senior editor in Angola, Botswana, Lesotho, Malawi, Mozambique, Namibia, South Africa, Swaziland, Zambia and Zimbabwe. The person can be from the print and electronic media. Membership is also open to individuals of similar status in media education.

For more information contact Danile Molokele on danielmolokel@yahoo.co.uk

15. SAIMED: Southern Africa Institute for Media Entrepreneurship Development (SAIMED)

The Southern Africa Institute for Media Entrepreneurship Development (SAIMED) became operational in April 2002. The organisation was originally a division of the Southern Africa Media Development Fund (SAMDEF). SAMDEF was created primarily to provide financial services to independent media enterprises in Southern Africa. However, the organisation found it necessary to create an entrepreneurial development division to provide training and capacity building services to its loan clients to enhance their capacity to repay their loans which led to the formation of SAIMED.

SAIMED is registered as a company limited by guarantee (not for profit) in terms of the Companies Act of the Republic of Botswana. The organisation is wholly owned by the Media Institute of Southern Africa (MISA) a media advocacy organisation whose role is to promote media diversity, pluralism, self-sufficiency and independence in Southern Africa.

SAIMED's primary objective is to help the emergent independent and community media enterprises in the region grow into sustainable and mature media enterprises. Its secondary objective is to provide business management skills to media enterprises, organisations and individuals and through this to contribute to the sustainability of the media industry as a whole.

SAIMED's cooperating partners include the Open Society Initiative for Southern Africa (OSISA), the Netherlands Institute for Southern Africa (NIZA) and Communications Assistance Foundation (CAF). Its other partners include the Southern Africa Media Development Fund (SAMDEF), the Media Institute of Southern Africa (MISA) and MISA chapters in the region.

SAIMED operates in the following eleven countries in Southern Africa: Angola, Botswana, Lesotho, Malawi, Mozambique, Namibia, South Africa, Swaziland, Tanzania, Zambia and Zimbabwe.

The organization offers some of its programmes at national level while others are offered at regional level. Programmes include mentoring, courses and Workshops on business management, marketing, strategic planning, financial management and board orientation.

Website: www.saimed.org

16. Southern African Journalists Association (SAJA)

The Southern Africa Journalists Association (SAJA), a project of the Brussels-based International Federation of Journalists (IFJ), was founded in December 2000 with the aim of representing the interests of journalists in the southern African region. The IFJ is the biggest organisation of journalists in the world, with about 500 000 journalists worldwide. It has its head office in Brussels, Belgium and the Africa Region office in Dakar, Senegal.

SAJA represents journalists and media workers from Angola, Botswana, Lesotho, Malawi, Madagascar, Mozambique, Mauritius, Namibia, South Africa, Swaziland, Zambia and Zimbabwe.

After being dormant due to operational problems the Association was revived by IFJ and FXI early this year in a move that was seen as a milestone in the quest to protect media freedom and freedom of expression in the region.

SAJA is responsible for assisting with the revival of national journalist association where they are weak so that the rights of journalists and the right of the public to know and have access to information are protected. It also serves as a platform for the sharing of experiences between different countries.

It re started its operations started on the 3rd January 2006 and is currently being housed by FXI in Johannesburg South Africa.

17. Southern African Media Development Fund (SAMDEF)

SAMDEF- a non governmental organization based in Gaborone Botswana - was established in 1998, as a media development arm of the Media Institute of Southern Africa (MISA). Its initial mandate was to provide finance, training, and development support to emerging media enterprises in the region. In an endeavor to realign the operations of the institution, a major restructuring exercise was undertaken in 2001. The restructuring exercise saw the creation of a new institution SAIMED (Southern Africa Institution for Media Entrepreneurship Development) which focuses on entrepreneurial development, research and training. SAMDEF retained the core business of providing media finance.

SAMDEF's strategic objective is to provide and facilitate access to affordable financing of the media in the Southern Africa region. The organization seeks to grow existing media and promote the establishment and growth of new media.

SAMDEF provides a whole range of services and products including loans, debentures, equity, quasi equity, preference shares, loan guarantees, syndication or co-funding, referrals and investment Advice

To qualify for the funding, one must be a citizen, resident or in partnership with a citizen of the following Southern African Development Community (SADC) countries: Angola, Botswana, Lesotho, Malawi, Mozambique, Namibia, Swaziland, South Africa, Tanzania, Zambia and Zimbabwe. Before applying SAMDEF requires that the applicant has a knowledge of the media sector he/she would like to venture into.

SAMDEF gets its funding from donors who bought into the concept of supporting media for the promotion of democracy. Its major donors are Open Society institute of Southern Africa (OSISA) and Free Voice from the Netherlands. Samdef has in the past received support from institutions such as USAID, Netherlands Institute of Southern Africa (NIZA), Inter Fund and IBIS.

Other strategic and cooperative partners include the Media Development Loan Fund (MDLF), PTA Bank, Trade Link, SAIMED, MISA, and OSISA.

For more information visit www.samdef.com

18. Southern African Media Training Trust (NSJ)

The Southern African Media Training Trust formerly known as Nordic-SADC Journalism Center (NSJ) was established in 1993 as a bilateral governmental institution between the Southern African Development Community and the government of Denmark. The acronym was kept when in 2001 the centre was transformed into the nongovernmental organization now referred to as the Southern African Media Training Trust. As a trust it is owned by FAMSA, MISA, the Southern

African Broadcasters Association (SABA) and the World Association of Community Radio Broadcasters in Africa (AMARC-Africa).

NSJ aims at providing high quality in-depth courses to develop the professional standards of mid-career journalists and strengthen media institutions through out the 14 countries of the Southern African Development Community (SADC). Since its establishment NSJ has held an average of 15 two-week-courses in a year and has trained about 2500 media practitioners and more than 140 media trainers in the region.

According to the organisations' impact study 87% of all people they have trained both from private and public media maintained that they can produce better journalism after the course they attended. The participants also maintain that they have experienced a marked improvement in work speed, accuracy, interviewing skills and critical analysis skills after training from NSJ. 90 % of the previous participants say they feel more confident and motivated while at least 30% say they were promoted as a result of the training.

NSJ has recently started a scholarship exchange programme and has set up an in-house training service unit for media institutions. 2004 saw NSJ collaborating with Rhodes University who started accrediting participants of the NSJ media management course half of the university's Post Graduate Diploma in Media Management.

For more information visit www.nsjtraining.org

NB: Please note that these may not be all of the region's media support organizations.

Additional information on other media support organizations in the region can be sent to communications@misa.org