

ANNEXURES

ANNEX A: Lessons and Evaluation from STREAM and AMDI

1. The AMDI and STREAM processes produced the bulk of the evidence and analysis on which the AMI programme is designed. Underpinning both the AMDI and STREAM initiatives was an extensive programme of primary research designed to expand the body of knowledge and inform new thinking on the role of media in advancing economic and social development. Further, the research was designed to yield evidence of and to learn more about the challenges and opportunities in developing the media sector across the continent. Specifically, examples of successful and less successful media development interventions and activities were examined through a series of country case studies, in order to provide supporting evidence.
2. A general observation was that there is a serious lack of systematic and reliable data on the media sector and a lack of robust research information on an Africa-wide scale. Both AMDI and STREAM concluded that the lack of reliable research-based information has been one of the key factors in constraining investment in the media sector (private investment and donor funding).
3. In its conclusions, the STREAM report highlighted one of the outstanding challenges as the lack of quality and diversity of media content resulting from lack of capacity to generate high quality local content, financing and the economics required. There is little or no monitoring and analysis of content to inform the balance, diversity and quality of content. The report highlights concerns, by way of example, over the preponderance of religious programming in some East African countries and the need that might arise from such situations for quotas to allow for other types of content which meet the notions of public service delivery.
4. Policy and legislative environment for media freedom: Both the AMDI and STREAM reports note the emergence, in the past decade, of a plethora of pan-African declarations and institutions which recognise the centrality of freedom of expression and media. But the reports indicate that many member states of the African Union (AU) ignore the provisions of these declarations. Without the cooperation of African states, legal reforms within the framework of the declarations will not be achieved. None of the declarations are legally enforceable, but enjoy widespread acceptance among media and human rights practitioners and some progressive policy makers as well. As such, both reports call for greater lobbying and advocacy campaigns in terms of media and legal reforms. As part of such a broad campaign, key issues come into focus. These can be set out as follows:
 - 4.1. The translation into law of elements of these declarations. The need for a more systematic and sustained monitoring of media freedom on the continent. Although this is currently undertaken, with varying degrees of detail, by several

institutions, such monitoring requires greater coherence and more funding across the continent.⁷

- 4.2. Both reports seem to recognise the need for repealing retrogressive legislation which criminalises the practice of journalism. For example, the STREAM report enjoins some Anglophone countries, especially in East Africa, to repeal their Secrecy Acts and the Penal Codes which criminalise libel. It also notes that attacks on and destruction of property in media houses by governments have brought to the fore the gaps between international and regional human rights instruments and their application/interpretation at the national level. The study further observes the need to ‘support available judicial review in cases where applications for licences are rejected or revoked’.
- 4.3. AMDI research notes that the use of criminal defamation and libel laws were found to be still actively in use in at least five countries (Cameroon, Mozambique, Sierra Leone, Somalia [Somaliland], Zimbabwe). Moreover, where repressive laws have been repealed, state-sponsored mechanisms for the sanctioning of journalists were still reported to exist in at least eight countries (Angola, DRC, Kenya, Nigeria, Senegal, Tanzania, Uganda, and Zambia). In Uganda, for example, the drafting of recent anti-terrorism legislation was seen as having a detrimental impact on press freedom. A further impact of these laws and mechanisms is evident in Zambia, where the Country Report author claimed that the authorities were fostering a culture of restraint amongst journalists. While the governments of Botswana and Senegal recognise, in practice, the need to repeal slander/insult laws, little action has been taken.
- 4.4. Although such legal challenges have generally been at the national/domestic level, there are opportunities for challenging the efficacy of local legal regimes in relation to pan-African human rights structures, such as the African Court on Human and Peoples’ Rights.
5. The importance of new information and communication technologies (ICTs) in expanding media space for citizen participation. At the same time, the study reports acknowledge the limited access to new media technology extant in Africa. This is highlighted in the STREAM consultative report which emphasises the need for media-supportive infrastructure policies, including internet connectivity and universal service. While the concepts of ‘universal access’ and ‘universal service’ are used in relation to the government’s imperative to provide affordable telecommunications and

⁷ There are only five institutions in Africa that practice consistent monitoring and reporting of media freedom violations (commonly referred to as media alerts or action alerts). These are the Media Institute of Southern Africa (MISA) spanning 11 countries, the Media Foundation for West Africa (MFWA) spanning a number of countries, Media Rights Agenda (MRA) in Nigeria, ‘Journalistes en Danger’ (JED) in the Democratic Republic of the Congo and the Africa Office of the International Federation of Journalists (IFJ) in Senegal (focusing mainly on the Francophone countries of Africa). These are all strong members of the International Freedom of Expression Exchange (IFEX), which is the international clearing house for media and freedom of expression violations established in 1992. IFEX was created by the world’s leading international and regional NGO organisations in the media freedom sector and enjoys NGO observer status in UNESCO. IFEX, however, does not finance the monitoring operations of its members.

other communication services to the general population, they can also be used in the restricted sense of policies that enhance the media's access to new media technologies. This is bolstered by the fact that, in North Africa, governmental anti-terrorism laws extend to the ownership of information infrastructure, including the distribution of internet services. Electronic communications, including email, are subject to control, as is the case in Zimbabwe.

6. More quality training and enhanced trainer-industry relations. The AMDI research report places 'raising professional standards across the media sector' at the centre of the 'media sector's health and robustness'. It concludes that 'scaling up training programmes is identified as the overarching priority for media development in sub-Saharan Africa by most of those interviewed in this research project'. This analysis reflects awareness that a major constraint on African media development is the weak capacity of media practitioners (including those who work on the business side), and that this in turn reflects a sub-optimum impact of education and training activities. It follows from this view that a precondition for promoting the quantity, quality and role of media in Africa is by boosting the impact of training. More specifically, we can isolate three key issues around which both study reports seem to congeal:
7. State of professional standards: Evidence collected in the AMDI and STREAM research and consultation identifies low levels of knowledge and skills in regard to media production, beat specialisations, ethics and professionalism, media management, and the wider political and policy environments. Further, women are particularly disadvantaged in this regard. It is also noted that there is a divide between ethics theory and actual practice, which affects the credibility of most private and state-owned media. There are misconceptions about what journalism is. Many practitioners do not have opportunities to benefit from training.
8. State of training: The same reports identify limits in the quantity and quality of training activities which in turn constrain the impact of training in terms of addressing the deficits cited above. Training curricula are often static, and there is especially a shortage of management training. Some trainers are isolated in universities; others are linked to industry but not part of an intellectual community that could help them innovate and update. There is a shortage of indigenous language training that would be relevant to community and other kinds of broadcasting in particular. UNESCO research shows that fewer than 20% of an estimated 200 journalism schools around Africa have any form of Internet presence. In addition, 13 of 53 African countries have no journalism schools at all. Most journalism schools lack adequate technology and infrastructure. Apart from the Theophraste system in some of the French-speaking countries, few accreditation councils or mechanisms exist. In many African countries, states use qualifications as a control mechanism for who can be a journalist, and there is a negative potential for accreditation systems to be abused along similar lines.
9. Relationship between media and training: the reports make the following analysis:

- 9.1. many media houses themselves lack training policies and effective on-site training activities – and especially for their freelance contributors. Limited training options to them are ad hoc, and there is a lack of a logical framework for certification along a continuum of professional development.
 - 9.2. There is a divide between service providers and the media: much training does not meet the needs of the industry, and industry does not invest in training activities and in relationships with journalism schools
 - 9.3. there is a lack of monitoring and evaluation in regard to education and training, and an absence of accreditation of either courses or providers, and therefore inadequate quality control.
10. Towards a more enabling investment climate for media business: The AMDI report notes the difficulty of accessing finance both for start-ups or established media businesses as a key issue at the. Capital for Africa is available, but the problem is the relative inability of the private media sector to access it. Media investment is considered by some not to be as well understood as other investment sectors, and media entrepreneurs or start-ups often have difficulty providing collateral against loans. The AMDI report further calls attention to the state of equipment, facilities and technical support within the media sector in sub-Saharan African countries which are generally poor. Priorities in this area include direct funding for new equipment; support for upgrading existing equipment; ICT skills training for staff; creating mechanisms to enable media organisations to share technical facilities; and sourcing opportunities for joint purchasing of equipment. The report goes on to suggest that the growth of private media requires new commercial lending in higher-growth economies and availability of more capital to medium-sized players.
11. The ability to procure equipment is inexorably linked to the finances available to media institutions. While AMDI investigated the need to improve access to finance, it also recognises the difficulties media owners face in developing markets and generating revenue. There are several key reasons for this weakness:
- 11.1. Media houses often lack administration, accounting and marketing skills;
 - 11.2. Lack of audits of the media landscape in Africa;
 - 11.3. Media houses often lack do not know how to target their market or what their market is;
 - 11.4. Media houses often do not know how to distribute their product;
 - 11.5. Media houses often do not know how to service potential advertisers;
 - 11.6. Potential advertisers often do not know the potential existing media offer;
 - 11.7. There is no concise and regularly updated survey of media in Africa for marketing and advertising purposes;
 - 11.8. Media houses often lack the know-how for maintaining equipment;
 - 11.9. Media houses often lack ability to arrange joint purchasing of equipment, production materials and consumables; and
 - 11.10. Media houses often lack funding for ICT skills training.

12. Also important are the following observations on areas for improving performance:

- 12.1. The value of private media institutions funding such research and monitoring. Those monitoring companies that do exist face a particular challenge in encouraging media organisations to work together to jointly finance large-scale data collection and research.
- 12.2. government protection for advertisers through regulation.
- 12.3. The need for small media enterprises to consider ways of selling their space or airtime more effectively; for example through syndicates which can jointly analyse the collective media footprint offered and a more detailed analysis of the cost per media.
- 12.4. The need for capacity building in media planning and buying systems, using and collecting audience data successfully, and planning campaigns.

Annex B: Draft Funding Criteria

Project Selection Criteria

Note: Different substantive criteria will be applied to the grant making and investment aspects of AMI but the overall alignment with AMI priorities, and basic governance and ethical criteria will be common.

A: Alignment with AMI Priorities

- 1) How will the project contribute to the development of quality independent media in Africa?
- 2) Is it consistent with the value framework in the Windhoek, FOX declarations?
- 3) Does the proposal analyse the problem to be solved, and how this fits in with other activities and programmes being conducted by others?
- 4) How will the proposed project produce a significant positive impact on one of the three pillar areas within a defined time period?
- 5) Does the project align with the AMI's strategic priorities and with the priorities of the other two pillars?
- 6) Is AMI support for the project complementary with existing donor programmes and/or will AMI support fill a gap?
- 7) What evidence is there that the project is mobilising other financial and non-financial (human, technical) resources in implementation?
- 8) Have expected results been defined against a short (One year) , medium (3 year) and long term (5-7 year) timetable
- 9) Has a rigorous monitoring and evaluation framework been included in the proposal?
- 10) What assessment has been made of gender equity and diversity issues?
- 11) What other funding will the proposal mobilise?

B: Compliance with Basic Governance Criteria

- 12) Does the project include the skills/resources and management capacity to carry out the project?

- 13) Is the requesting organisation or lead agency stable and financially viable? Projects should normally provide 3 previous years accounts
- 14) In the case of a consortium or regional multi-country, are the management, coordination and reporting relationships clearly defined? Participating organisations included in the proposal should provide formal written consent/agreement
- 15) Does the organisation have the qualifications/licences necessary to operate?
- 16) Is the organisation properly constituted under national law and statutorily compliant (e.g. annual reports, taxation, basic conditions of employment, regulatory licenses etc)
- 17) Does the organisation have any similar experience that will support it in carrying out the project; and what has the outcome of previous projects been?

C: Specific Criteria by Pillar Area

18) Grants (Pillar 1 Media Freedom and Policy Environment)

- a) Does the project demonstrate engagement with, or support for, media industry players?
- b) Does the project establish a working relationship with government and official bodies in the implementation of the proposed activities?
- c) Exception to the above criteria will be applied for projects designed to carry out independent monitoring/critique of the media; *initiate* work to engage government on reform issues; or in advancing protection of journalists
- d) In the case of support for protection of journalists has a risk assessment of the intervention been conducted and the consent of the affected journalists, where appropriate, been obtained?

19) Grants (Pillar 2 – Professionalisation_)

- a) Does the proposal must demonstrate clearly worked out partnerships with other, civil society, academic, industry and business community partners.
- b) Have professional and journalist organisations been consulted?
- c) How will the proposal use new ICT to innovate training and professional development?
- d) What quality assurance and/or certification will be provided and what level of recognition will be provided for this by the industry?

20) (Pillar 3 - Market Development)

- a) Does the proposal provide have a clear business plan with projected cost, income and return on investment?
- b) Does the requesting company or association comply with corporate governance standards, and support the ethical, professional and media freedom principles?

