



## **Recommendations from the Africa Regional Media Dialogue: The Role of Media in Africa's Development**

1. Harmonize and reinforce training and other capacity building programmes for African journalists on AU/NEPAD Agency major activities.
2. Publish all information material, to the extent possible, in other AU working languages in order to reach as many people in Africa as possible.
3. Target youth as one of the key audiences for information dissemination.
4. Take advantage of information technologies by setting up a small advisory team on training AU/NEPAD communication personnel in the use of social media tools.
5. Develop strategies or programmes that encourage interaction with the public and empower them to convert important messages into action.
6. Team up with other organizations and explore further training opportunities in journalism and social media.
7. Set up a network of stringers in Africa on thematic issues to contribute relevant stories to various publications on AU/NEPAD initiatives and programmes.
8. Identify a core group of senior editors who would serve as a mechanism for cooperation between AU/NEPAD and the media in projecting a better picture of the continent.
9. Invite international news organizations to the next media dialogue for robust discussions on covering African issues.
10. Expand, improve and be proactive in the provision of credible information to the media on AU/NEPAD initiatives and programmes. The focus should be on sustainable projects with consistent messages on what people are doing to improve local communities.
11. Designate high level champions who can promote and speak authoritatively about AU/NEPAD programmes.
12. Plan for events to mark important AU/NEPAD milestones.

13. Introduce or expand the awarding of prizes in different categories or sectors to encourage coverage of AU/NEPAD initiatives and programmes among Africans that could also serve as an incentive to encourage coverage of development issues.
14. Mobilize African media in diaspora to contribute to the image of continent abroad, and engage foreign media as allies.
15. Develop measurable outcomes with targets and timelines to report progress on opening up media space for public discussions in print or electronic media. Devise simpler ways of evaluating the impact of AU/NEPAD that the public could understand.
16. Expand the existing AU database of journalists to facilitate contact with journalists across the continent and abroad.
17. Repackage AU/NEPAD stories from technical to mainstream language to target different audiences. Find a bridge between what the experts are working on and what would interest the media.
18. Encourage South-South media dialogue for sharing of experiences and lessons learned.
19. Develop community media in rural areas using local languages and introduce new technologies at the local level.
20. Finalize and distribute the writers' manual on writing on African issues.