

Working Paper Pillar 2 Media Professionalisation

PILLAR 2 MEDIA PROFESSIONALISATION

ISSUE

- The need improve the quality of media production through capacity-building to improve levels of professionalism, including strengthening of professional and ethical systems, using new information and communication technology (ICT), and enhancing collaboration among journalist associations.

SCOPE OF ACTIVITIES

- Raising *professional standards*. Addressing low skill levels/knowledge in regard to media production, beat specialisations, ethics and professionalism, media management, and the wider political and policy environments. Women are particularly disadvantaged in this regard. There is a divide between ethics theory and actual practice which credibility of much private and state-owned media.
- *Improving quality of training*. Training curricula are often static, and there is an acute 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.
- Improving public private partnerships for *media industry training*. Many media houses lack effective training policies, especially for freelance contributors. Much tertiary training does not meet the needs of the industry, and industry does not invest in relationships with journalism schools.
- There is a lack of monitoring and evaluation, accreditation, and inadequate quality control of programmes. Few accreditation councils or mechanisms exist.

OUTPUTS

- 5-8 strong Centres of Excellence (COEs) programmes for knowledge sharing, exchanges, research, generation of teaching resources, and quality control development.
- Providing training for journalism school heads, editors and business leaders.
- Developing training policies and strategies in industry and better working relationships between COEs and the media industry
- Supporting accreditation mechanisms

METHOD OF OPERATION

- A core management and strategic capacity will be developed within AMI to provide continental level quality assurance and monitoring, and facilitate dialogic between providers and consumers (media houses, journalist associations) on priorities
- AMI will Identifying and fund number of COEs building on the work already underway. UNESCO has already identified 12 potential Centres of Excellence (COEs) covering all regions of sub-Saharan Africa and 9 'Centres of Reference', which represent potential. This constituency forms a potential pool of partnerships.

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- Each such centre will operate as an amalgam of various assets (e.g. particular individuals, NGOs, companies, universities, etc.). They may be conceived as both physical or virtual centres or a combination, bringing stakeholders together
- Funding will be on a competitive basis with criteria favouring programmes which (a) innovate and establish new public-private partnerships and (b) funding leverages private and other resources.
- Funding will be provided on a competitive arms length basis by grant making body of the Foundation
- AMI will provide an oversight and reporting/analytical foundation on the state of Professionalisation in Africa media

INPUTS

- Manager to lead the programme
- Technical experts/consultants
- Grant funding for 5-8 COEs (\$40m)
- Support to strategic reporting and analysis

COST

- The total cost is \$42m