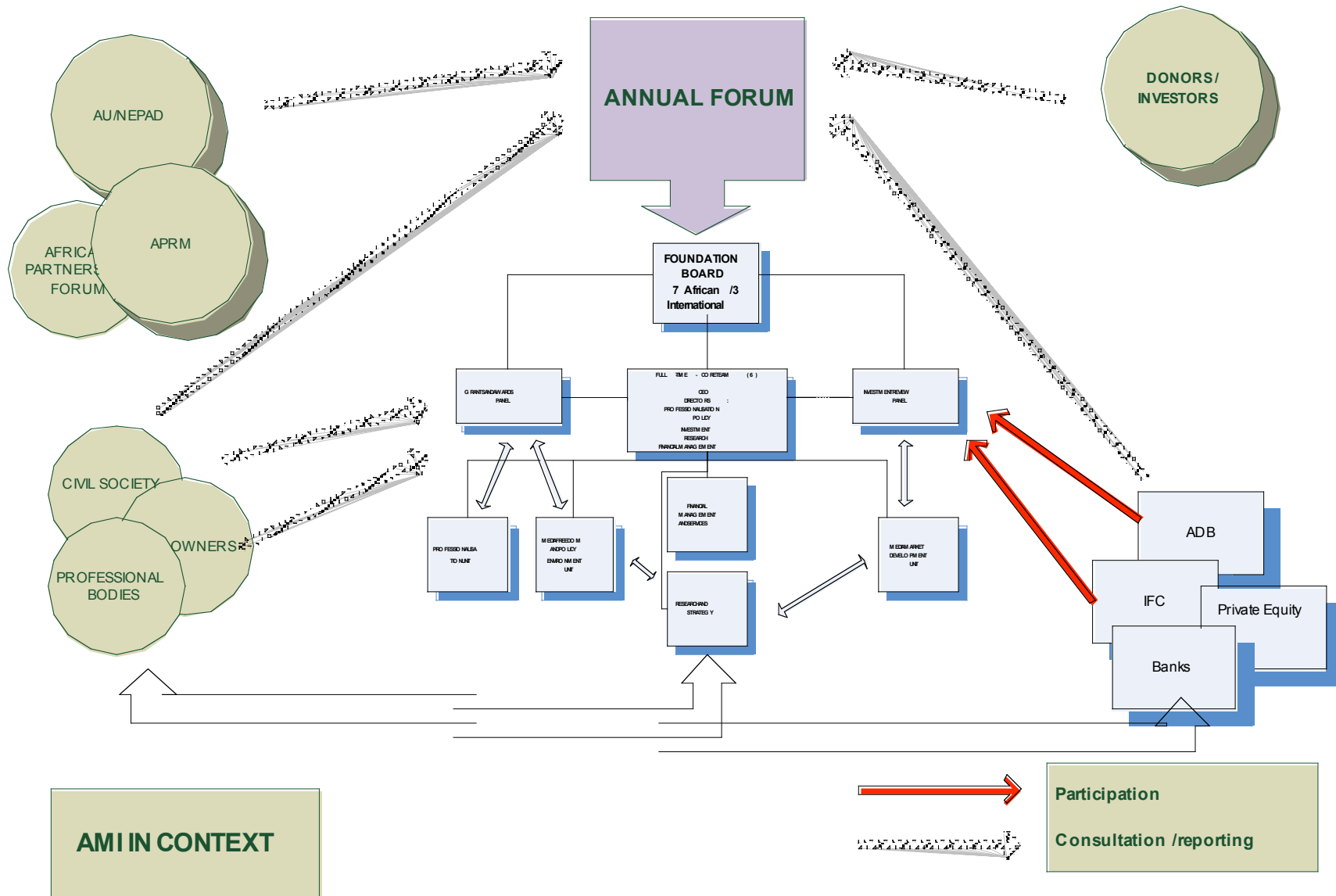


Possible Staffing and Decision-making Structure



## AMI Logframe Working Draft V1

Narrative Summary	OVI	MOV	Assumptions
<p><b>Goal:</b> Improve African governance and democratic development through promoting a strong, independent and pluralistic media.</p>	<p>Growth of media (quantitative and qualitative)</p>	<p>Media monitoring organisations' reports</p>	
<p><b>Purpose:</b> To establish a strategic, continental programme to catalyse media development</p>	<p>Improved quality of interventions in media support Increased private investment in media Improved donor coherence and coordination</p>		<p>Sustained government (AU/G8 and international community) recognition of link between good governance and media Maintain high level of credible African leadership for work Maintain involvement of key international stakeholders and media development providers</p>
<b>Outputs</b>			
<p>1 Improve operating environment for media by applying AU and continental policies and declarations (APHRD, FOX, Windhoek)</p>	<p>More sustainable networks for reform of legal and regulatory framework to encourage independent media Support the transformation of state to public broadcasting Improved freedom for practice of journalism and protection of journalists Comprehensive reporting mechanism on violations</p>	<p>Reports of Media EPG Annual reports of human rights and media monitoring programmes APRM reports Legal and court reports Donor governance reports</p>	<p>AMI adequately funded Strong and unified approach to media development from media stakeholders Involvement of African governance institutions (AU, ADB, NEPAD) without compromising independence of work Support and cooperation of international media organisations</p>
<p>2 Improved media quality through better professional and ethical standards</p>	<p>Greater use of ICT facilities in training delivery Upgrade curriculum with more business management and indigenous languages  new high impact strategic partnerships between industry and academe via centres</p>		

	of excellence More systemic M&E and accreditation mechanisms	
3. Catalyse new investment in independent media	Establishment of independent audience and content monitoring systems in at least 10 new countries Establish investment window levers 300m private equity and investment higher investment in and revenues by xx% for independent media in countries in which AMI operates	
<b>Activities/Inputs</b> Media Freedom and Policy Environment \$15.35m Professionalisation \$42m Investment in Media Markets \$58m Management and Policy Oversight \$20m		