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REPORT OF THE CONFERENCE ON “AFRICA’S NEWS MEDIA: THE VISION, THE NEED AND THE RESPONSIBILITY”

**Jointly organized by the United Nations-affiliated University for Peace (UPEACE)
and the Nation Media Group, Kenya, in association with AWEPA (European
Parliamentarians for Africa)**

**Held at the Intercontinental Hotel,
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University for Peace
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OUR HOPE FOR PEACE



Nation Media Group



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Introduction

The conference, organized by the United Nations-affiliated University for Peace (UPEACE) and the Nation Media Group (NMG), Nairobi, in association with AWEPA (European Parliamentarians for Africa), was convened at the Intercontinental Hotel, Nairobi, Kenya, from 7-9 August 2006. The conference examined the challenges facing Africa's newsmedia – as a watchdog and educator, while promoting transparent governance, preventing conflict and building peace. Conference proceedings focused on responding to the following questions:

- How can the latest media development initiatives strengthen media capacity and improve journalistic standards?
- How can government and parliaments share information more effectively with the newsmedia to deliver peace, pro-poor policies and anti-corruption programs?
- How can Africa's newsmedia contribute to better informed perceptions of Africa in the eyes of the world?
- How can Africa benefit from the 'new' media?

Objectives

Noting the important new initiatives in support of Africa's newsmedia, the conference participants developed broad policy and practical recommendations geared towards:

- Outlining how initiatives for Africa's newsmedia can be utilized to optimize media development in Africa.
- Identifying ways in which journalistic standards in Africa can be raised and maintained.
- Developing requisite practicalities in setting up professional development exchange programs between Europe and Africa as well as between larger media groups in Africa and smaller African publications
- Establishing a functional relationship between the media and Members of Parliament, in the face of challenges to press freedom
- The establishment of sustained contact and communication between editors and broadcasters, across the language and ethnic divide, not least for the promotion of peace and reconciliation purposes.

Participation

The conference brought together over 100 delegates from 20 different countries. The delegate list included Parliamentarians from African countries; African media owners and European media managers; broadcast, print, online and community journalists; academics and members of the non-governmental community.

Methodology and Organization of Work

The conference was designed to be highly interactive, using expert presentations, group discussions, sharing of experiences and the development of recommendations. Discussion format made use of breakout sessions during which conference participants were divided into colour-coded groups (blue, green, orange, red, white and yellow). The groups were chosen to reflect the composition of the variety of professional backgrounds represented among conference participants. A chairperson was identified to lead the colour group discussions over the two-day conference. The goal here was to focus the discussions to attain the expected policy and practical outcomes of the conference.

Meanwhile a carousel system was adopted whereby discussants were identified to make short presentations across the groups. These discussants stimulated the discussion and engaged group members.

Recommendations

Resulting from all the analyses and discussions during the two day conference, key conclusions were reached forming the bases for recommendations made by the conference. The following recommendations are therefore put forward:

Recommendations on Public Broadcasting

1. There is the need for state broadcasters to evolve into public service broadcasters.
2. Public service broadcasters need to be allowed to develop and be protected in law.
3. Public service broadcasting should be geared towards ensuring universal access to information and fulfilling the developmental functions to fight poverty, promote justice and equality and foster transparency in governance.
4. It is necessary to ensure sustained funding of a public broadcasting service in every African country, thereby distancing public broadcasters from government controls.
5. Public service broadcasters must be assisted with obtaining access to frequencies, licenses and permits.
6. These public broadcasters must be assisted in developing content through personnel training and the provision of collaborative tools with other media.

Recommendations on Associations, Training and Codes of Ethics

7. There is the need for the harmonization of journalistic codes of ethics across Africa. However, journalistic self-regulation needs to be the preserve of independent national media councils. In order to safeguard ethics and professionalism, there is a call to make ethics part of a journalist's contractual obligation with potential employers.
8. Each country should have one strong journalists' association so that journalists could speak with one voice, while also determining journalistic qualifications similar to the legal and medical professions. This structure would also provide for internal mechanisms for correction through the use of ombudspersons and peer review.
9. Media training should span four rather than three years. The first and second years of study should encourage liberal arts and science education. Specialization in the craft of journalism should be shifted to the last two years. These training standards ought to be monitored by an accreditation body.
10. Media training should not end in the university environment. It ought to be embedded into career professional development, with media houses taking the lead in the organization of on-the-job refresher courses.

11. Journalism training should also emphasize the respect of professional codes and standards. Training on ethics must be revisited to ensure that journalists first understand and respect ethics. Ethics must reflect the African context. These discussions on media ethics need also to permeate the newsroom.
12. There is a need for a development of a peace journalism curriculum which would help journalists in their coverage of pre-conflict, conflict and post-conflict situations on the continent.
13. It is necessary to institutionalize exchange programs amongst African media houses and between African and foreign media houses to promote shared experiences which could be adaptable to local realities.

Recommendations on Media and Security in Africa

14. There is the need for the inclusion of conflict analysis and management in the media curriculum in journalism training in Africa.
15. There is the need for exchange programs between journalists from conflict and post-conflict societies and those from relatively more stable societies to foster the exchange of experiences.
16. It is necessary to educate the media on its role in post-conflict early warning and the post-conflict pursuit of justice, human security and peace building agendas.

Recommendations on Investment

17. There is the need for more investment in training and better resources for journalists, particularly outside the big cities.
18. Initiatives which help to give rural communities better access to media (for example through the creation of community radio stations) ought to be encouraged.
19. Funding from foreign donors in African media initiatives should be encouraged providing it does not involve political interference.
20. A Journalism Media Protection Fund ought to be set up to support journalists in times of difficulty and provide defense against human rights violations. A board of senior figures from African countries would be invited to lend their weight to this initiative. They would be used as an appeal of last resort should serious violations occur.

Suggestions involving Parliamentarians and the Newsmedia

- Drawing up of codes of ethics between parliamentarians and the newsmedia with regular peer review.
- Greater coverage of parliamentary proceedings by the newsmedia, including the work of parliamentary committees.
- Media training for parliamentarians to enable them to interact more effectively with the newsmedia.

Direct initiatives emerging from the conference

- There will be a new facility at the Nation Media Group for training journalists from other African countries. This will have the support of the Financial Times and training input from UPEACE.
- The Financial Times will promote the Sander Thoeness Scholarship, which provides for a three month attachment at the Financial Times, among African journalists.
- The Nation Media Group and the Financial Times will consider ways of addressing the information gap on the role of China in Africa.
- An interactive exchange will be promoted among journalists, broadcasters and participants in the conference to achieve and influence the objective of building a network of media for peace in Africa.
- El-Akhbar, the largest selling daily newspaper in the Arab world, will publish a UPEACE peace builders series on a monthly basis.

Details of Conference Proceedings

Day I: 8 August 2006

Opening Plenary

The conference was opened at 9:20 am on Tuesday, 8 August 2006. The opening plenary was chaired and moderated by Joseph Warungu, Editor, African News and Current Affairs, BBC World Service. Mr. Warungu made a short statement in which he welcomed the participation of the diplomatic, parliamentary and media communities at the conference. He also urged the conference participants to give their full attention to the conference as their recommendations would hold a key to some of the problems affecting the media's relationship with conflict, development and governance issues in Africa.

Ambassador Mohamed Sahnoun

In his opening address, Ambassador Mohamed Sahnoun, Adviser to the United Nations Secretary General and Vice-Chair of the Council of UPEACE, delivered a message from the UN Secretary General Kofi Annan. The message underlined the importance of the media in building peace and good governance. Interest was also expressed in seeing positive recommendations emerge from the conference.

Ambassador Sahnoun thanked the Nation Media Group for their contribution to the development of the newsmedia in Kenya and the region. While acknowledging Kenya's diverse and vibrant media landscape, Ambassador Sahnoun also praised Kenya for its role in promoting East Africa regional peace and security. He specifically cited Kenya's leading role within the Inter-Governmental Authority for Development (IGAD), which contributed to peace in Sudan and Somalia.

Noting the challenges facing African media in its coverage of governance, transparency and poverty, he called for better relationships between parliamentarians and the media. He also called on the media to stand up against manipulation and state interference, while stating that there was a fine line between press freedom and press responsibility.

He introduced UPEACE and its mission and pledged UPEACE's commitment to education for conflict prevention, management and resolution in Africa. He invited journalists to benefit from UPEACE's programs in different conflict-related subject areas, while calling for information sharing across media, academic, governmental and non-governmental communities.

Mr. Wilfred Kiboro

Wilfred Kiboro, Chief Executive of the Nation Media Group, followed Ambassador Sahnoun's presentation with an overview of the expectations placed on Africa's media; perspectives on Africa's current media capacity and functionality; the promise which the African Media Development Initiative (AMDI) holds for Africa and a pledge to contribute to professional development for media practitioners in Africa.

While noting the importance of a vibrant media to development, Mr. Kiboro pointed to the many logistical and financial threats to the optimization of media functionality in Africa. He also exposed operational challenges which the media face from the other branches of government, which were a constant threat to media independence. He exhorted Africa's media to adapt to the changing political landscape and to rise above the ethnic parochialism which characterizes politics in Africa's nascent democracies.

Mr. Kiboro also articulated the promise which AMDI (a result of the UK's Commission on Africa Report) could deliver to Africa's media. He used a study conducted under the auspices of AMDI across 17 African countries to exhibit the divergent views of media development on the continent.

Mr. Kiboro concluded by pledging the Nation Media Group's support for building media training along the lines of the Poyntner Institute in the United States of America.

Prof. Fackson Banda

Prof. Banda from the Rhodes University School of Journalism Studies picked up from where Mr. Kiboro had left off to speak on creating international support for media development initiatives in Africa. His presentation outlined the historical evolution of international media debates affecting Africa. He showed the ideological nuances emerging from the UNESCO New World Information and Communication Order debates of the late 1970s to current initiatives at funding media development in Africa. As Africa's media approach a new turn in their evolution, Prof. Banda articulated the functional and definitional challenges which the media continued to face. These include the systemic trends veering towards commercialized media, public service media or hybrid media systems.

He noted the problem of adequate funding to African media development. However, complexities emerge when Western donor agencies with ideological agendas offer conditionality-laden media development aid to Africa. He further underscored ways in which the African media could navigate this dilemma between ideologically driven aid and persistent media underdevelopment. His proposals included the need for African participation in media development initiatives, the infusion of culture in media development initiatives, and the acceptance of the commercial imperative as central to Africa's media development.

Despite existing financial and operational challenges, Prof. Banda saw opportunities existent within the contemporary African media setup. The opportunities he outlined included – the opening of public discourse with the globalization of democratization; the expansion of the African media landscapes to accommodate private entities through liberalization and deregulation; the privatization and commercialization of state media; and the harnessing of community participatory potential in the media process through media democratization.

However he also noted the challenges these opportunities posed with the re-regulation of media in some African countries; the global agenda against terrorism driving Western funding initiatives; and the exclusionary tendencies of many community radio broadcasters whose programming was more entertainment based than developmental.

Prof. Banda concluded by recommending the recognition of common ground between unfolding media development initiatives, regardless of the initiators. He called for the fusion of these initiatives into an identifiably Africa-driven and led media initiative. He noted the need for

partnerships with media development initiatives without sacrificing the 'individuality' of the African initiative. He also called for a truly global media development initiative that could mobilize financial, human and logistical resources to contribute towards resolving challenges facing Africa's media.

Martha Mogus

Ms. Mogus, from the Economic Commission for Africa, noted that in October 2005, the United Nations Economic Commission for Africa started a consultative process on 'Strengthening Africa's Media' (STREAM), the background of which was the Commission for Africa Report advocating the importance of a strong media in fostering good governance.

According to Ms. Mogus, this consultative process, supported by the UK's Department for International Development, has methodologically evolved through a structured and moderated e-dialogue and consultative meetings across the continent organized in partnership with regional media development agencies. The English/French e-dialogue has already involved nearly 400 participants, mainly from Africa. It was agreed that several physical consultation meetings would also be held. Consultation meetings for Southern, Central and West Francophone Africa have already taken place, with meetings for East and Anglophone Africa being planned and North Africa scheduled for December.

Ms. Mogus noted that the future of the STREAM project envisages the collection of perspectives and recommendations emerging from the e-dialogue and consultative meetings. These recommendations would provide the basis for a framework of concrete proposals for media development in Africa. These proposals would then be presented at a Stakeholders' Conference co-partnered with the BBC World Service Trust through AMDI. Here, proposals and frameworks would be refined prior to presentation at a donors' conference.

Discussion

Conference Chairperson Joseph Warungu, Editor, Africa News and Current Affairs, BBC World Service, opened the floor for discussion, inviting delegates to react to the initial presentations. Discussions covered food security and the environment, gender awareness, media funding and press freedom.

Media funding emerged as an important theme closely linked to the nature, development and viability of the media in Africa, especially in its quest to promote good governance and transparency while giving voice to the marginalized. Delegates highlighted the need for greater attention to be paid to the issue of media funding, which is linked to press freedom and potential for manipulation of the media. Concerns arose as to how the media could maintain their independence when caught between governmental controls and ideologically-driven funding agencies. On a more individual level, poor remuneration was identified as a factor for journalists' susceptibility to corrupt practices.

It was noted that there cannot be talk of media development in Africa without paying closer attention to the training of journalists, sub-editors and editors to staff Africa's news media.

Press censorship in Africa came into sharp focus with the case of Ethiopia taking center stage. Clarification was sought from Mr. Kiboro to explain the reason behind his pointing to Ethiopia as one of the most government-regulated media environments in Africa.

A concern was raised about the Anglophone focus of most media development initiatives in Africa despite the clear presence of more violations of press freedoms in Francophone African countries. From this concern emerged the proposal to streamline the understanding of both Francophone and Anglophone Africa through the equal representation of media development initiatives in both languages. Meanwhile there was also a call for the United Nations to intervene on behalf of journalists in countries where their freedoms were constantly under threat.

The discussions that ensued highlighted the need for Africa's news media to pay greater attention to issues relating to environmental degradation, food insecurity, rural health care and overall coverage of rural communities. By covering these issues, the media would be in a position to help inform and shape public policy which would affect often marginalized communities.

Following up on the agenda-setting function of the media, there was a call for a gender angle to be infused into the conference proceedings. It was noted that gender perspectives ought to inform media debates.

Media professionalism came under attack as it was noted that journalists often spend their time hunting public figures rather than raising awareness on salient developmental issues affecting large communities. Meanwhile, there was also a call for some media training to be given to politicians, parliamentarians and civil servants to enhance their interaction with the media.

Responses

Prof. Banda noted that Rhodes University offers formal training and professional development to journalists. On issues relating to media professionalism in Africa, he said that the transformation from closed to relatively open societies had also changed the emergent brands of journalism on the continent. With deregulation and the opening of African societies, a new band of a de-professionalized community journalist had emerged, hence the resultant dip in professional standards.

Responding to external funding for Africa's media development, Prof. Banda noted that Africans needed to clarify their own ideological interests so as to succinctly articulate them when necessary. While acknowledging the inevitability of ideologically driven funding, he projected that this clarification of interests would provide a coherent buffer against excessive conditionality.

Mr. Kiboro wore his hat as the former Chairperson of the International Press Institute (IPI) to respond to the questions relating to press freedom, noting that press freedom remains a global challenge. However, he also underscored the necessity of keeping up the struggle for press freedom. He further cited examples from his tenure as IPI Chair, when he had to write directly to the Ethiopian authorities requesting the release of jailed journalists.

Amb. Sahnoun re-echoed the importance of media coverage of environmental degradation. He also noted the importance of the media's role in raising awareness about the root causes of conflict. While stating that UNESCO's role is mainly descriptive, he pointed out that the UN

Council for Human Rights provides a great forum for pushing for the respect of press freedoms and also for contributing to the protection of human rights through media coverage.

Responding to the need for the harmonization of media initiatives across Anglophone and Francophone Africa, Ms. Mogus stressed the importance of Francophone media in the 'Strengthening Africa's Media' initiative. However, she noted that limited resources often stand in the way of achieving the full coordination of media initiatives across linguistic lines. However, she asserted UN-ECA's commitment to continue working in this endeavor.

Plenary Session II: Africa through the eyes of the western newsmedia – continued distortion or greater understanding?

The second plenary session revisited the issue of Western media coverage of Africa. Presentations were made by invited speakers as follows:

Lionel Barber

The editor of the Financial Times (FT) noted Africa's historical marginalization in the Western news media, which creates the connotation of Africa as a 'forgotten continent.' He attributed this factor to the global transformations which have relegated Africa to a sideshow as it struggles to compete for attention and resources with other global regions.

However, he portrayed a changing landscape within which Western leaders (as was seen in Blair's Commission for Africa initiative), economic forces (with a focus on energy and the rise of Chinese and Indian economies) and the evolution in new information technologies (and the creation of citizen journalists) are transforming media coverage of Africa. Adding to these broad factors, he noted the specific 3Gs which continue to influence media coverage of Africa – Geldof, Graft and Governance.

While cautioning against over-expectation in the media's capacity to effect change, he outlined the FT's interest agenda in Africa including open markets and open minds; portraying the role of the International Monetary Fund and the World Bank; covering energy security; post-conflict reconstruction; and perspectives on Zimbabwe after Mugabe.

He expressed support for Mr. Kiboro's initiative for media training enhancement through the setting up of a media training facility at the Nation and pledged the contribution of the Financial Times towards this endeavor. He also called on African journalists to take advantage of the Sander Thoeness Memorial Scholarship fund. This fund would bring journalists into the Financial Times newsroom, where they would be based for three months in exchange for professional development. He underscored his intention to be an avid listener at the conference and promised to take the feedback seriously.

Amanda Farnsworth

The Daytime News Editor for BBC TV started by showing short clips from news stories about Africa which have recently appeared on BBC TV. They included a feature on child labor in mineral extraction; famine; rape as a weapon of war and the rehabilitation of victims of rape; and child victims of conflict in Darfur.

While acknowledging that BBC TV has the ability to put news stories about Africa in front of British audiences, she underscored the time and space limitations within broadcast news presentation. However, she used the British Department for International Development's annual survey of public opinion to show that there was an interest in these stories about poverty in Africa – 82% of respondents chose television news as their most popular source of news on these issues.

Ms. Farnsworth, however, underlined the need to tell a greater range of stories about Africa. She showed clips about the encounter of two young braille pen pals (one British and one Sierra

Leonean); Chinese investment in the mobile phone sector in Nairobi; and connections between a school in Wigan, UK and a school in post-apartheid Soweto.

The supply of these positive news stories from Africa is being driven by audience demand for more sophisticated coverage of the continent. She argued that audiences are increasingly aware that issues such as climate change and terrorism are global ones. Audiences want to know more about the rest of the world.

While noting the Western journalist's perception of Africa as a difficult place to work, she called on the African media to help in setting and changing the agenda of how the continent is covered. She remarked that new technology is providing the opportunity for cheaper and easier access to some of the more remote parts of Africa. She recommended the need, through online journalism, for a database of reports on Africa that can be accessed at any time.

She concluded with the hope that demand factors, combined with changes in structural and operational factors, would lead to a more complex portrayal of Africa, capturing both the smile and the frown of the continent.

Godwin Agbroko

The Editorial Board Chairman of This Day in Nigeria started off by noting western misunderstanding of the African complaint levied against western media. He claimed that the African complaint is not about the nature of the coverage – whether good or bad. The complaint, he asserted, was with the absence of equal coverage and the lack of historical perspective in western media coverage of Africa. He also noted that colonialism may have ended, but structural imperialism still prevails.

He noted that the expectation for African countries to be democratic, for example, was unfair. Society in Africa is devoid of the operational and infrastructural prerequisites for democratic governance. With the use of anecdotal evidence from western media coverage of Nigeria and Colombia as drug countries, he questioned why drug consumer societies were not equally indicted in these same media.

He concluded by acknowledging the universality of the news business, stating that bad news sells everywhere. However, he reiterated the need for western media coverage of Africa to be given the requisite background for a better understanding of the issues facing Africa.

Discussion

Discussions focused on the deliberate negative portrayal of Africa in the western media, despite audience demands for more complex coverage of the continent. A conference participant deplored the continuous attempt by the BBC to pull individuals' heartstrings, rather than simply present the news. Meanwhile, the coverage of African crises (with western journalists 'parachuted' in) was also deplored, as it was noted that there were stories still evolving after the cameras had gone away. Another cause for concern lay in the coverage of conflicting parties without any coverage being given to the manufacturers of weapons.

The point was also raised questioning the focus on western media coverage of Africa, while Africa's own media coverage of the continent was also problematic. Here, the observation was

made that African media focused on coverage of the elite in urban centers at the expense of disenfranchised rural areas. Furthermore, the case of the media coverage of the conflict in the Democratic Republic of Congo was raised to call for less ideological and more objective and nuanced coverage. Meanwhile an indictment was made against African elite dependence on western media sources for news.

There was a call for demographic profiling to be done to reveal the needs of western consumers of news on Africa. Despite the preponderance of opinion against western media coverage of Africa, it also emerged that this coverage and exposure, in some cases, had compelled the arrival of relief aid and driven the negotiation process.

Responses

Lionel Barber noted that there is regular profiling of the Financial Times' audience. This profiling has revealed an ever-increasing interest in news from the world beyond national boundaries. However, he also noted the double standards being applied in the judging of the western media, observing that problems in Africa were often the root causes of the so-called distortions.

Godwin Agbroko stated that the problem lies in the concept of 'news.' Hence, until the concept of news has been revisited and revised, the same distortions of Africa would persist.

Amanda Farnsworth asserted that context is important in the concept of news. However, this context would be difficult to reveal in news coverage because of the limitations of time and space for in-depth coverage.

After this plenary, participants were notified of the groups to which they belonged and proceeded to work in breakout sessions.

Breakout Sessions

The breakout working sessions were designed along the following topical lines:

Session I: Delivering professional standards: nurturing ethical roots

Speakers: Robert Jamieson, Editor-in-Chief, the Chronicle, Malawi and Chair, Southern Africa Editors' Forum
Wambui Kiai, Head, School of Journalism, University of Nairobi
Goretti Linda Nassanga, Co-ordinator, Masters Programme, Mass Communication Department, Makerere University
Kwendo Opanga, Editorial Director, East African Standard

Session II: Developing media responsibilities on issues of conflict, peace and security

Speakers: Jean-Bosco Butera, Director, Africa Programme, UPEACE
Ignatius Kabagambe, Chief Editor, New Times, Rwanda
Kaari Murungi, Executive Director, Urgent Action Fund-Africa
Alfred Taban, Editor-in-Chief, Khartoum Monitor

Session III: Role of state and public service broadcasting – the newsmedia as a tool for social improvement

Speakers: Nikhil Bramdaw, International Affairs Manager, South African Broadcasting Corporation (SABC)
Mburugu Gikunda, Deputy Director, Media Focus on Africa Foundation
Kaitira Kandiji, Regional Director, Media Institute of Southern Africa (MISA)
Arlindo Lopes, Secretary General, South Africa Broadcasting Association

Reports from the breakout sessions are included in the appendices.

Plenary Session III: Mop-Up Session

At the end of the first day of the conference, the Chair, Mr. Joseph Warungu, invited the participants to engage in a mop up session. This session was intended to tie up the loose ends from the discussions of the first day of the conference. The issues discussed included media and democracy, media training, content development and the establishment of media associations.

Mr. Agbroko was invited to explain what he meant by his earlier assertion that democracy was not indigenous to Africa. To this, he responded by quoting the late Prof. Claude Ake, who said, "You cannot have democracy without democrats." Mr. Agbroko further asserted that it was impossible to have democracy in a society laden with poverty. However, Pär Grandstedt of AWEPA noted that no country could claim monopoly over the origins of democracy. Democracy was observed to be a work in progress, and using the case of Sweden, he noted that, even in Europe, democracy was a late development.

It was noted that the issue of media professional training and development was featuring strongly in the breakout sessions. The interlocutor also noted the lack of sustainability of media-related associations in Africa such as the African Council for Communication Education. This lack of sustainability was linked to the absence of funding, with a resultant impact on capacity development for journalism education in Africa. On another level, the participants outlined the need for individual exchange programs between African media houses.

This was followed by a call for caution with journalism training content development in Africa. It was stated that African media scholars and practitioners needed to take part in journalism education content development. Related to this was the need to emphasize the importance of community media development, which is inalienably linked to issues of poverty and development.

On a practical level, it was recommended that the current peace builders series, which is a product of collaboration between UPEACE and the Nation Media Group, be expanded. It was proposed that UPEACE consider engaging other media houses around the continent to publish this series, which was a valuable initiative.

Day II: 9 August 2006

Plenary Session IV: Democracy's Watchdogs – relationships between parliamentarians and the newsmedia

Salim Lone, former head of the UN's News and Media Division, chaired the second day of the conference in place of Quentin Peel, whose absence was caused by the crisis in Lebanon. Mr. Lone started off by acknowledging the presence of Financial Times representation at the conference. He proceeded to briefly acknowledge the openness of Kenyan society - an openness which is represented in its vibrant media. Despite this acknowledgement, he also pointed to the abysmal coverage of international affairs in Kenya's media. He alluded to simplistic website media content and navigability as another shortcoming of African media.

Mr. Lone set the tone for the second day of the conference by requesting that the participants work towards developing practical recommendations geared towards enhancing media performance in Africa. The second day started off with presentations by parliamentarians represented at the conference.

Pär Granstedt

The Vice-President of AWEPA focused his presentation on both the controversial and cooperative aspects of the relationship between the media and parliament. With specific examples from Africa, he underscored the important role of both media and parliaments in disseminating the goals and orientations of the Millennium Development Goals and the New Partnership for Africa's Development (NEPAD). He also looked at areas of complementarity between media and parliament, including African leadership in the development of Africa, the necessity for global partnerships, the role of informing publics and constituents and the role of highlighting concerns and giving feedback on specific projects.

However, he also noted the areas of tension, namely negative publicity and conflict, between parliaments and the media. Mr. Granstedt said that the negative publicity parliamentarians received from the media could either be justified or inaccurate and destructive. On the other hand, privacy and public interest often meant that restrictions had to be placed on media reporting. However, he also called for the need to understand the nuances between oppressive interests and private interests when restrictions were placed on the press.

Given an understanding of commonalities and potential areas of conflict, Mr. Granstedt called for the evolution of new interactions between parliament and the media. He called for increased mutual insight and understanding of their specific roles. He also noted the need for codes of ethics to guide the practice of media professionals as well as parliamentarians. He hoped that media training for politicians and meetings between the press and parliamentarians would produce more profitable functional relationships for both groups and their constituents. However, not to be misunderstood, he stressed the need for balance in this relationship, noting that there was no need for conflict, but no need for over-cooperation either.

Hon. Mary Karoro Okurut MP

The Ugandan Member of Parliament and former Presidential press secretary described the prevailing relationship between parliamentarians and the media in Uganda as characterized by

mutual suspicion. However, she noted that both institutions shared common challenges in society to serve as effective watchdogs. They also serve as platforms for discussion. However, in their quest to keep politicians on their toes, she called on the media to avoid being sensational.

She described the broadcast media landscape in Uganda and the presence of 140 FM stations. She noted that, with the addition of her own FM station by the end of the year, the number of stations would be 141. Despite this proliferation of FM stations in Uganda, she maintained that miscommunication still prevailed between politicians and the press. She used a number of anecdotes to describe her point about a journalistic penchant for sensationalism at the expense of accuracy. Hon. Okurut also pointed to existing gender bias in media coverage of female parliamentarians. She used the example of a female parliamentarian who lost a re-election debate because of comments about the way she was dressed made by a male colleague.

Hon. Okurut concluded by recommending the establishment of minimum standards to qualify as journalists. She also called for parliamentarians to become involved in the constitutional protection of the rights of journalists.

Tom Mshindi

The former CEO of the East African Standard noted that journalists and politicians were engaged in similar public service capacities. However the assumption that both understood the public's needs was argued by both. He noted that the media would continue to be a necessary evil, just as much as politicians were. The media, he claimed, were in danger of being too elitist.

Mr. Mshindi also spoke about some of the problems the media faced in covering their stories. These problems included the lack of access to government, limited time to fully investigate stories (given production schedules), inadequate training of media professionals and the lack of overall operational finances.

He recommended a review of the watchdog role and wondered whether that role was limited to pushing specific views. He also called for the education of journalists on the working of parliament and for parliamentarians to be trained on the workings of the media. In addition, he recommended that parliamentary proceedings be opened to media coverage.

Discussion

A representative from the Media Council of Kenya revealed that a recent study had shown that journalists did not know and understand the application of existing codes of ethics, which has no legal basis. However, it was also noted that talks were ongoing, in Kenya, for the adoption of a code of media ethics. Given the ethical dilemmas, which journalists faced in daily practice, it was recommended that in-house and journalism school training emphasized the importance of understanding and respecting media codes of ethics. The code ought to be taught article by article.

Established media houses were further called upon to open their doors to the training of young journalists –so that journalists could learn on the job.

It also emerged that the watchdog role of the press has been abused in the past, hence reservation in some circles about the media's power to be an effective watchdog. The media was called upon to win back the trust of its audience as a reliable feedback forum. The need was also articulated for the media to review its role in emerging democracies. On the other hand, it was noted that politicians had failed to understand the role and functioning of the media, hence the need for politicians to be trained in media relations as well. Overall, there was a call to talk about specifics of the media's role in development.

Discussions included the issue of media ownership, with a specific focus on politicians owning media houses. The question was raised as to how the agenda for media houses owned by political figures would be set. However, a word of caution was also raised relating to conglomerate ownership of the media in Africa.

Responses

Mr. Mshindi reiterated the need to review the roles of journalists and politicians. However, he noted that the responsibility to decide the importance of development-related issues should be left with the media. He noted that the issue of media ownership remained problematic given the danger which emerged with politicians owning media outlets and then using these same outlets to promote their political agendas.

Hon. Okurut pointed out the need for the training of the media on how to cover parliament and also the need to train parliamentarians on how to deal with the press in the process of nurturing democracy. She also used anecdotal evidence to show examples of how the media had trivialized important issues in the past. As for politicians owning media outlets, she asserted that, in the case of Uganda, there was a broadcast council which reviewed, regulated and licensed the broadcast sector, which helped to protect the broadcast system from abuse.

Mr. Granstedt noted the value of openness between parliamentarians and journalists. He called on media professionals to develop their own codes of ethics without interference from politicians. However he urged the media to set up peer review mechanisms to enforce the respect of these codes of ethics. On the question of politicians owning media, he pointed to the case of Italy where Silvio Berlusconi (owner of the country's major broadcast network) lost the elections to Romano Prodi.

After these discussions, conference participants were once again referred to their groups to proceed with breakout sessions.

Plenary Session V: A Pan-African news approach: the ambition – the reality

Salim Lone welcomed conference participants from their breakout sessions and invited them to the presentation by Salim Amin, CEO of Camerapix.

Salim Amin

The CEO of Camerapix centered his presentation around the future of 24 hour news and information broadcasting in Africa. The A24 Media channel was presented as an African response and alternative to the leading 24 hour news channels . Mr. Amin articulated his vision to revolutionize news and information in Africa and to set a new African news agenda by providing an African perspective and voice on issues affecting Africans. This was the rationale behind A24 Media, which was not intended to be a public relations channel for Africa.

He elaborated on the legal, managerial, human resource and infrastructural groundwork undertaken to make this vision a reality in Autumn 2007, with its headquarters in Nairobi. However, he also highlighted the challenges which stood in the way of the project's launch. The plan was to have two man news teams in 44 different African countries. The initial language of broadcasting would be English, with plans for future expansion into French, Arabic, Portuguese and Kiswahili. A24 Media would be a publicly traded company which would seek to recruit the best and the brightest in both management and journalistic roles. The intention was to create participatory ownership of the company and its vision by offering attractive stock options to employees.

The content of A24 Media's programming would cover issues relating to development, public health, finance and investment, culture, gender and conflict in Africa. A24 Media would work to form partnerships with partner broadcasters in other African countries.

Discussion

The discussions which ensued reflected concern at the prospects for success of this venture where others had failed before. Some of the previous impediments to the development of 24 hour broadcasting in Africa include the absence of a single harmonized media policy for Africa. It was recommended that Mr. Amin lobby the African Union to support the project.

The question was also raised as to whether this would be another elite channel which would further marginalize rural communities. Mr. Amin was asked how the absence of communication reception equipment in rural communities would affect his vision. He was also called upon to expound on the potential costs of this service.

While lauded for his ambition, Mr. Amin was asked to talk about how he would manage the licensing for the broadcast of games from the Football World Cup due to take place in South Africa in 2010. He was also asked to explain how established news and information news channels would react to competition from a new channel.

Responses

Salim Amin said that he was aware of the negative comments that had impacted on the project from vision to imminent execution. He also noted that he had to work with and around Africa's bureaucracies on a case by case basis. He reiterated his interest in developing content sharing partnerships with local broadcasters, thereby developing co-dependent working relationships.

He further noted that A24 Media is planned as a free to air channel which would only require a receptor device to access it. Since A24 Media is looking at operating on a multi-platform distribution interface, he promised that they would go beyond television to the use of mobile technology for distribution. As for making Africans part of this vision, he projected the release of A24 Media Initial Public Offerings so that the stockholders would become stakeholders in the vision as well. However, he stated that no entity would be allowed to control more than 12% of the company's stocks, thereby curbing any attempts at exclusionary ownership.

Mr. Amin claimed that A24 Media would not be a threat to established international news channels because they do not provide enough coverage of Africa. If anything he would seek to develop working relationships with them so that they could exchange feeds.

To create corporate uniformity within A24 Media, Mr. Amin noted that training courses for their staff will start in the first quarter of 2007. With the infrastructure in place, he projected that the overall operating costs would reduce. However, he pledged not to commit to a specific date for start of operations until the business plan has been fully financed.

With regards to coverage of the 2010 World Cup in South Africa, he said that A24 Media was not a sports channel. He asserted that his channel would cover the stories behind the games and the teams taking part in the competition.

Plenary Session VI: New Media: New Opportunities

Gareth Benest

The Editor of One World TV spoke on the impact of new information technologies on the democratization of journalism and content management. He asserted that information consumers had become more powerful in determining media content and delivery methods. He noted ways in which One World had contributed to giving consumers tools with which to become information producers.

Through the provision of clearing houses for the distribution of individual images and content, One World has helped provide an alternative perspective from the traditional news media. To upgrade the quality of content, One World also provided online editing tips and aids. However, given that many of these technologies were developing faster than the legal regulatory regimes which regulate their use, there are many risks which emerge with online content use and distribution.

Priscilla Jere

The Director of One World Africa talked about ways in which One World Africa has been engaging local communities across Africa. She believed that new information technologies were giving people the requisite tools to become more participatory in their social, political and economic lives. These new information technologies, she noted, had challenged the traditional power of the media thereby empowering the consumer to be both consumer and producer of information.

She used the example of how One World Africa had worked with communities to deal with poverty by providing them with direct access to commodity pricing and market information. This eliminated the need for a middle trader. She also mentioned the case of Zambia, where computers had been made accessible to communities through open community schools. Phone-in radio programs had also become popular tools for community advocacy. Meanwhile, mobile phones were used for job, health alerts and community news in Kenya.

However, she noted that the main effectiveness in dealing with development problems lay in convergence of traditional (such as radio and print) and new information technologies (such as mobile phones and computers).

Discussion

New media has allowed phenomenal rural participation in national policy debates. While new media is generally considered liberating, opponents of the free flow of information saw it as more subversive than progressive. Participants were concerned that the upsurge in appreciation for, and use of, new media might attract restrictions from governments across the continent as in the case of China. Further discussions presented the view that African communities and governments were tending less towards censorship, and embracing increasingly tolerant approaches to information access. The level of censorship, as witnessed in China, would require much more state muscle than is currently available in most African states. Citizens and the media had a critical role to play in ensuring that governments did not censor the use of new media to access information.

There was a great deal of interest around the possibility of governments capturing new media as a propaganda tool. The panelists were of the conviction that while the chances of this were high, especially during election times, citizens would be quick to distinguish between useful government information and cheap propaganda.

The cost of new media was also addressed as a key concern. There were strong sentiments from the participants that in as much as new media could be considered expensive, such high importance was attached to it by businesspeople, farmers and other citizens that they were willing to pay well for its use. The ever-growing informal sector placed a special premium on new media. Current advances in technology and the increasing entrance of new providers signaled that 'the only way is down' for the cost of new media.

Appendix I: Report of Blue Group

Chair: Charles Kimathi, Nation Media Group

Session I: Delivering professional standards – nurturing ethical roots

Speakers: Wambui Kiai, Head, School of Journalism, University of Nairobi
Robert Jamieson, Editor-in-Chief, the Chronicle, Malawi and Chair, Southern Africa Editors' Forum

Wambui Kiai commented on the lack of debate on the role of the media in Africa. Specifically, she noted that Kenya does not have a media policy. Only a definition of the media's role would position it vis-a-vis other institutions and in relation to the populace which it seeks to inform, educate and entertain. Despite the absence of a media policy in Kenya, she underscored the need for the media to conduct needs assessment to understand community expectations of the media.

In the fulfillment of their journalistic roles in society, Ms. Kiai stressed the need for training in both journalistic practice and ethics. However, she noted the need for training on media ethics to be an ad hoc process through workshops, seminars and conferences. She also held the view that only journalism students ought to become journalists.

Robert Jamieson started off by noting the need for African media to be driven by an African agenda. He observed, however, that these directional imperatives ought to be pursued with the utmost respect for ethical and professional standards. He deplored the fact that the journalism profession did not have similar regulatory codes and institutions as the medical and legal professions.

Discussion and Recommendations

The discussions focused on ways to institutionalize and promote self-regulation of the journalistic profession. The emphasis here was on how codes of ethics could be developed, enforced and harmonized across Africa. These discussions led to some recommendations.

- There is a need for journalism committees, councils and associations to be created and strengthened (where they already exist). These councils should cater for the accreditation of journalism training institutions and the harmonization of ethical codes of journalistic practice across Africa.
- Press complaint commissions ought to be set up. These should be led by ombudspersons and function as peer review mechanisms.
- It is necessary for established media groups, such as the Nation Media Group, to help fledgling media groups in their developmental steps.
- Ethics must not infringe on the rights of journalists as citizens and professionals.
- Training on ethics must be embedded into the curricula of journalism training schools.
- Young talent should be nurtured and mentored to maturity.

Session II: Role of state and public service broadcasting – the news media as a tool for social improvement

**Speakers: Kaitira Kandjii, Regional Director, Media Institute of Southern Africa (MISA)
Nikhil Bramdaw, International Affairs, South African Broadcasting Corporation (SABC)**

Kaitira Kandjii noted that, given the social development implications of public broadcasting, its operation ought to be completely divorced from the state. Describing the prevailing situation in Africa, he said that public broadcasters working in close cahoots with the state become part of state propaganda machinery.

Nikhil Bramdaw provided a historical look at SABC and its troubled encounters with centers of power in South Africa. SABC preferred not being part of government machinery. However, he noted the African National Congress's dissatisfaction with that arrangement because they sought to control information flows through SABC. He noted that 80% of SABC's total revenue came from advertising, while observing that this portion was excessive given the possible interference of commercial interests in public service broadcasting. However, difficulties remained as to where to source funds to replace the contribution from advertisers.

Discussion and Recommendations

- Government and press are not enemies, hence they ought to develop a working framework.
- There is the need for better training and remuneration of journalists.
- Legislation should be put in place to protect journalists.
- Fiscal initiatives should be installed to motivate investment in the media industry.
- It is necessary to promote capacity building within the government to generate a better understanding on the role of the press.
- There is a need to make both governments and media owners appreciate the role of a free press in the democratic process.

Session III: Developing media responsibilities on issues of conflict, peace and security

**Speakers: Richard Akum, Consultant, UPEACE
Ignatius Kabagambe, Chief Editor, New Times, Rwanda**

Richard Akum talked about the coverage of peace and conflict in Africa. He observed that the media coverage of the Sudan Peace Process had been understandably minimal because of the ebbs and flows of the peace process which lasted over 30 months. He noted that conflicts evolve in phases, and the media could serve different social responsibility roles in the different phases of conflict evolution. The media could serve in an early warning conflict preventive role, as well as contributing to covering the developmental gains and challenges of post-conflict reconstruction. He asserted that media training of journalists must necessarily include a module on conflicts and that policy on media coverage of conflicts in Africa needed a fresh look. He also recommended the fostering of regional-cum-national coverage of internationalized conflicts in Africa.

Ignatius Kabagambe noted that the media industry in Rwanda remains a tricky business given that it is still reeling from its role in the genocide. While the government has been keen to support press freedoms, the media feel a need for social responsibility through self-censorship.

This guilt has limited media coverage ideas and the media ought to regain trust in its work as it engages in social responsibility reporting.

He also asserted that, at times, media ownership influenced editorial policy, but quickly noted that they were lucky to have some 'clean owners' – individuals who have nothing to lose when it comes to objectivity – at the moment. He also noted that the profession of journalism could not be divorced from an individual's sentiments and sensitivities.

Discussion and Recommendations

After an animated and participatory discussion, filled with anecdotes of media coverage of conflict across Africa, some recommendations emerged.

- An early warning system where journalists serve a conflict preventive role ought to be developed.
- There is the need for conflict analysis and resolution to be infused into media professional development and journalism student education.
- There is the need for social responsibility in reporting within societies emerging from protracted social conflict.
- It is necessary to have sustained exchange programs among journalists from countries across different stages of the conflict evolutionary spectrum – a process that might be driven by UPEACE.
- There is the need to develop web-based conflict analysis training for media practitioners.
- Journalists need to cover other resource based conflicts (oil and water) in the same way that the diamond conflicts of Sierra Leone and Liberia were covered.

Appendix II: Report of Green Group

Chair: Joseph Warungu, Editor, African News and Current Affairs, BBC World Service

Session I: Developing media responsibilities on issues of conflict, peace and security
Speakers: Ignatius Kabagambe, Chief Editor, New Times, Rwanda
Kaari Murungi, Executive Director, Urgent Action Fund-Africa

Ignatius Kabagambe noted the lack of total press freedom in Rwanda due to the genocide, which has instilled sustained levels of fear within society. He deplored the lack of media independence due to the media's obsequiousness to their owner. This presented a risk since media ownership in Rwanda was concentrated in the hands of politicians and businessmen who lacked media training. The priority of media owners seemed to lie in the popularity of their publications rather than the social responsibility roles they ought to be performing in a post-conflict society.

Mr. Kabagambe recommended that despite the difficulties afflicting media in a society emerging from the shadows of genocide, the government ought to give the media the benefit of the doubt. He also underscored that journalists deserved to be treated and understood as citizens first before serving as journalists in the profession.

Kaari Murungi noted that Urgent Action Fund-Africa monitored media content and urged the media to engage in the self-reflective process of content monitoring. She recommended the need for situational analyses to be conducted across different countries to evidence trends of societal vulnerability to media manipulation.

This analysis, she contended, would establish fault lines in media coverage of gender, corruption, environment, economy and natural resources issues. This would provide opportunities for media action in conflict prevention.

Ms. Murungi also noted the need for legal, ethical and other regulatory regimes to protect and guide journalistic practices and not to impede media freedoms.

Discussion and Recommendations

The group discussion following the presentations was centered around issues of training, poverty and multiple levels of media controls. Participants identified the need for the development of journalistic competence through training, which was planned within evolving political, social and economic situational parameters in African countries. Journalists needed to enrol in courses relating to their field regardless of years of experience. Media owners required mandatory training as well so that there was a synchronized understanding of media roles and functions between owners and journalists.

Given the small size of most media houses, it was stated that journalists went for training at intervals. This created the need for trainers to conduct in-house training sessions to engender teamwork in the skill building process.

Low remuneration for journalists was identified as a factor contributing to low journalistic standards. The minimal salaries in the communication industry create the perception that journalists are not valued. These low salaries enhance their vulnerability to corruption and, thus,

the distortion of information. Despite these poor economic conditions, investments in media in Africa and their physical infrastructure also come under attack. The example of the Gambia, where arson attacks on media premises have been witnessed in the past, was also used to highlight the volatility of investment in the media.

The participants discussed issues of political ownership of the media and ways in which it affected media content.

Session III: Role of state and public service broadcasting – the news media as a tool for social improvement

**Speakers: Mburugu Gikunda, Deputy Director, Media Focus on Africa Foundation
Arlindo Lopes, Secretary-General, Southern Africa Broadcasting Association**

Mburugu Gikunda began by articulating the difference between state and public broadcasters. State broadcasters were noted to serve the interest of the state or those in power at the expense of the public. Meanwhile public broadcasters operated in the interest of the public good. After a historical look at the propagandistic roots of the introduction of broadcasting in Africa by the colonialists, he addressed contemporary challenges faced by broadcasters in Africa. Specific challenges identified included lack of access to information, poverty, high illiteracy levels, threats to human rights and freedoms and poor infrastructural development.

Mr. Gikunda noted that given the oral and visual nature of the broadcast medium, despite illiteracy, this medium could serve a number of social improvement purposes. Specifically, broadcasting could create a better understanding of root causes of disease and how to avoid them, could provide requisite market pricing information to agriculturalists, and, in the case of public broadcasting, could challenge the audience to stand for their rights. Despite these possibilities, some areas were said not to have electricity. Meanwhile, poverty also prevents many families from investing in either a television or a radio set.

He noted that, on the skill level, the absence of institutions offering broadcasting at a degree level is problematic. He asserted that training is essential, hence the need to establish an institution to cater for broadcast media professionals.

Arlindo Lopes covered issues of broadcast media content quality and partnerships in his presentation. He began by noting that poor broadcast content in Africa is a function of lack of resources. He underscored the necessity of finding funds or partners willing to assist in improving broadcast content quality. This will lead to the production of more credible programs.

He also stated the need for public and private broadcasters to meet annually to discuss issues affecting them and craft a forward-looking vision. It was important to have a group like the Southern African Broadcasters' Association to address broadcasting issues.

Discussion and Recommendations

The group discussion focused on media ownership and training within the broadcast sector. Affirming the major role that media owners play in determining broadcast content, the participants saw the need for the establishment of an association grouping both owners and journalists. This body will be monitored by an independent body, preferably an international one, to avoid interference from factors both within and without.

Meanwhile, participants also saw the need for existing legislation governing ownership and operation of broadcast media to be refined to reflect current political, economic and social realities.

There was finally a call for the training and retraining of staff, especially in the light of technological advances in the area of broadcast newsgathering and dissemination.

Appendix III: Report of Orange Group

Chair: Salim Lone, former head of the UN's News & Media Division /Tom Mshindi, former CEO of the East African Standard

Session I: Role of state and public service broadcasting- the newsmedia as a tool for social improvement

Speakers: Arlindo Lopes, Secretary-General, Southern Africa Broadcasting Association
Mburugu Gikunda, Deputy Director, Media Focus on Africa Foundation

Salim Lone, who co-chaired the session with Tom Mshindi, began the session by deliberating on how the African news media should strategize on the way forward in its role as a tool for social improvement. In an era of globalization there was need to create workable relationships with other media organizations across the globe to enhance news coverage on the continent.

Arlindo Lopes began by laying down a possible framework of partnerships among media organizations. His proposal was for collective responsibility to foster social development. He argued that closer cooperation among media organizations had the advantages of improving on professionalism and culture promotion programs while at the same time integrating commercial and community interests. He exemplified SABA (Southern Africa Broadcasting Association) as a successful initiative. According to him, collaboration among media organizations e.g. AMDI, STREAM etc, governments and the civil society was the key to social improvement.

Mburugu Gikunda distinguished between state broadcasting and public service broadcasting with the former being government owned and funded and the latter being an independent entity whose role is to serve the public interest. The public broadcaster has an upper hand in social improvement if independently handled. In Africa, he cited lack of adequate legislation, content development, inadequate training and infrastructure development as drawbacks to effective public broadcasting.

Discussion and Recommendations

In response to these speeches was a concern among group members on the funding of a public broadcaster. While a state broadcaster was funded through taxpayers' money, a public broadcaster would have to seek support elsewhere. It was agreed that state broadcasters should not compete with public or private owned broadcasters for commercial interests. However, it emerged from the Francophone nationals that their public broadcasting services are those of the state. This is to imply that there is no difference between the two. The members then agreed that there was a need for a standard definition of the two.

Session II: Delivering professional standards – nurturing ethical roots
Speakers: Wambui Kiai, Head, School of Journalism, University of Nairobi
Robert Jamieson, Editor-in-Chief, the Chronicle, Malawi and Chair, Southern Africa Editors' Forum

Wambui Kiai emphasized the need for ethics in African journalism with journalists urged to put public interests first. She said that the issue of ethics is not well discussed in African journalism because society does not take part in media actions. Central to this anomaly is the fact that

there does not exist proper training of journalists on codes of conduct and critical thinking. However, training alone is not enough since the socialization process in society also plays an influential role in one's ethics. Another ongoing concern over the media is the challenge of self-regulation that would act as a watchdog over journalists' codes of practice.

Robert Jamieson decried the fact that African news media is largely driven by the political agenda. He proposed a deeper commitment by media leaders on the role and purpose of the media. He also told members that there is need for parliamentarians to recognize the role of the media failure to which cheap journalism contributes. He recommended the drafting and enforcement of a code of professional conduct for the industry. His idea was to bring media houses together to establish media councils and unanimously agree on their policies. His other contribution was to have members deliberate on a continental or pan-African media council.

Discussion and Recommendations

The members gave country experiences with issues relating to journalistic codes of ethics. Central to the discussion was the idea of self-regulation. One member suggested the drafting of an internal code of conduct to check on ethics in media houses. Members agreed that there was a need to create a standardized form of recruitment where only trained journalists were accepted into the profession. While embracing self-regulation, it was recommended that statutory legislation would be self-defeating since politicians could not be trusted when creating such a law. Some members felt that a regional media council would not be workable since all countries operate within different environments and face different challenges in the media industry. Therefore an independent, local media council would prefer this role. Efforts should then be made to have a media council that has *"teeth to bite"*. Members also called for journalists who would educate and appreciate culture.

Appendix IV: Report of Red Group

Chair: Fackson Banda, SAB-Miller Chair of Media & Democracy, Rhodes University School of Media and Journalism Studies, South Africa

Session I: Delivering professional standards – nurturing ethical roots
Speakers: Goretti Nassanga, Co-ordinator, Masters Programme, Mass Communication Department, Makerere University
Kwendo Opanga, Editorial Director, East African Standard

Goretti Nassanga noted that a profession had the following characteristics – a body of knowledge; a self-regulation mechanism and an association through which members associate on a voluntary basis. While journalism has a body of knowledge, it lacks minimum standard entry requirements and a mechanism for self-regulation. Even if such mechanisms were developed, it would be difficult to identify who they would apply to.

Media exists to serve the public, and as such, must be accountable to the public in the same way that government, through parliamentary committees, is accountable to the public. One possible means of accountability is through an independent statutory council. Such a council may however face challenges due to interference and lack of objectivity when arbitrating between the media and the public. The common predisposition of the media towards the urban areas, where buying power is greatest, and towards entertainment at the expense of education and information was also noted.

Kwendo Opanga put the focus on training of journalists, specifically addressing the issues of the number of training institutions available and the quality and relevance of the training they offer. Liberalization had led to an extremely high demand for well-trained journalists, the mushrooming of private training colleges and an influx of poorly and inappropriately trained journalists in the market. High competition among media firms had resulted in 'poaching' of staff, especially among top firms. This has, in many cases, resulted in inflated salaries, adversely affecting the bottom line of these firms. There is a tendency for African media to be pre-occupied with politics at the expense of science and technology and other informative and educational topics, and a reluctance to support African news by offering balanced coverage of Africa themselves.

Discussions and Recommendations

Poor training has hampered the ability of journalists to understand, integrate and disseminate the issues in news. Community media, especially radio, is especially problematic because, despite the fact that it has displayed the highest rate of growth over the last decade, it faces significant challenges in terms of human resources forcing such media to severely compromise with professional standards. Media pluralism has led to a tendency towards audience segmentation, raising ethical issues. Poor pay, alongside a lack of pride in the profession and lack of appreciation of the importance of ethics in journalism, were identified as key causes of corruption in journalism – so-called 'brown envelope journalism'.

- Establish uniform standards for all media and journalism institutes and look into the possibility of establishing media labs where such standards can be taught
- Pay should be commensurate with the level of training and experience
- Nurture a sense of professional pride and ethical roots in the media

- Ensure any media regulatory mechanism is well represented by media stakeholders, including a variety of practitioners and consumers
- Increase focus on collaboration rather than competition between media firms.
- Promote a better understanding of regulation and multi-stakeholder representation (especially non-state actors) in regulatory bodies.

Session II: Delivering media responsibilities on issues of conflict, peace and security
Speakers: Alfred Taban, Editor-in-Chief, Khartoum Monitor
Jean-Bosco Butera, Director, Africa Programme, UPEACE

Alfred Taban laid down the responsibilities of the media concerning conflict, peace and security. Conflicts of interest arise where competing interest groups attempt to use the media as a means of perpetuating conflict, as was the case in Rwanda in the months preceding the genocide. The media must report the views of its readers on issues of peace – and how to encourage peace - especially where there are conflicting interests and competing demands for natural resources. The media has a responsibility to focus on justice through an emphasis on democracy as a means of ensuring stability, to reduce regionalism as a means of encouraging more equitable distribution of wealth, and to better reflect the interests and concerns of rural and marginal areas.

Jean-Bosco Butera emphasized the importance of developing media capacity as one of the key channels of reaching the population. Responsible media was defined as that which serves the public interest as a reliable, balanced channel and accommodates feedback mechanisms through which the public can air their views on pertinent issues.

Capacity building is integral to ensuring that the media can carry out its responsibilities in issues of conflict, peace and security. UPEACE is keen on building symbiotic relationships between academia, research institutions, non-governmental organizations and civil society organizations to raise awareness on issues of peace and security in Africa. The group also learned of the UPEACE/Nation Media Group 'peace builders' series that focuses on celebrating unsung heroes in peace-building as a means of promoting peace. It sends a message to society that peace-building efforts pay off.

Discussion and Recommendations

- Promote alternative (participatory) and decentralized media as a means of ensuring adequate coverage of rural issues on a day-to-day basis, empowering people and providing a voice for the population as a means of resolving conflict.
- The media should take specific steps to set the agenda of informed intellectual discourse in society. This will include devising more appealing ways of packaging positive, informative and educational content on conflict resolution and peace building to increasingly inspire demand for such news.
- Promote a moral understanding of the roles and responsibilities of the media in conflict, peace and security by establishing media rules on communicating, through a consultative process, and extending these rules to national law.
- The media should foster stronger relationships with grassroots organizations and emphasize collaboration with such organizations for better coverage of local issues.

Session III: Role of state and public service broadcasting – the newsmedia as a tool for social improvement

**Speakers: Nikhil Bramdaw, International Affairs, South African Broadcasting Corporation (SABC)
Kaitira Kandjii, Regional Director, Media Institute of Southern Africa (MISA)**

Nikhil Bramdaw said public service broadcasters are charged with the responsibility of providing informative, educational and entertaining information for the public good. Using the case of SABC, the presentation identified propensity to partnerships, the restoration of human dignity and the projection a vision of a common future as some desirable values of a public service broadcaster.

There was a need to ensure independence and to promote linguistic diversity and appropriate airtime for educational and religious programs. Other discussion points included the existence of mechanisms to measure the implementation of public service broadcasting policies, provide redress where there are grievances, encourage youth participation in public service broadcasting and ensure accountability and transparency, especially in state-funded broadcasters.

Kaitira Kandjii emphasized the importance of transforming the ownership of state-owned broadcasting services to truly public service broadcasting. This would entail, in part, the establishment of independent regulatory authorities, ensuring the independence of public service broadcasting boards. They would also ensure that journalists at public service boards are subject to journalistic standards and ethics and not to a public service Act of Parliament. The perception of the media as a conduit of communication was also expressed as a point for discussion.

Discussion and Recommendations

The importance of sustained, independent funding for public service broadcasters was stressed. Discussants expressed concern over the culture of protection for state-owned broadcasters through unfair laws that jeopardize the existence of a level playing field. The excessive interference at board and top management levels which severely compromises editorial content in public service broadcasting was also highlighted. The discussions lauded community radio stations as indispensable channels for reaching wider, more diverse audiences.

- There is need for a paradigm shift for the media to function as an extension and amplification of public expression rather than as a conduit of communication prone to state interference.
- It is critical that public service broadcasting corporations reassess their income flows and experiment with mixed funding models that will maintain independence and competitiveness for a level playing field. Funding models should incorporate mechanisms for ensuring transparency and accountability.
- Governments should consider setting up a media development fund or devising a mechanism through which licensing fees can be distributed among media players.
- Journalism in state and public service broadcasting should be demystified through the setting-up of more internship and work-study programs where young people can learn about operations in these organizations.

- Community radio should be strengthened as a significant form of public service broadcasting
- Broadcasters should undertake extensive research in a bid to know their audiences and as a step for introducing more appropriate programming.
- Producers should be trained to better package human interest and educational stories to attract larger audiences

Appendix V: Report of White Group

Chair: Amanda Farnsworth, Daytime News Editor, BBC TV

Session I: Role of state and public service broadcasting – the newsmedia as a tool for social improvement

Speakers: Kaitira Kandjii, Regional Director, Media Institute of Southern Africa (MISA)
Nikhil Bramdaw, International Affairs, South African Broadcasting Corporation (SABC)

Kaitira Kandjii said that the state should not have the power of day-to-day control of running state media. State broadcasters today are not forums for democratic debate because they are highly censored. The state should instead act as a regulator in the offering of licenses to frequency stations and in enforcing laws for the media.

State broadcasters should be transformed into public broadcasters, as in the case of SABC, which is government regulated but still a public broadcaster. State broadcasters should not report to the Minister of Information, nor civil servants, but should be given their own identity.

Nikhil Bramdaw informed the group that, this August, SABC celebrated its 70th anniversary. As part of the celebrations, the organization took time to look at its transition from being state owned to a state-owned but public service broadcaster. But much remains to be seen and appreciated. Main observations in their transformation included major criticism of the news section. There was less organizational interference but policy issues were basically ignored.

His main concern was the expectation of state media as a tool for development communication and social improvement. Mr. Bramdaw stated that the two had to be negotiated as neither can work without the other. Additionally, SABC have tried to find other ways of funding for the broadcaster rather than through commercialization. He also noted that the media should look at changing the genre of reporting to give development journalism an interesting angle.

Values are important in separating the working of the two. SABC's values include: public service broadcasting, conversations and partnerships between stakeholders, restoration of human dignity and building towards a common future.

Get them while they are young. This is achieved through offering school tours to the station to get a feel of the media world. The challenge: 'Is there a complaints centre that viewers can go to when dissatisfied' was also included in the discussion. He closed with the question: does state owned-media necessarily translate to state controlled media?

Discussion and Recommendations

Dialogue opened with the note that it is not automatic that there is a visible difference between public service and state owned broadcasters. South Africa is possibly the only country with a regulated media. A member noted that state run broadcasters are today under pressure to be objective because of competition from the independent media, which is more popular than they are. However, there is difficulty in being objective in poorer countries where corruption is high within the media. Others noted that public broadcasters should take advantage of this commercialization from private media to carry humanitarian reports, which would otherwise not be there.

The language issue was highlighted in the case of Egypt's media, which broadcasts in English and the local language. Their English media is more liberal because their audience is different. Additionally there is need for contextualization of African issues before translating and broadcasting them to English audiences, otherwise problems arise. One member of the East African Parliament defended state owned media stating that their reports were objective and accurate because of the highly qualified practitioners hired there. Private media tends to focus on the commercial imperative -distorting facts to make more money.

Session II: Developing media responsibilities on issues of conflict, peace and security
Speakers: Kaari Murungi, Executive Director, Urgent Action Fund-Africa
Ignatius Kabagambe, Chief Editor, New Times, Rwanda

Kaari Murungi noted that research studies have shown that nations in transition are the most vulnerable to manipulation. This has been the case of Kenya post 2002 elections and Rwanda during the genocide, yet it is at these moments that there is more space in the creation of new media. Media practitioners were urged to be very careful about language, especially in the case of FM stations. They gave examples of some Kenyan FM radio stations which used their indigenous languages to create conflict and hatred of other communities during the recent referendum.

Her recommendations were:

- Ensure structured reforms in media. There should be real plurality in ownership and diversity in the journalistic core of an organization - for instance, management should not all come from one tribal grouping.
- Journalistic competence should be high through regular training
- Legal and regulatory frameworks, in the case of slander and libel laws, should be looked into
- Monitor content of media FM stations, especially those that broadcast in vernacular languages

Ignatius Kabagambe said that the media in Rwanda was still reeling from their role in fuelling the genocide. Practitioners therefore lacked confidence and hence could not call for freedom from government, which held the media accountable for the past. Training of journalists was low and there was a lot of incompetence. This is hopefully set to change with the opening up of schools of journalism. However, media owners often chose to employ cheap labour rather than hire professionals.

Discussion and Recommendations

Members suggested that there needed to be a legal framework, especially in the case of religious and ethnic conflict – as is the case in Egypt and Kenya respectively. On a positive note, the media should highlight the examples of people who had made positive steps in conflict resolution. Delegates agreed that there needed to be a set of national values ingrained in journalists so that the overriding principle was to promote national goals and values through the media

There was a call to establish independent complaints commissions and peer review mechanisms amongst practitioners. Training of journalists was a recurring theme within the group but this was not adequate within the context of intrusion of western values, especially

through radio channels. The group additionally reported that information should be adequately disseminated within the media to prevent a breakdown in communication. Moreover, the grassroots should be given importance through indigenizing the media. Acceptance of diversity in national forums, as was earlier noted by the main speakers, should be represented in the media. The group closed the session in agreement that tolerance and co-existence were necessary within groups, which the media should strive to highlight.

Session III: Delivering professional standards – nurturing ethical roots

**Speakers: Wambui Kiai, Head, School of Journalism, University of Nairobi
Robert Jamieson, Editor-in-Chief, the Chronicle, Malawi and Chair,
Southern Africa Editors' Forum**

Wambui Kiai delivered the following recommendations to the group:

- There is a need to separate the topics of media ethics and law in training institutions. Ethical issues should additionally form part of general basic training in newsrooms and watchdog institutions.
- Accountability amongst journalists should be forged by a knowledge of the groups to which they are accountable. This should ideally be the viewers/readers but this is not often the case
- Need to set up bodies or codes of practice that journalists are accountable to. For instance Nation Media group (NMG) have a code of conduct that journalists must adhere to as part of their professional contracts.
- Have ongoing debates and discussions on ethical issues as practitioners.
- Public broadcasters should be completely separated from parliament
- Have a feedback response mechanism where media practitioners can meet as often as monthly to share views.
- Work towards training and networking between parliamentarians and journalists, strengthening their understanding of one another.

Robert Jamieson stated that there is no clear code of conduct in media houses in the continent, which should be looked into to provide a definite standard for practitioners. His recommendations were:

- Every nation state should have a voluntary media council which monitors and supports practitioners among the different media houses
- Sourcing for a continental ombudsman who will look into problems of each country that cannot be addressed within.
- Establishment of a strong union of journalists nationally. There cannot be a strong editors forum without a journalists' union to oversee proceedings.
- Need for training of editors and media owners who will in turn pass on the information to their workers.

Discussion and Recommendations

This took off in the direction that editors and owners, rather than journalists themselves, should head the voluntary media council. However, as was continually discussed in the case of Malawi, the state owned media and private media are extremely suspicious of one another and a media council could work in such areas. Councils can only happen when there is dialogue and consensus across the media owners. The success of the Tanzanian media council was

highlighted. Reasons given for their success were a willingness for the media owners to work together and that only high profile media owners were in charge of the group.

It was also noted that ethics in African media are tied to customs. The group underscored the need for an understanding of various customs and ethics among journalists which should be observed in training programs. The industry should also look for people who are passionate about the practice of journalism rather than those who get into it just because they need a job. The view was expressed that journalists should have national values ingrained within them to nurture ethical roots.

Appendix VI: Report of Yellow Group

Chair: Peter Essoka, Cameroon Radio Television

Session I: Delivering professional standards – nurturing ethical roots

Speakers: Goretti Nassanga, Co-ordinator, Masters Programme, Mass Communication Department, Makerere University
Kwendo Opanga, Editorial Director, East African Standard

Goretti Nassanga, addressing the issue of media responsibility in the context of the main objective of the conference, said that the media owes its existence to society/public and should be responsible and accountable. She posed the following questions. Is journalism a defined profession? What is the basic question that underlies journalism as a profession? Who wields the power that the media has? Who should regulate the media?

There has to be a mechanism to regulate the power of media. On self-regulation, is it possible for the media to own, exercise and control their own power? Will the public trust the media if it regulates itself? Journalism is not recognized as a defined profession due to a lack of adequate training. There was no clearly defined entry point into journalism and no clearly defined codes of conduct because journalism had not clearly defined itself.

Kwendo Opanga said that training was crucial in order to maintain standards in the media. Journalists were not adequately trained in Kenya. He applauded the idea of Wilfred Kiboro to start a centre in Nairobi to train journalists. Healthy competition among media houses also improved media standards. Media have to be financially stable to speak for the common man.

Discussion and Recommendations

The media industry does not invest in the proper training of journalists and cannot therefore expect quality. The media is not self-critical which does not encourage self-regulation.

- Industry should invest in training journalists to ensure quality and standards in journalism
- Codes of conduct for journalists should be established in the context of individual countries
- Media should criticise themselves as a move towards self-regulation.

Session II: Developing media responsibilities on issues of conflict, peace and security

Speakers: Alfred Taban, Editor-in-Chief, Khartoum Monitor
Jean-Bosco Butera, Director, Africa Programme, UPEACE

Alfred Taban observed that the media could resolve or inflame conflicts. While noting the importance of media in the promotion of peace, he observed that good journalism could only thrive in stability. In fulfilling conflict prevention early warning roles, he requested that the media should aim to resolve conflict and promote democracy.

He underscored the need for the decentralization of media power thereby taking it closer to the grass roots. Given that many root causes of conflict come from the grassroots level, he identified issues of poverty and marginalization as contributors to the problem.

Jean-Bosco Butera observed that politicians could use the media to create conflict, citing the case of Rwanda as an example. Given the importance which audiences place in the media's message, the media had the responsibility of being careful with the messages they disseminate to the public.

Given the complex nature of Africa's intra-state conflicts and resultant conflict systems, journalists should be trained to cover conflict issues competently. Dr. Butera noted that UPEACE has started a program to link the media with the grassroots so that they could have a feel for the problems on the ground. UPEACE aimed at contributing to the empowerment of people at the grassroots by recognizing the unsung heroes – mainly women – who have contributed to conflict resolution and post-conflict reconstruction.

Discussion and Recommendations

Given the inadequate training of journalists in conflict analysis, it was observed that most journalists were not in touch with what is happening on the ground. The participants also deplored the minimal or even nonexistent coverage of potential causes of conflict, including inadequate resources and skewed wealth-sharing.

They highlighted the need for journalists to develop a better understanding of conflict in relation to international law. They also propounded the need for community media to help resolve conflict, given that some concepts are best expressed in local language in order to relay messages to illiterate audiences.

- Media need to build partnerships with NGOs that work at the grassroots, such as World Vision, so that journalists can be taken closer to the source of the problem.
- Media should be decentralized through the strengthening of community media.
- Training curricula should be tailored to suit current issues, while specific fields like peace journalism should be incorporated.
- Journalists should study other fields before their journalism degree to widen their scope of knowledge.

Session III: Role of state and public service broadcasting - the newsmedia as a tool for social improvement

**Speakers: Mburugu Gikunda, Deputy Director, Media Focus on Africa Foundation
Arlindo Lopes, Secretary-General, Southern Africa Broadcasting Association**

Mburugu Gikunda started by observing that broadcasting in Africa was initially introduced by colonialists as a tool for governance. In Africa today there had been no complete shift from state broadcasting to public broadcasting.

Mr. Gikunda noted that the main roles of public broadcasting were keeping watch over the government of the day, ensuring accountability and responsibility in governance and serving the public good. Public broadcasting also ensures universal access to information for all citizens, unlike commercial private broadcasting. It ensures wider participation of audiences – both literate and illiterate, hence the need for multilingual communication – in governance issues.

He posed the question as to whether broadcasting in Africa fulfilled the aforementioned roles. According to Mr. Gikunda, public broadcasting in Africa had failed to deliver because of

technological underdevelopment, a lack of training of broadcast personnel, the absence of well-established institutions to train broadcast journalists in Africa and poor content development.

Arlindo Lopes noted that all media, whether broadcast or print, had the responsibility to foster social development. In the pursuit of this goal, he highlighted the need for cooperation between politicians and media. This engagement, he projected, would create sharper focus, as both disciplines address public policy issues affecting audiences and constituencies.

A question was raised as to whether there was a difference between state broadcasting and public broadcasting, with the answer that there was definitely an identity and functional difference between both entities. The overall observation was that there had been no clear move in Africa from state broadcasting to public broadcasting.

Appendix VII: List of Conference Participants

Richard F	Akum	UPEACE Africa Programme
Amina	Abdulla	AWEPA (MP National Assembly, Kenya)
Godwin	Agbroko	This Day, Nigeria
Sheila	Amdany	Radio SIMBA, Magic Radio Limited, Kenya
Salim	Amin	Camerapix, Kenya
Fackson	Banda	Rhodes University School of Media and Journalism Studies
Lionel	Barber	Financial Times, UK
Gareth	Benest	OneWorld TV, UK
Nikhil	Bramdaw	SABC (South African Broadcasting Corporation)
Burghard	Brinksmeier	German Embassy, Nairobi
Jean-Bosco	Butera	UPEACE Africa Programme
Madi	Ceesay	The Independent, Gambia
Colin	Church	Church Orr & Associates, Kenya
Michael	Daka	Breeze 99.6 FM, Zambia
Tim	Ellis	Ge TV, UK
Mohamed	El-Sayed	Al-Ahram, Egypt
Nicole	Engelbrecht	International Committee of the Red Cross, Kenya
Andrew	England	Financial Times
Peter	Essoka	Cameroon Radio Television (CRTV)
Amanda	Farnsworth	BBC TV News, UK
Révoicate	Gakobwa	AWEPA (Trans.National Assembly, Burundi)
Mark	Galloway	International Broadcasting Trust, UK
Mburugu	Gikunda	Media Focus on Africa Foundation, Kenya
Grace	Githaiga	Eco News Africa, Kenya
Pär	Granstedt	AWEPA - The Netherlands
Nurnlor O.T.	Gruduah	Contributor to the Daily Nation, Kenya
Abdoul Karim	Harerimana	AWEPA (National Assembly, Rwanda)
Michael	Holman	formerly Financial Times, UK
Margaret	Irungu	World Vision, Kenya
Rob	Jamieson	The Chronicle, Malawi / Southern Africa Editors' Forum
Priscilla	Jere	OneWorld Africa, Zambia
Samalina	Jessel	British High Commission, Nairobi
Ignatius	Kabagambe	New Times, Rwanda
Thiong'o	Kagicha	AWEPA, Kenya
Daniel	Kalinaki	The East African, Uganda
Juakali	Kambale	Nation Media Group, DR Congo
Esther	Kamweru	Media Council of Kenya
Kaitira	Kandjii	Media Institute of Southern Africa (MISA), Namibia
Roderick	Kar Mulonya	Malawi Television
Njeri	Karuru	International Development Research Centre, Kenya
Christopher	Kayumba	National University of Rwanda
Wambui	Kiai	School of Journalism, Nairobi University
Wilfred	Kiboro	Nation Media Group, Kenya
Frank	Klein	Media Focus on Africa Foundation, Kenya
Hilde	Klemetsdal	Royal Norwegian Embassy, Nairobi
Paul	Kukubo	3Mice Interactive Media Ltd, Kenya
Marianne	Lateste	AWEPA, Kenya
Kelvin	Lewis	Awoko Newspaper, Sierra Leone

Salim	Lone	Media Council of Kenya/Daily Nation columnist
Edouard	Lonongo	AWEPA (Sénateur, Republic of Congo)
Arlindo	Lopes	SABA (Southern Africa Broadcasting Association)
Sheila	Maina	Baraka FM 95.5, Kenya
Bedan	Mbugua	Royal Media Services Ltd, Kenya Strengthening Africa's Media Initiative, Economic Commission for Africa
Martha	Mogus Taye	
Tom	Mshindi	former CEO, East African Standard
Béatrice	Mukabaranga	AWEPA (Senate, Rwanda)
Kaddu	Mukasa Ssozi	AWEPA (National Assembly, Uganda)
Kaari	Murungi	Urgent Action Fund – Africa, Kenya
Wence	Mushi	ITV Tanzania
Sophia	Mwangi	World Vision UK
Wangethi	Mwangi	Nation Media Group, Kenya
Goretti Linda	Nassanga	Makerere University, Uganda
Stephanie	Nieuwoudt	Freelance
Gamal	Nkrumah	Al Ahram, Egypt
Richard S	Nyaulawa	AWEPA (Tanzania)
J. Olewe	Nyunya	Nairobi University
Shem	Ochola	ActionAid International Kenya
Joseph	Odindo	Nation Media Group, Kenya
Erich	Ogoso	IRIN News, Kenya
Rosemary	Okello	African Woman & Child Features Service, Kenya
Maria	Okongo	Friedrich Ebert Foundation, Kenya
Mary Karoro	Okurut	AWEPA (National Assembly, Uganda)
George	Ola-Davies	UN Great Lakes Envoy, Spokesperson, Kenya
Emad	Omar	Akhbar El-yom, Egypt
Seleiman	Omar Kumchaya	AWEPA (National Assembly, Tanzania)
Akiera	Ondaye	AWEPA (Deputé, Republic of Congo)
Charles	Onyango-Obbo	Nation Media Group, Kenya
Kwendo	Opanga	East African Standard, Kenya
Patrick	Orr	Raitt Orr & Associates, UK
Gray	Phombeah	BBC World Service, Kenya
Marco	Quiñones	Sasakawa Africa Association
Yassin	Radjabu	AWEPA (Transitional Senate, Burundi)
Daniel	Rivkin	A24 Media Ltd
Jean Bosco	Rushingabigwi	National University of Rwanda
Mohamed	Sahnoun	UPEACE/Special Rep.of UN Sec-General
Musa	Saidykhan	The Independent, Gambia
I. Mimi	Sebhatu	Zami Multi Media Services, Ethiopia
Maxwell	Shamalla	AWEPA (East Africa Legislative Assembly, Kenya)
Norman	Sigalla	AWEPA (East Africa Legislative Assembly, Tanzania)
Bernard	Tabaire	Monitor Publications Ltd, Uganda
Alfred	Taban	Khartoum Monitor, Sudan
Dejene	Tesemma	Ethiopian Herald
Desmond	Thompson	Media 24 Newspapers, Kenya
Joseph	Warungu	BBC World Service, UK
Charley	Williams	British High Commission, Nairobi
Sally-Ann	Wilson	Commonwealth Broadcasting Association, UK
Alison	Woodhams	BBC World Service, UK

Appendix VIII: Final Conference Program

Monday, 7 August

- 16.00 Registration (welcome desk) for early arrivals
- 18.30 for 19.00 Welcome reception and buffet supper sponsored by AWEPA: welcome by Pär Granstedt, Vice-President, AWEPA

Tuesday, 8 August

- 08.15 Registration continues (conference room)
- 09.00 Introduction
Conference Chairman, Joseph Warungu, Head of African News & Current Affairs, BBC World Service
- 09.10 Official opening
Ambassador Mohamed Sahnoun, Adviser to the UN Secretary-General and Vice-Chair of the Council of UPEACE
- 09.25 Opening session
Safeguarding our freedoms: Wilfred Kiboro, Chief Executive, Nation Media Group Limited
- Creating international support for the development of the newsmedia: Professor Fackson Banda, SABMiller Chair of Media & Democracy, Rhodes University School of Media and Journalism Studies, South Africa
- A continental vision for Africa's newsmedia: Martha Mogus, Communication Officer, Strengthening Africa's Media (STREAM) process, Economic Commission for Africa
- Discussion
- 10.45 coffee/tea
- 11.15 Plenary session: Africa through the eyes of the western newsmedia – continued distortion or greater understanding?
Lionel Barber, Editor, The Financial Times, London
Amanda Farnsworth, Daytime News Editor, BBC TV News
Godwin Agbroko, Editorial Board Chairman, This Day, Nigeria
- 12.45 Lunch
- 14.00 Plenary session: Chairman outlines afternoon agenda

- 14.10 Break out sessions: all to attend two sessions – the second session at 15:30 (there will be a coffee/tea break at 15:10)
- Session 1: Delivering professional standards – nurturing ethical roots. Speakers to include:
 Robert Jamieson, Editor-in-Chief, the Chronicle, Malawi and Chair, Southern Africa Editors' Forum
 Wambui Kiai, Head, School of Journalism, University of Nairobi
 Goretti Linda Nassanga, Co-ordinator, Masters Programme, Mass Communication Department, Makerere University
 Kwendo Opanga, Editorial Director, East African Standard
- Session 2: Developing media responsibilities on issues of conflict, peace and security. Speakers to include:
 Jean-Bosco Butera, Director, Africa Programme, UPEACE
 Ignatius Kabagambe, Chief Editor, New Times, Rwanda
 Kaari Murungi, Executive Director, Urgent Action Fund-Africa
 Alfred Taban, Editor in Chief, Khartoum Monitor
- Session 3: Role of state and public service broadcasting – the newsmedia as a tool for social improvement. Speakers to include:
 Nikhil Bramdaw, International Affairs, South African Broadcasting Corporation (SABC)
 Mburugu Gikunda, Deputy Director, Media Focus on Africa Foundation
 Kaitira Kandjii, Regional Director, Media Institute of Southern Africa (MISA)
 Arlindo Lopes, Secretary-General, Southern Africa Broadcasting Association
- 16:30 Plenary session: Chairman concludes first day's proceedings and results.
- 16:45 Session ends
- 18:30 Delegates depart by bus for reception and dinner at the home of Wilfred Kiboro, Chief Executive, Nation Media Group

Wednesday, 9 August

- 09.00 Conference Chairman, Salim Lone, Media Council of Kenya and former head of the UN's News & Media Division, opens proceedings
- 09.10 Opening session
 Importance of a free press for sustainable parliamentary democracy: Pär Granstedt, Vice-President, AWEPA

- 09.30 Democracy's watchdogs – parliament and the newsmedia
Hon Mary Karoro Okurut MP (Uganda)
Tom Mshindi, former CEO, East African Standard
- Discussion
- 10.30 Coffee/tea
- 11.00 Breakout session as Tuesday, 8 August (all delegates to attend a third session)
- 12.00 Plenary session: "A Pan-African news approach: the ambition – the reality", presentation by Salim Amin, Chief Executive, Camerapix, on a project to create Africa's first 24-hour TV news and information channel
- Responses from the floor.
- Discussion
- 13.00 Lunch sponsored by Safaricom: address by Michael Joseph, CEO, Safaricom
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- 14.00 Plenary session: Chairman outlines afternoon agenda
- 14.15 New Media: New Opportunities
Paul Kukubo, Managing Director, 3Mice Interactive Media Ltd
Gareth Benest, Editor, One World TV
Priscilla Jere, Director, One World Africa
- 15.45 coffee/tea
- 16.15 Plenary session: feedback from breakout sessions and conference recommendations
- 17.00 Wilfred Kiboro, Chief Executive, Nation Media Group Limited, and Jean-Bosco Butera, Director, Africa Programme, UPEACE, conclude the conference.
- 17.45 Farewell reception