



THE AFRICAN CAPACITY
BUILDING FOUNDATION

FONDATION POUR LE RENFORCEMENT
DES CAPACITES EN AFRIQUE

“BUILDING A COALITION FOR MEDIA DEVELOPMENT IN AFRICA”

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Overview



- Media's historical role in African society
- Key development challenges facing Africa
- How African media is framing these development challenges
- Partnering with the African media to tell the untold stories of development
- Reconstituting the relevance of the African media in responding to and participating in Africa's development during the era of unprecedented change
- Building a grand coalition of stakeholders to address the core constraints to African media



Media's Historical Role in African Society



- Africa has a long tradition of story telling and reporting through its rich oral tradition
- Oral historians were central figures, acting as a community reporters, cultural critics, indigenous artists, and collective spokespersons



Opinion Leaders and Social Media

- Early opinion leaders used their vocal expertise for satire or political commentary, and were the first African social media leaders
- Today social media has emerged as a source of information and innovative platforms for participation and citizen action



The Media's Role in Development



- Vital role in establishing and maintaining effective states, that promote development, respect rule of law, protect human rights
- Building an open and democratic society
- Helping citizens hold government accountable
- Contribute to positive change and societal transformation, through informed societies
- Facilitate the spread of new ideas and innovation



Africa's Development Challenges

- Feeding its growing population
- Creating opportunities for education and work for its burgeoning youth



- Integrating its economies and societies
- Being prepared to handle the effects of climate change
- Building systemic capacities—building trust, conflict prevention, managing in uncertainty, regional procurement, contract management



Technology, Society and Media



- Enablers to the use of social media—digitally literate, mobile, connected, engaged
- Depend on stock and reach of social capital
- Increasing role of networks and coalitions with a voice and capacity to organize
- Other determinants—quality of education, state and performance in R&D, financing innovation, quality of government
- Delivering information and engaging society efficiently depends on technology but is not hostage to it
- Citizens involved in traditional roles of the media—getting stories and images out, innovative use of traditional forms like radio and print media, loosely organized solidarity and advocacy work



The Rise of the Social Media

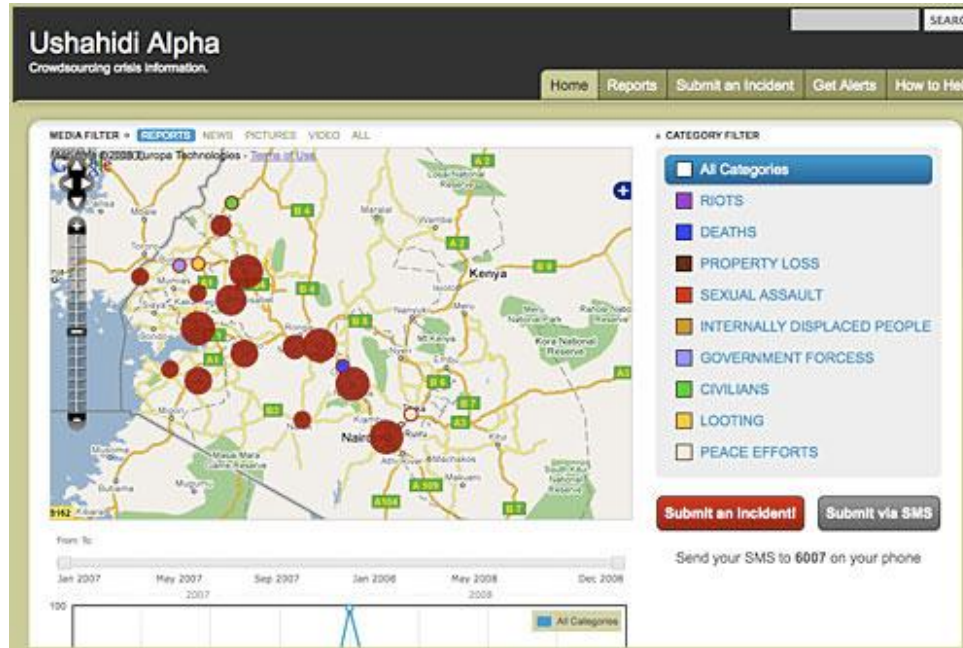
- More and more people in Africa including journalists are using social media to inform themselves and to conduct their professional reporting work



- Need for social media literacy among media professionals and capacity of media practitioners to harness social media
- Traditional media remain the mainstay in most African countries as an effective means to reach the majority of the population, more so in rural areas
- Traditional media can combine options to get better access



Crowdsourcing and the Diaspora: Ushahidi & Haiti



In the wake of the 2010 Haiti earthquake, Ushahidi—originally created to track election news in Kenya—launched an interactive “Crisis Map of Haiti” to track events in the shattered island nation. Information came in from people on the ground via SMS, the Web, email, radio, phone, Twitter, Facebook, live Internet streams and other reports. It is not journalism in a traditional sense, but it is a tool that supports real-time reporting and saved many lives.



Traditional or Modern Media for Development?

- Social media can leapfrog traditional media gaps
- Opportunities abound for bridging solutions between the old and the new media and financing modalities



- Sources: crowd-sourcing, freelance journalism, my-media customized solutions
- Funding: advertizing, public, subscription
- Context: models should make sense for Africa's context



Changing Landscape, Familiar Demands

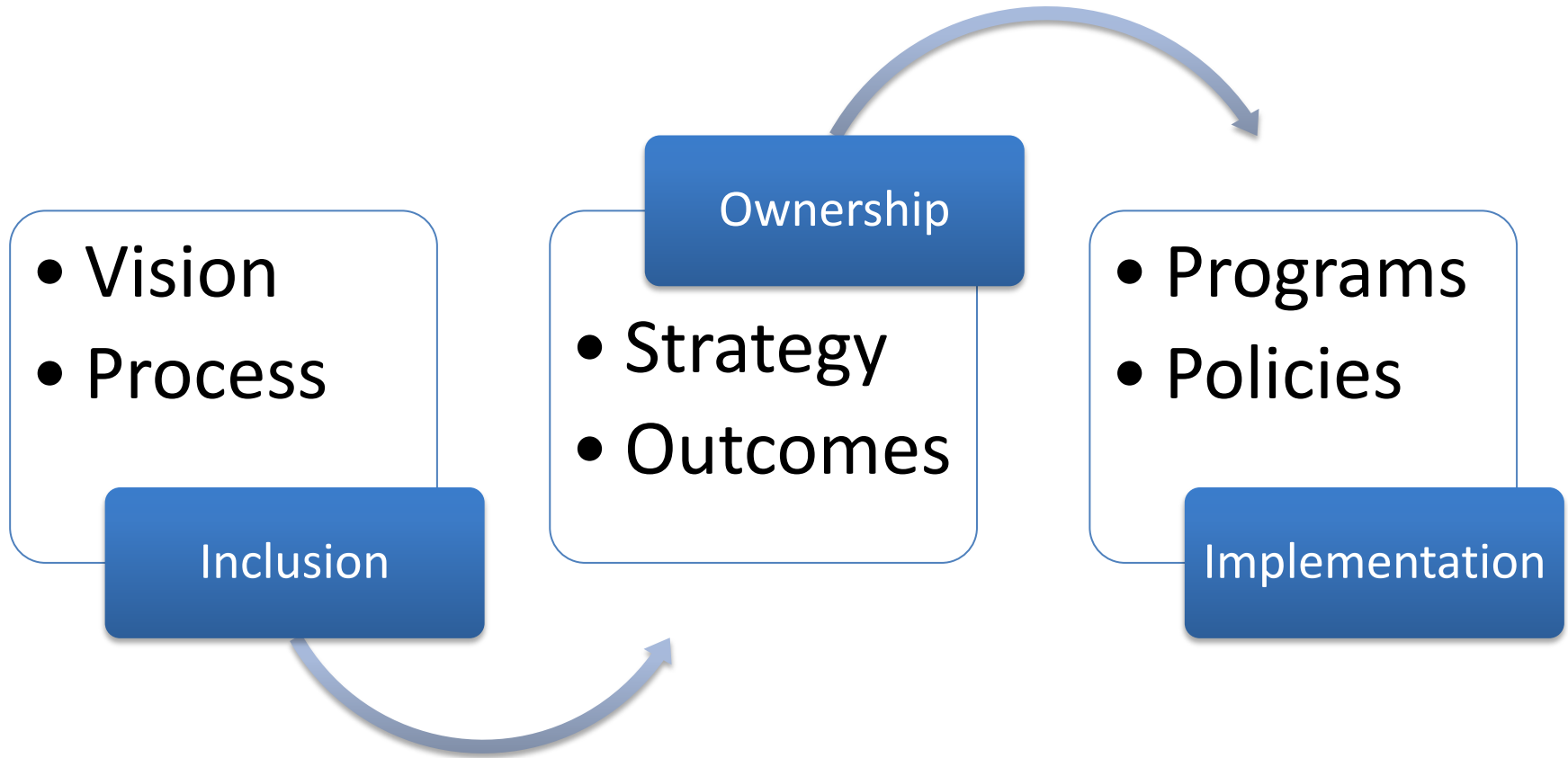
- Today we live in an era of radically democratized and decentralized creation and distribution of information
- Citizens have become more empowered and participate more fully in the policy-making process
- Citizen-led revolutions have made political history in North-Africa, emphasizing the importance of inclusiveness in the public sphere



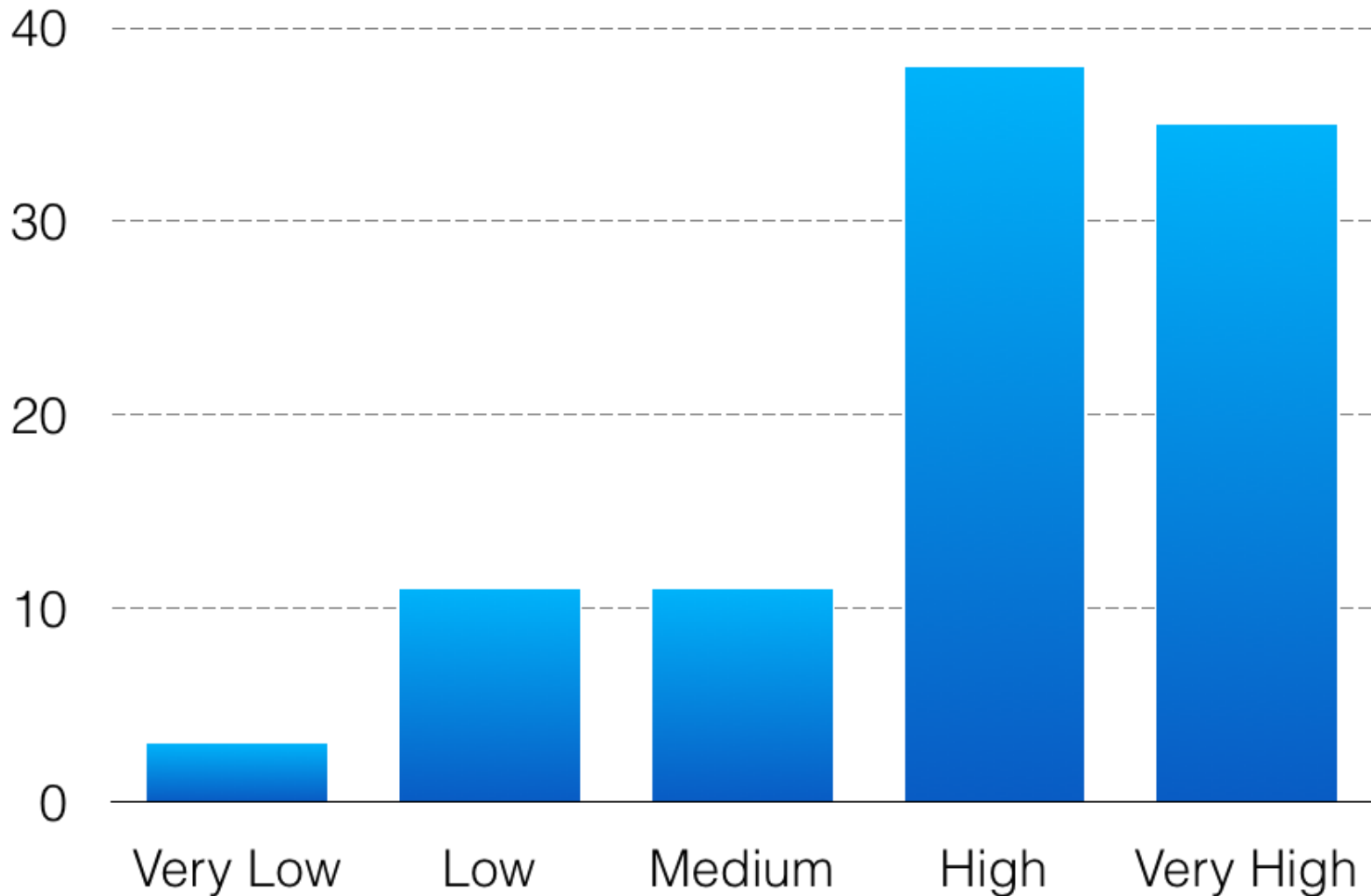
- Social media networks have played a critical role in the ability to debate, report, organize and contribute to change
- But change from the bottom-up with citizens coming together does not depend on the social media but on the ability to organize and come together on a common vision



Three critical processes underpinning citizen engagement in development



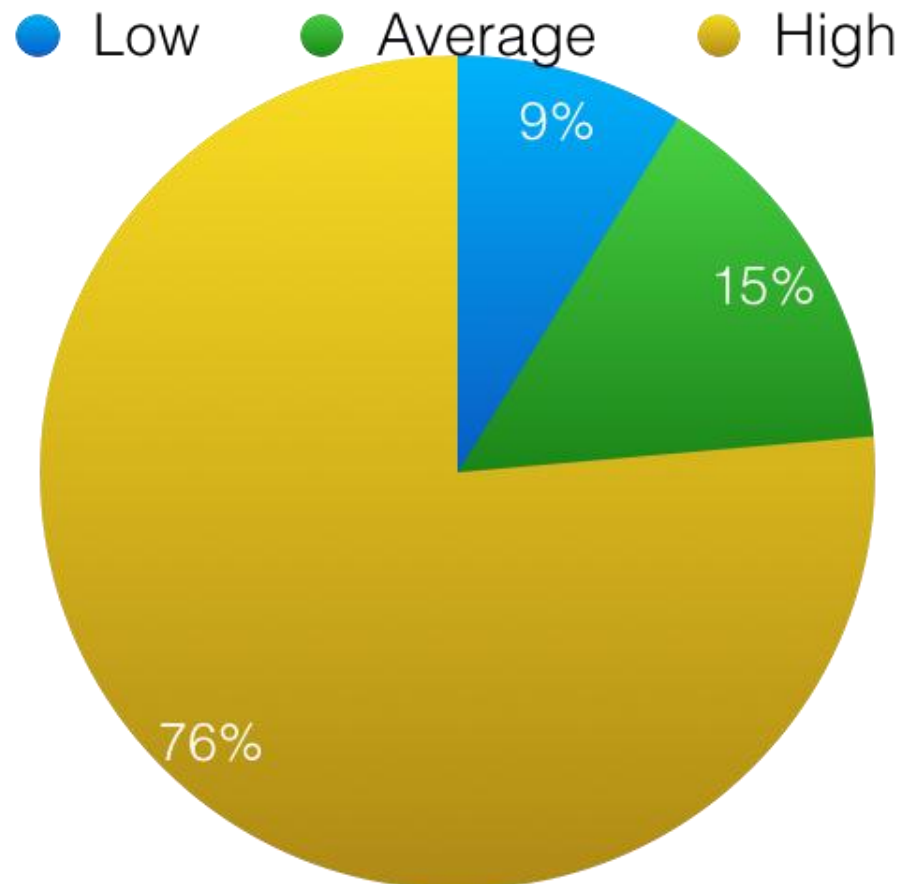
Inclusion: there has been progress in dialogue mechanisms at country level. Need to continue to support platforms for dialogue between state and non-state actors



Source: African Capacity Indicators, 2011



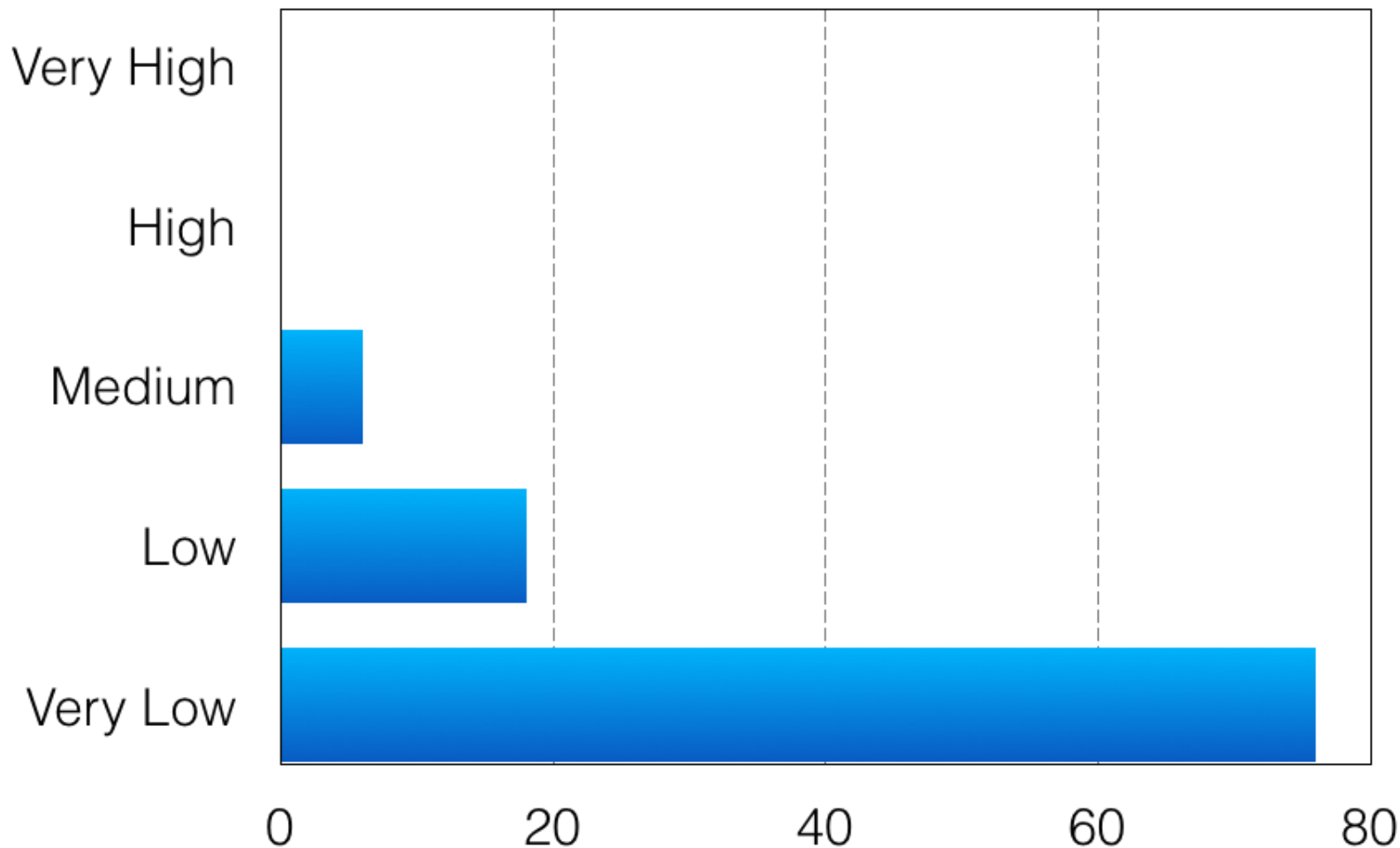
Ownership: there has been progress in legitimacy levels of national development strategies.



Source: African Capacity Indicators, 2011



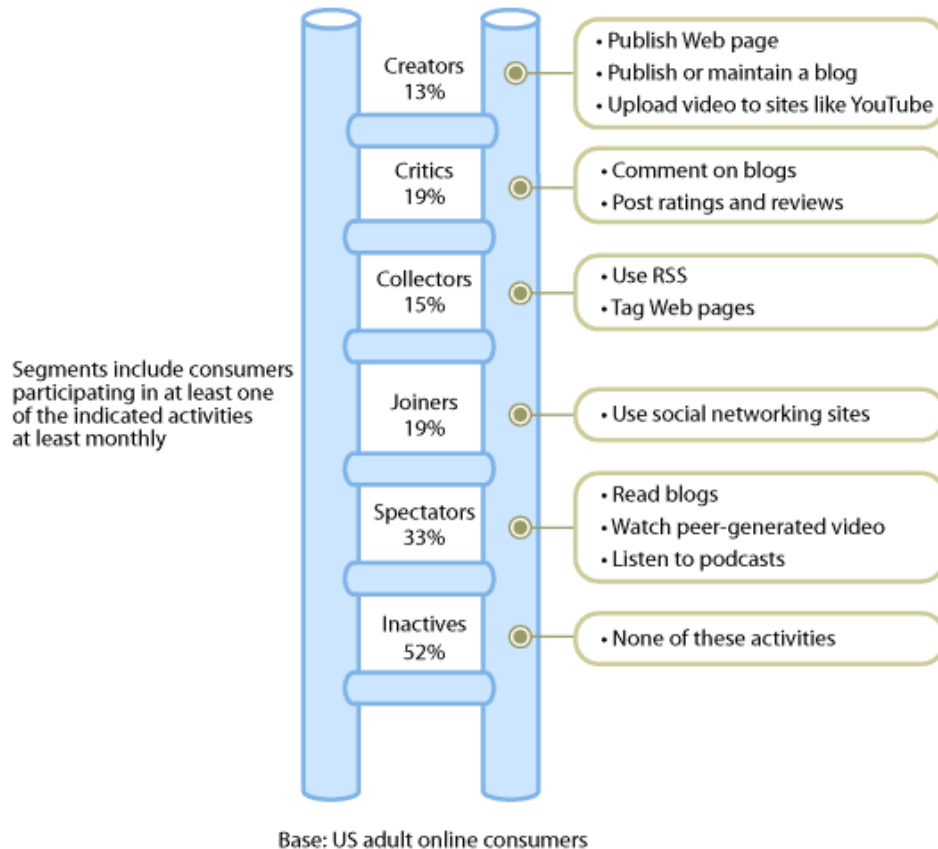
Implementation lags at the country level depress the potential for all stakeholders to achieve significant outcomes: ACI data on Outputs and Outcomes in Capacity Development (%)



Source: African Capacity Indicators, 2011



Critical Processes and The Ladder of Participation: Relevance for New or Old Media



- While many people listen to messages (67%)
- Few contribute (19%) or generate the news (13%)
- Many remain inactive (52%)

Source: Forrester's NACTAS Q4 2006 Devices & Access Online Survey

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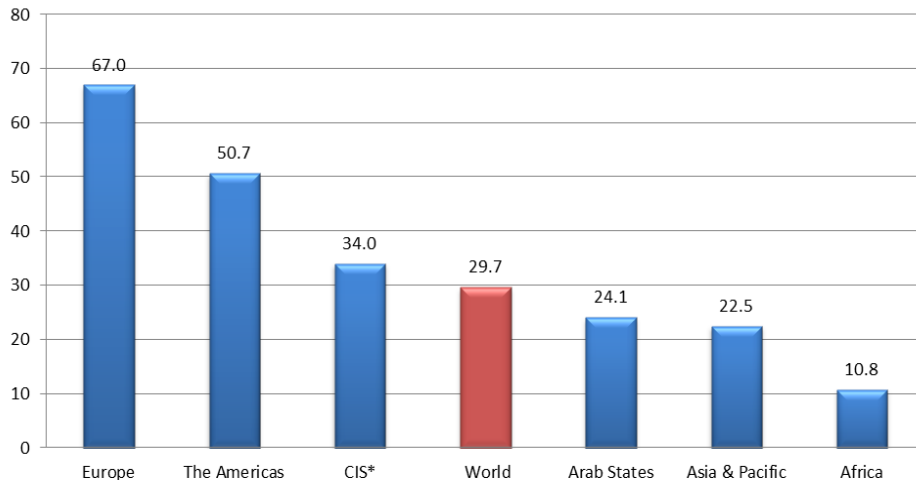
Source: Forrester Research, Inc.



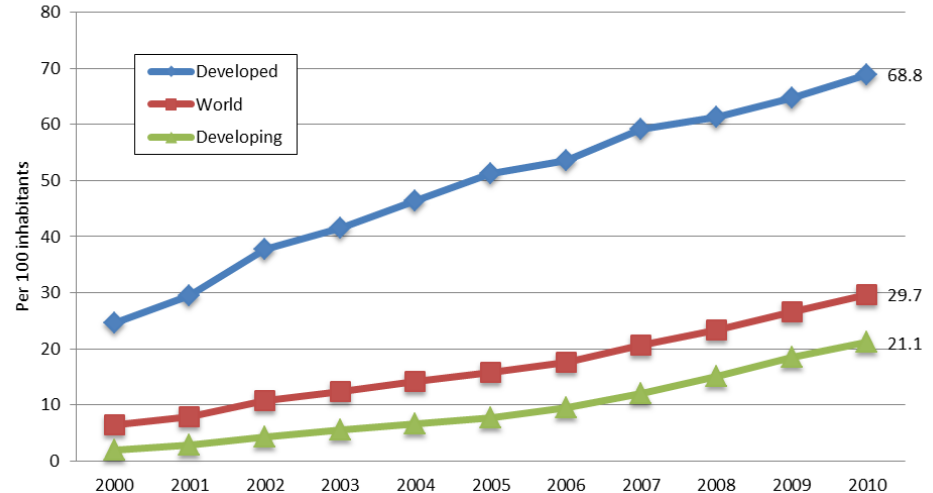
Access & Connectivity: Limitations?

- About 11% of Africa's population goes online, at 30% of world average and 21% of developing country average
- Penetration of mobile phone presents an opportunity but masks the information challenge; TV and radio have huge potential
- Energy challenges and other limitations present a constraint to speedy access to detailed information

Internet users per 100 inhabitants, 2010



Internet users per 100 inhabitants, 2000-2010



* Commonwealth of Independent States
Regions are based on the ITU BDT Regions, see: <http://www.itu.int/ITU-D/ict/definitions/regions/index.html>
Source: ITU World Telecommunication /ICT Indicators database

The developed/developing country classifications are based on the UN M49, see:
<http://www.itu.int/ITU-D/ict/definitions/regions/index.html>
Source: ITU World Telecommunication /ICT Indicators database

What still needs to be done for the media to be an effective development partner in Africa?



- Tackle the unevenness in the quality of the media professionals in Africa
- Develop legal frameworks to guarantee freedom of speech and freedom of the press, enabling the growth of pluralistic media structures and creating room for state and independent media
- Support establishment of backbone infrastructure, improvements in connectivity, and basic facilities needed for an effective media—despite improvements, a lot still remains to be done
- Address the issues of appropriate financing models for an effective media and issues of content ownership and development



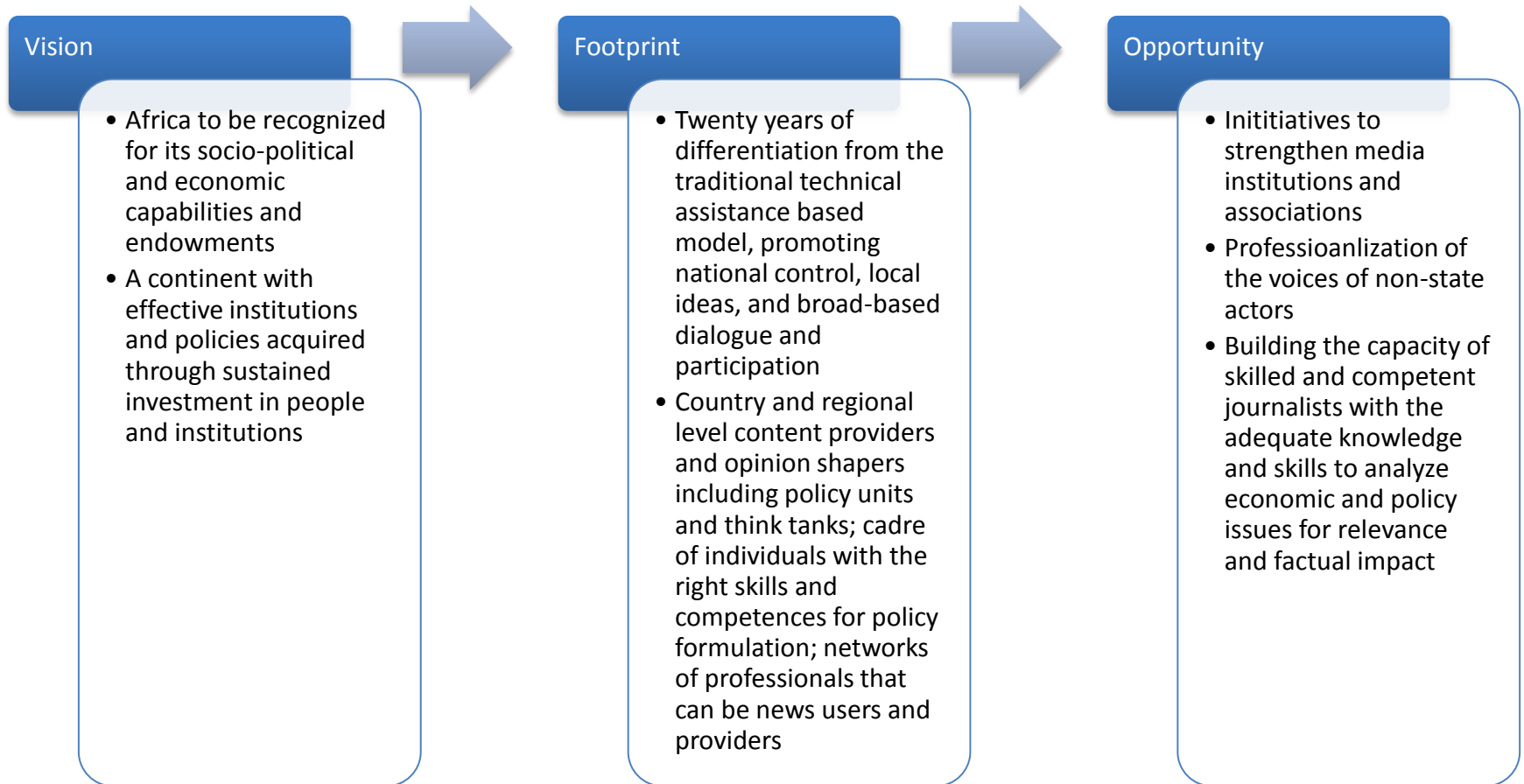
Ethics and Regulation



- Digital media technologies are changing the relationship between state and non-state actors
- Issues of regulation, ethics and leadership abound in this new media dispensation
- Rights of individuals and organizations need to be protected through appropriate domestic legislation
- Professional codes of conduct still need to be vigorously promoted among journalists, editors and media owners to ensure ethical behaviour



ACBF's Role in Africa's Development



ACBF's Media Capacity Building

- Building media capacity through strengthening umbrella organizations to support their members and advocate for their needs
- Using convening power to give media access to ideas, leaders, and programs
- Generating data and ensuring media has access to it to engage in “what if” questions and hold leaders accountable



ACBF Supported Media Projects

Institutional capacity building to strengthen coordination roles, sub-regional and regional workshops, conferences, skills building (media law, investigative journalism, human rights reporting, elections coverage, ICT skills, project development, management skills, monitoring and reporting), solidarity messages, investigation missions, defense of press freedoms



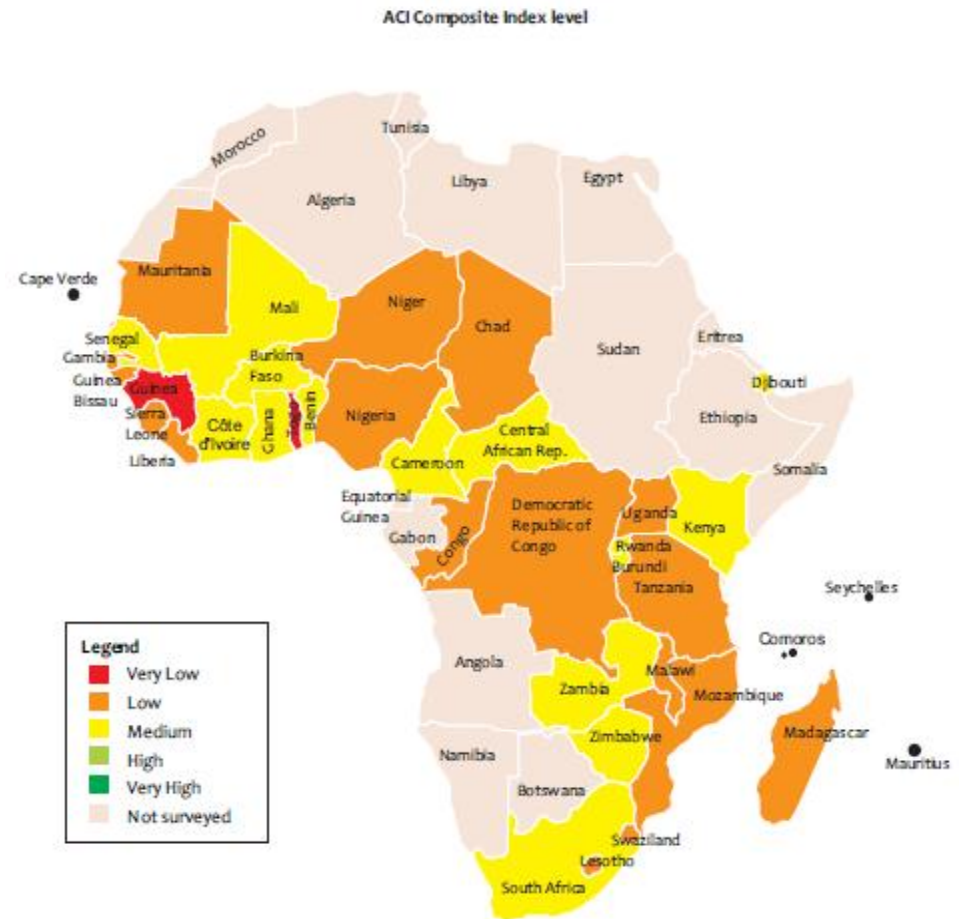
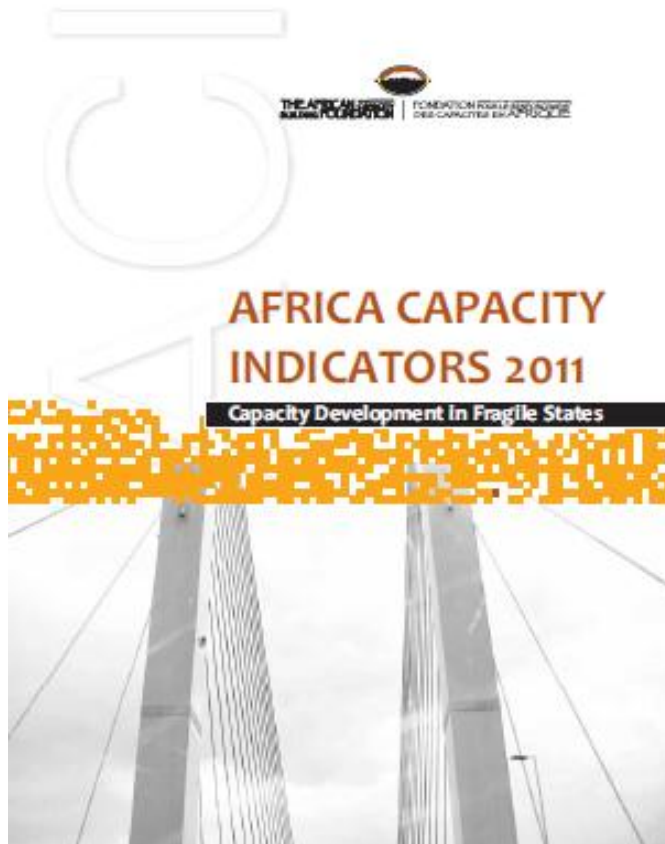
Giving Media Access: ACBF 20th Anniversary



- More than 50 national, regional, and international media attended the 20th Anniversary celebrations of ACBF to explore critical issues relating to Africa's development
- Journalists shared personal accounts of Rwanda and covered critically a number of issues— Africa's new political order, the African Mindset, the role of values, governance, the MDGs, and continental or national leadership
- Tracking indicated increased understanding of issues of capacity; Kigali Resolution was given wide coverage calling countries to action on prioritizing and implementing development programs
- African Capacity Indicators Report was launched and is widely used by the media to report on outcomes at the national, continental and global level
- Innovations in capacity were also widely covered—winners include Africa Unbound, a platform established to create space for individuals to take personal responsibility and contribute to Africa's development using radio to reach 20 million people



Media and Access to Data: Case of the ACI



Going forward—the need for effective media

- Media needs to be ahead of the real trends, setting and shaping them, and bring information needs in line with development needs
- Success of Africa depends on presenting an image of success, bringing portrayal of development needs in line with the favored responses, and aligning the way the responses are portrayed to Africa's vision
- ACBF will continue to invest in creating a capacitated media as it leads to higher levels of dialogue, better informed and engaged citizens, transparent debate on options, more effective decision-making at political and individual levels—thereby, helping Africans become part of the transformation process

